

ARTWORK DESIGN COMPETITION

What is the theme of "WEroes: Explore, Evolve, and Excel" about?

"WEroes", a portmanteau that combines both "Women Engineers" and "Heroes", creates a powerful and meaningful term that encapsulates the theme of Jurutera Bulletin June 2024.

"WEroes" refers to the extraordinary women engineers, who have not only excelled in the field of engineering but have also overcome challenges, shattered stereotypes, and paved the way for future generations of women in STEM.

We hope to acknowledge, celebrate, and empower women engineers at **every stage of their professional journey** and to forge a testament to the spirit of exploration, evolution, and excellence that defines the experiences of women in the engineering field.

Explore:

Embark on a journey of discovery with "WEroes" as we spotlight the stories of aspiring women engineers, who are breaking barriers and charting new territories in the world of technology and innovation. This serves as a guide for those at the beginning of their engineering careers, offering insights, advice, and inspiration from trailblazing women who have paved the way.

Evolve:

For mid-management professionals seeking growth and development, this dedicated to providing strategic insights, leadership skills, and practical knowledge to navigate the challenges of the mid-career phase. Articles and features delve into topics, such as mentorship, skill enhancement, and work-life balance, offering valuable tools for personal and professional evolution.

Excel:

Celebrate the achievements and triumphs of women engineer leaders who have reached the pinnacle of their careers. This showcases the success stories, leadership philosophies, and innovative approaches of women who have excelled in various engineering domains. These narratives inspire and guide the next generation of leaders, providing a roadmap for continued excellence.

The theme of "WEroes: Explore, Evolve and Explore" is a rallying cry and a tribute to the remarkable women (at any age and at every stage of their professional development) who have left an indelible mark on the engineering landscape. This serves as a platform to celebrate their accomplishments, share their stories, and inspire the next generation of women to pursue careers in engineering with confidence and determination.



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COMPETITION GUIDELINES:

1. Open to all IEM Members and no registration fees.
2. The artwork can be designed using any of graphic design software.
3. The artwork has to be of 180mm(w) x 254mm(h) size with a minimum resolution of 2480 x 3508 pixels at 300dpi.
4. The artwork should be submitted to shamalah@iem.org.my in pdf, png, or jpeg format, saved in your full name and IEM membership number.
5. The artwork should also be posted on your social media platform (Facebook or Instagram) wall and tagged #WEroes #myiem #iemwomenengineers.
6. Participants should provide a less than 25 words description on how the design is inspired by Women Engineers theme.
7. Creations should be made using your own creativity without touching on any sensitive elements.
8. IEM will have the copywrite of the artwork upon submission.
9. The judges decision is final.

CONTACT

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JUDGING CRITERIA

Criteria	Description	Weightage
Creativity and Originality	Creativity, uniqueness and originality of the design	20%
	Creative use of elements, such as color, typography, and imagery	
Relevance to Theme	Alignment with the theme or purpose of the JURUTERA BULLETIN	30%
	Clear representation of women achievement at all professional development stage	
Adherence to Specifications	Compliance with guidelines or requirements of the competition	10%
	Proper sizing, resolution, and format	
Overall Impact	The overall impression and lasting impact	20%
	Memorable and engaging qualities that make it stand out	
Clarity and Readability	Clear communication of key information	20%
	Legibility of text, ensuring that it can be easily read	
	Thoughtful placement of text, images, and other graphic elements	
	Quality and relevance of images or illustrations used	



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Calling for Participants

The Women Engineers (WE) Section of IEM is having
Artwork Design Competition and the winning poster will be featured in
the IEM JURUTERA BULLETIN June 2024

**SCAN THE QR CODE FOR
DETAIL INFORMATION**



Open to all IEM MEMBERS

NO REGISTRATION FEES

SUBMISSION PERIOD | 22ND JANUARY TILL 19TH FEBRUARY 2024

Artwork Format
180mm(w) x 254mm(h) size
with a minimum resolution of
2480 x 3508 pixels at 300dpi
in pdf, png, or jpeg format

PRIZES
1st : RM 300
2nd : RM 200
3rd : RM 100

**#WEroes
#myiem
#iemwomenengineers**

