

# BLUESHIFT

At times it's overwhelming to see all the mass produced graphics, day in, day out. Blueshift offers an open platform that strives to bring back more lasting value, exposure and impact to individual digital artistic work.

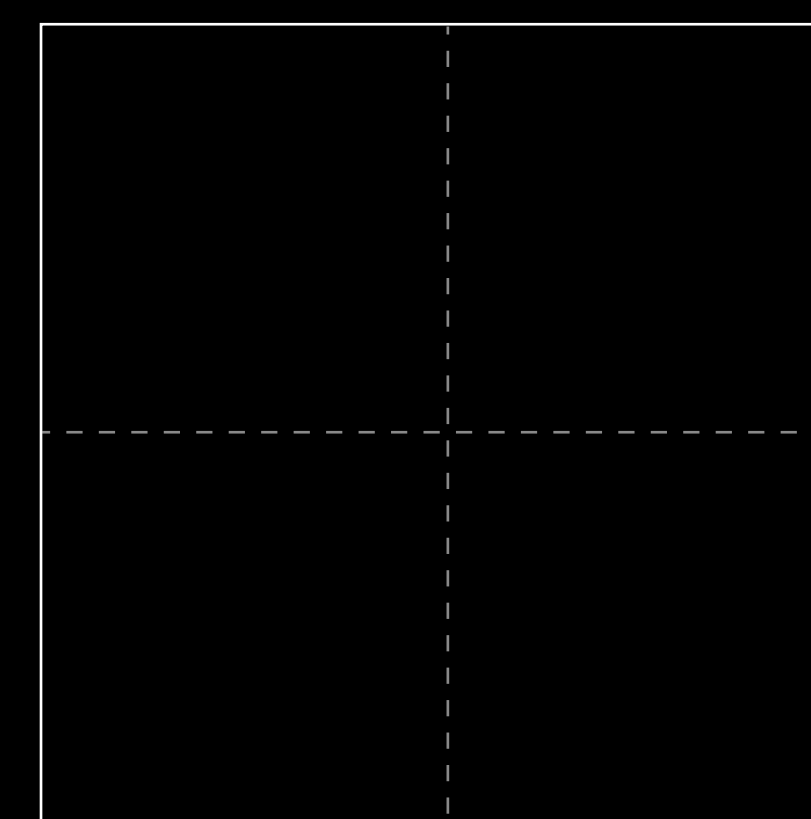
Blueshift is a collective that wants to facilitate promotion for designers and artists based on the personal work they make. By periodically providing visual creators with a theme and graphical frame we aim to create a collection of work that feels connected in a unique way, but in which there is room for the great variety of individual concepts and styles.

# 01 ALPHA

STARTS: SEPT 23 2022 ■ ENDS: DEC 23 2022

if you are a visual designer or artist looking for new ways to create, show and promote your work. Then join in, this is exactly what Blueshift is here for. here's how to participate in our first theme 'Alpha':

- 01 Create a concept (or multiple) based on the theme Alpha. this can be really broad, anything relating to the word alpha that you find interesting.
- 02 Create your artwork(s)/design(s) using the basic setup shown below; a square frame divided in two, creating a plus. So using a vertical and horizontal centerline. The end result of your work should still have this foundational setup visible to keep consistency between the artworks. There are however no real rules how to achieve this.



- Artboard ratio 1:1
- Horizontal & vertical centerline are visible or hinted at
- Concept based on 'Alpha' theme

- 03 Place you work on instagram using the tag: **#blueshiftalpha**. If your work meets our requirements we will post it within our instagram account and link to your account. For the first themes we will have no real quality requirements, we welcome all participation.
- 04 If your work is selected to be added to the Blueshift NFT trading cards and art collection we will contact you to get to know each other a little better and to cover all the details. Your original artwork will then be minted by Blueshift into a Blueshift original artwork and trading cards.

The artwork & 50% of the trading cards will directly be transferred to you so you retain all the rights to your art and can sell the art and trading cards for any price you'd like within the blueshift collections.

Please not that the final artwork should be at least 2560x2560 px in size to be considered for the NFT collections.