

**Request for Proposals: Graphic Designer**  
**CAFKA – Contemporary Art Forum Kitchener and Area**



**Project background**

The purpose of this request for proposals is to solicit a graphic designer or firm to provide design services and branding for CAFKA's next biennial exhibition in 2023 as well as the visual identity for the organization's new website. The designer will develop a visual identity for the biennial based on the 2023 exhibition theme using artwork and through collaborative conversation with a selected biennial artist in addition to providing design and templates to support biennial communications throughout the year. This request for proposals is for the first phase of biennial identity and website design with the intent to continue to work with the selected candidate or team on additional assets leading up to and during the next biennial in June, 2023.

As CAFKA intends to announce the 2023 curatorial theme with the rollout of its visual identity, please email [csutherland@cafka.org](mailto:csutherland@cafka.org) to receive a creative brief with the biennial theme and participating artists to date.

**Scope of Work**

- Work collaboratively with selected artist on Biennial visual identity
- Assist with design of hybrid art installation/ marketing campaign with selected artist for Fall 2022 launch. This includes 3 vinyl storefront installations in Kitchener, Waterloo and Cambridge. Artist will work collaboratively with the designer on the creative components of the installation and the designer will help to integrate required marketing components such as logo, byline, socials, etc. into artistic installation. It is anticipated that biennial branding will draw from these art marketing installations.
- Design print and digital assets leading up to biennial launch announcement in late fall 2022 including internal templates for social media, website and newsletter and potential motion graphics. Social media platforms include: Twitter, FB; IG and IG Stories
- Prepare guidelines for Biennial identity
- Conceptualize, design and deliver materials and branding for organization's new website including organizational branding and integration of 2023 biennial identity. Page templates, etc. Anticipated launch late 2022/ early 2023

CAFKA anticipates awarding a contract that will extend into 2023 fiscal year and contribute additional assets for 2023 biennial exhibition including additional print and web marketing, a program guide, wayfinding and merch. These assets are not included under the scope of this RFP.

**Compensation:**

The total budget for this phase 1 contract is between \$5000-7000 or based on quotes from the prospective designer or firm. CAFKA values collaborative and open communication, so please indicate an itemized quote for the scope of work in your proposal based on the information provided.

Deliverable	Estimated Cost
Collaborative Art Marketing Installation	\$\$
2023 Biennial Identity	\$\$
2023 Biennial Assets for social and print	\$\$
Website	\$\$
Biennial identity guidelines	\$\$

### Proposals should include the following information

- An itemized quote for proposed services. If there are additional items or overages not included in the above example, please be sure to include them.
- Portfolio of past work and creative briefs (3-5)
- Letter of intent including a description of how you might approach the curatorial theme and work with the selected biennial artist. CAFKA is not requesting preliminary design work in advance of awarding this contract.
- Contact information
- Anything else the designer/ firm deems relevant with regards to the proposal process

Proposals can be emailed to [cafka@cafka.org](mailto:cafka@cafka.org) by **September 11, 2022**. Requests for additional information including biennial theme and participating artists, or questions can be directed towards CAFKA's Director, Caitlin Sutherland at [csutherland@cafka.org](mailto:csutherland@cafka.org).

### Anticipated Timeline:

September 11: Deadline for Proposals

September 16: Selection of graphic designer/ firm communicated

Late September: Orientation and production/ work back schedules determined and confirmed.

Initial meeting with selected biennial artist.

Late October: Art Marketing Installations installed. Initial meeting with web developer

Early November: 2023 Biennial Identity concepts presented.

Late November: 2023 Biennial announcement/ identity roll-out with preliminary assets

December/ January: Website redesign live

End of phase 1 contract

February – May, 2023: Anticipated phase 2 contract assets

June 3 – July 22, 2023: 2023 Biennial exhibition

### About CAFKA

Celebrating its 20th anniversary in 2021, CAFKA – Contemporary Art Forum Kitchener and Area, is a non-profit, artist-run organization that presents a free biennial exhibition of contemporary art in the public spaces of the City of Kitchener and across the Region of Waterloo. CAFKA is a producer, advocate and educator for contemporary public, interactive and interventionist art practices. CAFKA commissions contemporary artists from Ontario, across Canada and abroad, to develop new temporary art projects that can respond to the specific features of the local urban landscape and culture. CAFKA's biennial includes art installations, performances, projections and interventions involving collaborations with concurrent music and cultural festivals and Regional art institutions.

CAFKA's biennial serves as the vehicle for the expression of the community of artists, arts professionals, art students and friends of contemporary art in the public spaces of the cities of Kitchener, Waterloo and Cambridge, Ontario. It is created to take the experience of contemporary art out of the gallery, to present it as a critical and integral part of community life, and to make that experience accessible to everyone in the Region. The exhibition is curated to engage public discourse around issues of public and private space, bringing artists from around the world to contribute to the discussion.

[www.cafka.org](http://www.cafka.org)

IG/Twitter: @cafkiennial

Facebook: [www.facebook.com/CAFKA.CAFKA](https://www.facebook.com/CAFKA.CAFKA)