



THE UNIVERSITY OF THE WEST INDIES
OFFICE OF ADMINISTRATION

Request for Proposals

New Ceremonial Dress Design Competition

TABLE OF CONTENTS

ABSTRACT ii

DESIGN BRIEF 1

1 / BACKGROUND 1

2 / THE CALL 2

3 / SCOPE 2

4 / CRITERIA 3

 APPENDICES 9

APPENDIX I - Academic dress – The Chancellor 10

APPENDIX II – The UWI Leadership 11

APPENDIX III - Graduate gowns 13

APPENDIX IV - The UWI Brand, Symbols & Colours 15

APPENDIX V – Design Scorecard 18

APPENDIX VI – Flyer 19

ABSTRACT

In 1943, the Vice Chancellors of United Kingdom Universities convened a special commission *to 'consider the principles which should guide the promotion of higher education, learning and research...in the colonies'*. The recommendations of that commission saw a Royal Charter formally establishing what was then the University College of the West Indies in 1948. The University of the West Indies (The UWI) began as a College in special relationship with the University of London. The UWI journey to excellence that started within the context of Caribbean colonialism has sought to break free of the imperial scaffold while propelling the Caribbean world into the era of national independence and nation-building.

For over 70 years The UWI has provided service and leadership to peoples of the region. In 2018, it marked its evolution from a university college at Mona with 33 medical students in 1948, to a respected regional university with nearly 50,000 students and four campuses: Cave Hill in Barbados, Mona in Jamaica, St. Augustine in Trinidad and Tobago, and a virtual Open Campus. On May 27, 2019, the University Finance and General Purposes Committee (UF&GPC) approved the establishment of the Five Islands Campus as the UWI's 5th Campus located in Antigua and Barbuda.

As part of its robust globalization agenda, The UWI has established partnering centres with sister universities in North America, Asia, and Africa such as the State University of New York (SUNY)-UWI Center for Leadership and Sustainable Development, the UWI-China Institute of Information Technology, and the University of Lagos (UNILAG)-UWI Institute of African and Diaspora Studies. The UWI currently offers over 800 certificate, diploma, undergraduate and postgraduate degree

options in Culture, Creative and Performing Arts, Engineering, Food & Agriculture, Humanities & Education, Law, Medical Sciences, Science & Technology, Social Sciences and Sport. As a uniquely developed federal university funded by 17 Caribbean national communities, The UWI has pursued an agenda to be academically excellent and socially ethical.

The success of The UWI, is to a large extent measured by the over 200,000 graduates and honorary graduates throughout the English diaspora that forms the Alumni Relations. The Alumni continues to spread themselves around the globe and in demonstration of their Pelican Pride, facilitate and forge opportunities for development through advocacy, structured involvement in University, and campus life.

As The UWI continues to expand its reach globally and build value-added relationships, it becomes necessary to respond to the changing environment and the needs of its stakeholders. In looking forward to another 70 years, there is need for the University to change the mode of its academic and ceremonial dress to ensure durability and suitability to the physical and economic climate.

DESIGN BRIEF

1 / BACKGROUND

When the University of the West Indies came into being in 1962 with its new Charter and Statutes, it needed its own distinctive academic dress. The story of the UWI's academic dress runs parallel to the history of the University. As such, the first official academic dress of the UCWI was that of the Chancellor's Gown.

It was the work of a Committee of Senate that settled on the present form of the UWI's Academic Dress. It agreed, that the materials to be used were to be light and comfortably cool to wear in the Caribbean. The Committee noted that 'the academic dress of this Caribbean university must reflect its tropical environment'.

On July 4, 1962, The UWI first initiated the process of acquiring academic dress for its graduation exercise with Ede and Ravenscroft, located in the United Kingdom. Five decades later this relationship has not proven cost effective hence the need to look at alternatives.

Senate on October 31, 2019, agreed on a design competition for new academic regalia. Senate, also agreed for the design of cords to be worn by graduates as a symbol of their academic excellence and leadership development.

Given the changes in climatic conditions within the last decade, it is expected that the design of the new regalia and material are suitable to the climatic conditions in Caribbean as well as, reflective of our cultural heritage.

A select Task force is to be established to oversee the competition.

2 / THE CALL

In preparation for its 75th Anniversary celebrations in 2023, The University of the West Indies invites interested persons to participate in a competition to design new academic dress and head gear for the regional institution.

As a regional institution, it is fitting that our stakeholders be given the opportunity to assist with the modernizing of our academic regalia. The design of the regalia provides the opportunity to be part of the UWI's history, as the finished product will now have its own Caribbean flair and will be worn by the UWI leadership, honorary guests, and graduates for decades to come.

3 / SCOPE

The UWI is pleased to announce a Request for Proposals to create the design for new academic dress and headgear (regalia) for its leadership, honorary guests, and graduates, located at its five (5) campuses at Cave Hill-Barbados, Five Islands-Antigua & Barbuda, Mona-Jamaica, Open Campus, St. Augustine-Trinidad & Tobago, and the Vice Chancellery-Jamaica. The proposal should also include the design of single colour cords to depict clubs and societies within the UWI as well as, designs of cloth stole to identify the UWI Alumni President.

The production of the regalia, cords and stoles are not a consideration in the design competition and may be produced separately by The UWI.

4 / CRITERIA

I. The Regalia

The regalia consist of gown and head gear should be unisex (same for male & female), and distinguished from each other by colours and elaborateness of the designs based on hierarchy as follows:

Management Team

- Chancellor
- Vice Chancellor
- Campus Council Chair
- Pro Vice-Chancellor & Principal
- Deputy Principal
- University Registrar
- Campus Registrar
- Deputy Campus Registrar
- University Bursar
- Campus Bursar
- University Librarian
- Deans
- Public Orator

Graduates

- Certificate and Diploma
- Degree (Bachelor's)
- Degree (Master's)
- Degree (Doctorate)

- Cords

- Stoles

The management team regalia can be similar in overall design, with additions of bands, embroidery or motifs to distinguish hierarchy. The gowns for graduates should also be similarly distinguished.

Designs should retain an element of tradition to symbolize the University's historical roots, yet at the same time they should be culturally compatible and acceptable to reflect the dignity and nature of the Caribbean people in keeping with the UWI brand.

Designs should also explore options for colour, cut, cultural motifs, fabric(s), embroidery, and head gear.

II. Graduate Cords

The wearing of cords is The UWI's symbol of recognizing graduates in academic excellence as well as for leadership development.

Students living on halls of residence at a campus, engage in co-curricular activities through clubs and societies. These activities not only provide an atmosphere for social interaction but enable students to develop their gifts and talents.

III. Stoles

The University of the West Indies Charter, Statutes and Ordinances supports the engagement of the alumni in the life of the regional institution. The wearing of the Stole is recognition of the UWI Alumni's fortitude and commitment to the life of the institution. The Alumni is represented by chapters located on the campuses and participate in university ceremonies including graduation.

Design for cords and stoles should retain an element of tradition to symbolize the University's historical roots, yet at the same time they should be culturally compatible and acceptable to reflect the dignity and nature of the Caribbean people. Designs should explore options of colour.

5/ THE COMPETITION

The UWI seeks the involvement of designers from the 17 territories affiliated to the institution. The competition will be launched on August 3, 2021 and run for eleven (11) months in three (3) stages. The stages are; (1) application and preliminary submission, (2) mock-up submission, and (3) selection of winner. The judging is to be completed in the final month.

Eligibility

The competition is opened to designers who are familiar with the cultural nuances of the 17 territories where the UWI has a presence and should possess skills to create a fusion of designs in a contemporary manner. Designers may be professionals or staff, enrolled students and alumni (names to be crossed checked) of the five campuses.

Specifications

- Designs (sketches and sample materials) for regalia are to be used as ceremonial dress and at selected occasions by the Chancellor, Vice Chancellor, Pro-Vice Chancellors' & Principals, University Registrar, University Bursar, University Librarian, Campus Council Chair, Campus Registrars, Campus Bursars, Deputy Principals, Deans, Public Orator and Graduates.
- Two images of each design (front and back) in PDF format to be presented in colour, on a white background. Sample fabric suggestions are to be provided.
- The design may be the work of one (1) person who may be the creator, or it can be the collaborative work of two (2) persons.
- Designers should ensure they do not infringe on any person(s) intellectual property rights.

The Submissions

Stage I – 4 months (Start date August 3, due November 30, 2021)

Designers will be required to submit the following documents by electronic mail.

- 1) A completed application form (available on the website at <https://uwi.edu/ooa/dressdesign>), providing full name, address, date of birth, contact information and any design achievements. **Deadline to return the application is November 15, 2021.**
- 2) Portfolio of previous work (if available).
- 3) Preliminary concept designs (sketches either digital or drawn by hand) of at least two (2) options for all categories of gown, head gear and blended decorative motifs. These should be submitted in a PDF format. Samples of the fabric in mind, should also be given.

The UWI will invite its stakeholders (UWI Community) to vote on the submissions by **December 17, 2021**. Successful entrants will be informed to proceed to stage II.

NOTE: Any item the designer has or asserts proprietary rights to, or which must remain confidential per the terms of any prior contract should be conveyed to The UWI at the commencement of Stage 1.

Design application, proposals, questions or queries should be submitted by email to:

designcompetition@uwimona.edu.jm.

Stage II – 5 months (Start date January 3 to May 31, 2022)

Shortlisted designers will be required to submit mock-ups for all categories stated in the scope.

Designs should be submitted in PDF format. Additional suggestions for fabric and motifs, shape and cut should also be included.

Submissions should include any alteration to designs (sketches or drawings).

Stage III (June 17, 2022)

Finalists may be invited to present their designs and mock-up.

The UWI's EMT will announce the winner.

The announcement to be made virtual or at a formal gathering by **June 30, 2022**.

Rules & Regulations

- The final designs would receive appropriate publicity primarily on the UWI's website.
- The UWI reserves the right to use, or not to use, the prize-winning designs in the final choice of regalia.
- Designs accepted to remain the property of the UWI.
- Designs not shortlisted remain the property of the creator or collaborators.

The Prize

A token honorarium of US\$2500.00 will be awarded to the winning entry.

Judging

Stage I - Submission of designs for all 16 categories

The public (UWI Community) will be asked to vote on all entries received for the competition.

Stage II – Submission of mock-ups

The entries will be critiqued by a select panel of art and fashion experts using the following criteria: Creativity, Material, Aesthetics, and Functionality. (See Appendix V)

Stage III – Announcement and presentation of winner

The EMT will present the winner.

APPENDICES

APPENDIX I - Academic dress – The Chancellor



Photograph 1: The UWI's first Chancellor's Robe worn by Princess Alice of Athlone.

APPENDIX II – The UWI Leadership



Photograph 2. From L-R; PVC & Principal, Vice Chancellor, Honorary Graduant, The Chancellor, and Campus Council Chairman.



Photograph 3. The University Registrar



Photograph 4. The Campus Registrar



Photograph 5. The Public Orator



Photograph 6. The University Bursar



Photograph 7. The University Librarian

APPENDIX III - Graduate gowns



Photograph 8. Scarlet Red Gown presently worn by Certificate and Diploma Graduates



Photograph 9. Bachelor's gown Front view.



Photograph 10. Bachelor's gown Rear view.



Photograph 11. Master's gown - Front and Rear views.



Photograph 12. Phd Graduate in gown and head gear.

APPENDIX IV - The UWI Brand, Symbols & Colours

The UWI Brand

Our brand is more than our name, our logo, our products and services. Our brand is our attitude, our way of doing things, of behaving, of communicating. It is a consistent expression of who we are both visually and orally. Our pride in the UWI brand is based on knowing that we are meeting the needs of Caribbean people and the region.

Our UWI promise is embedded in our commitment to serve the Caribbean and its higher education needs with pride and excellence.

That Caribbean pride and excellence is what we want to communicate and what we want people to think of when they see our brand. This is what the UWI brand is all about.

Flags of the 17 Affiliated territories.



The UWI Coat of Arms



At the crest of the coat of Arms is a brown Pelican - a bird found all over the Caribbean which is renowned as a traditional symbol of piety

Meaning and symbolism

The Coat of Arms of the University of the West Indies was approved in 1949. It features a shield divided into two with the main part showing an open book superimposed on blue and white wavy

lines. The upper part of the shield is red and carries on it a yellow lion. The lion is a symbol of the British Monarchy, but since the lion cannot be identical with the Royal Lion it has been “differenced” by the addition of black marks on the lion’s skin, technically known as “ermineois”. These same markings also appear in the coat-of-arms of Princess Alice, the UCWI’s first Chancellor. At the crest is a brown Pelican. UWI’s first Principal, Dr. T. Taylor suggested the brown Pelican as it was a “bird found all over the Caribbean and is a traditional symbol of piety”. The arms are shown surrounded by what is technically known as “mantling”, which includes the symbol of a helmet with the visor closed indicating that the arms have been granted to a corporation rather than an individual.

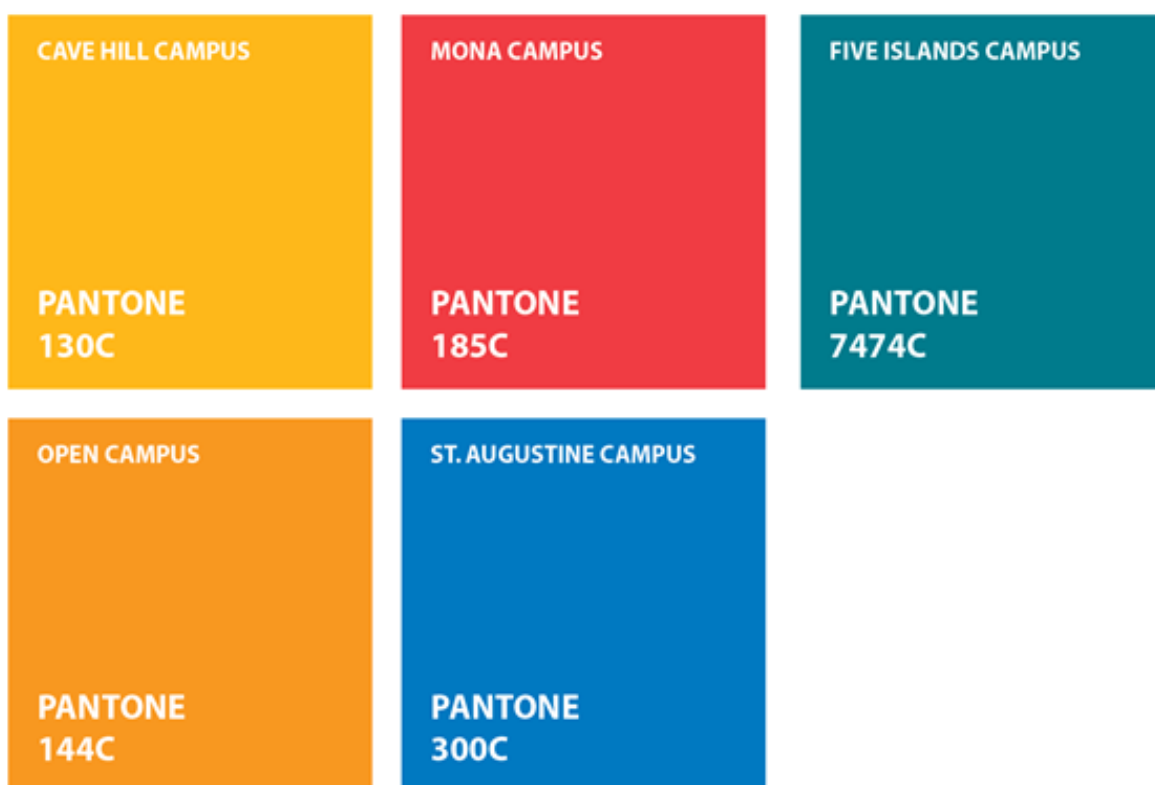
The grant of a Coat of Arms for the new university college was approved by the UK’s College of Heralds. The arms featured on the shield, a lion, a book of knowledge, and waves reflecting the Caribbean Sea. The crest was a natural pelican, with the choice being a brown Caribbean pelican, common across the region. The motto was *Oriens ex Occidente Lux - A Light Rising from the West*.

The UWI Colours

The faculties of The UWI are assigned colours which are currently depicted in the hood that forms part of the current graduate attire. The faculty colours are as follows:

<i>Culture, Creative and Performing Arts</i>	-	<i>Scarlet</i>
<i>Engineering</i>	-	<i>Aluminum Grey</i>
<i>Food & Agriculture</i>	-	<i>Avacado Green</i>
<i>Humanities & Education</i>	-	<i>Plumbago Blue</i>
<i>Law</i>	-	<i>Black</i>
<i>Medical Sciences</i>	-	<i>Purple</i>
<i>Science & Technology</i>	-	<i>Alamanda Yellow</i>
<i>Social Sciences</i>	-	<i>Orange</i>
<i>Sport</i>	-	<i>Gold</i>

The official branding colours are those extracted from the University's Coat of Arms which consists of the solid colours - red, blue, yellow, green and brown, the neutrals – black and white and multiple palette combinations. In keeping with international standard, the solid colour codes are: Solids re (Pantone 185C), blue (Pantone 300C) and yellow (Pantone 130C), orange (Pantone 144C) and Multiple Palette Combination re Teal (Pantone 7474C).



APPENDIX V – Design Scorecard

THE UWI DESIGN COMPETITION - JUDGING SCORECARD		
NAME OF ENTRANT		
CRITERIA	Points Allocation	Score
1. CREATIVITY (30%)		
Innovation - stands out	12%	
Originality - distinction from competitors	10%	
Vision	<u>8%</u>	
Total	30%	
2. MATERIAL (30%)		
Suitability - easily conform to design	10%	
Compatibility - to environment	10%	
Durability - quality and longevity	<u>10%</u>	
Total	30%	
3. AESTHETICS (20%)		
Value of form - how it hangs	5%	
Shape & design	5%	
Colour	5%	
Engineering- how easily made	<u>5%</u>	
Total	20%	
4. FUNCTIONALITY (20%)		
Utility - meet intended purpose	5%	
Wearable – comfort	5%	
Safety	5%	
Maintenance	<u>5%</u>	
Total	20%	
Grand Total	100%	



THE UWI

ACADEMIC DRESS

DESIGN COMPETITION

+

**August 5, 2021-
June 2022**

WHERE: VIRTUAL/RHQ
2 Hermitage Road, Mona, Kingston 7.
<https://uwi.edu/ooa/dressdesign>

PARTICIPANTS
PROFESSIONAL DESIGNERS, STUDENTS,
STAFF AND ALUMNI FROM
THE UWI AFFILIATED TERRITORIES.

PRIZE
US
\$2500

