Brief for Schools: 2024 Online Rotary Poster Design Competition:
"Creating a better future."

Background

- Rotary is running a Pilot online poster design competition for Years 10 - 12 secondary students.
- The theme for the inaugural poster competition is:
  ### "Creating a better future."
- This theme encompasses a broad range of issues. Examples include climate change, conflict resolution, social issues and recognition of First Nations peoples. Students can choose how they explore the theme.
- This competition is designed to enable students to showcase their creativity with a real-world poster that could form part of their creative portfolio for seeking entry to Tertiary Advertising, Communication Design or Graphic design courses.
- For the Pilot competition it is proposed to limit the entries to 50 - 100 posters (e.g., 10 schools with 5 entries per school to 25 schools with 4 entries per school).
- This brief for schools is supplemented by a poster designed to promote the competition to students, and an entry form. Entries must be submitted by a teacher.

Rotary Vision Statement

Together we see a world where people unite and take action to create lasting change across the globe in our communities and in ourselves.

Poster Requirements

- Submissions must be entered as a PDF file, poster size A3, using portrait orientation, file size no larger than 5 MB. They may be either:
  - Created physically and photographed for e-submission; or,
  - An e-poster (created electronically).

- A poster containing any form of potentially offensive material or otherwise inappropriate for public display will be excluded from the competition. The organisers reserve the right to withdraw any submissions at their discretion.
- Posters must be presented in English.
- Accompanying Entry Forms must include the following information:
  - entrant name, sufficient to identify.
  - school name, address and teacher contact details.
  - A copy of the poster submitted.
  - Note posters will be numbered and submitted "blind" to judges.

18 November 2023

Brief for Schools: 2024 Online Rotary Poster Design Competition: "Creating a better future.", Continued

Poster Requirements, continued

- Posters must be the original design and creation of students. Plagiarism may result in disqualification. Plagiarism occurs when the origin of material used is not appropriately cited.
- Posters are to be submitted to: (bgoodwin@bigpond.com).
- It is the responsibility of the submitting teacher (and student) to ensure that the poster will be able to be viewed for judging via the file.
- By submitting a poster, students and teachers give permission for their work to be displayed at Rotary events, special events, conferences, in publications and educational, promotional or research materials, and in electronic format on the internet without expectation of royalties or other benefits. Copies may also be archived for plagiarism detection.
- Timing:
  - Participating Schools to confirm their interest in the Competition before end of February 2024.
  - Competition to be promoted to Students in 1st term 2024.
  - Submission of entries: 26 April 2024 (after 1st term school holidays).

Judging

- A panel of Judges will be appointed by the competition organisers- these may include Rotarians, Industry and Academic personnel.
- The judges' decision is final.
- Posters will be submitted "blind" to the judges (i.e., without identifying student or school names on the posters).
- Judging Criteria:
  - Creativity- Is the design imaginative and innovative?
  - Clear, accurate and informative content.
  - Effective communication- Does the poster attract attention, engage the viewer and communicate information effectively?
  - Is there a "call to action" included? (i.e., donate money, sign up for further information, etc.).
- Depending on the level of interest in the Poster Competition, competing schools may be grouped so that each panel of judges has a manageable number of posters to judge. In this case there would be both group (or heat) winners and an overall winner.

Brief for Schools: 2024 Online Rotary Poster Design Competition: "Creating a better future.", Continued

Prizes	• Certificates will be provided to Winners and "Honourable Mentions". • Other entries will receive a Certificate of Participation. • Winning student and school will each receive an Office Works voucher of $250.00 value. Prizes may be split in event of joint winners. • Runner-up will receive an Office Works voucher of $150.00 value. • The top three students will receive an invitation to attend the opening of GradX 2024, Swinburne University's School of Design and Architecture Graduate Exhibition.
Display of Entries	• It is planned that an electronic display of entries will be arranged after judging has been completed.
Partners	• Rotary is partnering in this competition with Swinburne University's School of Design and Architecture.
Rotary contact	Bryan Goodwin Rotary Club of Altona City/ D9800 Vocational Service Champions Team E: bgoodwin@bigpond.com M: 0499 999 469
References	• Swinburne University of Technology Academic Integrity Poster Competition. • SSA National Schools Poster Competition. • National Water Week Poster Competition • Rotary COP26 Climate Change Conference Poster Competition for schools. • Wynspeak Youth Public Speaking Competition: www.wynspeak.org

18 November 2023