

# DGHE DESIGN BRIEFS MAY 2022

## TITLE

Graffiti Open-Call Competition

## WORK

Generate a proposal for a piece of graffiti for room LG04.

## CLIENT

DGHE Art & Design School

## DEADLINE

3rd October 2022, 5pm

## PRIZE

Commission to make and install proposed graffiti (there will be a limited budget available for materials).

## JUDGES

To be announced in full but include: Chris Pensa (House of Graffiti), Roshi Khakban (Video Artist & Curator) & Rich Jackson (Graphic Designer).

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# Graffiti Open-Call Competition

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## graffiti

/grə'fi:ti/

**Noun:** *writing or drawings scribbled, scratched, or sprayed illicitly on a wall or other surface in a public place.*

*"the station was covered in graffiti"*

**Verb:** *write or draw graffiti on (something).*

*"he and another artist graffitied an entire train"*

## THE BACKSTORY

DGHE Art & Design School has recently changed the old Mac Room into a new Student Study Room, in LG04, for students to use for study, socializing and projects. The room is still very new and not everyone knows about it; we want to make it more visible to and used by all A&D students. The room is very plain and retains the feel of a class room. The Art & Design School is still very new and wants to assert its identity and reestablish itself in the building, post lockdown.

## WHAT'S THE CHALLENGE?

Following what you learned in the lecture by Chris Pensa from *House of Graffiti* and, additionally possibly drawing on your own knowledge / understanding / obsession with graffiti and street art, individually or in a group, draft a proposal for a piece of graffiti for the new student study room LG04.

## WHAT?

Graffiti, at its core is illicit, surprising, startling, challenging, visually arresting, but it also has conventions and rules, there to be upheld or over ruled. What can you retain of this in a commissioned work, can you surprise us, challenge us or your audience?

Also consider, what's it about, what's your subject matter, what do you want to say? Is it about graffiti itself, or the wider world or both? Is it abstract, typographic, figurative....?

## MEDIUM?

You can use traditional materials like spray paint, acrylic paint, commercial paints, etc. Or work with stencils, paste-ups or stickers. Or use other less traditional materials working in 2D or 3D. Consider also new technologies like AR. (Final materials must be discussed and signed off with the judging panel who retain the right to request swapping out of any materials deemed unsafe or unsuitable.)

## WHO?

This is open to everyone in the A&D School, including those graduating from the HND and BA, as well as those progressing. This is open to beginner graffiti artists or those who may be more knowledgeable or expert.

## WHERE?

This can be for a section, part or whole wall, ceiling, doorway in LG04.

## WHO ARE WE TALKING TO?

Since it's the students' space, the work is to be originated by students, for students.

## THINGS TO THINK ABOUT

### The benefits

The room has artwork that is controlled by the student body. There is a chance to make it look how you want, and to change it or add to it, from year to year.

### Connect with your audience

If you're part of the target market, don't take your own opinion as gospel. Speak to your peers, speak to people outside your bubble. Get under your audience's skin and interrogate three things: What interests them visually? What could they live with seeing every week? What subject matter interests them, and what's a turn off?

### WHAT TO SUBMIT:

Develop the proposal as a pdf including the following:

- Name/s and contact email/s.
- Visuals of the proposed artwork, including the whole image/s and details.
- Draft outline/budget of materials and estimate of time.
- Statement on subject matter, meaning and rationale (300+ words)

### SUBMISSION

Work must be submitted by 5pm, on Mon 3<sup>rd</sup> October 2022 to the link provided.

Entries will then be shortlisted by the judging panel.

Shortlisted entries will be asked to develop some or all of their submission further before being judged again and winner announced.

The chosen winning entry will then be commissioned and the work carried out to the satisfaction of participant students and judging panel.

### SUBMISSION LINK

This will be sent to you by email in the next few days.

Any questions please speak to or email Patricia Mulligan (p.mulligan@dghe.ac.uk).