

VISUAL DESIGN FINAL SHOWCASE

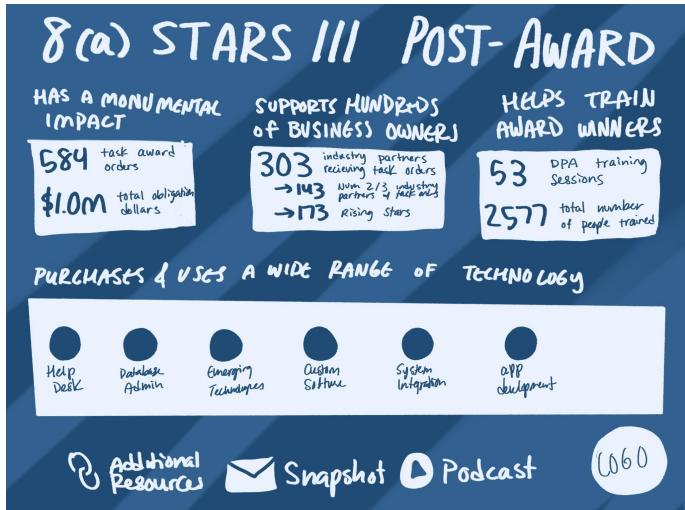
Federal Acquisition Services
General Services Administration
Udaya Patnaik — Chief Innovation Officer, ITC

coding it forward >



LENA HE
Brown University
Visual Arts/Psychology

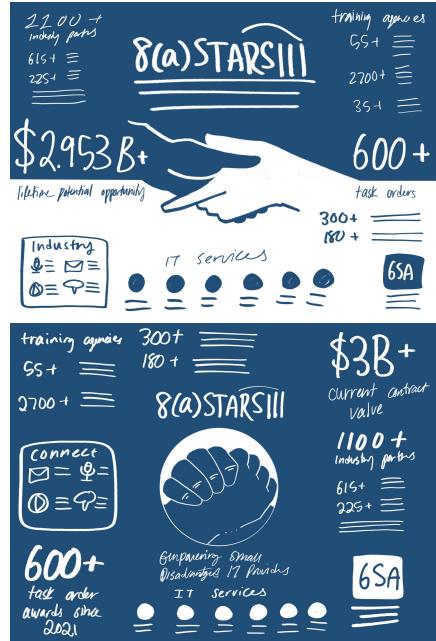
8(a) STARS III INFOGRAPHIC (SKETCH)



8(a) STARS III INFOGRAPHIC v.1

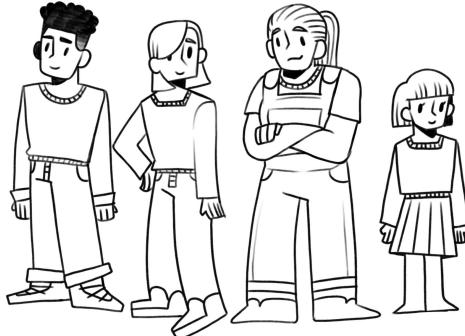
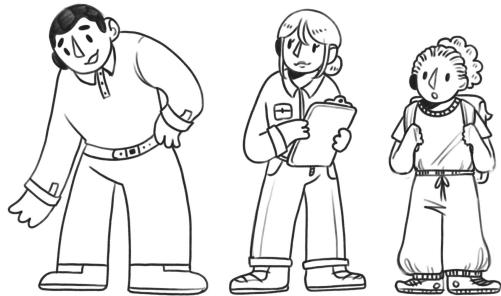


8(a) STARS III INFOGRAPHIC v.2



SOCIAL MEDIA RECRUITMENT GRAPHICS

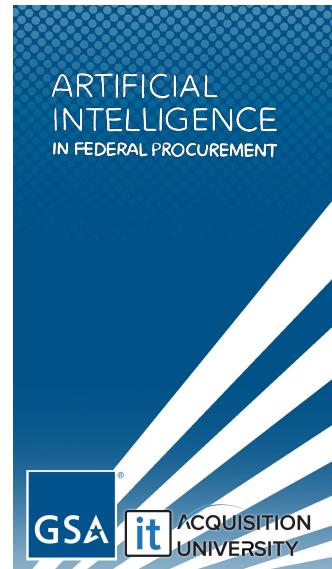
COLOR SCHEMES



ITAU INTRO/OUTRO CARDS



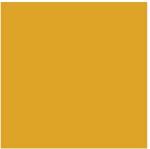
ARTIFICIAL
INTELLIGENCE
IN FEDERAL PROCUREMENT



SLIPSHEET MOCKUPS



Burnt Yellow
#caaf2e



Marmalade
#dea427



Orange
#f69520

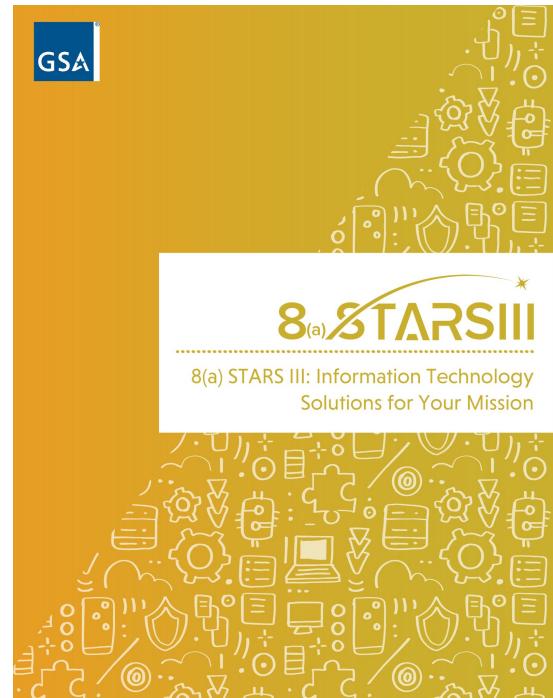
Niveau Grotesk

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
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8(a) STARS III

8(a) STARS III: Information Technology
Solutions for Your Mission



SLIPSHEET MOCKUPS

GSA 8(a) STARS III
Introduction to the Benefits and Eligibility of 8(a) STARS III
We Make IT Simpler

Overview/Introduction

Benefits of using MAS:

- Helps meet Small Business Administration (SBA) goals as a Tier II contractor per GSA M-19.13
- Access to nearly 4,000 vetted professional services contractors
- Streamlined acquisition under FAR 8.405
- Reduced procurement lead time
- Increased administrative cost savings

All socioeconomic subgroups available for set-asides including Small Business (SB), Service-Disabled Veteran-Owned Small Business (SDVOSB), Veteran-Owned Small Business (VOSB), Women-Owned Small Business (WOSB), etc., and HUBZone.

Standard procurement clauses are included in the master Schedule contract.

Pre-award scope review available to help find the best fit for requirements

Flexibility to use Blanket Purchase Agreements for repetitive purchases and different contract types such as firm-fixed price, time-and-material, and labor-hour

How to Order

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\$3B+ current contract value

Contact Us

855-482-4348 | www.vsc.gsa.gov/s3 | ITCSC@gsa.gov

GSA 8(a) STARS III
We Make IT Simpler

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We Make IT Simpler

Introduction to 8(a) STARS III

8(a) STARS III is a multi-award indefinite-delivery/indefinite-quantity (MAID/IDQ) contract designed to provide federal agencies with innovative information technology (IT) services and solutions for awarding and managing 8(a) small businesses. Using 8(a) STARS III will enable you to access 8(a) firms through an established contract vehicle instead of traditional open-market methods – saving time and taxpayer money.

Contract Scope

The scope of the 8(a) STARS III Governmentwide Acquisition Contract (GWAC) is centered on North American Industrial Classification System (NAICS) codes 541512 but may include other NAICS codes that are procured under this GWAC. These may include, but are not limited to, 541511, 541513, 541519, and 518210. The contract offers IT services ranging from simple to complex and services-based solutions such as IT help-desk support, information assurance, cybersecurity, artificial intelligence, and more.

Ordering Information

Before issuing Sole-Source against 8(a) STARS III, Contracting Officers (CO) must complete training on the use of the 8(a) STARS III contract and obtain a written Delegation of Procurement Authority (DPA) from the GSA 8(a) STARS III CO. Training is offered at no cost via:

- Self-paced online courses
- On-site training conferences and events
- Web or audio conferences

Sole Source and Competitive Ordering Processes

Develop acquisition strategy and define requirements	Submit bid package directly to GSA for review	Issue task order request to a single industry partner	Evaluate proposal and award task order	Issue task order award and send a copy to GSA.gov	File STARS III contract performance reports	Task order closed-out and post performance evaluation
Develop acquisition strategy and define requirements	Issue task order request to multiple industry partners based on scope/price	Evaluate proposals and award task order	Issue task order award and send a copy to GSA.gov	File STARS III contract performance reports	Task order closed-out and post performance evaluation	

See FAR 19.805 for 8(a) competitive thresholds.

GSA eTools

GSA eBuy is an online Request for Information (RFI) and Request for Proposal (RFP) tool for GWAC stakeholders. www.gsa.gov/ebuy

GSA eLibrary is the online source for the latest contract award information for GWACs. www.gsa.gov/elibrary

Best-in-Class

As a Best-in-Class contract, 8(a) STARS III is designated by the Office of Management and Budget as a preferred governmentwide solution.

For More Information

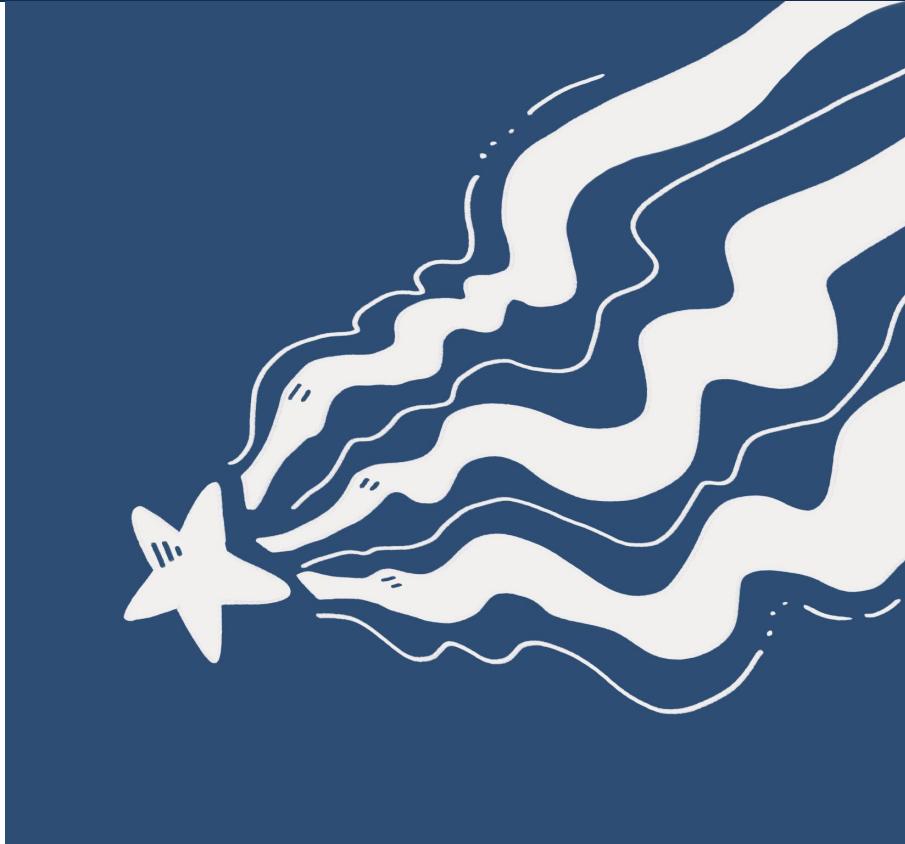
Visit www.gsa.gov/stars3 for the most current information on 8(a) STARS III.

Contact Us

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TAKEAWAYS

- Specific and frequent feedback
 - Collaborative co-creation and critique
- Gaining a holistic understanding of what I'm designing for
 - Design is more than visual aesthetics
- Sometimes you just need to ask!



THANK YOU ALL!