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# **Feast Festival 2011**

## **Graphic Design Brief**

**Feast is seeking to appoint a graphic designer to work on a range of elements for the 2011 Feast Festival to be held in November.**

### **Background**

In 2011 Feast will be 15 years old and is widely known as the leading gay and lesbian festival in Australia. Feast is a multi cultural and arts festival that showcases some of the best queer talent nationally and internationally. We produce numerous events that include theatre, comedy, cabaret, music, film, visual arts, literature, forums, workshops and much more. We are a 16 day festival which occurs annually in November with over 700 artists performing each year and up to 80 different venues being utilised throughout Adelaide.

### **Poster Competition**

Each year Feast invites graphic designers to present their concept for the Feast theme and poster for that year. This concept is then used to brand all of the marketing material for Feast for that year including the program Guide.

### **Quotation**

Please provide a design quote, not including printing, for the following items. **Please note that original concept design will not be required** as the theme and concept will be derived from the Poster competition winner's artwork:

- **Design/layout/typesetting of Program Guide/Booklet**
  - 56 pages including cover.
  - A4/Quarto (or slight variation depending on printers specs – to be produced on matte stock), portrait.
  - Content will be supplied in a Word or Excel document by Feast
  - Images will be supplied by Feast
  - Print ready files, once approved, to be provided to Feast's chosen printer
  
- **Design of performance Posters to promote individual acts**
  - Up to 15 different, 1 sided, A3 designs, able to be produced as A1 and A5
  - Text and images to be supplied by Feast
  
- **Design of performance Postcards to promote individual acts**
  - Up to 16 different, double sided, designs
  - Text and images to be supplied by Feast

**Feast Festival – Annually in November**

Adelaide's annual festival of arts and culture celebrating diverse sexualities and genders

- **Design of Website elements**
  - In conjunction with Feast's website developer, design a header graphic,
  - Design up to 10 website banners for advertising purposes, size requirements to be provided closer to festival time
  
- **External advertising**
  - Up to 20 generic adverts for various local and interstate publications
  - Size and configuration to be provided by Feast
  
- **Venue Signage**
  - Signage for bars, if required
  - Directional signage, if required
  - Sponsor boards – *size to be provided*
  
- **Sponsor Vehicle Signage**
  - If required
  
- **Annual Report - *potentially managed in-house***
  - Up to 24 pages inc cover.
  - A4 (or slight variation depending on printers specs – to be produced on matte stock), portrait.
  - Content will be supplied in a Word document by Feast
  - Images will be supplied by Feast
  - Print ready files, once approved, to be provided to Feast's chosen printer
  
- **Design of Feast 500 brochure – *Note: already completed for 2011***
  - 6 panel, concertina folded DL brochure
  - Text and images to be supplied by Feast
  
- **DL Invitations for emailing**
  - Guide launch
  - Poster launch – *Note: already completed for 2011*
  
- **Fundraising posters and/or flyers**
  - As required

### **The Process**

Please provide a quote, including a brief bio on your experience, addressed to the Creative Producer by **6<sup>th</sup> June 2011** c/- the following address, a decision will be made by late June:

Feast Festival - Graphic Designer  
 PO Box 8183, Station Arcade  
 Adelaide SA 5000

Or compiled in an email to: [cp@feast.org.au](mailto:cp@feast.org.au) ; cc: [allthings@feast.org.au](mailto:allthings@feast.org.au)

### **Provision of Files and copyright**

Feast requires all final artwork to be burnt to disk following completion including original InDesign/Illustrator/Photoshop files and print ready pdfs. Copyright will be retained by Feast.