

2027 The Kelpies Prize — for Illustration —

TERMS AND CONDITIONS

1. The Kelpies Prize for Illustration is open to anyone whose main residence is in Scotland, except employees of Floris Books and their close relatives, previous winners of the Kelpies Prize for Illustration, and illustrators whose work has already been published in the Kelpies imprint.
2. Entrants must be over 18 years old.
3. Entries must adhere to the competition Guidelines (published separately and available on [our website](#)).
4. Entries must be your own work, must not have been published before, and must not infringe any existing copyright.
5. Entrants **must not** use AI-powered tools to generate any elements of their final artwork. See [AI and the Kelpies Prize for Illustration](#) (overleaf) for more detail.
6. No illustrator may submit more than one entry per year.
7. The same work cannot be entered to the Kelpies Prize for Illustration more than once, and you may not enter work on which you have already received feedback from an employee of Floris Books.
8. One winner will be awarded a prize that will support their development as a children's illustrator. This prize consists of:
 - a. **A £500 cash prize:** to be awarded on announcement of the prize.
 - b. **Nine months of mentoring by an experienced design team:** The aim is to develop the winner to a point where they are ready to embark on an illustrated book project. The winner should be available for a series of mentoring sessions (minimum three) over the course of nine months, either in person or via video call. Feedback will also be given by email.
 - c. **Consideration for a publishing contract for an illustrated project:** The publication of a piece of work by the winner will be considered after the mentoring process is complete. This work may be a piece that was submitted for the prize or an entirely new work developed during the mentoring process. If the winner is offered a publishing contract, they will sign a full contract (see clause 9).
9. If a publishing contract is offered, it will grant Floris Books the right to publish printed books and ebooks all around the world. It will include translation, audio, film, TV and merchandising rights. Royalties will be based on Floris Books' standard terms.
10. Entries must be submitted using our [online application form](#). Entries sent by email will not be accepted.
11. The closing date for entries is 7 March 2027 at midnight. Late entries will not be accepted.
12. Floris Books will not be responsible for entries that do not reach us, e.g. because of a technical failure.
13. A shortlist will be announced in June 2027. Shortlisted entrants must be able to take part in online promotion (e.g. social media posting, video interviews) between June and September 2027. Reasonable adjustments for disability can be requested.
14. The winner will be announced at an award ceremony in late August - early September 2027 (exact date and location TBC). We ask that all shortlisted entrants attend the ceremony, either virtually or in person. Reasonable adjustments for disability can be requested.
15. The decision of the judging panel will be final.
16. Floris Books will not enter into any disputes with third parties in relation to the competition and reserves the right to disqualify any entrant.
17. During the judging process, you must not offer any of the illustrations included in your entry to other publishers, agents or illustration prizes. Once the shortlist has been announced, non-shortlisted entries are free to be submitted elsewhere. Once the winner is announced, shortlisted entries are free to be submitted elsewhere.
18. If, after nine months of mentoring, Floris Books does not offer the winner a publishing contract, they will be free to offer the work developed during that time elsewhere.
19. Agreements entered into between Floris Books and the winner will be in accordance with the law of Scotland.
20. Floris Books cannot enter into any correspondence about non-shortlisted entries.
21. Floris Books reserves the right to change the terms and conditions from time to time.
22. By sending their entry, entrants agree to the terms and conditions stated above.

AI AND THE KELPIES PRIZE FOR ILLUSTRATION

The Kelpies Prize for Illustration recognises and celebrates the unique value of human-created work. Entries to the Kelpies Prize must be the original work of the illustrator. Artwork generated by Artificial Intelligence (AI) tools is neither original nor your own work and cannot be entered.

A central goal of the Kelpies Prize for Illustration is to discover and develop publishable artwork for children. You cannot sign a publishing contract for work that has been generated by AI, as it is therefore not your own.

All entries to the prize will be viewed and assessed by experienced professional designers and judges without the use of AI.

Types of AI

When hearing the terms 'Artificial Intelligence' or 'AI', most people think of generative AI-powered software such as ChatGPT, Claude, Midjourney, Adobe Firefly, Google Gemini and Microsoft CoPilot that can produce text, videos, images and audio. The term 'Artificial Intelligence' or 'AI' can also apply to many machine-assisted tools that are embedded in software, including internet search engines, word-processing programs and online maps.

Artwork submitted to the Kelpies Prize for Illustration must not be created, in full or in part, by any form of AI-powered tool.

AI Terms and Conditions

1. Entrants to the Kelpies Prize **must not** use AI-powered tools to suggest responses to the brief or to generate imagery that will be used as part of the entry.
2. Entrants **may** use AI tools to create reference images to observe and sketch from, if the appropriate images cannot be found.
3. All entrants to the Kelpies Prize are required to declare on their entry form that they have not used AI-powered tools to generate any elements of their final artwork.
4. Use of AI to generate any elements of the final artwork contravenes the terms and conditions of the prize and will lead to disqualification.

Advice for Illustrators in the Era of AI

- We strongly advise that illustrators keep dated sketchbooks or digital records of their own planning, sketches and drafts, so they could show their process if the originality of their work were ever questioned.