

Virginia Center for the Book
Book Arts Program
2019 Annual Member's Project
Project Pitch Guidelines

Hello VBC members!

This is a reminder that the **2019 Annual Project "Pitch" Meeting is Wednesday, May 8 @ 6:00 PM.**

This year we are going to continue with the exciting and impactful momentum of the Finding Wisdom project!

We will create a collection of broadside/posters sized at 12.5 x 19-inches. Paper, design specs and method of binding (or boxing) will be established after the project concept has been determined.

Here is an overview of how we'll proceed:

- **Call for proposals.** Prior to the May 8 meeting, we invite *well-formed* project proposals for consideration. By well-formed, we mean ideas that are thought through, at least in a preliminary way, from concept to production that will be affective in a poster/broadside format.

At the end of the May 8th meeting, attending participants will reach a consensus on two or three project ideas that they would like a Project Committee to give final consideration and further develop with a "feasibility study." The committee will weigh a variety of factors before choosing the 2019 project, such as the potential for creativity and maximizing member participation, skills required, opportunities for collaboration, production costs, marketability, etc.

When you pitch a concept, please follow the format used in the example below. It will give people a better understanding of your concept and help us get through this project-defining period quicker. Example below

1. WORKING TITLE: "Finding Wisdom"
2. TOPIC: Short quotes or Words to share in the community
3. INSPIRATION: Inspirational quotes, Jack Handy
4. CONCEPT: What are the encouraging things that people may find helpful in this day and age?
5. SKILL-BUILDING: block cutting, Vandercook skills, etching, stamping

If possible, please email your proposals by **Saturday, May 4th** to Kristin Adolfsen at kadolfsen@gmail.com prior to the meeting.

- **Formation of a Project Committee.** The Coordinating Committee will designate a Project Committee that includes the Program Director (Garrett) and members with expertise in various areas of the book arts – graphic design, letterpress printing, digital prep, visual art, and binding. The committee will fully develop and articulate one of the concepts submitted by members at the May meeting, decide on how it will specifically fit with the form/structure of the project, and provide design parameters for all components, and organize production.
- **Project launch.** The Project Committee will schedule a meeting in to set out the 2019 project. Participation in the project will be open to all interested members at any skill level.

We're looking forward to hearing all those amazing ideas you've been holding onto for this year's VBC Member project!