

**UNIVERSITY OF THE WEST INDIES,
HISTORY DEPARTMENT,
POSTER ART COMPETITION HISTORY FEST 2023**

Theme

Pride in Local Industry.

Category

All UWI students are invited to submit their best **Poster** artwork on the theme for inclusion in the exhibition.

Deadline

The deadline for submission is February 17, 2023 at the History Office

Acceptable Media

- Drawing and painting. ALL submitted entries must be created by the hand of the entrant. Digital or graphic entries are unacceptable.

POSTER MAKING COMPETITION INSTRUCTIONS

- A participant shall submit only one (1) entry.
- The entry must be an original work, wholly conceptualized and executed by the entrant. Entries which are exact copies of existing works in terms of composition will automatically be disqualified even if they are rendered in a different style, medium, color scheme, or even if other elements have been added.
- ALL works must be dry when submitted- NO EXCEPTIONS.

Specifications of the Artwork

Acceptable tools:

- Use any drawing and painting medium or combination of media, such as pencil, colour pencils, pastels, crayon, charcoal, pen and ink, oil paint, acrylic paint or water colours. (Photographs, wires, and other 3-D objects are NOT acceptable).

Dimensions:

- Must NOT be less than A-3 (297 X 420 mm) or more than A-2 (420 x 594 mm).
- The size must NOT include a mat or border. Entries must NOT be framed, under glass, or have a protective covering that is attached to the art.

Judging Criteria

Judgment will be based on:

- Craftsmanship
- Design/Composition
- Originality
- Theme

Definition of Skills

- Craftsmanship: the ability to demonstrate knowledge of materials, media, traditions and Visual Art processes.
- Design and Composition: the ability to apply materials, media and methods to complete stated objectives.

RUBRIC FOR DRAWING/ PAINTING POSTER

CATEGORY		5	4	3	2	1	0
Craftmanship (8 marks)	Manipulation of skill (5 marks)	Excellent demonstration and application of skills used	Very good demonstration and application of skills used	Average demonstration and application of skills used	Poor demonstration and application of skills used	Very little demonstration and application of skills used	No application of skills used
	Selection of materials (3 marks)			Excellent selection of media	Good selection of media	Weak selection of media	No selection of media
Design/ Composition (10 marks)	Elements of Design (5 marks)	Demonstrates evidence of 5 elements of design	Demonstrates evidence of 4 elements of design	Demonstrates evidence of 3 elements of design	Demonstrates evidence of 2 elements of design	Demonstrates evidence of 1 element of design	Demonstrates no evidence of elements of design
	Principles of Design (5 marks)	Demonstrates evidence of 5 principles of design	Demonstrates evidence of 4 principles of design	Demonstrates evidence of 3 principles of design	Demonstrates evidence of 2 principles of design	Demonstrates evidence of 1 principles of design	Demonstrates no evidence of principles of design
Originality (5 marks)	Idea (2 marks)				Evidence of original idea	Very little evidence of original idea	No evidence or original idea
	Creativity (3 marks)			Highly innovative concept	Evidence of innovation	Very little evidence of innovation	No evidence of innovation
Theme (5 marks)	Relevance (2 marks)				Evidence of relevance to theme	Very little relevance to theme	No relevance to theme
	Message (3 marks)			Highly effective in communicating the intended message.	Evidence of communicating the intended message	Very little effect in communicating the intended message	No evidence of communicating the intended message
TOTAL (28 marks)							

1. Craftsmanship

1. (a) Appropriateness of material or relevance to theme
2. (b) Level of skill in manipulation of media
3. (c) Experimentation

2. Design and Composition

1. (a) Manipulation of design elements (line, texture, colour, shape/ form, mass space)
2. (b) Principles (pattern, repetition, rhythm, movement, variety, unity, harmony, balance, scale, proportion and emphasis)

3. Originality

1. (a) Conceptualisation
2. (b) Level of personal expression, interpretation and creativity

4. Theme

1. (a) Relevance to theme
2. (b) Effectiveness in communicating the intended message

The Elements of Art and Design

Elements of Art and Design	Characteristics
Colour	Some of the main aspects of color include the color wheel, different color schemes, primary, secondary, and tertiary colors, complementary and analogous colors, hues, tones, tints, shades, saturation/intensity, value, and color temperature.
Value	This refers to the light and dark aspects of color and it comes in low-key, high-key, or middle-key variations.
Line	There are different types of lines – horizontal, vertical, diagonal, short, long, curved, or zig-zag, which all can be applied to form a fundamental structure of an artwork and provides different effects like movement, rhythm, or emphasis.
Shape	Shape ranges from square, circular, triangular, or rectangular and is more two-dimensional, geometric, or organic.
Form	These range from cubic, spherical, pyramidal, or conical, among many others, and it is three-dimensional, and can be geometric or organic.
Texture	This refers to the “surface quality” of artworks, which can be real or implied.
Space	This refers to the three-dimensionality or depth created in a composition, and it consists of positive and negative space, which can be utilized to create different effects.

The Principles of Art and Design

Principles of Art	Characteristics
Pattern	This is created through arrangements and sequences of signs or various “motifs” to add a variety of visual effects.
Repetition	This is related to patterns in art, and also determines how patterns are arranged.
Rhythm	This is when art elements are utilized and arranged in dynamic sequences that give the composition a feel of movement and directs the viewer’s eyes to a focal point or around the artwork.
Movement	This is also related to rhythm, but is more specific when the intention is to arrange art elements to create visual dynamism or convey a sense of speed.
Variety	This is about differences and avoiding monotony in a visual composition.
Unity	This refers to the whole composition and how all the art elements utilized relate to one another to appear visually holistic.
Harmony	This can apply to any of the art elements applied to be complementary to one another and thus visually “appealing”.
Balance	This can relate closely to, and not to be confused with, harmony and unity, but it is about the “weight” of all the art elements in a composition.
Scale	This is when two parts are placed next to the other to depict the visual differences in size
Proportion	This is when parts of one object appear in different sizes.
Emphasis	This stresses certain significant aspects of a visual composition.