

Queen Village Neighbors Association

RFP: Magazine Design Services

About QVNA

QVNA is guided by and lives by its mission of community stewardship, advocacy, and service. QVNA was founded in 1969 to “serve the residents of Queen Village and strengthen the community by: providing a forum for public discussion of issues of concern and interest, supporting improvements to our neighborhood, our schools and our city, facilitating understanding and use of public services and acting as a channel of communication with city officials and elected representatives.”

About the current QVNA magazine

QVNA currently publishes a full-color, bi-monthly print magazine (28+4), which includes articles, a mix of photos and illustrations, and local advertising. Issues can be found online at <https://qvna.org/issues>. Approximately 3,400 hard copies are distributed throughout Queen Village, which is bounded by the south side of Lombard St. to the north side of Washington Avenue and the east side of 6th St. to the Delaware River piers.

The Project

QVNA will be moving to a quarterly model for a reenvisioned magazine. We seek a part-time, contract designer who will:

- First, spend approximately 10 hours with our editorial team designing new department templates and design specifications for a relaunch of the magazine. Design goals include giving the magazine a fresh look; increasing wayfinding, navigability; and readability; and a design that will appeal to both younger and older residents of the neighborhood. We seek a clear, compelling, and high-quality art direction for the magazine.
- Design each issue of the magazine, beginning with the winter issue. The designer must have their own computer.

Please Include in Your Proposal:

- A cover letter and résumé. Please make sure you tell us why you want to do *this* project, if you have skills as a photographer or illustrator in addition to having print experience, what your production experience is, and your skill level with the Adobe Creative Suite
- A link to your design portfolio
- A PDF of at least 4 pages of editorial layout
- A quote for the initial 10 hours of design services
- A per issue price moving forward for design services
- Your availability to meet the timeline for the project.

Timeline

- November 28: Proposals due at midnight.
- November 30 and December 1: Interviews
- December 3: Selection and Notification
- December 6 - 7: Late afternoon/early evening meetings with editorial team
- December 19: Design specs and department template drafts due
- January 10: Copy to designer
- January 15: Advertisements due
- January 17: Draft design due
- January 24: Magazine goes to print

The first issue of the magazine will have an abbreviated timeline from copy due to design due; future issues will likely have a two-week turnaround for a design draft.

Proposals Should Be Sent To: editor@qvna.org