



Nickolay Rackoushine

[Web & Design Jury Selection Contest 2.0](#)

Information about the candidate

Name: Nickolay Rackoushine

Forum Nick Name: NickR

Telegram: @Electro_Nickk

Wallet:

0:6f8295a15f0c33cc2056ff6e14fae8309b1c81e1eb9a3ff4fd2e08980238c4ac

Public Key:

6c4f0ffd19c2ed0596872c60a19dbf89168ba14bdd9b95b0c81b59b25e48030a



Qualification proofs

Skills

Professional musician, sound engineer

Game Development – Team Lead, Design, UI/UX, Promotion

Marketing, Design, Advertisement

Video Production

Experience

Work with professional music groups and studios.

Released more than 1000 products on CD/DVD with publishers worldwide. Some products were in the TOP of sales.

Creation of marketing advertisement campaigns for films

Creation of marketing strategies and brands for radio stations

Work as head of design and art director in the big producing center – Gutseriev Media. Projects with top stars such as Philipp Kirkorov, Polina Gagarina and others.

Cooperating with some artists as freelance designer, for example, Linda, Dmitry Malikov. Participated in the project in the Kirkorov's team for Eurovision-2021.

Work with individual brands in the field of image formation, social content, brand positioning in the media.

Presentation of the candidate

Main tasks for W&D and the issues of current state

Any design contest should have a clear goal. Judges have to define as far as individual contestants achieved this goal.

There are no full coordination with another Sub-governances.

Previous contests results are not available for the community.

Free TON logo is a crystal. Logo is not unique. First image in Google search is from stock images. Alternative logo is thin and unacceptable for Free TON presentation.

Info:

https://www.google.com/search?q=Diamond+Vector&rlz=1C1GIVA_enRU905RU905&oq=diamond+&ags=chrome.3.69i57j69i59l3j0i433j69i61j69i65l2.6279j0j7&sourceid=chrome&ie=UTF-8

Roadmap:

1. Rebranding of logo, brand book. Brand book is mandatory for the future contests.
2. Using repository of work. Free TON members have to be able to use these results. Fast search. Uploading of old works.
3. Clarification of contest rules and evaluation criteries. Choosing a group of members for plagiarism checking. Individual judge should not evaluate uniqueness. If selected work is good in general, of full value, professional and it achieved defined goal – this is good work. In turn, if the purpose of the contest is a unique art, then any borrowing or similarity to other works are not acceptable.
4. It's very important to provide creatives for the current needs of community, PR contests. We need to find an approach to solving these problems. Starting of a contest similar to the "New Year Postcard" is redundant, has no practical benefit, promotes the brand a little. Similar tasks should be solved a year in advance for all holidays, with much less efforts.

Voting Example

Submission	Vote	Comment
1	4	Fun, but not high production quality
2	5	Good quality, casual, but Free TON brand not actually focused
3	6	Good quality, casual, but Free TON brand not actually focused
4	rejected	Copy of submission 3
5	3	Fun, but low production quality
6	4	Not X-Mas Style, Fonts etc. Free TON text missed.
7	6	Perfect quality, but Free TON not actually stay in focus
8	7	Perfect quality, but Free TON not actually stay in focus
9	9	Great, simple. Palette not close to other Free TON creatives
10	8	Good work, crystals is not in main picture style
11	4	Good idea, low production quality
12	5	Perfect quality, but Free TON not actually stay in focus
13	2	Low production quality
14	2	Fun, but low quality, Disney Lion King association
15	9	Great, simple.
16	5	Free TON not in focus, production not so good
17	4	Free TON not in focus, production not so good
18	5	Good quality, casual, but Free TON brand not actually focused
19	6	Fun, original, but not too close to main Free TON style
20	7	Good work, crystals is not in main picture style. X-Mas not presented

Examples

Mobile Application Icons

<https://app2top.ru/industry/kejs-vliyanie-chempionata-mira-po-hokkeyu-na-zagruzki-tematicheskoy-igry-76958.html>

Video Production

<https://www.youtube.com/watch?v=W6h67mLAomM>

Social Content

<https://disk.yandex.ru/i/okAFXZSckHycVQ>



Thank you!