

MAKING POLICY PUBLIC

CALL FOR
DESIGNERS
NOW OPEN!

Call for Designers

CUP is seeking designers, visual artists, and other creative workers to collaborate with an advocacy organizations on the next issues of Making Policy Public. We seek collaborators with an interest in research and public policy who will bring unique visual solutions to the design challenges presented by the topic.

Applicants must be able to regularly attend meetings in New York City, though the jury will consider applications from people living elsewhere. Applicants from any discipline, professional status, or age are eligible. Applicants chosen through the juried submission process will receive full attribution for their work, an honorarium of \$1000, and publicity through CUP. We will manage the design process and provide design and production support as needed.

(or join a team in a supporting role)

Making Policy Public is an intensely collaborative project. If you don't wish to apply as a lead collaborator but would be interested in working on an MPP team, please send us a portfolio and cover note with "TEAM MEMBER" in the subject line. Past MPP projects have included critical contributions from photographers, cartographers, illustrators, and quantitative researchers. You are also welcome to apply as a part of team you assemble.

What is Making Policy Public?

Making Policy Public is a series of foldout posters that use graphic and information design to make complex public policy topics more engaging and accessible. New installments are published four times a year, and each poster is the product of a collaboration of CUP, a designer, and an advocacy organization.

While the effects of public policies can be widespread, the discussion and understanding of these policies are usually not. This series aims to make information on policy truly public: accessible, meaningful, and shared. We aim to add vitality to crucial debates about our future. At the same time, we want to create opportunities for designers to engage social issues without sacrificing experimentation, and for advocacy organizations to better reach their constituencies through design.

For more information, visit: www.makingpolicypublic.net



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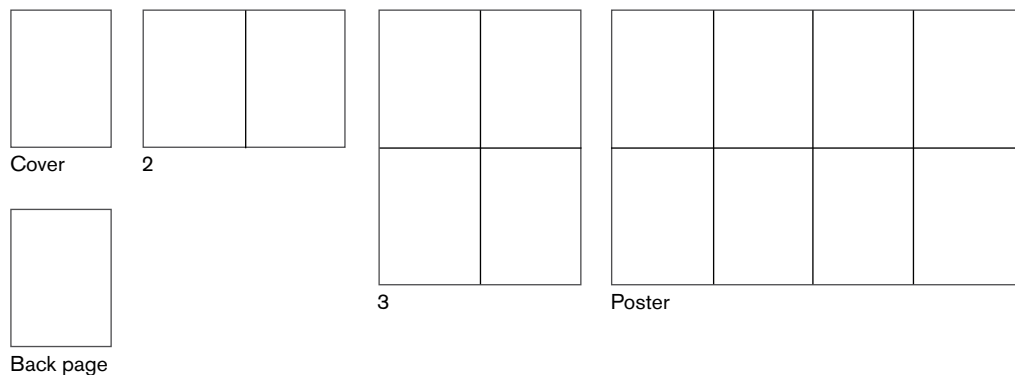
How It Works

A jury of prominent design and public policy experts selects advocates and designers in a two-part submission process. The first call for submissions is to advocates, organizations, and researchers with a public policy issue, problem, or system that needs a visual explanation. The second call is to graphic designers. The jury chooses collaborative teams and announces them on the Making Policy Public website.

CUP provides the collaborators with a working stipend, project management, art direction, and research assistance. CUP publishes the resulting foldout poster and gives 1000 copies to the sponsoring organization for use in their advocacy and education work. CUP also sells copies of the publication through its website and at bookstores such as McNally Jackson and the Shop at the Cooper-Hewitt.

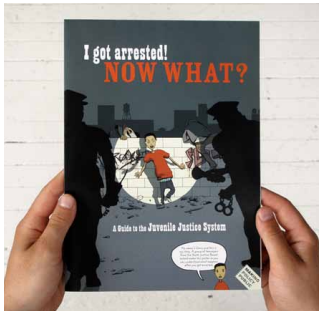
Format

Each poster doubles as a pamphlet. The folded pamphlet measures 8" by 11" and unfolds into a 32" by 22" poster.



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Past Issues



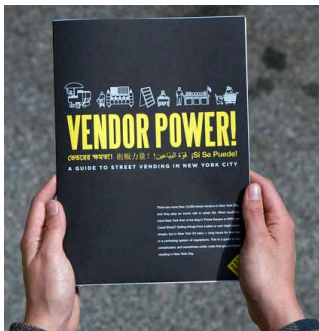
I Got Arrested! Now What?

This publication breaks down the juvenile justice system comic-style. Check out the system step-by-step, meet the decision-makers, and pick up crucial tips as you follow the story of Chris from his arrest to the last gavel slam. I Got Arrested! Now What? was produced through a collaboration of the Center for Court Innovation, the Youth Justice Board, and graphic novelist Danica Novgorodoff. Produced in a run of 20,000, it is currently being distributed by the New York City Department of Probation to youth in the justice system.



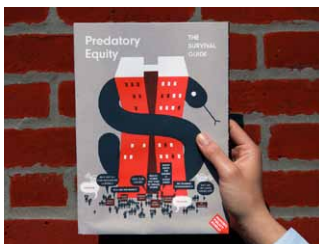
Immigrants Beware!

This publication explores the immigration consequences of criminal convictions for non-citizens. Did you know even minor offenses can lead to detention and deportation? This publication breaks down the immigration system and gives non-citizens knowledge and resources to fight the deportation process. It was produced through a collaboration with Families for Freedom and designers Lana Cavar and Tamara Maletic, with photographs by Corine Vermeulen.



Vendor Power!

This publication decodes the rules and regulations for New York's 10,000 street vendors so they can understand their rights, avoid fines, and earn an honest living. Did you know that vendors can get a \$1000 ticket for parking more than 18 inches from the edge of the sidewalk? The publication doubles as a poster on the rich landscape and history of vending in the City. It was produced through a collaboration between the Street Vendor Project and Candy Chang. This project was featured in the Cooper-Hewitt's 2010 National Design Triennial.



Predatory Equity

This publication explains the financial mechanics of the private equity takeover of affordable housing and how to prevent it from happening again during the next boom. It provides tenants, advocates, and policymakers with information on tools like loan modifications and preservation short sales to save the hundreds of overleveraged buildings in imminent danger of foreclosure. The poster was produced by collaboration between Tenants & Neighbors, the Urban Homesteading Assistance Board, and Glen Cummings of MTWTF.

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Project Phases and Schedule

Phase 1: Call for proposals

CUP seeks submissions from advocates, organizations, and researchers. Applicants submit their ideas for poster topics and distribution plans. The jury will choose four projects. Their topics will be posted on the Making Policy Public website. Designers will respond to these topics in the second round.

Phase 2: Call for designers

CUP asks designers to submit expressions of interest and a short portfolio. The jury will select designers for each of the four poster proposals, creating teams that will work together to produce the next issues of Making Policy Public for 2011-2012.

Phase 3: Produce

Each team engages in a six to eight-month collaborative design process. CUP provides honoraria, production costs, and helps staff each project with additional design, research, and writing.

Phase 4: Publish and disseminate

Each publication is both a showcase for innovative design and an educational tool. One half of each print run is distributed by CUP, the other half is distributed by the partnering organization. Posters are sold through the Making Policy Public website and select bookstores.

Schedule

December 6, 2010

Call for proposals posted

January 21, 2011

Deadline for proposals from organizations

February 18, 2011

Topics posted and call for designers posted

March 21, 2011

Deadline for applications from designers

April 18, 2011

Poster collaborations announced



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Submission Guidelines for Designers

How to apply:

A. Submit a letter of interest. In your letter, be sure to address the following (one-page maximum)

- :: Which brief(s) are you most interested in and why? How would you approach the brief as a design problem?
- :: What interests you about collaborating with an advocate?
- :: What special qualifications do you or your team have? If you are applying as a design team, you may use one application, but address the specific qualifications of each member of your design team.
- :: Give examples of past work that demonstrate your strengths for the project you propose.

B. Submit a CV or a bio, including contact info (email and phone)

C. Submit a limited portfolio of two to five projects. Please submit images in a PDF document of **no more than ten** 8.5" by 11" pages.

D. Submit an accompanying slide script. Explain how your prior projects relate to the Making Policy Public design challenges (up to 2 pages or incorporated into your PDF).

Submissions must be received by March 21, 2011, no later than midnight, EST. Please send your materials to info@welcometocup.org, with the subject heading "MPP designer," followed by your last name.

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Selection Criteria for Designers

In addition to being evaluated on your portfolio and qualifications, the jury will make decisions based on the following criteria:

- :: Does the designer's approach lend itself to the challenges of the project?
- :: Is the designer interested in a deeply collaborative process?
- :: Does the designer seem capable of producing unique, personal work that will also meet the needs of their collaborators?
- :: Is the designer invested enough in the process and goals to produce exceptional work, given the timetable and funding?

Honoraria, Additional Resources

For Designers

- :: Designers receive an honorarium of \$1000.
- :: CUP manages the production process and provides design support.
- :: Designers receive full attribution, rights to reproduction, as well as publicity through CUP.



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Rules and Regulations

Eligibility

Applicants from any discipline, professional status, or age are eligible. Students are eligible. Both individuals and teams are encouraged to apply, with the exception of the board and staff (and immediate family members of board and staff) of the Center for Urban Pedagogy and the immediate family of the Making Policy Public jury.

Rights and Reproduction: All applicants agree that CUP is granted the non-exclusive reproduction rights to all entries for CUP's advertising, promotion, exhibition, print publication, and Internet purposes.

Jury

Eddie Bautista, NYC Environmental Justice Alliance
Michelle de la Uz, Fifth Avenue Committee
Ellen Lupton, Maryland Institute College of Art
Mike Perry, Illustrator/Designer/Artist

CUP Board of Directors

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Email caroline@welcometocup.org if you have any questions about the submission process.