2025 SEGD Emerging Experiential Professionals Poster Challenge

Designing Possible Futures, Practicing Change in Real Time

In partnership with SEGD and Room for Magic, for the 2025 SEGD Conference Experience San Francisco

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DEADLINE EXTENSION: Monday, August 18, 2025 by 11:59 pm ET

FORMAT: Static poster for print or activated digital poster. See Format & Submission Details below.

OPEN TO: Designers, artists, creatives, students, and visionaries within the SEGD community, who are either in the early stages of their practice (1-5 years) or a transitioning professional moving into the field of experiential design.

DESIGN BRIEF: As an extension of this year's conference, we invite you to design a printable or digital poster that aligns with the conference theme: **"Designing Possible Futures: Practicing Change in Real Time"**
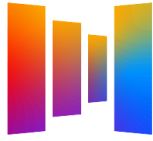
Building on SEGD's mission of interdisciplinary, environmental, and experiential connection and inclusivity, and layered with the the host city of San Francisco's vibrant history of radical experimentation and cultural tension, this Brief asks you to **reimagine design**, not just as an aesthetic or functional discipline but as a **practice of care, equity, relationship**, and **transformation**.

Experience design becomes a practice of **truth-telling, narrative,** and **accountability** when it is rooted in listening and iteration—not authority or erasure. Our design choices reflect **values, relationships,** and **attitude**. In San Francisco—where disparity and experimentation coexist—design must **hold tension** and **build relational futures** grounded in presence, care, and complexity.

We invite you to bring your voice to the larger conversation. A successful submission would celebrate nuance, disrupt neutrality, and extend an invitation to co-create possible futures.

THE CHALLENGE: In your own voice, and with your own unique perspective, consider solutions that

- ☐ Reimagine design as a practice of responsibility, equity, relationship, and transformation.
- ☐ Consider what it means to design not only for what people see visually—but for what they feel, remember, and carry forward.
- ☐ Embody dynamic qualities of dimensionality, movement and spatial activation—even in print.
- ☐ Invite interaction or prompt an immersive experience.
- ☐ Convey audacity, push boundaries, and engage in deeper cultural inquiry.
- ☐ Explore visual narratives that hold tension, reflect complexity, and examine how design can shift systems and stories.

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WHY THIS MATTERS—Where Will It Go?
This is more than a design challenge—it's a collective act of imagining. Selected designs will become part of a larger exhibition at the 2025 SEGD Conference Experience San Francisco, November 13-15. All design submissions will be juried by an esteemed panel of members who serve on various SEGD Committees, with an opportunity for special recognition in person at the conference and in a post-conference article. We invite you, our EXP community, to contribute your voice, your lens, and your questions. We are building a conversation, not a conclusion.

FORMAT & SUBMISSION DETAILS

- **DEADLINE EXTENSION:** Monday, August 18, 2025 by 11:59 pm ET

- **PRINT-READY DESIGNS:**
  - **Format:**
    - 24" x 36" portrait or landscape
    - Provide full bleed at 0.25" on each side for print or provide clear margins in design
    - CMYK, all fonts outlined and links embedded
  - **File Type:**
    - PDF, TIF, or EPS
    - 300dpi resolution for print, or best possible for transmission via email

- **DIGITALLY ACTIVATED DESIGNS:**
  - **Format:**
    - 1:1 square aspect ratio (1080x1080 min.)
    - RGB
  - **File Type:**
    - .MPEG4 (preferred), .MP4, or .GIF
    - Highest resolution possible for transmission via email

- **SUBMIT VIA:** Attach/compress file for email and send to exp@segd.org along with your full name and contact information. A brief statement about your design may be included. If you do not receive a response confirming that your file has been received within one (1) business week, please reach out in a text only email to troubleshoot.

- **DISCLAIMER**: All jury-selected designers will be asked to sign a standard SEGD Photo/Content Release prior to the poster exhibiting at the Conference or on other media. All those who submit a design entry acknowledge that they are supplying their own work and not infringing upon any known copyright or intellectual properties. All entries will be reviewed anonymously by our jury, however all submissions are subject to exclusion for any reason, ex. if found to be slanderous or overtly violent in nature.

QUESTIONS? Reach out to **exp@segd.org** for inquiries or accessibility needs.