

## College of Liberal Arts and CSU Athletics RamWalk Mural Design Competition

**Call Type:** Juried RamWalk Mural Installation Design Competition

**Eligibility:** Students majoring in the College of Liberal Arts at Colorado State University

**Entry Deadline:** May 23, 2022

**Submit Entries to:** Jennifer.Wright@colostate.edu

**Questions?:** Johnny Plastini, Associate Professor Art and Art History and Faculty Advisor for SOVA (Students of the Visual Arts), [Johnny.Plastini@colostate.edu](mailto:Johnny.Plastini@colostate.edu)

**About RamWalk:** The CSU Ram Walk, located on the south end of Meridian Avenue just north of Canvas Stadium on the CSU campus, is a celebration of Ram pride and community spirit. On Rams football game days, the strip of asphalt becomes a stage for the cheer squad, CSU marching band, and football team as they parade along the street and into the stadium before kickoff. During the rest of the year, the message and colorful design painted on Ram Walk will serve as a spaking point for tours for prospective students and families and a point of pride for all CSU students and community members.

### About the Street Mural Design Competition

We invite design proposals for a street mural related to the RamWalk theme “Stalwart.” Proposals incorporating the word “stalwart” that combine inclusive visual elements and clear typographic design are especially welcome. Winning proposals will point to a holistic and shared vision across communities of what it means to be stalwart. Designs may address the following prompts: What does the idea of being stalwart mean to you? How does “stalwart” function as a noun, a verb, a feeling, and as a collective identity for the CSU community? How is being stalwart rooted in our history and how does it shape our path toward the future? How does being stalwart guide how we come together as a student body connected by our commitment to higher education? Submitted by students majoring in any department in the College of Liberal Arts.

### Design specifications

- Designs must be scalable to the total area of 3934 square feet with the following dimensions
  - RamWalk Area one: 8.5'width x 368'length = 3128 sq feet
  - RamWalk Area two: 6.5' (average width across area two) x 124' = 806 sq feet
  - See attached diagram
- Utilize 16-color palette utilizing traffic-grade paint (see sample chips below)
- Designs must be legible and digestible to a broad and inclusive audience
- A pre-submission session with the design committee will take place on May 16 allowing for students to present their working proposals for an advance review and discussion of implementation considerations.
- Winning RamWalk design installation will not be the responsibility of the designer, but will be installed by students taking LEAP660, Arts Collaboration and the Community during the summer
- **The winning proposal will be recognized with a \$5,000 College of Liberal Arts scholarship for the 2022-23 academic year**
- Scholarship recipients will be invited to participate in the following year’s selection jury

- Installation of the design to take place as a collaborative event in August 2022 and will remain in place for one year.

### **Submission Requirements**

- Concept drawing(s) showcasing key elements of the proposed design. Drawing(s) must take into account the scale and scope of the application area (see attached dimensions).
- Review portfolio

Winning design will be selected based upon feasibility and embodiment of the design theme and its incorporation of the RamWalk theme (“Stalwart” as noted above). NOTE: Winning design will not be limited to text; the creative use of imagery is encouraged, as well.

Upon selection, the winning student designer will work with committee members in finalizing the design, prepping it for installation, and will collaborate with the group responsible for the finished application.

### **Dates to Remember**

- Live review with the design committee: **May 16, 2022**
- Final Design applications due: **May 23, 2022**
- Mural installation dates: **July 5-August 5, 2022**

**Palette available for design proposals:**



**Traffic Yellow**



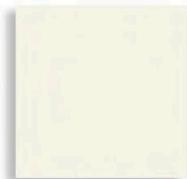
**Airfield Yellow**



**Orange**



**Beige**



**White**



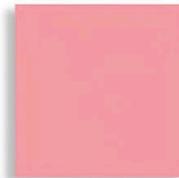
**Bus Lane Red**



**Adobe Red**



**Red**



**Pink**



**Toll Lane  
Purple**



**Bike Lane  
Green**



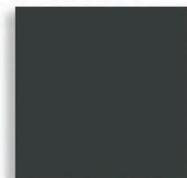
**Metro Green**



**Light Blue**



**Handicap  
Traffic Blue**



**Black**



**Gray 8C**



**Gray 6C**

Custom colors are available by request for Logos, Branding, School Colors and Custom Artwork. Glass beads can be added for Retroreflectivity.

Dimensions shown are for orange painted area only.  
6" wide white stripe surrounds entire orange area

**Ramwalk Dimensions**  
Not to Scale

