

# Developing a Muralism and Public Art Qualification in London

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# OUR TEAM



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# MURALISM

**“An artistic movement...exemplified by their grand-scale, narrative murals on humanitarian, social, and political themes”**

WOOD STREET WALLS WOOD STREET WALLS  
**WSW**  
WOOD STREET WALLS WOOD STREET WALLS

**Founded in  
2015**

**80% Local  
Artists**





# OUR PROJECT

Analyze existing art and vocational programs and establish a framework for muralism and public art education.

# OBJECTIVE #1

Identifying current higher education courses and their missing components

# OBJECTIVE #2

Evaluate stakeholders perspectives on the need for a qualification in muralism.





## OBJECTIVE #3

Assess how muralism is practiced in different countries and what levels of training and support are available.

## OBJECTIVE #4

Explore frameworks for a new curriculum in Muralism and Public Art.

## THERE ARE FEW EXISTING EDUCATION PROGRAMS FOCUSED ON MURALISM



Royal College of Art

**ual:** central  
saint martins

**Goldsmiths**  
UNIVERSITY OF LONDON

- Degrees and qualifications in fine arts, graphic design and other similar fields
- No degrees or qualifications in muralism



- Offers a similar muralism program but does not have resulting degrees or qualifications
- No clear entry pathway
- Does not include art fundamentals





## 2.1 Million People

work in the UK Creative Industries

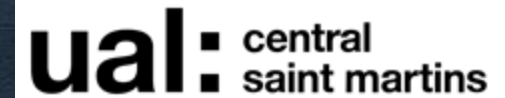
## Contributed £115.9bn to the UK economy in 2019

which is greater than aerospace, automotive, life sciences and oil and gas sectors combined

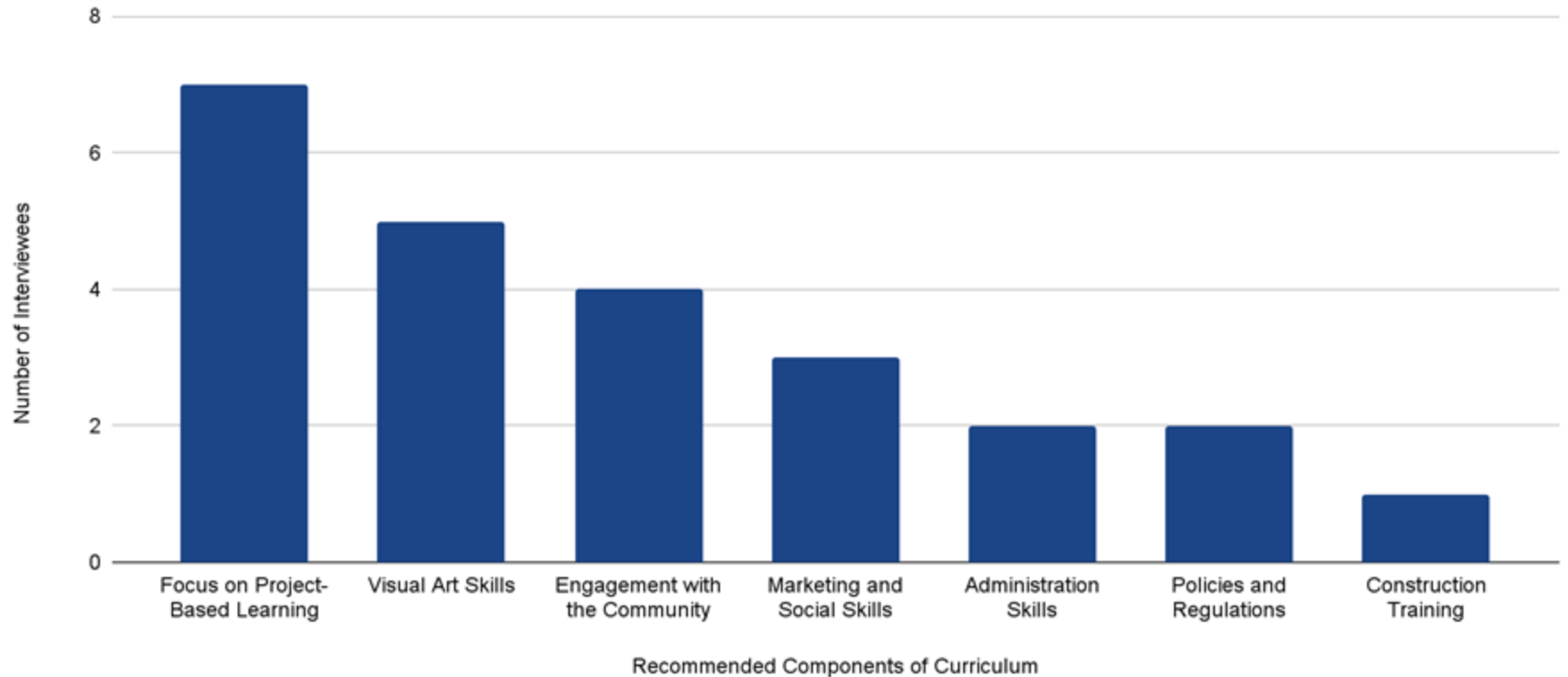
## 70% of creative workers are freelancers

which is almost four times the rate of the wider UK economy

# 9 Interviews, 11 Individuals

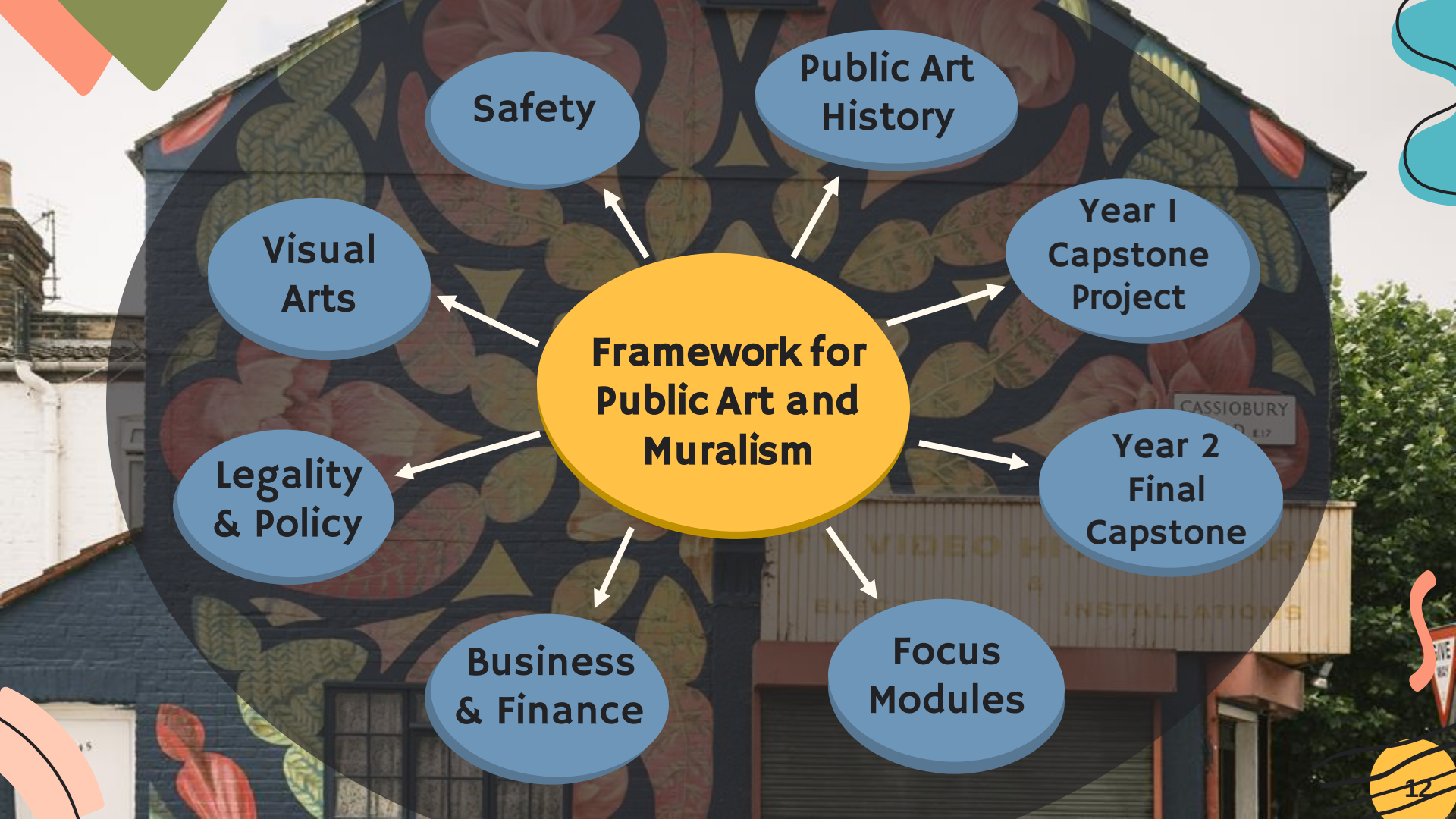


## Recommendations of Course Content and Structure and Frequency of Mentions

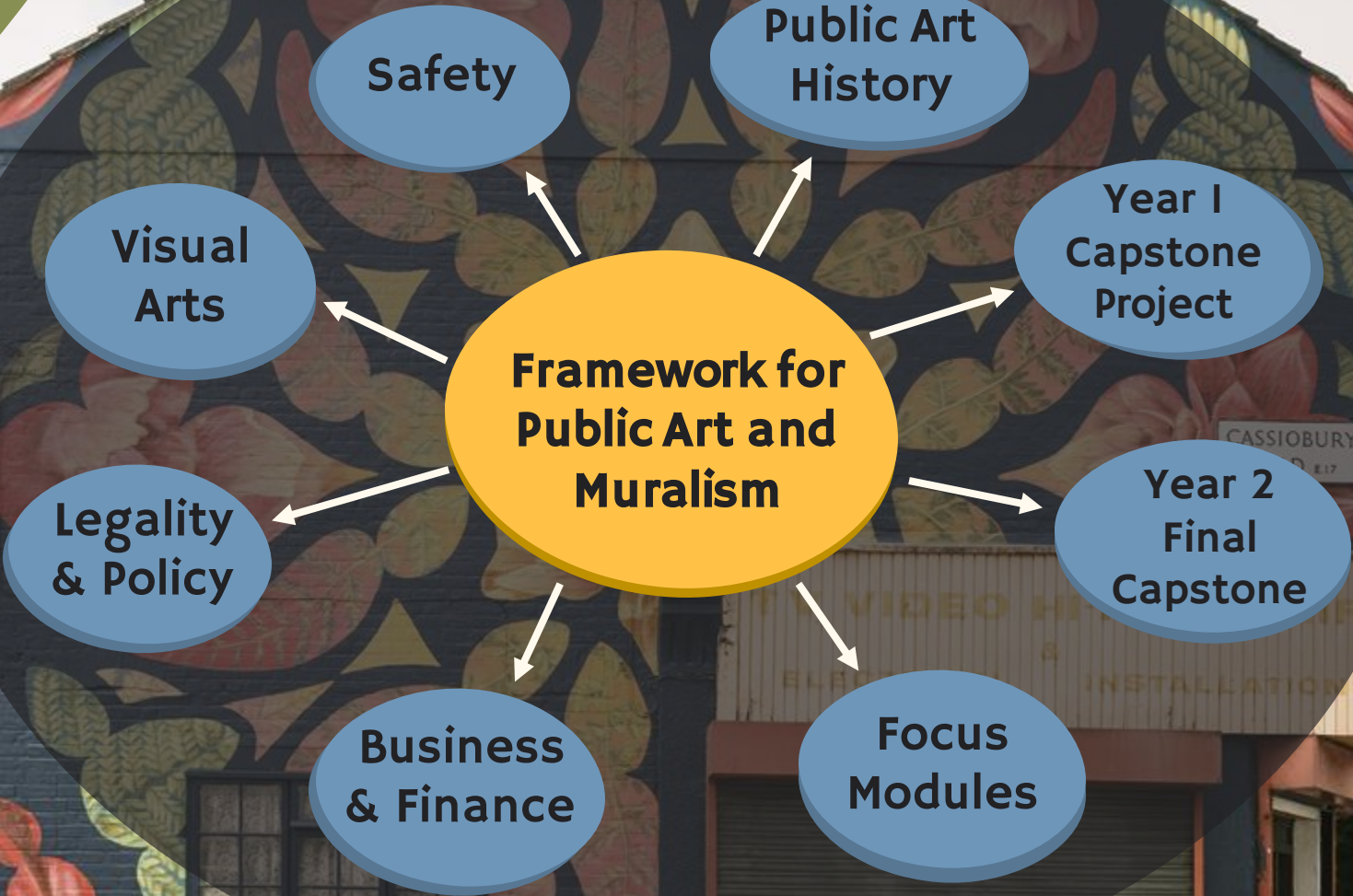



*Figure 4.1. Recommended course content and general insight from interviews.*

*Above results are based on the 11 interviewees including local artists, creative organizations, students, and educational institutions.*



**Framework for  
Public Art and  
Muralism**





**“Curriculum content is chosen specifically to enable pupils to build practical, theoretical and disciplinary subject-specific knowledge” - *GOV.UK, 2023***

# Qualifications in England

## Higher National Certificate (HNC)

- Vocational
- 1 Year Full-Time

## Higher National Diploma (HND)

- Vocational
- 2 Years Full-Time
- Focus on portfolio

## Foundations Degree

- 2 Years Full-Time
- Work projects & academic assignments

## Certificate of Higher Education (CertHE)

- Academic
- 1 Year Full-Time

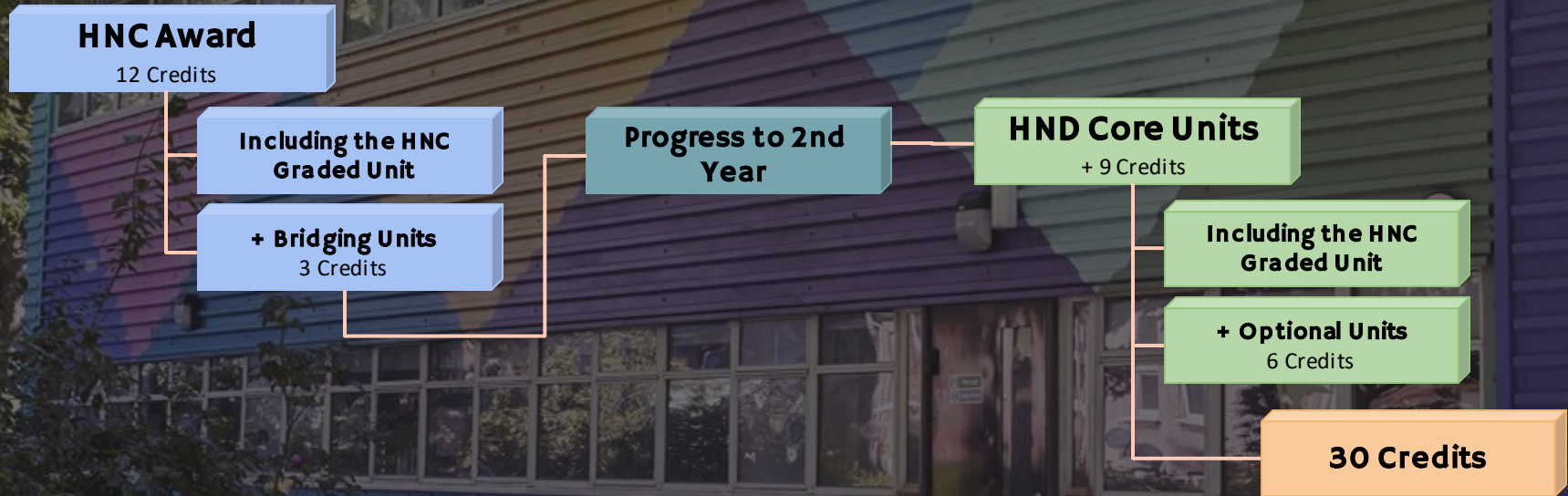
## Diploma of Higher Education (DipHE)

- Academic
- 2 Years Full-Time

## Bachelor of the Arts Honours (BA Hons)

- 3-4 Years Full-Time

# SQA Higher National Diploma (HND) Structure

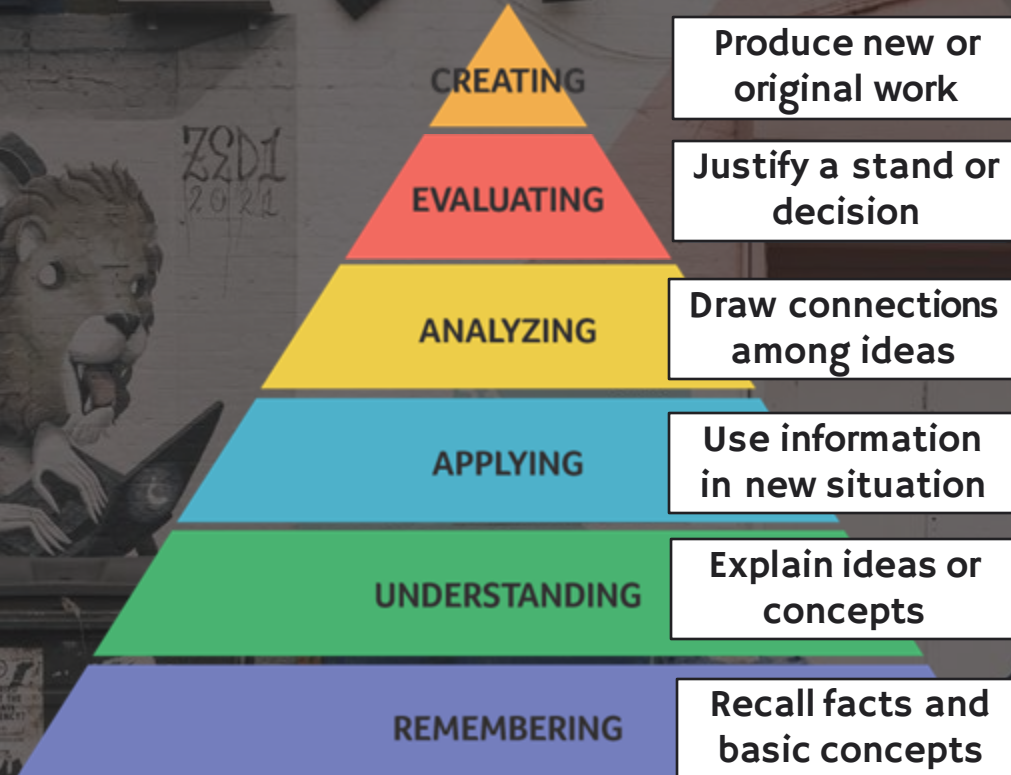


# Curriculum Overview: The Four Standards (GOV.UK, 2023)

1. Produce creative work and explore student ideas
2. Become proficient in drawing, painting, sculpture, and other design techniques
3. Evaluate and analyze creative works using the language of art, craft, and design
4. Understand great artists and the historical and cultural development of their art forms



# Bloom's Taxonomy

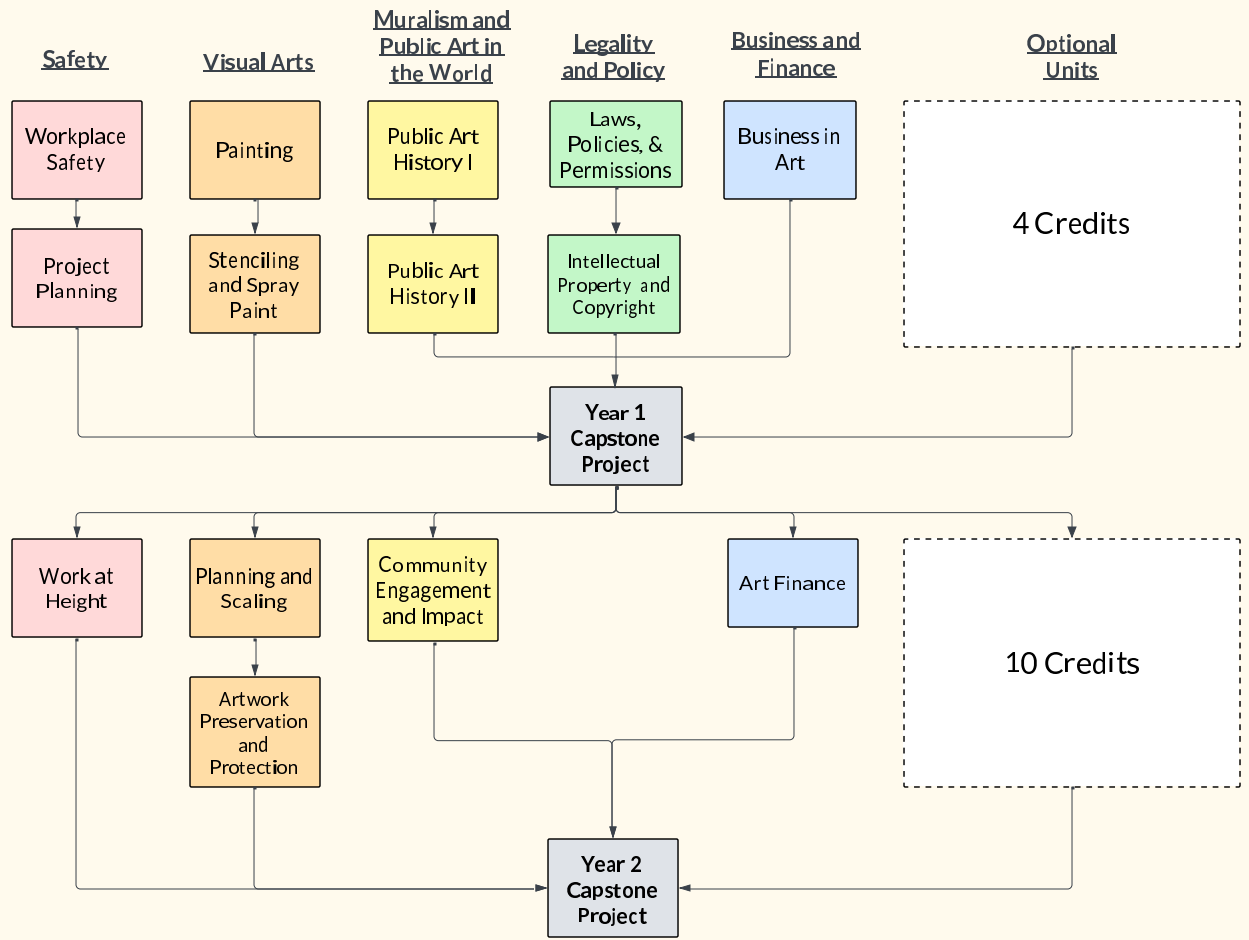


# Mandatory Units - 16 Credits

<u>Safety</u>	<u>Visual Arts</u>		<u>Muralism and Public Art in the World</u>	<u>Legality and Policy</u>	<u>Business and Finance</u>	
Workplace Safety	Painting	Planning and Scaling	Public Art History I	Laws, Policies, & Permissions	Business in Art	Year 1 Capstone Project
Project Planning	Stenciling and Spray Paint	Artwork Preservation and Protection	Public Art History II	Intellectual Property and Copyright	Art Finance	Year 2 Capstone Project
Work at Height						

# Optional Units - 14 Credits

Environmental Impacts	Production Materials	Principles of Graphic Design	Public Art History III	Costs and Logistics	Printmaking and Posters	Photography
	Wall Preparation	Digital Art and Illustration	Current Artists	Sponsorships and Grant Writing	Animation	Architectural Design
	Record Keeping and Material Management	Multimedia Storytelling	Controversies in Art	Advertising and Marketing	Art Curation	Introduction to Fashion
	Linework, Signwriting, and Calligraphy		Community Engagement and Impact	Social Media and Branding	Additional Art History	Sculpture



# Safety Module Overview

**2 Units:** → Safety and Sustainability  
→ Construction

Prepare students for working in the field and taking the necessary precautions to protect themselves and others when working as an artist.

## Safety and Sustainability

### Proposed Classes:

- **Workplace Safety**
  - Develop an understanding for precautionary measures for working in public spaces
- **Environmental Impacts**
  - Analyze the sustainability and environmental impact of artistic materials and public facing outdoor art

## Construction

### Proposed Classes:

- **Project Planning**
  - Understand worksite compliance with occupational working regulations
- **Work at Height**
  - Develop skills choosing and operating different types of lifts and scaffolding.

# Developmental Assessment Practices

Essay

Presentation

Qualifications

Projects

Portfolio

Final Capstone

## MOVING FORWARD WE RECOMMEND:

1. Further developing student interest and outlook data from local colleges and universities
2. Continuing to develop curriculum based on review from artists, educators, and other creative organizations
3. Starting the process to develop course materials based on current course offerings and obtaining intellectual property permissions
4. Seeking accreditation for future implementation of the program through the SQA

# Thank You!

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