

Contract Brief for the Wessex Museums Trust

Role:	Graphic Design and production for the exhibition Un/Common People: Folk art in Wessex
Location:	Own location
Fee:	£2920.00 + VAT (to include fee and production costs)
Status:	Freelance contract with Wessex Museums Trust
Reporting to:	Project Manager, Wessex Museums
Start Date:	June 2024
End Date:	December 2024

1. Introduction

- 1.1. Wessex Museums is a thriving partnership of the five principal museums across Dorset and Wiltshire that tell the stories of Wessex from prehistory to now, namely: Poole Museums, Dorset County Museum, The Salisbury Museum, Swindon Museum & Art Gallery, and Wiltshire Museum. Wessex Museums exists to build the relevance and resilience of our museums. Our mission is: *to support museums to connect, inspire and add value to people's lives.*
- 1.2. Wessex Museums is an Arts Council England National Portfolio Organisation (NPO). As such we have an ambitious public programme to deliver between now and 2026. As part of this, Wessex Museums is delivering a project about folk art and traditions of Wessex entitled *Lost & Found: Redefining the folk arts and traditions of Wessex*
- 1.3. In November 2023 we received a grant from the National Lottery Heritage Fund to support this project.
- 1.4. The main output of the project will be the exhibition *Un/common People: folk culture in Wessex* that will showcase the collections of the 5 museums and tour to 4 venues between November 2024 and May 2026.
- 1.5. Wessex Museums has completed audience consultation for this project through a series of focus groups, the findings of which helped shape an initial interpretation strategy, completed in 2023.
- 1.6. The target audiences for the exhibition are as follows:
 - Local visitors
 - Families
 - Local communities

2. *Un/Common people: folk culture in Wessex* exhibition themes

2.1 The exhibition will be arranged around 4 main themes and a series of key words:

- **Un/Common place:** public, private, urban, rural, coastal physical spaces. Land is a key word here. Local. Region. Territory. Beating the Bounds. Exclusion. Belonging. Not belonging. Freedom. Domestic spaces. Landscape. Sacred sites. Seascape. Genius Loci.
- **Un/Common making:** to make as a creative act. Materials. Form. Shape. Colour. Texture. Layering. Process. Skill. No formal training. Personal expression. Leisure. Customised. Therapy. Mark making. Upcycling. Recycling. Repurposing. Graffiti. Crafting. Tools. Functional. Decorative. Personalised. Utilitarian. Value. Everyday materials. Tools. Classification. Hierarchies. Collecting. Collections (public and private). Making a collection. Decolonising. Preservation. The body of the collection. Collecting the past now, and securing the future.
- **Un/Common stories:** Folklore. Interpretations. Language. Stories. Dialect. Meaning. Memory. For the record. Testimony. The spoken word. Text. Protest. Fears. Hope. Past. Now. Future. The People's stories. Notebooks. Record keeping. Museum cataloguing. Terminologies. Diaries.
- **Un/Common people:** Local people. Community groups. Ceremony. Festival. Pageant. Protest. Kindred. Fandom. The collective. Coming together. Sharing.

3. Background

3.1 Folk is defined as 'of the community, for the community'. In essence, folk arts and traditions are artistic expressions curated by a community. The Wessex region has a rich folk heritage, expressed through the objects held by the partner museums, and by the vibrant contemporary folk scene, which is centred on the seasonal calendar. However, notions of British 'folk' being rural, insular, static, about the past and largely for white, middle class, old people, are prevalent.

3.2 Through the exhibition, Wessex Museums aims to challenge pre-conceived ideas of 'folk' and to demonstrate that folk traditions, whilst attached to seasons or place, are continually changing and evolving in response to changes in our environment and society. Alongside this we are keen to explore the relevance of folk to different communities, redefining what 'folk' means to people in our region and reconnecting them to traditions from their own cultures and backgrounds in the process.

3.3 The exhibition seeks to reconnect people to the folk heritage of Wiltshire and Dorset. Through the process, local people will be invited to share and express their own heritage and creativity, and to explore broader themes and contemporary issues such as conflict, belonging and climate. This will include community co-created 'new folk' pieces which will form part of the exhibition display in each venue.

Each 'new folk' piece will be community-led and therefore the exact nature of these works is not yet known. There will be one new folk piece in the exhibition which will be unique to each of the four exhibition venues.

3.4 The exhibition also aims to engage visitors with intangible and living folk heritage through audio/visual and interactive elements off the exhibition. This will include:

- 6 x 5-minute films of folk traditions across the seasonal calendar. The films will become an integral part of the exhibition, shown on screens with sound, in the exhibition galleries and run on a continuous loop.
- Photography of different folk traditions across the seasonal calendar to produce a 'Wessex Year' mosaic of photography for the exhibition. This will include a minimum of 6 to 8 images, colour or black & white. The images will be printed and framed by Wessex Museums for use in the exhibition.
- A sound map of the Wessex region (approx. 2m x 2m), highlighting the five venues (Dorchester, Poole, Salisbury, Devizes and Swindon) and key locations associated with stories.

3.5 Wessex Museums has commissioned the Museum of British Folklore to curate the exhibition and design and produce the 3D design.

3.6 The exhibition will be collections based and therefore include museum objects on open display and in cases. Each venue will be invited to enhance the touring exhibition through location-specific exhibits/ This might be. For example, an additional display case with artefacts relating to a site-specific story, person or custom.

4. Purpose of the Brief

4.1 We are looking for a graphic designer to design a graphic identity and produce the 2D exhibition graphics and marketing assets to include:

- Work closely with the commissioned curatorial/3D design team to develop the visual identity/lead graphic for the exhibition, based on their conceptual ideas.
- Artwork and produce all the graphic text panels and labels for the exhibition. These will be text only with no images, and materials used will be agreed with the curatorial team. This includes approximately:

1 x Exhibition title panel

1 x Introductory panel (150 words)

4 x Section panels (80 - 100 words)

4 x Sub-section (story) panels (80 words)

4 x large object labels (80 words)

50 – 60 object labels (50 words)

Label for Song Map and associated interactive

1 x large label for Folk film

6 x object labels for photograph exhibits

1 x label for community-led art (for Swindon)

1 x acknowledgements panel

Any additional vinyls or similar, to be agreed with the 3D designer

- In addition to the above Wessex Museums requires a digital template with all the art-worked assets to enable each partner museum to create venue-specific labels in hi-res formats to be agreed with the client. Clear guidelines for use including set font and colour palettes must accompany these digital assets. The 2D design must respond to the graphic identity created by the lead exhibition concept designer (Simon Costin of the Museum of British Folklore).
- The above digital assets will also be used for on-line marketing and promotion, by Wessex Museums and all the partner museums, and for any other required outputs relating to the exhibition. These digital assets need to support the production of:
 - Banners for each museum (sizes to be determined)
 - Poster A0 size which can be also scaled down internally to support museum requirements
 - Social media assets including for Facebook and Instagram to include lead image and exhibition themes.

4.2 The 2D design will enhance this narrative approach, helping to contemporise folk and creating a bold, dynamic and inclusive visual language for the exhibition.

4.3 The exhibition design must bring together the different elements on display, including museums collections, AV, community 'new folk' pieces and interactive elements, into a cohesive and accessible narrative.

4.4 This will be a touring exhibition, displayed in five different venues between December 2024 and May 2026. An outline exhibition schedule is as follows:

- Swindon Museum & Art Gallery: Nov 2024 – March 2025

- Wiltshire Museum: April 2025 – September 2025
- Poole Museum: October 2025 – January 2026
- Salisbury Museum: February – May 2026

4.5 The production of these graphics needs to be sufficiently durable for this touring exhibition, including how they will be fixed. Wessex Museums also seeks best practice in reducing negative environmental impact and welcomes proposals that address this, both in terms of materials used and production methods.

5. Role and Outputs

The appointed designer will be expected to deliver and manage the following elements:

- Work with the curatorial/3D design team to agree a final graphics scheme for the exhibition and associated marketing assets.
- Create a graphic identity for the exhibition, with the curatorial/3D design team, and design all necessary artwork for labels, text panels, and other graphic materials to be used in the exhibition and for marketing purposes at all venues.
- Work with the curatorial/3D design team to finalise layouts to accommodate the graphics scheme.
- Manage the production of all graphics and arrange delivery to the first exhibition venue (Swindon).
- Create a set of digital assets, with guidelines for use, for Wessex Museums and the Partner Museums to create site-specific graphics, adaptable marketing assets and for on-line use. The graphics need to conform to accessibility guidelines, particularly in relation to the typography, contrast and layout.

6. Responding to the brief

Please submit responses to brief, to include:

- At least two examples of your work.
- Your approach to how you will meet the brief including how you will meet best practice in environmental sustainability and accessibility.
- High level programme for completion of the work including key tasks and milestones (1 side of A4).
- Quotation for proposed fee, to include all expenses and VAT and day rate/number of days (1 side of A4).
- Submissions should be returned to hello@wessexmuseums.org.uk by 21 June 2024.
- We anticipate the contract will be awarded w/c 24 June 2024.

7. Location & Equipment

7.1 The person appointed will work from their own premises.

7.2 The contractor will be expected to provide and is responsible for their own equipment to produce the artwork.

8. Timescale

4 June 2024	Brief sent out
21 June 2024	Deadline for quotations and work samples
w/c 24 June 2024	Designer appointed
July 2024	Exhibition visual identity/concept design finalised
July 2024	Digital assets and guidelines for marketing and promotion completed and issued to client.
Aug/Sep 2024	Exhibition graphics artworking
Sep 2024	Proofs issued for checking/sign off
Sep 2024	Production of graphics
31 Oct 2024	Delivery to Swindon.
31 Oct 2024	All exhibition digital assets and guidelines for use issued to client team.
Dec 2024	Contract close

9. Remuneration for the Contract

The maximum available budget for the work is: **£2920.00** plus VAT, but inclusive of expenses. The designer's fee and payment schedule will be agreed at appointment.

10. Insurance

The Consultant will be required to have professional indemnity insurance (min. £250k) and public liability insurance (min. £2m).

11. Health & Safety

The Consultant will be responsible for managing their own health and safety and those they work with, complying with all relevant legislation.