

## MEMORANDUM

**TO:** Interested Parties  
**FROM:** Workforce Development Council of Seattle-King County  
**DATE:** September 3, 2010  
**SUBJECT:** RFQ #10-13: REQUEST FOR QUALIFICATIONS FOR GRAPHIC DESIGNERS

### BACKGROUND

The Workforce Development Council of Seattle-King County (WDC) is a nonprofit corporation whose mission is to support a strong economy and ensure the ability of each person to share in our region's prosperity. Established in 2000 by the King County Executive and the Mayor of Seattle, the WDC is led by a board of directors with a private-sector majority. The WDC oversees a wide range of employment and training programs, serving thousands of King County adults, youth, and businesses each year.

### PURPOSE

The purpose of this RFQ is to identify graphic designers who can provide graphic design services between now and July 2012 for WDC communications needs such as reports, brochures, and other print and online materials that explain and promote our mission. Examples can be found at the WDC website at [www.seekingwdc.org](http://www.seekingwdc.org).

### SCOPE OF WORK

Graphic designers selected through this RFQ may be hired for projects such as:

- The WDC's annual report;
- Publications and reports on workforce-related topics or on WDC programs and initiatives;
- Internal materials such as holiday cards, invitations, stationery, etc.
- Informational or training materials;
- Other needs that may arise.

Several qualified individuals or companies will be selected through this procurement and may be called on between now and July 2012 to provide graphic design for specific projects. The WDC makes no commitment to contract with designers procured through this RFQ.

**Selection criteria** include experience showing the following:

- High-quality graphic design appropriate to the needs of the WDC;
- Versatility in designing different kinds of materials using industry-standard design software;
- Extensive experience with preparing documents for professional printing and working with images;
- A high degree of organization and reliability while working off site from design clients;
- Reasonable and appropriate costs.

### TO RESPOND:

- Send resumé, copies of or links to previous work, and brief cover letter (no more than two pages) explaining your qualifications and previous experience. You may provide references or testimonials for qualities not evident in your work itself, such as reliability and professionalism.
- Indicate your rates (if not hourly, specify parameters) and any minimum time or other requirements.
- Email to Margret Graham, [mgraham@seekingwdc.org](mailto:mgraham@seekingwdc.org), by **5 p.m. September 10, 2010**.

