

PUPPET
ANIMATION
SCOTLAND

REBRAND 2023

ANIMATION TENDER



ANIMATION TENDER DESIGN & DEVELOPMENT BRIEF

Fee in the region of £1000 – subject to negotiation

Development and Delivery Dates Sep-Oct 2023

We are looking for an animator to create a 15-20 second ident as part of the launch of our new brand identity in Autumn 2023. We are evolving our brand identity including the name, logo and aesthetic identity of the organisation in order to better reflect our mission and values.

We have engaged a graphic designer and web developer/designer to help us to build the new brand aesthetic and identity. We are now looking to engage an animator who can help us bring these ideas into motion for a short video ident which will help us to launch the brand across socials, and eventually form an animated introduction to our organisation's longer form video content.

Our new brand will underline our identity as a visually-led Scottish performance and screen organisation, presenting work of the highest quality from across the world, providing transformative creative engagement opportunities and nurturing dynamic artistic talent.

ABOUT PUPPET ANIMATION SCOTLAND

OUR MISSION

The mission of Puppet Animation Scotland is to champion, develop and present brilliant **visual theatre, puppetry** and **animated film** in Scotland and internationally.

All of our work is focused around artforms which breathe life into the inanimate or tell stories using pictures rather than text. In an age of information whereby we consume and generate more words daily than ever before, we believe in the value of exploring and sharing ideas in a visual way, awakening other parts of the brain and unlocking creative thinking. Giving life to the inanimate allows us to discover the latent magic in the everyday and enable play at all stages of our lives.

Whether in an urban arts centre, a rural community centre, on a windswept hillside, in a town square or at an international festival, our goal is to enrich the lives of people in Scotland through these artforms, and to support and enable artists to tell the stories they want to tell.

WHAT WE DO



Manipulate Festival

Manipulate Festival presents the very best of Scottish and international puppetry, visual theatre and animated film for adult audiences in Edinburgh and beyond. Taking place in February every year, the festival aims to engage and challenge our audiences with high-quality visually led work which pushes boundaries, plays with form and challenges perceptions.

By bringing together the very best puppetry, visual theatre and animated film from across the globe with work which has been developed here in Scotland, we aim to spark opportunities for artistic exchange and to offer our audiences a diverse palette of rich visually led work. The festival is also a great chance for artists to come together and exchange ideas and share practice.

A Wire Apart by Paper Doll Militia (Elly White)

Captivate

Captivate is our nationwide creative arts participation programme, delivering community-led creative engagement activity in three disadvantaged communities across Scotland over a 5-year period. Using a bespoke model of supported collaborative development, it aims to grow young peoples' emotional resilience, build intergenerational understanding, increase skills and employability and increase participation in society for vulnerable groups with communication barriers.

Working with local community and arts partners across Western Edinburgh, North Lanarkshire and the Outer Hebrides, we deliver targeted programmes in schools, libraries, community centres and arts venues, in addition to co-creation projects which are performed in the community and professional touring shows accompanied by workshops and engagement activity.

Conan and the Dragon by Yugen Puppet Theatre (Elly White)



Artist Development and Support

A key tenet of Puppet Animation Scotland's work is the support of independent artistic practice. We do this in a number of ways including our Creative Fund to which animators, puppeteers and visual theatre makers can apply to develop an exciting new idea or hone their skills. We offer Producing Surgeries and Networking Events throughout the year, offering artists the opportunity to get advice on the challenges of a particular project, or to meet and network with peer artists.

We also run bespoke artist development projects, such as a cultural exchange programme between Scotland and Pakistan in 2018, a residency at Festival Mondial des Théâtres De Marionnettes in Charleville-Mézières in 2019 and a collaboration with Festival de Castiliens between Montreal and Scotland in 2020.

Shadowbird (Snapshots) by Mary & David Grieve (Mayanne Soret)

OUR COMPANY VALUES

At Puppet Animation Scotland we endeavour to stay **curious** and **interrogative** and are never afraid to challenge practice or look for a way to do things better. Everyone is empowered to bring new ideas and to ask difficult questions; we are excited by continuous learning and progressive change.

Our philosophy is that people with good wellbeing not only make the best decisions and produce the best work, but also create better conditions for others in turn. We aim to centre **wellbeing** and **care** at the heart of our economic model, extending to everyone that we work with.

We value work which is artistically **innovative** and **ambitious**, and we support artists to aim high, be bold and take risks in their practice. We champion the right to fail. We aim for high artistic standards and celebrate a broad definition of what excellence looks like.

We aim to programme activity which is **inclusive** and **welcoming** to people from all backgrounds and abilities. We actively seek to dismantle barriers which stop people engaging as artists, audiences and participants, and make use of dialogue to continuously learn new ways of working which provide better access.

In this rapidly changing world, we aim to work in a way which is truly **sustainable** and **forward-looking**, challenging our assumptions and thinking in greener, more financially resilient and socially radical ways.

ANIMATION BRIEF

The purpose of the ident is to make clear in a short time window:

- The range of artforms supported by the organisation. In short this is animation, puppetry and visual theatre, but contained within this are many other forms, such as circus theatre, dance theatre, object theatre, installation, AR and VR, physical theatre. The depiction of these artforms does not need to be literal. More, it is important to convey the dizzying range of possibility contained within an organisation which centres visual and animated forms. We are interested in showing the link between body-based and object-based work, and between animated forms on screen and on the stage, but the interpretation of this could be very abstract. Ultimately what we want to show is that all these ideas are contained within the word manipulate – manipulation of the body, of object, and of different ways of seeing.
- That the organisation is forward-looking, contemporary and focused on the future of art-making. That we are an inclusive and welcoming home for audiences and artists of all backgrounds and that our name is synonymous with work of the highest quality. We present and support work both for adults and children, so the tone needs to reflect this balance.
- The three terms 'animation', 'puppetry' and visual theatre' must appear in the ident.

We will be looking for the animator to work within the brand aesthetic set by our graphic designer in terms of any general style guides of font and colour, which can be shared with interested candidates directly as they are still currently in draft form.

There are no rigid stipulations in terms of animation style, however given the requirement to work within the style guidelines of the brand we had been anticipating something in the area of 2D digital design. We are, however, happy to hear from animators working with different techniques who feel that they can speak to this brief.

TIMELINE

We intend to launch the new brand identity at the very end of October. Ideally the ident would be complete at this time and we are aiming to release it as part of this launch. We are happy to chat in detail with interested individuals about how realistic this time frame is and what can be achieved.

HOW TO APPLY

If you would like to express interest in this opportunity or find out more, please email Dawn on dawn@puppetanimation.org with the following:

- A paragraph or two detailing your initial thoughts and concepts responding to the brief
- A link to your previous animation work (showreel/portfolio)

Deadline: rolling (asap)