

Terms of Reference for Graphic Design and Visual Communication Services

(including video editing and multimedia support)

1. Introduction

The INTOSAI Development Initiative (IDI) invites qualified suppliers to submit proposals to provide graphic design and visual communications services.

The purpose of this procurement is to select a professional graphic design agency with the capacity to provide video editing and multimedia support services to support IDI's communication, learning, and advocacy activities.

The selected agency will support IDI in producing high-quality visual materials for communications, digital learning, and knowledge products. The agency will support IDI in:

- producing visually engaging communication materials
- transforming complex information into accessible visual formats
- supporting digital communication campaigns and learning materials
- video editing and production

2. Contracting Approach

IDI intends to establish a framework agreement with an agency capable of delivering the required visual communication services.

Assignments will be issued under call-down contracts throughout the framework agreement.

Placement under the framework agreement does not guarantee a minimum volume of work or commit the IDI to any contractual obligations, although IDI anticipates regular assignments throughout the duration of the framework agreement.

3. Background

[The INTOSAI Development Initiative](#) (IDI) supports Supreme Audit Institutions (SAIs) in developing countries to sustainably enhance their performance, independence, and professionalism.

IDI's global communication strategy seeks to strengthen support to SAIs in developing countries by communicating IDI's value, raising awareness on the role, value, benefits and challenges of SAIs, and advocating for a better SAI environment and support. Visual communication plays an important role in helping IDI communicate complex topics related to governance, accountability, and public financial management in clear and engaging ways.

IDI produces a wide range of visual communication products, including:

- Website and social media communication materials
- eLearning courses and learning resources
- Publications and reports
- Advocacy materials and presentations
- Graphic design and infographics
- Videos, video editing, and multimedia content
- Event communication materials

To support these activities, IDI seeks to engage a graphic design and multimedia service provider capable of delivering video editing to provide integrated visual communication services.

4. Scope of services

4.1 Graphic Design - Graphic design services for digital and print communication products. All design work must comply with IDI's Visual Identity Guidelines and branding requirements.

Assignments may include:

- Designing reports, publications, and knowledge products
- Preparing infographics and data visualisation (static and interactive)
- Developing social media graphics and campaign materials
- Creating visual assets for websites and online newsletters
- Designing graphics for eLearning materials
- PowerPoint presentations and templates
- Creating and modifying document templates (Word and PowerPoint)
- Designing event communication materials (banners, roll-ups, handouts)
- Design work must follow IDI's visual identity guidelines
- Providing other graphic design services as required by the IDI

4.2 Video Editing and Multimedia Support - The service provider may also support IDI with video editing and multimedia production for communications and learning purposes.

Assignments may include:

- Editing interviews and videos
- Producing and editing short promotional videos (30 seconds to 10 minutes long)
- Editing video materials for eLearning courses
- Integrating subtitles, captions, and graphics
- Sound editing and audio cleaning
- Formatting videos for digital platforms
- Producing high-quality videos from still images, incorporating subtitles, voice-over, b-roll footage, and background audio
- Optimising videos for accessibility, social media engagement, and platform-specific requirements
- Basic colour correction and sound balancing

4.3 Motion Graphics and Animation - Creating animated visual content for the web and social media, including:

- Animated infographics (data-driven visual animations presenting key messages and statistics)
- Short explainer videos (narrative-driven videos explaining concepts, initiatives, or processes using voice-over and structured storytelling)
- Motion graphics and animated content, including intros, title sequences, transitions, lower thirds, and social media visuals

4.4 Infographics and Data Visualisation - Visual interpretation of complex information for publications, reports, presentations, brochures, websites, and digital platforms, including:

- Statistical data
- Programme results
- Research findings
- Conceptual frameworks

5. Content requirements

5.1 Accessibility and Inclusiveness

Visual communication products must support:

- Clear readability and accessibility (i.e. accessible PDFs)
- Inclusive and diverse representation
- Subtitles or captions for video where appropriate
- WCAG 2.1 compliance

5.2 Language Requirements

IDI works in multiple languages, including English, French, Spanish, Arabic, Portuguese, and Russian. Though not necessary to perform in all/several of these languages, the service provider's ability to adapt designs for multilingual content is essential.

5.3 Deliverables and file formats:

Suppliers must provide files in commonly used formats, including:

- Adobe Creative Suite formats (Illustrator, InDesign, Photoshop, After Effects, Premiere)
- Editable Canva files where relevant
- Web and social media formats (PNG, JPG, MP4, GIF)
- Editable formats where relevant (PowerPoint, Word)
- All editable source files and working files must be delivered to IDI upon completion of assignments.

6. Duration of the Framework Agreement

The framework agreement will be valid for a period of two years from the date of signature. The total value of call-down contracts for each framework holder shall not exceed the EU procurement threshold for service contracts (currently EUR 214 000, excluding VAT).

7. Eligibility and Minimum Requirements

Suppliers may apply as visual communication, graphic design, multimedia, or creative agencies. Agencies must demonstrate:

- A minimum of five (5) years of relevant professional experience as an agency, supported by a qualified team with expertise in graphic design and/or visual communications. Please provide profiles or CVs of key personnel.
- Proven capacity to deliver video editing, motion graphics, and animation services.
- Ability to work in two or more of IDI's working languages (English, French, Spanish, and/or Arabic).
- Demonstrated experience in producing high-quality visual communication products for digital platforms.
- Experience working with international organisations and/or public sector institutions (e.g. multilateral, governmental, or development organisations) will be considered an asset.
- Experience in communicating complex topics (e.g. governance, public finance, or audit) through clear and engaging visual storytelling will be considered an asset.
- Experience in supporting digital communication campaigns and knowledge dissemination initiatives will be considered an asset.
- Experience in applying accessible and inclusive design principles in digital content will be considered an asset.

8. Submission Requirements

Service providers must submit the following:

- Cover Letter and a presentation deck describing the service provider's experience and areas of expertise
- Company Profile, including team structure, years of experience, and language capabilities.
- Methodology: A short description of the agency's approach to client onboarding, strategic alignment, creative development process, quality assurance, and collaboration with long-term clients.
- Portfolio: A portfolio including 5–8 relevant projects, including:
 - ✓ graphic design or publication design in different languages
 - ✓ infographics or data visualisation
 - ✓ social media visuals or campaigns
 - ✓ video editing, animation, or motion graphics examples (including both short-form and longer-form content, e.g. 30 seconds to 5 minutes)

- Format: Samples and applications may be submitted in JPG, JPEG, PNG, PDF, MP3, MP4, and other media formats that do not require specialised software. You can share a link to a cloud-based folder that includes the company deck.
- Financial Proposal: Suppliers must provide hourly fee rates (in Norwegian Kroner or other specified currency), excluding VAT, estimated price ranges for typical deliverables, and the number of revision rounds included. Include indicative hourly rates and estimated price ranges for typical deliverables similar to those included in the portfolio.
- References: Minimum three client references, including contact information.
- If AI-supported tools are used in the creative or production process, suppliers should briefly describe their approach to intellectual property, data protection, privacy, consent, and quality assurance.

9. Evaluation Criteria

Criteria	Maximum Score
Technical *	
Relevant Agency Experience – Experience delivering visual communications services for similar clients / Experience in Graphic Design for web pages, portals and eLearning content	20
Portfolio quality and Creativity - Visual quality and relevance of previous work	20
Video Editing and motion graphics capability	15
Technical capacity, team composition, and working approach: Skills and structure of the agency team**	15
Financial Proposal – Competitiveness of price	
Fee Rate per hour (based on Norwegian Kroner equivalent at time of evaluation)	30***
TOTAL	100

* Minimum technical score 50% to be considered eligible

**Suppliers must provide a brief description of their core team, including roles such as graphic designer(s), video editor(s), motion graphics specialist, project manager, creative lead, etc. Suppliers may also be assessed on their approach to collaboration, strategic alignment, and quality assurance processes.

*** The lowest priced fee rate of eligible applicants will be scored at 30; others will be scored according to the following formula: score = (lowest fee rate / quoted fee rate) * 30

10. Intellectual Property Rights

All final deliverables, including editable source files, designs, videos, animations, and multimedia assets produced under this framework agreement, shall become the property of IDI upon full payment.

11. Data Protection

IDI will process personal data in accordance with the EU General Data Protection Regulation (GDPR).

12. Selection of Service Suppliers for the Framework Agreement:

Selection will be based on a cumulative analysis of the evaluation criteria provided in section (10).

13. Deadline

The proposal must be submitted by 10 June 2026.

14. Contact details

Please send your proposal in the first instance to Ms. Karina Mera, Digital Communications Manager, email karina.mera.warholm@idi.no . Please copy in Ms. Carolyn Lillehovde, Strategic Communications Manager, email carolyn.lillehovde@idi.no , and communications@idi.no