

TERMS OF REFERENCE
FOR
A DESIGNER TO COORDINATE AND DESIGN A PRINT PUBLICATION + RE-EDIT OUR WEBSITE

1. BACKGROUND OF RLS

The Rosa Luxemburg Stiftung (RLS; www.rosalux.de) originated from the registered association "Social Analysis and Political Education" founded in Berlin in 1990. In 1996, it was recognised by the Party of Democratic Socialism (PDS) as its close political education institution. The Party of Democratic Socialism transformed itself into "PDS/Linkspartei", later renamed itself into "Linkspartei" (Left Party) which is one of two parties in Germany that formed the new party "Die LINKE" ("The Left") in 2007. RLS has become a provider of civic education and a centre for progressive social research in both Germany and throughout the world. As one of six party-affiliated political foundations in Germany it supports partners in developing countries striving for social justice, strengthened public participation and economic development. In February 2009, the People's Aid Coordinating Committee (PAC-COM) granted the licence for the representative office for Southeast Asia in Hanoi.

In Vietnam, RLS (www.rosalux.vn) embraces the mission of assisting Vietnam's transition to a market economy with socialist orientation embedded. In 2013, RLS successfully broadened its scope of work as regional office for Southeast Asia. Currently, it is cooperating with approximately 26 partners (e.g. VNU - University of Social Sciences and Humanities in Hanoi and HCMC; Centre for Social Research and Development Hue, Vietnam Union of Friendship Organizations, Cambodia Women's Media Center etc.) by funding around 32 projects (including projects in Cambodia, Laos and Myanmar) on three themes of Sustainable development including Climate change, Social justice, and Dialogue on development models.

2. BACKGROUND OF THE DESIGN CONSULTANCY

End of April, RLS Southeast Asia is celebrating its 5-year-anniversary. On this occasion, we plan to publish a book that reflects our organizations conceptual framework, achievements of working in Southeast Asia as well as voices of our local staff and partner organizations. Operating with a representative office in Vietnam for five years is also a valid reason to im-

prove our web performance in accordance with the design guidelines provided by the RLS headquarters as well as to adjust the layout and operation to updated standards and ICT-tools. Further the website shall integrate our broadened scope of work in Southeast Asia.

For these tasks RLS is looking for a designer to work with us from 17 March until 30 May, 2014.

3. CONSULTANCY OBJECTIVES

- To realize the RLS Southeast Asia 5-year-anniversary publication;
- To update, redesign and finalize the RLS Southeast Asia website (www.rosalux.vn).

4. EXPECTED DELIVERABLES

The expected outputs of this design assignment are as follows:

1. Project monitoring on the production and printing process of the anniversary publication of RLS SEA:
 - Communication with the director, office manager and other staff of RLS;
 - Communication with external partners;
 - Working with external staff (lector, translator).

2. Layout of the 5-year-anniversary publication and other related tasks:
 - Develop a Design Concept (based on RLS Corporate Design Guidelines – only available in German language) on the publication and the 5 years event (banners, stationary);
 - Layout process on the publication (professional Layout in Adobe In Design and Photoshop)
 - Image processing on RLS´ image material (colour correction, resizing);
 - Work with the photographer for RLS Events related to the publication (image selection and processing);
 - Pre-print preparation of the publication (colour profiles, data export);
 - Communication with print houses and proof monitoring.

3. Website
 - Redesign the RLS SEA Website, according to RLS Web style guide and the foundations corporate identity, adapt elements from the book design into the design of the website;
 - Programming the website (working with Joomla CMS, HTML and CSS style sheets);

- Incorporate the changes from RLS Vietnam to RLS SEA (new logos, more information about regional partnerships) in English language;
- Make the website better accessible for portable devices (tablets, smartphones);
- Implement an archive function that makes it easier to find articles;
- Image processing for web pictures;
- Image processing for site icons;
- Upload more recent texts and information about the foundations work;
- Ensure the bi-lingual performance of the website;
- Writing a documentation “How to” update and upload articles to the website.

5. REQUIREMENTS OF THE CONSULTANCY

The consultant is tasked with the entire process of the baseline desk study. More specifically, this includes:

- Preparing necessary logistics for the design assignment: use own IT equipment, software, stationaries, printing documents etc.;
- Designing the outputs in close cooperation with RLS’s director and office manager in charge;
- Re-designing drafts according to the wishes of RLS SEA up to 2 times.

6. DESIRED QUALIFICATIONS OF THE CONSULTANT

RLS requires the consultant will possess the following qualifications:

- Having a degree in related fields (e.g. web-design, arts, IT);
- Having experiences in relevant design fields;
- Fluency in spoken and written English and German;
- Being responsible and able to work under pressure as an individual and as a team as well as pro-actively engage in solution finding for obstacles that may occur.

7. TENTATIVE WORKLOAD & TIMEFRAME

| ACTIVITY | CONSULTANCY DAYS | TIME | | | | | | | | | | | |
|--------------------------------------|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | | MARCH | | | | APRIL | | | | MAY | | | |
| | | W 1 | W 2 | W 3 | W 4 | W 1 | W 2 | W 3 | W 4 | W 1 | W 2 | W 3 | W 4 |
| Contract signing | | | | | | | | | | | | | |
| Monitoring the publication | 5 | | | | | | | | | | | | |
| Design and Layout of the Publication | 15 | | | | | | | | | | | | |
| Website | 24 | | | | | | | | | | | | |
| TOTAL | 44 | | | | | | | | | | | | |

8. CONSULTANCY FEE

A competitive consultancy package will be offered to the consultant based on his/her qualification and experience. RLS will reimburse the consultant on a lump-sum base for the consultant fee other research-related logistical expenditures (stationaries, print-outs, communications fees) will be reimbursed upon submission of appropriate and original vouchers.

RLS would like to invite interested consultants submit:

- An initial proposal explaining your design approach, experiences and motivation; your CV including name and contact details of two reference persons;
- One or two sample design products as reference (cannot be returned by RLS);
- Your financial proposal based on the above-mentioned tentative workload and expected logistical expenditures.

Please be informed that:

- The consultancy fee will be paid on a lump-sum base in two instalments;
- Logistic expenditures will be reimbursed upon submission and RLS' approval of original vouchers;
- UN-EU cost norms 2012 and RLS' internal guidelines are the reference for RLS negotiation regarding the payment for selected consultants.

Contact person: Ms. Nguyen Thi Trinh – Office Manager - at the e-mail address **nguyen.thitrinh@rosalux.vn.**

- Deadline of submission: **12th March 2014** to the above mentioned e-mail address.
- Tentative interview schedule for short-listed candidates **14th March 2014.**
- Further information can be obtained by email. Inquiries are only accepted before the deadline. Please refrain from phone inquiries.

We only consider applications meeting all above required conditions.