



# CERTIFICATE DESIGN

## DESIGNER CALL / Request for Qualifications

### Summary

The Raleigh Appearance Commission is seeking designers to submit qualifications for the opportunity to create an original design for the award certificate for the 39<sup>th</sup> Annual Sir Walter Raleigh Awards. The Raleigh Appearance Commission, who produces the Sir Walter Raleigh Awards each year, will present the winning certificate design to award winners at this year's event.

The Raleigh Appearance Commission will manage the application and review process. A jury comprised of members from the Raleigh Appearance Commission, the Raleigh Arts Commission, and the Raleigh Urban Design Center will review the submissions and select the top three candidates.

The top three candidates will be awarded a \$150 stipend to create three sketches of possible certificate designs. The designs will be presented to the full Raleigh Appearance Commission to select the winning designer. The winning designer will be awarded a \$1,000 honorarium and work with the Appearance Commission to create a completed certificate design. The winner will also receive recognition at the awards ceremony this winter.

### Eligibility

Eligibility is open to digital and graphic designers 18 years of age or older residing, working, or attending school in Wake County, North Carolina for at least one year.

### Submission Deadline

All submissions must be received no later than **Friday October 22, 2021 at 5:00 p.m.**

### Artwork Scope

All elements of the final certificate design shall be inclusive of the values, culture, diversity, experiences, interests, and/or history of the City of Raleigh and its citizens. The design should also reflect the spirit of Raleigh's art, architecture, and design. Those wishing to be considered should submit five portfolio items in response to this Call.

The final design proposals and their copyright will belong to the designers. The City of Raleigh reserves the right to use images of the designs and information from the written proposals for review and project promotional purposes.

### Project Timeline

Call for Designers portfolio submission deadline ..... **October 22, 2021**  
Selection of top three finalists.....October 26, 2021  
Selection of winning design.....November 12, 2021

### How to Apply

Please submit qualification applications via email to Carter Pettibone, [carter.pettibone@raleighnc.gov](mailto:carter.pettibone@raleighnc.gov). You will receive email confirmation upon receipt of your submission.

### Submission Requirements

- ONLY one portfolio will be accepted per individual.
- ONLY one portfolio will be accepted from designers working on a team.
- Designers working in a team *cannot* also submit work as an individual.
- Designers will be responsible for submitting an application packet as specified below.
- All materials must be received no later than Friday, October 22, 2021 at 5:00 p.m. to be considered.

## **Submission Package**

- **Professional Résumé**
  - Résumé should be no longer than one page. Teams should submit one résumé for each team member.
  - File titled *Firstname\_Lastname\_résumé*
- **Artist's Statement (*optional*)**
  - One-page maximum description of your body of work, inspiration, etc.
  - File titled *Firstname\_Lastname\_description*
- **Design Portfolio of Previous Work**
  - Each designer or design team must submit a total of five design pieces as their qualifications for consideration. Each team will be allowed to show one piece per designer if their team consists of more than 5 members.
  - Qualification designs must be submitted as a PDF file.
  - Any included raster images must have a minimum resolution of 300dpi.
  - File titled *Firstname\_Lastname\_design*

## **Certificate Design Process**

Once selected, each finalist is allowed three preliminary sketches of possible certificate designs for the jury to review. Though preliminary, it is suggested that designers keep in mind that the final certificate will need to include the following text and meet the following specifications:

- Designs must be sized to 8.5" x 14" and portrait in orientation.
- Any included raster images must have a minimum resolution of 300dpi.
- Sir Walter Raleigh Award for Community Appearance
- Presented by the City of Raleigh to (*include blank line and 0.75" by 4.5" space for winner name*)
- 2021
- Mayor, City of Raleigh (*include blank signature line and 0.625" by 2.5" space for signature*)
- Chairperson, City of Raleigh Appearance Commission (*include blank signature line and 0.625" by 2.5" space for signature*)
- Must include space for the City of Raleigh logo
- Must include visual interpretation of Sir Walter Raleigh (a vector image can be downloaded from the Sir Walter Raleigh Awards [website](#)). **Creativity is encouraged!**

## **Non-Discriminatory Policy**

*The City of Raleigh does not discriminate on the basis of age, mental or physical disability, sex, religion, race, color, sexual orientation, gender identity or expression, familial or marital status, economic status, veteran status or national origin in any aspect of modern life. The City of Raleigh opposes any actual or perceived discrimination along these lines. The City of Raleigh Urban Design Center strives to promote a diversity of voices, life experiences, and perspectives in our service to the city.*

## **Additional Information**

For questions, please contact Carter Pettibone, at 919-996-4643 or [carter.pettibone@raleighnc.gov](mailto:carter.pettibone@raleighnc.gov).

The [Raleigh Appearance Commission](#) was established by City Council in 1973 to provide guidance, advice, and recommendations regarding the visual quality and aesthetic characteristics of the City of Raleigh. The commission consists of 15 members, the majority of whom have special training or experience in architecture, landscape architecture, horticulture, city planning, or related design fields. The Commission also appoints standing committees to undertake special design-related outreach and education efforts such as the Sir Walter Raleigh Awards.

The [Sir Walter Raleigh Awards for Community Appearance](#) recognize outstanding new contributions to the character, environment and appearance of the City of Raleigh. Since 1983, the City has presented more than 200 awards to developers, designers, building owners, community groups, civic clubs, churches, and citizens.