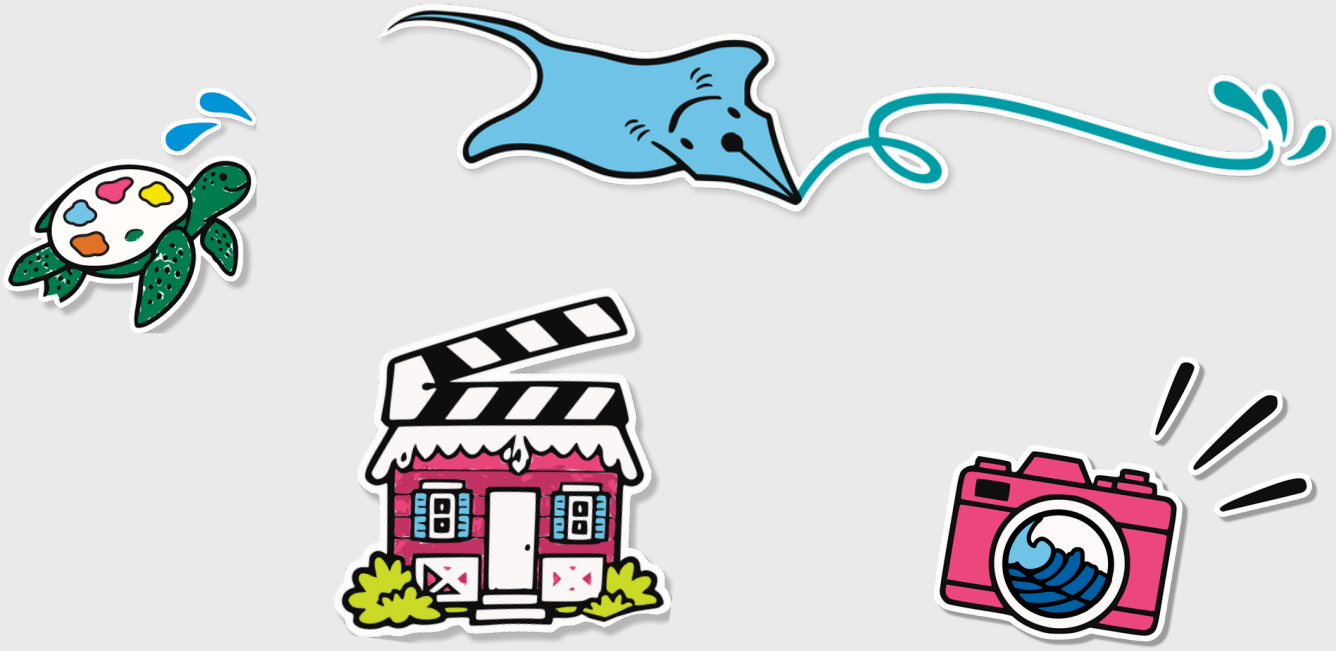
Department of Communications
Cayman Islands Government

Cayman In View 2027

Creative Brief



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Purpose

Cayman in View is an illustration series celebrating Caymanian identity and experience throughout the year.

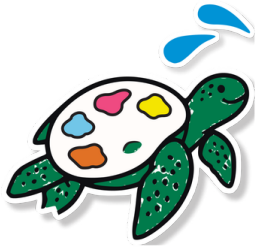
Selected creatives will interpret assigned Public Holidays, Commemorative Days or Cultural and Environmental Observances. Each contributor will bring their own artistic style and perspective to a collection connected by a shared understanding of Cayman.

The illustrations will be published on **GOV.KY** and Government social media channels to mark the occasion for which they were created. Artists will be credited alongside their work and featured in project promotion.

Scope

Applies to all creatives who are selected to adhere to.

The Assignment



Create an original illustration that tells a Caymanian story connected to an assigned occasion.

Consider what the occasion means to Cayman, who experiences it and the places, memories or traditions associated with it. Look beyond familiar imagery and explore the details that make your interpretation recognisably Caymanian.

Assignments will follow one of three creative concepts:

1

Landscape of Cayman - Public Holidays

Explore places and environments that carry the meaning of the occasion.

Your illustration could draw on Cayman's coastlines, seascapes, architecture, historic and civic places or community spaces. National symbols can be included where they contribute to the story.

Think about how a place can express belonging, reflection, celebration or renewal.

2

People of Cayman - Commemorative Days

Place people, stories and relationships at the centre of the illustration.

Explore family, generations, community, heritage, occupations, traditions and everyday life. Consider whose experiences help explain the occasion and how those experiences can be represented through gestures, activities, surroundings and relationships.

3

Perspective of Cayman - Cultural and Environmental Observance

Create a personal or immersive view that places the viewer within an experience.

This might be the view of a fisher facing the sea, a diver beneath the water, a farmer working the land, a child exploring the Sister Islands or a family sharing a tradition.

Consider what the viewer would see, feel or notice from that perspective.

Creative Requirements

Keep your own style, medium and level of realism. We welcome different approaches to illustration. The following guidance will help the illustrations work together across the series.

Element	Element
Colour	Draw inspiration from natural colours that can be found in our environment. Example: coral and orange pinks, sea blues, mangrove greens, sandy neutrals, sunset ambers and gold. Choose colours that suit your subject and style.
Light and atmosphere	Use light to support the mood and meaning of the occasion.
Caymanian detail	Represent people, environments, architecture, wildlife and cultural details with care and accuracy.
Composition	Leave clear space for dates, text and logos. Your assignment brief will identify where this space is needed.
Visual balance	Use national symbols and familiar island imagery selectively. Keep the composition clear enough for the illustration and accompanying information to work together.

What selected artists will deliver



For each assigned illustration, artists will provide:

- An initial concept and rough sketch.
- A short explanation of the artwork and its connection to the occasion.
- One completed original illustration as a high-resolution digital file.
- An editable source file where applicable.
- Their preferred artist credit.

Artwork will need to accommodate landscape, square and portrait layouts. The assignment brief will confirm dimensions, file formats, space for accompanying information and any adaptations required from the artist.

Development Overview

The Process

Selected contributors will work through the following stages.

Assignment and agreement

Agree the occasion, scope, deliverables, usage and deadlines with the Department of Communications.

Research and concept development

Explore the occasion's meaning and develop your visual interpretation.

Rough sketch review

Submit a sketch with a short explanation of your concept and proposed composition.

Artwork development

Develop the approved concept and incorporate agreed feedback.

Final submission

Supply the approved illustration and agreed production files.



Production Timing

Selected contributors will receive an individual assignment and production schedule.

The first assignments will cover January and February 2027 and will require a shorter turnaround. Please indicate your availability during December and January, including any periods when you will be unavailable.

For later assignments, the intended lead time is to complete artwork at least two months before the occasion, with final approval two to three weeks before publication.

Payment, Originality and Rights

Selected contributors will receive **CI$500** per commissioned illustration.

Commissioned artwork must be original and created for Cayman in View. Scope, payment arrangements, ownership, reproduction rights, credits and deadlines will be agreed in writing before work begins. An originality declaration will form part of the artist agreement.

Artists will be credited alongside their work and invited to provide a short biography and information about their creative approach for project promotion.



How to apply

Complete the online application form and provide the requested information and supporting material.

Visit **gov.ky/caymaninview**