

| State Passport Stamp Illustrations RFP Scoring Criteria | | |
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| Evaluation Criteria | | |
| Responses will be evaluated by a review panel using the criteria below. Proposals will be scored on a 100-point scale . | | |
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| Criteria | Maximum Points | Points Scored |
| <p align="center">Artistic Quality & Creativity</p> <p>[Demonstrated artistic ability, originality, and quality of illustration style appropriate for collectible passport stamps. Portfolio should show strong composition, linework, and visual storytelling in small-format artwork that would appeal to both non-residents and residents alike, while also aligning with State Parks' mission.]</p> | 30 points | |
| <p align="center">Relevant Experience</p> <p>[Experience producing illustrations, stamps, merchandise graphics, or similar small-format designs. Preference for work demonstrating Hawai'i landscapes, wildlife, cultural imagery, or conservation themes. Preference working with well-established businesses or organizations.]</p> | 20 points | |
| <p align="center">Cultural Appropriateness & Sensitivity</p> <p>[Ability to respectfully incorporate Hawai'i-appropriate imagery and demonstrate awareness of cultural context and sensitivity. Portfolio examples or narrative describing approach to a design that is culturally appropriate.]</p> | 15 points | |
| <p align="center">Technical Capability</p> <p>[Ability to produce quality, high-resolution vector artwork suitable for mass production, meeting the required circular format (27.3 mm) and deliver files suitable for stamp production and merchandise.]</p> | 10 points | |
| <p align="center">Project Approach & Work Plan</p> <p>[Clarity of the proposed process for developing 50 illustrations, including concept development, revision workflow, and communication with DLNR staff. Understanding of the direction of the project.]</p> | 10 points | |
| <p align="center">Cost Proposal</p> <p>[Reasonableness and competitiveness of the proposed pricing for the full scope of work.]</p> | 10 points | |
| <p align="center">Timeline & Capacity to Deliver</p> <p>[Ability to meet the project deadline of September 30, 2026, including production schedule and availability.]</p> | 5 points | |
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| Total Possible Points: 100 | | |