

Brief for Open Call for Eastern PA SCBWI Region Graphic

This fall, Eastern PA SCBWI will be introducing a new Region Graphic that reflects the unique spirit of Eastern Pennsylvania—its culture, community, or landscape—while celebrating the creativity, imagination, and storytelling at the heart of children's literature.

Who Is Eligible to Participate?

- Premium SCBWI members who reside in SCBWI's designated region of Pennsylvania East.*
- Artists who are able to provide all specifications below in the timeline given.

Selection Process

This is an open call, not a contest. The artist whose work is selected will receive an honorarium of \$400.00.

The Eastern PA SCBWI Regional Team will select the graphic that best fulfills the objectives of the brief, represents the Eastern PA region, and reflects a strong creative vision.

The Eastern PA SCBWI community includes members and readers from many backgrounds and experiences. While there is no requirement or preference regarding the inclusion of human figures or specific demographics, for figurative artwork, a sense of inclusivity, belonging, and broad representation may be viewed favorably by the selection committee.

To allow the Regional Team to evaluate concepts rather than finished rendering, artists are asked to submit a colored, finished sketch for the initial review. Fully rendered artwork is not required at this stage.

Artists may submit multiple concepts for consideration. There is no limit to the number of submissions.

The Regional Team will review all submissions and develop a shortlist of concepts. As part of the selection process, shortlisted artists' portfolios and websites will also be reviewed to gain a better understanding of their finished work, visual style, and overall artistic approach.

One concept and artist will then be selected to create the final Region Graphic according to the production specifications for final art outlined below.

Initial Submission Specifications:

- Colored finished sketch (not final art) digitized
- JPG
- Image that fits within a square format (1:1 ratio)
- Minimum 2000 × 2000 pixels
- RGB color mode
- Portfolio and/or website links

Please note: SCBWI is no longer using the kite logo or the owl logo, so we are **not** looking for these images to be included.

Please **do not include any text in the image**. We are looking for a graphic only.

The use of generative AI in creating the region graphic is not permitted (<https://www.scbwi.org/faq/global/scbwi-policies>).

TO SUBMIT YOUR ARTWORK, CLICK [HERE](#).

Submission window closes **August 7, 2026**, at 11:59 p.m. Eastern time.

Selection Criteria

- Ability to reproduce and view effectively at both small (2000 x 2000 pixels) and large sizes (up to 9000 x 9000 pixels)
- Reflection of the unique character of Eastern Pennsylvania* through its landscape, communities, flora, fauna, culture, or other elements that capture the spirit of the region
- Connection to children's literature, storytelling, creativity, or imagination
- Originality and strength of concept
- Overall visual impact and design
- Willingness and ability to make 2 to 3 sets of minor changes and complete final, production-ready artwork in formats indicated below within the schedule indicated below. No original artwork will be accepted.

Production Specs for Final Art

The selected artist must be able to provide digitized final art with these specifications:

- Image that fits within a square format (1:1 ratio)
- Minimum 9000 × 9000 pixels, OR vector-based artwork
- Any raster elements incorporated into vector artwork must be of sufficient resolution to meet the final production specifications
- For pixel-based: 300 DPI
- For pixel-based: print-ready flattened TIFF, high-quality PDF, or high-quality JPG
- For vector-based: AI, EPS, or PDF
- For both: CMYK and RGB versions
- Artwork must remain clear and effective at both small and large sizes

The artist retains copyright. The artist grants SCBWI and its affiliates a limited license to use the Region Graphic, free of charge, for promotional and fundraising purposes, including posting the Region Graphic, utilizing it in social media, and printing and distributing it. Expected term of use: up to ten years. Artist credit will be provided wherever possible.

Production Schedule for Region Graphic Artwork

Important: This schedule will give the chosen artist an idea of the dates required for the progressive steps of the process. However, the schedule may be shortened should various team members and/or the artist respond more quickly than the designated time shows here. We cannot extend the dates as we need the graphic printed for an event.

- **July 1-August 7:** (6.5 weeks) Open call submission window for colored finished sketch.
- **August 20:** Selected artist will be notified. Artist will receive first of requested edits.
- **September 20:** (4.5 weeks) First round of revisions due in the form of a refined colored sketch.
- **September 25:** Artist notified of second round of revisions (still in sketch stage).
- **September 29-30:** (5-6 days) Second round of revisions due. These revisions may be spot revisions, without the artist having to redo the entire work, depending on the medium.
- **October 29:** (4 weeks) Print-ready, final art due.
- **October 30:** Buffer day to work through formatting with artist, if necessary.

Note: The artist may work toward final art during the revision process, if they choose and if their medium allows, after the first set of revisions.

QUESTIONS? Email us at epa@scbwi.org.

*SCBWI Pennsylvania East includes the following Pennsylvania counties: Adams, Berks, Bradford, Bucks, Carbon, Chester, Columbia, Cumberland, Dauphin, Delaware, Juniata, Lackawanna, Lancaster, Lebanon, Lehigh, Luzerne, Lycoming, Mifflin, Montgomery, Monroe, Montour, Northampton, Northumberland, Perry, Philadelphia, Pike, Schuylkill, Snyder, Sullivan, Susquehanna, Tioga, Union, Wayne, Wyoming, and York.