

# DIRTT project: Trail building technical illustrations

Invitation to tender - June 2022

## Context

The aim of the DIRTT project (Developing Intereuropean Resources for Trail building Training) is to develop an educational framework and training toolkit for people active in the trail building sector, addressing the needs of professionals and volunteers in the field of planning, design, construction, maintenance, and management of mountain bike trails. The DIRTT project is co-funded by the Erasmus + Programme of the European Union.

DIRTT is looking for graphic illustrators to (re) define the style and technical specifications of the illustrations provided by the project. These graphics will be used as open-source technical instructive material for mountain bike trail building education.

The work is divided in 3 tasks:

## Task 1:

Design 4 styles of technical drawing as examples below:

Cat.	Description	Reference	Illustration example	Number to produce
1	2D schematic drawing or technical diagram	<a href="#">USDA Forest Service</a>	<p>Typical Trail Cross Sections</p> <p>Rolling Crown Switchback</p>	12
2	2D Cross section/profile and bird's eye view, schematic elements like rock, vegetation, or rider	<a href="#">Trailism</a>	<p>ROLLING CROWN SWITCHBACK</p> <p>TOP VIEW</p> <p>SIDE VIEW</p>	20
3	3D/rich illustrations, colours, shadows, would be good to have a rider for the scale and dynamic	<a href="#">Trail Solutions</a>	<p>Creating Optional Lines</p>	34
4	Image overlay	<a href="#">GQTE</a>	<p>BACKSLOPE</p> <p>TABLETOP JUMP</p> <p>STEP-DOWN JUMP</p> <p>STEP-UP JUMP</p>	20

Final product:

Design sheet where styles are defined

- Graphic rules and definition

## Task 2

Mass produce 86 illustrations according to the 4 defined styles (task1)

Style category	Nr. of illustrations to produce
1	12
2	20
3	34
4	20
Total	86

Final product:

- 86 Illustrations in a raw illustrator and pdf format according to the list table

## Task 3

Specify a price per style of illustration

Additional items might be added in the process

Details:

- The style of drawing must be accessible to other designers
- The styles developed must be unique to the DIRTT project so that this style can be reproduced in the future others.
- The DIRTT logo and color scheme is annexed below and can serve as inspiration

Suggested Timeline\*

DIRTT project: illustrations design and production timeline		
	Suggested milestone	Date/Timescale (2022)
Task 1 - Design the 4 Illustration styles	Invitation to Quote distributed	June 22nd
	Quotes received from design agencies	July 4th
	Contract awarded to consultant	July 15th
	Version 1 delivered	August 15th
	Feedback from DIRTT	August 19th
	Final version document	September 2nd
Task 2 - Illustrations production	Pre-production meeting with designers involved	September 12th
	Version 1 delivered	October 25th
	Feedback from DIRTT project group	November 8th
	Version 2 delivered	November 22nd
	Feedback from DIRTT project group	November 29th
	Final version document	December 13th
	*Agencies can give input about new timeline	

## Quote and documents needed on the 4<sup>th</sup> of July:

- Prices and suggested preliminary timeline
- Price and time estimate for step 2 (price per unit of each graphic style produced).
- Portfolio with similar projects
- Company details
- Quote must include status about intellectual property

## Award Criteria

When used collectively this provides evidence that the selected tender is the most economically advantageous to DIRTT. Tenders will be assessed on a ratio of Quality (60%) and Price (40%) and evaluated solely on the information provided.

EVALUATION CRITERIA		Weighting
Quality	Understanding of this specific project	30%
	Relevant previous design work	30%
Cost	Price	40%
	<b>Total</b>	<b>100%</b>

## SELECTION CRITERIA

### AWARD CRITERIA

1.	Understanding of this specific project	Provide a short summary of your organization in the context of our specific requirements and demonstrate how you are qualified to provide this service.
2.	Relevant previous design work	Provide examples of previous design work that you feel is relevant to this work.
3.	Price	Provide a total price for the elements in the brief including a breakdown of the fees by task and/or day rate. Rates and prices shall be deemed inclusive of any unreasonable, or not pre-agreed additional expenses howsoever incurred.

## DIRTT Contact Person

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## DIRTT Color Scheme



Font: **Avenir Black**  
Font: Avenir Light



# F2D57E  
RGB 242, 213, 126  
HSV 45, 48, 95  
CMYK 0, 12, 48, 5  
LAB 86, -1, 46



# A66E4E  
RGB 166, 110, 78  
HSV 22, 53, 65  
CMYK 0, 34, 53, 35  
LAB 52, 19, 27



# 59382C  
RGB 89, 56, 44  
HSV 16, 51, 35  
CMYK 0, 37, 51, 65  
LAB 27, 13, 14



# 261514  
RGB 38, 21, 20  
HSV 3, 47, 15  
CMYK 0, 45, 47, 85  
LAB 9, 9, 4



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