



## *BostonARTCommission*

### **Public Projection Guidelines**

#### **Introduction**

Artists and organizations that wish to project video or animated artworks on City property often ask for guidance when developing a proposal. The recommendations and considerations below are not an exhaustive list and are not a substitute for conversations with neighbors, experienced artists and curators, and reviews by the Mayor's Office of Arts and Culture, the Public Improvement Commission, and the site owner on the appropriateness or suitability of your project.

[Guidelines for projecting onto the Strand Theatre in Dorchester can be found here.](#)

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#### Requirements:

- Site owner approval
- Reviews: Mayor's Office of Arts and Culture and the Public Improvement Commission
- Submit an application [here](#) to get started

#### Recommendations:

- Nothing too fast/ frenetic that could be considered distracting for drivers
- Don't include imagery that can be mistaken for street directions or signage (no big arrows, red octagons, green or red circles, etc.)
- Limit narrative text (if near an intersection, you don't want people ignoring lights to read the next part of the story)
- Limit sequence lengths (see above)
- Make text large enough to read from a distance (18 - 24 point font on a laptop screen seems to do all right; 8 - 12 point font is usually too small)

#### Considerations:

- Consider flow of traffic and/ or pedestrians; is there space for people to stop and watch, if they wish?
- Consider where you're mounting the equipment and how it's being monitored
- Consider times of day and visibility depending on sun/shade patterns and types of projection
- Consider potential for crowds (due to pandemic and not wanting people to gather)

#### Absolutely not:

- Advertisements