



2022 “Wings of Life – Pollinating Butterflies and Moths” Poster Job Advertisement

Pollinator Partnership (P2) is seeking an artist to render the 2022 Pollinator Poster, this year focusing on “Wings of Life – Pollinating Butterflies and Moths.” To apply, please send a one-page narrative concept idea with a draft sketch to Reed Lievers at reed@pollinator.org by Friday, December 10, 2021.

Background

Birds, bees, butterflies, moths, beetles, bats and other small mammals that pollinate plants are responsible for bringing us one out of every three bites of food. Pollinators also sustain our ecosystems and contribute to natural resources by helping plants reproduce. Unfortunately, many pollinating species are in decline. Without the actions of pollinators, agricultural economies, our food supply, and surrounding landscapes would suffer.

Our Solution for Sustainability

Pollinator Partnership and its signature initiative the North American Pollinator Protection Campaign (NAPPC) address issues of pollinator health and decline using many resources and projects. Sustainable pollination and declines in pollinator health are complex issues that do not have simple solutions, 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, P2 and NAPPC, along with a wide range of partners (including federal agencies, non-profits, for-profits, individuals, etc.) design and distribute an educational pollinator poster. About 100,000 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.

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

This year’s poster will focus on the order of Lepidoptera (butterflies and moths), and the essential role they play in pollination, culture, and ecosystem services throughout North America.

Butterflies and moths are found in almost every terrestrial ecosystem from deserts to tropical rainforests, and thousands of flowering plants have evolved to rely specifically on their pollination services, although not all species in Lepidoptera are considered pollinators. Certain plants like Indian paintbrush have evolved to attract butterflies through their brightly colored flowers that open during the day, while others, like Yucca, put out especially fragrant and pale-colored flowers to attract moths that pollinate at night. Most butterflies are diurnal (day-active), and so moths are vitally important for



the role they play in pollination at night. They also provide pollination to certain flowering plants like honeysuckle that are not visited by bees and other pollinators during the day.

Although the monarch butterfly is certainly one of the most recognizable species of Lepidoptera and provides conservationists a familiar species with which to garner public support for protection efforts, we hope to broaden the public's understanding of the tremendous diversity of the order by displaying multiple pollinating moths and butterflies on this year's poster. **Species selected should be true pollinators and native to North America.** Some possible ideas for the poster include:

- Depict diverse moth and butterfly species, some commonly found and others rare, native to North America focusing on distribution across the US, Mexico, and Canada.
- Represent the pollination services during the day and at night, highlighting the constant role that lepidoptera play in supporting almost every North American terrestrial ecosystem
- Display the specialized role that lepidoptera play in the pollination of specific species, for example the yucca plant (*Hesperoyucca whipplei*) and the yucca moth (*Tegeticula maculata*) or the snowberry moth (*Hemaris diffinis*) and the snowberry bush (*Symphoricarpos*)
- Highlight the diversity of lepidoptera by depicting differences in size, shape, and color within the order
- Show the differences in how butterflies and moths pollinate (butterflies must land on flowers while moths remain airborne), and how plants have evolved to accommodate pollination strategies

Let this proposed vision spark creativity and do not feel limited to these ideas. Do not try to incorporate all of the suggested ideas – portraying one or two elements well is more effective. The poster is a visual story meant to attract attention and inspire awe and understanding of pollinating Lepidoptera. The most important part of creating any poster is to make it a beautiful work of art. A scientific/naturalistic style is preferred. P2 staff will work with the artist on scientific accuracy and detail. To view past pollinator posters, please visit <http://pollinator.org/posters.htm>.

Submittal Details

If interested in submitting a poster concept idea for consideration to render the 2022 "Lepidoptera" poster, please submit the below information as one PDF reed@pollinator.org:

- Contact information (name, email, physical mailing address)
- Background
 - Resume, CV, past projects, website/online portfolio, social media, etc.
 - 2 pages maximum
- Narrative about the poster concept
 - Method used (digital, traditional, etc.)
 - 1 page maximum
- Sketch of the proposed poster as digital art submitted as a pdf or .jpg. (300 ppi at 8.5 x11)

**Timeline**

A one-page narrative concept idea with a draft sketch is due to Reed Lievers at reed@pollinator.org by Friday, December 10, 2021. Once an artist has been chosen, the final illustration will be due by Friday, February 25, 2022.

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

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 USD upon completion of the agreement and delivery of the product of contracted work for the 2022 poster.

Legal

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

Questions? Contact Reed at reed@pollinator.org or 415.362.1137