

# KLA ART 012: PROJECT PROPOSAL GUIDE

You are required to describe the planned project, including visuals such as photographs, designs, sketches and drafts. You should also include a budget estimate.

Many people who are excellent artists find themselves floundering when it comes time to take on the task of constructing a proposal, with the proposal writing often being more stressful than the project itself. Fortunately, writing a proposal does not need to be difficult, so long as you take the time to think through the process.

There are phases that you need to go through before you develop your art project proposal.

## FIRST, DO THE **BACKGROUND RESEARCH** An art project does not just happen

1. Carry out a background search about the project announcers who & what they are. Check them out and meet with them if possible.
2. Then carry out a background search about the project itself, in this case it is about “12 BOXES MOVING”
  - i. What are the projects objective(s)/goals/requirements?
  - ii. Who is it targeting? All artists? This means it is going to be a competition.
  - iii. Check out any images, objects, materials about the project
  - iv. Where is the project going to happen?
  - v. What is the timeline or when is the deadline, and how much time will it take?
  - vi. How big is the project = do I need to collaborate, consult with other people, etc?
  - vii. Are there similar projects that I can use as a reference? But do not copy them.
  - viii. How are you going to benefit from the project? This will motivate you.
3. Plan for your project
  - i. What idea do you want to undertake? It should be connected to the project goals.
  - ii. Look around for some inspiration for example what is going on in the community/ environment around you.
  - iii. Try to be innovative by making an art idea that is new (X FACTOR) but do what you know how to do.
  - iv. What are your abilities? Will you be able to make the art project to the end or you need to work with another artist?

**SECOND, DESCRIBE THE PROJECT/CONCEPT** Presentation is the mother of all success

**1. Project Title/Name** (For example: "THEY COME... THEY GO")

[Insert Project Title/Name here]

**2. Describe the Art Project** in form of written notes.

Introduction: What is it about, what has inspired you, are trying out a new concept or a continuation of a previous project, what do you intend to communicate to the public, therefore what & why of that art piece? What is innovative/new about it?

[Insert Art Project Description here]

### 3. **Objectives and activities** of the Art Project

What are you going to do/make and how, especially when you are given the CONTAINER e.g. number of art pieces (will it be one piece, a series or several pieces). What is the type of work, how big will it be, will it be in phases and what time do you need for example if it will include performance or participation of the visitors.

[Insert Objectives and Activities here]

#### 4. **Art Materials and Equipment** for the Art Project

Describe the materials you are going to use, tools and dimensions

[Insert Art Materials and Equipment info here]

#### 5. **Mounting** the Art Project in the container

Describe how you will put the art project in the container for example stands, lights, sound system or boards

[Insert Mounting info here]

### **THIRD, PREPARE THE ART PROJECT DESIGN** Concept development in form of an artist's folio

- Present in your folio sketches = drawings, photos, video (concept board). This will help the judges to know the process you went through and originality of the project
- Draft of your artwork(s) showing different sides/elevations/ performances etc.= drawings, photos, video
- Draw an artistic impression of the finished project within or/and outside the container

[Insert Info about item no. 999, description]

[Insert Info about item no. 999, description]

[Insert Info about item no. 999, description]

etc

#### FOURTH AND FINALLY, DO THE **BUDGET** Every art project has its financial constraints

Write down your budget which should focus on making the art project, be innovative and realistic. The KLA ART but also make a budget for the entire project so that you know you can do it. Your budget may include the following:

ITEM	DESCRIPTION	EST. COST
Materials	oil paints, metal, printing ink, mounting boards, charcoal, glass, a car or bicycle etc	
[Type of cost]	[Specification]	[Ugx]
Tools or equipment	buying or hiring	
[Type of cost]	[Specification]	[Ugx]
Labor	Artist assistants, human model or dancers, welder etc	
[Type of cost]	[Specification]	[Ugx]
Transport	For equipment, laborers, art project, yourself	
[Type of cost]	[Specification]	[Ugx]
Site preparation	Cleaning the container and setting it up for your art project	
[Type of cost]	[Specification]	[Ugx]
Installation needs	Lighting, sound, mounting boards, stands	
[Type of cost]	[Specification]	[Ugx]
Maintenance	Repairs, changing concepts	
[Type of cost]	[Specification]	[Ugx]
Other people related costs	Photographer, attendant	
[Type of cost]	[Specification]	[Ugx]
Communication	Telephone, handout i.e. cards etc	
[Type of cost]	[Specification]	[Ugx]
<b>TOTAL</b>		

PLEASE NOTE THAT:

- KLA ART 012 will not pay artists for submitting their art project proposals, but it will award some money towards expenses for materials for the winning artists.
- You should be able to finish your project, phases of work with restrictive deadlines for each phase.
- Nature of the artwork(s): The work is going to be public, with the community. It can be of any artistic form. You can place it inside or outside. It can be functional, commemorative, decorative, interactive, descriptive
- An artwork that communicates well: art that is respectful of, meaningful for, and connected to the public – public collaboration.
- Consult with friends when designing the proposal - do not be a closed door studio artist.
- Follow the required parameters, but be explorative.