

Technical Evaluation Criteria

1) Overall Response	Max. Points	Comment
General adherence to Terms of Reference and tender requirements	5	Completeness of response - Overall concord between RFP requirements and proposal
2) Overall Experience of Company and Key Personnel Proposed including samples	Max. Points	Comment
Range and depth of innovative design experience, quality of portfolio	10	Proven experience should be attached- Proven experience means at least 3 years of professional experience demonstrated by named specific projects in the field of activities mentioned under required tasks.
Key personnel: relevant experience and qualifications of the proposed team	15	Provide names and qualifications/experience of the key personnel that will perform the services (Kindly submit the resumes of the key team personnel that will implement design graphic service stating clearly their past experiences on similar assignments.
infographics or similar original illustrative designs (may include web-based design projects) as well as list of the relevant equipment	6	At least 3 samples to be submitted accompanied by list of equipment and software
Experience managing design graphic projects as well as video outputs	9	Attach company profile and its previous experiences in the field.
Samples of products that best display your range and creativity (may include web-based design projects)	4	At least 2 samples to be submitted
Distinctive cover samples	4	At least 2 samples to be submitted
3) Reference Feedback	Max. Points	Comment
Experience working on similar projects, client references	12	Attach minimum three references of your most recent clients during the past 3 years, indicating the name of client, contact person, official email address and phone number.
4) Proposed methodology and approach	Max. Points	Comment
Methodology for handling the project (design)	3	Describe how you will address/deliver the demands of these type of graphic design services Quality assurance mechanism and risk mitigation measures across the project
Strategy for effective quality management (design)	2	