



WALMER IN BLOOM 2017 PUBLICITY IMAGE BRIEF

We are again looking for one strong image which can be incorporated into our publicity leaflet and used on certificates.

Artwork

Artwork should not be computer generated and should preclude the use of stencils. We are especially looking for the originality of a colourful design that the children themselves have created.

The artwork should be such that the image will work well in black or white or in full colour. Strong borders/lines around the images make it easy to reproduce them in black and white and we test out the shortlist this way before making a decision on the winner.

Size

The image should be submitted on A4 size white paper and be in *portrait* format. No text is required on the picture.

Age Groups

Years 1-3 (KS1)

Years 4-6 (KS2)

All children entering will receive a certificate and a special prize will be awarded to the winning entrant in each age group. The best image, irrespective of age group, will be selected for use on all publicity materials.

Name/Class/Age

Each entry should be clearly marked on the back with the name, age and class of the child.

If the class teacher is able to submit a class list (omitting any child away on the day) this would be very helpful as it is always difficult to decipher a few!

We do aim to get the names right and fully understand that the children and their parents want to have the names on their certificates spelt correctly. We also want to avoid children not receiving a certificate because there was no name on the entry.

Submission of entries

Entries need to be submitted to the Parish Clerk, at the address shown on our letterhead, by **Wednesday 8 March 2017**. The entries will be presented to the Walmer in Bloom Committee and judged shortly after the closing date.