

SHOWCASE ESPERANCE

Entry Information 2021



The winning design, as chosen by the Shire of Esperance, will be entered into the 2021 WALGA #shoWcAse IN PIXELS competition and will be displayed with other WA Local Government designs on the digital tower at Yagan Square.

A prize of \$500 of vouchers from one or more suitable local businesses will be awarded to the local winner. Category Winners will receive a \$50 voucher to a local business.

The Banners will be judged on:

- Creative composition
- Individuality, boldness and humour
- Use of colour and creativity
- Artistic merit
- Is it easy to identify something about Esperance?
- Can you read the ESPERANCE name?
- Some consideration will be given to relevance to WALGA Local Government Convention Theme and/or Celebration of 150 years of Local Government.



Banner Criteria:

- The design can be digitally created or physically created in any medium then digitized (photographed).
- Portrait orientation is essential.
- Digitally created artwork should use the dimensions 896 pixels (height) by 650 pixels (width). DPI of a minimum of 300 is recommended.
- For non-digital creations, a minimum size of 1472mm (h) x 1067mm (w) is recommended to ensure details are captured. A ratio of height to width 1.38 (height): 1 (width) must be maintained.
- For non-digital creations: possible 'canvases' include: paper; floor/pavement/wall; fabric/canvas.
- For non-digital creations: possible media includes paint, textas, mixed media, collage materials, mosaic tiles, upcycled materials - *See the entry below from the Shire of Broomehill Tambellup – it is made from plastic lids.*
- The word ESPERANCE must appear in large, clear lettering. Any written messages to be short, simple, large and clear
- The design should promote a bright, positive image of Esperance
- The design should use large, bright and bold images as minor details will not be seen when on display.
- As the digital tower in Yagan Square faces the road, the following guidelines must be strictly adhered to:
 - No solid red, green or orange/amber colours.
 - No photograph/pictures of road networks or traffic.
 - Content cannot include colours or shapes that could be mistaken for traffic signals, signs or instruction signs.
 - Composition should not be chiefly made up of dark images as they will not be visible during the day.
 - No commercial advertising / brands to be displayed.

Above: Esperance #shoWcAse in Pixels Winning Design in Yagan Square

Image: WALGA; Banner Designer: Kimberley Morey

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Submitting your Entry

All entries must be submitted to shire@esperance.wa.gov.au via email by Wednesday 30th June

Please use the subject heading: *Showcase Esperance* and submit your entry as an attachment.

Please do not submit physical artwork. If the artwork is not created digitally, please take a photograph of the work in its entirety, taken from a height so as not to skew the banner. Please ensure the DPI is a minimum of 300 and submit the original image (not resized and do not select a smaller file size).

Entries can be submitted in the designer's preferred file format; however, submission of a jpeg image is encouraged.

In the body of your email please include your name, contact phone number and category

- Non-Digitally created Lower Primary: PP-Y3
- Non-Digitally created Upper Primary: Y4-Y6
- Non-Digitally created High School Y7-Y12
- Non-Digitally created Community Group or Non-Digitally created Non-Professional or
- Digitally created (all ages) or Professional

Please retain your digital file and/or original artwork as this may be used in the event that your entry is selected as the competition winner. The winner will also be asked for additional information about their entry and use of their image by the Shire of Esperance.

By entering the competition, you agree to your artwork being used by the Shire of Esperance and the WA Local Government Association for display and promotional purposes.

If you have any questions please contact or Community Development Officer on 9071 0678 or email rebecca.seinor@esperance.wa.gov.au



Images: #showCase in Pixels 2019 State Winners for each category.