

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 ‘Strategies to protect civic space during pandemics’ where five organizations will present case studies of lessons learned on projects implemented during COVID-19, in the face of excessive government restrictions that are infringing on rights and freedoms.

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 case studies, 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 one infographic per each of the five case studies in formats that suit all social media platforms, the Under the Mask website, and the Under the Mask newsletter
- Other ideas, such as an animation video, are welcome and encouraged in the proposal

OUTCOME OF THE ASSIGNMENT

The Under the Mask event ‘Strategies to Protect Civic Space during Pandemics’ is successfully promoted, and individuals and organisations across the globe feel encouraged to register and attend this event. The materials shared post-event will be accessed globally.

DURATION OF THE ASSIGNMENT

The assignment will be conducted and concluded from 25th February to 17th March.

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 Sunday 20th February 2022**.