



Youth Week 2019 poster design competition

Each year Ara Taiohi organises Youth Week, a national campaign that celebrates the passions, successes and achievements of young people across New Zealand. Central to this campaign are the posters and other resources that promote the event and encourage New Zealanders both young and older to get involved!

The posters are designed by young people with the best design being chosen through a national vote.

The winning poster will be printed and distributed nationally to over 1,500 organisations and individuals.

We are looking for posters which are exciting, engaging and represent the theme of this year's Youth Week: "We are more than you see!"

Critical timings

We would like the completed posters by **5pm, 1 April**.

You can submit as many posters as you can create.

If we receive more than 50 entries in total, we will need to include an initial shortlisting activity.

The posters will then be loaded online and voted on by the public via U-Report poll.

Once a winning design is selected, we will get in touch with the winning artist and work with them to get the poster print-ready.

Posters will be printed and distributed nationally from early May, in preparation for Youth Week on **18-26 May 2019**.

The criteria for the poster:

- Designed by young people between 12-24 years of age
- Reflects the theme and key messages
- Includes the theme wording in English and Māori: "We are more than you see!" "He wai hōhonu a mātou" (literally, we are deep waters, thus referring to unseen depths).
- Includes the dates of Youth Week: **18-26 May 2019**
- Includes the Youth Week website 'www.youthweek.org.nz'
- Includes a space for the Youth Week logo, our logo and sponsor logos
- Can be printed in colour
- No recognisable brands or offensive language
- Can be finished in an electronic medium that is easily modified to make it print ready (e.g. InDesign, Illustrator or other Adobe product)
- File formatted as a raw file, photo or PDF (and saved in the best quality possible)
- Hand drawn posters can be physically posted into our office: Ara Taiohi, PO Box 6886, Marion Sq, Wellington 6141.

Ara Taiohi would like to receive submissions by **5pm, 1 April 2019** to the following email:

youthweek@arataiohi.org.nz or share your folder to our Google Drive arataiohiwebsite@gmail.com

and keep the original file ready in case yours is the winning design.