

## TERMS OF REFERENCE

*The text in italics is there as a guideline – please remove it when preparing your TORs*

### SHORT TITLE OF ASSIGNMENT

Professional illustrator to conceptualize and design a wide range of visual elements featuring Pacific-relevant images related to Immunization, WASH (Water, Sanitation, and Hygiene), Child Protection and general gender-based characters for publications, social media, and other materials as required.

### BACKGROUND

Creating high-quality illustrations requires specialized artistic skills that are not available within UNICEF staff. Professional illustrators can ensure accurate and culturally relevant representations, a task that may be challenging without specific illustration expertise. Illustrators excel in visual storytelling, ensuring effective communication of different themes linked to our Pacific culture across the 14 countries, with a particular focus on Kiribati and Samoa. This expertise may extend beyond the capabilities of internal staff. Maintaining consistency across various platforms and meeting publication, social media, and advocacy messaging material standards is best handled by professional illustrators with experience in the field. By engaging a professional illustrator, UNICEF staff can concentrate on their core responsibilities, ensuring the efficient use of time and resources. This approach enhances the quality, cultural relevance, and consistency of illustrations in UNICEF materials.

### OBJECTIVE / SCOPE OF WORK

The objective of this project is to engage a professional illustrator to conceptualize and design a wide range of visual elements featuring Pacific-relevant images related to Immunization, WASH (Water, Sanitation, and Hygiene), Child Protection, and general gender-based characters for publications. The illustrations will serve to enhance understanding, engagement, and awareness of these topics and/or programmes among diverse audiences in the Pacific region.

Brainstorm and generate creative ideas for illustrations that effectively communicate key messages related to immunization, WASH, Child Protection, and gender-based characters, and develop concepts that are in-line with the Pacific audience while ensuring cultural representations.

#### Design:

- Create visually compelling and engaging illustrations in both jpeg and working AI file for different publication needs and target audiences.
- Utilize appropriate color schemes, composition, and visual elements as well as keeping the UNICEF brand in mind by ensuring that illustrations adhere to branding guidelines to maintain consistency across all visuals, and collaborate closely with the UNICEF Communication team to understand specific requirements, target audiences, and messaging objectives, and incorporate feedback and revisions as necessary to update the visual and quality of illustrations.

#### Deliverables:

The consultant is required to create a series of new illustrations depicting 4 thematic topics (topics to be discussed and confirmed on signing of contract). Each topic will require a set of 8-10 illustrations, with a maximum of 40 new illustrations created. The consultant is also asked to create cultural variations of each of these illustrations, so that each of the three cultures is represented. Therefore, the 40 illustrations will be provided as a Polynesian set, a Melanesian set and a Micronesian set.

- Produce rough sketches for 8-10 illustrations per programmatic topic, illustrating scenes, characters, and settings that reflect each cultural backgrounds of Melanesia, Polynesia, and Micronesia.
- Then, create detailed illustrations based on these sketches, effectively portraying scenes for each of these topics such as immunization, WASH, child protection, and gender diversity. Ensure the illustrations include a variety of characters from babies to elderly individuals, incorporating unique cultural elements from the region. The specific topics to be illustrated will be determined and agreed upon with the illustrator once the contract is issued. In addition, the exact number of illustrations per pack, programmatic topic, and region will also be discussed at that time.
- Provide the final illustrations in both high-resolution raster formats (such as JPEG, PNG) and vector formats (such as SVG, AI) to ensure compatibility across different applications and platforms. Which include source files and editable formats to facilitate future modifications and updates, if required.

- Provide UNICEF with full ownership and usage rights for the illustrations, allowing UNICEF to utilize the artwork for their intended purposes without any restrictions/limitations.

Timeline:

- Completed sets to be completed by 20<sup>th</sup> of June. Keeping in line with agreed-upon timeline for the completion of illustrations, considering any deadlines discussed and agreed on by the client.
- Provide regular progress updates to ensure timely delivery and manage expectations.

#### ACTIVITIES, DELIVERABLES AND TIMELINES, PLUS PAYMENT SCHEDULE PER DELIVERABLE

ACTIVITY	DELIVERABLES	ESTIMATED TIME TO COMPLETE	PAYMENT (%)
Melanesian region-based illustrations	<p>Custom Illustrated Characters:</p> <ul style="list-style-type: none"> <li>• Create a pack of 8-10 unique illustrated characters to the Melanesian region featuring Pacific-relevant images related to immunization, WASH (Water, Sanitation, and Hygiene), child protection and general gender-based characters ranging from babies to elderly presence. These characters should represent diverse voices and backgrounds following UNICEFs work in the Pacific, and to be finalized upon final discussion.</li> <li>• Deliver illustrations in various formats suitable for both digital and print publications, ensuring compatibility with different media platforms and devices.</li> <li>• Include source files and editable formats to facilitate future modifications and updates, if required, and ensure that all illustrations meet the highest standards of quality, that effectively cover the overall messaging.</li> </ul>		100% Final Payment against invoice and upon satisfactory output of all project/tasks completed.
Polynesian region-based illustrations	<p>Custom Illustrated Characters:</p> <ul style="list-style-type: none"> <li>• Create a pack of unique illustrated characters to the Polynesian region featuring Pacific-relevant images related to immunization, WASH (Water, Sanitation, and Hygiene), child protection and general gender-based characters ranging from babies to elderly presence. These characters should represent diverse voices and backgrounds following UNICEFs work in the Pacific and to be finalized upon final discussion.</li> <li>• Deliver illustrations in various formats suitable for both digital and print publications, ensuring compatibility with different media platforms and devices.</li> </ul>		100% Final Payment against invoice and upon satisfactory output of all project/tasks completed.

	<ul style="list-style-type: none"> <li>• Include source files and editable formats to facilitate future modifications and updates, if required, and ensure that all illustrations meet the highest standards of quality, that effectively cover the overall messaging.</li> </ul>		
Micronesia region-based illustrations	<p>Custom Illustrated Characters:</p> <ul style="list-style-type: none"> <li>• Create a pack of unique illustrated characters to the Micronesia region featuring Pacific-relevant images related to immunization, WASH (Water, Sanitation, and Hygiene), child protection and general gender-based characters ranging from babies to elderly presence. These characters should represent diverse voices and backgrounds following UNICEF's work in the Pacific and to be finalized upon final discussion.</li> <li>• Deliver illustrations in various formats suitable for both digital and print publications, ensuring compatibility with different media platforms and devices.</li> <li>• Include source files and editable formats to facilitate future modifications and updates, if required, and ensure that all illustrations meet the highest standards of quality, that effectively cover the overall messaging.</li> </ul>		100% Final Payment against invoice and upon satisfactory output of all project/tasks completed.
			<i>TOTAL 100%</i>

### QUALIFICATIONS, SPECIALIZED EXPERIENCE AND ADDITIONAL COMPETENCIES

Bachelors  Masters  PhD  Other

Qualifications: Completion of secondary education is required. Certification in graphic design, art production or a related field.

#### Experience:

- Minimum 5 years' experience in graphic design and/or illustration is required
- Proven experience in graphic design as demonstrated in complete graphics work, image capturing, manipulation and development
- Previous work in the Pacific is a requirement;
- Experience creating illustrations of Pacific context and an understanding of Pacific cultures is desirable.
- Experience working for development or humanitarian agencies is an added advantage

### CONDITIONS OF WORK AND CLARIFICATION ON SUPERVISION

- The Consultant will use his/her own equipment and will be home based
- The Consultant will arrange their research if needed to better understand each region in the Pacific.
- The Consultant will be supervised by the Senior Communication Associate based in Fiji.
- The contract will be paid as a lump sum. Travel and living allowance is not applicable

## ADMINISTRATIVE ISSUES

- Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations and UNICEF’s policies and procedures and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.
- The selected candidate is solely responsible to ensure that the visa (applicable) and health insurance required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of fully vaccinated status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts. UNICEF offers reasonable accommodation for consultants with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.
- No contract may commence unless the contract is signed by both UNICEF and the consultant/ contractor.
- Consultant/Contractor will be required to complete mandatory online courses (e.g. Ethics, Prevention of Sexual Exploitation and Abuse and Security) upon receipt of offer and before the signature of contract.

## GUIDANCE FOR APPLICANTS

- This vacancy is for an individual consultant only. Please submit a **separate financial offer** along with your application/CV. The financial proposal should be a **lump sum amount for all the deliverables** and should show a break down for the following:
  - Monthly / Daily fees– based on the deliverables in the Terms of Reference above
- Miscellaneous- to cover , health insurance communications, and other costs.