

Communications Agency to develop key visuals for “Building Inclusive Democracy: Civil Society, Parliamentarians, Media, and Youth Strengthen Good Governance in Bhutan” project

Terms of Reference

1. Background

DW Akademie, the centre for international media development at Germany’s public broadcaster Deutsche Welle (DW), and the Bhutan Centre for Media and Democracy (BCMD) are jointly implementing the project “Building Inclusive Democracy: Civil Society, Parliamentarians, Media, and Youth Strengthen Good Governance in Bhutan” between February 2024 and January 2027. The project aims to build capacity of Bhutanese parliamentarians and officials, civil society stakeholders, journalists and youth and facilitate exchange among them to enable stronger civil society participation in policymaking processes. The project is chiefly funded by the European Union.

2. Objective

Under the project, DW Akademie is seeking to commission a Communications Agency to produce ‘key visual’ graphic assets that will be used throughout the project cycle to enhance the visibility and branding of the implementing partners and the donor(s).

3. Scope of work

The Communications Agency will design and deliver a set of high-quality static and motion graphic digital assets in consultation with DW Akademie and BCMD.

In particular, the consultant will carry out the following tasks:

- Design an aesthetic logo and colour scheme for the project, incorporating the theme of the project and the project title ‘Building Inclusive Democracy’ (including a Dzongkha translation of it) to be used in design various templates.
- Design the following high-resolution graphic assets incorporating the logo, branding assets, and guidelines of DW Akademie and BCMD, as well as maintaining the branding and visibility guidelines of the European Union:
 - A MS-Word document template with an appropriate header and footer
 - An MS-Power Point template with several slide designs and color scheme
 - A virtual background image (16:9) to be used for online meetings
 - A vertical x-banner/standee (48” x 24”) template for various events
 - A print backdrop (96” x 60”) template for events and conferences
 - A 4K (3840 x 2160 px) digital background for screen projection
 - A three-second opening screen motion graphic for videos
 - A three-second closing screen motion graphic for videos
- Deliver the output files (*.docx, *.pptx, *.png, *.mp4 etc) as well as the original design files where applicable (*.ai, *.psd, *.aep etc) to DW and BCMD.
- Transfer unrestricted rights of ownership and use of all graphic assets.

4. Deliverables

Descriptions	Deadline
a. Primary design language, including color scheme, logo, translation (including one round of feedback)	10 days after contract start date
b. Design of all key visuals graphic assets submission for review and feedback	10 days after design language approval
c. Delivery of all key visual graphic assets and	5 days after design approval
d. Submission of invoice	End of contract

5. Payment

No advance payment will be made. The selected Communications Agency will enter a limited-term service contract with DW. Upon completion of the service delivery, the Agency will submit an invoice to DW as per the contract, and receive payment upon verification of services directly through bank transfer.

6. Application

Interested applicants based in Bhutan with prior experience in delivering similar services are requested to submit a technical proposal, including a brief company profile, understanding of the task, relevant work samples, a reference list of clients/assignments, and a financial proposal including a budget breakdown for the services (in Ngultrum, inclusive of all taxes), by email to dw-akademie.digital-resilience@dw.com. The deadline to submit proposals is July 22, 2024.