



## **Terms of Reference for Consultancy**

### **Graphic Designer for the development of IEC Materials of the Community Health Department**

---

#### **Background**

PU-AMI's mission in Lebanon strives to promote health in the communities of the catchment areas it is working in, and constantly improve programmes and activities. Thus, the Community Health Team wishes to develop Information Education and Communication (IEC) materials for use by the Community Health Workers with beneficiaries. The IEC materials are to facilitate the delivery of key messages to the beneficiaries in the easiest and clearest possible way – minimal wording with explanatory images.

For this reason, PU-AMI is looking for a graphic designer to create explanatory IEC materials (such as posters and flipchart) to promote health in the field. The consultant will need to meet with team members to brainstorm possible ideas and suggest creative designs in line with the organization's policy and donors' requirements.

#### **Qualifications:**

- Strong command of Adobe Photoshop, Illustrator, InDesign...
- Experience in graphic design with knowledge of printing processes and colour management
- Previous experience in designing graphics, and images
- Preference of experience in Health related materials and/or making materials that simplify key messages

#### **Required documents**

- CV
- Portfolio of previous designs
- Financial proposal: please indicate your gross daily/weekly rate. Applications submitted without this information might be rejected. Please note that the selected consultant will be expected to provide all necessary equipment, hardware and software needed.

Kindly mention your availability.

**Scope of Work:**

Under the supervision of the Community Health Advisor in Beirut, the Graphic Designer will be assigned the following tasks:

- Design a Flip Chart of around 70 pages – covering 20-25 health topics
- Design posters and banners for campaigns
- Work and share drafts of the material
- Make adjustments and corrections in designs as proposed by PU-AMI
- Determine the size and arrangement of illustrative material, colour, font style and size
- Prepare electronic files for printing