



TERMS OF REFERENCE (TOR)

Graphic Designer Consultant for the Phase 1 of Intra-ASEAN Scholarship Programme

Background

The Intra-ASEAN Scholarship Programme, which is proposed to be implemented in three phases between 2022-2030, intends to be a long-term initiative that will benefit hundreds of ASEAN national students to get full scholarships to study in universities in Southeast Asia. The Phase I (2022-2025) aims at mapping the scholarships available in ASEAN, and use the findings as key inputs to the regional discussions on ASEAN Branded Scholarships and common higher education space in Southeast Asia.

Therefore, the Education, Youth, and Sports Division (EYSD) in its capacity as the implementing agency of Phase I of Intra-ASEAN Scholarship Programme for ASEAN Nationals, is seeking for a professional Graphic Designer for the production of regional report, and communication products for the Intra-ASEAN Scholarship Programme.

Objectives

The graphic designer consultant is expected to provide support to the Education, Youth, and Sport Division in producing and developing relevant knowledge and visual products for the Intra-ASEAN Scholarship Programme, in close consultation with designated EYSD staff.

Duration of Assignment

The assignment is expected to be delivered and completed within 5 months period from August 2024 until December 2024.

Expected Deliverables

The consultant shall assist the Education, Youth, and Sports Division of the ASEAN Secretariat to develop materials on Intra-ASEAN Scholarship Programme and its related activities as follows:

- a. Layout and design of the Intra-ASEAN Scholarship Programme regional report and other relevant materials (total up to 100 pages). This includes texts and non-text such as photos, graphics and images. Layout and design to be in a camera-ready form for printing.

- b. Layout and design of two white paper of Intra-ASEAN Scholarship Programme.
- c. E-banners, posters, backdrop design for meeting purposes (up to two meetings).
- d. Graphic design for one infographic and one social media post.
- e. Produce 50 physical copies of the report and other knowledge products as requested for further circulation of EYSD.

The Graphic Designer will be responsible for the following aspects of the design development:

- a. The Graphic Designer is expected to design and develop and provide appropriate visualisations, illustrations, images, charts and tables, for relevant knowledge products as guided by the Education, Youth and Sports Division and the regional consultant of Intra-ASEAN Scholarship Programme. He/she will be responsible for the development of images and visual graphics based on data and information to be provided by EYSD and the regional consultant of Intra-ASEAN Scholarship Programme.
- b. The work of the Graphic Designer will be guided by direction from EYSD and the regional consultant of Intra-ASEAN Scholarship Programme.
- c. The Graphic Designer will submit the outputs in both final and editable e-files.
- d. All software and devices required for the delivery of tasks are expected to be provided by the Graphic Designer.

Administrative Arrangements

The professional Graphic Designer will:

- a) Be guided by and reports to the Head of Education, Youth, and Sports Division (EYSD) of the ASEAN Secretariat and liaise with the relevant desk officers of EYSD or other the regional consultant of Intra-ASEAN Scholarship Programme as recommended by EYSD;
- b) Be contracted by the ASEAN Secretariat as a consultant. Payments for the services rendered will be made directly by the ASEAN Secretariat upon certification of satisfactory performance, completion, and acceptance of the required documents by the Head of EYSD and consistent with this TOR;
- c) Perform all tasks in close consultation with the designated staff under the EYSD and the regional consultant team of Intra-ASEAN Scholarship Programme;
- d) Abide by the ASEAN Secretariat's policy on the copyright research materials and the confidentiality of the documents and information shared.
- e) All software and gadgets/tools needed for the delivery of both tasks are expected to be provided by the consultant.

Any deviation from this TOR may be negotiated in writing between the consultant and the ASEAN Secretariat through the EYSD.

Qualifications

The Graphic Designer should ideally have the following qualifications:

- a) University degree in the field of communication, graphic design, data visualisation and/or other forms communication expertise (submit degree certificates)
- b) Experience working with the ASEAN Secretariat or other international organisations (provide portfolios and curriculum vitae)
- c) Demonstrate ability in designing report layout and other relevant knowledge products that is informative, easy to read, visually engaging (provide minimum one sample of previous work).

Interested candidates shall submit (i) Curriculum Vitae (CV) providing information on their key expertise and experiences, (ii) Portfolio of published works, and (iii) contact details for coordination with ASEAN Secretariat.

Payment Schedule

The fee for the consultant will be paid in the following tranches:

No.	Upon submission to the ASEAN Secretariat of the following work	Payment Schedule	Amount
1.	a) Softcopies and design layout of regional report of Intra-ASEAN Scholarship Programme b) Softcopies and design layout of two white paper of Intra-ASEAN Scholarship Programme. c) Graphic design for one infographic and one social media post.	Upon concurrence and approval from the ASEAN Secretariat for the submission of the outputs.	80%
2.	a) Softcopies for e-banners, posters, backdrop design for meeting purposes (up to two meetings). b) Hardcopies of the regional report and other knowledge products as requested for further circulation of EYSD.	Upon concurrence and approval from the ASEAN Secretariat for the submission of the outputs.	20%

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