Spring Project Design

This winter quarter *we will be developing and refining plans for the spring community-based public art projects. Through this process, you will be learning how to develop proposals for projects—with this knowledge and experience, you'll have all of the skills you need to write grants about projects that you want to get funding for in the future .*

In the short term, this process will get you organized for your spring project and help make your project's goals, expectations and outcomes realistic. It will also be much easier to clearly articulate your ideas once you have mentally worked your way through your project, from conception to planning to implementation. The very nature of community-based art makes an ability to communicate with and involve others in the process critical.

Your group will go through the following process to develop your project's design.

Identifying The Need For Your Project

How did you identify the need for your project?
How did you identify the audience and participants in, population served by and users of your project?
How did you determine what activities would meet the need? How will you know it's a successful solution?
Methods:
Surveying and Interviewing
Study of Related History and Statistics
Observation
Research Similar Projects

Description of Project Plan and Timeline

What are the components of the project? How do these meet the need you have identified?
Do you need written contracts, permissions and releases? What connections do you need to make?
What materials will you need to plan for and get? Do you need space for working?
What type of schedule will you need in order to complete all of the components of the project? What is each group member responsible for doing? Map it out.

Budget

What materials do you need for your project? Where will you get them—do you need to research sources? Will they be bought, donated, or available through TESC?
What space and equipment does your project require?
How many person hours of work are required throughout the course of the project? Calculate each group member's hours related to carrying out your project.
Provide budget documentation to your host organization. What budgetary support can they provide?

Evaluation

How will you evaluate and measure the success of your projec?
What specific results do you want your project to accomplish?
What tools will you use to measure your results? Which of your results are quantifiable, and which are not?
How well did your timeline and budget support your project?
How will you incorporate what you have learned into future projects? What would you do differently?

As you approach the project design phase, return to Lucy Lippard's criteria for successful community-based art projects in *Lure of the Local* (p. 286-7). *Which of these criteria does your project meet? Can you change parts of your project to be more inclusive?*

> *How is the community involved in your project? Did they have a say in the conception of the project? Will the community act as artists in the execution of the project? Will the public use your project once it is completed? What are the benefits to the community? Do any of the artworks cited in the book inspire you and give you ideas for your project?*

What about the concepts in *Painting by Numbers*?

> *What parts of your project would you be willing to compromise? What changes would you be unwilling to make? How will you negotiate differences with the community you're serving? How much importance does the community's opinion and taste have in your group's decision-making process?*