



Bidder Question	Response
<p>Description of Work: The work may include, but is not limited to info graphics, graphics for use online, presentation material, imagery, design of promotional material, design (and layout) of printed material, and design of corporate/program identity elements as follows:</p> <p>Do you want examples of When; Where and How</p>	<p>Please refer to Annex E provided under Amendment No. 1 to the Request for proposal for details on what information is required.</p>
<p>Please clarify the following:</p>	
<p>Infographics required under point rated criteria R1.</p>	<p>An infographic is a collection of imagery, charts, and minimal text that gives an easy-to-understand overview of a topic</p>
<p>Graphics for use online – would this be social media graphics or websites?</p>	<p>Any online graphics.</p>
<p>Presentation material? Would this be Posters or PowerPoint presentations?</p>	<p>This could be presentations or posters</p>
<p>What do you mean by “Imagery”?</p>	<p>Creating an image or illustration from scratch or customizing a stock image for a specific request</p>
<p>What do you want to see in “design of promotional material”? Are these brochures? Advertisements? Anything else</p>	<p>A range of products including but not limited to posters, brochures, online banners, etc.</p>
<p>Design and layout of printed materials – what kind of printed material do you want to see?</p>	<p>Includes but not be limited to a report, poster, brochure, etc.</p>
<p>Design of corporate/program identity elements – what exactly are you looking for?</p>	<p>Company branding associated design work.</p>
<p>Can you please send examples of all the above?</p>	<p>To view samples please check out our website http://www.cer-rec.gc.ca. Please note, we are requesting 3 samples of work from the proposed resources, similar in nature to the work in the SOW. We do not need an example of each statement in the SOW.</p>



Produce creative design concepts, graphics, and layouts – what do you want to be described here? Do you want to see samples?	Details of information and samples required are those indicated under Annex D-Technical Evaluation criteria.
Edit existing graphics projects as required – do you want to see samples of this from the designer?	The information and samples required are those indicated under Annex D-Technical Evaluation criteria.
Provide a single point of contact to manage all design requests. – do you want person's name, address, contact information, company? Any other details?	The section specifies how we will work with the successful contracting company.
Graphic designers will be available for teleconference or video conference discussions to gather requirements and ensure understanding of a particular graphics request. Question: Do you want to know what kind of video conferencing equipment the designer has used? What does CER use?	This section of the SOW details how we will communicate and share requirements.
Graphic requests must be acknowledged within three hours, during business hours. If an item is urgent, the CER project authority will call the supplier directly to identify the urgency. What kind of response do you want for this point? Please send example.	This is information provided to bidders on how tasks required under the SOW will be coordinated. Bidders may also choose to refer to section 6.2.1(C) for additional information on the task authorization process.

RFP refers to Request for Proposal

SOW refers to Statement of Work