Artwork for Equity
2021 Competition
Instructions

2021 Program Sponsors
Dear young artists and designers,

Creative Reaction Lab’s mission is to educate and engage Black and Latinx youth to apply a health, racial equity, and design lens to community challenges impacting the life expectancy of both races. We further understand that the power of youth activism is a continually growing force that is essential in dismantling the current systems of oppression. To create systems-wide change, we’re taking the approach of a youth-led, community-centered advocacy campaign using art and design as a means of promoting inclusion, equity, liberation, and justice for all races.

To build awareness around educational inequities, we’re looking for young artists and designers. Through our 2021 theme – “Miseducated” – we’re working to raise consciousness around historical and contemporary forms of limited access to educational resources impacting Black and Latinx communities in the United States, while also highlighting resistance movements and achievements. We aim to inspire people to not only challenge barriers in education, but to also advocate for cultural and political shifts that establish equity for those who have been most harmed by one of the key pillars of our society. Your voice is central to this movement, and your artwork will be used to inspire people to participate.

Antionette Carroll  
President and CEO  
acarroll@creativereactionlab.com
## Competition Sections

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What is Artwork for Equity?
About Artwork for Equity

Creative Reaction Lab’s Artwork for Equity Advocacy Campaign Program was launched in 2017 in recognition of the United Nation’s International Day of Elimination of Racial Discrimination. In support of our work for racial and health equity, Artwork for Equity will select young Black and Latinx designers and artists (26 and under) to produce original images in the form of posters promoting inclusion, equity, liberation, and justice for all races. The Creative Reaction Lab (CRXLAB) team aims to support and equip youth artists and designers with the necessary training and skill that allow youth to leverage their artistic talents as a form of activism to create transformative change.
The 2021 program theme is “Miseducated”. The primary goals of the 2021 campaign are to (1) raise consciousness around historical and current-day forms of limited access to educational resources and opportunities that impact Black and Latinx communities in the United States and (2) highlight resistance movements and achievements led by youth in educational spaces.
My biggest takeaway from participating in this program was that I was able to create art that had a message and that was used for a purpose and I’m grateful for this opportunity to be able to use my art in this capacity.

—Temidayo Famakinwa, 2020 Artwork for Equity Campaign Artist
Who is eligible to participate?
Youth participants must be 26 years old and younger

Participants must identify as Black and/or Latinx

Each applicant can submit up to 5 original ideas
What kind of content makes a successful artwork submission?
A strong idea will address some or all of the following elements:

**Consciousness**
- Raises consciousness of historical and/or contemporary forms of education inequities and/or disparities impacting Black and Latinx communities in the United States

**Celebration**
- Celebrates youth-led acts of resistance to education inequities in the United States

**Mobilization**
- Informs, educates, and mobilizes youth to be racially and ethnically conscious and informed leaders for civic engagement
What is the timeline?
Application Dates and Deadlines

- **Application Opens (8AM Central Standard Time)**
  - June 19, 2021

- **Artists/Designers are selected and notified**
  - Beginning of September

- **Deadline to submit application (5PM Central Standard Time)**
  - August 20, 2021

- **Workshops**
  - September 18, September 25, October 2

- **Creative Reaction Lab will print materials for your artwork**
  - October 27, 2021

- **Deadline to submit final artwork (5PM Central Standard Time)**
  - November
What happens if my art idea is chosen?
Artwork Distribution

Artists and designers have the opportunity to obtain technical digital design assistance to help develop their ideas, bring them to life, and create final versions of their artwork. Final versions of the selected artwork will be published in the form of **posters** and **postcards** as well as showcased in a **virtual exhibit**. The limited edition posters will be available for public purchase through our website and advocacy postcards will be nationally distributed.

Furthermore selected artists and designers will be immersed in 3-month arts, activism, and community engagement program that will further build artist and designers competency of **Equity-Centered Community Design (ECCD)** and how art can be leveraged to make transformative change.
Finalist Artists/Designers

Each selected artist/designer will receive:

- A $500 stipend
- A Creative Reaction Lab swag bag, including a poster of their selected artwork and a campaign postcard set (including their postcard and other selected artwork of the competition)
- Art, design, storytelling, and social justice workshops for continual personal development
- Invitation to join Creative Reaction Lab’s youth network for further personal and professional development opportunities
- Inclusion of their artwork in online exhibition (and the possibility of on-the-ground pop-up exhibits)

Selected finalists must complete a terms agreement upon confirmation of participation. Selected youth artists/designers under the age of 18 must have permission granted by a parent/guardian.
How do I submit my art idea(s)?
3 ways to submit your art application

Option 1: Online
Fill out this Survey Monkey online application.

Option 2: Email
Complete a PDF copy of the application and email to artforequity@creativereactio nlab.com with the subject line written as “Artwork for Equity 2021 - Art Proposal,[first & last name]”

Option 3: Mail-in
Mail-in a physical copy of the application with necessary supplemental materials to:
3547 Olive Street
Suite Mezzanine
St. Louis, MO 63103

Note: Physical copies of sketches that are mailed in will not be mailed back to the applicant
Submissions should include...

1. Attachment of a sketch, design, or art piece for each idea you wish to submit. You may submit up to five separate ideas for the campaign. (Examples of sketches for reference.)
   
a. If you complete the SurveyMonkey form or email your application, you will digitally send these attachments.

   b. If you mail an application, please attach physical paper copies of your sketch.

2. Each idea must be accompanied by a brief description that explains how it responds to the theme of Miseducated [Maximum of 200 words as a written response or a maximum length of a 2-minute video].
Submissions should include... (continued)

3. Your contact and demographic information.

4. Responses to short answer questions about equity, creativity, and civic engagement.

The deadline to submit your idea(s) is August 20, 2021 at 5pm CST.
Examples of Final Pieces from the 2020 Artwork for Equity Program
Rights and Responsibilities
● Contributing artists/designers retain the copyright for their original artworks, but grant their free, perpetual use by Creative Reaction Lab for promotional, educational, commercial, and fundraising activities online, in print, and in other forms.

● In consideration of the collective advocacy nature of this project, it is understood that the artist/designer is granting Creative Reaction Lab a perpetual license to exhibit, promote, and repurpose their selected image(s) on creativereactionlab.com and in other promotional materials.

● Artwork will always be accompanied with due credit to the contributing artist/designer.
About Creative Reaction Lab
Creative Reaction Lab’s mission is to **educate, train, and challenge** Black and Latinx youth to become leaders in designing healthy and racially equitable communities in the United States. We recognize that youth have been the primary architects for change, and so their voices must remain at the center of dismantling racial and health inequities in historically underinvested communities.

Visit creativereactionlab.com to learn more.
Copy of Artwork for Equity Application Questions [READ ONLY]

Questions marked with an asterisk (*) require responses.
Contact Information

- *First + Last Name
- *Pronouns (e.g. they/them/theirs, she/her/hers, he/him/his, xe/xem/zyrs, etc.)
<table>
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<td>• Address 1</td>
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<td>• Address 2</td>
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<td>• City/Town</td>
</tr>
<tr>
<td>• State</td>
</tr>
<tr>
<td>• ZIP/Postal Code</td>
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<tr>
<td>• Country</td>
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<tr>
<td>• Primary Email Address</td>
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<td>• Primary Phone Number</td>
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| **Mailing Address [Guardian if Youth Applicant is under 18 years old]** |
| • Guardian Name |
| • Address 1 |
| • Address 2 |
| • City/Town |
| • State |
| • ZIP/Postal Code |
| • Country |
| • Primary Email Address |
| • Primary Phone Number |
Demographic Information

The questions that follow aim to help our team understand and assess the range of identities of those with whom we are working. Your personal demographic information will remain internal to the organization or will remain anonymous for external reporting.

- **Date of Birth (MM/DD/YYYY)**
- **Gender Identity (e.g. non-binary, gender fluid, two-spirit, cis-woman etc.)** If you would prefer not to provide this information regarding your identity, please answer “Prefer not to disclose.”
- **Sexual Orientation (e.g. pansexual, gay, heterosexual, asexual, etc.).** If you would prefer not to provide this information regarding your identity, please answer “Prefer not to disclose.”
Demographic Information (continued)

- **Ability Status** (e.g. deaf, neurodivergent, person living with ADHD, not living with a disability, etc.). If you would prefer not to provide this information regarding your identity, please answer “Prefer not to disclose.”

- **If you are currently a college student or have previously attended college:** Are you the first in your family to attend/have attended college?
  - Yes
  - No
  - I prefer not to disclose
Demographic Information (continued)

*Please select all of the following that describe your racial + ethnic identities

- Hispanic/Latinx
- Black
- White
- African American
- Black-American
- African
- Caribbean
- Native American / Indigenous / First Nations
- Central American
- South American
- Native Hawaiian / Pacific Islander
- Caribbean
- East Asian
- South Asian
- Southeast Asian
- Middle Eastern / Arab
- Non-Hispanic White / Caucasian
- Western European
- Eastern European
Demographic Information (continued)

We are conscious that the options provided above do not allow for specificity as it relates to unique racial + ethnic identities (e.g. Peruvian, Chinese, Nigerian, Scottish, etc.). Please feel welcome to use the space below to self-describe in more detail.
1. Why do you think it is important to include youth voices in the equity movement? [150 words maximum OR a short video] See the above image for what we mean by "equity".

You can choose to respond to this question through poetry, infographic, illustration, animation, spoken word piece, song, or a short video. If you choose to respond to video, please limit it to 3 mins and include a link to the video (e.g. Youtube, Vimeo, etc.).
2. How can art inspire people to address exclusion and inequities in their communities? [150 words maximum OR a short video]

If you choose to respond to this question through a short video, please limit it to 3 mins and include a link to the video (e.g. Youtube, Vimeo, etc.).
Submission Information

You may submit up to 5 artworks to be reviewed, though you are only required to submit one. Click this link to view an example of sketches that can be submitted for consideration.

For each idea, you can write a response up to a maximum of 200 words or a short video up to 2 minutes long. If you decide to submit multiple ideas and wish to give the descriptions via video, you can submit one video that is no longer than 10 minutes.

OPTIONAL: If you have a portfolio that showcases your creative pursuits that you would like to share with us, please provide a URL link(s) or copies of past artwork/designs.
Additional Questions

1. Tell us below what you would like our 2022 topic of focus to be?

2. Please complete the following sentence: I will make my community better by ______________________. Then, please tell us why. Please visit our article about our Redesigners for Justice™.
Statement of Agreement

Youth selected as contributing artists/designers for the Artwork for Equity Program retain the copyright for their original artworks, but grant their free, perpetual use by Creative Reaction Lab for promotional, educational, commercial, and fundraising activities online, in print, and in other forms.

In consideration of the collective advocacy nature of this project, it is understood that the artist/designer is granting Creative Reaction Lab a perpetual license to exhibit, promote, and repurpose their selected image(s) on creativereactionlab.com and in other promotional materials.
Statement of Agreement (continued)

Artwork will always be accompanied with due credit to the contributing artist/designer.

All artists/designers are expected to attend all program sessions to successfully complete the program. Please see program components below:

By selecting “I agree” below, you are indicating that you understand the terms of agreement.

- I agree
- I disagree
Thank you for applying for Creative Reaction Lab's Artwork for Equity 2021 Program! The finalists will be selected and notified via email in late July.

If you have any questions, contact us at artforequity@creativereactionlab.com.