

AFRICAN UNION

الاتحاد الأفريقي



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REQUEST FOR EXPRESSIONS OF INTEREST (EOI)

BOOK GRAPHICS DESIGNER CONSULTANCY

PROCUREMENT NUMBER: AUC/PAPS/C/011

SECTION I: LETTER OF INVITATION

6th December 2021

Dear Applicants,

REF: BOOK GRAPHICS DESIGNER CONSULTANCY

1. The African Union Commission wishes to recruit highly qualified African experts to undertake the above assignment. The AUC now invites interested **Individual Consultants** to submit CVs for the assignment as per attached Terms of Reference (TORS).
2. A Consultants will be selected under the Fixed Budget Selection method and the pass mark shall be 70%.
3. The Eols must include the following:
 - (i) A Cover Letter outlining the understanding of the assignment and methodology
 - (ii) CV demonstrating experience with similar assignments.
4. The consultant will be paid a lump sum of (USD 5000) for 20 working days.
5. The Eols must be submitted to the following e-mail address: **tender@africa-union.org with a copy to AidarusH@africa-union.org**
6. The title of the Procurement and Procurement Number must appear as subject of e-mail submissions
7. The Deadline for submission of Eols is 20th December 2021 at 1500 hours Addis Ababa Time. Late applications will not be considered.
8. This call for Request for Expressions of Interest comprise of the following:
 - Section I – This Letter of Invitation
 - Section II - Terms of Reference

Yours sincerely,

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TERMS OF REFERENCE FOR A BOOK GRAPHICS DESIGNER CONSULTANCY

TO SUPPORT THE POLITICAL AFFAIRS AND PEACE AND SECURITY DEPARTMENT (PAPS) PUBLICATION ON “SILENCING THE GUNS IN AFRICA”

1. BACKGROUND

The African Union (AU) is a Pan African continental body consisting of 55 African countries and is charged with spearheading Africa's socio-economic growth through integration, inclusion and sustainable development by promoting unity, solidarity, cohesion and cooperation among the peoples of Africa and African States.

The African continent has hosted, and continues to be home to, a number of deadly conflicts that jeopardize human, national and international security. This quagmire prompted the African Union (AU) Assembly to take steps to stem the persistent fights and address cases of relapse into violence. The AU's strategic framework for the socio-economic transformation of the continent, Agenda 2063, calls for dialogue-centred conflict prevention and resolution mechanisms that help end all wars in Africa by the year 2020 (Vision 2020). The AU's flagship initiative “**Silencing the Guns in Africa by 2020**” was adopted in May 2013 as part of the Solemn Declaration of African Heads of State and Government. In 2017, the AU Master Roadmap of Practical Steps for Silencing the Guns in Africa by the Year 2020 was adopted.

The vision of the African Union is that of “**An integrated, prosperous and peaceful Africa, driven by its own citizens and representing a dynamic force in the global arena**”. This vision of a new, forward-looking, dynamic and integrated Africa will only be realised through the involvement, commitment and full participation of African Citizens in the transformation of the continent. The involvement of African Citizens calls for the African Union to strive and live up to its ambition of being a People-centred Union through active communication and branding of the programmes of the African Union.

2. RATIONALE

It's in light of its ambition of being a people centred that the African Union Commission (AUC) is looking for an experienced **Graphic Designer** for the commemorative book on AU peace and security efforts toward Silencing the Guns in Africa that will demonstrate the impact of the implementation of the aspiration and goals of the African Union for a peace and secure continent. **The book intends also to uniquely reflect on how the efforts by the AU to Silence the Guns in Africa, has impacted the lives of the citizenry in particular women and youth as well as captures the exceptional efforts of individuals and civil society organizations, towards a peaceful and secure Africa.** The articles will include the work of the African Union Commission, AU organs, AU Liaison offices/missions with a mandate on peace and security, and will also feature a well-

balanced continental collection of feature stories from the African citizenry that reflect the impact of the efforts in driving the realization of Africa's ambitions for integrated and sustainable development and transforming the continent as envisaged in Agenda 2063.

3.OBJECTIVE OF THE ASSIGNMENT

We are looking for an experienced professional Graphic Designer with a strong background in creative concept design and development, brand communication strategy, copywriting, art direction, and advertising production .

The objective of the assignment is to produce the content layout and book design including cover page of the commemorative book on AU peace and security efforts toward Silencing the Guns that will demonstrate the impact of the implementation of the aspiration and goals of the African Union for a peace and secure continent. The book intends also to uniquely reflect on how the efforts by the AU to Silence the Guns in Africa, has impacted the lives of the citizenry in particular women and youth as well as captures the exceptional efforts of individuals and civil society organizations, towards a peaceful and secure Africa.

4. SCOPE OF THE WORK

The consultant shall perform the following duties:

- In collaboration with the lead writer for the Book, the graphic designer will develop innovative, consistent and brand appropriate design of the Book;
- Collaborate closely with Lead writer, the Coordinator of Silencing the Guns Unit , PAPS Communication Unit and Gender Peace and Security Coordinator to ensure that the book is in line with the needs of the program and respects the AU Brand Guidelines;
- Determine the overall design of the book including graphic integration, image curation, cover page, typography and page layout;
- Create or incorporate illustrations, pictures, and designs to reflect the desired theme and tone of the communications;
- Select type size and style to enhance the readability of text and image;
- Produce drafts for review and make revisions based on the feedback received;
- Develop creative and innovative ideas for the project from the concept stage to the final delivery of the book, encompassing both hard and soft copies;
- Design posters and banners for the promotion of the book (to be shared on the AU website and social media)
- Review final productions for errors and ensure that final prints reflect African Union specifications;
- Ensure the overall design of the book is cohesive, readable, and understandable and meets all the legal requirements for labelling;

5. DELIVERABLES

The consultant will deliver the following outputs:

- Final design content of the book, encompassing both hard and soft copies;
- Design posters and banners for the promotion of the book (to be shared on the AU website and social media)

6. TIMELINE

- **Start date: 27 December 2021**
- **End date: 17 January 2022**

7. CONSULTANCY FEE AND SCHEDULE OF PAYMENT

- The consultant will be paid a lump sum of (USD 5000) for 20 working days.
- The payments will be made in installments based upon outputs/deliverables specified in the TOR and upon certification of satisfactory work as per work plan and endorsed by the AUC.
- The payment schedule is arranged as follows:
 - 20% on signing the contract and submission and approval of an Inception Report;
 - 40% on completion of the first draft of the design content of the book, draft design poster and banner for the promotion of the book,
 - 40% on submission of the final design content of the book, encompassing both hard and soft copies; and design posters and banners for the promotion of the book (to be shared on the AU website and social media)

8. DUTY STATION

The consultant will undertake the work remotely from their home base

9 . EVALUATION AND QUALIFICATION CRITERIA

For evaluation of the submission, the following criteria will be applied:

Ser. No.	Criteria	Max. Score
1.	Academic Qualifications / Training/experiences	15
2.	Experience in successfully undertaking similar assignments	35
3.	Portfolio / Evidence of work at least 4 recent samples of work demonstrating experience in print and digital work (must be on different projects)	40
4.	Technical Methodology and work plan – outline how work will be executed from briefing to production	10

10. CONTRACT MANAGEMENT AND REPORTING

Under the direct supervision of the Director of PAPS, the consultant will report on his/her activities to the Coordinator of Silencing the Guns and the Gender Peace and Security Programme.

11. PREFERRED PROFILE

The consultant should:

- Have a B.A./B.S. degree or Higher Technical Professional Diploma in design or related field (Computer Graphics, Publishing, Animation, Copywriting or Audio-Visual Production)
- Must have minimum of six (6) years continuous industry level experience in graphics with exceptional conceptual, typographic and design skills.
- Proficient in Adobe Creative Suite- especially Photoshop, InDesign, Illustrator Premiere, and After Effects, Flash, Dreamweaver, etc
- Knowledge of conceptualisation, Typography Layout and experience of Editorial design with previous work roles of a Desktop Publisher (DTP) with knowledge of printing processes (offset and digital) and colour management ;
- Experience with responsive web design and User-Experience Design (UX) will be an advantage to ensure best in class design, accessible UX and a seamless conversion process across all devices and platform;
- Great sketching (digital and/or hand sketching) skills and idea development techniques to create and communicate concept
- Studio experience as a graphic designer taking projects from concept through completion preferably at a reputable design house or creative advertising agency or in communications department of international governmental or non-governmental organizations is a must;
- Hands-on experience in 360 degree conceptual creative process including art direction, copywriting, graphic design and brand development;
- A strong portfolio of previous work demonstrating strong conceptual work with excellent execution must be presented by the applicant: ***Portfolio of Evidence of work will be required as part of application. This can be sent through a link to a personal website where the applicants work can be viewed or as downloadable attachment in through file sharing. Evidence of work or links should be sent to the email address for all applications as quoted in the advertisement;***
- Proven experience of developing content for digital platforms. Must have basic knowledge in digital graphics and basic motion graphics (such as basic use of Adobe After effects and Adobe premiere)
- Demonstrate advanced knowledge for troubleshooting technical issues in graphic files for pre-press and printing graphic linking, and fonts and creating colour separations
- Experience in developing content for well-known global or regional brands will be an advantage

Other relevant skills & competencies

- Must be a fast learner and able to quickly and easily assimilate within the organisation

- The ability to communicate simply, clearly and effectively
- Good planning and organizational skills;
- Ability to work in a multi-cultural environment professionally
- Punctuality and working under tight time schedules;
- Diligence when unsupervised and Professionalism.
- Strong ability to perform reporting function and to draft/present information in a concise and accurate manner;
- Sound judgment in interpretation of instructions and guidelines;