



PERRY-GREENE DESIGN

DESIGN MUSEUM LIVE BRIEF: POSTER & MERCHANDISE WORKSHOP



WORKSHOP OVERVIEW

The Design Museum Live Brief: Poster & Merchandise Workshop is a three-day, industry-led graphic design experience for students. Students work on a real exhibition brief, creating poster and merchandise concepts that could be used for marketing or retail. The workshop provides work-experience style learning, professional feedback, exhibition visits, and a mini-exhibition with the Design Museum team, giving students portfolio-ready work and insight into professional creative workflows.

KEY BENEFITS FOR STUDENTS

- * Real-world brief from a leading cultural institution
- * Work-experience style learning and portfolio development
- * Professional feedback and one-to-one design reviews
- * Exhibition visit and inspiration from the Design Museum
- * Opportunity for work to be used in marketing or merchandise
- * Confidence in presenting work to professionals

WORKSHOP SCHEDULE & FEE

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HOW COLLEGES CAN APPLY FOR FUNDING

Many local councils and education funding schemes provide grants to bring visiting artists or creative practitioners into schools, colleges, and universities.

1. LOCAL AUTHORITY / COUNCIL GRANTS

- * Wandsworth Council and other London boroughs often fund arts, culture, and creative learning projects.
- * Colleges apply as the lead organisation and list the visiting artist as the practitioner delivering the project.
- * Funding can cover the full workshop fee and materials.

2. NATIONAL OR REGIONAL ARTS GRANTS

- * Organisations like Arts Council England offer Project Grants for creative learning projects.
- * Grants can cover your fee, materials, and exhibition costs, especially since the workshop links to a recognised cultural institution.

STEP-BY-STEP FOR COLLEGES

1. Identify the relevant grant for your college.
2. Request a workshop proposal from the visiting artist, including:
 - * Workshop description
 - * Learning outcomes
 - * Schedule & hours
 - * Budget (£1,080 + optional materials)
3. Complete the grant application as the lead organisation, listing the artist as the practitioner.
4. Submit before the deadline.
5. After the workshop, report back as required by the funder.

FOR MORE INFORMATION VISIT:
WWW.PERRY-GREENEDSIGN.COM/WORKSHOPS



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ARTIST / CREATIVE PRACTITIONER FEE

The full programme, including preparation, liaison with the Design Museum, delivery, exhibition visit, design reviews, and final presentation/exhibition.

DESCRIPTION	HOURS	TOTAL
PREPARATION		
Liaise with the Design Museum	1 hr	
Setup brief / Research / exhibition visit	1 hr	Subtotal: 2 hrs = £120
WORKSHOP DELIVERY		
Industry Insights & Career Journey + Brief	1 hr	
Travel	1 hr	Subtotal: 2 hrs = £120
EXHIBITION VISIT		
Exhibition/research visit with students	2hrs	Subtotal: 2 hrs = £120
MID-PROJECT DESIGN REVIEW		
Review designs for full class	4 hrs	
Travel	1 hr	Subtotal: 5 hrs = £300
FINAL REVIEW		
Review final designs	4 hrs	
Travel	1 hr	Subtotal: 5 hrs = £300
FINAL PRESENTATION / EXHIBITION		
Planning/Laising the Museum team	2hrs	Subtotal: 2 hrs = £120

18 HOURS IN TOTAL AT £60/HOUR

£1,080

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