

TERMS OF REFERENCE

CONSULTANT

Graphic Artist

I. BACKGROUND

Child Rights Coalition Asia (CRC Asia) is a regional network of organizations working together for the fulfillment of children's rights. The United Nations Convention on the Rights of the Child (UN CRC) and its Optional Protocols serve as the foundation of its work. CRC Asia's mission is to be a strong voice for child rights by leading in strengthening child rights movements, promoting innovative programs, and advocating better policies for and with children in the region.

Based on the new strategic plan, CRC Asia aims to serve as a trusted and reliable knowledge and learning hub for its network on innovations and emerging issues and threats to child rights advocacy. Coming up with a brand kit, consisting of original child-friendly illustrations, will help raise awareness, credibility, and position of CRC Asia as a strong voice for child rights in Asia.

II. TASKS OF THE CONSULTANT

The Consultant will be in charge of creating original illustrations that can be used by CRC Asia for its publications, reports (annual reports, newsletters), information, education, and communication materials online (social media art cards, cover photos) and offline (presentations, ID tags, merchandise)

Specifically, the Consultant is expected to:

- Provide multi-color, original, and child-friendly illustrations of children and youth from Asia that can be used in Canva and in Adobe Photoshop, Illustrator, InDesign, etc. and which can be used for publications, reports, art cards, presentations, ID tags, and other CRC Asia merchandise (t-shirts, tote bags, and stickers)
- Provide raw files of multi-color, original, and child-friendly illustrations
- Ensure that final designs achieve artistic or functional objectives in line with CRC Asia's values and identity

III. QUALIFICATIONS

The Consultancy Team is expected to have:

- At least 2 years of experience in graphic design and illustrating
- Have a broad knowledge of current graphic design tools in the field and new software including use of Canva, Adobe tools, etc. and other applicable tools
- Have a broad knowledge of recent trends in graphic design
- Proven experience in producing graphic designs, illustrations, and other related products
- Demonstrate the ability to create child-friendly, innovative, and visually appealing design

The Consultancy Team is preferred to have:

- Experience working for child rights organizations
- Experience working on child-friendly graphic artwork/templates

IV. DELIVERABLES AND TIMEFRAME

The Consultant is expected to start on April 1, 2025 and finish all deliverables by May 31, 2025.

Deliverables	Deadline
Provide first batch of 12 multi-color, original, and child-friendly illustrations of children, youth, and parents/caregivers from Asia (in PNG, JPG with editable files in Canva, .PSD and in .AI)	April 30, 2025
Provide second batch of 12 multi-color, original, and child-friendly illustrations of children, youth, and parents/caregivers from Asia (in PNG, JPG with editable files in Canva, .PSD and in .AI)	May 31, 2025
Provide all raw files of multi-color, original, and child-friendly illustrations (in PNG, JPG with editable files in Canva, .PSD and in .AI)	May 31, 2025

V. PAYMENT

For the services, the Consultant/Consultancy Team will be paid **TWENTY THOUSAND PESOS (PHP 20,000.00) net of taxes and bank charges.**