Design Brief } Feminist Principles of the Internet

Project Summary

The Feminist Principles of the Internet (FPI) can be found here. As its name indicates, it is a document that articulates feminist analysis around crucial tech-related topics such as privacy, data, open-source, anonymity, online violence, and access to the internet.

We are looking for a graphic designer to create a set of design outputs for the principles. This includes:

1) Logo/visual ID for the principles
2) Typefont
3) Color palette
4) Web design for 1 mainpage and 2 inner pages according to current wireframe.
5) The design rationale

Guiding Principles

We would like a visual identity that reflects our values of:

- Inclusiveness and diversity
- Collaboration and creativity
- Social and gender justice
- Global South focus

And here's a scale of how we prefer the communication characteristics:

Youthful	----- ✖ ----------------	Mature
Modern	-- ✖ ------------------	Classic
Playful	--------------- ✖ ------	Serious
Colorful	----- ✖ ----------------	Quiet
Simple	------- ✖ --------------	Complex

Target Audience

Our audience encompasses three main categories:

1. Women's rights activists from Asia, Africa, Latin America, Eastern Europe, and the Middle East
2. Feminists who use the internet for blogging, tweeting, reporting, expression.
3. Digital rights activists, including techies, open-source enthusiasts, and advocates for a free and open internet.

Application Requirements

To apply for this design job, please send us a cover letter (no longer than one page) explaining your motivation and a rough outline of your ideas/approach. Also please send us a CV and/or portfolio (web links welcome). The email to send to is nadz@apc.org.

The deadline for sending applications is **March 22, 2016**. We expect to commission the winning candidate by **March 27, 2016** and the delivery date for the project is **April 20, 2016**.

The budget for this job depends on scope and will be discussed with the winning candidate.

Samples of our Visual Identities

Please take a look at our project websites to learn more about the kind of design we have used or currently use at the APC Women's Rights Program:

http://takebackthetech.net/

http://genderIT.org

http://erotics.apc.org