



CALL FOR ARTISTS TO HELP ACKNOWLEDGE ORANGE SHIRT DAY 2024 AND THE NATIONAL DAY FOR TRUTH & RECONCILIATION

Overview

The University of Saskatchewan (USask) Indigenous Space & Visual Symbols in the Health Sciences Committee is seeking work samples and brief concept proposals from local emerging or established Indigenous (First Nation, Métis, and Inuit) artists interested in helping acknowledge Orange Shirt Day and the National Day for Truth & Reconciliation on Sept. 30, 2024.

Since 2019, this committee has worked with Shop USask to make non-college-specific orange shirts available to the USask and external community, with proceeds directed toward a fund supporting the implementation of the [Truth and Reconciliation Commission's Calls to Action](#) and to the artist responsible for the featured artwork. To date, over \$35,000 have been raised.

2024 Orange Shirt Day artist submission process

Artists wishing to declare their interest in providing artwork for 2024 materials are asked to email collin.semenoff@usask.ca no later than April 12, 2024.

The declaration of interest email must include:

- 1) The artist's name and contact information (including phone number and email address).
- 2) Links to (or email attachments including) portfolio references of existing work.
- 3) A quote for the completed art commission to become property of the University of Saskatchewan.
- 4) A brief creative proposal outlining how the artist would approach the piece while addressing the technical reproduction requirements of the commission (see below).

Deadline and compensation

- The selected artist will be asked to sign a contract for the commission and provide the completed piece by **June 10, 2024**.
- The fee for this piece will be based on the quote provided by the selected artist and will include a licensing fee of 15% of the retail price of all t-shirts (and, potentially, coffee mugs) sold using the featured artwork.
 - Any other usage of the artwork (outside of communications related to the availability and sales of shirts and mugs) will require artist permission and be licensed at the same 15% rate.
- Compensation is largely dependent upon the artist adhering to the general intent of the creative proposal included in the declaration of interest email as well as the technical logistics of the commission requirements.

Commission requirements

- The creative direction of the piece is at the discretion of the artist and will follow the proposal indicated in the declaration of interest email as much as possible unless significant adjustments to that proposal are established and agreed upon in advance.
- **The finished piece should be either a custom painting or digital art file.**
 - If the selected artist creates a painting, it should be possible to photograph or scan it for conversion into a digital file required by the shirt manufacturer. **The preferred size of a painting is 18” wide x 24” high.**
 - The materials/supplies used in the creation of the commission will be provided by the artist and considered paid for through the licensing agreement and payment of the agreed upon quote provided in the artist’s declaration of interest email.
 - It should be relatively easy to digitally isolate the artwork without substantially altering it (e.g., no complex elements that could not be digitized or intricate backgrounds that would need to be trimmed or erased before reproduction on a shirt or mug).
 - For more information, see the “Technical Requirements” section in this document.
- **The selected artist will be asked to provide an artist’s statement** explaining the meaning or inspiration behind the artwork. This statement will be used to provide cultural context to those interested in purchasing shirts and/or mugs bearing the artwork.
 - A **brief artist bio** is also requested for submission by the commission due date.
- The phrase “**Every Child Matters**” (without quotes) may be included in the artwork provided that it can be digitally isolated and reproduced without requiring significant labour by a graphic designer.
 - In cases where this text is not included by the artist, it will be added after the fact by a graphic designer.
- The selected artist is encouraged to **include a signature** on the piece and include the current year. These elements will be included in reproductions if technically feasible.
- The submitted artwork should not include nudity or offensive visual content or language.
- An **invoice for the commission** will be required from the artist once the art is completed in order to expedite payment.

More information

- To view an example of artwork used on previous Orange Shirt Day materials, visit <https://healthsciences.usask.ca/news-and-announcements/news-stories/2021/orange-shirt-day-t-shirt-2021-story.php>
- To learn more about Orange Shirt Day, visit <https://www.orangeshirtday.org/>

Technical requirements

ARTWORK

(painting, digital artwork, or other medium that can be easily converted into a digital file for reproduction on shirts and/or mugs)



The artwork above does not have elements that can be easily isolated for reproduction without cropping out (and taking liberties with) parts of the artist's work or shrinking the piece into an awkward shape and placement.



These examples have elements that can have the background removed or be digitally isolated and reproduced without significantly altering the original vision of the artist.

The "Every Child Matters" text can be incorporated into the original piece (if it can be digitally isolated) or it can be added by USask afterward. The "Every Child Matters" text can be the feature or a supporting element of the artwork.

The colours used in the artwork should be visually compatible with an orange background once placed on a shirt or coffee mug.

NOTE: A USask logo will be placed on all reproduced items bearing the artwork and "Every Child Matters" language. Inclusion of the year and the artist's signature or name is requested and will be included on all reproductions if technically feasible.



REPRODUCTIONS

