

Call for Artists: Celebrating Diversity Bus Wrap Design

Recognizing Asian American and Pacific Islander Heritage Month

TriMet — Portland, Oregon

TriMet invites local artists to submit their **qualifications** to design a full-color digital image(s) for printing on vinyl to be applied on a bus in recognition of Asian American and Pacific Islander Heritage Month. This is part of a series of bus wraps celebrating the diversity of our community and highlighting the creativity of local artists. The selected artist will be paid \$4,000 for the completed design. **Deadline to apply is 9 a.m., Friday, January 27, 2023.** There is no fee to apply.

BACKGROUND

TriMet commemorates heritage and identity recognition months with custom designed [bus wraps](#) as an opportunity for all members of the community to learn more about the traditions, history, contributions and experiences of individuals from historically marginalized cultures. *Because the celebration of these legacies need not be limited to the calendar month, each bus with a commemorative wrap circulates throughout the service district for a year.*

Federally-recognized heritage and identity recognition months include: February – Black History, March – Women’s History, May – Asian American & Pacific Islander Heritage, June – LGBTQ+ Pride, September – Hispanic Heritage, November – Native American Heritage. This year TriMet will also celebrate Disability Pride Month in July.

CELEBRATING DIVERSITY BUS WRAP DESIGN

Design Goals

“All Are Welcome” is the overall theme for all of the Celebrating Diversity Bus Murals in 2023. The artist will create artwork in recognition of Asian American and Pacific Islander Heritage Month to help raise awareness and provide opportunities for cross-cultural learning and connection based on their selected theme of either:

- a. *Culture – highlighting art, food, language, literature, and/or music, or*
- b. *Historical – displaying an event(s), people, achievements and/or milestones.*

The design should also take into account the primary audience — transit patrons — and the site — a moving vehicle. A different design may be created for each side of the bus.

Design Template Example

Portland OR - 40' Gillig 3000-4000 Full Wrap

1/10th Scale - 600 ppi (final output 60 ppi @ 100%)

The color of the heading "ALL ARE WELCOME" can be changed to a color of the artist's choice for best legibility and color coordination. TriMet logo: alternative color option is to use white only for "TRI" and "MET". No changes allowed for the orange/white icon.



*Graphics may shift up to 4" upon installation. Please do not place critical elements any closer than 4" from uncovered windows, obstacles and edges of vehicle.

- No graphics allowed
(vents, lights, reflections, bumpers, etc)

- Background image only, no small text or important elements
(windows frames, etc)

- All areas on vehicle shown in white are available for artwork
(use the 1:10 scale and consider that both the heading "ALL ARE WELCOME" and TriMet logo will be placed on top of the artwork in the areas indicated.)

- Perforated window vinyl
(avoid small text through it, but especially near the window frames)

- Windows unable to be covered
(these areas will remain uncovered and transparent)

- # Bus number placement
(Bus numbers will be placed here, do not place important graphics or text in these areas)

ELIGIBILITY

Creative individuals living in the Portland metro area (including Multnomah, Clackamas and Washington counties) are eligible to apply, including but not limited to visual artists, illustrators, and graphic designers. Some technical assistance is available, however, the ability to create and submit high-quality digital files is **required**. A single artist must represent those applying as an artist team. The selected artist must be able to meet project deadlines and complete the project no later than March 29, 2023.

TriMet is committed to engaging diverse communities and expanding the range of artistic and cultural expression represented in the region. Artists who identify with a historically marginalized culture are strongly encouraged to apply.

BUDGET

The design fee is \$4,000, consisting of a \$1,500 concept design fee (inclusive of concept sketch fee) with \$2,500 upon completion. The budget covers all project expenses including artist fees, materials and labor. Payments will be made by check or digital transfer. The artist contract is available upon request.

SELECTION CRITERIA

The artist will be selected by a diverse committee of TriMet employees from various departments. The committee will review submissions and evaluate artists based on:

- Statement of interest
- Aesthetic integrity of submitted past work
- Demonstrated ability to complete the work on time and on budget.

SELECTION PROCESS

The committee will review artists' applications and may choose up to three artists or teams to create a concept sketch for the project for which finalists will receive \$500. The committee is not required to select an individual from among the submitting artists and reserves the right to solicit proposals from artists who do not submit, if appropriate.

APPLICATION REQUIREMENTS

The application materials must be combined into a single PDF document, not to exceed seven (7) pages. Each page should include the page number and your name in the footer in the following order:

- **Page 1:** Statement of interest. Explain why this project is of interest to you; describe your potential aesthetic and conceptual approach to the project; individuals should address their ability to collaborate with others and complete the work on time and on budget.
- **Pages 2-6:** Up to 10 images of original artwork with the following information under each visual: title, medium, year and budget.
- **Additional page:** 1-page résumé or bio with your contact information, address and website and/or social media links. It should outline relevant accomplishments or experience and include the names, affiliated organization, email address and phone number of two professional references.

APPLICATIONS THAT DO NOT MEET THESE REQUIREMENTS WILL NOT BE REVIEWED.

To apply, register on TriMet's file drop system at <https://filedrop.trimet.org>; once registered, email the application to ART@trimet.org via the file drop system by 9 a.m., Friday, January 27, 2023. **Late applications will not be accepted.**

SCOPE OF WORK

Upon selection, TriMet will provide a high-resolution design template file for the layout on the bus (example above) to the artist. The artist will then develop and submit the following materials per the project schedule outlined below:

- **Concept Proposal** including 1) a paragraph about the intent and description of the artwork, 2) an image of the original artwork and 3) a mockup of the original artwork fit within the spaces designated on the template

- **Work-in-Progress** including 1) an image of artwork in-progress that addresses committee feedback
- **Final Design** including 1) a final description of the intent and description, 2) a high-resolution image of the final artwork on the production template.

Design Specifications

The selected artist may create the full-color imagery in any medium; however, the artwork must be submitted using these applications and file types:

- Adobe CC or earlier Illustrator (ai | eps | pdf) CMYK
- InDesign (indd | pdf) CMYK Photoshop (psd | eps) CMYK

The image should be 1:10 scale with 560-720 dpi (56-72 dpi @final print size) resolution. If the image includes fonts, they must be rasterized or outlined within the artwork. All layout files must be packaged and bundled to include all linked images and fonts.

PROJECT SCHEDULE 2023

Applications due	January 27, 9 a.m.
Artist notification	February 6
Concept design due	February 24, 9 a.m.
Work-in-progress check in	March 15, Noon
Final design due	March 29, Noon
Production preparation	March 30 – April 2
Printing and installation	April 4 – May 1

The schedule is subject to change.

QUESTIONS?

For questions, please email ART@trimet.org or contact Debbie Huntington, Creative Services Manager at 503-962-4942, or Michelle Traver, Public Art Administrator at 503-314-1579.

CIVIL RIGHTS AND NONDISCRIMINATION

TriMet respects the civil rights of all the people we serve. We operate our programs without regard to race, color, national origin, religion, gender, sexual orientation, age or disability, in accordance with applicable law.

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