

P20.000 for Phone Book covers design Competition

Reginald Bakwena

“It is challenging to see a dramatic development in the prize money for the arts. It shows art appreciation by the private sector”, said by one of the artists who will be participating in the 2010 phone book cover design competition. Once again Botswana Telecommunications Cooperation offer an opportunity for artists to express their creative ability by coming up with a design cover page for 2010. This is in conjunction with Thapong Visual Arts centre. The entries should be submitted in any of the following media: graphic design, photography, painting, print or drawing. The phonebook cover should reflect the following the BTC group such as beMobile and Botsnet. In the brief, artists/designers are advised to look at the technological advances of the BTC Group and their impact on society and how the BTC Group is connecting Botswana to the global community. If artists/designers could be able to understand, follow and analyze the brief the properly and transferred into pictorial form the P20 000 will be up for grabs. The competition is only open to citizens of Botswana who are members of Thapong. If you are not a member you can still register and participate. There will be one winner and the deadline for the submission is the 20th August 2009, Thapong Visual Arts Centre opposite Village Clinic from 8:00am – 5pm.

Further more, last years' competition was a success. Here are some comments from the judges which could be of help to entrants. The concern was that in most of the artwork there was lack of originality, the idea must be original. The presentation was also a concern. There was lack of professional presentation. Many were taking images from the previous publications which may give rise to copy right problems. Some artists/designers were using recognized images without permission from certain individuals which might cause problems to BTC because one could sue BTC for using his/her image without permission. Consideration must be given to the eventual format/size of the final publication. Certain large art presentations in particular may suffer a loss of detail and impact when being reduced to the size of the cover of the directory. Artists/designers have to be aware of the above points. To emphasize, originality is very important, the idea must not have been done before, with an emphasis on artists/designer's research. The art language must be clear. Let us mind our presentations. The interpretation framework is also important that is giving meaning to the image. The competition will end with an exhibition at Thapong Art Gallery, Your artwork must be presented well so that they can be easily hang for the exhibition, framing of paper works will be a good idea. Presentation of artworks on canvas is also a good idea. Artwork must be scalable to A4 size.

