



2021 WA Local Government Convention

#SHOWCASE IN PIXELS 2021

Information Pack

FOR FURTHER INFORMATION

Please contact
Public Relations Assistant,
Brenda Law-Yat

T (08) 9213 2085
E blawyat@walga.asn.au

2021

#showcAse IN PIXELS



2019 overall winner Shire of Meekatharra featured on the screens of the Yagan Square Digital Tower.

The annual exhibition of artwork from Local Governments will be displayed at the iconic digital tower at the heart of Yagan Square.

Traditionally (until 2018) the artwork, in the form of physical banners, were hung on the poles along St Georges and Adelaide Terrace. Since 2019, WALGA has the opportunity to display digital artwork designs on the 45-metre high tower at Yagan Square, which features a circular screen with 14 columns, which represents the 14 Noongar language groups.

This new format of display means our participants are no longer restricted to PVC canvas - you are encouraged to be as creative as you can. Please refer to Page 2 for more information.

Competition Categories

The categories are:

- Junior primary school(s) (Pre-primary - Year 3)
- Upper primary school(s) (Year 4 - 6)
- Secondary school(s) (Year 7 - 12)
- Community group(s) / Non-Professional
- Professional / Digital (including digitally designed prints or commissioned artwork)

Indicate Your Interest

There is no reservation form to be completed this year as the digital display means we can accept one submission from every Council in WA. However, please email Public Relations Assistant, Brenda Law-Yat at blawyat@walga.asn.au by Thursday, **18 March** to indicate your interest in participating. Please include the following information in your email message:

- Council
- Council Contact Person for the Competition
- Category: Junior Primary/Upper Primary/ Secondary/ Community/ Professional or Digital/ Unconfirmed
- School/Artist (if known)

Each Council is only allowed one artwork submission. Your submission may not be accepted if you do not express interest by Thursday, **18 March**.

Note: WALGA will only accept entries from Local Governments – please approach your local Shire/Council if you are not a Local Government staff member.

Guidelines for Submission

As the digital tower faces the road, the following guidelines must be strictly adhered to:

- **No solid red, green or orange/amber colours**
- **No photograph/pictures of road networks or traffic**
- **Content cannot include colours or shapes that could be mistaken for traffic signals, signs or instruction signs**
- **Composition should not be chiefly made up of dark images as they will not be visible during the day.**
- **No commercial advertising/ brands to be displayed**

Artwork Painting and Digital Images

As there is no limit on the choice of media or canvas, feel free to be creative! There is no need to use weather-proof paint nor a specific PVC canvas.

The canvas can be in any material - some canvas ideas are:

- Floor
- Pavement
- Wall
- Fabric/Canvas
- Paper

You can also use any media, such as:

- paint
- materials to create a collage, even recyclable items
- mosaic art
- mixed media

However, please be aware that the following specs for the canvas needs to be followed:

Size of canvas: in ratio of height is to width:

1.38 (height) : 1 (width)

For **digitally-created** banners, please create your submission in this dimension:

896 pixels (height) by 650 pixels (width) and 150DPI

Digitally-created artwork can only be included in the Professional/Digital category.

Please submit a word document along with your artwork (maximum of 250 words) to provide an explanation of your submission:

- how it is created
- which medium is used
- inspiration behind each element or the composition, and
- the competition category.

If you have any question or would like to discuss artwork ideas, please give PR Assistant Brenda Law-Yat a call on 9213 2085.

2019 WINNERS



OVERALL WINNER and Best Secondary School:
Shire of Meekatharra



Best Digital /Professional:
City of Cockburn



Best Junior Primary School:
Shire of Ashburton



Best Upper Primary School:
Shire of Broomehill-Tambellup



Best Community Group/ Non-Professional
Shire of Corrigin

Judging Criteria

Use bold lettering to stand out from the crowd – each submission has to include the name of the relevant Council.

The Convention Theme for this year is:



Additionally, this year is the 150th year of Local Government, which can also be a theme for the artwork.



Keep any written messages short and simple, and use large and clear lettering. The judges will consider:

- Is it easy to identify where the banner comes from?
- Can you easily read the Council's name?
- How is the composition of the piece?
- Can you identify something about the place? e.g. does it depict wildflowers, farming, coffee strip etc
- Use of colour and creativity
- Artistic merit
- Individuality, boldness, and humour
- Additional points will be given for relating the artwork to the Convention theme.

Deadline

The artwork must be submitted via email (blawyat@walga.asn.au) by COB Thursday, **12 August**.

All entries are subjected to the approval of WALGA before they can be included in the digital slideshow.

Failure to send through your submission by the deadline will mean that the Association is unable to include the submission in the digital display slideshow.

Submitting the Artwork

Please do not send the physical artwork to the Association. Submit photographs of the artwork or the digital piece to PR Assistant Brenda Law-Yat blawyat@walga.asn.au by COB Thursday, **12 August**.

If your artwork is not created digitally, you will need to take a photograph of the banner. We recommend the photograph be taken from a height so as not to skew the banner. Please ensure the entirety of the artwork is captured in the photograph.

The photograph or digital submission needs to be at least 150 DPI. When sending through the photograph, select the original size (do not resize the image or choose a smaller file size).

If the file size is too large, consider creating a dropbox account (www.dropbox.com), uploading onto dropbox before sending through the link.

For digitally-created banners, please create your submission in this dimension: 896 pixels (height) by 650 pixels (width) in 300 DPI.

Please submit a word document along with your artwork (maximum of 250 words) to provide an explanation of your submission (eg how it is created, which medium is used, inspiration behind each element or the composition) and the competition category.

IMPORTANT DATES

Before Thursday, 18 March:

Send an email to PR Assistant Brenda Law-Yat blawyat@walga.asn.au indicating your interest in participating with the following information:

- Council
- Council Contact Person for the Competition
- Category: Junior Primary/Upper Primary/Secondary/ Community/ Professional or Digital/ Unconfirmed
- School/Artist (if known)

Note: WALGA will only accept entries from Local Governments – please approach your local Shire/Council if you are not from Local Government.

Your submission may not be accepted if you do not express interest by Thursday, **18 March**.

Between now to Wednesday, 11 August:

Create the artwork - Council contact person should stay in touch with the artist/ school/ community groups. Please inform your artist of the following guidelines that **MUST BE FOLLOWED**:

- **No solid red, green or orange/amber colours**
- **No photograph/pictures of road networks or traffic**
- **Content cannot include colours or shapes that could be mistaken for traffic signals, signs or instruction signs**
- **Composition should not be chiefly made up of dark images as they will not be visible during the day.**
- **No commercial advertising/ brands to be displayed.**

Page 2 has more information about the artwork specs.

Wednesday, 11 August:

For non-digitally-created artwork, take a photograph of it, a day before it is due.

Deadline: Thursday, 12 August

Submit the artwork and a word document (max 250 words) explaining the submission via email to PR Assistant Brenda Law-Yat blawyat@walga.asn.au. Refer to above section 'Submitting the Artwork' for more information.

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FOR FURTHER INFORMATION

Please contact Public Relations Assistant, Brenda Law-Yat

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