



## EXPRESSION OF INTEREST (EOI)

### GRAPHIC DESIGN SERVICES

DAI is issuing this Expression of Interest (EOI) for the Strengthening Democratic Governance and Accountability Project (SDGAP) activity located at 4, Cambridge Terrace, Colombo 7, Sri Lanka. The work will include:

SDGAP is seeking a creative graphic design agency which can provide support to the project by providing layout and design services. For example, SDGAP currently requires layout and design support for a range of communications materials, including event banners, brochures, newsletters, publications, illustrations etc. SDGAP is also interested in developing short public awareness videos (animations, live action, etc.) for specific issues, as well as testing the use of time-lapse photography. The specific tasks required will be negotiated after this pre-selection process.

This document presents the requirements that interested vendors must provide to be invited to submit, in the next 12 months, their detailed quotations or technical/cost proposals for procurement opportunities anticipated by DAI. Pre-qualified vendors may be invited to respond to a solicitation, and/or multiple solicitations.

Vendors must be licensed and legally organized businesses, organizations, or firms. Individual consultants will not be considered for this EOI.

The purpose of this Expression of Interest (EOI) is to pre-qualify specialized vendors who have experience providing goods or services in the following specialized areas:

- Design and layout of communications materials for digital and print media
- Design and editing of graphic elements and illustrations
- Creating illustrations and animations
- Limited motion graphic animation capabilities
- Testing new ways to use graphic design in conveying messaging and collecting information

### RESPONSE SUBMISSION DEADLINE AND COMMUNICATION PROTOCOL

The deadline for responding to this EOI is **June 26, 2018 at 5:00 PM Colombo time**. Responses received after the deadline will not be reviewed and will be discarded by DAI, subject to the discretion of the project's management. Responses may be emailed to [SDGAPProcurementinbox@dai.com](mailto:SDGAPProcurementinbox@dai.com) or delivered in a sealed envelope to project office in Colombo: SDGAP Procurement 4, Cambridge Terrace, Colombo 7, Sri Lanka. Please address the subject of the email, or on the sealed envelope "Expression of Interest – Graphic Design"

All information provided by vendors in response to this EOI will be treated confidentially. DAI will not use the information in any other context or setting and we will not reveal details to other parties.

### SCOPE OF WORK

#### BACKGROUND

The Strengthening Democratic Governance and Accountability Project (SDGAP) in Sri Lanka is a three-year initiative by USAID to support the Government of Sri Lanka in its efforts to strengthen democratic governance and accountability. The project works towards its longer-term objective of strengthening democratic governance and accountability through three task areas:

Task 1: Strengthening Sri Lanka's Public Accountability Systems

Task 2: Improving strategic planning and communications, policy reform and planning processes

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EOI – Graphic Design Services

Task 3: Increasing political participation of women and under-represented groups in democratic governance

SDGAP seeks a design agency that can enrich and effectively communicate key learning and messages through the effective design of internal and external communications materials. The firms will work with SDGAP to develop various products.

## **OBJECTIVES**

SDGAP produces a wide range of materials and needs to contract a Graphic Designer on an on-call basis. The successful entity will provide technical support in layout and design of publications and other communications related material such as (but not limited to) banners, posters, folders, etc.

## **ILLUSTRATIVE SCOPE OF THE WORK**

1. To provide services related to the following tasks
  - a. Design and lay-out of reports and other products
  - b. Design of reports and other communications materials for printing and electronic distribution
  - c. Improve and edit art-work, charts and other graphic elements
  - d. Layout and design information and communication materials (banners, posters, booklets, leaflets, books, flyers, etc.)
  - e. Create illustrations (if needed) for presentations and other purposes
  - f. Deliver creative and innovative ideas for print, electronic and web-based presentations
  - g. Adopt a base level of content and copy editing where necessary
  - h. Ensure that elements used reflect the areas that SDGAP works in, and helps convey the necessary messages to the right audiences through use of the specific materials produced
2. Provide drafts of the products to be developed
3. Make revisions as required

## **FINAL PRODUCT(S)**

1. Design files for both offset and digital printing
2. Source and Edited files
3. PDF formats of design files

## **TECHNICAL STANDARDS/REQUIREMENTS**

1. Ensure that all images/elements used do not violate copyright laws
2. Identify software/elements that need to be purchased if that improves overall product layout and design
3. Provide final files in both design software format and a PDF format that is of (1) high and (2) low resolution

## **OBLIGATIONS**

DAI will not reimburse respondents for the costs incurred with preparing a response, nor does issuance of this EOI obligate DAI to award a subcontract or purchase order. If a Vendor is found to have made false or misleading claims or statements, obtains confidential information, or receives improper assistance, DAI reserves the right to reject an EOI submitted by or on behalf of a vendor.

## **CLARIFICATION OF SUBMISSIONS**

DAI may require a respondent to submit additional information in order to better judge a response.

### FACTORS FOR CONSIDERATION

Responders are expected to write an explanation about how they can address each of these areas of interest by DAI, which will be used as a way to determine if Vendors shall be pre-qualified.

- General Technical Approach (if applicable), or could say “Ability or confirmation of ability to provide goods or services described above.
- The vendor is registered and licensed in the host country to perform the work outlined above
- The vendor can prove they have the necessary financial resources to perform the work.
- Illustrative CVs of individuals on staff, or available to the vendor, who can perform the scope of work.
- Five past performance descriptions illustrating relevant experience delivering the required goods/services
- A digital portfolio of Vendor’s prior work submitted on DVD or web link

### EVALUATION CRITERIA

Pre-selection of bidders will be evaluated and scored against the evaluation criteria and evaluation sub-criteria, which are stated in the table below. Evaluations will be based on the EOI responses from bidders, factors for consideration (above list), and a 30 minute presentation may take place with SDGAP for the top scored bidders.

Evaluation Criteria	Evaluation Sub-criteria (if needed)	Maximum Points
Technical Approach	<ul style="list-style-type: none"> <li>• Process for moving from idea to final product</li> <li>• Creativity in using design software and techniques for multiple products for different audiences and activities</li> <li>• Technical skill in layout, design, editing</li> <li>• Demonstrate competency in using a range of layout and design software</li> <li>• Demonstrate capacity and competency in designing different types of communications products from publications to posters, and so forth</li> </ul>	50 points
Past Performance	<ul style="list-style-type: none"> <li>• Formal training/equivalent experience in layout and design with a minimum of 5 years of work experience in development/humanitarian contexts</li> <li>• Strong client base that includes different types of clients from the private sector to NGOs</li> <li>• Strong theoretical and practical background in graphic design, including</li> </ul>	20 points

	<p>the use of design software such as Adobe Design Premium, In-Design, CorelDraw, web design tools such as Dreamweaver and Flash, etc.</p> <ul style="list-style-type: none"> <li>• Demonstrate a clear and mature style of design, demonstrating an understanding of the communication requirements of development style agencies</li> </ul>	
Personnel Capability	<ul style="list-style-type: none"> <li>• Formal training/equivalent experience in layout and design with a minimum of 5 years of work experience in development/humanitarian contexts</li> <li>• Proven experience of graphic production from start to published/printed product with knowledge of printing processes (offset and digital) and colour management;</li> <li>• Good understanding of new and evolving technologies and digital platforms;</li> <li>• Knowledge of standard software packages, including MS Office and Adobe Acrobat;</li> <li>• Experience in designing materials for development/humanitarian agencies</li> </ul>	30 Points
Total Evaluation Points		100 Points

#### RESPONSE FORMAT

Vendors must complete their responses, in English, following the specifications outlined below. The response format consists of three sections

##### *Section 1: Vendor Information*

Section Number	Description
1.0	Cover Letter
1.1	Vendor Information: Company Name, Address and Phone Number, Form of Incorporation (corporation, partnership, NGO, etc.), Number in Years in Business, Number of Employees (full and part-time), Name of Managing Director, History of organization.

##### *Section 2: Factors for Consideration*

2.0	Responses to each of the factors for consideration stated above in technical evaluation criteria and factors for consideration.
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*Section 3 **Client Reference:***

3.0	Include 3 Client References, each reference <u>must</u> include the following: -Client Name, address, Point of Contact Name, Telephone number, email -Similar work performed and period of performance
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**NOTIFICATION PROCESS**

Upon receipt and review of proposals, DAI will notify successful vendors, if any, who have been selected for technical presentations with SDGAP technical team.