

AIMS Logo Design Contest

Introduction

To commemorate the 10th Anniversary of the AIMS Programme, OHEC is organizing the AIMS Logo Design Contest. The contest is initiated to create a fresh identity of the AIMS Programme in its second decade. It is also an opportunity to raise awareness about the AIMS Programme through the participation of students in all AIMS participating universities. Furthermore, it is aimed to engage the students and other stakeholders of the Programme in creating an image that will represent AIMS Programme as an Asian-focused student mobility scheme and the cooperation among its members that has been the foundation of the AIMS Programme since it started.

Eligibility

All full-time students (freshmen, sophomores, juniors, seniors, graduates) at the AIMS member institutions are eligible to enter the contest. Kindly note that all students may participate in the contest regardless whether or not they have undergone exchange with the AIMS Programme.

Submission Process

1. Please submit the logo via <https://docs.google.com/forms/d/e/1FAIpQLSdCLLI17EjalNkfvtjb2uhpuQwBRzw6DeJJE1er15GIakygVg/> by Friday, March 1, 2019
2. Submit the design (both in color and black & white) in a high-resolution graphic, preferably in .ai/.eps/.png/.gif/.jpg form.

Submission Criteria

1. The logo should reflect the core ideas of the AIMS Programme (refer to the About the AIMS Programme section)
2. The logo must have a minimum resolution of 300 dpi. There is no dimension but the logo should be easy to read and understand.
3. The logo should be made with a vector graphic software such as Adobe Illustrator.
4. Submitted designs must be your original work. The organiser reserves the right to refuse any submission which may infringe copyright or is suspected to imitate existing work. The organiser shall not be responsible should the submission be involved in any copyright infringement legal proceedings.
5. The submitted design must not be a duplicate of submission from another contest.
6. The organiser selection decision is final and cannot be contested.

Timeline and Judging Process

Activities	Time
1. Announcement of the contest	Monday, January 14, 2018
2. The AIMS country focal point selects and submits one logo design to SEAMEO RIHED	Monday, April 29, 2019
3. SEAMEO RIHED disseminates the link where the general public may vote for the preferred logo.	Monday, May 13, 2019
4. Public votes for the preferred logo.	Monday, May 13, 2019 – Friday, June 14, 2019
5. SEAMEO RIHED submits the three most voted logos to AIMS Steering Committee Meeting for the final decision.	11-12 July 2019
6. The result announcement	Wednesday, 31 July 2019

Prize

The winner will receive 500 USD. In addition, the winning logo will be used in the 10th Anniversary celebration, as well as all promotional materials and events in relation to the AIMS Programme thereafter.

About the AIMS Programme

Programme Summary

Initiated and facilitated by the Southeast Asian Ministers of Education Organization Regional Centre for Higher Education and Development (SEAMEO RIHED), the Asian International Mobility for Students (AIMS) Programme is a collaborative and multilateral student exchange programme that involves both Governments and HEIs with the goal of enhancing student mobility in the region and beyond. As of July 2018, AIMS offers undergraduate students a single semester exchange across 8 participating Member Countries, 69 HEIs, and among 10 study fields.

AIMS Member Countries (in order of joining) are: Malaysia, Indonesia, Thailand, Vietnam, Brunei Darussalam, the Philippines, Japan, and Republic of Korea. Singapore will officially join the Programme as the 9th Member Country.

Objectives

AIMS aspires to create a vibrant programme for all citizens of SEAMEO Member Countries and beyond, promoting the mobility of students in order to cultivate globalised human resources for the region, create and nurture an ASEAN identity in the minds of young people of the region, contribute to the internationalization of higher education in the region, and build towards the formulation of an ASEAN Community and a regional higher education common space.

Core Principles

Self-sufficiency and Sustainability - whereby each Member Country supports its own participation in the Programme, and where new members are encouraged to join based on their own readiness to participate.

Balanced Mobility & Reciprocity - whereby national authorities responsible for higher education nominate HEIs to participate in study fields, and where the number of exchange students is mutually agreed upon and reciprocated in each study field.

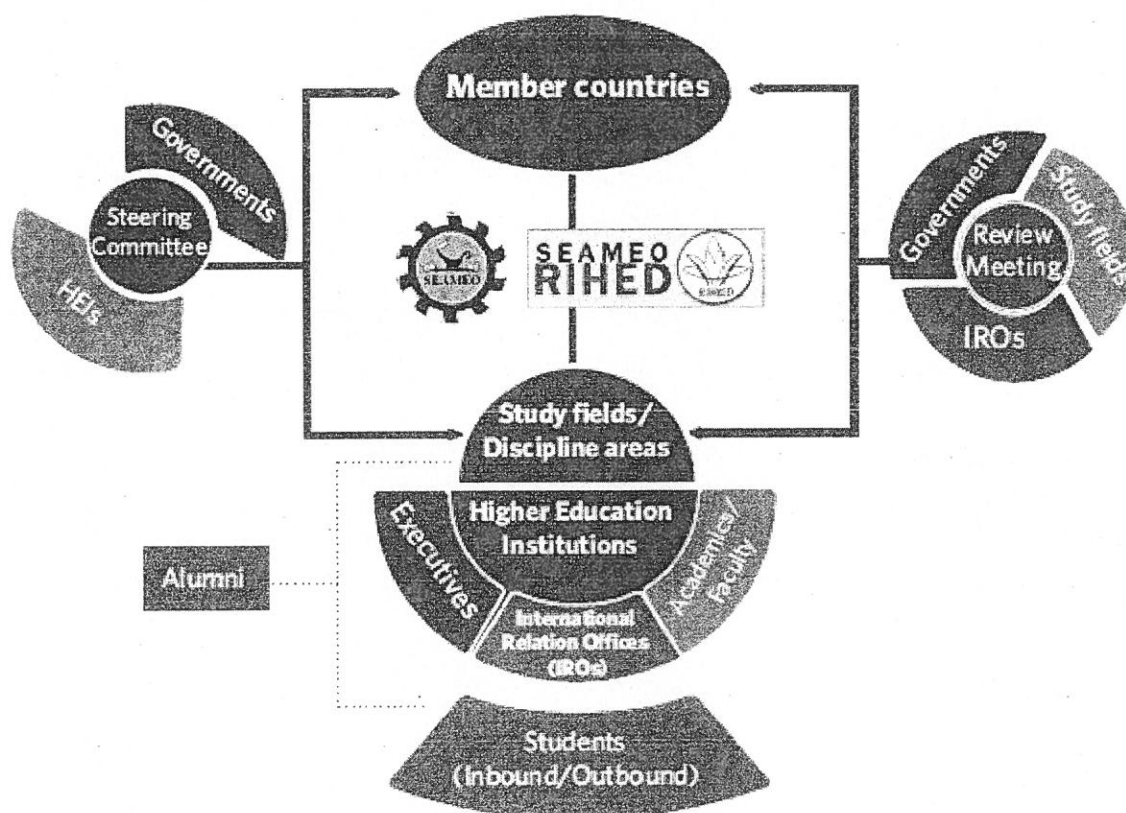
Regional Mechanisms - whereby regional coordination is undertaken by SEAMEO RIHED to support the programme implementation and give stakeholders key opportunities to feedback, address challenges and propose further developments to the Programme. There are 2 regional mechanisms that support the programme - the AIMS Annual Review Meeting and AIMS Steering Committee Meeting.

The Study Fields

There are 10 study fields for participation. The Study Fields are determined based on a mutual agreement between national authorities and HEIs:

Hospitality and Tourism	Economics
Agriculture	Engineering
Language and Culture	Environmental Management and Science
International Business	Biodiversity
Food Science and Technology	Marine Science

Programme Structure



For more information, visit the following websites:

SEAMEO RIHED - <http://rihed.seameo.org/>

AIMS Programme - <http://aims-rihed.net/>