



**SNF Parkway Theatre, home of the Maryland Film Festival**  
PO Box 13246,  
Baltimore, MD 21203

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## **Request for Proposals for Graphic Design Services**

Maryland Film Festival | <http://www.mdffilmfest.com>

**Due Date: Proposals will be accepted on a rolling basis until the contract is fulfilled with a target start date of late August 2022/early September 2022. Proposals submitted by August 29, 2022 will have priority consideration.**

### **Project Overview**

The Maryland Film Festival invites proposals from qualified firms or freelancers to provide graphic design services. The next festival will take place from May 3-7, 2023, and will be a landmark event as the organization celebrates the 25th or Silver Anniversary for the Maryland Film Festival. The institution will also celebrate the 27th anniversary of one of its signature programs, the Maryland Filmmakers Fellowship program, and the 30th anniversary of the organizing entity of the Maryland Film Festival, the Producer's Club of Maryland.

### **About Maryland Film Festival (MdFF)**

Founded in 1999, the annual Maryland Film Festival brings films, filmmakers, students, and audiences together in a friendly, inclusive atmosphere. It is the largest, most widely recognized film festival in the state, known locally, nationally, and internationally for:

- Ambitious, discerning film selections
- Authentic connections with filmmakers
- Support for filmmakers and artists
- Inclusive, accessible atmosphere

The fest includes a five-day schedule of films and special events presented each spring at the Stavros Niarchos Foundation Parkway Theatre and other venues in the Station North Arts and Entertainment District, the Maryland Filmmakers Fellowship, and the Filmmakers Taking Charge conference. MdFF reflects the unique creative aspects of Baltimore's community and fosters authentic exchanges of ideas between artists and audiences, providing a platform for filmmakers to present visionary films that otherwise would not screen in Maryland.

## **About Stavros Niarchos Foundation Parkway (SNF Parkway)**

The SNF Parkway, a renovated 3-screen film center owned and operated by MdFF since May 2017, features curated, bold programming that showcases films from every era, region, and genre, with a focus on independent, international, documentary, classic, and cult-favorite films. In addition, the SNF Parkway, located on the corner of North Avenue and Charles Street in the Station North Arts and Entertainment District, provides classroom space for film students and is a year-round hub for film education and the Baltimore community. Film for Everyone. Every Day.

## **Project Details and Scope of Work**

The selected designer or design team will provide the following services:

### Art Direction

- **Design Concepts:** Two (2) initial festival design concepts (we will select one concept for further development). After design direction is selected by MdFF team, two (2) additional rounds plus a round of final edits on selected concept.
- **Creative Review:** Up to four (4) hours of review and recommendations of any designs and adaptations created in-house by the marketing team.
- **Animation Art Direction:** Concepting and direction of animator for animated festival trailer to play before each screening. (1 meeting w/ Animator, 1 round of storyboard design, 2 rounds of review and feedback to animator, 1 round of audio recommendations) The Animator creates storyboards for approval by MdFF, and MdFF provides all logo files and additional direction on sound/music and on storyboards to Animator, whose fees and audio license fees are not included as part of this scope of work and deliverables.

### Branding

MdFF has often struggled to distinguish itself from the SNF Parkway Theatre from a branding standpoint, and the organization has engaged in several projects to tackle this brand confusion, including updating brand guidelines for the Parkway Theatre and launching a website redesign project. The selected designer or design team will play a key role in continuing to assist with creating a distinct brand identity for the festival.

- **Brand Guidelines document:** MdFF staff would like to discuss the possibility of drafting separate brand guidelines for the festival that align with the organization's overall brand identity.

### Digital

- **Advertisement templates:** Print and digital ad templates for ads in print and digital publications.
- **Festival Pre-Screen Image:** Digital for the website and also an adaptation of the key art with animated design elements for use before in-person screenings. Additionally, a variety of branded static slides for pre-show messaging.
- **Digital Program Book:** Digital version of festival program book to post on our website and to send to pass and ticket holders to reference and download (1 round of design and round of final edits).
- **Website Banner:** MdFF Website Banner: Horizontal design for use on the Festival's website, which can be adapted in-house at MdFF for social media uses (1 round of design and final edits).

### Merchandise

- **T-shirt design:** T-shirt design with concept art that can be adapted for volunteers and crew members.
- **Assorted Merchandise:** Generating ideas and leading production of limited runs of festival merchandise (t-shirts, novelty items, etc.) to highlight the 25th or Silver Anniversary.

### Print

- **Poster:** Maryland Film Festival 25th Anniversary poster design - two sizes - one for theater poster boxes and another size that can be printed and posted in local restaurants, bars, and other businesses with design and round of final edits for both.
- **Postcards:** Digital postcard to announce festival dates, etc. that we can email and post on social media platforms.
- **Program Book:** Printed festival book to include festival films information, daily schedule, intro letters from the executive director and artistic director, sponsors, partners, screening committee, staff volunteers, board, etc.
- **Handout:** Printed handout with daily schedule that can be distributed to patrons during the week of the festival.

### Signage

- **Interior Signage:** Assistance with design for interior signage as needed (directional signage, foamcore boards that display the daily schedule).
- **Street Banners and Outdoor Advertisements:** Design for outdoor-related signage and advertisements.

### Misc.

- **Vendor Coordination:** Interfacing with select vendors and connecting them to MdFF as needed for reviewing proofs and vendor production work.

### **Project Timeline:**

MdFF 2023 will take place from May 3-7, 2023. With this deadline in mind, please include a timeline in your proposal that includes milestones for:

- Development and delivery of key art concepts
- Development of deliverables
- Incorporating feedback and edits into deliverables
- Working with vendors (printer, merch, etc.)
- Any additional milestones

### **Proposal Requirements**

- Please provide background information on your firm or independent graphic design practice, including the organization/individual's name, address, website, history, and contact information for the person who will be the primary point of contact for this project.
- Describe you or your team's approach to collaborative graphic design, including information about project management style and preferences.
- List any previous experience you or your team has with graphic design projects, including a list of 3-5 references for these projects, if possible.
- Please include links to a portfolio where our team can review examples from these projects or attach examples to your email submission.
- Please include a detailed timeline that includes the milestones listed above, assuming a start date of September 1, 2022.
- Include a detailed budget.

### **Proposal Evaluation**

Proposals will be evaluated for the following:

- Demonstrated experience with working on large-scale, complex graphic design projects for arts and cultural organizations or other mission-driven organizations.
- Demonstrated understanding of the outlined project overview
- Project management style and fit
- Budget
- Timeline

### **Submission Instructions**

Please submit an electronic copy of your proposal in either PDF or website format to:  
[theo@mdfilmfest.com](mailto:theo@mdfilmfest.com).

Please contact the Maryland Film Festivals's Director of Communications, Theo George,  
with any questions about the project: [theo@mdfilmfest.com](mailto:theo@mdfilmfest.com).