

TERMS OF REFERENCE (TOR) GRAPHIC ILLUSTRATOR

1- Context and justification

The International Planned Parenthood Federation Africa Region (IPPFAR) is 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 2021, IPPF received a fund from “Fonds de Solidarité pour les Projets Innovants (FSPi)” to implement a 2-year project called “Mes Droits, Ma Sante, Mon Avenir -3M” in 3 countries: Burkina Faso, Tchad and Niger. The project seeks to contribute to the reduction of gender inequalities through the empowerment of youth and the technical strengthening of local feminist CSOs towards the transformation of gender norms in favour of the sexual rights of adolescents and youth.

As part of the documentation strategy to amplify the project’s impacts, the project produced videos showcasing the project success 3 written case studies:

1. Burkina Faso : “ Engagement des leaders communautaire pour une promotion endogène du genre a Bobo au Burkina Faso »
2. Niger: « La communication parents’ enfants sur l'ESC »
3. Tchad: « L'effet du projet 3M sur l'excision dans les sites d'implantation »

For the 3 case studies above, IPPF intend to have high quality illustrations and therefore seeks to obtain the services of a competent consultant or firm that will produce high quality illustrations for case studies while working in close collaboration with the IPPAR staff.

2- Call for Consultancy Services

IPPFAR invites bids from competent firms or individual consultants based worldwide to submit their Expression of Interest for consultancy services to undertake production of a quality illustrations for 3 pieces of case studies. The illustrations will be used on social medias (Facebook, Instagram, and twitter)

3- Scope and focus of assignment

The purpose of the assignment is to provide short term graphic illustration services to prepare designs / visualizations / illustrations for 3 case studies.

The consultant shall;

- a) Develop attractive and clear illustrations / visualization style suitable for conveying information and representing ideas of the case studies so they are easily understood by target groups.
- b) For each of 3 case studies, provide 5 illustrations that better showcase the information,
- c) Each illustration should be in different sizes for different mediums:

- Blogs: 1200x1200 px
- Facebook: 1200x630 px
- Instagram: 1080x1080 px
- Twitter: 1024x512 px

d) Provide creative options for 2 rounds of drafts to collect IPPF team's edits before final delivery.

4- Expected deliverable:

- 15 total illustrations for 3 case studies in 4 different sizes.

5- Time frame

The consultancy shall be for a duration of 21 days from the date of signing the contract.

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 materials/illustrations.

7- Copyrights

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

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

- Degree in a relevant discipline (Graphic Design, Arts, or similar)
- Over five years of work experience designing various print materials, developing illustrations.
- 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 behaviour with other team members.
- Remains calm and in control, and good humoured 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) 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
- (e) Financial proposal indicating consultancy fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment.
- (f) Both technical and financial proposal shall not exceed five pages

The documents should be sent by email to ippfarbids@ippf.org no later than **10 February 2023** with subject "3M project case studies illustration consultancy"

Important note: *To comply with tax payment policies in Kenya, IPPFAR will deduct 5% withholding tax for local (Kenyan based firm/individuals) and 20% for non-Kenyan based firm/individual consultants before making payment.*