FEED THE FUTURE KENYA CROPS AND DAIRY MARKET SYSTEMS ACTIVITY

REQUEST FOR EXPRESSION OF INTEREST (EOI) FROM A GRAPHIC DESIGNER

RFA-KCDMS-FY19-004

SOW FOR EXPRESSION OF INTEREST (EOI) FROM A GRAPHIC DESIGNER

1.0 Project: Kenya Crops and Dairy Market Systems (KCDMS)
2.0 Staffed by: Communications
3.0 Reports to: Communications Specialist
4.0 Duration: 12 months on needs basis

1.0 About KCDMS Activity
The USAID funded Kenya Crops and Dairy Market Systems (KCDMS) Activity is a program under Feed the Future (FtF) initiative implemented by RTI International. It is operational in 12 counties including; Kitui, Makueni, Taita Taveta, Homa Bay, Migori, Kisii, Kisumu, Siaya, Kakamega, Bungoma, Busia, and Vihiga. The project is designed to support value chain actors in dairy, fodder/feeds, and horticulture (mango, passion fruit, avocado, banana, pineapple, and sweet potato) and improve Kenya’s agricultural landscape in a sustainable manner. The long-term objective is to contribute to increasing agricultural productivity and thereby enhancing food security as well as creating income and employment opportunities, especially for the rural population.

2.0 Project Objective and Approach
The Activity intends to increase the flow, access, and exchange of information between Kenyan stakeholders (government, private sector, industry associations, and farmers) through various platforms. The increased flow of information will shift the dynamics of rules and relationships because access to information allocates power, control, and knowledge between stakeholders. The availability of well designed, quality, timely and relevant information and feedback channels will spur the private sector, government, industry associations, and farmers to change their behavior/practices, and make decisions that are informed. These communication activities are designed to support existing project activities and contribute to achieving project indicators.

3.0 The objective of the Assignment.
In order to increase the success of communication efforts, the Activity develops communique materials that are accurate and appropriate for various audiences. The activity often uses the services of graphic designers among other service providers to support projects and businesses to communicate with the target audience in an aesthetic way using images, text, and symbols.

KCDMS, therefore, seeks the services of a graphic designer to create engaging and on-brand graphics for a variety of media. The graphic designer’s role includes the entire process of defining requirements, visualizing and creating graphics including illustrations, visual elements, layouts, and photos. He/she may be asked to shape the visual aspects of reports, articles, banners, brochures, newsletters, flyers, social media banners, infographics, and product packages.

The graphics should capture the attention of those who see them and communicate the right message. The graphic designer should therefore have a creative flair and a strong ability to translate requirements into design, communicate well and work methodically as part of a team. The goal is to inspire and attract the target audience.
4.0 Scope of Work and Objectives

Upon award, the graphic designer will be engaged on an as need basis to:

I. Advise KCDMS on graphic strategies to reach the various project target audience
II. Study design briefs and conceptualize visuals based on requirements
III. Creatively produce new ideas and concepts as well as contributing to creative brief on branding and general product support.
IV. Develop and present graphics/rough drafts for product illustrations including colors, images, text style, and layout
V. Ensure final graphics and layouts are visually appealing and meets the Feed the Future marking and branding requirements
VI. Incorporate changes recommended by KCDMS into the final design
VII. Develop graphics and layouts for all organizational material including reports, banners, brochures, flyers, infographics and social media banners.
VIII. Develop website and social media banners and graphics
IX. Develop audio-visual graphics for videos
X. Design logos for all organizational products especially joint campaigns
XI. Design good will message cards to celebrate national & international days
XII. Proofread his own layout to ensure accurate and high-quality work

5.0 Expected Deliverables

- Graphics and layouts for organizational materials including reports, banners, brochures, pamphlets, and other materials as needed
- Website and social media banners and graphics
- Audio-visual graphics for videos
- Infographics that mirror the written work of the Activity appropriately
- Designed rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts
- Logos for all project products such as joint campaigns
- Promotional displays and marketing brochures
- Good will message cards to celebrate national & international days

Important Points to Note

- Fonts/typefaces:
  - The primary approved font family for USAID is Gill Sans-selected for its clarity and readability.
  - Gill Sans should be used in professionally designed and printed communications. Arial is the default font for desktop publishing.
  - As a rule, for shorter documents such as fact sheets and PowerPoints, Gill Sans Bold is used for headers, subheads and highlighted text; Gill Sans Regular or Light is used for body text; and Gill Sans Italic is used for captions.
  - Adobe Garamond Regular, Bold, and Italic may be used for body text in longer documents or technical papers and reports.
  - When the Gill Sans font family is not available, default to Arial. When the Adobe Garamond font family is not available, default to Times New Roman.

6.0 Required Qualifications

I. Proven graphic designing experience
II. A strong portfolio of illustrations or other graphics
III. Proficiency with design software and technologies (such as InDesign, Adobe Illustrator, Photoshop, Premiere Pro and After Effects Design Portfolio) and keeping up to date with emerging technologies

IV. A keen eye for aesthetics and details

V. Excellent communication skills

VI. Ability to work methodically and meet deadlines

VII. Degree in Design, Fine Arts or related field

VIII. Previous experience in graphic design for USAID projects is an added advantage

7.0 Assignment Duration
This is a prequalification that will enable KCDMS to have a graphic artist on call as needed, with a pre-agreed pricing structure for specific services. As new tasks arise, a brief SOW will be issued, and will agree with the graphic artist on the required level of effort at a pre-agreed price.

The initial contract will be for 6 months with a possibility for extension based on performance. Applicant must demonstrate enough capacity to design high quality documents within limited time and availability on need basis.

8.0 Supervision of the Consultant
The successful applicant will work under the direct supervision of the Communication Specialist. The MEL Director will provide overall assignment oversight.

9.0 The Application Requirements
• Letter of expression of interest and demonstration of capability.
• Cover Page (includes; program title, Name of organization/company, contact details – name of contact person, physical address, phone number, and email address).
• Personal portfolio including previous related assignments. Include at least three previous clients and their contacts to act as references and CV(s) of the person(s) to be engaged on the assignment.
• Cost proposal/budget – Applicants should provide their rates based on the various possible assignments as listed in 5.0 above.

The above should be sent to procurement@kcdmsd.rti.org by June 28, 2019.

Tax obligation
Each assignment will be subject to Withholding tax.

Confidentiality
It should be noted that all the information collected in the process of undertaking this exercise, together with the reports, shall be the property of RTI International.

Conflict of Interest
This assignment shall be executed as per the terms of reference contained in the contract entered into during partnership engagement and any adjustment, must be agreed upon by all parties in advance before the execution of the issue at hand. No conflict of interest is anticipated in the course of the undertaking this assignment.