



SCRUPPY dog
CREATIVE GROUP

*talk
about...*
ART

THEME PARK CHALLENGE



Talk About Art

Talk About Art is a visual arts charity based in South East London. We believe every young person has a natural inner creativity and that being encouraged to discover that equips them with skills that are invaluable to every aspect of life.

Each year we run projects with partner school working with children facing challenging life circumstances, who are homeless, asylum seekers or who are dealing with mental health issues. We provide a safe supported environment where professional artists guide young people to build their confidence to express their creative thoughts.

Last year we ran our first competition, the very successful UR ART 2020 - A Celebration of Young Artists in Lockdown. Entries were published in a book which is available in libraries in Bromley, Lewisham Greenwich and The British Library. This year we are delighted to be teaming up with Scruffy Dog Creative Group to invite all 6-11 year olds and 12-19 year olds to take up the UR ART 2021- THEME PARK CHALLENGE and have the chance to win two truly fantastic prizes!



www.talkaboutartuk.co.uk
Giving Young People A Creative Voice





Scruffy Dog Creative Group Who Are We?

Scruffy Dog Creative Group are an industry leading company specialising in the design and masterplanning of theme parks, attractions, rollercoasters, dark rides, waterparks, museums, zoos, aquariums and more!

We have clients and offices around the globe and over 80 creatives working in various exciting roles throughout our company.

We have had the pleasure of working with the likes of all the major theme parks within the UK; Alton Towers, Thorpe Park, Chessington Worlds of Adventure and Legoland.

We want to share the joy of designing theme parks with the next generation of young creatives and so we have invited you to partake in this competition to design your own spectacular theme park experience!





Welcome To Our Theme Park Design Challenge!

Scruffy Dog would like to invite you to create one attraction for a new theme park!

Imagine you have a whole land in a brand new theme park to design.

We are looking for an exiting new ride that has a rich and incredible story, packed full of characters and an amazing and interesting visual style.

A theme park ride is so much more than the ride its self. Sure, rides are fun and exhilarating, but that is largely to do with the creativity and story telling that takes us to another place, immerses us and captures our imagination.

We have provided you with a choice of 3 ride types. Pick one ride type and create an interesting and fantastical story to inspire the ride of your choice! Create one colourful and imaginative picture that captures the essence of your ride .





Defining A Narrative And Choosing A Theme

This is where you get to choose the look and feel of your park, the story and characters, the theme!

We have provided some classic example themes for you to choose from but you are free to come up with your own theme if you prefer. Be as imaginative and creative as possible, **DONT HOLD BACK!**

The important thing to remember here is that once you step in to this world everything must be themed to fit into that story. So if you pick Sci-fi then everything from the rides to the paths to restaurants to the bins need to feel like they belong in that world and that reality!



DINOSAUR THEME



SPACE THEME



What Is A Masterplan?

An exiting and colourful map of the park that shows the locations of the rides, the restaurants, gift shops and bathrooms! You can also include other points of interest such as lakes, gardens and other themed structures.

This map can be playful and artistic but it will also help you to think about the size of your rides, the queue and the gift shops. This map will also show the paths and how to navigate from one area of the park to another.

Don't worry to much about this image being perfect it is just a guide so have fun and make it as imaginative and interesting as possible!



THEME PARK MASTERPLAN



WATERPARK MASTERPLAN



Dark Rides

An easy way to think of a dark ride is a ride inside a building where all the lighting, effects and media is controlled. The experience involves guests riding in a moving car through a world inspired by narrative and storytelling.

There are many different types of dark ride. Some are shooting dark rides where you interact with your surroundings and can score points by shooting targets or interactive media screens while others simply provide a moving experience through a magical themed world.

Most importantly these rides are telling a story and taking you on a journey. These rides can be funny, scary, thrilling and exiting. You will have to decide what your dark ride will be and where it takes place!



SHOOTING DARK RIDE



DARK RIDE





Rollercoasters

We have all seen a roller-coaster! These are the big thrill rides that test your nerve and your courage. These are the rides you are always glad you went on!

Roller-coasters can be packed full of imaginative story telling and theming. The best ones have a great idea behind them and are themed to fit with the rest of the world around them.

How will your roller-coaster reflect and capture the imagination of the guests? Is it a space ship travelling through a black whole to another dimension? Or a chariot race through clouds with the Norse gods? Just make sure your roller-coaster is truly thrilling and original!



ROLLERCOASTER



ROLLERCOASTER





Family Ride

These are the rides that are accessible for the whole family. These include such thrilling experiences as drop towers, ferris wheels, bumper cars and tea cups! These rides are fundamentally the same each time but are give there own distinctive theming so they fit in with the wider world of the theme park.

You might have bumper cars that look like baby triceratops in a dinosaur themed land, or a drop tower that looks like an enormous space shuttle in a space themed resort.

As with the other rides, it is important that the theming fits in with the look and feel of the park. These are fun quick rides that have a shorter waiting time and there are many in the park so perhaps think of three or four variations for your park.



DROP RIDE



FLAT RIDE













THANK YOU

We want thank you for your participation in this project.
Any questions please email them to fergus@scruffydogltd.com

We look forward to seeing your great ideas come to life and remember the most important
thing of all is to...

HAVE FUN!

www.talkaboutart.co.uk/ur-art-2021-gallery

CREATE, CLICK, UPLOAD



THEME PARK PROJECT