

Visual Arts Center of Richmond
Featured Illustrator Program 2025 – 2026
Creative Brief
Updated: June 5, 2025

Summary

The Visual Arts Center of Richmond has been a staple in the Richmond community since our founding in 1963. Every year, VisArts hosts a variety of programs, exhibitions, and special events, but perhaps the things we are known best for are our classes.

VisArts offers more than 1,600 adult and youth art classes annually. Since 2016, we have commissioned custom illustrations for our seasonal class catalogs as a way to celebrate and support artists within our community. Our goal is that these illustrations give each catalog a unique look and identity that excites Richmonders and encourages them to explore their own creativity with VisArts.

VisArts is seeking four artists to participate in our Featured Illustrator Program, in which each Featured Illustrator will illustrate one of VisArts' four class catalogs and one additional special project. VisArts will consider all applicants ages 18+ and based in the United States, but will prioritize working with Richmond artists.

Deliverable 1: *Catalog Illustrations*

VisArts' class catalogs are mailed to more than 5,000 friends of VisArts, and hundreds are distributed to local shops, cafes, libraries, and galleries throughout Richmond. Each catalog assignment includes one primary illustration for the cover that touches one or more of VisArts' 11 creative media, and five spot illustrations that each touch on five other media. See *Art Direction* below for a list of media.

+ [Winter Classes](#), [Spring Classes](#), [Summer Classes](#), and [Fall Classes](#)

Deliverables for each catalog	Use	Size
(1) Primary illustration	Catalog cover <i>Note: Please leave suitable space on the cover in the upper left hand corner and lower right hand corner for the catalog title and the VisArts logo, which will be placed by our design team.</i>	6"w x 9"h
(5) Small spot illustrations	Interior catalog pages, one spot illustration will be selected to create VisArts collectible stickers / merchandise for sale.	Any
(1) Self portrait	Interior catalog pages; illustrated or photo.	Any

Deliverable 2: A Special Project Illustration

In addition to the class catalog illustrations, each Featured Illustrator will be assigned one special project. Projects include VisArts' annual Chili Throwdown event poster, ArtVenture Summer Camp catalog cover, Holiday Classes mini catalog cover, and VisArts' annual *[Work]* exhibition illustration. The illustration for the special project should look and feel distinct from the catalog illustrations.

+ Chili Throwdown event poster — NEW OPPORTUNITY!

One event poster blending illustration and text to promote VisArts' annual Chili Throwdown—a community fundraiser that celebrates VisArts' clay program and highlights Richmond's local food scene with a blind chili taste-test. Event details will be provided to the selected Featured Illustrator.

+ Holiday Classes mini catalog cover

One primary illustration for a special holiday-themed catalog cover that touches one or more of VisArts' 11 creative media. See *Art Direction* below for a list of media.

+ ArtVenture Summer Camp catalog cover

One primary illustration for the catalog cover that touches one or more of VisArts' 11 creative media, focusing on youth participants (ages 5 – 14).

+ *[Work]* exhibition illustration

One artistic rendering of the facade of VisArts' 1812 West Main Street building will be used as the promotional image for this exhibition which highlights the work of VisArts' staff, teachers, and board members. Sample of past works can be provided.

Special projects	Use	Size
(1) Chili Throwdown event poster	Main image used to represent this event in online promo and physical posters	4:5 aspect ratio <ul style="list-style-type: none">8"w x 10"h1080 x 1350px
(1) Holiday Classes catalog	Catalog cover	6.25"x11.25"
(1) ArtVenture Summer Camp catalog	Catalog cover	6.25"x11.25"
(1) <i>[Work]</i> exhibition primary illustration	Main exhibition image used online and on postcard mailers	9"w x 5"h

Art Direction

VisArts' creative media

Clay / Design / Digital Arts / Drawing + Painting / Fiber / Glass / Metalwork + Jewelry /
Photography / Printmaking / Wood / Writing

Branding

A copy of VisArts' style guide will be provided upon commencement of the project. Illustrations should incorporate or complement VisArts' colors, which include the following six colors:

Primary:

Light Orange (CMYK: 0, 48, 100, 0)

Dark Orange (CMYK: 0, 69, 100, 4)

Gray (CMYK: 0, 0, 0, 77)

Secondary:

Green (CMYK: 20, 0, 100, 19)

Yellow (CMYK: 10, 10, 73, 0)

Blue (CMYK: 55, 0, 9, 0)

Reference photos

Photographs of VisArts' studios/facilities, equipment, and materials are available upon request. We're also happy to give tours!

Diversity

If people are incorporated into the illustration, please remember that VisArts values diversity in all forms. When representing our students, keep in mind that they represent all ages, genders, races, and abilities. Our classes and programs really are for everyone, and we strive to communicate that with our catalogs.

Benefits to Illustrator

Honorarium: \$1,500

Other benefits: VisArts wants to use its platform to highlight illustrators and their creative process. To this end, we are offering:

- Bio and self portrait/headshot of the Featured Illustrator in the interior of the catalog.
- Information about the Featured Illustrator included in social media posts (following of over 40k on Facebook + Instagram), email communications (20k subscribers), and on VisArts' website.
- Opportunity to teach a special workshop during the session in which the illustrator's work is featured, with designation as a VisArts Featured Illustrator.

The artist will be paid separately from this contract at VisArts standard teaching rates.