



THE CENTER FOR URBAN PEDAGOGY  
232 THIRD STREET#D201  
BROOKLYN, NY 11215  
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[welcometoCUP.org](http://welcometoCUP.org)

## **CUP is seeking a design team to collaborate on a set of popular education materials that help children and young people navigate the legal system as a crime victim or witness.**

We're looking for a design team with strong graphic design and illustration skills, and that:

- Is interested in a deeply collaborative process with CUP and project stakeholders (including legal system experts, child welfare practitioners, and advocates)
- Can tailor age-appropriate visual communication strategies to young audiences
- Has experience breaking down complex policies and/or systems visually
- Has very strong illustration skills and experience with narrative-based visual storytelling

### **About CUP**

The Center for Urban Pedagogy (CUP) is a nonprofit organization that uses the power of design and art to increase meaningful civic engagement, particularly among historically under-represented communities. CUP collaborates with designers, educators, advocates, students, and communities to make educational tools that demystify complex policy and planning issues. We believe that increasing our understanding of how these systems work is the first step to better, more equitable, and more diverse community participation.

Find out more about our work at [welcometoCUP.org](http://welcometoCUP.org).

### **More about the project**

Going to court as a victim or witness is a stressful and confusing process for everyone, but youth face a number of unique challenges. From having to tell strangers their stories in intimate detail, to navigating a legal system designed for adults, being a young witness in court can be incredibly difficult. Youth may also be victims of crime themselves, and the difficult experience of testifying can magnify trauma from their past.

With these challenges in mind, the U.S. Department of Justice's Office for Victims of Crime is funding the creation of a set of materials to support youth in their involvement with the legal system as victims and witnesses. The project is a collaboration of CUP, the Center for Court Innovation, Safe Horizon, and child welfare and legal system experts from across the county.

We are looking for a design team to collaborate with us over the next 18 months to create a set of materials that will help youth between the ages of 2 to 18 navigate the court system as a witness or victim. The scope of work includes three sets of visual, narrative-based guides (one set for each of three age groups); rights and tip sheets; and general branding and packaging for the tools.

This will be a collaborative project, and we'll work together to figure out the best way to visualize information, including determining the specifics of product formats, as we move forward. The main goal of the tools is to help youth feel supported throughout the process of preparing to testify and testifying in court. Content will support this goal by helping youth:

- Understand how the process of testifying in criminal court and family court works
- Understand the roles of the individuals they'll encounter throughout the process
- Understand their basic rights as a witness or victim
- Learn tips for testifying, including coping and relaxation skills that can help reduce stress

The tools will be used throughout the U.S., with production runs in the tens of thousands. It's an exciting opportunity for your design skills to make a real difference in the lives of many young people.

## **Budget**

The total budget to be contracted is \$65,000.

## **Timeline**

Proposals are due on Thursday, April 5th at 10 AM.

Interviews and a hiring decision will be made in early April.

Project meetings will begin in late April 2018 and run through May 2019. Design teams must be able to attend regular, in-person project meetings in NYC. Final production will begin in July 2019.

## **How to apply**

Given the scope of work, design teams or studios with multiple designers who can address the full range of skills needed are especially encouraged to apply.

To apply, please email application materials as a single PDF document of no more than 3MB to [apply@welcometoCUP.org](mailto:apply@welcometoCUP.org) with the subject line "Witness Proposal." Your single-PDF application should include:

- A cover letter detailing your interest in working on this project and relevant experience
- A resume (a single resume for teams is preferable)
- Images of past projects, with notes on your role. Please be sure to include work that shows your overall graphic and information design skills, a range of illustration styles, and any relevant narrative-based work.

Proposals are due Thursday, April 5th at 10 AM.

*CUP strongly encourages people of color, women, LGBTQ individuals, people with disabilities, and others who may contribute to the diversification of ideas to apply.*