

TERMS OF REFERENCE
Design and Layout: UNFPA Calendar & Journal 2024
(MDV-ToR/2023/024 Dated: 09 August 2023)

<p>Hiring Office:</p>	<p>UNFPA Maldives Country Office</p>
<p>Purpose of consultancy:</p>	<p>UNFPA is the UN leading agency for Reproductive Health and Rights, delivering a world where every pregnancy is wanted, every childbirth is safe and every young person’s potential is fulfilled. UNFPA focuses on the distinctive orange and circle elements of our unique logo and putting a human face on the issues at our core mandate.</p> <p>UNFPA’s new Strategic Plan 2022-2025 will scale up and accelerate the actions towards achieving the three transformative results of:</p> <ol style="list-style-type: none"> 1. Reducing unmet need for family planning; 2. Reducing maternal death; and 3. Reducing gender based violence and all harmful practices against women and girls. <p>UNFPA will showcase programme priorities and create visibility for the agency as well as further awareness of population issues in the life cycle.</p> <p>UNFPA is therefore looking for a qualified graphics design firm to design the 2024 UNFPA Calendar and Notebook to be understood by a general audience including policy makers while positioning UNFPA as the United Nations sexual and reproductive health agency and how it relates to the Maldives and the work we do as a policy advocacy organization.</p>
<p>Scope of work: (Description of services, activities, or outputs)</p>	<p>The firm will be required to create the design and layout of a desk calendar and a professional planner/notebook to convey UNFPA’s core messaging in relation to the country program preferably using human photos of different age groups to depict the life cycle. Photos will be provided by UNFPA.</p> <p>Dimensions and specifications are to be decided by the firm in discussion with UNFPA, with the aim of balancing the visibility of UNFPA’s messaging and usability of the products for a general audience.</p> <p>Key Deliverables:</p> <ul style="list-style-type: none"> - Design and Layout for a notebook and desk calendar - Final mockup and specifications for printing

Duration and working schedule	Approximately 4 weeks between September-October 2023
Place where the services are to be delivered:	N/A
Monitoring and progress control, including reporting requirements, periodicity, format and deadline:	Work will be monitored by UNFPA and weekly updates are required. The contractor must be reachable by UNFPA any time during working hours for the duration of the assignment.
Supervisory arrangements:	The contract will be managed by the UNFPA Country Office.
Expected travel:	N/A
Required expertise, qualifications and competencies, including language requirements:	Primary expertise required: Graphics, layout designing and editing: <ul style="list-style-type: none"> ● Bachelor’s degree in graphic design or related field ● Minimum 5 years experience as a graphic designer or in related field ● Demonstrate graphic design skills with a strong portfolio ● Proficiency with required desktop publishing tools, including Photoshop, InDesign and Illustrator ● A strong eye for visual composition ● Effective time management skills and the ability to meet deadlines ● Able to give and receive constructive criticism ● Understanding and adaptability to different marketing, production, website design, corporate identity, product packaging, advertisements and multimedia design ● Experience with computer-aided design
Inputs / services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if applicable:	UNFPA Maldives: <ul style="list-style-type: none"> ● Monitor and facilitate the progress of the assignment; ● Review and provide comments to the deliverables in a timely manner; ● Provide necessary content; ● Provide UNFPA Corporate style guide; ● Provide relevant data; ● Provide timely feedback.
Other relevant information or special conditions, if any:	The other conditions that may apply in the undertaking of the assignment include: Basis of payment: Full payment based on acceptance of the deliverable.

	<p>Format of outputs: Editable electronic form and high resolution PDF print ready file with crop marks and 4mm bleed on all sides</p> <p>Language of reports/publications and other documentation and working language in country of assignment: English</p> <p>Ownership of output: UNFPA</p>
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