

TERMS OF REFERENCE (ToR)

# Multimedia Design and Digitalization for E-Learning Consultant



ToR

## About ICIMOD

The Hindu Kush Himalaya (HKH) region stretches 3,500km across Asia, spanning eight countries – Afghanistan, Bangladesh, Bhutan, China, India, Myanmar, Nepal, and Pakistan. Encompassing high-altitude mountain ranges, mid-hills, and plains, the zone is vital for the food, water, and energy security of up to two billion people and is a habitat for countless irreplaceable species. It is also acutely fragile – and frontline to the impacts of the triple planetary crisis of climate change, pollution, and biodiversity loss.

The International Centre for Integrated Mountain Development (ICIMOD), based in Kathmandu, Nepal, is an international organisation established in 1983, that is working to make this critical region greener, more inclusive and climate resilient. For more information, read our [Strategy 2030](#) and explore our [website](#).

## Consultancy Overview

The objective of this consultancy is to provide graphic design, video editing, and other associated platform-based digitalizing services during the process of developing at least three e-learning courses of ICIMOD. These e-courses will be uploaded to an e-learning platform, atingi <https://www.atingi.org/> subject to quality assurance as required by the platform.

## Objectives

The Graphic Design and Digitalization Consultant will work under the guidance of the Himalayan University Consortium Secretariat Lead . Key responsibilities include:

### 1. Digitalization plan

- Assist in developing a comprehensive e-learning strategy and approaches to align with the organisation's strategic plan.
- Define timelines, milestones and key deliverables for each e-course on a rolling and staggered basis.

### 2. Graphic design and Video editing

- Create visually engaging designs for the e-course content, including presentations, infographics, charts, graphs and other data visualizations using clear and consistent visual styles.
- Apply ICIMOD and other relevant partners's branding and ensure visual identity consistency throughout the course materials.
- Edit existing videos and export in suitable formats for atingi and upload to the platform.

### **3. Content digitalization**

- Convert the existing resources into digital formats suitable for online learning, such as interactive modules, videos, quizzes, slides, and downloadable resources.
- Optimize content for accessibility and usability across different devices and platforms.
- Experience with extracting optimal video files for the web including video file formats and encoding software to adhere to various technical requirements of online portals.

### **4. User experience optimization**

- Create a seamless and intuitive user experience for learners.
- Implement user feedback mechanisms to gather insights for continuous improvement.

### **5. System know-how (Upload resources)**

- Knowledge of modern online systems and portals that allows upload of multimedia resources like videos, photos and text.
- Prior experience with MOOC and e-learning platforms using Moodle format, with relevant plugins.

### **6. Quality Assurance**

- Conduct thorough testing to ensure the functionality and compatibility of the e-course across various browsers and devices.
- Address any bugs, errors, or inconsistencies identified during testing.

### **7. Training and Documentation**

- Ensure systematic documentation of e-course implementation and analyse data in the platform to evaluate the effectiveness of the courses and conduct necessary reporting.
- Provide technical support and collaborate closely with colleagues in designing, developing, and implementing both current and upcoming courses.
- Consolidate packages in Moodle format of the e-courses generated during the period.

### **8. Coordination and final delivery**

- Coordinate with units and projects involved in developing e-course.
- Coordinate with atingi platform team to ensure seamless integration of the e-course.

- Deliver the completed e-course along with necessary files, assets, and documentation.
- Provide ongoing support during the initial launch phase and handover process to ensure a smooth transition.

## Deliverables

The specific deliverables and timeline will be finalised based on the agree-upon project scope and complexity of the tasks assigned. However, they will typically include:

- Edited audio-visual content (video, presentation, etc.) in agreed-upon formats and specifications.
- Subtitles in English and/or relevant local languages (if applicable).
- Finalized infographics, charts, illustrations, and other multimedia elements.
- High-resolution image files and editable source files (if applicable).
- Consolidate packages in Moodle format of the e-courses generated during the period.

<b>Deliverables</b>	<b>Timeline</b> <i>(Each of the deliverables are for one e-course.)</i>
1. Edited audio-visual content in agreed-upon formats and specifications.	On rolling basis
2. Subtitles in English and/or relevant local languages (if applicable).	On rolling basis
3. Finalized infographics, charts, illustrations, and other multimedia elements.	On rolling basis
4. High-resolution image files and editable source files (if applicable).	On rolling basis
5. Consolidate packages in Moodle format of the e-courses generated during the period.	On rolling basis

## Reporting and Supervising

The Graphic Design and Digitalization consultant will report to the HUC coordinator and provide regular progress updates throughout the design process.

## Duration and Notice Period

The duration of this contract will be from 1 October 2024 to 30 March 2025

## **Budget, if applicable**

The incumbent should provide their per-day fee rate in NPR, inclusive of applicable taxes.

## **ICIMOD's Core Values**

Our core values are integrity, neutrality, relevance, inclusiveness, openness, and ambition. These values are an expression of our culture and are central to the guiding beliefs and principles of our work and behaviour. Our core values will lie at the heart of ICIMOD operations and delivery. They will underpin everything we do and frame how we work with our partners. They reflect our founding intentions and the balances we seek to hold, while equipping ourselves for the future.

## **Diversity, equity, inclusion, and safeguarding**

ICIMOD's consultant selection process is based on the qualifications and competence of the applicants. As an employer, ICIMOD is committed to promoting diversity, equity, and inclusion, and offers equal opportunities to applicants from all backgrounds and walks of life, including but not limited to gender, age, national origin, religion, race, caste, ethnicity, sexual orientation, disability, or social status. ICIMOD strongly encourages applications from all eligible applicants, especially women, from all parts of the HKH region.

ICIMOD is dedicated to establishing and upholding a safe and nurturing work environment, where all its employees can participate fully and meaningfully without fear of violence, harassment, exploitation, or intimidation. Any type of abuse or harassment, including sexual misconduct [including child abuse], by our staff, representatives, or stakeholders is not condoned or tolerated.

## **Person Specification/Competencies**

### **Qualifications**

- Bachelor's degree in applied arts, graphic design, cinematography, IT
- Samples of previous works on platform-based e-learning (for example, an educational video or a MOOC) - mandatory

### **Skills**

- Graphic design for conventional and e-platform
- Video and multimedia editing
- Digitalization know-hows
- Functional knowledge of websites and platforms

- Familiarity with e-learning platforms and other online learning services (mandatory)

## Method of application

Nepal-based applicants are requested to apply before noon (11:59 PM Nepal Standard Time) Monday, 16 September by sending in the following documents to [jobs@icimod.org](mailto:jobs@icimod.org).

In the email, please mention the subject as “Application for Multimedia Design and Digitalization for E-Learning Consultant.”

Documents to be attached in email:

1. A technical proposal – including sample of graphic design, video, and multimedia products and MOOC modules or courses – demonstrating sound knowledge, technical skills, and capability as required by the nature of the work and understanding of the requisite tasks set forth in the terms of reference.
2. Up-to-date CV
3. A financial proposal [in NPR] with a detailed breakdown inclusive of applicable taxes
4. At least two positive references/recommendations from past employers/clients
5. A copy of the citizenship certificate/passport for identity verification.
6. In case of Nepali national if the overall proposal is NPR 500,000 or above, please ensure VAT registration.

Only shortlisted candidates will be notified.