

# MAKE A STAND AGAINST WASTE

WSROC\* DESIGN COMP 2020

## PROJECT BRIEF.

### KEY DATES

Submission opens - Monday 15 June 2020  
Submission deadline - Monday 10 Aug 2020 (11:59pm)

### PRIZES

iPad Pros with Pencils will be awarded to the top qualified winners.  
Enticing prize pool for runners up.  
Winners announcement ceremony - To Be Confirmed.

### PROJECT SUMMARY

**Design a poster or create an artwork that illustrates your ideas on ways to 'Waste Not'.**

Waste avoidance is everyone's responsibility. Avoiding overconsumption saves money and helps to conserve our world's precious resources.

When we talk about 'waste', we mean everything that households throw out - including food to furniture and everything in between!

There are many ways to avoid waste, for example - not buying things we don't really need, borrowing items we only need occasionally, or getting creative with the items we already have.

WSROC invites you to be part of the waste avoidance campaign. Help us reach the whole community with the message: Waste Not.

The winning artworks will be featured in waste avoidance campaign materials for WSROC and western Sydney councils.

### DID YOU KNOW...

- Australians are in the top 10 highest producers (per capita) of waste in the world?
- Wealthy countries like ours consume about 86% of the world's resources?
- In Australia we annually waste 22 Megatonnes of our resources by sending them to landfills?
- The average family throws away the equivalent of 1 in 5 bags of groceries each week (worth \$1500 per year)?
- Recycling is important, but avoiding waste in the first place has a much more positive environmental impact?

### WHO CAN PARTICIPATE?

Open to all undergraduate Western Sydney University School of Humanities and Communication Arts Students, studying Visual Communication Design, Creative Industries and Communications.

### GENERAL REQUIREMENTS

- Artworks should be in 2D format only using one or a combination of the following media:
  - Illustration
  - Photography
  - Typography
  - General graphic design
- Each applicant can submit up to 3 different artworks.
- Artwork(s) should be high-resolution, minimum 2480 x 3508 pixels or A4 size @300dpi
- File size should not exceed 10MBs.
- Accepted image formats:
  - PNG
  - JPEG
  - PDF
- The submitted artwork(s) must be original, owned by the participant, and should in no way violate intellectual property rights.

### SUBMISSION GUIDELINES

1. Fill in the submission form on the following page
2. Attach your artwork and the filled form.
3. Email your submission to [waste@wsroc.com.au](mailto:waste@wsroc.com.au) with the subject line 'WSROC Design Comp 2020'.

NOTE: If you intend sending more than one artwork, each artwork must be submitted separately.

### TERMS & CONDITIONS

The artworks will be utilised as either printed or digital promotional resources by WSROC and western Sydney councils only, for waste avoidance campaigns.

All Participants will need to allow WSROC to use your full name to acknowledge the submitted artwork, as well as any information related to the competition, for the above-mentioned purposes.

### JUDGING AND CRITERIA

The winners will be decided by a panel of judges on pre-determined key evaluation criteria:

**Effectiveness of communication** takes into consideration how well the artwork has addressed the theme and how best it can deliver the message to the general audience.

**Originality** reflects the participants' ability to approach the theme uniquely and with flair.

**Quality** includes detail and precision of creative elements, composition, lighting, and overall impact of the artwork.

### ADDITIONAL INFORMATION

For more information about the Competition email Rey Behboudi at: [rey@wsroc.com.au](mailto:rey@wsroc.com.au)

\*The Western Sydney Regional Organisation of Councils (WSROC) advocates on behalf of nine councils in the region, advocating at all levels of government on key issues that benefit the growth and future of the region. For more information on WSROC visit: <https://wsroc.com.au/>

# MAKE A STAND AGAINST WASTE

WSROC DESIGN COMP 2020

PROJECT SUBMISSION.

## CONTACT DETAILS

Title\*    Mr    Mrs    Ms    Others (specify)

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First Name\*

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Family Name\*

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Mobile phone number\*

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Email\*

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## POSTAL ADDRESS

Address\*

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Postcode\*

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State\*

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## UNIVERSITY DETAILS

Major Title\*

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Student ID\*

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## ARTWORK DETAILS

Artwork Category\*

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Illustration  
Photography  
Typography  
Others (specify)

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Title of Artwork\* maximum five words

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Description of Artwork (optional)

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Number of intended artworks to submit\*

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One artwork  
Two artworks  
Three artworks

\*Response to the field is required

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I hereby verify my agreement to the terms and conditions of the Competition.\*

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This project is a NSW Department of Planning, Industry and Environment, Waste Less Recycle More initiative funded from the waste levy.