



Dear Parents/Guardians,

We are delighted to announce that this year we will be participating in the **Christmas/Creative** Card Project with Art Projects for Schools Ltd (APFS). This will be a great opportunity for your child to get creative and design a piece of art that you can later purchase imposed onto a great range of products.

The project is a lovely opportunity to recognise and celebrate your child's creativity and the items they make are great to send to family and friends. This year, the range of products available have extended to mugs, wrapping paper, gift tags, a pack of 12 coloured cards or 6 larger, gloss-coated, luxury Christmas Cards.

We need you to work with your child to create a piece of artwork onto an A4 piece of paper or card (please find the artwork guidelines attached). This week we will send your child home with a sticker with a unique code attached to it. Once your child has completed their artwork you will need to attach the sticker to your child's artwork



**Then place an order with APFS - to order, simply visit <https://www.apfsorders.co.uk>, and input the unique artwork code - found on the label on the reverse of the artwork - and your child's first name and surname.**

Once this process is complete – your child's artwork is then ready to hand into the school office, so that it can be sent to APFS for scanning.

Orders must be placed by **midnight on Tuesday 2<sup>nd</sup> November 2021 and the artwork handed in by Wednesday 3<sup>rd</sup> November**. Any orders placed after this date will be classed as a late order and will be subject to a postage fee. Re-orders can be placed through the same site using your unique code.

*Please note, once you have placed your order, you must return your artwork to school to be submitted to us so that we can print your order.*

We hope the children will enjoy the chance to be creative and feel a sense of achievement seeing their artwork printed on items to share with family and friends.

Kind Regards

Friends of Deansfield Primary School



Website

<https://www.pta-events.co.uk/friendsofdeansfieldschool/>

Email

[friendsofdeansfieldschool@gmail.com](mailto:friendsofdeansfieldschool@gmail.com)



## Artwork Guidelines

- Artworks should be created on white or coloured paper/card and must be A4 in size (210mm x 297mm). Designs can be portrait or landscape
- Black backgrounds do not reproduce particularly well when printed
- We recommend using good quality paper, no less than 160 gsm (this will be displayed on the box/bag that the paper is supplied in). A thicker paper will ensure that the unique artwork label does not show through the artwork
- Card is better than paper if you are using a wet technique, i.e. painting or gluing. This is because card is unlikely to crinkle in the way that paper does when wet
- To ensure the entirety of the artwork is printed please leave approximately a 2-3mm edge around the paper. This will also help children, who tend to write words on the edge of the paper, find that their sentence has not been cut off
- Bold colours and collage (maximum depth 5mm) work really well
- We do not accept artwork that includes glitter, as the glitter contaminates other artwork and damages the machinery used in the printing process
- Reflective materials or pearlescent paint does not reproduce well. This is due to the scanning process when a bright light travels across the artwork. Reflective materials will bounce the light back and distort the colour of the materials
- If you would like to use pastel colours, they will need to be sprayed with a fixative spray (or hairspray) before being sent to APFS
- We ask that you do not place artworks in plastic wallets. Please just place them in the envelope provided
- Please note that due to copyright APFS cannot reproduce pictures from books, without permission from the owner of the image(s). Collage artwork from pictures cut from magazines are allowed in most circumstances. If in doubt, please ask our customer service team before sending the artwork.

### Any questions?

Get in touch with our customer service team and we can walk you through our artwork guidelines and the Christmas Card Project

0800 027 1939

[info@apfs.org.uk](mailto:info@apfs.org.uk)

[www.apfs.org.uk](http://www.apfs.org.uk)