



REQUEST FOR PROPOSALS

Purpose: Graphic Design Contract for Breakthrough ACTION – Nigeria (BA-N)
Issuance Date: June 5th, 2023
Deadline for Submissions: **June 19th 2023**, on or before 5 pm

The Johns Hopkins Centre for Communication Programs (JHCCP), Baltimore USA, has received USAID funding, under the Breakthrough ACTION-Nigeria (BA-N) project, to implement health promotion and social and behaviour change interventions in Nigeria from 2018-2025. This project works with the Federal and State Ministries of Health to build their capacity in social and behaviour change communication leadership, and implement cutting-edge social and behavioural interventions to improve the health and well-being of Nigerians across a broad array of health issues, including Maternal, Neonatal, Child Health and Nutrition (MNCH+N), Family Planning, Malaria, and Tuberculosis. We will work in 11 states and Abuja FCT, spanning each of the major geographical zones in the country.

Job Description for Graphic Design Agency;

BA-N seeks to engage the services of a Design Agency in designing messages, developing, and finalizing Social and Behaviour Change Communication (SBCC) materials. The Design Agency must have strong capacities in photography and photo editing, illustration, and desktop publishing.

Specific duties

- Create layout designs for SBCC visual materials (including posters, leaflets, job aids, wall charts, flipcharts, etc)
- Draft illustrations and rough concepts for review by BA-N
- Create attractive layouts for SBCC materials
- Incorporate innovative designs and concepts where necessary

Eligibility of Bidders

All bidders must show their eligibility to participate in this procurement by providing copies of the following documents.

- Legal Certificate of Incorporation in Nigeria
- Tax Identification Certification
- Company Profile of not more than 10 pages; with verifiable business address, valid email with telephone numbers and point of contact for the organization.

Bids will consist of a technical and financial proposal, which must of the following:

Technical Proposal:

- Verifiable Background in Graphic Arts: proposals should demonstrate proficiency in pixel and vector-based design software (Adobe InDesign, Photoshop, CorelDRAW, etc.), previous experience in successfully executing graphic design projects, and knowledge and understanding of design principles and best practices.
- Creativity and Ability to Communicate Complex Concepts and Ideas: the proposal should include a portfolio showcasing a diverse range of creative design work, demonstrated ability to effectively communicate complex concepts through visual elements, and innovative and unique design solutions.
- Expertise and Experience of Design Team: relevant educational background or certifications in graphic design, comprehensive career profiles of key personnel highlighting their experience and accomplishments in graphic design, and previous work history with well-known clients or reputable design agencies.

Financial Proposal

The Financial Proposal should include a rate card that includes costs for the following designs and services. All designs would include 3 rounds of feedback and revision. Use the link https://bit.ly/BA-N_samples to access samples of graphic designs listed below. Please ensure that your pricing proposal reflects the individual project requirements listed below and does not include any retainer fees. Prices should be provided in Naira.

- A4-size illustration (full color)
- A5-size illustration (full color)
- A3-size poster layout
- Layout for banner size design
- Layout for two-sided A4 document (including 2-sided handbill or trifold)
- Layout for A4-size booklet, primarily text layout (cost per page)
- Flipchart
- Brochure/report
- Thumbnail illustrations
- Social media flyers
- Training Manual
- Roll up banner
- Daily rate for design work consultancy (in which no other fees would be paid for design outputs finished during consultancy)
- Fees for further work beyond three rounds of revision.

Proposal Submission

All bids must be on the company's official letterhead, duly signed and dated, and sealed to be delivered to the BA-N Office address below or emailed to batenders@ba-nigeria.org. Please ensure that proposals capture all the requirements for selection, described below. Any questions should be emailed to the procurement team at batenders@ba-nigeria.org. Any bids received without following the submission instructions will be disqualified. Only shortlisted vendors will be contacted for further discussions and to submission of financial proposals.

Proposals should be addressed to:

Project Director

**Graphic Design Contract for Breakthrough ACTION-Nigeria
Abuja.**

Payment Terms.

Please state your payment terms while quoting. However, BA-N's preferred term is full payment after receipt of goods & services, when all invoices have been received and certification of products.

BA-N is VAT exempt, so please do not include VAT fees when quoting. **Also note that BA-N will deduct withholding tax at the applicable rate (10%) from the total value, to be remitted to FIRS.** Payment will be made after the submission of the vendor's invoice and acceptance/certification of service by BA-N.

Note

BA-N reserves the right to consider any quotations received before the end of the deadline. Any deviation from the specifications contained in the RFQ may lead to the vendor's **DISQUALIFICATION. Only shortlisted vendors will be contacted.**