

# Request for Proposal

Deutsche Welle  
 DW Akademie  
 Africa | Eastern Africa | Kenya  
 Kurt-Schumacher-Straße 3, 53113 Bonn  
 Germany



Made for minds.

Freitag, 21. Mai 2021

<b>Project Title</b>	Media Futures EA	
<b>Project Number</b>	AAF8-KW02-02	
<b>Period</b>	01.07.2021 - 30.09.2021	
<b>Days of Project</b>	to be negotiated	
<b>Location</b>	Remote work possible (registration in Kenya, Tanzania and/or Uganda is requested)	
<b>Project Language</b>	English and Kiswahili	
<b>Service</b>	Graphic design	
<b>Description</b>	<p>Overall purpose of the service delivery is: (1) To create a basic, clean visual identity for the EAST Festival 2021 (conference) with strong reflection of the regional area and identity of East Africa; (2) Support design and layout of major communication and advocacy materials in English; (3) Edit and format relevant images to be incorporated in to the different media outputs and (4) Create user-friendly templates. The tasks are:</p> <ul style="list-style-type: none"> <li>- Visual Identity of the EAST Festival: a. Design and presentation of design concepts for conference; b. Colour palette and fonts, which is in line with the visual brand of the Media Innovation Centre; c. Creation of visuals, emblem and signatory logo; d. Art-work editing of photos and other graphic elements</li> <li>- Communication materials (in English and Swahili): a. Support of communication officer at the Media Innovation Centre in identifying all materials, which need visual presentation, b. Ensuring compability with social media platforms; c. Designing products for promoting the conference on social media</li> <li>- Templates: Graphic design for all types of communication materials and templates</li> </ul> <p>Selection criteria:                      * At least five years of experience working as a graphic designer - work experience with conferences is a major asset                      * Adequate expertise in Adobe Photoshop, Illustrator, InDesign and Illustrator Sketch.                      * Proficiency in English is essential, knowledge of Swahili is of benefit</p>	
<b>Technical Equipment</b>	Equipment must be provided by the Contractor.	
<b>Postprocessing</b>	Post-processing of the project required.	
<b>Travel Expenses</b>	DW does not cover travel costs.	
<b>Cancellation Fee</b>	DW does not pay a cancellation fee, if the project is cancelled due to unforeseen circumstances.	
<b>Miscellaneous</b>	/	
<b>Granting of Rights</b>	The contractual partner shall grant DW the exclusive and factually, temporally and spatially unrestricted rights to use the work in unmodified, processed or redesigned form in respect of works and other products created for DW within the scope of its activities. DW shall be entitled to transfer the rights granted to it in whole or in part to third parties or to grant them rights of use.	

Please note: We require a gross final amount stated on the offer which includes all services and cost items.