

ANNEX II
TERMS OF REFERENCE
FOR THE PROVISION OF DESIGN SERVICES

1. Scope:

The service provider is required to provide the Design Services for UNFPA APRO listed below:

Print artwork design

Artworking; brochures; reports; leaflets; booklets; newsletters; books; folders; banners; posters; packaging for promotional material; Illustration; wall coverings; signage; postcards; business cards; adverts.

Digital design

Presentations; infographics; animation; website design (microsites); motion graphics; HTML5 online display; eshots; AR/QR Code; Social Media Sticker or Pins.

The scope of requires service are as per below;

- Creative Concept. This will require providing creative ideas and advice on how the design concept best serves the content and type of material being produced.
- Production Process. The service provider will be expected to come up with a realistic production deadline that can be followed from concept to final product development.
- Designing layout, imagery, illustration, animation. This will require ensuring that the final design and use of images, graphics, animation or illustration best reflects the product but also confirms to UNFPA standards and branding guidelines (which will be shared by UNFPA with the vendor).
- Final Packing of Material. This will require ensuring that the final product be packaged according to the different distribution outlets required. This includes preparing the printing plates for the printer, to preparing a PDF copy for a website. In addition, final artwork and ALL raw files for printing and electronic distribution (low/high resolution) must be given to UNFPA.

For each required service, UNFPA APRO will prepare the final text to the service provider and it is expected that the service provider will provide UNFPA with at least two different concept/design options to discuss with UNFPA APRO to develop the final production. Final proofs should be provided for sign off before design is finalized.

2 Requirements:

2.1 Strength and diversity of design portfolio

- a. In their technical proposal, the service provider must present a diverse, innovative portfolio that demonstrates design service skills in the areas listed above.

In their technical proposal, the service provider must present at least eight examples (four digital and four print) that accurately reflects their creative approach and range of experience. Please list the name of the person who designed each product.

2.2 Company profile

In their technical proposals, the service provider shall also provide the details of its management approach to a project including the design process and methodology.

Company's corporate Profile:

Profile of the service provider

- Location of offices
- Summary of corporate structure and area of specialization including company registration certificate
- Detail Experience with accreditations.
- Number and type of employee
- A description of who will be assigned to the team and how they will manage the project. CVs or portfolio on the staff assigned to the project must be included. Roles, responsibilities and reporting lines of all staffs as well as those expected from UNFPA.
- Ownership of software and equipment.

Experience and Expertise:

- The service provider should hold a minimum **5** years of experience in design services.
- The service provider should give at least three references of clients for whom the Agency has carried out work.
- The service provider should provide specific client referencing indicating names and descriptions of clients
- Names of senior staffs of the service provider who will be involved in working with UNFPA.

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