

WHO  
ARE  
YOU 2

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

TEACHER'S GUIDE

## SUPERSIZED ART

Imagine: your students artwork up on a massive advertising billboard.

'Who are you 2' is their chance to show the world how creative they are. We'd want to put their art work on a billboard and we've got 75 outdoor sites to show off the creativity of 20 imaginative students.



# STUDENT BRIEF

The only rule is that their idea has to answer the question 'who are you?'

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

Or maybe they will want to do something totally off the wall that reflects their personality.

They can work on their own or as part of a team. As long as they send us a great piece of artwork, they're in with a chance of seeing their art work supersized.

## WHAT ARE WE LOOKING FOR?

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

- > Their creation can be as large as they like, just remember to keep it landscape. Their artwork will be recreated for print so unfortunately sculptures, film, 3D and audio won't work.
- > They don't have to send us their actual artwork for judging – a photo or a jpeg will be fine. The image they send us of their entry should be no larger than 1200px wide at 150dpi resolution.
- > They must remember to keep a high resolution version of their work, as we may need it at a later point in the competition.



## HOW TO ENTER

Students should e-mail their entry to [whoareyou2@aub.ac.uk](mailto:whoareyou2@aub.ac.uk) together with their name, year group, e-mail, contact number, details of their school/6th form/college, plus a brief description (less than 50 words) of how their artwork fulfills the brief. There are two competition categories which entries will be allocated to after submission:

> 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 6th 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.

## 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.

## ENQUIRIES

Find out more about the competition on

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

e-mail us any queries at [whoareyou2@aub.ac.uk](mailto:whoareyou2@aub.ac.uk)

Or contact Josie Powell, Schools and Colleges Liaison on 01202 363367 or [jpowell@aub.ac.uk](mailto:jpowell@aub.ac.uk)

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

# 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)

## JC DECEAUX

JC Decaux 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.

## 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.

THIS COMPETITION IS BROUGHT  
TO YOU IN PARTNERSHIP BY

