

Call for Graphic Design Services

SALTO Training and Cooperation Resource Centre

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. Each work package has a minimum desirable output, with exact workload to be defined upon the initial contracting phase. 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 call overview.

Work Packages

Package 1 (LOT 1): European Training Strategy (ETS) - Competence Model for Trainers

Work entailed in package 1: Corporate Visual Identity (CVI) Implementation

- Develop graphics and general overview visualization based on the work developed for the website europeantraininstrategy.eu/tcd;
- Develop (a) general template(s) for documents;
- Create infographic templates and social media material templates;
- Document the process and contribute to the current visual identity guidelines;
- Take part in briefing meetings, as well as undergo feedback sessions together with the SALTO TC team.

Minimum desirable output: 6 templates of graphics sorted on the publishing needs of ETS, 1 template document for documents, 1 template document for presentations.

Package 2 (LOT 2): European Training Strategy - Competence Model For Trainers

Work entailed in package 2: Redesign of the competence model booklet for trainers

- Redesign the existing booklets within the frame of the new CVI – this will include lay outing and adaptation of graphical elements, with brief modifications in content;

- Redesign two additional support materials on implementing the competence model (at the moment these are *Tools for Implementation* and *Practical tools and methods*, which will undergo content reviews);
- Take part in briefing meetings, as well as undergo feedback sessions together with the SALTO TC team;

Minimum desirable output: finalised digital layouting of 3 publications, sized 21x21cm, 50 pages each.

Package 3 (LOT 3): European Training Strategy – Competence Model For Trainers

Work entailed in package 3: Redesign of competence area posters

- Develop posters for each of the 7 areas of the competence model for trainers and an overview poster in the frame of the new CVI;
- Design an interactive foldable brochure based on the competence model for trainers;
- Take part in briefing meetings, as well as undergo feedback sessions together with the SALTO TC team.

Minimum desirable output: finalised 8 posters and 1 model overview in the form of a brochure.

Package 4 (LOT 4): European Training Strategy – Competence model for trainers

Work entailed in package 4: Development of additional educational resources

- Review the card set *Hold your Aces*;
- Brainstorm together with the team on possible format materials and execute additional educational materials based on identified needs from internal review processes implemented by SALTO TC;
- Take part in briefing meetings, as well as undergo feedback sessions together with the SALTO TC team.

Minimum desirable output: 1 card set displaying the competence model, 2 additional helpful printouts to support the usage of the model in seminars/trainings.

Package 5 (LOT 5): European Training Strategy, general and Youthpass

Work entailed in package 5: Video editing

- On given scripts and gathered video material from the SALTO TC team, edit and layout video testimonials, training summaries, and training course summaries;

- Develop a potential intro and outro for the video with minimal animations;
- Take part in briefing meetings, as well as undergo feedback sessions together with the SALTO TC team.

Minimum desirable output: 5 videos (multiformat - 1280x720px and 1080 x1920px) of a maximum 5-minute length, including animations.

Package 6 (LOT 6): European Training Strategy – Competence model for staff of national agencies

Work entailed in package 6: Development of additional educational resources

- Complete the lay outing for a manual for the staff of the national agency, respecting visual coherence with the previously-developed material;
- Extracted graphical elements and cover to be used as promotion;
- Take part in briefing meetings, as well as undergo feedback sessions together with the SALTO TC team.

Minimum desirable output: 1 publication sized 21x21cm, approx. 50 pages.

Package 7 (LOT 6): European Training Strategy - Competence Model for Youth Workers

Work entailed in package 6: Development of additional educational resources

- Brainstorm together with the team on possible format materials additional educational materials based on identified needs from internal review processes implemented by SALTO TC;
- Take part in briefing meetings, as well as undergo feedback sessions together with the SALTO TC team.

Minimum desirable output: 1 card set (or similar form) based on the competence model for youth workers.

Package 8 (LOT 8): Youthpass Corporate Visual Identity

Work entailed in package 8: Graphical design

- Develop graphical materials based on the concepts developed by the team (eg. results of the impact study undergone by the team, launch of new tools, possible future publications, factsheets, etc.);
- Develop upcoming graphical elements, relevant to the new content additions to be added to the Youthpass website;

- Take part in briefing meetings, as well as undergo feedback sessions together with the SALTO TC team.

Minimum desirable output: 15 graphical templates, 5 infographic templates, 10 images for the Youthpass website, 1 object of merchandise related to Youthpass, 3 leaflets.

Package 9 (LOT 9): Youthpass Leaflets

Work entailed in package 9:

- Develop updated graphical elements of current Youthpass leaflets for their revision process;
- Develop 2–4-page leaflets related to the current relevant topics of Youthpass, with included illustrations related to the topic of the leaflet;
- Extracted illustrations to be used for promotional work;
- Take part in briefing meetings, as well as undergo feedback sessions together with the SALTO TC team.

Minimum desirable output: 3 file updates, development of 6 topic-related leaflets.

Package 10 (LOT 10): SALTO Training and Cooperation

Work entailed in package 10:

- Develop a yearly annual report (2-page document, 2-sided A4);
- Develop graphical materials to reflect the SALTO Network;
- Create brief infographic templates;
- Take part in briefing meetings, as well as undergo feedback sessions together with the SALTO TC team.

Minimum desirable output: 3 annual reports size A4, double sided, 3 posters, 3 infographic templates.

Contact and questions

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

Application Process

Interested freelancers and graphic design companies must submit their applications by **15.05.2024, 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** (May 2024 – May 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 and booklet cover to be provided separately to be used for promotion and 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 and 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 **30.05.2024** 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%)