

Date Issued: March 14, 2024

GRAPHIC DESIGNER: SCOPE OF WORK

BACKGROUND- The City of Stockton seeks to implement multiple creative and thoughtful graphic campaigns that support the City's online communications strategy. The City uses digital media as an essential tool to engage the community, share resources, and keep the community informed. The City is requesting proposals from professional graphic designers to assist with visual communications and create new graphic materials with a consistent identity.

SCOPE OF WORK- The City of Stockton is seeking Informal Requests for Proposals from interested graphic design professionals to provide graphic design assistance to enhance the effectiveness and reach of the City's communication through social media and online platforms.

Below is a general list of potential campaigns that will require graphic design assistance:

- Campaign promoting Citywide programs, services, and resources
 - Templates for City announcements (City Council hours, workshops, hiring opportunities, etc.)
 - Campaign sharing Citywide accomplishments
 - Artwork and visuals for digital platforms, including Facebook, Instagram, X, and LinkedIn
 - Artwork and visuals for print collateral, in the format including but not limited to, at least 300 dpi, provided in TIFF, PDF, or JPEG format as well as raw files in .ai, .eps, or .svg format
1. Project deliverables include high-resolution graphics, consistent with City branding and logo use guidelines. Graphics vendor shall work with Economic Development staff to establish art direction and concept design, design and production, and editing. Artwork will be used for social media (80%), print ads (10%), and other platforms as needed (10%).

Selected graphic design vendors must have the ability to work in a variety of file formats as needed that provide flexibility for modifications by City. Vendor must also be able to deliver a quality product in a professional manner. Timelines and final designs will be approved by the Business Incentives manager.

The rights of ownership to the City of Stockton are to be used at its sole discretion and authority. If materials and graphics utilized are not 100% original, the Vendor must certify images, illustrations or wording submitted are copyright free without violation of any copyright law.

This is a "Work for Hire" opportunity. The selected graphic designer must have a valid City of Stockton business license. The graphic design services contract will be in effect from the contract authorization/signature date through June 30, 2025. The City of Stockton reserves the right to cancel the agreement at any time with thirty (30) days written notice to the contracted party.

RESPONSE FORMAT – Interested graphic designers are encouraged to keep proposals brief and relevant. The following items are to be included in your submission:

- Cover letter and Statement of Interest. Include name, company, address, phone number, website, e-mail address of the contact person, and brief statement of interest.
- Examples – provide a portfolio link with at least five graphics that reflect similar campaigns that are listed above.

- Standard hourly billing or graphics rates.
- References (three client references).

The City of Stockton reserves the right to reject any or all submissions.

DEADLINE – Responses shall be submitted via email to Jamie.Vilinskas@stocktonca.gov no later than Friday, March 29, 2024.