NATIONAL
FILM
FESTIVAL for
TALENTED
YOUTH

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NFFTY.org

NFFTY 2024 Graphic Design - Project Description

PROJECT OVERVIEW

NFFTY (The National Film Festival for Talented Youth) is looking for a set of graphic assets for use in digital (web/social media), video (motion graphics), and print that will create a consistent look and feel for the NFFTY festival in its 17th year. This event will take place in Seattle, WA on April 25 – April 28, 2024. The festival theme should be distinctive but still work in concert with NFFTY's brand direction of being professional yet approachable. Our tagline is "Film Starts Here."

DESIGN CONCEPT

2024 film festivals are embracing the importance of the in-person cinematic experience. Audiences are returning to the theaters with major blockbusters and indie films alike. This year NFFTY wants to dive deep into visual elements that truly define the Gen Z and Alpha filmmakers. Our filmmakers are leaning into the young professionals they are with a 'work hard, play hard' attitude. This year, we are inspired by pop film posters and brands, with their utilization of clean lines, bright colors, and the use of negative space.

THE ORGANIZATION

The Talented Youth (dba NFFTY) is a 501(c)3 media arts nonprofit based in Seattle, Washington with a global reach. Its mission is to advance and connect talented young filmmakers worldwide with the vision of creating a thriving and equitable film industry that uplifts and respects the voices of all youth. Our flagship program is NFFTY, the world's largest youth film festival, annually screening over 250 films by filmmakers 24 years old and younger worldwide to audiences of more than 10,000. NFFTY also serves as an educational resource for young filmmakers, providing workshops, resources, and collaborative opportunities year-round. (nffty.org)

AUDIENCE

Youth ages 13-24 are the primary target audience, but design should appeal and be clear to general film audiences.

BRAND ATTRIBUTES

Inspiring, bold, inclusive, accessible, collaborative, innovative, community-oriented, socially just, anti-racist.

DELIVERABLES *(See detailed list of deliverables below application information)*

DIGITAL ASSET PACKAGE to include templates and final graphics for the NFFTY website, plus digital banners, bugs, ad templates, social media platform templates, and video bumpers. Hi res, web, and working files required. Must be in compliance with NFFTY's Brand Guidelines.

PRINT ASSET PACKAGE to include printed guide for festival, signage for venues, merch designs and filmmaker badges. Hi res, print-ready files required.

SCHEDULE
Initial presentation of three concepts -- January 25, 2024
Final concept -- February 16, 2024
Initial web/social media assets -- February 22, 2024
Final web/social media assets -- March 9, 2024
Motion graphics (final) -- March 16, 2024
Print graphics -- March 30, 2024

MAXIMUM PROJECT DESIGN BUDGET
$5,000.00

TO APPLY
Applicants must submit via email:
1) A detailed letter of introduction
2) Current resume
3) Link to portfolio/website
Send your Word or PDF format documents as attachments to: info@nffty.org with "Festival Designer Application" in the subject line of your email.

NFFTY/The Talented Youth is an equal opportunity employer. We seek to hire candidates that reflect the cultural diversity of our community. We welcome and encourage qualified candidates from all national, religious, racial and ethnic backgrounds, from all gender expressions and sexual identities, and from persons living with disabilities, to apply to become a part of our organization.

Underrepresentation of minority populations is a significant problem in our industry. We are working towards equality and disrupting systems of oppression in the film/media arts industry. If you identify as part of a minority group, you are strongly encouraged to apply to NFFTY.

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ABBREVIATED ASSET LIST + DEADLINES
OVERALL FESTIVAL DESIGN
Overall design across print and digital platform
   • Initial concepts by Jan 25
   • Final design direction locked by Feb 7
DIGITAL
   • Initial assets for web delivered by February 7, including:
         • Ticket platform graphics (for early bird ticket sales)
         • Basic web graphics (banners, etc.)
         • Social media graphics for ticket sale promotion, key date announcements (official line up, schedule release, save the dates, etc)
   • All remaining web/social media assets delivered by Feb 23, including but not limited to:
         • Virtual festival graphics for Eventive
         • Templates for social media profiles and posts (FB, IG + Twitter)
         • Email newsletter header/footer
         • Digital web ad design and templates
   • Motion Graphics (trailer bumper + GIF animations)
         • Initial concepts by March 3
         • Final deliverables by March 14

- Sponsor Lockup (for use in trailer, festival guide, badges, etc.)
    - Final due prior to bumper lock, exact date TBD

PRINT

- Program Guide (estimated 72 pages, CMYK)
    - Template/rough draft by
    - Final by March 30
- Poster Design by Feb 7 (in tandem with digital assets)
    - 11x17 and 27x40 dimensions
- Signage by March 3, including but not limited to:
    - Box Office banner
    - Step-and-Repeat
    - Safety signage (COVID requirements: vax, masks, etc.)
- Badge Design by March 16
- Merchandise design (t-shirts, buttons, stickers, etc.)
    - Concepts by March 9
    - Final design by March 30