Prince George's County Education Association

NEEDS YOUR CREATIVE ART-DESIGN SUPPORT!

PGCEA Art Build for Public Education

The Prince George's County Education Association (PGCEA) is holding a community Art Build for public education in early March: **Friday, March 1st 4:00pm-10:00pm, Saturday, March 2nd 10:00am-10:00pm, and Sunday, March 3rd 10:00am-10:00pm**. In preparation for our March For Our Schools Rally in Annapolis on March 11th (https://marchforourschools.com/) . The Art Build is modeled after the recent Los Angeles (UTLA) Art Builds for Public Education and the Oakland (OEA) Art Builds. See link: Milwaukee Art Build Photos

We are calling on teachers, students, allies in public education and beyond to create images to be used in the struggle to defend and promote public schools. All the images people create will be displayed and some used on banners, drop banners, parachute banners, screen printed posters, and screen-printed picket signs.

Please include one of our core messages in your design--and help us visually communicate these themes:

1. Fight for the public schools all children deserve
2. Education Justice is Racial Justice
3. Teachers, we work for the people.
4. Community Schools Build Democracy
5. Public Schools, The heart of the community
6. Small class sizes matter
7. Build schools, not walls
8. March for Our Schools
9. Our Children Can't Wait
10. Fund Public Education

VISUAL CONSIDERATIONS (see templates at the end of this PDF for design guidelines/scale of images)

STREET VISIBLE: Designs that are strong, bold, high contrast and visible from a distance and show up most powerfully on the streets and in photos.
SEPARATE TEXT: If the text is separate from the image, including translations into other languages is much simpler.
COLORS: You can use any colors, but a bold use of red is preferred. Union colors are Royal Blue and White.

ALL IMAGES WILL BE DISPLAYED: All the images we receive will be displayed during the art build and online. Please include your name and any brief info you want people to know you to include with your image (or if you prefer we do not display).

Deadline for submitting images or drafts:
All image draft submissions are due by **Sunday, February 10th by 11:59pm**; the Art Build committee will be reviewing designs on February 11th. Please submit images to Devin Nixon at dnixon@pgcea.org - Subject line: PGCEA Art Build.

Prior to the deadline, please email Devin to let her know what slogans you are designing for and what formats (banners, poster, parachute banners) so she has an idea what is being worked on and what is needed for designs.

Image drafts can be a final image or a mock-up/sketch. The images will be reviewed and selected by the Art Build Committee who will then decide on the final images and may suggest minor changes.

Artists will be contacted if their design is selected by Wednesday, February 13th. Final designs will be needed by Monday, February 18th by 11:59pm, 2019 to give time to expose silkscreens prior to the March 1st–3rd Prince George's County Art Build.

Some images will also be selected by the Art Build Committee to be used for pickets, banners and parachutes. We may contact ask you to make changes so the image will work well. People will be contacted if their design is selected by **Wednesday, February 13th**. Final designs will be needed by **Monday, February 18, 2019**.

Formats to design for are:
(5-10 different designs) **banners.** Multi-color. Designs will be projected onto off-white muslin fabric during the art build and painted with semi-gloss exterior house paint. Please be aware that the text (the slogan) will need to read from a distance.

(2 different designs) **parachute banners**. Multi-color. Design a circular image design that will be projected onto a 24' wide white nylon "play parachute" with handles. The image will be traced and then painted with semi-gloss exterior house paint during the art build. (See the Milwaukee Art Build link for examples of parachute banners)

(1-3 different designs). **Screen printed picket signs**. One-color. Design vertical images (around 19"x25") that can silkscreened onto off-white muslin fabric and constructed into picket signs. The silkscreen ink can be any color and some areas of the design can be hand painted during the art build but primarily think of a bold design that relies on one-color. Note too that text should be readable from a distance. The selected images will be turned into silkscreens so make sure that your design is at a high resolution (300dpi). The Art Build committee will expose the screens. A design from this series can also be adapted into a potential t-shirt.

(4 different designs) **Screenprinted patches**. One-color designs. Four different designs that are screen printed on muslin fabric. These designs can be attached with safety pins to the back of sweatshirt, jacket, or backpack. They can be worn in marches, etc. The design scale is around 8.5" x 11". Artists do not have to design for patches. The designs for the patches can be chosen from the picket sign designs, banner graphics, etc.

Credit/Future Use of the Images:

The artist retains the copyright to their work and can use their image, including sell copies of their image, in other venues/purposes in the future. But the artist also allows Prince George's County Education Association to use the image as they see fit (to use the image for campaigns, to share on social media, to adapt for future banners, t-shirts, etc. Full credit will always be attributed to the artist. Prior to final acceptance artists will sign an image release.

Images for archive:
25 copies of any printed multiple produced during the Art Build (screen printed picket signs, patches, fliers, offset posters, placards) will be kept by the Milwaukee Art Build team to assemble box sets for archives (University Libraries, Museums, Labor archives, etc) to preserve this important labor and public education history. The Milwaukee Art Build team will contact artists whose images are included in the archive box set individually to discuss details prior to completion.

Or if you don't have anything to submit and you're really interested in participating please: Click Here!

Design examples that highlight how text and image can be read from a distance:

Banners:

Screen printed picket signs:

24' Parachute designs: