



Street Banner Competition




**Your
art
here!**

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oceanparkvillage.com

 [@theoceanparker](https://www.instagram.com/theoceanparker)

OCEAN PARK STREET BANNER PROJECT

The Ocean Park Community Association is pleased to announce the 2022/23 Ocean Park Street Banner design Competition. High School Senior Artists are encouraged to submit a single street banner design proposal. The banners will be located on 32 streetlights located in Ocean Park Village.

ABOUT THE OCEAN PARK COMMUNITY ASSOCIATION

The community of Ocean Park is a vibrant village nestled between White Rock and Crescent Beach in Surrey, B.C. It is a place where people take pride in their community, and small-town friendliness extends to neighbours and visitors alike. Locals enjoy strolling amid towering evergreens, the warm hospitality of boutique shops, restaurants, services and amenities including a library and historic community hall.

The Ocean Park Community Association works hard to enhance the community with many special events and activities throughout the year, including annual beautification projects, community events and heritage projects.



OCEAN PARK BANNER GUIDELINES

DESIGN GUIDELINES

1. Designs should be influenced by the uniqueness of Ocean Park and the surrounding community. There is a thematic character and voice we would like reflected in these designs.
 - o Community, History, Nature
 - o Grateful for our natural surroundings (ocean + parks)
 - o Acknowledgement of the traditional, unceded territories of the Semiahmoo First Nation and the broader territory of the Coast Salish Peoples' land we work, live and play on.
2. Artists should include a typed half page design rationale, explaining their design and how it relates to the Ocean Park community in .pdf or .doc format.

BANNER ART STRATEGIES

- Do not use more than 3 main subjects in your banner (eg, cloud, tree, trees, moon, ocean, eagle, salmon, owl, sunset). Anything more will be difficult to "read" when hoisted on the lamp posts 20 feet overhead.
- Keep subject matter **large and simple**; remember that the banners will seem much smaller when installed on lamp posts. Think big and bold!
- Bright primary colours work best on street banners and last the longest; only use strong yellow if set against darker colours. Complimentary colours such as purples, greens and oranges are the next best options. Large blocked areas of colour can be seen clearly from a distance. If the banner is completely coloured, it is advisable to have white areas which break up the colours and help define the design. *Our preference is to avoid blue and green colour combinations for*

this set of banners with an emphasis on bright, vivid colours like reds, purples and oranges.

- Some colours do not “read” well from a distance, especially several pastels, beige and dark colours together (e.g. brown, dark blue, dark green, purple). Blues and greens of the same tone placed side by side will meld together; to define your design, consider the colour tonal values, and make sure they are varied.
- The most successful designs are the very simplest shapes with strong colour
- No text, please.
- The printable area is 30” wide by 60” tall + CMYK print.

SELECTION PROCESS

Your submission will be evaluated based on your submission package. Submissions will be reviewed and adjudicated by the Ocean Park Community Association and the City of Surrey. The successful proposal will:

- Reflect some or all of the thematic character in the artwork as identified in the Design Guidelines;
- Reflect the community values and aesthetic of Ocean Park;
- Demonstrate originality and artistic merit;
- Be fun and interactive; and enhance community experience.

ELIGIBILITY AND REQUIREMENTS FOR THE ARTIST CALL

This opportunity is open to artists who:

- High School Senior Artists who reside in Ocean Park or attend a High School in Ocean Park
- Are available to meet the project deadline of **December 16th, 2022**

TIMELINE

- October/November: Connecting with schools, intaking design submissions
- December: Review/decide on final design
- Final design submitted to the City of Surrey for review: January 2023
- Design files to the printer: February/March 2023
- Banner install: May 2023

TERMS & CONDITIONS

Interested artists are advised that the Ocean Park Community Association is not obliged to select any artist or accept any of the artists’ proposals and may reject all proposals. Each artist is advised, and by the submission of a proposal, agrees that the Ocean Park Community Association will not be responsible for any costs, expenses, losses, damages (including damages for loss of anticipated profit) or liabilities incurred by the artist as a result of or arising out of submitting a proposal, or due to the Ocean Park Community Association’s acceptance or non-acceptance of their proposal, or arising out of any contract award not made in accordance with the expressed or implied terms of the artist call. The winner will sign a written agreement with the Ocean Park Community Association to license the image for one banner run (approx. 3 years) and consent to

using the image free of charge for the sole purpose of creating the Village Banners. The licensing will cease when the banners are replaced with a new image.

CONFIDENTIALITY OF SUBMITTED DOCUMENTS

The Ocean Park Community Association will make every effort to maintain the confidentiality of each application and the information contained therein except to the extent necessary to communicate information to staff and adjudication members for the purposes of evaluation and analysis.

The Ocean Park Community Association will not release any of this information to the public except as required under the Province of British Columbia *Freedom of Information and Protection of Privacy Act* or other legal disclosure process.

For further clarification or questions, please email:

Regula Appenzeller

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