

# NC Counts Coalition

## Census 2020

### *ARTIST CALL*

#### **PROJECT DESCRIPTION**

NC Counts Coalition, in collaboration with El Pueblo, NALEO Educational Fund and the City of Raleigh invites artists to create original designs that will be on display throughout the city of Raleigh and Wake County to promote census participation, especially among young children.

Selected artists will each receive a \$750 honorarium and the opportunity to have their artwork displayed on several different platforms ranging from businesses, to city buses for a period of at least 3 months, beginning in April of 2020.

NC Counts will manage the application and review process. A panel of representatives from NC Counts Coalition, NALEO Educational Fund, and El Pueblo will review all submissions and select the final design.

#### **ELIGIBILITY**

Eligibility is open to visual and graphic artists of all ages who reside in Wake County, NC. Children are encouraged to submit artwork.

#### **SUBMISSION DEADLINE**

All materials must be received no later than **Monday February 28, 2020 at 11:59 p.m.** Incomplete or late submissions will not be considered. Do not provide or submit other materials with your application, they will not be reviewed by the panel and will not be returned.

#### **ARTWORK SCOPE**

Artists are invited to create original images for a vinyl wrap and other forms of printing which will be applied to buses, fences and other platforms. The following text and letters are permitted when used as part of the overall design: I Count, Kids Count, Wake Counts, Count All Kids. These phrases can be used as hashtags as well. Additional required text and wording must include [www.nccensus.org](http://www.nccensus.org). The selection of themes, colors, and forms shall be inclusive of the values, culture, diversity, experiences, interests associated with census participation and the **importance of counting young children**.

Historically children 0-4 are undercounted in the census. Nearly 25,000 kids in North Carolina were not counted during the 2010 Census. Ensuring an accurate count of young children is critical allocating funding for healthcare and child services. For more information on undercount of young children, visit [https://www.ncchild.org/wp-content/uploads/2019/10/FactSheet\\_WakeCountyUndercount.pdf](https://www.ncchild.org/wp-content/uploads/2019/10/FactSheet_WakeCountyUndercount.pdf) This project requires artists to be flexible and available to collaborate with NC Counts and the City of Raleigh in the process of overseeing the fabrication and installation of the artwork. Design proposals and their copyright will belong to the artists. NC Counts Coalition reserves the right to use images of the designs and information from the written proposals for review and project promotional purposes.

**PROJECT SCHEDULE TIMELINE**

Call to artists.....	Jan-February 2020
Application deadline.....	February 28, 2020
Selection of finalists.....	March 2020
Agreements signed.....	March 2020
NC Counts Coalition rollout.....	April 2020

*NC Counts reserves the right to alter these dates as needed.*

**HOW TO APPLY**

NC Counts encourages the reduction of paper use. Please submit the following materials electronically: Fill out the online application at [www.nccounts.org](http://www.nccounts.org)

If you have trouble with the form, have files which are too large to upload, or need further instruction, you can email [byron@nccensus.org](mailto:byron@nccensus.org) with “(LAST NAME\_Census Art 2020” in the subject line.

**SUBMISSION REQUIREMENTS**

One design proposal ONLY will be accepted per individual.

Artists working in a team may only submit one proposal as specified below and are not permitted to also submit work as an individual.

**SUBMIT THE FOLLOWING MATERIALS:**

1. **A Professional Résumé**  
Professional résumé, less than 3 pages. Teams should submit one résumé for each team member.  
*File titled Firstname\_Lastname\_résumé*
2. **A Statement of Interest**  
One-page letter of intent with a description of approach to the project and the proposed design. A brief statement outlining your interest in this project. Include how your work and experience will complement this project *File titled Firstname\_Lastname\_intent*
3. **Previous Work, Digital Images**  
Three digital images of recent previous work (created within the past four years) in PC compatible JPG format (150 dpi minimum size 5.5" x 7"; maximum size 11" x 14"). All images must be saved using a file name and number that corresponds to the annotated image list. *Images titled Firstname\_Lastname\_previouswork#*
4. **Annotated Image List**  
An annotated image list accompanying the digital images with artist’s name, title of work, media, image name. *File titled Firstname\_Lastname\_list*
5. **Submission Design(s)**  
Considering the shelter wrap template dimensions attached, submit proposals in BOTH the following formats:
  1. **Review file** – A JPG file 100 dpi minimum and no more than 5MB in size for review by



selection panel, *Titled Firstname\_Lastname\_proposal*

2. **Print ready final image** - JPG, PSD, or AI file (see attached sheet for file sizes) with final full size artwork for the shelter wrap, *Titled Firstname\_Lastname\_DesignForPrint*

### **ADDITIONAL INFORMATION**

For more information regarding 2020 Census Art Project, visit [www.nccensus.org](http://www.nccensus.org) and search for 2020 Census Art or contact Byron Laws, Wake County Community Engagement Coordinator at 919-815-4129 or [byron@nccensus.org](mailto:byron@nccensus.org)

### **ABOUT US**

The N.C. Counts Coalition serves as a hub to facilitate cross-sector coordination among government, planning and community organizations, service providers, businesses and others to achieve a complete and accurate census count for North Carolina.