



**DESIGN  
FOR HOPE**

**AIGA RALEIGH | HP**

Benefiting the patients of  
St. Jude Children's Research Hospital

# DESIGN FOR HOPE

## A PARTNERSHIP BETWEEN AIGA RALEIGH AND HP

First off, thank you for your interest in the Design for Hope initiative! The goal for this project is to shine a light on a group of people who deserve it through art and creativity. With your help, we can provide 1,000 unique pieces of art to the St. Jude community so that every child gets a unique set of cards to share with those they care about. Thanks to you and our print partners at HP, the patients of St. Jude Children's Research Hospital will receive these card sets for free.

This project is designed to foster creativity across individual skill sets, so feel free to team up with anyone interested in contributing. **Submissions are not exclusively for designers!**

Before you start creating, there's a few things about the project you should know:

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## THE CARD SET

Each card set (10) will include a variety of cards for the recipient to use when the occasion arises. Though there are 7 types of cards, you're in no way obligated to submit one of each type (though if you'd like to, please do!)—however, you are obligated to stick to the topics. The team at St. Jude have requested these topics, particularly, so we'd like to be sure we deliver!

You're welcome to interpret the topic in a way that resonates with you, but remember: these are not cards that YOU are writing to the kids—**these are cards that the KIDS will be giving to their parents, caregivers, doctors, nurses, and friends**. Feel free to add some humor where appropriate and avoid any crude language—smiles are our goal!

### Card Topics

- Gender-neutral birthday
- Mother's Day
- Father's Day
- "Glad you're feeling better!"
- "Thank you for all you do!"
- "I'm glad we're friends!"
- "Thinking of you!"

## SUBMISSION GUIDELINES

No matter what kind of creative you are, we want your art! That could mean a hand lettered piece, a poem, a photo illustration, an intricate visual design, or an illustration/drawing—the options are only as limited as your creativity! We do, however, have some stringent sizing specs.

### Card Specs

The cards you create should be 5 inches wide by 7 inches tall—feel free to work on any medium you choose, physical or digital. Just remember that the end state will need to be a PDF (see How to Submit section, page 5). You can create on the front panel as well as the inside panels. Inside panels can be treated as separate pages or a spread. Note: you don't HAVE to use the inside pages, they're optional. If you're having trouble ideating, think greeting-card-style: art on front, message inside.

### Other Details

St. Jude's patients range from 2 to 18 years old, so remember to see through the eyes of a young demographic. Be sure not to write "St. Jude Children's Research Hospital" or use their logo anywhere, or in any way on your piece. Also, please be sure not to include any religious affiliation or themes within your card—we won't know the beliefs of each child and the kits will not be sorted to that granularity. Lastly, do not sign, watermark, or add your personal (or company) logo, or social media handles anywhere on your submission.

## THE TIMELINE

The initiative will run from **July 1 until August 31**. You're welcome to submit your original work any time during that period! Please don't wait until the very last moment—remember, done is better than perfect.

## HOW TO SUBMIT

Please send your file(s) as PDFs. If you're using a physical medium and scanning it, be sure your piece is optimized to 300 dpi. If you're using a raster or vector software, be sure to outline or embed your text/fonts. Do not include any crop or bleed marks, unless you can plan to print full-bleed (0.125 in).

Send your final files to **submit@raleigh.aiga.org** with the **subject line "Design for Hope Submission"**. Please be sure to include that exact subject line or the mail filter will not pickup your work. In your file name, or within the email, itself please note which card topic(s) you created for.

If you'd like to share your work on social media, please use the hashtag #designforhope and tag @AIGARaleigh in your posts. We'd love to see your work and also share it ourselves!

## QUESTIONS

If you have any questions, please reach out to Taylor Cashdan via **taylor.cashdan@raleigh.aiga.org**