



VACCINE GLOBAL OPEN CALL- CREATIVE BRIEF FOR ARTISTS

Please read this document carefully for the themes, specifications, rules and background.

#Vaccinated is a global call to arms (literally), to make sure everyone gets a vaccine as quickly as possible, especially the most vulnerable, wherever they are in the world, making it harder for this virus to mutate into new variants. We are offering \$100,000 in awards to artists who can help get this message to the world.

We are looking for art works that:

- Reinterpret the 🕊️ (Peace sign/Victory sign) as a symbol for the #Vaccinated movement
- Emphasize vaccine safety and effectiveness -> "Trust Vaccines" and "Vaccines are safe and effective"
- Demand access to the vaccines for everyone, no matter where you are born -> "Vaccines for all"
- Speak to the interconnectedness of the task ahead -> "No one is safe until we are all safe" and "Vaccines for victory"
- Position vaccines as the way to get back to the human connection moments we miss so much → "We can get back to the life/people/moments we miss" and "It's up to you"
- The sooner we all get Vaccinated the sooner we can (fill in the blank)
 - It could be travel, hug your grandma, get a massage, go to a concert, try things on before buying them, going to a ball game, go out to eat, hit the pub, go to a festival, go to the gym, go to the dance club, have a dinner party, hug our friends, sing together, whatever it is you are missing most!!!!

[SUBMIT YOUR ART BY CLICKING HERE](#)

and then click the button that says [SUBMIT TO CAMPAIGN](#)

EXTENDED Deadline is May 10th, 2021.

SUBMISSION DETAILS

In solidarity with our global community of artists, we will award \$1,000 apiece to 100 artists, with new winning works announced on a regular basis through April 30th, 2021. These artworks will be distributed primarily digitally and on every continent, where they are needed most as vaccinations make their way around the world.

Selected works will be translated into dozens of languages - we would love to see YOUR native language in your submissions.

Please save a layered file with text that can be changed, for both translations, and updated language as the campaign evolves.

All art selected by our jury will also be made available as free downloads for anyone to print and share.

REQUIRED ARTWORK SPECIFICATIONS

Artists can submit up to eight artworks per campaign.

Please include a statement about the artwork that is 100 words or less.

Selected/winning artists will be required to submit two format versions of their design, vertical and horizontal.

Required Low Resolution Artwork Specifications for Uploading to the Amplifier site for submission/entry to the Open Call:

- Vertical orientation
- Raster/flat file formats - JPG, PNG
- Low resolution version
 - 150dpi and no more than 2mb
- Selected artists will be asked to submit high resolution files upon licensing

Required Final Artwork Specifications for Selected Winners:

Vertical Orientation

- Artwork should be created as VERTICAL orientation:

- 18x24 inches (5400px x 7200px) + .25" bleed for printing
- High resolution - vector/layered files as applicable, at least 300 PPI for raster files
- Acceptable file formats: TIF, JPG, EPS, AI, PDF, PSD
 - Ideal file formats: AI, PSD, and TIF
- CMYK color profile preferred
 - Artwork created in RGB are subject to color shifts when printed

Horizontal Orientation (OPTIONAL)

- Artwork should be created as HORIZONTAL orientation:
 - 24x13.5 inches (7200px x 4050px) + .25" bleed for printing
 - High resolution - vector/layered files as applicable, at least 300 PPI for raster file

BACKGROUND:

Vaccines for all

The world's richest countries must share, not hoard, the available supply of vaccines. Vaccinating the world isn't just about equality and justice, it's also our quickest way out of the pandemic. No one is safe until we're all safe.

Trust in vaccines

Many of our communities have understandable distrust of the vaccinations because of historical inequalities in healthcare systems. Others have concerns about the speed of the vaccines' development and their effectiveness.

Because of these fears and distrust, rumours and unfounded myths around vaccine safety can spread faster than the virus itself. Concerns are being amplified by both misinformation and purposeful disinformation, damaging people's confidence in vaccine science.

In this environment, we look to our friends, families and broader social networks where trust is strongest to make our decisions. In these groups, it is important to visibly demonstrate positivity and trust in the vaccines.

Every person #Vaccinated is another potential life saved.