

Right To Play

Terms of Reference

Illustrator and Formatter to Design *Move To Improve* Resource

Type of Contract:	Independent Consultancy
Language:	English
Department	Global Program Development Unit
Location	Home-based

1. INTRODUCTION

Right To Play’s Global Program Development Unit is looking for an illustrator and formatter to design the recently developed Move To Improve Psychomotricity Resource.

2. BACKGROUND

Under the Child Protection area of responsibility, a focus area for Right To Play (RTP) is preventing and responding to violence against children, including providing psychosocial support (PSS) through play. We design interventions and resources to promote psychosocial wellbeing by building the capacity of teachers, caregivers, community volunteers, specialised and non-specialised staff, and children to support PSS play-based activities.

In this regard, a resource gap analysis conducted by the Global Program Development Unit informed the development of the *Move To Improve Psychomotricity Resource* to train non-specialised personnel to support children in emergencies.

3. OVERALL OBJECTIVE OF THE CONSULTANCY

Working under the supervision of the Global Child Protection Specialist and in consultation with RTP project staff to undertake the design, formatting, and creation of illustrations for the *Move To Improve* resource (currently in Word format) including:

It is estimated that the number of pages (now in Word format) would increase by 30% following the design and inclusion of illustrations in the final product (InDesign and PDF format).

1. *Move To Improve* Trainer Manual (117 pages in Word format)
2. *Move To Improve* Activities Manual (198 pages in Word format)
3. *Move To Improve* Coaching and Mentoring Handbook (25 pages in Word format)

4. OVERALL TASKS

The selected designer/illustrator shall develop and design the desired final product (PDF and InDesign format) for each target user of *Move To Improve* in both the English and Arabic Versions.

By following the 2019 RTP Brand Guidelines the designer/illustration is tasked to:

- Create illustrations, charts and diagrams for the *Move To Improve* resource

- Design the layout of the 3 *Move To Improve* manuals and format all documents in a user-friendly manner: Trainer Manual, Activities Manual and Coaching-Mentoring Handbook

5. SPECIFIC TASKS

5.1 Illustrations and Diagrams

- Submit sample illustration and design for revision and sign off. Max revisions of the concepts: three times.
- Create 27 high resolution, coloured images to use in storytelling with children aged 3-6
- Create 99 black and white illustrations intended for children aged 3-6 to colour, ensuring the illustrations reflect the play-based learning activities of the corresponding sessions
- Create up to 15 universal/culturally-sensitive icons for cross-cutting themes to guide the adult reader. Examples: Preparation, Other Psychomotor Skills, Portfolio, Adaptations (children with disabilities, gender sensitivity), Safety Pointers.
- Recreate up to 29 bespoke user-friendly diagrams/images to show adult facilitators how each activity is set up and played. The illustrations aim to communicate with the end-user how to set up and play the game (not simply to accompany the game as a decorative item).
- Create an estimated 31 diagrams, charts and maps for adult users, including:
 - How to prepare the space/floor plan: 19
 - Child development diagrams from Trainer Manual Session 6: 6
 - Logic model from Trainer Manual: 1
 - Brain images from Trainer Manual Session 2: 3
 - Breathing diagram from Trainer Manual Session 8: 1
 - Wheel of Competencies (Handout 4 from C-M Handbook): 1
- Insert QR codes into the printed versions
- The colour palette used for the illustrations should match the RTPs brand and design as much as it is possible.

5.2 *Move To Improve* Trainer Manual (125 pages in Word format)

Reusable product format: A4 format (InDesign and PDF), the design should be ideal for self-printing or professional printing.

Audience: Right To Play trainers who will train adults working with children aged 3-12

- Design and create front and back cover (photos to be provided by RTP if needed)
- Design layout for inside cover, table of contents, front matter, sessions, bibliography, and annexes
- Format pages in a style that is appealing and breaks up the text in a reader-friendly manner
- Insert all icons/diagrams/images into correct pages
 - Design and format tables/graphs/charts
- Combine covers, front matter, sessions, bibliography, and annexes into one file

5.3 *Move to Improve* Activities Manual (198 pages, Word format)

Reusable product format: In A4 format, the design should be ideal for self-printing or professional printing.

Audience: Trained adults including social workers, teachers, health personnel, or community volunteers working with children aged 3-12

- Create front and back cover (photos to be provided by RTP if needed)
- Design layout for front matter (including acknowledgements, table of contents, short welcome message) and bibliography
- Create a user-friendly design for each session
- Format pages in a style that is appealing and breaks up the text in a reader-friendly manner
- In consultation with RTP, map and design elements that need to be formatted differently to stand out
- Insert all icons/diagrams/images into correct pages
- Create illustrations to communicate with the end-user on how to set up/play the game (not simply to accompany the game as a decorative item)
- Create space for notes/drawings where possible

5.4 Trainers Coaching and Mentoring Handbook (25 pages in Word format)

Reusable product format: In A4 format, the design should be high-resolution ideal for self-printing or professional printing.

Audience: Right To Play trainers

- Create front and back cover
- Create layout and design for the whole document
- Create a simple table of contents: Session names + start of annexes + bibliography
- Format pages in a style that is appealing and breaks up the text in a reader-friendly manner
- Insert all icons/diagrams/images into correct pages as needed
- Create space for notes/drawings as needed

6. DELIVERABLES

1. Conduct consultative meetings with relevant RTP stakeholders, including selected RTP Country Teams
2. Develop and submit a draft design for each manual and share it with the team at Right To Play for feedback and final approval. It is expected that this process will require a minimum of 3 rounds of draft versions.
3. Develop and submit draft illustration style to Right To Play for feedback and final selection
4. Develop and submit all illustrations as per the approved style for feedback and revisions
5. Design and format the 3 *Move To Improve* documents in a user-friendly manner: Trainer Manual, Activities Manual and Coaching-Mentoring Handbook
6. Finalise and submit fully designed products following sign off

7. TIME FRAME

- The candidate must be able to complete the work by 30 September 2022.
- The consultant will follow the agreed-upon work plan.
- **NB! Cost extension does not apply to this Project.**

8. CONSIDERATIONS

- **Revision** by the client is standard 3 times. However, if feedback provided by the client is overlooked by the candidate, this would not be considered as new revision or additional work.
- **Creativity:** All materials must be creatively done with the highest artistic quality. The designer must be willing to change designs based on feedback from the team even if it means more than three or four times.
- **Comprehension:** The materials should be understandable by the target population.
- **Appropriateness:** All creative works must be appealing and respectful to the heterogeneous cultures, gender-sensitive, and considerate of target audiences with diverse backgrounds in different geographic settings.

9. Property Rights

- The designer is responsible for making sure Right To Play has the right to use any external images/icons that the designer chooses to use in the manual.
- All materials will be the intellectual property of Right To Play, including all tailored illustrations. The consultant will provide raw files of all materials.
- RTP recommends the designer to use free library resource icons such as The Noun Project or other platforms that allow procurement of open license <https://1stwebdesigner.com/creative-commons-icons/>.

10. ESSENTIAL SKILLS AND EXPERIENCE

- Advanced degree in design or fine arts from a reputable university
- Excellent English skills
- Working knowledge of written and oral Arabic is an asset
- Minimum 6 years experience in design and illustration for children and young people
- High orientation to detail to reduce the number of feedback and revisions
- Excellent written and oral communication skills in the English language
- Knowledge of Right To Play's brand and style is an asset

11. BID REQUIREMENTS/HOW TO APPLY - Interested consultant(s) or firms are requested to submit:

- A capability statement and CV
- A clear itemised budget, **including all taxes liable to be paid.**
- A sample of portfolio and design (treated as confidential and only used for quality assurance)
- Two references from the organisation(s) for whom the previous work was done

12. APPLICATION PROCEDURE

Interested applicants are requested to kindly send required documents and detailed quotations and proposed plan/agenda to: hghalegolabi@righttoplay.com by **June 27, 2022**. Any questions can also be directed to this e-mail.