

**Terms of Reference
for the Agreement for the performance of Work (APW)
with a graphic designer**

Production of infographics and graphic animations to illustrate UNAIDS-LAC contributions to regional results

1. Background and Context

UNAIDS leads the world's most extensive data collection on HIV epidemiology, programme coverage and finance and publishes the most authoritative and up-to-date information on the HIV epidemic. Under a mandate from the United Nations General Assembly, UNAIDS works with all countries to collect and analyse data on their AIDS responses and to help build the capacity to generate and use strategic information. UNAIDS data have been trusted and used by countries and organizations around the world to guide and monitor their responses to HIV since UNAIDS' inception in 1996.

With concrete targets to be met on the way to ending the AIDS epidemic by 2030, it is vital to have the right data presented in the right way for multiple audiences.

An infographic is a picture that blends data with design, storytelling and insights that help concisely communicate messages to an audience. Infographics serve to visualize the data to convey complex information to an audience in a way that can be quickly consumed and easily understood. Vision is our primary sense, and we use it to differentiate and learn the nature of everything around us by recognizing patterns. Visualizations, or making pictures from text make it easy for us to digest information more quickly and understand it.¹ The short video and graphic animations will derive from the infographics, following the same elements and standards, inspired in the Global AIDS Update 2022 identity.

The UNAIDS Support Team in Latin America and the Caribbean is looking at better ways to communicate results and the path/contribution to global achievements. Building on positive experience at global level, the RST will use infographics and short video and graphic animations to report key messages from the Global AIDS Update Report 2022 to stakeholders on social media and other online platforms.

2. Objectives of the assignment

To support UNAIDS Support Team in Latin America and the Caribbean in the production of infographics and short video and graphic animations for digital platforms inspired in the Global AIDS Update 2022, the Global AIDS Strategy 2021-2026 and the 2021 UNGA Political Declaration to end AIDS by 2030.

¹ <http://www.bethkanter.org/visualmarketing/>

3. *Description of the Assignment*

Under the overarching strategic guidance of the UNAIDS Regional Director and the direct technical supervision of the Strategic Information Adviser and the Communications and Global Advocacy Adviser, the following areas are being considered (up for discussion) to showcase UNAIDS-LAC priority messages for the region:

- Community-led HIV services.
- Progress on community-led monitoring.
- Gender-based violence and HIV.
- Women living with HIV in Latin America and the Caribbean.
- Indigenous populations and HIV.
- Afrodescendants and HIV.
- Stigma and discrimination related to Monkeypox and HIV

CONTENT SCRIPTS FOR INFOGRAPHICS AND SHORT ANIMATIONS

- I. Develop 05 (five) content scripts (2-4 pages of text) based upon extensive desk reviews
 - a. Identify key messages and develop a story line (including change requests and revisions).
 - b. Interact routinely with the UNAIDS LAC technical advisers to discuss text and data.

INFOGRAPHICS DESIGN

- II. Produce 05 infographics (02 A4 PAGES/each) + editable graphic line (fonts, backgrounds, icons, basic characters).
 - a. Create graphic line design (definition of typography, background design, icons and basic characters) for the family of infographics.
 - b. Design and layout of 05 infographics of 02 A4 pages C/U using the graphic line of the family and designing its own elements so that each infographic has a distinct identity.
 - c. Creative writing / Style correction: writing titles and subtitles, and style correction for the texts of the infographics. The information, text and numerical data for each infographic will be provided by UNAIDS in a script.

PRODUCTION OF ANIMATED VIDEOS (based on the designs used in the infographics)

- III. Production of 10 animated videos with text, graphics and basic animated characters of up to 02 minutes each, according to the script (which will be approved by UNAIDS). Includes adaptation of graphic line design of infographics, editing, text animation, graphics and basic characters.
 - a. Musicalisation (with audio and stock effects, quoted separately*). Videos will be in FULL HD format, 30 fps, 16:9 format.
 - b. Voice-over for 10 animated videos of 02 minutes duration in Spanish.
 - c. Purchase of stock music tracks (10 tracks) for use in social networks.

4. Deliverables

- 05 Infographics of 02 A4 PAGES/each + editable graphic line (fonts, backgrounds, icons, basic characters).
- Production of 10 animated videos with text, graphics and basic animated characters of up to 02 minutes each, in FULL HD format, 30 fps, 16:9 format.
- Delivery of report with all the links and description of materials produced.

5. Management and Reporting Requirements

The Consultant will:

- Be contracted by UNAIDS RST LAC under APW.
- Be accountable to and directly report to the Adviser, Communications and Global Advocacy, with support from Strategic Information Adviser and general oversight by the Regional Director.
- Be responsible for fully carrying out all tasks and activities to respond to *Consultant Responsibilities* (as per section to of these ToRs) and towards attaining expected Office results.

6. Location and Duration

Duration	The Consultancy will run from the 29 of August 2022 to 31 December 2022.
Location of the assignment:	The Consultant will work remotely and will communicate with UNAIDS teams in Panama and Country Offices via WhatsApp, TEAMS, ZOOM, and other platforms as required.
Travel:	No travel will be required for the period of this consultancy.

7. Qualification Requirements

Minimums requirements:

- Proven professional experience and excellent understanding of audio-visual productions and remote coordination of photography and videography services.
- Proven solid knowledge and experience in audio-visual storytelling
- Proven experience with graphic design and short animations
- More than 5 years of experience in audiovisual production.
- Demonstrated experience in audio-visual direction guaranteeing cohesion and high-quality delivery in the script and final editing.
- Understanding of documenting information around HIV and the sensitivities involved.
- Experience with HIV and the UN system is a plus

8. *Payment Schedule*

Payment will be made against deliverables as follows:

Deliverable	Description	%
1	Upon signature of the contract	25
2	-05 Infographics of 02 A4 PAGES/each in Spanish, editable graphic line (fonts, backgrounds, icons, basic characters).	25
3	-Production of 10 animated videos with text, graphics and basic animated characters in Spanish Final report	50

9. *Apply to Consultancy*

Candidates who meet the requirements are encouraged to send their CV and financial proposal to cardenaschot@unaids.org with a copy to decastrod@unaids.org and sedayma@unaids.org **until 15 August 2021** using the following subject: “**Production of infographics and graphic animations**”.

The contract will be issued in USD or in local currencies depending on the context, and currency exchange will be done using the UN exchange rate released in the month of the contract issuance.