



**Independence Seaport Museum**  
**Request for Proposal: Exhibition Graphic Designer**  
September 2014

Independence Seaport Museum (ISM) is seeking proposals for the services of a graphic designer and purchase of graphic design work. The overall goal of this RFP is to engage one or more contractors to design graphics for an upcoming exhibition, *Patriots and Pirates*, slated to open in March 2015.

**About Independence Seaport Museum**

Since 1961, Independence Seaport Museum – the region's only maritime history museum – has served as a leader in Philadelphia's cultural community by offering compelling exhibitions and stimulating educational programming. Today we are reevaluating our role to better deliver on our mission of connecting area residents – especially children – to the water. Using our unique riverside location, we offer meaningful opportunities to explore our shared maritime heritage.

We aim to create innovative exhibitions designed to provide quality experiential learning opportunities that inspire imagination and offer thought-provoking new perspectives. By fusing science, art, history and community we can better deliver on our mission of connecting people to Philadelphia's waterways and our shared maritime heritage. As we envision our future we intend to achieve ambitious goals, enabling us to make an even greater impact on Philadelphia's diverse communities.

**About Patriots and Pirates**

The story of the birth of the American Navy is as exciting as any adventure tale— full of inspiration and ingenuity; bravery and back-breaking work; fear and fortitude. And it all began in Philadelphia. After the Revolutionary War the new American nation didn't have a navy to protect its merchant ships from British, French and Barbary Pirates. The United States paid ransom and made tribute bending to the will of more powerful nations until congress voted to defend our nation at sea. The American Navy was created to combat pirates kidnapping American sailors and cargoes at sea.

Visitors will be called to enlist in the infant United States Navy to defend its merchant sailor citizens and commerce from the depredations of the British, French and Barbary Pirates. Or will they join the Pirates aboard a full-scale replica of a period ship. Visitors will fire a cannon, sit with James Madison and Alexander Hamilton for a debate and climb a bowsprit. These elements and more will be used to demonstrate basic physical sciences (primarily the six simple machines) in the context of an exciting period of history.

The exhibition is approximately 4,000 sq feet, with the ship occupying 2,000 sq feet. Graphics are concentrated on the gallery side of the exhibition, with minimal graphics on the ship.

## Project Description: Graphic Designer

### Design Requirements

Ensure a consistent exhibition identity in the design of all graphic elements for ISM's upcoming exhibition: Patriots and Pirates.

The exhibition is targeting multi-generational families and 4<sup>th</sup> grade school groups, in addition to our traditional adult audience. The graphic gestalt should be whimsical, yet respectful; fun yet not primary colors. It should be exciting, accessible for adults and children and pay appropriate homage to the creation of the American Navy. Somewhere where kids imagination can run wild, but adults are able to spend time reading/viewing objects and understanding the complexities of the narrative. It should be a blend for adults and children, both in content (as provided by us) and in design.

### Estimated Project Duration

The exhibition is slated to open in March 2014. Independence Seaport Museum requires the contract service of a graphic designer through April 2014. The overall project should be print ready by early February 2015 (exact date TBD), with the remaining time contracted in-case of remedial modifications.

### Functional Requirements

This project includes the design of various graphics, as stated below in the project summary. All graphics must be cohesive and in-line with the museum's expectations and intended look and feel of the exhibition.

Graphics must be produced in an electronic format that can be easily modified by ISM as necessary.

The successful candidate must be willing to meet at Independence Seaport Museum at least two times during the project (dependent upon distance from the museum) as well as be available via phone and email during appropriate business hours to discuss the project and review the designs as needed.

The successful candidate may be asked to make up to three edits or corrections per piece once the primary design is selected.

The successful candidate should have experience designing graphics for exhibitions.

*Please note that the design/ownership/copyright and original source (Illustrator, Photoshop, et.al.) files must remain with Independence Seaport Museum and that all work product created as part of this project will be the sole property of Independence Seaport Museum.*

### Project Summary

The project will include the layout and design for all graphics to appear within the exhibition. Final graphic counts and styles below are approximations. The graphic design for the exhibition may include the following:

#### *An Introductory Graphic/Image*

The overall design must be adaptable for use in the production of print and online ads, web and social media content, posters, flyers, and merchandise (i.e. t-shirts). The design must also be capable of reproduction in different sizes, in both color and black and white.

#### *Standard Exhibition Graphics:*

A variety of standard exhibition graphics will include the following:

1. A minimum of four larger scale graphics/panels introducing visitors the thematic area.
2. 25-30 content graphic panels
3. 2-4 large scale/full wall graphics (images provided by ISM) these will consist of one heavily designed timeline and up to three enlarged images from the Museum's collection
4. Approximately 20 graphic panels for various interactives. These graphics are instructional and informative, some may require the design of a diagram
5. Object labels for approximately 60 objects

*Please note graphics are subject to change. Final contract will contain the agreed upon final scope of the project.*

## **SUBMISSION INFORMATION**

### ***Background Information***

Updated Resume, Description of Experience, and at least 3 client references

### ***Portfolio***

3-5 samples indicating relevant design work (web links are sufficient)

### ***Cost Estimate***

All candidates must submit an estimate based on the work outlined in this RFP, **printing fees excluded**, and an hourly or per item rate for design services that may be over and above the scope of work indicated below.

### ***Submission Information***

Submissions of interest, including a cover letter, portfolio samples, hourly or per item rate, and cost estimate, must be submitted by 5pm, Monday, October 13, 2014.

### ***Process***

The selection process including interviews will occur during October 2014. Interviews and negotiations with the winning bidder are expected to result in candidate selection by early November with the project to commence upon contract signing.

### **For Additional Information or Clarification Please Contact:**

Exhibitions Department

[exhibits@phillyseaport.org](mailto:exhibits@phillyseaport.org)

215-413-8629

### **Submit Proposals to:**

Independence Seaport Museum

Exhibitions Department

211 S. Columbus Blvd  
Philadelphia, PA 19130  
[exhibits@phillyseaport.org](mailto:exhibits@phillyseaport.org)