

Digital Designer/Technologist Brief

Our Natural Blue Spaces



Summary

Bedford Creative Arts (BCA) is looking to appoint a freelance creative to create an interactive digital map for our project Our Natural Blue Spaces.

Our Natural Blue Spaces is a project that works with schools and communities in Central Bedfordshire to create an illustrated map of local Blue Spaces (i.e. rivers, ponds, canals, lakes) and identifies ways in which they can be conserved and accessed by local people.

Artist, Kremena Dimitrova, is working in four schools to create a physical illustrated map and accompanying healthy-living campaign. <https://kremenadimitrova.com/>

We are looking for someone to interpret Kremena's map in a digital space, on a website or via an app, and add interactivity that enables people to access the content digitally as well as physically.

About the digital content

We are open to your ideas about how you would approach this brief.

We'd like you to look at the physical, illustrated content created by Kremena and school students and consider how this can be enhanced digitally to encourage greater access.

We'd like you to consider:

- How to make the digital content accessible and interactive online, ideally via being embedded in an existing website platform.

- Retaining Kremena's original illustrations but also enhancing them to add interactivity and links to additional content or hot spots.
- Including additional physical content in a digital space e.g. creating online links to students' pictures, poems and materials that informed the creation of the original artwork and campaign.
- Providing links from the digital map to other websites, agencies and online content relating to the theme.
- Ensuring excellent accessibility for digital users of all abilities and needs.

Timeline

The project to create the physical map is underway and content should be available to the applicant by early June 2024. We would like the digital map to be available from August 2024.

Fee

Applicants are asked to provide a quotation for their services.

The budget for this work is in the region of £2,500-£3,000, inclusive of all expenses and disbursements.

The fee will need to include your time alongside the digital capture of the illustrations, school's artwork and any hosting or platform design.

Application Process

Candidates wishing to apply should submit a proposal of no more than 2 sides of A4 explaining how they would approach the delivery of the brief. They should also supply:

- A CV or description of their previous experience. This needs to include links to/examples of previous work.
- 2 professional references, testimonials or referees.

Applicants are welcome to supply this information in video or audio format (no longer than 5 minutes) if they prefer.

Applicants should submit this information by the deadline. Shortlisted applicants will be invited to attend a brief online interview.

Application deadline: 10.00am Monday 3rd June 2024

Interviews: week beginning 10th June 2024

Submissions to: office@bedfordcreativearts.org.uk

Questions may be asked in advance by email to clarify the brief using the address above.

We welcome applications from applicants at various stages of their career and from a variety of demographic backgrounds.

Additional information

Our Natural Blue Spaces Project Overview



'The Wind in the Willows' by Kremena Dimitrova

The aim of this project is to produce an interactive map connecting Blue Spaces in Central Bedfordshire; "River, Lake, Canal or Pond". The map will be in physical and digital formats.

In addition to the map, the project will produce a campaign for healthy living alongside our waterways without negatively impacting the planet.

The map and campaign will be created by four schools working alongside artist Kremena Dimitrova, informed by sketch-up walks recording natural findings and evidencing the area's incline or decline.

The project is supported by Central Bedfordshire Council, Arts Council England and the Mrs B L Robinson Charitable Trust.

<https://bedfordcreativearts.org.uk/projects/our-natural-blue-spaces/>

About Bedford Creative Arts

Bedford Creative Arts is a contemporary arts organisation that has worked across Bedfordshire for 39 years. It is committed to commissioning high quality art in communities, working with people to make great art in response to the place where they live. We work at different levels, from light participation to deeper collaborative projects between artists and the public. Throughout our work we seek to make new work that is accessible and engaging for audiences, and questions and develops social practice within contemporary art. Bedford Creative Arts is an Arts Council England national portfolio organisation. www.bedfordcreativearts.org.uk

Equal Opportunities

Bedford Creative Arts values inclusivity and strives to ensure equal opportunities for all. This means that all applications will be judged on the candidate's individual merit and abilities in relation to the brief for the role and no applicant will be unfairly discriminated against based on any protected characteristic (as defined by the Equality Act 2010) or will be disadvantaged by conditions or requirements which cannot be shown to be justifiable. We acknowledge certain demographics are often under-represented in the arts and in our areas of work and therefore we especially encourage applications from diverse ethnic backgrounds, those with a disability, and those with less formal educational qualifications. We will not prejudice any applicants that do not come from one of these backgrounds if they have the skills and knowledge needed to deliver the role however, we may take positive action to support representation where this can be shown to be justifiable. If you require an alternative method of application in order to fairly access this recruitment process, please contact us on info@bedfordcreativearts.org.uk or 01234 818670.

Privacy Notice

Bedford Creative Arts (BCA) complies with the Data Protection Act 2018 and the General Data Protection Regulation (EU) 2016/679 under the control of its Information Governance Policy. Your information will be stored confidentially and only be used for the purposes of selection for the role applied for. Your information will not be transferred outside the organisation. By submitting an application, you are indicating that you are content for your details to be stored by BCA for the purposes of handling this selection process until such time as all appointments are made. All application information from unsuccessful applicants will be safely destroyed unless you give us permission to retain it in our Talent Bank for the purposes of informing you about other future opportunities which may be of interest.