

Terms of Reference for Individual Contractor (IC)

National or International consultants: National

Description of the assignment (Title of consultancy): Long Term Agreement, National Consultant- Graphic Designer - Providing designing services for news supplements

Project Title: Peace Building in Lebanon Project, project ID: 88560

Period of assignment/services: 2 years, renewable for 1 additional year based on satisfactory performance and availability of funds.

Is this a LTA (yes/no): Yes

1. Background

During Phase I of the Peace Building project, some 40 mid-career TV, radio and print reporters from different local media outlets undertook joint assignments in the field on civil peace and became better informed of how less “biased” language could be used in their reporting, particularly in times of conflict. The reporters wrote articles based on their experience and newly acquired knowledge that appeared in special publications produced by the Peace Building project. The publications were shared with local and international contacts.

Many parties expressed their interest in producing more of these publications. With the support of donors from Germany (through KfW), Japan, and the UK, the publication became known as The Peace Building in Lebanon News Supplement and addressed additional peace building issues. One early edition in particular dealt with the impact of the Syrian crisis on Lebanon from a socio-economic perspective and contributed to conveying positive messages to both the host and the refugees' communities, garnering more support for the publication.

Building on the success of these supplements and their positive impact communicated through different people and institutions to UNDP, the project is willing to publish four supplements per year on civil peace related issues mainly on the impact of the Syrian crisis on Lebanon and which contribute to the alleviation of tensions that are developing in this regard and to foster a better social interaction between Lebanese and Syrians and a better social cohesion within Lebanese communities. As before, the project is working with a core group of journalists with whom the project has previously collaborated in previous issues in addition to new journalists, widening the network of journalists involved in a civil peace initiative.

These supplements will be published and distributed for free with Annahar, The Daily Star and L’Orient Le Jour newspapers to readers all over Lebanon, in addition to the wide dissemination on social media.

In this context, the services of a national graphic designer are required.

2. Scope of work, responsibilities and description of the proposed analytical work

The graphic designer will undertake of the following activities:

1. Design the layout of **3 to 4 joint news supplements** per year in Arabic;
2. Adapt the ready-to-print Arabic version of the joint news supplements that will be published with Annahar;
3. Adapt the ready-to-print English version of the designed Arabic news supplements that will be published with The Daily Star;
4. Adapt the ready-to-print French version of the designed Arabic news supplements that will be published with L'Orient Le Jour.

The graphic designer will be also responsible of the following tasks:

1. Set up page layouts and composition of the news supplements;
2. Determine size and arrangements of illustrative material to be used for each supplement;
3. Review final layouts and suggest improvements;
4. Maintain archive of images, photos, or previous work products;
5. Produce quality work in a fast-paced environment, meet deadlines and expectations for creativity and accuracy;
6. Collaborate with the UNDP media coordinator to produce effective and accurate work;
7. Ensure that all materials included in the supplements are properly prepared for 4-color press outputs.
8. Conduct when and if necessary, field visits to printing houses/newspapers to check quality of work.

3. Expected Outputs and deliverables

The graphic designer is expected to complete 15 working days per news supplement and submit the following deliverable per news supplement as per the below estimated specific timeframe:

Outputs	Deliverables	Estimated Duration to Complete each news supplement	Review and Approvals Required
News supplement	1. Design the layout of the news supplement in Arabic	3 working days	Project Manager
	2. Adapt the ready-to-print Arabic version of the news supplement	4 working days	
	3. Adapt the ready-to-print English version of the news supplement	4 working days	
	4. Adapt the ready-to-print French version of the news supplement	4 working days	

4. Institutional arrangements

The graphic designer will work under the guidance and supervision of the UNDP Project Manager and the UNDP Communication and Media Officer.

UNDP is responsible for providing the consultant with all necessary information, related to the project, in a timely, thorough and transparent manner. The project document, annual evaluation reports, contact information of focal points and all other outputs of the project should be made available to the consultant upon commencement of the contract. Project staff should remain available for providing clarifications and facilitation of the work.

UNDP will be responsible of translating the Arabic content of the news supplement to English and French.

The graphic designer will be responsible for designing the Arabic news supplement and adapting the content for the Arabic, English and French editions.

5. Duration of work

2 years, renewable for 1 additional year based on satisfactory performance and availability of funds.

REPORTS VALIDATION MODALITIES

Provisional approval by the Project Manager of the submitted documents shall take place at each of the defined milestones. It is expected that such approval shall not exceed five working days from the notification of the completion of a specific milestone.

6. Duty station

The contractor will not report to any duty station.

His work will be conducted from his private office or home.

Meetings with UNDP will be held in Beirut Central District, or other areas of Beirut as indicated by UNDP.

7. Requirements for experience and qualifications

The graphic designer shall have the following minimum requirements:

I. Academic Qualifications:

- Bachelor's degree in Graphic design.

II. Technical experience:

- Previous relevant experience in Graphic design;
- Previous Experience in designing ready-to-print news supplements;

- Previous experience with UNDP or other UN Agencies or National and International NGOs.

III. Competencies:

- Creative, flexible, deadline-oriented and have attention to details;
- Proven inter-personal written and oral communication skills;
- Ability to develop ideas from concept to completion.
- Previous Experience in INEWS, Avid Interplay, Vegas, Windows and Mac OS, Adobe, quark express and Corel Draw, Word, Photoshop, HTML, Excel, Illustrator, InDesign, PowerPoint, Mactive;

8. Scope of Price Proposal and Schedule of Payments

The consultant shall be paid upon completion of each requested news supplement.

In this respect, the consultant shall take into consideration the following:

- The financial offer shall be a lumpsum per one (1) news supplement which shall serve as the basis for payments.
- The lumpsum per one (1) news supplement must be all-inclusive (professional fees, transportation fees, living allowance, communication fees, consumables, insurance, etc.).

The payment terms are as follows:

100% of the total lumpsum upon submission of each news supplement.

9. Recommended Presentation of Offer

Interested candidates must submit the following documents in their proposals:

- a) Duly accomplished **Letter of Confirmation of Interest and Availability** using the template provided by UNDP;
- b) **Personal CV**, indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate;
- c) **P11 (Personal History Form) including past experience in similar projects and at least 2 references, mentioning the references' e-mails addresses.**
- d) **Financial Proposal** that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided;
- e) **Portfolio** of previous works

10. Criteria for selection of the best offers

The offers will be evaluated based on Combined Scoring method, where the qualifications and methodology will be weighted a max. of 70%, and combined with the price offer which will be weighted a max of 30%; using the following evaluation criteria

- a) **The technical evaluation criteria will be as follows:**

Detailed Evaluation Criteria		
Criteria	Weight	Max. Point
<u>Technical Competence</u>	70%	100
Criteria A: Academic Qualifications University degree in Graphic design <ul style="list-style-type: none"> • Bachelor's degree (20 points) • Master's degree (25 points) 		25
Criteria B: Previous Experience		50
Previous relevant professional experience in graphic design <ul style="list-style-type: none"> • Less than 2 years of experience: 0 points • 2 to 3 years of experience: 10 points • 4 to 5 years of experience: 15 points • More than 5 years of experience: 20 points 		20
Previous Experience in designing ready-to-print news supplements		10
Previous experience with UNDP or other UN Agencies or National and International NGOs		10
Portfolio of previous work:		10
Criteria C: Competencies		25
Ability to think critically and suggest creative solutions		10
Excellent knowledge of INEWS, Avid Interplay, Vegas, Adobe, quark express and Corel Draw, Photoshop, HTML, Illustrator, InDesign, Mactive		5
Excellent knowledge of Word, Excel, PowerPoint		5
Excellent knowledge of Windows and Mac OS		5
<u>Financial (Lower Offer/Offer*100)</u>	30%	100
<u>Total Score</u>	Technical Score * 0.7 + Financial Score * 0.3	

b) Financial Proposal:

Interested candidates shall submit all-inclusive fixed lump sum per one news supplement and shall ensure that all costs are duly incorporated in the financial proposal submitted to UNDP. The number of days for each activity will be set mutually by the UNDP and the consultant before starting each activity.

The following financial proposal table is to be submitted by the candidate:

Task description	All-inclusive lump sum per supplement (USD)
One news supplement: <ul style="list-style-type: none"> • Deliverable 1: Design the layout of one news supplement in Arabic; • Deliverable 2: Adapt the ready-to-print Arabic version of the news supplement; • Deliverable 3: Adapt the ready-to-print English version of the designed Arabic news supplement; • Deliverable 4: Adapt the ready-to-print French version of the designed French news supplement. 	

