



INVITATION FOR GRAPHIC DESIGN AND PHOTOGRAPHY CONSULTANCY

Title of consultancy: Graphic design and photography

Contracting office: ZOA

Consultancy period: Mid-August to End of September 2020

Consultant type: Local artist / photographer / graphic designer

Location: ZOA office in Monrovia, field activities in Grand Cape Mount & Margibi Counties

The Liberia Peacebuilding Office (PBO) and ZOA Liberia started in September 2019 the implementation of a project titled “Strengthening Inclusive Civic and Political Participation and promoting constructive pre-election campaigning for Sustained Peace in Liberia”. The project runs until December 2020 and is funded by Irish Aid through the Irish Embassy in Monrovia. The overall objective of the project is ‘More inclusive and equitable civic and political participation for women, people living with disabilities and other marginalized groups, and constructive pre-election campaigning that contributes to sustained Peace in Liberia.’

The project has two main strategies. Outcome one seeks a ‘More inclusive and equitable civic and political participation for women, people living with disabilities and other marginalized groups. The project aims at shifting the power balance and emphasis to a more participatory approach and is seen as a pilot to demonstrate learning. To showcase this learning and the successes of the project, ZOA and PBO want to publish a booklet, filled with stories, cartoons and photographs that captures the story of the project in a way that is creative and engaging.

ZOA Liberia and the Government of Liberia’s Peacebuilding Office (PBO) hereby invite proposals from local artists, photographers and graphic designers to provide content for the publication of a booklet on the project outcomes.

Outputs and deliverables

The call for proposals consists of three (3) different lots; cartoon design, photography and graphic design. Candidates can choose to apply for either one of the lots, or multiple lots. However, candidates must have experience in each of the lots they are applying for.

Lot 1: Cartoon design

- Attend brainstorming workshop at ZOA office with project staff to gather ideas;
- Design of twelve (12) cartoons that tell the stories of women empowerment through the project;

- Attend feedback workshop where ZOA staff and consultant will discuss cartoons and provide any comments / feedback for the consultant to consider;
- Adjustments to the cartoons, based on feedback workshop;
- Provide editable final versions of cartoons to ZOA.

Lot 2: Photography (two days approx. work)

- Attend brainstorming workshop at ZOA office with project staff;
- Join ZOA staff on fieldtrip to Grand Cape Mount or Margibi, where ZOA provides transportation and accommodation;
- Take professional, high-quality and publishable pictures of the team while they are conducting their activities with the communities;
- Edit / photoshop 15 photos to be used in the publication;
- Provide ZOA with all the photo's taken during the trip.

Lot 3: Graphic design

- Attend brainstorming workshop at ZOA office with project staff;
- Content for the publications (text, cartoons and photographs) will be provided by ZOA;
- Creative design of a booklet that tells the story of the project;
- Provide ZOA with the PDF as well as an editable version of the final document.

Qualification and experience:

- Local candidates are preferred, residing in or near to Monrovia;
- Candidates must have experience in graphic design or photography, depending on the lot they are applying for.

Timelines:

Lot 1, Cartoon design:

- Start with brainstorming workshop on 14 August
- Three weeks period for 1st draft, deadline on 4 September
- Feedback workshop in the week of 7 September
- One week period for review and incorporation of feedback
- Final deadline 18th of September

Lot 2, Photography:

- Start with brainstorming workshop on 14 August
- Fieldtrip with ZOA staff, **date to be determined** (late August, early September)
- Two weeks period for photo selection and editing, deadline on 18th of September

Lot 3, Graphic design:

- Start with brainstorming workshop on 14 August
- Start drafting, while staying in touch with cartoonist and photographer
- Final cartoons and photographs to be provided by ZOA on 18th of September
- One week period for final graphic design and editing, deadline on 28th of September

Application procedure:

Candidates may apply to any or all lots. Candidates are to submit an initial proposal to ZOA which could lead to an invitation to attend an interview. The proposal should have:

1. A cover letter, not exceeding one page, setting out the lot(s) you wish to apply for, your qualifications, experience and suitability for this task, **as well as two suitable contacts who can give a professional reference on your work;**
2. Candidate's CV/ portfolio with examples of previous work;
3. A budget.

Closing date for application:

The deadline for the submission of interest is on Friday 7th August 2020.

Proposals from interested candidates are to be sent to: r.jones@zoa.ngo