



Artist Call Cover Sheet

Big Brothers Big Sisters Tennessee State Association

Entry Deadline: Oct. 12-Nov. 13, 2020

The Big Brothers Big Sisters Tennessee State Association (BBBS-TSA) is calling on professional artists to create an eye-catching, motivating work to promote mentoring through a custom license plate.

The selected artist will receive a \$1,000 honorarium, as well as significant, ongoing recognition through his/her art featured on a license plate.

All submissions should be emailed to BigLittlePlates@TennesseeBig.org by Friday, Nov. 13. Additional details and specifications are included on the forthcoming pages.

The artwork will become the property of the Big Brothers Big Sisters Tennessee State Association.





Big Brothers Big Sisters Tennessee State Association

ARTIST CALL

PROJECT TITLE:

BBBS Tennessee State Association Statewide License Plate Design project

PROJECT GOAL: To provide The Big Brothers Big Sisters Tennessee State Association compelling artwork to promote mentoring via a State of Tennessee license plate.

SUBMISSION DEADLINE: The submission deadline is FRIDAY, NOVEMBER 13, 2020, at 5:00 pm. The proposals are to be emailed to BigLittlePlates@TennesseeBig.org.

PROJECT OVERVIEW: The Big Brothers Big Sisters Tennessee State Association (BBBS-TSA) requests submissions from professional artists.

Artists should provide the following:

- 1) 3-5 samples of their work
- 2) A written description of the license plate concept. This short description should be no more than 500 words.
- 3) A sketch of the concept. *(Please note that artwork will not be requested until finalists have been selected)*

SELECTION: A panel consisting of artists and agency leaders will select 3-5 finalists. These finalists will be asked to submit artwork. All finalists will receive \$250, and the selected artist will receive \$1,000.

Submission should incorporate the BBBS vision and mission (Creating one-to-one mentoring relationships that ignite the power and promise of youth) as well as State of Tennessee-specific imagery. Big Brothers Big Sisters brand information, including color, fonts, etc. are available by request to BigLittlePlates@TennesseeBig.org.

THEME AND SPECIFICATIONS: The artwork should clearly illustrate the power and impact of mentoring.

The work should adhere to the guidelines set forth by the Tennessee Department of Motor Vehicles (DMV) - *see page four of this document*. The selected artist will handle the design that can translate well to a license plate format.

Artwork will become part of the BBBS-TSA's permanent collection. Artists must submit a portfolio, as well as an illustration (image, sketch, etc.) and a brief statement describing an

initial concept idea for this project. The BBBS-TSA will pay the selected finalist an honorarium of \$1,000.00, with the final select by the agency staff and a panel of art professionals from communities across the State of Tennessee.

INSTRUCTIONS: Artists who wish to be considered for this project must submit the materials below in a PDF and/or jpg format to BigLittlePlates@TennesseeBig.org. *Please ensure that all files sent electronically have been scanned by up-to-date virus scanning software; the BBBS-TSA will destroy all files with detected viruses without consideration, and each image must be accessible in the MS Windows environment. BBBS-TSA will not consider incomplete submissions for judging. The following documents are required.*

- Artist name, phone number, and email address
- A brief (500 words or less) description of your vision for the license plate, including a very simple sketch of your plan for the work.
 - Final artwork will be requested of 3-5 finalists.
- 3-5 digital images of your art completed in the last five years
 - The images shall be in .JPG format and labeled the artist's last name and a number (1-5) assigned per image list. (e.g.:smith_1.jpg, smith_2.jpg).
 - Artist's name should NOT appear on the image itself.

Instructions for submission:

- By e-mail to BigLittlePlates@TennesseeBig.org.
- Or mail a flash drive to:
Marilyn Williams, Operations Officer
Big Brothers Big Sisters of the Mid-South, Inc.
5050 Poplar Ave., Suite 528
Memphis, TN 38157

Additional Information and Instructions

- A committee comprised of design professionals and BBBS leaders will judge submissions, selecting 3-5 finalists. Those finalists will be asked to submit final artwork. The final artwork should be on hardcopy (2 copies) as well as a flash drive following the guidelines attached and include instructions from the template used to help design the new license plate.

REQUESTS FOR INFORMATION/CLARIFICATION: Artists requesting additional information, interpretation, and clarifications relating to this call may contact Marilyn Williams, Operations Officer, Email: mwilliams@bbbsmidsouth.org.

Listed below is a short list of general guidelines from the TN DMV for plate design.

- 1. License plate dimension: 6" x 12", with 5 1/2" x 11 1/2" usable design space.*
- 2. White reflective sheet will form the background of the plate.*
- 3. The county name space may be used in the plate design in accordance with T.C.A. 55-4-202 (b)(2) in which the registration plates shall bear at the top of the plate the word "Tennessee" and at the bottom the name of the category.*
- 4. The word "TENNESSEE" should be made as large as space allows (about 6.5").*

The final artwork should be on hardcopy (2 copies) as well as a flash drive following the guidelines attached. You will also find attached a template that should be helpful in designing the new license plate.