

COMMONWEALTH OF VIRGINIA

STANDARD CONTRACT

Contract Number: VTS-1862-2023

This contract entered into this 23rd day of September 2022 by Shelley Cline Graphic Design hereinafter called the "Contractor" and Commonwealth of Virginia, Virginia Polytechnic Institute and State University called "Virginia Tech."

WITNESSETH that the Contractor and Virginia Tech, in consideration of the mutual covenants, promises and agreements herein contained, agree as follows:

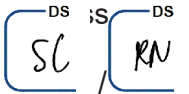
SCOPE OF CONTRACT: The Contractor shall provide Graphic Design, Illustration and Typesetting Services to Virginia Tech as set forth in the Contract Documents.

PERIOD OF CONTRACT: From October 1, 2022 through September 30, 2025. Options for (2) two, (3) three-year renewals.


COMPENSATION AND METHOD OF PAYMENT: The Contractor shall be paid by Virginia Tech in accordance with the Contract Documents.


CONTRACT DOCUMENTS: The Contract Documents shall consist of this signed contract, Request for Proposal (RFP) number 5671412301 dated July 1, 2022, together with Addendum Number 1 To RFP dated July 19, 2022, the proposal submitted by the Contractor dated August 1st, 2022 and the negotiation summary, all of which Contract Documents are incorporated herein.

ELECTRONIC TRANSACTIONS: If this paragraph is initialed by both parties, to the fullest extent permitted by Code of Virginia, Title 59.1, Chapter 42.1, the parties do hereby expressly authorize and consent to the use of electronic signatures as an additional method of signing and/or initialing this contract and agree electronic signatures (for example, the delivery of a PDF copy of the signature of either party via facsimile or electronic mail or signing electronically by utilizing an electronic signature service) are the same as manual executed handwritten signatures for the purposes of validity, enforceability and


(Initials)

In WITNESS WHEREOF, the parties have caused this Contract to be duly executed intending to be bound thereby.

Contractor
By: 
421BD02E74864B0...
(Signature)
Shelley Cline sole Proprietor
Name and Title

Virginia
By: 
5EF51DA320D049B...
Reed Nagel
Associate Director of Goods and Services



Request for Proposal #5671412301

For

Graphic Design, Illustration and Typesetting Services

July 1st, 2022

Note: This public body does not discriminate against faith-based organizations in accordance with the *Code of Virginia*, § 2.2-4343.1 or against a bidder or offeror because of race, religion, color, sex, sexual orientation, gender identity, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.

RFP # 5671412301, Graphic Design, Illustration and Typesetting Services

INCLUDE THIS PAGE WITH YOUR PROPOSAL, SIGNATURE AT SUBMISSION IS REQUIRED

DUE DATE: Proposals will be received until August 1st, at 3:00 PM. Failure to submit proposals to the correct location by the designated date and hour will result in disqualification.

INQUIRIES: All inquiries for information regarding this solicitation should be directed to Angela Caldwell, Phone: (540) 231- 1269 e-mail: acaldwell@vt.edu. All inquiries will be answered in the form of an addendum. Inquiries must be submitted by (2:00 PM) on (July 15th, 2022). Inquiries must be submitted to the procurement officer identified in this solicitation.

PROPOSAL SUBMISSION:

Proposals may NOT be hand delivered to the Procurement Office.

Virginia Tech has partnered with Bonfire Interactive to create a new procurement portal that will allow you to access business opportunities and submit bids and proposals to Virginia Tech digitally.

Proposals must be submitted electronically at:

<https://procurement-vt.bonfirehub.com/>.

Vendors are requested to visit the new Procurement Portal then follow the link to the Bonfire vendor registration page to register your company. Registration is easy and free. If you have any challenges with the registration process, please contact Bonfire Interactive Support at support@gobonfire.com.

It is encouraged for all vendors to register prior to the proposal submission deadline to avoid late submissions. Log into your Bonfire Vendor account in order to access the opportunity and begin preparing your submission. Upon completion you will be directed to your Submission Receipt. Virginia Tech will not confirm receipt of proposals. It is the responsibility of the offeror to make sure their proposal is delivered on time.

For a quick tutorial on how to upload a submittal, visit: https://support.gobonfire.com/hc/en-us/articles/360011034814-Creating-and-Uploading-a-Submission-for-Vendors-?_ga=2.42375717.1472165071.1588110542-997330893.1585332052

Hard copy or email proposals will not be accepted. Late proposals will not be accepted, nor will additional time be granted to any individual Vendor.

Attachments must be smaller than 1000MB in order to be received by the University.

In compliance with this Request For Proposal and to all the conditions imposed therein and hereby incorporated by reference, the undersigned offers and agrees to furnish the goods or services in accordance with the attached signed proposal and as mutually agreed upon by subsequent negotiation.

AUTHORIZED SIGNATURE: _____ Date: _____

03/28/2022

[INCLUDE THIS PAGE]

I. PURPOSE:

This Request for Proposal (RFP) seeks to solicit proposals to establish a contract through competitive negotiations for a Graphic Design, Illustration and Typesetting services by Virginia Polytechnic Institute and State University (Virginia Tech), an agency of the Commonwealth of Virginia.

Virginia Tech's colleges and units are often in need of Graphic Design, Illustration and Typesetting Services to meet communications objectives on a variety of platforms. To extend its resources, Virginia Tech seeks vendors to enter into a general contract to provide high-quality services to Virginia Tech entities on an as-needed basis.

II. SMALL, WOMAN-OWNED AND MINORITY (SWAM) BUSINESS PARTICIPATION:

The mission of the Virginia Tech supplier opportunity program is to foster inclusion in the university supply chain and accelerate economic growth in our local communities through the engagement and empowerment of high quality and cost competitive small, minority-owned, women-owned, and local suppliers. Virginia Tech encourages prime suppliers, contractors, and service providers to facilitate the participation of small businesses, and businesses owned by women and minorities through partnerships, joint ventures, subcontracts, and other inclusive and innovative relationships.

For more information, please visit: <https://www.sbsd.virginia.gov/>

III. CONTRACT PERIOD:

The term of this contract is for three (3) year(s), or as negotiated. There will be an option for (2) two, three-year renewals, or as negotiated.

IV. EVA BUSINESS-TO-GOVERNMENT ELECTRONIC PROCUREMENT SYSTEM:

The eVA Internet electronic procurement solution streamlines and automates government purchasing activities within the Commonwealth of Virginia. Virginia Tech, and other state agencies and institutions, have been directed by the Governor to maximize the use of this system in the procurement of goods and services. *We are, therefore, requesting that your firm register as a vendor within the eVA system.*

There are transaction fees involved with the use of eVA. These fees must be considered in the provision of quotes, bids and price proposals offered to Virginia Tech. Failure to register within the eVA system may result in the quote, bid or proposal from your firm being rejected and the award made to another vendor who is registered in the eVA system.

Registration in the eVA system is accomplished on-line. Your firm must provide the necessary information. Please visit the eVA website portal at <http://www.eva.virginia.gov/pages/eva-registration-buyer-vendor.htm> and **register both with eVA and Ariba**. *This process needs to be completed before Virginia Tech can issue your firm a Purchase Order or contract.* If your firm conducts business from multiple geographic locations, please register these locations in your initial registration.

For registration and technical assistance, reference the eVA website at: <https://eva.virginia.gov/>, or call 866-289-7367 or 804-371-2525.

V. CONTRACT PARTICIPATION:



It is the intent of this solicitation and resulting contract to allow for cooperative procurement. Accordingly, any public body, public or private health or educational institutions, or Virginia Tech's affiliated corporations and/or partnerships may access any resulting contract if authorized by the contractor.

Participation in this cooperative procurement is strictly voluntary. If authorized by the Contractor, the resultant contract may be extended to the entities indicated above to purchase at contract prices in accordance with contract terms. The Contractor shall notify Virginia Tech in writing of any such entities accessing the contract, if requested. No modification of this contract or execution of a separate contract is required to participate. The Contractor will provide semi-annual usage reports for all entities accessing the Contract, as requested. Participating entities shall place their own orders directly with the Contractor and shall fully and independently administer their use of the contract to include contractual disputes, invoicing and payments without direct administration from Virginia Tech. Virginia Tech shall not be held liable for any costs or damages incurred by any other participating entity as a result of any authorization by the Contractor to extend the contract. It is understood and agreed that Virginia Tech is not responsible for the acts or omissions of any entity, and will not be considered in default of the contract no matter the circumstances.

Use of this contract does not preclude any participating entity from using other contracts or competitive processes as the need may be.

VI. STATEMENT OF NEEDS/SCOPE OF WORK:

A. The contractor shall provide all labor, materials, resources, equipment and supervision to provide graphic design, illustration, and/or typesetting services for various Virginia Tech projects and shall render one or more of the following services for any given project. Provide a detailed response to each item below. Vendors are encouraged to provide a proposal for the services in their entirety or for the services in which they are qualified to provide.

1. Produce high-quality graphic design for use in recruitment, alumni engagement, fundraising, athletics, academic, educational publications, or other program materials. May require one or more of the following:
 - a. Describe your ability to provide creative direction, graphic design, project management, and production for a variety of communications formats.
 - b. Describe your ability to design and prepare brochures and advertisements for print or digital delivery.
 - c. Describe your ability to provide graphics for web pages (not web page design and production).
 - d. Describe your ability to conduct press checks and other quality control measures as needed.

- e. Describe your ability to prepare templates and content for PowerPoint, Prezi, and Keynote-based slides and for presentation.
 - f. Describe your ability to provide any multimedia animation, image selection, or needed photography.
 - g. Describe your ability to coordinate the consistency and quality of materials and continue project management through production and delivery of final product.
 - h. Describe your ability to produce projects that meet 508 requirements including accessible PDFs and presentations or templates.
2. Produce high-quality illustration for use in recruitment, alumni engagement, fundraising, athletics, academic, educational publications, or other program materials. May require one or more of the following:
- a. Describe your ability to provide analog illustrations or works of art on paper, canvas, or other media; Not limited to watercolor paintings, pen and ink, graphite, oil paintings, collage, gouache, acrylics, colored pencil, marker, or other materials, mixes of material or mixed media used to communicate a visual idea in the style of the Contractor.
 - b. Describe your ability to provide digital illustrations and/or 3D renderings.
 - c. Describe your ability to provide info graphics or related numeric models or visual numeric forms of design communication.
 - d. Describe your ability to provide creative or illustrated themes for recurring use as illustrated elements, design elements, patterns, graphic design overlays, underlays, etc.
 - e. Describe your ability to provide photographic collage or photo illustrations (digital and analog).
 - f. Describe your ability to provide maps, illustrated wayfinding content, and signage icons.
 - g. Describe your ability to provide multimedia illustration, animation, or virtual reality experiences.
3. Provide high-quality typesetting services to produce documents and publications for use in recruitment, alumni engagement, fundraising, athletics, academic, educational publications, or other program materials. May require one or more of the following:
- a. Describe your ability to typeset a document ensuring the document meets 508 requirements for digital accessibility.
 - b. Describe your ability to typeset and prepare multipage, multichapter documents for print or electronic media.
 - c. Describe your ability to place illustrations, figures, tables, images within a document that meets 508 requirements for digital accessibility.
 - d. Describe your ability to create tables and graphs that meet 508 requirements for digital accessibility.
 - e. Describe your ability to prepare templates and content for Word, InDesign, Adobe Acrobat, and presentation formats that meets 508 requirements for digital accessibility.
 - f. Describe your ability to coordinate the consistency and quality of materials and continue project management through production and delivery of final product.
- B. Describe your ability to adhere to required deadlines, including how materials will be shared, and your ability to meet with a university representative face-to-face or virtually (using a mutually agreed upon technology) within 24-48 hours of request, and at no additional cost to the University. Describe your ability to work on-site as needed/appropriate and your

availability for short turnaround projects and/or projects that may require your involvement over a longer period of time.

- C. Contractor shall abide by Virginia Tech brand guidelines and unit guidelines, and follow directions from university staff to develop and design promotional and informational materials, advertisements, brochures, direct mail pieces, informational booklets, educational publications, web pages, etc. that will send the appropriate message to targeted markets. This may include a detailed approval process that could result in changes in direction or revisions to meet the needs of the project and its stakeholders, with Virginia Tech retaining the right to edit and use the material in any way it deems appropriate. Describe your ability to comply and meet this requirement.
- D. Contractor shall agree all submissions will be original, not previously published, nor infringe any copyright or trademark rights and that Virginia Tech will own all right, title and interest in all artwork, photos, dies, graphics and similar artistic materials as well as electronic files from Adobe Creative Suite (Illustrator, InDesign, Photoshop and associated digital attachments) created under this contract for use on the website, in publications, or in any present or future medium. Describe your company’s plan to take care of any/all copyright procurement and confirm that all content shall be owned by the university and shall retain all rights associated with the completed material.
- E. Describe your project management approach and the process or workflow you use to generate graphic design/illustrations for projects and how you will meet the required specifications, objectives, and timeframes. Please note thumbnails, storyboards or related planning process information.
- F. Provide various samples of graphic design, illustration and/or typesetting projects that showcase your quality of work, complement your clients’ existing branded materials, and demonstrate your ability to meet the needs of this RFP. Provide a minimum of three (3) creative, published work samples that have been produced within the last two (2) years, preferably with one (1) of the three (3) from a higher education institution. Submit conventional print samples, a flash drive, and/or any links to online work. Physical samples mailed to the university will not be returned.
- G. Virginia Tech reserves the right to review and approve all printing estimates. Describe your firm’s ability to acquire and submit printing estimates at Virginia Tech contracted vendors. Include the process for approving proofs and verifying files with the vendor to move jobs to completion.
- H. Provide a detailed pricing schedule that clearly lists all of the service/items that could be provided and their associated cost(s).
- I. Pricing Schedule: Contractor shall provide a breakdown of the hourly billing rates for services being provided. If rates are not listed please provide other rates.

Description	Rate/Hour
Graphic Design Services	
Illustration Services	
Typesetting Services	

VII. PROPOSAL PREPARATION AND SUBMISSION:

A. Specific Requirements

Proposals should be as thorough and detailed as possible so that Virginia Tech may properly evaluate your capabilities to provide the required goods or services. Offerors are required to submit the following information/items as a complete proposal:

1. Plan and methodology for providing the services/goods mentioned in Section VI in the RFP.
2. Provide three (3) references from organizations where you have performed this type of work.
3. Provide a pricing schedule. Include hourly rates and overtime rates. Identify any upcharges to be applied to services if applicable.
4. Participation of Small, Women-owned and Minority-owned Business (SWaM) Business:

If your business cannot be classified as SWaM, describe your plan for utilizing SWaM subcontractors if awarded a contract. Describe your ability to provide reporting on SWaM subcontracting spend when requested. If your firm or any business that you plan to subcontract with can be classified as SWaM, but has not been certified by the Virginia Department of Small Business and Supplier Diversity (SBSD), it is expected that the certification process will be initiated no later than the time of the award. If your firm is currently certified, you agree to maintain your certification for the life of the contract. For assistance with SWaM certification, visit the SBSBD website at <http://www.sbsd.virginia.gov/>

5. The return of the General Information Form and addenda, if any, signed and filled out as required.

B. General Requirements

1. RFP Response: In order to be considered for selection, Offerors shall submit a complete response to this RFP to include;
 - a. **One (1) electronic document** in WORD format or searchable PDF of the entire proposal as one document, INCLUDING ALL ATTACHMENTS must be uploaded through the Bonfire online submission portal. Refer to page 2 for instructions.

Any proprietary information should be clearly marked in accordance with 2.d. below.

- b. Should the proposal contain **proprietary information**, provide **one (1) redacted electronic copy** of the proposal and attachments **with proprietary portions removed or blacked out**. This redacted copy should follow the same upload procedures as described on Page 1 of this RFP. This redacted copy should be clearly marked "*Redacted Copy*" within the name of the document. The classification of an entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable. Virginia Tech shall not be responsible for the Contractor's failure to exclude proprietary information from this redacted copy.

No other distribution of the proposals shall be made by the Offeror.

2. Proposal Preparation:

- a. Proposals shall be signed by an authorized representative of the Offeror. All information requested should be submitted. Failure to submit all information requested may result in Virginia Tech requiring prompt submission of missing information and/or giving a lowered evaluation of the proposal. Proposals which are substantially incomplete or lack key information may be rejected by Virginia Tech at its discretion. Mandatory requirements are those required by law or regulation or are such that they cannot be waived and are not subject to negotiation.
- b. Proposals should be prepared simply and economically providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content.
- c. Proposals should be organized in the order in which the requirements are presented in the RFP. All pages of the proposal should be numbered. Each paragraph in the proposal should reference the paragraph number of the corresponding section of the RFP. It is also helpful to cite the paragraph number, subletter, and repeat the text of the requirement as it appears in the RFP. If a response covers more than one page, the paragraph number and subletter should be repeated at the top of the next page. The proposal should contain a table of contents which cross references the RFP requirements. Information which the offeror desires to present that does not fall within any of the requirements of the RFP should be inserted at an appropriate place or be attached at the end of the proposal and designated as additional material. Proposals that are not organized in this manner risk elimination from consideration if the evaluators are unable to find where the RFP requirements are specifically addressed.
- d. Ownership of all data, material and documentation originated and prepared for Virginia Tech pursuant to the RFP shall belong exclusively to Virginia Tech and be subject to public inspection in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by an Offeror shall not be subject to public disclosure under the Virginia Freedom of Information Act. However, to prevent disclosure the Offeror must invoke the protections of Section 2.2-4342F of the Code of Virginia, in writing, either before or at the time the data or other materials is submitted. The written request must specifically identify the data or other materials to be protected and state the reasons why protection is necessary. –The proprietary or trade secret material submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures, or paragraphs that constitute trade secret or proprietary information. The classification of an entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable and may result in rejection of the proposal.
- e. Oral Presentation: Offerors who submit a proposal in response to this RFP may be required to give an oral presentation of their proposal to Virginia Tech.–This will provide an opportunity for the Offeror to clarify or elaborate on the proposal but will in no way change the original proposal. Virginia Tech will schedule the time and location of these presentations. Oral presentations are an option of Virginia Tech and may not be conducted. Therefore, proposals should be complete.

VIII. SELECTION CRITERIA AND AWARD: .A. Selection Criteria

Proposals will be evaluated by Virginia Tech using the following:

<u>Criteria</u>	<u>Maximum Point Value</u>
1. Quality of products/services offered and suitability for the intended purposes	35
2. Qualifications and experiences of Offeror in providing the goods/services	25
3. Specific plans or methodology to be used to provide the Services	15
4. Cost (or Price)	15
5. Participation of Small, Women-Owned and Minority (SWAM) Business	10
	Total 100

B. Award

Selection shall be made of two or more offerors deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in the Request for Proposal, including price, if so stated in the Request for Proposal. Negotiations shall then be conducted with the offerors so selected. Price shall be considered, but need not be the sole determining factor. After negotiations have been conducted with each offeror so selected, Virginia Tech shall select the offeror which, in its opinion, has made the best proposal, and shall award the contract to that offeror. Virginia Tech may cancel this Request for Proposal or reject proposals at any time prior to an award. Should Virginia Tech determine in writing and in its sole discretion that only one offeror has made the best proposal, a contract may be negotiated and awarded to that offeror. The award document will be a contract incorporating by reference all the requirements, terms and conditions of this solicitation and the Contractor's proposal as negotiated.

Virginia Tech reserves the right to award multiple contracts as a result of this solicitation.

IX. INVOICES:

Invoices for goods or services provided under any contract resulting from this solicitation shall be submitted by email to vtinvoices@vt.edu or by mail to:

Virginia Polytechnic Institute and State University (Virginia Tech)
 Accounts Payable
 North End Center, Suite 3300
 300 Turner Street NW
 Blacksburg, Virginia 24061

X. METHOD OF PAYMENT:

Virginia Tech will authorize payment to the contractor as negotiated in any resulting contract from the aforementioned Request for Proposal.

Payment can be expedited through the use of the Wells One AP Control Payment System. Virginia Tech strongly encourages participation in this program. For more information on this program please refer to Virginia Tech's Procurement website: <http://www.procurement.vt.edu/vendor/wellsone.html> or contact the procurement officer identified in the RFP.

XI. ADDENDUM:

Any **ADDENDUM** issued for this solicitation may be accessed at <http://www.apps.vpfin.vt.edu/html.docs/bids.php>. Since a paper copy of the addendum will not be mailed to you, we encourage you to check the web site regularly.

XII. COMMUNICATIONS:

Communications regarding this solicitation shall be formal from the date of issue, until either a Contractor has been selected or the Procurement Department rejects all proposals. Formal communications will be directed to the procurement officer listed on this solicitation. Informal communications, including but not limited to request for information, comments or speculations regarding this solicitation to any University employee other than a Procurement Department representative may result in the offending Offeror's proposal being rejected.

XIII. CONTROLLING VERSION OF SOLICITATION:

The posted version of the solicitation and any addenda issued by Virginia Tech Procurement Services is the mandatory controlling version of the document. Any modification of/or additions to the solicitation by the Offeror shall not modify the official version of the solicitation issued by Virginia Tech Procurement Services. Such modifications or additions to the solicitation by the Offeror may be cause for rejection of the proposal; however, Virginia Tech reserves the right to decide, on a case by case basis, in its sole discretion, whether to reject such a proposal.

XIV. TERMS AND CONDITIONS:

This solicitation and any resulting contract/purchase order shall be governed by the attached terms and conditions, see Attachment A.

XV. CONTRACT ADMINISTRATION:

- A. The individual user departments at Virginia Tech shall be identified as the Contract Administrators and shall use all powers under the contract to enforce its faithful performance.
- B. The Contract Administrators in each user departments shall determine the amount, quantity, acceptability, fitness of all aspects of the services and shall decide all other questions in connection with the services. Contract Administrators, or designees, shall not have authority to approve changes in the services which alter the concept or which call for an extension of time for this contract. Any modifications made must be authorized by the Virginia Tech Procurement Department through a written amendment to the contract.

XVI. ATTACHMENTS:

Attachment A - Terms and Conditions

ATTACHMENT A
TERMS AND CONDITIONS

RFP GENERAL TERMS AND CONDITIONS

See:

https://www.procurement.vt.edu/content/dam/procurement_vt_edu/docs/terms/GTC_RFP_02182022.pdf

ADDITIONAL TERMS AND CONDITIONS

1. **ADDITIONAL GOODS AND SERVICES:** The University may acquire other goods or services that the supplier provides other than those specifically solicited. The University reserves the right, subject to mutual agreement, for the Contractor to provide additional goods and/or services under the same pricing, terms and conditions and to make modifications or enhancements to the existing goods and services. Such additional goods and services may include other products, components, accessories, subsystems, or related services newly introduced during the term of the Agreement.
2. **AUDIT:** The Contractor hereby agrees to retain all books, records, and other documents relative to this contract for five (5) years after final payment, or until audited by the Commonwealth of Virginia, whichever is sooner. Virginia Tech, its authorized agents, and/or the State auditors shall have full access and the right to examine any of said materials during said period.
3. **AVAILABILITY OF FUNDS:** It is understood and agreed between the parties herein that Virginia Tech shall be bound hereunder only to the extent of the funds available or which may hereafter become available for the purpose of this agreement.
4. **CANCELLATION OF CONTRACT:** Virginia Tech reserves the right to cancel and terminate any resulting contract, in part or in whole, without penalty, upon 60 days written notice to the Contractor. In the event the initial contract period is for more than 12 months, the resulting contract may be terminated by either party, without penalty, after the initial 12 months of the contract period upon 60 days written notice to the other party. Any contract cancellation notice shall not relieve the Contractor of the obligation to deliver and/or perform on all outstanding orders issued prior to the effective date of cancellation.
5. **CONTRACT DOCUMENTS:** The contract entered into by the parties shall consist of the Request for Proposal including all modifications thereof, the proposal submitted by the Contractor, the written results of negotiations, the Commonwealth Standard Contract Form, all of which shall be referred to collectively as the Contract Documents.
6. **IDENTIFICATION OF PROPOSAL EMAIL:** Virginia Tech will only be accepting electronic submission of proposals. All submissions must be submitted to <https://procurement-vt.bonfirehub.com/>. Upon completion you will be directed to your Submission Receipt. Virginia Tech will not confirm receipt of proposals. It is the responsibility of the offeror to make sure their proposal is delivered on time. **Attachments must be smaller than 1000MB in order to be received by the University.** Proposals may **NOT** be hand delivered to the Procurement Office.
7. **NOTICES:** Any notices to be given by either party to the other pursuant to any contract resulting from this solicitation shall be in writing via email.
8. **SEVERAL LIABILITY:** Virginia Tech will be severally liable to the extent of its purchases made against any contract resulting from this solicitation. Applicable entities described herein will be severally liable to the extent of their purchases made against any contract resulting from this solicitation.

9. CLOUD OR WEB HOSTED SOFTWARE SOLUTIONS: For agreements involving Cloud-based Web-hosted software/applications refer to link for additional terms and conditions: http://www.ita.vt.edu/purchasing/VT_Cloud_Data_Protection_Addendum_final03102017.pdf

10. ADVERTISING: In the event a contract is awarded for supplies, equipment, or services resulting from this solicitation, no indication of such sales or services to Virginia Tech will be used in product literature or advertising. The contractor shall not state in any of the advertising or product literature that the Commonwealth of Virginia or any agency or institution of the Commonwealth has purchased or uses its products or services.

11. CRIMINAL CONVICTION CHECKS: All criminal conviction checks must be concluded prior to the Contractor's employees gaining access to the Virginia Tech Campus. Employees who have separated employment from Contractor shall undergo another background check prior to re-gaining access to the Virginia Tech campus. Contractor shall ensure subcontractors conduct similar background checks. Virginia Tech reserves the right to audit a contractor's background check process at any time. All employees have a duty to self-disclose any criminal conviction(s) occurring while assigned to the Virginia Tech campus. Such disclosure shall be made to Contractor, which in turn shall notify the designated Virginia Tech contract administrator within 5 days. If at any time during the term of the contract Virginia Tech discovers an employee has a conviction which raises concerns about university buildings, property, systems, or security, the contractor shall remove that employee's access to the Virginia Tech campus, unless Virginia Tech consents to such access in writing. Failure to comply with the terms of this provision may result in the termination of the contract.

12. INSURANCE:

By signing and submitting a Proposal/Bid under this solicitation, the offeror/bidder certifies that if awarded the contract, it will have the following insurance coverages at the time the work commences. Additionally, it will maintain these during the entire term of the contract and that all insurance coverages will be provided by insurance companies authorized to sell insurance in Virginia by the Virginia State Corporation Commission.

During the period of the contract, Virginia Tech reserves the right to require the contractor to furnish certificates of insurance for the coverage required.

INSURANCE COVERAGES AND LIMITS REQUIRED:

- A. Worker's Compensation - Statutory requirements and benefits.
- B. Employers Liability - \$100,000.00
- C. General Liability - \$2,000,000.00 combined single limit. Virginia Tech and the Commonwealth of Virginia shall be named as an additional insured with respect to goods/services being procured. This coverage is to include Premises/Operations Liability, Products and Completed Operations Coverage, Independent Contractor's Liability, Owner's and Contractor's Protective Liability and Personal Injury Liability.
- D. Automobile Liability - \$500,000.00
- E. Builders Risk – For all renovation and new construction projects under \$100,000 Virginia Tech will provide All Risk – Builders Risk Insurance. For all renovation contracts, and new construction from \$100,000 up to \$500,000 the contractor will be required to provide All Risk – Builders Risk Insurance in the amount of the contract and name Virginia Tech as additional insured. All insurance verifications of insurance will be through a valid insurance certificate.
- F. The contractor agrees to be responsible for, indemnify, defend and hold harmless Virginia Tech, its officers, agents and employees from the payment of all sums of money by reason of any claim against them arising out of any and all occurrences resulting in bodily or mental injury or property damage that may happen to occur in connection with and during the performance of the contract, including but not limited to claims under the Worker's Compensation Act. The contractor agrees that it will, at all times, after the completion of the work, be responsible for, indemnify, defend and hold harmless Virginia Tech, its officers, agents and employees from all liabilities resulting from bodily or mental injury or property damage directly or indirectly arising out of the performance or nonperformance of the contract.

- 13. LICENSE TO USE VIRGINIA TECH LICENSED INDICIA:** By signing and submitting this Proposal/Bid, the offeror/bidder agrees that if it is awarded a purchase order/contract as a result of this solicitation, it will follow the procedures outlined by Virginia Tech's Licensing and Trademarks Administration to become a licensed vendor authorized to use Virginia Tech licensed trademarks indicia identified in the solicitation and to follow all procedures for submitting artwork for product for approval prior to producing any product with Virginia Tech indicia. As a licensed vendor, the offeror/bidder will be required to pay the university's standard royalty rate for similarly licensed vendors. *More information on the licensing process and application can be found at: <http://clc.com/Licensing-Info.aspx>.*
- 14. OWNERSHIP OF PRINTED MATERIALS:** All artwork, camera-ready copy, negatives, dies, photos, and similar materials used to produce this printing job shall become the property of Virginia Tech. IN ADDITION, the contractor shall provide all digital files needed for printing, archived on readable CD/s. All such items and materials shall be delivered to Virginia Tech in usable condition after completion of the work, and prior to submission of the invoice for payment.
- 15. PRINTING PICKUP/DELIVERIES:** Contractor shall be responsible for all pickups and deliveries of all material.
- 16. PRINTING RAST:** Proposal/Bids for printing will be rejected when the additional per thousand cost, run at the same time (R.A.S.T.) equals or exceeds the base lot per thousand price quoted and/or incremental unit cost. On Proposal/Bids for multiple part forms and envelopes, the additional per thousand price (R.A.S.T.) shall not exceed the base lot per thousand price quoted and/or incremental unit cost.
- 17. QUALITY COLOR PRINTING:** Contractor shall analyze each four-color subject and make separations individually. Contractor shall allow for color correction, dot etching, etc., in order to achieve top-quality production from each separation made.
- 18. PRODUCT INFORMATION:** The offeror/bidder shall clearly and specifically identify the product being offered and enclose complete and detailed descriptive literature, catalog cuts and specifications with the Proposal/Bid to enable Virginia Tech to determine if the product offered meets the requirements of the solicitation. Failure to do so may cause the Proposal/Bid to be considered nonresponsive.
- 19. REFERENCES:** Offerors/Bidders shall provide a list of at least three (3) references where similar goods and/or services have been provided. Each reference shall include the name of the organization, the complete mailing address, the name of the contact person and telephone number.

ORGANIZATION CONTACT PERSON	ADDRESS	TELEPHONE
1. _____ _____		
2. _____ _____		
3. _____ _____		

- 20. RENEWAL OF CONTRACT:** This contract may be renewed by Virginia Tech upon the written agreement of both parties for (2) two, three-year renewals, under the terms of the current contract, and at a reasonable time (approximately 90 days) prior to the expiration.
- 21. SAFETY:** The contractor bears sole responsibility for the safety of its employees. The contractor shall take all steps necessary to establish, administer, and enforce safety rules that meet the regulatory requirements of the Virginia Department of Labor and Industry (VDLI) and the Occupational Safety and Health Administration (OSHA). The contractor shall take steps as necessary to protect the safety and health of university employees, students, and visitors during the performance of their work. In addition, the contractor must also provide the university with a written safety program that it intends to follow in pursuing work under this contract. By entering into a contract with Virginia Tech, the contractor and its subcontractors agree to abide by the requirements described in Safety Requirements for Contractors and Subcontractors located on Virginia Tech's Environmental, Health and Safety Services (EHSS) web site at this URL http://www.ehss.vt.edu/programs/contractor_safety.php. A copy of the publication may also be obtained by contacting EHSS at 540/231- 5985. No work under this contract will be permitted until the university is assured that the contractor has an adequate safety program in effect.
- 22. SPECIAL OR PROMOTIONAL DISCOUNTS:** The Contractor shall extend any special promotional sale prices or discounts immediately to Virginia Tech during the term of the contract. Such notices shall also advise the duration of the specific sale or discount price.
- 23. SIDEWALK POLICY:** Driving on sidewalks is allowed when there is no other way to get a needed vehicle to a designated place or building on campus. The vehicle operator shall be made aware that extreme caution shall be used to operate the vehicle in a way that will not be a hazard or hindrance to pedestrians using the walk. The contractor shall be responsible for any damage to turf and anything that is located adjacent to the walk. Parking an unattended vehicle on a sidewalk is strictly prohibited by State Law. The contractor is allowed to park a vehicle on a sidewalk if there is no other way to perform necessary work. The procedure to obtain a permit to operate a vehicle on sidewalks is the same as for the turf as outlined in Turf Policy. Any vehicle parked illegally on sidewalks shall be subject to ticketing, fines and towing if necessary.
- 24. SUBCONTRACTS:** No portion of the work shall be subcontracted without prior written consent of Virginia Tech. In the event that the contractor desires to subcontract some part of the work specified herein, the contractor shall furnish Virginia Tech the names, qualifications and experience of their proposed subcontractors. The contractor shall, however, remain fully liable and responsible for the work to be done by his subcontractor(s) and shall assure compliance with all requirements of the contract.
- 25. TRANSPORTATION AND PACKAGING:** By signing their Proposal/Bid the offeror/bidder certifies and warrants that the Proposal/Bid price offered for FOB destination includes only the actual freight rate costs at the lowest and best rate and is based upon the actual weight of the goods to be shipped. Except as otherwise specified herein, standard commercial packaging, packing and shipping containers shall be used. All shipping containers shall be properly and legibly marked or labeled on the outside with the commodity description and number, size and quantity of the contents.
- 26. TURF POLICY:** Parking or driving on campus turf or sidewalk is strictly prohibited, except as specifically directed or otherwise allowed by the Physical Plant Grounds Department. In this case, a turf permit must be obtained from Virginia Tech Parking Services and displayed by the vehicle. Turf parking is not allowed under the canopy of any tree on campus. Any vehicle parked illegally on turf or sidewalks shall be subject to ticketing and fines.
- 27. WORK SITE DAMAGES:** Any damage to existing utilities, equipment or finished surfaces resulting from the performance of this contract shall be repaired to the Owner's satisfaction at the contractor's expense.

ADDENDUM # 1 TO RFP # 5671412301

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY (Virginia Tech)
Procurement Department (MC 0333)
North End Center, Suite 2100
300 Turner Street NW
Blacksburg, Virginia 24061

DATE July 19, 2022	DUE DATE AND HOUR August 1, 2022 @ 3PM
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ADDRESS ALL INQUIRIES AND CORRESPONDENCE TO: Angela Caldwell, Buyer E-MAIL ADDRESS: acaldwell@vt.edu TELEPHONE NUMBER (540) 231-1269 FAX NUMBER (540) 231-9628 AFTER HOUR MESSAGES (540) 231-6221

Graphic Design, Illustration and Typesetting Services

- A. The following questions have arisen as a result of this solicitation. Please see answers below in red:
1. Is there an overall budget range for this contract?
Virginia Tech answer- This is a term contract engagement, therefore, there is no budget for this contract.
 2. Can you confirm that this is a non-exclusive vendor list to provide services on an as-needed basis?
Virginia Tech answer- Virginia Tech reserves the right to award one or more contracts through this solicitation.
 3. We are s Small Business located in Ontario, Canada. Is there a preference for in-state business rather than those located out of state?
Virginia Tech answer- Virginia Tech welcomes all proposals from all firms whether they are in the state of Virginia or out of state.
 4. Are we required to register on the eVA system before submitting our proposal? We are registered with Ariba (AN01414556882 Standard), however is any further registration via Ariba required?
Virginia Tech answer- No, but the firms awarded will be required to register.
 5. Is there a page limit to our technical response or how many samples we can provide?
Virginia Tech answer- There is no limit. However, proposals should be structured in an easy to read format.
 6. To clarify the instructions as per Section VI.G, will we be required to print any of the deliverables?
Virginia Tech answer- Virginia Tech has a contract for printing. At this time, it is not a foreseen need for this contract.
 7. Is the pricing schedule required to be provided separately from the technical response, or can it be included in the same submission?
Virginia Tech answer- You can include it with the submission. If there is information you want redacted please follow the guidelines on the proposal.
 8. Could you provide more details on any of the deliverables (e.g., length and number of reports, PowerPoints, animations, number of photographs, etc.)?
Virginia Tech answer- No, every department will have a different requirement. These contracts are as needed and no amount of business can be guaranteed.

9. How should we provide a pricing per deliverable and associated costs in the pricing table if we do not have specifics such as page length, word count, etc? Can we add a column to the pricing schedule to provide other rates where applicable?
Virginia Tech answer- You may add column(s) to the pricing schedule. Pricing schedule was added to give Virginia Tech estimates as to what each firm charges. You can just give examples of your most popular services if you feel its necessary.
10. Would you expect us to break down the pricing schedule further based on the specific services within each of the services from Section VI.A, (specifically Graphic Design Services (1a-h), Illustration Services (2a-g), and Typesetting Services (3a-f))? Can we add rows for service Sections 1a-h, 2a - g and 3a - f into the pricing schedule table?
Virginia Tech answer- Each firm can add to the pricing schedule as they see fit. However, we were just looking for one amount for each category provided in the pricing schedule so we could compare cost for each firm.
11. In Section VI.A.2f, can we break this section down further in the pricing schedule table (specifically, the virtual reality experience component will have a different hourly rate than the animation and illustration component)? Can we break down any other services further that are outlined in Section A.1 - 3 in the pricing schedule?
Virginia Tech answer- Yes.
12. Are there any other language requirements for the deliverable, other than English? If so, will we be required to provide translations?
Virginia Tech answer- We do not know the answer to this because every department will have a different requirement. This can be discussed during negotiations.
13. Will on-site visits be required? If so, could you describe in more detail the nature of these engagements?
Virginia Tech answer- At this time we do not know if on site visits will be required. As this is an at will contract engagement types will defer from engagement to engagement.
14. Are we required to provide resumes or CVs or bios of our personnel? Please indicate where we should include this information in our response.
Virginia Tech answer- Virginia Tech cannot tell you how to structure your proposal if you feel this is necessary please include in your proposal.
15. Attachment A, No. 19 provides a blank space for reference contact information. Are we required to provide that information there?
Virginia Tech answer- Yes or they need to be easily located in your proposal.
16. How does the college currently determine graphic design needs/requests?
Virginia Tech answer – These services are at will as needed by departments on campus.
17. How many pieces of design does the college produce each year and how many pieces of collateral should the vendor plan to create out of those materials or in addition to?
Virginia Tech answer – This number will vary based on the needs of the department and programs. This contract does not guarantee a set amount of work.
18. Does the college require assistance in content strategy and assessing content needs?
Virginia Tech answer – Not at this time.
19. Who would be the firm's primary contact for graphic design work?
Virginia Tech answer – Each department that requires the firms service will have a point of contact.

20. You mention "Describe your ability to work on-site as needed/appropriate and your availability for short turnaround projects and/or projects that may require your involvement over a longer period of time" - Do you have any expectations on how long staff may be required to remain on-site?
Virginia Tech answer – Each department needs will be different. There is no way to tell at this time how long you would need to be on site.
21. You mention "Describe your ability to provide analog illustrations or works of art on paper, canvas, or other media; Not limited to watercolor paintings, pen and ink, graphite, oil paintings, collage, gouache, acrylics, colored pencil, marker, or other materials, mixes of material " - is 3D sculptures, and other similar large-scale pieces of art, required of the contractor?
Virginia Tech answer – At this time 3D sculptures and other similar large-scale projects are not envisions under the terms of this contract. If you can provide these services you are more than welcome to include in your proposal.
22. As a registered eVA system user, can the bidder register on Ariba once a decision has been made as to which vendor(s) are chosen to support VT creative needs?
Virginia Tech Answer – Yes
23. Will VT award several vendors to be in a pool of contenders to again bid on creative jobs within the colleges as they arise?
Virginia Tech answer- No, once Virginia Tech awards the qualifying firms each department will be able to choose who they want to work with.
24. How many contracts does VT expect to award?
Virginia Tech answer – Virginia Tech has no way of knowing how many firms will be awarded a contract due to not being able to see qualification until the end date of this solicitation.
25. What other details is VT expecting to receive regarding pricing schedule outside of graphic design services, illustration services, and typesetting services.
Virginia Tech answer – We will not know this information until we open the proposals.
26. How many creative agencies does VT expect to receive proposals?
Virginia Tech answer – There is no way to know this information ahead of time.
27. Will VT accept digital files via a shared dropbox rather than a readable CD?
Virginia Tech answer – This can be discussed during negotiations.
28. Could you share VT brand guidelines and unit guidelines?
Virginia Tech answer – Brand guidelines can be found on our website <https://brand.vt.edu/>
29. How many rounds of revisions is VT used to receiving?
Virginia Tech answer – A minimum of two. However, larger more complex jobs may require additional reviews.
30. Will digital samples of printed materials that are embedded into the PDF of the proposal be acceptable?
Virginia Tech answer – Yes
31. Is there a maximum rate/hour that VT will not purchase/consider?
Virginia Tech answer – No, these contracts are as needed and no amount of business can be guaranteed.
32. How will a proposal with no samples of similar work from a higher education institution be viewed compared to those that have that experience?
Virginia Tech answer – All scoring is subjective. However, the committee is interested in higher education experience.

B. All other terms, conditions and descriptions remain the same.

C. The due date and hour remain the same at 3PM on August 1, 2022.

I acknowledge that I have read and understand this addendum in its entirety.

Signature

Date

Revised 10/19/21

SHELLEY CLINE
GRAPHIC DESIGN



prepared by
Shelley Cline
Sole proprietor

Graphic Design, Illustration and Typesetting Services

Project Proposal

prepared for

ANGELA CALDWELL
VIRGINIA TECH
acaldwell@vt.edu
(540) 231-1269

RFP 5671412301

Services



1. Produce high-quality graphic design for use in recruitment, alumni engagement, fundraising, athletics, academic, or other program materials.

1a. Describe your ability to provide **creative direction, graphic design, project management, and production for a variety of communications formats.**

I am the sole proprietor and only employee of my own graphic design business. My primary responsibilities are to art direct, design, and produce quality publications that supported the mission and goals of my primary clients (Sweet Briar College, Virginia Tech, and Hamilton College), while promoting and reflecting the brand using several communication formats. I'm proud of these multi-year relationships. A list of examples demonstrating my aptitude in these areas are provided below.

Work for Virginia Tech: CALS Spray Bulletin for Commercial Tree Fruit Growers (6-year repeat project, 186 pages) • CALS 2022 Horticultural and Forest Crops Pest Management Guide (251 pages) • 2022 CALS Master Food Volunteer Notebook (262 pages).

Work for Sweet Briar College: 6-year ongoing contract as primary designer for all advertising (digital, print, and environmental display) • design and production of 2 literary magazines (Red Clay and Mindful Writer) • vector artwork, design, and production of a body care gift set featuring honey procured from their on-site apiary • formatting and typesetting of a creative writing project (Pandemic Diaries, 162 pages).

Work for Hamilton College: 2021 Town & Gown \$1 million milestone booklet (annual report style, 22 pages)

I always work closely with the publication editor to ensure that projects moved through design and editing phases, as well as being accurately packaged and delivered to the printer to minimize changes on press and charge-backs.

1b. Describe your ability to **design and prepare brochures and advertisements for print or electronic media.**

I have designed and prepared a range of brochures (8 and 16-page booklets; bi-fold; tri-fold; z-fold; custom die-cut) and advertisements (digital, print, and display). The products have been created in Adobe CC, in which I am highly proficient. Tools I use for these products are InDesign, Photoshop, and Illustrator. I understand all phases of print publication, from document set-up (e.g., margins, bleeds, page numbers, and spreads) to digital output through services such as issuu.com which permit construction of online version of multi-page PDF documents where content is suitable down-sampled to ensure responsiveness and an interactive experience.

1c. Describe your ability to **provide graphics for Web pages** (not Web page design and production).

I have extensive experience preparing digital content for Web pages. This covers preparation of vector art as well as photographic images while ensuring that the end products conform to specified quality, size, and file format targets. My experience covers Web pages intended for traditional Mac/PC platform, mobile devices, and tablets. Specific raster formats that I have used include the PNG (lossless) and JPG/JPEG (lossy); for vector illustrations, I have used the SVG format.

1d. Describe your ability to **conduct press checks** and other quality control measures as needed.

I have conducted several press checks at local printers. Quality control measures that I employ: clear communication with printer to accurately record their requirements for source material prior to construction of final versions • checklist for final version to be submitted to printer (crop marks; bleeds; images linked) • comparing the final version when visiting printer for verification, especially when copy changes are made last minute • collecting press sheets to show clients and to have a record in case of discrepancies • checking with client after final delivery.

Services (cont.)



A

1. Produce high-quality graphic design for use in recruitment, alumni engagement, fundraising, athletics, academic, or other program materials.

1e. Describe your ability to **prepare templates and content for PowerPoint, Prezi, and Keynote-based slides** and for presentation.

I have general competency in preparation of complete slide sets and content for PowerPoint and Prezi. I have not used Keynote extensively, but am familiar with its functionality. When designing presentations, I draw upon my familiarity with template content from sources like CreativeMarket.com. This supports my design goals of concise, consistent, well-designed, professional, projection-friendly presentations with clearly and effectively communicated messages.

1f. Describe your ability to **provide any multimedia animation, image selection, or needed photography.**

While I do not prepare animated content or photography services, I am experienced working with photographers in the process of preparing compelling images to support stories and other design content. I have also provided recommendations for changes to photo content, sometimes extensive, that boosted the product's messages and appeal significantly. I am also skilled at finding tasteful and cost-efficient stock photography.

1g. Describe your ability to **coordinate the consistency and quality of materials and continue project management through production and delivery of final product.**

I have extensive experience in all these aspects, as illustrated by the examples below. In addition to demonstrating these skills, I think they also showcase my excellent communication, flexibility and attention to detail under pressure.

- a) 2022 VT CALS Master Food Volunteer handbook:
- b) Sweet Briar College suite of products for body care:
- c) 2021 Hamilton College Town & Gown report in 2021:

For coordination of such projects, covering execution, coordination and digital content I have used technologies such as Asana, Basecamp, Trello, Slack, Sharepoint, Google Drive, WeTransfer, Dropbox, and basic FTP. I am familiar with and have used agile project management.

Services (cont.)



A

2. Produce high-quality illustration for use in recruitment, alumni engagement, fundraising, athletics, academic, or other program materials.

2a. Describe your ability to provide **analog illustrations** or **works of art** on paper, canvas, or other media; Not limited to watercolor paintings, pen and ink, graphite, oil paintings, collage, gouache, acrylics, colored pencil, marker, or other materials, mixes of material or mixed media used to communicate a visual idea in the style of the Contractor.

I am currently taking classes in traditional art media and consider myself a novice. I have familiarity with watercolor, graphite, and gouache. I can offer these services if the client is in need and determines my skill is adequate.

2b. Describe your ability to provide **digital illustrations** and/or **3D renderings**.

I can generate digital illustrations in raster and vector formats through Procreate, Adobe Illustrator and Photoshop.

2c. Describe your ability to provide **info graphics** or related **numeric models or visual numeric forms of design communication**.

I am experienced in data handling, data scrubbing, data normalization, general data preparation, and basic statistical analysis for narrative construction and efficient visualization. My background includes formal training from General Assembly with several completed projects that involved data exploration and mining for patterns to answer specific problems. I have worked with data in Excel spreadsheets and data obtained from database queries using SQL (Oracle PostgreSQL.)

By being able to set up a data preparation pipeline, I can transform data from databases and spreadsheets into efficient charts, diagrams and other visuals. This approach allows me to quickly process large amounts of data, useful to illustration of Destination Area metrics, for example. My experience in design and data analytics allows me to create powerful infographics.

2d. Describe your ability to provide **creative or illustrated themes** for recurring use as **illustrated elements, design elements, patterns, graphic design overlays, underlays, etc.**

I have experience producing the elements and effects listed above. In 2021, I took a 10-week immersive Photoshop class called From Paint to Pattern. I learned several key skills: how to expertly extract traditional artwork to preserve the quality of textures, washes, and paint strokes; how to recolor and edit to this artwork using Photoshop brushes; how to create seamless patterns for repeats on any medium; and how to take promo photos and make digital mockups.

Services (cont.)



A

2. Produce high-quality illustration for use in recruitment, alumni engagement, fundraising, athletics, academic, or other program materials.

2e. Describe your ability to provide **photographic collage** or **photo illustrations** (digital and analog).

I have basic experience with photographic collage and illustration as described in the answer to 2d.

2f. Describe your ability to provide **maps, illustrated wayfinding content, signage icons**.

I have experience with the QGIS interface to help update maps. I also use Adobe Illustrator and multi-layered files for editing, illustrated wayfinding content and signage icons.

2g. Describe your ability to provide **multimedia illustration, animation, or virtual reality experiences**.

My company does not offer these services.

2h. Describe your ability to produce **projects that meet 508 requirements including accessible PDFs and presentations or templates**.

Section 508 of the Rehabilitation Act (29 U.S.C. § 794d), as amended by the Workforce Investment Act of 1998 (P.L. 105-220) requires federal agencies to develop, procure, maintain and use information and communications technology (ICT) that is accessible to people with disabilities - regardless of whether or not they work for the federal government.

How this applies to graphic design

Typesetting: document should have a meaningful title indicating its purpose; use smart quotes not straight quotes; document is readable and functional when the text is resized up to 200%; high-contrast between text and background; remove double spaces at the end of sentences; remove all-caps style, unless the word is an acronym

Graphics: use more than color to convey meaning (for those who are colorblind); use alt text to describe information-type images but not decorative; alt text is spoken in one unit by screen readers-- as such, it should be kept brief (around 160 characters); do not put the word "image" in the alt text because the screen reader would say "image image"

Tables/charts: indicate the kind of chart in the alt text (bar, pie, etc.); state the purpose and function of the chart; highlight any major trends or data points highlighted; use "null" in the alt text if the main points have been described in the body of the document

Powerpoint: use the table function to display data (avoid images of tables); use data table captions and summaries when appropriate; remove blank lines, spaces, and tabs that aren't used for structure; consider using the notes field for extended descriptions of complex graphics or tables

B

Describe your ability to adhere to required deadlines, including how materials will be shared, and your ability to meet with a university representative face-to-face or virtually (using a mutually agreed upon technology) within 24-48 hours of request, and at no additional cost to the University. Describe your ability to work on-site as needed/ appropriate and your availability for short turnaround projects and/or projects that may require your involvement over a longer period of time.

I am deadline-driven and prefer structured timelines and dates. I am also flexible and understand that a project timeline may change due to unforeseen circumstances. For sharing of material, I generally prefer a folder and the versioning system on Google Drive. I can generally respond to requests from a university representative within 24-48 hours, and am available for onsite and phone/video conference meetings (Zoom) weekdays between 9:30 a.m. and 2:30 p.m.

C

Contractor shall abide by Virginia Tech brand guidelines and follow directions from university staff to develop and design promotional and informational materials, advertisements, brochures, direct mail pieces, informational booklets, Web pages, etc. that will send the appropriate message to targeted markets. This may include a detailed approval process that could result in changes in direction or revisions to meet the needs of the project and its stakeholders, with Virginia Tech retaining the right to edit and use the material in any way it deems appropriate. Describe your ability to comply and meet this requirement.

I have 5 years experience working within Virginia Tech's brand structure. Previously, I was directly involved in a year-long process of a brand refresh at Blue Cross and Blue Shield of North Carolina. Adherence to brand standards in the insurance industry is highly regulated and overshadowed by state-level audit every three years. I also understand that any project direction may take an abrupt turn depending on evolving stakeholder needs.


 D

Contractor shall agree all submissions will be original, not previously published, nor infringe any copyright or trademark rights and that Virginia Tech will own all right, title and interest in all artwork, photos, dies, graphics and similar artistic materials as well as electronic files from Adobe Creative Suite (Illustrator, InDesign, Photoshop and associated digital attachments) created under this contract for use on the website, in publications, or in any present or future medium. Describe your company's plan to take care of any/all copyright procurement and confirm that all content shall be owned by the university and shall retain all rights associated with the completed material.

All submissions will comply with the stated points. All content and copyrights for material created under this contract will belong to Virginia Tech.


 E

Describe your project management approach and the process or workflow you use to generate graphic design/illustrations for projects and how you will meet the required specifications, objectives, and timeframe. Please note thumbnails, storyboards or related planning process information.

- Requirement gathering from client, possibly including an initial review for verification.
- Construction of high-level timeline with agreed mid-review(s).
- Preparation of a shared folder for communication of content.
- Information and background collection if required for project.
- Collection of content and material from client, if applicable, and review of all such sources for adequacy and quality.
- Depending on project size and complexity, all or parts of the following will be done using tools such as Trello: Construction of creative brief; content organization; preparation of layout(s); preparation of a full list of needed artwork and illustrations; mapping of client material to creative brief; client notification of guidance or corrections, if that is deemed appropriate or necessary; construction of detailed timeline for project sub-deliverables.
- Project execution, possibly using placeholders or stock illustrations in support of mid-review(s).
- Incorporation of client comments, with revisions as required and as agreed to in contract.
- Preparation of final product.
- If part of the contract, assistance with printer/printing using the process described in the response to G on the next page.
- Collect client feedback regarding final product.

F

Provide various samples of your graphic design and illustration that showcase your quality of work, complement your clients' existing branded materials, and demonstrate your ability to meet the needs of this RFP. Provide a minimum of three (3) creative, published work samples that have been produced within the last two (2) years, preferably with one (1) of the three (3) from a higher education institution. Submit conventional print samples, a flash drive, and/or any links to online work. Physical samples mailed to The University will not be returned.

Samples as requested are included.

G

Virginia Tech reserves the right to review and approve all printing estimates. Describe firm's ability to acquire and submit printing estimates, either through Virginia Tech Printing Services or an outside vendor. Include process for approving proofs and verifying files with printer to move jobs to completion.

I have extensive experience supporting all aspects of the printing process using Virginia Tech Printing Services as well as outside vendors. Key steps of the printing and proof workflow that I conduct are listed below. Progress reports regarding status of print process can be made available to client, if desired.

- Submission of specs for quote, including request for extra samples for archive.
- Obtaining complete information for printer-specific upload process (e.g., WeTransfer, FTP, and Dropbox), including printer policies on artwork, file formats, file sizes, and policies and cost for revision(s).
- Ensuring that all final content adhere to printer preferences, including any marks (e.g. crops, bleeds, registration).
- Storing the final version of the complete file collection archive submitted to the printer.
- Collection and review of samples at press check.
- If agreed upon, or deemed necessary, review of samples with client.
- Comparison of final product with samples.

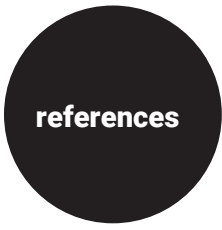


Provide a detailed pricing schedule that clearly lists all of the service/items that could be provided and their associated cost(s).

My company offers design, management of the printing process, and editorial services as described in A1, A2, and G. The standard hourly rate is \$75. All projects may also be fix priced, if client prefers such an agreement.

Terms (excerpted from AIGA Standard Form of Agreement for Design Services <http://www.aiga.org/standard-agreement>)

The client agrees to review any deliverables within the time identified for such reviews. If changes are requested which are outside the initial scope of the project, additional charges will be negotiated with the client before charges are made. The client acknowledges and agrees that designer's ability to meet any and all schedules is entirely dependent upon client's prompt performance of its obligations to provide materials and written approvals and/or instructions pursuant to the project and that any delays in client's performance or changes in the services or deliverables requested by client may delay delivery of the deliverables. Any such delay caused by client shall not constitute a breach of any term, condition or designer's obligations.



[Redacted]
[Redacted]
Sweet Briar College
[Redacted]
[Redacted]

[Redacted]
[Redacted]
Virginia Tech | Virginia Cooperative Extension
[Redacted]
[Redacted]

[Redacted]
[Redacted]
Hamilton College
[Redacted]
[Redacted]









SC

prepared by
Shelley Cline
Sole proprietor

SHELLEY CLINE
GRAPHIC DESIGN

Graphic Design, Illustration and Typesetting Services

Proposal Negotiations

prepared for

ANGELA CALDWELL
VIRGINIA TECH
acaldwell@vt.edu
(540) 231- 1269

RFP 5671412301

1	Is there any information included that would be used to identify or harm a person's identity, finances or personal information? There is no information in my proposal that meets these criteria.
2	Are there any additional financial or value-added incentives you would like to offer at this time? I have no value-added incentives to offer at this time.
3	Are there any additional forms or documents that you will require to be incorporated into the contract documents? I have included my W-9 form in this packet.
4	Does your firm agree to provide monthly invoices with payment due thirty (30) days after receipt of invoice or goods/services, whichever is later? Yes, I agree that I will provide monthly invoices with payment due thirty (30) days after receipt of invoice or goods/services, whichever is later.
5	Do you agree that you will be performing services as an Independent Contractor, Company, Corporation or other business entity and are not an employee of Virginia Tech or any other Commonwealth Entity? Yes, I agree that I will be performing services as an Independent Contractor, Company, Corporation or other business entity and am not an employee of Virginia Tech or any other Commonwealth Entity.
6	Do you further agree that Virginia Tech will not withhold any income taxes from its payments to contractors nor will it provide any employment benefits to the contractor or contractor's employees? Yes, I agree that Virginia Tech will not withhold any income taxes from its payments to contractors nor will it provide any employment benefits to the contractor or contractor's employees.
7	If or when a transition of service to another provider is required (end of contract life or otherwise), the university would require the incumbent firm to cooperate fully in a successful transition of services. Explain any requirements your firm might have in preparing for such a transition of services. Additionally, please indicate your willingness to establish a transition plan alongside the new provider of service which may include but not be limited to sharing important data and/or existing service information via a cooperative knowledge transfer process. If such a transition occurs, I agree to cooperate fully. I pledge to share all design files and assets as requested.
8	Do you agree that the initial contract period shall be three years? I agree that the initial contract period shall be three years.
9	Upon completion of the initial contract period, does your firm agree that the contract may be renewed by Virginia Tech upon written agreement of both parties for three years with the option for two (2) three (3) year periods, under the terms of the current contact? I agree that the contract may be renewed for 2 3-year periods under the terms of the contract upon written agreement from both parties.
10	If awarded a contract, do you agree to limit price increases to no more than the increase in the Consumer Price Index, CPI-W, Services category for the latest twelve (12) months for which statistics are available at the time of renewal or 3 percent, whichever is less? I agree to limit price increases to no more than the increase in the Consumer Price Index, CPI-W, Services category for the latest twelve (12) months for which statistics are available at the time of renewal or 3 percent, whichever is less.
11	If awarded a contract, are you willing to hold prices firm for the initial contract period and the first renewal period? Yes, I am willing to hold prices firm for the initial contract period and the first renewal period.

12	Will your firm agree to participate in the Wells One AP Control Payment System? Yes, I will agree to participate in the Wells One AP Control Payment System
13	Please identify the highest-level executive in your organization that is aware of this solicitation. Describe that person's commitment to assuring the highest quality service to Virginia Tech if your organization is awarded a contract. I am the sole proprietor and only employee of this business. I am committed to assuring the highest quality service to Virginia Tech.
14	Please describe your quickest turn-around time if emergency services are needed. Generally I am able to respond to an emergency request on the same day, provided it is received before 5 p.m., with work starting the following day. This includes on-site availability from 9:00 a.m. - 3:00 p.m. Turnaround time depends on the project scope, however I can guarantee up to 30 hours devoted to the project for one full week.
15	Are you willing to contact departments on a monthly basis to address service issues? I am willing to contact departments on a monthly basis to address service issues that may arise.
16	Will you be able to handle increased volumes of business and/or provide service to additional departments during the course of the contract? I can guarantee up to 30 hours per week total for all work from Virginia Tech clients.
17	Please provide your best schedule of prices for all services offered. All projects, all types: \$80/hour. Contracts which exceed the number of hours as outlined in the scope of work: The client will be charged per hour at the same rate as stated in the original contract. <i>Note:</i> The client will be notified before extra hours are worked and extra charges are incurred.
18	If awarded a contract, will you agree to work with each user department before you begin to provide service so that issues such as pick-up/delivery times and days and service requirements may be addressed? Yes, if awarded a contract, I agree to work with each user department before I begin to provide service so that issues such as pick-up/delivery times and days and service requirements may be addressed.
19	How soon after contract award can you begin providing services? I am able to provide services immediately after contract.
20	Are you registered with and willing to participate in the eVA internet procurement solution described in the terms and conditions of the RFP? Yes, I am registered with and am willing to participate in the eVA internet procurement solution described in the terms and conditions of the RFP.
21	Do you acknowledge, agree and understand that Virginia Tech cannot guarantee a minimum amount of business if a contract is awarded to your company? Yes, I acknowledge, agree, and understand that Virginia Tech cannot guarantee a minimum amount of business if a contract is awarded to my company.
22	Are the prices for all goods/services listed in your proposal inclusive of all applicable eVA system transaction fees? Yes, the prices for all goods/services listed in my proposal are inclusive of all applicable eVA system transaction fees. (1%, capped at \$500 per order)

23	<p>Does the vendor acknowledge, agree, and understand that the terms and conditions of the RFP # 5671412301 shall govern the contract if a contract is awarded to your company? Yes, I acknowledge, agree, and understand that the terms and conditions of the RFP# 5671412301 shall govern the contract if a contract is awarded to my company.</p>
24	<p>Do you agree to become a certified SWaM vendor with the Virginia Department of Small Business and Supplier Diversity and maintain that certification throughout the term of this contract? Yes, I agree to become a certified SWaM vendor with the Virginia Department of Small Business and Supplier Diversity and maintain that certification throughout the term of this contract.</p>
25	<p>Describe your approach to creating infographics/fact sheets including your use of templates, stock art, or custom art for each request. The goal of an effective infographic is to tell an engaging story about the data in a visual manner that captivates the intended audience. The VT brand guide should first be consulted for brand standards regarding infographics or presentation materials. Many questions should be considered in the creative brief, including (but not limited to) who is the audience?, what is the intended message?, what's the right type of graph or chart?, what is the tone of the visuals?, will the graphic need to work for both digital and print? Templates are preferable when producing a series of fact sheets. The body of work should be cohesive and adhere to brand standards. Using stock art is helpful when no artwork has been supplied. This can include photos, vector illustrations, background textures, or chart styles. The Noun Project also has a library of icons for use if no assets are provided by the client.</p>
26	<p>What percentage of your work is digital only and what percentage is prepared for digital as well as printed delivery? My work is about 20% digital only and 80% prepared for printed delivery.</p>
27	<p>Describe a time when you worked with a client that required multiple drafts with significant changes. How did you handle the situation and what did you learn through the process? These types of projects are uncommon but familiar to any graphic designer. Perhaps paradoxically, they are often the smaller-sized jobs, like a postcard or poster, and they often have many people on the review committee. One time in particular, a senior-ranking member of a department was not part of the review process for a conference program. Many rounds of edits were made, as is common for a project with many details and events. In the final stages of editing, the client stated, "I just need to run it by X for final approval." The senior member returned the program with major changes to the style and structure of the document. The client was remorseful and asked for advice. I said to relay the message that I could make these changes, however, the extra hours of work were beyond the scope of the estimate and would be charged on a per-hour basis. In addition, there was an absolute deadline of [x] from the printer for on-time delivery of the programs to the conference venue. I learned that having made a cost estimate based on hours of work, and then actively tracking hours worked, protected me in this case. In addition, explicitly stating the dollar amount attached to extra work caused this senior member to prioritize which changes were "worth the money" and which were not.</p>
28	<p>How do you handle projects where the client's opinion is different from yours? My job as a graphic designer is to help my client solve a problem in a clear, efficient, and hopefully, elegant way. If my client makes a suggestion that I think complicates this goal, I will respectfully offer my misgivings. If they don't change their mind, I do not bring it up again. Graphic design is not "my" art. It is ultimately their project. Sometimes it works out that once the client actually "sees" what they're requesting in the design, they realize the error. (It's quite satisfying when this happens.)</p>

29	<p>How do you manage the revision process? What tools do you use and how do you best track revisions from multiple sources? In the revision process, it is important to have one point of contact on the client side. If it's not established from the outset, then as soon as possible. This gatekeeper is critical for minimizing errors, thereby saving money for the client. I have experience with project and file management systems such as Asana, Workzone, DropBox, Google Drive. For documents with hundreds of edits, I prefer pdf documents with comment cards. When sending documents for review, the file name should have as much specific information as possible i.e. year, client, project name, chapter, section, version. I keep organized folders both locally and in the cloud for backup.</p>
30	<p>Describe how you approach working within a brand while still expressing creative freedoms? My approach to working with any brand guide is the "20/80" concept. 20% of the visual identity must be strictly followed: institutional logo rules, brand fonts, and primary color palette. 80% is then flexible within the project and should be discussed with the client in the creative brief stage. Any resulting questions will be referred to the main communications department for clarification.</p>

Legal name of company: **Shelley Cline Graphic Design**

Address to which Virginia Tech should mail purchase orders and payments:

6017 Westhall Drive, Crozet, VA 22932.