

Graphic Design Services

Q&A

Q - Please confirm the expected average monthly volume of graphic requests (e.g., typical number of game day, player, or event graphics).

A – Typical requests will be at the discretion of the Head Coach and could range from 50-200 graphics per month. Each game day, game week, birthdays, varied events, new campaigns as they come up including player count downs, awards, meeting the team, meeting the staff, and will vary day to day/week by week/month by month.

Q - For 100 Days Until Kickoff graphics, should vendors assume one graphic per player every season, or only for select players.

A – Vendors should assume at least one graphic per player, based on the head coach discretion it could potentially be add-ons as we go.

Q - Confirm if revisions are typically minor (text/formatting) or if full redesigns may be requested within the 2-day turnaround.

A – Revisions are typically both text/format on pretty much every graphic each time and then full designs often are requested after initial versions are shown. Turnaround times for revisions could be needed to expedite based on graphic design duration to produce graphics.

Q - For holiday and special event graphics, should vendors plan for a fixed calendar of events, or only ad-hoc requests.

A – Vendors should plan for both as there's a basic calendar with about 75% of graphics being in addition to that as ad-hoc requests.

Q - Clarify whether Tennessee Tech anticipates exclusive contractor support for football graphics, or if multiple vendors may be engaged.

A – Multiple vendors including our student assistants will be engaged in addition to this vendor.

Q - Please confirm if social media templates (e.g., reusable layouts for recurring posts) are acceptable deliverables, or if each request must be fully custom.

A - The vast majority of requests must be fully custom in addition to the need of recruiting graphics each week that will be custom to hundreds of recruits.

Q - Would appreciate clarification regarding the experience requirement on page 2 of the RFQ. The RFQ states that bidders must have experience producing comparable graphics for a Football Championship Subdivision (FCS) program. Would Tennessee Tech consider comparable collegiate athletics and sports graphic-design experience as satisfying this requirement, or must a bidder demonstrate prior work specifically performed for an FCS football program?

A - FCS Football experience is required; other collegiate experience would not be acceptable. FBS and NFL experience would be preferred in addition to the FCS Football experience but in general, the FCS D1 football graphic experience is necessary.

Q - Experience requirement: Our Founder and Creative Director led creative direction, art direction, photography, and poster design for Team Tackle, the American Diabetes Association's national initiative with NFL players, featuring a player representing each NFL team. The RFQ lists FCS experience as required and FBS/NFL experience as preferred. Would NFL-level football creative experience satisfy the experience requirement for this solicitation?

A - This would not satisfy the experience we are looking for, as we are looking for someone who led and managed all design for a team at the FCS level, not just someone who has had a slight crossover with a singular initiative or NFL players.

Q - Platforms and sizes: Which social media platforms and graphic sizes does the football program use most (for example, Instagram, X, Facebook, TikTok, stories, or web)? This will help us prepare the correct templates from day one.

A - We use different platforms such as Instagram, X, and Facebook the most. However, we don't want to rely on templates as sizes can change daily or week to week.