United Nations Educational, Scientific and Cultural Organization

Procurement Notice/Advertisement
Open International Competition (OIC)

Country of Destination: France

Reference Number: UNESCO WAL 2017

Description: Conceptual Graphic Design Proposal

Deadline for Submission of Sealed Tenders: 7 May 2017

Posting Date: 7 April 2017

The United Nations Educational, Science and Cultural Organization (UNESCO) hereby invite qualified individuals/companies to submit sealed tenders as follows:

Conceptual graphic design proposal for the development of a global online platform entitled "UNESCO World Atlas of Languages (UNESCO WAL)".

The UNESCO WAL aims to contribute to the safeguarding of the world's diverse linguistic, cultural and documentary heritage, in multiple languages, and reinforce the modalities for implementation of UNESCO's Recommendation concerning the Promotion of Universal Access and Multilingualism in Cyberspace (2003).

The WAL will be developed as a new version of the existing UNESCO World Atlas of Languages in Danger. It will include a multi-tiered interactive platform, with inputs from: (i) the Global Task Force (GTF), (ii) International Consultative Committee (ICC), (iii) Global Institutional Network (GIN); and (iv) Language speaker communities.

It is expected that this online platform would nurture education, build new knowledge, encourage exchange of scientific results among higher educational institutions, libraries, archives and other public and private organizations, promote open access to scientific resources, and empower local communities to use their own languages in cyberspace.

The final delivery date is 30 November 2017.

Objectives and Scope

UNESCO is seeking proposals to prepare a conceptual graphic design for the development of a global online platform entitled "UNESCO World Atlas of Languages (UNESCO WAL)". The proposal should be prepared in line with UNESCO's "Roadmap towards UNESCO's World Atlas of Languages".

The proposals shall contribute to achieving the platform's main objectives, which are formulated around three axes:

- Enriching the current online platform, entitled *UNESCO Atlas of the World's Languages in Danger,* to make it, as the *UNESCO World Atlas of Languages,* as a top resource for language preservation, monitoring, promotion, knowledge sharing on language-related issues, as well as an interactive tool for languages teaching and learning;

- Building professional and institutional capacities to nourish languages revitalization and documentation efforts through the use of multilingual web interfaces, the conception of new ICT tools, and by gathering collaborative contributions from involved stakeholders;

- Raising awareness among UNESCO's Member States about the importance of linguistic diversity and multilingualism, particularly in the cyberspace, and securing extra-budgetary resources for the implementation of the global initiative.

The major expected output/deliverable is a comprehensive conceptual graphic design proposal, including all technical elements such as all source files with necessary images, scripts, style sheets ready to be displayed on the web browser for the technical development of the above-mentioned platform.

Expected Procurement Components

In light of the above, the Work will consist of:

Phase I: Initiation

Activities:	*Deliverables:*
1.1. Conduct a brief background research for the preparation of the final conceptual graphic design.	1. Project timeline.
1.2. Describe a set of tools to use for the collaboration with UNESCO	
1.3. Propose a project timeline.	

Phase II: Definition of the conceptual design

2.1. Propose a methodology, the approaches and main ideas for conducting the conceptual design.	2. Initial conceptual design proposal
2.2. Propose an initial conceptual design proposal, including different concept design intentions.	
2.3. Deliver a presentation to UNESCO.	3. Presentation

		material for the definition of the conceptual design

3.4. Provide details and explanations to UNESCO so that the Organization can make choices on the proposed design intentions.

Phase III. Conception

3.1. Based on the choices made in the previous phase, develop at least one design concept "look-and-feel", including sketches or rough drafts that illustrate potential design approaches including user experience, user interaction and user interface design. This may include different combining elements from various concepts such as languages, map/atlas, territory, language community and speakers and sustainable development.

4. Design concept "look-and-feel"

3.2. Define main flows of interactions and paths through which user access content and information, including navigation flow, info-architecture and interactive prototype. Four user groups are expected:

5. Scheme with main flows of interactions and paths

- Global Task Force (GTF);
- International Consultative Committee (ICC);
- Global International Educational Network (GIN);
- Language speaker community.

3.3. Help UNESCO to carry out user tests.

3.4. Based on the results, provide a clear conceptual structure of the online platform including a generic page template and main wireframes of the interface:

6. Document providing an overall structure

- Home page, main sections and subsections;
- Specific "Language window" to present each language including text, image, audio files and other formats, as well as automated solutions for data visualization.
- Partner pages including committee, institutional partner and virtual language speaker community, as well as navigation-storyboard, learning path and other visual elements.

3.5. Ensure the highest web and information accessibility requirements for the design (Ref.: Web Content Accessibility Guidelines (WCAG, W3C) and The Guidelines for Accessible

[Information](#)).

3.6. Provide examples of the images, colour palettes, font styles, icons, infographics, maps, visualization options of data, other design features, and a tagline or keywords to incorporate into the logo design.

3.7. Provide examples of different linguistic versions of the "Language window" (one in English and at least two other languages including a non-Latin script).

3. Images of different linguistic versions of the "Language window"

3.8. Attend the consultative meeting with experts, which will be organized by UNESCO.

4. Meeting notes.

3.9. Propose a revised project timeline.

5. Revised project timeline.

Phase IV. Production

4.1. Produce all images into technical elements ready for integration into the final portal implementation, including HTML files, images, scripts, CSS style sheets.

6. Technical files for implementation : HTML, CSS, jpeg, javascript, etc.

Phase V: Maintenance

5.1. Deliver all the necessary source files to ensure the continuation of the project: images, fonts, etc.

7. Source PSD, fonts, logos, etc.
8. Updated technical files

5.2. Adjust the proposed design concept and adapt it to the technical specifications.
5.3. Repair errors.
5.4. Provide maintenance services, which might be required during the technical development phase

Preliminary Timing:

The phase I – Initiation: 15 July 2017

The phase II – Definition: 15 September 2017

The phase III – Conception: 30 October 2017

The phase IV – Production: 30 November 2017

The phase V – Maintenance: 30 December 2017

For the implementation, UNESCO will:

- Provide "raw materials", including a draft structure of the platform which will be used to define main sections, subsections and specific language window as well as survey template.
- Organize a meeting to consult experts working in the subject area.
- Collaborate and contribute to the peer review of the proposal, and validate the proposed conceptual design
- Carry out a user testing on the proposed conceptual design.

For the implementation, the Implementer might include in its team the following specialists:
- Graphic designer
- Web cartographer
- Web developer
- Artist
- Other

Qualifications required

For individual candidates:

- Academic background in visual art studies and web design (minimum BA degree);
- Minimum five year experience in graphic design industry;
- Reference list and visual examples demonstrating qualifications and experience as well information about previous projects for participation in this possible upcoming solicitation process;
- Curriculum Vitae in English;
- Contact information including full name and address, country, telephone and fax numbers, e-mail address, website and contact person.

For institutional entities:

- Brief presentation of your institution including number of staff, turnover, years in business;
- Reference list and visual examples demonstrating qualifications for participating in this possible upcoming solicitation process;
- At least two CVs of staff to be involved demonstrating academic background in visual art studies and web design (minimum BA degree);
- Contact information (full name and address, country, telephone and fax numbers, e-mail address, website and contact person).

Special Procurement Conditions and Additional Information:

Interested candidates should send to UNESCO by 7 May 2017:

- Letter expressing their interest and motivation for carrying out this work (not more than 4 pages);
- Proposal for the conceptual graphic design of the global online platform entitled "UNESCO World Atlas of Languages (UNESCO WAL)" which could serve as a basis for further elaboration; and

- Financial proposal – quotation regarding the fees to carry out the work using recommended annexed form (see Annex I), including a provisional timeline.

The purpose of this notice is to provide general information on the requirements for the procurement process and to inform interested suppliers how to obtain a copy of the Solicitation Documents.

Interested companies who wish to participate in the OIC must request for a complete set of Solicitation Documents, available free of charge, from UNESCO contact person at the address shown below.

The sealed tenders must be delivered to the **UNESCO Headquarters in Paris** on or before **07/05/2017 at 18:00 hours**, in strict compliance with the instructions as stipulated in the Solicitation Documents.

UNESCO reserves the right to amend the documents at any time during the solicitation process. Any amendments or clarifications will be communicated directly to all Bidders who have requested for a complete set of solicitation documents and officially confirmed their intention to submit a sealed tender. No remuneration will be made to companies for preparation and submission of their tenders.

UNESCO Contact Information:

Communication and Information Sector
Knowledge Societies Division
7, place de Fontenoy
75352 Paris 07 SP France
Attn: Ms I. Kasinskaite-Buddeberg
E-mail: Ms I. Kasinskaite(at)unesco.org

Annex I

Recommended budget table (in US dollars)

Cost Elements Description	Year 1	Total
Staff		
Travel costs	-	-
International experts/Consultants	-	-
Administrative and Technical support staff	-	-
Staff fee	-	-
Total Staff	-	-
Subcontracts	-	-
Meetings	-	-
Equipment	-	-
Miscellaneous	-	-
TOTAL	-	-