

**TECHNICAL SPECIFICATIONS
SERVICE PROVIDER OF GRAPHIC DESIGN AND LAYOUT SERVICES
FOR THE TPB ANNUAL REPORT CY 2023**

I. BACKGROUND

The Tourism Promotions Board (TPB) Philippines is an attached agency of the Philippine Department of Tourism (PDOT) under the Republic Act No. 9593 (or the Tourism Act of 2009). Its primary mandate is marketing and promoting the Philippines domestically and internationally as a major global tourism destination.

TPB, as an attached government agency of the Department of Tourism, is to produce and submit an Annual Report complying with the provisions of both Executive Order No. 292 (Administrative Code of 1987), Chapter 11 Section 43 and Republic Act 10149 (GOCC Governance Act of 2011), Chapter V, Section 25, (C) for a report submission on the Corporation's undertakings within a Calendar Year.

Therefore, the TPB Annual Report 2023 shall cover the programs, projects, and activities undertaken by the Corporation from 01 January to 31 December 2023, highlighting the Corporation's strategies, practices, and accomplishments in its fiscal and administrative operations. Primary audience are TPB's stakeholders, the Office of the President, lawmakers, government bodies or instrumentalities with oversight functions and the general public.

The graphic designer and layout artist will serve to illustrate and highlight the substance of the TPB Annual Report 2023 through attractive graphic design and infographics, working closely with the assigned Project Officer. The produced report must be exceptionally designed and highly visual and professional in its design presentation. Extreme care has to be taken with all information and especially with numeric data.

This project may be home/remote/offsite based subject to the specifications in this TOR. Note that due to the nature of the assignment, there may be periods of time when no actual writing, research or editing will occur. Regardless, the Service Provider shall be reporting on a weekly basis directly to Project Officer.

II. OBJECTIVES

The Design and lay-out the TPB Annual Report (digital and print) subject to this Terms of Reference, the agreed upon timelines and final approval by the end user.

III. SCOPE OF SERVICES/OUTPUTS AND DELIVERABLES

1. Availability of the Service Provider during the duration of work specified in this Technical Specification.
2. Familiarization with TPB and its existing programs, including review of organizational documents and meetings with key staff.
3. Submission of a Gantt Chart subject to end user approval to serve as reference for the agreed upon deliverables and timelines. The Gantt Chart must be submitted/presented upon receipt of Notice of Award.
4. Graphic conception with the Reader in mind based on the TPB approved messaging with minimum of proposed three (3) themes and lay-out designs.
5. Revision of graphic conception based on discussion results subject to end user approval to

include preliminary layout.

6. Actual graphic design and layout file to include the narrative and all visual elements.
7. Production includes creating and embedding QR Codes within the report as deemed necessary by the end use.
8. Shared provision of fonts in OTF and TTF files formats to the end user for all fonts utilized in the report.
9. Any electronic technology applicable as design enhancements that may be added to the service without added cost is considered a plus factor.
10. Correction of design and layout based on input from end user up to the final approved rendition as applicable.
11. Final design layout of the report to include at least four (4) mock-ups as applicable.
12. Turnover of the complete designed report in English in the original Adobe InDesign (Ai) (as applies) and PDF files as well as high- and low-resolution pdf documents of the final report.

Other Requirements:

1. Be flexible and respond to changes to graphics as part of the review and feedback process.
2. Participate effectively in a team-based, information-sharing collaborative environment.
3. Focus on impact and results for the client.

IV. PROJECT IMPLEMENTATION

The Contract shall commence from the date of receipt of the Notice to Proceed (NTP) until the full completion of all deliverables but should not exceed 31 May 2024.

The above excludes the proofreading of the four (4) mockups as indicated in this Technical Specification which follows a different timeline.

Note: *The proposed time frame may be adjusted subject to the recommendations of the provider and the approval of TPB.*

V. ADDITIONAL TECHNICAL REQUIREMENTS

1. The assigned artist must be senior in rank with a degree/diploma in Information/Graphic Design a plus factor. Required to submit a Certificate of Employment or Business Card stating the designation of the personnel.
2. The Service Provider must have a minimum of three (3) years' demonstrable experience in creating infographics and visualizing complex information.
3. The Service Provider will be expected to submit technical and financial proposals which includes:
 - a. Resume of key personnel who will be assigned in the projects showing competency, experience, and areas of specialization.
 - b. List and evidence of relevant work experience for the last three (3) years (2021-2023 timeline), includes portfolio.

VI. RATING CRITERIA

1. Quality of project personnel; i.e., suitability of proponent/key staff to perform the project's scope of work, general qualifications and competence including education and the professional experience of the proponent/key staff – 45%
 - a. Profile and expertise of the key personnel to be assigned to the project, showing depth and variety of designing and lay-outing and visual arts experience that includes technical

- reports and corporate content/IECs at a minimum of four (4) years' experience – 30%
 - b. Actual lead artist/designer experience for a corporate annual report or “in-line” technical report such as a sustainability or integrated report within the past four (4) years – 15%
2. Ability to produce a compelling and sustained visual narrative is evidenced through the sample portfolio for each sample work submission as a premium qualification – 45%
 - a. Messaging and visual story is clear in the sample works — 25%
 - b. The visuals are compelling and beyond average for annual reports or similar technical reports in the sample works — 20%
 3. Plan of approach and methodology, i.e. clarity, feasibility, innovativeness, and comprehensiveness of the proposal – 10%
 - Proposed workplans to achieve the deliverables/ expected outputs are within the specified timeframes – 10%

The proposals shall be evaluated using Quality Cost Based Evaluation (QCBE). The winning proposal must attain a hurdle rate of 85% based on the following set of selection criteria with their corresponding weight assignment:

Proposal	Weight
Technical Proposal	90%
Financial Proposal	10%

VII. APPROVED BUDGET FOR THE CONTRACT (ABC)

The Approved Budget for the Contract (ABC) is **ONE HUNDRED EIGHTY THOUSAND PESOS ONLY (PhP180,000.00)**, inclusive of all applicable taxes.

VIII. TERMS OF PAYMENT

Supplier preferably with a Landbank account. Payment will be made through LBP bank deposit. In case the supplier does not have a Landbank account, bank charges will be shouldered by the supplier.

TPB reserves the right to withhold all or a portion of payment if performance is deemed unsatisfactory, if work/output is incomplete, not delivered or failed to meet deadline/s set, or all other factors in breach of this Technical Specification.

The indicative payment scheme is as follows:

Output/Milestone	% of the Payment
Tranche 1 Upon satisfactory completion of the: <ol style="list-style-type: none"> 1. Pre-consultancy meeting, and 2. Approval of the Gantt Chart proposed by the End User 3. Receipt of graphic conception with the Reader in mind based on the TPB approved messaging with minimum of proposed three (3) themes and lay-out designs 4. Revision of graphic conception based on discussion results subject to end user approval to include preliminary layout 	20%
Tranche 2 Upon satisfactory completion of the: <ol style="list-style-type: none"> 1. Actual graphic design and layout file to include the narrative and all 	80%

visual elements 2. Production includes creating and embedding QR Codes within the report as deemed necessary by the end use 3. Shared provision of fonts in OTF and TTF files formats to the end user for all fonts utilized in the report 4. Any electronic technology applicable as design enhancements that may be added to the service without add cost is considered as a plus factor 5. Correction of design and layout based on input from end user up to the final approved rendition as applicable 6. Final design layout of the report to include at least four (4) mock-ups as applicable 7. Turnover of the complete designed report in English in the original Adobe InDesign (Ai) and PDF file as applicable as well as high- and low-resolution pdf documents of the final report	
TOTAL	100%

Note: The indicative payment scheme and corresponding Output/Milestone payments may be amended based on the Project Gantt proposal of the Service Provider and subject to mutual agreement between the Service Provider and TPB.

IX. DURATION OF THE CONTRACT

The Contract shall commence from the date of receipt of the Notice to Proceed (NTP) until the full completion of all deliverables but should not exceed 31 May 2024.

The above excludes the proofreading of the four (4) mockups as indicated in this Technical Specification which follows a different timeline.

Note: The proposed time frame may be adjusted subject to the recommendations of the provider and the approval of TPB.

X. PROJECT OFFICERS CONTACT INFORMATION

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