



CALL FOR ARTISTS: **ILLUSTRATORS AND GRAPHIC DESIGNERS**

Request for Qualifications (RFQ)
River Connections - Rosie the Fish

Budget: \$3,000
Issue Date: Friday, May 17, 2024
Deadline: Monday, June 24, 2024

Project Description

The City of Lancaster is seeking a qualified artist to develop a cartoon character for web and print and to illustrate coloring sheets for web and print.

The character, named Rosie the Fish, is an animated ambassador to educate the public, specifically school-aged residents, about the river and the work done through the River Connections project.

About River Connections

In 2022, the City of Lancaster launched River Connections with the goal of elevating the stories of Black and Brown people's connection to the Conestoga River. By storytelling through various mediums, the River Connections team cultivated a greater sense of stewardship and community around the river. Local artists created and performed works that represent their connection to the river to a broader audience. Through spoken word, visual art, film and music, the need for care and repair of the Conestoga River is spreading throughout Lancaster's neighborhoods. To learn more and review work to date, visit cityoflanasterpa.gov/river-connections/

Artwork Specifications and Project Deliverables

Rosie the Fish should be designed to be both a static graphic and a collection of simple animated GIFs. The GIF should be animated in 4 different actions. Actions may include waving, pointing, diving, etc. The GIFs will be shared on the program's website, social media platforms, and other digital promotional material. The following link serves as an example of what animated actions should look like:

<https://graphicmama.com/animated-gif/alligator-cartoon-animated-gifs>

In addition to creating the character of Rosie, the artist will illustrate a 4-page coloring sheet collection featuring Rosie the Fish and her mother Mary the Fish.

Coloring sheet content *may* be as follows:

1. Rosie meeting a bear near a river
2. Rosie meeting 3 ducks at a pond
3. Rosie looking at a people fishing on the shoreline with a water treatment plant in the background
4. Rosie meeting an owl at the Conewango Dam
5. Rosie meeting a crab at the Chesapeake Bay

Timeline

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| Call issued | Friday, May 17, 2024 |
| Deadlines for submissions | Monday, June 24, 2024 |
| Finalists selected and notified | Friday, June 28, 2024 |
| Finalist interviews | Monday, July 1 – Wednesday, July 10, 2024 |
| Artist selected and notified | Friday, July 19, 2024 |

Eligibility

This commission is open to all professional artists, or a team thereof. Applicants must be 18 years or older. Applicants must be able to pass the following clearances:

- Criminal Background Clearance (Act 34)
- FBI Federal Criminal History – Fingerprinting (Act 114)
- Child Abuse History Clearance (Act 151)

The selection committee will select artists without regard to race, color, religious creed, ability, ancestry, national origin, age, sexual orientation, or gender identity.

Submission Requirements & Submission Procedure

Please fill out the attached application form and answer application questions. In addition to the application form, please submit the following:

- A statement of interest
- Resume
- Portfolio that includes 5-10 images of previous artwork relevant to project scope

Submission Procedure

To be considered, applicants must submit their applications on or before Monday, June 24, 2024.

To apply, submit materials via email to Molly Kirchoff, Program Manager of the Office of Public Art, at the following address:

Molly Kirchoff (she/her)
Program Manager, Public Art & Urban Design
mkirchoff@cityoflancasterpa.gov
(717) 847-0285

Selection Process

Prospective candidates are invited to submit applications on or before Monday, June 24, 2024. A selection committee will review applications and select up to three (3) finalists by Friday, June 28, 2024. Finalists will be notified and scheduled for an interview with the selection committee. The artist to receive the commission will be announced on Friday, July 19, 2024. The following week, the selected artist will meet with the project manager to develop a work plan.