

## The BIG PICTURE Training in Mural Making

A progressive program for all ages and artistic levels

The program provides context, information and training to help enhance communities with mural art programs through graduated learning options. We propose to deliver this through three levels of training:

- INTRODUCTION TO MURAL ART - Entry Level – Intergenerational
- LEADERSHIP TRAINING IN MURAL MAKING – Youth artists
- BIENNIAL MURAL SYMPOSIUM – Emerging and Professional muralists and project managers

### **Program Mission:**

To provide a continuum of training opportunities for skills development in mural making for all ages; from children to seniors, emerging youth entrepreneurs to skilled professionals and to provide context and information about improving communities through mural programs.

At the entry level, open to all ages, there will be basic training in drawing, painting, stencil-making and use of colour – relating to the use of art in the public realm.

The leadership training segment will address the needs of young emerging mural artists, to prepare them for the workforce; to provide them with the important skills needed, that go beyond what they learn in school art programs and to enhance their on-the-wall painting experience.

Mural Symposium in Toronto – (biennial) will provide a forum and network where emerging and professional artists can share their experiences and learn from each other. At the Symposium (as well as online) Mural Routes will share lessons learned and provide a toolkit for replication of the Training in Mural Making program in other places.

The program feeds directly into our Summer Youth Mural Apprenticeship Program which provides mentorship and employment in mural making for youth artists each summer, in east Toronto. It also forms the framework for the development of a Social Enterprise group for mural and community art production.

### **Program Mandate:**

To work with local communities in Toronto to provide accessible options for people of all ages to engage in an artistic process that will build skills, confidence and enjoyment within the context of community mural art.

### **Program Goals:**

1. To work with community partners that share the mandate to engage members of the community in creative projects;
2. To provide a unique opportunity for people from diverse backgrounds to learn new skills in visual art with a focus on community mural art;
3. To identify youth who would benefit from further training in the field of mural art;
4. To increase the professional skill and employability of emerging youth artists in the job market;
5. To find work placement for youth mural artists;
6. To provide opportunities for artists and groups engaged in the production of mural art to increase their knowledge in the field.
7. To provide a mechanism for emerging and experienced artists to share and learn from one another;
8. To improve the quality of public art murals for the benefit of the communities where they are created;
9. To explore a model for the creation of a Social Enterprise group for mural production;
10. To maintain the connections and expand the network of mural producing communities and artists.
11. To share the lessons learned with others who are interested in improving their communities through mural art.

### **Background:**

Mural Routes is the only public arts service organization in Toronto and recognized internationally as leaders in the field of promotion, education and networking in the field of mural art. We have developed many resources and held Symposia around Ontario to increase the knowledge and skills of those who



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are involved in improving their communities through mural art. We have developed expertise in all aspects of mural production. We have a strong network of contacts with professionals in the field, many of whom have participated in seminars, symposia and workshops that we have run in a variety of locations in Toronto and towns in Ontario. Over time, Mural Routes has developed a range of mural production resource materials that form the basis for the curriculum of this program. Our summer projects are focussed on youth mentorship. As a result of requests and perceived needs of emerging youth artists, in May 2011 we launched a pilot program "Off the Wall: Leadership Training in Mural Making," targeted at youth artists who are interested in furthering their artistic skills and opportunities in the field of mural art. This was developed as the result of many years of working with emerging and professional mural artists and observing the lack of opportunity for young artists to access education in this field. The program outline and criteria for the pilot project, were developed by a Program Advisory Team (PAT) which is made up of representatives of Mural Routes and our program partners. The pilot program is supported through one-time funding from the Ministry of Culture, CSIF Grant, City of Toronto Innovation, Opportunity and Prosperity Program and services-in-kind from the program partners as well as Toronto Public Library, Kennedy Eglinton Branch.

Eighteen youth were enrolled in this pilot program for Leadership Training. As the program progressed, we received detailed, excellent feedback from participants, partners and instructors. The program culminated in presentations of the students' Independent Study Projects and a graduation event took place in October 2011. Five of the youth apprenticed as mural artists with Mural Routes for summer 2011. Several others have received employment offers and independent commissions.

The feedback we received from our partners and other groups, that are interested in bringing similar programs to their communities, is that there is a strong desire to add introductory sessions that would allow community members of all ages to explore their creativity and discover their own artistic potential in this field of art. From these programs, we will be able to identify emerging artists who would be future participants in Leadership Training in Mural Making, a Biennial Mural Symposium, a Social Enterprise Mural Making Group or who can become leaders in their own neighbourhood to launch creative arts projects.

We will use the model of the Mural Production Resource Handbook which we published in 2005, (the only handbook of its kind in Canada) as well as new material delivered in the pilot project, to create, publish and distribute the Teaching materials. The curriculum will combine all of the elements that we know through experience to be important and valuable to the production of mural art. It will be delivered through classroom and onsite sessions. While there are important academic components that must be learned, the hands-on experience is critical to improving skill and knowledge. The apprenticeship aspect will take this to another level. Youth artists, who successfully complete the program, will feel comfortable to pursue their craft on a professional level and be able to enter the work force to participate in the economic health of the community as well as the arts sector.

The evaluations from the pilot project have given us a clear indication, both from students and instructors, that the program is delivering important information that is helping the participants increase their skills and employability. The evaluations have served to direct us in our planning as we go forward to expand and enhance the opportunities for learning in the field of mural and related creative arts.

As a result of the program, the information about community murals will be disseminated to many emerging artists and project managers, as well as shared with communities in Toronto and further afield. The skill levels of the participants will be increased as well as their practical knowledge and their employability in the field. The program will produce valuable resource material and information that will be shared with all participants and made accessible to everyone via the internet.

### **The BIG PICTURE: Training in Mural Making**

The program has three components to provide a progression from a basic introduction to Mural Art through skills development in the Leadership Training program to job opportunities and professional growth in mural making.



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At the entry level, open to all ages, there will be basic training in drawing, painting, stencil-making and use of colour – relating to the use of art in the public realm.

The leadership training segment will address the needs of young emerging mural artists, to prepare them for the workforce; to provide them with the important skills needed, that go beyond what they learn in school art programs and to enhance their on-the-wall painting experience.

Mural Symposium in Toronto – (biennial) will provide a forum and network where emerging and professional artists can share their experiences and learn from each other. At the Symposium (as well as online) Mural Routes will share lessons learned and provide a toolkit for replication of the Training in Mural Making program in other places.

The program feeds directly into our Summer Youth Mural Apprenticeship Program which provides mentorship and employment in mural making for youth artists each summer, in east Toronto. It also forms the framework for the development of a Social Enterprise group for mural and community art production.

### 1) **INTRODUCTION TO MURAL ART-** Entry Level – Intergenerational

This component of the program is targeted at community members of all ages who are interested in exploring creative arts with a focus on preparation for community mural making. The aim is to make this fun and accessible, with the goal of sparking the creative spirit in the participants. They will be encouraged to explore their own neighbourhoods for community art murals and activities. There will be eight sessions, approximately 2.5 hours long; preceded by a presentation, Overview of Murals in the Community. Session will be conducted in public spaces such as libraries, community centres and social service hubs in locations around Toronto. Skills training will focus on four areas of visual art; Introduction to Drawing, Painting techniques, use of Colour and Stencilling / Screen printing. Each participant will have the opportunity to experiment with each of these and to end the session with a completed piece of art. The program will end with a public exhibition of the completed work. The instruction will be supervised by the Program Director. Graduates from the Leadership Training in Mural Making program will be employed as teaching assistants. Those participants in the program who wish to proceed with further training or exposure to mural making will be referred to the Leadership Training and Mural Symposium. They will also have access to resource information provided by Mural Routes including blogs and Facebook.

Time frame: 8 weeks, after school or Saturday mornings. Two locations in different communities starting in February or March 2012. Additional venues across Toronto will be added as new partnerships are formed.

First confirmed location is Toronto Public Library, Kennedy/Eglinton Branch in east Toronto. Albert Campbell Library is a potential second location.

### 2) **LEADERSHIP TRAINING IN MURAL MAKING** – Youth artists

The aim of this component is to provide free and accessible training for leadership development and youth entrepreneurs in the field of mural art. It is designed to address the needs of young emerging mural artists, to prepare them for the workforce; to provide them with the important skills needed, that go beyond what they learn in school art programs and to enhance the on-the-wall experience they have gained through employment in summer mural programs. This is an intensive approximately 60 hour curriculum course that includes workshops delivered by professionals in various aspects of mural painting, installation and restoration, as well as training in business and client relation skills. Training manuals and how-to videos will enhance the experience. Each youth will complete the training with an independent study assignment to create a theme, design and method of application or project proposal for a specific site. While the focus of this program is mural art, a number of other transferable skills will be learned that can be used in any creative enterprise.

The project is targeted at youth 16-25 years old who have an interest in pursuing further training and opportunities in the creative arts. The cut off age will not be rigid; there will be some flexibility so that all young artists who show interest, aptitude and ability will be included, if space allows. The course will be offered free of charge to participants, who will be selected through an application and interview process. Successful candidates will be required to sign a contract of commitment to the program, that will outline expectations and responsibilities.

#### **CURRICULUM FOR LEADERSHIP TRAINING IN MURAL ART:**

- **An Introduction to Community Murals** – in-class presentation and site visits to murals in the community. Students will have access to a library of mural-related resource books.
- **Business skills** - budgeting and financial management.
- **Client and community relations and presentation skills** - this will include team building for equity inclusion and community engagement.
- **Health & Safety/ Risk Management** in the workplace – including site management and maintaining a safety manual.
- **Mural maintenance and restoration techniques** – hands-on sessions, working on a wall.
- **Mural production - artistic skill development**, which will include drawing, painting, composition, perspective, design, colour mixing, stencilling, working with new materials.
- **Project Management** - planning, organizing, scheduling, supervising everything that needs to be done to get a project completed on time and within budget.
- **Mentoring and Team building** – this component will be an integral part of the curriculum and included in each course segment. Students will be encouraged to use the buddy system, where students complement each others skills.
- **Independent Study Project assignment** - each student selects a specific site to create a theme, design and method of application, or a project proposal for the site.
- **Placement and Internship** – through partnerships with other mural producing groups in Toronto, Mural Routes will make every effort to provide opportunities for students who are interested to continue their on-site training through summer placement or apprenticeships, with these groups. During the summer months, Mural Routes will also hire several of the youth as apprentices for our Youth Summer Mural Program. The number of youth depends on the summer employment funding we are able to secure through Service Canada, TDSB Focus on Youth program, Tropicana Community Services, the Ministry of Culture and other employment programs.

#### **Teaching aids**

- Each student will receive a copy of Mural Production: A Resource Handbook;
- Each workshop segment will have handouts; or power point presentations that will be compiled into a Leadership in Mural Art Training Manual.
- During the course of the program "How-to" videos will be developed for the "hands-on" components of the program.

**BIENNIAL MURAL SYMPOSIUM** targeted at Emerging and Professional muralists and Project Managers. Graduates of the Leadership Training Program in Mural Making will attend the Symposium to participate in the organization and running of the event. The aim is to teach, learn and share valuable insights in mural art that will elevate the quality and status of wall art for artists and communities.

#### **Objectives:**

1. To coordinate and host a three day professional development symposium in Toronto, Ontario every second year;
2. To engage a high profile keynote speaker to inspire and motivate participants to excel in public art endeavours;
3. To have workshops that will provide artists and administrators of mural art programs with current information on materials, techniques and other information related to mural production;
4. To explore opportunities for alternative methods and media of wall art production;
5. To document and share the knowledge from the symposium;
6. To build relationships with communities and artists around Ontario;
7. To discover the educational needs of participants and potential participants in the field of mural art for future workshops topics;
8. To use the contacts and information from the symposium to improve the mural art network in Ontario.

**Timing:** To be held every second year in Toronto, in partnership with organizations that also manage mural programs in the City; October 28- 30, 2011; October 2013; October 2015. On alternate years, Mural Routes will support the Global Arts & Tourism Conference, held in locations around the world.



## The BIG PICTURE: Training in Mural Making

Mural Routes has previously coordinated 14 National Mural Symposia in various communities around Ontario, (funded in part by OTF). We have also been participants of the Global Arts & Tourism Conference in British Columbia, California, Nevada, Georgia and Scotland. The two organizations have developed different, but compatible learning and networking opportunities. As we have grown to learn and respect each other, it has become obvious that our communities would be better served if we alternated our events. As Mural Routes is based in Toronto, and this is where most of our work takes place, it is logical to "bring it home" and base our symposium in Toronto.

The Biennial Mural Symposium (Toronto) is an international forum where emerging and professional artists can share their experiences and learn from each other. The symposium forms the nucleus of a network of artists, administrators, funders and organizations that share the same goals of enhancing their communities through mural art. At the Symposium (as well as online) Mural Routes will share lessons learned and provide a toolkit for replication of the Training in Mural Making program in other places. The Symposium provides an opportunity for emerging artists and managers to engage and learn from the experienced professionals in the field of community mural art.

Each Symposium takes place over three days. Generally there will be eight sessions, approximately 1.5 hours in length. Workshop leaders are encouraged to provide handouts and visual material as well as to structure their sessions with time for questions and answers. Some sessions are specifically designed to be interactive with a facilitator whose role is to ensure that all delegates have an opportunity to participate. The maximum group size will be 60 people. There will be time for out- of- session discussions and networking. Newcomers to the field have ample opportunity to connect and learn from others with more experience.

The program will conclude with a comprehensive online report that will include presentation material, issues and challenges discussed and conclusions, recommendations and creative ideas for collaborative projects and strengthening the mural network. A report of the 2011 Mural Symposium will be available early in 2012.

**Locations:** Each year the Biennial Mural Symposium will be held in a different location in Toronto in order to work with different community partners. In 2011, the Mural Symposium was held at two venues; Toronto City Hall in partnership with the City of Toronto and at Warden Woods Community Centre. Venues for 2013 and 2015 will be chosen at a later date

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### **PROGRAM MANAGEMENT**

The program will be supervised and directed by the Mural Routes Executive & Artistic Director and managed by the Program Director with the assistance of a Program Coordinator. Each segment of the program will be delivered by instructors who are specialists in working with communities, youth, visual art or other relevant fields.

**A Program Advisory Team (PAT)** will provide direction, monitoring and evaluation as well as some in-kind service contributions. Representatives of the program partners will be members of the PAT. Other members will include the Mural Routes program management team, workshop leaders, community members.

### **PROGRAM PARTNERS**

- **Scarborough Centre for Healthy Communities / ANC.** Their role will be to liaise with the community of Kennedy Road/Eglinton East in Scarborough. Workshops for the pilot program were held at their venue.
- **Harmony Movement** will provide advice and guidance on all aspects of diversity and equity training including an understanding of community engagement and the role of murals as a means for affecting social change..
- **Arts for Children and Youth (AFCY)** will provide advice on working with youth in the context of a leadership arts-based program. They will also assist with advice on program delivery and evaluation.

- **Urban Arts** (a local arts service organization in Toronto) will assist with communications and outreach to youth artists and will explore options for hosting Leadership Training at a location in the west end when funding is available.
- **Toronto Public Library – Kennedy/Eglinton Branch.** Providing rent free multi-purpose space for Saturday sessions of Introduction to Mural Art and Leadership Training.
- **Additional Partners** will be added throughout the program.

### OUTCOMES

#### Website Development and Social Networking

- The Mural Routes website will be updated with a new “Education / Learning” Page. Course material will be posted there and be available for easy access. Additional teaching resources will be added to the page to make it a resource for all learners in the field of mural art.
- We will create an online Job Posting Board for mural artists and producers.
- A Big PICTURE: TRAINING IN MURAL MAKING Blog and Facebook page will keep all of the students up to date and allow them to have network and have input on the sessions

#### Introduction to Mural Art

- 15 – 20 people (no age or artistic restrictions) engage in introductory art sessions at 2 different community venues, each year.
- Total of nine sessions delivered with instruction in drawing, painting, colour theory, stencilling/screen printing and an overview of murals in the community.
- Exhibit of completed work to be held in local venue.
- Increased interest and skill development in art.
- Opportunities to pursue an interest in mural and related art through other Mural Routes programs

#### Leadership Training

- 15 – 20 youth complete 60 hours of instruction to increase their skills and overall ability to create murals and lead mural projects;
- Increased leadership capacity of participating youth;
- Increased confidence of youth participants in pursuing further post-secondary study or creative career options;
- Increased career opportunities for youth in the field of mural making, project management and creative arts enterprises;
- Restoration of one or more community murals (through hands on workshop sessions)
- Designs for community murals (through Independent Study Assignments)
- Creation of two community mural (through apprenticeship with Mural Routes Summer Youth Mural Apprenticeship Program)
- Creation of a Toronto Mural Network;
- Production of a comprehensive training manual for Leadership Training in Mural Art that can be shared digitally and in printed format;
- Increased understanding by our new partners of the benefits of community mural projects;
- Placement or apprenticeship positions in mural production for 10-15 youth artists;
- Expansion of the Mural Routes website by the addition of an “Education Page;”
- Creation of an online, user-friendly Job Board for Mural Artists to increase the ability of artists and clients to connect with each other;
- Students registered in the Leadership Training Program will receive job counselling and assistance with job placement in arts/mural related work. They will have access to the Job Posting Board and will receive introductions to organizations in Toronto that regularly hire artists and artist/mentors for summer mural programs;
- Each student that successfully completes the course will be given a one year honorary membership in Mural Routes. This will entitle them to an online listing, give them first notice of job postings, news of mural related activities and events and connect them with the larger network of mural practitioners and producers.

#### Mural Symposium

- Increased knowledge of mural production methods and techniques;
- Increased understanding between artists and potential clients;



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- Increased awareness of community and public art mural projects in Ontario and beyond;
- The exploration of collaborative projects and shared resources;
- Enhanced quality and longevity of public art murals.

### PROGRAM EVALUATION

Student, teacher and content evaluations will be an integral part of the program. The goal will be 3-fold:

- 1) To evaluate the progress of each student;
- 2) To evaluate the effectiveness of the teachers and training material and;
- 3) To assess the relevance and delivery of the program content to the participants and the broader field of mural art..

Evaluation of the program will take place at several levels.

For the **Introduction to Mural Art and Leadership Training Program**, students will self-evaluate as well as provide feedback about the instructors and the program content. Instructors will provide the same kind of evaluations. Methods of evaluation will be through questionnaires, interviews and artists' journals. The Blog and Facebook will also provide an open forum for commentary that all students and instructors can take part in. Instructors will evaluate each student. The Program Director will monitor evaluations on an ongoing basis in order so that he can provide feedback to issues or requests that are raised through this process. At the completion of each segment of the program all evaluations and program outcomes will be reviewed by the PAT.

Partnership agreements will also be reviewed annually to see if they have successfully met the needs of the partner groups and the communities they serve.

As the program progresses, all participants (student, educators and program partners) will be invited to provide input and direction towards the development of a Social Enterprise in Mural Art collaboration, under leadership of the youth. Funds will be sought to produce a business and strategic plan for the viability of such an endeavour. If there is sufficient interest and the potential is positive, Mural Routes will provide the support for this group to develop and emerge as a business entity.

Once the evaluations have been completed we will be able to assess the value of the program and how it should be developed in the future. The Program Advisory Team (PAT) will make recommendations for any required changes to the program and will forward these to the Mural Routes Board of Directors and program partners so that they can be implemented in the next phase.

It is through the ongoing monitoring of evaluations during the pilot program of Leadership Training in Mural Making that we feel confident that the program is fulfilling the needs of the students and the communities where they are located. Evaluations and feedback of the Mural Symposia which we have run in the past (from as far afield as Singapore, Germany, Scotland and California) have given us a clear direction that this is a program that we should continue to develop. *"Mural Routes symposium is an indispensable source of information that allows exchange among mural artists and organizations with the same passion and similar problems. It is undeniably a think tank filled with creative outlook and energy."*  
Serge Malenfant, President MURIRS, Sherbrooke, PQ

### Biennial Symposium will be evaluated in a number of ways:

1. Immediate reaction of delegates at the symposium – request for suggestion and ideas;
2. Written evaluation sheet distributed to each participant;
3. Follow up emails to participants;
4. Unsolicited post-symposium communications;
5. Questions and comments on the Mural Routes Blog

The evaluation sheets will include questions about content and delivery of each session and speaker as well as questions about administration, organization and venues. There will also be a comment section and questions about other topics and/or speakers for future subjects.

### Follow up will include:

1. Documentation of all sessions;
2. Evaluations will be distributed and analyzed.



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3. A Summary of the Symposium will be created, sent to all participants and posted on the website. It will also be posted on the Global Mural Conference website which is hosted in Scotland.
4. Appropriate workshop sessions will include handouts and lesson guides.
5. Follow up will be done to participating and non-participating groups around Ontario to add them to the network and to find out if they have an interest in regional workshops.
6. A post-mortem report will be presented to the Symposium Committee and Board of Directors with recommendations for future education sessions.

### **FUNDING**

Core funding for three years of the program has been granted by Ontario Trillium Foundation. Additional funding will be required for program administration, increased workshop delivery, marketing and the management of the Biennial Symposium. Service-in-kind contributions of the program partners will be required for workshop facilities.

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