

CREATIVE BRIEF: THE BIG PICTURE – Project 4: DIGITAL ARTIST

1 – The challenge

London 2012 is seeking a digital artist to work in two schools to create five large-scale images for submission to exhibition during Games-time.

2 – Project brief

Two secondary schools, one in London and one in Northern Ireland, have been preselected to participate in the project.

The final artwork from each school should be inspired by the theme of Great UK themes and ‘icons reinvented’ and feature a local icon, which could be a place, person or activity, but all emblematic of the UK.

The work will be created during a 2.5 day workshop (or equivalent) in each school and take place on and off school sites.

The short-listed images will need to be provided as high-res jpeg files by the artist, saved as files with ‘watermark’ information contained in the file name, and the file uploaded onto a LOCOG FTP site.

The artist will liaise with the school to nominate the submitted pieces.

3 - Further requirements

The artist is required to have a current enhanced CRB disclosure (processed in the last two years). Due to the high-profile nature of the project, on appointment the artist is also required to sign a non-disclosure agreement.

With support from the schools, a detailed record of all children involved in the process and the final artworks will need to be kept and presented to LOCOG to be credited on the artwork and for the award of certificates to all involved. The records should clearly identify which student(s) created each work.

The artist should be mindful that each school will be supporting a team or sport but that their work should not focus on this but have parity across sports and may take a tangential approach to the main theme.

No logos or branding should appear in any artwork.

No activity can take place during half term, 13th-17th February.

Images will feature a footer strapline caption that will include school/ child's name/age/title of the work/school email information so the artwork will need to sympathetic to this.

The images of artwork will be block mounted.

The schools will provide materials and a list of camera equipment available in each school. This list of equipment will be sent to the artist through the LOCOG team.

The artist is advised to visit the following for visual guidance pertaining to the expected look and feel of the images and for further information regarding the theme:

- L2012 image gallery:
<http://getset.london2012.com/en/resources/image-bank>
- Get Set, the official London2012 education programme:
<http://getset.london2012.com/en/home>
- Welcoming the World:
<http://getset.london2012.com/en/get-set-goes-global/welcome-the-world>

4 - Timeline of activity

Submission of interest: 5 pm, 30th January.

Decision date: 1st February.

Schools workshops delivered: 30th January to 22nd February (excl half term week 13th to 17th February).

Schools workshops are to commence as soon as possible with a deadline for the final session and submission of jpegs by 22nd February.

5 - Fee

A total fee of £1,250 is available, inclusive of all travel, artist equipment etc. Income tax and NICs are the responsibility of the artist.

6 - How to respond

Please submit an expression of interest to Cara Courage, Co-Director, Creative Campus Initiative (cara@caracourage.net) include the following by 5 pm, 30th January:

- Contact details
- CV and links to supporting information and images
- List of dates available/not available within the time frame
- Workshop plans
- Suggestions for preparatory work to be initiated and undertaken by the schools prior to workshops commencing
- List of all materials needed for workshops
- Copy of enhanced CRB

7 - Background information on LOCOG and supporting organisations

(a) LOCOG

The London Organising Committee of the Olympic and Paralympic Games (LOCOG) is responsible for delivering the best possible Olympic and Paralympic Games experience for everyone involved, ensuring a real legacy and inspiring people to join in and truly make these 'everyone's Games'. London 2012 is the 3rd Games to be held in London following the 1908 and 1948 Games.

Organising the Games is a huge challenge. With 26 Olympic sports and 20 Paralympic sports, it is the equivalent of staging 46 World Championships simultaneously. LOCOG will organise these across 36 competition venues, with 14,700 athletes, 21,000 media and broadcasters, and millions of ticket-holders.

As well as staging the Games themselves, LOCOG is also responsible for a series of test events in our venues over the next year; for the Opening and Closing Ceremonies of both the Olympic and Paralympic Games; for the Olympic and Paralympic Torch Relays; for the Inspire programme; for the London 2012 Mascots; and for the London 2012 Festival – the finale to the Cultural Olympiad.

(b) Competition Partners

This competition is run in partnership with Podium – The Further and Higher Education Unit for the 2012 Games www.podium.ac.uk and the Creative Campus Initiative

<http://www.creativecampusinitiative.org.uk/>