

Terms of Reference IC/009/2020
GRAPHIC DESIGNER - FRAMEWORK AGREEMENT

Country: Home-Based

Description of the assignment: GRAPHIC DESIGNER on Framework Agreement

Project name: UNDP Libya Country Office

Type of Appointment: Individual Consultant (International)

Period of assignment: 06 months (60 days assignment) based on the needs

Number of Position(s): One (01)

Background

UNDP Libya aims to produce a range of communications products, which reflect our work as the leading agency working to build strong, stable government in Libya. We produce brochures, posters, flyers, newsletters and other items which explain who we are, what we do, and what we believe in.

UNDP Libya seeks to hire a graphic designer to provide high level visual branding, graphic design services for advocacy and communication materials in a high-pressure environment with rapid turnaround for delivery within short deadlines.

The incumbent need to be able to understand UNDP's global corporate brand and find creative ways to use it in everyday communications in English and in Arabic. We need to communicate complex messages about governance and state-building in simple, effective, easy to understand ways. We are looking for striking design with clear and easy to understand layout, delivered in a timely and accurate fashion.

Under the direct supervision of the Communications Specialist the hired provider will be responsible for providing UNDP with on-call graphic design services.

Duties and Responsibilities / Objectives of Assignment

UNDP Libya is looking for an experienced Graphic Designer to work with the UNDP Libya Communications Unit and provide a wide range of graphic design services for print and online purposes, based on the content and guidance provided by the Communications Specialist. All publications are primarily advocacy materials aimed at various target audiences. The contractor is expected to work on variety of products ranging from reports, brochures, factsheets, major publications, posters and other graphics on several areas. UNDP seeks graphic designers who can represent the work we do through compelling visuals in English and in Arabic.

Scope of Assignment

The UNDP would like to enter into a Framework Agreement, with a contractor that can provide design and layout services of UNDP Libya products - print and electronic versions including:

- develop a strengthened brand identity;
- improve the quality of publications and their visual characteristics;
- develop all sorts of graphic designs suitable for online and print use;
- propose modern visuals and innovative visual communication approaches through the close monitoring of the latest graphic design trends.

Main activities will include:

- Design attractive, engaging and modern visual materials to convey key messages to various target audiences in compliance with UNDP branding, such as design elements for web-based platforms (websites, newsletters) and infographics, posters, leaflets, logos, brochures, and any other design required to meet UNDP's communications objectives;

The Graphic Design Consultancy process will be as follows:

- Design the required visual in an attractive, engaging and modern way, making sure it supports the conveyance of the textual content targeting various audiences;
- Ensure the visual's compliance with all the potential uses needed (online, print, large scale, high-res, black&white, etc.) as well as file formats, as per the brief given by UNDP;
- Submit draft layout / sketches for discussion with UNDP;
- Revise the selected layout, inclusive of feedback provided;
- Submit again for validation by UNDP or further feedback;
- Submit the publication to UNDP for proofreading (up to 3 rounds of corrections to be covered; under the agreement);

Ensure insertion of all corrections:

- Generate identical designs for alternative languages when required;
- Obtain a final sign off from UNDP before submitting electronic files to the printer;
- Coordinate with clients and printers on proofs to ensure quality of the end-result and timely delivery.

The scope of materials may include the following:

- At least three UNDP activities brochure in Arabic and English – publication for UNDP corporate reporting;
- At least four reports;
- At least 20 promotional leaflets, factsheets, infographics, Prezis and web page designs, brochures, logos, event signage, corporate materials (signposts, stationary, PowerPoint templates, Xmas card, etc.), promotional material branding, or any other piece upon request as requested.
- Understand and comply with UNDP branding guidelines and/or other branding/editorial/style guidelines and manuals as instructed;
- Take part in in briefing calls;
- Finalize the content in consultation with UNDP - all contents require approval from UNDP and/or its partners; and
- Submit a rough draft of the design - UNDP may ask for changes upon the submission of the first rough draft and the designer must comply with the changes and resubmit for approval.

All graphics developed as part of the project to be submitted to UNDP;

All copyright over any products developed rests with UNDP. The designer may not use, reproduce or otherwise disseminate or authorize others to use, reproduce or disseminate such works without prior consent from UNDP.

Working Arrangements

- The overall objective of setting up these Framework Agreement contracts is to facilitate and expedite the process by which UNDP Libya will hire the services of graphic design consultants;
- IC as a Framework agreement is non-exclusive (i.e. it does not prohibit UNDP from entering into another such framework agreement with other individuals or entities);
- Estimated volume of services: maximum of US\$ 30,000 over the 6-month duration of the Framework Agreement;
- UNDP does not warrant that any quantity of services will be purchased during the term of the Framework Agreement as this will depend on forthcoming needs;
- The Framework Agreement to be signed with the consultant will be for a fixed all-inclusive daily and/or hourly fee;
- Once the Framework Agreement is signed, if there is a specific assignment, the focal person at UNDP Libya would contact by email the Consultant informing him/her of the assignment, specific deliverables, and timeline;
- The consultant must advise within 48 hours whether s/he is available to deliver the requested service;
- Thereafter a Purchase Order will be raised. Financial commitments will only be established each time the services are requested within the scope of the Framework Agreement through the transmitted email and purchase order;
- The Consultant will be given access to relevant information necessary for execution of the tasks under this assignment;
- The Consultant will be responsible for providing her/his own working station (i.e. laptop, internet, phone, scanner/printer, software, specific design programmes, etc.) and must have access to a reliable internet connection;
- Given the global consultations to be undertaken during each specific assignment, the consultants are expected to be reasonably flexible with their availability for such consultations taking into consideration different time zones;
- Payments will be made upon submission of a detailed time sheet and certification of payment form, and acceptance and confirmation by the Supervisor on days or hours worked and outputs delivered (with a “day” calculated as 8 hours of work).

Administrative Arrangements

The UNDP Communications Specialist will supervise the incumbent and review products and outputs delivered by the consultant and validate related payment.

Required Skills and Experience

I. Academic Qualifications:

Bachelor's degree in Industrial Art, Graphic Design or diploma on completion of training course on professional graphic design.

II. Years of experience:

- A minimum five years of experience in working as a graphic designer in a multicultural, international environment; experience in branding agency or in producing designs for non-profits or advocacy campaigns a strong plus;
- At least three years strong graphic design skills, including the mastery of all standard design software included in the Adobe Creative Suite.

III. Competencies:

- High level of computer literacy and advanced command over a full range of graphic design software (e.g., Photoshop, Illustrator, InDesign or equivalent software);
- Ethics and Values: Demonstrate and safeguard ethics and integrity;
- Organizational awareness: Demonstrate corporate knowledge and sound judgement;
- Development and Innovation: Take charge of self-development and take initiative;
- Work in teams: Demonstrate ability to work in a multicultural, multiethnic environment and to maintain effective working relations with people of different national and cultural backgrounds;
- Communicating and Information Sharing: Facilitate and encourage open communication and strive for effective communication;
- Conflict management: Surface conflicts and address them proactively acknowledging different feelings and views and directing energy towards a mutually acceptable solution;
- Continuous Learning and Knowledge sharing: Encourage learning and sharing of knowledge.
- Proven knowledge and/or familiarity with social and ecological resilience and sustainable development issues in a development context;
- Demonstrated experience in developing full-fledge corporate identities, including iconography, for non-profit organizations or private companies;
- Proven ability to apply the principles of identity and visual system design across multiple touch points, and adjust them to diverse audiences;
- Demonstrated skills in knowledge intensive, data visualization to produce compelling and visually engaging designs for infographics or Prezi presentation software; and
- Previous work experience with the UN System and familiarity with UNDP's general programming work are desirable.

Language Requirements

Fluency in English.

Fluency in Arabic desirable.

Documents to be submitted:

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

- Personal CV or P11, indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least three (3) professional references.
- Financial proposal that indicates the all-inclusive daily fee.
- Portfolio (on line link or pdf attachment with at least 5 sets of past work) demonstrating a mastery of basic design principles including typography, line, form, color, pattern, contrast scale, weight; creative data visualization capacity, multiple language designs, multiple audience designs, advocacy/campaign designs and at least one example of a full corporate identity and its application across a multitude of touch points, on and off line.
- Applicants must submit a duly completed and signed Annex II Offeror's letter to UNDP confirming interest and availability for the Individual Contractor (IC) assignment
- Submit the sample works/portfolio mentioned under evaluation criteria.

Evaluation of Applicants

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

- Only those applications which are responsive and compliant will be evaluated;
- Offers will be evaluated according to the Combined Scoring method –where the technical criteria will be weighted at 70% and the financial offer will be weighted at 30%;
- Only candidates obtaining a minimum of 49 points (70% of the total technical points) would be considered for the Financial Evaluation;
- The financial proposal shall specify an all-inclusive daily fee and hourly fee;
- The top applicant with the Highest Combined Scores and that have accepted UNDP's General Terms and Conditions will be awarded the Framework Agreements.

Evaluation Criteria

| <i>Criteria</i> | <i>Weight</i> | <i>Max. Point</i> |
|------------------|---------------|-------------------|
| <u>Technical</u> | 70 | 70% |

| | | |
|---|----|--|
| <p>Bachelor's degree in Industrial Art, Graphic Design or diploma on completion of training course on professional graphic design</p> <p>❏ <u>15 points– Master's Degree</u></p> <p>❏ <u>13 Points - Bachelor's degree</u></p> <p>❏ <u>5 points – diploma or training course on professional graphic design</u></p> | 15 | |
| <p>A minimum five years of experience in working as a graphic designer in a multicultural, international environment</p> <p><u>12 points – 5 years of experience;</u></p> <p><u>14 points – 7 years of experience;</u></p> <p><u>15 points– more than 7 years of experience</u></p> | 15 | |
| <p>Strong knowledge and proven application of Adobe Creative Suite;</p> <p><u>10 points – strong knowledge and proven application of Adobe Creative Suite;</u></p> <p><u>7 points – good knowledge and application of Adobe Creative Suite.</u></p> <p>At least 3 sample work using Adobe Creative Suite must be provided</p> | 10 | |
| <p>Demonstrated experience in developing full-fledge corporate identities, including iconography, for non-profit organizations or private companies</p> <p><u>15 – full set of 8+ elements;</u></p> <p><u>10 – medium set of 5-7 elements;</u></p> <p><u>5 – small set of 3-5 elements</u></p> <p>3 Sample work/portfolio must be provided</p> | 15 | |
| <p>Demonstrated skills in knowledge intensive, data visualization to produce compelling and visually engaging designs for infographics or Prezis</p> <p><u>10 – strong evidence;</u></p> <p><u>7 – fair evidence;</u></p> <p><u>5 – some evidence</u></p> <p>Evidences: Design elements and composition are in balance, unity and harmony; The designs compliance with the C.R.A.P. (contrast, repetition, alignment and proximity) standards; Harmonious selection of colors; Typography selected convey the message; Pieces of text grouped in a clear, readable way; Design impactful, legible and meaningful; There is enough contrast between titles, tag lines and other types of text; text aligned well; Photographs, icons or other images used in a design fit the general design aesthetics.</p> <p>3 Sample work/portfolio must be provided</p> | 10 | |

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| Language Skills <u>5 points – Fluent English and working level of Arabic;</u> <u>3 points - Fluent English;</u> | 05 | |
| Required equipment: Laptop or desktop (Apple iMac Pro); Monitor calibrator; Graphics tablet and stylus; Hard drive; High-res monitor; Creative software; Productivity software; | Compliance | |
| <u>Financial (Lower Offer/Offer*100</u> | 30 | |
| <u>Total Score is 70 (Technical) + 30 (Financial)</u> | 100 | 70% |

Anticipated Requirement

| Description | No of Days (Anticipated) |
|----------------------------------|----------------------------------|
| Table A | |
| Design of factsheets and reports | 20 |
| Design of examination material | 20 |
| Logo and Broachers Design | 20 |
| Banners/infographics | 20 |
| Table B | |
| Description | No of Hours (Anticipated) |
| Design of factsheets and reports | 40 hrs |
| Design of examination material | 40 hrs |
| Logo and Broachers Design | 40 hrs |
| Banners/infographics | 40 hrs |
| | |

Note:

- Applications **without i) financial offer, ii) P11 form and iii) Documents mentioned under Technical Proposal will NOT** be considered for evaluation;
- Financial proposal should be on provided format (i.e Annex 3- OFFEROR'S LETTER TO UNDP);