

REQUEST FOR QUALIFICATIONS PROFESSIONAL GRAPHIC DESIGN SERVICES

**Deadline to submit:
Wednesday, May 4, 2022, 5 p.m.**

CITY OF WEST HOLLYWOOD

**Date Issued:
Wednesday, April 13, 2022**

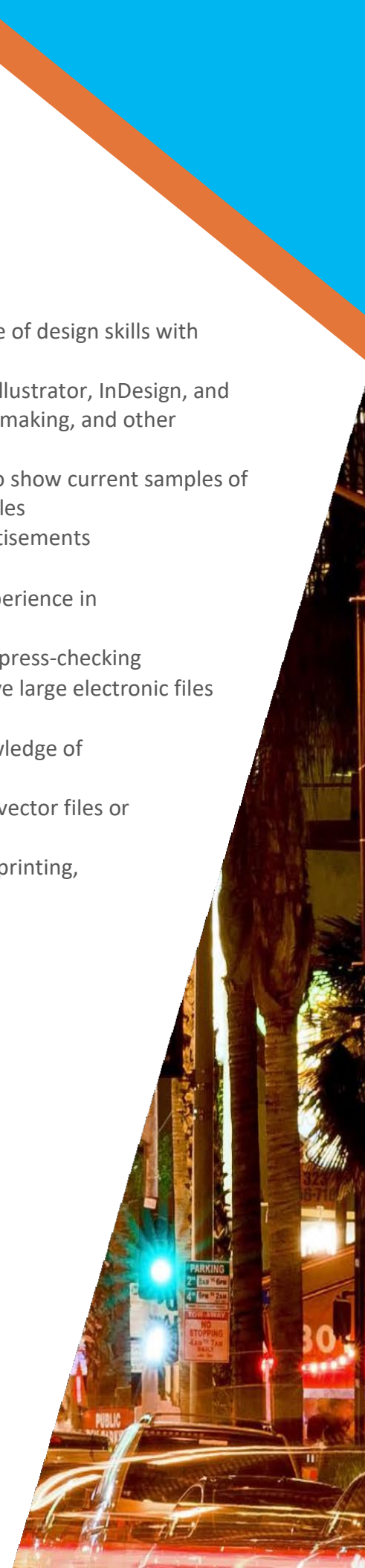


PROFESSIONAL GRAPHIC DESIGN SERVICES — PROJECT DESCRIPTION

From time to time, the City of West Hollywood requires experienced and professional graphic design services for a wide array of City projects, initiatives, and programs. The City is currently gathering qualifications from interested graphic design professionals to establish a pool of individuals who can provide such services to the City on an as-needed basis.

Graphic design professionals who submit qualifications should have a broad range of design skills with expertise in the following:

- Proficiency in the use of the following: Adobe Creative Suite (Photoshop, Illustrator, InDesign, and Acrobat); Microsoft Office (Word, PowerPoint); Quark Xpress, digital map making, and other graphic programs and prepress technologies
- Experience with newsletters, brochures, annual reports, etc., and ability to show current samples of high-quality printed items using high-quality photos, illustrations, or samples
- Experience with specifications for creation and placement of media advertisements
- Thorough grasp of typography
- Experience in working with photographers and illustrators and related experience in traditional and digital file formats related to photos and illustrations
- Experience in working with printers, paper/stock varieties, pre-press, and press-checking
- High-speed access to the Internet with the ability to easily send and receive large electronic files
- Ability to create infographics
- Experience with current web and mobile design and production, and knowledge of file types related to standard web image dimensions and resolutions
- Comprehensive knowledge of digital file types and the capacity to deliver vector files or standard image files, as needed
- Skills in optimizing PDF files for ranges of use including pre-press, general printing, and web-optimized small files.



ELIGIBILITY

This Request for Qualifications is open to experienced and professional graphic designers with demonstrated training and sufficient expertise in design and marketing to represent the work the City does through compelling visual work.

SELECTION PROCESS

City of West Hollywood Communications Department staff will convene a panel to review submissions through this Request for Qualifications.

The City's Communications Department serves as the office of primary responsibility for day-to-day hiring and management of professional graphic designers.

SCHEDULE + BUDGET

Should prospective graphic design professionals be considered for project(s), the City will issue a contract for services. The issuance of a contract is not a guarantee of work. Rather, it is a necessary qualification. Following the establishment of a contract, project(s) may be assigned on an as-needed basis and each project will require an approved scope of work with estimated hours, rate/fee, not-to-exceed amount, and a purchase order issued by the City's Finance Department before work may begin. The consultant will be required to have and maintain general liability and auto insurance for the contract period to meet the minimum requirements established by the City. Prior to commencing work, the consultant must attend an orientation with Communications Department staff.

Request for Qualifications Release: 04/13/2022

Final Date for Submitting Questions: 04/29/2022

Final Date for Submitting Qualifications: 05/04/2022

Qualifications Evaluation by City: 05/05/2022 - 05/13/2022

Contracts Begin: 07/01/2022

CITY OF WEST HOLLYWOOD

The City of West Hollywood is like no other city in the world.

Located in the heart of metropolitan Los Angeles, the City was incorporated in 1984 by a unique collaboration of people including LGBTQ activists and advocates for affordable housing. At only 1.9 square miles, West Hollywood is a robust economic and cultural center instilled with idealism, creativity, and innovation. A spirit of community activism and civic pride thrives in West Hollywood for many of its approximately 35,000 residents.

The city has a strong progressive political voice and is filled with rich history. Tourists from all over the globe visit West Hollywood for its iconic destinations such as The Sunset Strip and historic Route 66. The city's thriving creative and entertainment communities set trends in design, dining, music, fashion, art, and architecture.

Check out more at **weho.org** and follow **@wehocity** on social media.

TO APPLY

Applications must be submitted online:

<https://wehocomms.typeform.com/to/VqTiKBeD>

*The application will require the following information.
Please read all of the information listed carefully.*

*This is a request for qualifications and NOT a solicitation for proposals.
Incomplete applications will be disqualified from consideration.*

1. GENERAL CONTACT INFORMATION
Name, Address, Phone, Email
Website, Instagram, Twitter (if applicable)
Type of consulting service (Graphic Design Services)
2. HOURLY RATE and/or FEE SCHEDULE
3. CV/RESUME (four-page maximum)
4. WORK SAMPLES (PDF with examples or Link/URL)
5. REFERENCES
Provide phone and email references for at least three (3) references who can speak to their experience working with you on projects completed within the past five (5) years.

QUESTIONS

For all questions related to this Request for Qualifications, please contact **Bobby Safikhani**, Administrative Analyst in the City of West Hollywood's Communications Department at **(323) 848-6435** or at **bsafikhani@weho.org**.

The City of West Hollywood reserves the right to cancel or postpone this Request for Qualifications at any time.



