

TERMS OF REFERENCE

GRAPHIC DESIGNER – THE ASEAN MAGAZINE ISSUE NO 22

I. Background

1. The ASEAN magazine is designed to effectively communicate the goals, plans, programmes, and achievements of the ASEAN Socio-Cultural Community (ASCC) pillar and the larger ASEAN Community. It aims as well to highlight the impact of ASEAN Community initiatives on the lives of ordinary people. It seeks to open a conversation and generate new insights on a spectrum of issues and developments affecting the ASEAN people.
2. The ASEAN magazine is a product of the ASEAN Secretariat, with its management and production responsibilities administered by the ASCC Department (ASCCD). The readership currently includes ASEAN sectoral bodies, ASEAN entities, ASEAN partners, selected universities, think tanks, schools in the region, and various United Nations agencies.

II. Duties and Responsibilities

The graphic designer will be responsible for creating an engaging design of the magazine based on the direction of the magazine's editorial team. The responsibilities of the designer are as follows:

- a. Develop design concepts by studying information and materials given by the editorial team.
- b. Provide recommendations to the editorial team regarding the design style, format, printing and other specifications.
- c. Design the overall layout and develop and/or provide illustrations, images, and infographics for the magazine, including the magazine's cover, and other aesthetic aspects in accordance with the theme of the magazine as briefed by the editorial team.
- d. Provide individual raw files of all design elements used in the magazine as well as the InDesign file of the magazine. All materials should be extractable and submitted in individual files (e.g. artfiles, figures, infographics, etc. preferably in vector format) to the editorial team after each publication.
- e. Work with the editorial team and amend designs based on feedback from the editorial team.
- f. Create a web-ready version of the digital file and hyperlinks of each article to be used in the magazine's website.
- g. Prepare designed articles/contents for the magazine's website and upload them to the website.

- h. Collaborate in preparing finished copy for printing and assist in the production process of the magazine, including ensuring that the deadlines are strictly met, and the material is printed to the highest quality.

III. Production specifications

- a. Pages: 56 pages including cover
- b. Final size (width x depth in mm): 205 x 268
- c. Type of paper: Art paper 210 gsm with laminated doff or better to prevent curling (cover); Art paper 120 gsm (content)
- d. 4/4 all in color printing
- e. Magazine sample for reference: The ASEAN
(<https://asean.org/serialparent/serial-parent-1/>)

IV. Timetable

Estimated duration of work: one month to produce one of The ASEAN magazine, with possible renewal for following issues.

- a. First dummy of the layout: mid July 2022
- b. Final copy of the magazine: late July 2022
- c. Release of the magazine: late July 2022

V. Intellectual Property Rights and Data Privacy

All outputs produced under this contract shall be the exclusive property of ASEAN.

The Service Provider agrees to protect the privacy and confidentiality of all organizational files and records, including usernames and passwords, which were made available or turned over by ASEAN to the Service Provider.

All communication (email, sms) containing usernames and passwords shall not be shared by the Service Provider and shall be deleted or disposed upon project completion.

VI. Location

The meetings between The ASEAN Editorial Team and the web developer will take place mostly at the ASEAN Secretariat in Jakarta or virtually during the work from home period.

VII. Requirement for submission

The prospective bidder is required to submit the following:

1. Technical

- a. The graphic designer shall provide **proposed layout** for The ASEAN magazine's article that contains text article and an infographic. Please create an alternative layout suggestion for the following article:
 - i. The Inside View – As Typhoon Season Hits the Region, ASEAN is Prepared to RespondLayout is expected to be a balance between a minimalist approach to allow readers to focus on the content, but yet be visually engaging. Please use stock photos as necessary to illustrate the article. Infographic part of the article should also have a visually engaging and informative design to allow readers to quickly digest the information.
- b. The vendor shall provide graphic designer to be dedicated in this project with experience in print or magazine design. Experience in online media and/or printing is a plus. Please provide **CV for all personnel** in the proposal stating their experience and **provide sample** of (preferably related) past projects completed.
- c. Ability to work methodically and meet tight deadline, with quick turnaround time. Please provide **a workplan or timetable with expected deliverables** for completing one issue of the magazine.

2. Financial

- a. Provide bid amount in IDR (for local bidder)/USD (for international bidder) covering all the requirements as elaborated in the TOR. Please provide breakdown of costs in the quotation. This is to include:
 - Cost of designing 56-page issue
 - Maximum number of stock photos that can be provided for the magazine within the quotation provided and cost for acquiring additional stock photos.

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