

REQUEST FOR PROPOSAL

No. UIAA20-01

for

Redesign of Illinois Alumni Magazine

Issue Date: January 27, 2020
Proposal Due Date: February 27, 2020
Proposal Due Time: 9:00 a.m. Central Standard Time

<p>Questions regarding response requirements for this REQUEST FOR PROPOSAL (“RFP”) should be directed to:</p> <p>Mr. Hugh Cook, Editorial Director & Vice President for Alumni Communications University of Illinois Alumni Association 200 S. Wacker Drive, 19th Floor (M/C 200) Chicago, IL 60606</p> <p>Email: hmcook@illinois.edu</p>	<p>Please email a digital submission or deliver five (5) printed copies of your REQUEST FOR PROPOSAL (“RFP”) response by due date and time to:</p> <p>RFP UIAA20-01 University of Illinois Alumni Association Attn: Accounting and Finance Alice Campbell Alumni Center 601 South Lincoln Avenue Urbana, IL 61801</p> <p>For digital submissions: To: hmcook@illinois.edu cc: aeturner@illinois.edu</p>
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Completed by:

Authorized Name and Signature

Address

City, State, Zip

Email Address Phone Number

Redesign of Illinois Alumni Magazine Request for Proposals

Project Description

The University of Illinois Alumni Association (UIAA) is seeking a vendor to redesign Illinois Alumni, which is the flagship alumni publication for the University of Illinois at Urbana-Champaign. Illinois Alumni is first and foremost an alumni magazine, one designed to be an entertaining and informative read. Our primary goal for the redesign is to create a look that reflects the University's culture and traditions as experienced by alumni. The current publication is a hodge-podge of design elements added over the years without a cohesive look or feel. The UIAA seeks a turnkey solution and expects the vendor to deliver InDesign template pages, related fonts and imagery. The UIAA will use these templates to produce future publications in-house.

Background About the UIAA and the University of Illinois at Urbana-Champaign

The UIAA is an umbrella organization that supports the University of Illinois System and its three universities (located in Chicago, Springfield, Urbana-Champaign). Each institution is considered a separate operating entity, with its own student/alumni culture.

Mission: The University of Illinois at Urbana-Champaign is charged by the State of Illinois to enhance the lives of citizens in Illinois, across the nation and around the world through its leadership in learning, discovery, engagement and economic development.

Vision: Illinois will be the pre-eminent public research university with a land-grant mission and global impact.

Illinois is a top 50 public research institution, and the largest university in the State of Illinois, with 50,000 students and 3,000 full-time faculty. The University generates \$448 million in separately funded research annually.

Established as a land-grant institution in 1867, Illinois has 17 colleges: College of Agricultural, Consumer and Environmental Sciences; College of Applied Health Sciences; Gies College of Business; College of Education; College of Engineering; College of Fine and Applied Arts; Division of General Studies; Graduate College; School of Information Sciences; School of Labor and Employment Relations; College of Law; College of Liberal Arts and Sciences; College of Media; Carle Illinois College of Medicine; School of Social Work; College of Veterinary Medicine; Center for Innovation in Teaching and Learning.

Design Aesthetic

Title, Tagline and Editorial Mission

Publication Title: *Illinois Alumni*

Editorial Mission: Each issue of Illinois Alumni presents its readers with an entertaining and informative editorial package that showcases the accomplishments of alumni, students and faculty, and celebrates the school's traditions and storied past. It provides alumni with the resources they need to be effective brand ambassadors for the University of Illinois at Urbana Champaign.

Design Requirements

- Develop a nameplate for the title *Illinois Alumni* and meets the school's currently branding standards.
- Create Template Pages: InDesign document, 8" x 10-1/2" with bleeds. The folio is 48 to 56 pages, plus covers.
- The required templates include:

Front of the Book

- Cover (Include title, tagline)
- TOC (two-pager)
- Masthead
- Chancellor column (should include his picture)
- In the Mail
- The Big Picture
- Around the Quad (the magazine's campus news section), which includes these reoccurring columns/sections.
 - Opener
 - Ingenious
 - Quad Angles
 - Informed Viewpoint
 - Ask the Historian
 - In Class

**Note for the opener, we would like two template options. Typically, the Around the Quad section runs five to seven pages. Also, we would like at least two general news page templates, with at least one having space for a three- or four-sentence photo caption story.

- Sports
 - Opener (two-page spread)
 - Student Athlete Interview (one-page as told to interview, with stat box)
 - Throwback Athlete (one-page narrative feature)
 - Great Moment (one-page narrative feature highlighting a moment in Illini Sports history)

Feature Well

- Memory Lane (two-page narrative throwback feature)
- Alumni Interview (two-page, as told to interview, similar to Esquire's What I've Learned)

**For Memory Lane, we would like to have a two different templates.

Back of the Book

- We want this section to act as a mini-magazine within a magazine
- Vice Chancellor of Alumni Relations column (one page)
- Your Alumni Association News page
- Gallery page (when required)
- Illinois Connection
- Explorers column (one page, one highlight trip, secondary trips, travel tip)

- Class Note profile (kicks off class notes section)
- Class Notes
 - I's on the World
 - Class Note sidebars (preconfigured, half-page, three-quarter page sections for 350-word profiles)
 - Illini Volunteer
 - Alumni Achievement
 - Illini Adventure
 - Illini Entrepreneur
 - Book Club
 - Illini Artist
- In Memoriam
 - Highlight obits (prefigured quarter page).
- Snapshot

Goals

- A bold and dynamic look, something that reflects University's Big Ten stature and importance
- Entertaining to view
- Easy-to-read body font; standard font and sizes for heds, deks, captions, pull-quotes used in FOB and BOB sections
- Column widths that differentiate the FOB, BOB and Editorial Well sections
- Easy navigation for readers
- Easy-to-use and flexible templates that expedite the production process

Not Interested in Designs That Feature

- Oversized formats (we'd rather spend our money on content, not paper)
- Matte paper (because it dulls photographic energy)
- Institutional vibe

Budget and Operating Constraints

- Typically, we commission photography for the cover, feature well and alumni section, but are reliant on supplied imagery for the FOB and BOB sections. Photography budget is: \$7,500 per issue. Typically, we pay \$1,000-\$1,500 per feature article
- Illinois Alumni is one of three quarterly alumni magazines produced by two editors, one designer and one editorial assistant
- Attached is a prototype for an issue and corresponding budget per editorial item, including art and photography
- Here is the link for the digital library of Illinois Alumni back issues
<https://staging4.texterity.com/illinoisalumni/Store.action>

Estimated Project Timeline

- Jan. 27, 2020 - Release and distribution of RFP
- Feb. 27, 2020 - 9:00 am CST - deadline for submitting proposals
- March 16, 2020 - Finalists selected
- March 23-April 6, 2020 - Finalists Interviewed
- April 20, 2020—Finalist selected/Contract signed
- June 5, 2020 – Concepting completed
- July 17, 2020 – Initial designs completed
- Aug. 14, 2020 -- Design finalized
- Sept. 18, 2020 – Templates delivered

Assumptions and Agreements

- New magazine flag design supplied in a vector graphic format
- Packaged, press-ready native InDesign files, which include master pages, assigned character and paragraph style sheets, associated fonts and font families and bundled accompanying imagery formatted for press (color and resolution) with ownership, or unlimited rights and usage assigned to the UIAA
- An art director stylebook and two editor stylebooks complete with word and character counts.

Budget

- Please include a detailed budget with your proposal.

Basis for Award of Contract

- Project awarded based on price, design samples and references, magazine template design experience and ability to work with established deadlines.
- The University of Illinois Alumni Association reserves the right to reject any or all proposals.

Presentations

- Two finalists may be invited to make presentations to the selection committee in person at the Media Group offices at the Illini Center in Chicago, IL or virtually. Travel costs for presentations would be at the bidder's expense. A contract award may be made following the presentations.

Submission Information

- RFP submissions due by Feb. 27, 2020 to **Andrea Turner**, accounting associate, aeturner@illinois.edu; 217-333-1475. Submission must include design fee, list of references and samples of previous publication designs and redesigns.

Project Team/Selection Committee

- **Project Leader:** Hugh Cook, editorial director, U of I Alumni Association, hmcook@ullinois.edu; 312-585-9010
- **Associate Project Leaders:** Jen Dahlgren, senior art director, U of I Alumni Association, jdahl@uillinois.edu, 312-585-9016; David Scott, senior editor, U of I Alumni Association, davscott@illinois.edu, 312-585-9185
- **Member:** David Black, U of I Director of Creative Services, dblck@illinois.edu; 217-300-4899