

PROVISION OF
BRAND IDENTITY DESIGN AND WEBSITE SERVICES
FOR SINGAPORE ART MUSEUM – OPEN SYSTEMS
SAM/ITQ/2022/0028

SECTION B

REQUIREMENTS SPECIFICATION (v2)

1. BACKGROUND

1.1 *About Singapore Art Museum*

Singapore Art Museum (SAM) is a contemporary art museum which focuses on art-making and art-thinking in Singapore, Southeast Asia and Asia, encompassing a worldwide perspective on contemporary art practice. SAM advocates and makes accessible interdisciplinary contemporary art through research-led and evolving curatorial practice.

Since it opened in January 1996, SAM has built up one of the most important collections of contemporary art from the region. It seeks to seed and nourish a stimulating and creative space in Singapore through exhibitions and public programmes, and to deepen every visitor's experience. These include outreach and education, research and publications, as well as cross-disciplinary residencies and exchanges. SAM occupies two buildings: the former St Joseph's Institution on Bras Basah Road, built in 1855 and now a National Monument; and SAM at 8Q, a conservation building across the road on Queen Street that was the former Catholic High School. The museum buildings are currently closed for a major building redevelopment, with museum programming continuing at partner venues until the buildings re-open. In January 2022, SAM opened a new contemporary art space at Tanjong Pagar Distripark (TPD).

In line with the museum's strategic direction to bring art into everyday spaces and beyond the museum walls, SAM will actively collaborate with partners and communities and roll out art experiences to audiences in different physical and virtual spaces. For the latest information about SAM's buildings redevelopment, art space at TPD and programming, please visit www.singaporeartmuseum.sg and follow us on Facebook (<http://www.facebook.com/singaporeartmuseum>) and Instagram ([instagram.com/singaporeartmuseum](https://www.instagram.com/singaporeartmuseum)).

1.2 *About the Experimental Galleries initiative, Open Systems*

In line with the museum's strategic direction to be a "disappearing museum", SAM's Experimental Galleries initiative, Open Systems, serves as the hub for SAM's Experimental Galleries programming. A web platform designed to showcase non-traditional works of contemporary art focusing on creative code, software, and digital video, Open Systems will organize online exhibitions that engage directly with their sites of production: the screen, the browser, and the platform. In addition to presenting artworks designed for the desktop, Open Systems will host and document online interventions and virtual programmes that explore the impacts of networked culture on creative expression. Open Systems will offer critical reflections on digital modes of production and the wider landscape of digital culture in order to chart the increasingly blurry lines between fine art and mass media.

2. OPEN SYSTEMS

- 2.1 To develop a distinct, accessible and recognisable brand identity that reflects the objectives of the Experimental Galleries initiative while complementing and maintaining SAM's identity as Singapore's first contemporary art museum; to captivate new audiences with general audiences looking for new experiences and art-engaged audiences as the primary and secondary target audiences, respectively.
- 2.2 To create a website that showcases thematic presentations of born-digital artworks and to support and enhance audiences' engagement with the artworks, programmes and marketing campaigns through content such as, but not limited to, information about projects, artists and artworks, original video/audio, and long form content. All content will be in English, with plans to translate it to other languages in the future.
- 2.3 To create an online experience that offers local and international audiences with more and new ways, to interact, learn and engage with the artworks virtually as well as consider creative and interactive ways to present various forms of content, in order to foster connections between audiences and artists through such hybrid formats even during times of physical restrictions.
- 2.4 To ensure that the website design enables the user to easily navigate the website to find practical information relating to the artworks and programmes and to entice audiences to explore and deepen engagement with the site through content such as social feeds, blogs and photo galleries.
- 2.5 The proposed Brand Identity and Website Design shall be delivered, meeting the requirements specification stated in this document (Section B - Requirements Specification).
- 2.6 Vendors shall quote in breakdown details, the implementation, functional modules (if applicable), training, maintenance, warranty, operating cost per annum and any other related expenditures.
- 2.7 The Website shall launch in January 2023.

3. SCOPE OF WORK

- 3.1 SAM seeks the provision of brand identity design and website services (including creating, programming, maintaining, and troubleshooting) for SAM's Open Systems website (the "Website").
- 3.2 The Contract Period shall be from the award of this Invitation to Quote (ITQ), with a 1-year period of the support and maintenance of the Website (Website Maintenance), with the option to extend the Website Maintenance for a period of 1 year.

3.3 **Part 1: Brand Identity Design**

3.4 To provide creative conceptualisation and development of the brand identity, including services such as:

- a. Brand and logo usage guide
- b. Working files in Adobe Illustrator format
- c. Colour Palette
- d. Typography including typeface for other languages

3.5 Adaptations

- a. Design must be adaptable to both landscape and portrait formats, including use across own and paid channels
- b. Flexibility to expand beyond 2D print into video formats, and usage on various social channels
- c. Provide adaptations across various platforms and formats

3.6 **Part 2: Website Design and Development**

3.7 To propose the overall design, layout, user experience and site architecture for the Website and shall include the requirements listed below:

3.8 To conceptualise, design, develop and maintain a functional, accessible, user-friendly and information focused website that is supported by a Web Content Management System (CMS) and shall include:

- a. A home page and subpages, based on the site map provided in **Annex A**, with fixed secondary navigation bar with page scroll, where applicable.
- b. Modules or elements to present various types and format of content within the pages, which includes but not limited to the following:
 - i. Introduction about the project, series of commissions, programme or artwork
 - ii. Screen-based artworks, including digital video, creative code, and software
 - iii. Long form content such as essays, interview transcripts
 - iv. Documentation of virtual programmes, including desktop performances and live-streams
 - v. Additional audio, video and visual content such as podcasts, video features with captions, etc.
 - vi. Programmes listing
 - vii. Acknowledgements See **Annex B** for references.

3.9 The ability to support digital artwork (i.e., Animations), embedding of media iframes

3.10 To ensure that Website is mobile responsive and search engine optimised

3.11 To support Google Tag Manager to facilitate SAM's online advertisement and tracking efforts

3.12 To propose and implement a Google Tag Manager framework to track events such as scroll depth, registrations, subscriptions, downloads, video views etc.

- 3.13 To implement web analytics programme for the Website (such as Google Analytics) so that SAM can get in-depth insights on the Website's usage. The Contractor shall ensure that SAM is able to generate web analytics reports on its own in real-time.
- 3.14 The Contractor shall consider the use of Version Control and Code Repository.
- 3.15 **Part 3: Website Support and Maintenance**
- 3.16 The Contractor shall provide a warranty of 2 months (Warranty Period) commencing from the official launch date of the Website (Go-Live).
- 3.17 The Contractor shall provide the Website Support and Maintenance for a period of 1 year (1st Year Support), starting from the end of the Warranty Period.
- 3.18 The Contractor shall provide an Optional 1 Year period for the Website Support and Maintenance, commencing from the end of the 1st Year Support.
- 3.19 The Contractor shall remedy at no cost to SAM all defects, deficiencies, important updates (e.g., uploading media releases, content), failures or damages to the Website during the warranty period.
- 3.20 The Contractor shall, within the scope:
- a. Ensure all reported issues and breakdown, including but not limited to security related issues from Web Application Vulnerability Assessment and Penetration Testing, are resolved within the SLA.
 - b. Ensure all applications are patched and updated to the latest stable version.
 - c. Ensure all applications are configured and setup according to security best practices
- 3.21 The Contractor shall provide the Website Support and Maintenance on Weekdays, Mondays to Fridays, 8.00am to 7.00pm (Singapore Time).
- 3.22 **Part 4: Optional Ad-Hoc Services to be exercised by SAM**
- 3.23 The Contractor shall provide Schedule of Rates in Man-hours and Man-day rates for ad-hoc services for the Website which are:
- a. Within Contract Period, within scope and out of scope
 - b. After Contract Period, within scope and out of scope
- 3.24 The Contractor shall provide a regular monthly rate for the Website Support and Maintenance for the period starting from the end of the 1st Year Support.
- 3.25 The Contractor shall honour the Schedule of Rates for whole Contract Period, including the Option Year period.
- 3.26 All ad-hoc services shall be requested by SAM in writing. The Contractor shall justify the efforts (number of man-hours/man-days) required for the request and obtain written approval from SAM before commencing work on the request for ad-hoc services.

3.27 **Part 5: Technical Requirements**

3.28 **General Requirements**

3.29 The Contractor shall implement the proposed Website on SAM's hosting environment, ensuring that the Website meets the requirements stated in this Technical Requirements.

3.30 The Contractor may propose alternate option for the Website to be hosted on another hosting environment. The Contractor shall provide (not limited to) the security standards of the hosting environment, including networking and server configurations.

3.31 The Contractor shall implement the proposed design as accepted by SAM.

3.32 The Contractor's proposed design shall include a Staging and Production environment.

3.33 **SAM Hosting Environment**

3.34 SAM shall provide the following hosting environment for the Contractor:

- a. Virtual Private Server (VPS) can be created based on the current limit on the hosting server:
 - i. vCPU – 4
 - ii. RAM – 8GB
 - iii. Diskspace – 100GB
 - iv. Operating System: Centos 7.9
 - v. Control Panel: Plesk Obsidian
 - vi. Comes with: Apache, Nginx, PHP7, PHP8, MariaDB10.2, phpMyAdmin, Git, node.js
- b. Microsoft Azure (SAM's Azure Tenant environment)

3.35 The Contractor shall indicate the type of hosting and resources required and provide justification for:

- a. the requested hosting type and resources required
- b. other hosting environment (Cloud or other Contractor provided hosting)

3.36 Depending on the proposal by the Contractor, SAM may choose to host the Website on the Cloud. Contractor shall provide the same proposed solution on a Cloud hosting when required by SAM.

3.37 **Web Content Management System (CMS)**

3.38 The Contractor shall propose a web content management system or similar, for the function and purpose of content editing and management.

3.39 The Contractor shall ensure the proposed CMS or function is not known in the top tier of the CMS with most security vulnerabilities.

3.40 The Contractor shall in their proposal indicate mitigating methods to address the security vulnerabilities for their proposed CMS.

3.41 The Contractor may provide alternative solutions or processes in place of the CMS for the purpose of content and editing management.

3.42 **Website Performance**

3.43 The Contractor shall ensure that the design meets the following performance objectives in the production environment:

- a. Support up to 200 concurrent users.
- b. Less than 3 seconds response time for display of web pages. The response time is defined as the time between user activating a function and the refresh of the entire web page.
- c. At least 99.5% system availability based on 24 hours system operation daily.
- d. CPU and memory utilisation shall be operating at optimal level.

3.44 The Contractor may propose additional resources to support the Website performance with justification.

3.45 **Website Architecture**

3.46 The Contractor shall provide the following for the Website:

- a. Staging Environment
- b. Production Environment

3.47 The Contractor shall minimally design the website architecture based on website deployment best practises to minimise security risk.

3.48 The Contractor shall design and implement the Staging Environment, to meet the following additional requirements:

- a. The sizing of the infrastructure design shall, as a guide be at 50% of the production environment where appropriate.
- b. The Contractor shall ensure the removal of all databases from public- facing servers if not required. The Contractor shall obtain approval from SAM if database is required on public-facing servers.

3.49 **Website Security**

3.50 The Contractor shall ensure the following for Pre and Post Go-Live Vulnerability Assessment & Penetration Testing:

- a. Resolve all Vulnerability Assessment & Penetration Testing (VAPT) findings from VAPT conducted by SAM before Website go-live (Pre-go- live).
- b. Pre-go-live VAPT takes up to 2 weeks for scanning and 1 week for rescan. The Contractor shall consider the remediation of the VAPT solution for the go-live date of Website
- c. Resolve all VAPT findings from VAPT conducted by SAM during the contracted period as part of Website Support and Maintenance scope of work.

3.51 The Contractor shall be responsible all security matters related within the VPS or on the Cloud platform (including the applications of the Website on within the VPS or Cloud platform).

3.52 The Contractor shall work with the Hosting Provider (where applicable) to resolve any security matters. The Hosting Provider (where applicable) shall provide support to the Contractor to resolve any security issues, within the scope of the Hosting Environment. The

Contractor shall also provide support to resolve any security issues of the Hosting Environment if the issue affects the VPS or Cloud Platform, application of the Website or the Website itself.

3.53 If the Hosting Environment where the Website is deployed is recommended by the Contractor shall be responsible for all the security matters, within the Hosting Environment and applications.

3.54 The Contractor shall implement Content Security Policy (CSP) for the Website. All CSP indicated shall be justified for its purpose to SAM.

3.55

3.56 The proposed CMS by the Contractor shall take into consideration the security vulnerabilities of the CMS.

3.57 **Website Browsing Requirements**

3.58 The Contractor shall ensure that the Website can be supported on popular desktop browsers (latest version during User Acceptance Testing) including but not limited to:

- a. Google Chrome
- b. Mozilla Firefox
- c. Apple Safari
- d. Microsoft Edge

3.59 The Contractor shall ensure the Website is Mobile Responsive and that the features of the Website are compatible with mobile browsers (latest version during User Acceptance Testing) on popular mobile operating systems and/or devices including but not limited to:

- a. Android – Chrome, Firefox, Stock Android Internet Browser.
- b. iOS – Safari, Chrome, Firefox

3.60 **Web Status and Maintenance Pages**

3.61 The Contractor shall ensure the Website has:

- a. HTTP Status Code (not limited to 4xx errors) pages. The HTTP Status Code pages shall be developed in the same manner as the Website.
- b. Website Maintenance holding page, to be activated by SAM when required. The holding page shall be developed in the same manner as the Website.
- c. Mechanism for the Website Maintenance holding page to be activated and displayed.

4. INCIDENT AND PROGRAM MANAGEMENT

4.1 The Contractor shall provide a mechanism to SAM to ensure service levels for all reported problems are met.

4.2 The Service Level Agreement (SLA) for each classification of the incident, defect or errors in the websites is classified and specified below.

4.3 SLA for all vulnerabilities and security issues

For all vulnerabilities and security issues				
Severity/Threat Level	Definition	Examples	Response Time	Resolution Time
High (1)	Issues affecting central infrastructure and/or creates public inconvenience/alarm/chaos and is time-critical; Potentially resulting in adverse impact on SAM's business operation and/or reputation	Malicious Security Attacks; Security Breaches; Ransomware	Within 1 hour	Within 1 week
Medium (2)	Issues affecting staging environment or systems which are not time-critical and/or existing alternatives are available; Has little or no adverse impact on SAM's business operation and/or reputation	Traffic Interception; Viruses/Worms/Trojans; DDoS	Within 4 hours	Within 2 weeks
Low (3)	Issues that have minimal or no impact on SAM's business operation and/or reputation	Scans and probes, spoofing of emails, spam/scam emails	Within 24 hours	Within 4 weeks

4.4 SLA for all issues related to website and performance

For all issues related to website and website performance (except for vulnerabilities and security issues)				
Severity/Threat Level	Definition	Examples	Response Time	Resolution Time
High (1)	Defects/problems impacting the website such that SAM is unable to perform its business functions and achieve its operational objectives.	Entire site, or key pages are down.	Within 1 hour	Within 4 hours
Medium (2)	Defects/problems affecting a process or system within the website and/or CMS but for which exists temporary workarounds or are not extremely time sensitive in nature.	Issues with contact form, or site analytics.	Within 4 hours	Within 3 calendar days
Low (3)	Defects/problems impacting the website that have minimal impact on SAM's ability to perform its business functions and achieve its operational objectives.	Website is loading slowly due to temporary spikes in traffic, or newsletter subscription form is not working.	Within 24 hours	Within 7 working days

- 4.5 SAM reserves the right to vary the resolution time at its absolute discretion.
- 4.6 The Contractor shall ensure that the detailed incident report contains the severity level, sequence of events, root cause, resolution, corrective and preventive actions taken to prevent future occurrence of the incident.
- 4.7 The delivery time for incident reports are as follows:

Severity Level	Preliminary Incident Report	Detailed Incident Report
1	Within 24 hours	Within 3 working days
2	Within 3 working days	Within 7 working days
3	Within 5 working days	Within 10 working days

- 4.8 The Contractor may also propose alternative service levels to those listed above.

5. SECURITY AUDIT

5.1 An independent auditor or service may be engaged by SAM to conduct review of the Website to ascertain the fulfilment of deliverables in accordance with the requirements of the Contract and the Requirement Specifications. This may include but are not limited to security assessments, where penetration tests may be conducted for this purpose. The Contractor shall work with SAM-appointed auditor or service in meeting the objectives of the review. The Contractor shall bear the cost of any rectifications resulting from the review.

5.2 The Contractor shall ensure all Applications logging are turned on and kept for at least 6 months.

6. ACCESS CONTROL

6.1 The Contractor shall ensure that access to all hosting environment granted by SAM to the Contractor shall be strictly controlled. The Contractor will work out the process with SAM.

6.2

6.3 SAM/Hosting Provider shall be provided with administrator access of the VPS or Cloud for maintenance and support purpose.

6.4

6.5 Whenever required, SAM/Hosting Provider shall create named accounts for the Contractor’s team to access, with approval from SAM.

7. USER ACCEPTANCE TESTING (UAT)

7.1 The Contractor shall propose and perform testing to validate and attest the following:

- a. The proposed Website requirements are fully met.
- b. The Website is implemented based on Requirements Specifications, and/or as specified in Design Proposal approved and awarded.

7.2 The Contractor shall provide test cases to covers a full range (not limited to) user’s journey on the website and Content Editor’s journey on the CMS.

7.3 The Contractor shall ensure that all defects are resolved to SAM's satisfaction before proceeding to next phase of testing and sign off.

8. DOCUMENTATION

8.1 Upon SAM's request, the Contractor shall provide the following documents, information and any other relevant documents that SAM may require, in accordance with the timelines to be agreed between SAM and the Contractor:

- a. Risk Management
- b. Communication and Escalation Plan
- c. Change Management
- d. Implementation Plan (including Test, Transition, Training)
- e. User Requirements Functional Specifications
- f. Website Design
- g. Website Architecture Design
- h. Operational, User Manual and Training Guides

9. TRANSITION MANAGEMENT

9.1 Upon SAM's request, the Contractor shall propose and implement a Transition Plan to document, train and transfer operational and development know-how of Website (Including all servers and applications) to SAM or its vendors to handle (but not limited to) the following:

- a. Application Life Cycle management
- b. Website maintenance
- c. Systems and infrastructure management and operations
- d. Database administrations and operation

9.2 The Contractor shall provide minimal of 4 meeting sessions (2 hours each) for the transition.

9.3 The Contractor shall provide the transition during the contract period or within 3 months after the contract period.

9.4 The transition process will only be considered as completed with the sign off and acceptance by SAM.

10. KEY DELIVERABLES

	Deliverables	Schedule
1	Brand identity design	
2	Soft launch of the Website for Quality Control a. Main Page with application of brand identity, site title, <u>tagline</u> and hero banner b. 'Projects and Artworks' and 'Programme' pages c. 3 Artwork pages including textual content about the artists, artworks, collaborators	1 Dec 2022
3	Full launch of Website a. Content for the remaining subpages, including updating of content for existing pages including but not limited to audio, video, visual, long <u>form</u> and creative content b. Fulfil all requirements set out in this document.	By 20 Jan 2022

11. DELIVERY SCHEDULE

11.1 The Contractor shall start delivery of the goods and/or services within 2 weeks after the Letter of Acceptance is signed.

12. PRICE AND PAYMENT SCHEDULE

12.1 Vendors shall provide their quotation pricing in the format as indicated in **Annex C** – Price Schedule.

12.2 Vendors shall indicate items which are optional under the table for “Optional Item/Services”.

12.3 Vendors shall satisfy themselves before submitting any quotation and ITQ Offer as to the correctness and sufficiency of their ITQ Price for the execution and complete provision of all goods and/or services required under this ITQ.

12.4 The ITQ Price set out in the ITQ Offer shall be deemed to have included the delivery of all goods and/or the performance of all services to meet the Requirements Specification in full.

12.5 Payment Schedule is indicated in **Annex D** – Payment Schedule.

12.6 Vendors shall indicate the costing based on the Payment Schedule milestones provided.

12.7 Vendors shall quote ITQ Price in Singapore Dollars whenever possible.

12.8 Vendors shall indicate in Annex C if they are / are not a taxable person / organisation under the Goods and Services Act and provide your GST/VAT/Tax registration number.

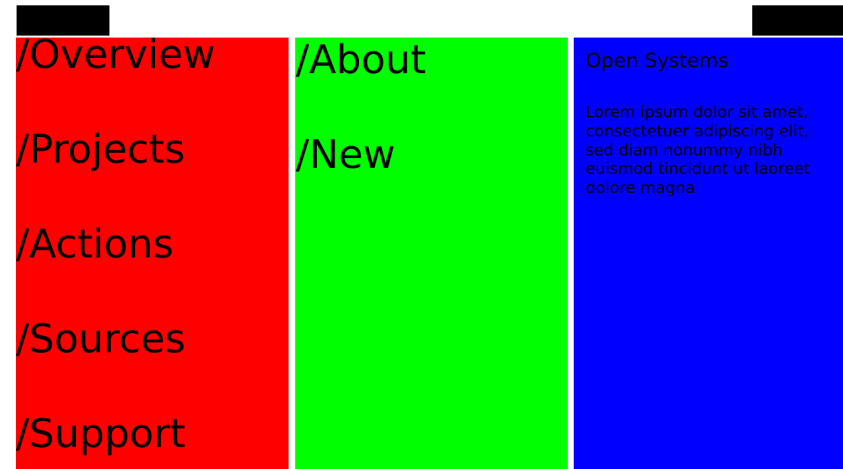
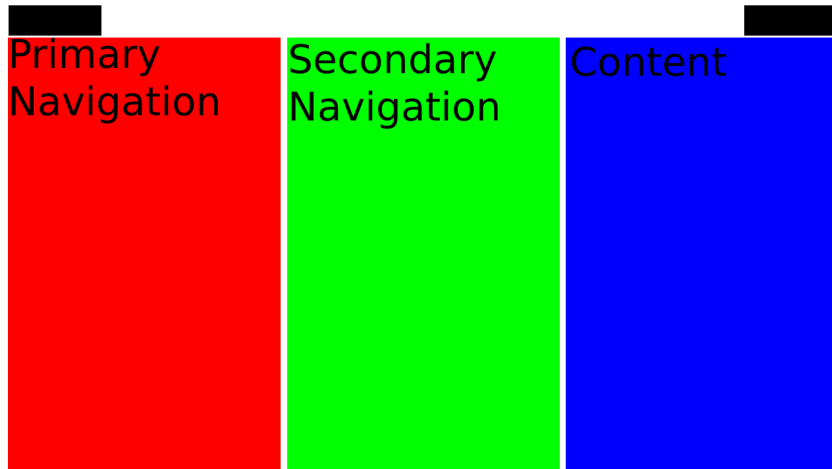
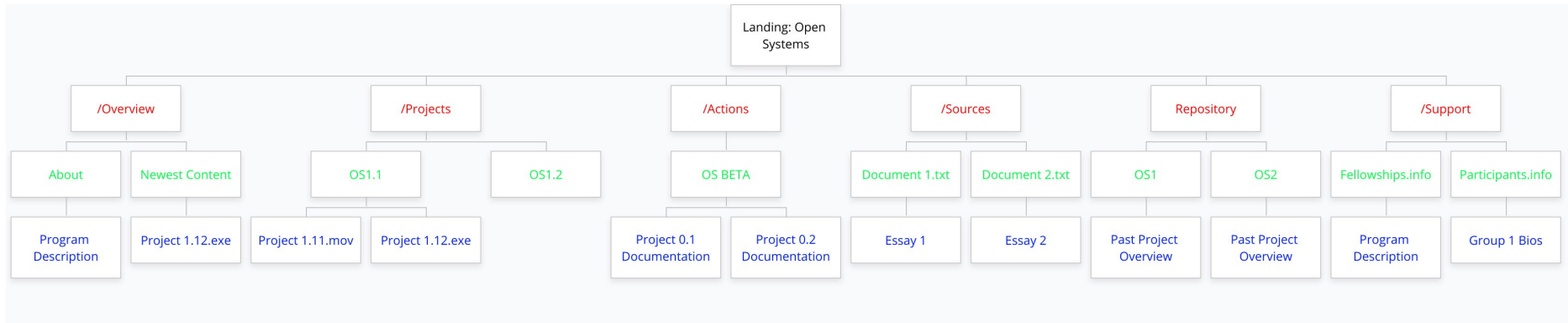
12.9 All Offer Price set out in the Proposal Offer shall have a minimum validity period of 3 months, starting from the Closing Date of this ITQ.

12.10 The Contractor shall accept that payment shall be made at the end of the month for invoices received by SAM by the 1st of the month. If invoices are received after the 1st of the month, payment shall be made at the end of the following month.

13. OTHERS

13.1 For avoidance of doubt, it is understood that Vendors/Contractor agree to comply to all Requirements Specifications and all terms stated in the Conditions of Contract (Section E), if Vendors/Contractor does not explicitly indicate any non-compliance or non-acceptance.

Annex A – SITE MAP



Annex B – REFERENCES

1. Content organisation and display:
 - a. <https://garage.digital/en/>
 - b. <https://www.e-flux.com/video/series/376359/true-fake/>
 - c. <https://dis.art/>
 - d. <https://loop-barcelona.com/videocloop/>
 - e. <https://screenwalks.com/>
 - f. <https://www.jsc.art/jsc-video-lounge/>
 - g. <https://pavilionrus.com/en>
 - h. <https://pioneerworks.org/broadcast/>
 - i. <https://watchandchill.kr/en>

2. Embedded audio and video accompanied by text transcript:
 - a. <https://animism.e-flux.com/episode1/>

Annex C – PRICE SCHEDULE

QUOTATION FOR PROPOSED BOARD MANAGEMENT PLATFORM SOLUTION FOR SINGAPORE ART MUSEUM

Note: It is compulsory to submit quotation using the below table format.

Itemised costing **MUST** be submitted. You must quote each item in the matrix.

Not fulfilling this stipulation will result in the disqualification of your entire submission

Proposed Quotation					
#	Item/Service Description	Quantity	Unit Price	Total Price	Remarks
01					
02					
03					
04					
05					
06					
07					
08					
09					
10					
Total Proposed Pricing					

*Insert additional lines for if required.

Optional Items/Services					
#	Item/Service Description	Quantity	Unit Price	Total Price	Remarks
01					
02					
03					
04					
05					

*Insert additional lines for if required.

Annex D – PAYMENT SCHEDULE

Payment Schedule			
#	Stage	Percentage	Price/Cost
1. Brand Identity Design			
1.1	Upon delivery and signoff of Brand Design	70%	
1.2	Upon delivery Submission and Sign-Off of Usage Guide	30%	
2. Website Design and Development			
2.1	Upon delivery & signoff of Staging website	40%	
2.2	Upon delivery and signoff of Production website	40%	
2.3	Upon completion of 2 months warranty period	20%	
3. Website Support and Maintenance			
3.1	Website Support – Upon completion of 1st to 6th month support for 1 st Year Support	50%	
3.2	Website Support – Upon completion of 7 th to 12 th month support for 1 st Year Support	50%	