



INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE

ANNEX B

Terms of Reference (Technical Specifications)

Tender Reference No. 258-20/35

Graphic Design Services & Data Visualization

1. General Information

The International Institute for Democracy and Electoral Assistance (International IDEA) is an intergovernmental organization established in 1995, with Member States across all continents, which aims to support sustainable democracy worldwide and assist in the development of institutions and the culture of democracy. At the interface between research, fieldwork and the donor community, International IDEA provides a forum for dialogue, builds networks of experts, develops training materials and provides strategic advice at the international, regional and national level, cooperating with a range of organizations.

International IDEA's publishing programme is one of the key components of the organization's public identity. International IDEA produces a variety of publications, each aimed at achieving particular objectives and each targeted at specific audiences. The Institute's publications include handbooks, reports, policy papers, policy briefs, discussions papers and conference reports. Communications material include an Annual Outcome Report, leaflets, folders, roll-ups and social media cards.

The Institute's work covers many languages, but the main languages are Arabic, English, French and Spanish. Our target audience includes policy- and decision-makers, academics, civil society organizations, democracy activists and youth. Therefore, the Work needs to reflect the global landscape, regional, geographical, ethnic and gender diversity.

Most of International IDEA's publications are available for download (free of charge) on International IDEA's website. They are published under a Creative Commons licence—Creative Commons Attribution-NonCommercial-ShareAlike 3.0 Licence—which means that any user is free to copy, distribute and transmit the publication as well as remix and adapt it, provided it is for non-commercial purposes and that they distribute it under an identical licence.

The Contractor's work will be guided by International IDEA's visual identity manual. International IDEA will provide the required logos, text blurbs and other elements required. The Contractor may be required to assist in identifying photos.

Copyright of all deliverables shall be transferred to International IDEA as per the terms in the "General Conditions". The Contractor will be acknowledged on the colophon page of publications but not on communications material.

The work will take place at the Contractor's premises. Occasional in-person meetings/consultations may take place at International IDEA.

Scope of Work

The Contractor will provide high quality graphic design services to International IDEA for one or more of the following categories:

Creative, original design:

1. Infographics (static and interactive/animated). The nature of infographics will vary but the most common themes are:
 - statistics,
 - processes,
 - ideas,
 - chronology,
 - geography,
 - hierarchy,
 - relationships, and
 - personality (brand, organizational culture)
2. Social media cards
3. Power point presentations
4. Illustrations to be used in either publications or communications materials
5. Annual Results Report
6. Flyers, leaflets and other promotional material
7. Season's Greetings card (both for print and digital distribution)
8. Event invitations
9. Posters and banners
10. Maps
11. Logos for specific projects

HTML design:

1. Micro sites (interactive and animated with possible PDF-file to download)

Typesetting

1. Publications (handbooks, reports, policy papers, policy briefs and overviews)

Languages: International IDEA produces publications and communications material on a regular basis in Arabic, English, French and Spanish. Other languages that occur include but are not limited to: Bahasa Indonesia, Chinese (Mandarin), Myanmar, Portuguese, Russian, Swedish, Thai and Ukrainian.

The work process will vary depending on the assignment, but below is a description of a general model:

Creative original design

1. Each production will start with a request to quote based on a technical specification/concept note provided by International IDEA. The successful Contractor will be informed and requested to sign a Service Order for the assignment. The unsuccessful providers will also be informed.
2. A Service Order will be issued by International IDEA specifying the output, file-format for delivery, time schedule and price.
3. The Contractor shall submit two working drafts for International IDEA to comment on and eventually approve one. A maximum of three meetings (in person or via internet) between the Contractor and International IDEA will take place as part of the assignment, to discuss process and/or the need for adjustments as required.
4. International IDEA will provide the required logos, text blurbs, colour specifications and cover images required. The Contractor may be requested to identify photos to be used for the assignment.
5. All original files shall be submitted to International IDEA at the end of the assignment.

HTML design:

1. Each production will start with a request to quote based on a technical specification/concept note provided by International IDEA. The successful Contractor will be informed and requested to sign a Service Order for the assignment. The unsuccessful providers will also be informed.
2. A Service Order will be issued by International IDEA specifying the output, file-format for delivery, time schedule and price.
3. Based on an initial discussion with International IDEA, the Contractor shall submit two draft versions of wireframes for International IDEA to comment on and eventually approve one. A maximum of three meetings (in person or via internet) between the Contractor and International IDEA will take place as part of the assignment, to discuss process and/or the need for adjustments as required.
4. International IDEA will provide the required logos, text blurbs, colour specifications and cover images required. The Contractor may be requested to identify photos to be used for the assignment.
5. All original files shall be submitted to International IDEA at the end of the assignment.

Typesetting

1. Each production will start with a request to quote based on a technical specification provided by International IDEA. The successful Contractor will be informed and requested to sign a Service Order for the assignment. The unsuccessful providers will also be informed.
2. A Service Order will be issued by International IDEA specifying the number of pages, graphs, illustrations, file-format for delivery, time schedule and price.
3. International IDEA will provide the Contractor with InDesign-files that should be used as templates together with the required logos, text blurbs and cover images.
4. The Contractor shall send a PDF-file to International IDEA for proofreading. International IDEA will return the PDF-file with comments using the commenting function in Adobe Acrobat. The Contractor will implement the changes as instructed by International IDEA.
5. The Contractor will deliver (a) a low-resolution PDF-file which includes the front and back cover, (b) print-ready PDF-files (separate files for cover and inlay) with crop marks (c) the InDesign folder packaged with links and fonts folders.
6. On some occasions, the Contractor will be expected to communicate directly with the printer in order to prepare the files for print (regarding colour profiles, etc.).

The frequency of service requests will depend on the work programme of International IDEA.

1. Deliverables and Reporting

The Contractor will work on specific assignments with the Communications Team or any other team of International IDEA as directed by the Communications Team. The Contractor will work closely with the Head of Communications, the Communications Manager and/or the Publications Manager or any other staff member assigned by them.

2. Management and Organization

Specific needs of particular assignments will be agreed by the Contractor and International IDEA's Head of Communications.

A separate Service Order will be issued for each assignment.

3. General Conditions

International IDEA's General Terms will specify the conditions of this contract.

4. Length of Contract

The duration of the Framework Contract will be for an initial period of three (3) years, with the possibility to extend for an additional two (2) years, up to a maximum total duration of five (5) years.

5. Invoicing

Invoicing to be done upon delivery of the finalized design file(s) submitted. The invoice needs a unique number, reference to the service order number and the name of the production. International IDEA's payment terms are 30 days after receipt and approval of deliverable(s) and corresponding valid invoice.