



A F F E C T
V E E E C L

DESIGN FOR

INCLUSION
CRITICAL ISSUES
COMMUNITY
CONVERSATION
REFLECTION
ALL

SUBMISSIONS DUE (11:59 PM EST)
THURSDAY, APRIL 28, 2022.



A F F E C T

V E E E C L

AFFECT IS A POST-SECONDARY DESIGN CHALLENGE THAT EXPLORES NOT ONLY HOW DESIGN CAN CHANGE THE WAY WE ACT, BUT ALSO HOW WE FEEL ABOUT OUR WORLD.

INTRODUCTION

The Centre for Creative Business Innovation of Humber College, in collaboration with the Art Gallery of Ontario, invite you to participate in the post-secondary design challenge, **AFFECT**.

AFFECT seeks to engage students on critical issues, exploring creative solutions and concepts for problems facing our public services and institutions. In addition to exploring how designed products and services can solve problems, **AFFECT** questions how design can change the way people feel about their environments, their communities and their own place within those.

CONCEPT

Over recent years during the covid pandemic, many business and organizations have been struggling to continue to offer their services in an appropriate way. Art galleries, in particular, have been forced to find creative ways to showcase their public programs and exhibitions to the viewing public.

As public spaces re-open and galleries welcome back visitors, there is an opportunity to re-think the museum experience and what galleries can offer to visitors.

It has been shown that viewing and engaging with art and art-making has positive impacts on mental health. As an art museum, the AGO serves not only an educational experience, but also contributes to well-being through art and creativity. After extended periods of isolation and stress, the museum can serve a restorative function for its visitors, offering playful and enriching experiences for visitors of all ages.

Together with Humber College students, the AGO would like to explore ideas for bringing visitors or participants together with art, both onsite and online in a meaningful and impactful way.

CHALLENGE

For this challenge, we would like to address the following question:

AS WE EMERGE FROM A PERIOD OF GREAT CHANGE, WHAT MIGHT MUSEUMS SUCH AS THE AGO OFFER AS PLAYFUL AND INSPIRING ART EXPERIENCES FOR VISITORS?

Your solution may be a digital, a physical solution, a campaign – any format you choose. However, we are looking for a creative design solution, not an academic paper or written response.

You can address the core problem, a side effect, a related topic – we welcome all ideas related to the question above.



PRIZES

First place

A \$250 Amazon gift card plus the Art Gallery of Ontario will provide a virtual mentoring opportunity, and a gift package to visit the upcoming exhibition, [I Am Here](#).

2nd and 3rd place will be granted a \$75 Amazon gift card.

EVALUATION

All entries will be reviewed by a panel of experts, and up to 8 short-listed projects will be adjudicated by a jury panel selected by Humber College with participation from the AGO. The AGO will also be participating in the jury panel itself.

One leading concept will be selected, and 2 runners-up. All projects will be evaluated as follows:

SUITABILITY

The concept demonstrates an understanding of the challenge(s) outlined in the contest brief.

CREATIVITY

The concept is novel, unique and demonstrates divergent thinking.

CONCEPT DEVELOPMENT

The concept is clear and well-articulated.

IMPACT

The concept has clear and evident value to the museum, to museum visitors and to society more broadly as a result.

TIMELINE

All submissions must be received before midnight (11:59pm) on **Thursday, April 28, 2022**.

Judging will take place in the 10 days following the challenge closing date, and winners will be announced shortly thereafter. Winners and runners-up will be contacted by email.

REQUIREMENTS

This project has been left open to interpretation in order to encourage a wide variety of ideas and response types. However, at the end of the project, all entries must include the following:

1. A completed [submission form](#)
2. A single PDF which includes:
 - a. A Summary of your design concept, and a description of how your solution addresses the themes of this contest. Please submit between 250-500 words only.
 - b. At least 3 and maximum 5 sketches, mock-ups, wireframes or other visuals that represent your solution.
 - c. You may also include a link to a prototype, video or other resources, however this is completely optional.

ELIGIBILITY

This challenge is open to Humber College students enrolled in either a design-focused discipline (UX, graphic design, interior, web design, landscape, industrial, etc) or a related discipline (arts, media, business). Students must be actively enrolled in a program at the time of the submission, or have completed the program within the previous 4 weeks.

Students may submit individually, or in small groups. Submissions generated as part of a course curriculum or course project are welcome.

RELATED RESOURCES

The following articles and resources provide some different perspectives to provoke further thought on this challenge:

Beverly Serrell's Big Idea eBook

<https://blog.orselli.net/2020/03/beverly-serrells-big-idea-ebook.html>

George Hein: The Perfect Constructivist Museum

<https://eddartefacts.wordpress.com/2018/06/24/george-hein-the-perfect-constructivist-museum/>

The Cleveland Museum Studied How to Best Engage Visitors in the Age of Netflix. Here's What They Found, by Taylor Dafoe, 2019

<https://news.artnet.com/art-world/cleveland-museum-art-studied-digital-engagement-visitors-results-encouragin-1567123>

Tate Sensorium, 2015

<https://www.tate.org.uk/whats-on/tate-britain/display/ik-prize-2015-tate-sensorium>

The Five Minute Falk, by Antoinette Duplessis, 2011

<https://www.museumsonario.ca/newsarticle/publications/imuseum/pdf/RTAudienceResearch-FalkVisitorMotivationHandout.pdf>

Exhibit Labels: An Interpretive Approach

<https://airandspace.si.edu/rfp/exhibitions/files/j1-exhibition-guidelines/3/Big%20Idea.pdf>

CONTEST PROMOTION & OWNERSHIP

By entering the challenge, you agree to allow your work to be presented and/or displayed by Humber College and The Art Gallery of Ontario.

CONTACT INFO

Any questions about this contest may be directed to:

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[Humber College's Centre for Creative Business Innovation](https://www.humbercollege.ca/creative-business-innovation)

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