



ASSOCIATION
OF COLLEGES



ual: awarding
body

Creative Arts in FE 2024

AEROGRAMS

March 2024 – May 2024



INTRODUCTION →

Welcome to ‘**Creative Arts in FE 2024**’, a project which builds on the success of the ‘Creative Writing in FE 2023’ programme and is an exciting opportunity for students in colleges across the UK.

In partnership with **UAL Awarding Body** and the **Copyright Licensing Agency (CLA)**, we invite you to create a piece of creative writing, poetry, spoken word, art, photography or design in response to the brief below.

All we ask is that you are currently enrolled at an FE college, that you read the brief and submission guidelines and most importantly, that you let your imagination and creativity flow.

We’ll look through all the submissions we receive and will choose a number to be included in an online showcase and anthology on the **Association of Colleges (AoC)** website.

In November 2024 we’ll share chosen submissions on our social media channels, celebrating some of the fantastic examples of creativity that we receive, and we’ll also showcase a selection of works at the AoC’s Annual Conference.

This isn’t a competition and we are really keen to **encourage everyone to have a go**. You don’t need to have any experience with creative writing or the arts to make a submission.

You can find all the information you’ll need to take part [here](#), but if you have any questions you can always get in contact with us.



AEROGRAMS →

Before there was email, before there was social media, when people were far away, they spoke through **AEROGRAMS**. Aerograms were private, sealed, handmade, personal.

They flew around the world informing people of each other's lives, sharing experiences, ideas, thoughts, feelings and concepts. What will you put in your aerogram to the world?

The brilliant thing about an aerogram is the format. A set, universal sized object, recognisable around the world. A fairly small, ephemeral object, that contains the power to change lives, nations and the world.

Aerograms have played a significant role in world history, being a major pillar of how humans communicated with each other globally for many years. Aerograms have been a major flashpoint for socio-political and cultural change in the world (both for the better and for worse).

Amelia Earhart's Solo Transatlantic Flight (1932)

On May 20-21, 1932, Amelia Earhart made history by becoming the first woman to fly solo across the Atlantic Ocean. She piloted her Lockheed Vega from Harbor Grace, Newfoundland, to Culmore, Northern Ireland, carrying a small load of airmail and aerograms.

This achievement contributed to Earhart's legacy as a pioneering aviator and was made possible, in part, by the importance to the world of aerograms.

Love Letters during World War II

Many couples separated by World War II maintained their relationships through airmail correspondence. Soldiers and their sweethearts exchanged love letters and heartfelt messages, often relying on airmail services to bridge the geographical gap. These letters are historical artifacts that reflect the emotional challenges faced by couples during wartime.

You can see that in a world before the internet and instant communication aerograms were used to share news, stories, letters from family, letters from friends and to keep people separated by conflict in touch.

TASK →

Your task is to independently produce an aerogram to the world.

Your challenge is to **‘tell the world’** one very important thing. Carefully consider the story or message you want to say, refining your ‘thing’ to its defined core to communicate it in the most efficient way possible. Remember, you can only say **ONE** thing, so chose your message carefully.

Giving careful consideration to your message to the world, **create your aerogram.**

You can use any form of writing. You may like to write a letter, a story, a script, a poem, song lyrics, a manifesto, a slogan, or even just a statement.

You may like to respond visually, using techniques like drawing, painting, photography, printing, graphic design or illustration to communicate your message. You might consider semiotics and how you can capture a whole message in a single symbol, or a combination of symbols/signs. You can always make use of our aerogram template!

You may like to think in three dimensions, using techniques like paper engineering, pop-up, or sculptural techniques to bring your message to life.

You may like to respond in moving image or sound, creating a short narrative video, capture spoken word, movement performance, or record a song.

The task is straightforward. Make your aerogram, seal it and send it.

Simple as that!

SOME EXAMPLES TO GET YOU STARTED →

Write an Aerogram

You may want to write an aerogram putting yourself in the shoes of someone who is a long distance away from a friend or loved one. What might you tell them?

Are you writing from a certain point in history or perhaps you'd like to write from the modern day? What's the key thing you'd like your aerogram to communicate? Perhaps its hope, perhaps its joy, perhaps its fear?

Write a story

You might like to write a story that features an aerogram as a key element in its plot? Has your main character just received an important bit of news via aerogram?

Do they recognise its unique format immediately? Perhaps they have been searching through old documents in a loft and stumble across an aerogram for the first time? Remember to keep in mind the one important thing you'd like your story to tell the world.

Design an Aerogram

Perhaps you are interested in the design of an aerogram. You might want to reimagine its shape and form.

How will its new form carry a message? What will that key message or thing be? Could an aerogram be redesigned to function today?

Create a visual response

You might like to deconstruct the template, or submit a drawing or painting inspired by the aerogram or the message the aerogram holds.

You might take inspiration from its purpose of sharing information in a quick and concise way and let this inform your visual style. Perhaps you'll illustrate a scene including an aerogram?



SUBMISSION GUIDELINES →

All submissions **must** be made through your college and by a staff member. In order to take part you must be an enrolled student or college staff member. We encourage the college community to be involved in this project.

Each college taking part **must** have a member of staff who will oversee the submission process and be a point of contact throughout the project.

Each college taking part can submit up to 5 submissions (or 5 submissions per college site if your organisation is across multiple sites). There is no minimum number of submissions.

Submissions **must be accompanied by a [signed consent form](#).**

One consent form must be completed per piece of work. Submissions without an accompanying consent form will not be accepted.

Submissions are open from **Wednesday 6th March 2024 to 12 noon on Monday 13th May 2024.**

We hope to let you know which pieces have been chosen to be showcased by early July 2024. Please keep an eye on your inbox for notifications.

To enter, **register your interest by emailing charitabletrust@aoc.co.uk** well in advance of the submission deadline and you'll be sent a link to share submissions with us online. All submissions must be made by a member of college staff.

You can respond to the brief using any of the media above but please consider that **your work will be shown digitally**. If you are making a physical piece of work you will need to document this and submit it digitally.

Writing:

Maximum 500 words submitted as a Microsoft Word document. Please ensure that each file is named as follows:

'studentname_submissiontitle_college'

Please include the **students name, submission title and college** on the word document itself too.

Images:

One image per submission. This can be an image that documents a physical outcome or a photographic image which is the submission itself.

The image will need to be a maximum of **1200 pixels wide and no larger than 1mb**.

Please ensure that each file is named as follows:

'studentname_submissiontitle_college'.

Videos:

One video per submission. Videos should be a **maximum of 2 minutes long and shared as an MP4 file**.

If there is any speaking, spoken word or singing in the video **please provide a full transcript and ensure that videos are subtitled**. Please ensure that each file is named as follows:

'studentname_submissiontitle_college'.

Audio:

One file per submission. Please ensure this is submitted as an MP3 file alongside a full transcript and brief description of the piece. Please ensure that each file is named as follows;

'studentname_submissiontitle_college'.

Please ensure that any submitted work is original and **not breaking any copyright**.

Please note that all videos will be captioned for accessibility reasons.

The decision of the project team selecting works for the online showcase, gallery, social media promotion and AoC Annual Conference display will be final.

We look forward to receiving your submissions.