

SUBJECT: City of Melville - Library promotional artwork commission

Requests for quote are sought by the City of Melville to commission a suitably qualified and experienced artist or artist team to create an original two -dimensional artwork for exclusive use for Library promotional materials.

1.0 Project Outline

The City of Melville has a strong association with the arts, fostering relationships, celebrating and documenting the diversity and history of our community through cultural activities and the acquisition or commissioning of artworks that enhance public spaces and create a sense of place.

Expressions of interest are sought by the City of Melville to commission a suitably qualified and experienced Western Australian artist or artist team to create an original two-dimensional artwork (supplied in electronic format) for exclusive use for Library promotional materials.

It is anticipated this commission will help to build a brand and identity for City of Melville Libraries and is also an opportunity for the City of Melville to promote the commissioned artist and their practice through additional Library programming opportunities including artist-run workshops and artist talks.

There is no prescribed theme and the artwork is to reflect the artists practice. The artwork is to be suitable for reproduction on a variety of mediums including web/screen, print and on fabric.

The City of Melville will pay the commissioned artist an **exclusive use license fee** for use of the original artwork, which will be featured for a period of up to three years on Library promotional materials and reproduced for solely non-commercial purposes. Copyright of the artwork will remain with the artist.

The artist will need to be comfortable with their artwork or details of their artwork being used in the designs for a range of promotional materials, including tote/book bags, staff t-shirts, bookmarks, promotional banners, online and printed collateral as listed in this brief. All printed collateral will be co-branded with the City of Melville.

The commissioned artist will receive an exclusive use license fee of **\$5000 plus GST**.

2.0 Project Details

- Artists are asked to respond to this RFQ by submitting examples of their artworks by **5:00pm Monday 23 March, 2020**.
- Expressions of Interest will be reviewed by an internal selection panel based on the artist's relevant experience, previous examples of work, CV and a statement of interest in the project (maximum of 500 words).
- Up to three artists will be shortlisted to develop an artwork concept design. Each shortlisted artist will receive a development fee of \$500 plus GST.
- Once the artwork concept design has approved the final artwork design needs to be supplied in electronic high resolution format by the artist and will be incorporated into the production of collateral as detailed in this brief.
- The commission process is expected to be finalised by the end of April 2020.

2.1 Artwork reproduction

The artist is asked to develop a two dimensional artwork and supply it in high quality digital format, which a designer can utilise all or part of the artwork to design these promotional mediums:

- City of Melville website and social media, electronic newsletters
- Promotional banners (for display in various locations during City activities)
- Bags
- Staff t-shirts
- Bookmarks
- Magnets
- Library cards
- Printed brochures and flyers

The artwork credit will appear in or next to the design in very possible instance.

2.2 Materials

The artwork will need to be provided by the artist in electronic high resolution format. Original artworks will need to be professional scanned / photographed by the artist.

2.3 Life of the Work

It is intended that the artwork will be featured in Library promotional campaigns and materials for up to three years. However, the City reserves the right to stop using the artwork design within this period if required. The City will consult with the artist whenever their artwork is reproduced.

3.0 Artist Responsibilities

The artist will be required to:

- Create a final original artwork and supply it in high quality digital format to the City of Melville;
- Sign a three year exclusive use license agreement with the City of Melville;
- Liaise with City of Melville staff as required during the three year exclusive use licence period in regards to the design of printed collateral;
- Be available to attend key meetings, as well as media interviews or photographs.

4.0 City of Melville's Responsibilities

The City of Melville will:

- Liaise with the artist in regards to design for printed collateral as required;
- Document and promote the artist and artwork;
- Ensure the artwork is only used for Library promotional purposes;
- Ensure the artwork is only used during the three year exclusive use period for non-commercial purposes;
- Ensure the artwork is credited in all designs.

5.0 Budget

Up to three artists will be shortlisted to develop an artwork concept design detailing the theme/subject, colours and indicative sketches (not a finalised artwork). Each shortlisted artist will receive a development fee of **\$500 plus GST**.

The commissioned artist will be asked to provide a final artwork based on the selected concept design and will receive an exclusive use license fee of **\$5000 plus GST**.

Commission stages of payment (all amounts stated are plus GST)

Date	Stage	Fee
April	Artist commissioned	\$1000
May	Artist presents final artwork concept design	\$1000
May	Artist provides finalised artwork in the form of high resolution electronic files suitable for reproduction	\$3000
	Commission total	\$5000

6.0 Submission Requirements

Interested artist/artist teams will need to submit a short proposal addressing the following criteria:

Relevant Experience <ul style="list-style-type: none">• Provide up to 10 images of previous artworks that demonstrate your experience and style of artwork
Curriculum vitae <ul style="list-style-type: none">• Provide a CV demonstrating your arts practice and previous experience
Statement <ul style="list-style-type: none">• Provide a statement of interest in the project (maximum of 500 words)

7.0 Selection Process

Submissions will be assessed by a panel. For the purposes of the selection process, these criteria will be weighted and scored as detailed below:

A	Relevant Experience /previous examples of work	70%
B	CV	15%
C	Statement of interest in the project (maximum of 500 words)	15%
	TOTAL	100%

9.0 Lodgement of EOI:

Deadline: 5:00pm Monday 23 March, 2020

Email: yvonne.doherty@melville.wa.gov.au

For additional information please contact:

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