

## Exhibition/Graphic Design Services

### Background:

Community consultation and collaboration at the RBCM has been a long-standing practice. The next stage along the collaboration continuum is defined in museology as 'co-creation'. It is an iterative process - defined as a partnership between the public and the museum in which both parties define their needs and goals at a given project's inception, and then work together towards fulfilling them.

In order to continue to meet the needs of our diverse audiences as a 'new museum' [*for and by all*], it is important to include our communities in the development of the plans and creation of exhibits in order to strengthen our relevance as a community commons - in-service to all citizens.

### Project Brief

The Royal BC Museum (RBCM) and the BC Black History Awareness Society (BCBHAS) are seeking the services of a qualified exhibition or graphic designer to design a display on a theme related to British Columbia's Black History. The display is scheduled to open on June 3, 2021.

Text and display content will be developed by the BCBHAS and RBCM, but it is expected that the designer will be an active participant in the planning phases.

The display will initially be hosted for four months within the "Pocket Gallery", a 235 sq. ft./ 22 sq. m space in the public lobby of the RBCM. Seven 24"x24" / 60 cm x 60 cm rear-illuminated signage panels outside the gallery are also available for use.

After the four-month Pocket Gallery showing is complete, it is our intention to work with the successful proponent to adapt the display content for long term inclusion in the permanent (core) gallery spaces within the RBCM.

The successful proponent will work collaboratively with an RBCM designer to ensure basic RBCM guidelines for accessibility, visitor safety, point size for text, etc. are met.

Preference will be given to individuals or firms demonstrating cultural awareness or experience related to Black History.

## Submission requirements

- A single all-inclusive quote for the scope of work as described. (Please also include an hourly charge out rate. This will only come into effect in the event of additional scope being added at a later date.)
- Description of experience with three references (including contact information)
- A web link to a portfolio of relevant graphic design projects you have completed.

Submissions should be sent via email to Michael Barnes, Head of Exhibitions, Royal BC Museum [mbarnes@royalbcmuseum.bc.ca](mailto:mbarnes@royalbcmuseum.bc.ca)

Application deadline: December 31, 2020

## Scope of Work

- Participation in planning and content development workshops via video conference.
- Develop concepts and layouts for the Pocket Gallery and long term core gallery locations
- Develop graphic designs to be approved by the BCBHAS and RBCM
- Update and make corrections to design files to reflect edits to text by RBCM editor (Up to a maximum of three iterations)
- Provide all graphic files to the RBCM as both print ready PDFs and editable files

*Pocket Gallery scope (this is somewhat flexible to allow creative license)*

- Six or seven interpretive graphic panels including text and images
- Graphic background approximately 38 linear ft/11 m by 4 ft/1.2 m
- Seven 24"x24" / 60 cm x 60 cm rear-illuminated signage panels with image captions
- Three to four artifact labels

*Core Gallery scope*

- Work with RBCM designer to identify location and adapt exhibition content to fit within core galleries. This may include reformatting graphics, changing images, etc. Estimate 35-70 hours.

## Qualifications

- A personal connection to and understanding of Black history and related social issues
- A post-secondary education related to design or communications fields, or an equivalent combination of education and experience

- Experience in graphic design, text layout, production of print ready files with a history of meeting deadlines
- Experience managing multiple content contributors and specialists
- Strong design aesthetic
- Experience working for or providing service to a museum, cultural institution, or similar entity a benefit

### Schedule

- Proposal response due – December 31, 2020
- Project award – January 8<sup>th</sup>, 2021
- Project working group meetings – Latter half of January 2021
- Design concepts – February 26, 2021
- Draft text to designer – March 15, 2021
- Final image selection complete, captions written – March 30, 2021
- Copy edits complete, final design delivered for production – April 30, 2021
- Pocket Gallery display opens – June 3, 2021

### Weighted Evaluation Criteria

Criteria	Weight	Minimum Score
A) Understanding of project and relevant cultural experience	15	
B) Professional experiences	15	8
C) References	10	6
D) Quality of portfolio	35	21
E) *Bid price	25	
<b>Total</b>	<b>100</b>	

\*(lowest bid/proponents bid) x 25 = Bid score

### Appendices

- Appendix A – Pocket Gallery display guidelines
- Appendix B – Pocket Gallery plan
- Appendix C & D – Previous Pocket Gallery display examples