



THE CENTER FOR URBAN PEDAGOGY  
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welcometoCUP.org

## CUP is hiring!

The Center for Urban Pedagogy (CUP) is a nonprofit organization that uses the power of design and art to increase meaningful civic engagement. CUP collaborates with designers, educators, advocates, students, and communities to make educational tools that demystify complex policy and planning issues. We believe that increasing understanding of how these systems work is the first step to better, more equitable, and more diverse community participation.

For more information, visit CUP at <http://welcometoCUP.org>

## CUP is seeking a graphic design team to collaborate on a popular education tool about land use.

We are seeking a graphic design team or studio to collaborate in developing the third in our series of hands-on, popular education workshop tools. Each toolkit is made up of a soft-cover, illustrated guidebook; physical components that help convey information about workshop topics (for example, a game board, or printed chart); informational hand-outs; and toolbox packaging.

The completed toolkits will be used by community organizers and advocates throughout New York City to teach their community members about the city's land use decision-making process. The toolkits help New Yorkers of all stripes more effectively participate in local government and in important decisions that shape their neighborhoods. You can see the previous toolkits here: <http://welcometocup.org/Projects/EnvisioningDevelopment>

We are seeking a design team interested in a deeply collaborative process with CUP. CUP staff have developed preliminary workshop activities and will provide creative direction and project management, but we are seeking a design team that is interested in learning the workshop content and working with us to develop visuals and materials that effectively convey and reinforce the workshop information.

### **More about the project.**

In New York City, many major land uses get approved through a process called the Uniform Land Use Review Procedure, or ULURP. It's long, complicated, and involves lots of players, making it difficult for communities to understand how they can have a say in the land use decisions that impact their neighborhoods. This workshop/toolkit will help community members to understand and participate in the ULURP process.

This will be a collaborative project, and we'll work together to figure out the best way to visualize and implement it, including determining specifics of how it functions as we move forward. CUP has already done background research and put together a workshop that is currently being tested. The

graphic designer's role will be to:

- Help design and guide the final form and function of the workshop, including the specification and development of materials.
- Collaborate with CUP to create the visual look and feel of the entire toolkit. This includes the workshop materials, the layout and design of the guidebook (approximately 120 pages), and the specification and design for the toolbox itself.
- Work with CUP to understand a very complex process and make it as accessible as possible through the power of design.

### **Timeline & Honorarium.**

The selected design team should be available to begin working with CUP in January 2015. Final printing and production of the toolkits will take place in Fall/Winter 2015.

An honorarium of \$10,000 is available.

### **How to Apply.**

To apply, please email application materials as a single PDF document of no more than 3 MB to [apply@welcometoCUP.org](mailto:apply@welcometoCUP.org) with the subject line "ULURP Design Team." Your single-PDF application should include:

- A cover letter detailing your interest in working on this project
- A team resume
- Images of past projects. (You may also include links, but please include images and short descriptions in your PDF.)

We will not review applications that do not provide all requested materials.

Applications are due **December 15th at 10 am.**

No phone calls, please.

*CUP is an equal opportunity employer and strongly encourages people of color, LGBTQ candidates, and disabled candidates to apply.*