



## Open call for visual designers to collaborate on CUP's next series of Making Policy Public projects!

Click [here](#) to apply!

**Making Policy Public** is a program that brings together organizers/advocates, visual designers/illustrators, and CUP staff to create free projects that break down a complex social justice issue, policy, or service into an easy to understand, visual explanation. Designers collaborate with CUP and a community organization to create an accessible, visual resource about people's rights, public services, city processes, or community visions for a more just future.

### Projects have supported the work of organizers and advocates by:

- distributing important information widely
- creating a unified message to advocate for legislation
- increasing the number of people who apply and take up social services
- increasing the number of people who participate in city processes

*Note: CUP used to have two programs—Public Access Design and Making Policy Public. To make it easier for community partners, we've combined the programs to allow more flexibility in timeline and format.*

## Who should apply?

### CUP is looking for visual designers and illustrators that are:

- motivated to use their skills to support the power and vision of organizers and advocates
- interested in a creative process that is collaborative, interdisciplinary, and engages communities.
- able to create non-typographic solutions such as illustration, drawing, collage, information design, or photography.
- able to attend project meetings every 2–4 weeks.
- based in the New York City metropolitan area. If the project team collectively decides to meet in person, we expect the designer to attend in-person meetings.

- able to attend two trainings — one about CUP’s community engaged design practice and another about anti-oppression practices.

**We prioritize applications from:**

- design teams (graphic designer and an illustrator)
- BIPOC designers
- designers who have experienced oppression— people with low-income, those impacted by the carceral system, identify as LGBTQIA+, people of color, disabled, or as immigrants, among others.
- designers who haven’t collaborated with CUP before.

## **How does it work?**

Community organizations and designers respond to CUP’s open call for Making Policy Public. A jury of visual designers and advocates use program criteria to select four community organizations’ and four visual designers/teams. Each project team collaborates over 5–12 months, depending on scope or format of the project.

CUP brings experience in collaboration and project management, understanding complex policies, print production, art direction, writing, and research. Community organizations bring their deep knowledge of the issues impacting communities and trusted relationships they’ve built through their work. Graphic designers and illustrators bring their visual skills, creativity, and commitment to creating work in support of social justice. Together, we create projects that break down barriers to meaningful advocacy, organizing, and participation.

Advocates receive 1,000 free copies of the final project to distribute directly to their communities and networks. Designers receive a \$4,000 or \$7,000 honorarium, depending on the scope of the project.

Click [here](#) to learn more about Making Policy Public.

## **Project Formats**

Organizers will choose the format that best meets their organizing needs and capacity. CUP staff will work with them to decide which format feels best based on information from the advocates. Designers will know which format they are going to be working on at the start of the collaboration.

## **Small Formats**

These projects take about 5–7 months. These formats are portable and helpful for information that needs to be discreet or carried around regularly. Because these projects are smaller, the scopes for these projects are more specific. Small formats usually support one language.

Examples include:

- Small booklet, like [Unfriend the NYPD](#) or [Housing Court Help](#)
- Small fold out, like [Is College for Me?](#) or [Sign Up!](#)
- For accessibility reasons, we can offer a larger booklet, like [Stay Steady with SSI and SSDI](#) and [Get EQUAL](#). This format contains the same amount of content as the smaller formats.

## **Large Formats**

These projects are 8–12 months. Large formats support larger scopes and are helpful for explaining multiple steps of a process or visualizing a complex system. These formats are easy to carry around and good for canvassing. They are also good for working collaboratively at a workshop or training. Large formats can support up to three languages. Examples include:

- Large booklet, like [Is Your Landlord Using Construction to Harass You?](#)
- Large poster, like [People Power Transit](#)
- Large foldout, like [What do Incarcerated Parents Need to Know About ACS?](#)

Click [here](#) to learn more about the formats.

## **Timeline and Deadlines**

- July 29, 2024 — Call for Making Policy Public proposals opens!
- August 19, 2024 — Optional webinar for designers. Register [here](#).
- September 16, 2024 at 12:00pm EST — Open call closes
- Late October 2024 — Jury meets to review applications and select finalists
- November 2024 — CUP interviews finalists
- December 2024 — CUP notifies selected applicants
- January 2025 — Making Policy Public collaborations are announced!

## **Questions?**

Please read the FAQs below and visit our website to learn more about CUP and Making Policy Public. If you have more questions, email Clair Beltran at [clair@welcometocup.org](mailto:clair@welcometocup.org). We're also offering office hours throughout the call if you'd like to talk with CUP staff about your application. Sign up for a slot [here](#).

## About CUP

CUP is a nonprofit organization that uses the power of art and design to increase meaningful civic engagement, in partnership with marginalized communities. Since 2001, CUP has worked with community organizations, schools, visual designers, and teaching artists, to make information about the public policies, processes, and systems, accessible.

## FAQs

### **If I have applied in the past but was not selected, can I reapply?**

Yes! If you weren't selected in the past, please review the criteria to better understand what makes for a strong application. We've tried to make our criteria clearer and clearer each. We're also offering open hours if you'd like to talk with CUP staff about your application. Sign up [here!](#)

### **Can I see the application questions ahead of submitting online?**

Yes! See the next page for a list of the application questions.

### **What if I'm not based in the NYC-metropolitan area but I want to collaborate with CUP?**

Making Policy Public is intentionally supporting NYC-based organizations this year and we know our work is the most successful when we can meet in person. We're always looking for designers to add to our network, if you would like to share your work with us and keep you in mind, please sign up [here](#).

# Making Policy Public Application Questions

## 1. For Individuals and Teams

- a. Why are you interested in community-engaged design?
- b. What does collaboration mean to you? Why are you interested in participating in a collaborative and interdisciplinary process? If you have experience with these kinds of processes, please share that.

## 2. For Teams Only

- a. Have you worked together before? If you have, tell us about the project/experience you have working together. If you haven't worked together before, tell us how you know each other and why you're interested in working as a team.
- b. As a team, how will you manage your collaboration and share responsibilities?

## 3. Portfolio Details

### Format and Size

Please submit a PDF portfolio with no more than **5 projects** and **10-15 pages total**.

### Work to Include

Your portfolio should demonstrate your ability to organize information, work with typography, integrate illustrations or photos, and bring your unique point-of-view to a project.

We're interested in seeing a variety of work including but not limited to:

- print or digital publications
- book covers
- illustration
- social media graphics
- web design
- data visualization or information design

We encourage you to include both personal and professional projects as well as works in progress or process sketches. Include a caption for each project that describes the project's goal, audience, and your unique contribution (ex. art direction, type design, etc.)

### Please Note

- a. Renderings of urban spaces and architecture, while appreciated as a method of image-making, are outside of the work and **not considered** when reviewing portfolios.
- b. We will not look at websites. Please don't export your website as a PDF.