

REQUEST FOR PROPOSAL

FOR RAINA RETROFIT COMMITTEE - 3D VISUALIZATIONS AND GRAPHIC LAYOUT

Issued: September 17, 2024

The Retrofit Committee of the Rainscreen Association in North America (RAiNA) is seeking the services for digital 3D visualizations and graphic layout. The applicant or organization shall have knowledge and experience in architectural rendering and graphics layout, including software programs such as Revit, SketchUp, Rhino, Adobe InDesign, Illustrator, etc. in order to generate high resolution images for exterior wall rainscreen retrofit assemblies. A proponent with experience in architecture, engineering, graphic design, fine arts, or similar would be considered a qualified entity for this project. RAiNA will accept proposals until **October 18, 2024, at 5:00 pm (EDT) via email**.

If you are considering to bid, please notify RAiNA of your intention to bid by emailing RAiNA Administration at admin@rainscreenassociation.org by September 24, 2024 at 5:00 pm (EDT). Failure to register will not disqualify your proposal but will possibly prevent you from receiving updated information promptly.

Potential bidders shall submit questions and Requests for Information (RFIs) by emailing RAiNA Administration at admin@rainscreenassociation.org before **September 30, 2024, at 5:00 pm (EDT)**.

RAiNA shall respond to RFIs by **October 8, 2024, at 5:00 pm (EDT)**.

RAiNA shall provide RFIs and project understanding clarifications to all organizations who have confirmed submitting a proposal.

All questions regarding the proposal should be directed to **Mr. Laverne Dalglish** at 1(833) 206.7022 or via email at ldalglish@rainscreenassociation.org.

Introduction

The Retrofit Committee of the Rainscreen Association in North America (RAiNA) is developing case studies and a guidance document related to the retrofit of rainscreen facade assemblies for buildings. The focus of the case studies and the guidance document is to provide RAiNA with literature to help educate the public on rainscreen retrofits and their technical assemblies. Specifically, the project entails illustrating approaches to recladding, overcladding, and retrofitting existing exterior walls with rainscreen assemblies, showing the different materials and layers in digital images and a graphic layout. The RAiNA Retrofit Committee will be providing content for the deliverables, including text, example images, and technical information (ie: detail drawings, photos, etc).

About RAiNA

Rainscreen Association in North America (RAiNA) is a nonprofit trade association representing the rainscreen assembly industry. RAiNA's general membership consists of manufacturers of rainscreen materials and products, contractors who install rainscreen materials and accessories, and individuals with a broad, academic, or business interest. The RAiNA Retrofit Committee will oversee the project. RAiNA's committees include manufacturers, architects, consultants, specifiers, testing agencies, and laboratories.

Summary of Project and Deliverables

This RFP has two specific and distinct deliverables. The first is 3D visualizations and a 2D graphic layout are needed for the Retrofit Committee to enhance their rainscreen retrofit case studies. Deliverables will be in the form of letter-sized (8.5" x 11") digital illustrations and a digital technical guidance document (size TBD). The second deliverable is document creation, which would include format, layout and presentation. Please note that RAiNA will accept proposals to cover one (1) or both of the following deliverables:

3D Visualizations of Rainscreen Retrofit Case Studies:

- Develop up to (8) three-dimensional technical illustrations of rainscreen retrofit systems, in collaboration with members of the Retrofit Committee.
 - 3D step back and peel away details of different materials and layers in an exterior wall assembly. The Retrofit Committee will provide guidance on

system design and elements to include. Designs will be based on retrofit case studies and/or generic rainscreen systems.

- Provide drafts of in-progress designs for client review and feedback prior to final sign-off at agreed upon milestones.
- Assume up to 6 virtual meetings to discuss design and review progress
- Native files: Provide native 2D and 3D files in Illustrator, InDesign, Revit, Rhino, Sketchup or similar format agreed upon by RAINA. If text is included, provide versions with and without text. Package all fonts.
- Final Image Size and Format: 8.5 x 11 or 11x17, 300 dpi, PDF and JPG.

Graphic Design of Guidance Document:

- Provide graphic design and layout for one (1) guidance document on rainscreen retrofit design and construction, in collaboration with members of the Retrofit Committee
 - Work with the Retrofit Committee to determine appropriate document size, format, look and feel, coordinated with RAINA's graphic standards.
 - The Retrofit Committee will provide the technical content for the document.
 - Incorporate 3D illustrations of retrofit systems described above
 - Optimize design for both online publication (on the RAINA website) and as a downloadable printed resource
 - Assume up to 8 virtual meetings to discuss design and review progress
 - Provide drafts of in-progress designs for client review and feedback prior to final sign-off
- Document Size and Format: Size TBD, minimum 300 dpi, PDF.
- Native files: Provide native files in Illustrator, InDesign or similar format. Package all fonts and linked images.

Requirements for Proposal

The individual or organization's proposal shall include the following information in the format of their choice to be emailed to RAiNA:

Organization Overview

Provide a brief narrative on the history of the individual or organization. Include experience and training related to renderings, graphic layouts, and software platforms.

Project Understanding

A statement of the individual or organization's understanding of the project, including a description of digital capability and staffing availability to perform the work according to the outlined schedule under Project Timelines. Please note if you are applying to cover the work for both the 3D Visualizations and/or the Graphic Layout for the guidance document.

Resume(s)

Provide resumes of the individual or firm's personnel who will be performing the work on the project. Indicate the Project Manager/Point of Contact who will be interfacing with RAiNA, and if one (1) or two (2) separate individuals will be leading the 3D Visualizations vs. the Graphic Layout for the guidance document.

Similar Projects

Include a summary of projects the individual or firm has conducted similar to the proposed project. Include work examples and a list of clients you have worked with.

Deliverables

The proposal shall indicate the software used for the renderings and graphic layout deliverables. Software licenses shall be obtained by the individual or entity and will not be provided by RAiNA. A statement indicating that once delivered to RAiNA, the intellectual property (IP) is wholly and entirely owned by RAiNA.

References

Provide a list of three (3) references from past clients. Reference information should include name, address, phone number, and website address.

Fee Proposal

Provide a detailed estimate of the fees, broken out between:

- 1) 3D Visualizations, and;

2) Graphic Layout. Include a time-and-materials not-to-exceed fee for each, including proposed labor hours, hourly billing rates, and project timelines for 2024 and through March 31, 2025.

Upon award, work and coordination with the Retrofit Committee will begin immediately.

Project Timelines

Upon award, work will begin immediately. The key milestones and schedule timeline are:

RFP Published	September 17, 2024
Intention to Bid Confirmation to RAiNA via email	September 24, 2024
Questions & Requests for Information (RFIs) due	September 30, 2024
RAiNA response to RFIs	October 8, 2024
Deadline for Submittals	October 18, 2024
Award of Contract	November 1, 2024
Kick-off Meeting	Week of November 11, 2024
Standing Coordination Meetings with RAiNA	November 2024 - March 2025

During the work, the selected individual or organization will engage in monthly meetings to discuss the project's progress. The Retrofit Committee will review draft renderings and graphics and provide comments and revision requests. We anticipate the work to start immediately upon award and to last through March 2025.

The Basis for Selection

Selecting the individual or organization will be based on the personnel, experience, work examples, and fee identified in the proposal. Criteria and a weighting factor for selecting the individual or organization shall include:

	Total % Value
1. Personnel and organization's past experience with visualization and graphic layout.	20%
2. Expertise in 3D renderings and graphic layout demonstrated through work examples.	30%
3. Proposed fee.	40%
4. Ability to meet project schedule milestones and final product delivery.	10%

Examples of Visualizations and Graphic Layouts

[Smart Enclosure System Download – 475 High Performance Building Supply](#)

[be-exchange.org](#)

[be-exchange.org/case_study/collaboration-house-cornell-tech/](#)

[cavityrock-and-comfortboard-cladding-attachment-solutions-technical-guide.pdf](#)
[\(rockwool.com\)](#)