



Request for Qualifications

Artwork for Vaccine Poster Project

Commissioned by The ArtsCenter for Day One Relief

Project Description:

The ArtsCenter is seeking proposals from North Carolina-based artists to design a COVID-19 Vaccine poster to provide vaccination information in frontline communities in North Carolina. Day One Relief will distribute the posters in vaccine clinics and providers and community partners across North Carolina, including Columbus County and on campus at Elizabeth City State University. The ArtsCenter is commissioning artists to create original artwork for the posters, printed at 8.5" x 11". Application deadline is Monday, April 26th. There is a stipend of \$150 per artwork design. Printing and installation will be managed and paid for by The ArtsCenter and Day One Relief. Eligible artists must reside in North Carolina.

HOW TO APPLY

Interested artists should submit:

- PORTFOLIO OF PREVIOUS WORK
 - A portfolio of prior design work, particularly poster design. Links to an online portfolio or social media account will be accepted, or work may be submitted as image files in an email. Please do not mail physical media—no hardcopy applications will be considered or returned.
- BRIEF WRITTEN PROPOSAL OF POSTER DESIGN
 - 500 words max including concept as well as tagline.
 - The ArtsCenter is committed to compensating artists fairly for their labor, and original artwork for the poster will not need to be created (or submitted) until The ArtsCenter has selected and contracted an artist for this project.

APPLICATION INFORMATION

Applications for the first round of posters are due Monday, April 26th.

Due to the ongoing and ever-changing nature of vaccine rollout, there may be additional opportunities for poster designs in the near future, as early as June. For subsequent rounds of posters, applications will be accepted on a rolling basis. More than one artist may be selected for this project.

Selected artists will receive a stipend of **\$150** to create one design for an 8.5"x11" poster that will be printed by The ArtsCenter and distributed by Day One Relief. This project is a community service and a

not-for-profit public health effort. Artists may choose to waive their fee and donate their design; accepting or declining fee has no bearing on selection process. Artists must reside within North Carolina.

Applications should be emailed by Monday, April 26th to marketing@artscenterlive.org with the subject line "Vaccine Poster Application." Portfolio materials may be attached as a zip file or a link to a cloud storage service such as Google Drive or Dropbox, or a link to a social media account showing your prior design work.

Artists who are seeking guidance on how to prepare an application or have questions about this project are invited to contact marketing@artscenterlive.org.

SELECTION PROCESS

Applications will be reviewed and a winning proposal selected by The ArtsCenter and Day One Relief. ArtsCenter staff will notify applicants of selection results and will make further arrangements with the selected artist(s). Once an artist has been selected and contracted, they will create the poster design and receive the artist fee.

Poster designs must include the following:

- A slogan or tagline that encourages NC residents to receive the vaccine. Examples include "Get Out the Vaccine" (Day One Relief) and "You Have A Spot, Take Your Shot" (NC DHHS). However, artists are not required to use either of these taglines and are encouraged to come up with their own.
- Sufficient blank space on the design for informational text with location-specific details about vaccination to be added later by Day One Relief, based on where the posters will be distributed.

PROPOSED SCHEDULE*

Monday, April 26th: Application deadline

Friday, April 30th: Artist(s) selected for first round of posters and contracts issued

Friday, May 14th: Artist designs due

Monday, May 17th: Poster distribution and installation begins

**all dates subject to change*

ADDITIONAL INFORMATION

If you have questions about the process or require additional information, contact:

Patrick Phelps-McKeown, Marketing Director, The ArtsCenter

Marketing@artscenterlive.org

(919) 929-2787 x3

DISCLAIMER

Final designs must be approved by The ArtsCenter and Day One Relief. The ArtsCenter and Day One Relief reserve the right to refuse any or all submissions or works and to waive informalities in procedures should it be determined that submissions or works are not adequate, or for any other reason prior to a written arrangement being reached.