

## CALL FOR ARTISTS

# ART in TRANSIT Project San Benito County, 2021



### Project Description

The San Benito County Arts Council seeks artists to create poster designs for 2 countywide, collaborative outreach campaigns, focusing on **vaccine education** and **water conservation**. Artist-designed posters will be displayed in county bus shelters, buses and other public building, storefronts and high-visibility areas. The Arts Council, along with community partners, will commission up to 6 vibrant, artist-designed posters that support both campaigns.

### CAMPAIGN #1- Vaccine Poster Project

The goal of the **Vaccine Poster Project** is to build trust in the safety and efficacy of the COVID vaccine; to combat vaccine misinformation and to sustain momentum in our County's efforts to vaccinate a substantial portion of our population against COVID-19.

#### Key Messages & Themes include:

- Help communities across San Benito County have more confidence in the COVID-19 vaccine
- Promote unbiased information about vaccines
- Community health, through vaccination, is a road towards economic and cultural recovery
- Empower yourself with information. Ask questions about the vaccine
- Information is good for your health
- Vaccination is a personal choice, but one that impacts your family and community too
- Vaccination is a first step toward economic and cultural recovery

### CAMPAIGN #2- Water Awareness and Conservation

On May 10<sup>th</sup>, Governor Newsom declared a drought emergency in San Benito County. The **Water Awareness & Conservation Poster Project** will focus on key messages and themes to promote water awareness; build water resilience and encourage personal and collective water conservation.

#### Key Message & Themes include:

- Water conservation is a way of life
- Sprinkle wisely
- Water at the right time
- Monitor leaks
- Grab a broom instead of a hose
- Mulch soil
- In a Drought Save Water Without a Doubt
- No water, no future
- None of us can make it rain, but we can all use less water
- Don't be a fool, cover your pool
- If you save water, water will save you
- Be a pro, by conserving H2O

### Design Submissions

- Artists shall submit an original digital sketch or visual concept of their proposed poster design in JPG or PNG format. All submissions should be created in vertical orientation (portrait format). Designs shall include space at the bottom at the posters for partner logos and must also include space for campaign hashtags.
- Artists may submit up to 2 artworks per campaign (total of 4 if submitting to both campaigns). Artists are encouraged to submit artworks in both English and Spanish.
- Please include a statement about the artwork that is 100 words or less.
- Selected artists will be awarded \$500 to create the winning designs. Artists may be awarded more than one commission. Final artwork must be submitted as a high-resolution file and meet final printing specifications (TBD).

### Eligibility

All California-based artists are eligible to apply. Preference will be given to artist applicants based in San Benito County. Emerging artists and Spanish-speaking artists are encouraged to apply.

### How to Apply

Please submit **up to 4 original** (a max. of 2 submission per campaign) **digital sketches or visual concepts of your proposed poster design** as JPG or PNG attachments along with a **statement about the artwork that is 100 words or less**, the statement can be included as an attachment or in the body of the email. Please email all submissions to [sanbenitoarts@gmail.com](mailto:sanbenitoarts@gmail.com).

**DEADLINE FOR SUBMISSIONS: 5 PM, WEDNESDAY JUNE 9, 2021.** Late submissions will not be considered.

### Timeline:

- June 9, 2021 – Artwork submissions due
- June 14, 2021 – Winning artists notified
- June 14- June 25th – Selected artists prepare final artwork files for printing
- June 28, 2021 – Go to Print
- July 1, 2021- Artwork Installation

Schedule subject to change. Please direct questions about the project to Jennifer Laine at [info@sanbenitoarts.org](mailto:info@sanbenitoarts.org) or 831-636-2787.

The **ART in TRANSIT Project** is a collaboration between the San Benito County Arts Council, Community Foundation for San Benito County, County of San Benito, Council of San Benito Governments and the Water Resources Association San Benito County.

San Benito County Arts Council  
PO Box 692, Hollister CA 95024  
831.636.2787/ [info@sanbenitoarts.org](mailto:info@sanbenitoarts.org)  
[www.sanbenitoarts.org](http://www.sanbenitoarts.org)