

Expression of Interest:

Aboriginal Engagement Portfolio – Logo and design

Opportunity for Tasmanian Aboriginal Artists and Designers

Background

The Office of Pro Vice Chancellor Aboriginal Leadership would like to commission a Palawa artist or designer to create a logo and design to represent the Aboriginal Engagement Portfolio including through promotional and merchandising avenues.

The Aboriginal Engagement portfolio, led by the PVC Aboriginal Leadership, creates a welcoming, respectful, and supportive environment for Aboriginal and Torres Strait Islander students, staff, and community members. It promotes a vibrant, intellectual, and highly visible Indigenous (especially Tasmanian Aboriginal) presence within the life, culture and knowledge traditions of the University community. Artwork needs to represent this vision.

Visit [Aboriginal Leadership](#) for further information about the Office of PVC Aboriginal Leadership.

The University of Tasmania recognises that written, online applications are not accessible to everyone. If the process on this page is not suitable for you, please contact Cindy Thomas at Cindy.Thomas@utas.edu.au to discuss an alternative application pathway. We accept video or audio submissions in place of written responses (up to 5 minutes).

Important Dates

Applications open:	Friday 28 March 2025
Applications close:	Sunday 27 April 2025
Final design due:	Wednesday 28 May 2025

Please read this page fully before submitting your application.

Process

Submissions are sought from Tasmanian Aboriginal artists and designers to develop a logo and design that will be used on advertising material and merchandise related to the Office of the Pro Vice Chancellor.

Artists are asked to submit a short description of the kind of themes or concept for the design they would like to develop for this commission opportunity, along with up to three examples of previous artworks.

Please note that we do not require detailed designs at this stage, please attach examples of previous work only. You could also include your design portfolio, website link or resume if you have them.

Upon reviewing the proposals, one artist will be selected to deliver the final logo and design.

Specifications

A logo to represent the Aboriginal Engagement Portfolio, including the Office of Pro Vice Chancellor Aboriginal Leadership.

- A design that can be utilised on:
 - documents
 - banners
 - emails
 - advertising material such as posters, pamphlets, etc.
 - merchandise including biros, notebooks, etc.
 - clothing items such as ties, scarves, t-shirts, uniforms
- The logo and design should be complementary
- The logo and design should represent Tasmanian Aboriginal culture
- The logo and design should be developed with consideration of appropriate cultural protocols

Fees

The selected artist will be paid a \$15,000 artist fee to deliver the final design

Selection

The artist will be selected based on the strength and relevance of past portfolio work submitted in their application, as well as, how their short description and themes fit the brief.

The shortlisted artwork submissions will then be assessed against the following criteria:

- 1. Creative vision:** a creative or innovative vision in terms of concept and method
- 2. Suitability:** to what extent do the artistic concept and design address the brief and opportunity, including factoring cultural appropriateness and site specificity
- 3. Capability:** demonstrated experience and collaborative skillsets

The selection panel for this EOI consists of Sadie Heckenberg (Associate Professor, Pro Vice Chancellor Aboriginal Leadership, UTAS), Clair Andersen (Associate Professor, Aboriginal Education Advisor, UTAS) and Cindy Thomas (Indigenous Collections Coordinator and Curator, Cultural Collections, UTAS).

How to apply

Applications should include

- Name and contact details
- The EOI you are interested in
- Short description of the kind of art you would like to make for this commission, and the themes explored or a brief description of the concept for the design
- Three examples of previous work
- Design portfolio or website link (if you have one)
- Resume (if you have one)

To submit your application, please include all information (and attachments) and email to Cultural.Collections@utas.edu.au

If you have any issues or would like assistance applying, please email Cindy.Thomas@utas.edu.au

Resources

The following websites may provide inspiration:

- <https://www.ngarrngga.org/tree-of-knowledge>
- <https://www.qut.edu.au/research/carumba-institute/belonging-in-black-knowing>
- <https://about.uq.edu.au/reconciliation>