



## Stone, Sea and Sky Educational Toolkit Design Brief

### 1. Overview of Scottish Civic Trust:

[The Scottish Civic Trust](#) was set up in 1967, to help people connect to their built environment heritage and take a leading role in guiding its development. In its infancy, it successfully campaigned for the restoration of Edinburgh's New Town and can also claim credit for bringing Doors Open days to the United Kingdom. [Doors Open Days](#) is Scotland's largest free festival that celebrates culture, heritage and the built environment by offering free access to over a thousand venues across the country every September.

*Our mission: To celebrate Scotland's built environment, take action for its improvement and empower its communities.*

### 2. Description of project: Stone, Sea and Sky

[Stone, Sea and Sky](#) was a Doors Open Days 30<sup>th</sup> anniversary project that celebrated the architecture and communities of Scotland's Islands. The project took the form of a series of creative primary school workshops that encouraged pupils to explore their local built environment in new ways. The project culminated in celebratory exhibition launches and public sculpture unveilings in three locations – two in Argyll & Bute and one in the Outer Hebrides. As the final legacy of the *Stone, Sea and Sky* project, we want to create an **educational toolkit** that can serve as a resource with ideas of how to engage children with the built environment.



*Photos from the Stone, Sea and Sky workshops in Stornoway, Balivanich and Rothesay.*

### 3. Objectives of *Stone, Sea and Sky* Educational Toolkit:

- Provides a simple, step-by-step guide that teachers/adults can use to engage children in local built heritage
- Encourages young people to take pride in their local built heritage by encouraging the development of a sense of place
- Raises awareness of local architectural and cultural heritage
- Inspires young people to consider a career in the built environment
- Jumpstarts longer-term conversations about sustainability in built heritage
- Increases the brand awareness of Doors Open Days in Scotland's rural and remote areas
- Is hosted on the Doors Open Days website as a free, downloadable educational resource

### 4. Content

- We will be providing the copy and images with the awarded contract
- The toolkit will be divided into the following sections:
  - Introduction/description
  - Materials list
  - Learning objectives/Curriculum for Excellence alignment
  - Activities: step-by-step descriptions of a warm-up session and three different activities, with photographs
  - Options for differentiation (how to adjust the workshops to include different types of learners)
  - Ideas for next steps and further resources

### 5. Specifications

- We would like 2 versions of the educational toolkit:
  - 2 full colour, image-laden educational toolkits (one English, one Gaelic)
    - For possible printing and distribution to creative venues
  - 2 black and white, barer educational toolkits (one English, one Gaelic)
    - For teachers to easily print off
    - Should be minimal paper and ink usage
- All the educational toolkits must:
  - Be A4
  - Be eye-catching, youthful, fun
  - Use Doors Open Days branding (guidelines attached)
  - Incorporate LEADER logo and tagline (at the end of the document)
  - Be a downloadable PDF (not be too large a file size)

### 6. Target Market:

Scotland's remote and rural communities, such as those in the Highland, Argyll & Bute, Eilean Siar and Dumfries and Galloway council areas. Demographics tells us that:

- 23% of Island residents aged 3 and above had some knowledge of Gaelic. This statistic rises to 60%-70% in the Eilean Siar council area of the Western Isles. 8% of Highland residents aged 3 and above had some knowledge of Gaelic. These numbers are significantly higher than the national average of 1.7%.

- These areas are often characterised by an aging population and net-out migration of young people.

These statistics have informed our decision to create a bilingual educational toolkit in English and Gaelic and target primary school children to instil them with a sense of civic pride thereby encouraging them to cultivate a deeper connection with their local areas. The creation of educational resources and cultural experiences also make rural and remote areas a more attractive place to raise children, thereby encouraging the growth of younger populations.

7. Target Audience:

- Primary school teachers
- Informal learning institutions and groups that work with primary school aged children (museums, arts venues, youth groups, scouts, brownies)
- Family groups

8. Project Timescales:

- 16 December 2019: design brief circulated
- 12 January 2020: designer responses due (see below)
- 17 January 2020: contract awarded
- 6 February 2020: design ideas consultation / first draft
- 2 March 2020: final draft

9. Required response:

- Three examples of relevant previous work with an educational bend or design aimed at children/young people
- Two references from previous clients

10. How the Project will be awarded:

Tenders will be reviewed by an internal panel based on referees and quality of previous work.

11. Project Budget:

£1500

12. Contact Information:

Queries, references and examples of relevant previous work should be sent to [Erin.Burke@scottishcivictrust.org.uk](mailto:Erin.Burke@scottishcivictrust.org.uk)

***Stone, Sea and Sky is a Doors Open Days 2019 Project Delivered by Scottish Civic Trust. This project is part-Financed by the Scottish Government and the European Community Argyll and the Isles and Outer Hebrides Leader 2014-2020 Programme.***



# DOORS OPEN DAYS



## BRAND GUIDELINES

A GUIDE FOR AREA COORDINATORS  
PREPARED MAY 2019

This guide aims to improve the visual representation and brand cohesiveness of Doors Open Days. It will help you to design your regional brochure so that all programmes fit into a national brand identity.

“Doors Open Days” and “Doors Open Day” are names licenced under trademark agreement by the Scottish Civic Trust.



# ESSENTIAL

## COLOURS



|       |                |                 |               |
|-------|----------------|-----------------|---------------|
| Print | c40 m0 y100 k0 | c60 m20 y100 k5 | c70 m0 y25 k0 |
| Web   | R170 G207 B55  | R199 G157 B0    | R35 G185 B194 |
| Web   | #aacf37        | #779d00         | #23b9c2       |

## TYPEFACE

### PROXIMA NOVA - Typekit

Alternative Word or free font - Montserrat  
(available via [www.fontsquirrel.com/fonts/montserrat](http://www.fontsquirrel.com/fonts/montserrat))

## INFORMATION

Doors Open Days is a national event run by Scottish Civic Trust. Information about the national programme, including event listings, can be found at [www.doorsopendays.org.uk](http://www.doorsopendays.org.uk). Doors Open Days, along with Scottish Archaeology Month, take place throughout Scotland in September and are part of European Heritage Days.

#dodscot

## LAYOUT

Doors Open Days logo - front cover.

Scottish Civic Trust and European Heritage Days logos

- grouped with other sponsors and supporters logos.

Website ([www.doorsopendays.org.uk](http://www.doorsopendays.org.uk))

- front cover preferred A5 sized leaflet preferred.

## LOGOS

Doors Open Days - for use on front cover



MINIMUM WIDTH 2CM  
(NOT TO SCALE)



WHITE LOGO FOR USE  
ON DARK BACKGROUNDS

Scottish Civic Trust



European Heritage Days



European Heritage Days  
Journées européennes  
du patrimoine



Historic Environment Scotland

Please use either their logo or the phrase: "Doors Open Days is supported by Historic Environment Scotland."



HISTORIC  
ENVIRONMENT  
SCOTLAND

ÀRAINNEACHD  
EACHDRAIDHEIL  
ALBA

# ADDITIONAL

## SPONSORS & PARTNERSHIPS

European Heritage Days website:  
[www.europeanheritagedays.com](http://www.europeanheritagedays.com)

Scottish Archaeology Month website:  
[www.archaeologyscotland.org.uk/projects/scottish-archaeology-month](http://www.archaeologyscotland.org.uk/projects/scottish-archaeology-month)

Historic Environment Scotland website:  
[www.historicenvironment.scot](http://www.historicenvironment.scot)

## STRAPLINES

You can use any or all of these phrases in your marketing as needed. For example on an advert, your website or leaflet.

**Get into buildings this September!**

**Doors Open Days is Scotland's largest free festival that celebrates heritage and the built environment, new and old.**

**Every September you can explore hundreds of fascinating buildings across Scotland for free. Some open up once a year, some just once in a lifetime.**

## SOCIAL MEDIA

In addition to using the hashtag **#dodscot** you may want to include the following as part of your social media activity:

[www.twitter.com/doorsopendays](http://www.twitter.com/doorsopendays)  
[www.facebook.com/dodscotland](http://www.facebook.com/dodscotland)  
[www.instagram.com/doorsopendaysscotland](http://www.instagram.com/doorsopendaysscotland)

## CONTACT

The Scottish Civic Trust  
The Tobacco Merchant's House  
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Email: [dod@scottishcivictrust.org.uk](mailto:dod@scottishcivictrust.org.uk)

The Scottish Civic Trust is a charity registered in Scotland No. SC012569