GATEWAY THEATRE
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Request for Proposal - Graphic Designer (Contract)

Gateway Theatre in Richmond, BC is looking to engage a freelance Graphic Designer. This document presents our vision for the position, and it includes background information on Gateway Theatre, the scope of work and specific requests relating to the proposal. Our intent is not to convey that we have all of the answers in creating the best creative solutions; rather, the ideal and preferred contractor will bring its own ideas and vision based on industry expertise, guiding us to incorporate our goals into that vision.

Project Overview

The Graphic Designer will produce creative assets and communication materials for Gateway Theatre's diverse programming. For each season, we need to develop an overarching cohesive look and feel that sets the overall design style, as well as individual visual identity for the productions. The contractor will also design collaterals to promote Gateway Academy's classes and summer camps.

Background

Gateway Theatre enriches the quality of life in Richmond and surrounding communities by creating outstanding professional theatre and serving as a dynamic hub for the performing arts. Since opening in 1984, Gateway has grown into one of the largest professional theatre companies in Metro Vancouver. We serve the city through live theatre productions, theatre education for youth, and community venue rentals.

Scope of Work

The Graphic Designer will be providing the following services:

- Creative strategy & ideation
    - An overarching visual identity and graphics for Gateway's 2020/2021 season that works well with Gateway's existing brand
    - Individual visual style for each of Gateway's show (four to six shows anticipated) that lives within the season's visual identity
    - The visual identities and styles will be applied to both print and digital materials
- Communication Design
    - Season materials, including print and oversized materials. For reference, our 2019-2020 Season pieces included:
        - 1 x Season Brochure: 5" W x 7" H booklet with saddle stitch, 20 pages
        - 1 x Season Snapshot: Legal sized, double-sided in accordion fold
        - 1 x Wall banner inside the theatre: 12 ft W x 7 ft H
        - 6 x Window clings on the exterior of the building: approximately 32" x 32"

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        - 1 x Oversized photo backdrop banner: 7 ft W x 5 ft H
        - 2-3 print ads: approximately 5" W x 4" H
    - Show collaterals, such as print and digital advertisements, posters, and oversized banners. For reference, our 2019-2020 shows each needed these pieces designed:
        - 1 x Poster: Tabloid size, non-bleed for in-house printing
        - 2 x Postcard (variations of message to different audiences): 8.5" x 5.5", double-sided
        - 1 x Oversized photo backdrop banner: 6 ft W x 5 ft H
        - 3-4 Print ads: approximately 4" W x 7" H per publication
        - 20 x Google Ads: various sizes
        - 2 x web ads for specific digital media
        - 1 x bus ad and 1 x Skytrain ad (for our December holiday show only)
    - Gateway Academy pieces, including brochure and ads. As a reference, these materials were produced in the 2019-2020 Season:
        - 1 x Academy Brochure: 5" W x 8.5" in gate-fold closed
        - 1 or 2 x print ads (needs depends on number of student registration): 8" x 10.5", black and white
- Supply of creative assets developed for the season, shows and/or Academy to allow smaller scale work to be done in-house (e.g. email signature, cast headshot display, ad hoc marketing initiatives)

Project Timeline
A rough timeline of project deliverables:

End of February	Season & production graphics
End of March	Season brochure, backdrop banner
End of March	Academy brochure, print ad (if needed)
End of April	Season oversized wall and window banners
End of August	Season Snapshot / Calendar of Events
September –April	Deadlines of show materials depend on season schedule

Note: This timeline is tentative and subject to change with advance notice.

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Proposal Details

The proposal should include:

- Relevant examples of work
- A price proposal for the work described (including expectations around concepts supplied and revisions)
- An hourly rate for additional work

To Apply

Application deadline: January 31, 2020

Please submit applications to Wendy Tsui at wtsui@gatewaytheatre.com with subject line: Graphic Designer Application