

REQUEST FOR PROPOSALS

Graphic Design Services — Wartburg College 175th Anniversary History Book

Issued by: Wartburg College

Project: Design a 60-page history book for Wartburg's 175th anniversary

Proposal Contact: Chris Knudson, Chief Marketing Officer

Proposal Deadline: Dec. 1, 2026

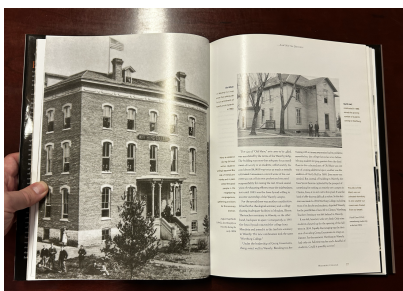
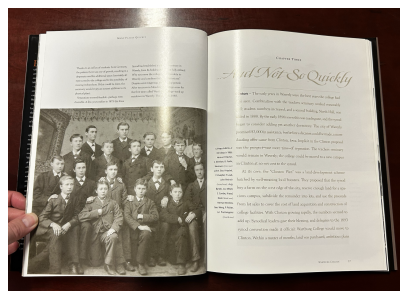
Project Completion Deadline: May 31, 2027

1. Project Overview

Wartburg College invites proposals from qualified freelance graphic designers to design a commemorative history book, which will be used as part of the College's 175th anniversary celebration in October 2027. The publication will document the past 25 years of Wartburg's history, highlight significant milestones, and celebrate the people, experiences, and traditions that have shaped the institution. This new book will be an addendum to the 150th anniversary comprehensive history book, *Still on the Move*, created in 2002.

The finished book will be a high-quality hard bound, coffee table-style publication that combines historical photography, engaging storytelling, and thoughtful visual design. The goal is to create a visually compelling, professionally designed book that honors Wartburg's heritage while reflecting the College's identity and brand.

Below are samples from *Still on the Move* that provide the base standard expectations for a coffee table book design. Enhancements are certainly welcome beyond this standard if the designer wishes.



The selected designer will work with Wartburg College's Strategic Marketing & Communication Office to develop the book's visual concept, design its pages, and prepare production-ready files in Adobe InDesign for delivery to the College's chosen publisher.



2. Project Specifications

The anticipated specifications are as follows:

- **Format:** 9.25 × 12 inches
- **Length:** Approximately 60 pages
- **Publication type:** Full-color, coffee table-style history book
- **Content mix:** Approximately 50% photography and 50% written content
- **Content:** Historical narratives, significant milestones, archival photographs, captions, and other materials celebrating Wartburg College's history
- **Printing and publication:** A publisher selected by Wartburg College will handle printing and publication.

The final page count and content organization may be adjusted in consultation with the selected designer and Wartburg College.

3. Scope of Work and Budget

The budget allocated for this project for design services is \$4,000. If there are unforeseen enhancements requested by the college beyond the two rounds of edits, additional budget may be available. The designer will also receive a finished book at no charge.

The selected designer will be responsible for the following services.

A. Creative Direction and Design Concept

- Develop an overall visual concept for the book that reflects Wartburg College's history, heritage, and institutional identity that pairs well with the 150th anniversary book.
- Establish a cohesive design system for typography, color, image treatment, page layouts, chapter openers, captions, and other recurring elements.
- Recommend approaches to balancing photography, historical documents, and written narratives to create an engaging reading experience.
- Incorporate Wartburg College's existing brand standards and visual identity as appropriate.

B. Page Design and Layout

- Design and layout approximately 60 pages of content.
- Create visually engaging layouts that balance photographs and written content while maintaining readability and a consistent visual style.
- Select and arrange photographs supplied by Wartburg College to support the narrative and enhance the reader's experience.
- Design headings, subheadings, captions, pull quotes, timelines, and other editorial elements as needed.



- Maintain consistency across the publication while allowing flexibility to accommodate different types of historical content.

C. Collaboration and Revisions

- Collaborate with the Strategic Marketing & Communication Office throughout the design process.
- Participate in project check-ins and design reviews as reasonably necessary.
- Incorporate feedback from designated College representatives.
- Include at least two rounds of revisions following presentation of the initial complete book design. Additional revisions or substantial changes to approved layouts may be quoted separately and must be approved by Wartburg College in writing before work begins.

D. Final Production Files

- Prepare final, print-ready files that meet the technical specifications of the College's selected publisher.
- Provide the complete, editable native design files, including linked assets and fonts where legally transferable.
- Package all production files, including placed images, graphics, and other supporting assets.
- Deliver a final PDF proof for review and approval by Wartburg College.
- Coordinate with the College as needed to address publisher specifications and resolve production-related questions.

The designer will not be responsible for printing, binding, distribution, or other publishing services unless separately agreed to in writing.

4. Content and Materials Provided by Wartburg College

Wartburg College will provide the selected designer with:

- Final written copy, anticipated in January 2027.
- Digitized historical photographs supplied by the Strategic Marketing & Communication Office.
- Available brand guidelines, logos, and other institutional identity assets.
- Editorial direction, project contacts, and consolidated feedback from designated College representatives.
- Publisher specifications and production requirements when available.
- A reference copy of the 150th anniversary book, *Still on the Move*.

The College will be responsible for the accuracy and approval of supplied text, historical information, captions, and other editorial content. The designer will be responsible for accurately placing and formatting the supplied materials and identifying layout or production issues that require attention.



The College will also identify any known image-credit, permissions, or usage requirements associated with supplied photographs. Any additional permissions or licensing requirements discovered during production should be brought to the College's attention before the affected materials are used.

5. Project Timeline

The anticipated schedule is as follows:

Milestone	Target Date
Request for proposals issued	November 1
Proposal submission deadline	December 1
Designer selection and notification	December 15
Initial creative concept and design direction	January-February 2027
Final written copy and photographs provided	January 30, 2027
Initial complete book design	April 16, 2027
Review and revision period	April 30, 2027
Final approval and production preparation	May 24, 2027
Final design files delivered to Wartburg College	May 28, 2027

The selected designer must be able to meet the May 28, 2027, final delivery deadline. The schedule will be finalized with the selected designer and may be adjusted by mutual written agreement.

6. Proposal Requirements

Interested designers should submit a proposal that includes the following:

A. Qualifications and Experience

- A brief introduction and overview of relevant professional experience and or resume.
- Examples of previous book design, editorial design, annual report, magazine, brochure, or other multipage publication projects.
- A portfolio demonstrating strong typography, layout, photo editing and placement, and visual storytelling.
- Experience working with historical, archival, educational, nonprofit, or institutional content, if applicable.

B. Project Fee and Expenses

- Provide any additional costs beyond the \$4,000 budget allocated for design services.
 - Hourly rates for work outside the agreed-upon scope.
 - Any anticipated expenses, licensing fees, font costs, stock imagery costs, or other additional charges.



- Number of design concepts and revision rounds included.
- Payment schedule and proposed payment terms.

Proposals should clearly identify all costs necessary to complete the project as described. Any additional charges must be approved in writing by Wartburg College before they are incurred.

C. Availability and References

- Confirmation of availability to meet the project timeline.
- Names and contact information for at least two professional references, preferably clients for comparable projects.
- Any other information that demonstrates the designer's ability to successfully complete the project.

7. Proposal Evaluation and Selection

Wartburg College will evaluate proposals based on the following considerations:

- Quality and relevance of portfolio and previous work.
- Strength of the proposed creative approach.
- Demonstrated ability to design a polished, visually engaging multipage publication.
- Experience with historical storytelling and photography-rich layouts.
- Ability to meet the required timeline.
- Clarity of communication and project management approach.
- Overall cost and value.

Wartburg College reserves the right to request additional information, seek clarification, interview prospective designers, negotiate project terms, or reject any or all proposals. Issuance of this request does not obligate the College to award a contract or reimburse costs associated with preparing a proposal.

8. Ownership, Copyright, and Usage Rights

All final design work and project-specific materials created or developed under the resulting agreement shall be the property of Wartburg College, subject to the provisions below.

As a condition of engagement, the selected designer must agree to the following terms, which should be incorporated into the final written contract:

1. **Work made for hire.** To the fullest extent permitted by applicable law, all original design work, page layouts, typography treatments, illustrations, graphics, and other copyrightable materials created specifically for this project will be considered "work made for hire" for Wartburg College.
2. **Assignment of rights.** To the extent any project work does not qualify as work made for hire, the designer irrevocably assigns to Wartburg College all worldwide rights,



title, and interest in and to that work, including all transferable copyrights and other intellectual property rights, upon creation, with the assignment effective as agreed in the final contract. The agreed project fee includes compensation for this assignment. The college reserves the right to make changes to the final files before publication without notice to the designer.

3. **Ownership of final publication.** Wartburg College will own the final book design, completed publication files, and project-specific creative assets. The College may reproduce, print, publish, distribute, archive, adapt, revise, and repurpose the work in any media or format, now known or developed in the future, without additional permission or royalties from the designer.
4. **Editable source files.** The designer will provide all native, editable design files and associated project assets necessary for Wartburg College or its designated publisher or another service provider to revise, reproduce, and maintain the publication.
5. **Third-party materials.** Any fonts, stock images, illustrations, software assets, or other materials not owned by the designer or created specifically for the project must be identified before use. The designer must obtain College approval for any proposed third-party materials and disclose all applicable license terms, restrictions, and costs. Such materials are excluded from any ownership transfer to the extent they are owned by third parties; however, the designer must ensure that Wartburg College receives the broadest legally available rights needed to produce, publish, distribute, and use the book as intended.
6. **Pre-existing materials.** The designer retains ownership of pre-existing tools, templates, methods, and materials developed independently of this project. Any such materials incorporated into the final work must be disclosed in advance and licensed to Wartburg College on a perpetual, worldwide, royalty-free basis, with rights sufficient to use, reproduce, modify, maintain, and distribute the completed publication and its associated files.
7. **College-provided materials.** All text, photographs, logos, archival materials, and other assets supplied by Wartburg College remain the property of the College or their respective rights holders. The designer may use these materials solely to perform the contracted services and may not reuse, distribute, license, or otherwise exploit them for unrelated purposes.
8. **Portfolio use and publicity.** The designer may not publish, display, distribute, or otherwise use the book or project materials in a portfolio, on a website, in social media, in promotional materials, or in publicity without prior written permission from Wartburg College.
9. **Originality and authority to transfer rights.** The designer warrants that original work created for the project will not knowingly infringe another party's rights and that the designer has the authority to grant the rights specified in the agreement. The designer will disclose any third-party or pre-existing materials before incorporating them into the work.
10. **Written agreement.** The selected designer must execute a written agreement confirming these ownership, copyright, licensing, and usage provisions before beginning work. The agreement will govern any questions concerning ownership and rights.



9. Confidentiality

The selected designer may receive unpublished historical information, photographs, internal documents, or other materials that Wartburg College does not intend for public release before publication. The designer must keep such materials confidential, use them only for this project, and not disclose or distribute them without prior written authorization from the College.

This obligation will continue after the project ends, subject to any applicable legal requirements and the terms of the final agreement.

10. Submission Instructions and Contact Information

Proposals and questions regarding this request should be directed to:

Chris Knudson
Chief Marketing Officer
Director of Strategic Marketing & Communication
Wartburg College

Email: chris.knudson@wartburg.edu

Please submit proposals electronically by **December 1, 2026**. The subject line should read: *Proposal — Wartburg College 175th Anniversary History Book*.

Wartburg College appreciates your interest in helping create a lasting publication that celebrates 175 year legacy of the college.

