



26-28 May 2018

SPRINGFLING

Scotland's Premier Art and Craft Open Studios Event



Spring Fling 2018 Design Brief

Background

Established in 2003, Spring Fling is the original art and craft open studio event in Scotland and has now firmly positioned itself on the Scottish arts calendar, with between 80 and 100 participants opening their doors to the public over the May bank holiday weekend.

In 2015, Spring Fling CIC evolved into Upland Arts Development CIC, a year-round arts development organisation offering professional and creative development programmes for members, further exhibitions, youth development projects and continuing to deliver Spring Fling as its flagship event. In 2017, we celebrated 15 years of Spring Fling and delivered another successful event, with visitor numbers continuing to increase.

Project Information

The project is to develop the visual identity of Spring Fling through its print and advertising. For the 2017 event we 'updated' the Spring Fling logo and brochure design with a new font and a change in layout in the hope of making it more current and in line with ethos of Upland, albeit retaining its own identity.

For 2018 we hope to continue with this under the direction of a new designer. We look forward to their input on how we can retain these new measures and existing characteristics whilst being open to new ideas and creative solutions.

The role of the designer is to work with a commissioned illustrator to develop the visual identity for Spring Fling 2018. They will lead on all print production, relationships with printers, organise delivery of all print materials and web editions/changes.

Upland will work with the designer to source an illustrator and will manage and be responsible for the proof-reading of all text and securing all adverts for the brochure.

The visual identity of the event is key and works across all aspects of print and advertising. It adds to the 'collectible' idea of the brochures. See the attached documents for imagery of past illustrations.

Key elements of role:

- Commission illustration for use in all media
- Develop print materials
- Produce adverts (booked by Upland)
- Develop design into SF website

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07787 299 487 | www.weareupland.com | www.spring-fling.co.uk

As an organisation, Upland has its own identity and branding, the brief for this project is to concentrate on Spring Fling, developing its design and promoting its identity as a leading event.

We invite any suggestions for the development of the current SF brochure for the visitor and the participating artists across both print and digital versions.

The designer will produce the following print materials for Spring Fling 2018:

- Brochure
 - Size 210mmx 210mm
 - 18,000 print run
 - 84-page full colour
 - Web PDF version required
- DL Flyer or A4 to DL Z-Fold Flyer
 - Replacing the A3 fold out map
 - 20,000 print run
- DL flyer
 - Friends sign up card
 - 5000 print run
- A5 incentive /prize draw card
 - A4 folded to A5 with additional flap for gum strip
 - 3000 print run
- A4 poster

Project Timescale

Deadline for expressions of interest: 9th August 2017 5pm

Interviews: week beginning 14th August

Project Start: September 2017

Project End: March 2018

The bulk of the project will take place in December and January, with content provided by Upland in early December, alterations and design layouts developed, various proofing stages and sent to print in late February. Prior to this the designer will work closely with the commissioned illustrator to create the visual identity for all print and adverts. The final illustration due mid-November. Breakdown:

September 2017 – commission illustrator

October – draft of illustration

November – final illustration and produce adverts

December – Content provided by Upland for brochure

January 2018 – Alterations/edits for brochure, content for other print media

February – Final proofing and alterations of all print

March – Final adverts, provide digital versions of print

Project Budget

As part of the interview process we'd be happy to discuss the budget breakdown in greater detail, but for indicative purposes, the project will be undertaken with a total design fee of £3,000 - £4,800 (inclusive of VAT).

Tender Process:

Stage 1: Expression of interest

Please send your credential documents (PDF / max 20 pages) to joanna@weareupland.com along with a covering letter (1 side of a4 max) briefly describing;

- your interest and experience in this area
- why you want to work on the Spring Fling Design
- Suggested improvements (optional)

Stage 2: Interview

A shortlist of companies/individuals will be invited to meet with the Upland team to discuss your application. Meetings will be arranged for the week beginning the 14th August 2017.

Submissions

Expressions of interest should be sent in digital format (PDF) to joanna@weareupland.com marked "SF 2018 Design Application". Do not hesitate to contact Joanna Macaulay with any queries.

Please find information on all previous Spring Fling brochures below and links to online versions.

Examples of previous Spring Fling Design

Spring Fling 2017 Brochure cover



SF2017 Map (A3-DL Fold-out flyer)



A4 Poster, 2017



Advert, 2017



2016



2015



2014



2013



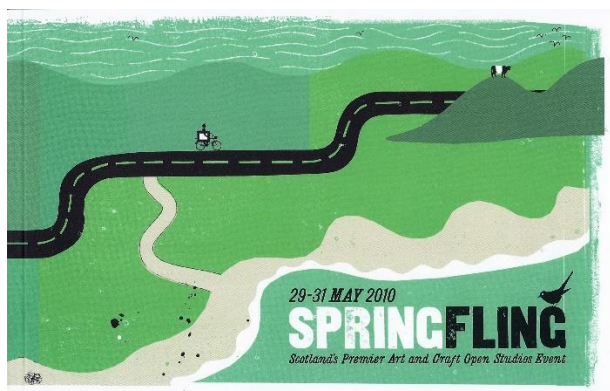
2012



2011



2010



2009



2008



2007



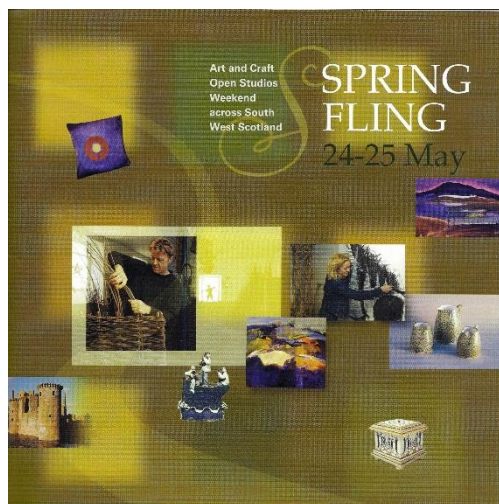
2005



2004



2003



Logo developed for the 2017 event:



View online versions of brochures, featuring page content here:

- 2013 - https://issuu.com/springfling/docs/sf_2013
- 2014 - https://issuu.com/springfling/docs/sf_2014
- 2015 - https://issuu.com/springfling/docs/sf_single_pages_2015
- 2016 - https://issuu.com/springfling/docs/sf_2016_brochure
- 2017 - <https://issuu.com/springfling/docs/sf.compressed>