

Accentuate Curating for Change

Brief for graphic designer to create brand identity

Purpose of the Role

Screen South's Accentuate Programme is looking for a designer to work with them in designing a simple visual identity for their new project, Curating for Change. This is a critical role to ensure that all elements of this diverse national project have the same look and feel and are recognisable as part of the same programme of activity.

Background to the Project

The Accentuate Programme challenges perceptions of disability by providing life changing opportunities for D/deaf, disabled and neurodivergent people to participate and lead within the cultural sector. Accentuate is a not-for-profit programme and operates under the organisational umbrella of Screen South, a Folkestone based cultural development agency.

We have been awarded a National Lottery Heritage Fund grant to deliver a ground-breaking project called **Curating for Change**. This Project will tackle the serious under-representation of D/deaf, disabled and neurodivergent people in museum workforces, collections, and audiences, through the creation of eight Curatorial Fellowships and eight Curatorial Traineeships for disabled people at Partner Museums across England. Fellows and Trainees will gain the experience, training and qualifications they need to kick start or progress their Curatorial careers, ensuring that those with lived experience of disability are at the heart of museum research and interpretation. Fellows will also work with local communities to research hidden disability history stories and share these through highly accessible exhibitions, events and digital products. The findings and lessons from the project will be shared with the museum and heritage sector more widely, with the aim of bringing about a sea-change in the way museums recruit and support D/deaf, disabled and neurodivergent staff, work collaboratively with their local communities, collect objects, and share authentic and relevant stories relating to disability history.

We have successfully completed our development and planning stage and we are now ready to move into delivering this exciting programme.

Role Description

The designer will work closely with the Managing Director of Screen South (the host organisation for Accentuate), the Head of Accentuate Programme and the Curating for Change Project Manager to design all elements of a visual identity that:

- Reflects the core programme values of excellent access for all, high quality outputs and leading transformational change in the museum sector.
- Complements the existing Accentuate brand identity
- Complements National Lottery Heritage Fund branding identity
- Includes a colour palette, typeface and logo that can be used across a range of outputs, including the project website, films, marketing, exhibitions, publications, and other day to day communication. The Brand Designer will also produce simple guidelines about how the brand and visual identity should be applied.
- Is flexible and simple to comply with, enabling staff across England to use the visual identity effectively.
- Can work well alongside the visual identify of a range of partner organisations.
- Meets the highest standards of accessibility.

The designer will need to be skilled in working collaboratively with a team of staff and flexible in their approach.

Fee and Timescale

The total fee for the role is £2800 (+VAT if applicable)

The work needs to be completed by late February 2022, so as to be ready for the initial launch of the Curating for Change website in April 2022.

Application Process

Please send a CV, including some examples of previous brand design work, and outline how you would address the brief. Please provide evidence of previous brand design work including logo design, methodology and a full costing of your time.

Applications should be made electronically, and sent to:

Jane Sparkes, Curating for Change Project Manager

Email: info@accentuateuk.org

You can telephone or email to discuss any questions you might have about the application process.

Tel: 01303 259777

Successful applicants will have professional indemnity insurance, or liability insurance. They will also be asked to provide two referees on request.

Deadline for applications: 5pm on 15th December 2021.