

2027 Poster Design Competition (Years 10-11): 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, and recognition of First Nations peoples.
- This theme is broad in the expectation that a range of student course assignments may also be applicable for this competition.

Objectives

- Encourage students to expand their creative portfolios and flex their visual communications skills by responding to a real-world brief.
- Assist students who may be seeking entry to Tertiary Advertising, Communication Design or Graphic Design courses.

Student Flyer

- A poster has been prepared to help promote the competition to students.

Prizes

- Refer to the Student Flyer, including guidelines for Ethical Use of AI.
- All student entries will receive either a certificate of recognition or a certificate of participation.

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? (e.g., donate money, sign up for further information, etc.).
- Description of poster goals (50 to 100 words including a description of whether and 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.

Testimonial

"Students worked just as they would in the design industry, workshoping their key statements and calls to action in small teams, which satisfies the vocational element of the VET course. Students loved the experience."

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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 cited).
- Posters must be submitted as PDF files, no larger than 5MB. They may either be created physically and photographed or created electronically.
- Posters must be presented in English.
- Posters must be submitted 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.
 - To facilitate "blind" distribution to judges, provide a PDF file of all the school's poster entries without school or student identifiers.
- The number of poster entries/school will depend on the number of schools registered in the competition. E.g., with 8 registered schools, one panel of judges could accommodate 5 entries/school.
- 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 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 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

- Expressions of Interest: Invitations issued in November 2026.
- Registration of Participating Schools: February 2027
- Submission of Posters: by end of August 2027.

Rotary Contacts

- Bryan Goodwin, Vocational Director: (bgoodwin@bigpond.com) or
Lenore Thornton, Secretary (lenore.rotary@gmail.com)
 - Website: www.altonacityrotary.org.au
 - Email: info@altonacityrotary.org.au
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