

A Shetland Yule - Christmas Card Designs

Terms and Conditions

This opportunity is open to creatives who are resident in Shetland or who can otherwise demonstrate a significant connection to Shetland.

Creatives will retain full copyright and ownership of their images. Selected creatives will receive a £200 fee and grant Shetland Arts a limited licence to reproduce the selected images for an exclusive limited edition Christmas card print run during the 2026 Christmas season. Shetland Arts may also use the images for marketing, and promotional activity during this time. Unsold stock may be sold in future years, but no reprints will be made.

We strongly encourage creatives to submit images of existing work that aligns with the theme, however newly created work will still be accepted for assessment.

All submitted images must be new to commercial reproduction and must not have been previously licensed, published, reproduced, or sold for commercial purposes, including use on greetings cards, merchandise, or other retail products.

Creatives must ensure they hold all necessary rights and permissions for any submitted images, including permissions from identifiable individuals where required.

If the applicant is under 16 years of age, please include a parent/guardian's email within the application. We will use this to ensure permission has been granted for the application and for their images to be used.

Artificial Intelligence (AI) Declaration

Applicants must declare any use of generative Artificial Intelligence (AI) that has materially contributed to the creation of the submitted artwork. This includes the generation or substantial alteration of imagery, visual elements, composition or other creative content using generative AI tools.

You do not need to declare the use of routine digital tools or automated features that do not materially generate or alter the creative content of the work. This may include standard image correction, cropping, resizing, colour adjustment, sharpening, noise reduction or similar technical processes.

Where generative AI has been used, applicants should briefly explain how it was used and what elements of the submitted work were created or altered using AI.

The use or non-use of AI will not form part of the assessment criteria and will not, in itself, advantage or disadvantage a submission. The declaration is required to ensure transparency and compliance with [Shetland Arts' AI Policy](#).

Shetland Arts reserves the right to request further information about declared AI use. Failure to declare material use of generative AI may result in a submission being excluded from the selection process.

Assessment Criteria

Submitted works will be assessed by a selection panel against the following criteria:

- Quality, originality, and creative merit of the submitted work.
- Interpretation of the theme and connection to a **Shetland Yule**.
- Strength of the submission as a cohesive collection of four complementary works.
- Suitability and audience appeal as a commercially produced Christmas card collection.

Data Protection

Information provided will be used by Shetland Arts solely for the administration and delivery of the Christmas Card Call Out and will be handled in accordance with [Shetland Arts' Data Policy](#).