



**“Make your Mark on Smithville!”**  
**Way Finding: Call for Artists**  
**Deadline: June 18<sup>th</sup>**

The National Endowment for the Arts (NEA) is working in Smithville through the “Easy as ABC (Arts Bridging Community)” for, among other things, the opportunity to provide Wayfinding signage in Smithville, Texas. Wayfinding signage (part of a “Place Making” program) guides visitors, new residents, and others to the locations that people need to find. Smithville is seeking artists who are willing to provide conceptual drawings of a basic sign design that will showcase our eclectic, artistic community.

One final design will be used on up to 20 signs, which will be installed before the end of the year.

**The winning artist will receive a stipend of \$300 for the design work.**

*What is Wayfinding?* Check out this website for a basic understanding of wayfinding signage and for ideas that could be modified: <http://designworkplan.com/wayfinding/introduction.htm>.

Parameters:

- The design must easily and visually connect to Smithville, TX.
- Designs need to be simple, clear, and dynamic.
- No more than three colors should be used.
- The sign shape must be simple and easy to cut out—no filigree components.
- Artists may use the Cultural District Logo (see [www.smithvilleculturaldistrict.com](http://www.smithvilleculturaldistrict.com)), but are not required to do so.
- The painted design should be visible from a distance (consider driving towards it).
- All submissions must be able to be printed on 8½ x 11” paper
- File type preferred is PDF, but JPEG, & TIFF are acceptable as long as the file is small enough to be emailed and large enough for print clarity (200 dpi).
- All unfinished works will be disqualified.

Email your finished work by end of business day, Monday, June 18 to Jill Strube at [jstrube@ci.smithville.tx.us](mailto:jstrube@ci.smithville.tx.us)

A two part jury will decide the winner of this design competition.

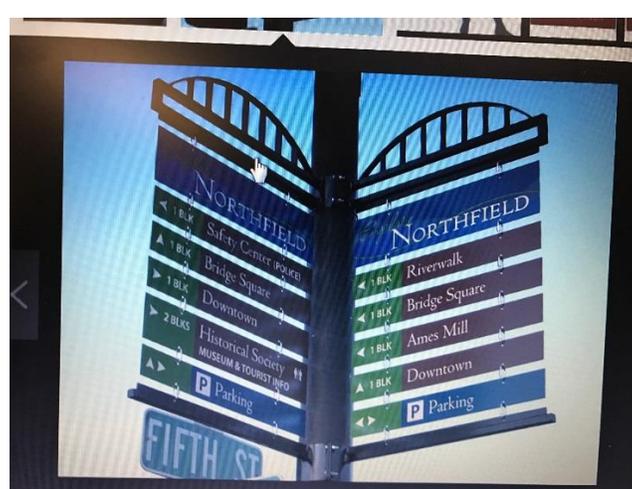
1. All of the eligible designs will be posted online through Survey Monkey and will be available in paper format at the Smithville Public Library and City Hall to allow the community at large to select the top five designs.
2. The top five designs will go to a jury of people representing the City of Smithville, the Chamber of Commerce, the Richard D. Latham Cultural District, and Keep Smithville Beautiful.

City Council will approve the top five designs (as chosen by public) and will approve the members of the jury to select the winning design at the City Council meeting on July 9. The jury will meet on July 12. The Award will be announced on July 13.

Put your mind to what makes Smithville unique and noteworthy! We look forward to your submissions.

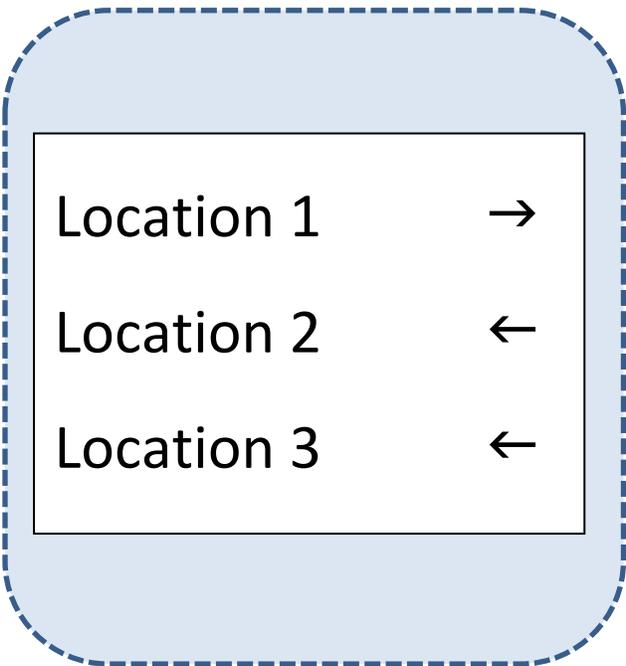
**Questions?** Contact Clover Cochran at [abcsmithvilletx@gmail.com](mailto:abcsmithvilletx@gmail.com)

Examples of Wayfinding Signage in other communities



←↑	Message	→	Location	
	Airport ↑ Historic Downtown	→	230	SB
	← Airport		230	NB
	Riverbend Park	→	71 access road	EB
	Riverbend Park	→	71 access road	WB
	← Historic Downtown ↑ High School Complex ↑ Ballfields/MLK Park		95 at 3rd	SB
	Historic Downtown	→	95 at 3rd	NB
	← Library ← City Hall Visitor Info	→	230 at Main	EB
	Library ← Visitor Info ↑ High School Complex	→	230 at Main	WB

Examples of some of the locations where signage may be installed.



Artists are asked to provide ideas for the “top” and/or the “bottom” of the sign (light blue area).

NOTE: Artwork may “break the plain” (e.g. outside edges do not need to be straight lines), per examples on previous page.