

## CREATIVE BRIEF: THE BIG PICTURE – PROJECT 4A: PHOTOGRAPHY

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### 1 – The challenge

London 2012 is seeking photographers to work in schools across the country to create large-scale images for submission to an exhibition during Games-time. We are seeking photographers from the following areas with experience of working in schools:

- Aberdeenshire
- Bradford
- Bridgend
- Cardiff
- Cornwall
- Derbyshire
- Redcar and Cleveland
- Sandwell
- Sefton
- South Lanarkshire

### 2 – Project brief

A total of 6 primary and 5 secondary schools have been pre-selected participate in the project.

Photographers will work with schools to produce final artwork that is inspired by the theme of ‘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 one-day workshop (or equivalent) and take place on and off school sites.

Final works will be sent to CCI and selected by CCI curators for submission to LOCOG.

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. 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. The work should not focus on this but have parity across sports by guiding the students, if appropriate, towards the following:

- Capturing Emotion
- Focusing in on the emotion of the athletes and action.
- Capturing physical movement
- Using interesting crops, simple compositions, bold colours,
- Showing movement, energy and passion.

No logos or branding should appear in any artwork.

No activity can take place during half term, 13<sup>th</sup>-17<sup>th</sup> 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 be sympathetic to this.

The images of artwork will be block mounted.

It is expected that a different photographer will be appointed for each school, although photographers may apply to work in more than one area.

One of the schools, Sandwell, is a special school and the resident artist is expected to have previous experience of working in this environment.

The schools will provide materials and equipment, a list of which will be available to the selected photographers through the LOCOG office.

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, 30<sup>th</sup> January.

Decision date: 1<sup>st</sup> February.

Schools workshops delivered: beginning February to 11<sup>th</sup> February (excl half term week 13<sup>th</sup> to 17<sup>th</sup> February).

Photographs and list of children with clear attributions to each image to be sent to CCI for curation by Friday 17<sup>th</sup> February.

#### **5 - Fee**

A total fee of £250 is available for work in each school, to include travel, tax and NI.

#### **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, 30<sup>th</sup> January:

- Contact details
- CV and links to supporting information and images
- Area(s) wishing to work in
- 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](http://www.podium.ac.uk) and the Creative Campus Initiative

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