



TERMS OF REFERENCE

Material design for VVOB – Da Nang Office

1. General Provisions

1.1. Job information

Title of the Service:	Booklet lay-outing for materials
Contracting Authority:	VVOB
Duration:	Jan 2023 – Feb 2023
Place /location :	VVOB Da Nang Office – 1 Da Phuoc 8 street, Ngu Hanh Son District, TP. Da Nang
Supervision:	Ms. Nguyen Thi Thanh Hien & Mr. Tran Tin Thanh

1.2. Contracting Authority

- This Term of Reference (ToR) is issued by VVOB duly represented by **Ms. Nguyen Thanh Huong, Project Coordinator**
- The ToR shall be followed up by Mr. Tran Tin Thanh, Communication Advisor. Any questions regarding content and procedure of ToR can be sent by mail to thanh.t@vjob.org and procurement.vn@vjob.org
- Address: 1 Da Phuoc 8 Street, Ngu Hanh Son District, Da Nang City

1.3. Organisational background

VVOB

VVOB – education for development is a non-profit development organization working towards inclusive quality education in nine countries in Africa, Asia and South America. Through capacity development of ministries of education, we strengthen the professional development of teachers and school leaders in a sustainable way.

TALK Project (“Preschool Teachers Apply Language-rich Teaching Skills and Knowledge”)

Challenge: The school system is currently not equipped to help overcome the disadvantages with which ethnic minority children start school. One of the most pressing is language development.

Theory of Change: Capacitate school leaders and education officials to trigger real change at classroom level: the establishment of language-rich learning environments.

The problem analysis confirms the general context analysis of the Joint Strategic Framework (JSF) for Vietnam in the period 2022-2026 in which specific groups appear to be at high risk of being left behind.

Clear geographic, ethnic and gender gaps persist, and inequalities show increasing trends in the fields of learning outcomes and economic empowerment.

This project will strive to contribute to the Sustainable Development Goal (SDG) 4 in general, and the JSF goal to contribute to inclusive and equitable education and improving learning outcomes of all children, children growing up in disadvantaged districts in particular. Improvements in education have a positive multiplier effect for many other SDGs, and contextualize with some specific co-benefits for the case of Vietnam (e.g., poverty reduction, access to decent work opportunities, awareness of or resilience to environmental degradation, etc.). Specifically, the project will aim to better prepare vulnerable children to enter the primary school by improving specific competencies in both pre-school teachers and school leaders of pre-schools.

More about VVOB and its programmes can be found on VVOB's website: <https://vietnam.vvob.org/>

2. Objectives and scope of the consultancy

2.1. Objectives and scope

- The assignment consists of doing the lay out (A4 document), graphic design, and advising on a package that has been prepared by VVOB. This package consists of different elements:
 - A soft booklet in Word document format of 2 sets of materials: Language Rich Learning Environment (LRLE) and School Leadership (SL). Each set of materials has 6 modules x 2 versions in word format (1 for learner, and 1 for facilitator). Each module includes text, illustration, photos, and drawings. Provided materials are in Vietnamese.
 - For each set of materials, we aim to have 4 booklets.
 - For learners: booklet 1 contains module 1 to module 3; booklet 2 contains module 4 to module 6
 - For facilitators: booklet 1 contains module 1 to module 3; booklet 2 contains module 4 to module 6
 - In total there will be: 2 sets of materials x 4 booklets x 1 language version (Vietnamese only) = 8 booklets to design and layout as follows:
 - LRLE:**
 - Booklet 1: module 1 to module 3 (learner version)
 - Booklet 2: module 4 to module 6 (learner version)
 - Booklet 3: module 1 to module 3 (facilitator version)
 - Booklet 4: module 4 to module 6 (facilitator version)
 - SL:**
 - Booklet 1: module 1 to module 3 (learner version)
 - Booklet 2: module 4 to module 6 (learner version)
 - Booklet 3: module 1 to module 3 (facilitator version)
 - Booklet 4: module 4 to module 6 (facilitator version)
 - The provided Word document already uses a clear structure and systematic use of colour/layout to refer to similar content throughout the document.
 - VVOB already has published some materials. It is envisaged that these materials follow a similar look and feel.
 - Any suggestion in design that would improve and support functionality, clarity and access is encouraged.
- The package targets preschool educators in Vietnam and this context needs to be represented in a diverse, non-stereotypical and gender responsive manner.

We expect the service provider to deliver at least a demo draft for lay-outing and illustration style, a final draft and a finalized document (make at least 03 revisions based on inputs from the VVOB experts).

At the end of the assignment the package must be at a level that it is ready for use in internal training, **but not for publishing purpose**. The publications will be printed in color. Raw lay-outing files will also need to be handed-over to VVOB.

2.2. Detailed Expectation

2.2.1. Graphic Design/Lay out:

- It is important that a consistent approach is used throughout the full document e.g., consistent in using page margins, alignment, and fonts, etc. The provided word document already uses a clear structure and systematic use of color/lay out to refer to similar content throughout the document.
- The layout needs to reflect VVOB visual identity. Service providers can find the guideline on VVOB's visual identity at this link:
https://drive.google.com/drive/folders/1ktCyU9TYX5u6fD2H4iQjttr67EQKhBZs?usp=share_link
- A4 size for easy printing and reproducing.
- Balanced page lay out that encourages reading (not too much text on a page). We recommend content font size at least 11pt or 15px.
- Colors should be chosen to reflect VVOB's identity and for being reading friendly i.e., not over colored in a page, not too many primary strong colors, etc.

2.2.2. Illustrations:

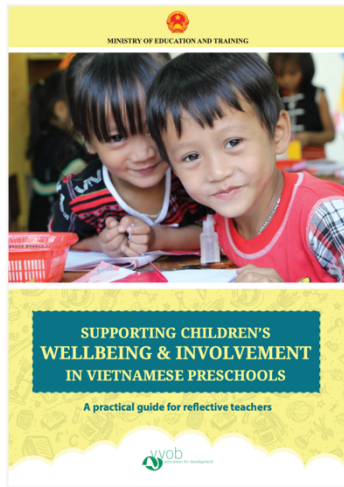
- We do not expect service providers to draw new illustration. However, referent visuals in the provided word document should be arranged where they fit best, and with notes/explanations about illustrating direction.
- Service provider is encouraged to use Creative Commons icons and visuals to improve the design to improve the materials design. However, those icons and visuals must be:
 - In line with the text and other graphics elements
 - Attractive and appropriate with early childhood education
 - Appropriate to Vietnamese context
 - Without stereotypes and reflect diversity and equity, for example: Preschool teacher can be a man; a girl can be taller than the boys; girls are not always in pink, boys are not always in blue; show a mix of Kinh and ethnic minority children; with glasses and without; some more rural, some more urban, some more mountainous settings, etc.
- The main elements e.g., icons could be featured throughout the manual to create unity and recognition.

2.2.3. Further remarks:

We value your experiences 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 choose available graphics elements, applications to use for this booklet lay-outing tasks, etc.

VVOB has printed other materials before which are available online ([link](#)). Service providers may prefer to those publication for our minimum expectation in term of illustration and lay outing. Some reference photos can be found at below pictures.

Picture1. Reference cover page that reflects VVOB identity



Picture2. Reference content page for illustration and text layout



Picture3. Reference content page for box and table



Picture 4. VVOB identity colors

VVOB COLOR PALETTE

<p style="text-align: center; font-size: 24px;">VVOB blue</p> <p>PMS: 7714C CMYK: 100,0,25,41 RGB: 0,116,133 #007485</p> <p style="text-align: center;">For: Backgrounds, titles, illustrations</p>	<p style="text-align: center; font-size: 24px;">VVOB green</p> <p>PMS: 340C CMYK: 100,12,84,0 RGB: 0,148,95 #00945f</p> <p style="text-align: center;">For: Titles, illustrations, logo</p>	<p style="text-align: center; font-size: 24px;">VVOB lime</p> <p>CMYK: 14,6,100,0 RGB: 227,216,0 #e3d800</p> <p style="text-align: center;">For: accents</p>
		<p style="text-align: center; font-size: 24px;">VVOB Grey</p> <p>CMYK: 0,0,0,60 RGB: 128,130,133 #808285</p> <p style="text-align: center;">For: Titles, text</p>

3. Deliverables and Timeframe

Deliverables:

- Master file of all elements in AI/IDD/PSD format. Since this assignment is focusing on simple content lay-outing we also accept files using PowerPoint for lay outing (PPTX) or Pages.
- Versions of the file that is prepared for printing and online use (screen ready, lower resolution, smaller size, etc.,) e.g., pdf format

Current document and lay out suggestions

This is an estimate based on the current stage of the materials in the package in word format. We welcome your input into this matter. The designing version could deviate 10-20% in page numbers.

The current stage of our documents can be found at this link:

<https://drive.google.com/drive/folders/1uFoym2xHTapIS4At6PaDhiYFgDlzZbAX?usp=sharing>

Service providers please go through those documents and help to suggest the number of visuals that would help to best represent the materials.

ITEM	Estimated Quantity	Note
LRLE		
Content page lay-outing	225	For all 6 modules x 2 versions, In word format with clear layout that already include charts, photos, graphs, etc.,
Cover page designing	4	We only expect front cover page to be design for each booklet, the back cover page only contains basic VVOB information and be the same for all booklets. No illustration is required for the cover page designing, graphics designs using of common license visuals and VVOB photos are encouraged.
SL (6 modules x 2 booklet versions)		
Content page lay-outing	179	For all 12 booklets, In word format with clear layout that already include charts, photos, graphs, etc.,
Cover page designing	4	We only expect front cover page to be design for each booklet

Tentative time frame:

Below is the tentative timeline proposed by VVOB Vietnam. For each submission, VVOB will give feedback within 5 working days. Service provider can propose a timeline that is more suitable with their resources while still meeting the deadline **by 28th Feb 2023**.

No.	Activities	Timeline	Time	Note
1	Signing contract and kick off meeting		12 th Jan 2023	
2	Working on demo layout and drawing some demo graphic elements. We expect 3-5 pages demo from our materials.	5 working days	18 th Jan 2023	
3	Send the adjusted layout with graphic elements that take into account VVOB's comments. Finish 2 learner booklets of LRLE: <ul style="list-style-type: none"> ○ Booklet1, module 1 to module 3, learner version 	8 working days	2 nd Feb 2023	Public holiday: 20 th - 26 th Jan fall in TET holiday

	<ul style="list-style-type: none"> ○ Booklet3, module 1 to module3, facilitator version 			
4	<ul style="list-style-type: none"> ● 1st revise for LRLE booklet 1 and booklet 3 ● Send the 1st draft of LRLE booklet 2 and booklet 4: <ul style="list-style-type: none"> ○ Booklet 2: module 4 to module 6, learner version ○ Booklet 4: module 4 to module 6, facilitator version 	5 working days	7 th Feb	
5	<ul style="list-style-type: none"> ● Final revise for all 4 LRLE booklets ● 1st draft of SL's 4 booklets: <ul style="list-style-type: none"> ○ Booklet 1: module 1 to module 3, learner version ○ Booklet2, module 4 to module6, learner version ○ Booklet3, module 1 to module3, facilitator version ○ Booklet4, module 4 to module6, facilitator version 	5 working days	13 th Feb	The lay-outing of SL's booklets should already start after receiving 1 st feedback round from VVOB (at step no. 3)
6	1st revise for SL booklets	5 working days	20 th Feb	
7	Final revise for SL booklets	5 working days	28 th Feb	
8	Hand over all master files of materials and graphics elements.			

4. Qualifications/Experience

The service provider has experiences with booklet design/graphic design.

Evidence to be submitted: a business portfolio that clearly shows a variety of booklet designing materials that the service provider has produced. Business service provider please provide your business registration.

5. Application requirements/Expectations regarding proposals:

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

A valid application should include:

1. Company profile with its Business Registration and design portfolio; for non-business applicants please send your most recent CVs and design portfolio.
2. A draft or sample of a design, illustration or editing proposal. This is to give us an idea how you would interpret this assignment. You can make 1-2 pages sample from the materials content that provided at: https://drive.google.com/drive/folders/1uFoym2xHTapIS4At6PaDhiYFgDlzZbAX?usp=share_link
3. Your portfolio preferably with at least 3 similar assignments. Considering the timeline of this task, please also indicate clearly number of team members in your crew, or suggesting your approach to meet the tight deadline.
4. At least 3 reference contacts of the work you have done.
5. Suggested workflow and timeline, in case it deviates from the timeline table in this TOR.
6. Stamp/sign (for individual service providers) estimated proposed total cost based following the form in appendix A. Proposed cost is estimated based on current booklets detail in the section 3.

7. Detailed budget breakdown of the costs of the single elements (graphic design/layout, illustrations and editing) in appendix A **in excel format.**

6. Awarding criteria and procedure

Proposals that meet the administrative requirements will be (reviewed by a committee) ranked on the following criteria:

- **PRICE CRITERION (weight 50/100 points)**

Evaluated on the basis of the proportionality rule whereby the cheapest **total offer** in the section 5 receives full 50 points.

- **TECHNICAL CRITERIA (weight 50/100 points)**

Technical criteria with the allocation of points (weight 50/100 points)

- Provide examples of previous booklet design works to demonstrate that the service provider can handle a clear layout and graphics design (weight 30/100). Please provide maximum 3 best design samples. Each sample will be scored according to:
 - Excellent (there is not any defects on lay-outing and illustration technique) = 10 point/sample
 - Good (there are some acceptable detections that can be fixed without much of efforts) = 7 points/sample
 - Sufficient (there are some acceptable detections that cannot be fixed) = 5 points/sample
 - Not sufficient (there is unacceptable detection) = 0 point

Evidence to submit: Samples of best recent booklet design, not more than 5 years old. The samples are not necessary a full booklet, yet at around 3-5 sample pages would be sufficient for the committee to evaluate the sample quality.

- Have work experience with NGOs in which the service provider provided consultation in lay outing and designing, communication products for development projects (weight 20/100 points):
 - Can provide from 3 design work examples **or/and** contract in which show that the company collaborated with NGOs before = 20 points
 - Can provide 2 design work examples **or/and** contract in which show that the company collaborated with NGOs before = 15 points
 - Can provide 1 design work examples **or/and** contract in which show that the company collaborated with NGOs before = 10 points
 - Cannot provide any relevant previous video works collaborated with NGOs = 0

Evidence to submit: Final sample design (can attached/clearly mentioned in design portfolio) or contracts no more than 5 years old in which show that the service provider worked with NGOs on illustration and design products.

6. Deadline for submission:

Please send the Proposal to Mr. Tran Tin Thanh at thanh.t@vvo.org and procurement.vn@vvo.org by **10th Jan 2023 (Vietnam time)**

APPENDIX A - FINANCIAL QUOTATION

Quotation notes:

We value your expertise in the illustration and design industry, and we acknowledge that the designing production can be varied in process (hence cost) with different producers. The following table is for us: 1) To be able to compare the quotation, we will compare the total Unit price; 2) to estimate our total budget for this task, please use your proposed number of visuals as in below table.

Costs should already include management fees (if any).

ITEM	Unit	Estimated Quantity	Unit Price (in VND) (excl VAT)	Subtotal (in VND) (excl VAT)
LRLE (6 modules x 2 booklets = 12 booklets)				
Content page lay-outing	per page	225		
Cover page designing	per page	4		
SL (6 modules x 2 booklets = 12 booklets)				
Content page lay-outing	per page	179		
Cover page designing	per page	4		
			TOTAL (excl VAT)	
			VAT %	
			TOTAL (incl VAT)	

Sign by the representative of the service provider and sealed with the service provider's stamp