

## **TORs FOR UNDER THE MASK DEP GRAPHIC DESIGN CONSULTANCY**

### **BACKGROUND**

The American Friends Service Committee is a Quaker organization that promotes lasting peace with justice, as a practical expression of faith in action. Drawing on continuing spiritual insights and working with people of many backgrounds, we nurture the seeds of change and respect for human life that transform social relation and systems.

[Under the Mask](#) is a project developed to address the increasing closing of civic space. The onset of the COVID-19 pandemic saw an acceleration in this global trend, and Under the Mask highlights and documents increased restrictions on civic space, and shares strategies and actions that communities and activists around the world are using to protect their space.

The project includes a series of webinars, focused on state restrictions, a series of podcasts, and reports, and cases studies that highlight strategies that are working around the world.

### **THE ASSIGNMENT**

AFSC intends to engage the services of a consultant(s) to develop graphics materials for the event ‘Promoting Best State Practice during Pandemics’ where we will gather rights activists from around the globe to strategize on how to adapt the Pandemic best practices to their contexts, how to raise awareness of the best practices, and how to encourage States to adopt the adapted and contextualized Pandemic Best Practices.

### **APPROACH**

The graphics design consultant will work closely with Libby Chase, the Under the Mask fellow, to prepare materials for external purposes, supporting the project and the event.

The consultant will support the Under the Mask project to create materials that are exciting, compelling and suitable for intended audiences in sharing the event and reports, encouraging participants to register and attend the event, and engage with resources shared post-event. The consultant will develop graphics in alignment with AFSC brand guidelines.

The output for this process will be crucial in sharing the event and ensuring we reach as many people, globally, as possible.

### **DELIVERABLES**

The independent contractor will be expected to

- Develop graphics materials for event registration with key information, for the Under the Mask website, social media and newsletter
- Develop graphics to aid the dissemination of learnings in an accessible format to inform and support CSOs, for social media and the Under the Mask website.
- Other ideas, such as an animation video, are welcome and encouraged in the proposal

### **OUTCOME OF THE ASSIGNMENT**

The Under the Mask event ‘Promoting Best State Practice During Pandemics’ is successfully promoted, and individuals and organisations across the globe feel encouraged to register and attend the workshops. The materials shared post-event will be accessed globally.

### **DURATION OF THE ASSIGNMENT**

The assignment will be conducted and concluded from 21<sup>st</sup> March to 2<sup>nd</sup> May 2022. The event will be held on 20<sup>th</sup> April and 27<sup>th</sup> April.

### **QUALIFICATIONS**

- The ideal candidate will have demonstrated professional experience in graphics design
- Be able to work independently within a timeline
- Basic English language skills required; Bahasa, Burmese, Arabic, French and/or Spanish in addition are preferable
- Understanding of and sensitivity to the aims and objectives of the Under the Mask project and our event

### **EXPRESSION OF INTEREST/PROPOSAL SUBMISSION**

Proposals may be submitted by individuals. The selected contractor must demonstrate proven experience in creating graphics for an intended purpose. Knowledge and experience in communication strategy development.

The consultant(s)/consulting firms interested in this assignment are expected to submit proposals (both technical and financial) with CVs of the proposed teams

The proposal must detail the following

- An outline of ideas, including how it meets the objectives of the assignment
- Demonstrable previous experience
- Availability to deliver the assignment within the required time
- Financial proposal in USD for the entire assignment, with breakdown of hourly rate

Interested parties are requested to submit their proposal to **UndertheMask@afsc.org**, with subject ‘Graphics Design Consultancy Proposal’ responding to the terms of reference, by **11pm GMT on Friday 18<sup>th</sup> March, 2022.**