Competition to design a logo for the Wellbeing Policy of the Department of Education and Skills

Guidelines for Entrants:

Summary

- The Minister of Education and Skills has announced a competition to select a design for a logo that represents Wellbeing in Education. This will be used on materials to support the good work being done on wellbeing in schools in Ireland.
- The reason for the competition is to include the voice of the student in this very important initiative in schools.
- It is intended to select a design that reflects the Wellbeing Policy. Our key message is that wellbeing is everyone’s business. To achieve wellbeing in education, we must adopt a whole school approach. This means the whole school working together to improve areas of school life that impact on everyone’s wellbeing.
- The winning design will be adapted by a professional design team and used by the Department of Education and Skills for use across a range of publications and online materials.
- The winning entry will be selected by a panel of judges including design professionals and representatives of the Department of Education and Skills.
- The winning entrant will be presented with a prize by the Minister for Education and Skills or designate at a ceremony in Dublin.

1. BACKGROUND

The Wellbeing Policy and Framework for Practice of the Department of Education and Skills has been developed to give schools the tools they need to promote wellbeing.

Wellbeing is present when a person

- realises their potential
- is resilient in dealing with the normal stresses of their life
- takes care of their physical wellbeing and
- has a sense of purpose, connection and belonging to a wider community.

Under the Wellbeing Policy, schools are required to promote wellbeing in their school community. We know from research that children and young people learn more effectively if they are happy in their work, believe in themselves and feel supported.

Schools can promote wellbeing in the way that suits their own school community best. Many schools are already doing a lot of work in this area.
Some of the key concepts of wellbeing in education are:

**We make it whole school** – we, the members of the whole school community are involved in wellbeing promotion, because it is everyone’s business.

**We make it multi component** – we make sure that we are promoting wellbeing in the four key areas that research tells us are most important - Culture and Environment; Relationships; Curriculum and Learning; Policy & Planning

**We make it preventative** – we make sure that the right supports are available to everyone in the school community.

The above should be reflected in the design that is submitted for entry to the competition.

2. **PRIZE**

The winner will receive a laptop and the winning school will receive €500 to fund an aspect of wellbeing promotion in their school – some examples are - a motivational speaker, a yoga input, a mindfulness input, outdoor seating and tables, PE equipment, soft furnishings like bean bags etc. The individual/group will be invited to an official announcement at an event to be held in late 2019/ early 2020 (details to be confirmed).

3. **COMPETITION RULES**

3.1. The competition is open to any student currently enrolled in a senior cycle programme (including transition year) at a school in Ireland.

3.2. The submitted logo design must contain ‘Wellbeing in Education’ as the tagline if the entry is in English or ‘Folláine san Oideachas’ if the entry is in Irish. The design should not contain any additional text.

3.3. The design should be adaptable for use in different sizes, as it will be used in both large and small sizes on various materials. Excessive detailing may be lost in smaller size use, and this should be borne in mind.

3.4. The logo design should be complementary to the Government of Ireland and Department of Education and Skills logo.

3.5. The logo design should work in colour as well as in black and white.

3.6. Entries must be submitted as two dimensional paper designs. They can be worked in any material, for example paint, pencils, acrylic, pen, or in digital format as a high-quality jpg or PDF, in both colour (where applicable) and in black and white.

3.7. Once selected, if necessary the winning entry will be worked on by a professional designer to convert it to use as a logo so that it may be useable as an .ai, .svg, .pdf or vector file.

3.8. Only one entry can be submitted per person, or per group. Individuals may also be a named entrant on a group entry.

3.9. Each entry should be clearly labelled on the reverse, with the name, class and school, including school address. No personal email address or personal numbers should be included.
3.10. The logo design must be original and the applicant’s own work. A copy will not be accepted.

3.11. By submission of an entry, the applicant certifies that the logo does not infringe the rights of any third party and is not in violation of any copyright.

3.12. The selection committee will be comprised of staff members of the Department of Education and Skills, a member of staff of the National College of Art and Design and a representative from a professional design company.

3.13. The decision of this committee will be final.

3.14. The winning entry will become the sole property of the Department of Education and Skills for use at its discretion.

3.15. By submitting an entry, applicants accept all competition guidelines and agree to be bound by them.

3.16. It will not be possible for entries to be returned by the Department of Education and Skills to entrants.

4. Completed entries fulfilling the criteria above should be sent by post to Logo Competition, National Educational Psychological Service, Department of Education and Skills, Metropolitan Building, James Joyce Street, Dublin 1, D01 K0Y8 to be received by the closing date of Friday 06 December 2019.
5. TIMELINE

Any queries should be emailed to wellbeingproject@education.gov.ie

The timeline for this competition is outlined below:

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competition opens</td>
<td>Monday 14 October 2019</td>
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<tr>
<td>Competition closes</td>
<td>Friday 06 December 2019 at 5pm</td>
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</tbody>
</table>
APPENDIX 1

Figure 1. Department of Education and Skills logo

Figure 2. Government of Ireland Logo
TO BE COMPLETED BY EACH ENTRANT

<table>
<thead>
<tr>
<th>Name (individual or name of group)</th>
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</thead>
<tbody>
<tr>
<td>School name</td>
<td></td>
</tr>
<tr>
<td>School address</td>
<td></td>
</tr>
<tr>
<td>School contact number</td>
<td></td>
</tr>
<tr>
<td>School email</td>
<td></td>
</tr>
<tr>
<td>Teacher's name</td>
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Please explain the concept behind your design. Why does it represent Wellbeing in Education?

Max 150 words.

To be completed by Group entries only:

<table>
<thead>
<tr>
<th>Names of each person in the group who contributed to the entry submitted:</th>
<th></th>
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</thead>
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