



MESA ARTS CENTER

Request for Qualifications (RFQ): Art/Design Services

Introduction

Mesa Arts Center, owned and operated by the City of Mesa, is a unique, architecturally stunning, international award-winning facility located in the heart of downtown Mesa. Arizona's largest arts center is home to four theaters, five art galleries, and 14 art studios. Guests, patrons, and students come to Mesa Arts Center to enjoy the finest live entertainment and performances, world-class visual art exhibitions, outstanding arts education classes, and compelling events and festivals. The facility is an architectural showpiece and a destination for visitors to the Phoenix area. Mesa Arts Center's mission is to invite all people to create and discover entertaining, challenging, and diverse art and arts experiences within joyous, dynamic and welcoming environments.

RFQ: Art/Design Services

Mesa Arts Center seeks a talented artist or graphic designer with a strong commitment to diversity, equity, and inclusion. We invite qualified artists and graphic designers to submit qualifications for work related to two festivals:

- Día de los Muertos Festival in October 2024
- Spring Festival in March 2025

Scope of Work

The selected artist or graphic designer will work closely with our organization to create visually engaging and culturally sensitive materials that reflect the City of Mesa and Mesa Arts Center's mission and values and attract people to attend the festivals and events on the MAC campus. Compensation is budgeted at \$2,500 for each festival.

The scope of work includes the following work for both festivals:

- Branding and Identity
 - Develop and refine the visual identity including color schemes and typography.
- Marketing Collateral
 - Create designs to be used for promotional materials including but not limited to brochures, flyers, posters, banners, window clings (small and large),

billboard, marquee and social media graphics for various platforms (Facebook, Instagram, Twitter, etc.).

- Web Design
 - Designs will be used to facilitate visually appealing and user-friendly event web pages.
- Event Graphics
 - Designs will be used for event-specific materials such as t-shirts, maps and signage.

Qualifications

The ideal artist or graphic designer should possess the following qualifications:

- Demonstrated experience in serving and working with diverse communities.
- A diverse portfolio showcasing design work that resonates with a variety of communities, including Hispanic and Latinx cultures for the Día de los Muertos Festival.
- Proficiency in industry-standard design software and tools.
- Strong communication skills and ability to collaborate effectively with our team.
- Creative and innovative design sensibilities.
- Strong attention to detail.
- Commitment to managing deadlines for multiple projects simultaneously.
- Knowledge of current design trends and best practices.

Proposal Submission

Interested artists or graphic designers should submit the following:

1. A cover letter expressing your interest in working with Mesa Arts Center and serving the communities who attend MAC festivals and events.
2. A selected portfolio showcasing relevant design projects and examples of work intended to engage different communities.
3. A proposed timeline for completing each of the projects listed above or a proposed timeline for the average turnaround time for any project.
4. A cost estimate, including hourly rates or project-based fees.
5. References from previous clients, particularly those similar to this organization.
6. Your contact information, including phone number, email, and website address if any.

Submission Deadline

Thursday, April 25, 2024 at 5:00 PM MST

Selection Process

Our organization will review all submissions and select the most qualified candidate based on experience, portfolio quality, cost-effectiveness, and alignment with our mission and values.

We look forward to receiving your qualifications and partnering with a talented artist or graphic designer that shares the City of Mesa and Mesa Arts Center's commitment to providing compelling and engaging arts experiences.

Questions

Contact: Kevin Vaughan-Brubaker, Festivals and Special Events Manager
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