

AIGA PORTLAND

IS LOOKING FOR AN INTERACTIVE DESIGN
PARTNER TO REDESIGN AIGAPORTLAND.ORG

RFP RESPONSE DUE JULY 24, 2010



It's about time! AIGAPortland.org could seriously use a redesign. And we're looking for an interactive partner to make it happen. The new design will be personable, interactive and fully-integrated in order to keep up with Portland's booming creative community. Not to mention the technology that just keeps ramping up. AIGA Portland is looking for a design firm with some big guns, major chops and a strong sense of giving back to the creative community (i.e. pro-bono). If that sounds like you, we would love to talk.

BACKGROUND OF AIGA

AIGA, the professional association for design, is the premier place for design—to discover it, discuss it, understand it, appreciate it, be inspired by it. AIGA's mission is to advance designing as a professional craft, strategic tool and vital cultural force. Founded in 1914, AIGA remains the oldest and largest professional membership organization for design. AIGA now represents more than 22,000 design professionals, educators and students through national activities and local programs developed by 65 chapters and 240 student groups.

AIGA IS A NONPROFIT, 501©(3) EDUCATIONAL INSTITUTION

Every AIGA chapter is a separately incorporated, nonprofit corporation with its own board of directors and bylaws. Each chapter is self-governing and self-financed, although the chapter executes an affiliation agreement with the national organization that defines respective roles and responsibilities. A portion of national dues is provided to the chapter to assist in providing programming and services at the local level.

Local chapters are essential to a national organization since they allow designers to initiate activities and work with their colleagues locally to address issues of importance to them. The Portland chapter is an all-volunteer organization.

PROJECT OBJECTIVE

To better serve the Portland design and creative community, the AIGA Portland Board of Directors has decided to undergo a design overhaul of the current aigaportland.org local chapter website. The redesigned website will include added features and content to meet the newly defined goals currently being determined by an AIGA Portland website redesign committee.

AIGA Portland will look to the firm to additionally implement the same design look and feel to a twitter background, facebook landing page, and email newsletter template.

WEBSITE REDESIGN PARAMETERS

The AIGA Portland website is currently built on a Drupal CMS system, and that structure will remain because it ties in with the national organization's system for membership management, jobs, etc. The chosen design firm will be responsible for redesigning all the pages (5-8) of the AIGA Portland website based on the creative brief, sitemap, and wireframes given by the AIGA Portland website redesign committee. Firm must adhere to the AIGA identity and brand guidelines that will be provided.

ADDITIONAL ITEMS

In addition, will need a new email template design, twitter background, and Facebook landing page to match the new design direction.

DELIVERABLES

The final website design should be delivered as layered Adobe Photoshop files of 5-8 website pages, with labeled, grouped layers. The Adobe Photoshop template should be 960 pixels wide, height is flexible. Files should be RGB and at 72 resolution. AIGA Portland will be responsible for producing the Drupal website based on the PSD templates files provided.

SUBMITTING FIRM QUALIFICATIONS

AIGA Portland prefers to work with a firm whose creative employees are members of AIGA Portland and are engaged with the organization locally (have attended events, and is aware of AIGA's current presence online). The submitting firm must have a creative team that is experienced in interactive design and user experience. Experience working with a Drupal platform is also a plus.

INSTRUCTIONS FOR SUBMITTING

Interested firms should send a pdf (under 10MB) of their collected response to **Angela Reat** by July 23rd. The .pdf should include:

- A brief overview of the firm's interest in the project and AIGA
- A history of the firm and bios from its team, including the specific person or team that would be chosen to execute the design for AIGA Portland
- A portfolio sample of 5-10 projects, including at least 5 website examples, (screenshots or low-res jpg fine). For each portfolio piece, provide a brief description of role and scope.
- Contact information

SCHEDULE/PROCEDURES

A schedule will be provided digitally and finalized with the input of the design team. All design rounds and comps should be sent to AIGA, to the attention of **Angela Reat** (contact information given below). Comps should be submitted as pdfs. Angela will disseminate the comps to the rest of the AIGA committee and provide feedback from the committee to the design team.

THANKS FOR YOUR GENEROSITY

As a non-profit, 501©(3) educational institution AIGA Portland requests that the chosen firm/ agency be willing to work on this project on a pro-bono basis. AIGA Portland is an organization that runs solely on the efforts of volunteers. As a company donating your time, AIGA Portland would be happy to promote your company's role in the completion of the redesigned site in such a way that both parties see fit.

**We thank you for your consideration in helping us
build a better AIGA.**

AIGA REDESIGN COMMITTEE

Primary Contact:

Angela Reat, AIGA Portland Secretary, areat@portland.aiga.org

Additional Contacts:

Shona Lepis, AIGA Portland Communication Chair, slepis@portland.aiga.org

Melissa Delzio, AIGA Portland Volunteer Chair, mdelzio@portland.aiga.org

Justus Post, AIGA Portland Web Director & Drupal Designer, justuspost@gmail.com

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