

DrupalTM Association

DrupalCon Design Partner Request for Proposal

The Drupal Association is seeking proposals for a Design Partner for creative and graphic design services for DrupalCon Sao Paulo 2012, held in Sao Paulo, Brazil on December 6-10, 2012.

The Design Partner's main responsibilities include:

- Site theming and elements
- Digital and print graphic design
- Overall conference branding that captures the flair and flavor of the host community

The Design Partner is a Drupal shop able to implement site theme and other site elements as well as all print and aligned design work. Ideally the Design Partner will be physically located in the state or region of the host community.

Scope of Work

The Design Partner's work will reinforce a positive brand image of DrupalCon to attendees and within the Drupal community in the months leading up to, and during, the conference. The design should reflect DrupalCon's position as a major international software conference and the local flavor that makes the host city an exciting location for the event.

Design Compositions

These compositions consist of design elements, a color pallet and typography treatments that will be used in upcoming design comps.

Web Standards

All design elements for the website must adhere to web standards. Page templates should be created using semantic XHTML; style and behavior are applied using external CSS and JavaScript files. This approach simplifies future design changes (even complete redesigns), improves interoperability, requires less bandwidth, and increases "findability" – which impacts search engine placement, among other benefits.

We favor conformity to modern standards over pixel-level perfection across all browsers, and specifically target the latest versions of Internet Explorer, Safari, Firefox and Chrome for deployments.

Development Approach (Website)

The DrupalCon website will be developed using the COD installation profile. Representatives from the local organizing team, will build the website from COD. Our Design Partner will be heavily involved in applying the new design to the website as a Drupal theme.

The Scope of Work may include (but is not limited to):

- Overall creative design of DrupalCon conference
- Site theming and implementation: saopaulo2012.drupal.org
- Digital outreach: newsletter templates, social media profiles (theme/icons), badges, ads
- Signage: venue signage, banners, sponsor signs
- Materials: slide decks, volunteer/staff clothing, schwag item
- Print: letterhead/templates, badgelettes, sponsorship guide
- Style guide: production and use guidelines

Commitments

The Design Partner will coordinate final design deliverables and production schedule with Drupal Association staff and actively participate in weekly planning meetings.

Proposal Process

All proposals submitted in response to this RFP should directly address fulfillment and qualifications of this scope of work and should include the following:

- Company:
- Contact:
- Address:
- Phone:
- Email:
- Website:
- Company overview (company size, background, etc)
- Company qualifications (experience with this scope/project)
- Work samples (examples of artwork)

Submit proposals to: Neil Kent, Event Director (neil@association.drupal.org)

Deadline: Friday, May 25, 2012 - 11:59pm BRT

Criteria

The respondent whose proposal best meets the needs of the project will be selected:

- thoroughness of proposal
- demonstrated understanding of the project
- quality of work samples provided
- outcome phone/skype interview
- availability and responsiveness of project team

Compensation

The Drupal Association's budget for DrupalCon design work is fixed at \$5,000, with the note that the Design Partner position is the only paid community DrupalCon position. The design company will receive public recognition on the site via footer credits and volunteer credits, but no sponsorships are exchanged for work.

Timeline

Request for Proposals opens: May 2, 2012
Request for Proposals closes: May 25, 2012
RFP selection and interviews: May 28-June 8, 2012
Proposal selection notification: June 8, 2012
Proposal binding: 30 days from contract issue

The Drupal Association encourages all qualifying companies to bid.