BASW England Relationships Art & Photography Competition

Win £100 Macmillan Higher Education book vouchers and Free Access to the Conference

To all you budding Banksys and Rankins out there, this is your opportunity to show us and your peers what the power of relationships in social work really means to you.

This competition is open to all Social Workers, Newly Qualified Social Workers and Social Work Students and is free to enter. The judging panel consists of BASW members and individuals with lived experience and will take place before the event. The 1st, 2nd and 3rd places will all win book vouchers and a free conference pass. All winners and runners up posters will appear in the poster exhibition at the conference too.

Photographs of the winners will appear on the BASW website, in social media and in the BASW England PSW magazine after the event.

Submission Instructions

Here are the specifications and dates for submission, please email Debbie White at england@basw.co.uk for further information.

1. Design a Portrait Poster that will blow-up to A1 size without going fuzzy!
2. In your Email add:
   a. Your forename & surname
   b. The poster title
   c. A short summary of the purpose of the post, no more than 100 words
   d. The organisation (if any) you represent
   e. Your title including Social Worker, NQSW, Social Work Student
3. Submit your design no later than Friday, 4th October 2019
4. Submit your design as a JPEG file
5. And send to Email to Debbie White at england@basw.co.uk
6. You will receive an email acknowledging receipt of your poster design

7. If short-listed, we will be invited to join the conference for free! We will send you instructions on how to join the conference and who will meet you on arrival.

Tips on Designing Your Poster

BASW UK World Social Work Day 2019 Photography Winner: 'Sharing time and space' by Abyd Quinn Aziz

A good poster should:

1. Be eye-catching, with an images or images that are identifiable from a distance
2. Communicate a clear message
3. Draw the audience's attention
4. Be signed, titled and dated by you

Do your research. Look at other posters, flyers and exhibitions to see how similar messages have been communicated visually. You can learn a lot from commercial advertising.

Plan, plan, plan. Plan your design, plan the message and the preferred layout, think about the images you need and what your message is looking to communicate. Think about conference theme and create a narrative which the audience can easily follow.

Get help. Not everybody has a design flair – getting the colours, layout and message right can be tricky. Don't give up!! Start with a great deal of information and imagery and rationalise it over several versions.

Discover or photograph the kind of imagery and messages that are most likely to draw your audience in, and what might interest them about your work. It would be an idea to consider audience research to help you find out more about what could work. Either mock up samples or use previous examples of posters and test them with focus groups, representative of your target audience.

A picture paints a thousand words. Your poster should be clear and highly visual. Make use of striking imagery to draw in the crowds, but don't be afraid of white space. It would be a mistake to clutter your poster.

Use the right colours. Make sure the colours don't clash as this may be off putting. Be careful, also, of using different shades of the same colour Ensure that there is a good contrast between background colours and the foreground text. The colours red and green can be difficult for people with red/green colour blindness. Green is the hardest colour for people with vision impairments to read. Avoid capitalisation and underlining. People with dyslexia often recognize words by the patterns they form. Capital letters are the same height, which removes these word patterns. Underlining makes text run together which also makes it tricky to read.

Get the right software. If you want to design professional looking posters everyday programmes such as Word or PowerPoint have their place, but designers use desktop publishing software such as Adobe InDesign or QuarkXPress along with graphic design and digital editing software such as Adobe Photoshop and Adobe Illustrator. All are readily available online, some with a free trial.

For further information on how and when to submit your poster contact:

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