

# ***Hammer to Shape, Mouth Open***

**An open call to Plymouth College of Art Students**

**A brief by Conway and Young ([conwayandyoung.com](http://conwayandyoung.com))**

**INTRODUCTION:** *Hammer to Shape, Mouth Open* is a changing artwork that will appear on the MIRROR website ([mirrorplymouth.com](http://mirrorplymouth.com)) – where artists and students will make an image, icon, glyph, sigil or symbol of mouths and hammers.

**BRIEF:** Make an image of either a hammer or a mouth to be exhibited on the MIRROR website. The image can be static or moving. (Please read the entirety of this document for further guidance).

**BACKGROUND:** Most people access the work MIRROR do through the website which is an extension of the gallery, with a platform for artists as well as a source of information. We created the framework for these new artworks as a way to disrupt and play with the formality of this online space and to insert artists' work and voices within the mainframe of the website.

We have chosen a mouth in reference to MIRROR being a convivial space and in relation to the origin of the place name Plymouth – mouth of the Plym. And, a hammer



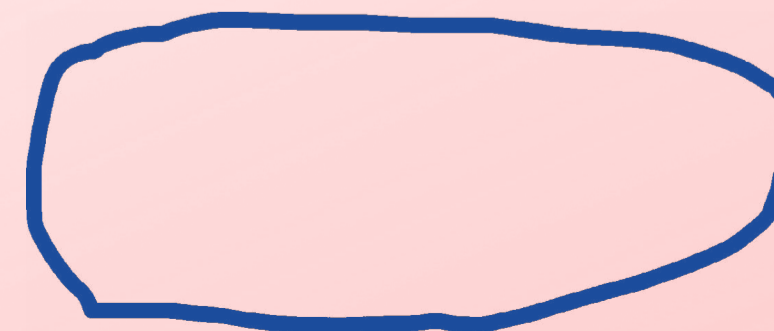
in reference to the Bertold Brecht quote which reflects elements of MIRROR's critical ethos "Art is not a mirror for reality, but a hammer with which to shape it." We have designed the inaugural icons of a hammer and a mouth. They can be viewed on the MIRROR homepage and project archive page: <https://mirrorplymouth.com/projects/hammer-to-shape-mouth-open>.

**FURTHER GUIDANCE:** Your artwork should be image only, please don't include any text. Think about all elements of a mouth – what comes out of it? What goes in it? What surrounds it? How does it move? What does it symbolise? Look at the many types of hammers and what they are used for. How is it held? Think about the materials hammers are made from and how you can create texture in your image. Can you consider a mouth and a hammer conceptually in relation to Plymouth and MIRROR? – For example, for the mouth we

made we referenced Plymouth's coastal location by merging a human mouth with the mouth of an oyster. You can make a static or moving image – think about how what you make interacts with the elements that will surround it on the homepage. Consider the overall aesthetic of the website and how the image you make reacts to or disrupts this.

The process you use to make your artwork can be playful and experimental. Handmade processes are encouraged including 3D model-making, photography, drawing, printmaking etc, as well as digital design. The final outcome must be a digital file which can be used on the website – eg. scan in a drawing, photograph a 3D model. Please edit and save your final artwork to specifications detailed below.

# MIRROR

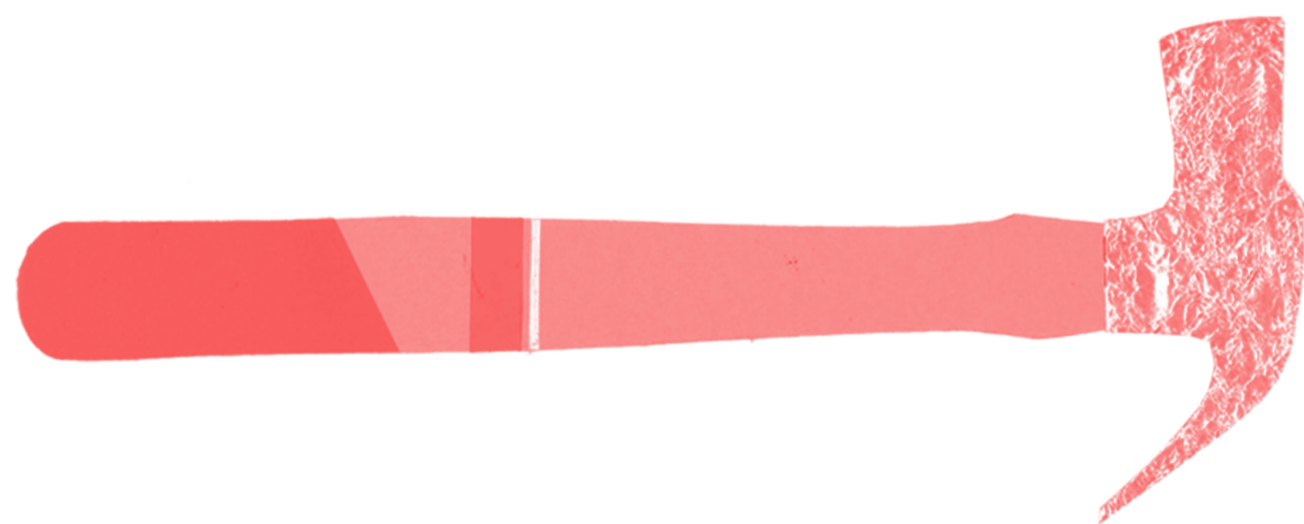


MIRROR is a public gallery, events programme and online resource based out of and supported by Plymouth College of Art

## HOW THE ARTWORK WILL BE USED:

The artwork will exist on the bottom left of the website's homepage - the area highlighted here in red. The artwork can sit statically in the area or move from a fixed point. If your artwork is selected it is likely that you will need to have a short conversation with the website designers as to how you want your image to work in this space (please note there isn't lots of flexibility on where the artwork be placed.)

**RESEARCH EXAMPLES:** We have put together some research examples to further help you to think about ways of approaching the brief. Examples included are a mix of things that directly relate to the themes of mouths and hammers, general image-making and other websites that have similar disruptive elements. These can be seen here: <https://conwayandyoung.dropmark.com/995715>



## ICON IMAGE SPECIFICATIONS:

> Icons should be supplied as a GIF file if animated, and as a PNG if static:

> GIF size should be no greater than 600px on the longest edge, and not exceed a 3:2 (landscape 600px x 400px) or 2:3 (portrait 400px x 600px) aspect ratio.

> Files (for both static and moving artworks) should not exceed 1MB in size,

> GIF's should be no longer than 4 seconds and should be set to loop automatically.

> Set background to transparent on all file types.

Tips on small file size for gifs:

—Use a reduced colour palette

—Reduce the number of frames in the animation

—If exporting through photoshop you can use the 'lossy' slider up to approx. 30, though this will reduce image quality

**SELECTION PROCESS:** There will be a selection process led by MIRROR, it is important to note that not all of the submissions for this brief will be used. Those whose artworks are selected will receive a £100 voucher and their artwork will be exhibited on MIRROR's website for a number of months.

## FURTHER SPECIFICATIONS:

If you're artwork is selected for inclusion to *Hammer to Shape*, *Mouth Open* you will need to supply a still image for the archive. Please set to the following specification:

> Static PNG

> Sized 1200px on longest edge

Thanks for taking the time to read this and good luck.

