

Artwork Competition!

'Summer fun with my childminder'



Would your mindees like to see their artwork featured in national digital advertising?

Background

We want to showcase the fantastic creativity, warmth and community spirit at the heart of childminding and inspire more people to become a childminder. SCMA is running a nationwide creative competition this summer, inviting registered childminders in Scotland to submit drawings that celebrate the creativity and energy of your mindees!



What's the Prize?

There's a chance that selected artwork will be chosen to feature in SCMA's national digital advertising campaign which aims to recruit new additions to the workforce.

We'll also be showing off entries on our own social media, in Childminding News - and the winners will feature in our Autumn Childminding Magazine!



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Scottish Childminding Association

The Brief

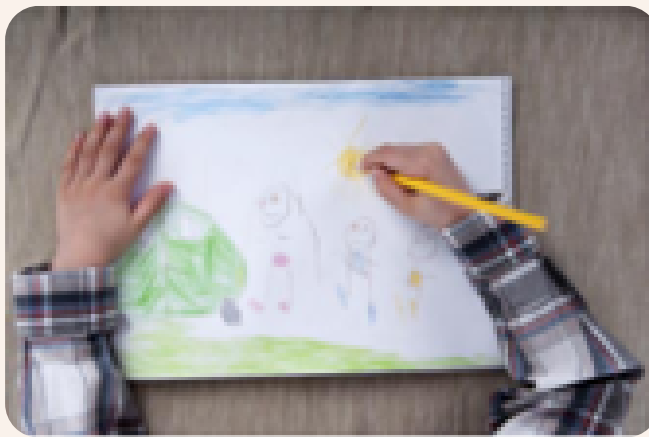
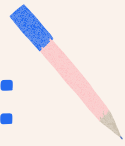
- Encourage your mindees to draw/paint things that they associate with being with you - whether that's summer fun outdoors, reading, or playing with other children - they could even draw a picture of their childminder -we encourage lots of creativity!
- The only "must-have" is that it should be on A3 or A4 paper & say "Become a Childminder" clearly in the middle of the picture. This can be block capitals, lower case, or Sentence/Title case. I.e. BECOME A CHILDMINDER / become a childminder / Become a Childminder
- Wee ones may need help, feel free to provide support with the writing part. We'd love to see entries where children of all ages are helping to make a picture together!

Top Tips for High-Quality Images

- Lay the picture flat on a surface and take a top-down photograph of it
- Wipe the lens of your camera and find a spot with good lighting.
- Natural light by a window usually works best (avoid overhead lighting and switch them off if possible, as these can look quite harsh).
- If you have parental permission, take some snaps of the children working on their pictures (preferably when they are almost done). These should not have the children's faces in them. Over-the-shoulder shots of hands painting/drawing. Examples below may inspire you!



Examples:



How to enter!

- Send your submissions to marketing@childminding.org
- Include your own name, first names and age of the children, your local authority area and SCMA membership number.
- Confirm within the email that you have parental permission to share the children's entries.
- No faces of children should be shown in any of the images, we would be unable to use any for these advertising purposes. See above for tips & examples for what could be used.
- We'll use as many entries as we can, and we'd love to be able to represent as many local authority areas as we can!



Closing Date! Friday, 7th August

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