



TERMS OF REFERENCE (TOR)

PROVISION OF CONSULTANCY SERVICES TO CONCEPTUALIZE, CO-DESIGN AND PRODUCE INTERPRETIVE AND EDUCATIONAL PANELS AND BRIEF EDUCATIONAL BROCHURES FOR THE ‘HEALTHY HOME’ PROJECT

BACKGROUND

The International Centre of Insect Physiology and Ecology (*icipe*) was established in Kenya in 1970. *icipe* is the only independent international institute working primarily on arthropods. It employs a diverse range of scientific disciplines in a holistic manner to perform original research on pest and beneficial insects and arthropods with the goal of improving human and livestock health, crop production, ecological systems, and the well-being of communities. *icipe* has carved out a leading role in what may be termed tropical insect science, with the focus of this work being sub-Saharan Africa (SSA), the epicentre of many vector-borne diseases. At the core of its mission is the development of affordable and effective tools and strategies to combat insect pests and vector-borne diseases in order to help alleviate poverty, ensure food security and improve the overall health of peoples of the tropic. Its mandate is to develop alternative and environmentally friendly pest and vector management strategies that are effective, selective, non-polluting, non-resistance inducing and affordable for uptake by resource-limited rural and urban communities.

JUSTIFICATION

icipe's Human Health theme has been undertaking innovative community educational methods to inform and exemplify easy-to-apply strategies that can reduce disease transmission.

One such method has been the construction of demonstration homesteads, both in western and coastal Kenya, showcasing integrated disease management through various low-cost house modifications aimed at improving hygiene, reducing the entry of disease vectors and limiting vectors' and parasites' replication within the homestead.

We seek a graphic designer who is experienced in conceptualizing educational material that can translate scientific information in relation to the demonstration homesteads into language and graphics appropriate for the rural end users in our communities. The consultant should be able to communicate health education content in a simple, graphic and wide-reaching way.

More specifically, we would want educational signages designed for the demonstration homestead that would include interpretational panels on the house modifications made and benefits accrued from each modification. Additionally, draft brochures would be designed to provide illustrations of each of the improvements made as manuals for the end users to follow the process of how house improvements can be done in a simple and affordable way.

The consultant will be a trained graphic designer with experience in communicating health and research-related topics for non-scientific audiences using easy-to-follow techniques and clear concise language. Education material will be developed in close interaction with project staff in the form of virtual and in-person meetings and visiting of project sites to understand

activities being undertaken in order to obtain complete visualization and understanding of the importance of demonstration homesteads.

Drafts of interpretive and educational materials will be prepared for review, input and approval by project staff.

Main tasks will include:

1. Reviewing source material, including available written material on the ‘Healthy Home’ project and discussions with project staff to create an outline of information to be captured in the dissemination material. This will involve meetings and desk review to understand what demonstration homesteads are and their main objectives.
2. Conducting site visits to of the two field sites to understand cultural differences in the application of the “Healthy Home” concept.
3. Generate draft outputs of informational signages, labels and panels, and brochures for review. The designer will need to create engaging content and ensure that the materials are visually appealing and easy to understand for the target community.

Specific tasks will include:

1. Have at least 2 conceptualization meetings with project staff, the first to understand the context and obtain ready material for further desk review after the meetings, and the second to discuss ideas after the site visits.
2. 2 project site visits and interaction with staff and selected community members at the healthy home demonstration sites.
3. Prepare drafts of informational panels, signages and short brochures and training manuals for trainers for review with project staff for final selection.
4. Finalize selected drafts for onward printing.

KEY DELIVERABLES

- Provide drafts of approximately 6 informational panels, 15 small signages for specific features at the demonstration home; 6 short brochures (max. 5 pages) and 1 training manual (max 20 pages) in web and print-ready quality.

TIME FRAME

This consultancy is expected to start immediately after the contract signing. Work is to be carried out remotely and in person during field site visits. Tasks 1 and 2 should be completed within 15 days, and first drafts for panels and signages are expected within 2 weeks after the second team meeting. The assignment should be completed within 2 months of the start date.

QUALIFICATION REQUIREMENTS:

Academic qualification:

A university degree in graphic design from a recognized training institution is preferred.

Experience:

- Professional training and experience in producing similar materials is required.

References:

- Please provide references from 2 previous clients.
- Please provide a portfolio of similar work completed.