

Exhibition Script Writing 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 script writer 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 co-developed by the BCBHAS, Black community stakeholders and RBCM, but it is expected that the writer 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 editor to ensure that basic RBCM style guidelines, visitor accessibility [layered messaging, conversational ‘voice, questioning techniques, etc.], and legibility [point size for text, etc.] are met. A text strategy for consideration is included in this package.

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 writing projects you have completed.

Submissions should be sent via email to Janet MacDonald, Head of Learning, Royal BC Museum
jmacdonald@royalbcmuseum.bc.ca

Application deadline: December 31, 2020

Scope of Work

- Participation in planning and content development workshops via video conference. Estimate 20 hours.
- Identify main theme and key messages of the pocket gallery.
- Review target audiences and desired audiences - this will inform gallery/exhibition titles and content/narrative structure.
- Review/develop editorial style guidelines.
- Identify content voice.
- Identify and develop a preferred learning style for exhibit copy.
- Review content hierarchy and write theme/sub-theme texts and photo/object captions for each interpretive panel, rear-illuminated signage panel and display showcases [estimated maximum word count: 2000] in the Pocket Gallery and long-term core gallery locations.
- Written text to be approved by the BCBHAS and RBCM.
- Update and make corrections to word files to reflect proof edits to text by RBCM editor (Up to a maximum of three iterations.)
- Provide text files to the RBCM – Word documents preferred.

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

- Six or seven interpretive graphic panels including text and images
- Seven 24"x24" / 60 cm x 60 cm rear-illuminated signage panels.
- Three to four artifact labels

Core Gallery scope

- Work with RBCM and BCBHAS to adapt exhibition text to fit within core galleries. Estimate 20 hours.

Qualifications

- A personal connection to and understanding of Black history and related social issues
- A post-secondary education related to education or communications fields, or an equivalent combination of education and experience.
- Experience writing for museum exhibitions – excellent written communication, script writing, copywriting and proofing skills.
- Experience managing multiple content contributors and specialists.
- Strong analytical and problem-solving skills.
- Experience working for or providing service to a museum, cultural institution, or similar entity.

Schedule

- Proposal response – December 31, 2020
- Project award – January 8th, 2021
- Project working group meetings – Latter half of January 2021
- Design concepts – February 26, 2021
- All draft text, labels, images and captions submitted to RBCM editor – 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	
Total	100	

*(Lowest Bid/Proponents Bid) x 25 = Fee Score

Appendices

Appendix A – Pocket Gallery Display Guidelines

Appendix B – Text Strategy

Appendix C – RBCM Pocket Gallery Plan

Important note

To apply please email: jmacdonald@royalbcmuseum.bc.ca

For questions please email: mbarnes@royalbcmuseum.bc.ca