

PREP BAG DESIGN COMPETITION

2019 THEME
'READ AND GROW'

Call for entries

2019 THEME 'READ AND GROW' PREP BAG DESIGN COMPETITION

Are you creative and always itching to express your ideas? Do you get excited when your creation is shared with others? This is your opportunity to combine your love of design with showcasing your original artwork!

The Prep Bag Design competition is open to all 2018 Top Arts, Top Design students and 2018 Premier's VCE Awards 'Art and Design' students. This year, the winning design will be selected by a panel of industry professionals and featured on more than 65,000 backpacks.

Every Prep student attending a Victorian government school in 2019 will be given a Prep bag printed with the winner's design. The winner will also be rewarded with an Apple iPad and a day in the Department of Education and Training's Design studio for hands-on work experience.

Starting Prep is a milestone in a child's educational journey. It is a memorable time for both the prep student and their families, and the Prep bag containing useful resources will assist them to make an excellent start to the year.

Still interested? Then channel your creativity and start designing!

THE DESIGN

To mark the first year of free books in the Prep bag, the theme for 2019 will be 'Read and Grow'.

SPECIFICATIONS

Students are challenged to come up with a creative design to be screen printed on a Prep bag. The design will appear with the Victorian Government logo and a space for the child's name.

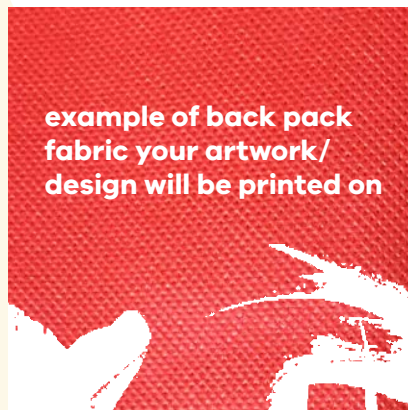
- Your artwork/design must be supplied in white as a 'vector file' or converted to a bitmap file in photoshop at a resolution of at least 300 dpi (high resolution) and saved as a tiff or psd
- The design will be screen printed in one colour on the front of the non-woven back pack
- Printed area will 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 [Department of Education and Training](#) website

EXAMPLE OF BACK PACK ARTWORK SPECIFICATIONS



**example of back pack
fabric your artwork/
design will be printed on**



Call for entries

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 'Read and Grow' 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, in this case, five to six-year-old children.
- Usability and effectiveness. Whether the submission is practical to represent a government awareness campaign.
- **Provide a rationale.** In 60 words or less provide a clear rationale explaining how your logo reflects the 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:

- National Gallery of Victoria Representative
- ACMI Education Manager
- Heide Museum of Modern Art Representative
- VCE Season of Excellence Manager
- Department of Education & Training Senior Graphics Designer
- Department of Education & Training Senior Communications Adviser

PRIZES

The winner will receive:

- their design screen printed on the 2019 Back to School Prep Library Bags
- an Apple iPad
- design featured on the Back to School website.
- a day in the Department of Education and Training's Design Studio working alongside an industry professional designer in early November 2018.

DATES

The 'Design Competition' commences at 9.00am Friday 24 August 2018 and closes on Monday 1 October 2018 at 5.00pm. The winner will be announced on Friday 12 October 2018.

The winner will be required to come into the studio in early November 2018.

CONTACT

For enquiries, please email the Back to School team on:

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Visit the [Department of Education and Training](#) website to view full terms and conditions and to submit your entry by **Monday 1 October 2018**.