

United Nations Development Programme

Programme of Assistance to the Palestinian People

برنامج الامم المتحدة الانمائي / برنامج مساعدة الشعب الفلسطيني



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IC-2018-PAL-0000049053

INDIVIDUAL CONSULTANCY SERVICES

Date: 12 June 2018

Reference: IC-PAL-0000049053

Country: The State of Palestine

Title of Consultancy Job: Creative Graphic Design Specialist

Type of Consultancy: Local Expert.

Project name: Al Fakhoora Dynamic Futures Programme

Period of assignment: 80 working days distributed over a period of **six months**

Duty Station: Gaza

You are cordially invited to submit an application as detailed in this Individual Consultancy (IC) Procurement Notice. Please note & abide by the following submission methodology:

Technical proposal	Financial Proposal
Technical proposal for the referred assignment should be submitted online at http://jobs.undp.ps/ ,	Financial proposal , using the form found in Annex III, should be sent either via/to e-mail address: papp.gazaquotation@undp.org (If will be sent through Email: File/Email size should not exceed 10 MB in a single email - proposal could be sent by multiple emails as needed)
Technical and Financial proposals should be submitted on or before 12 p.m. 26 June 2018 (Jerusalem Time).	
Technical and Financial proposals should be submitted by the applicant in order to be considered for evaluation. Late and/or incomplete submissions will be rejected.	

To enable you to submit a proposal, enclose please find:

- Annex I Terms of Reference (TOR)
- Annex II Instructions to Applicants
- Annex III FINANCIAL PROPOSAL FORM
- Annex IV Individual Consultant General Terms and Conditions

Yours sincerely,

Khaled Shahwan
Deputy Special Representative
(Operations) – UNDP/PAPP

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ANNEX I

Annex I Terms of Reference (TOR) Creative Graphics Design Specialist

A. Al Fakhoora Dynamic Futures Programme

B. Project Description

Al Fakhoora Dynamic Futures Programme aims at building a cadre of educated and trained leaders who are civic-minded, intellectually able, and professionally skilled to become the community, business, and national leaders of the future.

UNDP, through the Al-Fakhoora Dynamic Futures Programme, aims to provide opportunities for the Palestinian university-level students to actualize their professional and leadership potential by overcoming socioeconomic, political and cultural limitations. In addition to scholarships, the programme offers leadership trainings, students services, economic empowerment for the students or their families, academic advising and career guidance, and opportunities for civic engagement. The programme consists of two phases: the first started in 2009 and is expected to end by 2017, and a second phase started in 2014 and is expected to end by 2021.

The Programme aims at achieving the following outcomes:

- **Outcome 1:** Quality Education, including domestic undergraduate scholarships, and International postgraduate opportunities, as well as technical advisory work to support the improvement of quality education in Gaza;
 - 1.1: Domestic Undergraduate Scholarships: The Programme provides undergraduate post-secondary scholarships, covering tuition, books, and travel costs for the duration of their academic program. A total of 530 scholarships have been awarded and another 100 scholarship are expected to be awarded by 2017.
 - 1.2: International Postgraduate scholarships: The Programme will provide 70 international postgraduate scholarships, for programs up to one year long, in specialized areas currently not served by postgraduate programs in Gaza.
 - 1.3: Technical assistance for quality education: The Programme will support quality education enhancements in Palestinian higher education. to provide opportunities for responsive programming based on needs and opportunities related to enhancing quality education policy in Gaza.
- **Outcomes 2:** Student Affairs, including comprehensive support services to contribute to students' academic success and psychosocial support; such as Support for academic preparedness, Ongoing academic support and Psycho-social support.

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- **Outcome 3:** Leadership Development, including a comprehensive multi-stage training programme to empower students to become motivated civic leaders, with the ability to engage productively in the rebuilding of their societies and to provide leadership within and outside of their own communities.
- **Outcome 4:** Economic Empowerment, including work to bridge educational opportunities to success in professional life through career preparation, internships, networking, and opportunities for entrepreneurship and economic empowerment projects.

Al Fakhoora Dynamic Futures is funded by Al Fakhoora Programme, a Programme of Education Above All Foundation. The implementation is executed by the UNDP's Programme of Assistance to the Palestinian People (PAPP), based in Jerusalem, which is in turn represented by Al Fakhoora Dynamic Futures Programme Management Unit situated in Gaza.

C. Scope of Work

The general objective of this consultancy is to Design and lay-out of using Creative Graphic Designs for Fourteen (14) **Knowledge Products and visibility Materials using** new graphic solutions; and design of innovative products. As following:

The designer is required to do the following:

1. Production of artistic portraits with retouching and print-ready production
2. Develop and edit art-work, photos, and other graphic elements; Layout and design communication materials, and innovative ideas for print, electronic, web-based presentation Leadership Initiatives Book
3. Develop and edit art-work, photos, and other graphic elements; Layout and design communication materials, and innovative ideas for print, electronic, web-based presentation Dialogue and Facilitations Curriculum
4. Develop and edit art-work, photos, and other graphic elements; Layout and design communication materials, and innovative ideas for print, electronic, web-based presentation Students Services Curriculum
5. Develop and edit art-work, photos, and other graphic elements; Layout and design communication materials, and innovative ideas for print, electronic, web-based presentation Diary, for the Year of 2019
6. Develop and edit art-work, photos, and other graphic elements; Layout and design communication materials, and innovative ideas for print, electronic, web-based presentation Office Calendar, One Calendar Year of 2019
7. Develop and edit art-work, photos, and other graphic elements; Layout and design communication materials, and innovative ideas for print, electronic, web-based presentation Dynamic Futures programme Brochure
8. Develop and edit art-work, photos, and other graphic elements; Layout and design of Graduation Ceremony Visibility
9. Develop and edit art-work, photos, and other graphic elements; Layout and design of Dynamic Futures Conference Visibility:



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10. Developing 6 Infographics in English and 6 Infographics in Arabic for DF, for the different component of the programme and student's journey through the years
11. Develop and edit art-work, photos, and other graphic elements; Layout and design communication materials, and innovative ideas for print, electronic, web-based presentation Al Fakhoora Dynamic Futures **Model "Overall Model Design of Dynamic Futures**
12. Thank You Book "messages from beneficiary students"
13. Midterm Evaluation Report
14. M&E Manual

D. Expected Outputs and Deliverables

#	Duties	Technical Specification	Deliverables / outputs	Estimated duration	Submission Deadline
1.	Production of artistic portraits with GFX production, This work will be based in Gaza, Where the Specialist will be setting up a designated Photography Studio with the needed lighting equipment, then the Specialist will be working on each photo with graphic elements.	Each photo must be with a full focus and image resolution: 5760 x 3840 With white screen and color corrections for all photos	A number of 1250 pictures for a number of 630 students.	2	
2.	Develop and edit art-work, photos, and other graphic elements; Layout and design communication materials, and innovative ideas for print, electronic, web-based presentation Leadership Initiatives Book (160 pages)	Provide Original Open Design file for printing in 300 dpi resolution file	Leadership Initiatives Book professionally designed with high quality art work	10	
3.	Develop and edit art-work, photos, and other graphic elements; Layout and design communication materials, and innovative ideas for print, electronic, web-based presentation Dialogue and Facilitations Curriculum (120 pages)	The design must be interactive for printing and digital view, And printing materials Quality Provide Original Open Design file for printing in 300 dpi resolution file	Dialogue and Facilitations Curriculum (professionally designed with high quality art work	7	

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4.	Develop and edit art-work, photos, and other graphic elements; Layout and design communication materials, and innovative ideas for print, electronic, web-based presentation Students Services Curriculum (40 pages)	The design must be interactive for printing and digital view, And printing materials Quality Provide Original Open Design file for printing in 300 dpi resolution file	Students Services Curriculum (professionally designed with high quality art work	4	
5.	Develop and edit art-work, photos, and other graphic elements; Layout and design communication materials, and innovative ideas for print, electronic, web-based presentation Diary, for the Year of 2019	The design must be interactive for printing and digital view, And printing materials Quality Provide Original Open Design file for printing in 300 dpi resolution file	Diary professionally designed with high quality art work	5	
6.	Develop and edit art-work, photos, and other graphic elements; Layout and design communication materials, and innovative ideas for print, electronic, web-based presentation Office Calendar, One Calendar Year of 2019	3d Preview for the design idea before printing approve, new materials with UV and PDF file for print Provide Original Open Design file for printing in 300 dpi resolution file	Office Calendar professionally designed with high quality art work	5	
7.	Develop and edit art-work, photos, and other graphic elements; Layout and design communication materials, and innovative ideas for print, electronic, web-based presentation Brochure	3D Preview for the design idea before printing approve, new materials with UV Provide Original Open Design file for printing in 300 dpi resolution file	Brochure professionally designed with high quality art work	5	
8.	Develop and edit art-work, photos, and other graphic elements; Layout and design of Graduation Ceremony Visibility:	Designs should be non-expendable ideas and preferably have special rights	Visibility Products of 1 st Graduation Ceremony of Phase II, professionally	2	

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	<ul style="list-style-type: none"> • Invitation • Main Banner • Rollup • Rolldown • Photo Corner • Backdrop Banner • Dangler 	and not used for other institutions	designed with high quality art work		
9.	<p>Develop and edit art-work, photos, and other graphic elements; Layout and design of Dynamic Futures Conference Visibility:</p> <ul style="list-style-type: none"> • Invitation • Main Banner • Rollup • Rolldown • Photo Corner • Backdrop Banner 	Designs should be non-expendable ideas and preferably have special rights and not used for other institutions	Visibility Products of Dynamic Futures Conference, professionally designed with high quality art work	2	
10.	Developing 6 Infographics in English and 6 Infographics in Arabic for DF, for the different component of the programme	The design must be as vector to use for any product later creative ideas and drawings charts should be within the concept and not just for clarification	12 Infographics professionally designed with high quality art	5	
11.	Develop and edit art-work, photos, and other graphic elements; Layout and design communication materials, and innovative ideas for print, electronic, web-based presentation Al Fakhoora Dynamic Futures Model "Overall Model Design of Dynamic Futures (25 pages)	the design must be interactive for printing and digital view, And printing materials Quality Provide Original Open Design file for printing in 300 dpi resolution file	Al Fakhoora Dynamic Futures Model professionally designed with high quality art	3	

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12.	Midterm Evaluation Repot (30 pages)	The design will be used for digital format and office printer uses should be of high quality and clarity Provide Original Open Design file for printing in 300 dpi resolution file	(professionally designed with high quality art work Midterm Evaluation Repot	3	
13.	M&E Manual (100 pages)	The design will be used for digital format and office printer uses should be of high quality and clarity Provide Original Open Design file for printing in 300 dpi resolution file	(professionally designed with high quality art work M&E Manual	6	
14.	Thank You Book "messages from beneficiary students" (100) Pages	Create idea for the product with interactive and creative design use vectors and illustrations, use for digital and professional print Provide Original Open Design file for printing in 300 dpi resolution file	(professionally designed with high quality art work Thank You Book "messages from beneficiary students"	4	

E. Review and approvals required

Each Task would require review and approval from UNDP's Programme Management Unit to proceed with the payment.

F. Submission Deadlines:

- a) Failure to submit products by the deadline will lead to reducing 50 % of the task costing.

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G. Institutional Arrangement

- a) The individual consultant will directly work with UNDP Al-Fakhoora Dynamics Program Management Unit, and s/he will be directly responsible to, reporting to, seeking approval/acceptance of output from Program Manager.
- b) The individual consultant should prepare reports according to the listed deliverables above. The reports should be prepared according to the standards and professional formats.
- c) The individual consultant should present the institutional development plan for UNDP PMU and local partners.
- d) The individual consultant will liaise/interact/collaborate/meet with UNDP PMU, UNDP local partners and donor's representatives (if necessary).
- e) The individual consultant shall provide open-source files (for all produced materials) and JPEG/PNG exports formats

H. Duration and timeframe of the Work

- a) The duration of contract is **Six-month**, and the duration of performing each deliverable illustrated in detail at section E (Expected outputs and deliverables).
- b) The effective working days for the overall assignment is up to **80 working days**. The identified working days and the identified sub-assignments will be assigned to the contracted individual consultant by UNDP PMU.
- c) UNDP PMU and Program Implementing Partners have (2 – 3 days) lead time for each deliverable to review outputs, give comments, and certify approval/acceptance of outputs.

I. Duty Station

- a) The individual consultant will work on his/her own duty station.

J. Qualifications of the Successful Individual Consultant

The consultant should demonstrate expertise in Graphics design

- At least 5 years of experience in design and layout work;
- Strong theoretical and practical background in graphic design, including the use of design software such as Adobe In-Design, Illustrator, Photoshop and Cinema 4D, 3DMAX and web design tools such as Adobe Dreamweaver and Flash, etc.
- Show a clear and mature style of design, demonstrating an understanding of the communication requirements of a UN agency.
- Proven experience of graphic production from start to published/printed product with knowledge of printing processes (offset and digital) and colour management;
- Good understanding of new and evolving technologies and digital platforms;
- Working experience in development or humanitarian environment is desirable

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K. Scope of Price Proposal and Schedule of Payments

The individual consultant must submit the financial proposal that include his/her **Daily Fee** (knowing that UNDP will pay to contracted individual consultant according to assigned working days for each sub-assignment) knowing that:

- i) The daily fee must be “all-inclusive¹”; and
- ii) An individual consultant Time Sheet must be submitted by the individual consultant, duly approved by the UNDP program manager, which shall serve as the basis for the payment of fees.

¹ The term “All inclusive” implies that all costs (professional fees, travel costs, living allowances, communications, consumables, etc.) that could possibly be incurred by the Contractor are already factored into the final amounts submitted in the proposal

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ANNEX II INSTRUCTIONS TO APPLICANTS

1. Introduction

UNDP/PAPP seeks technical proposals from qualified individual consultants to provide Fakhoura Monitoring and Evaluation Specialist Assignment

2. Documents comprising the Technical and Financial Proposal

Interested individual consultant must submit the following documents/information, which comprises the Technical and Financial Proposal:

- a) Duly accomplished **Letter of Confirmation of Interest and Availability** using the template provided by UNDP;
- b) **Personal CV**, indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Consultant;
- c) **Brief description** of why the individual considers him/herself as the most suitable for the assignment, and a methodology, if applicable, on how he/she will approach and complete the assignment. A methodology is recommended for intellectual services, but may be omitted for support services [*Note: this is optional for support services*];
- d) **Financial Proposal** that indicates his/her **Daily Fee** that including all costs to perform the required services, found under Annex III

3. Evaluation

Preliminary examination

UNDP/PAPP will examine the Proposals to determine whether they are complete, and whether they are substantially responsive to the qualification and experience minimum requirements. A Proposal determined as not substantially responsive will be rejected by UNDP/PAPP and may not subsequently be made responsive by the Applicant by correction of the non-conformity.

Detailed examination

A two-stage procedure is utilized in evaluating the proposals, with evaluation of the technical proposals **prior to any financial proposal being opened and compared.**

The technical proposals are evaluated on the basis of its responsiveness to the Terms of Reference (TOR).

Below please find the evaluation form for the technical proposals. The obtainable number of points specified for each evaluation criterion indicates the relative significance of weight of the item in the overall evaluation process.

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<u>Evaluation Criteria</u>	<u>Allocated Points</u>
<u>Level of Expertise:</u> <i>Please select the relevant criteria.</i> <ul style="list-style-type: none">- Experience in specific field (Two to Four – 5; five years and above– 10 points);- Experience in similar projects of comparable size, complexity and technical specialty (two to four projects – 3; > five projects and more – 5 points);- Experience in INGOs or UN (5 points);	20
<u>Technical Knowledge</u> <ul style="list-style-type: none">- Technical Knowledge and certification of design software (10)- Technical experience in artistic portraits with GFX production (10)- Proven experience of graphic production (provision of specific work done for the task at hand (10)	30
<u>Availability and Responsiveness</u> <ul style="list-style-type: none">- Providing Commitment letter that the designer will commit to the timeframe of each task (20)	20
<u>Reputation/Credibility:</u> <ul style="list-style-type: none">- Quality of recommendation letters (5 points)- Quality of sample work (25 points)	30
TOTAL	100

In the Second Stage, UNDP/PAPP will open and compare the Financial Proposals received from applicants who attained the minimum technical score of 70% of the obtainable score of 100 points in the evaluation of the technical proposals.

4. Financial Proposal

The financial proposal shall specify a total lump sum amount. The total lump sum shall be **all-inclusive** and shall take into account various expenses incurred by the Consultant/Contractor during the contract period and shall form the amount of the resulted contract between the winning

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Consultant/Contractor and UNDP. No other entitlements will be considered after submission of financial proposals.

The financial proposal shall include a breakdown of this lump sum amount (number of anticipated working days, all envisaged travel (such as but not limited to all travel to join duty station/repatriation travel), per diems/daily allowances).

Payments are based upon output, i.e. upon delivery of the services specified in the TOR.

5. Award of Individual Contract

The procuring UNDP entity reserves the right to accept or reject any Proposal, and to annul the solicitation process and reject all Proposals at any time prior to award of contract, without incurring any liability to the affected applicant or any obligation to inform the affected applicant or applicants of the ground for the UNDP's action.

The UNDP procuring entity will award the Individual Contract to the First Lowest Technically Responsive Candidate.

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ANNEX III FINANCIAL PROPOSAL FORM

Subject: Creative Graphics Design Specialist

Your financial offer in USD shall specify a **lump sum figure all inclusive**, and shall take into account various expenses incurred during the contract period and shall form the amount of the resulted contract between the winning Consultant/Contractor and UNDP. No other entitlements will be considered after submission of financial proposals.

The financial proposal shall include a breakdown of this lump sum amount (**number of anticipated working days**, all envisaged travel (such as but not limited to all travel to join duty station/repatriation travel), per diems/daily allowances). Fee Breakdown should be attached under a separate sheet.

Description	Fee (USD)
To implement tasks and assignments listed in the deliverables table as described in the TOR for the Creative Graphics Design Specialist	
This includes Undertaking all the tasks (& <i>completion of all the deliverable</i>) as detailed in the relevant Terms of Reference (TOR)	
Total Lump Sum (all inclusive) in USD – in numbers	
Total Lump Sum (all inclusive) in USD – in words :	
Name & signature of applicant :	
Date:	

- 1) Payments will be paid-out in **competition per each task/assignment** upon certification of responsible officer (refer to payment terms under in the TOR)
- 2) Candidate is requested to submit the quotation on or before **26 June 2018 (Jerusalem Time)**.

Submissions should be made either via/to e-mail address: quotation.papp@undp.org or to Fax No. **02-6268257** (If will be sent thru Email: File/Email size should not exceed 10 MB in a single email - quotation could be send by multiple emails as needed). **Any submission of the financial proposal via any other mean will cause the whole application from the candidate to be rejected and disregarded.**

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ANNEX IV INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS

Available on <http://jobs.undp.ps/>