

# FINSCOPE TANZANIA 2017 GRAPHIC DESIGNER

## TERMS OF REFERENCE

### 1. SCOPE OF WORK

- Work with the FinScope implementation team through technical support on
  - Branding, review and improving the logo, FinScope colors and other graphical branding elements
  - document design and production
- Safeguard and ensure that all publications, reports and products are produced with consistent style and branding
- Support and lead the design process for reports and all materials for printing, electronic distribution and live delivery, as well as any other display materials such as banners
- Consult relevant experts and FSDT on design and production of publications
- Improve and edit artwork, photos, charts and other graphic elements.
- Submit preliminary layouts for discussion, revise layouts according to feedback, and ensure all corrections are made.
- Preparation of printing packages (all layouts and design files) for printing of publications and other communication products
- Supervise the entire printing process by closely liaising with printers ensuring high quality of the final printed products
- Do basic research and test take up of different report formats
  - Facts and points vs flowing paragraphs
  - Long vs short outputs
  - Graphs vs infographics
- Provide basic research and sourcing of graphic elements, e.g. photographic images, maps, icons and logos
- Ensure high quality graphics in a form in which they can readily be posted on FSDT and possibly other websites
- Sketch artist who will do a live illustration at the launch
- Ensure FSDT Head of Research gives final signoff before printing or publication of any materials
- Submit all template and final files in digital formats on flash drive.

### 2. DELIVERABLES

- Designs around the FinScope logo, banners, brochures and any other publications required (including material to be posted on websites), approved by FSDT, consistently applied across all media, together with the electronic design files accompanying these
- Design of social media infographics
- Design of 'fact bomb' infographics

- Animation – ‘FinScope Tanzania Road Map’ – 2.5 to 4 minutes in length
- Live sketch art
- Design (graphical elements) of the FinScope sub-page on the FSDT website
- Brochures and other materials produced by printers ready for dissemination
- Layout for the niche reports that will be adapted to 7 different topics
- Report on what works in effective research communication
- Templates and final designs on flash drive

### **3. QUALIFICATIONS**

- Diploma/degree in graphic design, fine arts
- Advanced knowledge of printing and pre-press processes (both digital and offsetting printing)
- Excellent command of Adobe, Creative Suites package especially In Design, Photoshop, Adobe Illustrator, Adobe PageMaker and CorelDraw is essential
- 5+ years of relevant work experience in the field of graphic design/layout/publication production is a must
- Advanced knowledge of photography and image editing
- Good understanding of new and evolving technologies and digital platforms
- Ability to deliver timely and highly quality results under tight deadlines
- Excellent coordination skills and an ability to work independently...
- But still be a flexible team player.

### **4. EVALUATION CRITERIA**

- Experience in graphic design
- Experience working with local printers
- Portfolio and referrals

### **5. PRICE AND PAYMENT**

Framework contract where payments will be made according to the time record sheet up to the contract financial limits. Estimated days of input per project will be determined by graphic designer and Project Coordinator before commencement of any design job.

### **6. OUTPUTS AND REPORTING REQUIREMENTS**

The graphic designer shall report on contractual matters directly to the FSDT Head of Research and Communication Advisor.

## 7. DURATION OF THE ASSIGNMENT

The graphic designer is expected to start the assignment on 15 June 2017 and the expected completion date is 31<sup>st</sup> July 2018. The graphic designer will be expected to be available full time for two weeks leading up to the launch of the FinScope survey.

## 8. PROPOSAL

The graphic designer should submit a brief technical proposal clearly describing past experience in graphic design and managing the printing process. The graphic designer should also submit an in-depth portfolio illustrating design skills. The technical proposal must demonstrate familiarity with similar assignments.

Technical Proposal Grid

<i>Criteria</i>	Sub- criteria score	Max. score for each criteria
Understanding of the FinScope survey objective and soundness of the proposal		55%
▪ Addressing the challenges and all tasks mentioned in the scope of work	25%	
▪ Experience with graphic design of research related publications and materials	20%	
▪ Originality and suitability of the proposal	10%	
Experience and editor's professional competence		45%
▪ Relevant professional qualifications	10%	
▪ Portfolio and experience with designing for different media	15%	
▪ Experience working in multi-media teams	10%	
▪ Established relationships with print houses in Tanzania	10%	
<b>Total</b>		<b>100</b>

To be considered further, a minimum total technical score of 68/100 is required. Only financial proposals from bidders scoring at least that level will then be evaluated.

The total financial cost in US\$ will be weighted according to the formula:

- (Lowest total financial cost/ Bidder's total financial cost) x 0.2
- Total technical marks weighted by a factor of 0.8.

The weighted technical and financial scores for each proposal that passes the minimum technical threshold will then be added to produce a total score. The preferred bidder will be the one producing the highest total combined score.

Scoring will be carried out by a panel comprising two representatives from the FSDT (Research and Communications representatives) and a representative of the Finance Manager (FM – Deloitte).

All bidders will be informed of the combined weighted scores for all proposals that pass the minimum technical threshold. The FSDT will also separately inform the bidder of any proposal that fails to meet this threshold.

Any queries relating to this ToR should be submitted in writing to FSDT under the following address:

Neema Masha  
Communications Advisor  
Financial Sector Deepening Trust  
P.O. Box 4653  
De Ocean Plaza, 2nd floor,  
400 Toure Drive, Masaki  
Dar-es-Salaam  
Tanzania  
neema@fsdt.or.tz

These questions and the answers will be shared with all short listed candidates. The deadline for any queries is 1 day before the proposal submission deadline date.

The graphic designer is particularly encouraged to access FinScope materials published on <http://www.fsdt.or.tz/finscope/> and additional information on the FSDT website.

## **9. EVALUATION AND SELECTION**

The graphic designer will be selected by a limited tender process. The preferred bidder will be notified after the selection panel has scored the technical proposal and financial proposal. These will be evaluated on a combination of technical and financial criteria. In this case the ratio between technical and financial scores will be 80/20.

## **10. SUBMISSION DEADLINE AND TIME TABLE**

The deadline for submitting proposals is 1600 Tanzanian time on Friday 16 June 2017. Submissions after this time will not be considered. Bids can be submitted

either electronically or in hard copies. Bidders submitting hard copies must produce an original and three copies.

Bids sent electronically but failing to arrive by the deadline will require proof of date and time sent to be considered. However, in the case of any uncertainty about the date and time of dispatch of a bid, the decision of the FSDT's Technical Director will be final. Bids should be delivered to the following addresses:

Nkundwe Mwakiluma  
Procurement Specialist  
Deloitte Consulting Limited  
10th Floor, PPF Tower  
Cnr of Ohio Street & Garden Ave  
P.O Box 1559  
Dar es Salaam  
Tanzania

Electronic: [nmwakiluma@deloitte.co.tz](mailto:nmwakiluma@deloitte.co.tz)

A copy of the bid document must be emailed to:

Neema Masha  
Communications Advisor  
Financial Sector Deepening Trust  
P.O. Box 4653  
Dar es Salaam  
Tanzania

Electronic: [neema@fsdt.or.tz](mailto:neema@fsdt.or.tz)