



CALL FOR EXPRESSIONS OF INTEREST

RECRUITMENT A FIRM FOR GRAPHIC DESIGN SERVICES TO SUPPORT THE PREPARATION OF PUBLICATIONS (ANNUAL REPORTS, CORAF 2018-2027 LONG TERM STRATEGY AND 2018-2022 OPERATIONAL PLAN)

Opening of the call: 23/02/2018
Closure of the call: 05/03/2018

CEI No 07-2018

1. The West and Central African Council for Agricultural Research and Development (CORAF/WECARD) intends to recruit a firm for Graphic design services to support the preparation of publications (annual reports, CORAF 2018-2027 Long-term Strategy and 2018-2022 Operational Plan).
2. The main goal of this consultancy is to provide CORAF with high quality and timely layout and design services, in English and French. This includes designing templates for key documents, designing functional and appealing data visualizations, developing graphics for related media (paper, web), and setting key documents in professional graphic design software, thereby enhancing the visual identity of all CORAF publications.
3. The tasks to be performed and other information relating to the conduct of the mission are detailed in the attached Terms of Reference.
4. The Executive Director of CORAF / WECARD invites the firms with the qualifications sought as indicated in the terms of reference to express their interest in this call.
5. Firms interested in this notice must provide information that they are qualified to perform the services (brochures, references for similar contracts, CVs, similar experience, experience under similar conditions, etc.).
6. The design office must have experience in carrying out similar services. It must have at least the key personal with following competences:

- designing templates for key documents;
- designing functional and appealing data visualizations;
- developing graphics for related media (paper, web), and setting key documents in professional graphic design software, thereby enhancing the visual identity of all CORAF publications. A curriculum vitae will be provided for each expert (not exceeding 4 pages).

7. The Consultants will be selected on the basis of the selection process related the qualifications of consultants in accordance with the procedures defined in the Guidelines: "Selection and Employment of Consultants in IBRD loans, AID credits and subsidies by the Loan, version 201, revised on july 2014.

8. Interested consultants may obtain additional information from CORAF/WECARD Executive Secretariat by sending correspondence to: david.akana@coraf.org with copy to: procurement@coraf.org from 8am to 12pm and from 15h to 17h GMT.

9. Expressions of interest must be submitted by e-mail to: procurement@coraf.org or addressed to the Executive Director of CORAF/WECARD, 7 Avenue Bourguiba, BP 48, BP 48, CP 18523 Dakar, Senegal, on **05/03/2018 at 10:00 GMT at the latest.**

Dr Abdou TENKOUANO
Executive director
CORAF / WECARD



TERMES OF REFERENCES FOR GRAPHIC DESIGN SERVICES TO SUPPORT THE PREPARATION OF PUBLICATIONS (ANNUAL REPORTS CORAF 2018-2027 LONG TERM STRATEGY AND 2018-2022 OPERATIONNAL PLAN)

Introduction

The West and Central African Council for Agricultural Research AND Development (CORAF/WECARD) intends to recruit a firm for Graphic design services to support the preparation of publications (annual reports, CORAF 2018-2027 Long-term Strategy and 2018-2022 Operational Plan).

Objective of the mission

The main goal of this consultancy is to provide CORAF with high quality and timely layout and design services, in English and French. This includes designing templates for key documents, designing functional and appealing data visualizations, developing graphics for related media (paper, web), and setting key documents in professional graphic design software, thereby enhancing the visual identity of all CORAF publications.

The task of the firm

The Consultant shall assist by proposing layout and designs for text, images, tables and graphics, and by designing/generating the necessary graphics (custom graphics, photo montages, computer graphics, etc.).

The Consultant shall advise those responsible for publications in the selection of pictures and colors to use.

Deliverables

The publication designs will be delivered in print and electronic formats. The Consultant must be able to propose alternatives to these two media. The Consultant is expected to perform quality control at each step in the process, in both English and French.

The Consultant must be able to respond to short deadlines while maintaining high quality.

Service Provider Profile

The mission described in these terms of reference will be carried out by a consulting firm or a group of consultants with human, material and financial capacity and extensive experience of at least five (5) years, in providing graphic design services. The Consultant is expected to perform quality control at each step in the process, in both English and French. The proposed team should at least include two experts with the following competences:

- designing templates for key documents;
- designing functional and appealing data visualizations;
- developing graphics for related media (paper, web), and setting key documents in professional graphic design software, thereby enhancing the visual identity of all CORAF publications.

Duration of the mission

The estimated duration of services is 12 months, on an as-needed basis, and the estimated starting March 2018.

Modalities of selection

The Consultants will be selected on the basis of the selection process related the qualifications of consultants in accordance with the procedures defined in the Guidelines: "Selection and Employment of Consultants in IBRD loans, AID credits and subsidies by the Loan, version 2011, revised on july 2014.

Selection shall be based on the following criteria:

- ❖ Experience of the consulting firm in the same field,
- ❖ Professional reputation of the firm,
- ❖ Experience in comparable Assignments,
- ❖ Knowledge of the project environment,
- ❖ Knowledge of the project environment in the country and region,
- ❖ Understanding of the terms of reference,
- ❖ Qualification of experts and experience in the field of the assignment,
- ❖ Language proficiency.