

Dear _____,

The word is out in the graphic design industry that _____ is encouraging speculative work through a “design a _____ contest.”

Frankly I’m shocked and couldn’t believe it until I saw it with my own eyes. Are you not aware how damaging these types of contests are to the graphic design industry?

I highly recommend contacting International Council of Graphic Design Associations, AIGA, GAG, Society of Graphic Designers of Canada or any other professional graphic design association/organization about what is acceptable and not acceptable for a design contest. Your contest as it is now is NOT acceptable and is considered a spec contest which is one of the lowest forms of abuse in the graphic design professional industry.

Would you offer a spec contest for legal advice, tax services, computer services, building repair, or any other professional service? No you wouldn’t, so why would you single out the graphic design industry to enter such a degrading contest? Why do you consider graphic design professionals time worth nothing? Why do you promote this type of unprofessional business practice?

This type of contest is ugly, demeaning and damaging to the graphic design industry.

Please consider a different route to promote _____, one that everyone can be supporting of.

Regards,

Your Name