



12th United Designs Biennial 2025 ONLINE

About the **Messages to Humanity**

Our world faces significant challenges as people lack love and forgiveness when pursuing personal ambitions. This focus on individual gain often leads to greed and erodes community trust and connections.

Recognizing the inherent worth of every individual is crucial. Honor and dignity in our interactions foster genuine connections, creating a supportive community that helps us all thrive. Embodying these values can inspire collective healing and strengthen our bonds through love and understanding.

This exhibition gathers heartfelt messages about love and forgiveness to promote community and harmony. By showcasing powerful visuals that celebrate our shared humanity, we encourage everyone to recognize their worth and contributions. We can create an environment that celebrates our collective journey toward compassion.

About the **Posters**

The exhibition features positive quotes from various cultures, highlighting the significance of love and forgiveness. Each poster showcases unique typography, reflecting global diversity. We invite attendees to reflect on our shared experiences and embrace kindness and generosity, fostering a safer world for future generations.

About United Designs Alliance



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United Designs Alliance was established as a global design organization in 2014. UDA seeks to build an international design and educational network to understand unique design collections and exchange ideas on communication design practice, education, and culture. We welcome students, practitioners, and educators of all origins and identities, as we work individually and collectively to respect, serve, and contribute to the many facets of society.

UDA Vision

UDA seeks to establish a comprehensive and supportive network of communication design educators and practitioners across the world. We commit to adopting, collaborating, creating, impacting, and influencing creativity, intellectual inquiry, and cultural engagement. UDA events and forums embrace diversity, support conceptual exchange and collaboration, disseminate research and creative activity, and celebrate excellence.

UDA Mission

UDA serves the international design community and humanity in various ways. We, as cultural and visual cultivators, contribute our creativity to manifest the global culture. We, as educators and professionals, develop our partnerships to strengthen our profession. Most of all, we provide and share our creativity without prejudice against color, convention, culture, economy, education, history, nationality, race, religion, sex, skill set, or social status.

UDA Membership

UDA aims to secure a respected and reliable alliance by acknowledging the differences in our achievements, not as a barrier but as an opportunity to bring creativity to an elevated intellectual level.

1. EXHIBITION OUTLINE

a. Poster Exhibition Title

Messages to Humanity

b. Exhibition Date

Saturday, October 11

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c. Opening Reception & Gallery Talk

Saturday, October 11, 2025, at 9:00 China
Zoom & YouTube (TBA)

d. Exhibition Location

www.uniteddesigns.org/12ud2025

e. Organizer

United Designs Alliance (UDA)

f. Chief Director

Albert Choi

2. EXHIBITION THEME

Poster Design about your **Messages to Humanity**

3. ESTIMATED DESIGN WORKS IN THE EXHIBITION

200 designs and 200 participants from 30 nations

4. EXHIBITION DIRECTORS

Chief Director: Albert Choi (UDA President Emeritus)

*Directors: Juergen Hefe (UDA VP of Design Practice)
Jorge Pereira (UDA VP of Design Ethics)
Sarah A. Meyer (UDA VP of Design Education)
Robert Grame (UDA VP of Design Technology)
Xupeng Yao (UDA VP of Design Research)*

5. OFFICIAL WEB SITE

www.uniteddesigns.org

POSTER SUBMIT REQUIREMENTS

1>>> INTRODUCTION

UDA invites design professionals and educators in visual communication design to participate in the 12th United Designs 2025, an International Poster Exhibition.

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Exhibition Objectives:

1. We strive to explore new visual communication and expressions.
2. We commit to bringing creativity to an intellectual level.
3. We care to contribute to human culture as visual cultivators.
4. We contribute and share our creativity without prejudice against color, convention, culture, economy, education, history, nationality, race, religion, sex, skill, and social status.

2>>>BASIC GUIDELINES (Important: No acceptance for all works not following the Basic Guidelines)

- a. The theme of the exhibition is 'Love and Forgiveness.'
- b. All participants must use their writing system and typographic design with a quotation from the participant's cultural and national background.
- c. Restrictions: Do not use religious, racial, gender, history, sexuality, feminism, or political issues.
- d. Visual Audit: Typography is the dominant visual, and Image is the supportive visual.
- e. English translation of the quotation and concept statement must accompany the poster. Use an official entry form.

3>>>REQUIREMENTS (Important: No acceptance for all works not following the requirements)

01. Your design work: Each participant may submit one poster design only.

- The participants must send a JPEG format file with 200dpi, A1 size (vertical format), and CMYK resolution.

- Must name your digital file(s) in the following order:

'DESIGN' (all capital letters), Country, and Your Name (first name & last name)

Ex. **DESIGN_France_John Doe**

02. A completed official entry form

- Just fill out the enclosed official entry form

- Must name your digital file in the following order:

'FORM' (all capital letters), Country, and Your Name (first name & last name)

Ex. **FORM_USA_John Doe**

03. A headshot photo

- The participants must send a JPEG format file (300dpi, 30x30mm, and Greyscale image (CMYK)).

- Must name your digital file in the following order:

'SELF' (all capital letters), Country, and Your Name (first name & last name)

Ex. **SELF_China_John Doe**

04. Upload your work and entry form to: applyuda@gmail.com

4>>>AWARD CERTIFICATE & EXHIBITION CATALOGUE

- All winners receive an **Award Certificate** via email.
- **E-book exhibition catalog:** UDA will post an E-book in November.

5>>>DEADLINES

- **Submission Deadline: Monday, August 11, 2025**
- **UDA will announce all selected participants at www.uniteddesigns.org by Monday, September 15, 2025**

Copyright: The entrant will be responsible for all the entry's copyright matters. All designs will become the Collection of United Designs Alliance. The United Designs Alliance reserves the right to use all entrants' information and the right to publish, exhibit or reproduce all designs entered for the competition.