



Philadelphia

@AIGAphilly
philadelphia.aiga.org

Request for Proposals — Creative Services

Project Title

AIGA Philadelphia Design Awards (PDA)

Background

Philadelphia is brimming with remarkably talented designers and artists that would rival those in any city in the world. In an effort to showcase this local talent, and engage and strengthen our regional design community, AIGA Philadelphia invites designers to submit their work to our Philadelphia Design Awards competition, affectionately nicknamed PDA. We feature work from creative teams of all types and sizes in the tri-state area, giving designers the opportunity to present their work to a prestigious panel of internationally recognized judges, as well as have their work displayed online, in print and in an exhibition. There have been three (3) previous PDAs in 2008, 2010, and 2012. The 2016 PDA will be the fourth installment.

Mission

As the profession's oldest and largest professional membership organization for design—with 70 chapters and more than 25,000 members—we advance design as a professional craft, strategic advantage, and vital cultural force. From content that defines the global practice to events that connect and catalyze, we work to enhance the value and deepen the impact of design across all disciplines on business, society, and our collective future.

From design fans to the profession's leading practitioners, AIGA members come from all backgrounds, all fields, and all levels of experience—from all around the world. Whether you're a design enthusiast, student, freelance designer, in-house designer, design educator, design thinker, or a business owner, AIGA is here to welcome you into the wider world of design.

About AIGA Philadelphia

In 1981, a group of Philadelphia designers formed AIGA Philadelphia, the first local chapter of the American Institute of Graphic Arts. Presently the chapter is comprised of over 600 members. AIGA Philadelphia's purpose is both integral and complementary to the national organization: through the events that we organize, the initiatives that we run, the content that we publish, the conversations we ignite, and the relationships that we foster, we create opportunities for all of us to learn, inspire, and support each other, at every step of our careers.



Project Overview

AIGA Philadelphia is searching for a volunteer to perform creative services and thematic copywriting for this year's PDA campaign. The selected volunteer will collaborate closely with the 2016 PDA Committee as well as the full AIGA Philadelphia Board.

We are looking for creative ideas for theming, look and feel, and voice for this year's awards. The project will include developing graphics for the campaign for use on social media, on websites, in print and in signage at related events. There is also a catalog that is produced for each competition. Coordination with AIGA Philadelphia's print partner will be required.

Project Scope + Deliverables

Phase 1

- Branding, including theme, look and feel, colors, typography
- Call for entries mailed poster
- Graphics for social media
- Graphics for AIGA Philadelphia Website
- Sponsorship Package
- Graphics for submission site using awards management software, OpenWater
- Microsite with awards information, submission guidelines, judges bios, sponsor information and links to OpenWater site

Phase 2

- Printed catalog of winners
- Online gallery of winners
- Event signage
- Exhibition labels
- Award certificates

Proposed Timeline *(tentative)*

Proposal Period

| | |
|----------------------|-----------------|
| January 25, 2016: | RFP released |
| January 25–29, 2016: | Q&A period |
| February 1, 2016: | Proposals due |
| February 3, 2016: | Vendor selected |



Phase 1

| | |
|--------------------|----------------------|
| February 10, 2016: | Campaign Round 1 due |
| February 17, 2016: | Campaign Round 2 due |
| February 24, 2016: | Campaign Completion |
| March 1, 2016: | Campaign Launch |

Phase 2

| | |
|---------------------|---|
| July–August 2016: | Design of catalog |
| Sept–October, 2016: | Design of exhibition signage, award certificates and labels |

Benefits

Design of all materials described in the Request for Proposals will be considered an in-kind donation to AIGA Philadelphia, a 501(c)3 organization. Advancing the field of design benefits you as well as society. AIGA Philadelphia is the perfect conduit for moving the design community forward. Plus, you make great connections that can advance your career and open your work up to a larger audience.

Proposal Requirements

In your proposal response, please include the below information:

- Studio Information
- Process/Approach
- Key Personnel
- Experience/Samples of Similar Work
- References

Proposals will be reviewed by the AIGA Philadelphia Board. Selection will be made based on experience and quality of proposals. AIGA membership status will be taken into consideration in our selection.



Proposal Contact

Please provide your proposal digitally to:

Joshua Lessard

Philadelphia Design Awards Chair

jlessard@philadelphia.aiga.org

Please contact Josh with any and all questions, during the proposal process.

Submissions are due by 5pm on Monday, February 1, 2016.

For Reference

AIGA 50 Exhibition and Gala

<http://50.dc.aiga.org/>

PDA 2008 campaign:

"Show Some Love" designed by GDLOFT



(Above and Left) Call for entries poster, "Show Some Love" 2008 PDA campaign



(Above) Catalog, "Show Some Love" 2008 PDA campaign



PDA 2010 campaign:

Designed by Cooper Graphic Design

PHILADELPHIA DESIGN AWARDS



(Above) Logo, 2010 PDA campaign

PDA 2012 campaign:

“The Revolution Will Be Designed” designed by Mighty Engine

(Below) Call for entries poster and website,

“The Revolution Will Be Designed” 2012 PDA campaign

