

SOUTH AFRICAN



***CIVIL AVIATION
AUTHORITY***

REQUEST FOR PROPOSALS

Freelance Graphic Design Services

For a period of two years

Submission deadline: 14 July 2023

1. INVITATION TO BID

1.1. The purpose

The purpose of this document is to invite a pool of 3 x freelance Graphic Designers with corporate clients experience to provide specialist graphic design services to the SACAA over a period of 2-years.

1.2. About the SACAA Communications Activities

The Communications and Stakeholder Relations department creates designed content daily in support of its operational plans led by various departments at the SACAA. The high volume of the work and the quick turnaround times which often requires designs to be ready within a few hours.

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.
- 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 design techniques were used to create the concept.
 - Expressive/Experimental Typography to communicate a concept visually
 - Extensive Image Manipulation
 - 2D/3D Animation
- 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

Categories 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.

- 2.1.4. A CV of the designer listing their experience of 3-years or more working with corporate clients.

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	The designer must attach a minimum of 5 contactable reference letters indicating the company details, project name, duration, and type of service implemented with a corporate client.		
	• 5 letters/email of reference with contacts indicating the provision of graphic design services to a corporate client/s for a combined total of 5-years or more – 40 points		
	• 3 letters/email of reference with contacts indicating the provision of graphic design services to a corporate client/s for a combined total of 5-years or more – 20 points		
	• 1 letter/email of reference with contacts indicating the provision of graphic design services to a corporate client/s for a combined total of 5-years or more – 0 points		
		20	40

TECHNICAL EVALUATION			
SUB-CRITERIA	DESCRIPTION	POINTS	
		MIN	MAX
Portfolio Assessment	The submission must include a portfolio of design concepts implemented in various material. • 5 design concepts attached – 20 points • 4 design concepts attached – 10 points • Less than 4 design concepts attached – 0 points	10	20
	The portfolio of designs must showcase the following design techniques: 1. Expressive/Experimental Typography to communicate a concept visually 2. Extensive Image Manipulation 3. 2D/3D Animation • All 3 design techniques can be observed from the portfolio submitted – 20 points • Only 2 design techniques can be observed from the portfolio submitted – 10 points • Only 1 design technique can be observed from the portfolio submitted – 0 points	20	20
Terms and Conditions	The terms and conditions stipulated in the proposal: • Designers' terms and conditions aligns with the demands of the SACAA environment – 20 points • Designer's terms and conditions does not align with the demands of the SACAA environment – 0 points	20	20
TOTAL POINTS FOR TECHNICAL EVALUATION		70	100

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

2.3 PHASE 3 –PRICE AND SPECIFIC GOAL (B-BBEE) EVALUATION

Bidders who comply with the requirements of this bid will be evaluated according to the preference point scoring system, as determined in the Preferential Procurement Regulations, 2022 pertaining to the Preferential Procurement Policy Framework Act, Act No 5 of 2000.

For this bid, **80** points will be allocated for Price and **20** points for the specific goals in a form of a B-BBEE status level of the contributor.

The value of this bid is estimated NOT to exceed R50 000 000 (all applicable taxes included) and therefore the 80/20 preference point system shall be applicable.

The following PPPFA formula is used to evaluate price:

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

P_s = Points scored for price of the bid under consideration.

P_t = Rand value of bid under consideration.

$P_{\min}$ = Rand value of lowest acceptable bid.

Only bidders that have achieved the minimum qualifying points on functionality will be evaluated further in accordance with the 80/20 preference point system, as follows:

Points for this bid shall be awarded for:

- (a) Price; and
- (b) B-BBEE Status Level of Contributor.

The maximum points for this bid are allocated as follows:

	POINTS
PRICE	80
Specific Goal (B-BBEE STATUS LEVEL OF CONTRIBUTOR)	20
Total points for Price and B-BBEE	100

Proposals must be hand delivered and submitted in the tender box at the SACAA Midrand office by no later than Friday 14 July 2023 @11h00am and be addressed to Ms Itumeleng Matjie

Ikhaya Lokundiza
Building 16
Treur Close
Waterfall Park
Bekker Street
Midrand

