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Seattle, WA 98134
206.905.8400 office
NFFTY.org

Festival Designer Job Description

POSITION OVERVIEW

The Festival Designer will play a key role in the organization's success, ensuring the aesthetic feel of NFFTY 2020 design elements align with NFFTY's brand. The Festival Designer will create elements for use in both print, digital (web/social media), and video (motion graphics).

DESIGN CONCEPT

2020 finds a number of film festivals suddenly thrust into programming online in response to reducing public gatherings, due to the COVID-19 pandemic. These festivals have been dubbed "virtual", which conjures visions of the early promises of mass internet in the mid-90s. "Cyberspace" and the "World Wide Web" promised a future of connectivity and digital innovation! In playing with this concept, we're approaching the festival tongue-in-cheek with a wink to the moment. Design elements should look modern while retro, like the indie gaming trend of 8-bit style graphics, and also a nod to the resurgence of VR in film and gaming, especially as a recent fad in film festival programming.

REPORTS RELATIONSHIP

Executive Director and Marketing & Engagement Coordinator

THE ORGANIZATION

The Talented Youth (dba NFFTY) is a 501(c)3 media arts nonprofit based in Seattle, Washington. Its mission is to encourage young media artists by promoting their accomplishments through programs that celebrate their talent. We constantly seek ways to expand networking for young artists and opportunities to promote their work. Our flagship program is NFFTY, the world's largest youth film festival, annually screening over 250 films by filmmakers 24 years old and younger to audiences of more than 10,000. Increasingly we are engaged with working with corporate sponsors to develop projects and original content in collaboration with NFFTY filmmakers to enhance brands and storytelling. NFFTY serves as an educational resource for young filmmakers, providing workshops, resources, and collaborative opportunities year-round. In 2017, NFFTY produced a landmark VR event - the first of its kind at a youth film festival - which was expanded to a full three day event in 2018.

REQUIRED ELEMENTS:

- Assist NFFTY staff in executing the concepts/themes around NFFTY 2020 into attractive and functional print and digital design assets.
- Create assets according to the timeline required by NFFTY staff. Digital, web, and social media assets can be templated so that NFFTY staff and interns can create final versions when final program details emerge for the festival.
- Ensure consistency and quality across all NFFTY 2020 design elements, ensuring a cohesion throughout.

DEADLINES/ASSETS:

- Overall festival design across print and digital platforms
 - initial concepts delivered by July 15th
 - final design direction locked by July 29th

- Web/social media assets delivered by August 5th
 - Motion graphics (trailer bumper + social)
 - concepts by August 12th
 - final by August 26th
 - Badge design (print + social) by August 19th
 - Merchandise design (stickers, buttons, t-shirts, etc)
 - concepts by August 26th
 - final by September 16th
 - Poster design by September 2nd
 - Online festival guide **and** summit guide
 - templates/roughs by September 16th
 - final by September 30th
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QUALIFICATIONS

- Excellent writing, editing, and proofreading skills
- Strong graphic design skill with Adobe Creative Cloud or similar software
- Strong working knowledge of filmmaking and content creation
- Highly organized and detail oriented with attention to accuracy
- Ability to exercise good judgment and communicate rationally under tight deadlines
- Outgoing and good sense of humor

DESIRED EXPERIENCE AND SKILLS

- Strong experience with project management
- Ability to work with no supervision and yet be compatible within a team environment
- Ability to communicate with the Board, grantors, funders, sponsors, vendors and press
- Ability to engage with and relate to the needs of young filmmakers
- Interest in filmmaking, the arts, or supporting young artists is a plus

TIME COMMITMENT

This is a contracted position, within the time frame of July 2020 - September 2020. Working hours are negotiable within reason to perform duties as required for NFFTY's operational success. NFFTY staff work between the hours of Mon - Fri, 9am - 5pm Pacific Time, and some teleconference meetings may need to be scheduled during those times.

COMPENSATION

This is a contract position with a range of \$3,000 - \$5,000, dependent on experience and agreed upon scope of work. Additionally, NFFTY is prepared to recognize your brand/company as an official supporter of NFFTY 2020.

TO APPLY

Applicants must submit via email:

- 1) A detailed letter of introduction
- 2) Current resume
- 3) Professional references (with email addresses + phone numbers)
- 4) Sample work and/or link to online portfolio

Send your Word or PDF format documents as attachments to: info@nffty.org with "Festival Designer Application" in the subject line of your email. Priority will be given to applicants who submit by Friday, July 3rd.

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.