

## DreamBIG 2025 Poster Competition Design Portfolio

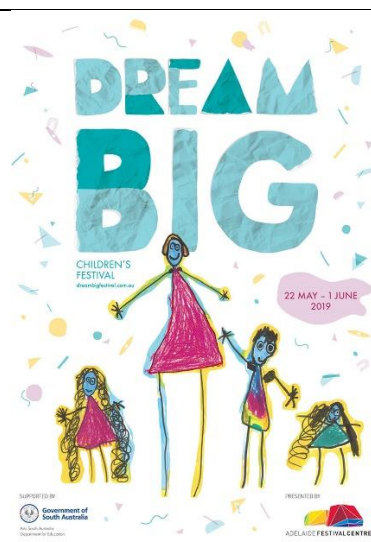
Name: \_\_\_\_\_

### Choose a design

1. Choose 1 of the DreamBIG and Come Out poster designs to examine as you go through the activities on the following pages. They each reflect the festival **theme** in some way.
2. Write down here or discuss with another person why you chose that image.



**Come Out 2015**  
Theme – Building Bridges



**DreamBIG 2019**  
Theme – People Together



**DreamBIG 2021**  
Theme – Be Curious



**DreamBIG 2023**  
Theme – Our World

### 2025 DreamBIG Poster Competition: Resource – Design Portfolio.

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## Complete the Y chart

**What can you see?  
What colours, lines, shapes, and images has the artist used?**



**What do you feel?  
What feelings or emotions are  
suggested by the artwork?**

**What do you think?  
What is the purpose of the artwork?  
Do you have any questions?**

Source: Department for Education, the Government of South Australia

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## Guided exploration of colour, line, and shape

### Preparation:

- For the next 3 activities you will experiment with the visual arts elements of colour, line and shape
  - a. Line - a mark that extends from a point on the surface
  - b. Shape - a flat, 2 dimensional (2D) enclosed space, defined by edges. Shapes can be geometric, organic or both.
  - c. Colour - refers to specific hues and has 3 properties: Chroma, intensity and value. The way light reflects off a surface reveals its colour. White is the absence of colour, black is the saturation of all colours. Source: Department for Education, R-10 Elements of Visual Arts posters.
- Prepare a timer to allow 1 minute for each box activity
- Have a set of coloured pencils

### Colour:

1. Select 3-4 colours to represent nature, fill the first box with colours to represent the word nature
2. Repeat this process in the second box, with (new) colours representing the word cities

Nature	Cities



**Line:**

3. Using the same nature colours, experiment with lines to represent the word nature
4. Repeat this process in the second box, using the city colours, representing the word cities

Nature	Cities

**Shape:**

5. Using the nature colours, experiment with shapes (real or made up) to represent the word nature
6. Using the city colours, create shapes representing the word cities

Nature	Cities



## My nature or city drawing

1. Draw a picture representing either nature or cities, using the elements you have explored
2. Practise bringing elements together into one design that represents your idea
3. You can add to, change, or modify your ideas as you draw.



## Theme exploration of colour, line, and shape

### Preparation:

- Refer to task 4 from the Brainstorm Task Cards
- Prepare a timer to allow 1-2 minutes for each box activity
- Have a set of coloured pencils

### Colour:

Colour and 'I was, I am, I will be'



**Line:**

**Line and 'I was, I am, I will be'**

**Shape & picture:**

**Shape, picture and 'I was, I am, I will be'**



## The design brief and tips from AFC designers

### Preparation:

- You will need 3 markers - red, green and yellow
- Read the design brief and tips from Adelaide Festival Centre designers at least once before using the markers
- Now use your markers to underline
  - what the design **must** include in green
  - what it **could** include in yellow
  - what it **must not** include in red

### 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 materials.
- ✚ 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 creative use of the design elements and principles.

### Tips from the Adelaide Festival Centre's Design Team:

- ✚ Think ‘outside the box’ and **avoid obvious 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.

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## Brainstorm and research

### 1. Brainstorm:

- use the Brainstorm Task Cards now, if you haven't already
- discuss with others what they think of the poster examples provided on page 1 or other poster competition that you research
- explore the tips from the AFC designers

Notes:

### 2. Research:

- research other poster competitions in South Australia, Australia and internationally
- do some research and thinking about yourself to draw on ideas to link with the theme
- research some new drawing techniques

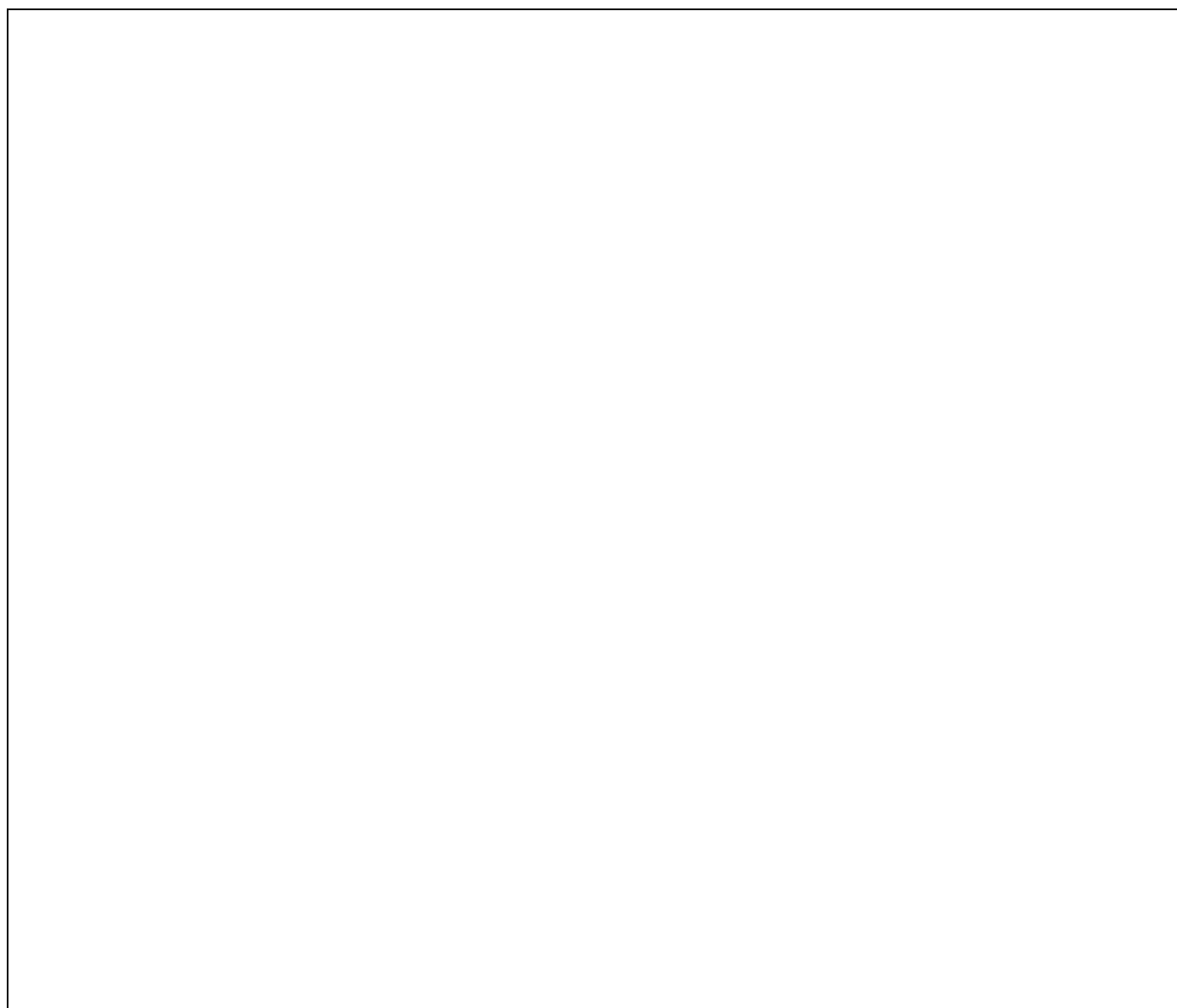
Notes:



## Play and explore

With the theme in mind, try out some ideas and experiment:

- draw different things or draw the same thing in different ways
- try different sets of colours
- test out different lines and shapes
- try different combinations of ideas.



**Warning:** Ensure the ideas you're developing are original. 'Inspiration' from another artwork or image, such as the poster examples provided, means that an original idea sparks a **new** one; it is not acceptable to reproduce ideas with a small change.



## My draft design

Sketch a plan of your design below



## Draft your artist's statement

For your final entry you are required to provide:

- a title of the artwork
- an artist's statement (approximately 100 words to describe the artwork and how it aligns with the theme 'I was, I am, I will be')
- It is optional for upper primary/secondary entrants to include information about the processes and materials used.

This will assist the judging panel to fully appreciate your creative work

1. Draft your responses below
2. Get feedback from someone you're comfortable with on your draft design (page above) and responses below

**Title of the artwork:**

**Artist's statement:**

*(optional – recommended for upper primary/secondary entrants)*

**Materials used:**

*(optional – recommended for upper primary/secondary entrants)*

**Processes used:**



## Reflection and feedback

1. Note down the feedback you gained on your draft artwork, title and artist statement

2. Make some notes about how you believe your artwork fits the design brief

3. What might you change in your next drafts?

### **Consider:**

- repeating the process of getting feedback on future drafts
- approaching new people for feedback

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