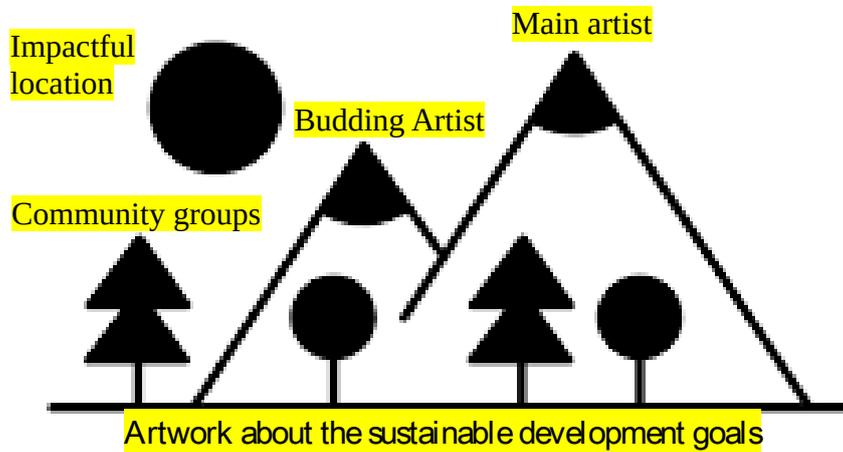


# Social Creatives: Proposal - Impact Arts

## Phase 1 of project : Creating an artwork with different groups



## Process overview



# Social Creatives: Proposal - Impact Arts



## Mentor Artist

Refers to professional artist and lecturers. They are instrumental in conceptualising mural design, ensuring the aesthetic quality of the artworks, and facilitating the other groups.

## Budding Artist

Include art students, hobbyist and volunteers who assist the mentor artists during the preparation and execution process. They facilitate community mural making sessions, prepare color mixtures and execute the mural design proposed by the mentor artist. They benefit from the guidance given by our mentor artist, improve their skills and techniques and augment their portfolio.

## Non-artist

Are an all encompassing group, that ranges from mainstream volunteers to corporate employees and communities from social service organisations. Mural projects form part of their company's CSR initiatives or team building activities, with their employees as their participants. Communities from social service organisations benefit as mural painting can act as a form of art therapy and can help them develop a greater sense of emotional well-being.

# Social Creatives: Proposal - Impact Arts

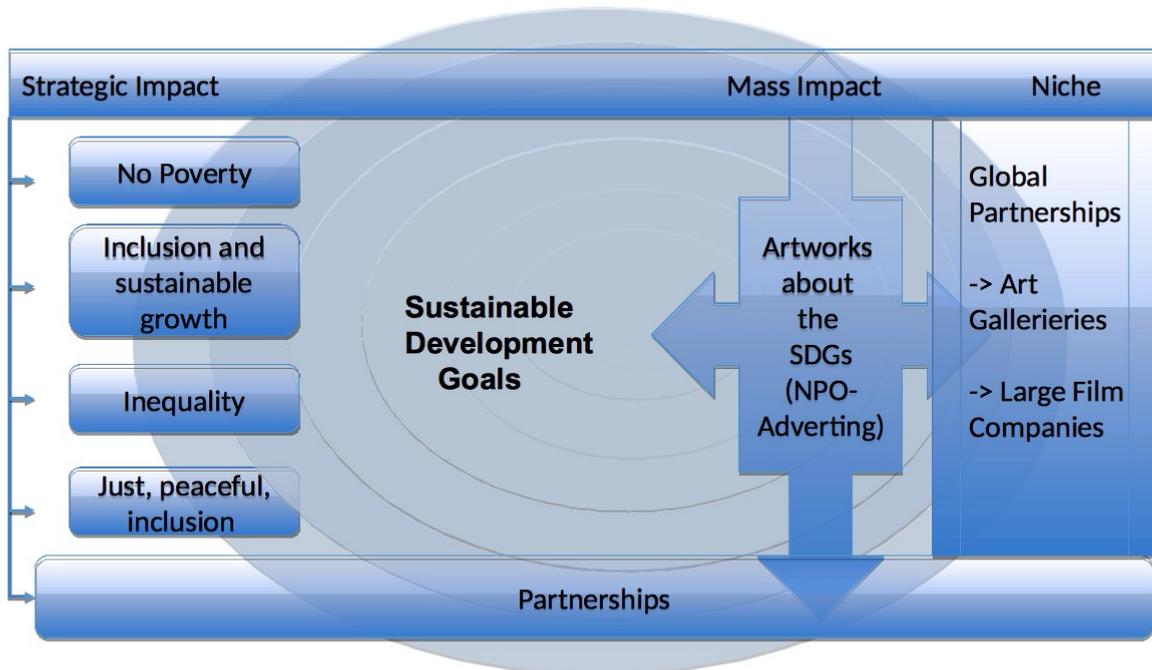
## Phase 2: Research and development

- \*Social Creatives has R&D access to evalon-murals which is a light weight canvas that is able to be plastered on a wall and becomes part of the wall
- This will create indoor to outdoor murals that studio-lize the outdoor mural process
- Benefits are mass groups of people that are able to paint as well as safety for artists. However it is expensive but large content of artworks are possible.
- Artworks anywhere. Imagine more sistine chapel artworks in developing countries
- High impact in messaging as well as add life to communities
- Many groups are able to be involved. This include corporate groups to charities.

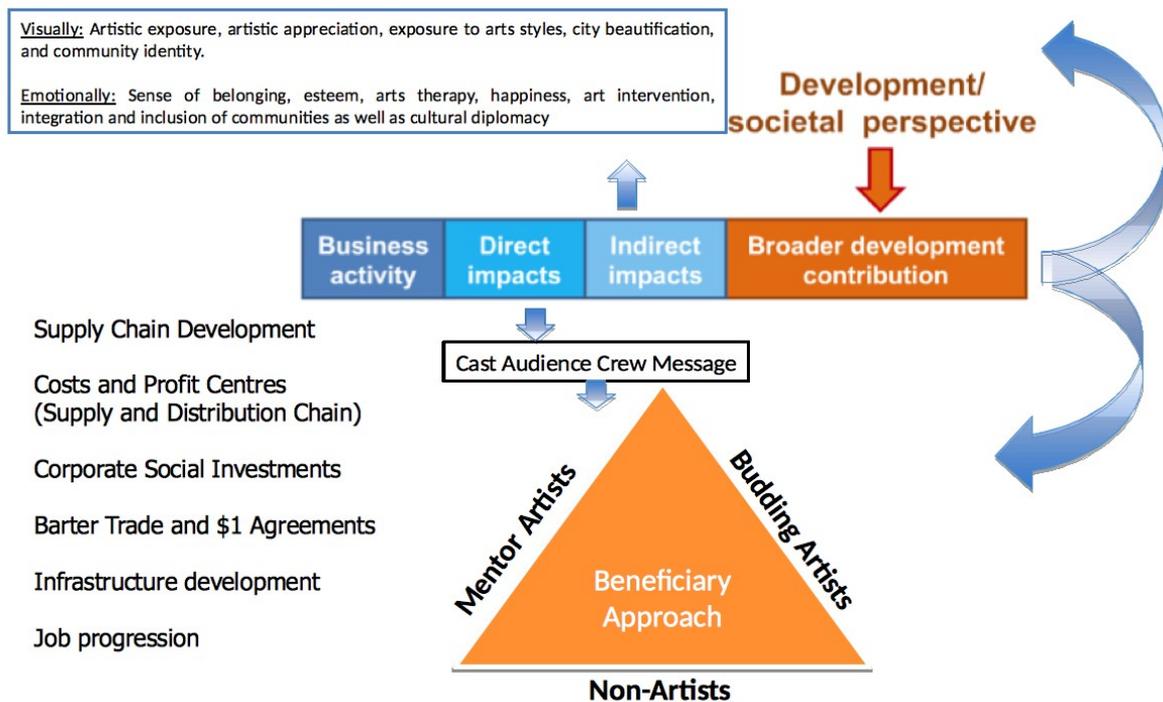


# Social Creatives: Proposal - Impact Arts

Operating as a communal advertising of the Sustainable Development Goals



## Overview of impact



# Social Creatives: Proposal - Impact Arts

## Stage 3: Career development for beneficiaries

- Charity partners provides beneficiaries on a regular basis to learn and paint while being mentored.
- Impact murals are created on a regular basis.
- Career developmentis through Maslow Heirachy of Needs



# Social Creatives: Proposal - Impact Arts

**This section looks into the execution of learning, exposure and creation of murals for the social sector. There are five stand-alone sections of mural and creative management. They are**

Class Room Session	(Section 1)
Mural and creative exposure	(Section 2)
Silver learning level	(Section 3)
Gold level learning	(Section 4)

## **1. Classroom Sessions**

Description: Direct learning areas at indoor settings

### Murals and social enterprise

- Understanding overview of social enterprise
- Properties of social business
- Properties of creative enterprises as a subset of social enterprise
- Identification of social and artistic impact areas
- Examples of social enterprises
- Optional: Business Brief (workshop to creating social enterprises 2-8hrs)

### Supply Chain and Mural Production (2-4hrs)

- Identification of different areas of production
- Understanding of different profit and loss centres
- Development of range budget of production
- Identification of inkind support opportunities
- Creation of budgets for different mural productions

### Income sources of murals (2-4hrs)

- Identification of funding stakeholders (donors, foundations, individuals)
- Understanding natural funding sectors at people, public and private levels
- Understanding of corporate social investment through cultural development
- Creation of funding proposals
- Engagement models for funders
- Valuating impact models

### Geography of murals (2-4hrs)

- Understanding site specific and art for at purposes
- Demographic engagements (consultation, story, participatory, publicity)
- Murals impact to physical and human geography

# Social Creatives: Proposal - Impact Arts

## Murals Impact (2-8hrs)

- Impact stories
- Overview of social and artistic impact
- Creation of value propositions at inter, intra and community levels
- Identifications of indicators of impact
- Hard and soft power of murals
- Understanding of Output, Input, Outcome ())))))))))
- Comprehension of impact at Cast, Crew, Audience and Message levels
- Benchmarking to commercial sectors
- Calculations of impact of murals

## Art and mural management

- Creation of basic wage and payment models
- Identification of opportunity costs
- Artist as citizen or the citizen artist
- Different roles of artists
- Creation of mural communities

## Art and mural management



# Social Creatives: Proposal - Impact Arts

## 2. Mural Exposure (Each topic is a separate module)

Description: On top of the curated lesson plans above, the below consists of separate areas of mural engagements

- - Mural and street art critic (1-8hrs)
- - Sensory approach to murals to the art and creative sector (2-3hrs)
- - Murals for the 21<sup>st</sup> Century (Identification of unique and value proposition in the creative pursuit of mural creation)
- - Social Creatives impact stories (1-4hrs)
- - Murals of influence (1-3hrs)
- - Murals in Art and Tourism (1-3hrs)

### Exposure and workshop session

- - Volunteerism in murals and development of stakeholders (1-8hrs)
- - Corporate Social Investments and working with corporates (1-8hrs)
- - Art in eARTH and impact for community, nations and human geography (1-8)
- - Art in heART- soft power of artistic impact and audience development (1-8)
- - PARTicipate- Expansion of mural engagements to different sectors (1-8)
- - Murals and cultural diplomacy with a creative handshake (1-8hrs)

### Other topics

- Approaches of mural creation, Murals in community and private art,
- Relation of murals in physical and human geography, Techniques and more
- Murals in Pop Culture and Films, Trick Eye Murals, Murals that shapes history
- Murals as a décor or as an influence



# Social Creatives: Proposal - Impact Arts

## 3. Silver Level Learning



### Phase (1) Mural Exposure

#### a. Re-Introduction to murals or what is mural painting?

Participants will be able to be exposed to the different style, forms and purposes of mural painting and the history throughout the years. Through this, volunteers will first hand absorb socio-political and contemporary issues relating to mural painting as well how it is transformed into a medium of expression and connection among people.

This will help the volunteers to realize the purpose and the need to be part of the event and how mural painting can change and affect the world.



# Social Creatives: Proposal - Impact Arts

## b. Looking at mural painting as art and as event

Volunteers will learn about how mural arts are both an art-form but also serves as an event. Through being an art-form, it is a source of expression while being an event, it is a source to connect people together. As mural painting is an event, people will be able to involve themselves in such activities to help get to know one another better through the process. The process of mural painting activities will allow them to have interactive on-going communication with people around in their neighborhood and also help to spread the existence of Social Creatives and gain more volunteers for future events. As for outcome, it will be allowing the neighborhood to be more cozy and colorful.

With this, people will be more willing to actively participate in such mural painting events as it will give them a sense of belonging as they did help out in the change in their neighborhoods. Also, as people get to know more about mural painting and what Social Creatives is doing, they will be more interested to be part of the event and perhaps we will be able to recruit more consistent volunteers for future event

## c. Community mural - An art of, by, and for the people

We hope to introduce volunteers to the different approaches of community art that exist through Social Creatives activities. As art can bring about many meanings and causes, from proletariat to propaganda, it can also be seen as a communication technology to discuss and share about their views on various paintings which can help foster friendship and strengthen relationship among the people.

This will help to introduce the various forms and different perspective of art to people and educate them that through art event, friendship can also be foster and bring about many differing meanings.

# Social Creatives: Proposal - Impact Arts

## Phase 2: Murals production

### a) Initiating the Mural Project

Project ownership

Project Purpose

Site-specific artworks or national message

Working Youth adults will be exposed to the requirements of initiating a mural project. Volunteers will comprehend the different ownerships involved with the project creation such as the different stake holders. This includes venue owners, funders, and participants. Through analyzing the stakeholders involved, volunteers will define purposes and impact of the mural and/or the project. Lastly, we envision for the youth working adults to differentiate between site specific artworks or artworks about national messages. Site specific artworks refers to artworks that takes into location the demographics and geographical elements of mural and/or project. For example, how does the mural impact participants of Institute of Mental Health. On top of understanding site specific artworks, volunteers will also understand how to promote national messages (i.e. community cohesion, advocacy of issues) into the artworks

### b) Administration requirements

Building a team, Budget and financial management

Assigning roles and responsibilities

Contracts and permits

# Social Creatives: Proposal - Impact Arts

As for the administration requirements, working youth volunteers will be given the opportunity to build a team who will be contributing to the events that they have planned such as the coordinators, artistic facilitators, painters etc. Upon selecting and building of the team who will be actively participating in the event, the working youth volunteers will then assign them roles and responsibilities based on their strength and interest which will give them a sense of belonging and affiliation which will help retain them and encourage them to be more willingly to contribute and be involve in the event. In additional, volunteers will also be equip with budget and financial management skills so that they will be able to come up with a rough figure to propose for the event and the way to manage the funds properly to avoid overspending. Also, the volunteers will have to ensure that upon initiating the project/ event, they have sought permission and have contractual agreement with various organization and committee for approval.

## **c) Project specifications**

Insurance

Health & safety

Communication

Documentation

Maintenance plan

According to project specification, working youth volunteers have to ensure that the welfare of the team, participants are ideal before carrying out the event and have insurance covered for all during the event. It is important to ensure safety precautions during the event process. Working youth volunteers must ensure that communication and documentation is well-organized and managed so that the event will be able to go on smoothly and everyone will have a common understanding of what to expect and have the similar target in mind to reach. In addition, the working youth volunteers should have a maintenance plan to keep track of the possible hazard or dangerous places which will have to be properly managed.

# Social Creatives: Proposal - Impact Arts

## d) Project management

Creating a schedule – time management

Day to day supervision; monitoring the project

Special event(s)

Reporting and communications

Artist and community liaison

Partners and team members

Defining roles

Written agreement(s)

### Elaborations:

Working youth volunteers will have to manage the project properly through schedule check, monitoring/ supervision of the project etc, this will help to ensure that the event is going according to schedule and plan so that there will be no misunderstanding and unhappiness during the event. In addition, it is important to report and communicate with one another or the specific departments about the project procedures so that it will be properly managed and carried out. Individuals who are part of the partners and team should be given roles to be accountable for and the working youth volunteers should have written in down in a form of agreement so that when any situation or unhappiness crops up, they do have documentation to justice and solve the problem easily. Throughout the project, working youth volunteers have to ensure that the artist and the community have a platform to have a common understanding and there are connections between them.

# Social Creatives: Proposal - Impact Arts

## e) Community engagement & Outreach

Consultation

Communication

Celebration

Working youth volunteers should ensure that there are consultation, communication and celebration for each project that they are working on. Guidance will be given to them for each of the following sections.

For consultation, youth volunteers will have to ensure that we are aware of the needs and wants of the stakeholders in order to cater to their needs and to understand what are their expectations for the project before assuring and making decisions for the project

As for communication, youth volunteers will have to ensure that there are ongoing communication within the community and the stakeholders etc to ensure that they will be able to reach out to them more easily and gain more interested parties to be involved with us.

As for celebration, it will be to recognize the contribution and commitment of the participant/ the group as a form of acknowledgement of their hard work.

### Elaboration:

Working youth volunteers can also make use of social networking mediums to reach out to people to help share about the ongoing event to help promote and reach out to more potential people through social network such as Facebook, blog to participate in upcoming event.

# Social Creatives: Proposal - Impact Arts

## **g) Budget**

Revenue sources could include:

Grants

Cash donations

Sponsorship

In-kind goods and services

Earned revenue

Some of available ways for these volunteers to obtain funds for their project is through grants, cash donations, sponsorship, in-kind good and services and earned revenue. For example grants from social organizations, cash donations from the public, sponsorship from various enterprises. However, volunteers would have to research more about the eligible criteria before applying for any.

## **i) Creating the mural**

Research

Design

Wall preparation

Painting

Coating (if required)

Before creating the mural, the volunteers will work closely with the artists. They will plan and coordinate on the design of the mural painting and various considerations for painting a mural wall. Therefore, they will have to plenty of research regarding the drawings. If the artists choose to improvise their drawing together with some famous artists, they will then have to research and understand more about this famous artist (i.e. drawing styles). Next, our artists will then have to design it and prepare the drawing on the wall. After finishing the outline of the drawing, our clients will then put on different colors on the drawing by painting it with a brush. Upon painting the colors, if the volunteers feel that there is a need for coating to preserve the mural art, then

# Social Creatives: Proposal - Impact Arts

## **J) Maintenance Plan**

Documentation of original work

Condition reports

Maintenance schedule

In the process of this project, volunteers will understand the various needs of mural lifespan in terms of artworks to live to its fullest quality as well as to be involved with its essential maintenance to ensure discoloration, wear & tear etc.

## **k) Marketing/Promotion**

Local outreach

Media

Networking

When creating and managing a community public art mural project, marketing is very important. The volunteers can first, reach out to the local public by promoting about their latest mural event, location, date and time. To outreach to the local, they can make use of traditional media and also new media. Traditional media like giving out flyers and having poster pasted around different locations to raise awareness about their latest event. Or they can use new media such as emails, social networks like Facebook, Twitter or Instagram to release about their latest project. Also, the volunteers can make use of their networking skills and let their family and friends know about the current project. Furthermore, their family and friends can help them and Social Creatives to raise more awareness as word-of-mouth is a very powerful marketing tool.

# Social Creatives: Proposal - Impact Arts

## I) Project Closure

Mural is completed to satisfaction of the client

Final payments

Mural launch or community celebration

Reporting to appropriate parties

### Elaboration:

At the end of the project when the mural walls are completed, clients are satisfied with the work and performances, these volunteers will then receive final payments for their effort and hard work! Through this project, the volunteer will get to widen their social network and secure another strong client perhaps for future collaboration. Then, the volunteers can officially launch the completed mural project and calls for a community celebration. At the same time, raise awareness in that particular neighborhood about this new mural masterpiece. Volunteers can then report to appropriate parties and enjoy.



# Social Creatives: Proposal - Impact Arts

## 4. Gold Level Learning

### **(a) Murals and more**

#### Modern mural as a discursive tool about the modern condition

Volunteers will be exposed to different theories associated with murals where issues of monumentality versus nomadism as individualism versus the collective artworks will be examined. Volunteers will examine the role of murals in culture building and complementary to other arts form. Murals provide an escape from the museum space and offer a variety of platforms for expressions. Lastly, Social Creatives hope to cultivate understanding between painting and architecture where murals becomes part of both the human and physical architecture and maximize site-specific objectives.

### **b) Global graffiti culture**

We hope to cultivate a team of volunteers that specializes in the theatrical elements of graffiti art such as typographic terrorism, guerrilla art, and/or as unfairly criminalized creative expressions. Volunteers will relate murals and street art together and finding common ground for expressions.

We believe that volunteers will assist greatly in the research and development arm for integration of graffiti to murals as well as growing Social Creatives brand of murals.

### **(b) Murals with civic content**

We hope to cultivate impactful murals through messages of civic activism and global issues. These include the Millennium Development Goals. We hope to cultivate a team of volunteers who will grow the impact of Social Creatives activities and programmes to maximize the following social issues.

# Social Creatives: Proposal - Impact Arts

Eradicate Extreme Poverty and Hunger

Universal Primary Education

Promote Gender Equality and Empower Women

Reduce Child Mortality

Improve Maternal Health

Ensuring Environmental Sustainability

## **(c) Murals and youths**

Youths and Murals have always been an essential link where in Philadelphia, a Mural Town was created to maximize youth development opportunities while in New York City, Groundswell is a reputable mural organisations that maximizes the engagement of youths at risks and murals. Social Creatives will hope to move to clinical youth rehabilitation. Through this emphasis, we hope that the volunteers will be having

- a. Knowledge and understanding of stages of youth development
- b. Understanding and awareness of youth culture and behaviour
- c. Awareness of current youth trend and issues
- d. Ability to apply fundamentals of positive youth development
- e. Ability to apply theoretical knowledge on risk and protective factors

## **(d) Murals and mental health**

Social Creatives hope to grow our capabilities of murals and mental health through activating content masters who will be able to go through trainings with Institute of Mental Health and their affiliates.

# Social Creatives: Proposal - Impact Arts

Through Social Creatives partners, we hope to expose and create content experts of common mental health disorders like Obsessive-compulsive Disorder, Depression and Psychosis begin early in life. Results from the Singapore Mental Health Survey and the National Comorbidity Studies indicate the highest prevalence of mental health disorders in those aged between **18 and 30**. If left untreated, there are far reaching social and economic consequences. Yet, only one in three distressed individuals would seek professional help. Of help-seeking individuals, most will approach the social service sector. However, these individuals may continue to experience significant emotional suffering, diminished quality of life and suicide in the worse case scenario

## (e) Murals and women

Similar to the expert track, we hope to cultivate more understanding of Murals and Women where this course offers an introduction to Women's and Gender Studies, an interdisciplinary academic field that explores critical questions about the meaning of gender in society. The primary goal of this course is to familiarize volunteers with key issues, questions and debates in Women's and Gender Studies scholarship, both historical and contemporary. Gender scholarship critically analyzes themes of gendered performance and power in a range of social spheres, such as law, culture, education, work, medicine, social policy and the family.



# Social Creatives: Proposal - Impact Arts

## 6. Gold Leadership Engagement

approx. 60hr curriculum workshops conducted by professional muralists, creative management and partners

### **Artistic understanding (Through AMA content)**

Symbolism and the renaissance  
Vitality of symbolism in the modern and post modern era  
Environmental Art- relationship of man and earth  
Art meets love  
All the world's a stage- performance art pas and present  
Surrealism and non european arts  
Location study: LA contemporary Art  
Location study: South Korea, its emergency or tradion  
Propaganda Art through the ages  
Understanding colours- Black  
Understanding Festivals- Art Basel  
Artistic heritage and inheritance  
Understanding success of private museum  
Understandin Caribbean Art  
Art in the 90s  
War Art  
Understanding Young collectors  
Understanding African Art  
Understanding Middel East Art and Heritage  
Cultural solidarity in the face of terrorism  
Understanding tribal art  
The desire of transparency in the Art Market

### Engagement with Community partners

- (b) Murals with civic content
- (c) Murals and youths
- (d) Murals and mental health
- (e) Murals and women

### Murals content creation

Approaches of mural creation  
Murals in community and private art  
Relation of murals in physical and human geography  
Techniques and more  
Murals in Pop Culture and Films  
Trick Eye Murals

# Social Creatives: Proposal - Impact Arts

Murals and graffiti

Murals that shapes history

Murals as a décor or as an influence

## Management workshops

- Understanding creative play and development for early intervention
- Communities of practice-how to start and cultivate communities to learn and build capabilities?
- Leadership milestone programme: lead self
- Leadership milestone programme: lead people
- Effective supervisory skills for NPO Managers
- How to turn a non-profit org (NPO) into a strong brand
- Financial management and internal controls for NPO leaders
- Developing impactful training to youths
- Manage challenging social service and NPO clients
- Internal controls for management (I): an introduction to internal controls
- Internal controls for management (II): safeguarding the revenue and procurement processes against fraud
- Transform data into social impact seminar
- Working effectively with youths: strategies and techniques (for volunteers)
- Design and develop an effective volunteer engagement programme

## Leadership in mural based workshops

- Introduction to mural art
  - free visual art learning programmes for all ages and abilities to develop and explore creativity and technical skills
  - connect basic art and design techniques to mural-making
  - drawing & painting techniques, colour theory, design challenges, stencil creation and printing, enlarging techniques and large-scale collaborative final projects.
- -Training for leadership development and youth entrepreneurs
- -prepares them for the workforce and ingrain in them important skills needed beyond what is learnt in school