



MIZIWE BIIK DEVELOPMENT CORPORATION MBDC

Request for Proposal (RFP) for Design Services

Aboriginal Arts Culture and Entrepreneur centre **AACE**

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PROPOSAL DUE

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PROPOSAL SUBMITTAL

1 Proposal Copy

1 Digital Portfolio Disk

1 Print Sample Package

DELIVERY ADDRESS

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QUESTIONS

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MIZIWE BIIK DEVELOPMENT CORPORATION MBDC

AACE

Aboriginal Arts Culture and Entrepreneur centre

Request for Proposal (RFP) for Design Services

1. REQUIREMENT

Miziwe Biik Development Corporation (MBDC) is looking for an Aboriginal Graphic Designer to create a logo for the Aboriginal Arts Culture and Entrepreneur (AACE) centre.

2. BACKGROUND

The AACE Centre is an initiative by MBDC. AACE will be located in downtown Toronto but it will represent local, national and international Aboriginal art and culture. The Centre will be designed by renowned architect Douglas Cardinal.

The intent of the centre is to promote the work of Aboriginal painters, print makers, artisans, media artists, musicians, performers and writers. The Centre will also provide Aboriginal artists the opportunity to develop their work through support services such as the presentation of workshops, networking with other artists, linkages with events, festivals and organizations, and the provision of studio space, live-work studios and education facilities.

Through its artist services and programs the AACE centre will assist with the development of a cultural economy based on entrepreneurship. Retail, restaurant, conference, seminar and other service and delivery areas will also provide opportunities for revenue generation and work training. Employment will be available in a wide range of fields including professional (e.g. curators, event planners), technical (e.g. A/V technicians, preservation/registration) and service positions (e.g. catering and restaurant).

3. OBJECTIVE

The objective of this RFP is to find an Aboriginal graphic designer to produce an effective logo for the new AACE centre. The logo that will eventually be developed should be stylish and should represent the Centre's dynamic cultural identity. The logo should also be a clean and precise representation of the professional identity of the project agency.

4. WORK STATEMENT

The successful graphic designer will be asked to create a logo, suitable for the development of an identity package for the AACE centre. The logo will be used in all forms of branding including, identity materials (letterhead, business cards, business forms), print work, web, media projects (video, PowerPoint, etc.), and promotions (pens, pins, t-shirts, etc.)

5. REQUIREMENTS and QUALIFICATIONS

The selected graphic designer must meet the following requirements and qualifications.

- 5.1 The graphic designer must be of Canadian Aboriginal descent. The successful designer will be asked to provide supporting documentation.
- 5.2 The graphic designer must affirm that he/she will be involved in 100% of the logo creation.
- 5.3 In the case of a submission by a design firm or a partnership, it must be affirmed that the logo will be the creation of a Canadian Aboriginal designer(s) and that they will be responsible for creating 100% of the work.
- 5.4 The graphic designer must have a graphic design/arts degree and/or at least 3 years of related experience.

6. SOFTWARE CAPABILITIES

The graphic designer shall have at their disposal and should have an in-depth knowledge of the following software packages: QuarkXpress (preferably version 7 or later) and/or In Design (preferably CS3 or later), Adobe Illustrator, Photoshop (CS2 or later) and Acrobat Pro (6 or later). The designer should also have a working knowledge of web software such as Dreamweaver and Fireworks.

SUBMITTAL REQUIREMENTS

The proposal must follow the outline below. All information requested must be submitted

7. PROPOSAL DOCUMENT

Proposal documents (7.1, 7.2, 7.3 and info sheet for 7.4) must be submitted as a print document on 8.5" x 11" (letter) size paper. You should also send a back up file in any standard file format (pdf, doc, indd, qxd, ai), on the portfolio disk.

- 7.1 **Cover Letter:** The cover letter must include the designer's complete contact information including address, phone number, email and website (if available). The cover letter must be signed by the designer or in the case of a partnership or design firm, the person who is legally authorized.

The Cover Letter must include the following affirmations:

- 7.1.1 In submitting this Proposal, I agree to all of the Requirements and the Terms and Conditions of the Request for Proposal
- 7.1.2 I confirm that I am of Canadian Aboriginal descent and if I am the successful designer, I will be creating 100% of the AACE logo that will be submitted to MBDC for approval.

- 7.1.3 In the case of a design firm: I confirm that the (insert name) is of Canadian Aboriginal descent and if we are selected as the successful design firm, that (insert name) will be responsible for creating 100% of the AACE logo that will be submitted to MBDC for approval.

7.2 Designer's Resume

The designer's resume must include academic qualifications related to the requirement (if applicable), work experience related to the requirement, software capabilities and a list of clients including a short description of the work that was done for them.

7.3 Costing Sheet

- 7.3.1 Submit the designer's hourly rate for design services. Please provide additional information if you charge based on any kind of scale or other form of adjustment (e.g. "rush charge").
- 7.3.2 Please list any additional fees or costs that you charge on top of your hourly rate (e.g. GST). If you are a design firm, please list any additional fees or costs that your charge (e.g. administration %).
- 7.3.3 Submit a fixed cost for developing a logo for AACE. Detail what is covered under your fixed cost e.g. number of designs to be submitted for client approval, number of client requested revisions before incurring additional design charges, taxes, overhead/admin, etc.
- 7.3.4 Include a statement affirming that: "Design fees and costing are guaranteed for 120 days following the closing of the RFP."

7.4 Portfolio Disk

The portfolio disk should only include work completed by the designer. Works should focus on client commissioned projects but they may also include personal works (e.g. self-promotion pieces). The portfolio disk must be accompanied by an information sheet (added to Proposal document) with the following information: 1) file name; 2) file description (medium, size, format, etc); and 3) description of the work.

The portfolio disk must include:

- 7.4.1 At least 2 native Illustrator files (.eps / . ai)
- 7.4.2 A maximum of 8 work samples saved as multiple pages in a single Acrobat (.pdf) document. If you are unable to create a multi-page Acrobat document, submit single pdf pages or single jpegs.

7.5 Print Samples

Provide a maximum of 6 samples for which the designer did all design and layout work, and that best represents the capabilities of the designer. Samples must be examples of work that was commercially printed. Samples must be no larger than 11"x17" inches

folded final size. Samples will not be returned unless requested by the designer. For returns, local designers may arrange to pick-up their work and out-of-town designers must provide postal reply coupons or prepaid courier slips with adequate coverage.

TERMS AND CONDITIONS

8. RESERVING RIGHTS

MBDC reserves the right to reject any and all proposals received as a result of this RFP, in its sole discretion, and to re-advertise for new proposals. If a proposal is selected, it will be the most advantageous regarding price, quality of service, the designer's qualifications and other factors which MBDC may consider. MBDC reserves the right to consider proposals for modifications at any time before a final contract is awarded to the selected designer, and negotiations would be undertaken with the party whose proposal is deemed to best meet MBDC's specifications and needs, as determined by MBDC.

9. OWNERSHIP

- 9.1 All samples and digital portfolio materials submitted for review under this RFP remain the property of the designer/design firm.
- 9.2 All design work developed under contract for MBDC becomes the property of MBDC and may be used or modified in any way deemed appropriate.

EVALUATION AND AWARD

10. EVALUATION

Proposals will be evaluated on the following criteria: 1) Quality and creativity of the samples of work; 2) Level of experience and training of the designer; and 3) Pricing structure.

No single objective will constitute the basis for selection. During the selection process, the evaluation panel may wish to interview bidders. Interviews will be for clarification purposes only. No new material will be permitted at this time.

11. AWARD OF CONTRACT

An evaluation panel comprised of MBDC representatives and third party art/design industry professionals will evaluate all proposals to determine responsiveness to this RFP. The panel will recommend or not recommend the selection of a candidate for final approval by the MBDC Board and the negotiation of a design contract.