# Exhibition Booklet Front Cover Design Competition

**(Deadline - 3rd August 2020, Winner will be announced during the Celebration Session!)**

In anticipation of our printed exhibition booklet, we are running a competition for the front cover design. The winning design will be the front cover of the booklet and may be used as part of the design for our exhibitions on the University campuses when we are able to have them.

*What is an exhibition booklet?*

An exhibition booklet (or more usually known as an exhibition catalogue) is a book which displays the works of an exhibition in a printed form, so that people have a keepsake and memory of the exhibition, even when the exhibition gets taken down. As well as the artworks themselves, sometimes the books include things such as interviews with the artists or ‘behind-the-scenes’ material.

In our printed exhibition book, we want to show as much of your work as possible but we may also include other things such as the social media posts or screenshots of some of our Teams chats (with your permission of course).

*The Brief*

We would like you to produce a design to use as the front cover of our printed exhibition booklet. For the sake of the competition, imagine you are advertising the exhibition to the general public who have no idea about the Capturing Lives programme or what your exhibition is about. The design will therefore need to include the following information so your audience know what your exhibition is about.

Design Requirements:

**Size – A5 (148mm x 210mm)**

This is the size of the exhibition booklet.

**The Exhibition Title** - Capturing Lives in Scotland’s Communities 2020

The ‘Exhibition title’ should be the largest piece of text on the design and should be legible. This is one of the first things your audience will read.

**The Exhibition Subtitle** - ‘An Arts Award Explore Project’

The ‘Exhibition subtitle’ explains what your exhibition is about and should be a little smaller than your title.

**The Dates of the Project** – 15th June to 24th July 2020

Information such as the date and time of your event is usually the smallest piece of text. Usually this text is grouped in the corner or at the bottom of the design. Take a look at some existing exhibition catalogues for some inspiration and be as experimental as you like!

**The UMIS Logo**

Please incorporate the UMIS logo (below) into your design.



Creatively, please be as experimental and original as you like. The design should embody the spirit of the project, the nature of your work and essentially capture your experiences, lives and communities throughout 2020 so far. Feel free to incorporate work you have already done for the project into your design.

*Examples of great exhibition posters*

*To get some inspiration you could have a look at some exhibition posters which are often similar in style to designs for the front cover of exhibition catalogues.*

The National Collection of Fine Arts (NCFA) Exhibition Poster Archive - https://siarchives.si.edu/blog/look-ncfa-exhibition-posters-0

V&A ‘Posters’ Exhibition - <https://www.vam.ac.uk/collections/posters>

The Fruitmarket Gallery Poster Archive - <https://www.fruitmarket.co.uk/product-category/posters/>

The Poster Club (some interesting minimal/illustrative work) -<https://theposterclub.com>

The Design Museum Shop’s collection of iconic prints and posters - https://designmuseumshop.com/collections/posters-and-prints

Vintage Vogue Posters - [https://www.zazzle.co.uk/vogue+posters](https://www.zazzle.co.uk/vogue%2Bposters)

Twentieth Century Posters - <https://www.twentiethcenturyposters.com/collections/posters?gclid=Cj0KCQjw9b_4BRCMARIsADMUIyobKEnaftvWXSNcmjlokJ26nzBRLF_copHzcAtWllDBhvOVSTnVqEkaAuOPEALw_wcB>