**Terms of Reference for the provision of individual**

**Consultancy for graphic design services to the African Capacity Building Foundation (ACBF)**

1. **Background.**

For more than thirty years, the African Capacity Building Foundation (ACBF) has been building human capital and institutional capacity for Africa’s sustainable development. With membership from 40 African Countries, the African Development Bank (AfDB), the United Nations Development Program (UNDP), the African Union (AU), and the World Bank, ACBF is the leading institution for capacity development in Africa.

While serving all actors, ACBF recognizes the importance of and focuses on enhancing the effectiveness of Africa’s public sector institutions at local, national, regional, and continental levels to become efficient systems integrators and catalysts of sustainable and transformative change.

To support capacity development interventions, ACBF has adopted its Strategy 2023–2027. For the implementation of the Strategy, building partnerships and ensuring the full support of African countries is critical for its success and impact. To encourage support towards the implementation of the ACBF Strategy 2023-2027, as well as widely share the achievements and impact of ACBF, there is a need for ACBF to continuously engage its stakeholders by sharing well-designed up-to-date articles, fit-for-purpose reports, and strategic studies and graphic visuals on ACBF’s role in addressing capacity development.

It is against this background that ACBF would like to engage graphic designers to provide design and layout services.

**2. Objective**

The consultancy's overall objective is to provide design and layout services to ACBF in creating awareness of its capacity development interventions in Africa. The specific objectives are outlined in the scope of work below:

**3. Scope of work**

3.1 Provide layout services for ACBF’s publications.

3.2 Provide design services for promotional materials.

3.3 Provide design services for banners (web & print-ready), infographics, and book covers.

3.4 Provide print-ready and web versions of documents.

3.5 Provide motion graphic services.

3.6 Provide any other graphic design within the objective.

**4. Qualifications and Experience**

4.1 Higher Diploma in Visual Arts, Graphic Design, or Website Development.

4.2 At least five years’ experience as a graphic designer. Two years of experience designing for developmental organizations is desirable.

4.3 The candidate should provide proof of at least five design jobs and five layout jobs.

4.4 Ability to design using various design software packages. Competence in the following design applications is mandatory: Adobe Suite (Photoshop, InDesign, Illustrator), Corel Draw, and any other software package pertaining to the scope of work.

4.5 Excellent skills in data visualization and experience in info-graphic design.

**5. Expected Deliverables**

5.1 High-quality designs for promotional material.

5.2 Professionally laid-out documents.

5.3 Print-ready and web-versions of documents.

**6. Reporting Requirements and Time Schedule for Deliverables**

6.1 The graphic designers will report to the Head of Communications and Influencing or any other staff as may be designated.

6.2 ACBF will specify delivery times through a Statement of Services form.

**7. Consultancy Duration**

The graphic designers will be engaged for an initial period of one year, renewable, subject to confirmation by ACBF.

**8. Working arrangements**

The Head of Communications and Influencing will provide clear directions to the graphic designer and supply all relevant information needed for a specific assignment. The assignments are home-based, and the graphic designer is expected to use his or her own equipment (i.e., software, laptop, internet connection, etc.).

**9. Evaluation Criteria**

**Table 1:**

|  |  |  |
| --- | --- | --- |
| No. | Criteria | Max Points (100) |
| 1 | Higher diploma in Visual Arts, Graphic Design or Website Development. | 20 |
| 2 | At least five years’ experience as a graphic designer. Two years of experience designing for developmental organizations is desirable. | 20 |
| 3 | The candidate should provide proof of at least five design jobs and five layout jobs. | 20 |
| 4 | Ability to design using various design software packages. Competence in the following design applications is mandatory; Adobe Suite (Photoshop, InDesign, Illustrator), Corel Draw and any other software package pertaining to the scope of work. | 20 |
| 5 | Excellent skills in data visualization and experience in info-graphic design. | 20 |
|  | **Total** | 100 |

**How to Apply**

Interested candidates should submit their proposals, including:

1. A cover letter outlining their experience, qualifications, and interest in the assignment.
2. A detailed CV, including contact information for at least three professional references.
3. A portfolio that showcases their graphic design skills.

Kindly provide your submission, expressing your interest in undertaking the consultancy. Submission should be with subject clearly marked, “REOI Process No.: ACBF/REOI/001/25/COMM. Framework contract,” to email address: [submission@acbf-pact.org](mailto:submission@acbf-pact.org)  on or before 17.00 hours (local Harare time), on 21 February 2025.