

# Made in the Middle

## Graphic Design Commission Brief

June 2024 – January 2025

Craftspace is seeking an experienced graphic designer/s to design printed materials and interpretation for Craftspace's next touring exhibition. Made in the Middle will open at Leicester Gallery on 25 January 2025 before touring across the region into 2026.

Fee: £2250

Deadline: Monday 17 June 2024



## The role

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## Background

Made in the Middle first launched in 1988. This recurring touring exhibition by Craftspace has a reputation for showcasing exceptional contemporary crafts being made in the East and West Midlands. It explores a wide range of craft processes, expertise

, skills and thinking by artists living and/or working in the region.

The exhibition plays an important role in raising the profile of individual artists and excellence in making. Touring to galleries and museums in the region it creates accessible opportunities to see and purchase work by regional artists.

In each version of Made in the Middle the work selected highlights current innovation and trends in craft. Always curated through an open selection process, artists are supported to show work which extends their interests and practice.

The ninth iteration of Made in the Middle will launch at Leicester Gallery at De Montfort University in Leicester on 25 January 2025. It will then tour across the Midlands.

The exhibition will feature work by up to 36 artists who are living and/or working in the region. The work will be a mix of new work and existing pieces.

Work selected will highlight the wide range of innovative and excellent contemporary crafts being made in the Midlands today. We intend to show work that experiments with materials, techniques, form and new technologies. Also work that reflects the world we live in; it may connect with issues e.g. climate justice or sustainability or reference personal experiences.

In addition to the open selection, Craftspace will be working with an external curator to invite up to six artists whose work will highlight the positive cultural impact of global migration to the region. This section will reflect how the influence of artists from a continuing diverse diaspora of people has enriched creativity in the region

## Scope of work

The brief is to develop an overarching visual identity for the exhibition. This will utilise the branding already produced by Common Curiosity. New designs will be developed in discussion with the exhibition build designers in order to develop a strong and integrated identity which runs through all the exhibition elements and reflects the exhibition themes.

## Services

In developing design ideas, the designer/s will need to consider the following:

### Target audiences

- Creative adult learners/ everyday makers – further education craft courses
- Diverse everyday makers – migration stories
- Young people 16-25
- Students of craft and design courses – higher education courses
- Artists
- Diverse audiences – through community making

### The key messages of the exhibition

- Craft practice in the Midlands is world class, diverse and artists are experimenting with materials and techniques.
- Learners of all ages will be inspired by the wide range of objects, skills, processes on display.
- The selection of crafts on display conveys powerful stories about the world we live in and reflects the influence of global migration on regional creativity.
- Contemporary craft contributes to the economy, with work being for sale visitors have the opportunity to support creative enterprises.

### The designer/s should also consider

- the themes of the exhibition, the existing branding and the style and aesthetic of the exhibition build.
- accessibility of design including: clean aesthetic, font size, contrast and clarity – please see further information below
- sustainable production when designing print e.g. use of environmentally friendly materials and production methods
- the potential afterlife beyond the exhibition e.g. re-use or recycling of print/panels
- durability of materials with a view to the 18 month tour

### Notes on access for print and interpretation

Accessibility is very important. Craftspace's ethos is to provide information in a variety of ways to suit different learning styles. For example using a combination of text, visuals, film and audio across the interpretation methods used within the exhibition.

We envisage the interpretation will include written information panels, wall and plinth based written captions, a leaflet/guide/pamphlet exhibition guide, resource/s for families with visuals & text and a digital Teacher's Pack for schools.

We will be seeking to include new accessible interpretation techniques including BSL and audio description which we will aim to add to the exhibition after they have been recorded once it opens.

## Text

We want all visitors to be able to read any text easily so they should follow standard access guidelines. Many people have dyslexia so consideration should be given to font size, contrast, clarity and legibility.

In general full stops should only be used in the body of a long piece of text. In headings and short pieces of information there should be no full stops. We prefer words not to be split with hyphens unless it is grammatically correct for that word. We prefer not to use ligatures because they make the text more difficult to read for some people. Don't use all capital letters or broken letter forms, as this makes text more challenging to read.

Large blocks of coloured text are more difficult to read. However, coloured text on panels, captions & leaflet could be accessible if on pale background with high contrast using darker colours like dark blue, grey, brown, green but avoiding red, orange, yellow, bright green.

If the text is printed onto a material (board, paper etc.) this should be fixable on the wall or propped safely at eye level for ease of reading.

Craftspace requests that designers use sustainable methods and formats in the design of the interpretation and materials for the exhibition.

## Deliverables

The Graphic Design commission will include the following:

- design and print of flyer/poster: the print requirements will be determined at the first venue's meeting which will be held in June
- design and print of invites: as above regarding print requirements
- design, print and binding of the catalogue/publication
- exhibition guide and resource for families (might be combined)
- ¼ page design for magazine advertising
- e-design: invite, flyers, poster
- production of a digital design pack for tour venues
- design and production of exhibition interpretation

Invite requirements for the initial launch will be discussed and determined with the launch venue, Leicester Gallery. An invite design will be required for the rest of the tour.

The format of flyers, posters and invites will be discussed with tour venues. It is anticipated that venues will prefer to print their own posters/flyers and invitations rather than receiving hard copies for overprinting. Consequently it is envisaged that a digital design pack will be required to provide guidelines for venues' designers to follow when producing print for the exhibition at their venue.

In addition the commission includes:

- exhibition/catalogue photography (an external photographer may be appointed)

## Timescale

This timescale includes both the interpretation tasks as well as graphic design.

26 June	Graphic Design interviews
June	Craftspace contract graphic designers
July	Graphic designer/s and exhibition designer/s – meet in Birmingham or online to discuss design requirements, concepts and ideas with Craftspace and Leicester Gallery representatives
	Craftspace to provide images of existing work to designers
	Craftspace to provide copy for ¼ page exhibition advert
	Craftspace to provide copy for invites e-flyer, flyer and tour invites (inc. save the date)*
August	Initial designs to be presented to exhibition partners and Craftspace's Access Advisory Group
September	Finalised exhibition brand – concept and design signed off
	Provision of ¼ page exhibition advert
November	Craftspace to provide copy for interpretation and catalogue
	Sign off interpretation and catalogue design
	Save the dates invites to go out
December	Photograph work for catalogue
	Proofing of catalogue and interpretation
	Launch venue e-info e.g. invite/flyer design to be signed off
	Launch venue printed info e.g. invite/flyer to be off
January	Catalogue and interpretation to be printed
w/c 6	Invites/e-flyer invites to be distributed
w/c 13	Catalogues/interpretation/exhibition guides or resources to be delivered to Leicester Gallery
25 January	Public exhibition opening
February	Design pack for tour venues to be completed
	Exhibition interpretation for BSL and audio description tours

## Terms of Contract

This is a freelance consultancy contract with Craftspace. The budget for fees and any other costs outlined in this brief includes VAT. If you have any questions about the nature or terms of this contract, please contact us.

You will be required to hold public & products liability throughout the term of the contract.

## Costs

The fee and production budget is £13,300 including VAT and will be paid, in instalments to the designer/s by Craftspace. The designer/s will be required to invoice Craftspace in agreed instalments. Payments are likely to be made in 3 instalments: on receipt of contract, after the final designs are agreed, and upon receipt of the designs and print. The budget includes the design fee.

When getting quotes for print the graphic designer should explore whether the organisation offers a charity discount and whether the item can be non-vatable because it is educational.

Fee: £2250

Production budget: £11050 to include:

- ¼ page advert design
- Graphic design costs (\*listed above)
- Catalogue & press photography
- Catalogue design, print and binding (est. £4000)
- Interpretation (est. £3000)
- Changes to promotional materials throughout the tour
- Delivery of all print.

Design time and production are included in these figures. As there is limited actual print required the cost of the design pack production is also included in this budget.

The fee includes VAT and National Insurance and the designer is responsible for the payment of these.

## Partners/Clients

The graphic designer will work closely with the exhibition curator **Emma Daker** (Exhibitions and Project Development Manager, Craftspace), in developing the graphic design for Made in the Middle. The design proposal will also be shared with exhibition partners **Leicester Gallery** before being approved.

Craftspace has assembled an **Access Advisory Group** to consult and provide advice on strategies, policies, thinking and methods with an aim of increasing accessibility and inclusion across our programme. The Access Advisory Group will meet with the graphic designer to give feedback on their draft design proposal/s to ensure they meet our access requirements and are fit for purpose.

## How to apply

If you are interested in applying for this commission, please send:

- a current CV,
- up to 3 examples of your work that are relevant to our interests, these need to be readable on a PC computer, you can send a We Transfer link for these
- a brief outline proposal about how you might approach this commission.

Please send these by **9am Monday 17 June 2024**.

## Selection Process

We will interview from a shortlist of applicants.

Interviews will be held by Zoom on **Wednesday 26 June.**

## Contact details

Send applications to:

Emma Daker

Exhibitions and Project Development Manager, Craftspace

[e.daker@craftspace.co.uk](mailto:e.daker@craftspace.co.uk)

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