



**RETURN BIDS TO:
RETOURNER LES SOUMISSIONS À:**

Bid Receiving - PWGSC / Réception des
soumissions - TPSGC
11 Laurier St. / 11, rue Laurier
Place du Portage, Phase III
Core 0A1 / Noyau 0A1
Gatineau
Québec
K1A 0S5
Bid Fax: (819) 997-9776

**LETTER OF INTEREST
LETTRE D'INTÉRÊT**

Comments - Commentaires

Vendor/Firm Name and Address
Raison sociale et adresse du
fournisseur/de l'entrepreneur

Issuing Office - Bureau de distribution
Communication Procurement Directorate/Direction de
l'approvisionnement en communication
360 Albert St. / 360, rue Albert
12th Floor / 12ième étage
Ottawa
Ontario
K1A 0S5

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| Title - Sujet CREATIVE AND GRAPHIC DESIGN | |
| Solicitation No. - N° de l'invitation EN578-133360/A | Date 2013-03-26 |
| Client Reference No. - N° de référence du client EN578-13-3360 | GETS Ref. No. - N° de réf. de SEAG PW-\$\$CX-011-62485 |
| File No. - N° de dossier cx011.EN578-133360 | CCC No./N° CCC - FMS No./N° VME |
| Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2013-04-23 | |
| Time Zone Fuseau horaire Eastern Daylight Saving Time EDT | |
| F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input checked="" type="checkbox"/> Other-Autre: <input type="checkbox"/> | |
| Address Enquiries to: - Adresser toutes questions à: Amaral(CX Div.), Paola | Buyer Id - Id de l'acheteur cx011 |
| Telephone No. - N° de téléphone (613) 993-5642 () | FAX No. - N° de FAX (613) 993-2581 |
| Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: DEPARTMENT OF PUBLIC WORKS AND GOVERNMENT SERVICES CANADA PORTAGE III 6B1 11 LAURIER ST Gatineau Quebec K1A0S5 Canada | |

Instructions: See Herein

Instructions: Voir aux présentes

| | |
|---|--|
| Delivery Required - Livraison exigée See Herein | Delivery Offered - Livraison proposée |
| Vendor/Firm Name and Address Raison sociale et adresse du fournisseur/de l'entrepreneur | |
| Telephone No. - N° de téléphone Facsimile No. - N° de télécopieur | |
| Name and title of person authorized to sign on behalf of Vendor/Firm (type or print) Nom et titre de la personne autorisée à signer au nom du fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie) | |
| Signature | Date |

**STATEMENT OF WORK (SOW)
GRAPHIC DESIGN, WEB DESIGN, and EXHIBIT AND DISPLAY DESIGN SERVICES**

A.1 OVERVIEW

To provide a full range of graphic, web, and exhibit and display design services on an "as and when requested" basis.

A.2 SCOPE OF WORK

To provide design services for print, electronic media, training materials, web pages, and exhibits and displays on an "as and when requested" basis. The Supplier will adhere to federal policies, guidelines, programs and practices on communications and publishing as referenced in the Treasury Board Communications Policy.

A.2.1 Products:

The Supplier will provide a full range of design services for print and electronic media (including internet and intranet), training products, exhibits and displays, production art, and non technical illustrating services to meet the publishing and other needs of the Government of Canada.

The most common types of work undertaken will be the design and layout of a variety of publication quality graphic design products that will include (but are not be limited to) the following:

- Publications, including magazines, periodicals, newsletters etc.
- Brochures and pamphlets
- Business/calling cards
- Bookmarks
- Posters
- Reports, assessments and policy documents
- Books and inserts
- Maps, graphs, tables
- Certificates and awards
- Cartoons
- Illustrations and images (produced in black & white, specially mixed colours or four colour process)
- Informational kits (kit folders with inserts etc.)
- Conference support materials
- Electronic media including Internet/Intranet design and graphics, PDFs, e-bulletins, e-newsletters, overhead presentations etc.
- Minimal animation, such as Flash for web pages, as a part of the graphic design (this does not include animation for a full feature video)
- Exhibits and displays
- Training/e-Learning products
- Visual identifiers (corporate look and feel)
- Signs and banners

PROPOSED EVALUATION CRITERIA

CATEGORIES OF SERVICES:

There are three (3) Categories of service available for which a supplier may qualify, as follows:

Category #1: Graphic Design

Category #2: Web Design

Category #3: Exhibit and Display Design

A Supplier may qualify for one or more Categories under this solicitation, however a Supplier should submit only one proposal. In order to be eligible to qualify for a position in a particular Category, a supplier must propose at least one (1) or up to three (3) resources per position within the Category.

1. EVALUATION PROCEDURES:

- i. Proposals will be assessed in accordance with the entire requirement of the solicitation including the technical and financial evaluation criteria.
- ii. An evaluation team composed of representatives of Canada will evaluate the proposals.
- iii. Proposals may be accepted either in whole or in part.

1.1. Technical Evaluation

1.1.1 Mandatory Technical Criteria

M.1 FINANCIAL PROPOSAL

The Supplier must provide costing information strictly in accordance with the Basis of Payment stipulated in the solicitation document.

M.2 PROPOSED RESOURCES

The supplier must identify at least one (1) proposed resource for **each** position in at least one (1) of the following three (3) categories:

Category #1: Graphic Design

Category #2: Web Design

Category #3: Exhibit and Display Design

The supplier must not propose more than three (3) resources per position per Category. If a resource is proposed for more than one position within one or more Categories, the resource must meet all of the criteria for each position (as per the definitions below) and the rates proposed in Appendix "3" for all positions for that resource must be identical.

The Supplier must provide the Curriculum Vitae of each proposed resource which demonstrates their capability to provide services as described in the descriptions below for each position for which they have been proposed.

CATEGORY #1: GRAPHIC DESIGN SERVICES**Positions:****A) Senior Graphic Designer**

- A minimum of five (5) years of work experience in graphic design, obtained within the past eight (8) years;
- A post-secondary degree or diploma in design, illustration, graphic design or a related field;
- Design experience with each of the following software programs: Adobe Creative Suite (including each of InDesign, Photoshop, and Illustrator) and QuarkXpress;
- Experience with three (3) or more of the following: illustration, text and graphics layout, inscriptions and calligraphy, photograph editing, logo design, and brand identity design; and
- Experience in the conversion of design projects from MAC to PC.

B) Intermediate Graphic Designer

- Design experience with each of the following software programs: Adobe Creative Suite (including each of InDesign, Photoshop, and Illustrator) and QuarkXpress;
- Experience with two (2) or more of the following: illustration, text and graphics layout, inscriptions and calligraphy, photograph editing, logo design, and brand identity design; and
- Experience in the conversion of design projects from MAC to PC.

And either:

- A minimum of three (3) years of work experience in graphic design, obtained within the past six (6) years; and
- A post-secondary degree or diploma in design, illustration, graphic design or a related field.

Or:

- A minimum of five (5) years of work experience in graphic design, obtained within the past eight (8) years; and
- A secondary school diploma.

C) Junior Graphic Designer

- Design experience with each of the following software programs: Adobe Creative Suite (including each of InDesign, Photoshop, and Illustrator) and QuarkXpress;
- Experience with one (1) or more of the following: illustration, text and graphics layout, inscriptions and calligraphy, photograph editing, logo design, and brand identity design; and
- Experience in the conversion of design projects from MAC to PC.

And either:

- A minimum of one (1) year of work experience in graphic design, obtained within the past three (3) years; and
- A post-secondary degree or diploma in design, illustration, graphic design or a related field.

Or:

- A minimum of three (3) years of work experience in graphic design, obtained within the past five (5) years; and
- A secondary school diploma.

D) Creative / Art Director

- Experience with Adobe Creative Suite (InDesign, Photoshop, Illustrator, and Acrobat) and QuarkXpress; and
- Experience in the conversion of design projects from MAC to PC.

And either:

- A minimum of five (5) years of work experience in graphic design, including a minimum of two (2) years working in a creative / art direction role, obtained within the past eight (8) years; and
- A post-secondary degree or diploma in advertising, marketing, graphic design or a related field.

Or:

- A minimum of ten (10) years of work experience in graphic design, including a minimum of eight (8) years working in a creative / art direction role, obtained within the past fifteen (15) years; and
- A secondary school diploma.

CATEGORY #2: WEB DESIGN SERVICES

Positions:

A) Web Designer

- A minimum of two (2) years of work experience in web design, obtained within the past five (5) years; and
- A post-secondary degree or diploma in graphic design, illustration, web development, or a related field; and
- Experience in UI design, HTML, CSS, ASP, PHP, SQL, Java script, Adobe Creative Suite (specifically Dreamweaver).

B) Flash Designer

- A minimum of two (2) years of work experience in web design, including a minimum of one (1) year of work experience in Flash Design (with streaming audio and video), obtained within the past five (5) years; and
- A post-secondary degree or diploma in graphic design, illustration, animation, web development, or a related field; and
- Experience in UI design, HTML, CSS, ASP, PHP, SQL, Java script, Adobe Creative Suite (specifically Flash and Dreamweaver), and the current industry standard ActionScript.

CATEGORY #3: EXHIBIT AND DISPLAY DESIGN SERVICES

Positions:

A) Exhibit Designer

- Experience with Auto Cad (or equivalent), 3D Studio Max (or equivalent), and Adobe Creative Suite (specifically Photoshop and Illustrator);

And either:

Solicitation No. - N° de l'invitation
EN578-133360/A

Amd. No. - N° de la modif.
EN578-133360/A

Buyer ID - Id de l'acheteur
cx011

Client Ref. No. - N° de réf. du client
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File No. - N° du dossier
cx011EN578-133360

CCC No./N° CCC - FMS No/ N° VME

- A minimum of five (5) years of work experience in the exhibit industry, including a minimum of three (3) years of work experience as an Exhibit Designer, obtained within the past eight (8) years; and
- A secondary school diploma.

Or:

- A minimum of three (3) years of work experience in the exhibit industry, including a minimum of two (2) years of work experience as an Exhibit Designer, obtained within the past five (5) years; and
- A post-secondary school degree or diploma in environmental design, industrial design, exhibit design, interior design, museum studies, or a related field.

The supplier must complete the table below with the name of each proposed resource, in accordance with all of the requirements of this Mandatory Requirement. At a minimum, one (1) resource must be proposed for each position in at least one (1) of the three (3) Categories.

| Categories and Positions | Name(s) of Proposed Resource(s) | | |
|--|---------------------------------|--|--|
| Category #1: Graphic Design | | | |
| Senior Graphic Designer | | | |
| Intermediate Graphic Designer | | | |
| Junior Graphic Designer | | | |
| Creative / Art Director | | | |
| Category #2: Web Design | | | |
| Web Designer | | | |
| Flash Designer | | | |
| Category #3: Exhibit and Display Design | | | |
| Exhibit Designer | | | |

M.3 PROJECT SAMPLES

For each position for which a resource was proposed in M.2, the Offeror / Supplier must provide two (2) samples of design projects which were completed by the proposed resource after January 1, 2009. If a resource is proposed for more than one position, two (2) projects must be provided for each position for which the resource was proposed. However, if the same resource is proposed for more than one of the following roles: Senior Graphic Designer, Intermediate Graphic Designer, Junior Graphic Designer, only a total of two (2) projects must be submitted to demonstrate experience. See example below. A project/sample may be used to demonstrate the experience of more than one resource. The total dollar value of the design portion of each project must have equalled or exceeded \$3,000, excluding any applicable taxes. By submitting a project for evaluation, the Offeror / Supplier confirms that the total dollar value of the project was as defined herein.

The supplier must provide the following for each project submitted:

- A short project brief including assignment background, client objectives, target audience, timeframe, and completion date;
- The name of the resource(s), the applicable position(s) and their role in the project;
- A list of any subcontracted requirements, as applicable; and

- A sample of the final design work (if an exhibit or billboard, a colour photo is acceptable).

The Supplier must provide at least two (2) letters of reference from two (2) different client departments/commissions/agencies/firms.

Example:

A supplier proposes the same resource for the positions of Intermediate Graphic Designer, Junior Graphic Designer, Creative / Art Director, and Exhibit Designer. The Offeror / Supplier must provide a total of six project samples for this resource (two which demonstrate experience as a Graphic Designer, two which demonstrate experience as a Creative / Art Director, and two which demonstrate experience as an Exhibit Designer).

Note to the Suppliers: Samples should be provided on CD, DVD, or USB Key in .pdf file format or Windows Media Player. Screen shots will be acceptable. Samples provided to Canada in a form or format that cannot be opened and viewed from a Government of Canada computer will receive not be accepted. If a supplier is uncertain as to whether a particular form or format will be accepted, the supplier should submit this as a question during the Enquiries period. Samples provided in other formats (ie. hard copy posters, banners, or models) will become the property of Canada and will not be returned to the supplier unless the supplier makes arrangements in advance for return packaging and postage, or pick-up. Canada will not be responsible for samples which are damaged, destroyed, or lost during shipping or during the evaluation process. For web site and Flash samples, URL addresses are not acceptable. Screen shots must be provided for web site samples. Flash samples should be provided as video in Windows Media Player or equivalent format.

M.4 USE OF SUB-CONTRACTORS

Suppliers who intend to use the services of a sub-contractor for any portion of the work related to this requirement must identify the proposed sub-contractor(s) in the proposal. Suppliers who do not intend to use the services of a sub-contractor for any portion of the work must indicate this in the proposal.

M.5 LANGUAGE

The supplier must confirm that its firm is capable of providing services in both official languages (English and French). As such, the supplier must include a duly signed and dated copy of the following Certification in the Technical Proposal portion of the offer / arrangement submission.

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|--|
| <p><u>Language Certification:</u></p> <p>The Offeror / Supplier hereby certifies that its firm is capable of providing services in both official languages (English and French).</p> <p>_____</p> <p style="text-align: center;"><i>Signature</i></p> <p>_____</p> <p style="text-align: center;"><i>Date</i></p> |
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BIDS NOT MEETING ALL OF THE MANDATORY REQUIREMENTS

Solicitation No. - N° de l'invitation

EN578-133360/A

Amd. No. - N° de la modif.

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cx011EN578-133360

Buyer ID - Id de l'acheteur

cx011

CCC No./N° CCC - FMS No/ N° VME

EN578-13-3360

WILL BE GIVEN NO FURTHER CONSIDERATION.