TERMS OF REFERENCE

Engagement of Graphic Designer to package extension materials and messages for Capacity Development Interventions in selected countries in Africa

Activity Reference No: FARA/DRI/ICF04/3.2.3/TSF-TAAT
Procurement Reference No: TAAT/CDTO/CON/03

A. Background

The African Development Bank launched the Technologies for African Agricultural Transformation (TAAT) – a major continent-wide initiative designed to boost agricultural productivity across the continent by rapidly delivering proven technologies to millions of farmers. TAAT aims to double crop, livestock, and fish productivity by expanding access to productivity-increasing technologies to more than 40 million smallholder farmers across Africa by 2025. It also seeks to generate an additional 120 million metric tons (T) of food while lifting 130 million people out of poverty. TAAT partners and stakeholders work to ensure the dissemination of knowledge and the right technologies at an accelerated pace. An integral component of the Bank’s Feed Africa Strategy 2016–2025, TAAT brings together CGIAR Centers, FARA and its SROs and NARES to build a technology delivery infrastructure to address the challenges of African food systems through the application of improved technologies.

The Forum for Agricultural Research in Africa (FARA) is the Capacity Development and Technology Delivery (CDTO) compact of TAAT, which seeks to strengthen capacities within the TAAT Ecosystem by facilitating outreach and scaling of proven technologies and good practices along the targeted TAAT value chains across ecologies, for increased incomes and job creation in Africa. As the CDTO Enabler Compact, FARA leverages its Innovation Platform (IP) approach in the implementation of TAAT to contribute to the delivery of the goals of the Feed Africa Initiative of the African Development Bank (AfDB).

The AfDB launched the African Emergency Food Production Facility (AEPFP) to help African countries raise food production in the short term by supporting farmers and governments with the necessary resources. In this regard, the Technical Assistance for Agricultural Transformation in Countries in Transition project (TSF) is deployed as a mechanism to support these ongoing efforts and help countries build the needed capacity in relevant public-private institutions to be able to catalyse large-scale increases in agricultural productivity and commodity production.
Consequently, the CDTO and all the various commodity compacts are currently advancing in the implementation of TSFII and TAATII, in alignment with the Dakar II conference as well as the AEFP. Current efforts in the implementation of TAAT focus on the removal of policy bottlenecks related programs, dissemination input delivery, mainstreaming Climate Smart Agriculture (CSA) in-country programmes, dissemination of proven climate-smart agricultural production technologies to enhance agricultural productivity, supporting the development of certified seeds of climate resilient varieties of maize, rice, wheat, cassava, sorghum/millet, orange flesh sweet potato, high-iron beans and supporting and linking agripreneurs (women and youth) to TAAT technology delivery.

Within the context of TAATII, the TAAT-CDTO Compact is engaging two other experienced Consultants to provide technical support in developing extension materials and messages on these commodities for outreach and dissemination. These materials and messages when developed, will require appropriate packaging for both print and online publications. These include audiovisual materials and text as well. This ToR therefore outlines and guides the recruitment of an experienced Creative Designer to carry out these tasks. The TORs include the desired qualification, experience, and the desired deliverables.

**B. Objectives of assignment**

The aim of the activity is therefore to engage Graphic/creative Designers to package extension materials and messages for Capacity Development Interventions and scaling of proven technologies in selected countries in Africa (including but not limited to Cameroon, CAR, DRC, Guinea Bissau, Senegal, Ethiopia, Kenya, Rwanda, South Sudan, Tanzania, Madagascar, Nigeria, Ghana and Uganda). He will work closely with two other consultants who are providing technical support in developing extension materials and messages for Capacity Development and outreach Interventions in selected countries in Sub-Saharan Africa.

The activity will take into consideration similar existing initiatives developed by FARA and other implementing partners including the TAAT Technologies Portal, the IP Portal and the FARA Online Library, and others that will be identified during the activity and in consultation with the TAAT Compacts and beneficiaries.

**Specific Objectives:**

The primary objective of this engagement is to:

- Design visually appealing and effective agricultural extension materials and messages that communicate key information to the target audience.
- Produce these materials in both English and French Versions
- Support hosts these materials in the right format and in the right places

**C. Scope of Work**

The Graphics/Creative Designer will be responsible for:

i. **Concept Development and Design**
Develop creative concepts for various agricultural extension materials, including but not limited to brochures, pamphlets, posters, infographics, digital content, and social media graphics.

Ensure that the design concepts align with the project's goals, target audience, and key messages, and as developed by the other 2 consultants.

Provide multiple design options for review and feedback.

ii. Material Design

- Create high-quality, original graphics and layouts for the agreed-upon materials.
- Use appropriate design software and tools to ensure professional output.
- Consider factors like readability, accessibility, and cultural sensitivity in design.

iii. Brand Consistency

- Ensure that all materials adhere to established branding guidelines of TAAT, FARA and technology custodians.
- Maintain consistency in color schemes, fonts, logos, and visual elements across all designs.

iv. Revision and Finalization

- Incorporate feedback and requested revisions in a timely manner.
- Provide final, print-ready files and digital formats as per the requirements of TAAT and FARA.

v. Geographical Coverage

- Largely for audiences from Francophone and Angolophone countries with primary target countries being Cameroon, CAR, DRC, Guinea Bissau, Senegal, Ethiopia, Kenya, Rwanda, South Sudan, Tanzania, Madagascar, Nigeria, Ghana and Uganda. Spillovers are expected.

D. Expected Output and Deliverables

Contractually, the Graphics Designer will report directly to the FARA Knowledge Management, Learning and Communications Lead Specialist and deliver the following:

- Design concepts for review and approval.
- Final design files in both print-ready and digital formats.
- Source files (e.g., Photoshop, Illustrator, etc.).
- Host the final products in portals as agreed.
- Any other specific deliverables as agreed upon.

E. Intellectual Property Rights and Communication

- Ownership of design files and any restrictions on the use or modification of the designs, including authorship shall be the TAAT, TAAT-CDTO, FARA and the partners involved.
- The Graphics/Creative Designer will be required to attend regular progress meetings (in-person or virtual) as agreed.
• Communication will primarily be conducted via email, phone, video conferencing and WhatsApp. Files transfer shall be made within best practice.

F. Duration of the Assignment
The duration of the assignment will be 28 days spread over 6 months (An average of 5-man days per month) and will be concluded by September 30, 2024.

G. Location of the Assignment
The assignment will be carried out at the FARA Secretariat and the home office of the Consultant, and the outputs will be submitted to the FARA Secretariat in Accra, Ghana, or its designee. Whenever there is the need for a field trip, this will be discussed and agreed upon by both parties and FARA shall pay for costs associated with it as per the FARA policy. FARA may provide temporary arrangements for office space with communication, Adobe Creative subscription, computer, and internet facilities.

H. Performance Criteria
The Consultant is expected to undertake the services with the highest professional /ethical competence and integrity standards. They should be able to deliver the listed assignments most effectively and efficiently within the assignment period stated in Section F.

I. Reporting
The consultants shall report through the FARA Knowledge Management, Learning and Communications Lead Specialist to the Executive Director on the assignment, and all other logistics until the deliverables are submitted as required.

J. Facilities to be provided by FARA.
FARA will provide the following materials to facilitate the assignment of the consultant:
- Access to relevant documents about the subject where applicable.
- Adobe Creative Cloud subscription of Illustrator, Photoshop, Lightroom, etc, as appropriate.
- Office Logistics arrangements to support working from FARA.
- Travel tickets and modest per-diem based on the FARA revised system for all missions to carry out the assignment.
- FARA may arrange linkages with the TAAT Compacts, the other two Consultants developing the content and other institutions to provide site-specific logistic support, for specific assignments where necessary.

K. Competencies and Experience
The Consultant should have the following expertise:

i. Academic or Professional: A minimum of a bachelor’s degree in graphic design or a related field, and/or Professional Certification in a related field, with extensive practical experience of not less than 3 years in similar assignments.

ii. Technical Proficiency: Expertise in relevant design software (e.g., Adobe Creative Suite, CorelDRAW, etc.). Ability to work with both print and digital formats.

iii. Design Portfolio: Demonstrable portfolio showcasing a range of design projects, preferably including agricultural or related materials.
iv. **Agricultural Knowledge:** Prior experience working on projects related to agriculture, agribusiness, or rural development.

v. **Cross-Platform Experience:** Experience in designing for various platforms (print, digital, social media, etc.).

vi. **Multimedia Skills:** Proficiency in creating multimedia content (e.g., infographics, animations, videos) related to agriculture.

vii. **Client Interaction:** Experience in client-facing roles, including discussing design briefs, presenting concepts, and incorporating feedback.

viii. **Adherence to Branding Guidelines:** Experience in designing materials that adhere to established branding guidelines, if applicable.

ix. **Project Management:** Previous experience managing design projects from concept to final delivery.

x. **Understanding of Accessibility:** Familiarity with designing materials that are accessible to individuals with different abilities.

xi. **Market Research and Audience Analysis:** Experience in conducting market research and audience analysis to inform design decisions.

xii. **Print Production Knowledge:** Understanding of print production processes and requirements for designing materials for print.

xiii. **Digital Media Trends:** Awareness of current trends and best practices in digital media design.

xiv. **Language Competence:** Fluency in English or French. Fluency in both languages will be an added advantage.