

## INVITATION TO TENDER

**REQUEST FOR PROPOSALS FOR SERVICES OF A PROFESSIONAL SERVICE PROVIDER  
WITHIN THE DIGITAL LEARNING CONTENT SPACE TO DEVELOP ANIMATION VIDEOS FOR  
QCTO DOMAINS AIMED AT BUILDING THE CAPACITY OF THE SERVICE DEVELOPMENT  
PROVERS ON OUR QUALITY ASSURANCE PROCESSES**

**TENDER NO: QCTO RFQ 13/2022**

**CLOSING DATE: 06 MARCH 2023 at 11:00**

<b>Company Name</b>		
<b>Address</b>		
<b>Contact person</b>	Ms/Mrs/Mr/Prof/Dr	
<b>Contact numbers</b>	(w)	(cell)
<b>Email address</b>		

## 1. INTRODUCTION

The Quality Council for Trades and Occupations (QCTO) is a Quality Council established in 2010 in terms of the Skills Development Act (Act 97 of 1998) as amended in 2008. The QCTO offers guidance to skills development providers (private and public) and assessment centres who must be accredited by the QCTO in order to implement occupational qualifications.

The QCTO as a responsive learning organization seeks to adopt an innovative digital learning experience to strengthen collaboration with its stakeholders aimed at the successful implementation of its occupational qualifications. In achieving the above, the Occupational Quality Assurance (OQA) Chief Directorate is in the process of introducing digital or online learning solution that will assist Skills Development Providers to access QCTO learning content online, at their pace and comfort, depending on their different circumstances. The QCTO has already developed the learning content that needs to be converted into animated learning experience.

The purpose of this project is to convert existing training materials based on QCTO processes into animation video format. The proposed digital learning experience is aimed at delivering a high-quality training and development content through animated videos. This approach has proven to be highly productive, effective and efficient in engaging online audience and it further appeals to a wide variety of stakeholders.

### 1.1 PROPOSAL SUBMISSION

**The proposal must be submitted in the following manner:**

- 1.1.1 One (1) USB Technical, supporting documents and financial submission in a sealed envelope; or the proposal can be sent to [tenders@qcto.org.za](mailto:tenders@qcto.org.za)

**Table: 1.1**

Closing Date	Address
Date: 06 March 2023 Time: 11:00	Quality Council for Trade and Occupations Tender Box @ Reception 256 Glyn Street Hatfield Pretoria 0083

**NB: Late Submissions will not be considered**

**Table: 1.2**

Briefing Session Information
Compulsory Virtual Briefing session Date: 28 February 2023 Time: 11:00am – 12:00am Link: To receive the link, kindly send an email to <a href="mailto:tenders@qcto.org.za">tenders@qcto.org.za</a> before end of business on 24 February 2023. The link will be sent by end of business on 27 February 2023.

## 1.2 ACCEPTANCE OF TENDERS

The QCTO does not bind itself to accept either the lowest or any other quote and reserves the right to accept the bid which it deems to be in the best interests of the organization. QCTO reserves the right to accept the offer in full or in part or not at all.

## 2. AIM OF PROPOSAL

The purpose is for the Service Provider to convert existing training materials based on QCTO processes into animation video format. The proposed digital learning experience is aimed at delivery of a high-quality training and development content through animated videos. This approach has proven to be highly productive, effective and efficient in engaging online audience and it further appeals to wide variety of stakeholders.

## 3. SCOPE OF SERVICES

### **Specification for the appointment of a Professional service provider within the Digital Learning Content Development space:**

The QCTO invites proposals from suitable and experienced professional service provider within the digital learning content development space to develop animation videos and interactive online assessments linked to each video aimed at building the capacity of Service Development Providers on QCTO quality assurance processes.

We wish to appoint a company that can develop top-quality video animation services (including story boarding and animation), in order to develop the capacity of Service Development Providers on the following QCTO Quality Assurance processes:

1. Qualification Development Processes
2. Accreditation processes
3. Quality Assurance Process
4. Assessment Processes
5. Certification Processes

The expectation is for the provider to develop 15 minutes animation video for each of the domains above. The videos should clearly communicate the functions and processes of each of the domains. At the end of each animation video, the provider should develop online quizzes and drag and drop assessment activities to test the knowledge and understanding of the audience for each of the domains.

The project must be completed in 12 months.

### 3.1 EXPECTED OUTCOMES AND DELIVERABLES

The scope of work for producing the animation videos includes the following activities;

1. To prepare 1 sample of story board or mood board clearly explaining the flow of the animation and how the video will progress showcasing the respective roles of each domain to the audience.
2. To prepare one animation video sample in accordance with the branding guidelines and protocols of the QCTO.
3. To prepare script for the video on Quality Assurance process shared by the QCTO (The selected Quality Assurance or learning material is attached to this RFP.
4. To develop the graphics/animation for the video to showcase the Quality Assurance process flow/important points.
5. To record narration and original background music for the video
6. To prepare draft video and submit it to QCTO with the proposal for deliberation/approval to understand the animation, elements used and flow. Once approved by the QCTO then the provider- will deliver the complete video according to the agreed timeframes.
7. The appointed provider will be expected to produce the master animation and clean up
8. Provide 3 edits of the original video as per the requirement of QCTO.
9. Provide an interactive video format of the video to be uploaded on Social Media (Youtube, Facebook & Twitter) and the QCTO website so that the SDPs can view the respective sections of the animation
10. The final version of all videos must be shared in the following two formats: high-end broadcast quality and compressed versions which can be easily shared via WhatsApp
  - 10.1 Animation must include
    - I. 2D animation with vector-based elements
    - II. Compositing
    - III. Editing
    - IV. Music/Sound effects
11. The three phases of any production-based assignment may be defined, as follows:
  - a. Pre-production: Pre-production would include narrative development (including, but not limited to - style, format, project length, target audience, featured success stories, etc.), finalise shooting script, interview questions, casting (if necessary), treatment of the project, audio/visual storyboard

- b. Production: Production phase would include rendering of the animation and creation of the environment and characters
  - c. Post-Production: Post-production would include editing of the raw footage, voice over, finding suitable background music/sound effects and animation elements/motion graphics for a project and as outlined by the QCTO.
- 12. Intended Use
  - a. External use by the SDPs to be accessed on the QCTO website and QCTO Social media platforms
  - b. Uploaded on all digital platforms when required
- 13. Key themes and issues to consider
  - a. Videos should show QCTO Quality Assurance processes
  - b. Videos should be interesting, educational and should be factual in terms of data and timelines
- 14. Deliverables
  - a. Comprehensive and clear proposal (Maximum 10 pages)
  - b. Final story board, concept and script
  - c. 1 full version of video on one QCTO Quality Assurance process
  - d. Video should be in English narration/animation
  - e. The final master video in HD/web/mobile format
  - f. Provide three shorter version of the master video as per QCTO requirements
- 15. QCTO reserves the right to accept, change and reject submitted story boards. Any changes recommended/requested by the QCTO must be incorporated in the story board and shared with the QCTO for approval.

#### 4. EVALUATION CRITERIA

QCTO may request additional information, clarification, or verification regarding any information contained in or omitted from a tenderer's proposal. This information will be requested in writing, and the bidder must provide the requested information within forty-eight (48) hours after the request has been made; otherwise, the bidder may be disqualified.

QCTO may conduct due diligence on any bidder, which may include interviewing customer references or other activities to verify a bidder's or related information and capabilities and, in these instances, the bidders will be obliged to provide QCTO with all necessary assistance

and/or information which QCTO may reasonably request and to respond within the given time frame set by QCTO;

The 80/20 principle will be applied in terms of the Preferential Procurement Regulations 2022.

**The tender will be evaluated in three stages:**

**Stage 1 (a): Functionality - Company Experience and Capacity**

No.	Criteria	Sub-criteria	Points
1.	<p>Bidder's extensive knowledge and experience in graphic design including visualizing, story boarding, animations and creating graphics including illustrations, layouts and photos.</p> <p>NB: Please provide reference letters</p>	<ul style="list-style-type: none"> <li>No evidence that bidder has undertaken similar projects = <b>0 points</b></li> <li>A bidder has successfully undertaken 1 to 2 similar projects = <b>10 points</b></li> <li>A bidder has successfully undertaken 3 similar projects = <b>20 points</b></li> <li>A bidder has successfully undertaken 4 similar projects = <b>30 points</b></li> <li>A bidder has successfully undertaken 5 or more similar projects = <b>40 points</b></li> </ul>	<b>40</b>
2.	<p>Bidder's extensive knowledge and experience in voice-over production process and technique in which voice is used for theatre, television and other modes of media.</p> <p>NB: Please provide reference letters</p>	<ul style="list-style-type: none"> <li>No evidence that bidder has undertaken similar projects = <b>0 points</b></li> <li>A bidder has successfully undertaken 1 to 2 similar projects = <b>5 points</b></li> <li>A bidder has successfully undertaken 3 similar projects = <b>10 points</b></li> </ul>	<b>20</b>

		<ul style="list-style-type: none"> <li>• A bidder has successfully undertaken 4 similar projects = <b>15 points</b></li> <li>• A bidder has successfully undertaken 5 or more similar projects = <b>20 points</b></li> </ul>	
3.	<p>Bidder's extensive knowledge and experience in producing and creating cinematographic material in a film and television.</p> <p>NB: Please provide reference letters</p>	<ul style="list-style-type: none"> <li>• No evidence that bidder has undertaken similar projects = <b>0 points</b></li> <li>• A bidder has successfully undertaken 1 to 2 similar projects = <b>5 points</b></li> <li>• A bidder has successfully undertaken 3 similar projects = <b>10 points</b></li> <li>• A bidder has successfully undertaken 4 similar projects = <b>15 points</b></li> <li>• A bidder has successfully undertaken 5 or more similar projects = <b>20 points</b></li> </ul>	20
4.	<p>Profiles or CVs of production team with relevant qualifications.</p> <p>NB: Project manager must be specified.</p>	<ul style="list-style-type: none"> <li>• No CV submitted = <b>0 points</b></li> <li>• 1 CV submitted = <b>5 points</b></li> <li>• 2 CVs submitted = <b>10 points</b></li> <li>• 3 CVs submitted = <b>15 points</b></li> <li>• 4 CVs or above submitted = <b>20 points</b></li> </ul>	20
		<b>TOTAL</b>	<b>100</b>

Each of the criteria is to be assessed and scored on the evaluation sheet using the above points.

Threshold: Bidders who score less than **70 out of 100** points on functionality, will not be considered for site visit and presentation and will be disqualified for this project.



## Stage 2 b): Functionality - Presentation

The second stage of functional evaluation is based on presentation, which will be evaluated using the following criteria and points:

NB: Presentations / demonstrations will be done in person at the QCTO Offices. QCTO will not reimburse potential service providers for travel Costs and or any other related costs.

STAGE 2: FUNCTIONALITY: (PRESENTATION/ DEMONSTRATION): PHASE 2		
<b>Presentation/ Demonstration</b>	<ul style="list-style-type: none"> <li>Bidder's understanding of the requirements and its capacity to deliver = <b>Maximum 40 points</b></li> </ul>	<b>40</b>
	<ul style="list-style-type: none"> <li>Explanation as to why the firm should be selected as the preferred Service Provider, including any value-added services = <b>Maximum 30 points</b></li> </ul>	<b>30</b>
	<ul style="list-style-type: none"> <li>Quality of the videos = <b>Maximum 30 points</b></li> </ul>	<b>30</b>
<b>Total</b>		<b>100</b>

Each of the criteria is to be assessed and scored on the evaluation sheet using the above points.

**Threshold:** Bidders who score less than **70 out of 100 points on presentation will not be considered for Price and Specific goals and will be disqualified for this project.**

## Stage 3: Pricing

Only bids that achieved the minimum qualifying score/percentage for functionality will be considered further in terms of the **80/20 Preferential Procurement Regulations 2022**.

The formulae to be utilised in calculating points scored for the preference point system will be included in the tender document. **Step 1** will be the calculation of points for price where the lowest bid will score 80 points for price, while bids with higher prices will score lower points for price on a pro-rata basis.

The following formula will be utilised to calculate the points for price in respect of tenders with a Rand value below R50 000 000 (all applicable taxes included):

$$P_s = 80 \left[ 1 - \left( \frac{P_t - P_{min}}{P_{min}} \right) \right]$$

Where:

$P_s$  = Points scored for comparative price of proposal or offer under consideration;

$P_t$  = Comparative price of proposal or offer under consideration; and

Pmin = Comparative price of lowest acceptable proposal or offer.

**Step 2** will be the calculation of points for the specific goals as per table below:

Specific Goal	Number of Points
Women	5
Youth	5
Locality/Province	5
HDI	5

## 5. CALCULATING THE FINAL SCORE

The points scored for the price (step 1) will be added to the points scored for the specific goals (step 2) to obtain the tenderer's total points scored out of 100.

AREAS OF EVALUATION	POINTS
Price	80
Specific Goals	20
Total	100

## 6. VALIDITY PERIOD

The validity period for this RFQ is 180 days.

## 7. ENQUIRIES

**Any technical enquiries regarding the terms of reference shall be directed in writing to:**

Mr. Charles Pule Email: [Pule.C@qcto.org.za](mailto:Pule.C@qcto.org.za)

**Any SCM related enquiries shall be directed in writing to:**

Mr. Mojaki Mohibidu

Email: [tenders@qcto.org.za](mailto:tenders@qcto.org.za)