



ASEAN AUSTRALIA DEVELOPMENT COOPERATION
PROGRAM (AADCP)
PHASE II

TERMS OF REFERENCE

**Short Term Local Consultancy: Graphic Designer for the Development of Infographics for the
2017 ASEAN Community Progress Monitoring System (ACPMS) Report**

The ASEAN Secretariat and the Australian Government, through AADCP II, invite applications from local consultants for the above-referenced project.

I. Background

The Roadmap for the ASEAN Community (2009-2015) comprised blueprints to guide the timely implementation of ASEAN's regional integration agenda. Different mechanisms were utilised to monitor the progress of these integration efforts, including the Community Scorecards and other sector-specific monitoring and surveillance tools. The ASEAN Community Progress Monitoring System (ACPMS) is intended to complement the other monitoring tools in tracking the progress of the ASEAN Community building efforts. As the ACPMS covers broad areas of economic, socio-cultural, and the Millennium Development Goals, the enhanced framework and descriptive indicators of the measured outcomes on the envisaged characteristics of ASEAN Economic Community (AEC) and ASEAN Socio-Cultural Community (ASCC) pillars were presented.

The two (2) previous editions of the ACPMS have been well received and this prompted the ASEAN Community Statistical System (ACSS) Committee to commit its support for its regular publication. As such, it is necessary to address data compilation related issues, particularly those at the national level. It would also be worthwhile to consider how the ACPMS can be further enhanced especially in the context of the *ASEAN Community 2025* vision and agenda, which was launched at the 27th ASEAN Summit in November 2015.

The project "Establishing the Mechanism to Enhance National Data Collection, Compilation and Dissemination for the ASEAN Community Progress Monitoring System (ACPMS)" started its implementation in March 2016 which aimed at establishing mechanisms to enhance data collection, compilation and dissemination of the ACPMS, as well as a utilization strategy to generate awareness of the ACPMS and advocate its use to a wider audience.

The project's main output, *The ASEAN Community Progress Monitoring System (ACPMS) 2017 Report* is the third of the ACPMS report series which provides statistics on key integration outcomes in ASEAN. It complements existing broader regional integration monitoring mechanisms. The current edition examines 30 core indicators, describing five envisioned characteristics each for the ASEAN Community Economic (AEC) Blueprint 2025 and ASEAN Socio-Cultural Community (ASCC) Blueprint 2025, respectively. This assignment requires a Graphic Designer to conceptualise and develop infographics on selected themes based on the indicators for AEC and ASCC identified in the ACPMS 2017 Report, which can be downloaded at <http://www.aseanstats.org/publication/asean-community-progress-monitoring-system-2017/>

II. Needs and Objectives

The objective of this consultancy is to create infographics in form of an A4 size leaflet or a foldable poster using the data and indicators provided in the 2017 ACPMS Report, to support knowledge sharing and communication initiatives of ASEANstats and ACSS.

The Graphic Designer will be responsible for:

- a) Conceptualising and designing engaging and message-targeted infographics/factographs to showcase selected themes based on the indicators from ACPMS 2017;
- b) Exploring and proposing ways to convey information through design elements, including the narrative;
- c) Liaising with the printer or publication house for the production of the infographic products; and
- d) Ensuring the infographics are sensitive to the need for maintaining balance and promoting mutual trust amongst the 10 ASEAN Member States.

The preparation of the materials will require familiarisation of the ACPMS 2017 Report.

III. Tasks and Activities

The Graphic Designer will prepare a maximum of four (4) infographics, three (3) from the AEC and one (1) from ASCC sections of the ACPMS 2017 Report, respectively. The themes to be featured will be determined in consultation with the ASEAN Integration Monitoring Directorate (AIMD), other relevant divisions of the ASEAN Secretariat and AADCP II.

The main tasks of the Graphic Designer are:

- Working closely with AIMD, relevant divisions of the ASEAN Secretariat and AADCP II to ensure that the infographics is completed in accordance with the agreed timeframe and objective.
- Provide preliminary infographics design based on the inputs provided by AIMD, relevant divisions of the ASEAN Secretariat and AADCP II;
- Incorporate valid comments, suggestions and corrections provided to the preliminary design and prepare draft infographic materials which will be circulated to AIMD, relevant divisions of the ASEAN Secretariat and AADCP II for further review;
- Finalise infographic materials based on feedback and obtain a final sign off; and
- Submit all final files including the "raw" format in the original application used to develop the infographics (e.g. Adobe Illustrator), JPEG and PDF file to AIMD, relevant divisions of ASEAN Secretariat and AADCP II.

IV. Time Frame and Fee

The consultancy will be undertaken over a **period of three (3) months** with a maximum of approximately **24 person days** of professional services. Work will commence immediately after contract signing.

This consultancy is home-based but would involve participation in meetings with the AIMD and AADCP II at the ASEAN Secretariat. The consultancy fee will be paid a lump sum amount at the end of the consultancy. The consultant is expected to produce the outputs in accordance with Section III above.

No.	Deliverable	Target Delivery Date
1	Preliminary ideas for the infographics	Within 7 days after contract signing
2	First draft of infographics	Within 5 days after feedback is received
3	Revised infographics	Within 5 days after feedback is received

4	Final infographics	Within 5 days after final feedback is received
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V. Qualifications

The bidder should demonstrate the capacity and experience to undertake the specified objectives/tasks for this project, including:

- Degree in Graphic Design or related field;
- Expert knowledge in graphic design and graphic design software, including but not limited to: Adobe Photoshop, Illustrator, InDesign, After Effects, Final Cut Pro, Flash, Flex Builder, and the rest of the Adobe Creative Suite;
- Work experience within an advertising or communications agency, graphic design firm, print house, etc;
- Familiarity with social media platforms and knowledge of best practices for infographic design;
- Extensive experience designing similar projects;
- Good communication and writing skills in English;
- Ability to plan, prioritise and produce quality results on time; and
- Resident of Indonesia, preferably within Jakarta and its suburbs (i.e. JABODETABEK area).

VI. Submission of Application

Applicants should send via email **and** mail/courier 4 (four) printed copies of their application with a cover letter specifying: i) professional qualifications; ii) estimated cost reflective of: rate in IDR or USD per page of infographics; daily rate for services; estimated number of days to complete one infographic material; and, iii) number of rounds of changes included in the estimated cost, together with a CV and portfolio with at least 2 samples of two (2) infographic materials to ASEAN Australia Development Cooperation Program II, ASEAN Secretariat 2nd Floor, Jl. Sisingamangaraja 70A, Jakarta 12110, Indonesia (email: tender@aadcp2.org) indicating “**Graphic Designer for the Development of Infographics for the 2017 ASEAN Community Progress Monitoring System (ACPMS) Report**” as the subject no later than **13 November 2017, 5:00pm (Jakarta time)**. Please note that only short-listed candidates will be notified.

Any queries on the TOR should be sent to contact@aadcp2.org with the subject line: “**Graphic Designer for the Development of Infographics for the 2017 ASEAN Community Progress Monitoring System (ACPMS) Report**”.