

Bridging Resources for Year 11 Applicants: Graphics



St John Rigby College



In June 1939 the Ministry of Information briefed commercial artist Ernest Wallcousins to produce a series of motivational posters, one of which was the now iconic 'Keep Calm And Carry On' image. It was one of the earliest examples of the power of graphic design to communicate messages to a mass audience. Since then the poster has become the go-to media platform to communicate messages of both a political and personal nature.

As we enter what could become a national crisis on a scale not seen since the original poster was published, my challenge to you is to use your skills as a graphic designer/illustrator/artist to produce a poster (or posters) that communicates a message of hope in a time when we really could do with some! You can use any medium you wish and you can use humour and irreverence so long as the overall message is positive. This is not a platform for political point scoring - rather, it is a chance to contribute something positive to the local, national and even international debate.

Judging

Category 1 open to Bolton School of the Arts students only will be judged by a panel of graphic designers and advertising professionals.

Category 2 is open to anyone and we will select our favourites to feature on our social media platforms

Prizes (only for category 1 open to Bolton School of the Arts students)

1st Prize: £100 Amazon Voucher

2nd Prize: £50 Amazon Voucher

3rd Prize x 2: £25 Amazon Voucher

Deadline

31st May 2020

Judging will take place over the summer and results will be announced 1st September 2020 via our social media platforms.

Instagram: @grdbsa

Twitter: @grd_bsa

Facebook: grdbsa

An exhibition is planned to take place later in the year.

Submissions

We will be featuring the best entries on our social media platforms so posters should be submitted as 72dpi jpg files sized to A4, to keep file sizes manageable but should be designed to be displayed at A2 at 300dpi or as a vector file and saved as a press ready pdf.

It is our hope that once the situation is once again in control then we can stage an exhibition of all the submitted posters and hold an awards night - so watch this space!

Please name your files with your first and surname names so we can credit your work:

firstname.surname.kcacodcompetition.jpg

Submissions should be sent to a.roocroft@bolton.ac.uk

Submission give permission for us to share your work via our social media platforms

Categories

1. Open to all Bolton School of the Arts students. This category is judged and the prizes will be awarded
2. Open to all students and industry professionals. We will feature all our favourites on our social media

KEEP CALM AND CARRY ON DESIGNING





**KEEP
CALM
AND
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ON
DESIGNING**

A POSTER COMPETITION FOR TROUBLED TIMES!



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