

Invitation to Tender Specification

## Creation of design concepts and multimedia assets for ECITB e-learning courses (Ref: PH 01-23)

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The Engineering Construction Industry Training Board (ECITB) is pleased to invite you to tender for the contract:

***Creation of design concepts and multimedia assets for ECITB  
e-learning courses (PH01:23)*.**

Full details are included in these documents, which describe:

* the services required
* the basis of tendering; and
* the processes to be followed in the submission of tender offers.

### 1. Background

The ECITB is the employer-led skills, standards and qualifications body for the development of the engineering construction workforce of Great Britain. An arms-length body of the UK Government, the ECITB reports to the Department for Education.

The ECITB works with employers and training providers to attract, develop and qualify the engineering construction workforce in a wide range of craft, technical and professional disciplines. We invest about £25 million each year to support skills development within the industry.

The organisation was established to address a market failure within the industry to provide training to its workforce. The ECITB addresses this market failure through its levy and grant system, which is used to drive up skill levels and fund training that would otherwise not take place.

Along with the education sector, government and employers, we work to ensure the UK has workers with the skills to meet the needs of the engineering construction industry. We design and award a wide range of qualifications, covering craft, technical and managerial disciplines. We are also responsible for developing and maintaining National Occupational Standards for the industry, which form the basis of our Training Standards, Vocational Qualifications, Technical Tests and Licensed Programmes, delivered by our approved network of training providers.

This tender is for graphic and animating designer services, to create and supply:

* a design concept for each of three different e-learning courses, in line with ECITB brand guidelines (presenting minimum three viable options per course for ECITB to select from); and
* three sets of multimedia assets (each for use in an ECITB e-learning course), with treatment consistent with the ECITB-accepted design concept, including:
  + Mp4 videos (including audio, where appropriate), for example, explainer videos
  + vector graphic illustrations (jpeg), including, for example, characters, icons, symbols and infographics
  + supply of royalty-free images (jpeg) for commercial use.

### 2. Definitions

In this specification the following terms shall have the following meanings:

**“Contractor”** means the Provider successfully awarded the Contract

**“Client”** means the ECITB

**“Parties”** means the ECITB and the Contractor

**“Multimedia assets”** means MP4 videos (including audio, where appropriate), for example, explainer videos, vector graphic illustrations (jpeg), including, for example, characters, icons, symbols and infographics, all supplied in appropriate size and format for use in a commercially available e-learning course to be consumed on devices of all kinds.

### 3. Scope

From a client brief and storyboard provided by ECITB for each of three e-learning courses, the Contractor will provide graphic and animating designer services, to create and supply the following deliverables:

1. a design concept for each of three different e-learning courses, in line with ECITB brand guidelines (presenting minimum three viable options per course for ECITB to select from); and
2. three sets of multimedia assets (each for use in an ECITB e-learning course), with treatment consistent with the ECITB-accepted design concept, including:
   1. Mp4 videos (including audio, where appropriate), for example, explainer videos
   2. vector graphic illustrations (jpeg), including, for example, logo, banner, characters, icons, symbols and infographics
3. supply of royalty-free images (jpeg) for commercial use.

### 4. The Services

1. The Contractor will deliver a design concept proposal to the Client for each course, presenting minimum three options for each from which the Client will select a preferred option
2. ECITB will determine the acceptability of design concept options and all multimedia assets supplied
3. The Contractor will provide up to two rounds of design revisions to design concepts and multimedia assets, based on client review feedback.

Tenders should include a **price** for the work listed under paragraph *4.0 The Services*. This price should be based on:

* a day rate; and
* time estimate (per element designed).

In their price, the tenderer should allow for progress meetings with the ECITB Project Manager on a fortnightly basis (typically 15 mins duration), as well as any additional contact via telephone/email they feel may be required to keep the project on track.

### 6. Expenses

Any expenses incurred by the Consultant in the performance of the contract, such as hotel costs, pilot costs and air/rail travel, will only be reimbursed by ECITB if:

* they are reasonable
* they are agreed in advance with the Nominated Contact
* claims for such expenses are accompanied by valid receipts

Agreed exceptional expenses must be inclusive of VAT

It is the ECITB’s policy to agree exceptional expenses on the following basis:

* Rail journeys - Standard Class
* Car mileage - Not to exceed 45p per mile, all inclusive
* Airfares - economy class
* Taxis/Hire Cars should only be used if other forms of public transport are not available. (Hire cars, if used, must not be retained unless retention is a cheaper option than any necessary use of taxis)
* Hotels - Up to 3 star

**Agreed expenses will be reimbursed on an ‘as incurred’ basis and should not be included in any tender costings.**