



A CUP Program

## Call for Community & Advocacy Organizations

CUP is seeking collaborators for our newest program, Public Access Design.

Public Access Design is a series of multimedia projects that use design to make complex urban issues accessible to the New Yorkers most affected by them. Each Public Access Design project is a short, intensive collaboration of CUP, an artist or designer, and a community organization that is working to break down a complex policy or planning issue that affects its constituents. Our goal is to put a wider variety of powerful visual tools in the hands of people working on critical social justice issues.

We're looking for project proposals from New York City-based community or advocacy organizations working on important social justice issues that need a visual explanation. Applicants should propose topics that relate to particular advocacy efforts, and have a credible plan for distributing the completed project to their target audience. Applicants are also encouraged to have access to the target audience for feedback during the design process.

The deadline for applications is Monday, December 3rd at 8 pm. Find out more about Public Access Design at: [welcometocup.org/PublicAccessDesign](http://welcometocup.org/PublicAccessDesign)

### 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 Fellows. A jury made up of prominent members of the design and advocacy communi-



A CUP Program

ties selects 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 invited to submit project proposals throughout the year. Beginning in December 2012, a jury will review applications and select one project proposal every two months.

### **Phase 3: Pairing a project with a Fellow**

One Design Fellow is selected by the jury to collaborate on each project, based on her or his skills and interest. The Fellow has 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 each 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 covers 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 are provided with copies of any print materials to distribute directly to their constituents. CUP also distributes and promotes all final projects on our website, at CUP events, and through our network of supporters in the fields of art and design.

## **Schedule**

- :: **October 25** Call for project proposals from advocates opens
- :: **December 3** Deadline for project proposals from advocates
- :: **January 10** Public Access Design project announced

One project proposal will also be selected in February, April, and June of 2013.

## **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. The formats offered this year are:



A CUP Program

**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 11 1/2" x 21"

## Additional Resources

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

Advocates have the right to use completed projects in their outreach efforts and republish the work (at cost) in perpetuity. For print-based projects, advocates will receive 1,000 copies of the print materials to distribute directly to their constituents, and have the opportunity to print additional copies at cost at the time of printing.

## Application Criteria

We seek community organizations and advocacy groups working on a complex social justice issue that would benefit from a visual explanation, and an interest in working collaboratively to produce a visual tool.

Strong applicants will have firsthand knowledge of the project topic, access to and a relationship with the constituency affected by that topic, and the capacity to participate in regular meetings and provide feedback throughout the process. Proposed topics should be bounded enough to work within the Public Access Design time frame and format options. (More complex topics can be addressed through our Making Policy Public program.)

## Selection Criteria

The jury will evaluate applicants based on the following criteria:

- Is the topic clearly articulated?
- Does the project address a social justice issue?
- Would the topic clearly benefit from visual explanation?
- Is there a credible distribution plan and a clear constituency with a need for the tool?
- Is the project tied to a larger effort or organizing campaign around this issue?
- Would the final product engage and educate a larger public?
- Is the issue bounded enough to work within the Public Access Design time frame and format options?
- Does the advocate have the capacity to participate in the program?
- Does the advocate have sufficient expertise in the topic?



A CUP Program

## How To Apply

Apply online through CUP's website: [welcometocup.org/Projects/PublicAccessDesign/ApplyNow](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 contact information, a mailing address, a short organizational bio and photo, and to answer the following questions:

- :: What is the issue or policy that needs a visual explanation?  
(Maximum 100 words)
- :: What work have you already done on the issue? How would this tool fit into that work?  
(Maximum 150 words)
- :: What data, research, or other supplementary materials would this project draw its content from?  
(Maximum 150 words)
- :: Who is the target audience for your publication and how would they benefit from the work?  
(Maximum 150 words)
- :: What are the barriers to understanding this issue?  
(Maximum 150 words)
- :: Why would a visual tool on this issue be useful?  
(Maximum 150 words)
- :: How would it be distributed?  
(Maximum 150 words)
- :: What is your organization's vision of social justice, and how would this project contribute to achieving that vision?  
(Maximum 150 words)
- :: What specific outcomes do you hope to achieve as a result of using the tool produced through this project? Be as specific as possible. Provide both overall goals as well as any specific, measurable goals.  
(Maximum 150 words)
- :: How will you measure success?  
(Maximum 150 words)
- :: All Public Access Design collaborations will result in a visual tool that takes one of the following four formats. Please select up to 3 options and rank them according to your levels of interest. (If chosen to participate, you will only get one format.)



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

## Rules and Eligibility

### Eligibility

Only applications from community or advocacy organizations are eligible. If you are not part of an organization, but have an idea for a topic, we encourage you to find an organization that is working on or interested in this issue and bring the Public Access Design program to their attention.

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 that uses the power of design and art to increase meaningful civic engagement, particularly among historically underrepresented communities.

### CUP Staff

Christine Gaspar, Executive Director	Valeria Mogilevich, Program Director
Mark Torrey, Program Manager	Clara Amenyó, Program Manager
Sam Holleran, Communications Coordinator	Lize Mogel, Grants Associate

### CUP Board of Directors

David Smiley, Chair	Laura Hansen, Vice Chair
Julie Hertzog, Treasurer	Dan Wiley, Secretary
Anisa Keith	Aaron Koffman
Sam Marks	Damon Rich, Founder
Victoria Shire	Stacey Sutton



A CUP Program

## FAQ

### **Can I submit more than one application?**

If you are a community or advocacy organization, you may submit more than one topic.

### **If my application is not chosen, can I apply again?**

Public Access Design juries will meet approximately every two months to select a new project proposal from advocate applicants. If your project is not selected in the upcoming jury review session, your proposal will automatically be considered once more in the next round unless you opt out of this during the application process.

After that, organizations are welcome to apply again. Please review the selection criteria upon reapplying to better understand what makes for a strong application.

### **Should I apply to Making Policy Public or to Public Access Design?**

Public Access Design projects are completed within a shorter time frame than Making Policy Public. To accomplish this, they are narrower in scope. Explanations of large complex systems are better left to Making Policy Public. More concise topics should be addressed through Public Access Design.

Currently, Public Access Design projects are limited to New York City-based organizations and constituencies. Making Policy Public is open to local as well as national and out-of-state issues (although we look for partners that can attend meetings locally).

Making Policy Public uses a single format – an 8" x 11" pamphlet that unfolds three times to a 32" x 22" poster. Public Access Design projects can take the form of a booklet, a motion graphic, an interactive graphic, or a fold-out. You may choose which program to apply to based on the format most appropriate to your topic.

CUP accepts applications from community organizations and advocacy groups for the Making Policy Public program once a year. The next deadline for advocates to apply to Making Policy Public will be in the spring of 2013. Beginning in December 2012, Public Access Design applications will be accepted every two months.

If neither of these programs seems like the right fit and you still would like to work with CUP, you can hire us through our Technical Assistance program.

**Please email [clara@welcometocup.org](mailto:clara@welcometocup.org) with any questions about the submission process.**



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