

## **The Design Brief**

### **Objective**

To create artwork that aligns with the theme of ‘communication, emotion, and my brain’ for Arden University’s Brain Awareness Week (“the Theme”).

Your artwork should either be:

1. An original painting; or
2. An original sculpture; or
3. An original picture (landscape or portrait) or
4. An original video clip that is no longer than 30 seconds; or
5. An original audio track that is no longer than 120 seconds.

There will be 3 categories that we will judge each artwork submission against; please see clause 4.2 for more details.

You must also submit along with your artwork, a supporting blurb (no more than 200 words) explaining how your artwork fits the Theme (“Artwork Explanation”).

Your artwork and Artwork Explanation must not include:

1. anything of a distressing or age-sensitive nature; and
2. any flashing lights or anything that could trigger epilepsy in viewers of the artwork.

Please see clause 3 of the Terms and Conditions on how to submit your Entry.

If you have any questions, you can contact the BAW Art Project Group at [baw-art@arden.ac.uk](mailto:baw-art@arden.ac.uk).