

Graphic Design Firm Request for Proposals

Purpose

The purpose of this Request for Proposals (RFP) is to establish a professional services contract with a graphic designer and related services at a reasonable cost for the Pittsburgh Public Schools via the Division of Communications and Marketing and Office of Public Information. The Pittsburgh Public Schools anticipates awarding the most qualified bidder with an annual 'on Call' professional services agreement with an annual renewal option for an additional three years.

About Pittsburgh Public Schools

Pittsburgh Public Schools is the largest of 43 school districts in Allegheny County and second largest in Pennsylvania. The District serves approximately 21,000 students in Pre-Kindergarten through Grade 12.

The Pittsburgh Public Schools graphic design and communications needs are coordinated through the Division of Communications and Marketing and Office of Public Information. The needs of departments and schools is varied. They include but are not limited to informational print pieces such as brochures and postcards; print and outdoor ads; graphics for videos, social media and website; promotional product design; vehicle signage, event invitations and programs, manuals, stationary and business cards, infographics, PowerPoint presentations; mascot/logo development and updates; and rebranding and awareness campaign development.

Since 2006, PPS has established a brand that incorporates a consistent look and feel to the items produced internally and externally. We expect quality design and messaging that aligns with District goals and graphic standards. The District has had a long standing relationship with an external graphic design company since 2011 and is looking for a fresh start with a company that can provide "on call" services at a consistent and affordable hourly rate. Support with print management and the capability to use Adobe suite - Illustrator, InDesign and Photoshop are required.

Work Contract

The Pittsburgh Public Schools requires the selected bidder to enter into a contract with the School District. The contract will specify an annual not to exceed amount. Each project will be independently quoted and invoicing is expected at the close of each project. Retainer or advanced payment contract types will not be considered.

Timetable/Response Submittal

The Pittsburgh Public Schools is requesting proposals from experienced and qualified firm (s) to provide graphic design services for the School District. Selection of the firm(s) will be made on the proposals submitted. There may also be phone or in-person interviews. A tentative timetable for selection process is provided below:

October 29, 2021

November 5, 2021

November 8 to November 12, 2021

November, 23, 2021

Release of RFP

Receipt of Proposals

1-hour Virtual Interviews

Legislative Approval by Board of School Directors

All proposals shall be submitted to the School District as follows:

Graphic Design Firm RFP Submission

Ebony Pugh, Director Public Information and Media Content

Susan Chersky, Director Communications and Stakeholder Engagement

341 S. Bellefield Avenue PGH, PA 15206



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All submissions must be left at the front desk of the District's Administration building located at the address above.

Specific Response /Format Requirements

One (1) original and (3) copies of the proposal shall be prepared and submitted in hardcopy form. A copy of the proposal should also be emailed to Ebony Pugh, Director Public Information and Media Content (epugh1@pghschools.org) and Susan Chersky, Director, Communications and Stakeholder Engagement (schersky1@pghschools.org) in such a form as is set forth in this RFP by 12:00 p.m. Noon, on Friday, November 5, 2021. Proposals, including any/all attachments, cover letter and tabs should not exceed twenty-five (25) pages in length on 8 1/2"X 11" paper, single spaced using a minimum font size of 10pt.

Proposals should be submitted in accordance with the instruction detailed below. The School District of Pittsburgh reserves the right to select a proposal in its entirety or some portions(s) thereof. Furthermore, the School District reserves the right to reject any and all proposals and to waive irregularities.

Proposals which are submitted late or in a format different than what has been outlined above will not be accepted.

Responses should address the following questions or requests for information and be organized so that the specific questions or requests for information each begin on a new page with the question repeated at the top of the page.

Questions

Any questions regarding this RFP should be addressed to Susan Chersky, Division of Communications and Marketing - 412.529.3621 or schersky1@pghschools.org.

Proposal Outline

Cover Letter

Provide name, address and telephone number of the individual or firm submitting proposal. The cover letter must be signed by an authorized officer.

Table of Contents

Clearly identify material contained in the proposal by section and page number.

Introduction

Provide an overview of the firm and its qualifications. Discuss the applicability of such experience to this RFP. Describe the firm's relevant graphic design services for the past two years for the following categories:

- a. Pennsylvania school districts
- b. Pennsylvania local government units
- c. Nonprofit agencies
- d. Corporations

Definition of Problem

Provide an explanation and interpretation of the areas of importance in this RFP that will demonstrate your understanding of the Pittsburgh Public Schools requirements.



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Plan of Work

Please provide a detailed plan of work that includes the following:

- Describe methodology and techniques to be employed with respect to the general services requested and with respect to specified projects.
- Identify the maximum project turnaround times and how they will be determined.
- Discuss plan for customer/client interface for projects.
- Provide samples of work product.
- Additional information as desired by bidder.

Assigned Personnel

Identify all personnel that could interface with Pittsburgh Public Schools staff. Specifically, identify a project manager who will be responsible for all PPS accounts and who will act as at the District's single point of contact. Provide professional and academic backgrounds for all parties and summary of similar work they have previously performed for all individuals identified as having primary responsibility for executing assigned projects.

Subcontractors

If subcontractors are to be used, please provide professional and academic backgrounds and a summary of similar work they have previously performed. Also, note the length of the relationship with subcontractors and provide relevant samples.

PPS often requires additional expertise in copywriting and website development and design.

Additional Data

Provide samples of design and layout work that best describes your firm's capabilities.

