

MassArt RFP 19-01 Undergraduate Viewbook/Communication Design Services
Addendum # 1, Questions and Answers
May 29, 2019

1. Whether companies from Outside USA can apply for this (Like, from India or Canada)? Yes
2. Whether we need to come over there for meetings?
Yes, we expect to hold 3-4 meetings on campus, at minimum: 1) a creative input meeting before the firm begins developing design concepts; 2) a meeting for the firm to present design concepts, and 3) a meeting for the firm present designs-in-progress to confirm the project is on track.
3. Can we perform the tasks (related to RFP) outside USA (like, from India or Canada)?
No, given the need for in-person meetings.
4. Can we submit the proposals via email? Per the RFP, bids must be submitted electronically by emailing proposals to purchasing@massart.edu.
5. What percentage of the overall photography will the school provide if any?
MassArt will provide 100% of photography.
6. What percentage of the content development/writing will the school provide if any?
MassArt will provide 100% of the content.
7. Can you share a desired budget or range for the work?
There is no established budget. Please keep in mind the college is a public institution or art and design and seeks both high quality and cost effective proposals.
8. For the electronic submissions, will you accept a link to an online proposal, or do you prefer a pdf? Materials must be submitted as an email attachment and not as a link.
9. Is there a small or disadvantaged business goal for the RFP? There is no small or disadvantaged business goal listed in the RFP.
10. Is there a budget allocated for the Viewbook? If so please state what it is.
See Answer to Same Question (7) Above.
11. Who is the incumbent?
Sametz Blackstone Associates.
12. What was the incumbent paid for the design services of the Undergrad Viewbook in previous years? Please provide design cost separate from print cost.
Design only: \$19,840
13. How many design hours did it take for the last Viewbook?
124
14. What hourly rate did the incumbent charge?
\$160
15. Is there a link to the past sample of Viewbook?
Viewbook [link](https://massart.edu/request-information). (<https://massart.edu/request-information>)
16. Will face to face meetings be required or other forms of virtual meetings are acceptable?

See Answer to Same Question (2) Above.

17. Are out of state vendors eligible to apply for this RFP? Yes
18. Quantity of printed viewbooks needed.
RFP is for design services only.
19. What type of paper: i.e coated, uncoated, etc.
Uncoated.
20. What is the finished size of the book
To be determined by design concept.
21. What is the binding: Hardcover, self-cover, etc.
To be determined.
22. Requesting a sample of last years viewbook for comparison
Viewbook [link](https://massart.edu/request-information). (<https://massart.edu/request-information>)
23. What is the identified budget or budget range for this project?
See Answer to Same Question (7) Above.
24. Does this project including drafting messaging/copy, or is it primarily graphic design/layout?
See Answer to Same Question (6) Above.
25. Is photography for this project completed, or will the selected vendor be expected to include that in the bid?
See Answer to Same Question (5) Above.
26. Does the 60-72 pages include course listings, or is it 60-72 pages of content?
No course listings will be included in text.
27. Will we be working to develop how this viewbook fits into a larger admissions strategy?
Yes, by using the branding messages provided.
28. Is there a current or new admissions strategy that we should be aware of?
See the RFP description.
29. Is this viewbook part of a larger marketing push that should influence the vendor's design direction?
See the RFP description.
30. Is there existing photography that will be used in this project?
See Answer to Same Question (5) Above.
31. Will any new photography required?
See Answer to Same Question (5) Above.
32. If new photography is needed, do you have your own photographers or will the vendor be responsible for hiring?
See Answer to Same Question (5) Above.
33. Will a course listing (either complete or partial) be included in this viewbook?
See Answer to Same Question (26) Above.
34. How long do you expect the lifespan of this viewbook to be? One year? Two or three years? More?
At this time, we expect to use the design concept for 2-3 years.

35. What are your top three to five competitor schools?
Rhode Island School of Design (RISD), Pratt Institute, Parsons School of Design, Maryland Institute College of Art (MICA), and Savannah College of Art and Design (SCAD).
36. Are there any other constituencies beyond marketing that need to approve designs? e.g. Admissions, Trustees, Leadership, President Nelson, Faculty, etc.
Admissions.
37. Is there a budget in mind for this engagement? Would you be open to sharing that?
See Answer to Same Question (7) Above.
38. Regarding the Content/Copy contained in the viewbook. Will any of or all of this be provided or is that needed from the partner? Images, Graphs, Infographics, etc., Copywriting/Narrative.
See Answer to Same Question (6) Above.
39. Do you have a set budget for this piece?
There is no established budget. Please keep in mind the college is a public institution or art and design and seeks both high quality and cost effective proposals.
40. Should the cost proposal include production fees for the undergraduate viewbook and the additional leave-behind piece? If yes, can you provide an est. quantity for each deliverable?
No, this RFP requests fees for design only.
41. In order to gather the necessary information and to get a feel for the institution and your culture, we will conduct a discovery phase that includes conversations with key subject matter experts and students - do you have a sense of who will serve as subject matter experts, and what other stakeholders we can engage with during discovery?

Creative direction will be provided in a creative input meeting with the Marketing & Admissions project team; a discovery phase is not part of this engagement.
42. What was the process that lead to MassArt's brand messages? How long ago were they created, and have they been successful? What other messaging or visual assets exist for the MassArt brand?

We have convened multiple discussions around the MassArt brand in the past few years, involving various constituent groups, both internal and external: 2015 focus groups to inform messaging for a fundraising campaign; 2016 campus-wide discussions in the new MassArt.edu website design planning; and 2018 strategic planning discussions. All have been successful for their own goals. Visual assets exist in the form of a style guide.
43. Regarding the client list: should we only include references we feel are relevant to this job?
Yes.
44. How many references are you requesting from us?
References most relevant to the RFP.
45. Should the bid include printing? And if so, what is the quantity for each piece? No.
46. Do you have new or updated professional photography? Do you plan on re-using any of the existing viewbook photos in the new pieces? Should this bid include all new photography, and if so, what percentage of each piece would be new photography?
See Answer to Same Question (5) Above.

47. The RFP says the new viewbook and companion piece should visually integrate with the recent viewbook and website. Should this estimate include all new design and all new editorial copy? Are there any content that you plan to re-use and if so, how much?
Yes, all new design should be included. Also see Answer to Same Question (6) Above.
48. Who did your most recent viewbook? Who did your most recent website?
Sametz Blackstone Associates and iFactory
49. How large is the current leave-behind piece?
11.5" x 15.5", folds down to 3" x 4.25"
50. Who are your top three competitors?
Rhode Island School of Design (RISD), Pratt Institute, Parsons School of Design, Maryland Institute College of Art (MICA), and Savannah College of Art and Design (SCAD).
51. What is your budget or budget range for this project?
See Answer to Same Question (7) Above.
52. How would you like the costs presented? Should there be a total cost for design? A total cost for editorial? A total cost for print prep etc., each followed by the number of hours and hourly cost for each of those segments?
See RFP "Vendor Response and Evaluation Criteria, Cost Proposal." No editorial required.
53. Please clarify what you mean by Maximum Obligation and Project Total Cost being interchangeable. Both terms represent the "total" dollar amount of the vendor's proposal
54. How much did your existing viewbook cost to produce?
Design \$19,840, production management \$3,360, printing \$24,061.
55. Following the look of the current viewbook and website, how many design approaches should we provide for you to choose from?
2 or 3 suggested design approaches would be the ideal.
56. Is there an existing tagline?
See Viewbook [link](https://massart.edu/request-information). (https://massart.edu/request-information)
57. Must this fall within the current brand guidelines that appear on your website? Either way, are you requesting a whole new look?
See RFP Project Description.
58. Are estimated print costs to be included with the response? If so, what is the quantity for each item?
No.
59. Do you have the specs of the 2018 Viewbook and Leave-behind?
RFP calls for a new design concept for both, so this information is not relevant. See Viewbook [link](https://massart.edu/request-information). (https://massart.edu/request-information)
60. "Full client list, including e-mail and phone number" - we have been in business for quite some time and have an extensive client list, is it necessary to provide all, or would a key client list suffice?
See Answer to Same Question (44) Above.
61. Is there any recent qualitative or quantitative research that we should be aware of that will inform the strategy for the Viewbook and Leave-behind piece?
No, strategy will be shared through a creative input meeting to begin the project with the design firm selected.

62. Should proposals include fees for a photoshoot or will the awarded firm use photos from an existing MASSART image library?
See Answer to Same Question (5) Above.
63. Project and print production management will be included in the fee proposal. Will MassArt pay for the offset printing directly to the print vendor? Yes
64. Would the cost of photography and/or illustration need to be included in our proposal?
See Answer to Same Question (5) Above.
65. How about writing?
See Answer to Same Question (6) Above.
66. MassArt provide all content for the Viewbook + Companion Piece?
See Answers to Same Questions (5) and (6) Above.
67. Is a copywriting needed? If so, for what aspects? (original headlines + content vs. minor edits to existing content)
See Answer to Same Question (6) Above.
68. Will MassArt provide all imagery for the Viewbook + Companion Piece? Is a photographer needed? If so, for what aspects? (campus shots? students immersed in art making?)
See Answer to Same Question (5) Above.
69. Can you provide details about the Companion leave-behind piece? This will help determine format and page count. How is it being used? What information will it include?
Format and page size will be determined by design concept. See Question 77. Audience is prospective students and influencers; usage is for Admissions Counselors to share at recruitment fairs and similar events.
70. Is the Viewbook a self-mailer or are printed envelopes needed?
The RFP seeks proposals for Viewbook and Leave-behind only.
71. Are rough print estimates for the Viewbook + Companion Piece, based on RFP specs, to be included in the bid? If so, who are MassArt's preferred print vendors? What are the quantities for the Viewbook + Companion Leave Behind pieces? Are mailing / distribution services needed?
RFP does not include any services beyond design and production management.
72. To accommodate MassArt's internal review process, are there a specific number revisions that need to be included within the design phase?
We anticipate 2 rounds of revision.
73. To support both organization's cash flow, as milestones are completed (concept phase, design, production management, printing), we suggest dividing the total project fee into four phases. Are you amenable to this? The college is amenable to a milestone payment schedule.
74. Do you anticipate staying with the same format / page size for the viewbook this year? Would you consider this assignment a refresh of the 2018-19 viewbook, or a redesign?
Format and page size will be determined by design concept; we are seeking a redesign.
75. How much content do you expect to change compared to the current viewbook — specific content as well as the way it's organized?
Changes will be made to approximately 20-25% of the text and 30% of the content.
76. You mention in the RFP that "all deliverables should capture 'the MassArt experience' through design concept, text and images..."; would you like us to include line items for copywriting and / or editing?

No, see Answer to similar Question (6) Above.

77. We assume the leave-behind piece is a much shorter distillation of the messaging and "editorial" content in the viewbook (e.g., the first 21 pages of the current viewbook), without the specific academic / majors content; can you confirm if that is correct?

Yes.

78. How flexible is the design in terms of layout, size, shape? Would the college be willing to consider a new design, as long as the design is on-brand?

Yes, that is the goal of the RFP.

79. For page count, we see in past years there have been 2 majors per spread, and most recently, one. Would the college be willing to consider a smaller page count? Why or why not?

No, we feel it important to use a full spread provide a substantive description of each major.

80. Please describe the "leave-behind" piece - its page count, audience(s), usage, and any other pertinent details needed to provide a quote. Please provide past samples for viewing.

See Question 77 and Answer above. Audience is prospective students and influencers; usage is for Admissions Counselors to share at recruitment fairs and similar events.

81. Is the Graduate Viewbook part of this bid?

No.

82. What photography assets are currently available? Does the college plan to use existing assets for these pieces, or will a photoshoot be required? If a photoshoot is required, how soon will the photography be ready?

MassArt will provide 100% of photography.

83. Will a virtual version of each piece be required, and is the agency responsible for creating this?

A PDF of the final print design will be sufficient.

84. What other marketing pieces are used in tandem with these 2 pieces, that we should consider when designing a piece to match this existing communications suite? Please provide examples. (For example, a letter that accompanies the viewbook when mailed, or an accompanying brochure that gets presented with either of these pieces.)

No other marketing pieces need be considered at this time; collateral will be designed in-house to reflect design of the completed Viewbook and Leave-behind.

85. Please provide a current Brand Standards Guide, if available. Are there any modifications expected over the next six (6) months?

Brand standards and recent modifications will be discussed in creative input meeting to begin the project.

86. Please describe your ideal student - the student most likely to enroll and persist.

Students who are socially focused and extremely hands-on are very likely to do well in our academic environment. Core academic experience and affordability are very high interest points for our enrolled students, which tends to help our retention and persistence rates.

87. Are there any institutional goals we should be aware of - for example, growing certain programs or target audiences, expanding market reach, growing enrollment, etc.?

In Massachusetts, we want to become the number one option for in-state students, while also expanding our market share regionally and nationally. The goal is to get the right students to select us, to then retain at a higher rate (2% growth first to second year from 87% to 89% in 5 years) while maintaining modest growth nationally and internationally (2% outside of New England and 2% internationally in 5 years). Programmatically, we are looking to attract students in both the fine arts and design disciplines with the notion that the creative mindset can flourish either as an entrepreneur or in a formal business setting.

88. You mentioned welcoming one of the largest freshman classes this past year. That's great! To what do you attribute this? Did you try something new in marketing that worked well, for example?
The Admissions recruitment campaign includes multiple components deployed on a 12-month basis as a collaboration between Admissions and Marketing; the success of our recruitment effort cannot be attributed to any one component, rather to all of them working together.
89. Why do students currently choose MassArt over competitors? What are your key brand differentiators?
Legacy of artistic excellence, renowned and committed faculty, and one-of-a kind facilities; affordability; a welcoming on-campus culture.
90. What else does the college currently do for advertising, outside of these printed pieces?
We do very little advertising. The majority of our recruitment work is done through other marketing methods: direct mail, email, admissions counselor travel, high school counselor visits, recruitment fairs, campus open house events and on-campus tours.
91. How do you currently target parents, guardians, and other influencers in the college decision-making process? Do parents and other influencers receive the same, or separate communications?
See Answer to Same Question (89) Above.
92. Is an estimated print cost required as part of this proposal? If so, how will the print specs of each piece be provided?
No.
93. What quantities are desired for each piece - the viewbook and the leave-behind piece?
Not relevant, this RFP is for design services only.
94. How is the viewbook currently distributed, and to whom? (In-person, mail, email, at high schools and other locations, etc.)
All of the above.
95. How is the leave-behind piece currently distributed, and to whom?
At recruitment fairs and MassArt events, it is distributed to prospective students and their parents/guardians/influencers.
96. Does the college currently have a preferred printing vendor, or would the college like the agency to handle printing of these pieces with our vendors? MassArt handles the procurement of printing services.
97. Will the agency be responsible for providing mailing services for these pieces?
Not relevant to this RFP.
98. Do you currently have purchased mailing lists to use for these pieces, or will the agency be providing new direct mail lists for purchase?
Not relevant to this RFP.
99. Please list all services you seek from an agency for this project (copywriting, design, printing, mailing, photography, etc.); and note which, if any, will be handled by your in-house marketing team.
RFP is for design services only.
100. What are you looking for in an agency? What would make this project a success to you?
A high level of design expertise; an understanding of and commitment to reflecting the MassArt brand; an understanding of the higher education landscape; ability to collaborate with project leaders to deliver an outstanding creative project with flexibility and agility, on a tight timeline.

101. What issues have you faced in the past with these projects, that we may be able to help you overcome?
Key challenge is to create a compelling design that will help to differentiate MassArt in the marketplace, on time and on budget; not design for design sake, if it is not cost-effective to produce.
102. We know the college utilizes the services of MassArt alumni when possible - for example, with photography. Is there a preference for, or any requirement in place, to use services of MassArt alumni in the production of these pieces? If so, please detail this preference or requirement.
No.
103. How many team members from MassArt will we be required to work with? How many people will be responsible for proofreading, etc? What is the college's approval process for this project? Please list the names of our direct contacts for this project.
Project team/direct contacts are: Ellen Carr, Executive Director, Marketing and Communications; Christopher Wright, Dean of Admissions and Enrollment Management; and Susie Stockwell, Director of Public Relations. Approvals will occur with this team, and proofreading will loop in 2-3 additional team members.
104. What is the established budget for this project? OR, what were previous years' budgets for production and print/distribution? Please provide the anticipated all-in budget for this project, including agency fees, printing, and distribution.
See Answer to Same Question (7) Above.
105. Will MassArt provide all assets for the two deliverables, including Brand Guidelines, Logo Vector files, existing Brand artwork, Photography and Text?
Yes.
106. When will these assets be delivered in full?
Following a creative input meeting to kick off the project.
107. Do you have printers under contract whom we will work with or can we provide a recommendation? No and to be determined.
108. Should that printer information/estimate be included in the proposal or is this a separate issue addressed after designs been approved.
RFP is for design services only.
109. Do you have a timeline or production schedule in mind or will we provide that to you with our benchmarks/need defined as we see fit?
RFP specifies the deadline for printed deliverables of 9.6.19; production schedule to achieve that will be worked out with project team.
110. We will have one point of contact at MassArt for this assignment, or will there be a committee approving these deliverables?
See Answer to Same Question (103) Above.
111. Do you expect in-person meetings for every phase the project, or are you open to sharing screen meetings online via software such as GoToMeeting, Skype or Chime?
See Answer to Same Question (2) Above.