PUBLIC ACCESS DESIGN

A CUP Program

Call for Designers

CUP is seeking graphic designers, animators, interaction designers, and other communications designers to be Design Fellows with our newest program, Public Access Design.

Public Access Design is CUP's series of multimedia projects that use design to make complex urban issues accessible to the New Yorkers most affected by them. Each project will be a short, intensive collaboration of CUP, a Design Fellow, and an advocacy group, and will result in an innovative organizing tool in one of four media formats. The goal is to put more, and more kinds, of powerful visual tools in the hands of people working on critical social justice issues in New York City.

We seek designers interested in applying their skills to collaborative projects that use innovative design to contribute to social change.

The deadline for applications to the Public Access Design Fellowship is Friday, June 29th at 5 pm. CUP has a concurrent call open for print designers for our Making Policy Public program. Designers are welcome to apply to both programs.

Learn more about Public Access Design at: welcometocup.org/PublicAccessDesign
For more information on Making Policy Public, please visit: makingpolicypublic.net

What is Public Access Design?

Just as public access television puts the means of communication in the hands of communities, CUP's Public Access Design program puts the power of design in the hands of community organizers and advocates. The program offers our advocacy partners short development times and a variety of media formats for projects. Public Access Design collaborations result in visual tools that go directly to communities whose access to information, or lack thereof, can have major consequences for their health, livelihood, and well-being. These tools help ordinary residents of New York City better understand and participate in the policies and processes that shape their lives, leading to real social change.

How It Works

Phase 1: Call for designers
Each year, artists and designers working in print, motion graphics, animation, interaction design, and other design fields will be invited to apply to be Public Access Design

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Fellows. A jury made up of prominent members of the design and advocacy communities will select a small group of Design Fellows to join the program for a one-year period.

Phase 2: Call for project proposals

Community organizers and advocates working to break down complex policy and planning issues for their constituents are then invited to submit project proposals throughout the year. Every two months, a new jury will review applications and select one project proposal to be part of the Public Access Design program.

Phase 3: Pairing a project with a Fellow

One Design Fellow will be selected by the jury to collaborate on each project, based on her or his skills and interest. The Fellow will then have the opportunity to take on (or take a pass on) the project based on his or her interest and availability.

Phase 4: Collaborate

CUP manages the collaboration and provides design and production support as needed throughout the project's three- to four-month time frame. These short turn-around times allow Public Access Design projects to respond to organizers' needs for communication tools on pressing issues as they arise.

Phase 5: Produce and disseminate

Each project is both an educational tool and a showcase for innovative design. CUP will cover production costs, such as editing, printing, and engineering, based on a scope of work mutually agreed upon at the beginning of the project. Advocacy partners will be provided with copies of any print materials to distribute directly to their constituents. CUP will also distribute and promote all final projects on our website, at CUP events, and through our network of supporters in the fields of art and design.

The Schedule

::	**June 1**	Call for Public Access Design Fellows announced
::	**June 15**	Call for project proposals from Advocates announced
::	**June 29**	Deadline for Public Access Design Fellow applications
::	**July 20**	2012-2013 Public Access Design Fellows announced
::	**August 17**	First two Public Access Design projects announced

Projects will also be selected in December 2012, and in February, April, and June 2013. Fellows are selected once a year.

The Jury

The very talented jury members who will select the first ever Public Access Design Fellows are:

- **Jake Barton**, Founder and Principal of Local Projects
- **Vicki Been**, Professor at NYU and Director of the Furman Center for Real Estate and Urban Policy
- **Eddie Opara**, Partner at Pentagram
- **Damaris Reyes**, Executive Director of Good Old Lower East Side (GOLES)

The Formats

Organizers can choose the media format that best meets their needs from four options, each designed to be easily completed within the short project time frame. Designers can identify the formats they are most experienced and interested in working on. The formats offered this year are:

Pages - A four- to eight-page print publication
Frames - A 30- to 60-second animation or motion graphic
Pixels - A web-based interactive graphic
Folds - A pocket-size print graphic that unfolds to 11½" x 21"

The Public Access Design Fellowship

The Public Access Design Fellowship allows New York City-based designers and artists to apply their design skills to contribute to social change. Fellows collaborate with CUP and a community organization to produce innovative multimedia tools that make information about important social justice issues accessible to historically underrepresented communities. CUP seeks designers interested in a collaborative process who will bring unique visual solutions to the design challenges presented by these issues.

In July, a jury of prominent members of the design and advocacy communities will select a small group of designers to be Fellows with the Public Access Design program for a one-year period. This year's fellowship runs from July of 2012 to June of 2013. Over the course of the first year, six Fellows will have the opportunity to collaborate with an advocacy partner and CUP staff to produce a total of six projects.

All Fellows are invited to an introductory training session on CUP's methods for collaborative and participatory design with CUP staff and designers from previous CUP projects. Fellows will also be invited to attend special events and gatherings throughout the year. These will include opportunities to meet and network with past CUP collaborators and jury members, and to meet other notable New York City-based design professionals and community advocates.

Honoraria and Additional Resources

All Public Access Design Fellows receive:
::   A $200 honorarium
::   Press and promotion from CUP and on the Public Access Design website
::   Invitations to small gatherings with current and former CUP collaborators, jury members, and other prominent designers

Fellows who work on Public Access Design projects also receive
::   Full attribution and rights to reproduction for their work
::   An additional $2,000 stipend
::   Project publicity through CUP, including press releases, exhibit entries, and design award submissions

CUP manages the collaborative process, provides production costs, and helps staff each project with additional design support, research, and writing as needed.

CUP is committed to innovative design, and will be an advocate for creative approaches to each project.

Submission Guidelines for Designers

We seek skilled designers with an interest in both social justice and a collaborative design process. Fellows should be able to bring original and innovative visual solutions to the challenges of design for social change.

The group of Design Fellows will include but not be limited to designers with experience in each of the media formats being offered by the program. Artists and designers working in print, animation, motion graphics, and interaction design are especially encouraged to apply.

Selection Criteria

The jury will evaluate applicants based on the following criteria:
• Quality of design work presented, particularly as it relates to the designer's selected media formats
• Does the designer's approach lend itself to the challenges of design for social change?
• Does the designer's work show an ability to organize complex information?
• Is the designer interested in a deeply collaborative process?
• Does the designer seem capable of producing original, inventive work that

will also meet the needs of his or her collaborators?

- Is the designer invested enough in the process and goals to produce exceptional work, given the timetable and funding?

How To Apply

Apply online through CUP's website:
http://welcometocup.org/Projects/PublicAccessDesign/ApplyNow

The online form does not allow saving, so please prepare all materials before you begin filling out the application.

Applicants will be asked to provide a curriculum vitae (PDF format, maximum 1 MB), a short bio and photo, and will be asked to answer the following questions.

:: How did you hear about this program?
(Maximum 100 words)

:: Why would you like to be a Public Access Design Fellow?
(Maximum 150 words)

:: Why are you interested in a collaborative design process?
(Maximum 150 words)

:: What do you hope to get out of the Fellowship?
(Maximum 150 words)

:: Please describe any past experience that might contribute to your work on a Public Access Design project.
(Maximum 150 words)

:: The Public Access Design program allows organizations to select one of four media formats for their project. Please check off each of the media you are interested/able to work in for this program. If you select multiple options, please rank them based on your level of interest/ability.
- Print design
- Animation or motion graphics
- Interaction design

:: Are there any other special skills that you would be able apply to a Public Access Design project?
____ cartography
____ typography
____ illustration
____ photography
____ filmmaking
____ other, please list: _____

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:: Please provide an edited portfolio of up to 20 images from no more than five of your strongest projects. Please include a descriptive caption with every image. (Images must be jpeg or png, maximum 1 MB per image. Images must be RGB; CMYK images will not be viewable by the jury.) For video, include a still image with a link to the video in your caption text.

Rules and Eligibility

Eligibility

Applicants of any discipline, professional status, or age are eligible. Students are eligible. Both individuals and teams are encouraged to apply.

Members of the board and staff (and immediate family members of board and staff) of the Center for Urban Pedagogy and the immediate family of the Public Access Design jury are not eligible.

Rights and Reproduction

All applicants agree that CUP is granted the non-exclusive reproduction rights to all entries for CUP's advertising, promotion, exhibition, print publication, and Internet purposes.

About Us

CUP is a nonprofit organization whose mission is to use design and art to increase meaningful civic engagement, particularly among historically underrepresented communities.

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FAQ

Should I apply to Making Policy Public or to Public Access Design?
Both! We encourage you to submit your work for consideration to both programs.

Designers with experience in print design are encouraged to apply to Making Policy Public.

Due to the wider range of media formats, designers with experience in print design as well as those working in animation, motion graphics, or interaction design are all encouraged to apply to Public Access Design.

Can I apply as part of a design team?
Yes, applications from teams are welcome!

Email clara@welcometocup.org if you have any questions about the submission process.