

Artists Brief – Gardens for Wildlife mascot illustration



Project lead: Tara Guddat

Contact: g4w@mornpen.vic.gov.au

Project: Illustration of Blue-Banded Bee for Gardens for Wildlife logo


Background:

Mornington Peninsula Shire is developing a Gardens for Wildlife program to support residents planting Indigenous gardens to promote local biodiversity. An initial step in the program was the selection of a mascot species to be incorporated into the Gardens for Wildlife logo. Following a vote by the community the Blue-Banded Bee has been selected.

Project goals:

- To produce an illustration of the Blue-Banded Bee to be incorporated into the Shire's Garden for Wildlife logo
- The illustration is to represent the Blue-Banded bee in a fashion that will connect people to the program
- The illustration will be incorporated (outside of this brief) into the Gardens for Wildlife logo by our graphic design team.

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<p>THEME</p>	<p>Blue-Banded Bee</p> <p>The Blue-Banded Bee gets its name from the metallic turquoise bands across its golden and white fluffy body. It performs ‘buzz pollination’ or sonication by shaking its entire body rapidly. Certain plants will only release their pollen this way. While the illustration should accurately represent the Blue-Banded Bee, the use of subtle tones, inclusion of vegetation/flowers is encouraged to soften the image.</p>
<p>PROJECT SCOPE</p>	<p>The preparation of an illustrated Blue-Banded Bee, including plants if appropriate for incorporation into the Gardens for Wildlife logo. The artist is not required to incorporate the illustration into the logo, this will be undertaken by the Shire’s graphic designer in line with the Gardens for Wildlife guidelines.</p> <p>Below are examples of other local government Garden for Wildlife logos for context.</p> 

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DUE DATE FOR EOIs	<p>Responses to this brief must be received no later than 15 February 2021</p> <p>The response should include:</p> <ul style="list-style-type: none">• Name and experience/qualifications of the artist and/or interest in the opportunity• Examples of your illustrations. <p>Designs to be completed by and sent to g4w@mornpen.vic.gov.au</p> <p>Responses will be reviewed by a Panel and the artist may be requested to present their concept(s) via a small online presentation</p>
DUE DATE FOR DESIGN	<p>Project is to be undertaken and completed by 22 March 2021</p>
ARTIST FEES	<p>A fee of \$1,500 will be paid to the artist on completion of the artwork. Incremental payments can be negotiated.</p>
ARTIST REQUIREMENTS	<ol style="list-style-type: none">1. Signed letter of offer sent via email <ul style="list-style-type: none">- Participate with the project lead on design ideas and inspiration for the illustration.- Illustration to be approved by all partners to the project (Project Team/Panel).- Artist must be a Mornington Peninsula resident

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COPYRIGHT	It is proposed that any artwork will have shared copyright between the partners of the project the artist, Mornington Peninsula Shire and will be promoted on the Shire's website and social media and reproduced on promotional items, marketing collateral and online.
SHIRE CONTACTS	The project is managed by Mornington Peninsula Shire For further enquiries or information contact Tara Guddat: g4w@mornpen.vic.gov.au
ACCEPTANCE OF TERMS & CONDITIONS	Selected artist to notify Tara Guddat at Mornington Peninsula Shire by 19 February 2021 stating agreement to the terms and conditions as laid out in this brief.