

Michigan State University Center for Regional Food Systems
Request for Applications
Graphic Designer for 2018 Michigan Good Food Summit
October 3, 2017

Overview

The MSU Center for Regional Food Systems (CRFS) is requesting applications from experienced graphic designers (either a team or an individual) for producing promotional and event materials for the 2018 Michigan Good Food Summit, a biennial event drawing hundreds of food systems stakeholders and enthusiasts from across the state. Graphic designer(s) will be responsible for a new logo design for the conference. Materials will include a save the date postcard, web banner, agendas, report card, labels and program book.

About the Michigan Good Food Summit

The next Michigan Good Food Summit will take place on October 22, 2018 and will be the fifth summit hosted by CRFS. Good Food Summits are high energy, day-long events celebrating state and local successes of good food – food that is healthy, green, fair and affordable. The event attracts a wide variety of participants including growers, buyers, advocates, consumers, educators and policymakers from across the state. For more information about the Michigan Good Food Summits please visit: <http://www.michiganfood.org/summits>.

Project Description

Graphic design, layout and production for 2018 Good Food Summit promotional and event materials, including new logo design for conference. Deliverables are a save the date postcard, web banner, agendas, report card, labels and a program book.

Project Deliverables & Timeline

We are seeking an experienced graphic designer (either a team or an individual) to produce the following deliverables by these approximate deadlines:

- 2018 conference logo - *early December 2017*
- Save the date postcard - *mid-to-late December 2017*
- Web banner for event website - *January 2018*
- Agenda-at-a-glance - *early July 2018*
- Program book cover - *August 2018*
- Detailed agenda - *early September 2018*
- Report Card - *mid-to-late September 2018*
 - The report card, published every other year, help us assess our progress toward the goals of the Good Food Charter. For examples of past report cards, visit http://www.michiganfood.org/reports_and_resources/report_cards
- Labels for summit attendee folders - *early October 2018*
- Summit Program – *on or before October 1, 2018*

**Note: CRFS will request ownership rights of all design files



The individual or team awarded this project can expect the following of the MSU Center for Regional Food Systems:

- Clear deliverables within the mutually agreed upon contract
- Oversight and point of contact from Summit coordinator
- Provision of photos to use for design materials

Qualifications

- Experience in graphic design, particularly for event promotion
- Ability to meet deadlines and maintain regular communication with project manager
- Passion for food systems work preferred

Budget and Application Review Timeline

Proposed budget not to exceed \$3,000. Proposals are due by 11:59 pm EST on Wednesday, October 18, 2017. We anticipate an offer by October 25, with a proposed start date of October 30.

Application Instructions

Applications should include the following components:

- A one-page resume outlining the applicant's experience and qualifications
- A brief statement (one to two paragraphs) stating your interest in this project
- Examples and samples of past projects, preferably of a similar size and scope
- Proposed plan of work, inclusive of project stages and milestones
- Proposed project budget inclusive of fees for professional services, hours, administrative services, travel costs, supplies.

Please limit application to a maximum of three pages, excluding resume and samples of past design work. Criteria of selection will include quality of candidates and examples of past projects.

Applications must be submitted by email to Rachel Kelly at kellyra2@anr.msu.edu by 11:59 pm EST on Wednesday, October 18, 2017. If you have questions about the RFA or search process, you may contact Rachel Kelly by email or phone (517-432-4705).

CRFS Mission

CRFS works to engage the people of Michigan, the United States and the world in applied research, education and outreach to develop regionally integrated, sustainable food systems.

MSU is an affirmative-action, equal-opportunity employer and is committed to achieving excellence through cultural diversity. The university actively encourages applications and/or nominations of women, persons of color, veterans and persons with disabilities. Michigan State University employment opportunities are open to eligible/qualified persons without regard to race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, marital status, or family status.

For more information about the MSU Center for Regional Food Systems please see: foodsystems.msu.edu

