



# UCA

university for the **creative arts**

The University for the Creative Arts (UCA) are pleased to support the

**Inspire to Aimhigher  
Art Competition 2010**

# How to answer the brief

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**Aimhigher...**  
**KENT & MEDWAY**

## ...think about your 'CLIENT'

### WHAT DOES Aimhigher Kent and Medway DO?

*Aimhigher aims to increase awareness of higher education opportunities and benefits amongst young people and their families by providing information, activities and opportunities to motivate and inspire.*

The work is informed by the belief that every student should have the opportunity to realise his or her potential. Aimhigher Kent and Medway (AHKM) is a partnership of five universities, over fifty schools and seven colleges of further education working together to support students in raising their educational aspiration and achievement.

### What does that MEAN?

Aimhigher want young people to **know** all about the opportunities they might have to:

- **Enjoy their education and use the work they do to try to get employment doing something they love in the future**
- **Have more information about career opportunities they might not even have thought about or know about**
- **Experience what university is like first hand by taking part in activities like visits and taster days, and being able to find out from students what it's really like**
- **Know about things like how much it costs and how you can get loans**
- **Promote the idea that university can be for ANYONE.**

All the universities, colleges and schools in the partnership work together to provide opportunities for young people to inspire and encourage them to literally **aim higher** for a rewarding, happy and secure future.

## ... THE BRIEF !!!

### So how do you start?

First you need to read the brief carefully and think about the kind of outcome Aimhigher might be looking for...

...this means you should look at the brief with a critical eye.

This is the main requirement

*We are looking for original and creative images we can use on our website and with our partner schools, colleges and universities to promote Aimhigher in Kent and Medway.*

Then you need to think about the sort of work **you** might want to produce in response to the brief, which can include:

- **Drawing and illustration**
- **Digital photography**
- **Image manipulation using industry standard software**
- **Graphic Image making - posters, prints**

Don't forget, they **MUST** be in the right format:

#### Drawing and illustration

Produce a drawing on paper (drawings must be produced on A3 paper that is clearly marked with your name, your school/college name and your category on the back)

#### Photography

Take a photograph (must be 400 dots per inch supplied as a compressed JPEG, EPS or TIF file. We can only accept photographs produced digitally, not on paper.)

#### Image manipulation

Produce an electronic design (image must be under 1MB in size, produced using Publisher, Photoshop, Quark Express, Illustrator or Indesign)

#### Graphic image making

Create a mixture of any of the above

## THINK, THINK !!!

# Generating ideas...

If you're a visual person, you may find it much more helpful to organise your ideas in diagrams or visuals, like a mind map...

...mine are mostly words to help you think about what to do, but you might prefer to do thumbnails (small sketchy ideas) or pictures.

**Moods** - if you're really happy with what you're doing at school or work, how could you produce images which would make people understand that. Would you use colour? Texture? Action? How would you create atmosphere? Think about visual elements that **you** associate with different moods

**Symbols** - images which 'suggest' ideas - for example, you could look at items which are related to studying and knowing things, finding out things - books, pictures, films, internet, working with other people, social situations



**Some ideas!**

**Stories** - how do you tell a story visually? Think about children's books, comics or pictures you really love and try to identify what really works. What story are YOU trying to tell? How will you know if the people who look at your work will understand?

**Lifestyle** - what kind of lifestyle might you want as an adult? What do you want to be able to do, achieve, take part in, learn, enjoy? How can you show this?

**Combinations** - how could you combine a number of different ideas to depict young people's hopes for the future in one image?

## RESEARCH !!!

Never under-estimate the value of research - first identify ideas or examples of work which have inspired you, look at them carefully and see if you can pick them apart and identify the elements that are important in creating meaning, and use them to help you to understand what you can do in your own work.

## DRAWING AND ILLUSTRATION....

**Drawing** is a broad term, so don't feel too restricted in your use of a **medium** in which to work. Experiment first with visual ideas and try out different ways of mark-making to find the one which suits your **style** and the ideas and message you want to put across.

The **colour palette** you use as well as your drawing technique will help to set an atmosphere or **mood for** your work. Look at children's story books or animated films and think about how illustrators use these elements and arrange them on a page to tell their stories.

What is your **story** going to be and how will you make sure you get your **message** across to your audience?

**Experiment** and do a few **rough designs** before you do your final piece, so you can get it just right.

## DIGITAL PHOTOGRAPHY....

A good photograph will tell a story too, it might be to show **relationships** between people, the **mood** of an occasion, an **event** or action. Include **visual clues** in the photograph, to give the viewer a sense of what is happening.



**There's no doubt about the mood and atmosphere of this fairground picture... the action and the sense of movement tell the story.**

Try to think about **composition** when you frame your picture in the viewfinder - a good photographer will be able to do this, but if you are not happy with the framing of your photographs, you can always **crop** them when you are sizing and printing them. You can also get some unusual and atmospheric images by using **extreme viewpoints**.

Don't forget, if you are generating images to use on a poster, you will need to decide if it will be a **portrait or landscape** format.



**This picture focuses on the close relationship between the two girls, working together**

Photographs courtesy George Wilson

## ... and image manipulation

If you have a computer and the necessary software and knowledge, you can make digital composites by combining images, but even if you don't, you might think of **collaging images** together to produce a striking piece of work.



**The photographer has cleverly included the audience's hands to emphasise what is happening in the performance and to get a sense of the interaction between the performers and the audience.**

## COMPOSITIONS... such as posters, prints, collages

If you're thinking of producing a poster or print, think about posters you like and what makes them effective. Posters are often seen quite briefly and need to have **immediate impact**. They usually have a very **strong image**, the minimum number of words, normally in a **short punchy phrase**, and maybe the **logo** or brand name.

One famous poster is the Lord Kitchener 'Your Country Needs YOU!' poster used to persuade people to join the army in the first world war. See if you can find out about it and look for other good examples of posters in your **research** - look especially for ones promoting a certain **lifestyle**.

Further information can be found at [www.aimhigherkentandmedway.org](http://www.aimhigherkentandmedway.org)

**You can also look at the sort of work they currently use for their promotional material and look at the work which was produced for the competition last year...**