

#SHOWCASE IN PIXELS 2020



#ShoWcAse in Pixels Entry Information 2020

A prize of \$500 of vouchers from one or more suitable local businesses will be awarded to the local winner.

The winning design, as chosen by the Shire of Esperance, will **HOPEFULLY** be submitted into the WALGA #shoWcAse IN PIXELS competition and will **HOPEFULLY** be displayed with other WA local government banners in the digital tower at Yagan Square.

The Banners will be judged on:

- Creative composition
- Use of colour and creativity
- Artistic merit
- Individuality, boldness and humour
- Is it easy to identify where the banner comes from?
- Can you read the ESPERANCE name?
- Can you identify something about the place?

Banner Criteria:

- The design can be digitally created or physically created in any medium then digitized (photographed).
- Digitally created artwork should use the dimensions 896 pixels (height) by 650 pixels (width). DPI of a minimum of 300 is recommended.
- For physical compositions, 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 physical creations: possible 'canvases' include: paper; floor/pavement/wall; fabric/canvas.
- For physical 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.
- 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.



Above: Esperance #shoWcAse in Pixels Winning Design in Yagan Square
Image: WALGA; Banner Designer: Kimberley Morey

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Submission of Entry

All entries must be submitted to shire@esperance.wa.gov.au via email by Friday 31st July 2020.

Please use the subject heading: #shoWcAse IN PIXELS 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 and contact phone number. Please also state which category suits your entry best: a) PP-Y3, b) Y4-6, c) Yr 7-12, d) Community Group/Non-Professional (not digital) or e) Professional/Digital. All digitally created compositions must enter under the digital category.

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.

In the unlikely event that no submitted design meets the criteria, The Shire of Esperance reserves the right not to award a prize and/or use the winning design in the #shoWcAse IN PIXELS competition.

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



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