



Request for Proposals (RFP) for Web Design Services

Reply to: LunaGraphica Inc

Bob Nicholson, VP of Technology
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Deadline for Replies: 5 PM Pacific Standard Time - January 17, 2011

Submit questions to: Bob Nicholson - bob@lunagraphica.com

Deadline for questions: 5 PM Pacific Standard Time - January 10, 2011

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1.0 Introduction

LunaGraphica Inc is seeking to establish an ongoing relationship with a *web design partner* to provide design and development services to our small business clients as our business grows.

LunaGraphica will manage the client relationship, and will provide requirements, specifications and feedback to the design firm.

The *web design partner* will execute standard “projects” as defined in this document for a fixed-price payment per project.

The purpose of this document is to describe several types of projects; we seek proposals from potential *web design partners* on how they would execute these projects, and flat-fee pricing for each project type.

See section 6.0 for instructions on how to reply to this RFP.

1.1 About LunaGraphica

LunaGraphica is a California Corporation, established in February, 2004.

We are a boutique, full service web, graphic design, Internet marketing and consulting firm, uniquely suited to helping our clients choose the best options to promote your business. Our services include website design and development, logo and identity design, brochure and flyer design, poster and sign production, branded merchandise and promotional items, search engine optimization (SEO), Internet marketing and consulting.

We have extensive experience with the entertainment, arts and youth markets, and we know how to reach the most valuable demographic segments with edgy and eye-catching design.

1.2 Design Firm Requirements

We are seeking a *web design partner* meeting the following requirements:

- Minimum of three full years in business.
- Minimum of five full-time staff members.
- Proficiency in English language communications.
- Specific technical capabilities as described in the remaining sections of this document.

2.0 Website Design and Development

2.1 Project Scope

A typical web design project will be an 8- to 12-page site.

The site may require:

- Pull-down or pop up navigation menus
- Simple Flash animation on the home page (similar to <http://www.bkf.com/>, <http://www.johnchianelli.com/>, or <http://www.performsafe.com/>).
- A simple contact form.
- Integration with a Google Analytics account.
- Buttons with roll-over effects.
- PDF document downloads.

The site will be implemented in a LAMP environment, at a hosting service selected by LunaGraphica Inc.

Project navigation and design requirements will be provided to *web design partner* by LunaGraphica.

2.2 Design

Website designs must be high-end, professional, custom designs, specific to the client's business. We will not accept off-the-shelf templates.

Web design partner will provide THREE designs for client to select from. Each design will consist of a home page design, and a representative interior page design. The designs may be provided as full-scale jpeg images, showing the page content area and background; design notes may be provided to explain navigation, Flash, or other special features.

If Flash is planned for the site, a visual storyboard will be provided for the Flash animation; the storyboard will typically be an annotated jpeg file.

Images used in the designs may be “comp” or “watermarked” images.

Client will select one design and provide feedback on the design, and on the storyboard, if any. *Web design partner* will modify the selected design, based on client feedback, and provide updated jpeg files for client approval prior to implementation.

Client may give additional feedback that will be incorporated in the Implementation phase.

Time for design phase not to exceed: 2 weeks.

2.3 Implementation

Web design partner will implement the website at the hosting service selected by LunaGraphica. The site will be built with standards-compliant html and CSS, and will be tested to display correctly in Safari 3 and later, FireFox 3 and later, Internet Explorer 6 and later, and Chrome.

All text content, and some image content, will be provided by the client.

Images used in the design, unless provided by client, will be fully licensed by *web design partner*; proof of licensing will be required.

Client will review the site and provided minor feedback; final changes will then be made by *web design partner*.

Time for implementation phase not to exceed: 2 weeks.

2.4 Source Files

Upon completion of the project, *web design partner* will provide LunaGraphica with all source files used in the creation of the design and implementation of the website, including (but not limited to) unflattened PhotoShop (.psd) files, Flash source (.swf) files, and DreamWeaver template (.dwt) files.

3.0 Content Managed Website (optional)

3.1 Project Scope

A typical content managed web design project will be a 30- to 40-page site.

The site may require:

- Pull-down or pop up navigation menus
- Simple Flash animation on the home page (similar to <http://www.bkf.com/>, <http://www.johnchianelli.com/>, or <http://www.performsafe.com/>).
- A simple contact form.
- Integration with a Google Analytics account.
- Buttons with roll-over effects.
- PDF document downloads.

The site will be implemented in a LAMP environment, at a hosting service selected by LunaGraphica Inc.

The site must allow an administrator to edit the content of any page, and to add or delete pages (an update the navigation menus) through a Content Management System (CMS) interface. We prefer Drupal, but will consider other proposals from *web design partner*.

Project navigation and design requirements will be provided to *web design partner* by LunaGraphica.

3.2 Design

The design process for a content managed website will be the same as the process for a basic web design, as defines in section 2.2.

3.3 Implementation

Web design partner will implement the website at the hosting service selected by LunaGraphica. The site will be built with standards-compliant html and CSS, and will be tested to display correctly in Safari 3 and later, FireFox 3 and later, Internet Explorer 6 and later, and Chrome.

LunaGraphica will install and configure the current version of Drupal (or another CMS as proposed by *web design partner*).

All text content, and some image content, will be provided by the client.

Images used in the design, unless provided by client, will be fully licensed by *web design partner*; proof of licensing will be required.

Client will review the site and provided minor feedback; final changes will then be made by *web design partner*.

Time for implementation phase not to exceed: 4 weeks.

3.4 Source Files

Upon completion of the project, *web design partner* will provide LunaGraphica with all source files used in the creation of the design and implementation of the website, including (but not limited to) unflattened PhotoShop (.psd) files, Flash source (.swf) files, and DreamWeaver template (.dwt) files.

4.0 E-Commerce Website (optional)

Ideally, we would like a *web design partner* with the ability to produce e-commerce pages for websites. The e-commerce portion of the site will be an extension to a basic website, as described in section 2.0, or to a content managed website, as described in section 3.0.

The *web design partner* may use Zen Cart (preferred) or osCommerce for e-commerce projects.

4.1 Design

The design of the e-commerce pages will be compatible with, but not necessarily identical to, the design of the main site. In particular, the following elements will be consistent:

- Page background
- Page header/banner
- Navigation menu
- Colors and styles

E-commerce icons and buttons will be customized as required to be consistent with site colors and design.

4.2 Configuration and Implementation

LunaGraphica will install the current version of Zen Cart or osCommerce at the hosting company, and enter client's business information.

LunaGraphica will also set up a PayPal or authorize.net account for the client, and integrate the account into the e-commerce system for payment processing.

LunaGraphica will configure tax and shipping tables, as required by client.

Web design partner will customize the design of the e-commerce system. The design modifications will be made following the recommended practices for Zen Cart or osCommerce, using custom templates or override files. Core files will not be modified (to allow for future upgrades).

4.3 Content

Client will provide:

- Text for Terms of Use and Return Policies
- Names, text descriptions, options, weight, prices, and photos for up to 24 products.
- Names and text descriptions for up to 6 product categories.

Web design partner will enter the provided information into the e-commerce system. If client wants additional products and categories added, *web design partner* can charge for this additional work.

Time for configuration, implementation and content entry phase not to exceed: 3 weeks.

4.4 Source Files

Upon completion of the project, *web design partner* will provide LunaGraphica with all source files used in the creation of the design and implementation of the website, including (but not limited to) unflattened PhotoShop (.psd) files, Flash source (.swf) files, and DreamWeaver template (.dwt) files.

5.0 Business Arrangements

LunaGraphica Inc is seeking to establish an ongoing relationship with a *web design partner* to provide design and development services to our small business clients as our business grows.

LunaGraphica will manage the client relationship, and will provide requirements, specifications and feedback to the *web design partner*.

The *web design partner* will execute standard “projects” as defined in this document for a fixed-price payment per project.

We will also sometimes ask for proposals and pricing for projects that do not fit into the standard project categories defined here.

5.1 Intellectual Property

Web design partner will be required to certify, for each web design project, that the all materials used in the project are the original creative work of *web design partner*, or are duly licensed by *partner* for use in the project, and to provide evidence of such licensing for any materials not created by *partner*.

Web design partner will transfer all intellectual property rights to client upon completion of payment terms (see below), and will indemnify LunaGraphica Inc and client for all claims of intellectual property infringement.

5.2 Payment Terms

For standard projects (as defined in this document), LunaGraphica Inc will pay *web design partner*:

- 25% of full project pricing upon start of project.
- 25% of full project price upon completion of design phase (payment to be made within 7 days of receipt of invoice from *web design partner*).
- 50% of full project price upon completion of configuration and implementation phase (payment to be made within 7 days of receipt of invoice from *web design partner*).

Payment can be made by PayPal, credit card, check or bank transfer.

5.3 Rights of Publicity and Disclosure

All work done by *web design partner* for LunaGraphica clients will be credited to LunaGraphica Inc.

Web design partner may not advertise or disclose any relationship with LunaGraphica clients, and may not use web designs developed for LunaGraphica clients in *partner's* portfolio.

6.0 Replying to this Request for Proposals (RFP)

Responses to this Request For Proposals should be sent to Bob Nicholson (bob@lunagraphica.com).

Responses must be received by 5 PM Pacific Standard Time, January 17, 2011 in order to be considered.

Selected responders will be contacted by January 24 to schedule a follow-up interview. Interviews may be conducted by telephone during the hours of 8 AM to 7 PM Pacific Standard Time.

By responding to this RFP, you certify that:

- You are an authorized representative of your company.
- You have read this RFP in its entirety, and agree to all specifications, terms and conditions.

All price quotes must be in US dollars.

Identification Section	
Company Name	
Company Website	
• Contact Name	
• Contact e-Mail Address	
• Contact Phone Number	
Type of Company (business structure)	
Full Company Address	
Company Phone Number	
Date of Company Founding	
Number of Employees	

Company Skills (check all that apply)					
Website Design:		Advanced JavaScript:		AJAX:	
Flash Animation:		ActionScript:			
PHP:		Java:		C++:	
mySQL:		Oracle:			
Drupal:		Joomla:		WordPress:	
Zen Cart		osCommerce:		PayPal Integration:	
Linux Administration:		Apache Admin:		SendMail Admin:	
DNS Management:					
On-Site SEO:		Link Acquisition:		Google Analytics:	

Basic Website Design and Development (as specified in section 2.0)	
Pricing (in US dollars)	\$
Additional Comments and Notes	

Content Managed Website - OPTIONAL (as specified in section 3.0)	
Preferred CMS	
Pricing (in US dollars)	\$
Additional Comments and Notes	

E-Commerce Pages - OPTIONAL (as specified in section 4.0)	
Preferred E-Commerce System	
Pricing (in US dollars)	\$
Additional Comments and Notes	

Website Samples		
List the URLs of five websites, completed within the past year, that best demonstrate your range of design and implementation skills.	1	
	2	
	3	
	4	
	5	

References (provide three professional references)	
Reference 1 – Company Name	
Contact Name	
Contact E-Mail	
Contact Phone	
Business Relationship	
Reference 2 – Company Name	
Contact Name	
Contact E-Mail	
Contact Phone	
Business Relationship	

Reference 3 – Company Name	
Contact Name	
Contact E-Mail	
Contact Phone	
Business Relationship	

Authorized Signature	
Signature of Authorized Representative	
Name of Authorized Representative	
Date	
By signing above, you certify that: • You are an authorized representative of your company. • You have read this RFP in its entirety, and agree to all specifications, terms and conditions.	