

Draft Brief for Schools: 2024 Online Rotary Poster Design Competition: **“Creating a better future.”**

Background

- In early 2024, Rotary would like to conduct a **Pilot** online poster design competition for Years 10 - 12 secondary students in Rotary District 9800.
- The proposed theme for the inaugural poster competition is: **“Creating a better future.”**
- This theme could consider a broad range of current issues such as climate change, conflict resolution, recognition of First Nations people, social issues, etc. **Theme components will be at student’s discretion.**

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.

Key Objectives

- Engage students & schools in a positive theme “Creating a better future.”
- Enable students to showcase their creativity with a real-world poster that could form part of their Visual Communications creative portfolio for seeking entry to Tertiary Advertising or Graphics design courses.
- Expand interest in Rotary, complementing other Rotary school programs.
- Evaluation of the Pilot competition may consider the potential for Rotary to conduct future school-based competitions on a broad, regional basis.

Poster Requirements

- Posters must be the equivalent of a single one-sided sheet. 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.
- Posters must include the following information for competition administration:
 - entrant name, sufficient to identify.
 - school name, address and contact.
 - Note: to enable “blind” judging, this information may be redacted before posters are distributed to judges.
- Posters must be the original design and creation of students. Plagiarism may result in disqualification.

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

Poster Submission

- Posters are to be submitted to: *(email/ website address to be confirmed)*.
 - Maximum file size is 10 Mb.
 - 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.
 - Preferred file types are pdf and jpeg.
 - By submitting a poster, students and teachers give permission for their work to be displayed at Rotary events, special events, conferences, in publications and promotional materials, and in electronic format on the internet without expectation of royalties or other benefits.
 - Timing:
 - Participating Schools to Register their interest in the Competition before end of 2023 school year.
 - Competition to be promoted to Students in 1st term 2024.
 - Submission of entries: 26 April 2024 (after 1st term school holidays).
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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.
 - It is proposed that Posters will be submitted “blind” to the judges (i.e., without student or school names on the posters).
 - Preliminary Judging Criteria:
 - Creativity- Is the design creative and original?
 - Imaginative and innovative solution to the chosen issue.
 - Clear, accurate and informative content.
 - Effective communication- poster presented and communicated in an engaging way.
 - Depending on the level of interest in the Pilot 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.
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Prizes

- Everyone receives a certificate of participation.
 - Certificates will be provided to Winners and Honourable Mentions.
 - Winning student and school will each receive a gift card of \$250.00 value. Prizes may be split in event of joint winners.
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Draft Brief for Schools: 2024 Online Rotary Poster Design Competition: “Creating a better future.”, Continued

References

- 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
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**Comments/
Queries**

Bryan Goodwin
Rotary Club of Altona City/ D9800 Vocational Service Champions Group
E: bgoodwin@bigpond.com
M: 0499 999 469

Example Poster

The example below is the winning poster in the Rotary (UK) competition by Primary School Student, Emma O’Donnell. It depicts the Earth as a beating heart showing valves belching out smoke, forming an “absolutely powerful message to keep it beating.”

