

Requesting Graphic Design Services

Paris Ashton
Creative Director
Office of Graphic Communications
Department of General Services
dgs.virginia.gov
804-371-8359

WHAT IS THE VALUE OF GRAPHIC DESIGN?

Why does it cost so much? These questions often pop up in forums on LinkedIn and other media. Clients often don't understand the value of what they are getting from their designers. However, the same people likely never challenge the rates their lawyers charge. Yet both lawyers and designers can affect the future of a business.

Popular misconceptions are that design is easy, designers sit and doodle all day, or that they simply push a button and out comes a ready design – hence why do they charge so much? Nothing could be farther from the truth.

Office of Graphic Communications: We Create, Manage and Produce.

Established in the 1980' s

Reviewed and regulated (JLARC)

100% self-funded, break-even operation

Mandatory source

Customer satisfaction

Working with OGC Simplifies the Process

Experienced design staff

Complete project management

Wide range of services

Cost saving recommendations

No need to write a scope of work

No need for competitive bids

Understands state procurement policies

Registered eVA vendor

\$75 per hour flat fee for all services

Detailed billing system

Works with eVA registered and certified SWaM vendors

Archives all projects

VIRGINIA & HORSES

A NATURAL PARTNERSHIP

THE VIRGINIA HORSE INDUSTRY BOARD...
HELPING VIRGINIA'S HORSE INDUSTRY THRIVE.



Customer: Virginia Department of
Agriculture and Consumer Services

Project: Virginia Horse Industry Board

Purpose: To promote the Virginia horse industry and report statistics from an economic impact study that describes the importance of the industry to the Virginia economy.




SUMMARY

Virginia's equine industry is a dynamic \$1.2 billion industry with 215,000 horses and more than 40,000 horse operations. While continuing to grow and expand, the industry reflects diverse breeds, disciplines, and geographic areas of the Commonwealth. The industry creates more than 16,000 jobs and represents a financial investment of \$873 million that owners spend on their horses. Owners support economic development throughout Virginia—paying more than \$65 million in state and local taxes.

No matter your equine interest in breed or discipline, you can find it in Virginia. Virginia history and traditions are steeped in and intertwined with some of the most famous horses in the world. Whether riding our trails or national parks, competing in one of the 1,000 equine events each year or being a spectator at a steepchase race, the Virginia horse industry welcomes you.

The Virginia Horse Industry Board is responsible for the promotion and economic development of Virginia's horse industry.

For more information on the Virginia Horse Industry Board, visit the website at www.vhib.org or contact the Virginia Horse Industry Board Office at the Virginia Department of Agriculture and Consumer Services.

102 Governor Street, #318, Richmond, VA 23219
Phone: 804/786-5842 Fax: 804/371-7786
E-mail: andrea.held@vdamc.virginia.gov

VIRGINIA'S EQUINE INDUSTRY IS A DYNAMIC
\$1.2 BILLION INDUSTRY WITH 215,000 HORSES
AND MORE THAN 40,000 HORSE OPERATIONS.





Writer/Editor: Andrea S. Held
Project Manager
Virginia Horse Industry Board
Photo Credits: Dobby Thomas
Artistic Art and Photography
Graphic Design: Peter Artman,
Office of Graphic Communications,
Virginia Department of General Services

Our Services

Project management from concept through delivery

Concept and copywriting

Creative graphic design solutions

Web site design, consultation and web graphics

Illustrations, graphs, charts and maps

Photography concept, procurement and art direction

Print specifications and production management

Typical Products

Informational and educational campaigns

Logos and identity systems

Web sites

Annual reports and strategic plans

Economic development publications

Magazines and newsletters

Advertisements

Displays and banner stands

Training and conference materials

PowerPoint presentations

Calendars and posters

Books and brochures

epubs and interactive pdfs

2005

Judith Sigmond was Attorney General of Virginia from February 3, 2005, through January 14, 2006.

During fiscal year 2005-2006, the MFCU grew to 40 staff members. The MFCU became associated with the newly-created Virginia Family Abuse Team which is responsible for reviewing nursing home deaths in the Commonwealth to determine if investigations and prosecutions are appropriate in cases of apparent patient abuse or neglect.

In June 2005, the MFCU was recognized by the Department of Health and Human Services, Office of Inspector General, Office of Evaluation and Inspections, Medicaid Fraud Control Unit Oversight Division and was found to be in full compliance and commended for exceptional performance in three areas.

In 2005, the OIG recognized that approximately \$12 for every Federal dollar expended was recovered by the Virginia MFCU.



ANNUAL CASE ACTIVITY SUMMARY CONTINUED

FIVE-YEAR RECOVERY STATISTICS PER FILLED MFCU POSITION

MFCU recovered an average of \$223,790,962.42 per year over the past five years. The MFCU has averaged 60 staff members per year over the past five years. The recovery average per filled MFCU position for the past five years is \$3,169,843.66 per person.

FIVE-YEAR* AVERAGE RECOVERED Per Number of Staff (per year)

Reporting Period:	Total Number of Employees (each year)
July 1, 2008-June 30, 2009	43
July 1, 2009-June 30, 2010	52
July 1, 2010-June 30, 2011	80
July 1, 2011-June 30, 2012	76
July 1, 2012-June 30, 2013	96

Number of MFCU Staff - Five Year Average
76.6

The five-year (2008-2013) recovery average for the Virginia MFCU is
\$223,790,962.42 per year.

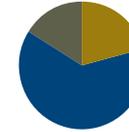
Five-Year Average Recovered Per Position (Per Year)
\$3,169,843.66.

* Since a typical health care fraud case takes two to three years to complete, a fair and accurate performance measure of recoveries for a state MFCU would be to conduct a three-year statistical analysis of recoveries. Since a typical health care multiple case takes five years to complete, a fair and accurate performance measure of those few state MFCU's that investigate and prosecute/legislate those cases would be to conduct a five-year statistical analysis of recoveries. Since the Virginia MFCU consistently conducts those large cases, a five-year statistical analysis is provided.

2012-2013 EXPENDITURES

JULY 1, 2012 - JUNE 30, 2013

Non-General Fund*	\$ 2,061,132.09
Federal Grant	\$ 6,178,229.06
Indirect Costs	\$ 1,579,739.90
Total	\$ 9,819,099.05



* Funds provided as a result of criminal convictions.



Customer: Office of the Attorney General
Medicaid Fraud Control Unit

Project: 30th Anniversary Annual Report

Purpose: Financial report to stakeholders, partners, state legislators and Federal government about the MFCU significant cases, unit projections and personnel training.

Consider all phases of development

Budget

Time Frame

Project Management

Planning

Research

Writing

Design

Production

Distribution

Results

Basic Steps in the Design Process

Consultation and recommendations
Estimated costs and approval
Production schedule
Research and concept development
Copywriting or final approved copy from the agency
Presentation of design options
Revisions and agency approval of the final design
Photography and/or illustrations
Design and layout drafts for review
Revisions and edits to layout and content
Printing specifications and bids
Final drafts for agency proofreading and approval
Preparation of materials for awarded vendor
Inspection of vendor production proofs
Agency approval of vendor proofs
Inspection of finished product
Approval and processing of invoices



Virginia Department of Environmental Quality

Customer: Virginia Department of Environmental Quality

Project: 20th Anniversary Materials

Purpose: To recognize the DEQ accomplishments and incorporate an updated brand identity that includes a revised logo, summary report, PowerPoint presentation, timeline banner, exhibit display panels and general brochure.

Virginia Department of Environmental Quality 20th Anniversary Report

Water Quality and Supply

To ensure safe recreation and a diversity of aquatic life, DEQ sets water quality standards and monitors the types and amounts of pollutants that may be discharged into Virginia's waters. As of 2012, 51 watersheds, 268 miles of rivers and streams, 2710 acres of lakes and reservoirs, and 4 square miles of estuary have been classified as "fully restored." In addition, 20 streams around the state are now classified as "exceptional waters." Because these waters are protected against new and increased pollution discharges, they are able to sustain flourishing aquatic habitats, and also serve as ideal recreational areas.

To ensure wise use of our finite water supply, DEQ works in partnership with affected stakeholders to identify sources of surface and ground water, monitor availability, document current levels of water use, and plan for meeting future expectations for these water sources. Such responsibilities have become increasingly necessary as all Virginia localities now utilize water supply plans. To balance these sometimes competing, ever increasing uses of the state's water supplies, DEQ relies on active, ongoing scientific research, effective stakeholder engagement and collaborative modeling.

Waste Management

DEQ works to uphold the regulations that govern solid waste management, including: reuse, recycling, storage, treatment and disposal. For example, since the founding of the agency in 1993, the number of landfills has gone down considerably thanks to an aggressive cleanup effort. Abandoned sites, which once numbered more than 1,300 statewide, have declined to less than 130, all of which are relatively small plots.

The quality and operation of landfills has been an issue for concern over the last 20 years. Older landfills do not meet modern design standards, while many isolated contaminants into the land and ground water. Landfill production standards have since been heightened and designs have been improved, making waste management facilities safer and more protective. In addition, 85 percent of hazardous waste facilities (103 out of 120) now meet all human health standards, and more than 30,000 leaky petroleum sites have been cleaned.





Virginia Department of Environmental Quality 20th Anniversary Report

Coastal Zone Management

Over the last 20 years, the Coastal Zone Management Program (CZM) has demonstrated how partnerships can overcome great challenges and result in significant successes that benefit Virginia's coastal resources and economy.

Alongside other natural resource agencies and local governments, DEQ takes a leading role in a valuable partnership that finds innovative and resourceful ways to preserve the Commonwealth's abundant yet fragile coastal resources. The contributions of the CZM program are helping revitalize the unique characteristics and ecological health of Virginia's coast. Over its 25-year history, the program has fostered a dramatic 5,000-acre increase in wetlands habitat and hundreds of acres of oyster reef habitat on Virginia's Eastern Shore. The CZM program is also responsible for creating dozens of new and enhanced public sites, and the acquisition of over 3,500 acres of coastal land for habitat protection.




The Chesapeake Bay

As one of the most challenged waters in Virginia, the Chesapeake Bay is the focus of a multi-agency cleanup effort.

Virginia's Chesapeake Bay water quality standards drive DEQ in its restoration efforts to reduce nitrogen and phosphorus. Lower levels of these pollutants ultimately mean higher oxygen levels, increased populations of bay grasses and balanced levels of algae in tidal waters. Decreased levels of pollution are making the Bay and its tributaries hospitable to a variety of living resources. Rebuilding natural habitats is equally important and has helped restore the populations of a number of species including: blue crab, striped bass, shad and oyster.



<p>1996</p> <p>DEQ launches its site on the World Wide Web, focusing on providing environmental information requested by the public.</p>	<p>1997</p> <p>Virginia creates the Water Quality Improvement Fund, authorizing grants for nutrient removal at publicly owned treatment plants in the Chesapeake Bay watershed.</p>	<p>1998</p> <p>DEQ begins "Air Check Virginia," an enhanced vehicle emissions inspection program for Northern Virginia.</p>	<p>1999</p> <p>The Virginia Coastal Zone Management Program brings together government and private sector partners to focus on Chesapeake Bay oyster restoration.</p>
<p>2000</p> <p>The General Assembly authorizes DEQ to explore activities in wetland wetlands, helping ensure no net loss of wetlands and minimizing impacts on Virginia wetlands.</p>	<p>2001</p> <p>DEQ develops a schedule for closing unlined landfills by 2020. These closures ensure that active landfills protect human health and the environment.</p>		

Effective Budget Management

Good planning saves time and money.

Detailed scope of work

Preliminary creative services estimate

Printing or production estimate

Internal controls

Internal costs

Distribution cost

Budget approval

Approval Process

Good project management is essential to cost savings

How many people are involved?

Who approves costs?

Who approves steps in the process?

Who approves content?

Who will be responsible for proofreading?

Who will sign off on final proofs?

Market research and planning

Establishes creative direction

Targets your audience

Allows for effective communication development

Defines the outreach direction and medium

Establishes distribution methods

Helps define budgets

Establishes means to measure results

Shenandoah Valley Energy Partnership
DEVELOPING A GREEN WORKFORCE

Everyone Benefits From Green Technology
Thanks to a \$5 million skill development grant, the Shenandoah Valley and surrounding area is increasing its green workforce. Now specialized training and educational programs will provide job seekers and currently employed workers with new skills. At the same time, the training will create a larger pool of qualified workers for employers in the manufacturing and renewable energy industries as well as in the field of green and sustainable construction. Since green occupations have long term demand and tend to lead to high wage jobs, the Valley region should reap long term benefits.

Benefits for Workers and Job Seekers

- Green-savvy training
- New skills
- Expanded employment opportunities

Benefits for Employers

- Workers trained to meet employer needs
- Larger pool of skilled workers

“The formation of the Shenandoah Valley Energy Partnership is exactly the kind of forward-looking collaboration we need to help jump-start our economy and create next-generation jobs in the clean energy field.”

U. S. SENATOR MARK R. WASSER

Shenandoah Valley Workforce Investment Board, Inc.
P.O. Box 869
Harrisonburg, Virginia 22803
540.442.7134
shenergypartnership.com

New Green Skills Increase Workforce Options for the Shenandoah Valley

Shenandoah Valley Energy Partnership
DEVELOPING A GREEN WORKFORCE

Customer: Shenandoah Valley Energy Partnership

Project: New Program Brand Identity

Products: Logo and tagline, letterhead, brochure, presentation pocket folder, PowerPoint, banner stand, tabletop display and website

Purpose: To inform area workers about green energy training options and encourage enrollment in to programs.

Shenandoah Valley Energy Partnership
DEVELOPING A GREEN WORKFORCE

Sharon Johnson, CPLP, CPT, CWDP
Director, Shenandoah Valley Energy Partnership
Shenandoah Valley Workforce Investment Board, Inc.
P.O. Box 869
Harrisonburg, Virginia 22803

540.649.4322
shjohnson@valleyworkforce.com
shenergypartnership.com

Shenandoah Valley Energy Partnership
DEVELOPING A GREEN WORKFORCE

Home About SVEP Workers Employers Training Programs Going Green News & Events

“The formation of the Shenandoah Valley Energy Partnership is exactly the kind of forward-looking collaboration we need to help jump-start our economy and create next-generation jobs in the clean energy field.”

U. S. SENATOR MARK R. WASSER

DEVELOPING A GREEN WORKFORCE

For Workers

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For Employers

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Steps to Get Started

Did You Know?

Performance Results

Success Stories

Upcoming Events

What's New

Typi non habent claritatem insitam; est usus legentis in ilis qui facti accipiunt claritatem. Mirum est notare quam Typi non habent; est usus isoonum claritatem. Mirum est est! Iteratione forma quarta decima et quinta decima. [Read More >](#)

Customized training available

Shenandoah Valley Workforce Investment Board, Inc. shvalleyworkforce.com 540.442.7134 Web Policy Privacy Policy WAI Level A Compliant

Design Considerations

Style

Format/medium

Imagery

Color

Paper

Type style

Format

What is the most appropriate for the budget, the target audience and the distribution method?

Brochure

Newsletter

Website

Booklet

Video

Poster

Advertisement

Billboard

Multi-component campaign

Vehicle Management Control Center
(VMCC Program)

Office of Fleet Management
Department of General Services

Reports	Repairs	Roadside Assistance
<p>Providing detailed Fleet information</p> <ul style="list-style-type: none"> • Vehicle repair histories • Maintenance cost/vehicle • Operating cost/vehicle and total miles driven, with Voyager fuel card • Repair reason, frequency reporting • Work order details <p>Customized and "At a Glance"</p> <ul style="list-style-type: none"> • Summarized vehicle data for your planning and budgeting • Available quarterly, annually and upon request reporting 	<p>Drivers call one toll-free number for all vehicle issues</p> <ul style="list-style-type: none"> • Drivers speak with experienced VMCC staff. • Drivers are responsible for vehicle drop off and pick up only. • Drivers do not authorize repairs or pay invoices. • Drivers receive emails to schedule oil changes and state inspections <p>VMCC coordinates general repairs, accident repairs and preventive maintenance</p> <ul style="list-style-type: none"> • Reviews vehicle repair history and advises to repair or remarket • Schedules necessary repairs at approved shops within a statewide network • Monitors repair progress to reduce vehicle downtime • Utilizes fleet discounts, negotiates costs and performs quality control on invoices 	<p>Emergency and breakdown services available 24/7</p> <ul style="list-style-type: none"> • One call assistance, toll free • Drivers speak with a VMCC rep until help arrives • Towing provided both in and out of state <p>Accident reporting</p> <ul style="list-style-type: none"> • Administrative duties related to accident reporting provided at no extra cost • Ensure driver safety and reduce administrative hours

Office of Fleet Management
www.dgs.virginia.gov/fleet
804-367-6962

Customer: Department of General Services
Office of Fleet Management Services

Products: Vehicle Management Control Center (VMCC) and Motor Fuel Program Brochures

Purpose: To encourage managers of government fleet operations to partner with DGS to save time and money by streamlining services.

Bulk Fuel	Fuel Card	Consignment Fuel
<p>Achieving Group Buying Power</p> <p>Bulk fuel is gasoline or diesel that is delivered to above ground or underground storage tanks by transport or tank wagon trucks.</p> <p>Ease of Ordering – Call a toll-free number to place your order.</p> <p>Streamlined Procurement – You work with one company for ordering, delivery and invoicing.</p> <p>Fast Service – Deliveries during normal business hours, usually within 24 hours. Automatic delivery is a no-cost option.</p> <p>Accountability – All product pricing is OPIS-based, audited and posted daily to the DGS/OFMS website; www.dgs.virginia.gov/fleet.</p>	<p>Providing Flexibility and Savings</p> <p>The Voyager Fuel Card can be used at over 90% of retail fueling locations statewide and out of state. You pay the state-contracted, regional price for fuel (not retail) on the day it is pumped.</p> <p>Eliminate Tax Rebate Reports – Federal excise and Virginia state taxes are taken off at the transaction level.</p> <p>Convenient Fill Ups – Save time and money by fueling at the most convenient location for you.</p> <p>Manage your Account Online – Easily add and delete cards and drivers. Use online tools to control excess spending and eliminate theft and fraud.</p> <p>Driver Accountability – Transaction monitoring in real time. Authorization controls and purchase alerts provide account oversight.</p> <p>Online Reports – Customize by site, vehicle, card, driver name and date.</p>	<p>Stretching the Bulk Fuel Budget</p> <p>With this option, the vendor pays the up-front cost of a bulk fuel delivery to a consigned storage tank. The government entity pays for the fuel, on a transaction basis, as it is pumped from the consigned tank into the vehicle.</p> <p>Increase Budget Flexibility – Pay for fuel as you use it, so money is not left in the ground.</p> <p>Reduce Accounting Tasks – Save administrative hours because the vendor provides all accounting services, including billing other agencies and/or localities that fuel from the same consigned tank.</p> <p>Leverage the State's Buying Power – All product pricing is OPIS-based, audited by DGS/OFMS and posted daily to the website; www.dgs.virginia.gov/fleet.</p> <p>Rely on Vendor Support – Supply, equipment and accounting expertise from a dedicated staff.</p>

Office of Fleet Management
www.dgs.virginia.gov/fleet
804-367-6962

The State Motor Fuel Program

Office of Fleet Management
Department of General Services

Distribution

How are you going to reach your audience?

Direct Mail

Newspaper or Magazine

PSA's

Outdoor Advertising

Web

Social media

Video

Personal Contact

Results

How do you know you are reaching your audience? Getting results?

More calls to the 800 number

Increased sales

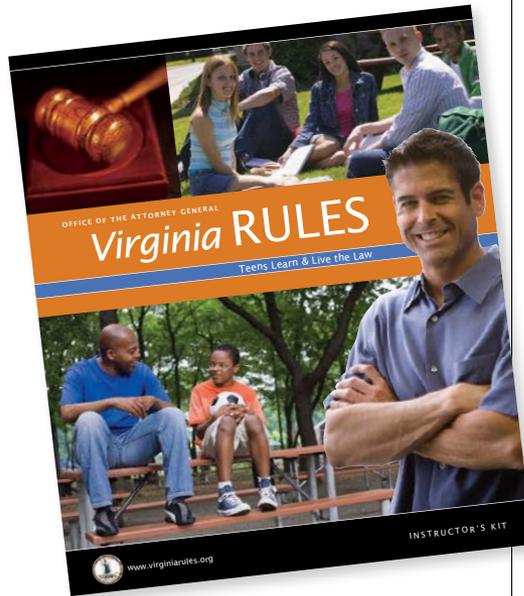
Web site traffic goes up

Increase in requests for information

More applications

Increased enrollment

Increase in number of people served



Introduction to Laws

Virginia RULES

What is Virginia Rules?

Virginia Rules is about the rules we live by in Virginia. Designed especially for teens, Virginia Rules provides information about the laws in Virginia with particular emphasis on how they apply to teens in their day-to-day lives.

Why do teens need to know about laws?

As citizens, laws are rules we live by. Not knowing about laws is like trying to play a game or a sport without knowing the rules. It would be difficult to win the game - or even be a good player - without knowing the rules. Knowing about the laws is especially important because our society is based on the "rule of law."

What does "rule of law" mean?

"Rule of law" means everyone must respect and obey the law. Laws reflect what a society thinks is right or wrong. We expect the legal system that our society has established to protect basic rights, promote order, and punish wrongdoing. An important feature of the "rule of law" is that rules apply to everyone.

Where do laws come from?

Laws come from several different sources.

"Constitutional law" comes from the United States Constitution and the Virginia Constitution that establish the structure of our federal and state governments.

Laws are also enacted by Congress and by the Virginia General Assembly. These laws, enacted by legislative bodies, are called "statutes" and are the primary source of laws in the United States.

Courts have an important role in interpreting laws when there are disputes. The principles and rules of law that courts set forth when they interpret the law establish what is referred to as "case law."

At the local level, your city council or county board of supervisors can enact rules that are referred to as city or county "ordinances."

Customer: Office of the Attorney General

Project: Virginia Rules Program Branding

Products: Visual identity, instructors kit, student hand-outs and website development

Purpose: The purpose of Virginia Rules is to educate young Virginians about Virginia laws and help them develop skills needed to make sound decisions, to avoid breaking laws, and to become active citizens of their schools and communities.



Criteria for evaluation of an RFP for Creative Services

30 points Qualifications and experience staff assigned to perform the services

25 points Quality of examples of portfolio of similar projects

20 points Specific plans or methodology to be used to perform services

15 points Price

10 points Commitment to DMBE SWAM Utilization

Total Points 100 points

Trends

Rapidly changing information

24/7 news cycle

Blogs and social media

Website simplicity, ease of navigation and interaction

Content marketing

Being Green: Responsible use of resources

Multi-medium campaigns

Print continues to be an important communication tool