

PRF short Term Graphic Designer IEC materials

Terms of Reference

Project Name: The Poverty Reduction Fund

Number of positions: 1

Position: Graphic Designer
Duty Station: Home-based, PRF national office in Vientiane and recording sites

Duration: 2 months , starting from April to June 2015

PROJECT SUMMARY:

Following on the scaling up of the deepen community driven development in 5 pilot districts to 15 districts within the cycle 13, the PRF would request to review design and draw pictures related to the Community Driven Development approach and principles.

The pictures will illustrate participatory approach of the PRF project, the rules of PRF community development steps of mobilization intervention, steps of community engagement steps for poverty alleviation, social audit and feedback committee, and procurement. The key target Audience is community people in order to strengthen and build their capacity in terms of understanding and applying CDD approach and principles. These pictures will also be displayed on the PRF website for dissemination to a larger public.

Rational of design

Since the Poverty Reduction Fund Project was established by decree from the Prime Minister of Lao PDR on May 31, 2002, PRF has built capacity and knowledge on a basis of community members participation to their own development, community skills on CDD principles, planning, identification of their problem and related solutions, sub-projects periodization, transparency, gender equality, resolve emerging issues and ownership of the sub-project. At the present, PRF has been continuing to strengthen communities by building their capacity to make their own decision on designing and making their village development plan, following the PRF's slogan "From the people, by the people and for the people"

In the past, PRF staff organized on the job training for community, focusing on community learning by doing. However, community skills on sustainable development at village levels and Kum ban levels still need to be improved in term of implementation of the sub-projects by the community as well as the use of the Community Driven Development (CDD) approach. For this reason, PRF has piloted deepen CDD approach by using CDD pictures with narrative stories inspired from Sri Lanka CDD experiences in 5 pilot districts of 3 provinces (Savankhet, Luangprabang and Oudomxay). After 6 month of piloting deepen CDD, it was found that using

the CDD pictures for Village Orientation Meeting and Village Development Planning were able to improve community's participation. However, still many CDD pictures inspired from Sri Lanka are not yet appropriate to local communities in Laos as communities feel unfamiliar with the pictures and communities need effective illustrations based on Lao context which help them to understanding easily the message delivered by each drawing. Therefore, it is very necessary to adopt appropriate CDD pictures to be more attractive and easier understanding pictures for Kumban facilitators and community levels.

Goal and Objectives of assignment

The purpose of the assignment is to provide and drawing picture service delivery for improving IEC tools of Deepen Community Driven Development by graphic designer hired on a short term basis. The outputs' of drawing and designs as to be consistent with community culture and easily understood by PRF's primary target groups: poor rural communities in Lao PDR, especially women and vulnerable groups. The outputs will focus on supporting the PRF participatory process, feedback and resolution mechanism, and other topics as required to support implementation of the project's activities.

The goal of the assignment is to draw and designs pictures for illustrations project community outreach to promote their understanding in regards to PRF II policies and approaches such as vision and missions, implementation approaches, principles and process as well as mechanisms in order to support and facilitate their communication activities to target groups.

Specifically, the objectives are:

- To develop an attractive, clear illustrations/visualization types, suitable for conveying information and representing ideas so that the target groups can easily understand and improve their knowledge based on these communication tools.
- Visualize PRF processes, mechanisms, principles, etc. in a way that reinforces the 'spirit' of the PRF's pro-poor and community empowerment approach including mission, vision, and principles.
- Prepare the visualization of IEC materials relevant to CDD pictures in the Lao context.
- Revise/re-draws and finalize all visuals of CDD pictures produced by the Designer after field testing from PRF Staff.

Target Group/Audience

The specific target groups will vary depending on the output but, overall, they are:

- PRF staffs
- Kum ban facilitator and village representatives
- Village leaders with limited or no literacy skills, and possibly no Lao language skill
- Implementation and Maintenance Team
- Feedback and Resolution Mechanism Team
- Kum ban Leaders with limited experience in participative bottom up processes experiences

- Provincial and District Coordinators with limited experiences in participative bottom up processes, and no or limited understanding of pro-poor principles and
- Local government officials with limited experience in participative bottom up processes experiences.

Specific outcomes and products

1. Draft designs, illustrations and visuals for PRF II IEC of CDD pictures
2. Revised artwork / layouts for IEC materials and visuals based on pre-test/ results.
3. Final / print ready artwork / layouts for IEC materials and visuals.
4. Other design and artwork outputs as required and agreed to by the consultant and PRF LONG

Graphic Designer would be specifically responsible for

- step1: Draft initial/rough sketch concept by providing detailed description by the client. During this step, the Graphic Designer will meet the PRF Communications Team and core trainers to be briefed about the needed illustrations. This Phase is essential as it is the foundation of each illustration quality.
- Step 2: Cleaning of the illustration. Based on the feed-backs after handing the initial draft at step 1, the Graphic Designer will make the necessary revision on the illustrations and clean them (tracing over draft illustrations with cleaner dark lines).
- Step 3 is final step: Coloring and hand-over the assignments: After cleaning the Graphic Designer will submit to PRF for revise and finalize the communication tools before the he/she will coloring and finalize pictures if required to be ready for printing.

Communication Team Responsibilities

1. Manage the development of a design/illustration model for visuals/illustrations of PRF
 - Brief the Graphic Designer about the PRF's background, goals, mission and vision.
 - Brief the consultant on the specifications as needed such as the characteristics of target groups, key messages and the types of visualizations anticipated.
 - Provide commends and advise rural community and small ethnics group social and culture life style to ensure the understanding of the Graphic Designer visualization
 - Assess and approve final pictures or tool that will be developed by the Graphic designer.
 - Support others need as required from the designer if considered relevant for the purpose of this assignment
2. Coordinate the development of draft designs for IEC materials and visuals.
 - Brief the Graphic Designer on PRF's history, goals, mission and vision.
 - Provide descriptions/scenarios/TORs, describing the purpose and use of each IEC materials or visuals, and brief the consultant on the expected outputs including text content and messages.

- Provide references materials such as visuals of PRF locations, sub-project activities and achievements, and stakeholders, text content and messages.
 - Review the draft with the consultant designers
3. Manage and supervise the pre-testing of the IEC.
- Plan and organize the pre-test of each IEC in at least 3 locations with representative samples of their target groups.
 - Prepare pre-test instruments and brief pre-test teams.
 - Implement the pre-test.
 - Assess the pre-test results and with the consultant decide on revisions.
4. Supervise the preparation of the final art.
- Review the revised final art and provide feedback.
 - Approve the final art.

Timeline:

Graphic Designer will design and edit and produce from April 20, 2015 to June 19, 2015.

Deliverable:

The Specialist will provide a concept on the best way to communicate the theme base on the above rationale.

Number of expected outputs: 70 pictures

Size Pictures: All pictures are A3 size (color)

Delivery/Output/Format

- Final delivery of files (including raw source materials) will be on March 15, 2015
- Final delivery will be either Photoshop, Illustration formats in high-resolution file

Qualifications:

- Excellent in knowledge of the relevant design and desktop publishing skills and software such as Page Maker, Photo Shop, Corel Draw, Illustrator, In Design
- Extensive publications layout and design experience
- Experiences with projects using participatory approach is an asset
- Knowledge of development issues and understanding of rural social and cultures of Lao PDR is an asset
- Experience in Graphic design, Illustration and visualization skills
- Creative and conceptualization skills
- Ability to grasp ideas quickly, thinks creatively, take initiative and be innovative
- Fluent in English
- Flexible times and friendship personalities is an asset