

**IRISH DEVELOPMENT EDUCATION ASSOCIATION (IDEA)**

**CALL FOR DESIGNER OF EU-FUNDED PROJECT**

**TERMS OF REFERENCE**

**About IDEA**

The Irish Development Education Association (IDEA) is a national platform for organisations and individuals engaged in the provision, promotion and advancement of development education throughout the island of Ireland. For IDEA, development education is an educational response and process aimed at increasing awareness and understanding of the shared development of our world. By engaging people critically in and with our increasingly interdependent world, development education aims to challenge global inequalities, and works towards creating a more just and sustainable future for our planet. IDEA’s mission is to work with our members to promote, support and enhance development education throughout the island of Ireland.

**About the Project**

‘Challenging the Crisis – Promoting Global Justice and Citizens’ Engagement in a Time of Uncertainty’ (the ‘Project’) is a development education project funded for 3 years by the European Commission. The Project’s main aim is to support young adults in highly-indebted EU countries to become advocates for change for global justice at home and in communities suffering poverty and inequality around the World. A major output of the Project is an international campaign (a “European’s Citizen Initiative”) on a related global justice topic led by young people within the Project. The Project is implemented by 7 partner organisations from 6 countries (Greece, Ireland, Italy, Portugal, Spain and Slovenia) in total, and IDEA is the lead partner with overall responsibility to the funder for implementation.

**Purpose**

IDEA is now seeking a graphic designer for the Project. This role is to be carried out on a consultancy basis. All logo ideas/sample work should be included in a ‘tender package’ which includes an estimate of costs/number of days for all design tasks.

**Design Objectives**

The visual identity should reflect the theme of the Project and the values conveyed by the Project (please see background documents plus Project 2-page overview). It should include the items listed below, in particular a strong logo.

The logo will be used on all promotional materials, events and on all official documents and publications made by the Project Partners under the frame of the Challenging the Crisis Project.

**Target Audience of the Project**

Young adults aged 18-25 years old; general public; NGO and Civil society personnel; Media and Policy Makers.

**Responding to the Tender**

The Designer will be required to prepare a Proposal (tender package) for submission

The tender package must contain:

0. Contact Information
1. Designer profile (with experience and qualifications),
2. Examples of previous similar identity design work (please include referee contact

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# Challenging the Crisis – Promoting Global Justice and Citizens’ Engagement in a Time of Uncertainty

details)

3. Proposed overall cost and itemised pricing
4. Proposed timeline for delivery

In addition, sample proposed designs for the Project identity may be included to give us a sense of how you would interpret the Project values and our needs.

Key Points to inform sample design:

Promoting youth as agents of change, aware of global and local interdependences. Challenging everyone to act and do something and challenge the framework of the Crisis.

Enhancing the understanding of the global framework in which we are operating and promoting an alliance among indebted countries.

Applications should be sent by **30 November 2013** to Eimear McNally, Communications Officer from IDEA: [eimear@ideasonline.ie](mailto:eimear@ideasonline.ie).

## Description of the work

### All design tasks (to be completed by the selected designer)

- Project logo
  - Graphic Standards Manual for Project (guidelines; including how small logo could be used, colour codes, grayscale version, how the logo is used on dark backgrounds, fonts etc.)
  - Design of Leaflet of Project for print (full-colour DSL6-page A4) and web.
  - Design of flyer for Project campaign for print (full-colour A5) and web.
  - Printed Posters (A3 full colour) for Project campaign
  - Layout for Project Publications (Advocacy Manual, Project reports mainly text-based, some visuals, A4, estimate 30-40 page, full colour cover, Black & White inside)
  - Project Roll-Up (standing banner)
  - Online promotional materials (e.g. electronic banners for partners’ and stakeholders’ websites)
  - Template for Electronic Invitations/emails to events (email banner for workshops, trainings, webinars)
- All designs will have to be submitted in appropriate formats (i.e. web-ready for various online platforms and print-ready)

The Designer must be available to carry out all the tasks, being available to clarify any doubts or cooperate with the partners in future publications where the logo design will be used (e.g. Online Platform). The Project runs until April 2016, with the majority of work to be carried out by mid-2014.

## Budget

A detailed budget proposal from the Designer should be included in the application, including a breakdown for all design tasks including the logo. The designer bears full responsibility for all tax and financial obligations towards authorities in his or her country of residence.

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# Challenging the Crisis – Promoting Global Justice and Citizens’ Engagement in a Time of Uncertainty

## Timeline

The timeframe and key milestones for this task are as follows:

- Public Dissemination of ToRs: 18<sup>th</sup> November 2013
- **Design options/proposals submission: 30th November 2013**
- Selection of a logo design party/individual: mid-December 2013
- Changes & revisions (if any) to the selected logo: mid-January 2014
- Approval for the final logo: January 2014

## Evaluation Procedure:

The final selection will be made by an Evaluation Committee comprising project officers and the communication officers of Project partners. All submissions will be acknowledged.

The evaluation criteria will be the following:

1. Thematic/ Subject Relevance - 30%
2. Design Originality and Creativity - 30%
3. Usability of the logo - 15%
4. Price - 15%
5. Profile (Experience & Qualification) - 10%

The winning Designer will be selected by the Evaluation Committee.

Note: If the Evaluation Committee discovers any signs of plagiarism, it has the right to disqualify the proposal involved.

## Intellectual Property Rights

The winning design will become the exclusive property of the Challenging the Crisis project partners’.

## Unveiling of Logo

The winning Designer will be notified by e-mail and it is expected that the Logo will be unveiled on the IDEA website, the ‘Challenging the Crisis’ Project Facebook page, and eventually other Project websites.

The winning Designer will:

- Get publicity through all the Challenging the Crisis partners websites, and the project’s channels of communication – Facebook, future online platform, etc.
- Get publicity through the inclusion of the Designers name in all the Credits of the Challenging the Crisis Publication.

## Background Documents

A briefing document with some expectations from the Project partners’ regarding the Project image and a two-page overview of the ‘Challenging the Crisis’ project is available in attachment to this Terms of Reference.

## Questions & Support

Questions may be directed to Eimear McNally, Communications Officer from IDEA: [eimear@ideaonline.ie](mailto:eimear@ideaonline.ie).

Further information about ‘Challenging the Crisis’ project is available on the IDEA website: <http://www.ideaonline.ie/content/challenging-crisis-project>

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