

# Graphic Design Festival Scotland International Poster Competition 2014

**Judges:** Adrian Shaughnessy, Tony Brook, Erich Brechbühl & Warriors Studio

**Judging started:** 16/8/15

**Deadline for judging response:** 31/8/15

## Brief

The brief is open. Submissions may be created specifically for the competition, for a client or as self-promotion. The posters will be judged on their content, concept, and delivery, and value will be placed on work which:

- Alters perceptions or ways of thinking
- Offers creative solutions to problems
- Contributes to discussion on current affairs
- Opens dialogue and provokes discussion for debate
- Makes innovative use of media or medium

## Judging Criteria

### Content (What?)

What is the subject/content?

What message is the designer trying to communicate?

What is purpose of the poster?

Is it original or unique?

Are they highlighting something often overlooked or dealing with an issue which needs consideration and attention?

### Concept (How/Why?)

How have they approached the subject?

How have they communicated the message?

Is a valid point being made or a well considered stance being taken?

Have they managed to simplify or successfully communicate a complex issue or topic?

Have they successfully united seemingly disparate elements to highlight their point?

Is an interesting connection being made between things?

### Delivery (Resolve)

Does the designer successfully communicate their intended message?

Is the poster engaging?

Is it technically accomplished? Does it have to be?

Have they used an appropriate or successful tone to communicate their message?

How have they constructed that tone?

Does the medium(s) they use support the message they're trying to convey?

Is the aesthetic original? Does it have to be?

If relevant does it successfully acknowledge appropriate references?