



Maldives Pension Administration Office
Republic of Maldives

Pension and Social Protection Administration Project

IDA Credit No.: 4611-MV

Date: 30 September, 2013

Terms of Reference for a Graphics & Animation Designer

A. Background

The Capital Market Development Authority ('CMDA' or 'the Authority') is mandated by law with regulating the capital market of the Maldives, whereby it regulates issuers of securities, the stock exchange and other licensed entities. In addition, it also has the complementary mandate of developing the capital market, by encouraging companies to issue securities, and educating investors to invest in the Maldives capital market. The Authority also carries out supervisory activities with respect to the Maldives Retirement Pension Scheme under the Maldives Pension Act (8/2009). These mandates require the Authority to disseminate information to various stakeholders.

CMDA requires a graphics and animation designer to create graphics and design templates and styles for booklets, documents, videos and the like used in its various public awareness and education initiatives (detailed below).

B. Objective

The main objective is to develop graphics and design templates and styles as specified in the 'Scope of Services' within the timeframe specified in 'Duration and Deadlines'.

C. Scope of services

The tasks of the designer shall include the following:

1. Develop graphics and design for the following books:

a. English version of the 'Financial Planning Booklet - Basic'

This book includes basic information on financial planning. As such, the content shall be the same as the already published Dhivehi version of the book. However the English version shall be designed as a comic strip rather than an information manual. The graphics designer shall be responsible for the full design and graphics of the book in consultation with CMDA.

b. Dhivehi version of booklet on 'Investor rights and responsibilities'

- c. English version of booklet (including comic strips) on ‘Investor rights and responsibilities’
- d. ‘Going Public Information Pack’

2. Design theme for Capital Market seminar:

Design files, banners and templates of documents for the seminar using a unified theme.

3. Create 3 animation clips:

- a. 2 clips from ‘Financial Planning Booklet – Basic’
- b. 1 clip from ‘Investor rights and responsibilities’

D. Schedule of Completion of Tasks

a. Reports and forms required for monitoring of tasks conducted by the designer shall be completed within the period allocated and submitted on a timely basis, as follows:

- a. Monthly updates on status of work to CEO of CMDA and the PMU
- b. Timely completion of tasks assigned and follow-up reports
- c. Documented details of tasks carried out.

b. To carry out these tasks, the designer is required for the period from September 2013 through March 2014. Work may be conducted onsite, stationed at the premises specified by the CMDA or from home office as and when necessary.

E. Services and facilities to be provided by the client

a. CMDA ensures that office space, office facilities, local calls, internet connection, general stationery, support staff and all other relevant information for the completion of the task is made available to the selected Consultant where necessary.

F. Expected Deliverables

- Financial Planning Booklet – English
- Dhivehi version of booklet on ‘Investor rights and responsibilities’
- English version of booklet on ‘Investor rights and responsibilities’
- ‘Going Public Information Pack’
- Theme for Capital Market Seminar – templates for files, documents and banners
- Animation clips X 3 (as specified in the ‘Scope of Services’)

G. Duration and Deadline

Main Deliverable	Draft version	Final version
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'Financial Planning Booklet – English'	30 days from signing of contract	10 days from approval of the draft
'Going Public Information Pack'	60 days from signing of contract	10 days from approval of the draft
Booklet on investor rights and responsibilities – Dhivehi	90 days from signing of contract	10 days from approval of the draft
Booklet on investor rights and responsibilities – English	110 days from signing of contract	10 days from approval of the draft
Design tasks for Seminar	1 month before the seminar	10 days from approval design
Animation clips	90 days from signing of contract	20 days from approval of the draft

H. Procedure for Review of Outputs and Reporting Arrangements

The contractor will work closely with staff of CMDA assigned for the project on all issues related to the development of the deliverables.

The design and content will be approved by staff assigned by CMDA.

All sources, related to the content, design and other materials represent the property of CMDA.

I. Required Expertise

- a. Experience in graphics design and animation.
- b. Past expertise and experience relevant to financial education in is highly desirable
- c. Quality of portfolio.
- d. Prior work on projects related to the deliverables on this TOR.