

# REQUEST FOR PROPOSAL: ART DIRECTOR/GRAPHIC DESIGNER

The Kresge Foundation  
Eminent Artist Monograph  
October 1, 2018

## ABOUT THE KRESGE FOUNDATION

The Kresge Foundation was founded in 1924 to promote human progress. Today, Kresge fulfills that mission by building and strengthening pathways to opportunity for people with low incomes in America's cities, seeking to dismantle structural and systemic barriers to equality and justice. Using a full array of grant, loan, and other investment tools, Kresge invests more than \$160 million annually to foster economic and social change. For more information visit [kresge.org](http://kresge.org).

## ABOUT KRESGE ARTS IN DETROIT

Kresge Arts in Detroit (KAID) is funded by The Kresge Foundation and administered by the College for Creative Studies. Kresge Arts in Detroit works to enrich the quality of life for metropolitan Detroiters by helping artists provide a broad spectrum of cultural experiences; celebrate and reflect the richness and diversity of our community in all its aspects; heighten the profile of arts and artists in our community; and strengthen the artistic careers of local artists. Since 2008, Kresge Arts in Detroit has awarded more than \$5 million through 10 Kresge Eminent Artist awards (\$50,000 each), 180 Kresge Artist fellowships (\$25,000 each), and 10 Gilda Awards (\$5,000 each). For more information visit [kresgeartsindetroit.org](http://kresgeartsindetroit.org).

## ABOUT THE EMINENT ARTIST MONOGRAPH

Since 2008, The Kresge Foundation has honored an exceptional artist living and working in metropolitan Detroit on the basis of their body of work, contribution to their art form and demonstrated commitment to the Detroit cultural community. The Eminent Artist Award, which includes an unrestricted \$50,000 prize, acknowledges artistic innovation and rewards integrity, depth of vision and singularity of purpose as judged by the Kresge Eminent Artist Advisory Panel.

Each year, Kresge's External Affairs & Communications team ("Kresge Communications") commissions production of a monograph honoring the Eminent Artist's life and work. Rather than a monograph in the academic sense, this 70-90-page book is aimed at an audience interested in the arts but not necessarily steeped in the awardee background and/or the awardee's genre(s). The monograph must serve as an introduction to both the artist and their art forms, while being of interest to more knowledgeable readers. The monograph is intended to serve as an authorized, official biography to reflect positively on the Eminent Artist and the foundation.

Past monographs can be viewed at [www.tinyurl.com/KFmonographs](http://www.tinyurl.com/KFmonographs). Future monographs are expected to meet or exceed the high standards set by the first 10 years of these publications.

## DESCRIPTION OF WORK

- Research artist genre and the background of the Eminent Artist.
- Attend interviews with Eminent Artist.
- Ability to work closely with Kresge Communications team throughout the design process.
- Create and design layout of Eminent Artist Monograph book
- Maintain a consistent look and feel of design throughout monograph

- Bid quotes from local printing companies and present to Kresge Communications team (Kresge can supply printer suggestions if needed)
- Curate photography and visual representation of artist and their work (childhood photos, memorabilia, etc.)
- Independently research visual representation of Eminent Artist technique and develop designs/layouts that place the artform in context
- Meet/exceed quality standards established by previously published monographs
- Secure and administer external photo usage and rights on behalf of foundation
- Participate in weekly or bi-weekly project update phone meetings with Kresge Communications team
- Keep in constant communication with printer and binder throughout printing process (includes in-person print checks as needed while book is on-press/in binding)

The project will begin in late January and is to be published and printed by late May. The book is created in close consultation with the Kresge Communications team and the Eminent Artist.

### **GENERAL REQUIREMENTS**

- Must have at least 5 years of experience using the Adobe Creative Suite
- Final book must be created in Adobe InDesign. Final files must be packaged and delivered to The Kresge Foundation.
- Must have experience working with printers and exporting files to print.
- Must work within given budget for printing expenses and external photo usage rights (printing costs will be paid directly by foundation).
- All final print materials will be owned by The Kresge Foundation (including original data files)

### **OTHER EXPECTATIONS**

- Photograph new imagery for the monograph, as needed (desired)
- Experience with portraiture photography (desired)
- Copywriting experience helpful, but not necessary
- The Art Director/Graphic Designer is expected to attend the Kresge Arts in Detroit reception event at which the Eminent Artist is officially recognized and presented with their award (early spring).
- The Art Director/Graphic Designer is also expected to attend the public release of the monograph event (late summer/early fall).

### **PRINTING SPECIFICATIONS OF BOOK**

Description: 70-90 pages plus 4-page cover (upright)

Size: 7.75" x 10.25" flat + spine  
Finished: 15.5" + spine x 10.25"

Colors: 4 color process + PMS (if necessary)

Binding: Perfect Binding

**DELIVERABLES**

Eminent Artist Monograph original layouts and graphics and original and curated photography

**BUDGET**

Art Director/Graphic Designer will be compensated \$25,000.00 for successful, on-time completion of monograph graphics and layouts.

Fees for Editorial/Creative Director and all printing costs will be paid directly by the foundation.

**PROPOSAL EVALUATION CRITERIA**

Kresge will evaluate all proposals based on the following criteria and will seek to follow up with potential candidates by November 9, 2018. To ensure consideration, proposals should include the following:

- Overall suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- Experience: Previous work: Bidders will be evaluated on examples of their work pertaining to relevant projects.
- Technical expertise and experience: Bidders will be evaluated on their experience as it pertains to the scope of this project. Bidders must provide a resume and links/references to any relevant printed or published works and/or applicant's online portfolio.

**SUBMISSIONS**

Interested bidders should submit a proposal electronically as a PDF by October 26, 2018 at 5pm ET to [alherrera@kresge.org](mailto:alherrera@kresge.org) with “**EA Art/Graphics**” in subject line.

Additional questions about the project may be directed to [alherrera@kresge.org](mailto:alherrera@kresge.org) before October 25, 2018.