



## CONSULTANCY FOR GRAPHIC DESIGN OF A PHOTO NOTEBOOK

### Terms of references

**Name of the organization:** Première Urgence – Aide Médicale Internationale

**Title of consultancy:** Designing a photo book

**Deadline:** The final design should be ready for printing on November 15th, 2014

### Context of the intervention

#### PU-AMI presentation:

Première Urgence – Aide Médicale Internationale (PU-AMI) is a French non-governmental, not-for-profit organization working in the field of international solidarity. PU-AMI's mandate is to answer the fundamental needs of the population affected by conflicts, natural disasters or economic crisis: food, water, health, home and livelihood. PU-AMI's strategy is to develop an integrated approach of crisis management based on our technical, medical and non-medical expertise. PU-AMI's activities span from emergency to post crisis / development support and our programs are designed and developed in strong partnership with national / regional authorities, communities and the civil society. PU-AMI is currently working in 20 countries throughout the world. (*To get more information, please refer to <http://www.pu-ami.org/>*).

PU-AMI has been active since 1996 in Lebanon. Following the major crises that have affected Lebanon (the Israeli military operation "Grapes of Wrath" in 1996, the July 2006 war and the crisis in the Palestinian camp of Nahr El Bared in 2007, and now the Syrian crisis), PU-AMI has adapted its humanitarian activities to the ever-changing context of the country.

PU-AMI has organized different types of humanitarian emergency interventions related to food security, health, WASH, shelter, infrastructure and NFI's.

Currently, PU-AMI is implementing emergency humanitarian activities in order to support the Syrian crisis affected populations (Syrian refugees, Palestinian refugees from Syria, Lebanese host communities) in Akkar, Mount Lebanon and Sour districts. These activities are distributed among 2 main programs:

1. Addressing humanitarian needs of Syrians refugees and Palestinian Refugees from Syria:

- Food security: conditional and unconditional cash assistance;
- Shelter: shelter rehabilitation (individual or collective), housing assistance (cash for rent), distribution of sealing off kits for informal settlements;
- WatSan: distribution of water filters, aqua tabs, jerry cans, construction of water tanks, emergency sanitation support services, building or rehabilitation of latrines;
- Health: support to primary health centers, public health promotion, community-based surveillance system to prevent communicable disease outbreaks
- Community outreach: Collective Site Management & Coordination, Community-based Protection activities, informal education

2. Supporting resilience/stabilization capacities of the Lebanese host communities

- Infrastructure: rehabilitation of public schools, construction of water network supply system for villages
- Community Outreach: school & community based psychosocial support.

#### Specific context of this consultancy:

PU-AMI Lebanon is organizing an itinerant campaign of photo exhibitions of a young, talented photographer (Edouard Elias) who came to Lebanon in October 2014 and, over the course of two weeks, photographed the difficult and threatening situation facing refugees and populations affected by the Syrian crisis. The exhibition will first be

shown in Beirut from December 2014 to January 2015 – the opening is schedule to take place on December 9<sup>th</sup> 2014 at the Institut Français - and then will travel to other regions of Lebanon, specifically those where the photos were taken (Saida, Halba...).

PU-AMI Lebanon would like to edit a small photo book with a selection of photos from the exhibition that will be given to guest and partners of PU-AMI at some of the exhibitions as well as throughout the year 2015.

## Objectives & Main activities of the consultancy

Objective of the consultancy: To propose one or several photo-book formats to PU-AMI and design the photo-notebook according to PU-AMI recommendations

### Scope of the consultancy:

To achieve this objective, the consultant will be asked to :

- 1) Participate in the selection of photos (8 to 16 photos from a selection of 40)
- 2) Propose one or several formats for the book.
- 3) Propose one or several paper type for the book, including the cover.
- 4) Propose one or several designs
- 5) Give a quotation including graphic design costs and estimated printing costs (3 quotes: 50 ex, 200 ex, 1000 ex)
- 6) Recommend a printing shop capable of printing the book in the above mentioned quantities/quality/delay

### Timeframe:

The consultant should be available during the month of November 2014, as the final book must validated by November 15<sup>th</sup> to be printed by the end of November at the latest.

## Requirements and Application

This Request for Proposal is open to all national and international consultants, team of consultants, or legally constituted institutions that can provide the requested service. In this regard, the request for proposal is open for all qualified consultants/ institutions that have the following minimum qualifications:

### Knowledge and Experiences

- ▶ Experience in graphic design
- ▶ Experience in design including photographic elements
- ▶ A previous experience in designing a photo book is an asset

### Language Requirements

- ▶ English or French is compulsory

### Required Personal Characteristics

- ▶ Organization, rigor and respect of deadlines.
- ▶ Ability to listen and to adapt to constraints
- ▶ Ability to negotiate with printing companies

### Preparation & submission of application

A **proposal** including:

- a drafted **schedule for the project**

- a **detailed budget** (detailing all the necessary costs/resources related to the consultancy with narrative explanations per budget line)

**CV of the consultant**

**At least one summary paper** of similar assignments with photos and/or references of former similar projects

**Deadline for submission:** Documents to be submitted **before 28/10/14, 04:00 pm.**

*Applications submitted after the above stated deadline for submission, for whatever reason or cause, shall be considered defaulting and shall be returned to the Bidding Organization unopened.*

### **Submission of applications**

The documents must be submitted to the following email: lib.kcbcp@pu-ami.org - Reference: LIB/PHOTOBOOK 201411 (*each applicant will receive an email to acknowledge receipt of the application*)

**Only applications with including the full list of requested documents will be considered.**