



## **ArtWorks 2019 Request for Proposals Photography**

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## **Project Background**

**Project Type:** *Photography, photo editing, storytelling*

For 23 years, ArtWorks has been hiring local youth to work with Professional Artists to make monumental works of art, transforming the greater Cincinnati area. Many of these projects become local landmarks, some of them become private works of art, and some of the projects are rooted in community engagement only to exist in that moment of shared creative connection and experience.

*ArtWorks' mission is to transform people and places with investments in creativity.*

Photographic documentation is needed to capture the transformative nature of ArtWorks creative mission. ArtWorks Apprentices and Teaching Staff are central to the mission. Projects happen year-round and photo documentation enables ArtWorks to share its mission with a broad audience of supporters.

### **Themes to Capture:**

1. Youth Apprentices and Teaching Staff
2. Year-round creative processes
3. Teambuilding + togetherness
4. Personal growth + enrichment
5. Placemaking
6. Transformative nature of the ArtWorks creative programming
7. Exciting and engaging nature of ArtWorks fundraising events

## **Image Rights and Use**

ArtWorks is responsible for managing image release waivers from ArtWorks Teaching Artists, Apprentices, and community partners.

ArtWorks owns the rights of all imagery captured on behalf of ArtWorks, and imagery captured of ArtWorks creative projects, ArtWorks Staff, Teaching Artists, Apprentices and Community Partners under this commission.

## Timeline and Project Breakdown by Season

### Spring (March – May) Photographic Needs

#### Event Photography

- Adopt an Apprentice Annual Breakfast – May 2<sup>nd</sup>
  - 1000+ general attendees, including ArtWorks Staff, ArtWorks Board, VIP's, some Teaching Artists, some Apprentices at the Duke Energy Convention Center.

Photography needed of general experience, guest checking in, greeting each other, and finding their tables – the general excitement of the event – as well as presenters on stage, Apprentice presentations, general networking and any special installations.

End use, print and digital marketing.

#### Project Photography

- Ziegler Pool Mural Project
  - Before Photography: Environmental photography needed showcasing the location before mural work begins.

End use to demonstrate the impact of the final mural project. Print and digital marketing.

- Apprentice Project Presentation: 5-40+ attendees. Apprentices, Teaching Artists, ArtWorks Staff, Community Partners, General Public and possible VIP's.

Photography to document Apprentice teams presenting their creative research, project presentation and project plan. Presentations can be indoors or outdoors, and sometimes including press and special guest speakers.

End use, digital marketing.

- Creative Process: Needs to showcase the Teaching Artists and Apprentice Teams creative process over the spring for the Ziegler Pool Mural Project. May include capturing creative research, sketching, wall preparation, gesso, outlining and color fill. Should show teams working collaboratively.

End use, print and digital marketing.

- After Photography: Environmental photography needed showcasing the location after creative work is completed. Should include imagery of people engaging with the work.

End use to demonstrate the impact of the final project. Print and Digital Marketing

- Hero Design Company (HDC) – Photography will include a final “event”. Needs to document the creative process of the HDC team.
  - Community Engagements: ArtWorks Apprentice teams’ partner with local youth organizations to work with youth in need to develop a super hero cape for each child. Photography to capture these engagements (typically 2-5 per season). Engagements are typically on site at partner location.

- Ideation and Development: Apprentice Teams work with Teaching Artists to ideate and create a unique super hero cape for each youth community partner, inspired by the engagements. Apprentice teams work at the ArtWorks Garage in Northside. Photography should include creative process; any additional research and inspiration, sketching, planning, cutting, sewing, and preparation for cape delivery. Can be achieved typically in 2-3 meetings.

- HDC Cape Presentation: Event-like photography. 8-40+ attendees, ArtWorks Teaching Artists, Apprentices, ArtWorks Staff, ArtWorks Board, Community Partners (youth and adult) VIP's

Needs to capture opening cape ceremony, youth community partners receiving their capes, and the closing cape ceremony. If possible, capture youth community partners in their final capes.

End Use, print and digital marketing.

- Avondale Walking Trails – Phase 3 of an ongoing project.
  - Creative Process: Needs to showcase the Teaching Artists and Apprentice Teams creative process over the spring for the Avondale Walking Trails Project. May include capturing creative research, sketching, site preparation, gesso, outlining and color fill. Should show teams working collaboratively.

End use, digital marketing.

- After Photography: Environmental photography needed showcasing the location after creative work is completed. Should include imagery of people engaging with the work.

End use to demonstrate the impact of the final project. Print and Digital Marketing

## **Summer (June – September) Photographic Needs**

### **Event Photography**

- Apprentice Orientation (June)– 2 photographers needed minimum
  - 150+ attendees, including ArtWorks Youth Apprentices, ArtWorks Staff, ArtWorks Board, and guest speakers. Location to be determined. Photographer(s) needed 2-5 days.

Orientation includes several “Ice Breaker” activities, “break-away” activities, guest speakers, and creative workshops. Apprentices may be seated at tables or in an auditorium-like environment. There may or may not be natural lighting, and some activities may be indoors and/or outdoors.

A final group picture of all attendees is required.

End use print and digital marketing.

- Apprentice and Teaching Artist Portraiture - Typically completed in one day, with an additional day budgeted for make-up photography. Each Teaching Artist and ArtWorks

Apprentice will get their portrait taken. 150+ individuals captured, approximately 1 min per person. Portrait photography and orientation happen at the same time.

Please Note: If you are bidding to cover all summer projects, or the year as a whole, you will need the support of another photographer on the 2 days (minimum) budgeted for this photography.

End Use: Editorial, digital and print marketing. Photography is central to a fundraising campaign usually executed the following spring.

- Summer Celebration

- 200+ attendees, including ArtWorks Youth Apprentices, ArtWorks Staff, ArtWorks Board, Community Partners, Special Speakers and VIP. Location to be determined.

Indoor and outdoor needs possible. Includes party like atmosphere, and an award presentation. "Grip and grin" photography needed of award winners.

End use typically digital marketing.

- Mural Tours

- (1) Bus Tour – 4-30+ attendees, general public, and ArtWorks Volunteer(s). Photography should capture the excitement and wonder of viewing public art works completed by ArtWorks Youth Apprentices and Teaching Artists.

Environmental photography should demonstrate the impact of the ArtWorks public art works.

- (1) Walking Tour – 3-15+ attendees, general public and ArtWorks Volunteer(s). Photography should capture the excitement and wonder of viewing public art works completed by ArtWorks Youth Apprentices and Teaching Artists.

Environmental photography should demonstrate the impact and scale of ArtWorks public art works.

End use, print and digital marketing.

- Apprentice Project Presentations

- Photography documenting Apprentice teams (typically 3-9 Apprentices and 1-3 Teaching Artists) presenting their creative research and project preparation. Presentations can be indoors or outdoors, sometimes including press and special guest speakers.

- Only two (2) Apprentice Project Presentations will need documentation this year:
  - Returning Citizens Project
  - Project TBD

- Project Dedications - eight (8) dedications or less.

- 8-40+ attendees, ArtWorks Community Partners, ArtWorks Staff, ArtWorks Board, ArtWorks Apprentices, Teaching Artists, Guest Speakers, general public, possible VIP's, possible press.

Photography should capture the buzz and excitement of a completed ArtWorks project. Apprentice Teams will be present to dedicate the work of art to the community. Special

guest speakers as well as community partners will be present to present the work to the community. Dedications are typically outdoors, and often include refreshments, and sometimes music and recreational activities.

End Use, Digital Marketing.

## **Project Photography**

Project photography is documentary in nature and includes capturing the experience of the Teaching Artists and Apprentice teams, as well as the overall creative experience of the summer – working on site, artistic preparation, creative work, teaching, engaging, learning and growing.

Project photography should demonstrate both the human and place based transformative process of the summer season.

### **Project locations**

Project sites are usually in the Downtown Business District, Over-the-Rhine, Pendleton and some Hamilton County Suburban areas. Specific locations to be determined. Photographer will be responsible for their transportation. Multiple locations may need to be visited in one day.

- Summer Creative Projects: 8 weeks of onsite project work. Locations and quantity of projects to be determined – currently tracking 8 projects including BLINK Apprentice team and Hero Design Company.
  - Before Photography (summer mural project sites only)  
Architectural or environmental photography needed showcasing the location before mural work began.  
  
End use to demonstrate the impact of the final mural project. Print and Digital Marketing
  - Hero Design Company (HDC) –Photography will include a final “event”. Needs to document the creative process of the HDC team. ArtWorks Apprentice teams’ partner with local youth organizations to work with youth in need to develop a super hero cape for each child. Photography needs to capture these engagements (typically 2-5 per season), apprentice teams working in the ArtWorks Garage to make the capes, and then the final HDC presentation of the completed capes to their owners and their families.
  - Mural Projects (8 projects excluding BLINK)  
Needs to showcase the Teaching Artists (1-4) and Apprentice Teams (2-8) creative process over the summer for all mural projects. Thorough and equal attention will need to be paid to each project. Mural projects workflow typically includes the following:
    - Week 1: creative research either onsite or at a studio location
    - Week 2: outlining the walls
    - Week 3: Gesso and wall prep
    - Week 4: Color
    - Week 5: Creative Teams OFF for holiday
    - Week 6: Color
    - Week 7 Color
    - Week 8: Mural Finalization
    - Week 9: Mural Finalization and Summer Celebration (See Below)

End use, print and digital marketing.

- BLINK Parade Team  
Apprentice team(s) will likely be working in an indoor studio space with a variety of tools and materials. Creative process from start to finish will need to be captured, this includes but is not limited to; creative research, sketching, idea presentation, internal critiques, creation of project, painting and texture layer(s), team photography, and teams with final product(s) before the Parade.

End Use, print and digital marketing.

- After Photography (Summer mural project sites only)  
Architectural or environmental photography needed showcasing the location after mural work is completed.

End use to demonstrate the impact of the final mural project. Print and Digital Marketing

## **Fall (October – December) Photographic Needs**

### **Event Photography**

- BLINK
  - BLINK Parade – Thursday, October 10<sup>th</sup>  
1000-10,000+ attendees, location OTR TBD. Photography should capture the general wonder and excitement of the BLINK parade. Highlights should focus on the creative projects and summer Apprentice team floats that ArtWorks organized, specifics will be shared.

End use: Print and Digital Marketing. May need photography immediately for digital marketing.

- Fall Fundraiser: Secret ArtWorks – Friday, November 22<sup>nd</sup>.
  - 500-1000+ general attendees, including ArtWorks Staff, ArtWorks Board, VIP's, local artists, some Apprentices, location TBD.

Photography needed of general experience, guest checking in, greeting each other, dancing, eating and drinking – the general excitement of the event – as well as guests finding their Secret ArtWorks, engaging with artists. “Grip and grin” with their newly acquired pieces of artwork.

Photography needed of VIP's, ArtWorks Staff, ArtWorks Board, and Fundraiser Chairs and committee. List TBD.

End use, digital marketing.

### **Project Photography**

- BLINK
  - BLINK Art Installations, Washington Park  
Environmental Photography needed, should capture the excitement and wonder of the general public viewing public art works curated by ArtWorks.

End use: Print and Digital Marketing. May need photography immediately for digital marketing.

- Hero Design Company (HDC) –Photography will include a final “event”. Needs to document the creative process of the HDC team.
  - Community Engagements: ArtWorks Apprentice teams’ partner with local youth organizations to work with youth in need to develop a super hero cape for each child. Photography to capture these engagements (typically 2-5 per season). Engagements are typically on site at partner location.
  - Ideation and Development: Apprentice Teams work with Teaching Artists to ideate and create a unique super hero cape for each youth community partner, inspired by the engagements. Apprentice teams work at the ArtWorks Garage in Northside. Photography should include creative process; any additional research and inspiration, sketching, planning, cutting, sewing, and preparation for cape delivery. Can be achieved typically in 2-3 meetings.
  - HDC Cape Presentation: Event-like photography. 8-40+ attendees, ArtWorks Teaching Artists, Apprentices, ArtWorks Staff, ArtWorks Board, Community Partners (youth and adult) VIP’s  
  
Needs to capture opening cape ceremony, youth community partners receiving their capes, and the closing cape ceremony. If possible, capture youth community partners in their final capes.  
  
End Use, print and digital marketing.
- Creative Projects TBD: approx. 2
  - Before Photography (Fall mural project sites only)  
Architectural or environmental photography needed showcasing the location before mural work began.  
  
End use to demonstrate the impact of the final mural project. Print and Digital Marketing
  - Creative Process: Needs to showcase the Teaching Artists and Apprentice Teams creative process over the fall (projects TBD). May include capturing creative research, sketching, site preparation, gesso, outlining and color fill. Should show teams working collaboratively.  
  
End use, print and digital marketing.
  - After Photography (Fall mural project sites only) Documentary Photography – Architectural or environmental photography needed showcasing the location after mural work is completed.  
  
End use to demonstrate the impact of the final mural project. Print and Digital Marketing

## Asset Turn-Around Time

Generally, a maximum 5 business day turn-around is requested for edited or digitally enhanced imagery. This allows ArtWorks to use assets to tell a current and accurate story on all platforms. Some projects or



events may require a turn-around time that is less than 5 days. More specific details will be shared closer to the launch of that project. Those projects have been indicated the Timeline section.

However, a 5-day turnaround might not be possible on larger projects. We ask that the photographer be responsible for communicating reasonable expectations for delivery dates.

## **Deliverables**

Understanding we have a variety of print needs, please provide a recommendation for final delivery expectations based on scope and pricing:

Full resolution digital images uploaded to Dropbox/Google with full usage rights and ownership. Shipment of final images via one (1) hard drive, PC compatible.

All sponsored event signage should be captured showcasing sponsorship logos in all cases, where applicable across programming and events.

*A more specific creative brief will be provided to selected vendor no later than one week before first photographic commitment.*

## **Payment Preferences**

Based off the recommendation of your deliverable timeline, please provide a preferred pay schedule.

## **How to Apply**

Your application will include the following in order to qualify for review:

Please email your proposal to [Kate@ArtWorksCincinnati.org](mailto:Kate@ArtWorksCincinnati.org)

1. Cover Page or Executive Summary: Provide an overview of the proposed services and you or your organizations ability to provide the services requested.
2. Examples of Past Work: Can be submitted via website or online portfolio.
3. Additional Considerations:
  - a. References
  - b. Cost Summary
  - c. Travel Expenses

## **Tentative Selection Schedule**

All questions should be addressed and sent to:

Kate Tepe

[Kate@ArtWorksCincinnati.org](mailto:Kate@ArtWorksCincinnati.org)

Tracking proposal selection for the end of February.