THE GLASGOW SCHOOL OF ART

# SUSTAINABILITY POSTER CONCEPT & DESIGN CALL 2026

**Your idea. Your design. Your impact.**

| FIRST PLACE | SECOND PLACE |
|---|---|
| **£250** | **£150** |

The GSA Sustainability team invites currently matriculated students from across The Glasgow School of Art to develop creative poster concepts that help us communicate sustainability in an engaging, relevant and memorable way. The final designs are intended to support sustainability communications across the GSA community.

## The brief

Create a poster concept that encourages people to think, question or act differently around sustainability. Choose one of the four themes below. The themes provide direction, but creative interpretation is encouraged.

### Sustainable Living

Explore everyday choices that can contribute to a more sustainable future - for example travel, food, water, consumption and lifestyle.

### Reduce, Reuse & Rethink

Explore waste, repair, reuse, recycling, upcycling, circular approaches and how we can rethink our relationship with materials and resources.

### Energy Efficiency

Explore how we can use energy more wisely, challenge wasteful habits and communicate the relationship between energy use and climate change.

### Open Theme

Explore another sustainability issue that matters to you. Tell us why it is important and how your idea could communicate it to the GSA community.

## Key dates

| | |
|---|---|
| Stage 1 opens | 5 October 2026 |
| Stage 1 deadline | 30 October 2026 |
| Stage 2 selection confirmed by email | By 12 November 2026 |
| Final poster deadline | 30 November 2026 |
| Results announced | By 10 December 2026 |
| Award payments | Before the Christmas holiday |

# How the Design Call works

## Stage 1 - Open Call: Concept Submission

At Stage 1, we are looking for the strength of your idea and its potential - not a finished poster. You may submit a maximum of **two concepts**.

**For each concept, please submit:**

• A concept statement of no more than **250 words**, explaining the idea, the sustainability message and how you would approach it visually.
• A sketch, rough layout or other visual material that helps the panel understand your idea.
• Up to **three examples of previous creative work** that demonstrate your visual/design approach. These do not need to relate to sustainability.

**Please do not create a finished poster for Stage 1.** The purpose of the first stage is to assess the idea without asking students to undertake substantial final design work before selection.

## Stage 2 - Poster Development

Following review of Stage 1 submissions, **two students** will be selected to develop their concepts into final poster designs. Successful students will receive email confirmation by **12 November 2026** and will have until **30 November 2026** to submit their completed poster.

The final designs will be considered by the judging panel. Results will be announced by **10 December 2026**. The First Place award is **£250** and the Second Place award is **£150**, with payment planned before the Christmas holiday.

# Final poster specification

| | |
|---|---|
| Final size | A0 - 841 x 1189 mm |
| Orientation | Portrait or landscape |
| Submission format | Print-ready PDF (JPEG, PNG or TIFF may also be supplied as supporting files) |
| Resolution | Minimum 300 dpi for raster imagery |
| Colour | CMYK preferred for print |
| | |

Shortlisted students will receive any required GSA branding, logos and additional production guidance before developing the final artwork.

# How the posters may be used

The final poster designs are intended to become part of GSA sustainability communications. Selected work may be professionally printed and displayed across GSA buildings and may also be used, or adapted where appropriate, for digital screens, webpages, newsletters, social media and other sustainability communications. **Student credit will be given when the work is used or displayed.**

## Eligibility and entry conditions

• Open to all currently matriculated GSA students, regardless of programme, year or level of study.
• You do not need to be studying graphic design or have professional poster-design experience.
• Entries must be submitted by an individual student.
• A maximum of **two concepts per student** may be entered.
• Concepts and submitted creative work must be the student's own work, and entrants are responsible for ensuring they have permission to use any third-party material included in their submission.
• Students selected for Stage 2 must be available to develop and submit the final poster within the stated timeframe.
• Final posters should use clear, legible language and should be designed with accessibility in mind.

## Stage 1 selection criteria

| Criterion | Weight | What we are looking for |
|---|---|---|
| Concept & originality | 30% | Is the idea distinctive, thoughtful and memorable? |
| Communication | 30% | Can the concept communicate its sustainability message clearly to the GSA community? |
| Creative & visual potential | 25% | Does the idea have strong potential to become an engaging poster? |
| Relevance | 15% | Does it respond effectively to the chosen sustainability theme? |

Stage 1 will assess the potential of the concept rather than the polish of a finished design.

## How to submit

Email your Stage 1 submission to **y.shrivastava@gsa.ac.uk** by **30 October 2026**.

Suggested email subject: **Sustainability Poster Design Call 2026 - [Your Name]**

If you have any questions about the brief or submission process, contact **Yash Shrivastava, Energy and Sustainability Manager** at **y.shrivastava@gsa.ac.uk**.

**OPEN CALL: 5-30 October 2026 | Maximum two concepts per student | Open to all GSA students**