



## Forth Valley Illustrated Cycling Maps: Illustrator

### Background

FEL Scotland is an environmental charity based across the Forth Valley. We help people, communities, and the planet thrive by delivering practical climate solutions at a local level. Powerful change is simple to make but requires collaboration and action.

FEL has a range of Active Travel initiatives promoting walking, wheeling and cycling in schools and local communities.

As part of this Active Travel work, FEL Scotland are creating 3 – 4 active travel maps linked to school and community hubs across the Forth valley region. The maps will include a clear route map of cycling routes from local primary schools to feeder high schools and other points of interest. The map element of the project will be provided by FEL but will be incorporated into the overall colour scheme and feel of the illustration.

We are looking for an illustrator to add points of interest and illustrations of the area around the edge and create an engaging and consistent feel. FEL will also involve young people from the schools in the project and will run a competition to decide what they would like to see on the map. These ideas will be collated by FEL and will feed into the illustrated elements to be included in the map. There can be elements of duplication of illustrated assets across maps. FEL will provide full brand guidelines and logos with guidance on application.

### Role

#### Key Responsibilities:

- Illustrate and design 3 – 4 maps with key points along the active travel route using your own design software.
- Include elements suggested by young people.
- Deliver finished maps ready for print and online formats within agreed project timeframe.

#### Desired Experience/ Skills & Attributes:

- Experience in illustration and design layout
- Experience working collaboratively
- Excellent written and verbal communication skills
- Ability to work independently and as part of a team
- Strong organisational skills
- Ability to work from home with necessary design software
- A connection to the Forth Valley region is preferred but not essential

**Fee**

This is a freelance project, with approx. 4 days of work between late January and early March, inclusive of two project meetings and illustration time, for a day rate negotiable based on experience, using the Scottish Artists Union suggested rates of pay.

[2024 Rates of Pay - Scottish Artists Union](#)

**How to apply:**

Please send your CV, one page covering letter outlining your ideas, approach and experience for the project and some images of previous work.

Please send this across to [info@felscotland.org](mailto:info@felscotland.org) by the **17th of January**.