



INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE

ANNEX 2.4

TERMS OF REFERENCE

SERVICES FOR MULTIMEDIA PRODUCTION AND GRAPHIC DESIGN FOR VOTER EDUCATION

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 supports the Central Election Commission of Ukraine (CEC) in enhancing democratic resilience and public trust. A core component of this support is the development of educational and informational initiatives aimed at voters and election stakeholders. To ensure high-quality communication, International IDEA seeks a Provider to produce multimedia and graphic materials for diverse voter education activities, including online learning, offline trainings, and large-scale public awareness campaigns. The produced multimedia materials will contribute to the effectiveness, accessibility of the training courses and educational materials developed for the Central Election Commission of Ukraine.

2. Objectives of the Assignment

The objective of this assignment is to support the CEC in the development of high-quality visual learning materials by producing professional video explainers and graphic elements aligned with the approved content and 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, while maintaining accuracy, institutional tone, and consistency.

3. Scope of Work

Under this assignment, the Provider shall be responsible for producing video and graphic elements. The scope of work shall include, but not be limited to, the following tasks:

- Develop visual concepts and creative approaches for video explainers and graphic materials.
- Review and build upon the approved detailed scenarios from Lot 2 to ensure all video explainers accurately reflect learning objectives, key messages, and instructional flow. Flag any ambiguities or gaps in scenarios for clarification before production.
- Develop video explainers and graphic elements in a standardized format and style across all outputs, including approved visual templates, color schemes, typography, and branding, to ensure coherence across digital and print materials.
- Incorporate feedback iteratively, ensuring alignment with Lot 1 methodological guidance and Lot 2 scenarios, and document all revisions 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, illustration 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, social media assets, print-ready graphic materials and other graphic or audiovisual products, whether intended for online learning, offline trainings, voter education campaigns, public awareness activities 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.

4. Qualifications and Professional Profile

Provider should have staffers with:

- University degree in graphic design, multimedia design, visual communication, digital media, animation, film production, or a related field.
- Proficiency in relevant design and video production software (e.g. Adobe Creative Suite, motion graphics and video editing tools).
- 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.

Professional Experience

- Proven professional experience in the production of educational or informational video content and graphic materials, for state institutions, international organizations.
- Demonstrated experience in developing video explainers, motion graphics, and visuals for public institutions, or international organisations.
- Experience working with complex or technical subject matter and translating it into clear, visually engaging educational materials.
- Previous experience collaborating with experts, scenarios designers, or methodological experts is considered an asset.

5. Timing and Work Plan

The assignment is expected to be implemented within the timeframe agreed with International IDEA.

The detailed timeline, including deadlines for draft and final deliverables, will be agreed upon with International IDEA at the start of the assignment and reflected in the individual Service Orders.

Each Service Order will specify the scope, modules or campaigns to be produced, timelines for draft and final outputs, and coordination requirements with prior phases, 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 outputs:

Deliverables shall include:

- (i) draft and final video explainers aligned with approved scripts and scenarios,
- (ii) digital and print-ready graphic assets for each campaign or module,
- (iii) all final materials in standardized format with editable source files. Version control and clear file naming conventions should be applied. The deliverables will be specified in Service Orders, which will be issued for each task separately.

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 Expert 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/Lot 3 providers to clarify scenarios, ensure methodological alignment, and maintain consistency across all multimedia outputs.

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 fidelity of video explainers and graphic elements to approved methodological content (Lot 1) and detailed scenarios (Lot 2), as well as the clarity, consistency, and usability of outputs across all communication channels

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.