Background

Tajikistan Country Office (CO) intends to build a strong partnership for Child Rights with mass media, national and local government, civil society and other development partners. To pursue this intention, the CO publishes a wide range of materials. UNICEF Tajikistan is planning to contract a Graphic Designer on an on-call basis, to help the office meet its growing need for quality design services. The successful entity will provide technical support to the Communication section in designing UNICEF publications and contribute to the development and improvement of the design, branding and layout of materials produced by UNICEF. It will ensure that CO’s products and reports are following UNICEF graphic guidelines, provide the best possible functionality and usability to UNICEF partners and contribute to the overall branding process.

The responsibility of this consultancy is to ensure the implementation and adherence to existing graphic guidelines; layout of reports and publications in English, Tajik and Russian; development of new graphic solutions; and design of innovative products.

Tasks and Responsibilities

Implement UNICEF’s branding policy:
- Ensure that all publications, reports and products are produced in line with UNICEF graphic guidelines;
- Implement the graphic guidelines in all UNICEF communication products;
- Deliver creative and innovative ideas for print, electronic, web-based and animated presentations.

Design and lay-out of reports and other products:
- Design of reports and other communication materials for printing and electronic distribution;
- Improve and edit art-work, photos, charts and other graphic elements;
- Layout and design information and communication materials (banners, posters, booklets, leaflets, books, calendars, bulletins, flyers, cards);
- Create animations for illustrative purposes such as animations, presentations and more advanced solutions (design of CD/DVD packaging, graphic digitalization);
- Custom photo editing (restoration, noise reduction, tonal adjustment);
- Deliver creative graphic and technical solutions for use of new media (virtual 3D words/boxes, postcards).

Detailed specifications for each individual assignment will be given to the selected designer as and when the designer’s services are requested.

Qualification and Expertise

The successful entity is required to meet the following criteria:
- Strong theoretical and practical background in graphic design, including the use of design software such as Adobe Design Premium, In-Design, CorelDraw, web design tools such as Dreamweaver and Flash, etc.
• Show a clear and mature style of design, demonstrating an understanding of the communication requirements of a UN agency.
• Proven experience of graphic production from start to published/printed product with knowledge of printing processes (offset and digital) and colour management;
• Good understanding of new and evolving technologies and digital platforms;
• Knowledge of standard software packages, including MS Office—MS Access—MS Visio—Adobe Acrobat;
• Working experience in development or humanitarian environment is desirable

This application is open for individuals.

Individuals should provide the following:
• CV;
• Letter of application;
• References list;
• Copy of catalogue or samples of the design work, if available;
• Completed fees/price list based on the attached volume/type of services (Annex 1).

Companies are requested to pick-up the bidding documents from UNICEF.

**Deliverables**

Quality design for various UNICEF assignments completed in line with UNICEF branding requirements and within specified deadlines.

**Contract duration**

The contract will be effective from date of signing until 31 December 2014 and in case of successful performance will be extended to end of the following year.

**Terms and conditions of payment**

Design services will be delivered on an on-call basis and paid in local currently upon successful completion of the assignment (as certified by the requesting section). The actual costs of services will be paid by the section requesting these services.

No travel expenses involved.