October 15, 2019

The Johns Hopkins Center for Communication Programs (CCP) invites graphic design firms and qualified individuals (heretofore “firms”) to submit proposals to provide graphic design services in support of CCP’s programs. Multiple contracts may be awarded under this request for proposals (RFP).

Upon review of the attached RFP, please send any and all questions via email to Rebecca Shore (Rebecca.shore@jhu.edu) no later than 5:00 p.m. EDT, on Friday, October 25, 2019. We will not accept any calls related to this RFP. Responses to all RFP questions received will be sent electronically to the email address you provide no later than Wednesday, October 30, 2019.

An electronic version of your proposal must be received no later than 5:00 p.m. EST on Monday, November 18, 2019. If your proposal is not received by the deadline, it will be disqualified. If the vendor selection team at CCP has any questions, we will send them via email and expect your response within 24 hours.

We anticipate that the firm with the winning proposal will be selected on Friday, November 15, 2019. CCP will notify all vendors who respond to our RFP. If CCP does not receive a proposal that meets our needs adequately and cost-effectively, we reserve the right to make no award at this time.

As part of this proposal, we ask firms to provide capability statements related to similar graphic design services in support of global health projects as well as a list of clients for which the work was performed. Only proposals that adhere to the requirements outlined in the RFP will be considered.
Graphic Design and Publication Production Services RFP

Background:

The Johns Hopkins Center for Communication Programs (CCP) was established more than 30 years ago in recognition of the pivotal role communication plays in the way people think about and behave around health and development issues. As a Center within the Department of Health, Behavior and Society at the Bloomberg School of Public Health, CCP now has a staff of more than 600 in the field and in its Baltimore headquarters. CCP has active programs in more than 30 countries worldwide as well as in the U.S. Since 1988, our programs have reached more than 1 billion people. CCP’s target audiences are international with a focus on low- and middle-income countries in Africa and Asia. Depending on the project, the approach to changing behaviors and improving health is directed to in-country governments, health centers, communities, and/or the individual.

CCP is a recognized leader in the field of health communication, with extensive technical expertise and program experience in:

- Social and Behavior Change Communication (SBCC)
- Knowledge Management
- Training and Capacity Building
- Strategic Advocacy
- Research, Monitoring and Evaluation

Our work spans a broad spectrum of health issues and related areas including:

- Reproductive Health/Family Planning
- HIV
- Malaria
- Water and Sanitation
- Maternal and Child Health
- Avian and Pandemic Influenza
- Tobacco Control
- Gender
- Nutrition
- Emerging Infectious Diseases

Most importantly, CCP makes a difference in people’s lives, bringing a unique set of skills, approaches and experience that produce results. We partner with organizations worldwide to:

- Design and implement strategic communication programs that influence political dialogue, collective action, and individual behavior;
- Enhance access to information and the exchange of knowledge that improves health and health care; and
- Conduct research to guide program design, evaluate impact, test theories and advance knowledge in health communication.

Overview of Graphic Design Services (Terms of Reference):

CCP is seeking an individual or a firm to assist with graphic design and publication production. The selected individual or firm will work with the CCP Communications team to respond to requests made by staff that may include layout and design of reports, posters, publications,
banners, brochures, and print materials. It may also include working within previously created templates or creating new templates in Microsoft Suite as well as Adobe Creative Suite.

The expected duration for services will be 12 months (with an option to renew for one year), and the selected firm will provide graphic design services in support of CCP programs, including but not limited to (examples in hyperlinks):

1. Working with Baltimore-based and foreign country-based staff to create a logo for a country-based project
2. Completing large report (30+ page, tables and photos) layout and publication
3. Designing and layout of an academic conference poster
4. Designing project templates in Word, PowerPoint, etc. following project branding guidelines
5. Working with a team to put together one-page data visualization or infographic to depict project data
6. Creating digital or print collateral to help promote report publication

Proposal Requirements:

The proposal must include the following sections:

1. Proposed approach to task: Proposals should include a general description of the firm’s proposed approach, as well as any other relevant descriptions of firm’s processes and ideas that it believes may be relevant to CCP to determine its suitability to complete the work.
2. Budget: Please provide an hourly rate for this scope of work, and/or a description of your fee schedule. Financial proposals and costs will be rated for overall consistency with minimum requirements outlined in the terms of reference and relative value for money in proposed technical approach.
3. Past performance/Capability statement: Proposals should also include three relevant descriptions of past performances, particularly with similar projects.
4. Proposals must include a few different types of designed materials including a logo, one-pager, brochure, and longer design document or report (preferably 10+ pages).
5. References: Three references with reference name and contact information is required.
6. Bios: Profiles and biographies of staff committed to working on the project must also be included.

Work on this project would begin immediately.

Cost proposal information:

A proposal for a payment rate should be included in the proposal in the budget section. This could be a single hourly rate for all potential work done under future statements of work or
separate rates targeted to different roles and activities. Firms should be aware that services will be performed for a program operated by a department at a university, designed to benefit the public good through the improvement of international public health services. CCP is funded through USAID and other donors, and as such is often subject to US government terms and conditions. CCP is a tax-exempt organization in the United States. If the firm is willing to offer any appropriate discounts to CCP (for non-profits or educational organizations), such discounts should be included in the response.

CCP’s preference is for fixed-price proposals although time and materials bids or other pricing models will be considered. Where possible, price estimates should be itemized and associated with specific deliverables. In the case that additional work beyond the proposed scope of work may be required, respondents should clearly outline how they would expect to charge for additional work. CCP reserves the right to make a decision without further negotiations, and as such, pricing proposals will be considered a respondent’s best and final offer. If CCP does not receive a proposal that meets our needs adequately and cost effectively, we reserve the right to make no award at this time.

**Evaluation Criteria:**

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<tr>
<th>Technical Specifications</th>
<th>Points Available</th>
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<tbody>
<tr>
<td>1. Quality of services - Management plan, organizational capability, quality assurance procedures</td>
<td>5</td>
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<tr>
<td>2. Capacity - Resource plan/personnel, experience and expertise of team members outlined in proposal, accountabilities clearly stated</td>
<td>5</td>
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<td>3. Graphic Design Portfolio Evaluation - Quality of sample, range of relevant expertise demonstrated</td>
<td>15</td>
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<td>4. Past Experience – work on similar type project in international health, non-profit, public health, or similar field</td>
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**TOTAL SCORES** 30

**Proposal Dates:**

- **Tuesday, October 15, 2019**  Proposal is issued
- **Friday, October 25, 2019**  Deadline for respondent questions by 5:00 p.m. EDT
- **Wednesday, October 30, 2019**  Responses to questions sent out
- **Monday, November 18, 2019**  Proposals due by 5:00 p.m.
- **Thursday, November 21, 2019**  Winning respondent(s) notified