

SOUTH AFRICAN



***CIVIL AVIATION
AUTHORITY***

REQUEST FOR PROPOSALS

Freelance Graphic Design Services

2023 - 2025

Submission deadline: 03 February 2022

1. INVITATION TO BID

1.1. The purpose

The purpose of this document is to invite self-employed freelance Graphic Designers to provide specialist graphic design services to the SACAA over a period of 3-years.

1.2. About the SACAA Communications Activities

The SACAA through its Communications and Stakeholder Relations department creates designed content daily in support of its operational plans led by various departments at the SACAA. It is a high volume and fast paced environment which often requires designs to be ready within a few hours. Designs are guided by the organisations' brand manual which is mainly corporate but flexible when it comes to campaign related content.

The SACAA is a growing brand which required a highly creative mind to present its high-volume content in various ways consistent to its brand visual guidelines.

1.3. The scope

The contract is based on month-to-month billing according to approved work. The work expected will cover the following services:

- Conceptualise still and motion design concepts for SACAA events and campaigns.
- Design artwork for promotional material including but not limited to banners, corporate gifts, and stationery.
- Outsource any still and motion imagery used to enhance designs created.
- Produce approved, print ready artwork, and transmit it electronically.

1.4. Terms of Conditions of contact

1.4.1. Service providers should be available for working over weekends/public holidays as and when required, usually up to two weekends a month.

1.4.2. The SACAA will only pay for approved designs. For example, if three options were produced, only the approved option used will be paid for unless the brief changes. The quotations must also consider that we require a maximum of 5 reverts per brief and resizing options.

1.4.3. Delivery on 20% of the briefs may be expected within 2-3 hours, 30% of the briefs will be expected within 1-day, the other 50% will be expected within 2-days. New concepts that require research will be expected within 4-days.

1.4.4. Service providers should attach a briefing template to this proposal. The template will be used to ensure comprehensive and accurate briefs.

1.5. **Proposal Submissions**

Compile a proposal, detailing the following:

- A portfolio comprising of 5 Campaign Designs where you composed a concept and applied it to various material.
- The submission must indicate how the following software techniques were used to create the concept.
 - InDesign
 - Illustration
 - Photoshop
- Your working terms and conditions including but not limited to:
 - Details of the brief required to ensure that the designs meet expectations
 - Number of designs to be produced per brief
 - Number of reverts allowed per brief
 - Working hours/Weekend/Public holiday availability etc
 - Turnaround times for each brief
- Fee structure

Categorise your rates according to the complexity of the project. It is recommended that hourly rates, be paired with the number of hours required to complete each project. For example, a quarterly report with custom graphs may take 20 hours to deliver at an hourly rate of R 600.00 whereas a simple graphic banner without image/text manipulation may take you up to 3 hours to design at an hourly rate of R 300.00.

Sample Pricing table to be completed with each submission

Category	Rate per hour	Min hours
Still Imagery		
Concept Development (3 design options)		

Concept Development using InDesign technique		
Concept Development using Photoshop technique		
Concept Development with Illustration technique		
Concept Application:		
• Digital invitations		
• Electronic banners/posters with minimal text		
• Infographics		
• Print programmes		
• A4 Magazine Adverts		
• PowerPoint Presentations		
• Outdoor and Indoor Physical Banners		
• Articles (text heavy)		
Animated/Motion Graphics (per slide/page)		
Reverts (above the threshold)		
Resizing		
Photo sourcing (Maximum fee per item)		Not applicable
Motion Background/Photo sourcing (Maximum Fee per item)		Not applicable

2. EVALUATION CRITERIA

Bidders will be evaluated in accordance with the Supply Chain Management Policies as well as the Preferential Procurement Policy Framework, 2000 (Act No. 5 of 2000) and the Preferential Procurement Regulations of 2017. The evaluation criteria will consist of the following three (03) phases:

2.1. Phase 1 – Mandatory requirements (Non-compliance leads to automatic disqualification)

- 2.1.1. Prospective bidders must register on the Central Supplier Database (CSD) prior to submitting bids. Please provide CSD supplier number.
- 2.1.2. Fully signed bidders' disclosure (SBD 4)
- 2.1.3. A legal affidavit confirming that the portfolio of designs submitted was produced by the designer should accompany the submission.

2.2. Phase 2- Technical/ Functionality Evaluation

- 2.2.1. Table 1 below is a criteria that will be used for accumulating points. This is critical to the evaluators and will be a benchmark against your submission as per section 5. (1) of the Preferential Procurement Policy Framework Act 2000: Preferential Procurement Regulations, 2017. Bidders are advised to breakdown their submission taking into consideration the scope (see section 3.2) and functionality below.
- 2.2.2. Bidders who score 70 points or more out of 100 on functionality will be considered for the next phase.
- 2.2.3. User department and Bid Evaluation Committee members may request a detailed presentation of the proposals.

TABLE 1: FUNCTIONALITY EVALUATION

TECHNICAL EVALUATION			
SUB-CRITERIA	DESCRIPTION	POINTS	
		MIN	MAX
Designer Experience	<p>The designer must attach a minimum of 3 contactable reference letters indicating the project name, duration, and type of service implemented.</p> <ul style="list-style-type: none"> 3 letters/email of reference with contacts indicating the provision of graphic design services – 30 points 2 letters/email of reference with contacts indicating the provision of graphic design services – 20 points 1 letter/email of reference with contacts indicating the provision of graphic design services – 0 points 	20	30

TECHNICAL EVALUATION			
SUB-CRITERIA	DESCRIPTION	POINTS	
		MIN	MAX
Portfolio Assessment	<p>The submission must include a portfolio of design concepts implemented in various material.</p> <ul style="list-style-type: none"> • 5 design concepts attached – 30 points • 4 design concepts attached – 20 points • Less than 4 design concepts attached – 0 points 	20	30
	<p>The portfolio of designs must showcase the following design techniques:</p> <ol style="list-style-type: none"> 1. InDesign 2. Illustration 3. Photoshop <ul style="list-style-type: none"> • All 3 design techniques can be observed from the portfolio submitted – 30 points • Only 2 design techniques can be observed from the portfolio submitted – 20 points • Only 1 design technique can be observed from the portfolio submitted – 0 points 	20	30
Terms and Conditions	<p>The terms and conditions stipulated in the proposal:</p> <ul style="list-style-type: none"> • Designers' terms and conditions aligns with the demands of the SACAA environment – 10 points • Designer's terms and conditions does not align with the demands of the SACAA environment – 0 points 	10	10
TOTAL POINTS FOR TECHNICAL EVALUATION		70	100

Only submissions who score above 70 will be selected for the next evaluation stage

4.4 Phase 3 - Price and B-BBEE Evaluations

Proposal will be evaluated in accordance with the 80/20 preference point system only on Price and BEE as follows:

TABLE 3: PRICE & BEE EVALUATION

PRICE & B-BBEE	SCORE
----------------	-------

PRICE	80
B-BBEE	20
TOTAL	100

SUBMISSION OF BID DOCUMENT

The SACAA will award preference points to bidders who provide an original or certified copy of a valid B-BBEE Verification Certificate. A contract will be awarded to a bidder who scores the highest number of points on Price and BEE.

NB: SACAA is a Schedule 3A public entity and subscribes to the rates as issued by the National Treasury.