

2027 The Kelpies Prize — for Illustration —

GUIDELINES

To enter the Kelpies Prize for Illustration, you must respond to the following brief using our [online entry form](#).

THE BRIEF

Submit five illustrations for a children's book about [Wild Scotland](#).

We'd love to see artwork that explores the untamed side of Scotland. Here are some suggestions of approaches that could appeal to child readers:

- Adventures in the Scottish wilderness: narratives could explore what remote parts of the Highlands and Islands and the unexplored depths of our surrounding seas are still ruled by wildlife or ancient magic.
- Rewilding Scotland's landscapes: illustrations could highlight contemporary stories about the reintroduction of wild animals into the environment long after human activity has driven them from our shores.
- Historical Scotland: ideas could come from the exploits or rituals of past civilisations, before law and order as we know it now was imposed.

Illustrations can be any format size created in any media. At least three must be in colour. Any black and white artwork must be rendered tonally; we will not accept plain linework.

FURTHER DETAILS

- The judges are looking for work created for a young audience of anywhere between 3-12 years of age. The content and appearance of children's books change depending on the age of the reader, so it is helpful to imagine the child you are making your work for.
- The judges would be particularly impressed by entrants who employ interesting perspectives, image compositions full of movement, appealing character design and engaging storytelling in their entries.
- Illustrations can be part of one single story, or they can be unconnected.
- At least two illustrations must be created specifically for this prize. Artwork that has previously been professionally published (i.e. you have received payment for the work, or the viewer has paid to access your work) cannot be submitted.
- Submitted artwork **must not** be created, in full or in part, by any form of AI-powered tool. Read the 'AI and the Kelpies Prize for Illustration' section of the Terms & Conditions document for more detail.
- Artwork must be gathered together in a single file and supplied in the following format:
 - File format: PDF
 - Resolution: 300 ppi (points per inch)
 - Colour mode: CMYK
 - Maximum file size: 10 Mb in total
 - Naming convention: SurnameFirstname.pdf e.g. BloggsJo.pdf

[Click here to download the full Terms & Conditions](#)

All entries must be submitted using our [online application form](#).

Please [email us](#) if you have any questions about how to enter the prize or if you would like to request reasonable adjustments to make this process more accessible for you.

The deadline for entries is midnight, 7 March 2027.