Request for Proposals: Book Layout and Design

Teaching for Change is publishing a new edition of the popular 2004 teaching guide, *Putting the Movement Back into Civil Rights Teaching*. A graphic designer is needed to do the layout for the print edition of the book.

Background

As one of the most commonly taught stories of people’s struggles for social justice, the Civil Rights Movement has the capacity to help students understand the history of racism and resistance in the United States, promote positive racial/cultural identity development, and prepare the next generation for active and informed civic involvement. However, the empowering potential is often lost in a trivial pursuit of names and dates. From pre-K through high school, children spend the month of February on the same limited stories about the Civil Rights Movement — Martin Luther King Jr. had a dream and Rosa Parks single-handedly desegregated the buses. Because the lessons focus on leaders rather than organizations and ordinary people, students learn that change is only possible through saint-like leadership. Students learn that there was segregation – but they don’t learn about why racism has been so integral to U.S. history, who loses, and who benefits.

Textbooks and the traditional curriculum perpetuate what Julian Bond described as the “master narrative” of the Civil Rights Movement: “Rosa sat, so Martin could march, so Obama could run.” He added that the Movement is given a top-down timeline, beginning in 1954 with the Supreme Court Brown v. Board ruling and ending in 1965 with the Voting Rights Act. Geographically, it is limited to the South. Also omitted is an understanding that the fight for voting rights by African Americans is central to the fight for full democracy for all Americans.

Thus, the true story of the Civil Rights Movement, a movement that demonstrates the power of grassroots action, becomes disempowering because students do not see themselves in the history.

To address these gaps in the textbooks and curricula, Teaching for Change worked with an esteemed group of advisors, editors, and contributors to produce the teaching guide *Putting the Movement Back into Civil Rights Teaching* in 2004. It was well received and widely used by individual teachers, school districts, and teacher education programs. It was selected by the
National Museum of African American History and Culture as one of the core titles for their bookstore.

The 2020 edition will include many new lessons that we have developed and collected through our work with teachers in Mississippi (funded by the Kellogg Foundation), through the 2018 NEH Teacher Summer Institute (coordinated by Duke University, the SNCC Legacy Project, and Teaching for Change) on the grassroots history of the Civil Rights Movement, and in consultation with our advisors who are leading scholars and veterans of this era.

The sequence of the new edition will be based on the most commonly taught issues and strategies of the Civil Rights Movement, including voting rights, desegregation, labor, Black power, and more.

**Description of the Work**

- Design and layout the print edition of the teaching guide. A basic template has been prepared for the design and images for each entry have been secured.
- Design front and back cover of the teaching guide.
- Collaborate with the professional indexer once the layout is complete and insert the index on the final pages of the book.

**Communication**

- Work closely with the Teaching for Change communications staff and executive director throughout.
- Send layout of each section as it is complete for review and discussion with the team.
- Make up to three rounds of modifications as needed.

**Schedule**

The cover design can begin immediately. Text and image selection is in final stages and should be complete by August.

**General Requirements**

- At least 5 years of experience using Adobe Indesign
- Final book must be created in Adobe InDesign. Final files must be packaged and delivered to Teaching for Change.
• All final print materials will be owned by Teaching for Change (including original data files)

Printing Specifications

• Description: Approximately 350 pages plus 2-page cover (upright)
• Size: 8.5” x 11” flat + spine black and white with color cover (4 color process + PMS)
• Binding: Perfect Binding

Submit a Proposal

Teaching for Change is accepting proposals now until the position is filled. To ensure consideration, proposals should include the following:

• Letter of Interest
• Resume with technical expertise and experience and links/references to any relevant printed or published works and/or applicant’s online portfolio
• Samples of previous work with examples pertaining to relevant projects
• Estimated cost

Submit electronically to admin@teachingforchange.org.