

DESIGNER IN RESIDENCE: CALL FOR APPLICANTS

General Information

Headlands Center for the Arts is seeking applications from Bay Area designers for its 2021 Designer in Residence (DIR) Program. Working closely with Headlands' Director of Communications & Outreach, the DIR has the opportunity to set the tone for a year's worth of external communications and is responsible for designing the majority of the organization's graphic collateral, including: exhibition announcements, special event invitations, and informational tools in digital format. The DIR Program is a live-out program, and requires the DIR to work remotely and with their own tools and software.

The DIR Program is designed to create a cohesive and dynamic aesthetic through the development of a unique body of work over the course of the year. While a small number of the deliverables are layout productions in which the DIR implements Headlands' core brand as presented in the style guide, the majority of the work will require the DIR to create original work, and to mobilize the pre-existing brand in a new way. The program provides an opportunity for a designer to build their portfolio through a long-term relationship with a unique, reputable contemporary arts organization. Like all of Headlands' Artist Programs, the DIR Program supports designers working at the leading edge of their field—individuals who are interested in pushing boundaries and exploring the possibilities of their medium. Mid-year, the DIR may propose an independent project of their choosing to pursue alongside the other projects & deliverables. The DIR will propose the project to the Director of Communications & Outreach and Executive Director for approval. The project may explore a wide range of topics and media, and will be self-directed with consult and support from the Director of Communications & Outreach.

About Headlands Brand

Headlands' brand orchestrates lush visual images and strong typography to hit a multitude of organizational notes, including: the experience of artists on-site and in the studio; discourse and engagement at public events, workshops, exhibitions, and dinners; and the physical uniqueness of our historic campus as it is situated within the Golden Gate National Recreation Area.

Scope of Work

**Note: Due to the ongoing pandemic, specific projects are subject to change, but will not exceed the outlined scope of work.*

- 3 identity systems including web, social media, video, and other digital assets, for events, programs or series, such as:
 - large-scale public or member event
 - project space or other public exhibition
 - lecture/panel series
- Identity system for Annual Benefit Art Auction, including development and production of the event's visual identity—digital save-the-date and invitation, social media assets, and mini-website design
- 1 institutional brochure and/or presentation (digital)
- Creative consultation for Year End Appeal campaign

Expectations & Qualifications

- Open to dialogue, feedback, and working with a team
- Willingness to experiment and learn
- Practices good communication within small, busy, and flexible work environment
- Follows agreed upon work-plan and adheres to deadlines
- Desire to work with a contemporary arts organization

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Skills & Abilities

- Competent in digital production
- Able to demonstrate past experience with:
 - digital production including website and email templates
 - experience working with web developers
 - experience with developing informational graphics
- Experience working within predetermined budgets, and exercising creativity in constraint
- Ease in working with remote collaborators, cross-departmentally

Compensation

- Stipend: \$9,000 (paid in three installments over 1 year)
- Up to \$1,000 budget for independent project (with pre-approval)
- Opportunity to grow professional portfolio within a creative community
- Participation in internal programs, such as Show & Tell nights with fellow Headlands artists
- Opportunity to stay in residence on the Headlands campus (with pre-approval; two one-week stays over residency period)

Application Deadline: October 12, 2020

Notification Date: November 9, 2020

Program Dates: December 1, 2020 - November 30, 2021

Applications Materials

Please compile the following into a single PDF, and deliver digitally by email:

- Portfolio including but not limited to:
 - 3-5 digital/online projects (include reference image and links to projects)
 - 1-3 print pieces (photo documentation)
 - Link to Website/Online Portfolio
- Résumé
- 2 References (name and contact info only)
- Brief cover letter explaining your interest in the DIR Program at Headlands

Email digital application materials as a single PDF by October 12, 2020 to:

commdirector@headlands.org