CALL FOR GRAPHIC DESIGNERS – REQUEST FOR QUALIFICATIONS
Redesign for Illustrated Map Brochure

Deadline: Wednesday, September 30, 2020 at 4:30pm. Applications must be received by the deadline.

PROJECT SUMMARY
The Wing Luke Museum of the Asian Pacific American Experience, with neighborhood partners, will educate the public and K-12 students about Japanese American confinement site stories illustrated through the Temporary Detention Station (INS building, also known as INScapes Arts) and more than 40 locations in our historic Seattle Chinatown-International District, home to a vibrant pre-World War II Japanese American community. Drawing upon initial concept work in 2017-18, we will enhance the interpretive experience along the Japanese American Remembrance Trail (JART) and at the INS Building by redesigning, producing, and distributing a print map connecting more than 40 sites along the Trail. This map will become a featured take away for participants in guided school and community tours as well as K-12 teacher curriculum and training. Elements of the printed map brochure may also be used in a digital app for the project.

The Japanese American Remembrance Trail map shall be designed to present a permanent self-guided experience, and the Museum will also further develop and offer K-12, Senior and Community guided tours, as well as K-12 curriculum materials and teacher training. Through the experiences and stories of Japanese Americans in Seattle, we explore the unconstitutional treatment of incarcerees; the lasting effects on the individual, the family, and the neighborhood; and the broader concepts and present day relevancy of immigration, community, nationality, and constitutional and civil rights. For more information on the Japanese American Remembrance Trail with downloadable pdfs of the initial map, visit: https://www.wingluke.org/single-exhibit/?mep_event=2447.

The Museum will be facilitating ongoing meetings with a group of community members to guide the project. This project is generously supported by the National Park Service Japanese American Confinement Sites Grant Program.

ABOUT THE ORGANIZATION
The Wing Luke Museum of the Asian Pacific American Experience’s mission is to connect everyone to the dynamic history, cultures, and art of Asian Pacific Americans through vivid storytelling and inspiring experiences to advance racial and social equity. The Wing Luke Museum is the only pan-Asian Pacific
American museum in the nation, the first Smithsonian Institution affiliate in the Pacific Northwest, and an Affiliated Area of the National Park Service. We are nationally recognized for our community-based exhibition model. For more information on our community-based process, visit http://www.wingluke.org/about-us/#community-process.

BACKGROUND INFORMATION
Seattle’s Japanese American neighborhood was decimated during the World War II forced incarceration of Japanese and Japanese Americans and has long struggled with decades of racism and disinvestment. Today remnants of pre-World War II community life and heritage, connections to the World War II Temporary Detention Station and other incarceration sites such as Puyallup or Minidoka, family confinement site stories, and signs of their return to rebuild, are quickly being lost to time and redevelopment. In 2017-18, Seattle’s Nikkei community members, neighborhood stakeholders, the Wing Luke Museum, and the National Park Service identified more than 40 extant Japanese American heritage sites, including Seattle’s Immigration and Naturalization Services (INS Building, now INShape Arts) used as a Temporary Detention Station for Japanese American community leaders during World War II, that related to heritage before, during, and after World War II. Further development of Phase 2 components for the Japanese American Remembrance Trail, including digital app, redesigned map, guided tours, and school curriculum, will ensure that these stories related to confinement sites and the Japanese World War II incarceration are preserved and are used to bring history alive, to advance justice and understanding related to the events that targeted immigrants and minority populations.

The focus of this Call for Graphic Designers is on redesign of the map brochure, which may be used in a related digital app.

SCOPE OF WORK
This project includes:
- Sketches and design drafts as per deliverables schedule
- Production management with printer
- Consultation with Wing Luke Museum staff and review by the community committee
- Deliverables include: production-ready design files and electronic images ready for website and other promotion
- The size of the brochure map is TBD.

SELECTION CRITERIA
Selection criteria will be based on design excellence, demonstrated experience, and collaborative experience. Experience with the Japanese American and/or Asian Pacific American communities and familiarity with Nikkei communities within Washington, Oregon, and Idaho and the Japanese American incarceration is preferred.

SUBMISSION REQUIREMENTS
This Call is open to Graphic Designers residing in the U.S. And U.S. Territories. Please submit:
• Cover letter (no more than 2 pages) that addresses why this project is important to you
• Resume
• 3 references including email and phone contact information
• 4 samples of design work, jpgs emailed, of relevant work to the project (total size of emailed files must be less than 10MB)
• Annotated image list (including brief description, and title of work, dimensions and medium, if applicable)

Please indicate “JART Map Brochure” on the email subject line for your submission’s consideration.

Please email submissions to:
Wren Wheeler, Trustee & Executive Associate at wwheeler@wingluke.org.

Submission deadline:
Required materials must be received no later than 4:30pm Pacific Time on Wednesday, September 30, 2020. Applications must be received by the deadline. We will not review incomplete or late submissions.

SCHEDULE
August 31, 2020 | Open call to graphic designers circulated

September 30, 2020 | Submissions due

October 15, 2020 | Selected designer notified

November – December 2020 | Draft redesign for map brochure in coordination with museum staff, curriculum designer, and digital app developer

January 2021 | Final proofs completed; send for print production

February 2021 | Begin map distribution to time with Day of Remembrance on February 19, 2021

QUESTIONS
For further information, contact Wren Wheeler at wwheeler@wingluke.org. Depending on responses, a FAQ sheet may be posted on Wing Luke Museum’s website (http://www.wingluke.org/job-opportunities) after September 15, 2020 and updated through the submission due date.