Art Week Exeter 2025 brochure/ programme brief

What does it need?

Essential

Map on the back
Listings by theme
Facilities at locations
Calendar/ Timetable

Ads

Desirable

Centrefold poster
Pull-out guide to an aspect
Longer read/ articles
Images/ gallery
Opportunity for a one-page commission
Fun interactive - collect stamps/ clues to a puzzle/ draw a thing/ colouring in
Directory of creative clubs, orgs, activities, resources.

Themes

Pile Up! is the key project for Art Work Exeter - themes of recycling, reuse, processing and degradation/ decay also for Art Work Exeter, the organisation - declaring a climate emergency (Culture Declares) - Net Zero agenda.

We will be using Playfair Display (Black) for our logo and as Primary Font on associated print materials in 2025.

It will be printed on recycled newsprint. Tabloid size, approx 24 pages.

Expected Process

Get templates in place for types of pages, skeleton format of sections, design cover and map, make formal decisions like fonts, layout, sizing, spacing, image placement in text, etc
Send to print 7 weeks before the event to allow for distro: April 21st.
Copy Deadline: April 14th.

Previous years (for examples)

https://artworkexeter.org.uk/art-week/

Pressure Points (based on previous)

Deadlines for copy from exhibitions/ venues.

Deadlines for copy from individuals - a) proof reading content b) are images high res/ what ratio?

Copy editing - checking locations, timings, facilities, contact details, links.

Clarity/ accessibility - check with external eyes.

Arrangement / hierarchy of logos on *Thanks* page.

Fee

£2,000 flat fee.





