

First Day of School Design Competition

CALL FOR ENTRIES

First Day of School Design Competition

Are you creative and love a design challenge? Do you want your artwork to feature on 60,000 backpacks provided to each prep student that attends a Victorian government school?

We are calling on all 2017 Top Arts, Top Design students and 2016 Premier's VCE Awards 'Art & Design' students to participate in our **'First Day of School Design Competition'**.

The winner will also be rewarded with an Apple iPad with the winning design being featured on the Back to School website.

The first day of school is an exciting time for prep students and their families. They enter a brand new world recognising that big changes are about to happen. The first day of school marks the beginning of lifelong friendships and is a memory that will always be cherished.

Get your creative ideas happening and start designing!

The Design

The brief is simple, what does the **First Day of School** mean to you?

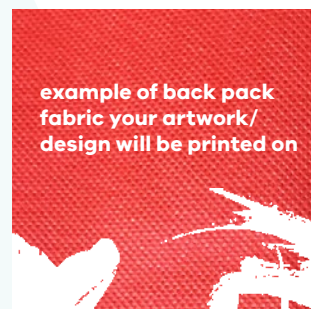
Specifications

Students are challenged to come up with a creative design to be screen printed on a red back pack style draw string non-woven back pack. The design will appear with the Victorian Government logo and a space for the child's name.

- Your artwork/design must be supplied in white as a 'vector file' or converted to a bitmap file in photoshop at a resolution of at least 300 dpi (high resolution) and saved as a tiff or psd
- The design will be screen printed in one colour on the front of the non-woven back pack
- Printed area will not be larger than 35cm (W) x 25cm (H)
- The design will only be accepted in the following formats – pdf, eps, ai or as a bitmap and saved as a tiff or psd
- File size should not exceed 10MB
- The back pack is produced from non-woven fabric
- Entries will be submitted via the www.education.vic.gov.au/backtoschool webpage



example of back pack artwork specifications



Judging Criteria

Remember, the visual will have to be submitted according to the specifications outlined above. Your accompanying rationale will help describe your original creation.

A good visual should get people thinking about the message and provoke thought.

Here are our tips on creating a memorable and effective visual:

- Nothing we've ever seen before. A good visual should be creative and original – this is a good opportunity to let your unique personality influence your work.
- It's all about the theme. Use the theme 'The First Day of School' as your big idea to focus on. Creative submissions must reflect this message.
- **Creativity.** One of the best ways to learn how to craft successful visuals is to study what's out there. Think about some popular images, illustrations, art or photographs. What attracts your eyes? Which are unforgettable?
- **Appeal.** Think overall appeal to the audience.
- **Usability and effectiveness.** Whether the submission is practical to represent a government awareness campaign.
- **Provide a rationale.** In 70 words or less provide a clear rationale explaining how your logo reflects your chosen theme. You need to make sure that the information you are writing about is both clear and interesting.
- **Adherence to Terms and Conditions.** Must comply with the competition Terms and Conditions.

Judging Panel

The competition will be judged by a panel of industry professionals including:

- VCE Season of Excellence Manager
- NGV Representative
- Department of Education & Training Brand Manager
- Department of Education & Training Senior Communications Advisors

Prizes

- The winner will have their design screen printed on the 2018 Back to School Prep Library Bags which are provided to every Prep student that attends a Victorian government school.
- The winner will also receive an Apple iPad with the winning design being featured on the Back to School website.
- The winner will also have the opportunity to spend a day in the Department of Education and Training's Design Studio working alongside an industry professional designer.

Dates

The '**First Day of School Design Competition**' commences at **9.00am Thursday 7 September 2017** and closes on **Monday 9 October 2017 at 9.00am**. The winner will be announced on **Tuesday 10 October 2017**.

Contact

For enquiries, please email the Back to School team on: backtoschool@edumail.vic.gov.au or phone: 9651 3163

To view the full terms and conditions and submit your application by October 9, visit www.education.vic.gov.au/backtoschool