

Terms of Reference (ToR) for Graphic Designing Services

1.0. About Cordaid

Cordaid is the Catholic Organisation for Relief and Development Aid with its headquarters based in the Hague-Netherlands. Cordaid's work is guided by its mission, to reduce fragility and people's vulnerability where it is most needed and most difficult. Cordaid works on the humanitarian, peace, and development nexus by addressing the immediate needs of vulnerable groups while contributing towards sustainable development approaches within its various sectors including health care systems, economic opportunities and disaster resilience, and the promotion of security and justice. This approach is also used by Cordaid to promote a learning front where different sector groups can learn from each other. At Cordaid, we envisage a world where all communities regardless of their political, race, tribal, and religious affiliation have access to life basics in a sustainable, dignified, and inclusive manner

1.1. Introduction of the project

Cordaid South Sudan in partnership with GIZ is implementing a Food and Nutrition Security and Management of Natural Resources programme (FONA) is a complementary project to the Joint Resilience Programme of WFP / UNICEF and is being implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in South Sudan, on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

The FONA project has three components, one of which - the management of natural resources and the disaster risk component. This component is being implemented by the Catholic Organisation for Relief and Development Aid (Cordaid) in Western Equatoria State (WES).

The natural resource management and disaster risk component employs catchment-based and integrated water resource management approaches, to achieve its objective of strengthening institutional capacities, improving natural resource management, and comprehensive disaster risk management in six selected micro-catchment areas across the two states, i.e. in Yabua Micro-catchment area, WEQ1; James Diko Micro-catchment area, WEQ5; Nasue-Nabiapai Micro-catchment area, WEQ7, in Western Equatoria State.

2.0. Project objectives, outcomes, outputs, and activities

The overall project objective is to strengthen the resilience of 2,000 households affected by crises through effective management of natural resources, increasing and diversifying food production, and enhancing nutritious food utilization among the targeted vulnerable groups. Cordaid will contribute to the achievement of the overall project objective through the following results areas:

- Result area 1: Promotion of nutrition
- Result area 2: Management of natural resources and disaster risk reduction
- Result area 3: Promotion of a healthy diet and nutrition

3.0. Result area 1: Management of natural resources and disaster risk reduction.

Activities under this result area are aimed at improving the institutional framework for natural resource management.

Therefore, Cordaid has adopted the micro catchment approach and worked with communities to form and empower natural resources management committees. This is a sustainable strategy for securing agricultural production in the long term, even in the face of climate change, and thus contributing to preventing disasters and food crises. This Community-led programming approach not only ensures continued management of Natural resources beyond the grant period but also enhances community ownership of the established approaches and processes.

4.0. Micro-catchment Management Plans

The project has so far facilitated the formation of community Micro-catchment Management Committees (MCMCs), trained these committees, facilitated the identification of Community Natural Resources, identified disaster risks related to the Natural Resources, and Developed Community Led Action Plans (Measures) to address the identified disasters and their potential root causes.

5.0. Graphic Designer Assignment Summary

The Graphic Designer job shall include the entire process of defining requirements, visualizing, and creating graphics including illustrations, logos, layouts, and photos. The designer will be the one to shape the visual aspects of the Micro-catchment Management Plans. The graphics of the Micro catchment Management Plan (MCMP) should capture the attention of those who see them and communicate the right message. Therefore, the applicant needs to have a creative flair and a strong ability to translate existing text content into a visual design.

The Designer will work in close coordination with the requester (Cordaid and GIZ technical staff) to provide a final softcopy ready-to-print file for digital use in PDF and EPS Formats for the following printings.

1. Design Books/manuals/reports/guidelines etc.
2. Newsletter
3. Multi-color original illustration
4. Multi-color infographics

6.0. Applicants Evaluation Criterion

Component	Marks
Technical skills presentation	30 Mark
Feasibility of Budget	30 Marks
Team composition	20 Marks
Duration of the assignment	20 Marks

7.0. The goal of graphic design work for MCMPs is to inspire and attract the target audience.

8.0. Responsibilities of the graphic designer

- Study design briefs and determine requirements
- Schedule projects and define budget constraints

- Conceptualize visuals based on requirements
- Prepare rough drafts and present ideas
- Develop illustrations, and other designs using software or by hand
- Use the appropriate colours and layouts for each graphic
- Work with design partners to produce the final design
- Amend designs after feedback
- Ensure final graphics and layouts are visually appealing and on-brand

9.0. Requirements and skills

- Proven graphic designing experience
- A strong and relevant portfolio of illustrations or other graphics
- Familiarity with design software and technologies (such as InDesign, Illustrator, Photoshop)
- A keen eye for aesthetics and details
- Understand organizations' needs and the ability to deliver high-quality designs
- Excellent communication skills
- Ability to meet deadlines
- A degree in Design, Fine Arts, or a related field is a plus
- Individuals and companies are eligible to apply.

Services Description form

S.N.	Service Description	Quantity	Unit Price (Rs)	
01	Design books/Reports on A4 size	Per Page		
02	Printing a booklet of the report	Per Page		

Proposals shall be submitted through: tendercordaidsouthsudan@cordaid.org

The **closing date** for submission of the EOI and financial proposal is Friday, 9th August 2024, at 4:00pm (South Sudan Local Time).

Note: These Terms of Reference are subject to negotiation and revision before a final contract is signed.