

Vision For Olchfa Design Competition 2024/25

As many of you will know, we have been developing a new vision for the school. The vision is based around the idea of *cynefin*. Cynefin, in this context, is about understanding who and where we are and what it means to be a part of Olchfa's community. This includes what it means to be living and learning in Swansea, but with roots all over the world; to be proud of being Welsh but open to ideas and influences from everywhere. Most importantly, the vision is about the values and behaviours we want to see from everyone in the school community, adults and children.

The key points of the vision for the school are on the simple image below:

	<i>We are proud to be an English language state school where:</i>
Children	we put the needs of children at the centre of all we do;
Welshness	we are a distinctly Welsh community that serves and builds communities, locally, nationally and globally;
Belonging	we celebrate diversity, inclusivity, individuality and equality, where they strengthen our community;
Success	we are high achieving and aspirational, celebrating success in all its forms;
Joy	we see wider life, skills and experiences as going hand in hand with academic success;
Care	we expect, support and challenge everyone to build resilience, develop wellbeing and to care for others;
Respect	we take our core values of 'Ready, Respectful and Safe' seriously;
Positivity	we build positive relationships based on mutual respect, manners, integrity and kindness;
Leadership	leadership is visible and where everyone is a leader of themselves and others;
Creativity	we are innovative, purposeful, creative, supported and supportive;
	<i>and we work hard every day to achieve these goals.</i>

We are launching a competition to design a **bilingual** visual representation of the school vision, to help spread it across Olchfa and beyond. This will be displayed around the school, in things like classroom posters, giant wall stickers and in digital use. The winner will receive £100.00 in vouchers and the chance to work with a professional graphic artist or designer to bring his or her idea to life. So, you do not need to be an expert now - ideas matter! You might consider:

- A hand drawn piece if you are a confident artist
- Something made using digital apps or software
- Or even just a great idea or concept that you need help to make a reality

The choice is up to you - unleash your creativity!

If you are interested, there is guidance and tips on the next page. The closing date is:

9.00 a.m. on Monday January 20th, 2025

to allow time to work on this over Christmas if you wish to.

Pob lwc!

Instructions and tips

Things you must do!

- Make sure your idea or design appeals to young people and adults.
- Make sure your design will still look good in a few years! It needs to help us spread the vision for the school and help people to engage with the vision and support it.
- Your design needs to be easily reproduced for walls, posters, on screens etc.
- You **must** include all the words below, in English **and** in Welsh.
- It needs to be easily read and understood
- If you use a font, please use **Lato**, which is the school's official font.

Children	Plant	Care	Gofal
Welshness	Cymreictod	Respect	Parch
Belonging	Perthyn	Positivity	Positifrwydd
Success	Llwyddiant	Leadership	Arweinyddiaeth
Joy	Llawenydd	Creativity	Creadigrwydd

Mr. Francis has also been kind enough to share his guidance for effective graphic design, below. Remember though that you do not have to produce a design (although you can if you want to). Well thought out and planned, imaginative ideas could be enough!

Some ideas to help you, with thanks to Mr. Francis

Embrace simplicity.

Find a single element that captures the essence of your design in a simple, unique way. Add details cautiously. If a shape is too complex, the details can be hard to see, especially at smaller sizes.

Provide a single focus point.

Design something with a single, centred point that immediately captures attention and clearly identifies what your design means.

Design something recognisable.

People shouldn't have to over analyse your design to figure out what it means. Take time to design a beautiful and engaging vision that artistically represents its meaning.

Keep the background simple and avoid transparency.

Don't clutter the background (if one is needed). Give it a simple background so it doesn't overpower. You shouldn't use more than three colours (different tones of one colour can be used and counted as one).

Use only the essential words

Don't include non-essential words.