

LRPS-2024-9194542 LTAS Graphic Design Service

Clarifications to Questions from Bidders

Part 1 - 29/11/2024

No	Reference document	Question from Bidders	Clarification from UNICEF
1	Annex B - TOR, LTA-S Service Categories	Regarding to the scope of work for the project, bidder would like to confirm whether UNICEF is looking for pure graphic design services focused on creating ads, banners or if the project also requires expertise in user experience or user interface design.	While the project may involve some digital tools and presentation formats (such as interactive dashboards or animated videos), the focus is primarily on graphic design, data visualization, illustration, and creative concept development, which do not require user experience or user interface design skills.
2	Annex B - TOR, Mandatory and Desirable Qualification Requirements	<p>"Minimum 5 years of portfolio-proven experience in the service category the vendor is bidding for".</p> <p>Does that mean that the organization has to registered for a minimum of 5 years or could it also be interpreted as the key members of the team should have over 5 years of experience in the service field?</p>	The organization needs to be registered for <u>at least 3 years</u> . However, key team members must have <u>at least 5 years</u> of relevant experience in the respective service category.