



2027 ROTARY POSTER DESIGN COMPETITION

An Introduction for
Art & Design Teachers



POSTER THEME:

SHAPING CHANGE: OUR FUTURE-MY VOICE



EXPLORE THE THEME

Examples include:

- Climate change
- Mental health
- Peace building
- STEM education
- Environment protection
- Recognition of First Nations peoples



JUDGING CRITERIA

- Creativity: Is the design imaginative and innovative?
- Clear, accurate and informative content.
- Effective communication: Does the poster attract attention and engage viewers?
- Is there a strong "Call To Action"?
- Description of poster goals
- Ethical use of AI?



PRIZES

- 1st: \$250 Officeworks voucher
- 2nd: \$150 Officeworks voucher
- Winning School: receives a \$250 Officeworks voucher
- Certificate for participating students



BRIEF FOR SCHOOLS

Contact:

info@altonacityrotary.org.au

Visit or Scan the QR Code:

www.altonacityrotary.org.au



TESTIMONIAL:

"It was refreshing to see the students engaging with issues they face with such energy. It was also pleasing to see the diversity of approaches, from the colourful to the mysterious, with effective messaging".

Dr Andrew Haig

Department Chair, Communication Design

Swinburne University's School of Design and Architecture

ETHICAL USE of AI for POSTER DESIGN COMPETITION



“SHAPING CHANGE: OUR FUTURE, MY VOICE”

Rotary’s 4-Way Test

- Is it the **TRUTH**?
- Is it **FAIR** to all concerned?
- Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
- Will it be **BENEFICIAL** to all concerned?

DO's	DON'Ts
 Be creative— your ideas are the star!	 Letting AI make the whole poster for you
 Use AI to help brainstorm ideas	 Using others’ images without permission
 Edit AI-generated images.	 Using copyrighted Mat’ls w/o permission
 Show your own skills. Be inspiring!	 Using people’s faces without permission
 Describe your poster goals and use of AI	 Making misleading or harmful content

TIPS

- The best posters will combine your ideas, your skills, and smart, ethical use of tools.
- Think of AI as a coach on the sidelines, not the player on the field.