



CALL FOR YOUTH ARTISTS

TOBOGGAN HILL AREA BANNERS along 93rd Avenue

Open Call for Youth Banner Artists 18 years and younger as of December 31, 2025.

Free Youth Banner Design Workshops
Learn how to create a Big Bold Banner.

Saturday, January 25th 9:30 – 10:30 AM for youth 9 - 12 years

Location: ArtsPost 10320 94th Avenue

Register: [online at fortstjohn.ca/activenet](https://fortstjohn.ca/activenet)

Saturday, January 25th 11:00 AM – 12:00 Noon for youth 12 years and older

Location: ArtsPost 10320 94th Avenue.

Register: [online at fortstjohn.ca/activenet](https://fortstjohn.ca/activenet)

Event: 2025 Community Arts Council Youth Banner Project.

Project: Create four Avenue Banner Designs to be displayed in pairs.

Theme: Outdoor Adventures

Celebrating outdoor adventures to be experienced throughout the year in the Toboggan Hill Recreational area along 93rd Avenue from Skate Park to the High School.

Size: Each image is designed for a 32" x 60" finished banner including 3.5" sleeve top and bottom.

Design: Images should be very bold and simple with a minimum of 1 – 3 items and no more than 3 – 4 colours. The subject should be related to outdoor activities found in the Toboggan Hill recreational area between the Skate Park and the High School.

Timeline: Call for Youth Banner Artist Submission is January 13, 2025, to February 10, 2025.

Entries Due: Monday, February 10, 2025. Artwork can be saved as a printable pdf file, at 300dpi at ¼ size of the finished banner size. Submit to FSJ Community Arts Council info@fsjarts.org. Technical support is available, if necessary.

Selection Process: In keeping with the "Outdoor Adventures" theme preference will be given to youth artists with present and past ties to the North Peace area.

The Final Selection will be decided at a Review Committee selected by the Fort St John Community Arts Council and submitted to the FSJ Community Arts Council no Later than Friday, February 21, 2025.

Notification to Artists: Youth Banner Artists will be notified by the FSJ Community Arts Council once the Selection Process is completed on or before Friday, February 21, 2025.

Accepted Artwork: Successful Youth Artists will work with the Community Arts Council, the City of Fort St John and the Banner Company to finalize the images in a Technical Review and Critique by Friday, March 14, 2025. Youth Banner Artists have the option of including their name in the design. The artist of each of the four final designs selected will receive a fee of \$250.00 per image. Artwork and imagery may be repurposed as needed by the Fort St John Arts Council.

For further information, contact the FSJ Community Arts Council at info@fsjarts.org or by calling 250-787-2781.



SUPPORTED BY



Tips for Creating the Fort St. John Banners

1. Street banners are designed to be read not only by pedestrians but also by passengers in moving vehicles. Images should therefore be very bold and simple with a minimum of 1 to 3 items of subject matter.
2. If text is used it should be large and bold in a simple typeface with no drop shadows and a minimum amount of text to be more visible. Fine line work will be lost and blurred.
3. For banner longevity, use bright bold primary colours or at the least strong secondary colours. Some colours will blend into one from a distance e.g. green and blue together. Do not use outlines but allow some white to delineate colours. This really helps make the image read from a distance. White and yellow together will eventually fade out into a blur. Dark colours work well against light and vice versa. Pastel colours do not work on street lamp post banners.
4. Do not use half tones and graduated colours as they also fade out quickly.
5. Design as if for screen printing, allowing no more than 3 to 4 screens. Even though the banners are digitally printed, bold simple screen printed type images will still read best no matter how they are printed. Any item vertically hoisted will diminish in size by at least half. Therefore think in terms of designing a postage stamp which has to be read traveling at 50 kph minimum.
6. Artwork can be saved as a printable pdf file, at 300dpi at ¼ size of the finished banner size.
7. The banner size currently for Fort St. John is 32" x 60" including 3.5" sleeves top and bottom included in the 80" length. There are 11 poles requiring a split image of 18" x 60". The two 3.5" sleeve/rod pocket areas should be left as blank space. Stitching lines will distort any image near them. Design to the finished size and the manufacturer will look after all bleeds.
8. When working on computer design and /or paper e.g. letter size 8.5" x 11", it is advisable to view the finished image from approximately 4 feet. If the image is still readable then this is a banner design that will work in both a pedestrian and traffic flow area.
9. Banner Companies are frequently asked by designers to view the draft of a design before it goes for final approval. Companies can offer advice from a production and technical aspect and assist with corrections. Once a design has been approved by the end user it is often difficult at this stage to make any necessary changes. Better to check in earlier to ensure "readable" and uv colourfast images.

32'

3.5"

60"

3.5"

