Rotary Altona City

2027 Poster Design Competition- Brief for Schools

Theme

"Shaping Change: Our Future, My Voice"

- How you explore the theme is up to you.
- Examples include climate change, mental health, peace building, STEM education, environment protection, Recognition of First Nations peoples.
- The theme is broad, anticipating that a range of student assignments may be suitable for this competition.

Competition Divisions

- Division I: Years 10 - 11.
- Division II: Years 7 - 9.

Objectives

- To challenge and encourage students undertaking Visual Communications Design (or similar) courses to flex their creative skills by responding to a real-world brief to expand their portfolios.

No. of Schools and Posters

- Up to 10 Victorian Registered Schools on a first-in, best served basis.
- Register by email to: info@altonacityrotary.org.au
- Preferred: two posters/school in each division.
- Alternatively: a total of four posters/school as selected by school.

Timing

- Expression of Interest Invitations: December 2026.
- Registration of Interest (confirmation): end of February 2027.
- Submission of Posters to Rotary Club: by end of August 2027.

Judging Criteria and Process

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 strong "call to action" included?
- Description of poster goals: (50 to 100 words including description of whether & how AI was used. Refer to back of Flyer re Ethical use of AI).

Judging Process:

- A panel of judges will be appointed- these may include Rotarians, Industry and Academic personnel.
- Posters will be submitted "blind" to the judges.
- The judges' decision is final.

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Rotary Altona City

"Shaping Change: Our Future, My Voice", Continued

Prizes

- Winners of each Division: A $250.00 Officeworks voucher.
- Runners-up in each Division: A $150 Officeworks voucher.
- Each Student entry will receive either a certificate of recognition or a certificate of participation.

Poster Requirements

- Posters must be the original design and creation of students. (Plagiarism may result in disqualification. Plagiarism occurs when the origin of material is not appropriately acknowledged).
- Posters must be submitted as PDF files, no larger than 5 MB. They may either be created physically and photographed or created electronically.
- Posters must be presented in English.
- Posters must be presented by Teachers using an entry form which includes:
  - Entrant name, sufficient to identify student and student year.
  - School name, contact teacher, email address and contact phone no.
- It is the responsibility of the submitting teacher (and student) to ensure that the poster will be able to be viewed for judging by the PDF file.
- 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.
- By submitting a poster, students and teacher 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.

Rotary Contacts

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