Terms of Reference

Project Title: Digital Design Art Services for ICIMOD

Contract Modality: Individual Consultancy

1. Background

The International Centre for Integrated Mountain Development (ICIMOD) is an intergovernmental knowledge and learning centre dedicated to the Hindu Kush Himalaya (HKH) region. Based in Kathmandu, Nepal, ICIMOD works across its eight regional member countries: Afghanistan, Bangladesh, Bhutan, China, India, Myanmar, Nepal, and Pakistan. Their mission is to improve the lives and livelihoods of the HKH's population while protecting mountain environments and cultures. ICIM infographics, presentations, and other visual communication tools to effectively communicate complex data and information.

2. Objective

ICIMOD requires the services of a skilled and experienced Digital Design Artist to create compelling and informative visual assets that support their various mountain development initiatives. These visuals will be used for:

- Presenting complex data and research findings in a clear and engaging way.
- Enhancing reports, presentations, and other communication materials.
- Developing infographics, charts, and illustrations to raise awareness about mountain issues.
- Supporting advocacy efforts and promoting sustainable practices in the HKH region.

3. Responsibilities

The Digital Design Artist will work under the guidance of the ICIMOD Communications Unit and collaborate closely with project teams, researchers, and content developers. Key responsibilities include:

- **Pre-production:**
    - Participate in project meetings to understand communication objectives, target audiences, and visual design requirements.
    - Collaborate with content developers and researchers to interpret data and information for visual communication.
    - Develop creative concepts and design proposals for various graphic assets.

- **Design and Production:**
  - Design infographics, charts, graphs, and other data visualizations using clear and consistent visual styles.
  - Create illustrations, icons, and other graphic elements to enhance communication materials.
  - Ensure visual elements are visually appealing, culturally appropriate, and aligned with ICIMOD's branding guidelines.
  - Utilize appropriate design software (e.g., Adobe Creative Suite) to create high-quality visuals.
  - Prepare layouts for reports, presentations, and other communication materials (if applicable).
- **Delivery:**
  - Deliver final graphic assets in agreed-upon formats and specifications (e.g., vector files, high-resolution images).
  - Provide editable source files for future modifications (if applicable).
  - Participate in design review and feedback sessions with the ICIMOD team.

4. Skills and Qualifications

- Proven experience in graphic design, with a strong portfolio showcasing work on data visualization, infographics, and complex information design (preferred).
- Excellent understanding of visual communication principles, including color theory, typography, and layout.
- Proficiency in design software like Adobe Illustrator, Photoshop, and InDesign.
- Strong analytical and problem-solving skills to translate data into clear visuals.
- Ability to work independently and manage multiple projects simultaneously.
- Excellent communication and collaboration skills.
- Fluency in English and/or local HKH language is a strong asset.
- Cultural sensitivity and an understanding of the Hindu Kush Himalaya region (preferred).

5. Deliverables and Timeline

The specific deliverables and timeline will be finalized based on the agreed-upon project scope and complexity of the graphic assets. However, they will typically include:

- Creative concepts and design proposals for various graphic assets.
- Finalized infographics, charts, illustrations, and other visual elements.
- Layouts for reports, presentations, or other communication materials (if applicable).
- High-resolution image files and editable source files (if applicable).

6. Reporting Requirements

The Digital Design Artist will report to the designated ICIMOD Communications Unit staff and provide regular progress updates throughout the design process.

7. Budget, if applicable

The Consultant should provide their per-day fee rate in USD, inclusive of applicable taxes. The consultant who is based outside Nepal is responsible for tax payments in their home country, following their home country's tax law.

8. Contract Duration and Termination

The contract duration will be determined based on the specific project requirements. Standard termination clauses will be included in the final contract.

9. Method of application

Interested candidates should submit a proposal outlining their experience, skills, a relevant graphic design portfolio, and hourly or project rates by sending an email to hrod@icimod.org with the following documents:

A brief technical knowledge proposal demonstrating sound knowledge, technical skills, and capability required by the nature of the work and understanding of the requisite tasks set forth in the terms of reference.

- Up-to-date CV/resume
- A financial proposal inclusive of all taxes
- At least two positive references/ recommendations from past employers/ clients
- A copy of the citizenship certificate/ passport for identity verification

Only shortlisted candidates may be invited for an interview and may be required to complete a short design test.