



SCHOOL of  
ADVANCED STUDY  
UNIVERSITY OF LONDON



Arts & Humanities  
Research Council



BRITISH  
ACADEMY

for the humanities and social sciences



## 2015 Festival Design Competition

Calling all artists and designers! The national Being Human festival of the humanities is delighted to launch a competition to produce a poster/flyer design to be used to promote activities taking place across the UK from 12–22 November 2015.

### About the festival

Being Human is the UK's only national festival of the humanities. The festival aims to showcase and engage the public with innovative humanities research across the country. It demonstrates how integral, influential and impactful research in the humanities is on us, our culture, our language, our society, our understanding of the relevance of the humanities in our lives. Essentially, it is about what make us human.

In 2014, the festival featured more than 160 events organised by over 100 cultural partners across the country, with an audience of around 20,000. Participating institutions included the British Museum, the Wellcome Collection and the National Museums of Scotland. For highlights from last year, take a look at the [2014 festival film](#). In 2015, it will return between 12–22 November for ten days of big questions, big debates and engaging activities.

Being Human is led by the [School of Advanced Study](#) (SAS), University of London: the UK's national centre for the promotion, facilitation and support for research in the humanities. The festival is run in partnership with the [Arts & Humanities Research Council](#) (AHRC) and the [British Academy](#), with additional support from the Wellcome Trust. The festival has developed a significant online audience, with its own [website](#), blog and Twitter handle to connect people from across the UK. It's Twitter account currently has in excess of 2,000 followers.

### Design brief

We are looking for a simple, eye-catching and engaging design to use on posters and flyers for the Being Human festival, 2015. The winning design will replace our [2014 campaign artwork](#) and will help us to achieve our core aim of **engaging non-academic audiences with the humanities**.

The winning design should communicate the festival's core messages:

- The humanities in the UK are vibrant, vital and relevant to all.
- The humanities inspire and enrich our everyday lives.
- The humanities help us to understand ourselves, our relationships with others and the challenges we face in a changing world.
- The Being Human festival is national and takes place across the whole of the UK (England, Scotland, Wales, Northern Ireland).
- The Being Human festival is inclusive and open to all, particularly to non-academic audiences.

## Target audience:

- The Being Human festival is national and takes place across the whole of the UK (England, Scotland, Wales, Northern Ireland).
- The Being Human festival is inclusive and open to all, particularly to non-academic audiences.
- Our core audience is 20 to 40-year-olds. However we are seeking to engage with younger (15 to 19-year-olds) and ethnically-diverse audiences.
- The Being Human festival has developed a significant online audience, with its own website, blog and Twitter handle to connect people from across the UK.

## Keywords:

At the festival's heart is a sense of 'humanity', 'research', 'connections' and finally 'engagement', in the sense of engaging the general public with research being undertaken in universities.

## Design uses:

The winning design will be used in a variety of promotional materials, which may include:

- Postcards
- Flyers
- Posters
- Social media channels
- Web banners

Because of the wide variety of materials, we will look favourably on versatile designs whose elements can be separated out to fit various different channels. For example, a fully designed poster with pieces that can be broken out for social media or web banner use.

## Prize:

The winning entry will receive £300 and will benefit from exposure throughout the Being Human festival.

The winning design will be used for Being Human promotional materials throughout our 2015 campaign, and will benefit from national exposure during this time and beyond. In addition, the winning designer will be profiled on the [Being Human website](#) and introduced as the competition winner to the festival's network of over 100 universities and cultural organisations across the UK.

In addition, the winning designer will be offered the opportunity to convene a design-focused event during the Being Human festival itself, utilising space in the [University of London's iconic Senate House](#).

## Judging process:

Designs will be judged by the Being Human steering committee, which includes representatives from the School of Advanced Study, University of London, the Arts & Humanities Research Council, and the British Academy. In the event that no overall winner can be agreed, the panel reserves the right to use a commissioned design for festival artwork.

## Technical specification

Entries should be submitted to [beinghuman@sas.ac.uk](mailto:beinghuman@sas.ac.uk) by **Monday 29 June 2015 (midnight)**.

- Entries should be A4 in size (297mm x 210mm, portrait), though it should be possible to adapt the design to work as a smaller A5 flyer. The image can be saved at a resolution that will enable us to zoom in to see details during judging, but the file size must not exceed 5MB.
- Email your design as a high-resolution PDF file to [beinghuman@sas.ac.uk](mailto:beinghuman@sas.ac.uk), and include your name, email address and telephone number in the body of the email.
- Label your file as **BHdesigncomp2015\_LASTNAME\_FIRSTNAME.PDF**

- Entries must credit all persons involved in the creation of the piece.
- The winning entrant will be asked to provide an InDesign file with the design components (e.g. constituent image files, fonts and any other design elements) included, which must be available by 26 June. If your design has been produced by hand (i.e. an illustration), please ensure that it is possible to zoom in on the scan to view the details.

## **Timeline**

The deadline for submissions is **Monday 15 June 2015**. The winning entry will be informed by email by Tuesday 23 June 2015. It is expected that the first poster will be printed by 15 July 2015, though the design will be included on other print material for the duration of the festival promotion.

## **Context: the humanities**

### ***Wikipedia:***

The humanities are academic disciplines that study human culture. The humanities use methods that are primarily critical, or speculative, and have a significant historical element—as distinguished from the mainly empirical approaches of the natural sciences. The humanities include ancient and modern languages, literature, philosophy, religion, and visual and performing arts such as music and theatre. The humanities that are also sometimes regarded as social sciences include history, anthropology, area studies, communication studies, cultural studies, law and linguistics.

### ***Stanford University:***

The humanities can be described as the study of how people process and document the human experience. Since humans have been able, we have used philosophy, literature, religion, art, music, history and language to understand and record our world. These modes of expression have become some of the subjects that traditionally fall under the humanities umbrella. Knowledge of these records of human experience gives us the opportunity to feel a sense of connection to those who have come before us, as well as to our contemporaries.

### ***Ohio Humanities Council:***

In its definition of the humanities, Congress includes:

- Archaeology
- Comparative religion
- Ethics
- History
- Languages & linguistics
- Literature
- Jurisprudence
- Philosophy
- History, theory and criticism of the arts
- Aspects of the social sciences which use historical or philosophical approach
- Humanities, general and interdisciplinary

The humanities are the stories, the ideas and the words that help us make sense of our lives and our world. The humanities introduce us to people we have never met, places we have never visited and ideas that may have never crossed our minds. By showing how others have lived and thought about life, the humanities help us decide what is important in our own lives and what we can do to make them better. By connecting us with other people, they point the way to answers about what is right or wrong, or what is true to our heritage and our history. The humanities help us address the challenges we face together in our families, our communities, and as a nation.