**ToR on Graphic Design, photography, and film production**

**Background information**

Maqomoti Ijroiyai Hokimiyati Davlatii Shahri Khorugh - Khorog Mayor`s office received the grant from the European Union and implementing the **BRUD - Building Resilience through integrated Urban Development: Solid waste Management, Efficient Public Lighting and Ecosystem-based Disaster Risk Reduction in Khorog” – project.** Through the BRUD project Mayor`s office works to ensure that people live in physical settings that are as safe as possible from the effects of climate change and natural disasters; that those who live in high-risk areas are prepared to cope with and respond to disasters; and that these settings have access to basic services providing opportunities for a better quality of life. The project is aligned with the Sustainable Development Goals (SDGs) of the 2030 agenda, which are central to EU Cooperation with Tajikistan. The planned actions will contribute positively to SDG 3- Good Health and Well-being, by improving the health of central Khorog population through the proper collection and disposal of solid waste, and awareness activities; SDG 9-Industry, innovation and infrastructure and 16 Strong Institutions by building the capacity of public and private waste management facilities, investing in an electric powered lighting system, and implementing Eco-DRR infrastructure work applying innovative best practices; SDGs 11 and 13- Sustainable cities and communities and Climate Change Action, through the development and implementation of a long-term comprehensive waste management strategy, use of renewable energy in the illumination of public spaces, and Eco-DRR activities aiming at improving the resilience of the city of Khorog against climate change

**Objectives of the Assignment**

A key project need is to communicate project activities via illustrated form, program briefs, and video as required. This is required by donor-funded projects for advocacy in order to be able to raise additional funds from donors and for being able to explain the programs to community and other stakeholders. The overall objective of this assignment is to make a service agreement with a service provider who will work with the Project Manager to produce media material (including graphic design, illustrations, video, and other materials) to reflect the objectives of the projects. This will support Mayor`s office and project staff in communicating its vision, missions, activities, and impact and to show the project and donors in improving the quality of life of people living in Khorog, as a best practice implementation partner and of high quality and innovative programs. These communications materials will support the project in community engagement, in building relations with the government and other stakeholders, and in mobilizing further support to continue its activities. The focus will be on improving the awareness and knowledge of communities. Knowledge of general public especially young persons would be enhanced through awareness communications to introduce good practices around household level garbage disposal, solid waste management and Disaster Risk Resilience.

**Tasks and Responsibilities**

A service provider selected for this assignment will perform the following indicative tasks:

* Work with the materials provided by the communications team to put together visual materials which show BRUD’s interventions and impact
* Use the photos and video footage to create photo and video stories on project’s activities.
* Design posters, brochures, leaflets, factsheets, fliers, briefs, etc. on BRUD’s work as per the needs of the project`s team.
* Film interviews with selected participants for the film who might include project grantees and beneficiaries, project/programme manager.
* Ensure Government`s and EU - branded visibility materials are visible in the videos according to the guidelines provided by the project team.
* Produce an edited Video Recording of the scenarios captured and the footage of the recorded stories, with subtitles, graphics, etc.
* Design templates for one-pager, two-pager, social media, graphics, folders, banners, roll-ups, leaflets, presentations, etc.
* Make corrections to the products and films as per the feedback from Mayor`s office and BRUD team.

The other responsibilities and output of the service provider include the followings:

* The service provider will be asked to visit the project sites and performs the specific task assigned by the project team.
* To deliver the footage to the project staff upon arrival from the field.
* Submit the product for final review and comments to the project staff
* Finalize the product based on comments received from project staff.
* Submit the final product to project manager.
* Deliver the required documents to the project fiancé specialist to proceed with payments

**Required Qualifications and Experience of the Service Provider**

The service provider will be required to have the following:

* Previous experience and a track record of high quality delivery
* Knowledge of the audience and the areas in project is working

Extensive experience in producing videos, publications, and documentaries for the outreach activities

* Experience in working with national and international agencies and organizations.
* Excellent technical capacities to ensure smooth and high-quality communication materials.
* Experience in layout design.
* Experience with local and international organizations.
* Demonstrate creative idea/concept and layout design skills.
* Good knowledge of use of tools and digital platforms, such as InDesign, Photoshop & Illustrator, and Adobe Acrobat etc.
* Ability to work under pressure and meet strict deadlines.
* Ability to produce a high-quality design.

**Duration of the Assignment**

The assignment is expected to take five month - till end of December 2024, with possible extension.

**Payment Schedule**

Each assignment and the payment for this assignment will be agreed upon in advance with the project team and project manager as required. Payments will be made twelve days after delivery and approval of the products.

The service should include the following areas: design service, video production, and photography.

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| # | **Design service** | **Videography** | **Photography** |
| 1 | One pager | Footage |  |
| 2 | Fact sheet | Filming & editing |  |
| 3 | Two pagers | Video editing (you will be given footage to produce a video) | photographs should submit the high-resolution photos that the camera permits. The minimum resolution accepted is 4000 pixels on the long side, saved as a JPEG 10 or above. |
| 4 | Card | Video animation |  |
| 5 | Folder | Animation (within a video) |  |
| 6 | Fliers | Subtitling |  |
| 7 | Banners | Over voicing |  |
| 8 | Roll-up | Translation |  |
| 9 | Posters | V-logging |  |
| 10 | Portfolio | Reels |  |
| 11 | Logo |  |  |
| 12 | Stickers |  |  |
| 13 | Multiple page products |  |  |
| 14 | Illustration |  |  |
| 15 | Brand book |  |  |
| 16 | Leaflet |  |  |
| 17 | Exhibition Stand |  |  |
| 18 | Advertisement |  |  |
| 19 | Souvenir Product |  |  |
| 20 | Label |  |  |
| 21 | Packing |  |  |
| 22 | Calendar |  |  |
| 23 | Billboard |  |  |
| 24 | Brand style |  |  |
| 25 | Invitation |  |  |
| 26 | Blank |  |  |
| 27 | Badges |  |  |
| 28 | Memorabilia |  |  |
| 29 | Booklet |  |  |
| 30 | Presentation |  |  |
| 31 | Notes blank |  |  |
| 32 | Mapping |  |  |
| 33 |  |  |  |
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