

*Project Name or Description: **43rd Annual Atlanta Film Festival Creative Campaign***

Company Name: Atlanta Film Society

Address: 25 Park Place NE, Suite 1000 Atlanta, GA 30302

Contact Person: Cameron McAllister, cameron@atlantafilmsociety.org

1. Background/Introduction

The Atlanta Film Society was founded as IMAGE (Independent Media Artists of Georgia, Etc.) in 1976 as an outgrowth of the need for equipment access, networking, information dissemination, and support among Georgia media artists and producers. In 1977, they opened the first media arts center in the state of Georgia and launched the first annual Atlanta Independent Film & Video Festival (now known as the Atlanta Film Festival). The Atlanta Film Festival (ATLFF) will celebrate its 43rd edition April 4-14, 2019.

2. Project Goals and Scope of Services

Atlanta Film Society is seeking the services of a skilled artist or graphic designer to develop key art and assets for the 43rd Annual Atlanta Film Festival creative campaign. The selected candidate will be responsible for the design, execution and delivery of specific elements to be used in the months leading up to and throughout the 2019 ATLFF.

Proposals will only be considered from candidates located in the Metro Atlanta area.

Designs may be as simple or as elaborate as candidates would like to propose. However, due to the nature of the campaign, the creation of new and unplanned digital and/or print assets are frequently needed far after deliverables are due. New assets that become needed must be able to be created by the organization by adapting already submitted assets.

Expected design for assets include but may not be limited to the following:

- 43rd Festival version of Logo
- Key art
- Key colors (at least 7)
- Key background (to be adapted)
- Program Guide assets
 - Page templates
 - Cover
 - Schedule Insert
 - Other designs as needed

- Merchandise
 - T-shirts
 - Hat
 - Stickers
 - Other designs as needed
- Theatrical Poster
- Window Cards
- Postcards
- Venue banners
- Pop-up banners
- Badges
- Website assets
 - Header images
 - Colors
 - Hero graphics
 - Other designs as needed
- Social media assets
 - Banner images
 - Announcement graphics
 - Other designs as needed
- Other designs as needed

**Many of these assets may share the same design or elements as others.*

3. Anticipated Selection Schedule

The Request for Proposal timeline is as follows:

- RFP Posted: September 21, 2018
- Deadline for Bidders to Submit Questions (OPTIONAL): October 1, 2018
- Atlanta Film Society Responds to Bidder Questions: October 5, 2018
- Proposals Due: October 12, 2018
- Contract Award / Notification to Unsuccessful Bidders: October 19, 2018

4. Time and Place of Submission of Proposals

The RFP will be posted on our websites, atlantafilmsociety.org and atlantafilmfestival.com, and can be downloaded from there directly as of September 21, 2018.

Proposals must be received no later than October 12, 2018. Responses should be clearly marked "RFP - ATLFF19 Creative Campaign" and mailed or delivered to the contact person listed above.

5. Timeline

Atlanta Film Society would like key art of the campaign completed by November 20, 2018, with the remaining assets completed by December 31, 2018. Timeline and deliverables can be discussed with selected bidder.

6. Elements of Proposal

A submission must, at a minimum, include the following elements:

- A brief bio or description about the artist, including city of residence
- Examples of previous work and general design aesthetic
- Description of ideas, inspirations or approaches of proposed design
- Please do NOT submit raw files. Links, pdfs, image files are preferred.

7. Budget

The Atlanta Film Society's budget for the project is \$5,000.00.

8. Resources

Photos of the 2018 Atlanta Film Festival campaign and designed assets can be found at <https://drive.google.com/drive/folders/1frg65J6LaI0ISLjGiAZw9YDNy9Upeaou?usp=sharing>