



INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE

ANNEX 2.3

TERMS OF REFERENCE

SERVICES FOR PRODUCTION OF VIDEO EXPLAINERS AND GRAPHIC ELEMENTS FOR THE MODULES OF THE ONLINE TRAINING COURSES FOR “CEC: PROSVITA”

1. Background

International IDEA has a mandate to support democracy worldwide. Since its establishment in 1995, the Institute has sought to fulfil this mandate by incrementally expanding its geographic footprint. Increasing demand for the Institute’s support in countries in Europe, coupled with key developments that have highlighted the weakness of democratic institutions in some European countries, has motivated the Institute to establish a Regional Europe Programme (REP).

The REP has a strategic objective to support democracy in Europe, with an emphasis on Eastern Europe and the Western Balkans. In Ukraine, International IDEA aims to support state and civil society organisations in enhancing the resilience and quality of democratic institutions and processes. Key areas of our engagement relate to electoral processes and political finance, parliamentary strengthening, and promoting the expertise and capacity of civil society organisations to participate in decision-making processes.

Within this framework, International IDEA cooperates closely with the Central Election Commission of Ukraine (CEC) to support the development of institutional capacity, professional knowledge, and tools relevant to the administration of electoral processes. As part of this cooperation, International IDEA supports the CEC in developing and delivering structured online learning initiatives aimed at strengthening professional competencies, institutional resilience, and public trust in electoral institutions.

To support the development of an online training course, International IDEA seeks to engage Provider for E-learning Multimedia Production for the modules of the online training courses for “CEC: Prosvita”. The provider will be responsible for producing high-quality video explainers and graphic elements for the e-learning modules, ensuring that complex institutional and electoral topics are communicated clearly, accurately, and in a visually engaging manner and ensuring that materials are developed in line with CEC Prosvita requirements. The produced multimedia materials will contribute to the effectiveness, accessibility of the e-learning course developed for the Central Election Commission of Ukraine.

2. Objectives of the Assignment

The objective of this assignment is to support the Central Election Commission of Ukraine (CEC) in the development of high-quality visual learning materials for an online training course on the CEC Prosvita platform by producing professional video explainers and graphic elements aligned with the approved training content and methodological framework.

The assignment aims to ensure that complex topics related to electoral processes and democratic standards are translated into clear, accessible, and visually engaging formats suitable for online learning, while maintaining accuracy, institutional tone, and consistency with the overall structure of the e-learning course.

The produced materials will support the effective delivery of the training course through the existing e-learning environment used by the CEC (CEC Prosvita platform) and contribute to strengthening institutional capacity through modern digital learning tools.

3. Scope of Work

Under this assignment, the Provider shall be responsible for the production of video explainers and graphic elements for an online training course developed for the Central Election Commission of Ukraine (CEC). The materials should be produced in accordance with Annex 1 requirements. The scope of work shall include, but not be limited to, the following tasks:

- Review and build upon the approved detailed scenarios from Lot 2 to ensure all video explainers and graphic elements fully reflect learning objectives, key messages, instructional flow, and pedagogical intent. Flag any ambiguities or gaps in scenarios for clarification before production.
- Develop video explainers and graphic elements in a standardized format and style consistent across modules, including approved visual templates, color schemes, typography, and branding, to ensure coherence and usability within the CEC Prosvita platform
- Produce a set of short educational video explainers based on the approved scripts and scenarios, ensuring clarity, accuracy, and accessibility of information related to electoral and democratic processes.
- Design and produce graphic elements to support the online training course, including but not limited to:
 - visual illustrations and infographics;
 - icons, diagrams, and charts;
 - title screens, transitions, and visual templates for video materials.
- Ensure that all produced materials comply with technical requirements for online learning formats and are suitable for integration into the e-learning environment used by the Central Election Commission of Ukraine.
- Incorporate feedback iteratively, ensuring that adjustments preserve consistency with the approved methodological review (Lot 1) and detailed scenarios (Lot 2), and document changes made in response to feedback for traceability.”
- Deliver all final materials in agreed digital formats, including editable source files, in accordance with the delivery schedule.
- Any other video, multimedia, audiovisual, animation, motion graphics, graphic design or related production services and deliverables – including, but not limited to, video materials in different formats and durations, audio materials, photographs, illustrations, infographics, visual templates and other graphic assets, whether intended for online training, voter education, public awareness or other communication purposes – that may be required by International IDEA in the future and are relevant to this procurement may be procured under the Framework Contract to be concluded as an

outcome of this tender, based on a separate quotation. As an outcome of this tender, a Framework Contract will be concluded with the Provider.

All draft video explainers shall be submitted for review and formal approval by International IDEA before proceeding to final production to ensure alignment with approved scenarios and methodological guidance.

4. Qualifications and Professional Profile

Professional Experience

- Proven professional experience in the production of educational or informational video content and graphic materials, for online learning environments.
- Demonstrated experience in developing video explainers, motion graphics, and visuals for training courses, public institutions, or international organizations.
- Experience working with complex or technical subject matter (preferably in the area of democracy and rule of law) and translating it into clear, visually engaging educational materials.
- Previous experience collaborating with subject-matter experts, scenario designers, or methodological experts is considered an asset.

Knowledge and Skills

- Proficiency in relevant design and video production software (e.g. Adobe Creative Suite, motion graphics and video editing tools).
- Understanding of technical requirements for online and e-learning content formats.
- Knowledge of accessibility and usability principles in digital learning materials is an advantage.
- Fluency in Ukrainian is required; working knowledge of English is considered an advantage.

5. Timing and Work Plan

The assignment is expected to be implemented within the timeframe agreed with International IDEA and in alignment with the overall schedule for the development of the online training course for the Central Election Commission of Ukraine.

The work plan will be structured around the following indicative phases:

Phase 1: Start-up phase

Familiarisation with the objectives of the online training course, target audience, methodological framework, and existing materials developed under related assignments (including reviewed content and detailed scenarios).

Phase 2: Production phase

- Development of video explainers and graphic elements for the modules of the online training course, based on the approved scripts, scenarios, and methodological guidance. This phase will include iterative production and internal reviews.

Phase 3: Revision and finalisation phase

- Incorporation of feedback from International IDEA and the Central Election Commission of Ukraine, final adjustments to video and graphic materials, and preparation of final deliverables in agreed formats.

A detailed timeline, including milestones and deadlines for each deliverable, will be agreed upon at the start of the assignment.

Each Service Order will specify the modules to be produced, timelines for draft and final outputs, coordination requirements with Lot 2 outputs, and review/approval points, ensuring smooth handover and alignment across lots.”

6. Deliverables and Reporting Requirements

Under the supervision of International IDEA and in close coordination with the Central Election Commission of Ukraine, the Provider shall be responsible for delivering the following output:

Deliverables shall include:

- (i) draft video explainers aligned with approved scripts and scenarios,
- (ii) graphic elements and visual assets per module,
- (iii) final versions incorporating all approved revisions. All outputs should follow a standardized template, including file naming, format specifications, and version control.

All deliverables shall be submitted in electronic format, in line with technical specifications and quality standards agreed with International IDEA and in accordance with the timeline agreed under the respective Service Order.

The Provider will report to International IDEA and work in close coordination with relevant International IDEA staff and counterparts from the Central Election Commission of Ukraine.

7. Management and Organisation

The Provider will work under the overall supervision of International IDEA and in close coordination with the relevant project team.

Throughout the assignment, the Provider will collaborate with International IDEA staff and designated counterparts from the Central Election Commission of Ukraine to ensure that all video and graphic materials are aligned with the institutional context, learning objectives, and methodological framework of the online training course.

International IDEA will be responsible for:

- Providing strategic guidance and feedback on interim and final deliverables;
- Facilitating coordination with the Central Election Commission of Ukraine, as required;
- Approving deliverables in line with agreed quality standards and timelines.

The Provider is expected to actively coordinate with International IDEA and Lot 2 providers to clarify scenarios, ensure methodological alignment, and support consistent translation of instructional content into visual and multimedia formats.

8. Monitoring and Evaluation

The performance of the Provider and the quality of the deliverables will be monitored by International IDEA based on:

- Timely delivery of outputs in accordance with the agreed work plan;
- Compliance of video and graphic materials with approved scripts, scenarios, and methodological guidance;
- Quality, clarity, and usability of the produced materials for an e-learning environment;
- Responsiveness to feedback provided by International IDEA and the Central Election Commission of Ukraine.
- Performance will also be evaluated based on the fidelity of video explainers and graphic elements to approved methodological content (Lot 1) and detailed scenarios (Lot 2), including consistency, clarity, and readiness for integration into the e-learning platform.”

International IDEA reserves the right to request revisions to the deliverables to ensure that the final outputs meet the objectives of the assignment and contribute effectively to the development of the online training course.