

COMMONWEALTH OF VIRGINIA

STANDARD CONTRACT

Contract Number: VTS-1863-2023

This contract entered into this 27th day of September 2022 by Soupbone Creative 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

DS SS DS
PS RN
(Initials)

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

Contractor
By: Phill Stevens
242BE63A0D0F407...
Signature
Phill Stevens Owner
Name and Title

Virginia
By: Reed Nagel
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



***Va Tech Request for Proposal #5671412301:
Graphic Design, Illustration
and Typesetting Services***

Phillip Stevens (owner/sole proprietor) Soupbone Creative, LLC

Phone: 540.230.9433 | Email: phill@soupbonecreative.com

Background:

A graduate of Virginia Tech, Phillip Stevens began his design career working with licensees such as Crayola, Nascar and Pokemon at Plymouth, Inc. in Radford, VA. He worked his way from a Graphic Artist and Product Designer to become Merchandising Manager in charge of over 500 products and 20 brands developed and marketed to retailers Walmart, Target, Office Max, and Michaels. A few years later as Product Manager, he was responsible for developing licensed and in-house brands while working with domestic and import vendors from China, South America, Israel and Canada.

In 2003 he established Soupbone Creative, LLC. As owner and creative director, he works with a variety of clients ranging from small businesses to institutions, including Va Tech, to market their products and services through print design, website design, multimedia design, and social media throughout Virginia. He is a SWAM certified small business, a participant with the eVa, and is in Va Tech's procurement system.

www.SoupboneCreative.com

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RFP # 5671412301, Graphic Design, Illustration and Typesetting Services

SIGNATURE PAGE

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 .

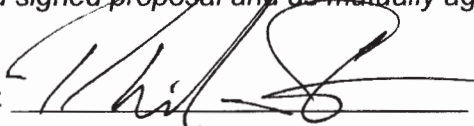
It is encouraged for all vendors to register prior to the proposal submission deadline to avoid late submissions. Log into your Bonfire Vendor account in order to access the opportunity and begin preparing your submission. Upon completion you will be directed to your Submission Receipt. Virginia Tech 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: 8/1/22

03/28/2022

[INCLUDE THIS PAGE]

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:

(Page 4, Section VI, A, 1)

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

(Page 4, Section VI, A, 1, a)

Having worked in a variety of positions in marketing, art departments, production, and management, I have learned to listen, strategize, and communicate well between departments and clients to help them achieve their communications goals through advertising in all forms of print, from ads and product catalogues to packaging and trade show displays. I have also been working on projects promoting events and small business services through online advertising, website design, and social media posting strategies. More recently, my projects have included videography and editing segments for the Virginia Health Workforce Development Authority, and publication layout and design for groups within the Virginia Cooperative Extension. All of these projects usually include initial face-to-face meetings, follow-ups through email and/or video conferencing, and tracking each phase of the project to ensure time lines are being met.

b. Describe your ability to design and prepare brochures and advertisements for print or digital delivery.

(Page 4, Section VI, A, 1, b)

I have been using Adobe Photoshop, Illustrator, InDesign for over twenty years to prepare brochures and advertisements for clients in industries including, but not limited to, healthcare, construction, consumer products, restaurants, special events, business to consumer, and business to business services. After the target market and goals have been established, the process usually involves deciding on the type and size of the print product or digital ad, concept sketches, and upon approval, the creation of the digital design.

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

(Page 4, Section VI, A, 1, c)

Aside from the creative process and use of Adobe Illustrator and Photoshop, providing graphics for web pages may include image searches (in-house, licensed, or Creative Commons) for use in the graphics, illustration, limited text in messaging, and effective image compression for fast loading graphics.

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

(Page 4, Section VI, A, 1, d)

While working as a Product Manager at Plymouth, Inc., we had an in-house press, and I would often have to approve printed product covers and packaging for color correctness using Pantone Color Guides and print shift using a loupe, especially when it came to the Crayola license. Paper type and coating selections are also decisions that need to be made. These days online printers have been a cost effective option for many projects, and in these cases the only way to check quality is by an initial proof.

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

(Page 5, Section VI, A, 1, e)

I currently prepare PowerPoint and Google slide presentations for Tuck Chiropractic for training purposes. In these projects, I am provided the copy, and my job is to source images, provide layout and design based on their brand guide and objectives. I have not yet worked with Prezi or Keynote, but I feel the learning curve would be short.

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

(Page 5, Section VI, A, 1, f)

As a creative director and having directed photo shoots and videos in the past, I do have an eye for detail, which is critical in selecting images for use in projects. For image selection, I use several websites such as iStock for licensed imagery, Pixabay and Pexels for “free for commercial use” imagery, and Creative Commons. When on-site, today’s iPhone 13 camera can be effective at capturing a needed photo. Regarding multimedia animation, I used Flash in the past, but since that is no longer supported the only animations I have been designing are in Premiere Pro for video editing.

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

(Page 5, Section VI, A, 1, g)

Spreadsheet tracking of projects and communication along the project’s process are key to delivering consistent quality materials.

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

(Page 5, Section VI, A, 1, h)

I have been providing layout design services for publications by the Virginia Cooperative Extension, Virginia Tech that require the PDF to be accessible. This includes having correctly set up styles and image alt text in Adobe InDesign, and doing an accessibility check in Adobe Acrobat.

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:

(Page 5, Section VI, A, 2)

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.

(Page 5, Section VI, A, 2, a)

I have done some painting and mixed media, but my strengths are in digital design.

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

(Page 5, Section VI, A, 2, b)

I provide digital illustrations using Adobe Illustrator and Photoshop. For 3D renderings I used Autocad many years ago, but am not currently using any 3D programs. I have been doing 3D images a 2D illustrations.

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

(Page 5, Section VI, A, 2, c)

I have provided info graphics for healthcare materials and training guides using Adobe Illustrator. I am aware of data set programs that are available to created info graphics from spreadsheets, but have not used any yet.

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

(Page 5, Section VI, A, 2, d)

I have developed many graphic elements for background patterns, icons, and photography overlays. These have been for print design, brand guides, and social media.

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

(Page 5, Section VI, A, 2, e)

Having used Photoshop for over twenty years, I have produced many photo and mixed media collages. I have been doing layout design and typesetting for the VA FFA's quarterly magazine since 2014, and each cover consists of a photographic collage. These collages can be hard-lined or faded, but always require choosing the best parts of each image used. I have also produced these types of projects for trade show displays and online graphics.

RFP # 5671412301, Graphic Design, Illustration and Typesetting Services**f. Describe your ability to provide maps, illustrated wayfinding content, and signage icons.**

(Page 5, Section VI, A, 2, f)

I have designed many brochures for Kissito Healthcare, and produced the maps that are included for each location using Adobe Illustrator.

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

(Page 5, Section VI, A, 2, g)

I can provide multimedia illustration using vector graphics from Adobe Illustrator and photography in Photoshop, along with short GIF animations. I have not produced 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:

(Page 5, Section VI, A, 3)

a. Describe your ability to typeset a document ensuring the document meets 508 requirements for digital accessibility.

(Page 5, Section VI, A, 3, a)

I have been providing layout design services for publications by the Virginia Cooperative Extension, Virginia Tech that require the PDF to be accessible. This includes having correctly set up styles and image alt text in Adobe InDesign, and doing an accessibility check in Adobe Acrobat.

b. Describe your ability to typeset and prepare multi page, multi chapter documents for print or electronic media.

(Page 5, Section VI, A, 3, b)

I have been providing layout design services for the Virginia Cooperative Extension's Field Crops Pest Management Guide (7 chapter/594 pages) and Virginia Peanut Production Guide (9 chapters/139 pages) each year since 2017. These publications include creating a variety of tables and a Table of Contents. The Field Crops Guide also requires creating a book of the chapters to complete the publication.

c. Describe your ability to place illustrations, figures, tables, images within a document that meets 508 requirements for digital accessibility.

(Page 5, Section VI, A, 3, c)

In producing publications for the VCE, illustrations, figures, and tables are placed in line to flow with the text. Illustrations and figures require alt text for accessibility.

d. Describe your ability to create tables and graphs that meet 508 requirements for digital accessibility.

(Page 5, Section VI, A, 3, d)

Simple tables with headers in the first row can use paragraph styles, but more complex headers may require id attributes.

e. Describe your ability to prepare templates and content for Word, InDesign, Adobe Acrobat, and presentation formats that meets 508 requirements for digital accessibility.

(Page 5, Section VI, A, 3, e)

This includes having correctly set up styles and image alt text in Adobe InDesign, and doing an accessibility check in Adobe Acrobat to correct any elements that need to be fixed. I use Word, but have not produced any accessible publications in Word.

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

(Page 5, Section VI, A, 3, f)

Spreadsheet tracking of projects and communication along the project's process are key to delivering consistent quality materials.

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.

(Page 5, Section VI, B)

My ability to adhere to required deadlines involves an accurate assessment of the time needed to complete the project including revisions that may be necessary, and the possibility of working later than expected on the project. Materials can be shared by using Google Docs, calsvt.sharedwork.com, and email. Since I live 12 miles from Va Tech, meeting in person is an option, as is using Zoom, GoToMeeting, or Facetime. I can work on-site if needed.

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.

(Page 6, Section VI, C)

I have worked with many licenses, and understand how to comply with their restrictions. I also understand how to use those resources effectively to design content that reflects the brand. Approvals and revisions are always part of the process. I am currently using the new VCE Brand Guide on an Educational Guide publication.

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.

(Page 6, Section VI, D)

Materials submitted shall be original work, and any licensed material shall be reviewed to meet the guidelines set forth. All project files will be archived and submitted in a zipped folder.

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.

(Page 6, Section VI, E)

Once the project timetable is set, each part of the project should be completed in order along the time line. For example, a publication may require initial review, review submission, copy editing, copy review/changes and approval, designer submission, image conversion for print and table creation, design, layout and typesetting, design review submission, design changes/approval, and final file submission.

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.

(Page 6, Section VI, F)

Below are download links for recent samples of higher education institution work produced.

Sample 1 - [Field Crops 2022 Pest Management Guide Publication 456-016](#)

- Multi-chapter publication design and layout
- Client - Lori Greiner, CPACC, Virginia Cooperative Extension Publications Manager, College of Agriculture and Life Sciences

Sample 2 - [Understanding Cancer: What We Know About Breast Cancer HNFE-980P](#)

- Accessible publication design and layout
- Client - Lori Greiner, CPACC, Virginia Cooperative Extension Publications Manager, College of Agriculture and Life Sciences

Sample 3 - [VA FFA Winter 2021 Vision of Virginia magazine](#)

- Publication design and layout
- Client - Andy Seibel, Ed.S., Virginia FFA Association

Sample 4 - [Figure for a funded DOE grant project](#)

- Info graphic design
- Client - Lou Madsen, Professor of Chemistry, Virginia Tech

Sample 5 - ["Solid-state rigid-rod polymer composite electrolytes with nanocrystalline lithium ion pathways"](#)

- Illustration graphic design - Figures 1e and f in this article
- Client - Lou Madsen, Professor of Chemistry, Virginia Tech

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.

(Page 6, Section VI, G)

I am experienced in sourcing printing estimates locally and online, selecting paper types and coatings specifications, specifying process and spot color printing jobs, reviewing proofs in-person and online for approval.

Negotiation Questions for Soupbone Creative

1. Virginia Tech Question: As part of Virginia Tech standard procedures, all awarded contracts will be publicly posted on an online contracts portal. Is there any information included that would be used to identify or harm a person's identity, finances or personal information? If so, please provide a redacted copy of your proposal.

Soupbone Creative response- No.

2. Virginia Tech Question: Are there any additional financial or value-added incentives you would like to offer at this time? (I.E. Signing bonus, scholarships, program support, etc)

Soupbone Creative response- No.

3. Virginia Tech Question: Are there any additional forms or documents that you will require to be incorporated into the contract documents? If so, please submit.

Soupbone Creative response- No.

4. Virginia Tech Question: Does your firm agree to provide monthly invoices with payment due thirty (30) days after receipt of invoice or goods/services, whichever is later?

Soupbone Creative response- Yes.

5. Virginia Tech Question: 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?

Soupbone Creative response- Yes.

6. Virginia Tech Question: 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?

Soupbone Creative response- Yes.

7. Virginia Tech Question: End of Contract Service Transition Expectations: 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 cooperative 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.

Soupbone Creative response- I would cooperate in the transition process and sharing of data.

8. Virginia Tech Question: Do you agree that the initial contract period shall be three years?

Soupbone Creative response- Yes.

9. Virginia Tech Question: 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?

Soupbone Creative response- Yes.

10. Virginia Tech Question: 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?

Soupbone Creative response- Yes.

11. Virginia Tech Question: If awarded a contract, are you willing to hold prices firm for the initial contract period and the first renewal period?

Soupbone Creative response- Yes.

12. Virginia Tech Question: Will your firm agree to participate in the Wells One AP Control Payment System?

Soupbone Creative response- Yes, I already participate in the Wells One AP Control Payment System.

13. Virginia Tech Question: 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.

Soupbone Creative response- I am the owner and sole proprietor, and therefore would provide the highest quality service to Virginia Tech.

14. Virginia Tech Question: Please describe your quickest turn-around time if emergency services are needed.

Soupbone Creative response- If emergency services were required, working later hours than normal day hours can be provided.

15. Virginia Tech Question: Are you willing to contact departments on a monthly basis to address service issues?

Soupbone Creative response- Yes.

16. Virginia Tech Question: Will you be able to handle increased volumes of business and/or provide service to additional departments during the course of the contract?

Soupbone Creative response- Yes, depending on time and current workload.

17. Virginia Tech Question: Please provide your best schedule of prices for all services offered.

Soupbone Creative response- Graphic Design Services, Illustration Services, Typesetting Services - \$65/hour, overtime \$80/hour.

18. Virginia Tech Question: 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?

Soupbone Creative response- Yes.

19. Virginia Tech Question: How soon after contract award can you begin providing services?

Soupbone Creative response- Immediately, but it would depend on current workload, schedule, and required timeline.

20. Virginia Tech Question: Are you registered with and willing to participate in the eVA internet procurement solution described in the terms and conditions of the RFP?

Soupbone Creative response- Yes, I am already registered in the eVA system.

21. Virginia Tech Question: Do you acknowledge, agree and understand that Virginia Tech cannot guarantee a minimum amount of business if a contract is awarded to your company?

Soupbone Creative response- Yes.

22. Virginia Tech Question: Are the prices for all goods/services listed in your proposal inclusive of all applicable eVA system transaction fees?

Soupbone Creative response- Yes.

23. Virginia Tech Question: 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?

Soupbone Creative response- Yes.

24. Virginia Tech Question: 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?

Soupbone Creative response- Yes, I am already a SWaM certified business.

25. Describe your approach to creating infographics/fact sheets including your use of templates, stock art, or custom art for each request.

Soupbone Creative response- The department's art/templates would be used if available for consistency and to keep down costs. Otherwise, stock art could be purchased if reimbursed, or custom art could be created.

26. What percentage of your work is digital only and what percentage is prepared for digital as well as printed delivery?

Soupbone Creative response- 50% digital / 50% printed.

27. 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?

Soupbone Creative response- My standard contract estimates include an initial round of revisions and a final round, in "hopes" of minimizing that part of the process by getting the best direction from the beginning.

28. How do you handle projects where the client's opinion is different from yours?

Soupbone Creative response- I offer reasons to back up my opinion, but in the end, the client makes the final call.

29. How do you manage the revision process? What tools do you use and how do you best track revisions from multiple sources?

Soupbone Creative response- I track all work time on an excel spreadsheet but can use other services such as Google sheets.

30. Describe how you approach working within a brand while still expressing creative freedoms?

Soupbone Creative response- I have worked with licensed style guides and company brand guides for many years and understand how to abide by their rules. A well written guide should leave little room for deviating from the brand.