

# 2013



## Design Diva Competition

The Design Diva competition is back for 2013! Clear your schedule and get set for the most exhilarating scrapbooking competition this year. We are calling all scrapbookers to embrace their inner Design Diva, so pull out your special set of scrapbooking tools and dazzle us with your best techniques,

creativity and talent. Six lucky winners will be crowned the 2013 Design Divas and on top of winning more than \$1700 worth of product from our sponsors, you will also have the opportunity to work with *Scrapbook Creations* magazine on editorial and events.

**OVER \$10,500 IN PRIZES TO BE WON!**

**Does this sound like a dream come true to you?**

**Well, turn those diva dreams into a diva reality by following the instructions below on how to become a 2013 Design Diva.**

### DESIGN DIVA TO-DO LIST

You will need to create three projects as per below:

- 1 A piece of me**  
Create a layout about you. It should reflect your favourite scrapbooking style and must include at least one image of yourself.
- 2 Signature style**  
Create a layout in the theme of your choice that showcases some of your favourite design elements or techniques. It should be uniquely you.
- 3 Off-the-page**  
Create an off-the-page project, mini album or card set that showcases innovative application of design, product or technique.

When completing the items above, please keep the following in mind:

- All works submitted must be original and not previously submitted for publication in any format, including on blogs. Any works found to be pre-published on blogs will not be considered for the competition.
- Layouts can be 12in x 12in or 8.5in x 11in.
- All creations must not exceed 35cm x 35cm x 35cm in size.

### JUDGING CRITERIA

All submissions for the Design Diva competition will be judged according to the following criteria:

- Craftsmanship:** Projects must be well executed, with attention to detail.
- Innovation:** Submissions must display innovative use of design, product and techniques.
- Design:** Projects must have an aesthetically pleasing and balanced design.

Overall, we are on the lookout for artists who have a fresh, adaptable style and a love for all areas of paper craft.

For terms and conditions please visit [www.completecraft.com.au/competitions](http://www.completecraft.com.au/competitions) or contact Cheryl at [scdesigndivas@universalmagazines.com.au](mailto:scdesigndivas@universalmagazines.com.au) to have them sent through to you.

### HOW TO ENTER

To be eligible to enter you must complete the following:

- Send photographs of your entries via email to [scdesigndivas@universalmagazines.com.au](mailto:scdesigndivas@universalmagazines.com.au), with SC Design Diva Entry in the subject line prior to the final close date.
- Name each submission clearly in the file names (ie Entry1\_filename).
- All images must be less than 1MB in size.
- Along with photos of the projects, each submission must also include:
  - A word document containing a materials list and brief comment (one to two sentences) about each of the three required submissions as noted in the entry requirements.
  - A portrait image of the artist submitting the work, along with your contact details including email, phone number and address.
- All entries must be received by close of business Friday March 22, 2013.

### THE COMPETITION PROCESS

Once the deadline for the competition has closed, all entries will be assessed based on the provided criteria. A shortlist of entrants will be selected and they will be asked to send their physical projects to the judges for further assessment. From those shortlisted, six Design Divas will be selected. Shortlisted recipients may be published in the announcement issue for the competition.

Any entries disclosed on blogs, in stores or through any other publication channels prior to the announcement date will not be accepted for consideration as Diva entries or shortlisted finalists.

### DESIGN DIVA PRIZE STASH

Each of the winners of the 2013 Design Diva competition will receive:

- The title of 2013 Design Diva and an exclusive Blinky for your blog.
- A 12-month subscription to *Scrapbook Creations* magazine.
- The opportunity to work with the magazine on editorial and event opportunities throughout the year.
- \$500 cash courtesy of *Scrapbook Creations*.
- A sensational prize pack worth more than \$1700 featuring products from each of our sponsors.

AUSTRALIAN **SCRAPBOOK CREATIONS**

2013 Design Diva Competition proudly sponsored by:



AMERICAN CRAFTS™  
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