Request for Proposals: Website/UX Designer
Philadelphia, PA and virtual
EXTENDED DEADLINE: Monday, Nov. 29, 2021; 9AM

Organizational Overview

About the Mural Arts Institute

The Mural Arts Institute was established in 2017 as an initiative of Mural Arts Philadelphia, the nation's largest public art program dedicated to the belief that art ignites change. The Institute is dedicated to advancing research on and development of participatory and socially-engaged public art practices and centers its approach around connection: building networks, developing partnerships, and convening artists, community, and partners to collaborate around participatory, socially engaged public art practices. Our work is in service to a larger movement that values equity, fairness, and progress across society. We bring the Mural Arts model to other change-oriented cities across the country to help build their capacity to sustain community-driven public art projects. We work with artists, activists, arts organizations, cultural institutions, municipal governments, and more to ignite change with public art.

Follow along on social media: @muralarts on Twitter and Instagram, and @MuralArtsPhiladelphia on Facebook, and phillymuralarts on YouTube. *muralarts.org/institute*

About Mural Arts Philadelphia

Mural Arts Philadelphia is the nation's largest public art program, dedicated to the belief that art ignites change. For 30 years, Mural Arts has united artists and communities through a collaborative process, rooted in the traditions of mural-making to create art that transforms public spaces and individual lives. Mural Arts engages communities in 50–100 public art projects each year and maintains its growing collection through a restoration initiative. Core Mural Arts programs such as Art Education, Restorative Justice, and Porch Light yield unique, project-based learning opportunities for thousands of youth and adults.

Request for Proposals

The Mural Arts institute seeks a Website Designer to create an anti-racist, DEI-focused, innovative user experience to infuse the Mural Art Institute's mission into an interactive website platform. The intention for this website is for it to be a hub of information and inspiration for MAI training participants, projects, initiative partners, and socially engaged art practitioners across the field nationally and internationally.

Deliverables
- Create a website platform with Mural Arts Institute.
- Work closely with Mural Arts Institute team members to develop and design content informed by Mural Arts Institute research, partners, and socially engaged artists in the field nationally and internationally.
- Participate in MAI events of choice to understand more of our brand.
- Website provides clear communication and content for:
    - MAI vision and partners
    - socially-engaged, public participatory art, artists, practitioners and administrators
- Design focuses should be:
    - Human-centered
    - Anti-Racist and DEI focused
    - Aesthetic of joy and inspiration that reflects and celebrates our field of work

- o Includes user-friendly navigation features
- Website provides technical requirements and designed to include:
    - o Multiple editors and/or contributors
    - o Uploaded content of variety of media including video with transcript
    - o Event registration and virtual event hosting
    - o Online Shop of products and services
    - o Password protected sections for fee-based services
    - o Easily accessible user data and info
- A projected impact report that demonstrates how the platform will meet our project and engagement goals is expected.

Process

We would like to see proposals from designers who have worked with other organizations and businesses in similar intersections of cultural work, public art, community development and engagement, and social justice. Once our team has selected a designer, we will engage in a nine-month process. This will involve meeting with the Mural Arts Institute to learn about our theory of change, intended impact, vision, and work as a whole. Your work may also include collaboration from other Mural Arts Philadelphia departments. You will work independently to design these assets with continued input from the Mural Arts Institute team to fine-tune your aesthetic vision for both the website and an impact report.

LOCATION: Mural Arts Institute is located in Philadelphia but is considering designers located nationally and internationally that reflects the audience we currently serve.

MURAL ARTS INSTITUTE DESIGNER SELECTION SCHEDULE:

Deadline for submissions:	Monday, November 29, 2021 at 9 a.m.
Semi-finalists notified:	By/before Thursday, December 23, 2021
Interviews scheduled for:	January 2022
Designer selected and contract signed:	January 2022
Phase 1: Design Project Vision & Content:	February - April 2022
Phase 2: Design Development:	April - June 2022
Phase 3: Design Completion:	July - August 2022
Project Completed & Website Published:	**Thursday, September 1, 2022**

Budget
$40,000

ELIGIBILITY

This call is open to established and emerging artists and designers, with priority given to BIPOC, LBGTQ+ designers who have a strong connection or passion to the public arts field, especially socially-engaged and community-driven artists and programs.

Application Instructions: Submit (either as a firm or as an individual) a proposal that outlines:
- Your approach for this project tactically and aesthetically,
- An outline of your typical workflow for a project of this scope/span of time
- A resume
- 3-5 examples of your work that give a sense of your skill and approach to this project

Please express your interest in this opportunity by Monday, November 29, 2021 at 9 a.m. sending your proposal to institute@muralarts.org. Proposals will be reviewed on a rolling basis. Thank you!