

Digital Photography Request For Proposal (RFP)

Due: April 15, 2023

For: Columbia Gorge Community College

Overview

CGCC is looking for a digital photographer to fulfill a short-term contract, providing us with images of students, campus, and classroom activities, to enhance our existing catalog of photo images for use in graphic design, website, and social media. Photos would be taken at two Columbia Gorge Community College locations: The Dalles Campus in The Dalles, Oregon, and CGCC Hood River Center in Hood River, Oregon.

Project Goals

- Clean, vibrant shots that emphasize our student population
- Represent college life, including academics and activities
- Beauty shots of campus and buildings (exterior & interior)

Scope of Work

CGCC needs a photobank of high-resolution images that we can choose from for projects. Ideal subjects would be students who fit traditional and non-traditional demographics (both 18-24 year old students and older adult students, with a specific lens on honest, culturally sensitive, and accurate representation of diversity of gender, race, ethnicity, age, culture, and disability.) The preferred format is Camera RAW in RGB. Files must be uploaded to CGCC's Google Drive upon completion of project. Access will be provided. Applications will include both print and digital use. CGCC will also provide access to campus and coordination with faculty, staff, and students, location scouting (if necessary), and other logistic and practical support as needed. Please outline your needs in the proposal response.

Concerns

Due to the global pandemic and other factors, CGCC's on-campus student population is low. Finding opportunities to take photos of students in groups, classes, or activities will require coordination with CGCC's Marketing Coordinator. CGCC would prefer to purchase rights/own use of the photos outright, but other licensing arrangements will be considered, as long as they meet CGCC's needs for use of the work in perpetuity.

Evaluation Rubric

Proposals will be evaluated based on the following criteria:

- Strength of composition (based on submitted portfolio or samples)
- Demonstrated understanding of CGCC's needs through proposal submission

- Availability
- Price

Submission Requirements

Proposals should include a cover letter that addresses a demonstration of CGCC's needs, based on the information in this RFP, rates for work, and samples of current/past work or link to portfolio that includes at least 10 images.

Diversity, Equity, and Inclusion Statements

Columbia Gorge Community College is an equal opportunity educator and employer. Studies have shown that women and people of color may be less likely to apply for jobs unless they meet every one of the qualifications listed. We are most interested in finding the best candidate for the job. We would encourage you to apply, even if you don't meet every one of our qualifications listed. If you are unsure whether you meet the qualifications for this position, please feel free to contact us to discuss your submission for this RFP.

Send proposals or questions to:

Karly Aparicio

Director of Student Outreach & Communications

kaparicio@cgcc.edu

Subject: RFP Photography