

REQUEST FOR PROPOSAL – GRAPHIC DESIGN

Issued: May 25, 2021

Proposals due: 5 p.m. MT, June 16, 2021

INTRODUCTION

The National Conference of State Legislatures is a bipartisan organization serving legislators and staff for more than 40 years. To serve and support our membership, NCSL **conducts policy research** in more than 1,400 issue areas and releases regular reports, blogs and online news articles; **connects legislators and staff** from both sides of the aisle to tackle and discuss difficult problems and find reasonable solutions; **delivers training and professional development** tailored specifically for legislators and staff; and **represents and advocates on behalf of states on Capitol Hill**.

SCOPE OF SERVICES

The purpose of this Request for Proposal (RFP) is to select talented freelance contractor(s) (individuals or entities) to provide supplemental graphic design services for NCSL. The ideal candidate will develop strategies, ideas and tactics for communicating complex concepts through clean, professional and branded visual design. The candidate will work under direction and guidance from NCSL's Director of Graphic Design and/or Director of Outreach and Engagement. All deliverables must comply with NCSL branding requirements. Candidate should have capacity to complete multiple design projects simultaneously during busy periods and ramp up or down capacity to meet fluctuating needs.

The "Services" consist of, and the successful graphic designer shall provide, the following:

1. Conceptualize, design and deliver (in electronic format) compelling graphic-design material that may include infographics, illustrations, policy reports, annual reports, postcards, meeting programs, brochures, social media graphics, web graphics, video editing, email newsletter templates, and various other graphic and visual projects, as needed by NCSL.
2. A specific focus for this RFP is infographic design. The ideal graphic design candidate must have expertise conceiving and designing infographics to support key data/information.
3. The designer may be asked to gather stock photography for certain projects.
4. The graphic designer shall have the capacity to provide approximately 40-75 hours of services per month.
5. Depending on the project, some design concepts provided in the performance of the services must be suitable for printing by a separate contractor.
6. Upon acceptance of each design or concept, the graphic designer will provide NCSL with a packaged InDesign file and NCSL will retain all intellectual property rights.
7. NCSL anticipates awarding a contract for services that will extend through the 2022 fiscal year (July 2021 through June 2022).

PROPOSAL CONTENT

Proposals must include, at a minimum, the following information:

1. **Experience/Qualifications of the Graphic Design Professional:** Provide a resume or online portfolio for each individual who will be assigned to provide the services and designate the individual who would have primary responsibility for overseeing the services. Provide all relevant contact information for the primary contact person.
2. **Work Examples:** Provide a description of relevant past projects and examples of prior work. *Two examples must be infographics with a description of what information was provided by the client to influence the end result.*
3. **References:** Provide 2-4 client references including short description of the project and contact information.
4. **Proposed Fees/Expenses:** Proposals shall clearly state all fees and expenses to be charged in the performance of all services:
 - a. If based on an hourly rate, provide the hourly rates to be charged for each individual who would be assigned projects and a general description of how billable hours will be allocated among key personnel. Or provide a blended rate for the delivery of all services.
 - b. Provide an explanation if fees will be calculated on any other basis (project-based). Itemize the type of expenses (other than fees) for which you would seek reimbursement.
 - c. It is anticipated that a maximum not to exceed amount will be established for these services.

If any person or firm submitting a proposal has questions, please submit to Amy Skinner, Director of Outreach and Engagement, amy.skinner@ncsl.org.

SCREENING, SELECTION AND AWARD

NCSL staff will review submitted proposals for completeness and qualifications. Selection for a contract award will be made based on the following criteria:

1. Expertise and experience of the graphic designer in providing similar services.
2. Quality of work samples provided.
3. Range of services offered.
4. Cost.

PROPOSAL DUE DATE

All bids must be submitted electronically and be received by 5 p.m. MT Wednesday, June 16, 2021 to the attention of Amy Skinner, Director of Outreach and Engagement, (amy.skinner@ncsl.org) and titled



“Request for Proposal: Graphic Design.” Proposals received after the time or at any place other than stated herein will not be accepted.