**Digital Mural Competition**

# Design a mural that celebrates Loughborough's inclusive community

The University Equality Diversity and Inclusion Sub-committee, in partnership with LU Arts, is seeking mural designs that communicate and make visible the inclusive nature of the Loughborough community. The winning design will be printed onto aluminium and permanently displayed on the underside of the bridge on Sir David Davies Building, visible to passing pedestrians and traffic.

This idea is inspired by a mural in Toronto's Gay Village that uses badges and slogans from the history of the LGBT+ movement to create a celebratory work that recognises the LGBT+ community and communicates to audiences how the city embraces and celebrates its diversity (see image at the end of the brief).

We are now inviting students to come up with an equally imaginative and powerful design that celebrates **all** marginalised groups and their campaigns for social justice such as Black Lives Matter and AIDS Awareness. The mural should demonstrate solidarity between these groups as well as the fully inclusive culture and community we aspire to be at Loughborough University.

## Brief

We want you to design an imaginative and eye catching mural that clearly communicates a positive message about the diversity and inclusiveness of our campuses. The design can combine graphics and text, or if you think this can be achieved just via the strength of the image then this is also fine. The content should include clear references (via imagery or recognised visual symbols such as the Rainbow flag) to the marginalised communities we want to celebrate and represent. You must also consider the scale of the site and the different distances from which audiences will engage with it. The final insalled artwork will be made up of six panels. **Each** panel is 305cm x 150 cm and there will be 6 panels making up the image, like this, making a total size of 9m wide x 305cm high.

## Who can enter?

The competition is open to all current students at Loughborough University (inc PGT and PGR) and is a fantastic opportunity to increase the visibility of your work and to support your future employability. LU Arts will feature all the submitted designs on its

website and promote them to the University and local community. All the prize-winning entries will be displayed in public locations on our campuses for a short period of time, which may include digital screens and bus shelters.

Entries are welcomed from all students regardless of their course. We particularly encourage entries from members of marginalised communities.

## Prizes

LU Arts is offering a series of prizes for the best mural designs.

1st Prize:      £500 (and work produced and installed on bridge site)
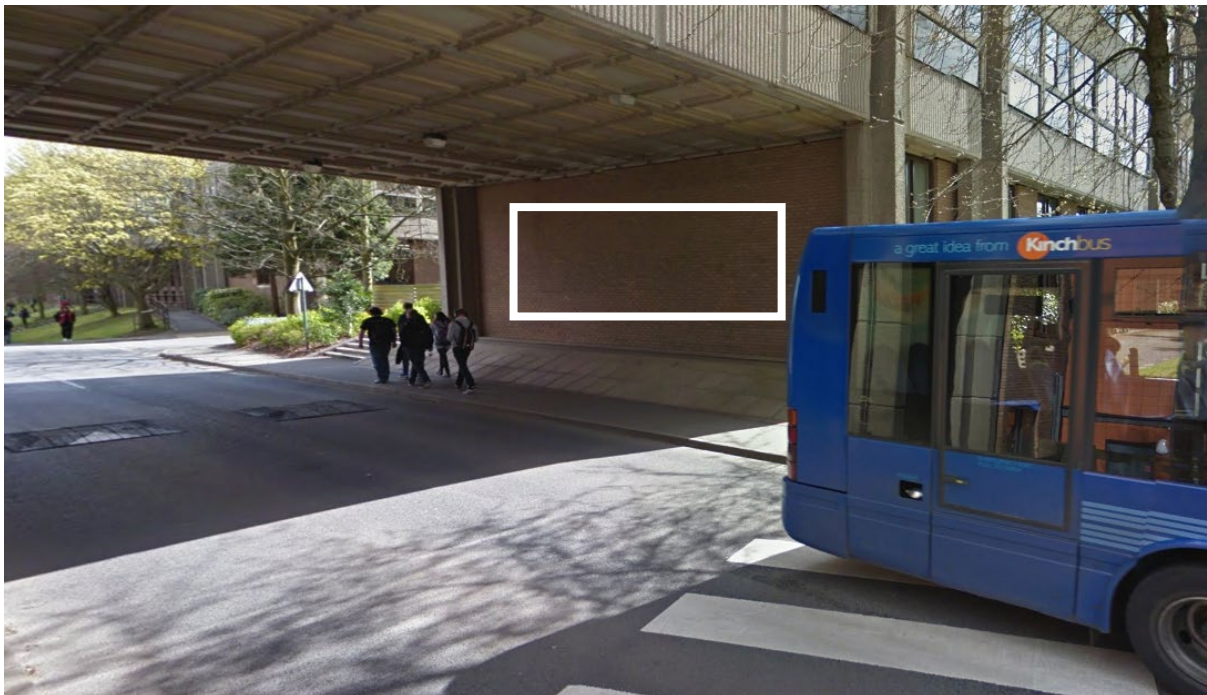
2nd Prize      £150

3rd Prize      £100

## Location – Sir David Davies Building

This site has good visibility from the main through-road on campus, including the bus route, and will allow people to stop for a closer look without getting in the way of other people.

Size of mural: 9m x 305cm

The work will be digitally printed onto aluminium and then fixed to the wall in the position identifed in the image below.

## How to enter

We would like you to submit a preliminary design for the mural. This should provide us with an outline of your intended design – the winning design can then be worked up prior to the digital printing for the finished mural. Please also provide us with some brief written details on the concept behind your design. You are welcome to include links to any online presentation of your work in your submission.

You can submit your preliminary design in any of the following formats:

- Pixel based e.g. Photoshop/image-based artwork:
    - 75dpi minimum at 100% (1500mm x 3000mm)
    - 150dpi or higher at 50% (750mm X 1500mm
    - 300dpi or higher at 25% (375mm x 750mm)
- Vector based e.g. Illustrator vector eps – no issue with quality
- Sketchbook, drawn artwork – this will need to be scanned or photographed

[Submit your application via Microsoft Forms.](#) You will need to upload your preliminary design as part of your application; please make sure you include your name in the filename.

## Accessibility

We want this opportunity to be accessible to all students. If you would like to discuss any accessibility issues in advance of applying or need further support, then please email [luarts@lboro.ac.uk](mailto:luarts@lboro.ac.uk) or call 01509 222948.

## Timescales

Deadline for applications: **Wednesday 24 November 2021**

The winning work will be installed by the end of the autumn term 2021.

If you have any queries relating to this competition, then please email [luarts@lboro.ac.uk.](mailto:luarts@lboro.ac.uk)

*Please see below for the example from Toronto's Gay Village.*