South West Museum Development - Pest Partners Design Brief   July 2020

Introduction to the scope of work

South West Museum Development has secured emergency recovery funding from Historic England to support museums and heritage organisations to care for their collections throughout 2020.

The closure imposed by COVID-19 has coincided with the period when pests are most active. This project will help museums and historic collections in the South West to trap, track and identify pest activity and manage infestations. As part of this project we will provide guidance on planning for better prevention and pest management in the future to participant organisations.
https://southwestmuseums.org.uk/what-we-do/projects/pest-partners/

About South West Museum Development

South West Museum Development (SWMD) is a Sector Support Organisation, providing trusted, local and relevant support for museums and heritage organisations across the South West of England.
https://southwestmuseums.org.uk/what-we-do/

Pest Partners project aims:

· Raise awareness of the problems collections face with pests

· Increase confidence in staff and volunteers for identifying pests and managing infestations

· Encourage links between local entomologists and collections

· Provide valuable data for scientific research, in the spread and variety of pest infestations

· Find ways of improving our protection of collections

Design proposal:

· We are looking to work with a designer to develop a visual identity for Pest Partners which can sit alongside the branding for our core 'South West Museum Development' branding.

· We have an existing logo, created in-house, to kick start the project due to the immediate need to begin the registration of organisations.

· Below are the requirements for the further design work

Design work requirements
Confirm visual identity with SWMD team – considering existing Pest Partner logo (header)and colour palette
Creation of 'pest' illustrated vectors - 3 to reflect the project stages 1. identification 2. recording 3. results
Illustrated header and footer for letters / documents - A4 portrait + landscape (to use with microsoft word)
Resource creation – we will be creating some 'guidelines' and 'how to' documents and would like to have these designed (relatively minimally) and have the option to edit going forward (no one in the team has access to adobe suite) so would be helping us map this – a design that is fixed in word? Powerpoint? Final resource would be pdf printable download.
Design pack of 'pest cards' - identification card game: ● 35 cards and a presentation box (min. size A6 as too content heavy for smaller cards) ● Each card will have a different design on front and typographical layout on reverse. ● Colour coded by card type We envisage that the information on the 'pest' cards (23) will be the following: • Front: 1-2 images (to show adult and juvenile forms of pests as minimum) • Reverse: information about the pest (possible symbols that relate to the other card types) Printing support will be required to get the right supplier. Downloadable version of the cards (pdf) is desirable.
Vector illustrations – motion graphics to use on 'how to videos' (videos will be created separately). Using the three vectors highlighted above that represent identification, recording and results

If you are interested in working with us on this project please send us a short 1-2 page proposal:

- Outline proposal and an introduction to your work
- Links to previous examples of your work
- Estimate development time needed and possible start time
- Est. costs (we have a max. design budget of £3000 and print budget for the cards of £1200)
- Details of two referees for previous design work projects

Deadline for proposals is Wednesday 5th August.