Graphic Design Services

Request for Quotes

Goals and Context

Anne Arundel Watershed Stewards Academy (WSA) builds capacity in Anne Arundel County by training residents as Master Watershed Stewards; leaders who help neighbors reduce pollution in our local creeks and rivers. WSA equips Stewards with the tools to implement change in their communities and turn knowledge into action.

WSA seeks a contractor to provide graphic design services, which will include support for designing print and online collateral from beginning to end, ongoing requests for enhancement to existing collateral and shells or templates that the WSA Staff can work within to add/change text/photos. The contractor will develop organization-wide collateral with a consistent look and feel. This will include the organization's annual report and logos for various programs within the WSA organization. Additionally, our community partners need access to editable outreach collateral they can customize to suit their needs.

Scope of Work

WSA is interested in entering into a service agreement, with a qualified contractor, to provide support for designing print and online collateral from beginning to end as well as ongoing requests for enhancement to existing collateral. Requests for items may include, but are not limited to: annual impact report, fact sheets, color brochures, and logos.

Bidders must be capable of serving as a graphic designer and/or project manager as necessary as tasks are offered and accepted. Bidders must be willing and capable of providing both final (.jpg, .eps, etc.) and working (.ind, .psd, etc.) files upon request. For certain projects, editable .pdfs and Canva templates are required. All proprietary information used or generated by the contractor during the term of service is the property of WSA.

Proposals and Timeline

Timeline:

The term of service will begin April 12, 2021 and end April 11, 2022, with the option to extend the agreement based on need, performance, and funding.

Submittal Schedule:

March 25, 2021	RFQ release date
April 7, 2021	Quotes due by 5 pm to kefoster@aacps.org
April 9, 2021	Applicants notified of contractor selection
April 12, 2021	Contract start date

Please include in your proposal:

1. Short description of the approach to each project
    a. Project completion methodology/proposal
2. Project budget by activities conducted. Be specific if you charge different rates for various staff or tasks
3. Estimation of how many hours you would anticipate billing to create:
    a. Impact Report: 12-page, print (saddle-stitched book at 8.5x11 in) with graphic elements and image design (April 2021)
    b. Online Impact Report: Convert printed annual report content into interactive, web-based version (April 2021)
    c. Animated map for use in a promotional video to illustrate the number and location of Stewards across Anne Arundel County (April/May 2021)
    d. Customizable Outreach Tools: Create 2-3 outreach pieces, customizable by volunteers (as an editable .pdf or Canva template) and able to be distributed electronically or in print format (June 2021)
    e. WSA Program Logo: design and development of logo (consistent with WSA brand identity) with accompanying icon as both Color & 'Greyscale' (black and white), designer to present a minimum of 3-4 options (Fall 2021)
    f. Fact Sheet (timeline TBD)

    (Please note: these items represent the types of collateral anticipated and is not comprehensive. Specific deliverables or timelines subject to change.)
4. Four samples of work (links or attachments)
5. References and project team
    a. Name and phone number of a reference for prior work of a similar nature
    b. Relevant personal associated with the project and their qualifications

Proposals should be submitted no later than 5 pm on April 7, 2021 to Katie Foster at kefoster@aacps.org

Evaluation

Proposals will be evaluated based on the following:

1. Demonstrated graphic design experience and ability to deliver graphics that may be customizable by volunteers without design software
2. Quality of work samples
3. Experience with projects of similar size and scope
4. Hourly rate and estimated time to complete projects that meets WSA's goals and objectives for this resource.
5. Ability to work virtually with WSA staff as needed

Contact

Please direct questions to Katie Foster at kefoster@aacps.org or 301-744-9407