

2017 “The Monarch Highway” Poster Job Advertisement

The Pollinator Partnership is seeking an artist to render the 2016 Pollinator Poster, this year focusing on “The Monarch Highway.” To apply to illustrate the poster, please send a one-page narrative concept idea with a draft sketch to Kelly Rourke at kr@pollinator.org by Friday, December 16, 2016 by 3 PM PST. Final illustration will be due by Monday, February 6, 2017.

Background

The Pollinator Partnership (P2) is a non-profit 501(c)3 organization-- the largest organization in the world dedicated solely to the protection and promotion of pollinators and their ecosystems. Birds, bats, bees, butterflies, beetles, and other small mammals that pollinate plants are responsible for bringing us one out of every three bites of food. They also sustain our ecosystems and produce our natural resources by helping plants reproduce. Unfortunately they are in trouble. Some species have seen a 90% decline in their populations over the last decade. Without the actions of pollinators, agricultural economies, our food supply, and surrounding landscapes would suffer.

Our Solution for Sustainability

Pollinator Partnership addresses issues of pollinator health and decline using many resources and projects. We are dealing with a complex issue that does not have a simple solution, but by addressing each area where pollinators interface with people we can make a significant impact in pollinator, ecosystem, and human health. One way we address this issue is through outreach, education, and action.

Purpose

Each year, the Pollinator Partnership, along with a wide range of partners (including federal agencies, non-profits, for-profits, individuals, etc.) design and distribute an educational pollinator poster. About 200,000 posters are distributed throughout the United States each year. They are one of the most popular outreach material items offered and are distributed for the cost of shipping and handling.

P2 is seeking an artist for the 2017 pollinator poster. The theme of the 2017 pollinator poster is the monarch butterfly migration that travels through the central flyway of North America, generally following the I-35 corridor, aka “The Monarch Highway”.

Use

Each year’s poster is unique in size and content, and the posters are enjoyed and used in a wide variety of venues from classrooms, fairs, conferences, and offices, to homes and educational trainings.

Poster Image - Vision

Our vision for the poster is to capture the magnificent monarch butterfly migration through the central flyway. I-35 stretches 1,500 miles from Laredo, Texas to Duluth, Minnesota. This past summer, transportation departments in six states — Minnesota, Iowa, Missouri, Kansas, Oklahoma and Texas — signed an agreement along with the Federal Highway Administration that calls for a collective effort to promote habitat for pollinators along “The Monarch Highway.” Even though the Monarch Highway is limited to the United States, monarch butterflies migrate from Mexico to Canada, and the poster website will expand on the full migratory range and will make clear that many roadsides and additional types of habitat are needed to recover monarch populations.

We hope to highlight the monarch butterfly and other pollinators, while showcasing interstate collaboration. One idea is to have the artwork resemble a vintage travel poster or be a modern nature illustration. Let this spark creativity, but do not feel limited to these visions.

The most important part of creating any poster is to make it a beautiful work of art that also communicates an idea or behavior that supports pollinator health. The poster is aimed at a wide-audience, including adults and children. A scientific/naturalistic style is preferred. The P2 staff will work with the artist on scientific accuracy and detail.

Submittal Details

If interested in submitting a poster concept idea for consideration to render the 2017 “Monarch Highway” poster, please submit the below information as one PDF to Kelly Rourke by 3PM PST on Friday, December 16, 2016:

- Contact information (name, email, physical mailing address)
- Background
 - Resume, CV, past projects, etc.
 - Max 2 pages
- Narrative about the poster concept
 - Method used (digital, traditional, etc.)
 - max. 1 page, Arial, size 12, single spaced
- Sketch of the proposed poster as digital art submitted as a pdf, .eps., or .jpg. (300 ppi at 8.5 x11)

Timeline

A one-page narrative concept idea with a draft sketch is due to Kelly Rourke at kr@pollinator.org by Friday, December 16, 2016 by 3 PM PST. Final illustration due by February 6, 2017.

Poster Size

There is flexibility with the size of the poster, but past posters have ranged from 30 in x 12 in to 30 in x 32 in (including a galley at the bottom of the poster for partner logos). We suggest using a standard poster size so that the poster may easily be framed.

Compensation

The Pollinator Partnership does not make any profit off of the poster and distributes them for free (not including shipping and handling). P2 works to create the poster each year to help educate the public about the importance of pollinators. The chosen artist will receive \$1,000 upon completion of the artwork and agreement and signature of contracted work for the 2017 poster.

Legal

The Pollinator Partnership will own the rights to the final submitted digital artwork.

Previous Pollinator Posters

To view past pollinator posters, please visit <http://pollinator.org/posters.htm>.

Questions?

Contact Kelly Rourke at kr@pollinator.org or 415.362.1137