

AN INDIAN SUMMER - GRAPHIC DESIGN BRIEF

Inspirate is looking for a graphic designer to develop a new set of visuals for the 2020 web version of their annual An Indian Summer Festival.

An Indian Summer Festival 2020

An Indian Summer was born to share the sights, sounds and wonders of South Asia in the heart of Britain. The festival's mission is to celebrate the shared culture between the Indian subcontinent and the UK - nurturing exciting artistic collaborations and educating people from all walks of life about the past, present and future of our global community. Established in 2011, the festival produces a plethora of cultural events, including theatre, music, dance, film, exhibitions, workshops, talks and educational activities.

An Indian Summer is usually hosted in Leicester and has attracted 85,000 attendees over its previous nine years, with this year marking its 10th anniversary. In response to on-going COVID-19 pandemic, the 2020 festival will be reimagined and repackaged for the stay-at-home audience. This means our digital offering and associated design is at the heart of this year's audience experience.

To see images and videos of the previous year's festivals, see the website:
<https://www.indiansummer.org.uk/>

An Indian Summer 2020 festival programme overview:

- 10 pre-recorded performances released via our online platforms
- 60 minute classical music concert streamed live via social media
- 6 to 8 minute live music performance from Mumbai
- 10 video tutorials of South Asian cultural activities released online e.g. cooking
- 10 short films re-released via our online platforms
- A secret cinema experience in the comfort of your own home
- A downloadable workbooks distributed online and via schools
- A theatre based short film released via our online platforms
- An Online gallery of 15 works and interviews with selected artists
- Creation of Mumbai inspired bazaars in people's bedrooms
- A series of podcasts released via our online channels and radio

An Indian Summer Open:

We are creating an open call for 15 artists (local to the UK and global from South Asia) from multi-disciplinary backgrounds such as fine art, print and sculpture to display work online throughout the month of July, in the absence of a physical exhibition.

Our digital marketing and design will ensure that the offer of AIS stays current and connected to the subcontinent. We will be promoting the opportunity to artists in India through existing networks. The exhibition will be curated by Ashok Mistry, exploring the theme of 'Now We Are Free' and what it means to be free in the 21st century.

The exhibition will be presented online on the AIS website and via a new Instagram channel. A panel of judges will select a winner, who will be awarded a cash prize.

Target Audience and Market

AIS 2020 particularly aims to engage Black, Asian and Minority Ethnic (BAME) people (c. 71% of attendees in 2019), particularly South Asians from a range of ages. The previous nine years of AIS demonstrates we attract 46% male visitors and 54% female visitors.

Majority of our audience are aged between 30 to 55, whilst the festival maintains a strong engagement with children and young people.

With AIS going online, we are still aiming to engage these audiences, although the methods of engagement will also adapt to digital.

Our target audiences in Leicester continue to be:

- Families from South Asian backgrounds who live in Belgrave, Rushey Mead, Hamilton, Oadby and Wigston, whom are underrepresented in the arts
- South Asian communities who wouldn't usually engage in the arts
- Regular art goers who visit the Cultural Quarter - creative professionals and caucasian audiences
- Online creative communities e.g. Facebook music/art/theatre groups, arts and culture newsletters/media
- Children currently being homeschooled / parents
- Children of key workers attending school / teachers
- Engaging new migrant communities that are finding identity in the city
- Ensuring accessibility for elderly communities of Leicester, engaging with those who can help them connect to the festival i.e. care workers, family members
- Attracting people of diverse cultural backgrounds

Majority of our attendees will be from Leicester. We will also engage new audiences in London and Birmingham, focusing on communities with high demographics of South Asian communities:

- Families from London in Wembley and Harrow, as well as Birmingham in Edgbaston. Focussing our marketing via targeted social media advertising, specifically engaging South Asian people interested in cultural events

Design Objectives for AIS Open logo:

- Minimal
- Eye catching
- Creative
- Engaging for artists and art professionals
- Reflects and works with existing AIS brand ethos

Design objectives for AIS Festival design elements:

- Vibrant
- Colourful
- Reflects South Asian culture
- A balance (leaning left) of playful over traditional
- Accessible
- Clear and clean
- Works with existing AIS logo

Require Output: 3 treatments required – 3 distinctly varied approaches

Sample treatments should include:

- 2 x AIS Open logo sample treatments in a shareable format, showing logo used in various formats i.e. Website, Youtube, Social Media, Documents
CMYK / Pantone /Hex Codes and RGB – colour references for logo must be provided.
- 2 x sample treatments for AIS design elements, working with existing AIS logo design.
CMYK / Pantone /Hex Codes and RGB – colour references for design elements must be provided.
- Logos should be supplied in high and low res – JPEG / EPS / PNG all available design file types inc publisher etc
- Design elements should also be supplied in above required file formats
- 3 x Template frames for social media posts – Twitter, Facebook and Insta
- 2 x template frames for Youtube videos: Thumbnail design, cards, endboard design
- 2 sets of amends for AIS Open logo
- 2 sets of amends for design elements

Project Timeline

- Designer brief shared w/c 27th April 2020
- Initial draft 11th May
- Second draft no later than 18th May
- Amends or finalisation 25th May
- Assets received 29th May 2020

Project Budget

Up to £1000 + VAT for all required outputs and a committed timeline.

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To apply:

Email natalie@no-fixed-abode.org with examples of your work/portfolio and an answer to the below:

Tell us about a time when you responded to client feedback in a flexible manner to achieve the design objectives (max 500 words).

If we think you're suitable for this project, we will send you a detailed design brief. If you're interested and able to meet this criteria, we will select then select a candidate.

We will not be asking for proposals prior to selecting a candidate.