

Economics for Emancipation
Graphic Design Consultant - RFP (due 01/16/2022)
Project timeline: February-August 2022

Background

[Economics for Emancipation](#) (E4E) is a five-part online and in-person course offered jointly by the [Center for Popular Economics \(CPE\)](#) (at the University of Massachusetts, Amherst) and the [Center for Economic Democracy \(CED\)](#) (based in Boston, MA). The course is an introductory workshop in economics, politics, and the history of movements for economic justice in the U.S. It includes interactive and participatory workshops offering a different perspective on economics rooted in ecology and the struggles by Black, indigenous, people of color and women for liberation from patriarchy, imperialism and racism.

The course has been delivered in-person in Massachusetts, as well as online, engaging grassroots and social justice leaders nationally.

Project Overview

The E4E team is seeking a graphic design consultant to create digital graphics, including a logo and brand identity, infographics, and design and layout for educational materials to accompany the online version of this 5-part course. We will be providing the core content for the workbook, along with slideshows that already have an existing theme that can be used to develop the brand identity.

Target Audience

The targeted audience of the course will be activists, grassroots organizations, and academics, and anyone else who is interested in engaging in the course content. The course content will be made publicly available online, so we hope to create an accessible and engaging design.

Project Scope

- Create a digital logo and sharpen the brand identity for the E4E course
- Design and edit 10 existing simple infographics (e.g. tables, flowcharts, etc.) that will help visualize complex ideas in the course materials
- Design and produce a 30-50 page interactive workbook, drawing from existing course materials
- Streamline the look and feel of the course content across the different components (e.g. infographics, slideshows, workbook, etc.)

Details

Budget: Our budget range for this scope of work is \$8,000 - \$10,000. We are looking for a consultant who brings conceptual alignment as well as technical excellence, so if your rates for services exceed this budget, please convey this to us in the budget portion of the proposal.

Project Timeline: The project will start in February 2022 and needs to be completed by August 1, 2022. The project schedule should include regular touchpoints for feedback and updates on work progress.

Course content/subject matter:

The 5-part course overview is as follows:

Module 1

- Welcome! What is Economy? Thinking beyond the workplace and the marketplace
- Introduction to Three Forms of Exchange: Communal, Command and Commodity

Module 2

- “Flavors of Socialism”: Introducing four historical and proposed definitions of socialism through the lens of local production and decision-making power

Module 3

- Patriarchy, Racism and Capitalism: Introduction to “Circuits of Capital”
- Transforming the System: Revolutionary Strategies in Your Work

Module 4

- Reparations and intersectional movements for social justice
- A brief history of the modern US economy and different capitalist regimes: How did we get here?

Workshop 5

- “How do we pay for it?” Understanding government spending and the national debt
- Review and closing activities!

Evaluation Criteria

- Past work samples, including any previous experience you might have with similar projects
- Cost
- Connection to social, economic, environmental justice movement spaces
- Commitment to diversity, equity, and inclusion

Proposal Requirements

CED approaches contracting with an equity lens. We strongly encourage people from the communities we work with to apply, especially: Black, Indigenous and people of color (BIPOC); people with disabilities; lesbian, gay, bisexual, queer, and Two-Spirit people; immigrants; women and feminine-identified people; and genderqueer, trans, and gender non-conforming people.

If interested, please email the following materials, with “E4E Graphic Designer RFP” in the subject line, to Sarah Wang at sarah@economicdemocracy.us

- A letter of interest describing:
 - Your experience and qualifications for completing the project
 - Your knowledge of and connection to social, economic, and/or environmental justice movement spaces
- Your resume or CV
- Your communications portfolio or relevant work samples
- Budget / cost: a proposed rate table or a project estimate based on the scope of work

Proposal Guidelines

The deadline for proposals is Sunday, January 16, 2022 at 11:59pm EST. Only email submissions will be accepted. All questions on the RFP should be submitted to sarah.w@economicdemocracy.us with “E4E Graphic Designer RFP” in the subject line.

RFP Timeline

Schedule of Events	Date
RFP release	December 17, 2021
Proposals due	January 16, 2022 at 11:59 PM EST
Interviews (conducted over Zoom)	January 17-24, 2022
Announcement of Results	January 26, 2022
Contract execution	February 1, 2022 to August 1, 2022