



School of  
Creative Industries

**LEVEL 3**  
**SCHOOLS & COLLEGES**  
**ART & DESIGN**  
**COMPETITION**  
**2024**



UNIVERSITY OF  
WOLVERHAMPTON

Student  
brief

## HELLO!

Welcome to our new, annual art and design competition for level 3 school and college students! We hope that you are settling into your creative courses, and want to invite you to join us for some creative play.

At **Wolverhampton School of Creative Industries**, we offer degree courses for creative students, and deliver an amazing educational experience for thinkers, makers, and communicators. We are one of the longest established art schools in the UK, and we pride ourselves in providing inclusive spaces for creativity and collaboration, with opportunity and employability as our focus.

Graduates from our art, design, and media courses are big players in the arts, and throughout the commercial world of art and design.

**Could you be part of our creative family?**

**Marc Austin**, Course Leader for BA(Hons) Graphic Design

be who  
you want  
to be

## THE BRIEF

Your challenge is to create a square-format, typographically-focused poster conveying the message:

**“be who you want to be”**

Your approach should be experimental, and consider current trends in typography, colour, and visual styling with specific appeal for a creative audience... Designing for your creative community!

All work submitted for the competition should embrace the concepts of originality, creativity, individuality, and truth.

20 posters will be short-listed for a light-box exhibition at the University, and prizes will be awarded to the 3 best responses at the private view, judged by a panel of graphic design industry professionals.

**Make beautiful artwork, get short-listed, win prizes. Simple.**

important  
information

## COMPETITION & EXHIBITION

To enter the competition, create your '**be who you want to be**' poster and write a 50—100 word rationale explaining your design decisions.

You can use any methods appropriate to create your poster concept: photography, collage, hand-drawn, painted, digital, or a combination of mixed-media methods. Think about the printed size when you are creating, scanning, or photographing your artwork for reproduction.

Final artwork needs to be supplied and uploaded digitally to our poster competition page at the university website:

**[www.wlv.ac.uk/postercompetition](http://www.wlv.ac.uk/postercompetition)**

From 14 October 2024, the page will contain a link to the upload form — you will need to supply contact details for yourself and your teacher/lecturer/institution, so that we can contact you for short-listing.

## POSTER SPECIFICATIONS

Size: 600 x 600 millimetres

Resolution: 200ppi

Accepted File Formats: High-quality JPG / PNG / PDF

File size: maximum file size 70MB

## EXHIBITION & PRIZES

All exhibitors will receive certificates to include in your record of achievement. Exhibition posters will be printed at full size and displayed in light-boxes in the Art School foyer. This is an amazing opportunity to literally see your work lighting up our gallery!

**First-place prize:** £100 Amazon Voucher.

**Two runner-up prizes** of a £50 Amazon Voucher each.

typography

## INSPIRATION

To help you get started, here are a few of our favourite artists and designers who use typography and letterforms in interesting ways:

Tina Touli, Craig Ward, Jessica Walsh, Stefan Sagmeister, Paula Scher, Philippe Apeloig, Marian Bantjes, Chris Ashworth, Barbara Kruger, Ed Ruscha, Jenny Holzer, Christopher Wool, Bruce Nauman, Mel Bochner, Steve Powers, Ben Eine.

where  
to start

## STARTING POINTS

Consider principles of hierarchy, colour, space, and texture. Use your design process to explore different ideas.

Is there a technique or typeface that you have been itching to try out, but haven't had the opportunity?

**Start with ideas.** The strongest designs answer a brief in interesting ways, so don't settle for your first design idea!

**Be inspired.** Take a look at current trends, colours, typefaces, and styling techniques; learn from research.

**Experiment.** Not just digitally, use mixed media and software techniques to create interesting work.

**Develop your concept.** Try different alignments, spacing, scale, colour, fonts, textures, techniques, etc.



how to  
get noticed

## OUR JUDGING PANEL

Our judges are industry professionals with over 200 years of combined experience in Graphic Design, Advertising, and Education. We share a passion for creativity, and supporting creative talent.

You get to meet the judges at the exhibition.

## JUDGING CRITERIA

We can't wait to see the designs that you come up with, and deciding on a short-list for the exhibition is a job that we take very seriously.

To select winning designs for the exhibition, we will look at different aspects of your work. You can use the following questions to understand how our judges think:

1. Is the poster original, and does it stand out from other designs?
2. Can we see creative use of typography and letterforms?
3. Is there a unique concept for the composition?
4. What aspect of 'be who you want to be' have you focused on?
5. Is the work well-created? Do you have good attention-to-detail, and have you refined the design work?
6. Does your rationale clearly explain your idea and approach?

the  
small  
print

## ENTRY RULES & GUIDELINES

1. Entrants must be studying L3 (A-Level/T-Level/BTEC/UAL/etc.) creative courses (any Art, Design, or Media disciplines).
2. Entries must use the full phrase 'be who you want to be'.
3. The entrant must be the original creator of the work.
4. Any method of production is acceptable, but the finished work must be submitted digitally.
5. To be considered for the short-list and exhibition, entries must be submitted by Friday 9 December 2024.
6. Entries that do not conform to the specifications may not be eligible for the short-list.
7. Short-listed entries will be contacted with instructions about attending the exhibition private view. The short-list will also be announced on our Instagram page: **@wlv\_gd**
8. The decisions of the judges are final, and no discussion or correspondence shall be entered into.
9. The judges reserve the right to refuse any entry by discretion. No entry is may contain unlawful or defamatory content.
10. By entering this competition, entrants agree that the University of Wolverhampton may showcase their work physically and digitally, for marketing and publicity purposes. This may include names and likenesses of the entrants.
11. Intellectual Property rights remain with the entrant.



## BRIEF

Design a 600 x 600mm square typographic poster for the phrase:

**“be who you want to be”**

Write a 50—100 word rationale explaining your design decisions.

Go to the competition page, fill in the submission form, and upload your poster design.

**[www.wlv.ac.uk/postercompetition](http://www.wlv.ac.uk/postercompetition)**

Follow us **@wlv\_gd** and **@wlvcreativeindustries** to see the short-list announcement before anyone else!

We are happy for you to share your designs on social media. If you have a public Instagram account your tag us in and use the hashtag **#BWYWTB**

Save  
the dates

## DATES FOR YOUR DIARY

**16 September 2024:** Competition launch.

**14 October 2024:** Upload area goes live.

**09 December 2024:** Competition deadline.

**13 December 2024:** Short-list announced.

**22 January 2024:** Exhibition Private View & Prizes.