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| **Number** | **Description** |
| STA0213 | Illustrations and Design Services |

**ITQ Clarifications - Questions and Responses**

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| **Version** | **Date** | **Notes** |
| 1 | 25/10/2018 |  |
| 2 | 12/11/2018 |  |
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| **Enquiry ID** | **Doc** **Reference** | **Tenderer Question** | **STA Response** |
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| **1** |  | Please can you confirm what we put in the "Amendments to draft following review" column in the table in Section 5.2: is it an estimate of time or a cost? Also is this to cover all amendments during the review cycle or a single pass of the review and amendment cycle? | Please leave this column blank.  |
| **2** |  | With the confusion over the above, is the "Estimated days" column to include or exclude the time/cost to make amendments? | Please include the time required to make one round of amendments.  |
| **3** |  | Normally we would just build the inevitable review-amend cycle into the estimated time to produce a single illustration. If you would prefer us not to do that and instead to estimate it separately please would you confirm this to be the case. | Please provide a total fixed cost for the illustration and one round of amendments.  |
| **4** |  | Could you send examples of a typical illustration, so I can see the complexity? This will enable me to quote more accurately. | The following section of the ITQ should provide links/access to previous examples of illustrations: **Samples of previous work for style and content**Examples of line art illustrations: [mathematics](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/439414/Sample_ks2_mathematics_paper2_reasoning.pdf), [mathematics](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/439522/Sample_ks1_mathematics_paper2_reasoning.pdf) Examples of colour illustration: [reading](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/328853/2014_KS1_English_reading_sample_materials.pdf), [reading](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/710107/STA187968e_2018_ks2_English_reading_Reading_booklet.pdf.pdf) |
| **5** |  | In the doc: (1557 Illustration support and Design services for DfE assessment materials.ITT.docx) there is a section that seems to be a link? or missing link.section 3.2 Proposed contract – including Artwork Order FormCan you please clarify, if this is a link to an artwork order form? | This attachment provides access to a draft contract and order form for this tender. Please find the same version attached below: |
| **6** |  | Is this opportunity under the Item writing framework? | No – this is a stand-alone procurement and has no link to the Item Writing Framework |
| **7** |  | As we haven’t seen this procurement before, did STA internally develop the Illustration work? If not, who is the incumbent? | The incumbent is Oxford Designers and Illustrators Ltd.  |
| **8** |  | Para 4.4 Q2. Are CV’s of key personnel mandatory? Or, can a summary of the personnel be provided in the 750-word response? | A summary of the personnel can be provided in the 750-word response  |
| **9** |  | Para 4.4. Q2. If a member of staff leaves during the contract will you expect a CV (or summary) of any new member of staff that replaces them? | If key member of staff listed within the bid leaves during the contract, STA would need to be informed in writing. A decision as to whether a summary or CV is required would be taken at the time. |
| **10** |  | Para 5.2. Are we expected to submit a price for completing one of each of the cost components listed, or do you want the total price for doing all 40 diagrams and 10 pictures? | Please provide the prices for one of each illustration described in the component column.  |
| **11** |  | Para 5.2. I do not understand the column headed ‘Amendments to draft following review’. Do you expect a price here, or days? | Please provide the price for a revision of the first draft for each illustration type.  |
| **12** |  | The requirements (section 2.3) alludes to 40 b&w and up to 10 colour illustrations as total scope of this tender, however the Commercial Evaluation pricing table (Section 5.2) requires price for 1 example but a total price / commercial evaluation value. The table doesn't quite reconcile with the requirements highlighted in S.2.3. Should we provide price for 1 example for each of the 4 categories as per the pricing table OR, assume 50 illustrations across 4 categories and provide pricing for the entire scope? | We have provided the overall numbers to give a sense of scale of the contract but require the price of individual images for evaluation. The supplier will be expected to produce images as required during the contract period.  |
| **13** |  | Is it ok to provide examples of previous work as a single .jpeg file format for the purpose of the tender evaluation? | JPG(s) or PDF is fine.  |
| **14** |  | What is the expected start date of the contract? | 1st December 2018 |
| **15** |  | What are the anticipated issue date and timescale (turnaround time for 1st draft and final sign off) of the first illustration(s) request? | There are no planned requests – illustrations are produced as required. Typically, we expect greyscale illustrations to be completed within 2-3 working days; colour illustrations within 3-5 working days for pencil draft, and 3-5 days to colour once approval to colour is given.STA will work with the supplier on each occasion to agree a turnaround time.  |
| **16** |  | What is the scheduling of the illustrations throughout the contract duration (1 year): 1. To help with project planning it would be very helpful to know the scheduling of each request?
2. Are there busy periods or is work evenly spread?
 | This will be as required – we have a schedule for revisions of our materials, but illustrations are a bespoke requirement of these changes, so it is not possible to provide a schedule specifically for illustrations. However, our busier periods are prior to trial booklet construction – this occurs from October to March each year.  |
| **17** |  | What are the expected turnaround times:a. Of approval or requested amendments on receipt (to STA) of the artwork supplied (by successful contractor) for the line drawings and for the colour illustrations?b.From receipt of artwork brief by the successful contractor to submission of 1st draft for the line drawings and for the colour illustrations to STA? | Regarding point (a), STA would look to provide a response as soon as possible, 1 to 2 days, though this may be subject to wider review and therefore delay. Regarding point b, typically, our expectation for greyscale images is 2-3 days. For colour illustrations 3-5 days for first draft, 3-5 days to colour. STA will work with the supplier on each occasion to agree a turnaround time.  |
| **18** |  | ITQ 2.3 Product Requirements for English colour illustrations: the ITQ states “Artwork will need to match existing design styles”:1. There are a variety of artist styles within the samples provided in the ITQ example, how close a match are the colour illustrations to be to the existing design styles?
 | The greyscale images will need to match existing styles, while there is a little more latitude in colour illustration. As can be seen from the examples provided, and those available online on the .GOV website, the style of colour illustrations can change to best support the content and tone of the text. |
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