General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address GSA Advantage! is: http://www.GSAAdvantage.gov.

Multiple Award Schedule (MAS)

July 15, 2020

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<th>Contract:</th>
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<td>Contractor:</td>
<td>Alexander &amp; Tom, Inc.</td>
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<td>3500 Boston Street, Suite 225</td>
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<tr>
<td></td>
<td>Baltimore, MD 21224</td>
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<tr>
<td>Business Size:</td>
<td>Small Business</td>
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<tr>
<td>Contract Administration:</td>
<td>William B. Twigg</td>
</tr>
<tr>
<td>Telephone:</td>
<td>410-327-7400</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:billy.twigg@alextom.com">billy.twigg@alextom.com</a></td>
</tr>
<tr>
<td>Website:</td>
<td><a href="http://www.alextom.com">www.alextom.com</a></td>
</tr>
</tbody>
</table>

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.
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About Alexander & Tom, Inc.

We help organizations manage the fast-changing digital world.

Our skilled teams can help you take advantage of the latest web and mobile technologies for online government services, outreach, and customer service. We are Alex & Tom – we plan, design, build, and manage digital communications and web-based resources.

We provide a wide spectrum of digital services, from designing and developing websites and apps, to user research and digital strategy, to executing and managing your digital outreach and communication strategies.

Want to learn more? Contact us today.

www.at-federal.com  This site is focused on our work with the U.S. Government.

www.alextom.com  This site features a variety of our work for corporations, private sector firms, non-profits, and a few featured government clients.

Contact Information

Contact: Billy Twigg, President-CEO

Office: 410-327-7400

Mobile: 410-960-4321

Email 1: billy.twigg@alextom.com

Email 2: Michelle.brennan@alextom.com
GSA Contract Information:

1a. Table of awarded special item number(s) with appropriate cross reference to item descriptions and awarded price(s):

<table>
<thead>
<tr>
<th>SIN</th>
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<td>Other Direct Costs for Marketing and Public Relations Services</td>
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<td>OLM</td>
<td>OLM RC</td>
<td>OLMSTLOC</td>
<td>Order-Level Materials</td>
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1b. Pricing – See Attachment 1 for pricing of tasks, page 7.

1c. Hourly Rates: See Attachment 1 – Price List Table, page 7.

2. Maximum Order: $1,000,000

3. Minimum Order: $100

4. Geographic Coverage (delivery Area): Domestic, 50 states, Washington, D.C., Puerto Rico, U.S. Territories and to a CONUS port or consolidation point for orders received from overseas activities

5. Point(s) of Production (city, county, and state or foreign country): 3500 Boston St., Suite 225, Baltimore, Maryland, USA

6. Discount from List Prices or Statement of Net Price: Government Net Prices (discounts already deducted).

7. Quantity Discounts: None

8. Prompt payment terms: Net 30 Days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. Foreign Items: No foreign items are offered under this contract.

10a. Time of Delivery: Specified on the Task Order.

10b. Expedited Delivery: Contact the Contractor for expedited delivery.

10c. Overnight and 2-day Delivery: Contact Contractor.
10d. **Urgent Requirements:** Contact Contractor.

11. **F.O.B Points(s):** Destination.

12a. **Ordering Address(es):**
Alexander & Tom, Inc.
3500 Boston Street, Suite 225
Baltimore, MD 21224
Tel: 410-327-7400

12b. **Ordering Procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. **Payment Address(es):** Same as company/ordering address.

14. **Warranty Provisions:** Alexander & Tom, Inc. warrants and implies that the items delivered hereunder are merchantable and fit for use for the particular purpose described in each contract and related work orders.

15. **Export Packing Charges (if applicable):** N/A

16. **Terms and Conditions of Rental, Maintenance, and Repair (if applicable):** N/A

17. **Terms and Conditions of Installation (if applicable):** N/A

18a. **Terms and Conditions of Repair Parts indication date of parts price lists and any discounts from list prices (if applicable):** N/A

18b. **Terms and Conditions for Any Other Services (if applicable):** N/A

19. **List of Service and Distribution Points (if applicable):** N/A

20. **List of Participating Dealers (if applicable):** N/A

21. **Preventive Maintenance (if applicable):** N/A

22a. **Special Attributes such as Environmental Attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants):** N/A

22b. **Section 508 Compliance Information:** N/A

23. **Data Universal Numbering System (DUNS) Number:** 942202334

24. **Notification regarding registration in System for Award Management (SAM) database:** Alexander & Tom Inc. registered and active in SAM

**Service Contract Labor Standards:** The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF §41.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and/or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.
Attachment 1:
Alexander & Tom Inc. - Labor Categories and Hourly Rates
GSA Contract: GS-07F-0081Y

SIN 541511 – Web Based Marketing
SIN 541430 – Graphic Design Services
SIN 541613 – Marketing Consulting Services
SIN 512110 – Video/Film Production
SIN 541810 – Advertising Services
SIN 541810ODC – Other Direct Costs for Marketing and Public Relations Services
OLM – Order-Level Materials

The Hourly/Daily rates shown below include the Industrial Funding Fee (IFF) of 0.75%

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<tr>
<td><strong>Website Usability Testing</strong></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Usability Testing Facility Rental</td>
<td>Per day</td>
<td>$1,803.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Test Room &amp; Observation Room</td>
<td></td>
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</tr>
<tr>
<td>• In-depth interview room includes Stationary videotaping and one-way mirror</td>
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</tr>
<tr>
<td>Usability Eye-tracking Equipment</td>
<td>Per day</td>
<td>$1,592.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Usability Computer &amp; Monitoring Equipment</td>
<td>Per day</td>
<td>$2,005.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participant Recruitment</td>
<td>Per participant</td>
<td>$267.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participant Compensation</td>
<td>Per participant</td>
<td>$126.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participant Provisions (food, drink, snacks)</td>
<td>Per participant</td>
<td>$41.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Usability Testing, Analysis, &amp; Reporting</td>
<td>Hourly</td>
<td>$151.00</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Usability Expert</td>
<td>Hourly</td>
<td>$201.51</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Website Usability Testing “Turnkey Solution”</strong></td>
<td></td>
<td>$37,278.00</td>
<td></td>
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</tr>
<tr>
<td>• Usability Testing Facility Rental</td>
<td>Per 9 participants over 2 days</td>
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</tr>
<tr>
<td>• Usability Eye-tracking Equipment</td>
<td></td>
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</tr>
<tr>
<td>• Usability Computer &amp; Monitoring Equipment</td>
<td></td>
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<tr>
<td>• Participant Recruitment</td>
<td></td>
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<tr>
<td>• Participant Compensation</td>
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</tr>
<tr>
<td>• Participant Provisions</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>• Usability Testing, Analysis, &amp; Reporting</td>
<td></td>
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</tr>
</tbody>
</table>
SIN 541810ODC – Other Direct Costs Continued
GSA Contract: GS-07F-0081Y

<table>
<thead>
<tr>
<th>Labor / Task Category</th>
<th>Unit</th>
<th>GSA Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Video Graphics &amp; Editing</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Production – Video Compression Studio</td>
<td>Hourly</td>
<td>$76.00</td>
</tr>
<tr>
<td>3D Animation – Studio / Machine Time</td>
<td>Hourly</td>
<td>$76.00</td>
</tr>
<tr>
<td>Camera &amp; Lighting Kit (full day video shoot)</td>
<td>Per Day</td>
<td>$750.00</td>
</tr>
<tr>
<td><strong>Digital Marketing and Outreach Campaigns</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Search Engine Marketing (SEM) Campaign</td>
<td>Per campaign</td>
<td>$30,225.00</td>
</tr>
<tr>
<td>Social Media Campaign</td>
<td>Per campaign</td>
<td>$5,038.00</td>
</tr>
<tr>
<td>Online Advertising Campaign</td>
<td>Per campaign</td>
<td>$5,038.00</td>
</tr>
<tr>
<td><strong>Web Events / Webinars – Large Scale Development and Coordination</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Webcast / Web Event</td>
<td>Per event</td>
<td>$201,500.00</td>
</tr>
<tr>
<td>Labor / Task Category</td>
<td>Description</td>
<td>Minimum Experience</td>
</tr>
<tr>
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</tr>
<tr>
<td><strong>IT Consulting</strong></td>
<td></td>
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</tr>
<tr>
<td>IT Consulting – Tactical</td>
<td>Functional Responsibilities: Provides tactical direction for project portfolios, technical programs, and complex technology implementations. Provides scope, high-level architecture, risk, quality, schedule, and budgets for programs and individual projects. Manages solutions with IT foundation. Resolves difficult issues encountered during technology design, development, implementation, and maintenance.</td>
<td>6 Years related experience</td>
</tr>
<tr>
<td>IT Consulting – Strategic</td>
<td>Functional Responsibilities: Provides strategic direction for project portfolios, technical programs, and complex technology implementations. Oversees scope, high-level architecture, risk, quality, schedule, and budgets for programs and individual projects. Manages solutions with IT foundation. Provides direction to resolve difficult issues encountered during technology design, development, implementation, and maintenance.</td>
<td>10 Years related experience</td>
</tr>
<tr>
<td><strong>Database Programming</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DB Programming – Basic</td>
<td>Functional Responsibilities: Skills in Database Programming and Development.</td>
<td>2 Years related experience</td>
</tr>
<tr>
<td>DB Programming – Advanced</td>
<td>Functional Responsibilities: Advanced skills in Database Programming and Development. Requires Advanced skills in MySQL, MSSQL, Postgres, Oracle, or SQLite. Exhibited skills in database programming for enterprise solutions or web applications.</td>
<td>4 Years related experience</td>
</tr>
<tr>
<td>DB Programming – Senior</td>
<td>Functional Responsibilities: Designs, develops, and maintains database tables, scripts, queries, stored procedures, functions, and software source code that interfaces with larger-scale, enterprise databases. Optimizes database queries and participates in the development of complex multi-tier software, web applications, and web services. Designs, develops, and maintains distributed data feeds for importing, exporting, or sharing data between platforms, systems, or sources.</td>
<td>6 Years related experience</td>
</tr>
<tr>
<td>DB Programming – Data Migration</td>
<td>Functional Responsibilities: Maintains distributed data feeds for importing, exporting, or sharing data between platforms, systems, or sources.</td>
<td>2 Years related experience</td>
</tr>
<tr>
<td>Data Entry</td>
<td>Functional Responsibilities: Data Entry</td>
<td>2 Years of related experience</td>
</tr>
<tr>
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</tr>
</tbody>
</table>

**Web Development**

<table>
<thead>
<tr>
<th>HTML Coding – CSS, JavaScript, HTML5</th>
<th>Functional Responsibilities: Designs and develops websites and software, including web graphics, HTML, JavaScript, and other web application software and source code.</th>
<th>2 Years of related experience</th>
<th>Associate Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTML (Advanced) – HTML5, JavaScript, CSS</td>
<td>Functional Responsibilities: Designs and develops application software and source code. Tests and assists in documentation of custom software applications.</td>
<td>4 Years of related experience</td>
<td>Associate Degree</td>
</tr>
<tr>
<td>Object Oriented Languages – C++, Java, and other similar languages</td>
<td>Functional Responsibilities: Designs and develops application software and source code. Tests and assists in documentation of custom software applications.</td>
<td>4 Years of related experience</td>
<td>Associate Degree</td>
</tr>
</tbody>
</table>

**Web Hosting / Cloud-based Hosting Services**

| Server – Consult / Setup / Manage | Functional Responsibilities: Server – Consult / Setup / Manage | 2 Years of related experience | High School Diploma |

**Digital Marketing & Outreach**

<table>
<thead>
<tr>
<th>Consulting – Tactical – Intermediate</th>
<th>Functional Responsibilities: Advanced knowledge of marketing principles. Exhibited skills in marketing tactics and executions.</th>
<th>4 Years of related experience</th>
<th>Bachelor’s Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consulting – Strategic – Sr. Consultant</td>
<td>Functional Responsibilities: Provides strategic direction and management for complex technologies and/or technology projects. Manages project scope, requirements, high-level architecture, quality, and schedule. Manages project coordinators, team leads, technical staff, and administrative staff. Facilitates communication to resolve difficult issues encountered during technology design, development, implementation, and maintenance. Provides consulting on large scale or complex issues related to client projects or displays depth of understanding on broad range of IT related business needs.</td>
<td>10 Years of related experience</td>
<td>Bachelor’s Degree</td>
</tr>
<tr>
<td>E-mail Marketing Consulting</td>
<td>Functional Responsibilities: Intermediate knowledge of Email Marketing best practices. Intermediate knowledge of Email Marketing techniques, tools, and the Can-Spam laws.</td>
<td>2 Years of related experience</td>
<td>Bachelor’s Degree</td>
</tr>
<tr>
<td>User Experience Consulting</td>
<td>Functional Responsibilities: Intermediate knowledge of Usability best practices. Intermediate knowledge of User Experience Design. Skills in usability testing and reporting.</td>
<td>4 years of related experience</td>
<td>Bachelor’s Degree</td>
</tr>
<tr>
<td>Role</td>
<td>Functional Responsibilities</td>
<td>Experience</td>
<td>Degree</td>
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</tr>
<tr>
<td>Web Analysis / Web Analytics</td>
<td>Intermediate knowledge of Web Analytics best practices. Intermediate knowledge of Web Analytics and Analysis utilizing Webtrends, Google Analytics, Corestats, or similar web traffic reporting tools.</td>
<td>2 Years of related experience</td>
<td>Bachelor’s Degree</td>
</tr>
<tr>
<td>Search Engine Optimization Consulting</td>
<td>Intermediate knowledge of Search Engine Optimization best practices. Intermediate knowledge of Search Engine Optimization utilizing Google Web Tools or similar SEO reporting tools. Skills in web analysis and reporting.</td>
<td>2 Years of related experience</td>
<td>Bachelor’s Degree</td>
</tr>
<tr>
<td>Online Media Planning</td>
<td>Intermediate knowledge of Online Media Planning and display advertising best practices. Intermediate knowledge of Online Media, such as Facebook, ad networks, and Google Keywords.</td>
<td>2 Years of related experience</td>
<td>Bachelor’s Degree</td>
</tr>
<tr>
<td>Focus Group – Management</td>
<td>Intermediate knowledge of Focus Group best practices. Intermediate knowledge of Focus Group research, session management, data collection, and reporting. Conducting and managing Focus Groups.</td>
<td>2 Years of related experience</td>
<td>Bachelor’s Degree</td>
</tr>
<tr>
<td>Focus Group – Development</td>
<td>Intermediate knowledge of Focus Group best practices. Intermediate knowledge of Focus Group research, study development, data collection, and reporting. Conducting and managing Focus Groups.</td>
<td>2 Years of related experience</td>
<td>Bachelor’s Degree</td>
</tr>
<tr>
<td>Project Management</td>
<td>Manages project plan, scope, and project tasks on a day-to-day basis. Methodically controls project change and communicates with customers, vendors, technical staff, and administrative staff.Coordinates pool of technical, business, and administrative resources during planning and execution of project. Uses project management software to manage project schedule. Documents and reports task and project performance.</td>
<td>2 Years of related experience</td>
<td>Bachelor’s Degree</td>
</tr>
<tr>
<td>Account Management – Sr. Consulting</td>
<td>Advanced skills in Business Communications or Account Management. Requires advanced level skills in business communications, marketing, advertising, outreach, and public affairs, project management, and scheduling. Communications, and project coordination skills. Exhibited professional account management skills and applied Business Communications experience.</td>
<td>5 Years of related experience</td>
<td>Bachelor’s Degree</td>
</tr>
<tr>
<td>Account Coordination</td>
<td>Intermediate skills in project coordination and resource management. Requires Intermediate skills in Microsoft Office Suite (Word, Excel, PowerPoint, Explorer).</td>
<td>2 Years of related experience</td>
<td>Associate Degree</td>
</tr>
</tbody>
</table>
### Web Design / Art Direction

<table>
<thead>
<tr>
<th>Role</th>
<th>Functional Responsibilities</th>
<th>Experience</th>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Web Design</strong></td>
<td>Advanced skills in Web Design. Requires Intermediate level skills in Adobe Illustrator and Adobe Photoshop. Requires intermediate level skills in Web Interface, Usability, and User-Experience Design. Exhibited skills in graphic design for the web.</td>
<td>2 Years of related experience</td>
<td>Associate Degree</td>
</tr>
<tr>
<td><strong>Web Programming</strong></td>
<td>Intermediate skills in Web Programming. Requires Intermediate level skills in HTML, CSS, and general web development. Exhibited skills in programming for the web.</td>
<td>2 Years of related experience</td>
<td>Associate Degree</td>
</tr>
<tr>
<td><strong>Quality Assurance – HTML pages</strong></td>
<td>Knowledge of web development, best practices. Must have ability to conduct organized testing in multiple browsers, on multiple platforms. Requires entry level knowledge of web user experience and interface design.</td>
<td>1 Year of related experience</td>
<td>High School Diploma</td>
</tr>
<tr>
<td><strong>Art Direction</strong></td>
<td>Advanced skills in Graphic and Web Design. Requires Intermediate level skills in Adobe Illustrator and Adobe Photoshop. Requires Advanced level skills in Web Interface, Usability, and User Experience Design. Exhibited Advanced skills in graphic design for the web.</td>
<td>2 Years of related experience</td>
<td>Associate Degree</td>
</tr>
<tr>
<td><strong>Graphic Design</strong></td>
<td>Intermediate skills in Graphic Design. Requires Intermediate level skills in Adobe Illustrator and Adobe Photoshop. Exhibited skills in graphic design.</td>
<td>2 Years of related experience</td>
<td>Associate Degree</td>
</tr>
<tr>
<td><strong>Graphic Design - Advanced</strong></td>
<td>Advanced skills in Graphic Design. Requires advanced level skills in Adobe Illustrator and Adobe Photoshop. Exhibited advanced skills in graphic design.</td>
<td>4 years of related experience</td>
<td>Bachelor’s Degree</td>
</tr>
</tbody>
</table>

### Video Graphics & Editing

<table>
<thead>
<tr>
<th>Role</th>
<th>Functional Responsibilities</th>
<th>Experience</th>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Production – Video Digitize / Convert</strong></td>
<td>Provides services to digitize or convert video resources. Converting video formats from one analog or digital format to another format to ensure compatibility with video playback systems (such as websites and web-based video players). Digitizes videos from multiple analog or legacy formats to modern/current video standards and formats.</td>
<td>1 Year of related experience</td>
<td>High School Diploma</td>
</tr>
<tr>
<td><strong>Production – Video Compression</strong></td>
<td>Provides services and systems to compress video for various media, such as websites, multimedia, presentations, email, and other digital platforms.</td>
<td>1 Year of related experience</td>
<td>High School Diploma</td>
</tr>
<tr>
<td><strong>3D Animation – Design</strong></td>
<td>Advanced skills in 3-D Animation and 3-D Design. Requires Advanced skills in Adobe AfterEffects, Maya, or StudioMax. Exhibited skills in 3-D Animation and 3-D design.</td>
<td>2 Years of related experience</td>
<td>Associate Degree</td>
</tr>
<tr>
<td>Functional Responsibilities</td>
<td>Years of related experience</td>
<td>Education</td>
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</tr>
<tr>
<td><strong>Motion Graphics</strong></td>
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<tr>
<td>Functional Responsibilities: Advanced skills in Motion Design and motion graphics. Requires Advanced skills in Adobe Flash, Adobe AfterEffects or similar software. Exhibited skills in Flash or Adobe AfterEffects for Multimedia design.</td>
<td>2</td>
<td>Associate Degree</td>
<td></td>
</tr>
<tr>
<td><strong>After Effects</strong></td>
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</tr>
<tr>
<td>Functional Responsibilities: Advanced skills in Special Effects and motion graphics. Requires Advanced skills in Adobe AfterEffects or similar software. Exhibited skills in Adobe AfterEffects for Multimedia design.</td>
<td>2</td>
<td>Associate Degree</td>
<td></td>
</tr>
<tr>
<td><strong>Sound Design</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Functional Responsibilities: Advanced skills in Sound Design (Soundtrack, sound effects, and sound manipulation). Requires Advanced skills in Adobe AfterEffects or similar software. Exhibited skills in Adobe AfterEffects or similar software for Sound Design.</td>
<td>2</td>
<td>Associate Degree</td>
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</tr>
<tr>
<td><strong>Video Design</strong></td>
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</tr>
<tr>
<td>Functional Responsibilities: Intermediate skills in Video Design. Requires Entry level skills in Adobe AfterEffects or FinalCut Pro. Exhibited skills in Video and Multimedia design.</td>
<td>2</td>
<td>Associate Degree</td>
<td></td>
</tr>
<tr>
<td><strong>Video Edit</strong></td>
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</tr>
<tr>
<td>Functional Responsibilities: Intermediate skills in Video Production. Requires Entry level skills in Adobe AfterEffects or FinalCut Pro. Exhibited skills in video production for various media.</td>
<td>2</td>
<td>Associate Degree</td>
<td></td>
</tr>
<tr>
<td><strong>Video – Art Direction (full day video shoot) – Per day</strong></td>
<td></td>
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</tr>
<tr>
<td>Functional Responsibilities: Provides art direction services for the planning, design, and production of a video shoot for use in a video, film, television, website, or other online or digital media. Manages the artistic appearance and content of the video shoot. This is hired in “full day” increments. A “full day” is up to 9 hours of logistical and production services on a single day.</td>
<td>4</td>
<td>High School Diploma</td>
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</tr>
<tr>
<td><strong>Video Shoot – 2-person crew (full day video shoot) – Per day</strong></td>
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</tr>
<tr>
<td>Functional Responsibilities: Provides video recording production and filming, via video camera or similar video recording device. The two-person team transports, coordinates, and operates the video, audio, and/or lighting equipment for the video shoot. This is hired in “full day” increments. A “full day” is up to 9 hours of logistical and production services on a single day.</td>
<td>2</td>
<td>High School Diploma</td>
<td></td>
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</tbody>
</table>
### Content Development

<table>
<thead>
<tr>
<th>Role</th>
<th>Functional Responsibilities</th>
<th>Experience Required</th>
<th>Education Required</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Copywriting</strong></td>
<td>Intermediate skills in Copywriting, Content Development and Copy Editing. Requires Intermediate level skills in business communications. Exhibited skills in copywriting and content development required.</td>
<td>4 years of related experience</td>
<td>Bachelor’s Degree</td>
</tr>
<tr>
<td><strong>Copy Editing</strong></td>
<td>Copy Editing</td>
<td>1 Year of related experience</td>
<td>High School Diploma</td>
</tr>
<tr>
<td><strong>Information Architecture</strong></td>
<td>Intermediate skills in Information Architecture and Content Development. Requires Intermediate level skills in business communications, outreach, or public affairs. Exhibited skills in Information Architecture required.</td>
<td>2 Years of related experience</td>
<td>Associate Degree</td>
</tr>
<tr>
<td><strong>Instructional Systems Design (ISD)</strong></td>
<td>Intermediate skills in Instructional Systems Design and course content development. Requires Intermediate level skills in course development, training development or education design. Exhibited skills in Instructional Systems Design required.</td>
<td>2 Years of related experience</td>
<td>Associate Degree</td>
</tr>
<tr>
<td><strong>Proofreading</strong></td>
<td>Entry level proofreading. Requires attention to detail and knowledge of grammar and spelling.</td>
<td>1 Year of related experience</td>
<td>High School Diploma</td>
</tr>
<tr>
<td><strong>Photo Shoot – Original Photography – Photographer &amp; Assistant – Per day</strong></td>
<td>Photographer with advanced skills in Photography for Design and Communications. Requires Advanced level skills in visual communications for marketing, advertising, outreach, and public affairs. Includes a 9-hour day, from departure to return to home office. Includes basic photography package for digital photography shoot.</td>
<td>2 Years of related experience</td>
<td>High School Diploma</td>
</tr>
<tr>
<td>Role</td>
<td>Functional Responsibilities</td>
<td>Experience</td>
<td>Education</td>
</tr>
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</tr>
<tr>
<td>Sr. Creative Director</td>
<td>Advanced skills in Design and Communications. Requires Advanced level skills in business communications, marketing, advertising, outreach, and public affairs. Requires Advanced level skills in communication direction and providing direction for others. Requires Advanced skills in Branding and Communication strategy.</td>
<td>8 years of related experience</td>
<td>Bachelor’s Degree</td>
</tr>
<tr>
<td>Multimedia Design – Advanced</td>
<td>Advanced skills in Multimedia Design. Requires Advanced level skills in Adobe Flash. Requires Advanced level skills in Adobe Illustrator and Adobe Photoshop. Requires Advanced skills in motion graphics and electronic audio production. Exhibited skills in Multimedia Design for traditional and digital media.</td>
<td>2 Years of related experience</td>
<td>Associate Degree</td>
</tr>
<tr>
<td>Multimedia Design – Basic</td>
<td>Entry level skills in Multimedia Design. Requires Entry level skills in Adobe Flash. Requires Intermediate level skills in Adobe Illustrator and Adobe Photoshop. Requires Entry level skills in motion graphics and electronic audio production. Exhibited skills in Multimedia Design for traditional and digital media.</td>
<td>2 Years of related experience</td>
<td>Associate Degree</td>
</tr>
<tr>
<td>Production – Digital Art Development</td>
<td>Intermediate skills in Digital Art Production for traditional ads, websites, print materials, video, or other digital media. Requires Intermediate level skills in Adobe Illustrator and Adobe Photoshop. Education level and Experience are not applicable.</td>
<td>1 Year of related experience</td>
<td>High School Diploma</td>
</tr>
<tr>
<td>Art Direction for Multimedia</td>
<td>Intermediate skills in Multimedia (video and electronic presentations) Requires Intermediate level skills in Adobe Illustrator and Adobe Photoshop. Requires intermediate level skills in motion graphics and electronic audio production. Exhibited skills in Multimedia Design for traditional and digital media.</td>
<td>2 years of related experience</td>
<td>Bachelor’s Degree</td>
</tr>
</tbody>
</table>
Substitution Method

<table>
<thead>
<tr>
<th>Degree</th>
<th>Experience Equivalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor’s</td>
<td>Associate degree +2 additional years relevant experience, or High School Diploma/GED and 4 years relevant experience.</td>
</tr>
</tbody>
</table>