For discussion tonight - competition or design brief.

From: Emily Penny <emily@becolourful.co.uk>
Sent: 28 January 2019 17:01
To: Sarah Sharp
Subject: Re: Car Free logo competition

Hi Sarah,

Good to speak with you earlier. This has prompted me to write a draft factsheet/guideline, the initial draft is below which may be helpful for your reference.

DRAFT

Design for good causes – tips on making it work

Very often, charities and voluntary initiatives do not have the funds to commission the design they need. In this situation, they may want to reach out for help. Equally, designers may be willing to invest time in helping a cause. Here, we aim to provide tips for both parties to help make the project work.

Tips for causes needing design

· THE BRIEF

Even with a limited or non-existent budget, you still need to write a brief. This must explain the reason you need the design, who it is targeted at and exactly where it will be used. Thinking through some of the considerations at the start will save everyone's time.

· A COMMUNITY DESIGN PROJECT

You may want to involve the community in creating the design. This is a way to raise awareness and get people talking about it. It could be a competition for schools or students and you might share the designs via a website or an exhibition. You may need to demonstrate how it ties in with the curriculum and be clear as to whether there is a prize. All competitions benefit from some sort of published terms and

conditions. The downside of this approach is that you will not have the chance to brief participants fully and you may not get the most effective artwork for the job.

·   A PRO BONO DESIGN PROJECT

Another route is to find a professional designer sympathetic to the cause. Competitions are not best practice in the design industry. If a professional is giving their time for free, they will want the work to be used. Professionals are most likely to volunteer their services because they believe in the cause. If you are working with a professional, you will have the chance to brief them in detail and will have more chance of getting an effective design. There should be a simple contract in place to agree the deliverables and rights of usage.

·   DESIGNER AS SPONSOR

While students may be interested in taking on a design project to boost their portfolio, professionals are unlikely to gain much from the general exposure associated with it. Generally, the value of 'exposure' is over-estimated. However, it could be that you are able to offer a specific reward in kind, such as advertising, in which case your designer is a 'sponsor'.

·   SELF-FUNDING PROJECT

It may be that there is an opportunity for the design work itself to generate funds to pay the designer, for instance through merchandise or through achieving funding from another source. In this case, you will need a simple contract to detail the expectations and any conditional promises.

I would be interested in your views and any further queries from your perspective to help us develop this as a helpful guideline with a view to being able to put briefs forward to our members.

Many thanks,

Emily

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From: Emily Penny <emily@becolourful.co.uk>
Date: Sunday, 27 January 2019 at 14:45
To: <s.sharp@chichestercity.gov.uk>
Subject: Car Free logo competition

Hi Sarah,

I came across the story about your logo competition which was posted in the Design Collective Chichester Facebook group (a group for the professional creative community locally). A few of us in the group have been discussing the pros and cons of this kind of approach for getting voluntary design work. I myself have worked on voluntary and fundraising design projects for quite a few things locally and while I am not able to offer design services this time but I do my best to promote the use of design locally.

It may well be that this competition is aimed at the non-professional community as a fun way of increasing awareness, or perhaps aimed at students, but if the primary aim is to arrive at an effective design, I would be happy to advise on industry best practice for procuring voluntary work from design professionals, of which there are quite a few locally.

It's my view that it would be preferable to recruit professional design volunteers who feel strongly about the cause and, once on board, brief them fully, rather than have them compete based on a limited brief. This is because they are unlikely to get it right first time and you will be turning down the majority of the work in a competition format, which is a lot of well-meant time gone to waste.

In short, my advice is to make this clearly a fun competition for the 'community', or recruit a professional volunteer outside of the competition format and use their time more efficiently.

This is an area I would like to try and devise some helpful guidelines around for future as I know there are so many initiatives that could benefit hugely from design but will not have funding to commission it, and there may well be designers happy to help in some way too. There is a popular misconception is that design can be done in return for exposure, but this is rarely of real value to the professional designer, they are more likely to want to do it to further the cause.

I know you have a meeting on Monday and if I can offer any guidance in advance of that, I am free after 2pm by phone tomorrow.

Best regards and all the best with the campaign!

Emily

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