



BRIGNALL'S BRUSH

Round 1: Album Cover

Delegate cap: 2

Time: 1 hour and 30 minutes

Delegates will be required to create an album cover for contemporary artists, such as Sabrina Carpenter or Arctic Monkeys, by reimagining their music aesthetic in the trends of 1970s graphic design. Drawing inspiration from trends like bold typography, bright patterns, and vintage textures, delegates will merge modern music with iconic 70s design elements. I mean who doesn't love to see Rahat fateh ali Khan in tie dye bell bottoms. Participants goal is to capture the essence of the artist's music while paying homage to the distinctive visual style of the era and to use one of Colin Brignall's fonts characterised by groovy layouts and retro vibes. Furthermore, the delegates will be assigned a colour scheme including two complimentary colours (yellow/purple, red/green, orange/blue). They must use this palette somewhere in their illustration creating a striking and powerful image while using opposite ends of the colour wheel. This adds a challenging twist as they must ensure that contrasting hues work cohesively.

Judging criteria:

Visual Composition: 15 marks

Incorporation of the theme: 10 marks

Relevance to the objective: 5 marks

Technical skill and file preparation: 10 marks

Total: 40 marks

Round 2: Revamp

Delegate cap: 3

Time: 1 hr 30 mins

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studies and pictures and revamp the city. Using your creativity to turn the city into an advanced technological utopia setting it free from the digital divide.

Judging criteria:

Creativity: 10 marks

Visual composition: 10 marks

File preparation and skill: 10 marks

How well they were able to modernise the buildings and their use of different graphic styles:
10

Total: 40 marks

Round 3: Animation

Delegate limit: 3

Time: 4 hours (3 hours for the animation + 1 hour reserved for presentation)

The last round consists of delegates elaborating further on the topic of digital divide and discussing factors through which this divide came along such as education, income or ideological differences. Participants will be required to create a captivating animation 45 secs to 1 minute long about why these differences lead to the digital divide or they can simply show the other side of the divide, a dystopian society contrary to what they made in the second round. Whichever option they choose, participants have to make sure their animation video has not only a memorable story line and good character development but also showcases their artistic ability and unique graphic style.

Judging criteria:

Symbolism: 10 marks

Use of tools and technical execution: 15 marks

Presentation: 10 marks

Impact and relevance: 10 marks

Creativity and concept: 20 marks

Colour scheme: 5 marks

Total: 70