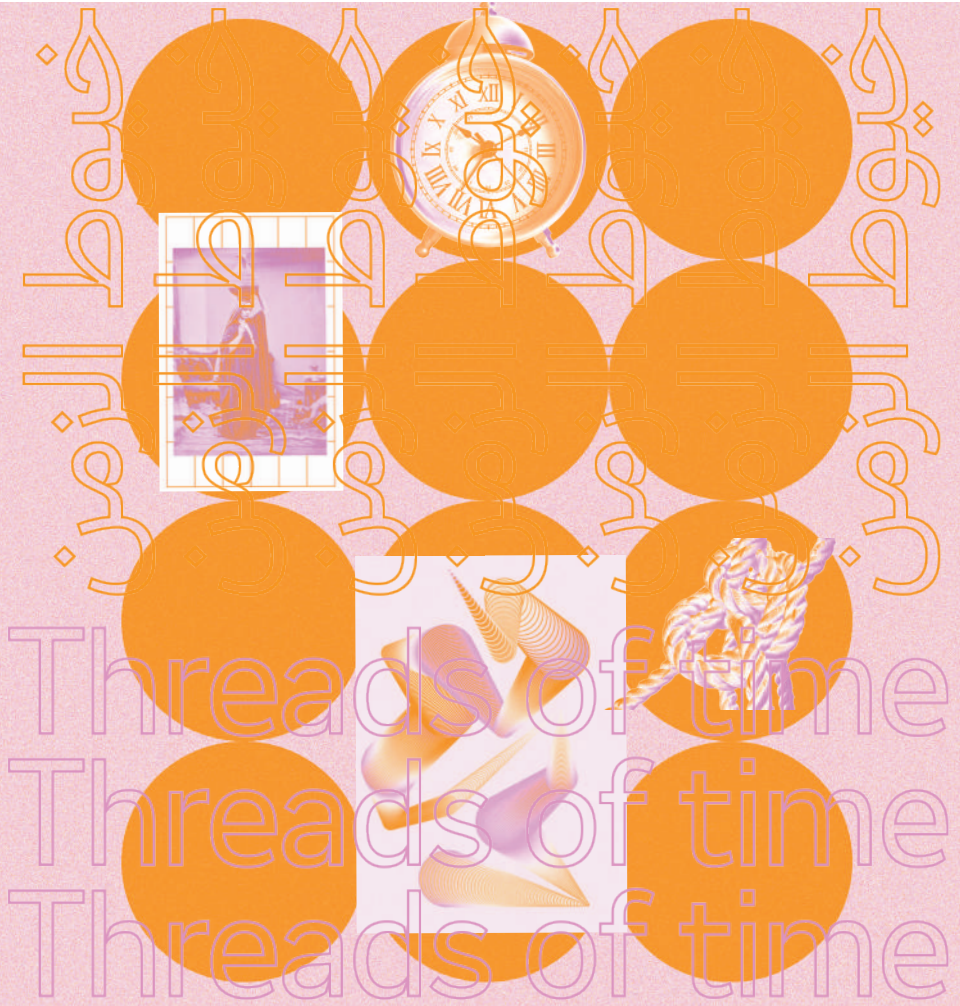


University Take Over the Museum

Graphic Design and Media Student Brief



About This Brief

This document serves as an informative guide for applicants of the Universities Take Over the Museum project with Louvre Abu Dhabi. Namely, it contains the programme dates, the project brief, roles and scope of work, the selection criteria, references, and online resources.

This brief and application form is for Graphic Designer and Media Support Roles only.

See separate application for Artist, Content Developer and Educator Roles.

Students interested in volunteering for the programme can by sending an email to UTOM@Louvreabudhabi.ae with the following email title: Volunteering for UTOM Season 3- [Student Name and University]

Free museum membership for selected students and Professors who endorse their work.



About Louvre Abu Dhabi

The origins of Louvre Abu Dhabi dates to March 2007. The UAE and France formed an unprecedented partnership for cultural exchange, and the highlight of this is the establishment of Louvre Abu Dhabi on Saadiyat Island, part of Saadiyat Cultural District. The partnership combines the UAE's bold vision of cultural progression and openness, with France's expertise in the world of art and museum to explore shared themes that reveal and connect humanity.

Louvre Abu Dhabi represents the dynamic nature of the contemporary Arab world while celebrating the region's vibrant multicultural heritage. France-Muséums – 17 of France's most renowned cultural institutions – coordinates the loan of artworks to this UAE museum and provides management expertise.

A Universal Museum in the Arab World

What does it mean to be universal? For Louvre Abu Dhabi it means focusing on what unites us: the stories of human creativity. The museum brings different cultures together to shine fresh light on these common stories of humanity, beyond individual civilizations, times, or places.

This philosophy guides the museum in everything it does, from its foundation as a collaboration between two cultures, to the dazzling architecture that combines French design with Arabic heritage.

Louvre Abu Dhabi champions cultural achievements from prehistory to the present day. The galleries are not separated by geography but set in chronological order. The aim is to encourage respect, curiosity, learning and self-reflection.



Programme Brief

Louvre Abu Dhabi calls upon University students and recent Alumni across the UAE to partake in the third season (2024-2025) of the annual University Take Over the Museum programme. The programme challenges students to explore human history through a wide lens that highlights and addresses the interconnected historical and cultural events through time.

To participate, students must search for threads that link different historical and cultural moments across time to create stories about global human development referenced through the artworks at Louvre Abu Dhabi. Selected projects are activated at the museum throughout the season.

Proposals should interpret our collection and narrative— A Universal Museum embracing diversity and commonalities.

In Season 3, there are multiple roles that enable students to innovate and respond to the challenge, through one or more of the following:

- Artist
- Content Developer
- Educator
- Graphic Designer
- Media Support
- Volunteer

What is the challenge?

Select and connect two or more artworks on display at the museum from different time periods to show threads that link different historical and cultural moments to create or reference stories about global human connections and development.

Interpret what you've learned through various skills such as performance, spoken word poetry, music, drama, dance, live drawing, projections, digital interactions, or research.

The Challenge: Threads of Time

Museum Online Resources

Highlights of the Collection
Education and Learning Resources
The Pulse of Time

Scope of Work

Graphic Design Brief

University Students can showcase their creativity and design skills by creating communication pieces that announce and promote the event to the public.

This year's theme, "Threads of Time," invites students to explore the interconnection of past, present, and future through their designs.

Objective

Design a compelling communication piece (or series) to inform the public about the "University Take Over the Museum" event. The design should reflect the theme "Threads of Time" and capture the essence of the event, engaging the audience and encouraging them to visit the museum.

Submission Guidelines - Students can apply individually or in groups.

1. Template Poster

- Each submission must include a version using the provided Louvre Abu Dhabi template poster. This ensures consistency and meets the museum's branding requirements.
- See Template poster in the next page.

2. Creative Freedom

- Beyond the template poster, students are encouraged to get creative. They can choose the medium and format, whether it's digital or analogue, static or interactive.
- Creativity in the interpretation of the theme is highly encouraged.
- Students can design a single poster or a series of posters. If choosing a series, ensure there is a cohesive visual and thematic link between each piece.

3. Theme Interpretation

- The theme "Threads of Time" should be central to the design. Consider how time connects different eras, cultures, and experiences, ideas etc... Think about visual metaphors, symbolism, and narratives that can bring this theme to life.

4. Submit your project description

- Up to 300 words including your design rationale and design thinking process.

Technical Specifications

Template Poster:

- Must use the provided dimensions and include all required text and logos.
- Utilize the artwork area within the template with your creative visuals.
- The template poster should be submitted in both high-resolution in a format suited to your medium, as well as editable format (e.g. photoshop, InDesign, illustrator, aftereffects etc.)
- Include a description of the medium used if it's not a standard digital or print format. Additional Posters:
- If designing additional posters, they should complement the template poster in style and message.
- Submit additional posters in high-resolution PDF and any relevant editable format.

Student groups must share their filled Application form with their proposed design to UTOM@louvreabudhabi.ae

Submission Format: Digital submissions via Dropbox to UTOM@louvreabudhabi.ae

File Naming Convention: [YourName]_UniversityTakeOver_ThreadsOfTime_[PosterNumber].pdf

6 creative designs will be selected for the season.

Application Deadline:

22 September 2024

Final Design Submission:

1 November 2024

برنامج المتحف للجامعات

University Take Over the Museum

L'université s'invite au musée

خيوط الزمن
Threads of time



Your artwork goes here

Scope of Work

Media Support Brief

University Students can showcase their photography and videography skills by documenting the event and their peers' projects. This year's theme, "Threads of Time," invites students to explore the interconnectedness of past, present, and future through their lens.

Objective

Capture and create compelling visual content (photographs and videos) to document the "University Take Over the Museum" event. The content should capture and showcase the projects of the participants within the museum space.

Submission Guidelines

Students must apply in groups of 3 or more. One team will be selected for each university.

Photography

1. Template Usage:

- Each submission must include photos using the provided Louvre Abu Dhabi photography guidelines to ensure consistency and meet the museum's branding requirements.

2. Creative Freedom:

- Beyond the guideline requirements, students are encouraged to get creative. They can choose the subject and composition that best represent their vision.

Videography

1. Template Usage:

- Each submission must include videos using the provided Louvre Abu Dhabi animation templates to ensure consistency and meet the museum's branding requirements.

2. Creative Freedom:

- Beyond the guideline requirements, students are encouraged to explore creative storytelling through their videos, capturing the essence of the theme "Threads of Time."

Technical Specifications

Photography: Must use the provided dimensions and include all required text and logos.

Social Media Posts:

- Instagram/Facebook Posts: Size: 1080 x 1080 pixels, Format: JPEG or PNG
 - Instagram/Facebook Stories: Size: 1080 x 1920 pixels, Format: JPEG or PNG
- File Naming Convention: [YourName]_UTOM_ThreadsOfTime_[PhotoNumber].jpeg

Videography:

- Instagram Reels/TikTok: Size: 1080 x 1920 pixels, Length: 15-30 seconds per video, Format: MP4
 - YouTube: Size: 1920 x 1080 pixels (16:9 aspect ratio), Length: 1-2 minutes per video, Format: MP4
 - Instagram/Facebook Stories: Size: 1080 x 1920 pixels, Length: 10-15 seconds per clip, Format: MP4
- File Naming Convention: [YourName]_UTOM_ThreadsOfTime_[VideoNumber].mp4

Submission Details

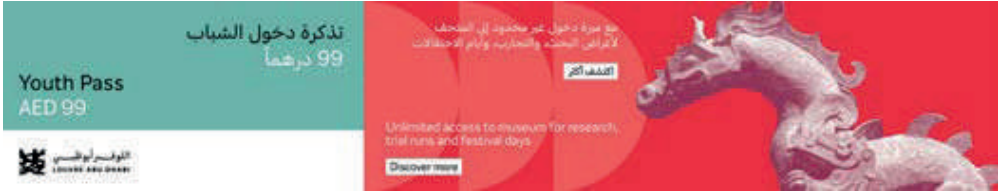
Student groups must share their filled Application form with their portfolio to UTOM@louvreabudhabi.ae

Submission Format: Digital submissions via Dropbox to UTOM@louvreabudhabi.ae

Contact Information: For questions or further details, contact UTOM@louvreabudhabi.ae

Dates and Timelines

1. **Submit Proposal**
22.09.2024
2. **Presentation to Selection Committee**
07-10.10.2024
3. **Training Day at the Museum**
22-31.10.2024
4. **Graphic Designer Submissions**
01.11.2024
5. **Project Review and Development**
04.11.2024-12.11.2024
6. **University Take Over the Museum Season**
04.11.2024-15.04.2025
7. **Take Over the Museum Evaluation**
16-30.04.2025



Number of Youth Passes required:
(Each facilitator requires a pass)

عدد التذاكر المطلوبة لدخول الشباب:
(يحتاج كل منسق إلى تذكرة واحدة)

Project Lead

قائد المشروع

Role:

الوظيفة:

Full Name:

الاسم بالكامل:

Email:

البريد الإلكتروني:

Mobile Number:

رقم الهاتف المحمول:

Team Member #1

عضو الفريق رقم 1

Role:

الوظيفة:

Full Name:

الاسم بالكامل:

Email:

البريد الإلكتروني:

Mobile Number:

رقم الهاتف المحمول:

Team Member #2

عضو الفريق رقم 2

Role:

الوظيفة:

Full Name:

الاسم بالكامل:

Email:

البريد الإلكتروني:

Mobile Number:

رقم الهاتف المحمول:

Team Member #3

عضو الفريق رقم 3

Role:

الوظيفة:

Full Name:

الاسم بالكامل:

Email:

البريد الإلكتروني:

Mobile Number:

رقم الهاتف المحمول:

Team Member #4

عضو الفريق رقم 4

Role:

الوظيفة:

Full Name:

الاسم بالكامل:

Email:

البريد الإلكتروني:

Mobile Number:

رقم الهاتف المحمول:

University Professor

أستاذ جامعي

Full Name:

الاسم بالكامل:

Email:

البريد الإلكتروني:

Mobile Number:

رقم الهاتف المحمول:

Date Submitted:

تاريخ التقديم:

Signed by Team Leader

Name:

University / College name:

Date:

توقيع قائد الفريق

الاسم:

اسم الجامعة / الكلية:

التاريخ:

Disclaimer and Final Notes

The student agrees that all intellectual property rights in the projects they create as part of the “University Take Over the Museum” program, including any photography, audiovisual material, graphic design, text, and other content (the Material), will be transferred to DCT. The student will sign any necessary forms to complete this transfer if requested by DCT. The student may use the Material for their university course credits or as otherwise approved in writing by DCT.

Note:

- Ensure all designs are original and free from any copyright issues.
- Properly credit any resources or inspirations used in the creation of your work.
- Refrain from featuring direct photos of the artworks from the museum to avoid copyright complications
- Reach out to UTOM@louvreabudhabi.ae in case you need support with Image Credit or if you have any inquiries regarding the copyrights of Louvre Abu Dhabi artworks

Resources and References

- [\[Link to Museum Brand Guidelines\]](#)
- [\[Link to Photography Guidelines\]](#)