



TERMS OF REFERENCE

LAY-OUT AND GRAPHIC DESIGN FOR THE 2020 GCG ANNUAL REPORT

I. INTRODUCTION

As mandated by R.A. No. 10149 “the GCG shall prepare an annual report on the performance of the GOCCs and submit it to the President and the Congress.” The said annual report contains the progress made by the Governance Commission in the Government Corporate Sector and the latest information on the performance of the GOCC Sector.

In this regard, the services in graphic design are necessary for the creation of the 2020 GCG Annual Report. This material will be a key communication tool to report the reforms instituted, initiatives implemented, and progress made in the Government Corporate Sector since 2011, pursuant to the mandates of the GOCC Governance Act of 2011, as well as educate the various stakeholders of the GCG on the latest information on the performance of the GOCC Sector.

II. NEED FOR A SERVICE PROVIDER

The need to engage the services of a Graphic Designer is being proposed due to limited in-house capability, and the strength of expertise in the private sector. Accordingly, the Governance Commission has allotted **ONE HUNDRED FIFTY THOUSAND PESOS (P150,000.00)**, inclusive of applicable taxes, for CY 2021.

III. QUALIFICATIONS OF THE SERVICE PROVIDER

1. Type

Firm Individual

2. Expertise Required:

- Must have produced at least two (2) creative projects which are similar in nature to the requirement of GCG (e.g. glossy magazines, coffee table books, brochures, annual reports, corporate calendars, etc.)
- Must have at least one (1) year experience developing graphic design and meeting strict deadlines.

IV. SCOPE OF WORK OF THE SERVICE PROVIDER

The scope of work of the Service Provider shall include, but is not limited to the following tasks:

1. Present three (3) possible concepts/themes for the layout following the preferred color scheme of GCG;
2. Design graphics and provide artistic and technical inputs for the communication materials for the 2020 GCG Annual Report;
3. Create the graphics according to the agreed concept, specification, and standards;
4. Utilize existing stock photos to be provided by GCG as materials for the design layout of the Annual Report, as needed;
5. Utilize and share an online repository of all approved design and photos that may be used in the annual report;

6. Provide complete drafts of the communication materials;
7. Submit revised drafts on agreed timelines;
8. Submit final and complete output and other necessary elements on agreed timelines;
9. Provide assistance and prompt action when needed in accessing the drafts and final output;
10. Anticipate and account for the fact that draft revisions may be done; and
11. Receive feedback through a client satisfaction survey conducted by GCG with the project's end-users and participants.

V. CONFIDENTIALITY

1. The Service Provider will ensure that all information shared by GCG under this project will remain confidential even after the termination of the contract.
2. The Service Provider will be required to follow the rules on confidentiality and code of ethics as applicable to officials of the public service.

VI. TIME FRAME AND PAYMENT SCHEDULE

1. Contract duration is three (3) months to commence from the issuance of the Notice to Proceed.
2. The Approved Budget of the Contract is **ONE HUNDRED FIFTY THOUSAND PESOS (P150,000.00)**, inclusive of local taxes applicable for contractor of services.
3. The Service Provider shall be paid a fixed percentage of the contract price based on the following Output/Milestones:

OUTPUT/MILESTONE	PAYMENT (% OF CONTRACT AMOUNT)
Concept Design	10%
1 st Complete Draft	20%
2 nd Complete Draft	20%
Final Complete 2020 GCG Annual Report	50%

4. All Output(s)/Milestone(s) must be delivered on or before 31 December 2021.

VII. EXPECTED RESULTS AND DELIVERABLES OF THE SERVICE PROVIDER

The Service Provider shall be in close coordination with the Strategy Management Division. The Service Provider shall be readily contacted through electronic means to schedule meetings as may be needed to accomplish the scope of work under this Terms of Reference.

The Service Provider is also expected to submit/produce the following outputs/deliverables based on the schedule below after receipt of the Notice to Proceed:

MILESTONE	DESCRIPTION	RESPONSIBLE	WEEK
Concept Design	Turnover of Draft 2020 GCG Annual Report	GCG	Month 1, Week 1
	Design pegs and layout Overall theme of the report Proposed cover page design	Service Provider	Month 1, Week 2
	Approved Design pegs and layout Approved Overall theme of the report Approved Proposed cover page design	GCG	Month 1, Week 3
1 st Complete Draft	Draft 1 layout of articles and infographics based on approved design	Service Provider	Month 1, Week 4 to Month 2, Week 1
	Feedback on Draft 1 layout of articles and infographics based on approved design	GCG	Month 2, Week 2
	Revised Draft 1 layout of articles and infographics based on feedback	Service Provider	Month 2, Week 3
	Feedback on Revised Draft 1 layout of articles and infographics based on approved design	GCG	Month 2, Week 4
2 nd Complete Draft	Draft 2 layout of articles and infographics based on revisions on Draft 1	Service Provider	Month 3, Week 1
	Feedback on Draft 2 layout of articles and infographics	GCG	Month 3, Week 2
	Revised Draft 2 layout of articles and infographics	Service Provider	Month 3, Week 2
	To route to the Commission Proper the revised 2 nd Draft layout of articles and infographics for additional comments	GCG	Month 3, Week 3
	Final Feedback of the Office of the Commission Proper on Draft 2 layout of articles and infographics	GCG	Month 3, Week 4

MILESTONE	DESCRIPTION	RESPONSIBLE	WEEK
Final Complete 2020 GCG Annual Report	Revised and Final Draft 2 layout of articles and infographics	Service Provider	Month 3, Week 4