

Terms of Reference (ToR) for Graphic Illustration Artist

Assignment Title:	Designing IEC materials (2 Posters)	Deadline Application	3 May 2024
--------------------------	--	-----------------------------	-------------------

Background

Voluntary Service Overseas (VSO) is a leading international development organization which promote a world without poverty and working through volunteering approach to share skills and knowledge for development. VSO Myanmar will be providing technical support on gender and disability inclusion to a consortium unit of Multi-Year Resilience Program (MYRP) for Myanmar to achieve its four outcomes specifically on access, quality, system strengthening and resource mobilisation. The main objective of MYRP in Myanmar is to provide quality education services to the most vulnerable learners, including children with disabilities, and those out-of-school or at risk of dropping out in a safe disability inclusive and gender responsive, and protective learning environment.

In this regard, VSO is looking for an experienced graphic illustration artist who can represent the messages of project needs through compelling visual designs based on the content and guidance provided by the project team. The qualified service provider is expected to design IEC materials which primarily aimed at various target audiences. The service provider shall be responsible to provide standardized materials by ensuring quality and appropriate creation to promote positive behaviour change in the project’s target communities. Due to the nature of the project, we are seeking for a service provider that can complete the assignment within 1 month or the stipulated timeline set by VSO.

Scope of Work

- Develop 2 posters with key messages given by VSO to raise awareness on gender and disability inclusion in learning environment.
- Dimensions of poster size is 2 ft x 3 ft and develop 6-9 characters for a poster.
- Develop the materials following accessible and inclusive communications guidelines.
- Open to collaborating with VSO project team to ensure the poster aligns with our vision and requirements.
- Must ensure full compliance of graphic and visual communication products with the relevant graphic standard and the VSO brand guidelines.
- Revise for minor adjustment and edition to the designs upon the project team request.
- The service provider is responsible for all software and hardware required to compete the projects.

Rating Scale:

1	Qualifications	<ul style="list-style-type: none"> ▪ Degree in Graphic Design or diploma/certificate of completion of training course on professional graphic design or related courses. ▪ Strong knowledge of Adobe Creative Suite.
---	----------------	--

		<ul style="list-style-type: none"> ▪ Must be fluent in English and Burmese. ▪ Excellent communication, service skills and attention to detail. ▪ Demonstrated competency with developing and producing IEC materials.
2	Experience	<ul style="list-style-type: none"> ▪ At least 5 years of relevant professional experience in graphic design/illustration skills, including the mastery of all standard design software. ▪ Experience in poster designing and similar assignments. ▪ Having a strong knowledge in poster design for gender and disability inclusion is an advantage. ▪ Proven knowledge and/or familiarity with social inclusion, resilience, and sustainable development issues in fragile contexts. ▪ A good understanding of quality design composition, conceptual layout through to final design presentation and typography. ▪ Experience in producing designs for international organizations and non-profits will be a plus.

Tentative Timeline

- Consultation with VSO project team on the concept of posters on 13 May 2024.
- The service provider must complete the first draft of assignment and share it before 20 May 2024.
- The second and third round of revisions should be submitted on 27 May and 3 June 2024.
- The final version should be completed on **7 June 2024**.

Copyright Ownership

- All materials, whether draft or final products should be submitted to VSO in soft copies along with source files.
- Ensure to use copyrighted characters/objects in posters by own creative.
- Any material submitted under this ToR is the property of VSO and the project. It cannot be submitted or distributed to or used by any other agencies without prior informed consent.

Payment

- Payment will be processed based on deliverables as agreed in the contract document. It will be made upon receipt of agreed final version of the products in the standard format and guidelines.

Interested service providers should submit their Cover letter, CV, Quotation Proposal, and examples of previous artwork to nainglwin.htoo@vsoint.org by **3 May 2024**. The only short-listed service providers will be contacted for interview and will be assessed for the projects.