

Annex 1.
Terms of reference



GENERAL INFORMATION

Title: LTA for Visual Communications Design Services, for office and programme use
Project Name: ACHIEVE (Assistance for Enhanced Innovation for the Achievement of the SDGs in Indonesia)
Reports to: Technical Advisor SDGs cum National Project Manager / Project Team Leader of UNDP Project
Duty Station: Home-based
Expected Places of Travel (if applicable): N/A
Duration of Assignment: Not exceed a total of 480 working days within 24 months

REQUIRED DOCUMENT FROM HIRING UNIT

	TERMS OF REFERENCE
3	CONFIRMATION OF CATEGORY OF LOCAL CONSULTANT , please select : (1) Junior Consultant (2) Support Consultant (3) Support Specialist (4) Senior Specialist (5) Expert/ Advisor CATEGORY OF INTERNATIONAL CONSULTANT , please select : (6) Junior Specialist (7) Specialist (8) Senior Specialist
✓	APPROVED e-requisition

REQUIRED DOCUMENTATION FROM CONSULTANT

✓	P11 or CV with three referees
✓	Copy of education certificate
✓	Completed financial proposal
✓	Completed technical proposal

Need for presence of IC consultant in office:

- ☐ partial (the consultant will be home-based during his/her consultancy. She/he will work upon request from the office or programme manager for provision of visual communication service)
☐ intermittent (explain)
☐ full time/office based (needs justification from the Requesting Unit)

Provision of Support Services:

Office space: ☐ Yes ☒ No
Equipment (laptop etc): ☐ Yes ☒ No
Secretarial Services ☐ Yes ☒ No

If yes has been checked, indicate here who will be responsible for providing the support services: < Enter name >

I. BACKGROUND

The United Nations Development Programme (UNDP) is the leading United Nations organization fighting to end the injustice of poverty, inequality, and climate change by partnering with all levels of society. Working with our broad network of experts and partners in 170 countries, we help nations to withstand crisis, drive and enable sustainable growth to improve the quality of life. UNDP's mission is to be an agent for change in the human and social development of Indonesia. We aim to be a bridge between Indonesia and all donors as well as a trusted partner to all stakeholders. We work in four key areas of development: Governance Reforms, Pro-Poor Policy Reforms, Conflict Prevention and Recovery, and Environment Management with the overarching aim of reducing poverty in Indonesia.

UNDP Indonesia Country Office has regularly produced various information, multimedia publication to showcase programme progress by outlining the impact of development program towards achievement of the Agenda 2030 Sustainable Development Goals, also as a response to Covid-19 relief in bringing back SDGs on track. The publication is shared to all stakeholders, inclusive to all supporting individual, private sectors, public sectors, civil society, communities to demonstrate the impact of development in collaborating with UNDP.

UNDP Indonesia requires the services of individual graphic and/or visual designer to develop powerful communication design for promotional materials (e.g., posters, flyers, calendar, social media campaigns, etc), knowledge product materials (e.g., infographics, motion videos), and publications (reports, brochures, leaflets, etc) to communicate the process, results, and impact of UNDP ongoing projects or interventions across the country.

Thus, UNDP Indonesia is planning to establish Long Term Agreement (LTA) with a qualified individual visual communication / graphic / creative design to support timely provision of communication services and to provide the best quality and value for money services. LTA is written agreement between the selected consultant and UNDP for providing specific goods and services valid for 2 years; which is non-binding and non-exclusive, placing the UNDP Indonesia under no obligation to purchase minimum or maximum quantity.

The qualified entity will provide technical assistance in designing the publications, promotional materials, and knowledge products of UNDP Project, also to provide support in the improvement of design and layout of the materials produced.

The required personnel will be one (1) person and is expected to have excellent quality standards in providing the above-mentioned services during the contract period.

II. SCOPE OF WORK, ACTIVITIES, AND DELIVERABLES

Scope of Work

Detailed specifications for each assignment will be given to the selected designer as and when the services are requested. The consultants will be responsible for design and layout of knowledge products, print and electronic versions depending on program or office needs, including:

1. Provision of service in layout, design for visualizing data into infographics or publications.
2. Provision of service in layout and design on visibility products / visual identity (e.g., UNDP souvenirs, logos, mugs, bags, stationeries, organization profile, etc.).
3. Provision of service in visualizing data into animated videos / motion graphic videos.
4. Provision of service in design of reports and/or communication materials for printing and electronic distribution.
5. Revising and improving the materials produced in discussion with project team.
6. Submitting product draft to UNDP for proofreading with up to 4 times correction to be covered under agreement.
7. Provision of service in developing the products both in Bahasa Indonesia and in English (translate service).
8. Provision of service in creating web design, social media, digital newsletter to deliver strong digital advocacy strategy.

9. Provision of service in design collaterals, such as backdrop, banners, posters, digital background, certificate of winner/event, et cetera.

To deliver the above-mentioned products, the qualified individual consultant will have to work closely with project team and communication team to ensure the publication in line with UNDP guidelines. The qualified vendor is expected to manage the quality production despite a tight deadline of delivery and to ensure all products in line with UNDP branding and guidelines.

When any of mentioned product assigned, the selected entity is responsible to:

1. Developing concept
Providing creative concept and advice concerning certain knowledge product on how the design and style best serves the content and cover all information to ensure the message well delivered to the recipient.
2. Designing layout and visuality
The selected consultant required to ensure that the final design of the above-mentioned knowledge product is easy to follow or understandable by the stakeholders. The selected consultant responsible to design layout the visibility of product including editing and improving based on feedback received.
3. Submitting draft and Editing
When the selected consultant and UNDP Indonesia agreed to produce certain product, the selected consultant should submit first draft for proofreading with up to 4 rounds of correction. Upon receiving feedback, the consultant should accommodate all inputs for the final version.

Expected Outputs and deliverables

The qualified individual communication designer will be working on 'on call' basis when any of above-mentioned service required by the program or office. When any of mentioned services above required; the individual consultant and UNDP will decide on deliverable, cost of production and detailed summary of the work to be undertaken with specific objective, number of working days necessary to produce required product, materials, and media to be used, also deadline from concept note submission, draft submission, to finalized design. This production process inclusive to review and feedback on drafts.

Outputs/Deliverables	Estimated Number of Working Days
Deliverable 1: Provide design suggestion for 2D digital materials for infographic design. Preparing a concept note of design and layout, developing draft, production of final version in Bahasa Indonesia or English version as required, and printing.	7
Deliverable 2: Provide design suggestion for 2D digital materials for digital background design. Preparing a concept note of design and layout, developing draft, production of final version in Bahasa Indonesia or English version as required, and printing.	7
Deliverable 3: Provide design suggestion for 2D digital materials for icons/drawing. Preparing a concept note of design and layout, developing draft, production of final version in Bahasa Indonesia or English version as required, and printing.	7
Deliverable 4: Provide design suggestion for 2D digital materials for name card/ID tag. Preparing a concept note of design and layout, developing draft, production of final version in Bahasa Indonesia or English version as required, and printing.	7
Deliverable 5: Provide design suggestion for 2D digital materials for brochure.	7

Preparing a concept note of design and layout, developing draft, production of final version in Bahasa Indonesia or English version as required, and printing.	
Deliverable 6: Provide design suggestion for 2D digital materials for certificates. Preparing a concept note of design and layout, developing draft, production of final version in Bahasa Indonesia or English version as required, and printing.	7
Deliverable 7: Provide design suggestion for 2D digital materials for logos. Preparing a concept note of design and layout, developing draft, production of final version in Bahasa Indonesia or English version as required, and printing.	7
Deliverable 8: Provide design suggestion for 2D digital materials for backdrop design. Preparing a concept note of design and layout, developing draft, production of final version in Bahasa Indonesia or English version as required, and printing.	7
Deliverable 9: Provide design suggestion for 2D digital materials for banners design. Preparing a concept note of design and layout, developing draft, production of final version in Bahasa Indonesia or English version as required, and printing.	7
Deliverable 10: Provide design suggestion for 2D digital materials for merchandise design. Preparing a concept note of design and layout, developing draft, production of final version in Bahasa Indonesia or English version as required, and printing.	7
Deliverable 11: Provide design suggestion for 2D digital materials for posters. Preparing a concept note of design and layout, developing draft, production of final version in Bahasa Indonesia or English version as required, and printing.	7
Deliverable 12: Provide design suggestion for communication media of regular reports. Preparing a concept note of design and layout, developing draft, production of final version in Bahasa Indonesia or English version as required, and printing.	14
Deliverable 13: Provide design suggestion for communication media of newsletter. Preparing a concept note of design and layout, developing draft, production of final version in Bahasa Indonesia or English version as required, and printing.	14
Deliverable 14: Provide design suggestion for communication media of bulletin. Preparing a concept note of design and layout, developing draft, production of final version in Bahasa Indonesia or English version as required, and printing.	14
Deliverable 15: Provide design suggestion for communication media of flyer. Preparing a concept note of design and layout, developing draft, production of final version in Bahasa Indonesia or English version as required, and printing.	7
Deliverable 16: Provide design suggestion for communication media of e-magazine. Preparing a concept note of design and layout, developing draft, production of final version in Bahasa Indonesia or English version as required, and printing.	23
Deliverable 17: Provide design suggestion for communication media of e-book.	23

Preparing a concept note of design and layout, developing draft, production of final version in Bahasa Indonesia or English version as required, and printing.	
Deliverable 18: Provide design for visual, size, material, or any technical details for motion graphic videos. Preparing a concept note of design and layout of motion graphic videos, developing draft of motion graphic videos with voice over as required, and production of the final product.	24
Deliverable 19: Provide design for visual, size, material, or any technical details for animated videos. Preparing a concept note of design and layout of animated videos, developing draft of animated videos with voice over as required, and production of the final product.	24
Deliverable 20: Providing service in creating web design and web development.	20
Total Working Days	240

III. WORKING ARRANGEMENTS
Institutional Arrangement <ul style="list-style-type: none"> a) The selected consultant will be directed by project team leader of UNDP project or country office. b) Deliverable to be submitted upon request by country office or project leader. c) The selected consultant will liaise with team leader and project consultant to develop knowledge product. d) The selected consultant will liaise with relevant stakeholder to produce knowledge product specified under 'scope of work' section. Duration of the Work <ul style="list-style-type: none"> a) The duration of LTA is 2 years, with contract issuance on annual basis and the extension will be subject to satisfactory performance of the individual consultant. The contract shall be effective from the date of signature of the contract between UNDP and the individual consultant. b) Target date of starting is March 2021. c) Submitted deliverable of service (s) will be reviewed for approval, followed by revision and/or correction as necessary before recommendation for payment. d) In the instance where deliverable is not possible to be produced, due to external factor, the selected consultant should discuss the new due date with the project team leader. Duty Station <ul style="list-style-type: none"> a) The selected candidate will be working home-based. b) She/He will require to be present at office upon request. Travel Plan N/A

IV. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS
Academic Qualifications: Bachelor's degree in visual communication design or visual, graphic design.

Years of experience:

- a) Minimum of 8 years of combined and relevant experience in graphic design, in communications for development organizations, including experience in the preparation of 2D Digital materials, communication media, motion graphic videos, animated videos, web design and web development.
- b) Experience developing knowledge product related to Sustainable Development Goals is an asset.

Competencies and special skills requirement:

- a) Strong theoretical and practical background in graphic / visual communication design, including the use of design software such as Adobe Photoshop, Adobe Premier, In-Design, CorelDraw, web design tools such as Dreamweaver, After Effect for Videos, and Adobe XD for Web Design. This is proved by attaching sample of design in a softcopy or (preferably) website link, or any social media link.
- b) Capable of producing high quality of outputs in a timely manner while understanding and accommodating the evolving client needs.

V. EVALUATION METHOD AND CRITERIA

Cumulative analysis

The selected individual consultants will be evaluated using Cumulative Analysis methodology. The selected individual consultants will be first evaluated on the Technical Submission to be eligible for the next step. The proposal will determine the ranking of the communication visual designer based on:

a) responsive/compliant/acceptable, and

b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

** Technical Criteria weight; 70%*

** Financial Criteria weight; 30%*

Only candidates obtaining a minimum of 70 point would be considered for the Financial Evaluation.

Criteria	Weight	Maximum Point
1) <u>Technical</u>	70%	100
Criteria A: qualification requirements as per TOR:		
1. Bachelor's degree in visual communication design or visual, graphic design.		10
2. Minimum of 8 years of combined and relevant experience in graphic design, in communications for development organizations, including experience in the preparation of 2D Digital materials, communication media, motion graphic videos, animated videos, web design and web development.		40
3. Experience developing knowledge product related to Sustainable Development Goals.		20
Criteria B: Brief Description of Approach to Assignment		30
1. To provide approach and methodology that show a strong theoretical and practical background in graphic / visual communication design, including the use of design software such as Adobe Photoshop, Adobe Premier, In-		

Design, CorelDraw, web design tools such as Dreamweaver, After Effect for Videos, and Adobe XD for Web Design.		
This is proved by attaching sample of design in a softcopy or (preferably) website link, or any social media link.		