

2019

# #shoWcAse IN PIXELS

## Shire of Esperance - Entry Information

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

A prize of a \$500 voucher from a suitable local business will be awarded to the winner.

### **Banner Criteria:**

- The design can be digitally created or physically created in any medium then digitized (photographed).
- Digitally created artwork and digitized physical creations should use the dimensions 896 pixels (height) by 650 pixels (width). DPI of a minimum of 300 is recommended.
- 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.
- 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.
- 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.
- The 2019 Local Government Week theme is 'ReNEWal PrACTical' which may be reflected in your design.



### **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?

### **Submission of Entry**

All entries must be submitted to [shire@esperance.wa.gov.au](mailto:shire@esperance.wa.gov.au) via email by Friday 10th May 2019. Please use the subject heading: #shoWcAse IN PIXELS and submit your entry as an attachment

In the body of your email please include your name and contact phone number and state which category suits your entry best: a) PP-Y3, b) Y4-6, c) Yr 7-9, 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.

Entries can be submitted in the art's preferred file format; however, submission of jpeg images is encouraged. All entries must use the dimensions 896 pixels (height) by 650 pixels (width) and a DPI minimum of 300.

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 the Community Development Officer on 9071 0678 or email [rebecca.seinor@esperance.wa.gov.au](mailto:rebecca.seinor@esperance.wa.gov.au)

