



For Immediate Release
April 18, 2018
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American Stage Request for Proposal (RFP) for Graphic Designer

Project: American Stage's 2018-2019 Season Artwork

Status: Project-Based

Frequency: one-time for 2018-2019 Season (May-June 2018)

Reports To: Marketing & Communications Manager

Compensation: Project-Based, Fees based on scope of project and commensurate with experience.

St. Petersburg, FL – American Stage announces a request for proposal (RFP) for Graphic Designer to create our 2018-2019 Season artwork.

18-19 SEASON THEME

At American Stage we are committed to telling stories that impact our hearts and minds, honor our diversity, embrace our differences, and rejoice in our shared experience of what it is to be a human being. Our 2018-2019 season theme LIFE. OUT LOUD. reflects our passion for Powerful Stories, Boldly Told and our dedication to promoting connection and unity in our community through the power of live theatre. Our 2018-19 season features characters laughing, crying, loving, rebelling and soaring out loud. These are sit-up-and-take notice stories that will dare you to lean forward and be transported.

Join us in celebration and contemplation of Life. Out Loud.

[Visit our website to learn more.](#)

PROJECT OVERVIEW

We're looking for a creative local graphic designer to partner with us to tell our season's story through powerful artwork for our 6 mainstage productions, 1 park production and 1 school tour.

- Creation of large format poster
 - Artwork will need to be easily scaleable and editable
 - Vector artwork is preferred but not required
 - Each production artwork should evoke the emotion and themes from the play
 - The design must retain a consistent modern and bold feel in line with both the American Stage brand and 18-19 Season theme.
 - Artwork must be consistent with the creative vision of the producing artistic director.
- The graphic designer will meet as needed in person or by phone or email to assist with the development of the graphics including its format and schedule for production.

- The graphic designer assigns all present and future rights to the materials produced during the project to American Stage.
- Artwork will be used for advertising and brand awareness through television, social media, email campaigns and other channels as defined.
- The graphic designer will be credited in our season brochure.

MANDATORY REQUIREMENTS

- Degree in graphic design, or 1-3 years equivalent work experience
- Strong storytelling and conceptual skills and attention to detail, with a track-record creating engaging graphics
- Must be able to work in a high-pace environment and handle short turnaround times
- Proficient with Adobe Creative Suite
- Must have access to own equipment
- Strong design sensibilities
- Strong verbal and written communication skills
- Ability to meet deadlines.
- A great candidate is passionate about the arts, digital technology, and the potential intersections of the two.

PROPOSAL REQUIREMENTS AND HOW TO SUBMIT

- One page summary of your/your company's background, resources, and relevant experience.
- Portfolio link.
- References from past projects.
- Current workload. If selected as the graphic design for this project, how does it fit into you/ your firm's current scheduled activities?
- Optional supporting materials of you/your firm's choosing.
- **Send all materials via email to advancement@americanstage.org by Wednesday, May 2, 2018:**

Visit AMERICANSTAGE.ORG for further review of company and our overall branding.

AMERICAN STAGE | AS/40

American Stage celebrates **40 Years Strong** this season. Since 1977, American Stage, has contributed to the vitality of Tampa Bay as a regional professional theatre. American Stage's mission is to reinforce the power of live theatre with high quality productions that excite and challenge a diverse audience. Our year-round programming seeks to realize this through our Mainstage season, Spotlight Series, 21st Century Voices: New Play Festival, American Stage in the Park and Improv. American Stage Education's offerings include award-winning Teaching Artist Outreach focused on bringing theatrical arts experiences to under-served populations, helping them to excel onstage & beyond.

We believe that through the telling of dynamic stories, live theatre has the power to unite us in our shared experiences and to deepen our connection to one another through the illumination of diverse perspectives. American Stage artists and stakeholders are responsible for helping a small theatre touring company blossom into a thriving world-class professional theatre providing nearly 70,000 Tampa Bay residents and tourists with accessible, relevant art and arts education annually.

Powerful Stories. Boldly Told.

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