

## Call for Graphic Designers

### Request for Proposals (RFP) for Welcome Banner Designs

#### **Project Overview:**

The City of Franklin is seeking an artist to create three banner designs sets that will be placed on King Street beginning west of the intersection of King Street and Paris Drive and running to the roundabout at Eastview Drive. The banners will be placed on the light poles that are located in the center median of the street. The banners will be 30 inches by 60 inches and will be double sided. There will be two banners per light pole for a total of 30 banners with three repeating banner designs.



#### **Project Intent:**

The banners will reflect the theme of This is Home, Welcome Home, Welcome to Franklin or Home. The intent is to create a sense of community, comfort and belonging. The artwork should reflect the city of Franklin. The following guidelines should be considered in the design process:

- Since the banners will be observed from a distance, frequently by motorists, it is strongly recommended that the design be bold and simple.
- The designs should be graphically or symbolically generic in nature, representing or depicting the city of Franklin.
- The designs must be an original.
- Provide a welcome to visitors and residents as they enter the city and remind them when they leave this is home.
- The design must be suitable and acceptable for public display for viewing by citizens of all ages.
- The designs should keep the color palette simple, no more than 4 colors in the design.
- Typography is permitted but should be easily read from a distance.
- Once awarded, the designs must be completed by August 3, 2021

**Project Award:**

The artist whose concept is chosen will receive a design fee of \$1,000.00 hours. The artwork will become the property of the City of Franklin.

**Application Submission Procedure:**

The following materials shall be submitted for a completed application:

1. Completed and signed application form (see attached)
2. Proposed artwork concept for three banner designs.
3. Letter of interest, no more than 1 page in length, which explains your interest in the project.

Materials must be received by the City of Franklin Community Development Department by 4pm on June 11. Materials may be emailed, hand delivered or mailed. Incomplete or late applications may not be accepted.

Mailing address: City of Franklin  
70 East Monroe Street  
Franklin, In. 46131  
Attention: Dana Monson, Public Arts Advisory Commission

Email: [dmonson@franklin.in.gov](mailto:dmonson@franklin.in.gov)

**Artist Selection Process:**

Artists applications will be evaluated on the following criteria:

- Artistic merit as evidenced by submitted representation of work
- Appropriateness of design concepts based on the project intent.
- Ability of artist to complete work within the timeline stated.
- Selected artist will be notified by July 8.
- The submissions will be judged by a subcommittee of the Public Arts Advisory Commission through a blind review of each submission.

All questions regarding the proposal shall be directed to:

Dana Monson, Community Development Specialist  
City of Franklin  
317-736-3631  
[dmonson@franklin.in.gov](mailto:dmonson@franklin.in.gov)

Application Form

Banner Design

Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone (day) \_\_\_\_\_ Evening \_\_\_\_\_

Email \_\_\_\_\_

**Certification**

I certify that as of the date of this application I am 18 years of age or older, as are any members of my team (if applicable). I certify that all examples of artwork submitted with this application are products of my hand as represented. If accepted, the artwork produced will be owned by the City of Franklin and images of my work may be used in publicity for the City of Franklin Cultural Arts District.

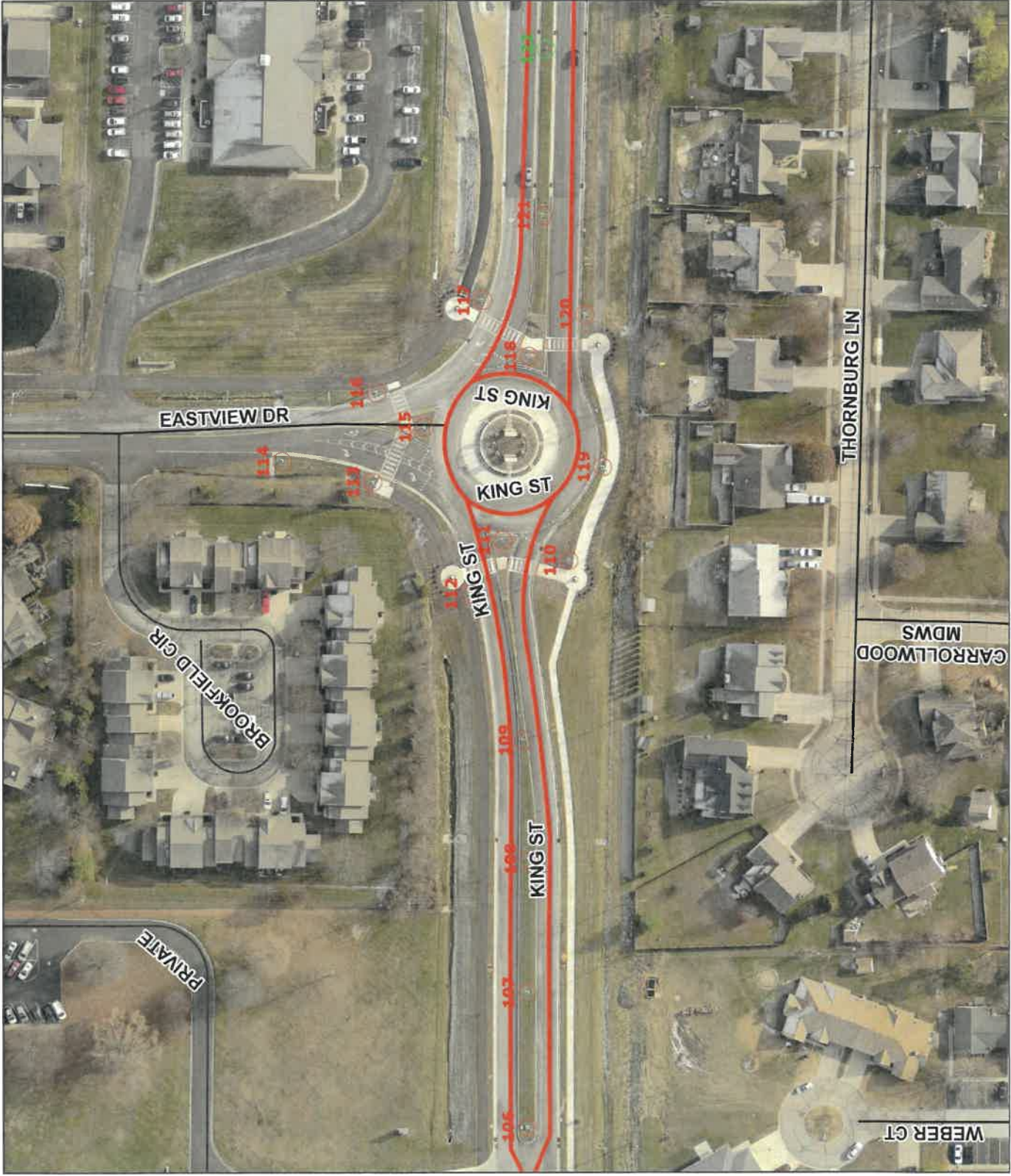
I certify that all statements made in this application are true to the best of my knowledge. I acknowledge that the City of Franklin is not liable for or damage to work submitted.

Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

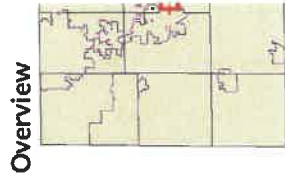
Deadline for submission of proposal is Friday June 11 at 4:00 pm.

Send to:

City of Franklin  
Public Art Advisory Commission  
Attn: Dana Monson  
70 East Monroe Street  
Franklin, In. 46131  
317-736-3631







Overview

