

# Creative Routes: Call for Visual Proposals

Reimagining the Bike Lane Icons at both Friendship Bridge and Bleymaier Football Center

## PURPOSE:

Enliven campus commutes while increasing student involvement, beautifying campus, and strengthening students' work beyond their majors.

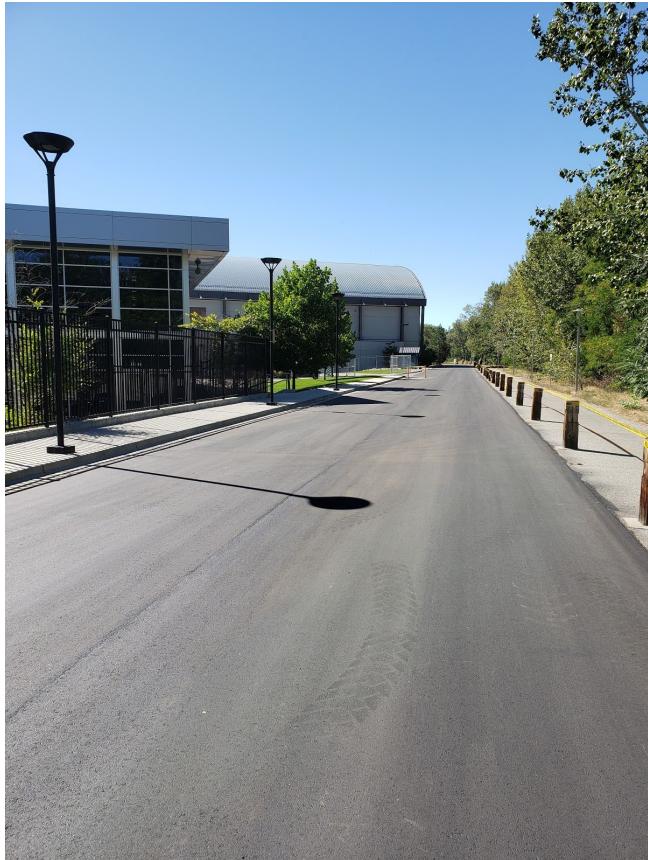
## THE PROJECT:

The Boise State Department of Public Safety is calling for design entries for its program, Creative Routes, that seeks to combine sustainable transportation and student art. The final project will see the installation of 2, student-designed transportation symbols in the high-traffic areas of the Friendship Bridge and the Bleymaier Football Center (as seen in the photographs below). Symbols will be displayed on this road for up to 10 years. Final stencils will each be a 48" x 132" (4'x11') rectangle. Each will be printed in thermoplastic by DecoMark and installed by the Department of Public Safety in cooperation with the artist. Entries may be submitted by all current students using their Boise State email address.

## OBJECTIVE:

Redesign the standard bike person direction symbol. Final work must clearly show the intent of the traffic symbol, which is that cyclists and motorists have equal rights on the roadway. The final design may add, amend, exaggerate, whimsify the original. The final design must be the original design of the artist.

The mission of the Boise State University Department of Public Safety is to manage, promote, and enhance campus safety and security; encourage sustainable transportation options; facilitate campus access and parking; and provide campus support services to university students, faculty, staff, community partners, and visitors.



a.



b.

Locations: a. Bike Sharrows on the Greenbelt near the Bleymaier Football Center and b. Friendship Bridge location

To be eligible for consideration, please submit your entries with “Creative Routes Artwork” in the subject line to [fondaportales@boisestate.edu](mailto:fondaportales@boisestate.edu). Entries should include:

1. A professional cover letter with:
  - a. a statement of your interest in the project,
  - b. a statement of your current relationship to Boise State, and
  - c. a description of your experience completing projects (even if not in public art) successfully.
2. 1 to 3 design proposals as image files at least 300dpi/ppi (pixels per inch).
  - a. Proposals may be hand sketches or digital drawings. File must be named in the following format: LastName\_FirstName\_Title.
  - b. Design can use up to 5 colors and they must be colors available to the printing company. Please see [Appendix](#). Please note in your submission which colors you use by name. Only solid colors can be printed. Blending techniques and gradient shading cannot be printed in this project.
  - c. Include dimensions and colors used.
  - d. Work must adhere to the core values of Boise State University and provide content that can be viewed by all age groups.

**Awarded Applicants will be expected to:**

1. Provide a final vector of completed design in CAD files (.DWG or .DXF), .PDF, .JPG, .TIF or .AI file types. Assistance may be available if you do not have experience with CAD.
2. Adhere to all deadlines of the project.
3. Follow product guidelines and tolerances listed by DecoMark. Please see [Appendix](#).
4. Be present during spring break 2020 for installation. Date will be determined in 2020.
5. Sign an Artist Release permitting the University to display their redesign with full copyright.

**AWARDS:** In addition to the artwork being placed on the roadway, the artists will each be awarded a \$500 scholarship for Spring 2021. Award funds will be available in the form of a scholarship in the student's financial aid account. All submissions received by the deadline will be presented to the Creative Routes Panel for consideration. This panel is made up of art professionals, campus stakeholders, and community partners.

If you have further questions, please contact Stephen Ritter, Supervisor Bicycle Infrastructure, at [StephenRitter@boisestate.edu](mailto:StephenRitter@boisestate.edu) or Fonda Portales, University Art Curator and Collections Manager, at [fondaportales@boisestate.edu](mailto:fondaportales@boisestate.edu).

**PROJECT TIMELINE: Some changes may occur**

Entry Period Opens	Now
Entry Deadline	December 18, 2020
Winner Announced	<p>January 31, 2021</p> <p>Recipients of the awards will be selected by a panel made up of two representatives from the Department of Public Safety, the University Art Curator, a representative from ASBSU, one student and one faculty member of the Department of Art, Design, and Visual Studies, a representative of the office of the VP of Campus Operations, and one representative from A&amp;E/Capitol Planning, with final review by the VP for Campus Operations.</p> <p>The panel's decision will be made based on the originality of redesign and its adherence to the <a href="#">shared values of the University</a>.</p>
Installation of Artwork	Spring Break March 22-26, 2021 (weather permitting)
Duration of Artwork	7-10 years. Boise State reserves the right to remove artwork for any reason, at any time.
Award Disbursed	Spring 2021

Refer to [Appendix](#) for additional details and examples.

# APPENDIX

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**DECOMARK'S AVAILABLE COLORS:** Design may include up to 5 colors.

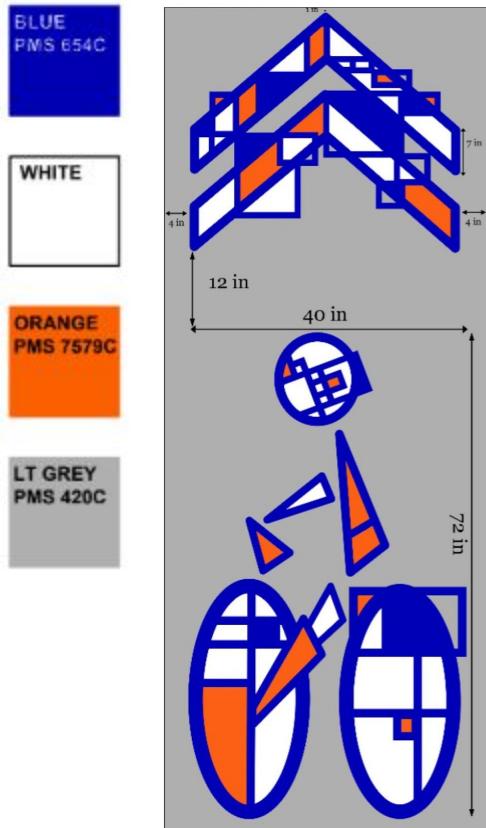


There are 37 standard colors available for DecoMark markings. Custom colors are not available in DecoMark. Gradient shading design coloration is not possible in DecoMark preformed thermoplastic material.

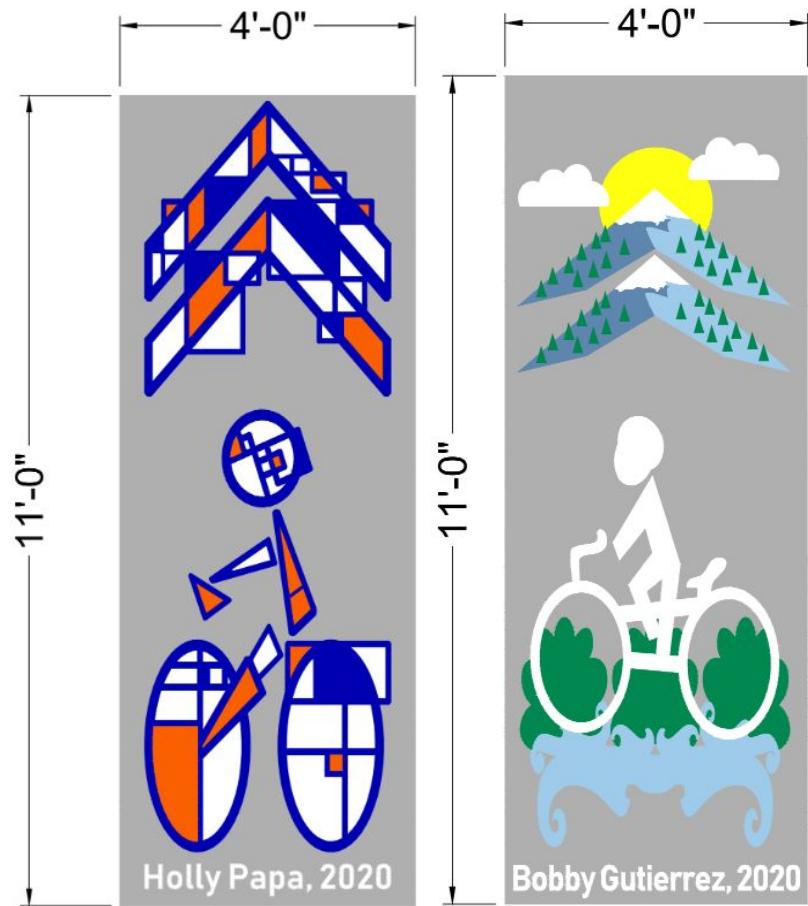
## EXAMPLES:

Do not feel limited by these examples; feel free to “go big” within your 5 colors.  
These are the two winners of the Fall 2020 entry.

### ARTIST SUBMISSION:



### FINAL DESIGNS FOR INSTALLATION:



News Article of Finished Product:

<https://www.boisestate.edu/news/2020/07/17/student-artwork-installed-in-campus-bike-lanes/>

## DECOMARK'S FINAL SUBMISSION REQUIREMENTS:

Details needed to quote pricing for a custom item:

1. Design: (Emailed drawing file, image, sketch, etc.) The image should be of high resolution and print quality, so that it can be evaluated properly.
2. Vector design files using solid colors are ideal when available. We can accept CAD files (.DWG or .DXF), .PDF, .JPG, .TIF and .AI file types.
3. Description/Notes: (Only if any deviations from image submitted)
4. Dimensions: (Very Important)
5. Colors: (If not clear on the image submitted)

**DECOMARK'S CAVEAT OF POSSIBLE ALTERATIONS:**

## Design and Colors

1. When replicating a customer's marking design, we will make every effort to replicate it as closely as possible; however, modifications may be necessary.
2. Every line, detail or space within the marking should have a minimum stroke width of 1/2" (12.7mm) wide or wider, but must be at least 3/8" (9.5mm) wide in order for us to manufacture, cut and assemble them into a complete DecoMark marking. Note that these tolerances are for narrow areas of larger material pieces that make up a marking.
3. Depending on the marking's design and complexity, we reserve the right to require wider tolerances where necessary to manufacture certain markings.
4. Unless very large, design elements with sharp points will likely have the tip of the sharp point(s) rounded to prevent breakage during manufacturing and assembly.
5. DecoMark is not a printed media that can simply be printed to a durable "sticker" and applied.