

Terms of reference

Graphic Design and Layout Consultant: AWDF Annual Report 2021

About AWDF

The African Women's Development Fund was established in June 2000, as an Africa-wide philanthropic, grant making initiative to support the realisation and fulfilment of African women's rights through funding of autonomous women's organisations on the continent. AWDF believes that if women and women's organisations are empowered with skills, information, sustainable livelihoods, opportunities to fulfil their potential, plus the capacity and space to make transformatory choices, then we will have vibrant, healthy and inclusive communities. To achieve this, AWDF mobilises financial, human and material resources to support local, national, and regional initiatives for transformation led by African women.

As an organisation AWDF is committed to changing the narrative around Africa women, and highlighting African women's agency, expertise, leadership and ability to transform societies towards justice.

BACKGROUND TO THE CONSULTANCY

AWDF is seeking the services of a creative graphics consultant to design and layout our 2021 Annual Report. The assignment includes providing a strong, visually appealing and dynamic graphic layout of the 35/40page report, capturing AWDF's brand and essence.

The consultant is expected to design and produce a web-ready (pdf) document, a summarised digitised version of the same and reproduce these two design formats for the French version of the report. They will be expected to submit the design concept and key design assets (fonts, key graphic elements) for future use. We envision the use of combinations of illustrative design elements grounded in feminist art and inspiration to match the purpose, voice and style of the content and our brand spirit.

OBJECTIVE AND SCOPE OF WORK

To conceptualise, design and layout the AWDF 2021 Annual report, including graphics, images and tables. Key deliverables are as follows:

1. Review text and hold an initial debrief meeting with AWDF to clarify the initial design theme and direction of concepts
2. Create and share a design sketch of the report including at least 2 distinct options for the design approach and colour scheme
3. Design and layout 1 main Annual Report document (approx. 35-40 pages of word text with hyperlinks, images, and tables/ infographics) and 1 digitised summary of the same (approx. 3pages)
4. Conduct adjustments/edits based on review and comments by AWDF staff.

designs of the main and digitised summary Annual report for the translated French versions of the same.

6. Submit 2 final web-ready version (PDF) [ENGLISH and FRENCH] of the main report (35-40pages) and 2 final digitised summaries in PDF and any other creative web tools [ENGLISH/FRENCH] the designer will have picked.
7. Submit an extract of key message tiles that are customised for Twitter and LinkedIn for AWDF's visibility
8. Submit the core graphic elements (fonts, illustrations and other design elements developed) including selected graphics as separate files that AWDF can use for dissemination and visibility on our sites.

METHODOLOGY

- Discussion with AWDF to clarify the assignment, TORs and overall scope of work, including timelines
- Debriefing meetings with AWDF to highlight feedback areas and provide additional guidance for high quality, representative and insightful product
- Production of drafts incorporating feedback from debriefing sessions and virtual input through email.
- Production and submission of a final products

CONSULTANTS PROFILE

The consultant should have:

- Extensive experience designing and laying out organisational documentation, including annual reports, technical reports or similar publications, using professional design software (e.g., InDesign, Illustrator).
- Prepare to provide samples of past similar work.
- Knowledge of and working with women's rights in Africa is essential.
- Excellent interpersonal skills and flexible attitude
- Proven ability to work to tight deadlines
- Commitment to the AWDF's values of feminist leadership, accountability, diversity, respect and solidarity.

Location

This consultancy is desk based and will not involve travel

DURATION OF THE ASSIGNMENT

The timeline for the completion of the work will be June 30, 2022. The work is expected to take 10 costed days spread over two months between April 04 to June 30, 2022.

How to apply

Please send a CV, 2 design work samples and indication of your daily rate in US Dollars to consultants@awdf.org with the email subject header: Application: Annual Report Graphic Designer. Submissions must be received no later than **March 04, 2022**.