

UMass Answers to Bidder Questions 3-23-09: Creative Media Services RFR CP09PC0310

Question 1. We would like to submit a proposal for a portion of this project. We are a branding, design, and marketing firm . Would it be acceptable for us to submit a proposal for the portion of this project where we have the necessary qualifications? Or would you prefer that we create a team to fulfill all the aspects of this project, i.e. Production company, web site design firm, etc.?

UMass Answer to #1:

Yes. You may offer services for any single or combination of Creative Media Types and related services. For example, you may only specialize in digital graphic design/photography but do not have the capacity for high-volume print/copy or print-to -mail services. Some firms may only offer the printing/copying service for a variety of media types. You may join with "sub-contractors" in a combined offer, however the sub-contractor must be named by corporation or individual, including address, but the University will only work with and make payments to your firm (as the prime contractor).

Some firms may chose to bid all services and offer "one-stop-shopping" contracts.

In some projects, your firm may be best suitable for only one or a few components of a larger project.

In all, the University needs the opportunity to work with pre-qualified awarded vendors to receive work-specific quotes and then decide on the vendor or combination of vendors needed to complete a project.

Question 2. In regard to printing, does the University require off-set printing, digital printing, print on demand, all of the above?

UMass Answer to #2:

All printing types may be needed throughout the three-year period. Pleased describe your printing services as it relates to all that you are offering in this RFR.

Question 3. In the RFR, when you refer to "web based" animation can you give us an example of exactly what your referring too? Is it straight animation or something interactive?

UMass Answer to #3:

Any type of graphic image animation may be used to enhance the quality of a web page or improve the interaction. Please provide examples which you think may enhance your offer or show the range of sophistication of your designers that may appeal to UMass.

Question 4. We are responding to Media Category 2 of the UMass System RFR for Multiple Media Production Services - and I want to know in what manner print samples should be submitted - some high quality graphic designs we have produced are large files because of high resolution images used. These cannot be emailed because of their size and download requirements. The RFR indicates that response should be by email only. Is it preferred that we convert the high resolution graphics to low res suitable for emailing? The proviso is that the image quality will suffer in the transition. Or should graphic design samples (high, medium and low cost) be uploaded to our agency FTP site in a special folder?

UMass Answer #4:

As specified in the submittal requirements, you may refer to an internet website URL (and FTP site). However, please include the low-res image as a reference to instructions for accessing each hi-res example. Also, the bidbox email (bidbox@umassp.edu) does not have limitations on incoming email attachments or file sizes. Only rarely have there been technical issues related to large transmittals to the bidbox email address.

Question 5. We noticed inconsistencies in the numbering of the RFR. Can you please clarify and state the number to be used in this RFR.

UMass Answer #5:

Yes, the RFR number is **CP09PC0310**.

Also please note that a plagiarized/modified version of this bid was issued anonymously on a commercial RFB website. This altered version states it is a request for "**BPO Services**" and does not represent any UMass interest or authority to request solicitations on behalf of UMass. Such modifications are deemed illegal and may be subject to criminal penalties. Please do not respond with an offer if you received this version and are offering a variety of customer-care or phone support services.

Question 6. Bid submittal requirement described in Section A- 11. states, "Please provide your firm's current job cost rates or cost/job worksheets for the media type(s) and services you are offering. Describe the general work engagement process expected from the University. "

- Are you requesting hourly billing rates for personnel for 'job cost rates' noted above?

- With respect to work engagement process from the university, what are you specifically inquiring about, e.g., what functions/disciplines will we need access to, how much time would be required, use of web-based technology to supplement meeting, etc?

UMass Answer #6:

In most cases UMass will only have a general framework or scope for creative media. By what process does your firm lead the customer through design development and review? Do you have a standard Phase document or guideline provided to customers? Responding to this requirement

allows UMass to examine (in general) how you organize the process leading to a final design or media production.

Please submit cost and rate information which is "standardized" or expected based on the services you offer. UMass needs to obtain any fixed fees to help compare costs with similar vendors. Please consider identifying any fees or costs which are normally charged to your customers: hourly rates for specific types of designers versus project managers, or cost worksheets you provide to customers.

Question 7. Also, the RFR indicates that "answers to questions will be compiled routinely and posted on this website." Are you referring to www.comm-pass.com?

UMass Answer #7:

Yes. These answers will be emailed to all known email addresses as well as posted on the COMM-PASS website. It will be called "UMass Answers to Bidder Questions" and dated. As this is an "open-enrollment" RFR, please expect there to be addenda and other question-answer postings on the COMM-PASS website.

Question 8. As graphic designers (as well as being a full-service agency) we want to submit as samples a few printed pieces (brochures done for state agencies). However, since our printed samples are very large digital files (necessary for high resolution printing), they are too large to email. We can low-res the images and post them on our website, but all the impact of the print media will be lost. As you know, print is a tactile medium and the cost and effectiveness of a printed piece is effected by the stock used, the weight of the piece, etc.

Will you accept three printed pieces as samples sent via FedEx to accompany our emailed response to the RFR? Web design samples, will naturally be posted via our website, but we are concerned about providing quality printed samples in accordance with the restrictions of the RFR.

UMass Answer # 8:

Please do not send actual printed examples. The University recognizes that print media also requires paper stock, veneer/ink, folding/binding options and other reproduction qualities other than digital images.

Please consider providing low-res images or website reference URLs. Regarding the description of cost elements with each example (High, Medium, Low), please indicate any other factors (paper stock, printing/ink, etc.) which determined the overall cost.

This is an electronic bid process and printed material cannot be used to select pre-qualified vendors. In the secondary competitions for specific jobs, you may meet with UMass staff and/or review actual reproductions of your work as UMass considers your services for specific projects.