Terms of Reference

Framework Agreement for Five Graphic Designers

Post Title:	Individual Contractor (IC) – Graphic Designer
Starting Date	July 2020
Duration of initial contract	1 Year
Expected duration of assignment	Up to 3 years dependent on demand for services and performance
Location	Homebased - Riyadh, Saudi Arabia
Project:	Communication Project
Individual Contract as Framework Agreement	National Consultant - Individual Contract as Framework Agreement

I. Background:

UNDP is the knowledge frontier organization for sustainable development in the UN Development System and serves as the integrator for collective action to realize the Sustainable Development Goals (SDGs). UNDP's policy work carried out at HQ, Regional and Country Office levels, forms a contiguous spectrum of deep local knowledge to cutting-edge global perspectives and advocacy. In this context, UNDP invests in the Global Policy Network (GPN), a network of field-based and global technical expertise across a wide range of knowledge domains and in support of the signature solutions and organizational capabilities envisioned in the Strategic Plan.

The United Nations Development Programme (UNDP) is the UN's global development network, working in over 170 countries and territories. In Saudi Arabia, UNDP is committed to helping the country through strengthened national and local capacities to carry out political, economic and social reforms and development. UNDP annually spends nearly USD 30 million in BIH through its four key focus areas: Justice and Security, Social Inclusion and Democratic Governance, Rural and Regional Development, and Energy and Environment. Additionally, UNDP is the custodian of the Resident Coordinator system, thereby collaborating closely with other UN Agencies. The Intention of UNDP Saudi Arabia in Riyadh is to hire one or more consultant(s) as (IC) Individual Contractor under Individual Contract as Framework Agreement) for one (1) year, which may be renewed for an additional two (2) years based on:

- Satisfactory evaluation of performance, which will be conducted through an internal survey and performance assessment ;
- Needs/Requirements of services;
- Availability of funding ;
- Retention of the same rates as agreed with the UNDP during the Contract validity, except when the rates will be reduced without a reduction in the scope and quality of services; and

II. Objective of assignment:

The overall objective for the consultants to provide high quality graphic design services to support UNDP Saudi Arabia to establish a strong partnership with its donor by meeting their specific visibility and communication requirements through better designs and quality products. Also, to contribute to UNDP's effort to have better quality designs for all its visibility and communication materials.

The graphic designers are expected to deliver quality designs for various UNDP assignments completed in line with UNDP and Partners branding requirements and within specified deadlines.

UNDP Saudi Arabia is looking for experienced graphic designers to work with the UNDP Saudi Arabic Communications Unit and provide a wide range of graphic design services for print and online purposes, based on the content and guidance provided by the Communications Unit. All publications are primarily advocacy materials aimed at various target audiences. The contractor is expected to work on a variety of products ranging from reports, brochures, factsheets, major publications, posters and other graphics on several areas. UNDP seeks graphic designers who can represent the work we do through compelling visuals in English and Arabic.

UNDP aims to establish a strong partnership with its donor by meeting their specific visibility and communication requirements through better designs and quality products. Also, to contribute to UNDP's effort to have better quality designs for all its visibility and communication materials.

The graphic designer is expected to deliver quality designs for various UNDP assignments completed in line with UNDP and Partners branding requirements and within specified deadlines. The graphic designer will produce products based on the content and guidance provided by the communication unit for each assignment ensuring effective conveyance of the textual content to target audiences while in full compliance with UNDP branding and style guide.

III. Tasks and Responsibilities:

The scope of work will vary depending on the individual assignments but would include one or various of the below tasks:

- Implement the graphic guidelines in all DRC's communication products;
- Deliver creative and innovative ideas for print, electronic, web-based and Design and layout of reports and other products
- Design of reports and other communication materials for printing and electronic distribution;
- Improve and edit artwork, photos, charts and other graphic elements;
- Layout and design information and communication materials (t-shirts, banners, posters, booklets, leaflets, books, bulletins, flyers, cards)
- Create different illustrative materials such as animation, presentations and design of the packaging
- Custom photo editing
- Graphic design for all types of communication materials
- Layout design and typesetting for printed and electronic publications;
- Video graphics and animation design;
- Develop a strengthened brand identity;
- Improve the quality of publications and their visual characteristics;
- Develop all sorts of graphic designs suitable for online and print use;
- Propose modern visuals and innovative visual communication approaches through the close monitoring of the latest graphic design trends.

IV. Intellectual Property:

All information and production of video pertaining to the assignments, as well as, outputs produced under this contract shall remain the property of the UNDP who shall have exclusive rights over their use. The products shall not be disclosed to the public nor used in whatever format without written permission of UNDP in line with the national and International Copyright Laws.

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V. Institutional Arrangement and Contract Management:

- The overall objective of setting up these Framework Agreements is to facilitate and expedite the process by which UNDP will hire the services of five graphic designers once there are specific assignments over the next 3 years;
- Estimated volume of services: maximum of US$100,000 over the 3-year duration of the Framework Agreement;
- UNDP does not warrant that any quantity of services will be purchased during the term of the Framework Agreement as this will depend on forthcoming needs;
- The initial Framework Agreement would be for one year with an option for renewal in subsequent years dependent on demand for services and satisfactory performance evaluation;
- **The Framework Agreements to be signed with 5 consultants will be for a fixed all-inclusive daily fee;**
- Once the Framework Agreement is signed, if there is a specific assignment, the focal person at UNDP Communication unit and Procurement unit would contact the Consultant by email informing them of the assignment specific deliverables, and timeline;
- The consultant must advise within 48 hours whether they are available to deliver the requested service;
- Thereafter a Purchase Order will be raised. Financial commitments will only be established each time the services are requested within the scope of the Framework Agreement through the transmitted email and purchase order;
- IC as a Framework agreement is non-exclusive (i.e. it does not prohibit UNDP from entering into another such framework agreement with another individuals or entities);
- The Consultant will be given access to relevant information necessary for execution of the tasks under this assignment;
- The Consultant will be responsible for providing their own working station (i.e. laptop, internet, phone, scanner/printer, etc.) and must have access to a reliable internet connection;
- Payments will be made upon submission of certification of payment form, and acceptance and confirmation by the Supervisor of outputs delivered;
- Under the overall guidance of the Communication Unit, the graphic designer(s) will report to the UNDP Saudi Arabia Country Office. The assigned UNDP staff member(s) will work closely with the graphic designer to ensure timely delivery of expected outputs for each assignment. The graphic designer will provide technical support to the communication unit and ensure that all deliverables follow UNDP relevant communications guidelines, provide the best possible functionality and usability to UNDP partners;
- Extension of the IC Framework Agreement duration will be based on the satisfactory performance and availability of funding;

VI. Duration of the Work:

Framework Agreement for an initial period of one year with a possibility of extension for three years, starting from July 2020 to June 2023. The initial contract would be for one year (July 2020- June 2021) with an option for renewal in subsequent years upon satisfactory performance evaluation.

VII. Travel / Duty Station:

No travel is envisaged to deliver this work as this home-based, Saudi Arabia. If the need arises, travel will be arranged according to the UNDP travel policies.

VIII. Required Qualification and Experience:

a. Academic Qualification

University degree in Industrial Art, Graphic Design or Diploma on completion of a professional training course on professional graphic design.

b. Professional Experience:

- A minimum of three years of experience working as a graphic designer in a multicultural, international environment; Working experience in development or humanitarian environment is desirable;
- Experience in producing designs for the United Nations, Governments or International Non-Profit Organizations or advocacy campaigns will be an advantage;
- Strong theoretical and practical background in graphic design, including the use of different types design software packages;
- Show a clear and mature style of design, demonstrating an understanding of the communication requirements of different or International Non-Profit Organizations;
- Proven experience of graphic production from start to published/printed product with knowledge of printing processes and color management;
- Good understanding of new and evolving technologies and digital platforms;
- Knowledge of standard software packages;
- Strong graphic design skills, including the mastery of all standard design software, included in the Adobe Creative Suite;
- Good command of an animation editing software

IX. Competencies:

a. Corporate:

- Demonstrates integrity and fairness, by modelling the UN/UNDP's values and ethical standards;
- Promotes the vision, mission and strategic goals of UNDP;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.

b. Functional/Technical:

- Ability to translate technical information in creative products;
- Excellent communication skills;
- Ability to work in a multicultural environment.

c. Client Orientation and Communication:

- Effective written and oral communication skills;
- Good interpersonal and networking skills;
- Ability to establish and maintain effective working relations;
- Ability to work under minimum supervision;
- Ability to work with multiple stakeholders from a wide range of disciplines and fields, from both developed and developing countries, and having diverse and competing for worldviews and interests.

X. Language Requirements:

Fluency in English and Arabic (written and spoken) is essential

XI. Scope of Price Proposal and Schedule of Payments:

- Daily Fee. Consultant shall quote an all-inclusive Daily Fee for the contract period. The term "all-inclusive" implies that all costs (professional fees, communications, consumables, etc.) that could be incurred by the IC in completing the assignment are already factored into the daily fee submitted in the proposal
- Payments shall be made based on approved invoices indicating number of working days spent for each specific assignment, upon verification of completion of deliverables and approval by the IC's supervisor
- The contract price is fixed regardless of changes in the cost components or schedule of the assignment.
- For contract purposes "daily" would be understood as 8 hours of work, and "half-day" as 4 hours of work.
- Daily Fee will be the basis for UNDP to calculate rates below one-day duration: half-day rate will be 50% of the daily fee.
- Payments shall be made based on satisfactorily achieved deliverables under each assignment and submission of the approved invoice indicating a number of working days spent for each specific assignment, upon verification of completion of deliverables and approval by the IC's supervisor of each assignment.
- UNDP reserves the right to rescind the agreement during that period should the performance of the consultant not meet its requirements UNDP shall directly contract the consultant based on its need to carry out those activities. A specific Term of Reference (TOR) outlining the outputs for each assignment shall be provided and an Individual Contract/Purchase order shall be issued to the consultant, detailing the time frame.

Evaluation method:

XII. Technical Evaluation Criteria: (70%)

- Only those applications which are responsive and compliant will be evaluated;
- Offers will be evaluated according to the Combined Scoring method – where the qualifications will be weighted at 70% and the financial offer (based on a quoted all-inclusive daily fee) will be weighted at 30%;
- The technical criteria (education, experience, language) will be based on maximum 70 points. Only the candidates that have achieved a minimum of 49 points of the technical criteria will be deemed technically qualified and be requested to submit a financial proposal;
- Financial score shall be computed as a ratio of the proposal being evaluated and the lowest priced proposal received by UNDP;

The top 5 Applicants receiving the Highest Combined Scores and that have accepted UNDP's General Terms and Conditions will be awarded the Framework Agreements

The candidates who are shortlisted will be assessed and scored against the following evaluation criteria. Evaluation of Candidates (max 100 points):

Technical Criteria	Weight	Max point

University degree in Industrial Art, Graphic Design or diploma on completion of a training course on professional graphic design; A minimum of three years of experience working as a graphic designer in a multicultural, international environment;		20
Fluency in English and Arabic (written and spoken) is essential		20
Experience in producing designs for the United Nations, governments or international non-profits or advocacy campaigns will be an advantage;		10
Strong theoretical and practical background in graphic design, including the use of design software		10
Show a clear and mature style of design, demonstrating an understanding of the communication requirements of different INGO's.		10
Proven experience of graphic production from start to published/printed product with knowledge of printing processes and color management		10
Good understanding of new and evolving technologies and digital platforms; Good command of an animation editing software		10
Strong graphic design skills, including the mastery of all standard design software, included in the Adobe Creative Suite; Knowledge of standard software packages		10
Total		**100**

XIII. Financial Evaluation (30%)

For those offers considered in the financial evaluation, the lowest price offer will receive 30 points. The other offers will receive points in relation to the lowest offer, based on the following formula: (Pl / Pn) * 30 where Pn is the financial offer being evaluated and Pl is the lowest financial offer received.

XIV. Final Evaluation

The final evaluation will combine the scores of desk review and financial proposal with the following weights assigned to each: Individual consultants will be evaluated based on the cumulative analysis methodology (weighted scoring method), where the award of the contract will be made to the individual consultant whose offer has been evaluated and determined as:

Responsive/compliant/acceptable; and Having received the highest score out of a pre-determined set of technical and financial criteria specific to the solicitation.

- ✓ Technical Criteria weight: [70%]
- ✓ Financial Criteria weight: [30%]

XV. Recommended Presentation of Offer:

Recommended Presentation of Offer Interested individual consultants must submit the following to demonstrate their suitability for the assignment.

a) Duly accomplished **Letter of Confirmation of Interest and Availability** using the template provided by UNDP;
b) Personal **CV or UNDP P11**, indicating all past experience from similar projects, as well as, the contact details (email and telephone number) of the Candidate and at least three (3) professional references;
c) **Financial Proposal** that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided. If an Offeror is employed by an

organization/company/institution, and he/she expects his/her employer to charge a management fee in the process of releasing him/her to UNDP under Reimbursable Loan Agreement(RLA), the Offeror must indicate at this point and ensure that all such costs are duly incorporated in the financial proposal submitted to UNDP.

d) **Design portfolio**, including a,) a brief description of why the individual considers her/himself as the most suitable for the assignment; and b) at least five examples of mastery of basic design principles including typography, line, form, color, pattern, contrast scale, weight; creative data visualization capacity, multiple language designs, multiple audience designs and/ or advocacy/campaign designs.