

SEN-001 14/15 – GRAPHIC DESIGN

ADDENDUM NUMBER 1

QUESTIONS AND ANSWERS

QUESTION 1

1. In Annex A, A7. you state the following:

"The Offeror, at a minimum, must have a sound understanding of both official languages, for the purposes of design, structure and comparative editing."

All of our staff have been providing design, layout, and digital media services in both official languages from six years to 20 years. We do this daily in our studio. Even our quality control personnel (> 20 years experience) are trained in checking layouts in both English and French. In other words, we have a sound understanding of both official languages. None of our staff, however, is fluently bilingual. Is this acceptable for your requirements regarding design and structure?

ANSWER 1

Our requirement is for a sound understanding of both official languages. It is for the Offeror to provide information on their capacity to work in both official languages. It should however be noted that Committees Directorate staff are fully bilingual and we work with professional translators to prepare the material that would require graphic design.

QUESTION 2

Can you please elaborate on the "comparative editing" portion of this requirement. Please define what you require when you ask for comparative editing.

ANSWER 2

"comparative editing" refers to the editing of material in both English and French, i.e., making sure that changes made in one language are made in the other.

QUESTION3

Your RFP does not indicate if you want offerers to supply coding for digital components, only design. See A.3.1: "Electronic media including Internet/Intranet design and graphics, PDFs, e-bulletins, e-newsletters, infographics, digital presentations, etc."

ANSWER 3

Offerers are not expected to supply coding for digital components.

QUESTION 4

On page 12 under M4, samples are requested as hard copy and PDF. For environmental reasons, the trend of printing communication products is on the decline. Our clients are either printing them on demand, providing them to their audience as a PDF, or printed samples have never been provided. For these reasons, can the hard copy samples provided be printed from our own colour printer? They would be provided in addition to the requested PDFs.

ANSWER 4

We require hard copies for our evaluation. Samples printed from the bidder's colour printer would be acceptable.

QUESTION 5

On page 33-34, for both 2.1 Case 1 and 2.2 Case 2:

QUESTION 5 a

Can you please provide the size of the brochure (i.e. 8.5" x 11", 5" x 7", etc.)?

ANSWER 5 a

Size of brochure would be 8.5"x11".

QUESTION 5 b

Because the number hours for modifications/author's alterations (AAs) can vary for the completion of a project, can you please identify the number of hours we should include for AAs so that each proponent's costing reflects the same number of hours?

ANSWER 5 b

The number of hours for author's alterations are not included in the two sample cases. Bidders must provide the hourly rate for regular working days, weekends and holidays.

QUESTION 5 c

For Case 1, does the redesign of an existing brochure imply that a brand new look is required and that the provision of 3 design concepts is required, as would be the case for Case 2?

ANSWER 5 c

For Case 1, the graphic redesign would not require a “brand new look”. The graphic designer would refresh an existing design while retaining the essential look and feel of the design of the original document.

Question 6

On page 26-27, under 'Products', can you please identify what is meant by the term 'insert'. It is understood when used with 'kit folder' but not understood when it is associated with 'books'.

ANSWER 6

Insert in book could be sleeves to hold CDs or such product.

QUESTION 7

In the Mandatory requirements section 4 – Portfolio pieces, it reads that the offeror must submit 4 portfolio pieces with at least 1 piece equaling or exceeding \$ 10,000.00 before taxes. In the rated Section under R3. Portfolio it states that each of the 4 projects must have equaled or exceeded \$ 10,000.00. Is it one of the 4 or all 4 projects that must exceed \$ 10,000.00.

ANSWER 7

The mandatory criterion is correct. At least one project must have equaled or exceeded \$10,000. Regrettably, there is an error in R3 of the rated evaluation criteria – it should state that “The total dollar value of the design portion for at least one (1) project must have equaled or exceeded \$10,000.00, excluding any applicable taxes.”

QUESTION 8

For our portfolio, in keeping with the statement of work, it is our intention to supply a variety of final products showing our abilities across the full range of products detailed in your statement of work. We are thinking of an e-Newsletter, a series of displays, and 2 print products. The e-Newsletter has no hard copy, **8a)** can we print out the Newsletter in colour for the Hard Copy requirement. For the series of displays, there are 3 displays designed to work as a set or individually. There are no photos of the 3 together. **8b)** Can we supply a colour print of the concept/artwork for the hard copy requirement. Additionally one of the publications we do regularly and would like to use is print on demand and no hard copies exist. **8c)** Can we print out this as well for the hard copy requirement. If so, this particular publication well exceeds the financial limit in question 1 but it is over 500 pages in each language. **8d)** Do we need to print out the entire 1,000+ page document or a Chapter or 2 in each language. The printing of the full document contradicts our Environmental policy but please advise what is acceptable to keep our bid responsive.

ANSWER 8a

Yes

ANSWER 8b

Yes

ANSWER 8c

Yes

ANSWER 8d

One chapter in each language will suffice.

QUESTION 9

R.4 Official languages mentions comparative editing as outlined in Section A.7 which in turn also mentions comparative editing. Can you explain what you mean by comparative editing? Are you referring to editing the documents in the changes stages and ensuring that the same changes (edits) are done in English and French or are you referring to the capabilities to do full copy editing and side by side comparison reading. We want to be certain we propose the correct resources.

ANSWER 9

“Comparative editing” refers to the editing of material in both English and French, i.e., making sure that changes made in one language are made in the other. Our requirement is for a sound understanding of both official languages. It should however be noted that Committees Directorate staff are fully bilingual and we work with professional translators to prepare the material in both official languages that would require graphic design.

QUESTION 10

In M5 references I understand that you will attempt to contact the reference and if there is no response you will advise the bidder so he can contact the reference in the following 2 days to ensure they respond within the 5 day limit. We would hate to be declared non-compliant because one of our references was on holidays and unavailable in the 5 day allotted time. Can you tell me on what date you will be contacting references so we can discuss with our references to ensure that they will not be out of town on business or on holidays at that time prior to us selecting which references we shall use for this submission. It says in one paragraph offerors will not be awarded points unless the response is received in 5 days although this is a mandatory and I do not see any points in the rated criteria for references. Further down in the same paragraph in M5 it states if the reference is unable to verify the information (which I assume would be the case if they are unable to respond) the bid will be deemed non-compliant.

ANSWER 10

We are unable to give a specific time when the references will be contacted. Every effort by the Senate will be made to contact the references.

QUESTION 11

I would like some clarification about the above-mentioned document. It talks about the web, but, from what I understand, full website design services are not included in the services required by the contractor (if required, they would be part of a separate tender). Instead it talks about producing elements that will be integrated into existing websites, such as banners, HTML text and graphics. Is that right?

ANSWER 11

Yes.

QUESTION 12

On page 12 under point 4, it says that four (4) portfolio pieces must be submitted. Does this mean that a portfolio piece represents the work of a single project, so 4 projects?

ANSWER 12

Yes – a portfolio piece represents the work of a single project.

QUESTION 13

On page 10, the *Mandatory Requirements* are set out, for example M1 Corporate Experience, M2 Company History, etc. Under the *Rated Criteria* section, elements similar to those under the *Mandatory Requirements* section appear. When looking at the content for these sections, they are the same, for example M1 Corporate Experience and R1 Background Information. Should the same information be repeated in both categories? What is the difference between the two?

ANSWER 13

No need to repeat. Just mention in the Rated Criteria section where to find the information in the Mandatory Requirements.

QUESTION 14

On page 10, it states that the index must appear on the first page. Does this mean the first page of the document, not including the cover page?

ANSWER 14

The index must be the first page of the document before the cover page.

QUESTION 15

On page 32, under Environmental Considerations, it mentions that photocopies must be in black and white. Does this mean we will be penalized if they are in colour?

ANSWER 15

You will not be penalized if you use colour.

QUESTION 16

The document does not seem to specify that the cost proposal must be in a separate, sealed envelope. Should we follow this practice regardless or put everything in the same envelope?

ANSWER 16

See page 16 of the document. Section 4. Article II. "Pricing must be submitted in a separate document". Yes, the cost proposal must be in a separate, sealed envelope.

QUESTION 17

We would like to request an extension of one (1) week to the current submission deadline, moving it to August 22, 2014 at 11:00 a.m.

ANSWER 17

No extensions.

QUESTION 18

Do you expect people will need to meet in most cases, or on the contrary, we will primarily use the videoconferencing and teleconferencing in the context of the mandates, as far as the quality of interactions and services rendered is not impacted?

ANSWER 18

In person meetings are not necessarily required.

QUESTION 19

R3 – Portfolio

For each project example, is it OK to provide one (1) paper copy per project?

ANSWER 19

Only one paper copy