

Artwork Expression of Interest

Introduction

Federation University's Aboriginal Education Centre (AEC) is undergoing a rebranding process and seeks to introduce new artwork that reflects its commitment to Aboriginal and Torres Strait Islander education, culture, and community engagement. This artwork will serve as a visual representation of the AEC's values, and it will be used across various platforms, including digital media, printed materials, and physical signage.

We are looking to create a culturally meaningful and visually impactful brand that aligns with the Centre's vision while celebrating the identity and heritage of Aboriginal and Torres Strait Islander peoples.

Acknowledgment

Federation University Australia acknowledges the Traditional Custodians of the lands and waters where our campuses, centres and field stations are located and we pay our respects to Elders past and present, and extend our respect to all Aboriginal and Torres Strait Islander and First Nations Peoples

Wimmera: Wotjobaluk, Jaadwa, Jadawadjali, Wergaia, Jupagulk

Ballarat: Wadawurrung

Berwick: Boon Wurrung

Gippsland: Gunai Kurnai

About the Aboriginal Education Centre (AEC)

The Aboriginal Education Centre at Federation University supports the educational, cultural, and social well-being of Aboriginal and Torres Strait Islander students. Our goal is to foster an inclusive and culturally supportive environment, offering programs, services, and opportunities that promote reconciliation and enhance the educational experiences of Aboriginal and Torres Strait Islander students.

Project Details

The key objectives of the artwork rebrand are:

- **Cultural Reflection:** The artwork should honour and reflect the rich cultural heritage, identity, and values of Aboriginal and Torres Strait Islander peoples.
- **Representation of the AEC's Mission:** The artwork must symbolise the AEC's dedication to supporting Aboriginal and Torres Strait Islander students in their educational journeys and promoting community engagement and cultural values.
- **Versatility:** The artwork should be adaptable for use in various formats, including online, print, merchandise, and signage, ensuring a consistent and recognisable identity.

Design Guidelines

- **Cultural Sensitivity and Authenticity:** The artwork must incorporate culturally relevant symbols, themes, or styles that are meaningful to Aboriginal and Torres Strait Islander peoples. It should respect and celebrate Aboriginal and Torres Strait Islander cultures that is both authentic and engaging.
- **Simplicity and Scalability:** The design should be simple, modern, flexible, and suitable for different sizes and platforms. It needs to retain its impact for large-scale signage or as a small image on a digital platform.
- **Colour Palette:** The artwork should be adaptable for both full-colour and monochrome applications.

Deliverables

The final deliverables for the project are as follows:

- A high-resolution, scalable artwork in multiple formats (e.g., JPEG, PNG, AI, EPS) for versatile use across various platforms.
- Versions of the artwork need to be suitable for print, web, and merchandise.
- A brief written description or presentation explaining the cultural meaning, symbolism, and inspiration behind the artwork design.

* If you have concerns about the digital formatting please reach out via the contact details below

Timeline

The project will follow the timeline below:

- Artwork submission - 11th November 2024 – 12th January 2025
- Community Consultation – 13th January 2025 to 2nd February
- Licencing agreement negotiation
- Final Delivery of Artwork: 21st February 2025
- Launch of New Brand will be early 2025

Selection of artwork

Federation University has five campuses located across many Victorian Aboriginal countries, we have decided to open this to all Aboriginal and/or Torres Strait Islander artists across our regions.

Once the artwork design applications have closed, we will be inviting the Aboriginal and Torres Strait Islander community stakeholders to vote on their preferred artwork design.

If you're unsuccessful you will be notified as soon as possible by someone from the Aboriginal Education Centre.

Payment

The successful artist will be contacted to negotiate a licencing agreement for the Aboriginal Education Centre's use to promote the artwork design.

Artwork submission form – Please submit with image of artwork submission

Name	
Address	
Email	
Phone	
Mob	
Artwork description/ story	
Do you have any previous connection to Federation University Aboriginal Education Centre?	
Please provide a confirmation of Aboriginality or Statutory Declaration	

Please submit to aec@federation.edu.au

Contact Information

For all inquiries or additional details about the artwork or design project, please contact:

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