SNAP 2022 Calendar Collective Designer Call

SNAP Gallery & Printshop is looking for a designer for the 2022 Calendar Collective.

SNAP's Calendar Collective is an annual fundraising project in which 12 artists create a unique image for their chosen month using SNAP's letterpresses and screen printing facilities. The overall theme, colour palette, format, and design is decided by the calendar designer. The designer will design the cover, back page/colophon, type, and calendar month designs so SNAP can have photopolymer letterpress plates made to be hand printed. Over 100 calendars are printed, cut, perforated, and bound to be sold at SNAP and locally. The calendar printing kicks off in the summer months so the calendars are ready for sale by the middle of October.

Each year we have a fresh and exciting calendar to start the new year off in style. We are always looking for new artists and designers and in particular we want to provide opportunities for emerging, BIPOC, and LGBTQ2+ artists and designers. We are looking to work with a designer that has understanding and experience with printmaking file set up as well as using layers and colour separations. SNAP will also provide detailed information regarding the photopolymer letterpress plate requirements, file setup, and print & registration needs.

SNAP will be choosing a designer by May 8th and the final designs will be required by **June 15th**. A design fee of $800 will be paid to the designer and a complimentary 2022 calendar will be given.

If you are interested in learning more please read the design specifics in the next page.

How to apply

Please email Amanda at printshop@snapartists.com to express your interest. Please provide a brief bio or introduction to yourself and 1-3 examples of work OR a link to your portfolio. An extensive portfolio and CV are not required to be considered.

SNAP 2022 Calendar Collective
Design Information & Specifics

What is expected from the Designer
- Design of SNAP's 2022 Calendar which includes:
    - Type and overall design elements and/or theme
    - Paper selection and colour options
    - Choosing a limited colour palette or cohesive colour choices for the group of 12 artists to follow so they stay within the decided theme/design
    - Front cover design
    - Colophon as a back cover
    - Design of the 12 inner pages including:
        - typefaces and layout of the calendar month portion
        - page layout including image area that the artists will print inside of
        - Note: all pages are single sided

- Consider and include binding, perforation, and registration needs when designing, as well as follow technical restrictions to ensure the design translates well to hand printing
- The designer will attend brief meetings (May - June) with SNAP staff to discuss the project details and specs. In addition attendance at 1 meeting with the artists in June will be required to present the final design/theme.
- The designer fee includes up to 4 reviews of the final design, but likely will only require 2 or 3 back & forths.

Timeline
- **May 8:** Designer will be chosen
- **Week of May 8:** SNAP Staff and the Designer will meet online to discuss the project.
- **May 18 - June 5:** Time for the designer to work on mock-ups and plans.
- **June 8 - 12:** Final design should be reviewed this week
- **June 15**: Submission of final revised design
- **Mid to late June:** A Calendar Collective online meeting will be held with the 12 artists, designer, and SNAP Staff.
- **Mid to late June:** Photopolymer plates will be ordered and printing will begin around this time as the artists complete their carvings/stencils.
- **July, August, September:** printing will occur at SNAP
- **Early October:** will be for cutting, perforating, collating, and binding of the calendar so it is completed by early to mid October.

Calendar Info & Design Specifications
Past Calendar Examples
[SNAP Calendar 2021](#)
[SNAP Calendar 2020](#)

- **Sizing:** The calendar size is typically 7" x 10" so we can use 8.5" x 11" paper and have room for registration, gripping, and printing marks. The calendar can be smaller if preferred, but to keep expenses reasonable we would not want it to be larger. *If necessary we can go up to a 9" x 12" paper too as it's relatively the same price.*
- **Layout:** The design of the calendar pages are usually expected to be the same across all 12 months, but we can be flexible about this if needed. The artist's image area has been 6.5" x 6.5" in previous years and other years 4" x 6" based on the designer's preference. The calendar month portion is usually underneath the artist's image. The perforation and binding area must be accounted for in the design of each page. SNAP can provide previous years' calendars as examples for measurement.
- **Artist Images:** We have one artist create and hand print an image for each month, either screen printed or on the letterpress at SNAP. The artist's image portion is usually perforated above and below the artwork, or separated visually so that the art can be separated from the calendar date portion and kept as a collectible. The image portion should be the same size on all pages to allow this.
- **Paper Choice:** The calendar paper for the images is typically a white card or cover stock. We typically use French Paper (Smart White 100-110lb.). https://www.frenchpaper.com. Designers have chosen coloured cover and back pages based on their concept. For example, one year the calendars had 4 different colour options for the seasons and an interior colour palette, while last year the designer provided a limited colour palette for the artists to work with, and used bright yellow covers. Please see the attached examples above.
- **Print Production:** The design elements including the month block were printed with photopolymer letterpress plates in previous years. We plan to do this again so that the design is consistent across all pages.
    - **There are specific requirements for type size and line weights** for photopolymer plates to have proper printing: https://www.boxcarpress.com/file-preparation/
- We send the calendars off locally for cutting and perforating and we bind the calendars ourselves with silver coil binding materials and a hanger.

Detailed Printing Notes
- We will be printing with water-based screen inks and rubber-based letterpress inks. The inks are not 100% opaque or transparent, please keep this in mind when designing the colour palette and theme. If required, SNAP can explain and show examples to help the designer understand ink layering and printing capabilities.
- Photopolymer plates can give great results and detail, but the typeface and line weight or other design elements cannot be very small or thin as the plates will not hold the detail

when being developed or print well.
https://www.boxcarpress.com/faqs/whats-the-thinnest-line-you-can-hold-on-a-plate/
- Preferably SNAP would like to print 1 colour layer for the calendar portions and covers as the Calendar Collective requires a lot of printing time. Every colour results in a separate printing layer so keeping the various design elements and colours minimal is ideal.