

<b>CUP Designer Application Criteria</b>	
<b>Criteria</b>	<b>Explanation</b>
<p><b>Does the designer(s) show an ability to organize complex information?</b></p>	<p>Designers should be able to take abstract concepts and represent them visually. This should be clear in the projects they've included in their portfolio, and in the captions of their portfolio.</p> <p>Designers should be able to show that they can organize information, use typography*, layout text*, and create graphics and images* that help readers understand that information. Designers should have a strong combination of these skills.</p> <p>—</p> <p><i>*Typography means the typefaces or fonts chosen for things like titles, body copy, and captions. Typography should support the overall visual goals and feel of a project.</i></p> <p><i>*Layout text means how the text is arranged on the page. All type should be easy to read.</i></p> <p><i>*Create graphics and images means to make visuals that are relevant through one or more methods like drawings or photography.</i></p>
<p><b>Does the designer(s) seem capable of creating unique, relevant work that can meet the needs of community partners?</b></p>	<p>Designers should show this in the projects they've included in their portfolio.</p> <p>Unique, relevant work means that it has a unique perspective and could create a new way of understanding and/or engaging with the issues our projects' focus on.</p> <p>Our community partners value how our projects don't look like materials from a city agency or an entity that their community might distrust. CUP encourages design work that meets community needs so the designer(s) should be able to work in a variety of styles.</p>
<p><b>Can the designer(s) incorporate illustration, photography, information design, or other non-typographic solutions into their work?</b></p>	<p>Designers should show this in the projects they've included in their portfolio.</p> <p>Some designers want to create text or typography-driven projects. CUP projects focus on visual explanations, so our goals are to minimize text, use images to carry as much information as possible, and make the information easy to digest.</p> <p>Community members often say how they're more likely to use materials that combine typographic</p>

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	<p>and graphic solutions rather than materials that use typography alone.</p> <p>Graphic solutions include methods like illustration, collage, and photography.</p> <p>Ideally, designers show an ability to create graphics that communicate the project's information. The text and graphics should interact and respond to each other, rather than feel independent of each other.</p>
<b>Is the designer(s) interested in a deeply collaborative process?</b>	<p>Designers should express this in their application questions. Designers don't need to have prior experience working on a community-engaged project.</p> <p>CUP's collaborative process means that CUP staff, the community partner, and the designer meet regularly to create and shape the content. Everyone is expected to contribute feedback to make decisions as a team.</p> <p>The community partner doesn't share the content with the designer to design. Designers are expected to create several design iterations as the team develops the content. Their work will help shape the content included in the project.</p> <p>CUP appreciates and respects the skills and experiences each team member brings to the table, including community members who bring their lived experience. We have several community sessions throughout the project, to incorporate feedback from directly impacted community members. It's important that designers are open to this level of collaboration and iteration.</p>