



## **IMAGE TO LIKENESS PROJECT**

### **Request for Proposal**

***Required: ILLUSTRATORS for children's religion program***

### **A. BACKGROUND**

The Ukrainian Catholic Eparchy of Edmonton (Eparchy) is looking to hire several illustrators to support a new religious education program, titled **Image to Likeness**, that will be used by the Ukrainian Bilingual Program in Edmonton and Sherwood Park Catholic Schools and will also be available to parishes and families of the Ukrainian Catholic Church (Byzantine Rite Eastern Catholic Church) around the globe. Eventually, the project will provide religious educational content for children grades Kindergarten to 12. The project is scheduled to deliver a pilot in September 2022 for Kindergarten and Grade 1, followed by subsequent grades to be gradually completed by December 2024.

The materials will be delivered in an online multimedia format, with an option for print copy where appropriate. Layout and design of the program lessons (print copy plus illustrations) will be done in InDesign, which will then ported to Flipsnack (a presentation software application that provides for online viewing). Age-appropriate illustrations will be used throughout and include stock photos, pictures, and custom drawings specifically produced for the program. The first set of illustrations, defined in this RFP, is focused on Grades K to 3. Illustrations for subsequent grades will be planned at a later date.

### **B. SCOPE**

The Eparchy is looking to hire several freelance illustrators to produce drawings of various styles and themes suitable for children from Kindergarten to Grade 3 under the following scope:

- All illustrations must be submitted in digital format
- Digital illustrators will be considered for certain illustration groupings
- Will work with the writing team and graphic designer to confirm subject matter and any required details specific to the topic
- Must have ability to capture the beauty and vibrancy this new religion program focusing on faith (Eastern Catholic Church in the Byzantine tradition), culture (Ukrainian), inclusiveness and community
- Must have ability to work independently and meet deadlines

Delivery:

- Approximately 200 illustrations are required, all to be delivered in digital format
- Work will be distributed among successful candidates based on style, creativity, availability, experience and other factors determined by the project team
- Drawings from different illustrators will likely reflect a unique “look and feel” depending on lesson topics and themes, which will provide more diversity and interest
- Work will begin sometime in March 2022, with a target completion of March 2023
- Certain illustrations may be reused in whole or in part throughout the grades (these illustrations may be most suited to a digital illustrator)
- The Eparchy will retain ownership of all illustration deliverables

## C. REQUIREMENTS

Drawings form an important part of the religion program, particularly in primary grades. Pictures bring to life the written materials and engage students in a relatable manner by reflecting real life situational scenes. The drawings have two main groupings: classroom group and general illustrations.

- **Classroom Group** – includes a series of illustrations which depict a specific group of children who are classmates. This group will be represented in Kindergarten through to Grade 3, and will show some maturity in their physical look and environment as they age in each grade. The classroom group will be shown in various scenes including a classroom, playground, street, church, at home etc. The characters will be developed in a cartoon style (with exaggerated features) and would include children and adults. Ideal for one digital illustrator.
- i) **General Illustrations** - depict scenes unique to a particular topic where stock illustrations cannot be found. These illustrations will have a more realistic look. Multiple illustrators may be hired for these images.

The Appendices provide samples of preferred styles selected by the writing team. Included in the Appendices are:

Appendix A – Sample Classroom Group illustrations (cartoon style; less realistic)  
 Appendix B – Sample General Illustrations for lesson development (more realistic)  
 Appendix C – Other images, stock illustrations and graphics that may be used in the program (these do not require an illustrator)

## D. SUBMISSION / RESPONSE

All interested illustrators are welcome to submit the following information:

1. Resume and contact information
2. Related samples of work / portfolio (early childhood themed materials preferred)
3. Rate or fee schedule (per hour or per unit)
4. Availability

**Closing date for submissions: Monday February 28, 2022**

**Contact:**

**Andrea Leader**

**Email:** [admin@eeparchy.com](mailto:admin@eeparchy.com)

**Phone:** 780.424.5496

**Address:**

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Edmonton, Alberta T5H 1A3

**If you have any questions, please contact us.**

**Thank you for your interest.**

## APPENDIX A – Classroom Group

### Description:

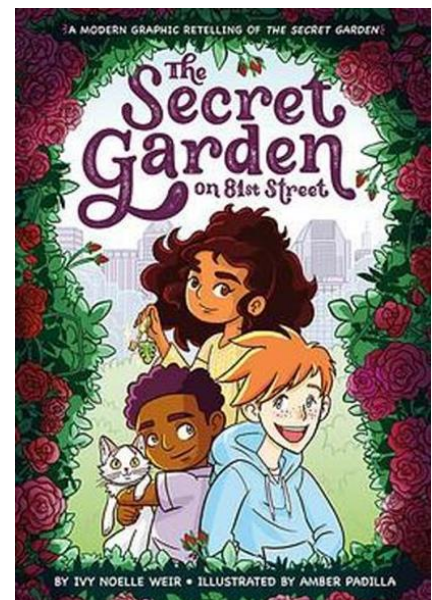
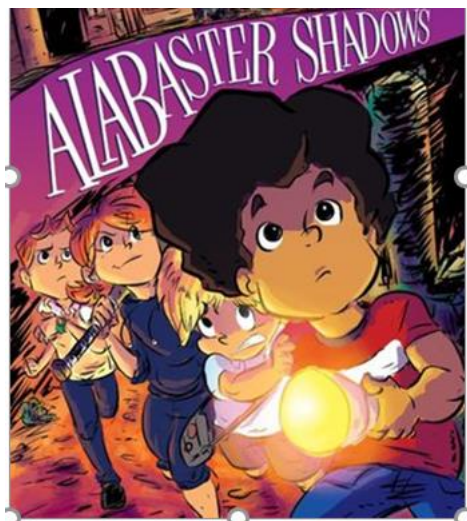
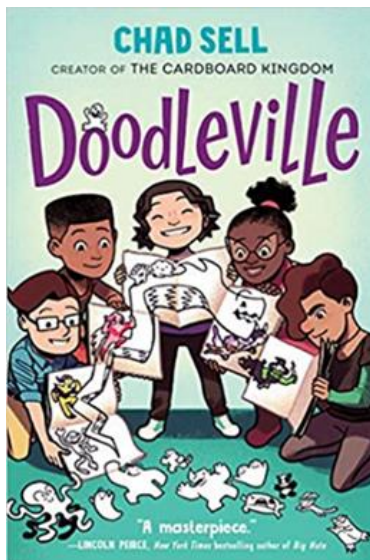
Custom drawings used for Grades 1 to 3 where a finite number of named characters will be introduced and will mature through the primary grades. Characters will be presented individually or as part of a scene/background which may include:

- Classroom
- Home (kitchen, living room, bedroom)
- Outdoors (park or street scene)
- Church

These illustrations are intended to represent the children in the classroom and will demonstrate real life situations that would be experienced by real children.

It is estimated there will be close to **50** illustrations required for Kindergarten to Grade 3. However, some of the illustrations will appear more than once and will represent the same scene but with a different focus.

Below are some styles that were preferred by the project team. Please notice that they have a “cartoon” style with exaggerated features and emotions. The drawings are not complex but are lively in appearance.





## Appendix A (cont)

These show typical classroom group scenes:



shutterstock.com · 667479127



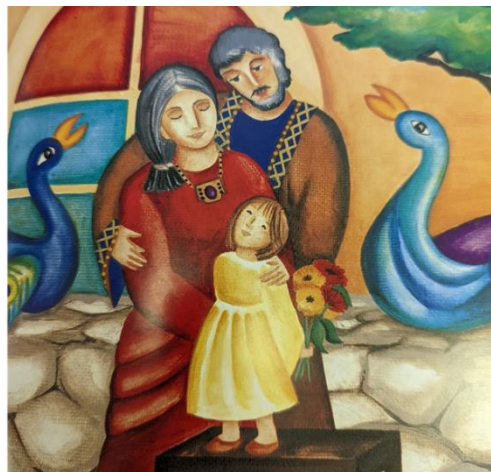
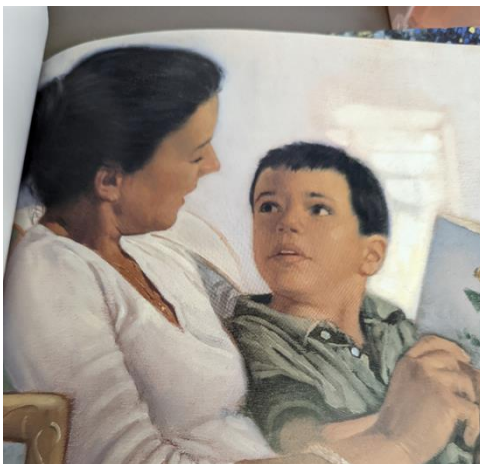
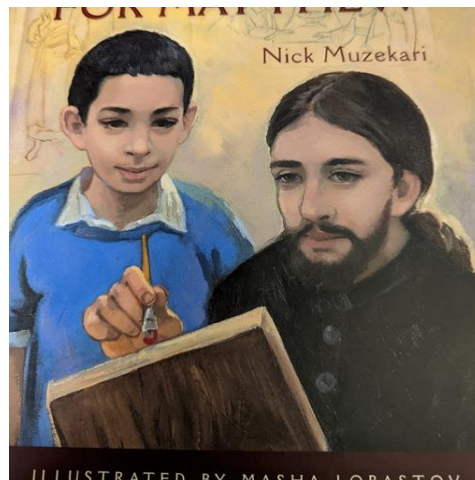
## Appendix B – General Illustrations

### Description:

These custom drawings support the topics of specific lessons. For the most part, they are “standalone” drawings, meaning that the same characters will probably not appear in other lessons, and they are not part of a character set. This approach gives the opportunity to incorporate other themes and styles.

It is estimated there will be close to **150 unique** illustrations required from Kindergarten to Grade 3.

Below are some styles that were preferred by the project team. Please notice that they have a “realistic look” and show emotions and activity.





## APPENDIX C – Other

Included in the program, along with the custom illustrations, will be icons, photos, and other content that may include clipart or other graphics. For example:

