



♀ ST. JOHN'S WOMEN'S CENTRE
♀ MARGUERITE'S PLACE
♀ SAFE HARBOUR OUTREACH PROJECT

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SJSWC RFP:

Project Name/Description: Graphic Design - DV@WORK infographics and toolkit components

Procurement Contact Person: Laura Winters

Telephone Number of PCP: 709.750.0220 ext. 222 or 709.765.4434

Email address of PCP: laura@sjwomenscentre.ca

Fax Number: 709-753-3817

1. Background/Introduction

SJSWC is seeking a graphic designer on short-term contract to develop multiple discreet items - all linked to the 'knowledge translation' strategy for their DV@WORK NL research project. The material produced by this designer will constitute key parts of information 'toolkits' to be provided by SJSWC to workplaces throughout the province.

2. Project Goal and Scope of Services

This RFP is to seek bids for a graphic designer interested in translating some of the SJSWC's research on the impacts of domestic violence on workers and workplaces in NL into materials enlivened by 12 engaging infographics. The task at hand is to translate our research and find compelling, accessible (ie. not confusing or cluttered) graphics to help convey the results of this research to the general public. The following listed items need to work with(in) SJSWC's brand and all materials must cohere as a branded unit. Please refer to our website: <https://sjwomenscentre.ca/>

3. Anticipated Selection Schedule

Request for Proposal Timeline is as follows:

Request for RFP: August 21, 2019

Deadline for Bidders to Submit Questions: September 1, 2019

SJSWC Responds to Bidder Questions: September 6, 2019

Deadline for Applications: September 20, 2019

Contract Award/Notification to Unsuccessful Bidders: September 27, 2019

4. Please submit responses to the Procurement Contact Person by 4pm (NDT) SEPT 20, 2019
Responses should be clearly marked: SJSWC DV@WORK NL – RFP.

5. Timeline:

Once hired, the graphics designer will meet with the DV@WORK NL team to discuss the project and answer any questions. One week later, we require a second follow-up meeting where the designer will present a couple of concepts for the project. After the concept is selected and

approved, a first draft of the following 6 items/elements must be completed in the following 3 weeks. Once the SJSWC team has had a chance to review the draft, a third and final meeting with the graphic designer will be required in order to assess the drafts and make final edits/adjustments to the materials. **All deliverables listed below must be completed within a month of being contracted. Note that this RFP requires one quote for the following 6 project deliverables.**

6. Elements of Proposal:

1. **A streamlined report in magazine-style 15 page (max).** We would provide the primary and secondary text and you would do the layout so that the material is engaging. Please see sample report: <https://www.uwo.ca/projects/heritage/heritage3/img/survey-report.pdf> Unlike the sample report, our report will require **12 infographics** designed by you (rather than the graphs and pie charts in the sample report). These infographics will be part of this 15 page report but could also be exported as 'visuals' to be used in Powerpoint presentations and/or also designed/saved in a format that would allow us to use them individually as facebook/Instagram memes/shareables. The infographics can be in colour but need to work if printed in black and white.
2. We need a single **PowerPoint presentation developed** wherein the same above-mentioned infographics are attractively housed and the 'title page' is reformatted for PowerPoint. All primary text will be provided. (Sample of a well-designed PowerPoint presentation can be provided.)
3. **1 one-page poster (8.5/11 and 11/17)** with several of the key infographics noted above. Design needs to work in black and white as well as colour.
4. We need **a branded bandwidth/banner developed** to be positioned at the top of our project's email messages, also sized for a facebook group/event page. We need a versatile header/footer in a blank document in the same brand as the social media banner and sized for one-page printed flyers that we will develop in the future.
5. We need **a 'branded' title page** (letter size) that can be used in multiple/future reports - built so that we can modify title/text.
6. We have a **65-page academic research report** (from which most of the data for the above materials is based) that **needs modest (font, index and page) adjustments** so that it can be placed on the internet. (No graphics needed here except for the branded title page noted above in #5).

7. Evaluation Criteria

Candidates will be evaluated on their sample of past work and on an interest and willingness to work collaboratively with researchers to execute a knowledge translation strategy.

Questions about specific deliverables?

Please email: jnolan@sjwomenscentre.ca

SAMPLE INFOGRAPHICS:

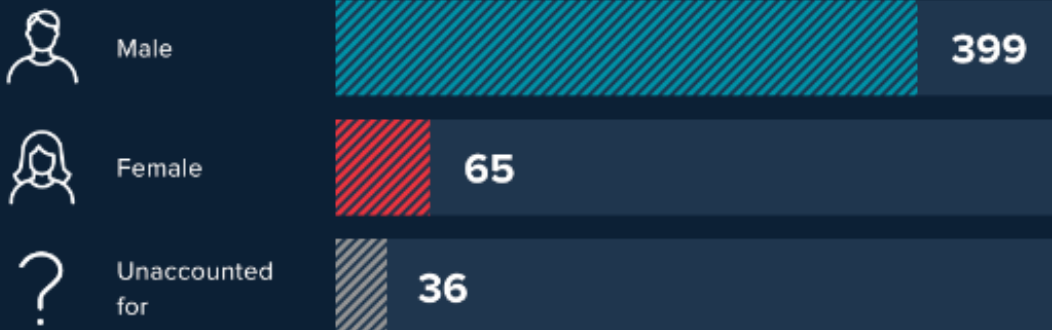
WOMEN IN TECH

A Breakdown
of Today's
**Female
Cybersecurity
Leaders**



What does it take to become a female CIO, CISO or VP of Information Security in an industry known for its lack of gender diversity?

Breakdown of Fortune 500 Cybersecurity Leaders by Gender



Only **13%** of Fortune 500 companies have women in top cybersecurity positions.

WHO ARE AMERICA'S PROSECUTORS?

WHITE MEN



79%
OF PROSECUTORS ARE WHITE MEN.

16%
OF PROSECUTORS ARE WHITE WOMEN.

4%
OF PROSECUTORS ARE MEN OF COLOR.

1%
OF PROSECUTORS ARE WOMEN OF COLOR.

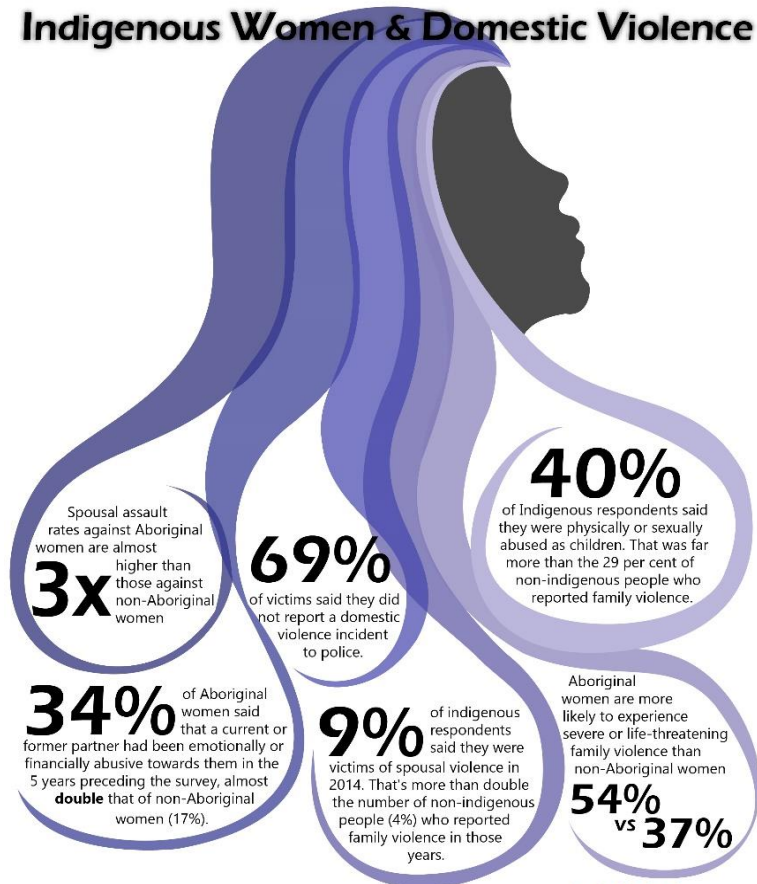


JUSTICE FOR ALL*
A Project of the Reflective Democracy Campaign

LEARN MORE ABOUT THE DEMOGRAPHICS OF PROSECUTORS AT

WWW.WHOLEADS.US/JUSTICE

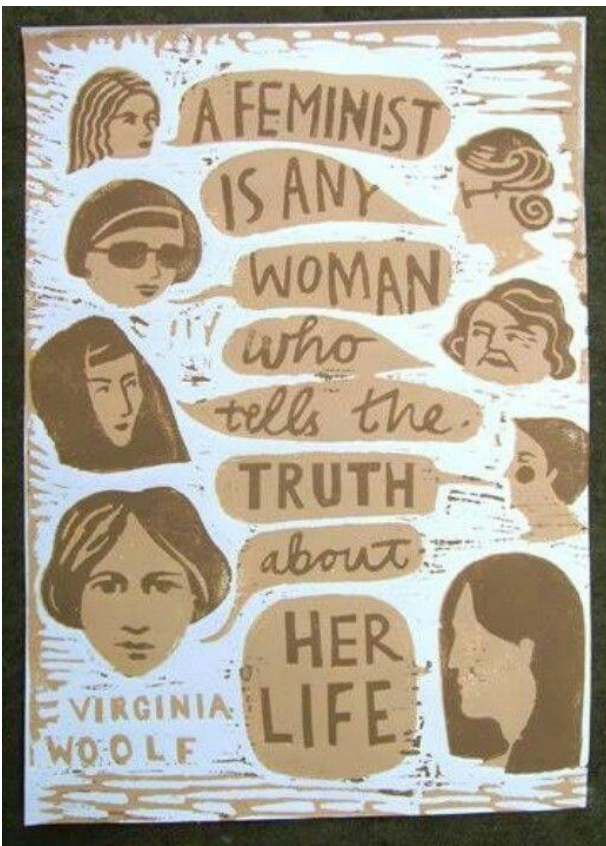
Indigenous Women & Domestic Violence



Sources:
<http://www.statcan.gc.ca/pub/85-002-x/2011001/article/11489-eng.htm>
<http://www.statcan.gc.ca/daily-quotidien/160121/dq160121b-eng.htm?IPA>
https://mwcc.ca/wp-content/uploads/2015/05/Fact_Sheet_Violence_Against_Aboriginal_Women.pdf

FIRST JOB.
WORST JOB.
SUMMER JOB.
PART-TIME JOB.
SIDE HUSTLE.
FULL-TIME GIG.
PAID INTERN.
UNPAID INTERN.
UNEMPLOYMENT.
FUNEMPLOYMENT.
WORKING FROM HOME.
WORKING THE NIGHT SHIFT.
LIVING TO WORK.
WORKING TO LIVE.

No matter what your work experience has been, you can help us to learn more about the impact of Domestic Violence in the workplace. Take the survey at sjwomenscentre.ca/DVatWorkNL



SAMPLE POSTERS:

IF YOU NEED HELP CONTACT: THEHOTLINE.ORG 1.800.799.7233

FEMINIST MAJORITY

STOP DOMESTIC VIOLENCE

INTIMATE PARTNER VIOLENCE ALONE AFFECTS MORE THAN 12 MILLION PEOPLE EACH YEAR

MOST FEMALE VICTIMS OF INTIMATE PARTNER VIOLENCE WERE PREVIOUSLY VICTIMIZED BY THE SAME OFFENDER:

FEMALES AGES 18 TO 24	FEMALES AGES 25 TO 34	FEMALES AGES 35 TO 49
77%	76%	81%

A VICTIM OF DOMESTIC VIOLENCE WAITS UNTIL THEY'VE BEEN HIT AN AVERAGE OF 35 TIMES BEFORE FILING A POLICE REPORT

THAT'S 35 TIMES TOO MANY

FROM 1994 TO 2011, ABOUT 4 IN 5 VICTIMS OF INTIMATE PARTNER VIOLENCE WERE FEMALE

1 IN 4 WOMEN
1 IN 7 MEN

MORE THAN 1 IN 3 WOMEN AND 1 IN 4 MEN IN THE U.S. HAVE EXPERIENCED RAPE, PHYSICAL VIOLENCE AND/OR STALKING BY AN INTIMATE PARTNER IN THEIR LIFETIME

AGED 18 AND OLDER IN THE UNITED STATES HAVE BEEN THE VICTIM OF SEVERE PHYSICAL VIOLENCE BY AN INTIMATE PARTNER IN THEIR LIFETIME

FEMALES AGES 18 TO 24 AND 25 TO 34 GENERALLY EXPERIENCED THE HIGHEST RATES OF INTIMATE PARTNER VIOLENCE

ON AVERAGE 24 PEOPLE PER MINUTE ARE VICTIMS OF RAPE, PHYSICAL VIOLENCE OR STALKING BY AN INTIMATE PARTNER IN THE U.S.

1 1/2 OF ALL WOMEN AND MEN IN THE U.S. HAVE EXPERIENCED PSYCHOLOGICAL AGGRESSION BY AN INTIMATE PARTNER IN THEIR LIFETIME

15% OF WOMEN & 4% OF MEN HAVE BEEN INJURED AS A RESULT OF INTIMATE PARTNER VIOLENCE

CONTRIBUTORS: THE VERA HOUSE, INC. THE NATIONAL DOMESTIC HOTLINE LOVE IS RESPECT

SPONSORED BY: me

RESOURCES: http://www.cdc.gov/odp/ocv/prevention/2014/04_16_14_01.pdf http://www.cdc.gov/odp/ocv/prevention/2014/04_16_14_02.pdf http://www.cdc.gov/odp/ocv/prevention/2014/04_16_14_03.pdf http://www.cdc.gov/odp/ocv/prevention/2014/04_16_14_04.pdf

CREATIVES VS. MARKETERS

THE MOST COMMON REASON WHY CREATIVES AND MARKETERS DON'T WORK TOGETHER IS BECAUSE THEY DON'T UNDERSTAND EACH OTHER'S ROLES.

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1 ARE MARKETERS SATISFIED WITH CREATIVES?

Very satisfied: 29%	Satisfied: 44%	Not satisfied: 17%	Very dissatisfied: 10%
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2 ARE CREATIVES PROUD OF THEIR WORK?

Extremely proud: 10%	Very proud: 40%	Proud: 30%	Not very proud: 15%	Not proud at all: 5%
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3 HOW CREATIVES CAN IMPROVE

- STAFFING ADEQUATELY: ONLY 24% of marketers say creative teams are well staffed.
- BEING TRANSPARENT: LESS THAN 30% of marketers say creatives are encouraging problems and following a transparent process.
- THE BRIEFING PROCESS: LESS THAN 40% of marketers say creatives do a good job of asking following the creative brief or creating questions to understand it better.

4 HOW MARKETERS CAN IMPROVE

- BETTER FEEDBACK: LESS THAN 30% of creatives said that marketers are good at giving feedback on their ideas, strategy, or creative briefs.
- AVOID SCORE CRUSH: 39% of creatives say it's difficult or very difficult to receive the scope of projects. 24% say that marketers don't stay within the set scope well.
- FOCUS ON BRIEFS: LESS THAN 20% of creatives think marketers do a good job of briefing projects clearly. ONLY 16% of marketers are good at sticking to the brief.

5 WHERE CREATIVES AND MARKETERS AGREE

95% of creatives feel that they have the bandwidth to meet the demand.

24% of marketers feel that the creative teams they work with are collaborative.

MORE THAN 60% of marketers say to create resources to make their efforts.

CREATIVES TRANSFORM IDEAS INTO REALITY

6 GAPS IN SELF PERCEPTION

MARKETERS	CREATIVES
DELIVERING FINAL CONTENT: 48% of marketers say they do a good job of delivering content that meets expectations vs. 40% of creatives who agree.	GIVING ACTIONABLE FEEDBACK: 10% say 95% of marketers believe they give feedback well vs. 34% of creatives who agree.
ANTICIPATING PROBLEMS: 47% of creatives think they're good at sharing a clear set of guidelines vs. 27% of marketers.	SHARING CREDITS WITH CREATIVES: 10% say 82% of marketers believe they do a good job of giving the spotlight to other 48% of creatives.
ASKING QUESTIONS FOR CLARITY: 48% of creatives say they make a strong effort to get extra clarity on the project but just 51% of marketers agree.	GIVING EARLY FEEDBACK: 10% say 81% of marketers say they're good at giving ongoing feedback but just 25% of creatives agree.

HOW CAN MARKETERS AND CREATIVES WORK BETTER TOGETHER?

Get the Free Report [Get your free report here](#)

Get our full report to see everything we learned about the creative/marketer relationship. Our report includes creative agency and brand 101 and more on creatives, as well as analysis and advice for working better between these two specialties.

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