



PRESIDENT'S DAY COMPETITIONS 2020

STAMP DESIGN CATEGORY (NATIONAL ART EXHIBITION):

GRAPHIC DESIGN/DIGITAL DESIGN/PHOTOGRAPHY

National Art Exhibition is one of the programs of President's Day Competitions hosted during Heritage Month in July. The exhibition plays a major role in showcasing the best selection of artworks from all over the country. In order to continuously improve the standards of this premier event, every year a carefully selected exhibition is mounted and a team of judges is invited to award prizes for the best artworks.

Introduction to Stamp Design

Creating artwork for a stamp is a highly specialized skill. These miniature works of art are not only beautiful to look at, but in a very tiny format have to perform a number of important functions:

- Act as proof of payment for mail delivery services
- Act as a mini-ambassador for its country
- Portray attractive, well-designed artwork for marketability to stamp collectors

Stamps always include three important pieces of information in their design: ***subject/theme, face value, and country of origin.***

The way in which the subject matter or theme is portrayed on a stamp is of great importance, because it will reflect the country's national identity, issues of importance and **national pride!** As such great care must be taken to portray every theme accurately and as attractively as possible to make the stamp interesting to look at and collect.

The scale of the artwork portrayed in the stamp greatly informs the selection of design elements depicted within the stamp. A stamp design must not be cluttered, no fussy details which get lost when reduced to stamp size, the main subject matter must be clear and stand out within the composition.

Things to do before you start your Stamp Design

- Do as much research on the given theme as possible to help develop a creative portrayal of the theme and for accuracy
- Visit the Philately Museum at Poso House or your local post office to familiarise yourself with different types of stamps
- Remember that your final design will be reduced to stamp size, so keep your designs simple!

Guidelines for the Stamp Design Category

Theme:

Artwork and Design Concept

Artwork should be submitted for the design of 1 postage stamp, together with preliminary work as follows:

- 1 stamp in full color, with country name, borders and denominations included
- 3 preliminary original source references which show evidence of how the final image was generated- e.g. samples of photos, hand-made or vector drawings, Illustrator designs, etc. This is to eliminate issues of plagiarism, copyright infringement, and unoriginality of design.
- Stamps should incorporate a striking main image and may include a minor image or background image that helps tell a story of the concept.
- A scaled-down version of the final stamp image must appear with the final submission.

Categories and Presentation of Designs

1. The exhibition is open to **Batswana citizens** only who are at least 18 years of age and above.
2. The designs should be no bigger than A4 (can be smaller)
3. Final design must be rendered onto paper.
4. There should be a border of around 10-20mm around the artwork and it must include country name and denomination (amount).
5. ONE SUBMISSION per applicant.
6. Mount artwork on black card stock with titles under each design written on the board (using Bostik). DO NOT FRAME your submission!
7. Design orientation can be landscape or portrait orientation.
8. Artworks must be the original works of the artist created specifically for the competition.
9. The Submission Form must be completed in full and submitted with the work at a date and venue to be announced. In addition, all submitted artworks must be well labeled with artist's names, title, medium, price and contacts.
10. The accompanying Registration Form must be completed in full and submitted at nearest regional office of Ministry of Youth Empowerment, Sport & Culture Development.
11. Only ONE award will be awarded for this category.
12. The jury will award prize-winner and will base their decision on the Terms of Reference of the Adjudication form. The decision of the jury is final.
13. Ministry of Youth Empowerment, Sport & Culture Development is responsible for curating the exhibition.
14. All artworks must be collected within **3 days** after the end of the exhibition. Disposition of works not collected will be at the discretion of Ministry of Youth Empowerment, Sport & Culture Development.

- 15. Kindly attach a certified copy of OMANG to the Registration Form. Omang should be valid for more than 6 months after the date of registration.**
- 16. Although all due care will be taken in handling of artworks, the Ministry of Youth, sport and Culture CAN NOT be liable for loss or damage to the artworks while on transit, exhibition and storage.**
- 17. Artists must start creating their artworks immediately after registrations.**
- 18. Failure to abide by the Rules and Guidelines will automatically disqualify an artist from the competitions.**

**For more information contact: Ministry of Youth Empowerment, Sport and Culture Development
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