Call for Proposals

Drawing and graphic designing service

Deadline proposal: 11/6/2019

1.1. Contracting Authority / Tendering Organization

This call is issued by VVOB Vietnam, represented by its Programme Manager, Mr. Wouter Boesman. Address: 46B Che Lan Vien Street, Ngu Hanh Son District, Danang City, Vietnam

The call will be followed up by Nguyen Thi Quynh Chau, Communication and Translation Coordinator.

All correspondence with regard to the procedure of this call should be sent to Ms. Nguyen Thi Quynh Chau via email: chau.ntq@vvob.be

All correspondence with regard to the content please send to Ms. Nguyen Thi Phuong Thanh via email thanhnguyen@cgfed.org.vn

1.2. Background on the organization

- VVOB – education for development is an organisation based in Belgium with more than 35 years of experience in sustainably improving the quality of education systems. VVOB has received support for this from multiple leading funding partners, adding up to a total annual budget of over 13 million euros spread over 10 country programs. VVOB reinforces the capacity of ministries of Education and their institutions to implement their education policies as effectively as possible. This guarantees the sustainability of results. The geographical, thematic and operational choices VVOB makes in each programme are informed by relevant research and the policy priorities of VVOB’s partner countries and formulated in partnership with their governments.

- From 2017 to 2021, VVOB Vietnam is working on an early education programme financed by Belgium in close cooperation with the Departments of Education and Training (DOETs) of Quang Nam, Quang Ngai and Kon Tum provinces in Central Vietnam. The programme aims at improving the quality of teaching and learning of all 3-to-5-year-old children in preschools. More specifically, it focuses on enhancing the knowledge and skills of the DOETs to strengthen the capacities of preschool teachers and school leaders to mitigate children's barriers to learning and participation (eg: barriers related to gender, environment, culture, language,) for better participation and well-being. VVOB supports targeted disadvantaged and ethnically diverse districts to enhance their needs-based and school-based in-service teacher professional development towards processed oriented child monitoring and reflective learning communities in preschools.


2.1. Context of the Consultancy

VVOB Vietnam is engaged in a 5-year program that aims to identify and mitigate the main barriers to learning in early years in 3 central provinces (BaMi program). Simultaneously it is implementing a 3-year project to address gender stereotypes and prevent gender-based violence through gender-responsive early childhood education (GENTLE project) being co-funded by European Union and Belgian Government.

2.2. Objectives and scope of the consultancy

- The assignment consists of graphic design, illustration and advising on a package that has been prepared by VVOB. This package consists of different elements:
  - Five A4 books with totally about 80 pages including illustration, drawings.
  - A cover of the package in style of a schoolbag.
- The package targets Early Childhood Education educators in Vietnam and this context needs to be represented in a diverse, non-stereotypical and gender responsive manner.
- The package will be published both online and printed under a creative common licence. Your name will be included in the colophon.
2.3. Methodological requirements

The assignment consists of the following tasks:

- To provide a clear layout and page presentation of the package which adds to its readability. (For examples by using graphic elements such as symbols, textboxes, spacing, etc).
- To provide appropriate and appealing illustrations which can be used in a classroom setting and which make the publication more appealing to the readers.
- To edit the package and make suggestions to improve its flow and unison.

We expect the service provider to deliver a preliminary draft, a final draft and a finalised document (make at least 03 revisions based on inputs from the VVOB experts). See 2.4 for more details.

At the end of the assignment the package must be at a level that it is ready for printing in English and Vietnamese. It is foreseen that the publications will be printed in colours.

2.3.1. Detailed Expectations

Consistency in style, layout, graphic design and illustrations throughout the document is mandatory.

2.3.1.1. Graphic Design/Lay out:

- The design should be sober but attractive and somewhat fun in addition to accentuating the structure of the document. Graphic elements such as text boxes and symbols can be used to place emphasis on specific sections and sub headings.
- Coloured, could be printed in back and white.
- A4 size for easy printing and reproducing.
- Consistent throughout the package
- Balanced page lay out that encourages reading (not too much text on a page).
- As for the illustrations within the text the illustrator would need to interact with the text and see where illustrations best fit.
- The lay-out is available for both English and Vietnamese text

2.3.1.2. Illustrations:

- Simple coloured drawings (for easy printing and photocopying)
- In line with the text
- Attractive and appropriate with early childhood education
- Appropriate to Vietnamese context
- Original and without stereotypes
- Reflect diversity and equality, especially gender equality, including:
  - Colour:
    - Girls’ costumes are not always in warm colours (pink, red…), boys are not always in cold colours (blue, green…), neutral colours should be used for both.
  - Performance:
    - Clothes: girls do not always wear dress, skirt, hat or wear jewellery. They can wear shorts, trousers, jeans or cap. Boys can wear unisex clothes or jewellery as well.
    - Girls are not always in long hair, make up. They can have short hair.
    - Some girls can be taller than some boys and vice versa.
With glasses and without,

- Activities:
  - All of activities, such as running, playing football, playing dolls, cleaning etc should include both girls and boys
  - Both fathers/mothers should involve in nurturing process or doing housework such as picking up their children, cleaning, cooking

- Career:
  - Preschool teachers can be men
  - The pictures, decorating materials about careers should include/ balance both males and females such as male and female doctors, male and female workers etc.

- Diversity
  - Show a mix regional, clothes, colour skin of Kinh and ethnic minority children/ parents/ teachers
  - Some more rural, some more urban, some more mountainous settings

- The main elements could feature throughout the manual to create unity and recognition.

2.3.1.3. Advising:
We value your experience and vision on graphic design, illustration and editing. We therefore want to hear your advice on how to present this package, how to bind the manual, how to organise some of the resource pictures (in annexes or not), etc.

2.4. Deliverables and Timeframe

Deliverables:
- Master files of the packages in Vietnamese and English must be at a level that it is ready for printing. It is foreseen that the publication will be printed in colours.
- Master file of all elements (drawing, graphs, diagrams,) in the package (All files)
- Versions of the file that is prepared for online use (screen ready, lower resolution, …)

Current document and lay out Suggestions
This is an estimate based on the current comments in the package. We welcome your input into this matter.

<table>
<thead>
<tr>
<th>Item</th>
<th>Current unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design and layout</td>
<td>The rough text in word document is about 80 pages</td>
</tr>
<tr>
<td>Content</td>
<td></td>
</tr>
<tr>
<td>Size</td>
<td>A4</td>
</tr>
<tr>
<td>Cover of package</td>
<td>13 pages</td>
</tr>
<tr>
<td>Total number of graphic elements such as</td>
<td></td>
</tr>
<tr>
<td>illustration, drawing… in each page</td>
<td></td>
</tr>
<tr>
<td><em>(Distribution in each chapter below)</em></td>
<td></td>
</tr>
<tr>
<td>12 drawings in A4</td>
<td></td>
</tr>
<tr>
<td>13 drawings in A5</td>
<td></td>
</tr>
<tr>
<td>42 drawings in A6</td>
<td></td>
</tr>
<tr>
<td>10 drawings in A7</td>
<td></td>
</tr>
<tr>
<td>3 flow charts</td>
<td></td>
</tr>
<tr>
<td>Numbers of booklets</td>
<td>5</td>
</tr>
</tbody>
</table>

Tentative time frame:

Illustration/ Lay out:
On 25 July 2019, the final version of illustrations must be ready for printing few samples to get comments and feedbacks from partners and donors. The final version can be finalized on 23 Sep. 2019.
Below is the tentative timeline proposed by VVOB Vietnam. Service provider can propose a timeline that is more suitable with their resource but still meet the deadline.

<table>
<thead>
<tr>
<th>No.</th>
<th>Activities</th>
<th>Time</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Working on drawing illustrations</td>
<td>20/6/2019</td>
<td>Working closely with GENTLE team</td>
</tr>
<tr>
<td>2</td>
<td>Share and present the 1st version of 10 illustrations and 5 designing pages for comments</td>
<td>25/6/2019</td>
<td>VVOB gives comments and feedback in 1 working day</td>
</tr>
<tr>
<td>3</td>
<td>Adjust and send back 10 illustrations and 5 designing pages that take into account VVOB’s comments and send to VVOB for comments, if any</td>
<td>1/7/2019</td>
<td>Working closely with GENTLE team and Q. Chau</td>
</tr>
<tr>
<td>4</td>
<td>Share and present the 1st version of Chapter 2 – part 1</td>
<td>7/7/2019</td>
<td>VVOB gives comments and feedback in 1 working day</td>
</tr>
<tr>
<td>5</td>
<td>Share and present the 1st version of Chapter 2 – part 2</td>
<td>11/7/2019</td>
<td>VVOB gives comments and feedback in 1 working day</td>
</tr>
<tr>
<td>6</td>
<td>Adjust and send back Chapter 2- part 1 that take into account VVOB’s comments and send to VVOB for comments, if any</td>
<td>11/7/2019</td>
<td>Working closely with GENTLE team and Q. Chau</td>
</tr>
<tr>
<td>7</td>
<td>Share and present the 1st version of Chapter 1</td>
<td>15/7/2019</td>
<td>VVOB gives comments and feedback in 1 working day</td>
</tr>
<tr>
<td>8</td>
<td>Adjust and send back Chapter 2- part 2 that take into account VVOB’s comments and send to VVOB for comments, if any</td>
<td>15/7/2019</td>
<td>Working closely with GENTLE team and Q. Chau</td>
</tr>
<tr>
<td>9</td>
<td>Share and present the 1st version of Chapter 3</td>
<td>18/7/2019</td>
<td>VVOB gives comments and feedback in 1 working day</td>
</tr>
<tr>
<td>10</td>
<td>Adjust and send back Chapter 1 that take into account VVOB’s comments and send to VVOB for comments, if any</td>
<td>18/7/2019</td>
<td>Working closely with GENTLE team and Q. Chau</td>
</tr>
<tr>
<td>11</td>
<td>Share and present the 1st version of Chapter 4</td>
<td>21/7/2019</td>
<td>VVOB gives comments and feedback in 1 working day</td>
</tr>
<tr>
<td>12</td>
<td>Adjust and send back Chapter 3 that take into account VVOB’s comments and send to VVOB for comments, if any</td>
<td>21/7/2019</td>
<td>Working closely with GENTLE team and Q. Chau</td>
</tr>
<tr>
<td>13</td>
<td>Share and present 1st version of toolkit (all chapters) that take into account VVOB’s comments and send to VVOB for comments, if any</td>
<td>25/7/2019</td>
<td>VVOB gives comments and feedbacks on 5/8/2019</td>
</tr>
<tr>
<td>14</td>
<td>Share and present the 2nd version of whole toolkit (including illustrations and design)</td>
<td>16/8/2019</td>
<td>VVOB gives comments and feedbacks in 7 working days</td>
</tr>
<tr>
<td>15</td>
<td>Share and present the 3rd version of toolkit for last comments (in 3 working days)</td>
<td>3/9/2019</td>
<td>VVOB gives comments and feedbacks in 7 working days</td>
</tr>
<tr>
<td>16</td>
<td>Finalize the toolkit</td>
<td>18/9/2019</td>
<td></td>
</tr>
</tbody>
</table>
2.5. Profile of the consultant(s)

The service provider will be required to have the following:

- Have experiences working in similar field
- Extensive experience in producing development work related for international organisations
- Experience in working with NGOs and other international organizations.
- Excellent technical capacities (in drawing and graphic designing) to ensure high-quality production
- Be able to work with text delivered in Vietnamese.
- Good time management to meet tight deadline

2.6. Duration of assignment

The assignment is from June 17th, 2019 to Sep 18th 2019.

2.7. Background documentation

To make clear some of our preferences and our line of thinking these are some samples followed by a description of why we chose this sample.

- Simple drawing, less details and clear content so that children can recognize easily (ex: occupation, toys, household items)
- Lovely, happy and kind faces (except some drawings illustrating negative emotions).
Here’s how we tackle this.

...we need to provide students with meaningful classroom experiences that enable them to exercise creativity and be integrated thinkers...

The balance on the page
- The clear structure
- The diversity of graphic elements yet there is some unity
- The way the text is organised onto the page it comes across as several readable bits.
- How symbols add to the structure
- Clear structure
- Balance pictures/illustration and text (on the one page)
- Use of different letter types to distinguish between parts

- Using different kind of graph to make it more visible
The illustration of boys and girls are neutral. Girls are not always in pink and boys are not always in blue.

The illustrations must be consisting throughout the materials

Using some text box to distinguish between parts

2.8. Application requirements / Expectations regarding proposals

Interested applicants should send their proposals together with a sample of their portfolio preferably previous assignments of a similar nature.

A valid application will include:
- A draft or sample of a design, 5 illustrations (prefer illustrations about Vietnamese preschool context). This is to give us an idea how you would interpret this assignment.
- A full set of capacity records of the service provider including: Introduction; Vision; main expertise; What makes your company different from others in the same field; your experiences; The Products that you made for other clients.
- 03 references: Contact information of 03 customers that your company has cooperated (email, phone number) to produce similar products

Proposed timeline
- Please include a breakdown of the costs of the single elements (graphic design/layout, types of illustrations)

Your updated budget estimate should be clear on the following:

<table>
<thead>
<tr>
<th>ITEM</th>
<th>Unit Cost</th>
<th>Quantity</th>
<th>Estimated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design and layout (Including graphic elements such as symbols, textboxes, etc)</td>
<td>per page</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unit cost for each graphic element such as:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drawing, size A4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drawing, size A5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drawing, size A6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drawing, size A7</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Keeping in mind the assignment description above what is your estimation of the number of pages this will result in
Deadline for proposal submission: 11/6/2019

Hard copies can be delivered at the following address:
VVOB Vietnam
46B Che Lan Vien, My An Dist., Q. Ngu Hanh Son,
Danang city, Vietnam

Proposals can also be emailed to chau.ntq@VVOB.BE

For any further information on the content of the request for proposals please contact VVOB on: chau.ntq@VVOB.BE

3. Administrative Provisions

3.1. Eligibility criteria

- Call is open to consultant who meet required experience, expertise, skills etc. as specified higher
- Sub-contracting for drawing is permitted with condition that name of the sub-contractor must be mentioned in the proposal and in the contract.
- Compliance with all administrative requirements (such as travel documents, visa, residence permits, tax obligations, work permits…)
- Compliance with all legal obligations (withholding tax, fiscal obligations and social obligations…)

3.2. Awarding criteria and procedure

Proposals that meet the administrative requirements will be reviewed by an evaluation committee and ranked on the following criteria:

- Technical proposal (70 points)
  - Consultants’ qualifications (30 points) on the basis of CVs, list of previous relevant/similar work…
    - Proven experience
    - Expertise
  - Quality of the technical proposal (40 points)
    - Style
    - proposed time schedule
    - appearance of proposal

Only proposals that have at least 70% of the maximum points on the technical part, will be considered for evaluation of the financial part.

- Price (30 points): lowest proposal gets the maximum points
  - Calculated as: 30 x (price lowest proposal / price proposal)

<table>
<thead>
<tr>
<th>Technical</th>
<th>…./70</th>
</tr>
</thead>
<tbody>
<tr>
<td>qualifications</td>
<td>…./30</td>
</tr>
<tr>
<td>quality</td>
<td>…./40</td>
</tr>
<tr>
<td>Price</td>
<td>…./30</td>
</tr>
<tr>
<td>Total</td>
<td>…./100</td>
</tr>
</tbody>
</table>

VVOB will establish an internal committee to evaluate and rank the received proposals based on the above criteria. If deemed necessary or advisable, VVOB may decide to further negotiate the proposal with one or more service provider in one or more rounds. These negotiations may result in an adapted
Terms of Reference for a consultancy on {Title} 11/12

Proposal by the consultant and subsequent modifications in evaluation and ranking of the proposals by the committee.

All qualified respondents will be notified about the final decision. The consultant with the winning proposal shall be offered a contract stipulating standard VVOB contract terms and the Terms of Reference.

VVOB reserves the right to re-advertise the Terms of Reference in case no suitable proposal was received.

3.3. Payments / Payment schedule

The service provider’s payment shall be based on the financial proposal developed for this consultancy. Payment shall be made in three phases of:

<table>
<thead>
<tr>
<th>PAYMENT</th>
<th>CONDITIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FIRST PAYMENT: 30% OF TOTAL VALUE</strong></td>
<td>AFTER SIGNING CONTRACT AND UPON SUBMISSION OF INVOICE</td>
</tr>
<tr>
<td><strong>SECOND PAYMENT: 30% OF TOTAL VALUE</strong></td>
<td>UPON FINISHING THE DRAFT THAT IS READY FOR SAMPLE PRINTING</td>
</tr>
<tr>
<td><strong>FINAL PAYMENT: 40% OF TOTAL VALUE</strong></td>
<td>FINAL PAYMENT UPON SUBMISSION OF THE FINAL OUTPUTS, HANDBACK ALL MASTER FILES OF THE PACKAGE AND GRAPHIC ELEMENTS</td>
</tr>
</tbody>
</table>

3.4. Information, confidentially and intellectual property

The consultant undertakes for the duration of the consultancy to grant VVOB immediate and free access to any documents, in written, printed, electronic, or magnetic form, in his/her possession, that may contain information with respect to the consultancy. Upon termination of the consultancy, the consultant shall immediately and on his/her own initiative return to VVOB any documents, in written, printed, electronic, or magnetic form, in his/her possession, that may contain information with respect to the consultancy. The consultant commits him/herself not to disclose to any person any confidential information; disclosed during the implementation of the consultancy. Nor will he/she use this confidential information for own or other’s purpose.

The consultant must promptly notify VVOB of all intellectual property arising in connection with the consultancy services. VVOB shall own and control all intellectual property that, after the date of the consultancy, is created or conceived by or for the consultant, or otherwise arises, in connection with the consultancy services; and the consultant shall not contest that ownership, or control, with respect to Vietnam or elsewhere. VVOB solely and exclusively has the right, from the creation of any such intellectual property and during and after the term of the consultancy, to publish, disclose, sell, dispose of, exploit commercially and otherwise deal with or use it, and may do so in any way that VVOB sees fit. Any intellectual property or licence costs shall be included in the financial proposal.

3.5. Supervision and monitoring of the consultancy

The consultant shall report to Ms. Nguyen Thi Quynh Chau who will be in charge of the supervision and monitoring of the consultancy services. This includes:

- Technical and administrative follow-up of the delivered services until completion
- Assessment and acceptance of the deliverables
- Review of payment claims and invoices

She will be assisted in these tasks by the steering group/committee set-up for this assignment.