App Launcher Icon Competition November 2011

Winners announced!

This was a fun competition to run, and it seems that with 196 icons submitted by 103 developers you agree!

Without further ado, the three winners, with entries that we think best captured the essence of their app are:

	Melon Mobile for its (soon to be published) Baby Monitor app. The icon uses a clever background colour, links to notifications, and highlights monitoring.
	Pixle/Trismer for its Bord "chalkboard simulator". The icons uses bold, simple elements that connect with the target audience.
	Stephen Spencer for his Meex "electronic music beatmatching app". The icon combined surround with real world symbol. Metaphor expresses content of app.

The winners will hear from us in the next few days regarding shipping their shiny new Nokia N9 mobile devices.

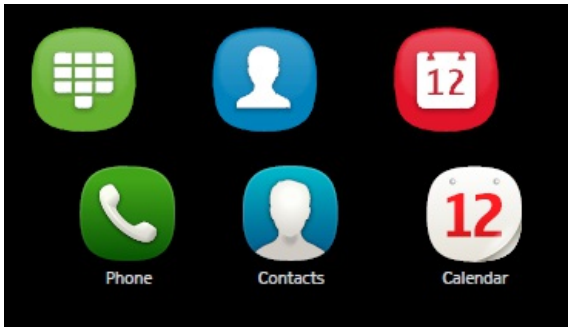
While no additional prizes will be awarded, the judges would like to give an "honourable mention" to the following eight competitors who showed a real understanding of what we meant by simplicity, purity, friendliness, and fun (note that the apps linked below may not yet display their shiny new icons!):

- WaterBubble from Chintan Dave
- Kontact Touch/Notes from Nuno Pinheiro
- HappyRepublic Day from Sangram.
- Bunyi (soon to be released) from Dhi Aurrahman
- Pitu Hunt from Carlos De León
- LyricsQuick from Jaakko Koskenkorva
- Get a Cab! MY from Michelle Ng
- Toshi from Janez Vreček

Thanks everyone who competed. Special thanks also to Nokia Design & Sanna for the competition and for judging (which was not an easy task!)

Competition background

We're having a competition to celebrate the launch of Nokia's new icon styles and templates.



All you have to do is use our new toolkits to create a compelling new app launcher icon for your Series 40, Symbian, or Nokia N9 app. We're going to be awarding a number of new Nokia N9 mobile devices, which is a pretty cool prize for doing something that every great app has to have anyway!

If that's not enough, then consider that as winner of a Nokia Developer competition your icon, and hence your app, will be featured in our Community, Wiki, and Nokia Developer Projects, as well as in our developer newsletters - giving your app immediate visibility with hundreds of thousands of your peers and potential employers!

The Nokia Icon Toolkit contains all available Nokia icon templates. Supported applications for the templates are Adobe Illustrator, Inkscape, and Adobe Photoshop (for Nokia N9 and Series 40 icons).

Read the guidelines for each of the platforms (Series 40, Symbian and MeeGo) and off you go!

How to participate

Create a new app launcher icon for your app using our templates and email it to us along with a brief explanation of why it is an

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effective metaphor for your app. That's it!

Here are the competition rules:

- The icon must be original work and be based on our templates; icons should be submitted as PNG if your app is for Series 40 or N9 and SVG if your app is for Symbian.
- You submission must arrive in our inbox between November 14 and Nov 30 (GMT).
- The icon remains your copyright, and we hope you'll use it for your application!
- Nokia must have permission to publish your icon and application description on the wiki, discussion boards, newsletters, and any other mechanisms while promoting this competition and its results.
- Only icons for "real" apps are accepted. If the app is not yet public you should include screenshots and a description in your email.

See the fine print for more information.

Evaluation of entries

We will be judging the icons on how well they communicate the *essence* of your app, and how well they match with the platform's icon philosophy. We'll be looking for simplicity and purity, along with a thick serving of friendliness and fun.

The entries will be evaluated by selected Nokia UI Experts. The results are expected to be announced in December.

Feedback

In order to improve our templates, we wish to receive your feedback and improvement ideas on the icon templates. Share your thoughts in your competition entry email if you want to keep them private.

Generic questions or comments concerning this competition can be addressed as comments to this wiki page.

The fine print

The main sponsor of the competition is Nokia Corporation, Finland (“main sponsor”). The competition is a competition of skill. No purchase or admission fee is necessary to participate. By participating in the competition the participant indicates his/her/its acceptance to these rules and agrees to be bound by them as well as any rules and regulations of Nokia Developer and the Developer’s Wiki. You acknowledge and agree that no form of cheating will be tolerated. Any persons found cheating, as determined in the sole and absolute discretion of the main sponsor, will immediately be disqualified from the contest. To the maximum extent permitted by applicable law, the main sponsor reserves the right at its sole discretion to amend, withdraw or revise these rules and the prizes at any time without notice and in such event the main sponsor shall not have any liability whatsoever.

This competition shall not constitute a commitment or create a joint venture, partnership, agency or other business relationship between the participants and the main sponsor of this competition. This competition shall not either be understood to grant to any participant whether expressly or by implication any ownership, rights or license to any intellectual property rights of the main sponsor and vice versa. To the maximum extent permitted by law, Nokia shall not be liable for any damages arising out of the participant’s participation to the competition. The laws of Finland shall be applicable to any disputes arising out of the competition. Unless otherwise provided for in applicable mandatory legislation, such disputes will be finally settled in the public court of Helsinki.

Nokia Developer employees and contractors are not eligible for this contest. The competition is open to other Nokia employees (except those working directly for Nokia Developer) with the following limitations:

1. You should not be directly involved in the development of icons for Nokia platforms or Nokia marketing material
2. You should use only the published tools and resources - "practice what you preach"
3. Submissions from the Nokia employees will be judged and prized separately, and will not compete directly with third party developers

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