**TERMS OF REFERENCE**

**Purpose of the Assignment: Provision of graphic design services**

**Section Submitting: CAP**

**Purpose and Objective:**

To hire a graphic design service consultant that will help UNICEF Mozambique tell the stories in a creative and graphically engaging manner to inform and raise awareness about strategic issues related to children and country office key achievements in collaboration with its partners.

The consultant will be required to design different publications and communication materials either or both in Portuguese and English, based on the specifications to be provided by UNICEF Mozambique. This will include, but not exclusively, publications, brochures, leaflets, folders, roll-ups, banners and other communication and advocacy materials.

**Methodology and Technical Approach:**

In close coordination with the Communication, Adolescents and Public advocacy Section and concerned Programme Section, the following should be implemented:

* The consultant should make three creative suggestions for each deliverable.
* After the approval of the creative concept, the consultant should prepare an initial design based on draft content and provide technical specifications for printing.
* After the final approval of the design, final content will be provided to complete the creative work.
* The office will be allowed up to three corrections/editing in the file after the design approval.
* The consultant should deliver ready to print and editable design files (preferably InDesign CS5 compatible with idml file, Adobe Illustrator CS5 compatible, Adobe Photoshop CS5 compatible) to enable further editing by the country office and posting in digital platforms.
* When required, the consultant should develop appropriate original illustrations or source appropriate photographs under the guidance of UNICEF.
* The illustrators or photographers shall be acknowledged in the use of illustration, and ensure that rights to images, or any other material included in the design and layout are of free use to UNICEF. The copyright for future use of illustrations in the publication shall be that of UNICEF.
* The consultant should follow UNICEF branding guidelines. The colour scheme shall be indicated.
* The consultant shall be responsible for ensuring quality and consistency across the range of documents being produced

*NOTE:* Although this contract will be awarded for 11.5 months duration, consultant will not be engaged on full time during the 11.5 months period. Consultant will be called upon to carry out specific tasks for short durations as the need arises for which payment will be made on the basis of daily professional fee stipulated in the contract.

**Activities and Tasks:**

UNICEF Mozambique might request the service provider to design the following materials:

|  |  |
| --- | --- |
| **Item n.** | **Communication materials** |
| 1 | 2 panel folder with 2 pockets to fit A4 documents |
| 2 | Up to 48 pages book format A4 |
| 3 | Above 48 pages book A4 |
| 4 | Up to 48 pages booklet A5 |
| 5 | Up to 48 pages book B5 |
| 6 | Personnalised note books |
| 7 | CO Country brochures (240x240mm), 52p. (48p. + 4p. cover) |
| 8 | Reports A4 (210x297mm) |
| 9 | 3 Pager briefs |
| 10 | A3 posters – 1 sided |
| 11 | A2 posters – 1 sided |
| 12 | 3 fold flyers - 210x300mm |
| 13 | A5 flyers |
| 14 | Budget briefs – A4 – four pages |
| 15 | CD cover/pockets - 120mm x120mm |
| 16 | A3 Wall calendar folded in 2 to fit into press kit (format A4 folded in 2) |
| 17 | A3 Wall calendar |
| 18 | A2 Wall calendar |
| 19 | Desk Calendar - 24 p. desk calendar + 2 page cover (210x 145cm) |
| 20 | Agenda -156p. organizer including 4p. cover (210x150mm) |
| 21 | Padded agenda + pen - 156p. agenda 140x200mm with padded cover customized |
| 22 | Small stickers - round sticker/ die cut, diameter: 10cm |
| 23 | Larger stickers - round sticker/ die cut, diameter: 20cm |
| 24 | Postcards/greeting cards - Standard postcards (150x100mm) |
| 25 | Factsheets - A4 portrait (210x297mm) |
| 26 | T-shirts |
| 27 | Hats/caps |
| 28 | Tote |
| 29 | Mouse pads |
| 30 | Logos and Icons for campaigns and projects |
| 31 | Roll-ups (850mm x 2000mm) and Wall Banners |
| 32 | Logos (for campaigns and projects) |
| 33 | Infographics and Factographics |
| 34 | Newsletter templates |
| 35 | Website banners, gifs and templates |
| 36 | Social media templates for posts, campaigns, profile photos and cover (Facebook, Twitter, Instagram, YouTube, LinkedIn) in Adobe Photoshop |
| 37 | Brand and campaign toolkits |
| 38 | Tshirts, cap |

**Deliverables and Payments:**

Specific deliverables and timeframe will be agreed according to the communication material to be designed.

All design project must include the below deliverables

* Files ready for print and in correct file format and size, with printer marks.
* Files optimized for web/email
* All design files must be submitted also (InDesign with IDML file, Photoshop, Illustrator)
* The deliverable of job should be submited via CD/DVD/USB/External hard drive/downloadable links with all above files

The contractor will be paid a lump sum as per the agreed quotation upon submission and approval of the deliverables.

**Management and Supervision:**

The contractor will be supervised by Daniel Timme, UNICEF Communication Specialist, in close coordination with concerned programme section.

This consultancy is for 11.5 months, starting from 1 July 2020, ending 16 June 2021.

**Qualifications and Specialized Knowledge:**

* Contractor should have 5 years experience working in graphic design, photo editing and page layout skills; extensive experience in designing high quality publications, web and social media and printing procedures under limited supervision
* Knowledge of UNICEF style, design and mandate is an asset
* Relevant and proven experience in designing high quality publications and printing procedures under limited supervision
* Proven ability in presenting information using visualizations such as graphics, maps and tables
* Capacity to work in short deadlines
* High proficiency in using Adobe Creative Suite or related design software
* Proficiency in Portuguese is mandatory. Proficiency in English is desirable

**Conditions of Work:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Items** | **Provided by UNICEF** | | **Remarks** |
| **Yes** | **No** |
| Service incurred death, injury or illness |  | x | Per the provisions of CF/IC/2013-001 on insurance coverage “in cases of service-incurred injury, illness or death under a third-party provider”. |
| Health Insurance |  | x |  |
| Office Space |  | x |  |
| Computer in office premises |  | x |  |
| Access to printer in the office premises |  | x |  |
| Airtime |  | x |  |

**In-country Travel.**

None.

**Evaluation Criteria**

The selection of the consultant will be based on a “best value for money” principle. Interested candidates should, in Consultant’s will submit their technical and financial proposal by email.

Technical proposals will weight 70% and financial proposal 30% in the final scoring. Technical proposals will have to score at least 50 points (from a maximum of 70 points) to be eligible to be evaluated financially.

The consultant’s financial proposal should be for each item presented in the table of Communication materials on Activities and Tasks (above).

|  |  |  |
| --- | --- | --- |
| Item | Technical Criteria | Max. Points |
| 1 | **Overall Response**  *(e.g. the understanding of the assignment by the proposer and the alignment of the proposal with the TOR)* | **20** |
| 1.1 | Completeness of response | 10 |
| 1.2 | Overall concord between TOR requirements and proposal | 10 |
| 2 | **Profile and Experience** | **50** |
| 2.1 | Range and depth of organizational experience with similar projects | 10 |
| 2.2 | Samples of previous work - Portfolio (on CD or website) of relevant works | 20 |
| 2.3 | Years of experience | 10 |
| 2.4 | Knowledge of technical specification for printing | 5 |
| 2.5 | Knowledge of UNICEF brand guideline, design and mandate. | 5 |
|  | ecblank**Total Technical Score** | **70** |
|  | **Minimum Technical** | **50** |

**Remarks:**

None.