

THE PUBLIC SERVICE SECTOR EDUCATION TRAINING AUTHORITY

**TERMS OF REFERENCE (ToR) FOR THE APPOINTMENT OF A FREELANCE GRAPHIC
DESIGN SERVICE PROVIDER TO PROVIDE SERVICES FOR THE PUBLIC SERVICE
EDUCATION AND TRAINING AUTHORITY**

QUOTATION NUMBER: RFP/2021/001285

CLOSING DATE: 29 OCTOBER 2025

CLOSING TIME: 16:00

No late applications will be accepted



1. INTRODUCTION

The Public Service Sector Education and Training Authority (PSETA) is established in terms of sections 9(1) and (2) of the Skills Development Act (Act No. 97 of 1998, as amended). The Skills Development Act is the enabling legislation and guides PSETA operations as a Sector Education and Training Authority (SETA), as set out in section 10 of the Act.

2. BACKGROUND & CONTEXT

The PSETA seeks to appoint a service provider for the provision of graphic design services for a period of three (3) years from the date of appointment. The purpose is to appoint a suitable, qualified, experienced and competent service provider to provide these services in line with the Service Level Agreement to be entered into between the PSETA & the service provider.

3. OBJECTIVES OF THE ASSIGNMENT

- Ensure consistent use of the corporate identity.
- Improve the quality and consistency of visual materials.
- Ensure that PSETA's branding is professionally represented across all platforms.

4. SCOPE OF WORK

- 4.1. Graphic design of various publications and photography services per the brief/guidelines provided. The provision must also be made for editing publications as print-ready proofs.
- 4.2. Assist with mentoring of graphic design interns at the office who are still on a learning journey: corporate branding & graphic design, graphic design elements for corporates; working on dimensions. Indicate the rate per hour for mentoring on the quotation.
- 4.3. It will be expected of the service provider to be able to maintain strong ethical standards in their work and shall liaise with the Stakeholder Management & Communication Manager.
- 4.4. The service provider shall at the request of the organisation be always expected to be available to the PSETA. The flexibility and ability to come and do certain graphic design work at PSETA offices will be an added advantage.

4.5. The publications to be developed, but not limited to, per financial year over three years are:

Item	No. of pages	Estimated hours for 3 years
Public Service Sector Education & Training Authority Annual Report	150 per document (X3)	150
Abridged Annual Report	30 per document (X3)	40
Sector Skills Plan Booklet	70 per document (X3)	70
Annual Performance	100 per document (X3)	80
Strategic Plan	100 per document (X3)	80
Career guide	30 per document (X3)	40
Brochures Quantity 5	A4 to DL size per document (X5)	24
Digital banners	A5	36

Monthly Newsletter	A4 12 pages	36
Quarterly Newsletter	A4 X30 pages	40
Presentations: Smart Art & Infographics	30 slides	8

5. DELIVERABLES

- **Branding & Identity:** Logo design, brand guidelines, typography, and color palette.
- **Print Ready Materials**
- **Digital Assets**
- **Event Collaterals**
- **Illustrations & Infographics.**
- **Final File Formats:** Editable source files (AI, PSD, INDD), high-resolution images (JPEG, PNG, PDF), and print-ready versions.
- **Revisions & Feedback.**
- **Compliance & Standards:** Adherence to brand

6. TIMELINE

Thirty six (36) months.

7. QUALITY AND REPORTING REQUIREMENTS

7.1 To manage the budget, The service provider will submit the cost per delivery as and when a task is required to the Stakeholder Management and Communication Manager.

8. INTELLECTUAL PROPERTY

8.1. All the information derived from this assignment will remain the property of the South African Government. This includes data gathering tools, raw data and all reports. Publication of any information from this assignment is prohibited unless permission to

cite the findings is approved by the PSETA. All open files of the work done must be made available to the PSETA.

9. COSTING

- 9.1 A total cost analysis must be provided based on the estimated hours provided to cover the full project amount. The proposed project pricing must be all-inclusive (i.e., including professional fees, venue hire, travel expenses, disbursements, and VAT). PSETA reserves the right to negotiate the price .

10. EVALUATION PROCESS

- 10.1 The bids will be evaluated on the 80/20 principle with 80 points being allocated for price and 20 points allocated for specific goals, once the minimum functionality criteria are met.

PHASE 1: FUNCTIONALITY EVALUATION

- 10.2 Bids must meet the minimum eligibility criteria in respect of functionality of 70 points out of 100 points that will be awarded for functionality before they are considered further. Any bid that does not meet the minimum eligibility threshold will be automatically disqualified.

PHASE 2

- 10.3 The bids will be evaluated on the 80/20 principle with 80 points being allocated for price and 20 points allocated for specific goal, once the minimum functionality criteria are met.

Phase 1: Functionality Evaluation				
Domain	Evaluation Method	Criteria	Weight	Score
Company Experience in graphic	Company profile detailing the work the company does,	NB: All proposals must cover sections	40	1

design & project proposal.	including graphic design service.	outlined in section 4.		2
				3
				4
				5
Knowledge and experience of the graphic designer.	The graphic designer must have:	1 = Proposal of the assignment aligned to the scope of work. - Financial proposal reflecting rate per hour for each item in the scope of work.	30	1
				2
				3

	should have at least five • (5) years' experience in advanced graphic design. • Please provide a comprehensive curriculum vitae (CV) indicating the required experience and minimum three reference letters on the work done.	less than 5 years' experience • 3 = CV, Certified copies of qualifications and a minimum of 5 years' experience. • 4 = CV, Certified copies of qualifications and a minimum of 6 to 9 years' experience. • 5 = CV, Certified copies of qualifications and 10 years and above experience.		4
				5
Traceable references from the clients where projects of similar nature were conducted	Reference letters as evidence of previous similar work done. (NB: <i>The Reference Letter(s) must be on the letterhead of the previously serviced organisation and should</i> <i>reflect at least name of the organisation, title of the work done, year conducted, year completed,</i>	• 1 = No reference letter provided of work previously done. • 2 = 1 to 2 reference letters • of research work previously done • 3 = 3 reference letters of work previously done • 4 = 4 reference letters of work previously done.	30	1

	<i>contactable reference name and contact details)</i> Reference letters must be on a letterhead, signed by the CEO/Head of the department and dated.	• 5 = 5 or more reference letters work previously done.		
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11. FORMAT OF THE BID

11.1 Proposals must be submitted physically; the proposals must be submitted in one original and two (2) copies

11.2 Company profile indicating all the requirements as per the evaluation criteria.

11.3. Track record and experience

11.4. Submission of all applicable documents as indicated below:

- Certified copy of doctor's certification with medical practice number(in order claim points for disability as per SBD 6.1)
- Certified copies of the director's ID document (to claim points as per SBD 6.1)
- Certified copy of BB-BEE certificate or sworn affidavit
- Valid Tax compliance status (TCS) PIN or proof of exemption from SARS;
- Copy of the registration document of the organisation (CIPC);
- Copy of the Central Supplier Database registration.

12. IMPORTANT MANDATORY INFORMATION FOR BIDDERS

12.1 All Standard Bidding (SBD) documents must be completed and signed.

- SBD 1.1 (each section must be fully completed)
- SBD 4(each section must be fully completed)
- SBD 6.1(each section must be fully completed)
- Proof of registration on the Central Supplier Database.
- General Conditions of Contract (each page must be entailed/signed)

NB: Failure to submit documents requested in section 12 will render the proposal disqualified.

Bid proposals must be submitted to:

Ms Ursula Mathonsi

Manager: Supply Chain Management, PSETA

Ground Floor, Woodpecker Building, Hillcrest Office Park, Lynwood, Pretoria

No late applications will be accepted.

No electronic bid applications will be accepted. The bids are valid for 90 days from the closing date. Please direct all queries to Ms. Ursula Mathonsi via email at ursulam@pseta.org.za or by telephone at (012) 423-5700.