Call for graphic designer

Ecsite is the European network of science centres and museums and science engagement organisations. Ecsite's vision is to foster creativity and critical thinking in European society, emboldening citizens to engage with science. Its mission is to inspire and empower its members: science centres, museums and all organisations that engage people with science, and to promote their actions. The network gathers more than 350 organisations in Europe and world-wide. More about Ecsite

To service its members, Ecsite organises the largest professional science communication Conference in Europe, represents science engagement at European level, shapes and spreads best practice through its publications and awards, takes part in European projects – and more.

Ecsite's communication channels include its website, email campaigns to the network (5K subscribers on mailchimp), Twitter (5.4 followers), Instagram (700+ followers), Facebook (4.5K followers), LinkedIn (4.8K followers). Ecsite also has a Flickr account for pictures and a Youtube channel for videos.

Ecsite's graphic identity was created by graphic designer Kate Houben, Ecsite's graphic designer since 2012. Kate's professional life is leading her to a different path and therefore Ecsite is looking for a new designer to take on Ecsite's graphic needs. In 2021, these will be:

1) The visual identity and all graphic needs of a new programme of events – the Ecsite Workrooms
2) The visual identity and all graphic needs of the upcoming 2021 Ecsite Online Conference
3) Ecsite's 2020 annual report
4) Perhaps other smaller projects, such as the 2022 Ecsite Conference invitation, Ecsite Awards certificates...

In this brief you'll find:

Ecsite's 2021 graphic needs

Ecsite Workrooms

Starting in February 2021, the Ecsite community will experience new online opportunities for sharing and cooperating on impactful science engagement-related topics. The Ecsite Workrooms are an answer to the need of our community to connect beyond the Ecsite Online Conference in 2021 and will allow for more diverse and indepth exploration of new and long-lasting challenges in the field.

Participants will be professionals (CEOs, management staff, explainers, etc.) of European and worldwide science centres and museums and of other science engagement organisations. Joining a Workroom will be initially free for Ecsite members, and against payment for non-members.

Each Workroom will be brought forward and organised by professionals in our community and each will have one specific topic and objectives. One Workroom will host three, if not more, events. These events can take many formats (we expect mostly online in 2021) and are spread out in time, over the course of weeks, or months, giving time to participants to reach the objectives of the Workroom. Like all Ecsite events, Workrooms will be creative, inspiring, interactive, and professional.

Ecsite will kickstart four Workrooms before June 2021. Four extra Workrooms will be kickstarted in September 2021.

Needs: A visual identity for the Workrooms, which will be reflected on an email banner, powerpoint slides of the Workroom organisers and promotional posts on social media.
Deadline: 17 February
Budget: approx. €1500 ex VAT
See annex at the bottom of this document for more information on the timeline and resources available.

2021 Ecsite Online Conference

The Ecsite Online Conference will be organised in June 2021. It will be a 3- or 5-days event and will offer about 100 inspiring sessions, debates, workshops, a range of unique cultural events and unparalleled networking opportunities. The Ecsite Online Conference will harvest the potential brought by the digital: new means to collaborate and network, new ways to get inspired, new opportunities for a more diverse audience… In the spirit of all Ecsite events - creative, engaging, open and professional.

The Ecsite Online Conference will aim to be the largest Ecsite event so far with a target audience of 1,500+ professionals from more than 50 countries.

Needs: a visual identity for this online event and a graphic package including fonts, colours, style guidelines and possibly a powerpoint slide template for conference sessions.
Deadline: 5 March 2020
Budget: approx. €5000 ex VAT

Ecsite's 2020 annual report

Ecsite's annual reports have been printed books offering members and stakeholders a glimpse of Ecsite activities: our Conference and Directors Forum, our advocacy activities, the collaborative projects we take part in, our international actions and governance, etc.

2020 was an extraordinary year and therefore the 2020 annual report shall break the format of previous Ecsite reports. Reflecting its new strategy and conscious of the current economic and climate crisis, Ecsite wishes this document to reflect the many changes brought by 2020 – new ways of working, of staying in touch. The new report will have the following characteristics:

- Digital-only
- Less text, more visuals (including infographics)
- Audio and video are a plus, not a need
- Quick and easy to browse

A challenge we foresee is the lack of high-quality pictures produced in 2020. These are mostly screenshots from online events. On the other hand, we have plenty video/audio content.

Deadline: 1 April
Budget: €3000 ex VAT
See annex at the bottom of this document for more information on the timeline and resources available.

Selection criteria
- In line with our current graphic identity
- Relevance and creativity of the initial ideas presented in the proposal
- Clear and well-defined working process
- Demonstrated track record of working on similar missions

Selection process
- 1 February 2021: applications due.
- Week of 1 February: 2 to 3 candidates will be selected based on the criteria listed above, and notified.
- 9 and 10 February: Zoom calls (time slot at 14.00 and another one at 16.00 CET) with selected candidates
- Final decision on 15 February.

How to apply

Please prepare a single document, including:

- A portfolio of projects similar to the present brief, proving your ability to fulfil this mission;
- A creative answer to the graphic needs of the Ecsite Workrooms (product 1) and Ecsite's 2020 Annual Report (product 3)
- Your reaction to the budget available for these projects and an explanation on how you would charge future projects (hourly rate and/or fixed rate by project).
- Your approach to working with clients and with Ecsite.

The deadline to apply is end of **Monday 1 February 2021**. Please send your document to Raquel da Cunha, Communications and Events Manager at **rdacunha@ecsite.eu**

Annexes

Ecsite Workrooms – deliverables, timeline and resources

Deliverables:

- A visual identity for the Ecsite Series. Either a new graphic product or a variation of the Ecsite logo.
- A graphic package including vectorial files of the new visuals, fonts, colours and a style guideline
- A banner to use in email campaigns and in our website

Timeline

- 1 February: deadline to apply to this call and submit a suggestion for the new visual identity
- 12 February: feedback from the Ecsite office
- 19 February: deliver first draft + back & forth with the Ecsite office
- 26 February: deliver final product

Resources

- Ecsite website
- Ecsite's graphic identity
- Flickr albums with pictures from 2020 events
- Examples of past email campaigns, here, here and here

Ecsite Annual Report – deliverables, timeline and resources

Deliverable:

- A digital-only report of Ecsite's activities in 2020.

Timeline

- 1 February: deadline to apply to this call and submit a suggestion for this report
- 12 February: Ecsite to deliver the report's content and outline its graphic needs
- 19 February: deliver first draft + back & forth with the Ecsite office
- 3 March: deliver final product

Resources

- [2019 Annual Report](#)
- [Ecsite's new strategy](#)
- [Ecsite Online resources (video & audio)](#)
- [Flickr albums with pictures from 2020 events](#)
- [Ecsite's graphic identity](#)