**Graphic Design Services**

**Performance Work Statement**

***\*Note that this sample has been revised from the source document on the Government Point of Entry as necessary to align formatting and applicable FAR procedures.\****

**1.0** **BACKGROUND.** The Center for Strategic Leadership (CSL) serves as an educational center and high technology laboratory focused on the decision making process at the strategic, interagency, and operational levels; and the strategic use of land power in joint and combined operations. Both objectives are examined and studied by CSL and its customers through the use of wargames, exercises, related events, and educational instruction.

**2.0 INTENT**: The Department of Strategic Wargaming (DSW) will utilize the technical skills provided by a contracted graphic designer to support the creation, modification, implementation, maintenance, and physical production of strategic level wargames, exercises, and activities.

**Period of Performance**: Day/Month/Year to Day/Month/Year

**3.0 SUMMARY OF REQUIREMENTS.**

**3.1 SCOPE.** The contractor shall serve as the primary graphic designer for producing the art work needed for making professional looking games and related promotional materials. Common artwork for games includes but is not limited to games boards, game cards, game pieces, illustrations for game rules and instructions, and game box art. Promotional materials include but are not limited to advertising posters, signage, pamphlets, tri-folds, and other promotional materials.

The contractor will exercise artistic license in the design of game related items as long as those items are functional and meet their intended purpose for use within the game or wargame or are suitable as a promotional item for the game.

The contractor is encouraged to provide recommendations for changes to product development that save time or resources without substantive changes to game design or mechanics. Change acceptance is at the discretion of the COR.

The contractor will use government provided equipment, software, and supplies to perform all tasks associated with creating wargame and exercise graphic design items. The contractor will notify government presentative when necessary supplies need to be ordered or reordered.

**4.0 DELIVERABLES.**

|  |  |
| --- | --- |
| Requirement | Date Due |
| Electronic media - art work and designs | Within 10 working days of taskings |
| Three-dimensional designs | Within 10 working days of taskings |
| Printed material (two and three-dimensional) | Within 5 working days of government acceptance of electronic media |
| Printer material sent to USAWC multi-media center | Within 5 working days of government acceptance of electronic media |
| Monthly Status Report | NLT the 10th working day of each month |

**4.1 TASKS.**

**4.1.1** In coordination with the lead government game designer**,** the contractor will produce graphic art and illustrations for game boards, game pieces, game cards, game box art and supporting material – rules books, player aids, etc.

**4.1.1.1** For game items that must be mounted or backed (i.e. adhered to fiberboard backing), the contractor will submit requests for printing and mounting to the USAWC multi-media center.

**4.1.1.2** For game items that do not need mounting or backing, the contractor will print items to local networked printers or plotters or 3D printers for review and approval by the government.

**4.1.2** In coordination with the lead government game designer**,** the contractor will produce graphic art or illustrations for promotional materials such as but not limited to, posters, signage, electronic or paper flyers, and tri-folds.

**4.1.2.1** For promotional items that must be mounted or backed (i.e. adhered to fiberboard backing), the contractor will submit requests for printing and mounting to the USAWC multi-media center.

**4.1.2.2** For promotional items that do not need mounting or backing, the contractor will print items to local networked printers or plotters or 3D printers for review and approval by the government.

**4.1.3** The contractor will be expected to operate a large format plotter, one or more laminating machines, and other cutting and printing tools.

**4.1.4** The contractor is encouraged to provide recommendations for changes to product development that save time or resources without substantive changes to game design or mechanics. Change acceptance is at the discretion of the COR.

**4.1.5** The contractor is encouraged to provide recommendations for production equipment and apparatus that would increase quality or efficiency.

**4.1.6** The contractor will respond to both iterative and incremental updates to the product throughout the production life cycle.

**5.0 QUALIFICATIONS.** The contractor shall submit a detailed resume or other evidence of meeting each qualification below with proposal.

* Have at least six months experience using Adobe Illustrator or equivalent software.
* Have at least six months experience using Adobe Photoshop or equivalent software.
* Have at least six months experience using Adobe InDesign or equivalent software.
* Be proficient in using MS Office® 2013 (or newer) products, specifically MS Word and PowerPoint.

**5.1** Education: High School Diploma or equivalent.

**5.2** Demonstrated ability within the last 2 years to accomplish project deliverables on time.

**6.0. GOVERNMENT FURNISHED FACILITIES AND EQUIPMENT**

**6.1.** General Information.The Government will furnish or make available to the Contractor certain facilities, equipment, supplies and materials, and services. Government Furnished Property (GFP) consists of Government-Furnished Facilities (GFF), Government-Furnished Equipment (GFE), Government-Furnished Supplies and Material, and Government-Furnished Services. The Contractor shall not use GFP or services for any other purpose than execution of work under this contract.

**7.0** **DATA CONSIDERATIONS.**

**7.1** Quality. It is the responsibility of the contractor to ensure that all deliverables (draft or final) meet the Government's stated requirement for all deliverables of assigned projects during the period of performance. Acceptable products are defined as those products (deliverables) that meet the specific, objective provided government requirements and a subjective review by the Government that the products meet acceptable levels of functionality and professionalism. Functionality means that the delivered products function as were designed to and professionalism means that the products represent a positive, professional image of the US Army War College. Upon Government review, if draft or final deliverables do not meet the evaluation standards for quality, the draft or final deliverables will be returned to the contractor for revision within five (5) working days. It shall be the responsibility of the contractor to correct the errors without additional cost to the Government.

**7.2** All documents shall be developed using one or more of Adobe InDesign, Adobe Photoshop, Adobe Illustrator, 3D rendering software exportable to 3D printers, or MS Office® 2013 products or the current software version in use by the government.

**7.3** Deliverable Medium. Draft deliverables shall be provided in electronic form only. Final deliverables shall consist of one print ready paper copy and an electronic copy. Electronic copies shall be delivered via government e-mail or on government provided file storage systems, and through the Government information technology network. All electronic media copies shall be virus-checked before submission. All deliverables will be provided to the COR.

**8.0. OTHER CONSIDERATIONS/REQUIREMENTS**

**8.1** Place of Performance.The Contractor shall perform work at the Government facility (Collins Hall, Carlisle Barracks, PA), and also at other event locations on Carlisle Barracks. Under rare circumstances, tele-work may be appropriate and desirable, as coordinated between the Contractor and the COR.

**8.2** Government Furnished Equipment (GFE). Government will provide office space, phone, computer with network access, and other general office equipment as needed.

**8.3** Period of Performance. Period of performance shall be for six months..

**8.4** Travel. Travel is not anticipated as a requirement of this contract.

**8.5** Contractor personnel.Thecontractor’s personnel shall be U.S. citizens, with the ability to obtain a SECRET clearance.

**8.6** Training. The contractor shall complete the following Government furnished training: Cyber Awareness Challenge training, Security and TARP training, OPSEC training.

**8.6.1** AT Level I Training. *This provision/contract text is for contractor employees with an area of performance within an Army controlled installation, facility or area*. All contractor employees, to include subcontractor employees, requiring access to Army installations, facilities and controlled access areas shall complete AT Level I awareness training within 30 calendar days after contract start date or effective date of incorporation of this requirement into the contract, whichever is applicable, and annual AT Level I awareness training if they remain over 365 days. The contractor shall submit certificates of completion for each affected contractor employee and subcontractor employee, to the COR or to the contracting officer, if a COR is not assigned, within 35 calendar days after completion of training by all employees and subcontractor personnel. AT level I awareness training is available at the following website: <https://atlevel1.dtic.mil/at>.

**8.6.2** Access and General Protection/Security Policy and Procedures. This standard language text is for contractor employees with an area of performance within an Army controlled installation, facility or area. Contractor and all associated sub-contractors employees shall comply with applicable installation, facility and area commander installation/facility access and local security policies and procedures (provided by government representative). The contractor shall also provide all information required for background checks to meet installation access requirements to be accomplished by the Installation Provost Marshal Office, Director of Emergency Services or Security Office. Contractor workforce must comply with all personal identity verification requirements as directed by DOD, HQDA and/or local policy. In addition to the changes otherwise authorized by the changes clause of this contract, should the Force Protection Condition (FPCON) at any individual facility or installation change, the Government may require changes in contractor security matters or processes.

**8.6.3** For contractors requiring CAC. Before CAC issuance, the contractor employee requires, at a minimum, a favorably adjudicated National Agency Check with Inquiries (NACI) or an equivalent or higher investigation in accordance with Army Directive 2014-05. The contractor employee will be issued a CAC only if duties involve one of the following:

1. both physical access to a DoD facility and access, via logon, to DoD networks on-site or remotely;
2. remote access, via logon, to a DoD network using DoD-approved remote access procedures; or
3. physical access to multiple DoD facilities or multiple non-DoD federally controlled facilities on behalf of the DoD on a recurring basis for a period of 6 months or more. At the discretion of the sponsoring activity, an initial CAC may be issued based on a favorable review of the FBI fingerprint check and a successfully scheduled NACI at the Office of Personnel Management.

**8.6.4** iWATCH Training. The contractor and all associated subcontractors working within any Carlisle Barracks, facility, or area, will ensure all employees read the statement below on the local iWatch program. This locally developed statement will be used to inform employees of the types of behavior to watch for and instruct employees to report suspicious activity to the COR. This training will be completed within 30 calendar days of contract award and within 30 calendar days of new employees' commencing performance, with the results reported to the COR no later than 35 days after contract award. iWatch Training: (Guard Info About Yourself and Your Job. Limit discussion and accessibility of any information (written or verbal) that may provide terrorists insights for targeting. Always use secure means when passing sensitive information, destroy identifiable information. Be aware of your surroundings. Write down license numbers of suspicious vehicles; note description of occupants. Recognize and Report Unusual or Suspicious Behavior to your COR or the Carlisle Barracks police at 717-245-4115. YOU are the first line of defense against terrorism.)

**8.6.5** Contractor Employees Who Require Access to Government Information Systems. All contractor employees with access to government information systems must be registered in the Army Training Certification Tracking System (ATCTS) at commencement of services and must successfully complete the Army IA awareness training prior to access to the information system and then annually thereafter. Additionally personnel must annually sign an acceptable use policy (AUP). The training is available online at https://ia.signal.army.mil/DoDIAA/. Personnel must also meet all personal security requirements IAW AR 25-2.

**8.6.6** For Contracts that Require OPSEC Training. Per AR 530-1, Operations Security, new contractor employees must complete Level I OPSEC training within 30 calendar days of their reporting for duty. All contractor employees must complete annual OPSEC awareness training.

**8.6.7** For Information assurance (IA)/information technology (IT) training. All contractor employees and associated subcontractor employees must complete the DoD Cyber Awareness Challenge training before issuance of network access and annually thereafter.

**8.6.8** For Contracts That Require Handling or Access to Classified Information. Contractor shall comply with FAR 52.204-2, Security Requirements. This clause involves access to information classified “Confidential,” “Secret,” or “Top Secret” and requires contractors to comply with— (1) The Security Agreement (DD Form 441), including the National Industrial Security Program Operating Manual (DoD 5220.22-M); any revisions to DOD 5220.22-M, notice of which has been furnished to the contractor.

**8.6.9** Threat Awareness Reporting Program. For all contractors with security clearances. Per AR 381-12 Threat Awareness and Reporting Program (TARP), contractor employees must receive annual TARP training by a CI agent or other trainer as specified in 2-4b.

**8.7** Contractor Manpower Reporting (CMRA). ECMRA is de-commissioned as of COB June 19th, 2020. The data collection functionality will transition to the System for Award Management (https://www.sam.gov) by the end of FY20.

The contractor shall report ALL contractor labor hours (including subcontractor labor hours) required for performance of services provided under this contract for the

US Army War College and/or USAG Carlisle Barracks via a secure data collection site. The contractor is required to completely fill in all required data fields using the following web address: https://www.sam.gov.

Reporting inputs will be for the labor executed during the period of performance during each Government fiscal year (FY), which runs 1 October through 30 September. While inputs may be reported any time during the FY, all data shall be reported no later than 31 October of each calendar year, beginning with 2013. Contractors may direct questions to the help desk at: https://www.sam.gov.