

Updated: March 18, 2024

Request for Quote: Interactive on Deepfakes

This Request for Quote (RFQ) is issued by the Science and Technology Innovation Program and Serious Games Initiative at the Woodrow Wilson International Center for Scholars (Wilson Center), for technical professional, non-personal services to provide the design and development of an interactive.

I. DESCRIPTION OF REQUIRED SERVICES

The Wilson Center is soliciting proposals from established companies with a proven, documented, successful track record in graphic design and digital storytelling for the [Wilson Center's Technology Labs](#). This browser-based interactive or game would support learning in the Wilson Center's AI lab series, which covers core concepts in artificial intelligence and machine learning. Specifically, this will be an interactive experience that allows legislative and executive staff to explore how deepfakes are created and mitigated.

Content creation will be the task of the Wilson Center. The Wilson Center will interview experts on the merits of different technology-based and policy-based approaches, and the vendor will work collaboratively with the Serious Games Initiative to translate that into a playful, experiential learning tool. We are looking for creative solutions with an accessible narrative for non-technical users.

II. EVALUATION

The Wilson Center plans to award based on best value, evaluating technical approach, past performance (including samples), and price, as defined in the methodology below. The Wilson Center plans to award without discussions but reserves the right to conduct discussions if later determined by the Contracting Officer to be necessary.

A. Methodology

- a. **Technical Approach:** The Offeror should be able to demonstrate its capability to satisfactorily provide the required goods and services by describing its technical approach to accomplish this requirement. The prospective Offeror's quote shall include a technical narrative (including company background, qualifications and experience, general approach, schedule, quality control and overall response times) that details the Offeror's approach toward providing the required goods and services under this requirement. The narrative shall be specific and clearly demonstrate the offeror's understanding of and capability to meet all requirements and goals. The technical approach should also clearly demonstrate the offeror's experience to include all tasks in the Statement of Work.
- b. **Past Performance:** Contractor shall provide three (3) past performance references. Past Performance should be indicated by a list of current or previous contracts with names of points of contact and their current telephone numbers who can answer specific questions on quality, workmanship, and scheduling. Provide contract periods of performance dates, dollar values, and brief descriptions of the work performed for each period.
- c. **Samples:** Please provide a portfolio of at least three (3) previous design projects.
- d. **Price:** The Offeror shall provide pricing in accordance with the following:
 - Estimated firm fixed price for all services based on an estimated hours of services for the project (base and all options).
 - Pricing shall be submitted for the base and all option years. The Wilson Center will evaluate offers for award purposes by evaluating the total price for the basic requirement and all options. Evaluation of options will not obligate the Wilson Center to exercise the options. The Wilson Center may determine that a price quote is unacceptable if the option prices are significantly unbalanced.
 - The price quote shall be valid for up to 120 days after the closing date of the RFQ.

III. SUBMITTING YOUR QUOTE

Price quotes may be submitted by email. **Quotes are due by 11:59pm on Friday, April 19, 2024 to the following address.**

Questions may also be addressed to the following points of contact. If planning to submit, please send an email to indicate intent to the following email addresses ASAP (before the deadline) to ensure that as questions are addressed you can be notified.

Elizabeth Newbury, PhD, Director of the Serious Games Initiative

Elizabeth.Newbury@wilsoncenter.org

CC Sonja O'Brien, Program Coordinator for the Serious Games Initiative

Sonja.Obrien@wilsoncenter.org

IV. INFORMATION TO BE SUBMITTED WITH QUOTES

Quotes submitted must include the following information to be deemed responsive to this Request for Quote:

- Project title.
- Business name, address, and telephone number.
- Business point of contact name, telephone number, and email address.
- Narrative outlining technical approach and past performance, including samples. See Methodology.
- Pricing. Cite the date through which pricing submitted is valid.
- Provide résumés of personnel that may be assigned to perform work under the anticipated award.
- Timeline, broken down by deliverables and cost.
- Optionally, include mock-ups (a concept of what the final product will look like) and a design document.

Statement of Work: Interactive on Deepfakes

I. Background

A. About the Wilson Center

The Wilson Center, chartered by Congress in 1968 as the official memorial to President Woodrow Wilson, is the nation's key non-partisan policy forum for tackling global issues through independent research and open dialogue to inform actionable ideas for the policy community.

The Wilson Center brings fresh thinking and deep expertise to the most pressing policy challenges we face today. We convene scholars to create a global dialogue of ideas that Congress, the Administration, and the international policy community can act on. In 2019, the Wilson Center was named the #1 regional studies think tank in the world.

B. About the Technology Labs

[The Wilson Center's Technology Labs](#) provide the knowledge foundation for core science and technology policy topics through a six-week seminar themes series. Artificial intelligence issues occupy a growing share of the legislative and executive branch agendas; every day, these audiences address key issues concerning policy challenges and opportunities posed across sectors from finance to defense. It is critically important that lawmakers and government officials be well-versed in this technology and its advances.

C. Target Audience

The AI Labs are divided into two separate fellowship series. One is offered for mid- to senior-level Congressional staff, and one is offered for mid- to senior-level Executive Branch staff. The program is also open to exceptional rising leaders with a keen interest in AI.

In addition to this core audience, the final product will be available for public usage on the Wilson Center's website and promoted to those who are interested in public policy, science and technology policy, and related fields. The primary audience is college age or older.

D. Goals of the Project

Deepfakes, audio or video that is developed through deep learning to create a false representation of a person or event, are growing harder to detect and at the same time more prevalent. In the United States, Pew estimates that only 42% of U.S. adults even know what a deepfake is, much less the technology used to create it. With the increasing usage of generative AI, the game has fundamentally changed with the speed and quality of deepfakes. Parallel to this, bad actors are becoming aware of how to effectively bypass any guardrails as we create them.

Therefore while past products from other sources have focused on identifying deepfakes (see [Spot the Deepfake](#)), the purpose of this interactive is to help audiences understand the solutions that are currently being proposed to mitigate deepfakes. Specifically, based on interviews being conducted with experts in the field, the interactive will underscore what the potential solutions are, how they potentially address deepfakes, as well as their strengths/weaknesses. The most critical of these goals is to understand the limitations of what can be done to mitigate deepfakes.

Within the context of the Wilson Center's Technology Labs, the interactive would be part of the virtual labs and would take place as part of the two hour lecture. Before and after the interactive, the interactive would be discussed by the lecturer. High-level goals of the interactive include:

- Supporting educational outputs.
- A dynamic experience.
- Presenting information in a fun and easily accessible way for a non-technical audience.

Some past examples of projects in this area that may be used to inform proposals include the following.

- [Navigating Neural Networks](#)
- [AI's Anatomy](#)

Please note that those that are topically relevant are given as background for what other institutions are doing in this area; we would not be seeking to duplicate that work.

- [Survival of the Best Fit](#)
- [Spot the Deepfake](#)
- [Deepfakes, Can You Spot Them?](#)

II. Requirements Overview

The specific requirements/tasks for this contract include the following:

A. Technological Requirements

The digital product must be browser-based and . The contractor will need to work closely with website developers as well as Wilson Center staff to ensure optimization. Playtime will be limited to 15-20 minutes. This will be a closed design; once implemented, maintenance will not be required. Below are some additional front end and back end requirements.

Front End

- The output should be a zipped file that will be uploaded to the Wilson Center's Drupal 10-based CMS. That zipped file should be:
 - HTML, CSS, JS
 - Less than 50 MB

Back End Requirements

- Include GTM code for Google Analytics
- Runtime Environment: Node.js 18
 - Dependencies:PM2 (Process Manager for Node.js): Version ^5.3.0
 - Yarn: Version ^1.22.0
- The build process should include running `npm install` within the `app` directory.
- Ensure the `.pm2` directory is available from a local source.
- Allocate at least 512 MB of disk space.
- No specific build flavor is specified (`flavor: none`)

B. Design & Development

Priorities include the graphic design quality, where the interactive should complement the Wilson Center website in being a dynamic but modern, dynamic, and straightforward design. Designs will need to incorporate Wilson Center branding.

With regard to the user experience, priorities include:

- Be modern, innovative and appealing to the core audience.
- Convey a positive and futuristic feeling in line with the rapidly expanding/growing field.
- Allow a sense of play as the user navigates the experience.
- Make navigation easy and intuitive.
- Project a diverse image.
- Be engaging with sharp language and compelling graphics.
- Be easy to read with good font choice and size, and use of color.
- Have a fast download and be equally accessible on all current browsers.
- Users should have the impression that the Center is an active, neutral forum for the exchange of ideas, the pursuit of knowledge, and the sharing of research.

If there are options that may increase or decrease the quality or cost of the project, please specify.

C. Project Management

A dedicated account representative to provide project management services the project including:

- Initiating
- Planning
- Design
- Development
- Implementation

The dedicated account representative would perform the following tasks/ensure the following:

- Regularly scheduled status meetings.
- Regularly scheduled strategy check-ins.
- Respond rapidly to Wilson Center inquiries.
- Document detailed customer requirements and obtain acceptance of requirements by customer.
- Ability to communicate technical information to non-technical personnel in an easy to understand way.

D. Deliverables with Timeline

The overall project will **begin no sooner than May 14, 2024** and must be **completed by August 2024**. Specific end date is flexible. A tentative project schedule, including a detailed list of the work activities to complete the project (including but not limited to, planned start and finish dates, milestones, deliverables, etc.) is required. For the development of this project, timelines should account for an iteration period where the content developed by the Wilson Center will be reviewed and discussed to refine the concept for the overall experience.

This final project schedule should be provided at the beginning of the period of performance and iterated/updated in response to any changes impacting the project timeline, such as staff travel. Please include as part of the proposal a timeline with key deliverable milestones and an expected payment schedule.