

# Call for Graphic Design Services

## SALTO Training and Cooperation

### Introduction

[SALTO Training and Cooperation Resource Centre](#) (referred further in this document as SALTO TC) contributes to capacity-building and the recognition of learning in international youth work. Operating within [JUGEND für Europa](#), the National Agency for the Erasmus+, European Solidarity Corps and Erasmus+ Sport Programmes, the resource centre is one of the 11 resource centres of the SALTO Network. The SALTO Network is working on different priorities across Europe and beyond and is appointed by and supervised by the European Commission. Specifically, SALTO Training and Cooperation Resource Centre's main work areas are implementing the [Youthpass Strategy](#) and the [European Training Strategy](#).

### Project Overview

At SALTO TC we recognise the importance of delivering high-quality educational materials across various areas of our work. These materials play a crucial role in advancing our mission and ensuring that our stakeholders have access to relevant and effective resources.

Moreover, within the main areas of work, Youthpass and the European Training Strategy and SALTO Network related work, we have identified the need to review the existing materials and list different actions we could take into establishing more clarity and appeal in their use, as well as foresee upcoming milestones regarding work of communication that would benefit from external support. For this work to be implemented, we are looking for 4 graphic designers to collaborate with (freelance or operating within a graphic design company) open to working under a framework contractual basis with SALTO TC, which will be in effect from May 2024 to May 2027.

### Framework overview

The successful applicants will be awarded a framework contract to provide graphic design services on the specific work package(s) they have applied for. The exact timing of completing the work packages will be determined at a later stage, in consultation with the successful applicants. The framework contract provides a structured and adaptable approach, offering both our organisation and the selected designers the flexibility to adapt to evolving project requirements while maintaining a consistent standard of satisfactory graphic design.

### Content Overview

The work of SALTO TC resource centre is divided into:

- the work related to the European Training Strategy and its related components;
- Youthpass and its related components;
- contributing to the communication work of SALTO Network and related initiatives.

Further information related to the work of SALTO TC upon inquiry. More materials and resources can be provided on demand to interested parties related to specific areas of work that are listed in the additional document: [Call for Graphic Design Services - Work Packages](#).

## Scope of work

The work identified for the following years has been clustered into work packages. These packages always refer to a content area, involving various tasks and requiring different output formats. Applicants are encouraged to express their work-package-preferences, considering their area of expertise by choosing a minimum of 1 work package and a maximum of 10 work packages. The exact distribution of work packages and project timelines will be discussed and agreed upon during the contracting process. More details on the contractual basis to be found under the application process details.

## Desirable elements for cooperation

To ensure a successful cooperation, it serves as an advantage if the applicants are:

- Able to communicate in **English**;
- Able and willing to adapt to existing CVI which are developed by and with the SALTO TC team and build on them **to ensure visual consistency**;
- Able and willing to engage in a **collaborative work approach**: the work on each project shall commence with an initial briefing session, during which the objectives, requirements, and creative direction will be discussed and agreed upon by both parties. Following the initial briefing, a small mock-up or concept shall be created to confirm the appropriateness of the visual direction. This mock-up will serve as a basis for further development;
- Able and willing to **undergo feedback iterations**: all materials to be developed will undergo a series of feedback iterations. SALTO TC shall provide feedback and suggestions to the selected graphic designers, and the designers are expected to make necessary adjustments to align the work with the objectives and expectations.

## Contractual Framework

**Initial Contract Duration:** This contract shall be initially valid for a period of 1 year, starting from the effective date of the contract.

**Extension of Contract:** Upon mutual agreement between the parties and subject to the satisfactory performance of the selected graphic designers, this contract may be extended for subsequent one-year periods. The total contract duration, including extensions, shall not exceed 4 years to complete the work entailed in the packages priorly detailed.

**Extension Notification:** Any extension of the contract beyond the initial one-year term will be communicated in writing to the selected graphic designers at least 3 months prior to the contract's expiration.

**Renewal Terms:** The terms and conditions of the contract, including the scope of work, pricing, and other relevant terms, may be subject to review and modification upon each renewal period. Any modifications shall be agreed upon in writing both by SALTO TC team and the selected applicants.

## Conclusion

In conclusion, this call for graphic designers is an integral part of our goal to meet the diverse and evolving needs of SALTO TC. It supports a structured, consistent, and efficient approach to tackle the communication efforts undergone by the SALTO TC team.

## Application Process

Interested freelancers & graphic design companies must submit their applications by **10.06.2024, 23:59** in attention of Estera Mihaila at **mihaila@jfemail.de**, mentioning 'call for graphic design' in your email title.

At a minimum, the application should include:

- **brief description of expertise** and examples of **previous work** (website, portfolio, attachments)
- **brief description of relevant expertise with developing educational materials** supporting international youth work (applicants are encouraged to mention experience in the field of non-formal education and add relevant examples, if necessary)
- **a note on preferred work packages**, based on area of expertise (note that the work packages will be distributed throughout the 4 successful applicants – the application should indicate a minimum of 1 preferred package and a maximum of 10 packages);
- **a cost overview for 2 mock-up products\*\*** (listed below)
- **availability for the initial contracting phase** (June 2024 – June 2025)
- **OPTIONAL: indications on preferred ways of working.**

\*\*To facilitate a fair comparison of offers from graphic designers, we have provided brief specifications for 2 products below. These specifications should serve as a reference for a price offer. Please provide an offer including the fee for developing both of the following products:

### 1. Booklet

- Layout for 60 pages, size 21x 21 cm, colour
- Includes 10 developed illustrations
- Illustrations & booklet cover to be provided separately to be used for promotion & dissemination

### 2. Leaflet

- Layout for 2 pages, size A4, colour
- Includes 5 developed illustrations
- Illustrations to be provided separately for social separately to be used for promotion & dissemination

The applications will be reviewed by two SALTO TC representatives and a representative of JUGEND für Europa. Selection will be based on the received offer proposal, and we will notify successful applicants by **21.06.2024** and establish next steps, with first agreements on timing.

The selection criteria will be:

- Financial overview of the proposal (50%)
- Relevant experience and portfolio (40%)
- Experience working for the international youth work field (10%)

## Contact and questions

For any questions, inquiries and clarifications on the call, please contact Estera Mihaila at [mihaila@jfemail.de](mailto:mihaila@jfemail.de), mentioning 'call for graphic design' in your email title.