



REQUEST FOR PROPOSALS

Prepared January 8, 2012

Revised January 12, 2012

HéronsEye.com
Website Graphic Design



January 12, 2012

Dear Graphic Artist:

Heron's Eye Communications is pleased to invite you to submit a proposal in response to the attached Website Graphic Design RFP. No web development services are being requested.

Submissions should adhere to the requirements and address the timeline and deliverables outlined. Deadline for submissions is Wednesday, January 18 (if submitted by email), or postmarked by Wednesday, January 18 (if submitted via the U.S. Postal Service).

The attached Website Graphic Design RFP includes:

- Introduction & Background
- Project Overview
- Draft Site Map
- Timeline
- Deliverables
- Proposal Requirements
- Award Criteria

We look forward to reviewing your proposal. Please direct any questions specifically related to the RFP to info@heronseye.com and include your contact information.

Sincerely,

Krista Gromalski

Sandy Long

Co-Founders
Heron's Eye Communications
info@heronseye.com



Introduction & Background:

Heron's Eye Communications is a marketing, publishing and project management firm founded in 2006. The company's mission is to create strong community partnerships for our clients that will ultimately result in their success and will foster a desirable quality of life and viable local economy.

Heron's Eye has maintained a placeholder presence at www.HeronsEye.com with the intention of developing a more interactive, informative and user-friendly website as the company grows. We are excited to redesign and expand HeronsEye.com in 2012 with the assistance of a professional graphic artist.

The selected contractor will be expected to communicate clearly, consistently and in a timely manner with Heron's Eye Communications during the graphic design process. Minimal interaction with the website developer may be necessary.

Project Overview:

The website's aesthetic will incorporate Heron's Eye Communications' logo and associated colors. The selected contractor will be provided these materials upon project commencement.

HeronsEye.com will utilize the most current version of WordPress as a CMS. The selected contractor will use a WordPress template selected by Heron's Eye Communications as the framework for site graphic design.

The selected contractor will work within the template to customize fonts and colors. And, provide any necessary image files to Heron's Eye Communications for integration with the CMS.

All corresponding content (photography/images) will be input into the CMS by Heron's Eye Communications.



Draft Sitemap:

*This draft outline of the site map conveys the scope of HeronsEye.com. **Cost estimates included in proposals need only reflect tasks associated specifically with project deliverables.***

Home

- Large slot for 3-4 rotating photos & text linking to interior pages.
- 1 or 2 paragraphs of descriptive text with links to interior pages.
- Social media icons and blog feed.
- Constant Contact sign-up option on every page
- Ability to insert a client login area in the future

About Us - all standard interior pages with the ability to insert brief text and photos.

- Mission
- Team
- Testimonials

Services – all standard interior pages with the ability to insert brief text and photos.

- Publishing
- PR & Marketing
- Project Management
- Photography Portfolio

Blogs

- Blog #1 TBD
- Integration with Fresh From the Land blog roll at www.ShopLocalSaveLand.com/blogs/heronseye1

Contact Us

- Standard interior page with the ability to insert brief text and photos.
- Basic auto-form with some required fields.

Site Map

- Automatically updates when pages are created or deleted.

Future Areas of Development

- Ecommerce & Online News



Timeline:

January 2012

- January 18: Submission deadline for proposals.
- January 23: Applicants will be contacted regarding RFP results, followed by interviews with selected contractors.
- February 1: Two (2) initial graphic design mock-ups submitted to Heron's Eye Communications.

February 2012

- February 8: Selection of graphic design aesthetic with comments/direction from Heron's Eye Communications.
- February 15: Submission of final designs for Heron's Eye Communications' review/sign-off.
- February 21: Final designs/files provided to Heron's Eye Communications. Minimal follow-up interaction with Heron's Eye Communications and/or the website developer may be required.

March 2012

- Website launch.

Deliverables:

The selected vendor will be responsible for the following items and services:

- Timely, consistent and clear communication with Heron's Eye Communications as needed to execute and complete the project.
- Adherence to the project timeline outlined in this RFP.
- Graphic design and delivery of two (2) initial mock-ups/sketches based on direction from Heron's Eye Communications. Graphic design sketches will include draft "skins" for: the homepage, one standard interior page, and a blog.
- Graphic design and delivery of one (1) final set of skins (homepage, standard interior page, blog) based on direction from Heron's Eye Communications.
- Availability for minimal interaction with the website developer if necessary.



Proposal Requirements:

- Submission Deadline: Wednesday, January 18, 2012.
- Proposals can be emailed to info@heronseye.com or sent via the U.S. Postal Service (postmarked by Wednesday, January 18) to:
Heron's Eye Communications
306 Greeley Lake Road
Greeley, PA 18425
- Provide an overview of your company.
- List all team members to be involved with the HeronsEye.com Website Graphic Design Project and include a brief bio or resume for each.
- In a few paragraphs, describe similar projects completed by your company.
- Provide links to 2-3 of your company's previous, similarly designed websites.
- Provide 2-3 professional references with contact information.
- Provide cost to execute the deliverables included in this RFP.
- Please provide any suggestions to make HeronsEye.com more accessible, user-friendly or comprehensive. Explain the suggestions and any associated costs.

Award Criteria:

- Project will be awarded based on the contractor's qualifications and understanding of the requirements and tasks outlined in this document, as well as the overall project cost.
- Heron's Eye Communications reserves the right to accept or reject any proposal based on these criteria.

Again, please direct any questions specifically related to the RFP to info@heronseye.com and include your contact information.

Thank you!