



- *Cross Connections 2024 Jury*
- *Event Proposal & Competition Rules*
- *Participation Guidelines & Submission Guidelines*



The University of Texas
Rio Grande
Valley

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Proposal and Guidelines of Cross Connections 2024 International Exhibition and Competition of Visual Communication Design and Emerging Media Design

Cross Connections International has been a prominent global design event and festival in academia since its inception in 2009. The upcoming Cross Connections 2024 event marks the fourth edition of this international design festival, promising an exciting lineup of activities, including an international design competition, a juried exhibition, and a series of design thinking webinars. *The Cross Connections 2024 International Exhibition and Competition of Visual Communication Design and Emerging Media Design*, curated by *the University of Texas Rio Grande Valley (UTRGV)*, *The International Museum of Art & Science (IMAS)*, and *Brownsville Museum of Fine Art*, will serve as a platform to showcase the exceptional creative talents of students and faculty hailing from nineteen higher education institutions across the globe. This collaborative event will feature approximately 120 artworks encompassing a wide range of visual art forms, including print-based visual communication designs, screen-based videos and animations, and user-centered designs across both traditional and emerging media. The CC-2024 exhibition aims to transcend borders, cultures, concepts, media, and disciplines, offering a captivating fusion of contemporary visual communication designs and emerging trends. An expert panel of judges will evaluate the selected artworks for the international juried exhibition and design competition, which will then grace the halls of many higher education institutions worldwide during the Spring and Fall of 2024.

The Cross Connections 2024 International Exhibition and Competition will be coordinated by visual communication design faculty members from all participating institutions. Each participating institution plays a co-host is expected to exhibit 100 print-based works and 20-40 screen-based works in their respective galleries or museums as part of the Cross Connections 2024 International Exhibition. The Cross Connections 2024 exhibition is eagerly anticipated to debut at the campus museum or gallery of each participating institution, captivating art enthusiasts for approximately two weeks during spring 2024. Hosted by the UTRGV Visual Art Gallery, the campus exhibition will take place from February 26 to March 12, 2024. Following this, these extraordinary artworks will embark on a journey to two additional venues: the Brownsville Museum of Fine Art (BMFA) in Brownsville from March 29 to April 27, 2024 and the International Museum of Art and Science (IMAS) in McAllen, Texas from September 12 to December 31, 2024, respectively.

Event Theme of the Cross Connections International Exhibition and Competition:

Unleash Your Creativity: Explore Your Design Beyond Borders, Cultures, Concepts, Media, and Disciplines.

Event Host: The University of Texas Rio Grande Valley

Premier Exhibition Host:

- The University of Texas Rio Grande Valley (UTRGV)
- International Museum of Art & Science (IMAS)
- Brownsville Museum of Fine Art (BMFA)

- **Co-Host of Exhibition, Exhibition Venue and Exhibition Duration**

Arranged in chronological order of the exhibition time.

A participating institution opting for Option-A and scheduling the exhibition for Spring or Fall 2024 will function as a co-host, presenting all selected entries in its designated gallery or museum during the specified period in 2024.

- | | |
|--|---------------------------------------|
| 1. The University of Texas Rio Grande Valley (Edinberg, TX, USA) | February 26 - March 12, 2024 |
| <i>Exhibition Venue: UTRGV Visual Art Gallery and Annex</i> | |
| 2. Brownsville Museum of Fine Art (Brownsville, TX, USA) | March 29 - April 27, 2024 |
| <i>Exhibition Venue: Permanent Collection Gallery at BMFA</i> | |
| 3. The University of Wisconsin-Milwaukee (Milwaukee, WI, USA) | April 8 - 22, 2024 |
| <i>Exhibition Venue: UWM Arts Center Gallery</i> | |
| 4. Central Academy of Fine Arts (Beijing, China) | April 8 - 22, 2024 |
| <i>Exhibition Venue: Museum of Central Academy of Fine Arts</i> | |
| 5. Luxun Academy of Fine Arts (Dalian, Liaoning, China) | April 8 - 22, 2024 |
| <i>Exhibition Venue: LAFA Museum of Fine Arts (Dalian Campus)</i> | |
| 6. LUCA School of Arts (Ghent, Belgium) | April 8 - 20, 2024 |
| <i>Exhibition Venue: LUCA University Gallery</i> | |
| 7. Autonomous University of the State of Morelos (Morelos, Mexico) | April 8 - 20, 2024 |
| <i>Exhibition Venue: UAEM University Gallery</i> | |
| 8. Truman State University (Kirksville, MO, USA) | August 26 – October 9, 2024 |
| <i>Exhibition Venue: Truman State University - Art Gallery</i> | |
| 9. University of Minnesota (Twin Cities, MN, USA) | September 5 - 20, 2024 |
| <i>Exhibition Venue: The Goldstein Museum of Design</i> | |
| 10. Texas A&M University Corpus Christi (Corpus Christi, TX, USA) | September 5 - 20, 2024 |
| <i>Exhibition Venue: TAMUCC University Gallery</i> | |
| 11. International Museum of Art & Science (McAllen, TX, USA) | September 14, 2024 - January 19, 2025 |
| <i>Exhibition Venue: Clark Gallery at IMAS</i> | |
| 12. Polytechnic Institute of Cávado and Ave (Barcelos, Portugal) | September 26 - October 10, 2024 |
| <i>Exhibition Venue: IPCA Gallery</i> | |

- **Participating Institutions**

The following lists are displayed in alphabetical order based on the English abbreviation forms of participating institutions.

North American Institutions

1. Brownsville Museum of Fine Art, USA (BMFA)
2. California Polytechnic State University, USA (CALPOLY)
3. International Museum of Art & Science, USA (IMAS)
4. Oklahoma State University, USA (OSU)
5. School of The Art Institute of Chicago, USA (SAIC)
6. Texas A&M University Corpus Christi, USA (TAMUCC)
7. Truman State University, USA (TSU)
8. Autonomous University of the State of Morelos, Mexico (UAEM)
9. University of Minnesota Twin Cities, USA (UMN)
10. The University of Texas at Arlington, USA (UTA)
11. The University of Texas Rio Grande Valley, USA (UTRGV)
12. The University of Wisconsin-Milwaukee, USA (UWM)

European Institutions

1. Polytechnic Institute of Cávado and Ave, Portugal (IPCA)
2. LUCA School of Arts, Belgium (LUCA)

Asian Institutions

1. Central Academy of Fine Arts, China (CAFA)
2. Hanyang University, Korea (HYU)
3. Luxun Academy of Fine Arts, China (LAFA)
4. Ming Chuan University, Taiwan (MCU)
5. National Taiwan University of Arts, Taiwan (NTUA)
6. Shanghai Academy of Fine Arts, China (SAFA)
7. SiChuan Fine Art Institute, China (SFAI)

- **Participation Options**

Option A: Full Engagement

This option involves not only selecting and submitting student and/or faculty work through an optional work selection committee for the exhibition and competition but also serving as one of the co-hosts, assuming responsibility for organizing a global exhibition on your respective campus. For a comprehensive understanding of these responsibilities, please refer to the guidelines for global engagement and event promotion on pages 19 and 20.

Option B: Partial Involvement

This option involves exclusively submitting student and faculty work to the curatorial committee and jury for participation in the juried exhibition and design competition.

- **Entry Qualifications**

1. **Submission Requirements:**

Each entry must adhere to the specified submission requirements concerning size, resolution, and file format.

2. **Ethical Guidelines:**

Every submission must strictly adhere to ethical guidelines, demonstrating utmost respect for the rights and dignity of individuals, while avoiding any content that may be considered offensive or controversial.

3. **Creation Date:**

Submitted works must have been created between 2022 and 2023 and must fall into the category of visual communication design or incorporate emerging media. In the case of AI-generated artwork, it must adhere to the required resolution standards (300 dpi) and undergo retouching using one of the available digital imaging tools, following visualizations created with generative AI programs.

4. **AI-Generated Artwork:**

In the case of AI-generated artwork, it is essential that it meets the prescribed resolution standards (300dpi) and has been retouched using one of the available digital imaging tools, in accordance with visualizations generated by artificial intelligence.

5. Each submitted entry should not display the name of the entrant.

- **Entry Fee**

Being an international exchange program and design festival, the Cross Connections 2024 Event will be completely free of charge for all participants.

- **Entry Categories (Visual Communication Design and Emerging Media Design)**

The detailed categorization of the types of works is displayed below for reference, and can be slightly adjusted as needed, without the need to follow it exactly.

Visual Communication Design (Using Print Media)

1. Digital Imaging
 - Digital Illustration
 - Digital Photography
 - Digital Mixed Media
2. Storyboarding and Storytelling
3. Type Design and Typography
4. Editorial Design and Publication Design
5. Poster Campaign (2-3 Posters)
6. Integrated Visual Communication Design
 - A: Integrated Collateral Campaign
 - > Event Logo
 - > Point of Purchase Displays (Event POP)
 - > Event Poster
 - > Event Booklet
 - > Event Giveaway
 - > Event Exhibition Design
 - B: Integrated Branding Campaign
 - > Brand Identities
 - > Brand Point of Purchase Displays (POP)
 - > Branding Posters
 - > Branding Billboards/Transit
 - > Branding Packaging
 - > Branding User Interface (UI) for Mobile
 - C: Integrated Consumer Campaign
 - > Trademark(s)
 - > Merchandise POP Displays
 - > Sales Promotion Poster(s)
 - > Sales Promotion Billboard(s)/Transit
 - > Sales Promotion Packaging
 - > Sales Promotion and Ordering App
7. Infographic Design
8. Packaging (Dieline) Design and Mockup
9. Urban Design
 - Public Space
 - Public Transit System
 - Transportation Planning
10. Environmental Design

- Way-Finding Graphics
- Sustainable Design
- Exhibition Design
- Store Design
- Stage Art / Design

Emerging Media Design (Using Interactive or Emerging Media)

1. Interactive Advertising
 - Interactive Banner Ads
 - Interactive Video Ads
2. Interactive Storytelling
 - Interactive eBooks
 - Interactive Narrative Experiences
 - Interactive Film or Video Experiences
3. Interactive Data Visualization
 - Kinetic Infographics
 - Web Infographics
4. Interactive Product Design
 - Interactive Packaging Design
 - Interactive Virtual Products
5. Interactive Social Media Campaign
 - Interactive Social Media Graphics
 - Interactive Social Media Posts
6. Animation
 - Kinetic Typography
 - 2D Animation
 - 3D Modeling & 3D Animation
7. UI/UX Design (Web & Mobile App)
 - User Interface Design (UI)
 - User Experience Design (UX)
8. Augmented Reality (AR) Applications:
 - AR Product Visualization
 - AR Games and Experiences
9. Virtual Reality (VR) Applications:
 - VR Entertainment Experiences

Emerging Media Design (Using Generative AI)

1. AI-generated Photographs Through Creative Thinking and Art Direction
 2. AI-Generated Illustrations Through Creative Thinking and Art Direction
 3. AI-Generated Graphic Designs Through Creative Thinking and Art Direction
 4. AI-Generated Expressive Typography Through Creative Thinking and Art Direction
 5. AI-Generated Videos Through Creative Thinking and Art Direction
- The selected AI-generated artworks will be showcased in the CC-2024 juried exhibition, competing for the Special Judging - Creative Thinking Award in both the student and faculty categories within the Cross Connections 2014

Juried Exhibition. AI-generated creations may also earn honorable mentions in the design competition. However, they are not eligible to compete for the Best of Show award in the juried exhibition, nor for the Grand Award, Gold Award, Silver Awards, or Bronze Awards in the design competition.

- **Submission Specifications**

For the Entries of Visual Communication Design:

- Size of the Layout: 30"W X 40"H or 40"W X 30"H
- Bleed: 0.25 Inch each Side
- Margin: 0.25 Inch each Side
- > If a participating institution prefers to select a minimum size for printing and mounting the exhibition layouts, it must be ensured that the dimensions of 24"X32" are met. Nevertheless, it is crucial to emphasize that the layout size of all submitted works should remain at 30"X40" since other participating institutions may choose to uphold the full size for the exhibition.
- File Type: jpg, or pdf
- Resolution: 300 dpi
- Color Mode: RGB
- Image Options: Quality: 12
- Format Options: Progressive

For the Entries of Interactive Design & Emerging Media Design:

- Social Media Campaign:
30"X40" or 40"X30" (300 dpi)
> *Unless the design layout features a white background, a 0.25-inch bleed is necessary to ensure secure mounting and lamination for all exhibition works.*
> *The design layout needs to provide prototype link(s) for judges to review the quality of user experience design through the provided link(s).*
- UI Kit Poster: 30"X40" or 40"X30" (300 dpi)
> *Unless the design layout features a white background, a 0.25-inch bleed is necessary to ensure secure mounting and lamination for all exhibition works.*
> *The design layout needs to provide prototype link(s) for judges to review the quality of user experience design through the provided link(s).*
- UI Kit Poster's File Type: jpg or pdf
- Frame Rate for Video: 29.97 FPS
- Aspect Ratio for Video: 16:9
- Resolution for Video: 1920px X 1080px
- Video Output: QuickTime MP4
- Video Codec: H.264
- Audio Output: 48 kHz / 16 Bit / Stereo

File Name for Submission

- Folder Name of Submission: utrgv-submission (Example)
- Submission File: utrgv-submission.zip
- File Name for each entry:
Examples:

- > utrgv_vcd_john-doe_title.jpg
- > utrgv_emerging_john-doe_title.jpg
- > utrgv_screen_john-doe_title.mp4
- > utrgv_ai_john-doe_title.jpg

- Please ensure that thumbnails, file names and project titles are included in the entry form. You can access the entry form link on page 10.
- In each printed layout with interactive design content, a URL or a QR code for the project's prototype link must be included in the UI kit layout and in the work description text.

Entry Type

The Cross Connections 2024 Exhibition and Competition accept two types of entries:

- Single Entry: This type of entry is created by a single designer. It can be any design project that meets the requirements and guidelines of the competition.
- Campaign Entry: This type of entry allows for collaboration among multiple designers who work together as a team. Entrants are required to submit a design layout that addresses a campaign comprising multiple designs. The layout should be presented within a 30"X40" format and encompass all the design elements. For exhibition purposes, the campaign entry will be considered as a single piece.

Submission Method

To submit your work, please upload the zipped submission folder using wetransfer.com via the email account of ping.xu@utrgv.edu to submit work to the event curator.

If you are a UTRGV student interested in submitting your work to the Cross Connections 2024 International Juried Exhibition and Competition, kindly obtain approval from your professor, who supervised the creation of your work. Once your professor approves your submission for review by the UTRGV selection committee, they will collect and upload your work to a shared OneDrive folder labeled "cc2024-utrgv for-selection" for nomination and selection.

Submission Folder

Before compressing the submission folder into a zip file, please ensure that the following required content is included:

1. **Entry Form:** An Excel document entry form listing all submitted entries and their corresponding work descriptions. Each work description should not exceed 200 words.
http://cross-connections.com/cc-2024_entry-form.xlsx
2. Faculty Folder: A folder containing all faculty works selected by each local work selection committee.
3. Student Folder: A folder containing all student works selected by each local work selection committee.
 - > If the student works in your submission are exclusively created by graduate students, please name the folder "Graduate Student".
 - > If the student works from your submission are mixed with both undergraduate student and graduate student works, please contain two student folders for "Student" and Graduate Student" respectively.

Work Submission and Evaluation Process

1. Each participating institution is responsible for selecting 5-30 student and/or faculty works through a local work selection committee. The selected works should then be submitted to the curator at the hosting institution, UTRGV by the final submission deadline December 18, 2023.
2. The jurors of the juried exhibition will evaluate the submitted works through a blind-judging process, aiming to identify and select 3 to 8 outstanding print-based works and several screen-based works from each participating institution. This assessment will result in the selection of 100 exceptional print-based works and 30 to 40 outstanding screen-based works. The selected exhibition works will be announced around January 8, 2023. All selected works will be showcased in the Cross Connections 2024 international juried exhibition, displayed on the exhibition website, and included in the exhibition booklet for public access. The selected works will be eligible to compete for eight exhibition awards, and the awards for the juried exhibition will be announced on September 12, 2024.
3. The jurors of the design competition will select 18 works through a blind-judging process from all submitted entries as the award-winning pieces for the Cross Connections 2024 International Design Competition. Each awardee will receive an electronic version of the award certificate. The awards will be announced on February 26, 2024.
4. Considering that the juried exhibition and the design competition are two distinct contests, individual works not selected for the juried exhibition may still have the possibility of receiving awards in the design competition. This is because the judges for the juried exhibition and the design competition may be different. The judging process for the juried exhibition involves both a preliminary selection for inclusion and a final judging for awards. In contrast, the design competition has a single-round judging process where all 18 awards of design competition are determined in the single-round judging of all submitted works. Typically, there are two sets of judges to assess these two different competitions separately.

Conflict-of-Interest Guidelines

When considering the potential ethical implications of participating in a competition hosted by UTRGV, it's essential to address concerns related to conflicts-of-interest and the perception of an unfair advantage. To uphold transparency and ensure that UTRGV's role as a hosting and curatorial institution doesn't compromise the competition's fairness and impartiality, and participants and judges are not influenced by UTRGV's hosting role, specific rules have been established by the curatorial committee of the Cross Connections 2024 event:

Faculty members from the hosting institution (UTRGV) are permitted to submit their work for consideration in the Cross Connections Juried Exhibition. However, their work must be selected by the jury panel. Notably, faculty work from the hosting institution is ineligible for awards in both the juried exhibition and the design competition.

Student work from the hosting institution (UTRGV) can participate in the Cross Connections Juried Exhibition and Design Competition to compete for various awards, including Gold Awards, Silver Awards, Bronze Awards, Honorable Mentions for the design competition, and three Special Judging Awards of the Juried Exhibition. Nevertheless, student work from the hosting institution is not eligible to compete for the Best of Show Award in the Juried Exhibition or the Grand Award in the design competition.

Event Deadlines and Timelines

- Regular Submission Deadline: December 6, 2023.

- Final Submission Deadline: December 18, 2023.
- Notification of Accepted Entries to the Juried Exhibition: January 8, 2024.
- Exhibition Label Information for Accepted Entries: January 22, 2024, 2023 (Delivered via email)
- The Completion Date for the Final Award Judging: February 1, 2024.
- Poster Mounting and Laminating for the UTRGV Exhibition: February 1 - 14, 2024.
- The Installation for the UTRGV Exhibition: February 15 - 23, 2024.
- Announcement of Design Competition Winners at UTRGV Exhibition's Opening Reception: February 26, 2024.
- The Exhibition of Cross Connections 2024 at UTRGV Visual Art Gallery: February 26 - March 13, 2024.
- Announcement of Design Competition Winners on the Exhibition Website: March 15, 2024. (Completion Date of Second First Phase Update for Exhibition Website)
- Opening Reception of the CC-2024 Exhibition at the Brownsville Museum of Fine Arts: March 29, 2024 and Announcement of Juried Exhibition's Honorable Mentions at BMFA's Opening Reception.
- Completion Date of Second Phase Update for Exhibition Website: April 18, 2024.
- Exhibition Book Design Completion and Printing Date: April 30, 2024.
- Opening Reception of the CC-2024 Exhibition at the International Museum of Art & Science and Announcement of Juried Exhibition Winners at IMAS's Opening Reception: September 19, 2024, 5-7 p.m..
- Completion Date of Third Phase Update for Exhibition Website: October 30, 2024.

1. To submit your entries, kindly send a compressed zip file of the submission folder containing the student and faculty works from your institution via wetransfer.com to the exhibition curator by December 18, 2023.
2. Upon receiving the submissions, the exhibition curator will gather all entries, assign them numbers, and then forward the submitted works to the jury for the blind judging process of the Cross Connections 2024 event.
3. By January 8, 2024, the jury panel will complete the first round of evaluation for the juried exhibition, choosing 100 print-based entries and over 20 screen-based entries to advance in the juried exhibition competition.
4. On January 10, 2023, the curatorial committee will email the list of accepted entries, a PDF file containing label information for all accepted entries, and a zip file ("cc-2024_accepted-works.zip") to the event coordinator of each participating institution.
6. The single-round judging process for the international design competition, conducted by the jury panel, will begin to select the eighteen winning entries from the entire submission pool for the Cross Connections 2024 competition. The announcement of the award winners is scheduled for March 15, 2024, and will be accessible on the Cross Connections event website: <https://www.utrgv.edu/crossconnections/winners>
7. The second round of judging for the juried exhibition, conducted by the jury panel, will begin to select the eight award-winning entries for the Cross Connections 2024 International Juried Exhibition. The award winners will be announced on September 12, 2024 on the opening reception of the CC-2024 at IMAS, and will be posted on the CC-2024 website.

To ensure the exhibition's quality, the exhibition committee of each participating institution is required to ink-jet print the layouts of all accepted works in dimensions of 30"X40" or 24"X32". These prints should be full-size, without any white borders, and should be flush-mounted on half-inch foam board or ultraboard.

To promote the exhibition and honor the winners, the host institution of the CC-2024 event will send an email to each participating institution on February 28, 2024. The purpose of this email will be to request a profile photo of each winner, accompanied by a 200-word brief introduction highlighting their achievements. This information will be included in the exhibition book as well as on the exhibition website.

- **Cross Connections 2024 - Exhibition Specifications**

1. Size for Printing Exhibition Layouts:
 - Preferred Size: 30" W X 40" H or 40" W X 30" H with 0.25-inch bleed and 0.25-inch margin on each side.
 - Minimum Size Option: If a participating institution prefers a smaller size for printing and mounting the exhibition layouts, the dimensions must meet the minimum requirements of 24"X32".
2. Preferred Mounting Method:
 - Mounting Method Option-A: Flush-mounted on 0.5" Ultraboard with Black Band
Sample Product: <https://ultraboard.com/product/ultraboard-edge-band/>
 - Mounting Method Option-B: Flush-mounted on half-inch foamboard or half-inch Ultraboard
3. Presentation of Interactive Entries:
 - It is crucial to present interactive entries, such as design layouts for UI designs, social media campaigns, and virtual product packages, in a polished manner by printing the layout in either 30"X40" or 24"X32" sizes, adhering to the specifications mentioned above.
 - For works that are entirely screen-based, such as videos, they can be displayed on computer screens, TV screens, or projected onto wall through projectors. The UTRGV technical department will integrate all accepted video works into a single long video for every co-host institution to play the video as a background loop at the exhibition venue.
4. Exhibition Venue:

Considering the professionalism of the 'Cross Connections 2024' exhibition, the curatorial committee recommends that each co-hosting institution make arrangements for the event to be held in a formal gallery or art museum.

- **Cross Connections-2024 Curatorial Committee**

- Ping Xu, MFA, Associate Professor of Visual Communication Design, UTRGV, USA
- Elena Macias, MFA, Professor of Art, UTRGV, USA
- Marcelo Ramirez, Chief Exhibition Curator, International Museum of Art & Science, USA
- Deyanira Ramirez, Executive Director, Brownsville Museum of Fine Art, USA

The Roles and Responsibilities of the Curatorial Committee:

1. Composing the event proposal and guidelines for the Cross Connections 2024 event.
2. Designing the call for entries poster series for the exhibition and competition.
3. Designing the event's poster series for the juried exhibition and competition.
4. Creating a budget estimate for event costs in UTRGV and seeking financial support from various channels including internal grants and external grants.
5. Reaching out to local businesses, organizations, or industry partners that may be interested in sponsoring the event.
6. Collaborating closely with the International Museum of Art and Science (IMAS) and Brownsville Museum of Fine Art (BMFA) to curate the exhibition, ensuring a cohesive and engaging display in the UTRGV Visual Art Gallery, IMAS and BMFA museum.
7. Selecting and inviting institutions from around the world to participate in the exhibition and competition through a fair and unbiased selection process.
8. Organizing webinars featuring prominent design experts and extending invitations to faculty members from both national and international universities to conduct a presentation series during the international design festival.
9. Identifying and securing a qualified jury for the juried exhibition and competition.
10. Maintaining regular communication channels with all participating institutions, actively contributing to discussions, and providing constructive feedback to foster a collaborative and cohesive curatorial approach.

11. Adhering to a predetermined timelines and milestones to ensure the timely completion of curatorial tasks. Regular meetings will be scheduled to review progress, address challenges, and make necessary adjustments.
12. Overseeing the creation of promotional materials and related documentation, such as exhibition book and exhibition website. This involves gathering relevant information about the artists, artworks, and curatorial statements, and coordinating with design teams to produce high-quality materials that effectively represent the exhibition.
13. Utilizing various marketing and communication channels to promote the exhibition and generate awareness, aiming to attract a diverse audience.
14. Engaging with the public to promote the exhibition, organizing artist talks, guided tours, workshops, and other interactive events. These initiatives provide visitors with deeper insights into the artworks and the curatorial vision.
15. Ensuring the overall success of the exhibition and adherence to the stated objectives by curating and overseeing the entire process.

- **Cross Connections-2024 Global Advisory Committee**

The Global Advisory Committee oversees global communication and collaboration for the Cross Connections 2024 International Exhibition and Competition. Each member of the committee is tasked with reviewing exhibition guidelines and funding proposals specific to their respective institutions. As a token of gratitude, a certificate of appreciation will be sent via email to each committee member.

- Dr. Jeffrey Ward, Dean of College of Fine Arts, The University of Texas Rio Grande Valley, USA.
- Dr. Albert Young Choi, Founder and President Emeritus of United Designs Alliance, Professor of Communication Design, Hanyang University, Korea.
- Dr. Feiman Chang, Chair and Professor, Department of Visual Communication Design, National Taiwan University of Arts, Taiwan.
- Dr. Shih-Chien Chan, Chair and Professor, Department of Digital Media Design, Ming Chuan University, Taiwan.
- Dr. Lu Zhao, Professor of Visual Communication Design, Dean of College of Digital Media, Vice President of Luxun Academy of Fine Arts, China.
- Fan Zhuo, Professor of Urban Design and Associate Dean of College of Urban Design, Central Academy of Fine Arts, China.
- Marijke Dirickx, Head of Visual Design, LUCA School of Arts, Belgium
- Dr. Jorge Brandão Pereira, Senior Lecturer of Graphic Design, Polytechnic Institute of Cávado and Ave, Portugal.
- Dr. M.A. Bianca Vanessa Farias Bahena, Acting Director, Faculty of Design, Autonomous University of the State of Morelos, Mexico

- **Cross Connections-2024 Global Coordination Committee**

The Global Coordination Committee oversees internal and external communication and collaboration for the Cross Connections 2024 International Exhibition and competition. Each committee member is assigned the responsibility of organizing the installation of exhibition components relevant to their respective institutions. Additionally, every member of the Global Exhibition Committee from each participating institution is expected to coordinate and collaborate with the exhibition's curatorial committee. As a token of gratitude, a certificate of appreciation will be sent via email to each committee member.

- Ed Pogue, Professor of Art,
Director of UTRGV School of Art and Design, The University of Texas Rio Grande Valley, USA.
- Mark Stemmers, Associate Professor of Visual Communication Design,
School of the Art Institute of Chicago., USA.
- Seiji Ikeda, Associate Professor of Graphic Design, University of Minnesota Twin Cities, USA.
- Ben Dolezal, Associate Professor of Visual Communication Design,
The University of Texas at Arlington, USA.
- Ting Wang-Hedges, Assistant Professor of Graphic Design, Oklahoma State University, USA.
- Đào Thùy Linh, Assistant Professor of Graphic Design, California Polytechnic State University, USA.
- Matthew Derezinski, Professor of Visual Communication at Truman State University, USA.
- Alexandria Canchola, Assistant Professor & Co-Director of University Galleries,
Texas A&M University - Corpus Christi, USA.
- Po-Shu Teng, Senior Lecturer of 3D Modeling and Animation, Ming Chuan University, Taiwan.
- Ou Sun, Senior Lecturer of Urban Design, Central Academy of Fine Arts, China.
- Xin Liu, Associate Professor of Visual Communication Design, Shanghai Academy of Fine Arts.
- Ya Xuan Liu, Associate Professor of Visual Communication Design, Luxun Academy of Fine Arts, China.
- Mtra. Marie France Desdier Fuentes, Director of Cultural Spaces and Artistic Heritage,
University of the Americas Puebla, Mexico.
- Dr. Hong-Wei Ren, Associate Professor of Digital Media, Sichuan Fine Art Institute, China.

- **UTRGV Selection Committee**

for selecting top 30 UTRGV entries for the CC-2024 juried exhibition and competition.

by alphabetical order

- Karla Castillo, Graphic Design Manager, UTRGV Department of Marketing & Communications,
American Advertising Awards (ADDYs) - Jury of Rio Grande Valley Competition
- Dr. Clara J. Choi, Assistant Professor of Visual Communication Design, UTRGV
- Robert Gilbert, MFA, Associate Professor of Visual Communication Design, UTRGV
- Dr. Kimberly Selber, Associate Professor of Communication, UTRGV
- Ping Xu, MFA, Associate Professor of Visual Communication Design, UTRGV

The UTRGV Work Selection Committee has established specific rules for the selection of thirty UTRGV entries for the CC-2024 exhibition and competition. These rules ensure a fair and transparent process for choosing the entries that will represent UTRGV. The following guidelines outline the selection criteria:

1. Quality: Entries should demonstrate a high level of artistic merit, technical skill, and innovation.
2. Diversity: The committee aims to showcase a diverse range of multiple disciplines, styles, and perspectives. Therefore, entries from various visual communication fields will be considered, including visual communication designs, interactive designs, multimedia, and emerging media designs.
3. Originality: The committee values original and unique works that bring fresh perspectives to the exhibition
4. Impact: Entries should have the potential to engage and captivate the audience, leaving a lasting impression.
5. Collaboration: The committee encourages collaborative works that involve multiple designers or interdisciplinary approaches.
6. Committee Evaluation & Selection:

The UTRGV Work Selection Committee will evaluate every entry from UTRGV, taking into account the criteria mentioned earlier, in order to ensure a fair and comprehensive selection process. Three faculty members from the UTRGV School of Art and Design will be responsible for nominating and gathering student works from various classes. Dr. Kimberly Selber from the Communication Department and Karla Castillo from the Marketing Department will be in charge of selecting 30 print-based and some screen-based student and faculty works. The curatorial committee at UTRGV will then submit the work folders to the Cross Connections 2024 Jury.

- **UTRGV Exhibition Committee**

for accommodating the CC-2024 installation at UTRGV Visual Art Gallery
by alphabetical order

- Robert Gilbert, Associate Professor of Visual Communication Design, UTRGV
- Jesmil Maldonado, Director of UTRGV Visual Art Gallery
- Gina Palacios, Assistant Professor of Art, Associate Director of School of Art & Design, UTRGV
- Ed Pogue, Professor of Art, Director of School of Art and Design, UTRGV

The UTRGV Exhibition Committee is responsible for overseeing the installation of the CC-2024 Show at the university. The committee members collaborate closely with artists, curators, and designers to determine the thematic focus, and plan the layout installation of the exhibition. They are responsible for coordinating logistics, such as scheduling, transportation, and securing exhibition spaces. Additionally, the committee handles the technical aspects of the installation, including lighting, audio/visual equipment, and display materials. They work closely as a team to ensure the new vision of Cross Connections is realized and that the artworks are presented in the most effective and aesthetically pleasing manner. This committee plays a crucial role in organizing the exhibition, ensuring a successful and engaging experience for visitors.

- **Cross Connections 2024 Jury**

We are honored to have several esteemed professionals join our jury panel, and we express our deep gratitude for their unwavering commitment to the design community. Their involvement not only enhances the credibility of our evaluation process but also creates a remarkable platform for emerging designers to gain recognition and exposure. For more information about the jury panel, please check the following link for a detailed introduction to the Cross Connections 2024 jury:

<https://www.utrgv.edu/crossconnections/cc-2024-jury>

(The link will be functional after February 26, 2024)

<p>Robert Hower MFA - Cranbrook Academy of Art President, and Executive Director, United Designs Alliance 2022-2023 Professor & Chair Emeritus, Department of Art & Art History, The University of Texas at Arlington. The design works have been acquired by permanent collections at the Museum of Modern Art, the Cooper Hewitt, Smithsonian Design</p>	<p>Robin Landa, MFA Distinguished Professor of Graphic Design, Michael Graves College at Kean University, NJ, One Show Awards Jury, HOW Design Competition Jury, ADCNJ Award Winner, GDUSA Award Winner, Authored 26 graphic design books and articles featured in publications such as Harvard Business</p>
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Museum, and 14 other museums and institutions worldwide.	Review, Columbia University Press, FastCompany and Inc magazine.
Chien Hwang MFA - ArtCenter College of Design Head of Creative, Gusto, San Francisco Former Executive Creative Director, TBWA\Worldwide, Greater China London International Awards (LIA) Jury - 2023 AdStars Jury - 2008, 2000, Garnered recognition in prestigious publications like Adweek, AdAge, Graphis, and Communication Arts.	Kent Lu , BFA Chief Creative Officer & General Manager, Bates Advertising, Shanghai Former Executive Creative Director, DDB China One Show Asia Awards - Jury 2018, 2019, 2020 AdStars Jury - 2017, 2018 Digitaling Awards Jury - 2021, 2022, 2023 One Show Awards Winner 2016, Longxi Creative Awards Winner 2017.

Judging Criteria for Cross Connections 2024

In an effort to display visual communication design’s broad and ever evolving discourse, UTRGV invites professionals to serve as judges for the Cross Connection 2024 International Exhibition and Competition of Designs. All submitted artwork from each participating institution will be evaluated on the following criteria:

1. Conceptual Strength: This criterion focuses on the inventiveness and distinctiveness of the entry. It evaluates the originality and creativity of the concept behind the artwork.
2. Technical Excellence: This criterion examines the technical qualities of the work and emphasizes the effective utilization of the chosen media. It assesses the skill and craftsmanship demonstrated in the execution of the artwork.
3. Design and Compositional Proficiency: This criterion gauges the exhibitor’s comprehension and adeptness in employing design and compositional strategies. It assesses how well the artwork employs these strategies to convey its intended message or achieve its desired effect.
4. Overall Impact: This criterion evaluates the overall success of the submitted work. It considers the artwork’s ability to captivate and engage viewers, its effectiveness in communicating its intended message, and the overall impression it leaves.

- **Event Files**

We apologize for any inconvenience caused by the ongoing website construction. Our web design team is diligently working to develop the event website. We are committed to providing you with a seamless online experience, both on February 26, the opening reception day at the UTRGV Visual Art Gallery, and even after the conclusion of the event. During the opening reception on February 26, you will have the opportunity to download the event folder’s zip file. This file contains all the essential information related to the event. It is designed to ensure that you have access to all the necessary details to enhance your experience. To access the event folder and retrieve the zip file on February 26, 2024, please follow the link provided below:

<http://cross-connections.com/event-files.zip>

1. Poster for Call for Entries: http://cross-connections.com/cc-2024_call-for-entries-poster_en.pdf
2. Poster for CC-2024 Event: February 1, 2024
3. Logo Folder (contains the event logo and all participating institutions’ logos)
4. Labels for CC-2024 Exhibition (A multi-page PDF file for the label info of all accepted entries)
5. Banner for CC-2024 Event
6. Proposal and Guidelines for CC-2024 Event
 - English Version
 - Spanish Version

- Chinese Version (Simplified)
 - Chinese Version (Traditional)
 - Korean Version
7. The concatenated video containing all accepted screen-based entries: March 15, 2024
 8. Opening Reception Videos (After the Event)
 9. PDF File for CC-2024 Event (After the Event)

Should you have any questions or require further assistance, please do not hesitate to contact the exhibition curator at ping.xu@utrgv.edu. We are here to help and ensure your participation is smoothly and your visit to the museum is memorable.

- **Cross Connections 2024 Awards**

If the judges do not find sufficiently outstanding work in a particular special award category, they reserve the right to leave that category vacant and not select a winner for the award.

Eight Awards and Honorable Mentions of the CC-2024 Juried Exhibition (Student)

- Best of Show Award, Cross Connections 2024 Juried Exhibition
- Special Judging Award for Visual Communication in Print Media, Cross Connections 2024 Juried Exhibition
- Special Judging Award for Visual Communication in Screen Media, Cross Connections 2024 Juried Exhibition
- Special Judging Award for Innovation of User-Centered Design in Interactive & Emerging Media,
- Special Judging Award for Excellence in Design Foundation, Cross Connections 2024 Juried Exhibition
- Special Judging Award for Marketing Graphic Design, Cross Connections 2024 Juried Exhibition
Cross Connections 2024 Juried Exhibition
- Special Judging Award for Creative Thinking/Visualization with Generative AI,
Cross Connections 2024 Juried Exhibition
- Honorable Mention, Cross Connections 2024 Juried Exhibition

Six Awards and Honorable Mentions of the CC-2024 Juried Exhibition (Professional / Faculty)

- Best of Show Award, Cross Connections 2024 Juried Exhibition
- Special Judging Award for Visual Communication in Print Media, Cross Connections 2024 Juried Exhibition
- Special Judging Award for Visual Communication in Screen Media, Cross Connections 2024 Juried Exhibition
- Special Judging Award for Innovation of User-Centered Design in Interactive & Emerging Media,
Cross Connections 2024 Juried Exhibition
- Special Judging Award for Creative Thinking/Visualization with Generative AI,
Cross Connections 2024 Juried Exhibition
- Honorable Mention, Cross Connections 2024 Juried Exhibition

Eight Awards of the CC-2024 Design Competition (Student)

- Grand Award, Cross Connections 2024 Design Competition
- Gold Award, Cross Connections 2024 Design Competition
- Silver Award, Cross Connections 2024 Design Competition (2 Recipients)
- Bronze Award, Cross Connections 2024 Design Competition (2 Recipients)
- Honorable Mention, Cross Connections 2024 Design Competition (2 Recipients)

Seven Awards of the CC-2024 Design Competition (Professional / Faculty)

- Grand Award, Cross Connections 2024 Design Competition
- Gold Award, Cross Connections 2024 Design Competition
- Silver Award, Cross Connections 2024 Design Competition
- Bronze Award, Cross Connections 2024 Design Competition (2 Recipients)
- Honorable Mention, Cross Connections 2024 Design Competition (2 Recipients)

About the Best of Show Award of the Cross Connections 2024 International Juried Exhibition

- The chosen AI-generated pieces will be given the chance to feature in the Cross Connections 2024 Event, vying for the Special Judging - Creative Thinking Award in both student and faculty categories at the Cross Connections 2024 Juried Exhibition. However, AI-generated works will not be considered for the Best of Show award during the Cross Connections 2024 International Juried Exhibition.
- As the curatorial institution and primary host, UTRGV student and faculty works will not be eligible to compete for the Best of Show awards at the Cross Connections 2024 International Juried Exhibition.

About the Grand Award of the Cross Connections 2024 International Design Competition

- The selected AI-generated works will have the opportunity to feature in the Cross Connections 2024 Juried Exhibition. However, AI-generated works will not be eligible to compete for the Grand Award and other awards in both the student and faculty categories of the Cross Connections 2024 International Design Competition.
- Likewise, as the curatorial institution and primary host, UTRGV student and faculty works will not be eligible to compete for the Grand awards at the Cross Connections 2024 International Design Competition.

- **Guidelines for Global Engagement and Event Promotion**

To ensure the success of the Cross Connections 2024 event, UTRGV and all participating institutions have specific responsibilities to fulfill. These responsibilities include:

1. **Committee for Work Selection:** We kindly request each participating institution to form a local committee comprising esteemed peers. This committee will diligently assess and choose 5-30 works from both students and faculty for submission. These thoughtfully selected works will serve as a source of pride for the institution in the forthcoming event. We humbly request that the chosen works be submitted through the secure file-sharing platform, <https://wetransfer.com>. Please send the zip file(s) using the curator's email address (ping.xu@utrgv.edu) on the platform.
2. **Online Presence with an Online Press Release:** Participating institutions opting for full engagement are expected to arrange an online presence specifically for the Cross Connections 2024 event through the publication of an official press release in April 2024. This strategic step aims to foster increased awareness and extend the reach of the event to a broader and more diverse audience.
3. **UTRGV Press Release:** The University of Texas Rio Grande Valley will publish a press release about the exhibition on March 1, 2024, on the UTRGV website.
4. **UTRGV Exhibition Website:** The University of Texas Rio Grande Valley (UTRGV) will be responsible for updating the exhibition website following the conclusion of the event. The updated website can be accessed at: <https://www.utrgv.edu/crossconnections/>
5. **Event Videos:** The UTRGV Marketing Department will create a video by merging footage from the event across all participating institutions to promote the event.

6. Exhibition Book: UTRGV will enhance the promotion of the exhibition and competition by creating an exhibition book available in both hard copy and digital online formats, which will be produced after the event. An example of such a book is: http://cross-connections.com/cc-2018_e-booklet.pdf
7. Online Gallery of Accepted Work: Every entry that receives acceptance will be showcased on the work gallery page of the exhibition website, as well as featured in the exhibition book. <https://www.utrgv.edu/crossconnections/photo-gallery/work-gallery>
8. Exhibition Photos: To enrich the event details in the exhibition book and on the event website, participating institutions selecting the Option-A plan must submit exhibition photos to UTRGV. <https://www.utrgv.edu/crossconnections/photo-gallery>
9. Certificates of Appreciation: The curatorial committee will email certificates of appreciation to each participating institution's event coordinator after the event. These certificates acknowledge the institution's involvement and contribution to the event. Additionally, UTRGV will display all contributors' names on their exhibition website: <https://www.utrgv.edu/crossconnections/photo-gallery/work-gallery/>
<https://www.utrgv.edu/crossconnections/intro/>
10. Award Certificates: The curatorial committee will also email award certificates to each participating institution after the design competition and juried exhibition. These certificates will acknowledge the award-winning works. Moreover, UTRGV will display all award-winning works on their exhibition website: <https://www.utrgv.edu/crossconnections/awarded/>

- **Copyright Notice for Cross Connections-2024**

As we gear up for the Cross Connections 2024 competition and exhibition, please take note of the following copyright notice:

Copyright Notice:

By submitting artwork for consideration in CC-2024, you acknowledge and agree that the University of Texas Rio Grande Valley (UTRGV) retains the right to reproduce any accepted artwork for purposes including, but not limited to, exhibition books, exhibition websites, promotional materials, and other media related to Cross Connections 2024 International Event.

Media Release Form: <http://cross-connections.com/media-release-form.pdf>

In order to facilitate the respectful and compliant use of selected artworks, all artists, students, and faculty members submitting pieces are required to complete a Media Release Form. This form grants UTRGV permission to utilize and reproduce the submitted artworks as outlined in the Copyright Notice. Please access the Media Release Form and ensure its completion and submission along with your entry form and artwork folder to the CC-2024 Curatorial Committee.

- **Background Information of the Cross Connections Event**

Exhibition Website: <https://www.utrgv.edu/crossconnections>

CC-2018 Exhibition E-Book: <https://bit.ly/3K5OQXx>

- **About UTRGV**

The University of Texas Rio Grande Valley (UTRGV) is a public research university and a member of the University of Texas System. The university was created by the Texas Legislature in 2013 as the first major public university of the 21st century in Texas. This transformative initiative provided the

opportunity to expand educational opportunities in the Rio Grande Valley, including a new School of Medicine, and made it possible for residents of the region to benefit from the Permanent University Fund - a public endowment contributing support to the University of Texas System and other institutions.

UTRGV has campuses and off-campus research and teaching sites throughout the Rio Grande Valley including in Boca Chica Beach, Brownsville (formerly The University of Texas at Brownsville campus), Edinburg (formerly The University of Texas-Pan American campus), Harlingen, McAllen, Port Isabel, Rio Grande City, and South Padre Island. UTRGV, a comprehensive academic institution, enrolled its first class in the fall of 2015, and the School of Medicine welcomed its first class in the summer of 2016. For more information about the UTRGV, please visit: <https://www.utrgv.edu>.

- **About IMAS**

The International Museum of Art & Science (IMAS) is a prestigious institution affiliated with the Smithsonian and accredited by the American Alliance of Museums. As the leading art and science museum in South Texas, IMAS boasts an impressive exhibition space spanning over 50,000 square feet. Each year, the museum's galleries showcase a diverse range of rotating art and science exhibits, with a strong emphasis on promoting creativity, education, and interactive experiences.

IMAS offers visitors a unique opportunity to engage with hands-on science exhibits and discover original works of art, fostering a deep appreciation for both disciplines. Through its exhibitions, educational programs, and interactive displays, the museum encourages innovation and nurtures a love for the arts and sciences.

Within its permanent collection, IMAS proudly houses more than 2,000 specimens related to natural history and geology, as well as 4,500 folk art and textile objects. Additionally, the museum's collection of fine art consists of 1,500 works that span various countries and artistic movements, encompassing a timeline from the 16th century to the present day.

- **About BMFA**

Nestled in the heart of Brownsville, Texas, the Brownsville Museum of Fine Art (BMFA) stands as a vibrant cultural beacon, exulting in the splendor and variety of fine art. With captivating exhibitions and engaging programs, BMFA welcomes both local talents and international artists, beckoning them to delve into boundless realms of creativity and inspiration, converging under a single roof. Embark on an enthralling journey through the transformative power of visual art, where every brushstroke eloquently narrates a distinctive and compelling tale. Come, immerse yourself in this tapestry of artistic expression at the Brownsville Museum of Fine Art.

The University of Texas
Rio Grande Valley