



CRAFT COUNCIL
OF NEWFOUNDLAND & LABRADOR

Request For Proposals 2012 Craft Studio & Demonstration Guide

The Craft Council of Newfoundland and Labrador seeks a qualified, experienced and creative designer to produce the 2012 Craft Studio and Demonstration Guide. This guide will feature craft studios that are open to the public on a regular basis as well as studios and sites that are offering craft demonstrations during the 2012 tourist season.

We want a designer with experience in designing creative and appealing yet functional materials for the cultural sector, a demonstrated ability to work with a team on a tight schedule and on budget, and a passion for innovation in design.

Your task is to produce the 2012 Craft Studio and Demonstrations Guide as a large fold-out printed piece incorporating studio descriptions, hours and contact information as well as quality photography.

We want a clean, user-friendly design that includes

- visual differentiation of craft demonstrations from regular open studio listings
- visual region-by-region separation so travellers can easily find related studios and craft demonstrations within a specific region as they plan their trip.
- a new way of presenting maps that use less space than previous editions of the guide.

Samples of previous Studio Guides are available on request. **Budget** for this project is a maximum of \$4000 plus HST.

Deadline for Proposals is Monday, January 30th, 2012 at 5 p.m. NL time.

Proposals must include:

1. A summary of how you propose to ensure you meet the deliverables outlined above.
2. A timeline incorporating the Council's deadlines as follows: **Contract begins** March 5th, 2012, **Progress report** (requirements will be specified in contract) due March 26th, 2012, and **Completion** of design work (final digital art files for printing) submission of invoice is due by March 31st, 2012
3. Current CV and two references
4. Portfolio of three samples of work completed in the last two years. Samples relevant to this project are preferred. Digital files must be PDF and screen quality (jpeg preferred).

Send your complete application to info@craftcouncil.nl.ca. All files must be PDF and labelled with your full name and three-word descriptor. Indicate in your e-mail application whether you require an invitation to be sent to you for access to the Craft Council's DropBox folder, where larger files can be delivered.