



TERMS OF REFERENCE

FOR PHOTOGRAPHY CONSULTING SERVICES AND PHOTO ALBUM DESIGN FOR THE PROJECT “IMPROVING THE QUALITY OF EARLY CHILDHOOD CARE AND EDUCATION AND IMPROVING PARENTING SKILLS”

I. Background

Aide et Action (AEA – soon to be Action Education) is an international non-governmental organization headquartered in Paris, France. AEA International began operating in 1981 and has projects in 19 countries in Europe, Africa, and Asia. With the vision of “Changing the world through education”, AEA uses a long-term educational approach for vulnerable youth and children. AEA has been present in Vietnam since 2003 and is implementing projects in seven provinces: Khanh Hoa, Phu Yen, Thai Nguyen, Hoa Binh, Lai Chau, Lao Cai and An Giang. AEA's projects focus on three main areas:

- Early Childhood Care and Education (ECCE)
- Access and Quality of Primary and Secondary Education (A&Q)
- Livelihood Education

During the 2023 – 2025 period, AEA will implement the project "Improving the Quality of Early Childhood Care and Education and Improving Parenting Skills" in two communes Khun Ha and Nung Nang, Tam Duong district, Lai Chau province, with more than 97% of the population being ethnic minorities. The purpose of the project is to increase access to quality education for children aged 2 to 8 years old. To achieve that, our project has implemented activities to support facilities, equipment and learning equipment to enhance a safe and friendly learning environment for children. At the same time, teachers have also improved their skills and teaching methods through training courses and professional support on teaching methods through play and professional activities. Through the project's activities, the quality of education at schools has been significantly improved.

The project currently requires a supplier to make a photo series to recount the successes of the project, the inspirational stories of project participants, and at the same time design, bind and print a photo book for the project.

II. Objectives

- Document intervention models in project areas with images through the successes of the project and inspirational stories.
- Tell about the changes, the positive impacts that the project has brought to the community and the inspirational stories of beneficiaries in an impressive and vivid way through images recorded from reality in the project areas.
- Inspire the replication of positive practices in child care and education.

III. Scope of work and output products

1. Scope of work:

The service provider needs to perform the following tasks:

a. Photography work:

- ✓ Read the project proposal and related documents to understand the project.
- ✓ Work with AEA staff to understand the goals, work requirements, general spirit of the project and the meaning of each image that AEA wants to include in the photo album.
- ✓ Discuss with the photography consultant and AEA about the photo album idea, agree on the photo quality requirements.
- ✓ Coordinate with AEA's project team to take photos in Lai Chau and Hoa Binh provinces according to the plan approved by AEA. Estimated number of days for shooting: 10 - 12 days divided into 3 trips, including travel days.
- ✓ Complete the photo album and hand over the product (edited files and raw files) to AEA.

b. Album design activities:

- ✓ Work with AEA's Communications Department to come up with design ideas, layout, and story content of the photo album
- ✓ Edit photos to match the story content and design purpose.
- ✓ Design the photo book and edit the design according to AEA's requirements.
- ✓ Print and bind the photo book into a complete product.
- ✓ Coordinate with AEA's Communications and Project Management team to ensure that the implementation of photography, design and printing meets AEA's requirements for form and quality.

2. Output products

➤ **01 album of images and a series of stories about the project's success and inspirational stories**

✓ **Requirements for specifications:**

- 01 photo set of at least 200 high-quality photos (from 5MB or more) taken from various angles: wide-angle, detailed angle, portrait, ... with clear layout. Photo content includes: photos taken according to the scenario developed by the consultant and approved by AEA, for example: typical stories, beneficiaries, AEA project activities, changes in children's learning, etc.
- Coordinate with AEA to select at least 100 high-quality beautiful photos (in a set of 200 photos; no broken photos) and edit as required. The content of the selected photos depicts beneficiaries in different contexts and activities to illustrate the positive changes that the project has brought to them.
- 01 design (including both printed copies and editable design files) of the photo book.

- The photo book is printed and bound into a final product with the following materials and specifications:

Requirements	Material	Number of pages after design (expected)	Size	Quantity
- The book's interior has at least 3 folded or interactive pages according to the design. - The book cover has a cut-out according to the design. - Trimming and gluing of photobook spine included.	- Interior pages: Couche paper 150	70 - 80	20x24cm	Total quantity of 150 bilingual books
	- Cover: Couche paper 300, with matte lamination	80 - 90		
	- Interior pages: Offset paper 150	90 - 100		
	- Cover: Offset paper 300, with matte lamination			

- **Content requirements:**

- General introduction of the project.
- Highlight the successes of the project, the impacts the project brings to the community through images, stories about positive changes in awareness, skills, practices or living conditions of individuals or groups of beneficiaries.
- Lessons learned from the project implementation process to support future projects.
- Provide ways to maintain successes, plans to replicate positive models/practices.
- Each story has a clear plot, presented in a separate, easy-to-remember direction. The story content is easy to understand, close, emotional and easily accessible to the majority of viewers. The message of the story is clear, concise and conveys emotions to the reader.
- Stories about typical characters need to be expressed authentically through the narration and real-life images of the characters.

- **Aesthetic requirements:**

- Images have high aesthetic value and create emotions and impressions for viewers.
- Eye-catching design, meeting aesthetic requirements.

- The layout of the photo album is clear, easy to follow and shows the highlights of each story. - Images clearly show the messages to be conveyed.
- The album is impressively and eye-catchingly designed, highlighting and maximizing AEA's brand.

IV. Estimated production time

** Timelines may change based on actual work implementation:*

No.	WORK ITEM	PIC	COMPLETION TIME
1	Meeting to brainstorm script ideas.	AEA (PM + Comms) and Consultant	9/1/2025
2	Develop script and plan album production.	Consultant	9/1/2025 - 13/1/2025
3	Approve script and production plan by AEA.	AEA	20/1/2025
4	Implement photoshoot trips to Lai Chau and Hoa Binh and collect available information and images as materials (detailed plan will be discussed after signing the contract).	Consultant and AEA	1st trip: after January 20, 2025 (in Lai Chau province) 2nd trip: after February 10, 2025 (after Lunar New Year) (in Hoa Binh province) 3rd trip: Last week of February 2025 (in Lai Chau province)
5	Consultant starts to come up with design ideas	Consultant	From January 20, 2025
6	Select, edit photos and approve the design.	Consultant and AEA	3/3/2025
7	Comments and edit the first draft.	Consultant and AEA	13/3/2025 – 24/3/2025
8	Comments and edit the second draft.	Consultant and AEA	24/3/2025 – 31/3/2025
9	Comments and complete the final album design.	Consultant and AEA	31/3/2025 - 7/4/2025

No.	WORK ITEM	PIC	COMPLETION TIME
10	Print sample 01 product (bilingual) according to the approved design and sample approval.	Consultant	7/4/2025 - 14/4/2025
11	Proceed to mass printing according to the approved sample.	Consultant	14/4/2025 - 21/4/2025
12	Hand over and receive the product.	Consultant	21/4/2025

V. Request for Proposal

Interested suppliers are requested to contact AEA directly to discuss the project implementation plan. Accordingly, suppliers are requested to submit the following documents:

- A complete set of consulting/consulting team/media unit capacity profile including: Team, experience, similar products (attached link), partners/clients;
- Technical proposal that achieves all expected objectives within the mentioned time frame, describing how the team will complete the work including scenario ideas, time, and methods of implementation;
- Detailed budget proposal for the entire production process and including taxes (specifying the required number of working days and consulting fee). In particular, business expenses and travel and accommodation expenses will be paid by AEA based on AEA's standards;
- Links to images/designs that have been done similar to the requested work;
- Quotation requirements for photography packages: Quotation for 02 sessions, each session 02 days of photography (excluding travel time). Refer to the expected production time above..

VI. Evaluation criteria

1. For photography consultant:

- Have at least 05 years of experience in photography, especially experience in taking photos telling stories about successes, inspirational stories related to educational content, livelihoods, and lives of ethnic minorities in Vietnam.
- Have at least 03 years of experience working with communities in ethnic minority areas in the North; have the ability to create friendly relationships with community members so that the photography process becomes natural.
- Experience participating in photo contests/exhibitions is an advantage.
- Experience working with NGOs and international organizations in similar fields.



- The quote is suitable for AEA's budget.

2. For album design consultant:

- At least 05 years of experience in designing publications, and documents, especially experience in creating visual stories related to educational content, livelihoods, and lives of ethnic minorities in Vietnam.
- Understanding of community life in ethnic minority areas in the North is an advantage.
- Experience working with NGOs and international organizations in similar fields.
- The quote is suitable for AEA's budget.

VII. Submitting documents

Interested candidates, please send your documents to the email address: hr.vietnam@action-education.org and cc: huong.tong@action-education.org with the subject: [ECCE_ Photo album of documents to improve parenting skills_Candidate's name]. AEA will only contact individuals selected for an interview—the deadline for receiving documents: is January 6, 2025. AEA will select consultants when suitable documents are received. The deadline for receiving documents may end earlier than expected when AEA has recruited consultants who meet the requirements.