

Request for Proposal (RFP)
Subject: Graphic Design Consultancy

Reference No: SEED-PL-24-020

Date: Sep 30, 2024

Part 1. Letter of Invitation

SEED Foundation, a locally-registered NGO in the Kurdistan Region of Iraq (KRI), committed to protecting, empowering, and supporting the recovery of survivors of violence and others at risk. Our approach to this mission is integrative and holistic. We provide quality and comprehensive services, including mental health and psychosocial support (MHPSS), legal, protection, and shelter services; training, capacity building, and education for those working to protect and serve survivors; and policy and advocacy to strengthen laws, policies, practices, and protections for vulnerable people, and to promote social change.

SEED Foundation invites you to submit a proposal for the above-referenced subject. This Request for Proposal (RFP) seeks to engage a creative and experienced graphic design professional or firm to collaborate with SEED for the provision of high-quality graphic design services.

The selected graphic designer will work closely with SEED to develop impactful and visually compelling materials, in alignment with our branding and communication strategies. The agreement will initially be for a period of one (1) year, with the possibility of an extension for an additional year based on performance and mutual agreement.

The enclosed documents for this RFP consist of:

Attachment 1

- Part 1 - Letter of Invitation
- Part 2 - Evaluation Process

Attachment 2

- Instructions to bidders

1. Objective

The main objective of this assignment is to engage a skilled graphic designer/s to regularly design visual materials for social media, web, and print, and that align with the organization's branding guidelines and effectively communicate the desired messages to the target audience.

The purpose of the materials varies but may include: to highlight SEED's critical work across the Kurdistan Region of Iraq (KRI), demonstrate its impact, raise awareness, or encourage referrals. As an estimate, we will require one week per month for one year. The agreement will be for one year, but the work will be based on needs, and the request and payment will be as per (Daily Rate).

2. Scope of Framework Agreement:

The graphic designer will be responsible for the following tasks:

- ❖ Design marketing and communication materials such as brochures, flyers, posters, and digital content (social media, website banners, etc.).
- ❖ Develop visual elements for the organization's annual report, including infographics and layout design.
- ❖ Design branding elements for specific campaigns or events, such as logos and promotional items.
- ❖ Collaborate with the communications team to understand the project's goals and ensure that designs meet expectations.
- ❖ Revise designs based on feedback and ensure timely delivery of all materials.

3. Timeline/s

This assignment will take place over a 12 month period (renewable), starting from the date of contract signature.

Each request for design, should be structured as followed:

- a. Request for confirmation of availability and cost (email)
- b. Briefing meeting (online or in-person)
- c. Submission of firstdraft/s for review (within 1-week after briefing meeting unless specified otherwise)
- d. Revisions and final delivery (within 1-week after receiving revisions)
- e. Submission of invoice for payment processing (within 1-week after final submission)

4. Reporting and Supervisions

The graphic designer will report to the Communications Manager at SEED Foundation and will work closely with the communications team.

5. Payment Terms

Payments will be processed within 30 days of submission of invoices.

6. Required Qualifications

- A minimum 2 years experience in graphic design, including both print and digital media.
- Proficiency in design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.).
- A strong portfolio that demonstrates creativity and experience in relevant design projects.
- Excellent communication skills and ability to work under tight deadlines.
- Experience working with nonprofit organizations or in development sectors is a plus.
- Experience in Iraq and/or the Middle East strongly preferred.

7. Terms and Conditions

- The contractor will be required to utilize their own technology equipment and maintain workable WhatsApp and email accounts for communication.
- All materials produced by the contractor during the period of this contract will belong to SEED.
- The contractor must sign SEED's Code of Conduct, and abide by all provisions of these policies for the duration of the consultancy period.
- SEED will contact the designer when there is a need; the designer should respond in writing with estimated time and materials required for a project.
- Each material/project must be approved before work and billing commences.

8. Application Process

Interested candidates are invited to submit the following documents to proposals@seedkurdistan.org by **Nov 19, 2024**:

- A detailed CV or company profile.
- A portfolio of previous design work (including print and digital)
- A financial proposal indicating the cost of services.
- Availability and proposed project procedures.
- At least 3 references.

Part 2: Evaluation Process

SEED shall examine the Proposals to determine whether they are complete with respect to minimum documentary requirements, whether the documents have been properly signed, whether or not the Applicant is in any list of terrorists and terrorist financiers. SEED may reject any Proposal at this stage.

The evaluation team shall review and evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference and other documentation provided, applying the evaluation criteria, sub-criteria, and point system specified Technical Evaluation Criteria table below. Each responsive Proposal will be given a technical score. A Proposal shall be rendered non-responsive at this stage if it does not substantially respond to the RFP particularly the demands of the Terms of Reference, which also means that it fails to achieve the minimum technical score.

Proposals will be evaluated on:

1. Quality of portfolio: quality, creativity, and relevance of the designer's portfolio to the project requirements. (30 points)
2. Technical Skills: proficiency in design software, and capacity to translate objectives and address the project scope. (30 points)
3. Relevant experience: worked with NGOs and in humanitarian and/or post conflict settings. (10 points)
4. Timeliness and communications: ability to meet deadlines, manage time effectively, and communicate clearly. Good command in English and Kurdish (Sorani and/or Bahdini) is required; knowledge of Arabic is a plus. (10 points)

Technical Evaluation Criteria		Weight	Score
Quality of portfolio	Evaluation of the quality, creativity, and relevance of the designer's portfolio to the project requirements.	30	
Technical Skills	Proficiency in design software, and capacity to translate objectives and address the project scope.	30	
	- Accreditation/certification or educational proof of technical proficiency - 10 points		
	- Samples demonstrating capacity to transform complex humanitarian or development content in clear/clean designs - 20 points		

Relevant Experience	The designer's experience in projects similar to the one described in the tender, including industries served and project types.	10	
	- References from relevant sector - 6 points		
	- Samples from similar assignments - 4 points		
Timeliness and communications	The designer's ability to meet deadlines, manage time effectively, and communicate clearly.	10	
	- Language qualifications (English, Arabic, Sorani, Bahdini) - 4 points		
	- Demonstrated capacity to turn around products within a short timeframe - 3 points		
	- Clear process to ensure clarity in communications i.e. templates for project management - 3 points		
TOTAL		80	

The second stage will evaluate the overall score based on a combination of the technical score and the financial proposal. Where the technical proposal will have a weight of 70% and the financial proposal will have a weight of 30%, as demonstrated below

$$TP\ Rating = \left(\frac{Total\ Score\ of\ the\ offer}{Maximum\ Score\ (80)} \right) \times 100$$

Financial Proposal Rating:

$$FP\ Rating = \left(\frac{Lowest\ Priced\ Application}{Price\ of\ Evaluated\ Application} \right) \times 100$$

Overall Score:

$$Overall\ Score = (TP\ Rating \times 70\%) + (FP\ Rating \times 30\%)$$