

Energy Efficiency Mural

Application Form

Energy Efficiency Mural

*** (This is NOT a City of Chula Vista contract for services. Contract for services will be held between artist and managing consultant) ***

Energy Efficiency Mural

Overview

The project involves conceptualizing, designing and installing an energy efficiency graphic novel mural and facilitation of a 1 hour collaboration session with a Grade 6 class (See Visuals and Concept Outline) . The mural concept is Masters of Sustainability vs Masters of Disasters (See Design Concept). The artwork will need to be converted to vector files, to create interactive displays in the Chula Vista Civic Center Library. The selected artist(s) will also Collaboration among arts disciplines will be accepted. Total project budget is \$6,000.

Objectives

To promote energy efficiency in a fun and artistic way

Audience profile

The primary target audience is 6th graders attending the Library's Thinkabit Lab but design should connect across all ages.

Tone

Overall, the displays should use a fun and light-hearted design approach in keeping with the Thinkabit Lab theme. It's important to speak to 6th graders in a tone that is engaging and isn't too childish while weaving in components that could also appeal to an adult audience.

Message

Key messaging of the displays should relay the importance of energy efficiency. Specific key messaging can incorporate the following, aligning with the State Board of Education's Grade 6 Course Standards: True energy efficiency adheres to the energy efficiency loading order:

- 1) Reduce the need for energy first
- 2) install high-efficiency upgrades/equipment
- 3) install renewable energy generation systems (solar hot water and solar energy [PV] systems) last, after all cost-effective means of reducing energy use have been installed.
- 4) The ultimate goal is to reach net-zero energy consumption

- Advantages of being energy-efficient
- Consequences of not being energy-efficient (fossil fuel combustion, etc. → global warming)
- Smart Cities are models of energy efficiency
- STEM skills can help with problem-solving and lead to career pathways
- Small incremental efforts add up to make a big impact
- Waste generation and energy and water consumption all play a role in energy efficiency

Visuals & concept outline

Using the idea of a graphic novel for inspiration, the images and messaging will follow a similar storyline to what would be found in a comic book. The broad appeal of graphic novels across all ages, from kids to adults, makes this an ideal medium for connecting with our target audiences. Furthermore, the graphic novel genre allows us to playfully introduce and explore fantastic scenarios enabling us to inject excitement and relevance into what may otherwise be perceived as an uninteresting topic.

Energy Efficiency Mural

Design Concept

Diverse characters who act like superheroes but who the kids can identify with, will play out the storyline in the context of “Masters of Disaster vs. Masters of Sustainability.” In a traditional play of good vs. evil, our heroes will confront various energy challenges, which they will overcome through a combination of STEM skills and knowledge of the positive effects of energy efficient practices. Our “good” heroes, who will be depicted as teens or young adults, will embody the values, skills and attributes of engaged learners and act as positive role models.

The backdrop for this tale will be a “smart city” set in the near future, with recognizable local landmarks, “green” elements (trees, environmentally appropriate vegetation) and filled with both known and futuristic items.

Project Scope

1. Creative design and completion of mural in the stairwell
2. Vector files of 4 characters (2 of each gender and 1 each of white, Hispanic, African American and Asian ethnicity). that can be adapted in other areas of the Library . Costume colors will assist in identifying them to either “Disaster” or “Sustainability” sides.
3. One 1-hr collaboration session with a Grade 6 class. We will invite local media to cover this event.
4. All materials including scaffolding, paint, dropsheets, etc. to complete the project to be provided by artist(s).*
5. Costs for time & materials covering all of the above must be outlined in a budget not to exceed \$6,000.

*The City of Chula Vista Public Works department will be patching/priming the walls with white paint and upgrading the floors prior to the artist’s installation.

Other Requirements

Displays and display areas must be:

- durable, hard-wearing materials in anticipation of coming into contact with upwards of 4,500 people annually
- compliant with fire and safety codes and regulations
- inclusive, accessible and representative of the Chula Vista community
- focused on energy efficiency messaging

APPLICATION FORM ENERGY EFFICIENCY MURAL

Step 1: Complete the Energy Efficiency Mural Application Form in its entirety. Incomplete Applications will not be considered. Artists may collaborate on this project. Please contact the Cultural Arts Division with any questions at cvarts@chulavistaca.gov or (619) 409-5456

Energy Efficiency Mural

** All applicants must include an On-line portfolio or digital samples of relevant work. At least one professional reference ***

Step 2: Complete the supporting materials for mural project proposal, include preliminary storyboard with proposed graphic of characters and character development, and drafted mural concept.

Step 3: The application packet and supporting materials must be received no later than **5:00 p.m. on Tuesday, February 28th, 2017** via email to cvarts@chulavistaca.gov

APPLICATION FORM ENERGY EFFICIENCY MURAL

PERSONAL INFORMATION

Artist Name

First _____ Last _____

Street Address

City _____

State _____ Zip Code _____

Phone Number _____

E-Mail (required) _____

Artistic Discipline _____

Website _____

Social Media Handles _____

PROJECT PROPOSAL SCOPE

Applicants must include a detailed description of the mural project proposal with draft visual concept, story board for the Masters of Sustainability vs Masters of Disaster design concept. Applicants must clearly tie the graphic novel energy efficiency theme into mural project proposal. Descriptions should be concise but include enough detail to fully describe the mural project proposal.

Energy Efficiency Mural

Additional Submittal Requirements

- Complete the supporting materials for mural project proposal, include preliminary storyboard with proposed graphic of characters and character development, and drafted mural concept.
- On-line portfolio or digital samples of relevant work
- At least one professional reference

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