

**SAM/ITQ/2022/0005**

**INVITATION TO QUOTE FOR PROVISION OF BRAND IDENTITY DESIGN AND WEBSITE SERVICES (INCLUDING CREATING, PROGRAMMING, MAINTAINING AND TROUBLESHOOTING) FOR SINGAPORE ART MUSEUM'S PUBLIC ART WEBSITE**

## **SECTION B REQUIREMENT SPECIFICATIONS**

## INVITATION TO TENDER FOR PROVISION OF BRAND IDENTITY DESIGN AND WEBSITE SERVICES (INCLUDING CREATING, PROGRAMMING, MAINTAINING AND TROUBLESHOOTING) FOR SINGAPORE ART MUSEUM'S PUBLIC ART WEBSITE

### 1. Background

#### ***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](http://www.singaporeartmuseum.sg) and follow us on Facebook (<http://www.facebook.com/singaporeartmuseum>) and Instagram ([instagram.com/singaporeartmuseum](http://instagram.com/singaporeartmuseum)).

#### ***About the Public Art Initiative, The Everyday Museum***

In line with the museum's strategic direction to be a "disappearing museum", SAM's public art initiative, ***The Everyday Museum***, aims to bring art beyond walls into everyday lives by siting artworks by local and international artists in publicly accessible locations throughout Singapore. Dedicated to supporting artistic production and development, deepen engagement of art by the public and build a collection of public artworks, the initiative aims to demonstrate the possibilities and potential of art and creativity for our society.

*The Everyday Museum* transforms every space into a cultural space for and with communities, be they physical or virtual and seeks to create nodes for engagement and interaction through a diverse line-up of commissioned artistic projects and experiences, discursive programmes and open conversations, online research and educational resources.

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**2. Objective**

- 2.1 To develop a distinct, accessible and recognisable brand identity that reflects the objectives of the public art 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 the public art initiative and to support and enhance presentation of, and audiences' engagement with, the public art projects, programmes and marketing campaigns through content such as, but not limited to, information about projects, artists and artworks, original video/audio, long form content and calendar of events. 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 Website shall launch in two phases: a soft launch on 10 July 2022 followed by a full launch in October 2022.

**3. Scope of Works**

- 3.1 SAM seeks the provision of brand identity design and website services (including creating, programming, maintaining and troubleshooting) for SAM's public art website (the "Website").
- 3.2 The Contract Period shall be from June 2022 to June 2023, with the option to extend website support and maintenance for 2 years, renewed on an annual basis.
- 3.3 **Part I: Brand Identity Design**
  - 3.3.1 To provide creative conceptualisation and development of the brand identity, including services such as:
    - a. Brand and logo usage guide

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- b. Working files in Adobe Illustrator format
- c. Colour Palette
- d. Typography including typeface for other languages

**3.3.2 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

**3.4 Part II: Website Design and Development**

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

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

- a. A home page and subpages, based on the site map provided in **Annex A**, with carousels of hero banners to promote upcoming events and new content and, 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. Biographies of artists and collaborators with accompanying images, where applicable
  - iii. Long form content such as essays, interview transcripts
  - iv. Creative content such as publications, catalogues, fold-out leaflets, education resources etc in PDF, ISSUU or any other similar format
  - v. Research and archive/documentation materials with accompanying images, where applicable, such as production journal
  - vi. Audio, video and visual content such as podcasts, video features with captions, artwork videos, digital tours, audio tours etc.
  - vii. Programmes listing
  - viii. Acknowledgements

See **Annex B** for references.

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- 3.4.2 Calendar of events of public art activities and programmes, with sign-up features for these programmes via a booking system. This may either point to registration platforms from partners, or API integration with other registration/RSVP mechanism which SAM may procure outside of this tender. For these registration platforms procured outside of this tender, SAM will provide specifications and sufficient notice to the Contractor.
  - 3.4.3 An interactive map indicating the locations of the artworks as well as ongoing public art activities and programmes, with the ability to integrate to Onemap ([www.onemap.gov.sg](http://www.onemap.gov.sg)) onto our website via API. The contractor will work with SLA on the integration.
  - 3.4.4 The ability for users to create customised art trail based on their choices of artworks, activities and programmes, as well as for public to share content on social media channels and provide feedback;
  - 3.4.5 The ability to support digital artwork (i.e., Animations), embedding of media iframes;
  - 3.4.6 To ensure that Website is mobile responsive and search engine optimised
  - 3.4.7 To support Google Tag Manager to facilitate SAM's online advertisement and tracking efforts;
  - 3.4.8 To propose and implement a Google Tag Manager framework to track events such as scroll depth, registrations, subscriptions, downloads, video views etc.
  - 3.4.9 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.
- 3.5 **Part III: Website Support and Maintenance**
- 3.5.1 The Contractor shall provide a warranty of 8 months commencing from the official launch date or up to end of the Contract Period, whichever is later. 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.
  - 3.5.2 The Contractor shall, within the scope, ensure all applications are patched to the latest stable version

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**Part IV: Options (to be exercised by SAM)**

**3.6 Ad-Hoc Services for Website Support and Maintenance**

- 3.6.1 The Contractor shall provide Schedule of Rates in Man-hours and Man-day rates for ad-hoc services for the Website which are:
- Within Contract Period, within scope and out of scope
  - After Contract Period, within scope and out of scope
- 3.6.2 The Contractor shall provide a regular monthly rate for the maintenance of the Website as specified in Paragraph 3.5.
- 3.6.3 The Contractor shall honour the Schedule of Rates for up to 2-year period after the end of the Contract period.
- 3.6.4 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 from SAM before commencing work on the request for ad-hoc services.

**4. Key Deliverables**

	<b>Deliverables</b>	<b>Schedule</b>
1	Brand identity design	
2	<b>Soft launch of the Website</b> <ul style="list-style-type: none"> <li>a. Main Page with application of brand identity, site title, tagline and hero banner</li> <li>b. '<i>Projects and Artworks</i>' and '<i>Programme</i>' pages</li> <li>c. 3 Artwork pages including textual content about the artists, artworks, collaborators</li> </ul>	10 July 2022
3	<b>Full launch of Website</b> <ul style="list-style-type: none"> <li>a. Content for the remaining subpages, including updating of content for existing pages including but not limited to audio, video, visual, long form and creative content</li> <li>b. Interactive map integrating OneMap</li> <li>c. Fulfil all requirements set out in this document.</li> </ul>	By 30 October 2022

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**5. Technical Requirements**

**5.1 General Requirements**

- 5.1.1 The Contractor shall implement the proposed Website on SAM's hosting environment, ensuring that the Website meets the requirements stated in this Technical Specifications.
- 5.1.2 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.
- 5.1.3 The Contractor shall implement the proposed design as accepted by SAM in paragraph 3.4.

**5.2 SAM Hosting Environment**

- 5.2.1 SAM shall provide the following hosting environment for the Contractor:
  - Virtual Private Servers (VPS) can be created based on the current limit of the hosting server:
  - vCPU – 4
  - RAM – 8GB
  - Diskspace – 100GB
  - Operating System: Centos 7.9
  - Control Panel: Plesk Obsidian
  - Comes with: Apache, Nginx, PHP7, PHP8, MariaDB10.2, phpMyAdmin, Git, node.js
- 5.2.2 The Contractor shall provide justification if more resources or other hosting environment (Cloud or other Contractor provided hosting) is required or recommended.
- 5.2.3 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.

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

- 5.3.1 The Contractor shall propose a web content management system or similar, for the function and purpose of content editing and management.
- 5.3.2 The Contractor shall ensure the proposed CMS or function is not known in the top tier of the CMS with most vulnerabilities.
- 5.3.3 The Contractor may provide alternative solutions or processes for the CMS for the purpose of content editing management.

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**5.4 Website Performance**

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

- Support up to 200 concurrent users.
- 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.
- At least 99.5% system availability based on 24 hours system operation daily.
- CPU and memory utilisation shall be operating at optimal level.

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

**5.5 Website Architecture**

5.5.1 The Contractor shall minimally design the website architecture with the following to efficiently support the Website:

- Staging
- Production

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

- The sizing of the infrastructure design shall, as a guide be at 50% of the production environment where appropriate.
- The Contractor shall provide methods to facilitate deployment of Website from one hosting environment to the other, if necessary.
- 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.

**5.6 Website Security**

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

- Resolve all Vulnerability Assessment & Penetration Testing (VAPT) findings from VAPT conducted by SAM before Website go-live (Pre-go-live).
- 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.



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- Resolve all VAPT findings from VAPT conducted by SAM during the contracted period.

- 5.6.2 The Contractor shall be responsible all security matters related within the VPS (including the applications of the Website on within the VPS. The Contractor can work with the Hosting Provider (where applicable) to resolve any security matters. The Hosting Provider (where applicable) will 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, application of the Website or the Website itself.

If the Hosting Environment where the Website is deployed is recommended by the Contractor (reference to Requirements Specification Paragraph 5.2) shall be responsible for all the security matters, within the Hosting Environment and applications.

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

Refer to Paragraph 6 for service level of vulnerability and security resolution.

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

**5.7 Website Browsing Requirements**

- 5.7.1 Ensure that the Website can be supported on popular desktop browsers (latest version) including but not limited to:
- Google Chrome v100 and above.
  - Mozilla Firefox v99 and above.
  - Apple Safari 15 and above.
  - Microsoft Edge 100 and above.
- 5.7.2 Ensure that the Website is compatible with mobile browsers (latest version) on popular mobile operating systems and/or devices including but not limited to:
- Android – Chrome, Firefox, Stock Android Internet Browser.
  - iOS – Safari, Chrome, Firefox.

**5.8 Web Status and Maintenance Pages**

- 5.8.1 HTTP Status Code (not limited to 4xx errors) pages. The HTTP Status Code pages shall be developed in the same manner as the Website.
- 5.8.2 Website Maintenance holding page, to be activated by SAM when required. The holding page shall be developed in the same manner as the Website.

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5.8.3 The Contractor shall develop the mechanism for the Website Maintenance holding page to be activated and displayed.

### 6. Incident and Problem Management

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

6.2 The service level for each classification of the incident, defect or errors in the websites is classified and specified below.

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

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<b>For all issues related to website performance, except for vulnerabilities and security issues</b>				
<b>Severity/ Threat Level</b>	<b>Definition</b>	<b>Examples</b>	<b>Response Time</b>	<b>Resolution Time</b>
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

SAM reserves the right to vary the resolution time at its absolute discretion.

- 6.3 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.

The delivery time for incident reports are as follows:

<b>Severity Level</b>	<b>Preliminary Incident Report</b>	<b>Detailed Incident Report</b>
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

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

**7. Security Audit**

7.1 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.

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

**8. Access Control**

8.1 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.

8.2 Hosting Provider shall be provided with administrator access of the VPS for maintenance and support purpose.

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

**9. Testing – UAT**

9.1 The Agency shall propose and perform testing to validate and attest the following:

- The proposed Website requirements are fully met;
- The Website is implemented based on Technical Specification specified in Paragraph 5, or as specified in Design Proposal approved and awarded.

9.2 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.

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

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**10. Documentation**

10.1 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:

- Risk Management
- Communication and Escalation Plan
- Change Management
- Implementation Plan (including Test, Transition, Training)
- User Requirements Functional Specifications
- Website Design
- Website Architecture Design
- Operational, User Manual and Training Guides

**11. Transition**

11.1 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:

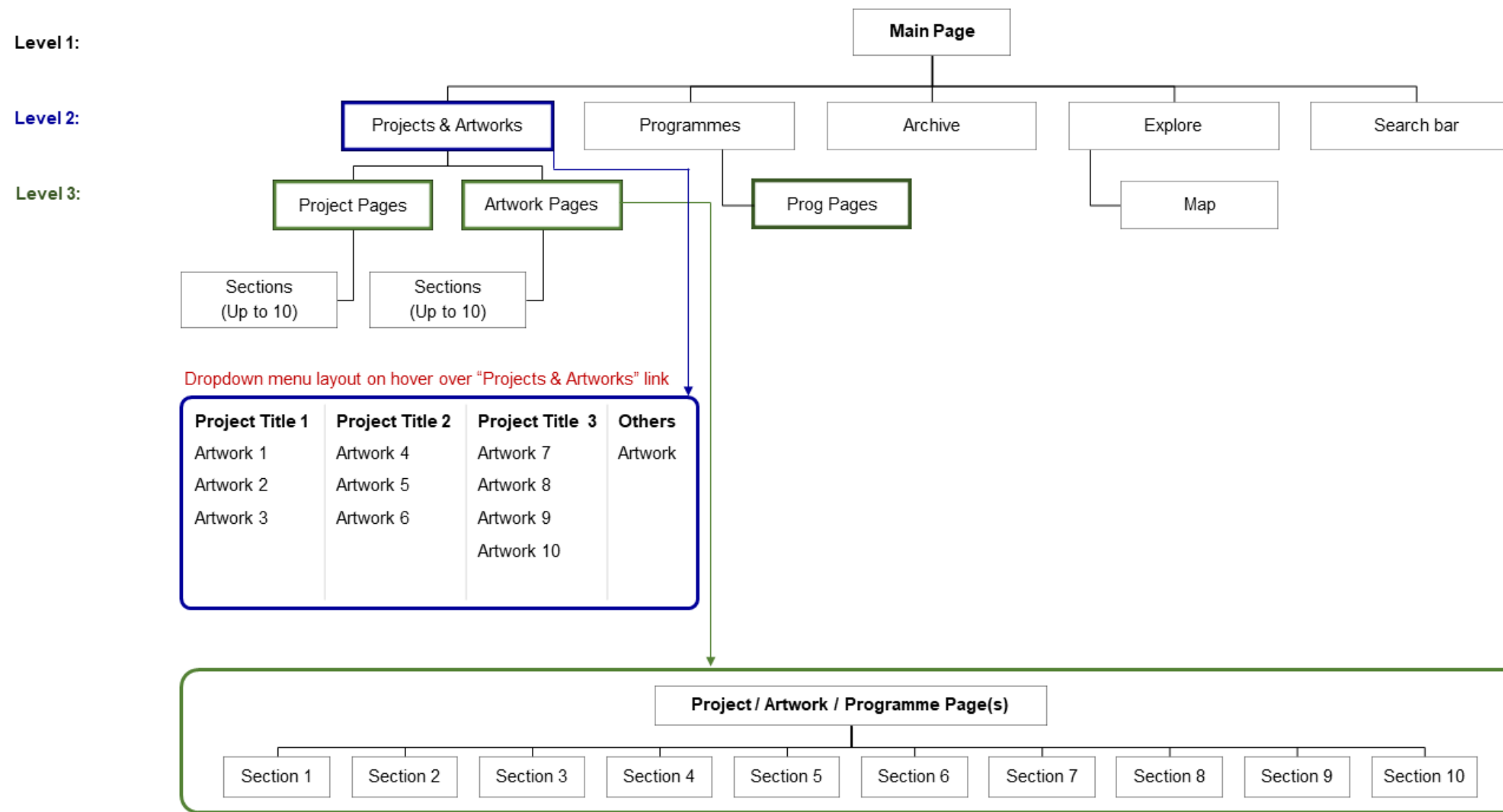
- Application Life Cycle management
- Website maintenance
- Systems and infrastructure management and operations
- Database administrations and operation

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

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

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Annex A: Site Map



List of Potential Sections on Project/Artwork Page Sub-Navigation (allow up to 10 sections)  
Page scroll to section on click on page sub-navigation bar

**Project Page**

- About the Project/Series (curatorial intro)
- The Works
- Curatorial Essay
- Publication/Catalogue
- Acknowledgements/Supporters/Partners

**Artwork Page**

- About the Work
- Videos
- Photos
- Essays
- Publication
- Catalogue
- Artist Bio
- Collaborators
- Archive
- Documentation/Production Journal
- Acknowledgements/Supporters/Partners

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**Annex B: References**

▪ **Content organisation and display**

<https://kaldorartprojects.org.au/>  
<https://www.kaleidoscope.media>  
<https://contemporary.burlington.org.uk/>  
<https://www.frieze.com>  
<http://schloss-post.com/overview/web-residencies/>  
<https://www.artangel.org.uk/>  
<https://edit.place>  
<https://www.nytimes.com/interactive/2020/09/25/arts/durer-self-portrait.html>

▪ **Interactive Map**

<https://www.nightfestival.gov.sg/festival-map>  
<https://www.cityartsydney.com.au/map>  
<https://www.cheekiemonkie.net/2017/02/arts-for-all-2017-family-friendly-arts-events.html>  
<https://www.sydneyculturewalksapp.com/>

▪ **Horizontal scrolling**

<https://www.canopycanopycanopy.com/contents/impure-speech>

▪ **Embedded audio and video accompanied by text transcript**

<https://animism.e-flux.com/episode1/>