

## UKGAP logo

**Theme 5** Inspiring people to value and care for our geodiversity.

**Objective 10** To use the arts to explore and make links between geodiversity and our cultures, involving people in geodiversity in new and innovative ways.

As part of the UKGAP consultation it was recognised that the UKGAP would benefit from a clear and immediately recognisable identity encapsulated within an eye-catching logo. A fresh, artistic and preferably young and vibrant image was needed. Working with Dudley MBC, who have been involved in a number of innovative 'Geoart' projects, the idea of a Geodiversity art competition to design a logo to act as a brand for the UKGAP was proposed.

### Project brief

Further discussions saw the evolution of an artistic brief that invited then current arts and design students at 3 A-level colleges in Dudley MBC (Dudley College, Halesowen College and Stourbridge College) to participate in the UKGAP logo design competition. The brief required that the students design a logo that encapsulates the geodiversity of the UK that could be used in imaginative website applications, letterheads, compliments slips etc.

The artwork was to be submitted to the museum by the 13th December 2008 with judging undertaken in the following week by a 5 person panel consisting of two representatives of Natural England, Dudley MBC and the UKGAP web designer. The competition was sponsored by Natural England with prizes offered for winning designs and to winning colleges.



Competition entrants, award winners and their tutors.

### The Process

At the start of the project, Dudley's borough artist, Steve Field, made initial approaches to the three colleges via their arts and design tutors. This was then followed by inspirational visits by Steve Field and borough geologist Graham Worton.

The inspirational visits included giving the students a wide range of geological handling objects and a joint photographic presentation of a wide range of UK geodiversity assets ranging from grand landscapes to minerals, structures and fossils as well as buildings and Geoart works from across the UK. These were then followed by question and answer sessions.

Each college was then given entry forms, accompanying competition rules and design criteria. The competition then was adopted as a formal design project as part of the A level coursework. Each college had approximately 4 weeks to work up the designs before submission. Artwork was submitted to Dudley Museum and Art Gallery for judging.

A total of 38 entries were received from the three colleges and the judges were very impressed and challenged by the exceptionally high quality, diversity and sheer imagination of the entries. Eventually after much debate winning designs were selected and the winners announced in January 2009.

Prizes were awarded as follows:



1st prize  
**Jasmine Williams**



2nd prize  
**Sukhvir Singh**



3rd prize  
**Melissa Johnson**



Left: First prize winner Jasmine Williams receives her certificate from the Mayor of Dudley.

Due to the extremely high quality of the entries the panel felt that it would be fair to give a further 11 highly commended prizes to projects which had considerable merit. Every student was given a certificate of achievement to acknowledge their efforts. A prize giving ceremony was held in the Mayor's parlour at Dudley Council on the 13th March 2009. The winning design has since been developed into the brand now used for the UKGAP.

### Benefits of the project

Of the many outcomes that the project achieved it is clear that the chance for these young design students to apply their skills and imaginations to a real live project that would publish and share their work as the brand for a UK initiative was a very exciting and captivating prospect. It motivated both them and their departments to broaden their experiences and look to geodiversity for artistic inspiration.

It introduced geology and geodiversity to a completely new audience and resulted in focused student visits to collections both at Dudley museum and in the A-level geology department at Halesowen College. It also saw design students going out into the field to look at and photograph geodiversity in many parts of the country and search the internet for geological themes.

The involvement of the arts community brought huge creativity to the branding of geodiversity, far exceeding any expectations that the team involved could have dreamed of.

The competition also allowed us to celebrate creativity and achievements of local young people which in turn resulted in political interest and political advocacy for geological heritage of the borough.

The depth and breadth of the creative input and quality of the work produced were testimony to huge personal investment of time and energy that went into this by the young people and their mentors. It was a huge return for a quite humble investment and serves as a very powerful model for future creative works in geodiversity and geoconservation design.

For those of us involved it was a true breath of fresh air in terms of expression of geodiversity in design and the quality forced considerable difficulties on the team when trying to select just one logo to brand the UKGAP. This was a huge demand – to summarise the UK's geodiversity into a single image and an amazing set of work was submitted for us to consider. We should look more often beyond our shores perhaps!

For the students who took part, and were commended it gave them confidence in their abilities and for the winner and runners up it gave them personal accolade and testimony of achievement that they can use in their personal CV's for the future.

All in all this was a very satisfying, very potent and very cost effective initiative that engaged three colleges and a host of organisations and individuals in a very effective way for the geodiversity of the UK.