

“Swansea Is Culture”

Emoji Design competition

Introduction

Swansea 2021 is the digital campaign for Swansea’s bid to become UK City of Culture 2021. We invite Swansea College of Art Students of UWTSD to come up with a design for our Swansea 2021 mascot emoji “SWANSEA IS CULTURE”.

Shortlisted emoji designs (10) will be shown on a dedicated page on our website www.swansea2021.co.uk. The winner will be voted by the people of Swansea who will be asked to vote the best design.

We are looking for:

An eye-catching design for this unique emoji.

An emoji design which evokes a strong cultural relevance to Swansea.

An emoji design which will wear well as a sticker.

Submission:

Ideally, your submission will be digital artwork, supplied to the size of 8cmx8cm @ 300dpi, which will be reduced in size. Please bear in mind fine detail may be lost in reduction, so best to keep designs clean and simple.

Please submit your files as either JPG’s or PDF’s, by Thursday 26th October to: glenn.sherwood@uwtsd.ac.uk

Deadline for designs: Thursday 26th October.

Online voting opens shortly afterwards.

Winning emoji announced by Swansea City Council by Friday 03rd November.

Prize

Thousands of the official winning emoji design will be printed up as stickers which will be put in cultural hubs around the city for people to wear – we’ll be asking people to be uploading the photos with hashtag #SwanseaEmoji

The winner will also win tickets for 4 people to Ice-skating at the Waterfront Wonderland when it opens November 17th.