

# REQUEST FOR PROPOSAL: ART DIRECTOR/BOOK DESIGNER

The Kresge Foundation  
Eminent Artist Monograph  
Nov. 1, 2022

## OVERVIEW

Troy, Michigan-based The Kresge Foundation is seeking an art director/book designer for the design of an Eminent Artist monograph. Since 2008, the production of a 70–100-page monograph is commissioned by the Kresge Communications team to honor an exceptional artist living and working in metropolitan Detroit. Kresge is driven to expand opportunity in America's cities by living out its values of creativity, equity, respect, partnership and stewardship.

## 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](https://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 \$7 million through 14 Kresge Eminent Artist awards (\$50,000 each), 258 Kresge Artist fellowships (\$25,000 each), and 42 Gilda Awards (\$5,000 each). For more information visit [kresgeartsindetroit.org](https://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 cash 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 70-100-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 that reflects positively on the Eminent Artist, KAID and the foundation. Past monographs can be viewed at [www.tinyurl.com/KFmonographs](https://www.tinyurl.com/KFmonographs). Future monographs are expected to meet or exceed the high-quality editorial and graphic standards set forth by this catalog.

All past monographs have been anchored by a combined biography and career overview. This has been followed by one or more broad pieces about the artistic tradition and context of the

Eminent Artist's contributions, with additional pieces focusing on various aspects of the Eminent Artist's work and career. All content is accentuated by a book design and images that support the narrative. Kresge will consider other organizing structures to cover the same content. The fact that this is a metropolitan Detroit award is a key consideration: the monograph is expected to demonstrate the Eminent Artist's impact on and relation to their cultural community.

### **SCOPE OF WORK**

- Working closely with Creative Director/Editor's concepts, design layout of Eminent Artist Monograph book including but not limited to cover design, table of contents and interior pages.
- Collaborate with Creative Director/Editor to research artist genre and background to develop 2-3 thematic concepts.
- Create production schedule in close collaboration with Creative Director/Editor
- Attend in-person interviews with Eminent Artist.
- Work closely with Kresge Communications team throughout the design process.
- Maintain a consistent look and feel of design throughout monograph.
- Bid quotes from Michigan-based book printing companies and present to Kresge Communications team.
- Curate photography and visual representation of artist's personal life and of their artistic works (childhood photos, memorabilia, etc.).
- Co-create captions for photographs provided and/or procured with Creative Director/Editor.
- Independently research visual representation of Eminent Artist technique and develop designs/layouts that accentuate their artform.
- Meet/exceed quality standards established by previously published monographs.
- Secure and administer external photo usage and rights on behalf of the foundation.
- Participate in weekly or bi-weekly project updates with Kresge Communications team and Creative Director/Editor (phone or Zoom).
- 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 January 2023 and is to be published and printed by late June 2023. The book is created in close consultation with the Kresge Communications team, Creative Director/Editor and the Eminent Artist.

### **GENERAL REQUIREMENTS**

- Must have at least 5 years of experience using the Adobe Creative Suite (specifically InDesign and Photoshop).
- Must have experience in designing and printing books or magazines.
- 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 (desired).
- Attend the Kresge Arts in Detroit reception event (early spring) at which the Eminent Artist is officially recognized and presented with their award (desired).
- Attend the public release of the monograph event (late summer/early fall) (desired).

## **PRINTING SPECIFICATIONS OF BOOK**

Description: 70-100 pages plus 4-page cover (upright)

Size: 7.75" - 9" x 10.25" - 12" flat + spine

Finished: 15.5" - 18" + spine x 10.25" - 12"

Colors: 4 color process + PMS (if necessary)

Binding: Perfect Binding

## **DELIVERABLES**

The Art Director/Book Designer will provide original files for layouts and graphics for a print-ready version and digital version. Original and curated photography will also be provided if taken.

## **BUDGET**

Art Director/Book Designer will be compensated \$25,000.00 for successful, on-time completion of monograph graphics and layouts. Payment may be phased to coincide with production schedule milestones. Expenses may also be reimbursed with prior written authorization from Kresge.

Fees paid to the Creative Director/Editor and all printing and auxiliary photography costs will be paid directly by the foundation.

## **PROPOSAL EVALUATION CRITERIA**

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. Examples may be digital or printed.
- 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 Nov. 21, 2022 at 5 p.m ET to Alejandro Herrera at [alherrera@kresge.org](mailto:alherrera@kresge.org) with "EA Design" in subject line.

Additional project questions may be directed to [alherrera@kresge.org](mailto:alherrera@kresge.org) before Nov. 21, 2022.

Kresge will seek to notify potential candidates by Dec. 5, 2022.