

MAKING POLICY PUBLIC

A program of the Center
for Urban Pedagogy (CUP)

CALL FOR
DESIGNERS
NOW OPEN!

Call for Designers

CUP is seeking collaborators for the next four issues of *Making Policy Public*. *Making Policy Public* is an eight- to ten-month long collaboration of CUP staff, a designer (or design team), and an organization advocating for community change, resulting in the creation of a foldout poster that breaks down a complex policy issue.

CUP seeks talented graphic designers, illustrators, and infographic designers with an interest in bringing unique visual solutions to the design challenges presented by complex policy issues. Designers collaborate with CUP and an advocacy organization to create great design that has social impact. Designers receive a \$5,000 honorarium.

Applicants must be able to attend meetings in New York City.

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 accessible and engaging to communities impacted by them. CUP publishes four issues each year.

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 reach their constituencies better through design.

Over 150,000 copies of *Making Policy Public* have been distributed to date, directly to the people who most need to know about these important issues. They have also received design awards from Fast Company and Core77, and been featured in the Cooper-Hewitt Design Triennial and the Venice Biennale.

Learn more about *Making Policy Public* at: makingpolicypublic.net

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How It Works

Advocacy organizations and designers respond to CUP's open call for *Making Policy Public*.

A jury of prominent design and public policy experts then use specified criteria to select four community or advocacy organizations and issues. They then select four designers, and pair them up with the organizations to create teams that collaborate with CUP on the projects.

Each project team engages in an eight- to ten-month collaborative process. Two of the projects will begin in January 2020, and the other two will begin in April 2020. CUP manages the collaboration; oversees all aspects of production; and provides art direction, research, copywriting, and additional support as needed.

Format

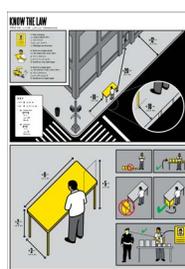
Each poster doubles as a pamphlet. The folded pamphlet measures 8" by 11" and unfolds into a 32" by 22" poster.



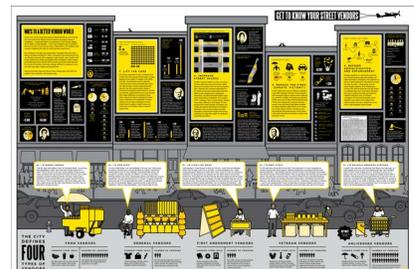
Cover



Spread 2



Spread 3



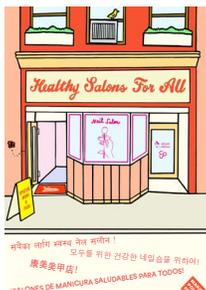
Poster



Back page

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Selected Issues

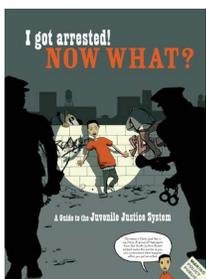
Healthy Salons for All

There are thousands of nail salons in New York City, working hard to keep New Yorkers looking great. But long hours of exposure to nail polish, lacquers, and other chemicals can be dangerous for salon workers. CUP collaborated with Adhikaar and designers Welcome Workshop to produce a publication that illustrates safe workplace practices and important worker rights, and provides guidance in English, Spanish, Korean, Chinese, and Nepali.



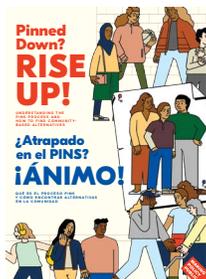
Rent Regulation Rights

This publication breaks down rent stabilization, a program that makes housing more affordable to thousands of New Yorkers by limiting how often and how much rent can go up. CUP collaborated with grassroots organization CAAAV and designers Intra-Collaborative to produce this Chinese and English poster that helps tenants understand rent stabilization law and their rights as tenants. The poster won a Professional Notable citation from the Core77 Design Awards in 2014.



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. This poster was a collaboration of CUP, 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.



Pinned Down? Rise Up!

Parents are often told that the only option for outside help with their misbehaving child is to file for a petition known as "PINS" or Person in Need of Supervision. Yet PINS can have harmful long-term effects on a young person's future. CUP collaborated with Community Connections for Youth, Inc. (CCFY) and designers Jeff Louie and Kimberly Lum to create this English and Spanish guide to explain the PINS process, offer alternatives, and provide advice on making the right decision for each family.

CUP
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Project Phases and Schedule

Phase 1: Call for proposals (Summer 2019)

CUP seeks submissions from community and advocacy organizations. Applicants submit their ideas for poster topics, a constituency to be reached, and distribution plans.

CUP seeks submissions from designers interested in explaining complex policy issues with unique visual solutions.

Phase 2: Jury meets (Fall 2019)

The jury selects designers and advocates, creating four teams that will collaborate with CUP to produce the next issues of *Making Policy Public* in 2020.

Phase 3: Collaborate (2020)

Each team engages in an eight- to ten-month collaborative design process. CUP provides project management, art direction, copywriting, and editing; covers production costs; and helps staff each project with additional support as needed. CUP helps to create accessible visuals and language to meet the project needs. We ask that advocacy groups commit to bringing constituents to certain meetings during the design process.

Phase 4: Publish and disseminate (Fall 2020)

Each publication is both an educational tool and a showcase for innovative design. The majority of the posters are distributed by the partnering organization for free to its target constituents, with some additional copies distributed by CUP through bookstores and CUP's websites.



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Schedule

- :: **June 2019** Call for applications posted
- :: **August 12, 2019** Deadline for applications from designers
- :: **January 2020** Poster collaborations announced

Once project teams are selected, CUP will work with the team partners to identify the start date for the project. Typically, we divide the projects into two rounds over the course of the calendar year, based on the time-sensitivity of the issue and availability of partners. The first two projects will begin in January 2020, and launch in Fall 2020. The second two will begin in April 2020, and launch in Winter 2020.

Honoraria and Additional Resources

- :: CUP manages the collaboration, oversees all aspects of production, provides art direction, research, copywriting, and additional support as needed.
- :: Advocates will receive 1,000 free copies of the foldout poster to distribute directly to their constituents, and the opportunity to order additional posters at cost, at the time of printing.
- :: Designers will receive an honorarium of \$5,000.
- :: CUP will publicize the projects and promote them for design awards and press.



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Submission Guidelines for Designers

CUP is looking for skilled designers and visual artists who are interested in working in an intensely collaborative process and in creating accessible visual explanations based on complex information. CUP is committed to good design work that's innovative. We seek designers who are excited to shape content and find creative design solutions to complex policy issues. Designers should be able to incorporate illustration, photography, information design, or other non-typographic solutions into their work. Because of the intensive nature of *Making Policy Public* collaborations, CUP strongly encourages designers to apply as a team. Interdisciplinary teams (designers, illustrators, photographers, etc.) are also encouraged.

Applicants must be able to attend monthly project meetings in New York City, though you don't need to be based in New York City.

How designers can apply:

Email the following materials, *as a single PDF*, to apply@welcometoCUP.org with the subject heading "MPP designer" followed by your last name or studio name. Please do not exceed page limits. Only complete applications will be reviewed.

Submissions must be received by Monday, August 12th, 2019 at 12 PM Eastern time.

A. Letter of interest (one-page maximum), addressing the following:

- :: What interests you about collaborating with CUP and an advocacy group?
- :: 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 team.
- :: Give examples of past work that demonstrate your qualifications for this collaboration. Projects that reflect an ability to organize complex information or explain processes are especially helpful.
- :: Please let us know where you found out about this open call!

B. CV or bio, including contact information (email and phone)

C. Edited portfolio of up to five projects, no more than ten 8.5" x 11" pages. (Additional pages will not be reviewed by the jury). Each page should include descriptions of the project and your role in the design.



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Selection criteria for designers

The jury will evaluate entries from designers based on the following criteria:

- :: Does the designer's approach lend itself to the challenges of this kind of project?
- :: Does the designer's work show an ability to organize complex information?
- :: 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?
- :: Can the designer incorporate illustration, photography, information design, or other non-typographic solutions into their work?

Rules and Regulations

Eligibility

Designers of any discipline or professional status are eligible. Both individual designers and teams of designers are encouraged to apply. Students may apply if they have a portfolio of professional-level work and will complete their studies before the beginning of the *Making Policy Public* collaboration phase.

Members 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 are not eligible.

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.



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About Us

CUP is a nonprofit organization whose mission is to use design and art to increase meaningful civic engagement, particularly among historically underrepresented communities.

Learn more at welcometocup.org

FAQ

If I have applied in the past but was not selected, can I reapply?

Sure! If you were not selected in the past, please review the criteria to better understand what makes for a strong application. We have tried to make our criteria clearer each year so that designers can better target their applications.

I have questions about my application and/or the submission process. Where can I get help?

Email info@welcometocup.org with any questions you have about your application or the submission process. (We cannot respond to requests after August 5th, so please plan accordingly.) If you have other questions about the submission process, email info@welcometocup.org.



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