



**REQUEST FOR SUPPLIER QUALIFICATION ADDENDUM <2>**

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**RFSQ DC-2020-AK-03 Graphic Design Services**

**Close Date/Time:**

January 27, 2021  
14:00 hours  
Pacific Time

**Issue Date:** February 4, 2021

**From:** CTC Procurement

**To:** All Vendors

**E-mail:** procurement@destinationcanada.com

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**Following is one (1) amendment to the requirements of the above noted RFSQ.**

**Appendix 2 – Material Circumstances Declaration Form is deleted in its entirety:**

MATERIAL CIRCUMSTANCE:

CTC requires proponents to disclose all Material Circumstances (as defined in H.13) as an attachment to their proposal.

Check ONE:

No, there are no Material Circumstances to disclose; OR

Yes, there is/are one or more Material Circumstance(s) to disclose and a disclosure statement is attached.

**And replaced with:**

MATERIAL CIRCUMSTANCE:

CTC requires proponents to disclose all Material Circumstances (**as defined in G.13**) as an attachment to their proposal.

Check ONE:

No, there are no Material Circumstances to disclose; OR

Yes, there is/are one or more Material Circumstance(s) to disclose and a disclosure statement is attached.

**Below are answers to questions submitted in regards to the above noted RFSQ as of January 27, 2021.**

- Q1. Section E.1.1 Provide three (3) samples of print related design work that you have completed within the last two (2) years and Section E.1.2 Provide three (3) samples of digital related design work that you have completed within the last two (2) years

Question - will we be disqualified or penalized if some of our digital samples were not produced in the last two (2) years?

Answer: There is no penalty for providing samples that are older than two (2) years. CTC is looking for design work that is current, which is why we set the parameter of two (2) years.

- Q2. Could you let us know what your billings have been in similar contracts in the past?

Answer: In consideration for the performance of the work and services; the Contractor shall submit an invoice for any payment, which shall be subject to the approval of the CTC's project authority identified in the Statement of Work (the "Project Authority") or the CTC business unit with delegated authority from the Project Authority, and is payable 'net 30' days from CTC's receipt. For greater certainty, 'net 30' means that the total amount payable on a submitted invoice shall be paid to the Contractor within thirty (30) calendar days from the date the invoice was received by the CTC.

- Q3. Would you need any original or stock videography or photography to accompany the design services that we would need to consider?

Answer: It is unlikely that the work assigned would involve creating video or photo. One exception might be product photography. The CTC does have a stock photo collection for use and sometimes will have projects that involve sourcing new stock imagery.

- Q4. Could you let us know if you have a location preference for the vendor?

Answer: There is no preference for location.

- Q5. Section E.1.1 Provide three (3) samples of print related design work that you have completed within the last two (2) years and Section E.1.2 Provide three (3) samples of digital related design work that you have completed within the last two (2) years.

Question: Due to COVID-19, there has been a decrease in work during the last year. Would it be possible to submit samples from work I have done over the last 3 years?

Answer: There is no penalty for providing samples that are older than two (2) years. The CTC is looking for design work that is current, which is why we set the parameter of two (2) years.

- Q6. Section E.1.2 - Provide three (3) samples of digital related design work – "Include an example of animation work if possible".

Question: Can you be more specific on what type of animation work you would like to see?

Question: Can you send a sample of what might be worked on?

Answer: Types of animation work might include creation of .gifs, animating info-graphics, and other motion graphic related work. Proponents can see examples of past work on CTC's websites and social channels – in particular our Instagram stories on @ExploreCanada and our corporate Twitter account <https://twitter.com/DestinationCAN>.

- Q7. Section C.3 Scope of Work - The Contractor can be expected to provide digital and print related graphic design services to CTC on as required basis. All of the work will follow CTC's brand guidelines.

The type of work the Contractor can be expected to produce may include:

- Complete basic edits of corporate videos (adding graphics or end slates).
- Motion graphics and animation.
- Work on digital graphic design projects such as website design and banner ads.

Question: Can you give further explanation of what is required for the three points listed above?

Question: Can you provide a sample of the types of videos that will need to be edited, the types of motion graphics and animation that is needed and what digital graphic design projects you require?

Answer: Proponents can find a range of videos we have produced under our corporate brand here: <https://www.youtube.com/channel/UCGyvC4911YtaneCjSv87BmQ>. This would be the best example of general video requirements we may have. Please note that we engage video production companies for large video projects. For examples of other work we have produced, you can visit our websites and social channels.

- Q8. Section E.1.6 Provide a brief description of your knowledge and experience with each of the following applications:

Question: After Effects - My designer uses Apple Motion for motion graphics. Will you accept proposals with designers experienced in Apple Motion?

Question: Premier Pro - My designer uses Final Cut Pro for video editing. Will you accept proposals with designers experienced in Final Cut Pro?

Question: HTML (no specific editing tool requirements) - how much HTML knowledge is required?

Answer: Apple Motion and Final Cut Pro are acceptable, please outline your experience working in those tools. Minimal HTML knowledge is acceptable.

- Q9. As per section B.3.2 RFSQ - Format and Depth - it states: "references to hyperlinks or links to social media sites may not be considered."

Referencing E1.2 Provide three (3) samples of digital related design work: Our best work samples are in a video format (.mp4) and showcased on our website, YouTube and social accounts. Based on the role description, work can include motion graphics, video editing, and animation later asks about our proficiency with Adobe After Effects and Premiere Pro. The video sizes are above the max of 8MB for submission so please advise if there is a workaround to this.

Answer: Links to specific pieces of content as part of your submission are acceptable. The CTC's preference is to be able to review your answer and see the work associated with it in a straightforward manner. We try to avoid generic answers like: "see the 'our work' section of our website" or "see document X for example of this kind of work". An appropriate example might look like: "This video (link) is a good example of our motion graphic work. We created the video for X client and these are the reasons we think it is good design work..."

- Q10. Does the request for services include media placement?

Answer: There is no requirement for media placement.

- Q11. If so, is social media management involved (e.g. planning of promotional campaign calendars, drafting text)?

Answer: There is no requirement for social media management or any campaign ideation or management.

- Q12. Should we take into account any linguistic work/editing of the texts you will provide in our costs and time management?

Answer: There is no requirement for linguistic work/editing.

- Q13. Will the texts you submit to us be in both official languages, or will we need to translate them?

Answer: There is no requirement for translation. All requests will be provided with copy in English and/or French.