



2017 National Adobe Championship Design Brief

Assignment Description

This challenge forms your entry into the 2017 Australian Adobe Certified Associate National Championship. For your design challenge, you will be given a real-world brief for which you will create material using Adobe Photoshop, InDesign, and/or Illustrator.

Envision that you work for a design firm.

Your client, The Song Room has asked you to create material to support a campaign to help promote they work they do.

Campaign Title

ARTS:LIVE – #TellATeacher

Campaign Description

The Song Room has recently launched the new-look ARTS:LIVE digital music and arts education hub. Originally launched in 2013, ARTS:LIVE has grown to become Australia's gold standard for online arts education resources, being used by over 1 million students in more than 70% of Australian schools.

ARTS:LIVE's #TellATeacher campaign aims to promote teacher awareness of ARTS:LIVE as Australia's leading arts and music education tool for Primary and Secondary schools.

ARTS:LIVE is designed to:

- Build capacity of teachers to deliver high quality arts and music programs across all five curriculum-aligned art forms
- Address learning and teaching gaps in creative education
- Provide teachers access to customised professional development support in arts education
- Provide pre-service teachers with the opportunity to develop their creative learning plans and ready themselves to enter the classroom for the first time



Creativity and innovation have risen to the forefront of 21st century key learning outcomes. Students must develop their creative skills to adequately prepare them for success in school and later in life, however 3 out of 4 Australian students have no access to music and arts programs that are proven to aid this development. ARTS:LIVE bridges this gap by offering access to high quality arts and music education resources for all Australian schools.

Entrants are encouraged to sign up for ARTS:LIVE to experience the site for themselves. Australian Primary and Secondary teachers can automatically register for free accounts at www.artslive.com.au. All other entrants can email support@artslive.com.au with the subject line 'Adobe Challenge' to request a temporary registration.

Project Description

Poster Design

Design a Poster for the "ARTS:LIVE - #TellATeacher" campaign using Adobe InDesign, Photoshop and/or Illustrator. Your poster should meet the following requirements:

Finished Size: A3, single sided Colour: CMYK Output: Print (300dpi required on all images)
Bleed: 3mm

or

Flyer Design

Design a Flyer for the "ARTS:LIVE - #TellATeacher" campaign using Adobe InDesign, Photoshop and/or Illustrator. Your poster should meet the following requirements:

Finished Size: A5, single sided Colour: CMYK Output: Print (300dpi required on all images)
Bleed: 3mm

or

Web Tile Design

Design a Web Tile for the "ARTS:LIVE - #TellATeacher" campaign using Adobe InDesign, Photoshop and/or Illustrator. Your poster should meet the following requirements:

Finished Size: 700px (w) x 460px (h), single sided Colour: RGB Output: Print (72dpi required on all images)



Design Guidelines/Tips

Visual Resources:

A selection of stock photography and images will be made available at www.adobechampionship.com.au/resources

Imagery:

- Select, edit and manipulate the provided images and create one or more strong graphic(s) using Adobe Photoshop or Adobe Illustrator.
- You must use one of the supplied campaign logos in whole
- You must use at least two images which can be used in whole or part and must be placed as Photoshop tif and/or Illustrator eps.
- You may create additional graphics/patterns etc.
- Please apply layer management, e.g. name your layers and group elements accordingly. Do not flatten the image. Text: Your poster will be displayed in the community to create attention and encourage Australian teachers to register for ARTS:LIVE.
- Use Typography Techniques to ensure Readability and Legibility
- Pay special attention to the technical requirements but also to the elements of graphic design including;
 - Composition
 - The placement or arrangement of visual elements (e.g. Rule of thirds)
 - Proportions
 - White Space (Negative Space) The area around the elements in a design. It can be used to separate or group information. Used effectively it can give the eye a rest, define importance and leave the eye.
 - Typographic Hierarchy

To submit your design

When you are ready to submit your entry please share all files using Dropbox with competitions@xcerio.com

Policies and Rules

Competitors must follow all rules. Violation of any rule(s) is grounds for immediate disqualification.

Schedule and Deadline

Projects must be uploaded prior to 26 May 2017



Logo Usage

- Don't change the logo orientation
- Don't place the logo on a busy image or background
- Don't change the logo colours
- Don't crop the logo in any way
- Don't add any effects to the logo
- Don't outline the logo
- Don't place the logo on a similarly coloured background
- Don't stretch or skew the logo
- Don't place any other element too close to the logo