



CONTRACT AGENT DESIGN AND GRAPHICS Invitation to submit quotation / ToR

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INVITATION TO SUBMIT QUOTATION

The North Sea Region Programme 2007-2013 is inviting you to submit a quotation for a framework contract regarding design and overall graphical work of the Programme.

The costing should be as detailed as possible given the information available, with a break down of the different parts of the quotation. You are free to make suggestions and improvements other than what is stated in the specification. If so, the costing and added value should be included.

Interested agents are advised to read this document in detail before drafting and submitting a quotation.

CONTENT OF QUOTATION

The quotation should at least contain the following:

- **Fixed number of hours** – The cost for providing a fixed number of working hours dedicated to tasks which would fall under the provision of a Graphical Designer or Art Director, including making and finalising originals for print. The quotation should include a fixed price for the following number of hours spread over a 12 month period, starting as agreed between the contract agent and the Secretariat; 50, 100 & 150 hours
- **All inclusive** – All hardware and software including relevant licensing, work space, materials and supplies should be included in the costing, the Secretariat will not provide any of the above or accept to pay any such items on behalf of the contract agent
- **Additional work** – The costing for any work outside of the contract, should the number of hours exceed the numbers of hours in the fixed contract, specified per hour

KEY FEATURES OF GRAPHICAL DESIGN OF THE PROGRAMME

- **Graphical Identity and logo** – The Programme has a well branded profile and is recognised as a strong Programme in communications among stakeholders, all designs made should take this into consideration
- **House style** – There is a house style which was developed in 2007 – all work is carried out within the style and any major changes must take the house style into consideration
- **Templates** – Almost all work is carried out in templates (Power Points, Letters, E-mails, etc), and it is the ambition of the Programme to design templates for different solutions rather than ad hoc measure
- **Website** – The website is the main communications channel for the Programme. This means that the work will include design for web based solutions of different types including design features for the website itself, i.e. interface changes, new features, web based book and new media solutions

KEY FEATURES OF PROGRAMME RELEVANT FOR GRAPHICAL DESIGN

- **Content heavy** – The Programme works with regional development under the provision of the European Commission through the European Regional Development Fund (ERDF). Work is content heavy: user friendly and easy to read solutions are key features of any design for Programme documents
- **Proof reading** – Due to the content heavy nature of the work of the Programme, double proof reading is essential: this needs to be taken into consideration in any submitted bid
- **Quick changes** – There needs to be short response time on tasks and the contract agent must be able to prioritise work for the Programme, although planning is crucial, things may change at short notice and there must be provision for this

BACKGROUND INFORMATION

The North Sea Region Programme 2007-2013 is an EU programme focused on regional development in the North Sea Region. More information about the Programme can be found on the Programme website: www.northsearegion.eu

CONTRACT AGENT COMPETENCES

Essential

- **Work experience** – At least five years experience working at a fully professional level in the design and graphical industry, as Art Director or related relevant profession
- **Independent agent** – Experience with independent work as a freelance agent is essential
- **Professional standards** – Substantial experience from daily work with all relevant professional standards in the field is essential
- **Self employed status** – The contract will have a freelance set-up

Desirable

- **Multicultural experience** – Experience from multicultural environments with different languages and communication cultures is advantage
- **International Experience** – Experience from interacting with organisations and people in different countries is an advantage

PRACTICALITIES

References and examples of work

In addition to the specification under the headline Content of quotation, at least two relevant and up to date references including examples of work (preferably digital, website address included) should be supplied. The references and work examples need to confirm the work experience and competences stated in the quotation.

Assessment Criteria

All submitted quotations will be assessed according to relevance, fulfilment of formal criteria, overall cost and submitted examples of work including references. The winning bid will show a competitive costing in relation to quality and creative level of submitted work examples, whilst meeting the formal criteria.

Winning the bid for the above tender only entitles the contract agent a contract should the Programme decide to make use of the tender.

All quotations submitted before 6 August 2012 will be assessed. Quotations which do not meet the formal criteria may be exempt from the assessment.

Submit to:

The North Sea Region Programme
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