

Request for Proposals #23-0009
HEALTH RESEARCH, INC.
New York State Department of Health
Office of the Medical Director
Digital Health Initiative

YGetIt? Tested Animation Request for Proposals

QUESTIONS AND ANSWERS

Questions below were received by the deadline announced in the RFP. The New York State Department of Health/Health Research, Inc. is not responsible for any errors or misinterpretation of any questions received.

The responses to questions included herein are the official responses by the New York State Department of Health/Health Research, Inc. to questions posted by potential bidders and are hereby incorporated into the Request for Proposals **#23-0009**. In the event of any conflict between the Request for Proposals and these responses, the requirements or information contained in these responses will prevail.

Administrative:

Question 1: What materials would we have access to (e.g. raw files, or just the image files, what brushes were used for textures)?

Answer 1: The selected animator will have access to Photoshop files, some of which are separate. However, not all files are layered. Photoshop brushes were utilized to create textures throughout the project.

Question 2: If we have access to the raw files, what file types are they or what program was used to create the original comics?

Answer 2: The selected animator will have access to Photoshop CC files, which were used to create the comic.

Question 3: What level of animation is required? Is the goal to have comics that have motion elements or to have full, smooth animations more like a TV cartoon? (Section III, bullet 2 under "Animatic Production Render and Dissemination")

Answer 3: Animation styles include: traditional, 2D animation, 3D animation, stop motion, and motion graphics. Ideally the animation should seamlessly blend with the current style, maintaining its distinct visual aesthetic while bringing the storyline to life with fluid motion and engaging visuals.

Question 4: The Request for Proposals mentions script review and discussion (Section III, bullet 2 under "YGetIt? (YGI) Tested Animation Project Initiation"). How much beyond the script of the original comics would awardees be expected to develop?

Answer 4: The selected animator will be expected to strictly adhere to the writer's script.

Question 5: How should proposals be submitted?

Answer 5: Applicants must submit one PDF version of the entire application (including Application Cover Sheet, narrative and all attachments) to the following Bureau Mail Log: AIGPU@health.ny.gov by March 12, 2024, at 4:00 PM ET. The subject of the email line should reference YGetIt? Tested Animation.

Applications will only be accepted electronically to the Bureau Mail Log as stated above. Applications will not be accepted by mail or hand delivery. Late applications will not be accepted.