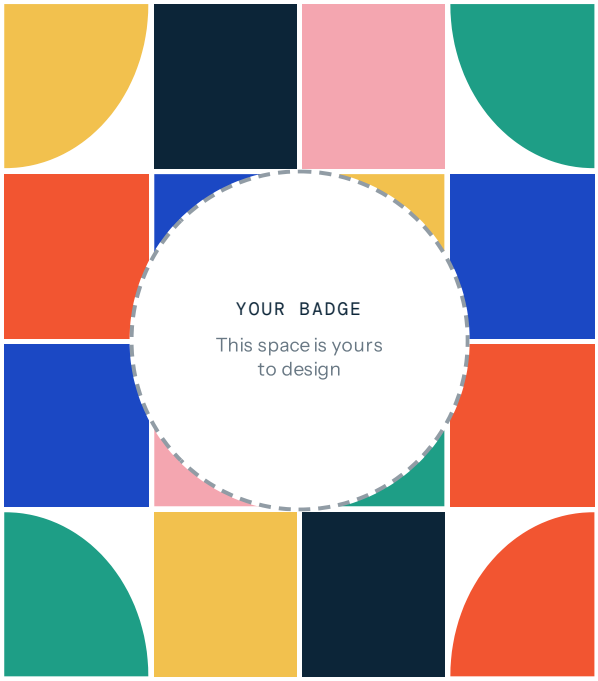
CREATIVE FUTURES
SOUTH WEST CIC

Live brief · Open to FE colleges across the South West

DESIGN COMPETITION · 2026

EMPLOYER BADGING DESIGN COMPETITION

Design the digital badge that creative employers across the South West will wear to show they back the region's next generation of talent.



DEADLINE	AWARD	SUBMIT
23 OCT 2026 · 13.30	£100 VOUCHER	PNG · PDF · SOURCE

WHO WE ARE

Creative Futures South West CIC is a registered Community Interest Company working to connect further education, cultural infrastructure and the creative industries across the South West.

The region has a strong creative economy and a large, largely untapped pipeline of young talent coming through further education. Creative Futures South West CIC connects that talent to industry, and connects industry to the region's next generation of emerging creatives.

WHAT WE STAND FOR

01
Inclusivity for all students

02
Collaboration across the FE sector

03
Connecting regional employers with emerging talent

04
A life-long network of creative peers

WHAT WE NEED

A BADGE EMPLOYERS ARE PROUD TO SHOW

To reflect the support that industry and employers give to you, the emerging talent of the region, we are developing an employer badging scheme. These digital badges let industry professionals demonstrate their commitment to building strong connections between education and the creative world of work.

BADGES COULD BE AWARDED FOR

- Designing a LIVE brief with colleges
- Providing specialist talks or workshops for students
- Offering industry placements for students
- Reviewing college curricula against the needs of industry
- Support and involvement with the Festival of FE (2028)

Developed in discussion with Arts Council England, who have mentored the consortium. This project is not Arts Council funded.

YOUR DESIGN PROCESS SHOULD RECORD

Five stages. Each one needs to be visible in what you send us.

01 Research

- The South West and our creative identity. What do we specialise in? Which industries are based here? What makes the region unique? What does industry get out of working with education?
- Relevant digital badging schemes, for example LinkedIn badges, Microsoft Innovator badges, Investors in People accreditation.

02 Initial idea development

- Quick sketches and mock-ups showing the range of ideas you considered.
- Thumbnails and variations, not just your favourite. We want to see the ideas you set aside as well as the one you kept.
- Notes on where each idea came from and what you were trying to say with it.
- Early tests of shape, symbol and composition, before you commit to colour.

03 Testing and problem solving

- Refinement. How are you taking an initial idea and developing it further?
- How are you translating your physical sketches and mock-ups digitally?

04 Communication and presentation

- Visualisations of how the employer badge can be used, for example email signatures, LinkedIn and social media.

05 Reflection

- Throughout, we want to see you reflecting on your research, your decision making (including colour, materials, scale and composition) and your problem solving.
- An end review of your final design, outlining how your digital badge reflects the connection between industry and education.

REMEMBER

Your three development pages should carry all five stages. We are marking the thinking as much as the finished badge, so show the ideas you rejected as well as the one you kept.

WHAT YOU WILL GAIN

EXPERIENCE

An understanding of how to respond to a live brief

PORTFOLIO

Evidence of your design skills and your grasp of the creative process

REACH

The chance to have your design used by industry across the region

PRIZE

£100 Amazon voucher

SUBMISSION REQUIREMENTS

THREE THINGS TO SEND

01 · FINAL DESIGN

Your employer badge, submitted as a PNG

One badge design, final and ready to use.

02 · DEVELOPMENT

Three pages documenting your design process

PDF or slide deck, covering research through to reflection.

03 · WORKING FILES

Your original, editable design files

Illustrator, Photoshop, Affinity, Figma, InDesign or Procreate, plus any photography, scans or drawings you made yourself. We need these so a winning badge can be resized and adapted for real use.

SEND YOUR SUBMISSION TO **hello@creativefuturessouthwest.co.uk**

Send everything as a WeTransfer link. Original design files are large and college email systems usually block anything over 10MB, so a transfer link is the reliable route. Go to wetransfer.com, upload your PNG, your three development pages and your working files as one bundle, and send it to the address above. In the message field, give your name, the course you are enrolled on and your college. It is free and you do not need an account.

TIMELINE AND SELECTION

1 SEPTEMBER 2026	23 OCTOBER 2026	2 NOVEMBER 2026	9 NOVEMBER 2026
BRIEF GOES LIVE	**DEADLINE, 13.30**	**PANEL MEETS**	**WINNER ANNOUNCED**
Sent to every partner college in the network.	Nothing after this time can be considered.	An industry-selected panel reviews every entry.	Announced to the winner and to their college.

BEFORE YOU ENTER

Read these first. The three below are the ones that rule entries out.

WHO CAN ENTER

On an FE course at a college in the South West of England, and under 21 on the closing date

CLOSING

23 October 2026 at 13.30. Late entries are not considered

HOW MANY

One entry per person, and it must be your own work

01 ELIGIBILITY

You must be enrolled on a Further Education course at a college in the South West of England, and be under 21 on 23 October 2026. We may ask your college to confirm this.

02 DEADLINE

Entries must reach us by 13.30 on 23 October 2026. Sending is not the same as arriving, so allow time for large files to upload. Late entries are not considered, whatever the reason.

03 A COMPLETE ENTRY

All three items on page four must be included. Incomplete entries cannot be judged.

04 COURSE AND COLLEGE

Every entry must state the full name of the course you are enrolled on and the college you are studying at. We cannot check your eligibility without it.

05 YOUR OWN WORK

Everything you submit must be your own original work, made for this brief. No stock images, no other people's illustrations, no existing company logos, and no fonts you are not licensed to use.

06 AI TOOLS

You may use generative AI for research and early idea generation if you record where you used it in your development pages. The final badge artwork must be made by you.

07 RIGHTS AND CREDIT

You keep the copyright. If you win, you give us permission to use, reproduce and adapt your badge for the badging scheme, free of charge. You will be credited.

08 JUDGING

An industry-selected panel assesses research, development, originality and how well the badge works small. The decision is final.

09 PRIZE

One £100 Amazon voucher. There is no cash alternative and it cannot be transferred.

10 YOUR INFORMATION

We use your details only to run this competition and delete them within six months. If you win, we publish your first name, college and design, and announce it to your college.

11 CHANGES

We may amend the dates or withdraw the competition. Any change is sent to every partner college.

COLLEGE PARTNERS

access creative college · BOOMSATSUMA · City of Bristol College · exeter & north devon colleges group endc · Gloucestershire College · New College Swindon · Truro College · Penwith College · sgscollege · South Devon College · Weston College · Wiltshire College & University Centre · Yeovil College