



Hamilton

TRAFFIC SIGNAL BOX WRAPS **PUBLIC ART PROJECT**

Single Traffic Signal Box Wraps

Appendix D

MATERIALS & METHODS

The following information is provided to assist artists in making their submissions and appropriate design decisions to suit the application and site.

Digital Requirements

Artwork can be created in any medium but must be photographed, scanned or otherwise digitally captured or created. Those artists selected will be required to provide high-resolution JPEG files of their work at minimum 300 dpi resolution sized to 50% of actual box size, making it suitable for large-format reproduction.

Digital files of the Artwork will be provided to a City hired contractor to print and install on traffic signal boxes.

Content of Artwork

Artwork must be appropriate for display in public places and shall therefore not portray subjects such as nudity, hate speech or violence.

Artwork shall not be advertising therefore logos, phrases or branding for any business, product, service or private interest should be avoided.

Artwork must not incorporate imagery resembling traffic signals or signage and / or any content that may pose a distraction to drivers.

Defacement Prevention

Artwork must be deterring of graffiti-tagging and other defacement. Strategies to discourage tagging and postering include Artists avoiding large areas of solid colour and / or blank spaces within the artwork and using a rich colour palette, minimizing light colours, in their design.