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| **Number** | **Description** |
| STA-0241 | Illustrations |

**ITQ Clarifications - Questions and Responses**

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| **Version** | **Date** | **Notes** |
| 1 | 03/10/2019 | Enquiries 1 to 4 |
| 2 | 08/10/2019 | Enquiries 5 to 9 |

| **#** | **Tenderer Question** | **STA Response** |
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| 1 | Do you have a preferred method of secure delivery of files and a project management methodology? | STA can establish a Sharepoint collaboration portal for this project and provide access to the successful bidder. STA will also consider supplier proposals for file transfer, but this would need to be reviewed and approved before use, or supplemented with encryption.  |
| 2 | Within section '2.3 Product requirements', it suggests that some illustrations are to be interactive/animated. Are these animations to be done by the bidder, or are the elements to be supplied as separate pieces, for animation by a third party? Do you have examples of the level of animation/interaction needed? Should animation/interactive illustrations be noted as a different cost in the '5.2 Commercial Evaluation' section? | STA would submit briefs for animation and require the bidder to produce animated/interactive illustrations as specified in the brief. Evidence should be provided in sections 1 and 2 of the response that they have the experience and ability to produce animations if this is required. Please use the 5.2 section as produced.File formats for animated elements are limited to GIF file format, and are typically repetitive actions – a person walking. For example <http://www.clipartbest.com/cliparts/RcG/BdX/RcGBdX94i.gif> |
| 3 | There are two icons within the '3.2 Proposed contract - including Artwork Order Form' that do not appear readable. Are these links or purely graphic symbols? Can you let me know what they represent? | The icons are a draft contract and draft order form – we can arrange to email these to bidders if they are unable to access them. Copies attached |
| 4 | In the '5.2 Commercial Evaluation' section, can you give an example of a 'complex illustration' and the style we should match for the full colour A4 and A5 components? | On page 5 the STA have provided links to previous examples of work and the pricing table links to these in brackets at the base of each descriptor in 5.2. For an example of full colour A4 spread artwork please see ‘KS2 reading – Music box illustration’. For examples of full colour A5 components please see ‘KS1 reading – Dora the storer’. There is no set style for colour components, as the style of the illustration reflects the content of each text, but it should be suitable for 7 year and 11 year old audiences.Copied from page 5 of the ITT: **Samples of previous work for style and content**Examples of line art illustrations: KS2 Examples of line art illustrations: KS2 [mathematics](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/804057/STA198217e_2019_ks2_mathematics_Paper2_reasoning.pdf) – paper 2, page 12, KS2 [mathematics](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/804059/STA198218e_2019_ks2_mathematics_Paper3_reasoning.pdf) – paper 3, page 8Examples of colour illustration: KS2 [reading – Music box illustration](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/803853/STA198211e_2019_ks2_English_reading_Reading_booklet.pdf)KS1 [reading – Dora the storer](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/805114/STA198202e_2019_ks1_English_reading_Paper2_reading_booklet.pdf)Key stage 1 and 2 materials from previous years are provided here: <https://www.gov.uk/government/collections/national-curriculum-assessments-practice-materials>Please provide examples of previous work that is similar in style to the types of diagrams/graphics required. Note, tables and simpler charts, question and text construction are not included in the requirements. |
| 5 | Do you have examples of the on-screen image usage, so we can understand the extent of the interactive/animated requirements? | Some images for on-screen use will be required in an animated format, whereas others will be unanimated files in a scalable vector (SVG) or JPG format. File formats for animated elements are limited to GIF file format, and are typically repetitive actions – a person walking. For example <http://www.clipartbest.com/cliparts/RcG/BdX/RcGBdX94i.gif> |
| 6 | Are the on-screen illustrations interactive versions of the Science & Mathematic and English illustrations above this section, or are they 100 new illustrations? | The on-screen illustrations are 100 new illustrations, and are not interactive versions of the illustrations required for science, mathematics and English reading.  |
| 7 | Will all 100 illustrations require animated/interactive elements? If not, are you able to clarify how many would require this interactive element? | The precise requirement is not yet know but it is likely only a small number of on-screen illustrations will require an animated/interactive element.  |
| 8 | Are all 100 illustrations required to be colour, similar to children’s books for 4-5 year olds, or will they be a mixture of line drawings and colour? If it’s a mixture, could on the split. Could you also share an example of the children’s book 4-5 year style you refer to? | All 100 on-screen illustrations will be required in colour. The style of these images is still being determined, but the present assumption is that images will largely be a sketched rasterised style, with vector line images where appropriate (e.g. simple shapes). Here are a two potential examples – these are taken from an early style guide – these will be replaced as illustrations are commissioned and established within the assessment.Related image |
| 9 | Are we to complete and sign the ‘proposed contract’ at this tender stage, to confirm we agree with the contract? Or is this completed once the successful Bidder has been appointed? | No, you do not need to complete/sign the ‘proposed contract’. This will be completed by the successful bidder. |