



RFP
for [Interpretive Website Design and
Development]



1 Introduction

The Chicago Architecture Foundation (CAF) is currently requesting proposals from creative agencies with experience and expertise in website design and development. The website specific to this Request for Proposals (RFP) is for an NEA-funded online multimedia project. The creative agency chosen will lead the design process to create a responsive website that communicates the spirit of the chosen interpretive content in a compelling, interesting and creative way, and complete all development to implement the created design.

The responsive website will showcase a series of multimedia segments that will highlight the unknown stories behind ten of Chicago's most iconic structures. The videos will include the voices of everyday stakeholders in these structures with the perspectives of scholars and experts. The target audience for the responsive website will be Chicago visitors accessing the content from the location of the building and architecture buffs exploring the building remotely.

The online experience is scheduled to launch September of 2014. All requirements in this document are subject to change.

2 Background

The Chicago Architecture Foundation inspires people to discover why design matters. Through a wide variety of programs, exhibitions, architecture tours, lectures, youth education, and a retail shop, CAF puts design at the forefront of our educational purpose.

In 1966, a group of community members came together to save H. H. Richardson's architectural masterpiece, the Glessner House—a private home on Prairie Avenue—from demolition. The successful effort to save Glessner House brought together committed citizens from across disciplines and professions, and led to the founding of the Chicago Architecture Foundation.

The Chicago Architecture Foundation is the leading organization devoted to celebrating and promoting Chicago as a center of architectural innovation. As Chicago's forum for the exchange of ideas on urban design, CAF inspires people to participate in the building of vibrant communities and to demand the highest standard in urban design. CAF awakens young people to achieve their potential through the discovery of architecture, engineering, and design.



3 The Project

CAF inspires people to participate in the building of vibrant communities and to demand the highest standard in urban design. CAF's exhibition team achieves the organization's mission by highlighting design projects and themes, and exploring urban issues, through the lens of innovation. The team's next project is a collection of multimedia to be viewed online through a responsive website funded by the NEA. The project is tentatively called "Loop Digital Stories", an educational and entertaining multimedia web experience that will provide audiences with the skills to discover, recognize and interpret the built environment.

The online exhibition of Chicago buildings encourages users to learn about the ideas behind the design and construction of space. Content will be divided into four themes: *Form* (what to look for and how to interpret visual characteristics of architecture); *Context* (the history of the surrounding buildings, blocks and neighborhoods); *Process* (the designer's intent and process); and *Secrets* (a unique perspective from someone who has a personal connection to the building). See the attached Requirements Document for a full project overview.

Project Goals

- Give users an entry point to explore architecture through personal, more relatable interests.
- Use stories to incorporate more cultural context.
- Give users a first-hand experience of an architect's design process through visual and interactive engagements.
- Help people shape and define their unique and personal perspective on design and architecture.



4 Services To Be Rendered

Under the direction of CAF, the Contractor will lead the design and development process to produce a responsive interpretive website designed to exhibit forty (40) two-minute multimedia segments on ten buildings in Chicago's Loop district in an interesting, user-centric and well designed package. These buildings include: Board of Trade, Tribune Tower, Marina City, Aqua Tower, Marquette Building, The Rookery, Monadnock Building, Harold Washington Library Center, Willis Tower and the Inland Steel Building. Each case study building can be found on one of CAF's popular tours and will be examined in four different segments with the themes of form, context, process and secrets.

CAF defines responsive website design and development as: leading the discovery process; identifying user needs; recommending an information architecture structure; defining the user experience; developing a style guide for visual design; deciding key functionalities; back end and front end development of the site; testing of the website on different devices (smart phones, tablets and desktops) for functionality; and final implementation for web browsing. Services to be rendered include the following:

- Kick-off meeting with the CAF team to grasp curatorial direction, target audience needs, and stakeholder expectations.
- Lead the design and development process of the responsive website, participating in design reviews and working sessions with the CAF team throughout the life of the project.
- Interface with the multimedia producers to collaborate on a cohesive look and feel for the project.
- Development of two (2) potential site structures and user experience scenarios, and two (2) visual design directions for CAF approval, including wireframes and mock ups for design review.
- Back end development of the experience that supports the desired functionality when displayed on a desktop, tablet or mobile device.
- Front-end development to implement the approved UI and UX direction.
- Interface with the CAF web team regarding back end development, platform and hosting decisions to ensure adherence to existing CAF web policies and procedures.
- Production of a visual design guide for the project.

Other expectations of the contractor to be outlined in final contract scope of work:

- Submit timeline and project plan for all deliverables and reviews.
- Attend all pertinent meetings with CAF, provide status reports and discuss the content of the segments at designated CAF meetings.
- Edit the website based on comments from the CAF team.
- Provide raw files for CAF's extended use.

All decisions must be approved by CAF.



5 Project Schedule

RFP Process Schedule

June 30, 2014	RFP released
July 7, 2014	CAF receives RFP inquiries from vendors
July 8, 2014	CAF answers RFP inquiries
July 11, 2014	Proposal submission deadline
July 16, 2014	CAF to notify selected vendor
September 30, 2014	Site launch

6 Submission Requirements

Proposals are due to CAF by 5pm (CST) on July 11, 2014. Proposals must be submitted via e-mail to Kelly Floyd at kfloyd@architecture.org. CAF will not accept hard copies.

Proposals shall include the following sections:

1. Organizational Overview
 - a. Provide a summary of the firm's background and its competencies.
 - b. Provide a guide to firm's approach to projects of this nature.
 - c. Provide resumes or CVs for project team.
 - d. Provide contractor information of outside contractors if firm anticipates needing to hire.
 - e. Provide a list of recent clients and relevant projects.
2. Project Understanding/Scope
 - a. Provide a detailed scope of services.
 - b. Provide a detailed timeline with milestones, incorporating the anticipated schedule in the previous section.
 - c. Provide a proposed budget and fee schedule.
3. Portfolio*
 - a. Provide six (6) examples of similar work.
 - b. Provide three (3) professional references.

**This is not a marketing website for the organization. This is a true creative, interpretive project. The sky is the limit! We want to see examples of how agencies have pushed their own creative boundaries. Give us your best!*



7 Inquiries

From June 30 to July 7, questions may be submitted in writing to CAF. All inquiries will be answered on July 8. Correspondence will be kept confidential.

8 Selection Criteria

CAF will notify the firm to be hired on July 16, 2014. CAF will make its decision based on proposal contents, creative portfolio and reference interviews. CAF will be evaluating candidates using the following criteria:

- Firm qualifications and prior experience
- Portfolio of creative, interpretive past work
- Understanding of the project as demonstrated through deliverables and timeline
- Budget and design fees (work not to exceed \$20,000)
- Schedule and firm's ability to compete project ahead of schedule
- Emphasis on any percentage of the project budget allocated as donated services

9 Contact Information

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