

# Call for Artists: Signal Cabinet Wrap Art

Compensation: \$500 per selected design

The City of Puyallup is seeking artists to propose an original design for reproduction and installation on signal cabinets in Puyallup. The wraps will deter graffiti and add visual interest and beauty to our shared streetscapes.

## Eligibility

- Applicants must reside in the [Puyallup School District](#)
- Applicants cannot be a member of the Puyallup Arts & Culture Commission or employed by the City of Puyallup

Each approved final design will be compensated at the rate of \$500 for an original design and include all necessary licensing rights.

Suggested themes may be given preference in the selection process. These are: Puyallup's cultural and agricultural heritages; Bee City; the Puyallup River; our historic downtown; student life (school, sports); the Fair; the farmers market; and service clubs. Designs must be appropriate for public display.

In 2023, wraps will be installed at the following locations:

1. Southeast corner of E Main at Shaw Road
2. Northeast corner of E Pioneer and 3<sup>rd</sup> St SE
3. Northwest corner of 7<sup>th</sup> Ave SW and 5<sup>th</sup> ST SW
4. Northeast corner of 5<sup>th</sup> ST SE and 37<sup>th</sup> Ave SE

Submitted design proposals will be reviewed by the Arts & Culture Commission, which may suggest revisions to any proposal. The Commission will select up to four designs for production and installation in 2023. Designs not selected will remain eligible for future phases of this project.

Contact: Dan Vessels at [dvessels@puyallupwa.gov](mailto:dvessels@puyallupwa.gov) or 253-841-5480

## SUBMISSION MATERIALS

- Applicant's name, address, email, and phone number
- Signed declaration that the applicant currently resides in the Puyallup School District
- Up to three proposed designs, submitted as high-resolution JPEG files\*  
\*see here for examples and specs that will be required for the final selected designs

**Deadline: 11:59 pm on May 31, 2023**



# ARTWORK SPECIFICATIONS

Welcome to TrafficWrapz. We are excited to work with you to implement pictures, artwork and paintings onto ordinary objects like walls, utility cabinets, traffic cabinets and more. It's important to provide artwork with the highest resolution possible and size it close to the object that the art will be going on.

## **Acceptable File Formats For Printing:**

### **Vector Files: BEST RESULTS, OUR RECOMMENDATION**

EPS (Encapsulated Post Script), PSD (Adobe Photoshop), AI (Adobe Illustrator), PDF (Adobe PDF), TIFF (High Resolution TIFF), EPS (CS4 or lower), AI (CS4 or lower), PDF If submitting these files be sure all fonts are converted to outlines or curves. Vector files can be submitted at any size proportionate to the final print size.

### **Raster Files/Images:**

PSD (CS4 or lower), JPEG, TIFF, PDF. Raster files should be submitted using the following guidelines.

- Full Scale at 100dpi
- 50% Scale at 200dpi or higher
- 25% Scale at 300dpi or higher
- 10% Scale at 600dpi or higher

### **Color Specifications:**

Artwork supplied artwork is printed directly from the files received unless instructed otherwise. Please Provide Pantone(R) information if applicable. Test color prints are available at anytime and the first test print is free, additional is \$25 each.

### **Overview:**

Please follow the above guidelines when submitting artwork. Anytime throughout the process you can contact one of TrafficWrapz art department personnel to help change, manipulate and understand how to provide artwork to have the best results.

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## Frequently Asked Questions:

Q: What size should the artwork be provided for traffic cabinets?

A: It depends on what look you are trying to achieve. Some artists / designers provide multiple pieces of artwork and leave it up to our designers to best fit the art on the traffic cabinets. If you know the size of the object you are applying the art to, always make the image 3-4 inches larger. Below are a few suggestions:

### Entire wraps / panoramic look:

For normal traffic cabinets, provide an image that is 70" x 150". This will give us the size necessary to craft a wrap around the traffic cabinet that is continuous.

### Image examples:

Provided art:



Executed art on cabinets



### Multiple artwork look:

For traffic cabinets, provide multiple images that are at least 70" x 50" wide. If all the images are not that big or different sizes, That's ok. Just provide the highest resolution possible.

### Image examples:

Provided art: (many files)



Executed art on cabinets



When we implement your designs, you may have some of the edges of the artwork lost due to cropping. Make sure you keep the main focal point of the artwork away from the edges.

If you are not sure about the size of the object your art is going on, Contact a TrafficWrapz agent and they may have measurements of the cabinets you are designing for.