

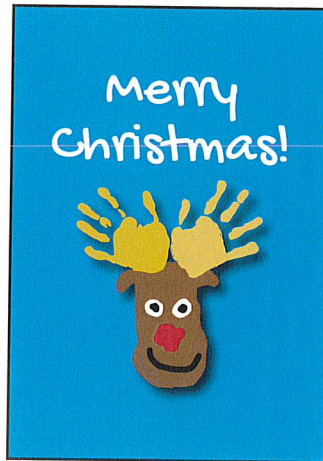
Artwork Do's and Don'ts

Please read the artwork guidelines on the Coordinator Instructions and on the individual artwork templates as these should cover all you need to know about creating attractive artwork for your Christmas cards.

Here are some examples of good and bad ideas which should help you get an idea of what makes the best cards!



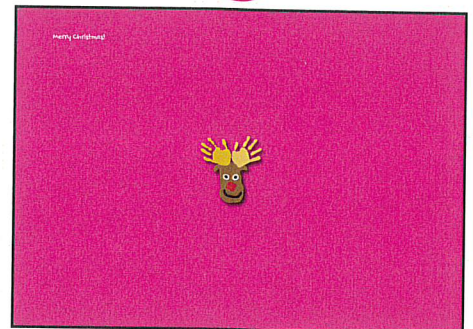
Bright colours, clear design, important elements away from the edges - perfect!



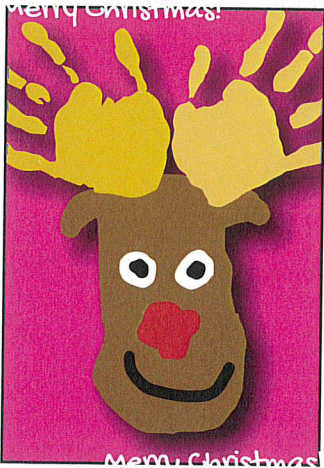
Text is fine, as long as it's large enough and safely away from the edges (at least 1cm)



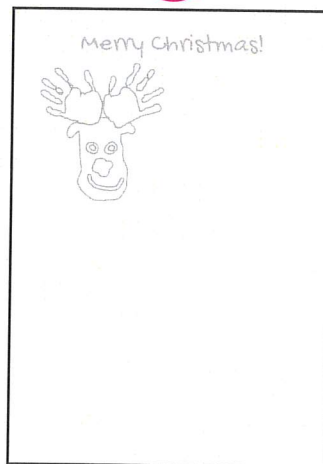
Landscape is fine, as long as you tick the correct box on the name sticker and follow all the normal rules!



Please do not write too small! Your artwork will be reduced to a quarter of the original size or less which means your writing will be reduced too!



Keep all text away from the edges, or any part of your design that you don't want to lose!



Be as bright as possible! Small, faint pencil drawings on white paper do not make for the best cards



Please DO NOT draw a guideline border to help children keep things away from the edge - this may appear on the final card

These are just a few examples and by no means a definitive list of do's and don'ts. If you are unsure of anything - just ask!

