

TERMS OF REFERENCE

for the Creative Consulting Services for the Research, Concept Development, Copywriting & Editing, Photography, Design & Layout, and Printing of the BCDA 2010 Annual Report

The Bases Conversion and Development Authority (BCDA) is inviting all interested parties (STRICTLY DESIGN STUDIOS OR AGENCIES WITH GRAPHIC DESIGN/ADVERTISING AS ITS MAIN BUSINESS) with at least three (3) years in business operation and with experience in the conceptualization, copywriting, design, layout, color separation, printing of collateral materials to submit their bid based on the following specifications:

I. BUDGET: ONE MILLION PESOS (Php1,000,000.00)

II. SCOPE OF WORK:

The consultant shall provide the following services:

A. Graphic design services

Creative concept (visual and descriptive)

1. Cover design and rationale;
2. Design and layout of forty (40) inside pages plus four (4) cover pages or a total of forty-four (44) pages; and design and layout of envelope
3. Presentation of two (2) concepts: sample layout of cover, inside pages, board of directors page;
4. Preparation of final artworks ready for printing.

B. Editorial Services

1. Conceptualization of theme for the BCDA 2010 Annual Report;
2. Copywriting, copy editing and proofreading services

C. Professional photography services

1. Shooting of situation/activity shots in digital format with resolution suitable for print and billboard. Inclusive of materials, supervision fee and art/photo direction.

- i. Services shall also include aerial photo shoot of at least two location set-ups.
- ii. Total of twelve (12) shooting days is twelve (12).
- iii. The Proponent shall identify the number of photography set-ups based on the proposed concept. The following shall be taken into consideration:

Set-up for:

- BCDA Officials (Chairman, President, EVP)
- BCDA Board of Directors
- BCDA Management

Location set-ups in:

- Fort Bonifacio
- Villamor Air Base
- John Hay Special Economic Zone

- Poro Point Freeport Zone
- Clark Special Economic Zone
- Bataan Technology Park
- Subic-Clark-Tarlac Expressway
- Subic Bay Freeport Zone

2. Expenses related to transportation, shoot expenses (e.g. rent of penthouse, use of helipad) and meals of the crew, BCDA-PA staff, subsidiary representatives, and models are included in the budget.
3. BCDA shall provide permits for location setups, accommodation and additional transportation for the shoot as needed.

D. Provide at least five (5) models for the photo shoot based on the proposed concepts. A photo profile of the model shall be submitted to BCDA for approval prior to hiring for the project. BCDA shall be allowed to suggest models if necessary.

1. Expenses related to transportation, meals of the Creative Team, inclusive of models, are also included in the budget;
2. Professional hair and make-up services for the BCDA Management and models for the Asset Disposition Program location shoot are also included in the budget;
3. BCDA shall provide accommodation and additional transportation for the shoot as needed.

E. Prepare print specifications based on concept/design.

1. Print specifications and corresponding budget shall be provided by the consultant based on the proposed concept/design.
2. Other general specifications are as follows:

No. of pages	:	44 pages inclusive of cover
Color	:	Full color
Binding	:	2-wire saddle stitch
Quantity	:	2,000 pieces
Others	:	Envelope

F. Provide color proofing of the project, for approval of the BCDA.

G. Perform basic color separation services and computer work services.

1. Basic color separation of forty-four (44) pages plus envelope;
2. Computer works
 - i. Cover composition and manipulation of forty-four (44) pages plus one (1) Envelope
 - ii. Design, layout and manipulation of forty-four (44) pages plus one (1) envelope (including high resolution scanning of existing photos, maps and other visuals)

- H. Manage the production of the annual report, including printing supervision and coordination with BCDA.**
- I. Produce premium quality, full-color annual report based on agreed technical specifications and standards acceptable to BCDA.**
- J. Deliver 2,000 copies of the Annual Report in full based on agreed schedule.**
- K. Turn-over color separation materials, negatives, and all other BCDA raw materials (designs, photos, writings and/or documents) to BCDA.**
- L. Turn-over to BCDA electronic file of final Annual Report in both Adobe InDesign and PDF format optimized for uploading in the BCDA website.**
- M. Shoulder entry fee of the 2010 BCDA Annual Report as a competitor in at least two award-giving bodies such as the Anvil Awards and Quill Awards.**

III. CREATIVE TEAM

A. CREATIVE TEAM

The following shall constitute the creative team:

1. One (1) account director/manager dedicated to the BCDA account and on call by BCDA;
2. One (1) creative/art director and graphic artist, who will provide the overall concept Design as well as provide creative/art directions for the shoot;
3. One (1) photographer who will provide his expertise and knowledge in the shoot;
4. One (1) copywriter/editor, dedicated to the BCDA account and on call by BCDA as needed.

B. QUALIFICATIONS OF THE CONSULTANT

1. The Consultant must be strictly a reputable communications/advertising firm or graphic design studio with at least three (3) years business operation. In the case of joint ventures, each firm should have at least three (3) years business operation;
2. The Firm must be registered online with the Philippine Government Electronic Procurement System (www.gppb.gov.ph) as a legitimate service provider for government requirements;
3. The members of the proposed creative team of the Consultant must have at least three (3) years experience in advertising/graphic design/ account management/photography/and publication
4. The members of the bidder's creative team should have at least graduated from a 4-year course or its equivalent training relevant to his function in the creative team (i.e., photographer).

5. Each member of the proposed creative team must have handled at least three (3) design projects for reputable firms which are similar in nature to the requirement (e.g. annual report, glossy magazines, coffee table book, brochures, etc.)
6. The Firm must have produced at least three (3) premium, full-color creative projects and with a value equivalent to the Approved Budget for the Contract;
7. The Firm must have printed at least three (3) premium, full-color creative projects using modern advanced equipment;
8. The Firm must establish that it owns, has under lease, and/or has under purchase agreements, if any, equipment needed for the printing of the requirement and also submit a list of all types and quantity of this equipment;
9. The Consultant shall be assessed based on the most favorable compliance of the criteria stated above.

IV. METHODOLOGY

The following shall be the basis for the selection of the consultant:

The proposal shall be evaluated based on the *Quality-Based (QBE)* evaluation. Each consultant shall submit technical and financial proposals simultaneously in separate sealed envelopes. The technical proposal shall be considered in the evaluation of the consultants and shall be given a weight of one hundred percent (100%). The consultants shall then be ranked in descending order based on the combined numerical ratings of their technical proposals, from which the highest rated bid will be identified.

Only the financial proposal of the consultant who gets the highest technical rating shall be opened—in their presence. Total calculated bid prices which exceed the approved budget for the contract shall not be considered. The name of the consultant, the quality scores and the proposed prices shall be read and recorded when the financial proposals are opened. Negotiations shall be undertaken with the consultant who is first in rank.

The financial proposals shall not exceed the approved budget for the contract and shall be deemed to include the cost of all taxes, duties, fees, levies and other charges imposed under applicable laws.

V. EVALUATION CRITERIA

The Consultants will be evaluated according to the following criteria: TRACK RECORD (20%); QUALITY OF DESIGN (Based on Sample Work) (25%); QUALITY OF PRINTING (Based on Sample Work) (15%); and, PROPOSED DESIGN & CONCEPT (40%). Total weight of rating shall add to one hundred percent (100%).

On the other hand, the criteria for shortlisting is based on the following: TRACK RECORD - 35%; QUALITY OF DESIGN (Based on 3 Sample Works) - 40%; QUALITY OF PRINTING (Based on 3 Sample Works) - 25%.

VI. CONTRACT TERM

CONTRACT shall take effect upon the signing of the **CONTRACT** and shall remain in force and in effect for a period of one (1) year.