



Creatives wanted to breathe new life into COVID-19 messages

Who: local artists/designers

When: Apply by 22 July. We will review submissions by 29 July. You then have until 20 August to complete artwork.

Brief:

Testing can help people determine if they are infected with SARS-CoV-2 – regardless of whether they have symptoms – and whether they are at risk of spreading the infection to others. Lateral flow devices (LFDs) are one of the tools being used to help us detect COVID-19 and reopen society.

Getting into the habit of regular testing as part of our everyday lives will play an important role as restrictions are cautiously lifted and we begin to get back to more normal ways of life. It is particularly important that families of school-age children, secondary school pupils, and people going out to the workplace test regularly using lateral flow devices. Everyone in England is now able to access free, regular, rapid COVID-19 tests for themselves and their families to use twice a week.

We know that people are getting bored of repeated messages about coronavirus. There is also confusion around which test to take. (LFD if you are asymptomatic. If you have symptoms of COVID-19, you need a different test called a PCR test). To help combat this we are putting the challenge to creative people in Southampton to come up with new and interesting ways to keep the message fresh.

The brief is to create a digital image that gets this message across in new and interesting ways. You can experiment with typography, illustrations, graphic design, copywriting – we aren't limited on style or content but we will need your creation to work as a digital image and for it be suitable for all audiences. This will then be used on social media and other digital channels to promote safety messaging. The image can be on the theme of any (or a combination of) the key messages below, though we are not tied to those specific words.

Keep Southampton Safe
Test twice a week, every week
Isolate if you have a positive result
Let's Get Southampton Moving

How to apply:

Please send the following materials to Fiona.Hardie@southampton.gov.uk by 22 July.

- UP to 100 words on how you would approach the project/your chosen theme(s) and intended design
- 5 images of previous artworks (JPG, PNG, PDF max. 1 MB each)
- Artist statement or biography (if available)
- Link to artist website (if available)

What next:

The selected artists/designers will be contacted by 29 July – if selected candidates agree to work with us, at agreed fee, then they will need to provide digital artwork files by 20 August.