

Rock Mill Centre Illustrator Brief

Intro

We are looking for an illustrator to work on two interconnected new projects at [Rock Mill Centre](#), New Mills, Derbyshire. The appointed person will be commissioned by Rock Mill Centre, but will work in collaboration with interactive design studio Stand + Stare and the Centre to produce illustrations that will be used within animations for *Once and Future*, an interactive map, and as a painted floor mural for *A River Runs Through It*. The projects will run from February to July 2024 and there is a budget of £4000-£5400 + expenses depending on experience.



The mission of Rock Mill Centre is to provide a community and information centre for the town and local area, where people work together towards a sustainable future for all.

The Centre is made up of eight domestic sized basement rooms around a small courtyard, incorporating a visitor information room, exhibition and workshop spaces and a plant-based cafe. To develop its role in serving the local community and visitors, the Centre is keen to build on its facilities and to make it (and the town) more of a destination by adding to its permanent displays.

In particular, they intend to engage the public with the Wild Peak project of Derbyshire Wildlife Trust - which envisages large changes in the local landscape by 2050, leading to 'complex ecosystems forming, with a whole range of lost species coming back like Wild Cat, Pine Marten, Osprey, Golden

Eagle and Salmon.' (From the Wild Peak Goals on <https://www.derbyshirewildlifetrust.org.uk/>)

Once and Future

A 3D relief map of the Royal Forest of the Peak (20x25km area in north of Peak District), will form the focus of this interactive installation. Animations will be projected onto the map that show how land use has changed since the last Ice Age (when the current geography was formed). These will be divided into 4 time periods. We are commissioning 4 animations relating to these time periods that visitors can select by pressing interactive buttons. The culmination will be an imagined rewilded landscape of the future - portraying the achievement of Wild Peak's 2050 target including possible species return.

The overall aim of this project is to give viewers an idea that the landscape surrounding them isn't fixed, although the terrain largely is. (The Wild Peak project is resisted by those who feel the Peak District's landscape should remain 'as it always has', which means post-enclosure grassy fields enclosed by stone walls with open moors on the tops).

The illustrations will map the area and show the changes over time such as deforestation and human impacts on the landscape, wildlife and will possibly refer to literary/folklore/artistic works that have been inspired by this place/these kinds of landscapes. They will need to be simple enough to be easily animated, without compromising on the richness of the material.

Stand + Stare will provide storyboards including maps, research and references for each time period to help build up the narrative for each of the 4 states.

Design / Illustration requirements:

- **Style** - Blocky, colourful, with elements within them that are easy to animate.
- **Size** - The map will be approx. 1m squared. The illustrations will be reproduced as animated projections over the contours of the relief map.
- **Length** - There will be 4 states and each animation will be approx 2 mins.
- **Format** - Ideally the illustrations need to be provided as either photoshop or illustrator files that are split into layers. The layers will be used to animate the illustrations using AfterEffects. So, for example, if it were an animal, the head and legs might be on different layers allowing them to move independently of each other. We may also need additional illustrations/keyframes of the same element showing a change.
- **Compatibility** - The animations for the map need to compliment the illustrations within the River (the second part of this brief).



A River Runs Through It

A painted mural of a beautiful, healthy river will snake its way over the floor of the Rock Mill Centre, forming a pathway for visitors to follow through the Centre. It will lead to the *Once and Future* exhibit, and will be linked to it stylistically, with animal characters that are represented in both.

The watercourse will be fictional, and will feature elements and species that are identified with healthy rivers, eg a beaver dam/lodge. It might also show some recognisable local features and may contain references to local history, literature and folklore.

The design of the river will respond to the features of the floor, e.g. steps as waterfalls, cobbles as stepping stones and maybe the water trickling down the drain in the courtyard at the end. A book bench in the yard of the

Centre is already painted as a waterfall, ideally this will form the source of the river.

Stand + Stare will provide a comprehensive brief incorporating ideas, references and features to be included in the design. There is the option to paint the mural, but if this is not within the range of your experience, you may still apply and this part of the brief can be undertaken by another artist. The surfaces are varied and include cobbles, large flagstones and polished concrete, and advice can be given with regards to painting materials.

Design / Illustration requirements:

- **Style** - colourful, engaging and simple enough to be painted within the given time/budget.
- **Size** - The very approximate area to be painted is 65 square metres.
- **Format** - If the painting is undertaken by another artist/signwriter, they may have requirements tbd.
- **Compatibility** - The design for the river needs to compliment the illustrations within the map animations.

General Information

Age range:

The Centre caters for people of all ages, so we would like both projects to appeal to families, but not exclude adults without children. Therefore, the age range we are aiming for is 7-14.

Desirable, but non essential attributes:

- Experience of drawing maps.
- Animation experience.
- Mural painting experience.
- Local knowledge - Derbyshire and the Peak District, particularly the Royal Forest.
- Interest or knowledge of ecology and the natural world, especially rivers and forests.
- Interest or knowledge of rewilding.

Scope of Work:

- 1) Application (full details of what to submit below). Deadline Tuesday 9th Jan 2024.
- 2) Interviews (online): to be arranged between 16th January and 30th January.
- 3) Appointment of illustrator by 6th February.
- 4) Site visit - to be arranged for some time in February.
- 5) Illustrator works on The River Runs Through It designs during March/early April with 1-2 rounds of revisions responding to comments.
- 6) Illustrator creates roughs for Once and Future by the end of April and full colour illustrations by mid-May with 1-2 rounds of revisions responding to comments.
- 7) During the animation process in May/June, Stand + Stare may request tweaks or extra details.
- 8) Painting the river on site - end of June/early July 2024.

Total Budget:

The total available for this scope of work is £5400 + expenses and materials. This includes the painting of the river on site. If you do not have experience of painting and would prefer to create the designs, but not paint them, the budget would be £4000.

The fee can be payable in instalments to be agreed on appointment.

Application details:

To be considered for this work, please send an email outlining your interest in the commission, 1-4 sketches/samples, a link to your website/instagram and a CV or link where we can find details of your past work and experience.

Email: hello@rockmillcentre.org

Deadline: Tuesday 9th January

For any questions ahead of the deadline, please don't hesitate to get in touch with Toby Hardwick via the email address above.



The Book Bench, featuring a poem by Sophie Strand and a waterfall by Shaun Azrak