

Designers

The Philip Foster Farm National Historic Site needs your help to create sharp, consistent communications materials. Successful applicant will have design and publicity experience, familiarity with online and print publications, and an ability to communicate the Farm's strengths through these publications:

Full-color, glossy brochure for placement in visitor centers, hotels, etc. This will be similar to the current brochure in some ways (Solid green and Edwardian Script on front, map and historic content inside). Please recommend changes that might 1) lower costs of production 2) increase flexibility of use 3) increase visitor appeal of content. 4) tie brochure graphically to other print and website materials 5) Make the brochure in a version that could be printed by visitors directly from the website. Please call or **email** us to have a current brochure and sample flyers/maps mailed to you, get more information, or ask the questions we didn't think about answering here (after you read this page and look around at our website a bit).

Posters and flyers are currently printed on parchment paper. Download a sample from www.philipfosterfarm.com/Design.html Clip art, letterhead and photographic samples also available there. You can **Email us** at jzhistsoc@rconnect.com if you would like documents in Publisher or jpg formats.

Successful completion of this project will include:

Redesign of full-color glossy brochure, with printable pdf version for website.

Templates for brochure inserts for camps, tours, historic information, volunteering, etc. Printable versions in Publisher for easy updates, printing and posting online.

Template for annual newspaper-sized newsletter, including **site map**; tour, event and visiting information; historic context of both Foster and JZH; kids' page; annual reports; and information about memberships, donations and volunteer opportunities. We prefer a Publisher template.

Event flyer and poster templates

Coordination of website design for visual consistency.

Project Timeline: Deadline for initial submission of your proposal is December 15th.

Proposal to include:

- 1) Samples of previous work
- 2) References
- 3) At least one mock-up of a Foster Farm brochure design in pdf format for the board to view,
- 4) Any recommendations you would make for our publications
- 5) Your bid to complete the job.

JZH Historical Society Board will announce winner on the website by January 15th. Series of meetings and/or online discussions with farm staff will be held in January/February to determine content and layout of various publications. Project completion by March 15th, 2010.

Thank you so much for helping us share our passion. We look forward to working with you!