

TERMS OF REFERENCE (TOR) GRAPHIC DESIGNER

1- Context and justification

The International Planned Parenthood Federation Africa Region (IPPFAR) is one of the leading sexual and reproductive health (SRH) service delivery organization in Africa, and the leading sexual and reproductive health and rights advocacy voice in the region through its Member Associations (MAs) in 39 countries.

In order to enhance its communication and visibility, IPPFAR intends to engage the services of a graphic designer (individual/firm) to develop branded printable items. It invites bids from competent firms or individual consultants worldwide to submit their Expression of Interest for consultancy services to undertake the production of different graphic designs.

2- Call for consultancy services

Under the guidance of the of the Content Specialist and in consultation with the Communications Officer, the selected graphic designer consultant will contribute to enhance the visibility of the IPPFAR with high quality and original graphic design materials.

3- Scope and focus of assignment

Following IPPF Branding guidelines, the consultant will contribute to the development and improvement of the design and layout of:

1. *Branded T-shirt,*
2. *Branded USB stick,*
3. *Branded notebook,*
4. *Branded cloth face mask,*
5. *Branded tote bag,*
6. *Branded roll-up stands 2m X 1m (3 sets = 6 units),*
7. *Branded aluminium water bottle.*

The consultant can also come up with suggestions of other types of “goodies” to be branded.

4- Expected deliverable:

The consultant should deliver, after final approval by IPPFAR team:

- the print ready artworks of the branded items specified above in both JPEG and PDF
- the source files (PSD/INDD/AI...) of all developed artworks.

5- Timeframe

The proposed timeframe for this consultancy should be clearly defined in the proposal provided by the candidate.

6- Working arrangement

The consultant shall be paid 50% of the total cost upon approval and signing the contract and the balance upon satisfactory production of the design materials.

7- Copyrights

All materials arising out of the consultancy shall remain the exclusive property of IPPFAR.

8- Required Qualifications and Experience of the Consultancy firm/individual

- Degree in a relevant discipline (Graphic design, Journalism, Mass Communication or Marketing, Arts, or similar),
- Over five years of work experience designing various print materials, developing illustrations for development organizations,
- The designer must be highly proficient in the use of graphics applications such as Adobe Illustrator, Corel Draw, Photoshop and InDesign,
- Clear and mature style of design, demonstrating an understanding of the communication requirements of IPPF,
- Good understanding of new and evolving technologies and digital platforms.

9- Core skills

- Ability to conceptualize, plan and execute innovative ideas;
- Displays open, co-operative behavior with other team members;
- Remains calm and in control, and good humored even under pressure;
- Responds positively to critical feedback and differing points of view;
- Sets priorities, produces quality outputs,
- Meets deadlines and manages time efficiently,
- Excellent communication skills, organized.

10- Considerations

Creativity: All materials must be creatively done with the highest artistic quality. Designers must be willing to change designs based on feedbacks from the IPPF team. Designers must be capable and experienced in understanding creative concepts when explained either directly or from group discussions brainstorming ideas for design.

Comprehension: The materials should be clearly understandable by the target population. Appropriateness: All creative works must be appealing and respectful to the heterogeneous culture of the country, gender sensitive, and considerate of targets with different backgrounds in different geographic settings. The materials should be appropriate for each intended audience in implied meanings, tones, format or style.

Persuasion: The designs are expected to be easily appreciated and retained by the target audience persuading them to undertake the communicated message.

11- Application procedure

Applicants are required to submit the following:

- (a) A technical proposal: Letter of Interest, stating why you consider yourself/your firm suitable for the assignment
- (b) Financial proposal indicating consultancy fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment.
- (c) Firm/company profile on handling related assignment; or Personal CVs for individual consultant highlighting qualifications and experience
- (d) Contact details of referees which shall be organizations for whom you have produced similar types of materials/illustrations

Application must include a CV, evidences of experiences and consultancy rates and must reach IPPF Africa Regional Office through email address hroffice@ippfaro.org latest by **15 October 2021**.