



**Terms of Reference for consultant for Illustrator and Formatting
African Peer Review Mechanism**



Assignment:	Formatting and Design of Toolkit
Position:	Consultant
Duty Station:	APRM Continental Secretariat, Midrand, Johannesburg, South Africa
Reporting Division:	Thematic Research & Coordination and the APRM Publishing Officer
Date:	05 February 2018
Duration of Project:	10 days
Remuneration:	USD \$ 4000
Duration of Consultancy:	15 days

Submission Schedule:

Submission of 3 options for a mock-up of covers and example of illustration

Background:

APRM is a Specialized Agency of the African Union (AU), the African Peer Review Mechanism (APRM) was initiated in 2002 and established in 2003 by the African Union in the framework of the implementation of the New Partnership for Africa's Development (NEPAD). APRM is a tool for sharing experiences, reinforcing best practices, identifying deficiencies, and assessing capacity-building needs to foster policies, standards and practices that lead to political stability, high economic growth, sustainable development and accelerated sub-regional and continental economic integration. As part of its aim to fulfil its mandates, APRM seeks to engage qualified Africans to contribute to the governance research agenda on the continent through the APRM Fellowship Programme.

Introduction:

In August 2017, the APRM, SADC and other key stakeholders have initiated collaboration on the role both Secretariats will play in efforts to support the governance reforms that the country has embarked on. SADC has expressed its full support to the APRM processes: The Country Review Report, the NPoA and the APR Forum Peer Review all provide lessons and commendable practices, from the region and from a wide cross-section of technical and political expertise from the continent. The APRM also deemed it necessary to assist in the reform governance by first and foremost providing an assessment of Lesotho's civil society engagement in the national dialogue on governance reforms as well as the state of corporate services, mainly the Mining

and the Agricultural sectors in Lesotho. The APRM is currently developing background documents and technical guides.

Scope of Work:

Formatting, type setting and design of background documents and technical guides under the directive of Division of Thematic Research and Coordination. The main objective of this assignment is to create graphics, illustrations and accompanying text for a background documents and technical guides: (3 OFC cover pages, 3 IBC back cover pages, which will include content). Develop images or visual that is aligned to the content graphics and illustrations will be dedicated to demonstrating the APRM process. All particular illustrations will be discussed and decided upon jointly with the illustrator within the first 2 days of the contracting period. The contracted Illustrator will undertake the following tasks:

1. Layout and type setting;
2. Illustrations and infographics;
3. Develop designs, artwork, and graphics in conformity with the APRM Branding guidelines;
4. Select, source and work on images, where required;
5. Determine how best to represent an APRM Knowledge Product and concept visually;
6. Graphic design skills and computer/technical knowledge for publication production;
7. Determine which photographs, art, or other design elements to use

Important Qualities, Competencies and Behaviours:

8. A passion and eye for latest typography and trends in design.
9. Strong knowledge of typefaces and typography, design, and editorial page layout.
10. Working knowledge of MS Office programs: Word, Excel, and PowerPoint.
11. Ability to think creatively and be an effective problem-solver while staying on schedule.

Submission and Requirements:

1. Submission of letter of interest
2. CV
3. Portfolio

Criteria for Selection:

The Consultant should display the following	Max. Point	Score
Technical		
<p>Relevant Expertise, Experience:</p> <ol style="list-style-type: none"> 1. At least five years of experience working with above-the-line and below-the-line marketing campaigns, branding, print and digital design. Experience in a media and publishing environment (30); 2. Innovative product presentation skills. Ability to present product on PowerPoint and other applications (10) 	40	
<p>Technical Qualification:</p> <ol style="list-style-type: none"> 1. Technical Qualification (20) <ul style="list-style-type: none"> • Advanced Technical Diploma (10) • Degree in Graphic Design/Art Direction (20) 2. Demonstrable skill in use of DTP and Graphic Design and up to date with latest design software such Adobe InDesign, Photoshop, basic HTML knowledge. And/or expert level skill in use of Dreamweaver or similar application, Adobe Illustrator, Graphic mail or other bulk e-mail program, Microsoft Expressions, Microsoft office suite of products (20); 	40	
<p>Portfolio and Project Management:</p> <ol style="list-style-type: none"> 1. General project management and understanding of the public sector as demonstrated in the submitted portfolio <ul style="list-style-type: none"> • Exclusive Private Sector Portfolio with three projects (10) • Exclusive Public Sector with 3 projects Portfolio (15) • Combined Private-Public Portfolio with 5 projects (20) 	20	
Total Score	100%	