REQUEST FOR PROPOSALS
#12-002

2012 WEBSITE REDESIGN
(PHOTOGRAPHY COMPONENT)

College of Environmental Design (CED)
University of California, Berkeley

RFP Issue Date: Wednesday, March 21, 2012
Due Date for Responses: Thursday, March 29, 2012

Project Background
The College of Environmental Design's website (http://ced.berkeley.edu/) contains all information — academics, admissions, faculty, events, news, research, facilities/services, alumni/donor relations, human resources, etc. — related to the college and its departments and programs (Architecture, City and Regional Planning, Landscape Architecture and Environmental Planning, and Urban Design). The current website was designed and built in 2005-06. The 2012 Website Redesign Project will re-envision the website's strategic approach, look and feel, functionality, imagery, voice, and content. CED has hired Oilpan LLC (http://hi.oilpanllc.com/) as the website designer. Target launch is August 2012.

Objective of Photography Component
The college wants to better present itself to its core audience using updated imagery that is professional yet engaging, and that conveys the rich, vibrant, diverse nature of CED's programs, students, faculty, and resources. Key issues driving this endeavor:

- The college must compete more vigorously for students, particularly graduate students.
- Educational philanthropy has become increasingly vital to program operations.
- Delivery of college information is primarily via the website, and increasingly via mobile devices.

Audience
Primary users: prospective students. Secondary users: current students, faculty, and staff; alumni and donors; researchers and research sponsors; design professionals in the community.

Brand/Position
Berkeley’s College of Environmental Design is a leader in multidisciplinary research and creative practice, focused on sustainability, social justice, and design excellence. Combining work at the architectural, neighborhood, and regional-landscape scale, we plan and design places that are aesthetically compelling, equitable and inclusive, healthy and resource-efficient, and mindful of ecology and natural processes. We educate the most promising students from diverse backgrounds and encourage them to be stewards of the planet. Our outstanding faculty and interdisciplinary
programs engage in cutting-edge research both in the U.S. and internationally, and bridge the worlds of academic scholarship and real-world policy and practice.

**Main Concept To Convey**
The College of Environmental Design is a closely knit and integrated community that emphasizes studio and project-based learning within the context of both the nation's premier public research university and the vibrant San Francisco metropolitan area.

**Goals**
- Increased number of graduate and undergraduate applications
- Higher acceptance rate among admitted applicants
- More donations to the college
- More alumni engagement with the college
- Compelling portrayal of college research and partnerships

**Scope of Work**
Potentially up to five days of digital-photography shooting in and around Wurster Hall on the UC Berkeley campus. Image subjects may include:

- the building's interior and exterior spaces (both details and wider views);
- students, individually (informal portraits) and in groups, socializing and studying; in studio, in classes, in the café and courtyard, etc.;
- events such as studio reviews, lectures, and exhibitions;
- portraits of faculty and senior administrators;
- the college's research facilities; and
- the natural and built UC Berkeley campus surroundings.

We will want to review all images taken and select a number (to be determined) for further processing (color correction, conversion to both print- and web-based resolutions, etc.).

**Schedule**
Up to five days during the period beginning April 13, 2012, through December 2012.

**Copyright/Usage**
With respect to the images produced under the scope of work of this RFP, it is our intention that: (1) the photographer will grant the University of California a perpetual and exclusive license to the use of the final selected images in all media; (2) copyright ownership and all right, title and interest therein of any and all copyrightable works created by the photographer in the performance of this agreement shall vest in the University as a “work made for hire” as deemed specially ordered by the University under U.S. copyright law.
**Proposal Requirements**
To be considered for this project, please submit the following:

- **Portfolio of 5–10 images** that together describe a place relevant to education or student life, so that we can understand how you would approach this project; please include at least one portrait and one general architecture (building) image.
- **Daily rates** for photography and production.
- **Statement of availability** during the period between April 13, 2012, and December 2012. In particular, please let us know your availability between April 13–27, 2012.

**Evaluation/Selection**
We will evaluate proposals based on the style of images presented in the portfolio; experience with relevant work/projects; ability to meet the schedule and scope of work; and cost.

**Inquiries/Submittal**
Direct inquiries and submit proposals (no later than Thursday, March 29, 2012) to:

College of Environmental Design
Attention: Kari Holmquist
University of California, Berkeley
230 Wurster Hall #1820
Berkeley, CA 94720-1820
(510) 643-5937
kholmquist@berkeley.edu