

ATTACHMENT 2 EVALUATION CRITERIA

Pacific Northwest National Laboratory (PNNL) intends on awarding one contract resulting from this Solicitation to the responsible Offeror whose proposal meets all mandatory requirements and provides the best overall value to PNNL. Proposals will be evaluated, and the Contractor selected based on (1) proposal responsibility, (2) technical evaluation criteria, and (3) pricing.

Evaluation of proposals will be conducted by a Source Selection Panel. The selection for award will be made by a Source Selection Authority. Award will be made to that Offeror whose proposal contains the combination of those criteria offering the best overall value to PNNL and not necessarily to the Offeror with the lowest price or highest evaluated score. Best value will be determined by a tradeoff analysis of comparative differences in the value of technical merit with differences in price/cost. PNNL is more concerned with obtaining superior technical or management features than with making an award at the lowest overall price/cost. However, PNNL will not make an award at a significantly higher overall price/cost to achieve slightly superior technical or management performance.

Proposal Responsibility

Offerors shall provide written proposals, fully compliant with the submittal requirements. PNNL will make a determination as to the responsiveness of each proposal to the solicitation requirements.

Technical Evaluation Criteria

For the sake of consistency proposals should be structured to match the order of the requirements as listed. Proposals will be evaluated to verify they meet all requirements and intents described in the Statement of Work using the evaluation criteria listed below. All evaluation factors other than cost or price, when combined are significantly more important than cost or price. In order of importance, the significance of the technical evaluation factors and sub-factors is as follows:

1. Technical Capabilities and Visual Quality
2. Creation Process
3. Project Management System
4. Platform Experience

All static content submissions are expected in .pdf format. Content submissions containing motion should be in .mp4 or .mov video formats.

* In all cases where a full environment is requested, if none can be given, examples of environment props, buildings, or other types of environment assets is acceptable. Under this circumstance at least three acceptable assets must be submitted per environment request, except for the creation process submission, where one environment asset is acceptable. The sub-requirements for an environment request remain the same and must be submitted per replacement prop/asset submitted except where explicitly defined.

1. Technical Capabilities and Visual Quality

The Offeror shall submit final rendered art assets where the Offeror created both the original concept or illustration, and the associated game ready art asset, for each visual style outlined. Style submissions should include the guidelines or art direction from the original Contractor (internally lead assets are acceptable too); logos, branding, or other identifying information can be removed if necessary. As well, the Offeror shall list their technical capabilities for each style, eg. texturing, animation, rigging, modeling, effects/fx, etc. For each style outlined, the Offeror shall submit at least one character and one environment* created by the Offeror, that represents their best work of that style. Variety within a given style is acceptable. It is expected that each submitted concept or illustration is the final approved design,

and the submitted game ready asset is the final game ready production asset of said concept or illustration. Each character and environment submission shall also display additional information as outlined below.

1. **(A1 - Style Ref -see below for examples of this style) - High detail, realistic**
 - a. List technical capabilities in this style (eg. animation, rigging, modeling, texturing, etc.)
 - b. Character
 - i. Original guidelines/art direction/request from Contractor (or internal if this was an internally lead asset)
 - ii. Final rendered concept/illustration produced by Offeror
 1. At least 1 pose (no A or T poses)
 - iii. High Poly Sculpt Render
 - iv. Final Render of Game Ready Asset, including:
 1. Tri Count
 2. Display all texture maps, including:
 - a. UV overlays
 - b. Resolution
 - c. Environment*
 - i. Original guidelines/art direction/request from Contractor (or internal if this was an internally lead asset)
 - ii. Final rendered concept/illustration produced by Offeror
 - iii. Final Render of Game Ready Environment, including:
 1. Tri Count – full environment or per prop/asset
 2. If full environment
 - a. Resolution range of texture maps
 - i. Call-out an asset in the environment with the smallest texture resolutions and an example with the highest texture resolutions.
 - ii. Display each call-out asset side-by-side with all texture maps for that asset and their texture resolutions.
 - iii. If all assets have the same texture resolution, pick a single asset to create a call-out for as described above.
 - b. List the number of unique materials being used in the environment.
 - i. Materials shared among many objects count as 1 unique material.
 3. If prop:
 - a. Display all texture maps associated with the prop, including:
 - i. UV Overlays
 - ii. Resolution
 2. **(A2 - Style Ref - see below for examples of this style) - Hand-drawn, stylized, mobile-oriented, 3D or 2.5D**
 - a. List technical capabilities in this style (eg. animation, rigging, modeling, texturing, etc.)
 - b. Character
 - i. Original guidelines/art direction/request from Contractor (or internal if this was an internally lead asset)
 - ii. Final rendered concept/illustration produced by Offeror
 1. At least 1 pose (no A or T poses)
 - iii. High Poly Sculpt Render
 - iv. Final Render of Game Ready Asset, including:
 1. Tri Count
 2. Display all texture maps, including:

- a. UV overlays
 - b. Resolution
 - c. Environment*
 - i. Original guidelines/art direction/request from Contractor (or internal if this was an internally lead asset)
 - ii. Final rendered concept/illustration produced by Offeror
 - iii. Final Render of Game Ready Environment, including:
 - 1. Tri Count – full environment or per prop/asset
 - 2. If full environment
 - a. Resolution range of texture maps
 - i. Call-out an asset in the environment with the smallest texture resolutions and an example with the highest texture resolutions.
 - ii. Display each call-out asset side-by-side with all texture maps for that asset and their texture resolutions.
 - iii. If all assets have the same texture resolution, pick a single asset to create a call-out for as described above.
 - b. List the number of unique materials being used in the environment.
 - i. Materials shared among many objects count as 1 unique material.
 - 3. If prop:
 - a. Display all texture maps associated with the prop, including:
 - i. UV Overlays
 - ii. Resolution
3. **(A3 – Style Ref - see below for examples of this style)** - 2D Illustrated, simplistic details, broad audience/casual
 - a. List technical capabilities in this style (eg. 2D animation, 2D rigging, sprite animation, 2D effects, sprite creation, etc.)
 - b. Character
 - i. Original guidelines/art direction/request from Contractor (or internal if this was an internally lead asset)
 - ii. Final rendered concept/illustration produced by Offeror
 - 1. At least 1 pose (no A or T poses)
 - iii. Final Render of Game Ready Asset
 - iv. Video Clip of the final 2D game ready asset demonstrating character animation(s) and articulation.
 - 1. Include information about whether the character is using a 2D rig or sprite sheet. If using a sprite sheet, provide an example sprite sheet with animations for the demonstrated character.
 - c. Environment*
 - i. Original guidelines/art direction/request from Contractor (or internal if this was an internally lead asset)
 - ii. Final rendered concept/illustration produced by Offeror
 - iii. Final Render of 2D Game Ready Environment, including:
 - 1. Display all illustrations, sprites, or visual elements used to construct the environment.

2. Creation Process

The Offeror shall submit detailed examples of their asset creation process for one character and one environment for the visual style shared below. The submitted creation process should begin with the initial art direction/guidelines and end with the final game-ready asset. Submissions are expected to include asset development steps taken by the Offeror, time to completion per step, and images accompanying each step in the process. Creation process steps include things like gathering reference, exploring form with sketches, silhouetting, facial expressions, final concepts, prototype 3D models, etc.

1. **(A2 - Style Ref - see below for examples of this style)** - Hand-drawn, stylized, mobile-oriented, 3D or 2.5D
 - a. Character & Environment*
 - i. Final game-ready rendered character or environment*
 - ii. List of creation steps
 - iii. Examples of creation steps
 - iv. Time to complete per step for the examples shown

3. Project Management System

The Offeror must demonstrate and describe in detail its systems and/or procedures for managing project and/or task requests both internally, and its chosen system and/or procedure for sharing task progress, communications, critiques, and asset delivery with clients. Demonstrations can include visuals such as images, image collages, diagrams, etc. The Offeror shall address the following key elements:

1. Describe or demonstrate in detail how a task request is received, evaluated, assigned to internal artists for development, and then tracked to completion.
2. Describe and demonstrate Offeror's system and/or process for interfacing with Clients/Contractors, specifically, methods of communication, back-and-forth critiquing/feedback, and asset delivery.
3. Describe or demonstrate system(s) in place to ensure project confidentiality.

4. Platform Experience

The Offeror must demonstrate 2D and 3D asset development experience on desktop/PC, mobile (Android & iOS), web, and virtual reality (VR) platforms. Examples of 2D development could be concepts, illustrations, 2D backgrounds or sprite asset creation for a 2D style game. Examples of 3D development could be 3D models, animations, or effects.

1. The Offeror shall list their years of experience creating both 2D and 3D content with each of the four platforms listed above, where the platforms are: desktop/PC, mobile, web, and VR.
2. Present at least one example each of a final 2D and 3D asset created for each platform.

Price Proposal

Offerors shall submit fixed, fully burdened, hourly labor rates for Year 1 (Jan 1, 2021 – Dec 31, 2021) and Year 2 (Jan 1, 2022 – May 31, 2022) for a 2D Artist and a 3D Artist.

The Offeror with the lowest proposed composite categorical fixed, fully burdened, hourly labor rates for Year 1 and Year 2 will receive the maximum price points available, and the remaining Offerors will receive a pro-rata share of the maximum price points based on the percentage difference between their composite rate and the lowest proposed composite rate.

A1 – Style Ref

Characters







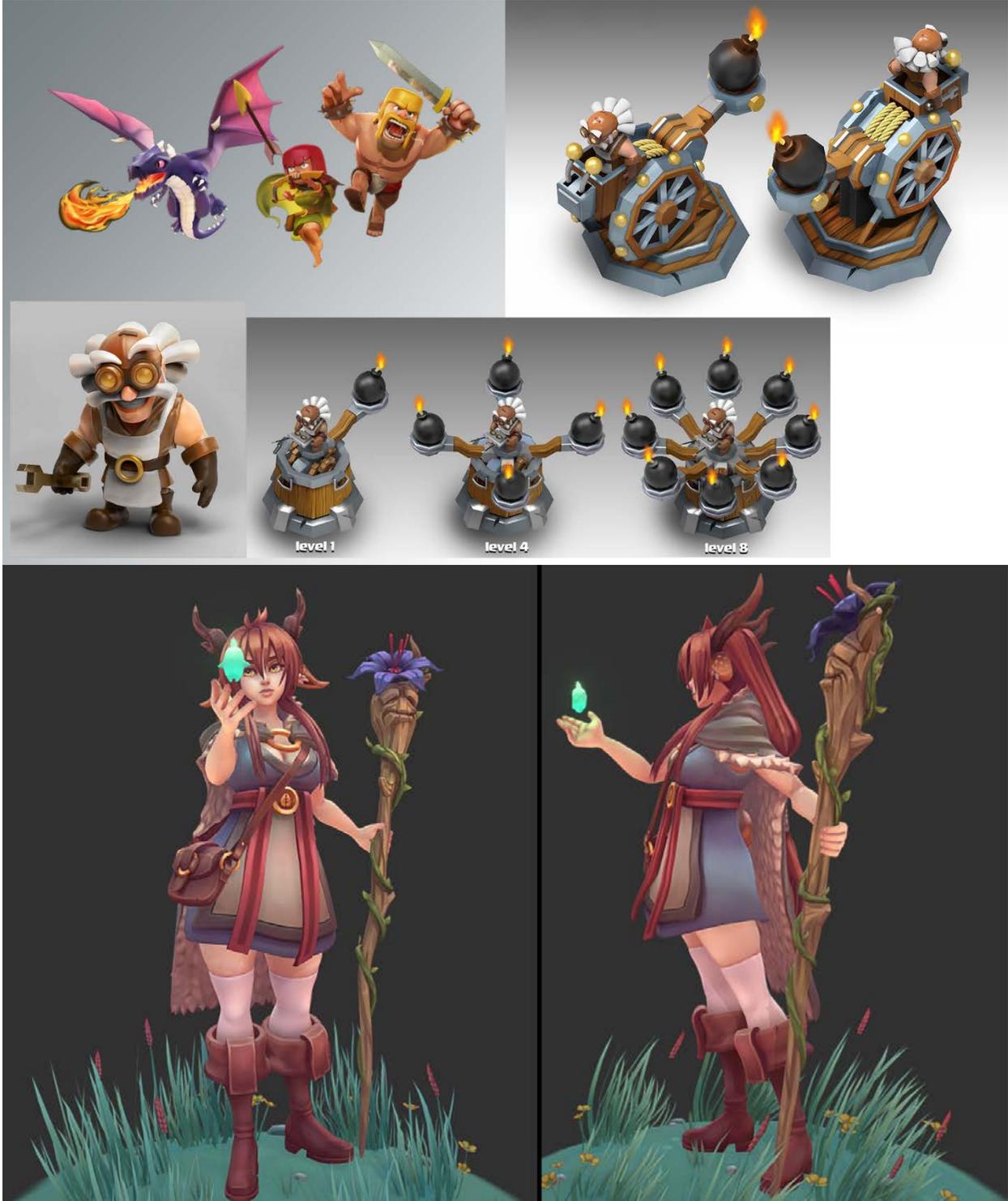
Environments

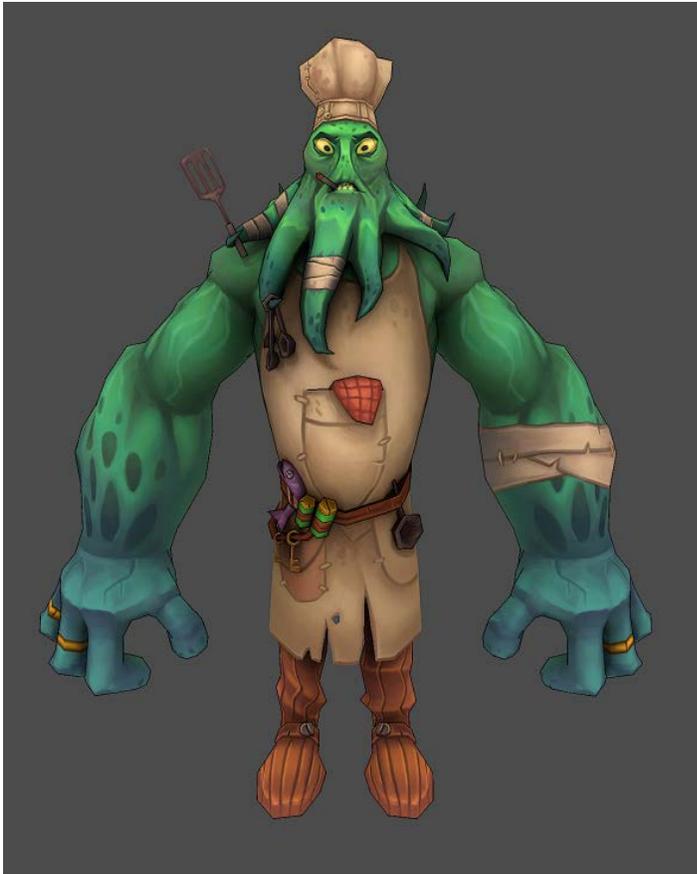




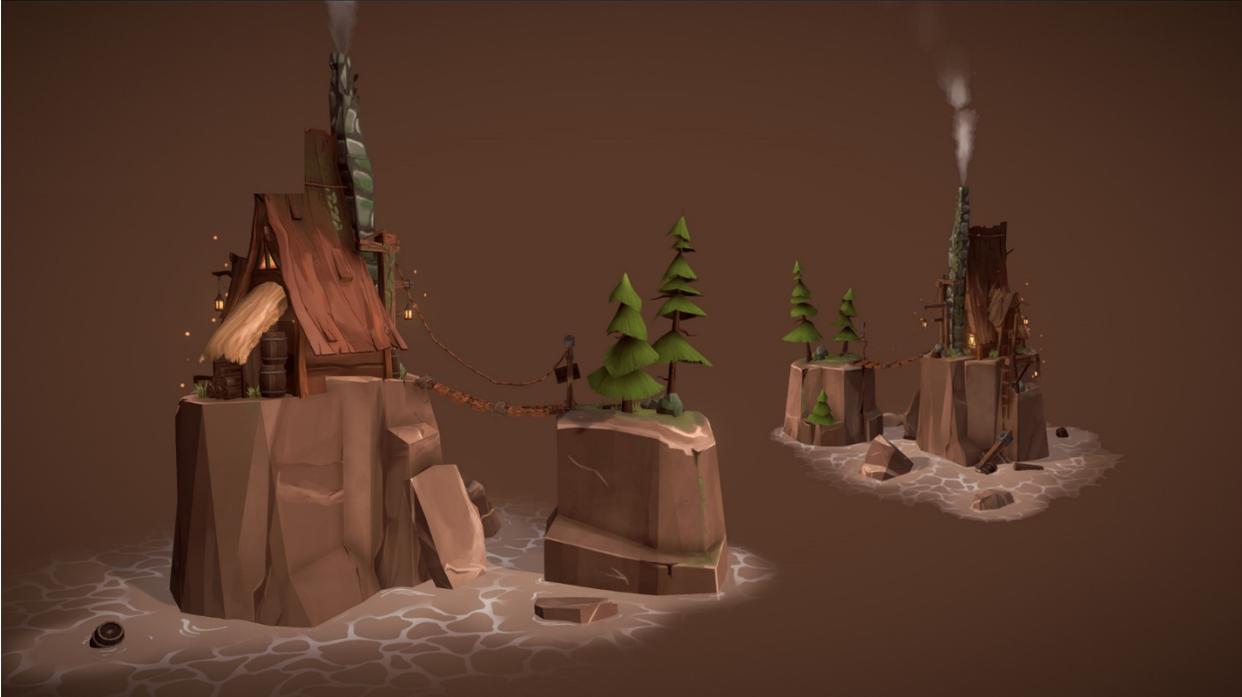
A2 – Style Ref

Characters





Environments







Reptaroul

12 77

Builder: 1/2 +

Shield: NONE +

Max: 51 000

2 784

Max: 26 000

23 000

101

Train

3h 59m

Attack!

00:01:55

Shop

The bottom screenshot shows a game interface for a strategy game. It features a central 3D view of a base with various buildings, a train, and a purple orb. The interface includes a top status bar with player name, level, builder count, shield status, and resource levels. A central timer shows '3h 59m' for a 'Train' building. The bottom left has an 'Attack!' button, and the bottom right has a 'Shop' button. A timer at the bottom center shows '00:01:55'.

A3 – Style Ref

Characters





Environments

