



The Worcester Festival Event Guide Competition!

The Worcester Festival is celebrating its 20th birthday this year and have launched a competition for a member of the public to design the front cover of their event guide. The winning entry will be used on all the Festival advertising this year and between 15-20,000 copies of the event guide will be printed and distributed around Worcester and the surrounding areas.

The Worcester Festival is festival for the people of Worcester, Worcestershire and the surrounds. It is a series of partnerships between large cross-sections of the community, an umbrella for a huge range of activities, many of them free. It is a coming together of people of all ages, creeds and race. It is an opportunity to stage an event, or to attend a large selection of both professional and community events. It is a celebration of life and of Worcester, Worcestershire and its people.

The Competition:

The winning entry will feature Percy the Peacock the Worcester Festival mascot. Percy is very cheeky and likes to do fun and exciting things such a painting, cooking, and gardening. He also loves having his photo taken with his fans!



Figure 1: Percy the Peacock – Suit used during the Festival

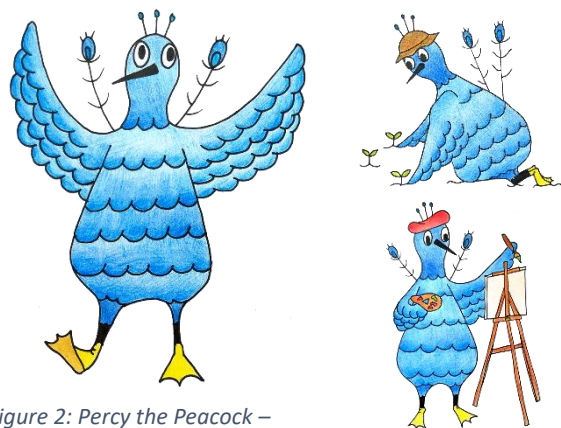


Figure 2: Percy the Peacock – Illustrations

The winning entry will also encapsulate the fun, family atmosphere that the Festival brings to the City and can refer to the 20th birthday. The image at the top of the page are some examples of past event covers for you to draw inspiration from.

Below is the Worcester Festival’s 20th birthday logo, this does not need to be drawn into the image, as this will be added digitally afterwards, however you may wish to use it as a reference for colour scheme and as a feel for the birthday celebrations.



Specifications:

- Image should be A4 with a 5mm bleed around the edge.
- The image should be drawn either by hand or on a computer/tablet
- The image **DOES NOT** need to feature any of the information like the examples above (for example date etc.), this will be added digitally afterwards to the winning entry.
- The image provided should be of a high resolution (300dpi) and be in a JPEG, PDF, or PNG format.
- The work submitted should contain no copyrighted materials and should be your own creation.

To submit a hand drawn entry:

- 1) Use the template on the following page to create your design, simply print it off and get drawing inside the box. (Avoid using college materials and glitter as they will not scan very well).
- 2) Scan in your finished design (making sure you set the scanner to a high resolution and the end result is a JPEG, PDF or PNG) and submit your entries via the form on the Worcester Festival Website, www.worcesterfestival.co.uk/worcester-festival-artwork-competition-entry/

To submit a digitally drawn entry:

- 1) Choose a design software and set your margins to a 5mm bleed, create your design in this space.
- 2) Save your finished design as a high res JPEG, PDF or PNG and submit your entries via the form on the Worcester Festival Website, www.worcesterfestival.co.uk/worcester-festival-artwork-competition-entry/

Keep your design inside the box

