TERMS OF REFERENCE (TOR)

GENERAL INFORMATION

Services/Work Description: Graphic Designer and Web Programmer
Project/Program Title: Preventing and Responding to Violent Extremism in Africa: A development Approach
Duty Station: Home-based
Type of the Contract: International Firm
Duration: 70 working days
Expected Start Date: October 1 2016

I. BACKGROUND / RATIONALE

The growth of violent extremism - and the devastating impact of groups espousing violent ideologies – is not only setting in motion a dramatic reversal of development gains already made, but threatening to stunt prospects of development for decades to come. Absolutist ideologies that reject co-existence, tolerance and progress represent an existential threat to many countries. Such ideologies have found recruits amongst youth who believe they have been failed by the state and excluded from legitimate political and economic processes. The United Nations Development Programme (UNDP) as the leading development agency in the United Nations system has sought to understand the drivers of radicalization, its manifestations at the national and regional level and how government, communities and citizens can be supported to respond which ensures the protection and promotion of human rights. With this in mind, UNDP Africa has developed a four (4) year regional project anchored UNDP Africa's Regional Programme that will contribute to preventing and responding to the growth of violent extremism across the continent. The project articulates a development response and addresses structural, causative or perpetuating factors. The initiative focuses on twelve (13) countries including: countries at the epicentre of the crisis; neighbouring countries affected by violent extremism and countries at risk.

As part of the project, UNDP has carried out a study to better understand the journey to extremism. The study consists of over 400 interviews with individuals belonging to extremist groups, some who are currently incarcerated, as well as their family members. The results of the survey will be thoroughly analysed and will result in a report that will be released in both print and web-based versions.

II. OBJECTIVES OF THE SERVICE / WORK

UNDP is now seeking an agency/studio (hereafter referred to as 'firm') that can provide a designer and a web programmer to support the design and technical development and delivery of both the print and web-based versions of the report.

III. SCOPE OF THE SERVICE / WORK

The firm will provide a two-person team (hereafter referred to as the 'team'), which will include a graphic designer and a web programmer. The team will be responsible for the development, delivery and functionality of both the print and web-versions of the report.

1. The designer will develop storyboards for print and web versions of report results and execute their production. The designer will work in close collaboration with the UNDP communications team to finalise a strategy.
2. In line with the communications strategy, the designer will develop the web and print layout of the report
3. Design new concepts, text lay-out, graphics, visualisations and lay-outs for the both versions;

4. The web programmer will deliver across all stages of web site development including concept, design, build, deploy, test, release and support;
5. The web programmer will ensure that performance of the website is ensured in all connection speeds and website pages are accessible;
6. The designer will design and deliver print media, including brochures, rolling banners and information graphics, that summarizes report results (which will be part of the communications strategy)
7. The team will create animations for illustrative purposes such as presentations and more advanced solutions such as interactive visuals and videos;

IV. EXPECTED OUTPUTS / DELIVERABLES

The team is expected to produce the products outlined below:
- Web-based version of the report, including interactive visuals that summarise results of the study. UNDP provide the URL and host the website
- Print based version of the report. This will include the full report as well as summaries and information graphics of the results.
- Interactive digital publications, including videos and visualisations which will be hosted on the website
- Communication products that can be used on social media platforms

V. METHODOLOGY / APPROACH OF THE SERVICE (WORK)

The team will work together with close communication with the team at the UNDP RSCA to deliver web-based and print versions of the report.

VI. LOCATION, DURATION AND TIMEFRAME OF THE WORK /DELIVERABLES/OUTPUT

This consultancy assignment will be home-based for a total of 120 working days. The firm will be responsible for providing the designer and web-programmer with computers, internet access, printers and other materials required to execute the deliverables and outputs stated.

No.	Deliverables	Location and Action to be Undertaken	Duration (approx.)
1	Development and delivery of story boards, sketches	Home-based	20 working days
2	Development and delivery of print version of report	Home-based	20 working days
3	Development and delivery of web version of report	Home-based	20 working days
4	Delivery of other communications and digital publications	Home-based	10 working days
T o t a l W o r k i n g Days			70 working days

VII. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

The designer and web-programmer will report directly to the Regional Programme Coordinator but will work closely with the project team at the Regional Service Centre for Africa. They will be part of the development of the media strategy for the release and will also therefore also work with the Communications team at the Centre. Both designer and web-programmer will update the Coordinator on a weekly basis but will also be required to report with expected outputs at given agreed upon time periods (see table above).

VIII. PAYMENT MILESTONES AND AUTHORITY

Prospective Service Provider will indicate the cost of services for each deliverable in US dollars when applying for this consultancy. The Proposer will be paid based on the effective UN exchange rate (in case of other currency denomination), and only after approving authority confirms the successful completion of each deliverable as stipulated hereunder. In accordance with UNDP rules, the lump sum contract amount to be offered should consider the professional fee inclusive of travel, living allowances, communications, taxes, out of pocket expenses, and other ancillary costs.

A winning Proposer shall then be paid the lump sum contract amount upon certification of the completed tasks satisfactorily, as per the following payment schedule:

Installment of Payment/ Period	Deliverables or Documents to be Delivered	Approval should be obtained from:	Percentage of Payment
1st Installment	Finalised versions story boards, sketches	Regional Coordinator	10%
2nd Installment	Finalised print version of report	Regional Coordinator	30%
3rd Installment	Finalised web version of report and other communications and digital publications	Regional Coordinator	35%
4th Installment	Other print and digital communications products	Regional Coordinator	25%

IX. MINIMUM ORGANIZATION AND CONSULTANCY TASK FORCE REQUIREMENTS
9.1 Minimum Organization Requirements
The firm should be a studio or an agency that provides graphic design solutions with a particular focus on branding. The firm should also have web development capacity and experience producing web-based and interactive storytelling/concepts. The prospective Service Provider is expected to have services of both graphic designer(s) and web-developer(s).

Graphic Designer
Academic Qualification:
- Advanced in Graphic Design, Visual Arts, Communications and/or Media, Web Design or other closely related field. If the individual does not have an advanced degree in the required field, the education criteria may be met through additional certifications or courses in the relevant field.

Experience:
- At least ten years of professional experience in graphic design for website development for a wide range of clients proved through portfolio.
- The Designer must be a specialist in branding and building visual concepts and story telling and have experience working with photography and/or photojournalists

Competencies:
- Proven advanced skills in in current graphic design practices and web production software, including Adobe CSS (Photoshop, Illustrator, InDesign, Dreamweaver, After Effects);
- Experience in making creative sketches and illustrations for digital platforms;

Web Developer
Academic Qualification:
- Advanced degree or equivalent in Computer Science, Technical Design or a closely related field

Experience:
- At least five years of professional experience in web based systems and implementation including experience in developing interactive visualizations and visual storytelling. As the web programmer will be working closely with the designer, he/she should experience and/or background in design

Competencies:
- Experience with CMS – open-source, proprietary and custom solutions
- Familiarity with W3C web standards for web design, development, content and accessibility
- Knowledge and experience in website design and usability
- Knowledge of mySQL and database management system
- Experience working with designers and executing design concepts into web versions
- Excellent debugging and optimisation skills
- Knowledge and experience with d3 desired

X. CRITERIA FOR SELECTING THE BEST OFFER

Upon the advertisement of the Procurement Notice, qualified Consultancy Firm is expected to submit both the Technical and Financial Proposals. Accordingly; the firm will be evaluated based on Cumulative Analysis as per the following conditions:

- Responsive/compliant/acceptable as per the Instruction to Bidders (ITB) of the Standard Bid Document (SBD), and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposals are:
  a. Technical Criteria weight is 70%
  b. Financial Criteria weight is 30%

XI. LOGISTICAL SUPPORT

- Any logistical support required must be provided by the firm

XII. RECOMMENDED PRESENTATION OF TECHNICAL PROPOSAL

For purposes of generating proposals whose contents are uniformly presented and to facilitate their comparative review, a Service Provider advised to use a proposed Table of Contents. Hence, your Technical Proposal document must have at least the preferred content as outlined in the respective RFP Proposal Submission Form.

XIII. CONFIDENTIALITY AND PROPRIETARY INTERESTS

The consultants shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy or the Government without prior written consent. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of UNDP. This assignment will be administered by the United Nations Development Programme (UNDP), and all relevant UNDP rules, policies and procedures will apply.

XIV. ANNEXES TO THE TOR

Existing literature or documents that will help Offerors gain a better understanding of the project situation and the work required should be provided as annex/es to the TOR, especially if such literature or documents are not confidential.

PROPOSED STANDARD TECHNICAL PROPOSAL EVALUATION CRITERIA

Herewith please find the **Standard Technical Proposal Evaluation Criteria** along with respective allocated weight template for Requester's subsequent review. As per the relevance of the proposed criteria it can either:

  a. Redistributed the allocated weight;
  b. Delete specific criteria if you find it irrelevant or less relevant; or
  c. Replace with new criteria along with corresponding allocated weight

	Summary of Technical Proposal Evaluation Forms	Score Weight	Points Obtainable
1	Expertise of Firm / Organization	30%	300
2	Proposed Methodology, Approach and Implementation Plan	40%	300
3	Management Structure and Key Personnel	30%	400
	T O T A L	**100%**	**1000**

Technical Proposal Evaluation (FORM I)	
Expertise of the Firm / Organization	Points Obtainable
1.1 Reputation of Organization and Staff / Credibility / Reliability / Industry Standing	**50**

1.2	General Organizational Capability which is likely to affect implementation - Should be a design studio or a design agency that specializes or works significantly with branding - A small firm (not large corporate design houses) - Project Financing Capacity - Project Management Control	**90**
1.3	Extent to which all tasks will be done in-house. (No subcontracting should be required)	**15**
1.4	Quality assurance procedure, warranty	**25**
1.5	Relevance of: - Specialized Knowledge - Experience on Similar Programme / Projects	**120**
	S U B T O T A L	**300**
Technical Proposal Evaluation (FORM II) **Proposed Methodology, Approach and Implementation Plan**		
2.1	To what degree does the Proposer understand the task?	**30**
2.2	Have the important aspects of the task been addressed in sufficient detail?	**40**
2.3	Are the different components of the project adequately weighted relative to one another?	**30**
2.4	Is the conceptual framework adopted appropriate for the task?	**50**
2.5	Is the scope of task well defined and does it correspond to the TOR?	**80**
2.6	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	**70**
	S U B T O T A L	**300**
Technical Proposal Evaluation (FORM III) **Management Structure and Key Personnel**		
3.1	**Graphic Designer** General Qualification Suitability for the Project	
	Minimum 10 years of experience in design industry with	**70**
	Specialisation in branding and building visual concepts	**50**
	Proven advanced skills in in current graphic design practices and web production software, including Adobe CSS (Photoshop, Illustrator, InDesign, Dreamweaver, After Effects).	**40**
	Previous demonstrated experience in visual story telling through use of photography, digital graphics etc.	**40**
	Experience working with photography and/or photo-journalists.	**40**
	S U B T O T A L	**240**
3.2	**Web Programmer** General Qualification Suitability for the project	
	At least five years of professional experience in web based systems and web site design.	**70**
	Experience in developing interactive visualizations and visual storytelling.	**40**
	Background in technical design and/or experience in executing static design concepts into web versions	**50**
	S U B T O T A L	**160**
	Aggregate	**1000**