alexander + tom|inc.

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

GSA Contract Holder
Contract # GS-07F-0081Y

Contract:	GS-07F-0081Y
Federal Supply Group:	Professional Services
Contract period of performance:	November 3, 2011 through November 2, 2026
Effective as of PS-0043 dated:	September 2, 2021
Contractor:	Alexander & Tom, Inc.
	3500 Boston Street, Suite 225
	Baltimore, MD 21224
Business Size:	Small Business
Contract Administration:	William B. Twigg
Telephone:	410-327-7400
Email:	billy.twigg@alextom.com
Website:	www.alextom.com

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):**

GSA Contract: GS-07F-00817

SIN	Recovery	State and Local Cooperative Purchasing	SIN Description
541511	541511RC		Web Based Marketing
541430	541430RC		Graphic Design Services
541613	541613RC		Marketing Consulting Services
541810	541810RC		Advertising Services
512110	512110RC		Video/Film Production
541810ODC	541810DC RC		Other Direct Costs for Marketing and Public Relations Services
OLM	OLM RC	OLMSTLOC	Order-Level Materials

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 lit 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 541.300), 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.

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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%

Labor / Task Category	Year 10 11/3/2020-11/2/2021	Year 11 11/3/2021-11/2/2022	Year 12 11/3/2022-11/2/2023	Year 13 11/3/2023-11/2/2024	Year 14 11/3/2024-11/2/2025	Year 15 11/3/2025-11/2/2026
IT Consulting – SIN 541511/RC						
IT Consulting - Tactical	$133.00	$136.19	$139.46	$142.81	$146.24	$149.74
IT Consulting - Strategic	$171.00	$175.10	$179.31	$183.61	$188.02	$192.53
Database Programming - SIN 541511/RC						
DB Programming – Basic	$95.00	$97.28	$99.61	$102.01	$104.45	$106.96
DB Programming – Advanced	$114.00	$116.74	$119.54	$122.41	$125.34	$128.35
DB Programming – Senior	$152.00	$155.65	$159.38	$163.21	$167.13	$171.14
DB Programming – Data Migration	$95.00	$97.28	$99.61	$102.01	$104.45	$106.96
Data Entry	$76.00	$77.82	$79.69	$81.60	$83.56	$85.57
Web Development - SIN 541511/RC						
HTML Coding – CSS, JavaScript, HTML5	$95.00	$97.28	$99.61	$102.01	$104.45	$106.96
HTML (Advanced) – HTML5, JavaScript, CSS	$114.00	$116.74	$119.54	$122.41	$125.34	$128.35
Object Oriented Languages – C++, Java, and other similar languages	$133.00	$136.19	$139.46	$142.81	$146.24	$149.74
Web Hosting / Cloud-based Hosting Services - SIN 541511/RC						
Server – Consult / Setup / Manage	$133.00	$136.19	$139.46	$142.81	$146.24	$149.74

Labor / Task Category	Year 10 11/3/2020-11/2/2021	Year 11 11/3/2021-11/2/2022	Year 12 11/3/2022-11/2/2023	Year 13 11/3/2023-11/2/2024	Year 14 11/3/2024-11/2/2025	Year 15 11/3/2025-11/2/2026
Digital Marketing & Outreach - SIN 541511/RC						
Consulting – Tactical – Intermediate	$114.00	$116.74	$119.54	$122.41	$125.34	$128.35
Consulting – Strategic – Sr. Consultant	$152.00	$155.65	$159.38	$163.21	$167.13	$171.14
E-mail Marketing Consulting	$133.00	$136.19	$139.46	$142.81	$146.24	$149.74
User Experience Consulting	$114.00	$116.74	$119.54	$122.41	$125.34	$128.35
Web Analysis / Web Analytics	$114.00	$116.74	$119.54	$122.41	$125.34	$128.35
Search Engine Optimization Consulting	$114.00	$116.74	$119.54	$122.41	$125.34	$128.35
Online Media Planning	$114.00	$116.74	$119.54	$122.41	$125.34	$128.35
Focus Group – Management	$114.00	$116.74	$119.54	$122.41	$125.34	$128.35
Focus Group – Development	$114.00	$116.74	$119.54	$122.41	$125.34	$128.35
Project Management - SINs 541511/RC and 541613/RC						
Project Management	$95.00	$97.28	$99.61	$102.01	$104.45	$106.96
Account Management – Sr. Consulting	$125.00	$128.00	$131.07	$134.22	$137.44	$140.74
Account Coordination	$75.00	$76.80	$78.64	$80.53	$82.46	$84.44
Web Design / Art Direction - SIN 541430/RC						
Web Design	$95.00	$97.28	$99.61	$102.01	$104.45	$106.96
Web Programming	$95.00	$97.28	$99.61	$102.01	$104.45	$106.96
Quality Assurance – HTML pages	$72.00	$73.73	$75.50	$77.31	$79.16	$81.06
Art Direction	$110.00	$112.64	$115.34	$118.11	$120.95	$123.85
Graphic Design	$72.00	$73.73	$75.50	$77.31	$79.16	$81.06
Graphic Design – Advanced	$95.00	$97.28	$99.61	$102.01	$104.45	$106.96

Labor / Task Category	Year 10 11/3/2020-11/2/2021	Year 11 11/3/2021-11/2/2022	Year 12 11/3/2022-11/2/2023	Year 13 11/3/2023-11/2/2024	Year 14 11/3/2024-11/2/2025	Year 15 11/3/2025-11/2/2026
Video Graphics & Editing - SIN 512110/RC						
Production – Video Digitize / Convert	$114.00	$116.74	$119.54	$122.41	$125.34	$128.35
Production – Video Compression	$114.00	$116.74	$119.54	$122.41	$125.34	$128.35
3D Animation – Design	$133.00	$136.19	$139.46	$142.81	$146.24	$149.74
Motion Graphics	$133.00	$136.19	$139.46	$142.81	$146.24	$149.74
After Effects	$133.00	$136.19	$139.46	$142.81	$146.24	$149.74
Sound Design	$133.00	$136.19	$139.46	$142.81	$146.24	$149.74
Video Design	$95.00	$97.28	$99.61	$102.01	$104.45	$106.96
Video Edit	$95.00	$97.28	$99.61	$102.01	$104.45	$106.96
Video – Art Direction (full day video shoot) – Per day	$1,140.00	$1,167.36	$1,195.38	$1,224.07	$1,253.44	$1,283.53
Video Shoot – 2-person crew (full day video shoot) – Per day	$2,000.00	$2,048.00	$2,097.15	$2,147.48	$2,199.02	$2,251.80
Content Development - SIN 541613/RC						
Copywriting	$95.00	$97.28	$99.61	$102.01	$104.45	$106.96
Copy Editing	$114.00	$116.74	$119.54	$122.41	$125.34	$128.35
Information Architecture	$114.00	$116.74	$119.54	$122.41	$125.34	$128.35
Instructional Systems Design (ISD)	$114.00	$116.74	$119.54	$122.41	$125.34	$128.35
Proofreading	$38.00	$38.91	$39.85	$40.80	$41.78	$42.78
Photo Shoot – Original Photography – Photographer & Assistant - Per Day	$2,000.00	$2,048.00	$2,097.15	$2,147.48	$2,199.02	$2,251.80

Labor / Task Category	Year 10 11/3/2020-11/2/2021	Year 11 11/3/2021-11/2/2022	Year 12 11/3/2022-11/2/2023	Year 13 11/3/2023-11/2/2024	Year 14 11/3/2024-11/2/2025	Year 15 11/3/2025-11/2/2026
Multimedia Design - SINs 541511/RC and 512110/RC						
Sr. Creative Director	$152.00	$155.65	$159.38	$163.21	$167.13	$171.14
Multimedia Design – Advanced	$133.00	$136.19	$139.46	$142.81	$146.24	$149.74
Multimedia Design – Intermediate	$114.00	$116.74	$119.54	$122.41	$125.34	$128.35
Multimedia Design – Basic	$95.00	$97.28	$99.61	$102.01	$104.45	$106.96
Production – Digital Art Development	$95.00	$97.28	$99.61	$102.01	$104.45	$106.96
Art Direction for Multimedia	$110.00	$112.64	$115.34	$118.11	$120.95	$123.85

SIN 541810ODC – Other Direct Costs
GSA Contract: GS-07F-0081Y

Labor / Task Category	Unit	GSA Rate
Website Usability Testing		
Usability Testing Facility Rental • Test Room & Observation Room • In-depth interview room includes Stationary videotaping and one-way mirror	Per day	$1,803.00
Usability Eye-tracking Equipment	Per day	$1,592.00
Usability Computer & Monitoring Equipment	Per day	$2,005.00
Participant Recruitment	Per participant	$267.00
Participant Compensation	Per participant	$126.00
Participant Provisions (food, drink, snacks)	Per participant	$41.00
Usability Testing, Analysis, & Reporting	Hourly	$151.00
Usability Expert	Hourly	$201.51

Website Usability Testing "Turnkey Solution"
• Usability Testing Facility Rental
  o Test Room & Observation Room
  o In-depth interview room includes stationary videotaping and one-way mirror
 	
• Usability Eye-tracking Equipment
• Usability Computer & Monitoring Equipment
• Participant Recruitment
• Participant Compensation
• Participant Provisions
• Usability Testing, Analysis, & Reporting
	Per 9 participants over 2 days	$37,278.00

SIN 541810ODC – Other Direct Costs Continued
GSA Contract: GS-07F-0081Y

Labor / Task Category	Unit	GSA Rate
Video Graphics & Editing		
Production – Video Compression Studio	Hourly	$76.00
3D Animation – Studio / Machine Time	Hourly	$76.00
Camera & Lighting Kit (full day video shoot)	Per Day	$750.00
Digital Marketing and Outreach Campaigns		
Search Engine Marketing (SEM) Campaign	Per campaign	$30,225.00
Social Media Campaign	Per campaign	$5,038.00
Online Advertising Campaign	Per campaign	$5,038.00
Web Events / Webinars – Large Scale Development and Coordination		
Webcast / Web Event	Per event	$201,500.00

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Alexander & Tom Inc. - Labor Category Descriptions
GSA Contract: GS-07F-0081Y

Labor / Task Category	Description	Minimum Experience	Minimum Education
IT Consulting			
IT Consulting – Tactical	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.	6 Years of related experience	Bachelor's Degree
IT Consulting – Strategic	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.	10 Years of related experience	Bachelor's Degree
Database Programming			
DB Programming – Basic	Functional Responsibilities: skills in Database Programming and Development.	2 Years of related experience	Associate Degree
DB Programming – Advanced	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.	4 Years of related experience	Bachelor's Degree
DB Programming – Senior	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.	6 Years of related experience	Bachelor's Degree
DB Programming – Data Migration	Functional Responsibilities: Maintains distributed data feeds for importing, exporting, or sharing data between platforms, systems, or sources.	2 Years of related experience	High School Diploma

		2 Years of related experience	High School Diploma
Data Entry	Functional Responsibilities: Data Entry	2 Years of related experience	High School Diploma

Web Development

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

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

Consulting – Tactical – Intermediate	Functional Responsibilities: Advanced knowledge of marketing principles. Exhibited skills in marketing tactics and executions.	4 Years of related experience	Bachelor's Degree
Consulting – Strategic – Sr. Consultant	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.	10 Years of related experience	Bachelor's Degree
E-mail Marketing Consulting	Functional Responsibilities: Intermediate knowledge of Email Marketing best practices. Intermediate knowledge of Email Marketing techniques, tools, and the Can-Spam laws.	2 Years of related experience	Bachelor's Degree
User Experience Consulting	Functional Responsibilities: Intermediate knowledge of Usability best practices. Intermediate knowledge of User Experience Design. Skills in usability testing and reporting.	4 years of related experience	Bachelor's Degree

	Functional Responsibilities		
Web Analysis / Web Analytics	Functional Responsibilities: 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.	2 Years of related experience	Bachelor's Degree
Search Engine Optimization Consulting	Functional Responsibilities: 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.	2 Years of related experience	Bachelor's Degree
Online Media Planning	Functional Responsibilities: Intermediate knowledge of Online Media Planning and display advertising best practices. Intermediate knowledge of Online Media, such as Facebook, ad networks, and Google Keywords.	2 Years of related experience	Bachelor's Degree
Focus Group – Management	Functional Responsibilities: Intermediate knowledge of Focus Group best practices. Intermediate knowledge of Focus Group research, session management, data collection, and reporting. Conducting and managing Focus Groups.	2 Years of related experience	Bachelor's Degree
Focus Group – Development	Functional Responsibilities: Intermediate knowledge of Focus Group best practices. Intermediate knowledge of Focus Group research, study development, data collection, and reporting. Conducting and managing Focus Groups.	2 Years of related experience	Bachelor's Degree
Project Management			
Project Management	Functional Responsibilities: 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.	2 Years of related experience	Bachelor's Degree
Account Management – Sr. Consulting	Functional Responsibilities: 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.	5 Years of related experience	Bachelor's Degree
Account Coordination	Functional Responsibilities: Intermediate skills in project coordination and resource management. Requires Intermediate skills in Microsoft Office Suite (Word, Excel, PowerPoint, Explorer).	2 Years of related experience	Associate Degree

Web Design / Art Direction

Web Design	Functional Responsibilities: 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.	2 Years of related experience	Associate Degree
Web Programming	Functional Responsibilities: Intermediate skills in Web Programming. Requires Intermediate level skills in HTML, CSS, and general web development. Exhibited skills in programming for the web.	2 Years of related experience	Associate Degree
Quality Assurance – HTML pages	Functional Responsibilities: 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.	1 Year of related experience	High School Diploma
Art Direction	Functional Responsibilities: 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.	2 Years of related experience	Associate Degree
Graphic Design	Functional Responsibilities: Intermediate skills in Graphic Design. Requires Intermediate level skills in Adobe Illustrator and Adobe Photoshop. Exhibited skills in graphic design.	2 Years of related experience	Associate Degree
Graphic Design - Advanced	Functional Responsibilities: Advanced skills in Graphic Design. Requires advanced level skills in Adobe Illustrator and Adobe Photoshop. Exhibited advanced skills in graphic design.	4 years of related experience	Bachelor's Degree

Video Graphics & Editing

Production – Video Digitize / Convert	Functional Responsibilities: 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.	1 Year of related experience	High School Diploma
Production – Video Compression	Functional Responsibilities: Provides services and systems to compress video for various media, such as websites, multimedia, presentations, email, and other digital platforms.	1 Year of related experience	High School Diploma
3D Animation – Design	Functional Responsibilities: 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.	2 Years of related experience	Associate Degree

	Functional Responsibilities		
Motion Graphics	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.	2 Years of related experience	Associate Degree
After Effects	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.	2 Years of related experience	Associate Degree
Sound Design	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.	2 Years of related experience	Associate Degree
Video Design	Functional Responsibilities: Intermediate skills in Video Design. Requires Entry level skills in Adobe AfterEffects or FinalCut Pro. Exhibited skills in Video and Multimedia design.	2 Years of related experience	Associate Degree
Video Edit	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.	2 Years of related experience	Associate Degree
Video – Art Direction (full day video shoot) – Per day	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.	4 Years of related experience	High School Diploma
Video Shoot – 2-person crew (full day video shoot) – Per day	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.	2 Years of related experience	High School Diploma

Content Development

Copywriting	Functional Responsibilities: Intermediate skills in Copywriting, Content Development and Copy Editing. Requires Intermediate level skills in business communications. Exhibited skills in copywriting and content development required.	4 years of related experience	Bachelor's Degree
Copy Editing	Functional Responsibilities: Copy Editing	1 Year of related experience	High School Diploma
Information Architecture	Functional Responsibilities: 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.	2 Years of related experience	Associate Degree
Instructional Systems Design (ISD)	Functional Responsibilities: 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.	2 Years of related experience	Associate Degree
Proofreading	Functional Responsibilities: Entry level proofreading Requires attention to detail and knowledge of grammar and spelling.	1 Year of related experience	High School Diploma
Photo Shoot – Original Photography – Photographer & Assistant – Per day	Functional Responsibilities: 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.	2 Years of related experience	High School Diploma

Multimedia Design

Sr. Creative Director	Functional Responsibilities: 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.	8 years of related experience	Bachelor's Degree
Multimedia Design – Advanced	Functional Responsibilities: 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.	2 Years of related experience	Associate Degree
Multimedia Design – Intermediate	Functional Responsibilities: Intermediate skills in Multimedia Design. Requires Intermediate level skills in Adobe Flash. Requires Intermediate level skills in Adobe Illustrator and Adobe Photoshop. Requires Intermediate skills in motion graphics and electronic audio production. Exhibited skills in Multimedia Design for traditional and digital media.	2 Years of related experience	Associate Degree
Multimedia Design – Basic	Functional Responsibilities: 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.	2 Years of related experience	Associate Degree
Production – Digital Art Development	Functional Responsibilities: 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.	1 Year of related experience	High School Diploma
Art Direction for Multimedia	Functional Responsibilities: 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.	2 years of related experience	Bachelor's Degree

Substitution Method

Degree	Experience Equivalence
Bachelor's	Associate degree +2 additional years relevant experience, or High School Diploma/GED and 4 years relevant experience.