



Request for Proposal Graphic Designer

Overview

ArtsWest is a nonprofit, multi-disciplinary arts organization located in West Seattle that provides broad access to arts through theatre productions, gallery exhibits and education programs.

Scope of Program

ArtsWest is requesting proposals for a graphic designer, paid monthly and retained annually as a freelance artist. The successful designer needs to be flexible to meet our work schedule, with frequent turn-around times of one week, and the occasional project that is needed on a 24-48 hour basis. Work space, computer and software is not provided. We are looking for someone that fits with our esthetic – clean, contemporary and often stylized. Most of all we are seeking a designer who believes in the highest quality of work, with an eye to detail.

Terms and Conditions

The successful designer will work closely with our Marketing and Development leads, with frequent input from the Artistic and Managing Directors.

Business Model

As a nonprofit, ArtsWest falls within the realm of needing high quality for good value. Consideration will be given to rate and experience. The cheapest offer will not necessarily be the successful candidate.

Evaluation Process

The ArtsWest Managing Director will review each proposal and portfolio independently as outlined by the schedule below. Finalists may be required to participate in a phone or in-person (candidates choice) interview that will take place at a time to be determined. .

Schedule

Please submit your proposal and a link to your online portfolio to Laura Lee, Managing Director - laural@artswest.org. Proposals must be received by the deadline outlined in this document to be considered. No exceptions will be made without prior consent from the Managing Director.

- ☐ Proposal due date: September 12, 2014
- ☐ Proposal review and phone interview: September 15 – 19, 2014
- ☐ Anticipated final decision: September 22, 2014

Contact for Questions

Laura Lee, Managing Director, laural@artswest.org; T: 206.938.0963 ext#114

Request for Proposal

ArtsWest Project needs include:

Season Brochure and a One Sheet overview

- Files for print collateral, poster, and online images

Six Show Packages plus a Summer Festival, deliverables include:

- Images designed for each show, with a common thread or style to represent our brand.
- Poster images x 2 sizes
- Postcard for mailing – front and back
- Graphics for social media, including Facebook banners, website banners, images sized for twitter, e-marketing such as constant contact
- Show program – the template and ads will remain consistent from show to show, but the internal content will change.
- Print publication advertising – usually consistent ad, resized for 5-6 vendors
- Online advertising – consistent ad, resized for 3-4 vendors

Education Program

- Brochures or similar x 2
- Postcards x 3
- Summer theatre production poster and social ads

Gala Fundraiser

- Logo design
- Save the Date postcard, invitation, reply card, envelope, thank you card or postcard
- Catalog layout

Development Print Collateral

- Brochure style x 1
- Postcard x 1
- Annual report layout

Submit for Consideration

Please submit your proposal to Laura Lee, Managing Director - laural@artswest.org by September 12, 2014. Please state your requested compensation to meet our project needs, two references to your work, and link(s) to your online portfolio or examples of your work.