

DESIGNER IN RESIDENCE: CALL FOR APPLICANTS

General Information

Headlands Center for the Arts is seeking proposals for its 2019 Designer in Residence (DIR) Program for Bay Area graphic designers. Working closely with Headlands' communications department, 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 both print and 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 and deliverables. The DIR will propose the project to the Director of Communications & Outreach 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 the 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 unique attributes of our historic campus situated within the Golden Gate National Recreation Area.

Scope of Work

- 2 exhibition announcements with print and web assets and wall signage
- 1 special event identity system, to include the development and production of the event's visual identity—digital and print save the date, digital and print invitation, signage, a printed booklet, and mini-website.
- 1 special event invitation, including print and web assets
- 3 seasonal program announcements (printed)
- 1 independent project to be proposed by Designer in Residence

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

Skills & Abilities

- Competent in both print and digital production
- Able to demonstrate past experience with:
 - o print design in a variety of forms (identity design, postcards, formal invitations, publications, etc.)
 - o digital production including website and email templates
 - o experience working with printers and web developers

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- experience with developing informational graphics
- Experience working within predetermined budgets, and exercising creativity in constraint
- Ease in working cross-departmentally and with multiple point-persons

Compensation

- Stipend: \$9,000 (paid in three installments over 1 year)
- Opportunity to grow professional portfolio within a creative community
- Gift Membership at Discovery (\$500) level
- Invitation to two weeknight dinners a month in Headlands' communal Mess Hall (advance notice required)
- Additional invitations to special community dinners and events for Headlands Artists
- Participation in internal programs, such as Show & Tell nights with current Artists in Residence, Affiliate Artists, and Graduate Fellows
- Use of meeting space on campus (with pre-approval)
- Use of the library work space on campus (with pre-approval)
- 2 tickets to select Headlands' 2018 public programs and special events

Application Deadline: Wednesday, October 31, 2018

Program Dates: November 15, 2018–November 14, 2019

Applications Materials

Please deliver the following in both **hard copy by mail** and **digitally by email**

- Portfolio including but not limited to:
 - 3-5 print pieces
 - 1-3 digital/online projects
 - Website/Online Portfolio
- Resume
- 2 references (contact info only)
- Brief cover letter explaining why you are interested in the DIR Program at Headlands

Deliver hard copy & digital application materials to:

Director of Communications & Outreach
Headlands Center for the Arts
944 Fort Barry
Sausalito CA, 94965

Email: communications@headlands.org