

TERM OF REFERENCE (TOR) FOR THE RECRUITMENT OF GRAPHIC /INDUSTRIAL DESIGNER /DESIGN AGENCY

Background / Project Description

Kashf Foundation has successfully carved out a distinct and unique niche for itself in the microfinance sector in Pakistan and internationally by offering a suite of financial products and services to low-income households, especially women.

This project seeks to document and record the activities and outcomes of its efforts to deliver on its mandate and capture its results for the 2022/2023 Annual Report. This report will include text, infographics, photographs, and other visual aids that will make the report more informative, and easier to understand by the public, Kashf's partners, donors, and within the Kashf Foundation.

Scope of Work

The hired Designer /Agency will be working closely with the Communications Department, liaising officer to support in the objectives of this assignment. This will include ideating, developing, and finalizing the 2022/2023 Annual Report based on the draft report provided by the Kashf S.Comm Department. The report should make use of data visualizations, infographics, photos, and storytelling techniques, with a good balance between narrative and visuals for greater ease of reporting. The Designer will share a work plan after liaising with the communications department.

1. Hardcopy, PDF, and adobe illustrator files including all layout and design files for potential future editing purposes
2. Ensure content includes aesthetically pleasing infographics that help simplify and visualize reporting details e.g. graphics; images; color schemes; tables; formatting, layout, and background options, etc.

Specifically, based on the agreed-upon timeline the Designer/Agency will be expected to

A: Design the layout of the report ensuring.

- I. Visual and aesthetic design for data visualizations, infographics, photos, tables, graphs, and figures.
- II. Clear and legible layout of the narrative report, including table of content, quotes, notes, and text boxes.

B. Edit and Finalized the report ensuring.

- I. A maximum of 45 pages, A4
- II. A report that is visually appealing easy to read and contains a coherent flow of information for the target audience
- III. Basic proofreading and ensuring that suggested changes are reflected in subsequent drafts
- IV. Standard of quality and design to be aligned with the provided samples

Expected Outputs and Deliverables

Deliverables	Estimated Number of Working Days
Submit Proposal 3 concept designs for Annual Report (title page, SPD page, Ops Perf. Page, msgs page)	1 Week
Submit a full zero draft design of the report consisting of photos, figures, a Social Performance Dashboard and icons for review	3 Weeks
Revision period – submit 1 st draft incorporating feedback from Kashf	1 Week
Revision period – submit 2 nd draft incorporating feedback from Kashf	1 Week
Provide the final report design with the final edits including the submission of electronic copy of the report (in PDF/AI/PSD), for print and online format	2 Weeks

How to Apply?

Submit the proposal containing brief introduction of the agency, work plan including timelines, budget, and link to portfolio.

Interested organizations must send their proposals to info@kashf.org by **COB 14th August 2023**.