

TERMS OF REFERENCE (TORs)
Short Term Position of Consultant Graphic Designer
Sindh Early Learning Enhancement through Classroom Transformation (SELECT)
Sindh Education and Literacy Department (SELD)
Government of Sindh (GoS)

Project Background:

The SELECT Project encompasses a multi-pronged approach towards improving the quality of both teaching and learning practices in primary education, with a particular emphasis on foundational reading in grades 1 through 5. The Project comprises a series of focused and flexible implementation strategies, targeted at the school and meso-levels (personnel and systems at the school, taluka and district levels). The Project supports improvements in the transition from primary to elementary school, as well as a reduction in dropouts through targeted student attendance redress procedures. Desired Project outcomes would eventually contribute to reductions in learning poverty and in the number of out-of-school children.

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| (Original) Main Project Amount | IDA: US\$100 million GPE ESPIG: US\$29.9875 million GPE MG: \$24.775 million Total: US\$154.7625 million |
| Expected Project Duration | August 2021 – April 2026 |

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| Project Objectives | The overall development objective of this Project is to improve the reading skills of early grade primary students and increase student retention in primary schools in selected districts. |
| Project Cost | IDA: US\$100 million GPE ESPIG: US\$29.9875 million GPE MG: \$24.775 million Total: US\$154.7625 million |
| Expected Project Duration | August 2021 – April 2026 |
| Component 1 | <p>Transforming teaching practices in the early grades</p> <ul style="list-style-type: none"> • <u>Subcomponent 1.1:</u> Implementation of a Continuous Professional Development (CPD) model for improved literacy skills in the early grades • <u>Subcomponent 1.2:</u> Behavioral nudges for improved learning • <u>Subcomponent 1.3:</u> Technical Assistance (TA) for transforming teaching practices <p>Under this component, a CPD model will be implemented with the aim of improving literacy skills in early grades. Behavioral nudges will be utilized to improve student wellbeing and mitigate potential risks of dropping out. TA will also be provided for institutional capacity building and support.</p> |
| Component 2 | Improving the physical learning environment in selected primary schools, and upgrading them from grade 5 to grade 8, supporting the teaching and learning aims set out in Component 1 and the student retention aims set out in Component 3. Cost-effective and carbon-efficient technologies will be utilized to introduce needed climate adaptations and mitigate climate risk. |
| Component 3 | <p>Improving system capacity for effective school leadership and management support:</p> <ul style="list-style-type: none"> • <u>Subcomponent 3.1:</u> Establishing a technology-based student attendance monitoring system • <u>Subcomponent 3.2:</u> TA and capacity building for school leadership and local education office management to mitigate student dropout <p>A technology-based student attendance monitoring system will be established. TA will be provided, and capacity building will take place for school leadership and local education office management increase their ability to use school-level data in conjunction with Component 1 activities to mitigate student dropout.</p> |

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| Component 4 | The Reform Support Unit (RSU) will monitor and evaluate the Project, monitor safeguards, oversee procurement and financial management, and will be responsible for overall management and coordination of the Project on behalf of the School Education and Literacy Department (SELD). |
| Geographic Scope | The Project will be implemented in twelve selected districts in Sindh: Badin, Ghotki, Jacobabad, Kambar-Shahdadhkot, Kashmore, Mirpurkhas, Mititari, Sanghar, Shikarpur, Sujjawal, Tando Muhammad Khan, and Thatta. |

1. IMPLEMENTATION ARRANGEMENT :

The Project will be implemented by SELD of the Government of Sindh (GoS), through the Project Management and Implementation Unit (PMIU). This will be housed in the RSU, which will monitor overall implementation of Project activities with TA support. The RSU will be headed by the CPM (Chief Programme Manager) who will be responsible for providing overall Supervision.

2. SCOPE OF WORK:

The role of an expert Graphic Designer is to ensure visually compelling and cohesive designs for various projects, maintaining brand consistency and meeting project objectives. This encompasses the entire design process from ideation to execution, with a focus on creativity, aesthetics, and functionality.

Under the direct supervision and guidance of the Project Director/Lead, the Graphic Designer shall undertake the following tasks and responsibilities:

- Interpret project requirements and tutorial material design needs, prioritizing visual impact and brand identity.
- Develop visually engaging graphics for both digital and print mediums, ensuring compatibility and scalability.
- Utilize design principles to create cohesive and visually appealing layouts for various marketing collateral and promotional materials.
- Create and refine Video tutorial, design concepts through feedback for iterative improvements.
- Conduct market research and gather feedback to refine designs and enhance brand perception.
- Customize designs for different platforms and mediums, ensuring consistency and usability across all channels.
- Stay updated with emerging design trends, tools, and technologies to maintain relevance and innovation.
- Collaborate with stakeholders to understand project requirements and provide design recommendations aligned with project goals.
- Provide support in drafting design specifications and documentation as needed.
- Evaluate and provide feedback on design proposals to ensure alignment with project objectives and brand guidelines.
- Maintain version control and documentation of design assets using appropriate tools and methods.
- Coordinate with the technical team for design implementation and optimization.
- Attend project meetings and contribute design insights and recommendations as necessary.
- Participate in design-related events and initiatives to showcase expertise and promote professional growth.
- Address any design-related issues or requests throughout the project duration.
- Pursue self-development initiatives to enhance graphic design skills and expertise.

Expected Outputs:

The Graphic Designer will be evaluated based on the following outcomes for each task:

- Initial and Final Video tutorial, design concepts, including evaluations of progress and final deliverables.
- Detailed design specifications document, encompassing video editing effects, sketches, prototypes, and design assets.
- Developed graphics integrated into various project deliverables.
- Bi-weekly progress reports detailing design activities and milestones achieved.
- End-of-project report summarizing the design process and outcomes.
- Documentation of all related electronic materials acquired during the project.

- Any additional information or materials relevant to graphic design tasks.
- Quality assurance and testing results for design components.
- Assistance in creating training materials and visual resources.
- Development of visual content demonstrating project capabilities.
- Submission of weekly progress reports to ensure project timelines are met.

Qualifications of the Successful Individual:

1. **Education:** Minimum 16 years of education from a recognized university with a degree in Computer Science Graphic Design, or a related field.
2. **Experience:** At least 2 years of relevant experience in Graphic Design, including proficiency in the following areas:
 - **Video Editing/Making software tutorials:** Experience in video editing software such as Adobe Premiere Pro or Final Cut Pro, with the ability to create compelling multimedia content.
 - Developing visual concepts and designs for digital and print media.
 - Proficiency in graphic design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign).
 - Familiarity with design principles, typography, and color theory.
 - Experience with responsive design techniques and frameworks.
 - Knowledge of video tutorial, design trends, best practices, and emerging technologies.