

Terms of Reference/Call for Quotations

TORs for delivering Illustration Designing

Project: Tameer Hamqadam

Last date to apply: May 26, 2023

Submission of Quotations: Proposal both technical and financial in separate envelope on below address:

Procurement Unit: Centre for Peace and Development Initiatives

House 13, St # 788, G-13/4, Islamabad

Contact # 051-8312794-95

hr@cpdi-pakistan.org

About CPDI

Centre for Peace and Development Initiatives (CPDI) is an independent, non-partisan, and not-for-profit civil society organization working on issues of peace and development in Pakistan. It is registered Under Section 42 of the Companies Ordinance, 1984 (later substituted by Companies Act 2017). It was established in September 2003 by a group of concerned citizens who realized that there was a need to approach the issue of peace and development in an integrated manner. CPDI is the first initiative of its kind in Pakistan. It seeks to inform and influence public policies and civil society initiatives through research-based advocacy and capacity building to promote citizenship, build peace and achieve inclusive and sustainable development. Areas of special sectoral focus include promotion of peace and tolerance, rule of law, transparency, and access to information, budget watch, media watch, election watch, legislative watch, and democratic development.

Deliverables

- Work with the consultant for designer illustration based on the project scope.
- Work with the layouts of the designing and generate computer visuals and work with the hand drawn sketches.
- Conceptualize the content and the information about participatory local governance in terms of graphic design and illustrations.
- 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, highres, black&white, etc.) as well as file formats
- Work with the tools like Coral Draw, Adobe InDesign, Adobe Illustrator, Adobe Premier for the pictorial creation of the content.
- Work with IT firm for producing the content in graphic illustration for project presentation development and project video development.
- Work closely with the Project Manager for the assignment.
- Develop the illustration and graphic designs in a creative manner.
- Submit draft layout/sketches for discussion with CPDI.

Timeline:

The contractor is expected to complete the work within **20 days** of the signing of the contract.

Qualification criteria:

- Bachelors in Communication Designing.
- Atleast 8-10 years of experience in graphic designing, illustration designing, development of catalogues, brochures and flyers.
- Atleast 8-10 years of experience conceptualizing layouts of the designing, computer generated visuals and hand drawn sketches
- Composed and design the training material, manuals, and handbooks.
- Experience working with the Local Government Department, KP.
- Experience using graphic designing tools like Coral Draw, Adobe InDesign, Adobe Illustrator, Adobe Premier.
- Experience in creating illustrations for professional video formats, 2D animation vidoes.

Selection Criteria

Quotations will be assessed on following criteria:

Technical Proposal (70 points)

Financial Proposal (30 points)