Request for Proposals – Play to Learn

Graphic design, infographic design, and layout

Sesame Workshop and its partners were awarded a $100 million grant from the LEGO Foundation for the Play to Learn Project in 2018 in order to support new early childhood development programs for millions of children affected by the Rohingya and Syrian refugee crises. The 5-year program leverages the power of learning through play, providing communities affected by refugee crises access to vital early learning opportunities. Sesame Workshop is seeking bids from consultants or small consultant teams who can provide graphic design, data visualization, infographic design, and document layout services over the course of 2022, with potential to extend into 2023 based on performance. All graphics would be made for print.

The Play to Learn Consortium will have a variety of information from research, programs, monitoring, user testing, and evaluation that will need to have a uniform look and feel as it is communicated outward to key audiences: governments, donors, and humanitarian practitioners. The data, text, and assets used to create the work will come from Sesame Workshop (consortium lead), the International Rescue Committee, BRAC, and NYU Global TIES.

The list of work needed is as follows:

- Up to 24 briefs/factsheets that will require layout and document design services on a variety of topics. Layout and document design would follow the Play to Learn brand and style guide. The Play to Learn Consortium will provide the text for the briefs/factsheets and also has assets like high-resolution photographs, icons, or illustrations that can be used. The number and length are as follows:
    o Fact sheets: up to 5 factsheets, 2 pages in length (10 pages total)
    o Briefs: up to 17 briefs, 2-5 pages in length (34-85 pages total)
- Up to 25 graphics, infographics, or data visualizations, using data from a variety of sources. These would vary in complexity. About 20 of the graphics/infographics/data visualizations would be simple, such as process maps, timelines, theory of change infographics or visualizations of lessons learned or project implementation data. Up to 5 of the graphics/infographics would require more complex work, combining multiple data sources into a single infographic.

The Play to Learn Consortium would strive to have the work balanced across the calendar year; however, the consultancy may require some last-minute work. The consultant would collaboratively develop a process for review and approval of final content (e.g. specifying lead time, review time) in order to assure the work can progress in a timely manner.

Examples of the Play to Learn brand and Sesame Workshop brand are at the links below:

- https://www.sesameworkshop.org/what-we-do/learning-through-play
- https://www.sesameworkshop.org/sites/default/files/2020-01/infographic_brac_brochure12_lo.pdf

The value of this RFP is $40,000.

Payment structure: Deliverables based payment

Application process: Please submit bids by January 30, 2021 to anjuli.shivshanker@sesame.org

Bids should include:

- 3 examples of past work, that illustrate a capacity to deliver the combinations of briefs, factsheets, and graphics outlined above
- A deliverables-based budget (e.g. a budget where the price per deliverable are clearly delineated)