

# WHO ARE YOU

**STUDENT GUIDE**

**YOUR CHANCE TO  
SHOW THE WORLD  
HOW CREATIVE  
YOU ARE**

**A NATIONAL ART  
COMPETITION FOR  
YEARS 10-13 &  
FOUNDATION/DIPLOMA**

# SUPERSIZE YOUR ART

Imagine: your artwork up on a massive advertising billboard.

'Who are you 2' is your chance to show the world how creative you are. We want to put your artwork on a poster. Not a tiny A3 sheet on the school notice board. We've got 75 outdoor billboards around the country to show off the creativity of 20 imaginative students.

Think you've got an idea big enough?

## THE BRIEF

The only rule is that your idea has to answer the question 'who are you'.

So let your imagination run wild. Think about what the question means to you as an individual (or as a group). Do you want to say something about what it means to grow up in your neighbourhood or your town? It could be an idea about the world you find yourself in today.

Or maybe you'll want to do something totally off the wall that reflects your personality.

You can work on your own or as part of a team. As long as you send us a great piece of artwork, you're in with a chance of seeing your artwork supersized.

## THINK BIG, THINK CREATIVE, THINK VISUAL

There aren't any rules about what you send in, but think about what works on a huge scale.

We don't want an advertisement, we're looking for artwork that best represents you.

Don't use someone else's work - if you 'borrow' a photograph or a drawing you need the original artist's permission.

## HOW TO ENTER

E-mail your entry to [whoareyou2@aub.ac.uk](mailto:whoareyou2@aub.ac.uk) together with your name, year group, e-mail, contact number, details of your school/6th form/college, plus a brief description (less than 50 words) of how your artwork fulfills the brief. There are two competition categories: **years 10 - 11 and years 12 - 13 plus Foundation/Diploma.**

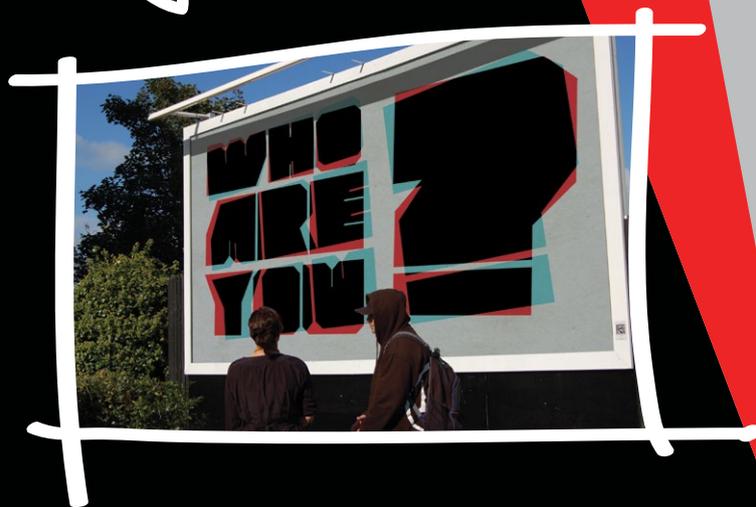
The deadline for entry is the 15th April 2013

What happens next...

> A panel of judges will announce the shortlisted entries on the 16th April 2013, which will then go to a public vote on Facebook until 19th April 2013.

> The top 20 winning entries (10 from each category) will be notified on 24th April 2013 with artwork appearing on billboards from 20th May - 3rd June 2013.

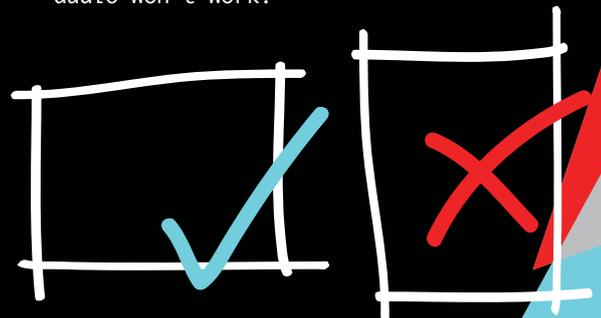
For full competition Terms and Conditions visit [www.aub.ac.uk](http://www.aub.ac.uk)



## WHAT ARE WE LOOKING FOR?

Most importantly we're looking for a great piece of art. However we should point out that your piece will be reproduced on a billboard that is 6m x 3m so consider the following...

> Your creation can be as large as you like, just remember to keep it landscape. Your artwork will be recreated for print so unfortunately sculptures, film, 3D and audio won't work.



> You don't have to send us your actual artwork for judging - a photo or a jpeg will be fine. The image you send us of your entry should be no larger than 1200px wide at 150dpi resolution.

> Remember to keep a high resolution version of your work, as we may need it at a later point in the competition.

## SEE YOUR ART IN CENTRAL LONDON

The winners will be invited to London for a celebratory event which will include a chance to see their artwork on billboards in one of London's most famous streets - Tottenham Court Road.

# ARTS UNIVERSITY BOURNEMOUTH

The competition is being run by the Arts University Bournemouth. Our specialist courses supply talented graduates to the creative industries. Previous students include internationally renowned photographers, Oscar winning scriptwriters and successful digital entrepreneurs. We have some of the best-equipped studios in the country where our students get the practical experience needed for a successful career in the arts.

You can find out more about us at [www.aub.ac.uk](http://www.aub.ac.uk)

# JCDECAUX

JCDecaux is providing the billboards that will showcase the winning entries. They are Europe's largest outdoor advertising company. 293 million people in 3,400 of the world's largest cities see their billboard sites every day. Now they've got some great spots ready for you to showcase your artwork.

# STILL NEED TO KNOW MORE?

If you have any further questions or require additional information please contact us at: [whoareyou2@aub.ac.uk](mailto:whoareyou2@aub.ac.uk)

Or find out more about the competition at

 [facebook.com/inspiredAUB](https://facebook.com/inspiredAUB)

# COMPETITION BACKGROUND

This is the second year of our exciting Who are you competition. Last year we had 10 winners from all over the UK and Europe, whose artwork grabbed the attention of millions of people.

One of the winners Kate Sturney thought that the competition was brilliant! "Seeing my artwork on a massive billboard was beyond imaginable. I went from being a girl studying photography at college with a low profile to someone who's time and effort had actually paid off and had made something of herself. It's honestly something I will keep with me forever."

To view Kate's billboard and the other winning entries from the 2012 competition visit our Facebook page.



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