Task 1 – What catches my eye?

1. Look carefully at the DreamBIG and Come Out poster designs. They each reflect the festival **theme** in some way.

Come Out 2015
Theme – Building Bridges

DreamBIG 2019
Theme – People Together

DreamBIG 2021
Theme – Be Curious

DreamBIG 2023
Theme – Our World

2. Choose one image that stands out to you.

3. Write down or discuss with another person why you chose that image.

DREAMBIG CHILDREN'S FESTIVAL
7 - 17 May 2025

Adelaide Festival Centre

DREAM BIG CHILDREN'S FESTIVAL

Government of South Australia
Department for Education

Task 2 – Pick a winner

1. Look carefully at the posters again. Which do you think is the most **effective** design?

Come Out 2015
Theme – Building Bridges

DreamBIG 2019
Theme – People Together

DreamBIG 2021
Theme – Be Curious

DreamBIG 2023
Theme – Our World

2. Write down or discuss with another person why you think this is the most effective design.

Task 3 – Colours

1. Think about the DreamBIG poster competition design brief:

   ✦ Create an original artwork that reflects the 2025 theme – **'I was, I am, I will be'** that can be adapted into a poster and other marketing assets.

   ✦ You may use coloured pencils, markers, paint, POSCA paint, colour slicks, pastels, collage. Do not use messy or bulky materials such as glitter, stickers or felt.

   ✦ Digital artworks are permitted using drawing apps such as Sketchbook, Adobe Fresco, Krita, Clip Studio Paint, and Painter. The image must be provided in full resolution (300dpi).

   ✦ The artwork should demonstrate sound consideration and use of the design elements and principles.

2. What colours do you think suit the 2025 festival theme 'I was, I am, I will be'?

3. Experiment with different colour combinations on page 6 of your design portfolio. Make sure you leave space for other ideas.

DREAMBIG CHILDREN'S FESTIVAL
7 - 17 May 2025

Adelaide Festival Centre

DREAM BIG CHILDREN'S FESTIVAL

Government of South Australia
Department for Education

Task 4 – Lines

1. Think about the design brief detailed in task 3 and the tips from the Adelaide Festival Centre's Design Team:

   ↓ Think 'outside the box' and **avoid literal interpretations** of the theme 'I was, I am, I will be'.

   ↓ Go beyond illustrating an idea; consider **telling a story** on several different levels.

   ↓ The artwork doesn't have to make sense, it could be part of a dream, or an imagined universe.

   ↓ Consider creating a **character** (or several, or a family of characters) to visually describe what is happening. The character doesn't have to be real; it can be imagined. It can be a creature; it doesn't have to conform to any conventions e.g., it could have 3 legs, wings, a snorkel. Consider if the character is wearing anything e.g., a costume or a special outfit. The character might carry or use an object to help tell the story. A way to develop a character is to give it a name and personality through the display of emotion, or a specific action.

   ↓ Be creative with the use of **colour**. Grass doesn't have to be green, and the sky doesn't have to be blue. Rather than using all colours, choose a selection with variation in the shades or tones of those colours.

   ↓ The use of **patterns** or **shapes** can enhance an illustration.

   ↓ Consider the **background**. Where is the illustration set? Is it a forest, the beach, or in space. Is a background setting needed? A single colour, shapes or pattern may reinforce what is happening in the main part of the image.

2. What types of lines do you think suit the theme 'I was, I am, I will be'?

3. Experiment with different lines on page 7 of your design portfolio. Make sure you leave space for other ideas.

Task 5 – Shape & Picture

1. Think about the design brief in task 3 and the tips from task 4.

2. What shapes and pictures do you think suit the theme 'I was, I am, I will be'?

3. Experiment with different shapes and pictures on page 7 of your design portfolio. Make sure you leave space for other ideas.