



Kaldor Public Art Projects and VADEA NSW

Why visual arts education matters

GUIDELINES FOR VIDEO SUBMISSIONS

What if you could advocate for your subject? What would you say to principals, parents or members of the community who do not see the value of a quality Visual Arts education? How would you convince them that art fosters critical and creative thinking, encourages experimentation, builds intellectual autonomy, strengthens social and cultural connections, and prepares students to navigate the future? How would you show the diversity, vibrancy and relevance of Visual Arts learning in your school?

Kaldor Public Art Projects and VADEA NSW are producing a short video to promote the value of Visual Arts education for all students. We want to highlight the voices of teachers and students through a range of creative responses, and to galvanise support for Visual Arts education in Australia and internationally.

The final video will be launched in October 2018 at the symposium *All Schools Should Be Art Schools*, presented by Kaldor Public Art Projects and UNSW Art & Design, to an audience of key education leaders and advocates.

Below are some guidelines for video submissions. For further information, please contact Antonia Fredman, Education Manager, Kaldor Public Art Projects, at antonia@kaldorartprojects.org.au

What to say

Your video submission should answer the following key questions:

1. **Why does Visual Arts education matter?**
2. **What is unique about the subject Visual Arts?**
3. **How important is it for young people to experience art first-hand?**
4. **What can Visual Arts education offer students?**

Technical specifications

Video submissions should be no longer than 60 seconds in duration, and maximum 2GB file size. Please submit in .MP4 or .MOV format, widescreen (16:9, landscape) aspect ratio. Full HD resolution (1920 x 1080) is preferred.

Quality is important

You don't need expensive equipment. Video or SLR cameras are ideal, if you have access to them, but you can get good results with a smartphone or tablet. Just avoid dim lighting, back-lighting, or inconsistent lighting, which casts shadows on faces or causes subjects to squint at the camera. You should also avoid excessive background noise, such as strong wind, and excessive camera movement. If using a phone or tablet, avoid front-facing or "selfie" mode, and remember to shoot in **landscape, not portrait** orientation. For best results, shoot at **full HD 1920 x 1080 video**.

Show and tell

We want to see the diversity of schools, classrooms, students and learning experiences across NSW. If your school is in a regional or remote location, or a busy metropolitan centre, you might include location shots. Show us how you use technology or traditional techniques in the classroom. How do you engage with Aboriginal and Torres Strait Islander culture? How do you address the diverse cultural and language backgrounds of students? If you have permission from students or parents, we would love to see examples of student work, and shots of students in action – getting their hands dirty, or engaged in intellectual debate!

Get students involved and get creative

We want to harness the creative skills of Visual Arts educators and students to advocate for our subject. Why not use this video as a class project? Students might research examples of art as activism, design posters or banners, paint placards or create animations to argue for the value of art.

Permissions

Please note that the final video will be edited from a range of submissions, and any footage that you supply may not appear in full. By submitting this video, you accept that Kaldor Public Art Projects and VADEA NSW have the right to edit footage and to use the edited video for promotional purposes. Kaldor Public Art Projects and VADEA NSW are not-for-profit organisations, and will not distribute the video or any part thereof for commercial gain.

Please be advised that the final video will be distributed on social media platforms for promotional purposes. **** NB: You will need to obtain relevant permissions for any persons or artworks appearing in the video – including students and examples of student work – and to complete the Kaldor Public Art Projects and VADEA NSW Image Consent Form, which is attached below.**

How to submit

Please follow these steps when submitting your video footage.

1. Email your completed Image Consent form to antonia@kaldorartprojects.org.au
2. Save all videos in .MP4 or .MOV format
3. File name in the following format: *KPAP_VADEA_YourSchoolName_TeacherSurname*
4. Upload your final video submission at <https://wettransfer.com>
5. For free transfers, simply select “Take me to free”. (File transfer is free for files up to 2GB).
6. Click on the blue “Add your files” button, browse for your file and select “Open”.
7. Email to antonia@kaldorartprojects.org.au
8. Include your preferred contact email

Key dates

Monday 23 July: Applications open

Friday 21 September: Deadline for all submissions

Wednesday 24 October: Launch of video at symposium and on social media

Good luck! We look forward to seeing your creative responses!



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Release and Permission to Use Photographic Image and Waiver of Liability for minors (under 18)

I agree and warrant, in relation to the video submitted by me for inclusion in the Kaldor Public Art Projects / Visual Arts & Design Educators Association of NSW (VADEA NSW) video project ("Project") that:

1. The only students whose image or work is featured in the video, are those listed below.
2. I have obtained all necessary permission in respect of those students below to use their image or work in the video.
3. Kaldor Public Art Projects and VADEA NSW have my permission and that of the students to use the video or any edited part of it for the purposes of the Project.
4. I agree myself and on behalf of the students that Kaldor Public Art Projects and VADEA NSW may upload the Project to the internet including social media platforms and are not responsible for any reproduction or misuse of the Project by third parties not under their control, and Kaldor Public Art Projects and VADEA NSW are released from any claims arising out of any such use or misuse.

Contact name

Position

Email

Telephone

School name

School address
