

## The 2017 BARS Website Design Competition

As part of our plans for 2017, BARS Council are looking to redesign the association's website at [www.eyescreening.org.uk](http://www.eyescreening.org.uk) to give it a fresher, more modern feel.

Since introducing an Artistic category to the annual BARS Photography Competition, it has become clear that we have a great depth of talent and skill amongst BARS members in the area of graphic design and image manipulation, and we would therefore like to give members an opportunity to get involved in this process.

With that in mind, we are pleased to announce the launch of the 2017 BARS Website Design Competition. Members are invited to submit a design for the main page of the website which could be used throughout the site. Our intention is to keep the current BARS logo, but to replace the header which has featured on the site since its creation, and make the whole website cleaner and more visually appealing.

The winning design will be incorporated into the BARS website by a professional web developer, so you do not need to know any HTML code or have any programming skills in order to enter. What we're looking for is a creative design and some new images incorporated into a fresh new layout. You could use Microsoft Powerpoint, Microsoft Publisher, Adobe Photoshop, or whichever software package you wish to create your design. Send your proposed layout (we prefer pdf, psd, jpg or vector, but will accept most formats) and if successful, we'll request higher resolution versions of your images for use on the site.

We're offering an Apple iPad Mini 2 to the creator of the winning entry, and there may be further prizes if we choose to use elements from more than one entry.

Your design should be:

- simple but visually attractive
- easy on the eye
- mobile and tablet friendly
- easy to navigate around

It should include the current BARS logo (a jpg image file can be sent out on request, for use in your design), and should have space for the logos of BARS' corporate sponsors, which are currently in the left hand side bar.

### IMPORTANT

This competition is open to BARS members only, and entries must include a statement granting BARS the legal right to use the design and images of the winning entry or entries for any purpose. The winner(s) will receive a permanent credit on the BARS website, but ownership of any images used will be retained by BARS. Please read the instructions below carefully before entering.

The closing date for this competition is 14<sup>th</sup> March, 2017 and the winner(s) will be announced in April.

### HOW TO ENTER

E-mail your entry to [webadmin@eyescreening.org.uk](mailto:webadmin@eyescreening.org.uk). Your e-mail should state your name, job title and organisation, and MUST include the following statement:

“I hereby agree that if successful in this competition I grant the British Association of Retinal Screening (BARS) the right to use my design and images for any purpose, both online and in print, and that ownership of my winning entry passes to, and is retained by, BARS. I confirm that these images are created by me, or where I am not the originator, that I have permission to use and submit them.”

Entries that do not include the above statement will be invalid and will not be submitted to the competition.

If you have any questions, contact us by e-mail using the address above, and GOOD LUCK!

BARS Council