

Terms of Reference (ToR) for the Post of
'Designer, Video -Editor and Animator' for Digital Signage, HPB

A. Introduction

Health Promotion Bureau with collaboration of the Ministry of Health and the Primary care Strengthening Project has proposed a fleet of digital signage screens (600 screens island-wide) for health care institutions in Sri Lanka. Digital signage platform is expected to act as a forum for imparting health related information aiming to improve knowledge, positive attitudes and decision-making skills of the community who reach hospitals and public health care institutions. Moreover, timely health messages customized to the particular audience in the specific setting displayed through digital signage would serve as an effective indirect channel of communication.

B. Objectives

Health Promotion Bureau aims to establish strong partnership with general public, meeting their specific health information needs and requirements through better IEC (Information, Education and Communication) materials.

The graphic designer, videographer and the animator is expected to deliver quality designs for various IEC materials completed in line with the inputs given by the Health Promotion Bureau, within specified deadlines.

C. Tasks and Responsibilities

1. Create illustrative IEC materials such as animations, presentations and videos in a format which can be uploaded to the digital signage
2. Implement the graphic designs of the IEC materials assigned by the Head, IEC Development Unit
3. Deliver creative and innovative ideas for electronic, web-based IEC products
4. Skill in videography and photography
5. Design of presentations and other communication materials for publishing in the digital platform
6. Improve and edit art work, photos and other graphic elements;
7. Layout and design IEC materials in video form
8. Custom photo editing

9. Strong practical background in graphic design, including the use of design software (Adobe, after effect, Adobe Premier, 3D Maya, Adobe photoshop. Adobe illustrator, Adobe light room)
10. Show a clear and mature style of design, demonstrating an understanding of the health communication material requirements
11. Proven experience of graphic production from start to published product
12. Good understanding of new and evolving technologies and digital platforms
13. Knowledge of standard software packages
14. Working experience in development of public health IEC
15. Skills in uploading IEC to the digital signage
16. Create the playlist and ensure the continuous telecast digital signage channel
17. Proofreading skill to produce a quality work
18. Should upload content only approved by the IEC unit Head or the Director HPB
19. Should assure, observe and responsible for smooth and continuous functioning of the digital signage channel
20. Excellent skills in liaison and team-work

Qualification and experience

	Criteria (Explained below)	Maximum Points	Minimum Required
1.	Should be a Sri Lankan citizen.	Mandatory	
2.	Higher National Diploma or Equivalent NVQ Level 6 Qualification in Graphic designing and photo editing	Mandatory	
3	Proficiency in Create illustrative IEC materials such as animations, presentations and videos	10	5
4	Proficiency in Skill in videography and photography	10	5
5	Strong practical background in graphic design, including the use of design software (Adobe, after effect, Adobe Premier, 3D Maya, Adobe photoshop. Adobe illustrator, Adobe light room)	20	10
6	Proven experience of graphic production from start to published product	20	10
7.	Knowledge of standard software packages	20	10
8.	Working experience in development of public health IEC	10	5
9.	Skills in uploading IEC to the digital signage	10	5

Application instructions

Please follow the following instructions in applying to the post/s;

Signed curriculum vitae must be provided to demonstrate fulfilment of above qualifications.

Clearly mention the experience of the consultant according to the format given above.

The evaluation will be done solely on the information provided; hence the submission of the necessary details is a responsibility of the applicant.

Financial proposal must be on monthly basis.

Inputs from the consultant;

Telephone connectivity

Data connectivity while not stationed at the Health Promotion Bureau.

Client Inputs;

Providing a physical space at the Health Promotion Bureau, Ministry of Health, 02 Kynsey Road, Colombo 08

Technical Coordination of the activities will be by the Director (Health Promotion Bureau), Ministry of Health or an officer designated by him.

Payments

Payments will be made on monthly basis on satisfactory submission of; Progress report duly signed by the Director (Health Promotion Bureau) Ministry of Health or designated officer based on satisfactory completion of the activities in the advance programme. Submission of the duly signed advance programme by the Director (Health Promotion Bureau) Ministry of Health or designated officer.

Copyright and ownership

The Ministry of Health, Nutrition and Indigenous Medicine will have the ownership over Intellectual Property of content developed through the consultancy.

The consultants are prohibited from using and software code, components that would infringe on the intellectual property of any party.

The consultant shall defend, indemnify and hold harmless the Ministry of Health and Health Promotion Bureau or and of its affiliated entities from any and all losses for infringement of a patent or patents, copyrights, trademarks or any other intellectual property right or trade secret misappropriation growing out of or incident to the work or the equipment or material furnished by the contractor in its performance of the work.