



## TERMS OF REFERENCE

### Graphic Design for Pluralism Framework

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**Position:** Short-term consultancy

**Location:** Home-based; availability to meet with Ottawa-based staff electronically/in-person

**Duration:** December 13, 2019- January 31, 2020

Founded by His Highness the Aga Khan in partnership with the Government of Canada, the Global Centre for Pluralism is an independent research and education centre created to advance positive responses to the challenge of living peacefully and productively together in diverse societies.

The Centre is seeking the services of a graphic design professional to

A) Develop a total of three (3) infographics:

- one (1) for the Centre’s research publication incorporating both the Centre’s ‘hardware and software’ concept and the ‘holistic domains of pluralism’ concept into one graphic, and;
- two (2) infographics designed as social media shareables which are standalone explanations of the ‘hardware and software’ concept, and the ‘holistic domains of pluralism’ concept

B) Design and provide layout for the Centre’s forthcoming 60 page publication, *Diversity Through a Pluralism Lens: A New Global Approach* (working title).

### BACKGROUND

The Global Centre for Pluralism supports the creation of successful diverse societies where the dignity of every person is recognized and every person in society feels that they belong.

To support the work of policymakers and practitioners in advancing pluralism, the Centre is producing a flagship publication, *Diversity Through a Pluralism Lens: A New Global Approach*. This publication builds on a three year research program that included a series of thematic papers exploring issues such as horizontal inequalities, constitutions and the importance of institutional and cultural responses for pluralism; 16 case studies from six world regions examining the experiences and practices of inclusion and exclusion in diverse societies, and; a set of practitioner-oriented research papers elaborating the ways in which “a pluralism lens” intersects with other fields of practice, such as human rights and international development.

As the chief output of this program, *Diversity Through a Pluralism Lens: A New Global Approach*, aims to present the Centre’s “pluralism lens” as a new and value-added framework for understanding and analyzing the sources of inclusion and exclusion in diverse societies.

### *Hardware and Software Concept*

As a distinguishing feature, our pluralism lens highlights the importance of institutional and policy responses to diversity (hardware) and cultural responses (software). This key insight—that two levels of effort are needed, one to shape a society’s institutions and one to reorient exclusionary norms towards acceptance of diversity— will be fundamental to the Centre’s onward work with practitioners and policy-makers in a wide range of disciplines and practice areas seeking to apply a ‘pluralism lens’ to their work to advance pluralism in their communities and societies.

### *Holistic Domains of Pluralism Concept*

The Centre’s thesis is that pluralism takes place holistically, across all domains of society, the political, economic and the socio-cultural. In each of these domains, pluralism is either promoted or eroded based on key decisions and efforts. In the political, this can include laws and policies, or constitutions that promote inclusion, or in the socio-cultural, an education curriculum that recognizes different ethnic groups and includes their history in textbooks. Each of the domains can be drivers of pluralism and each can influence other domains to advance pluralistic societies.

An infographic depicting the ‘hardware and software’ concept and the ‘holistic domains’ and how these concepts interact will accompany the 60-page publication. The two social media sharable infographics should be comprehensive, and serve as standalone representations of the ‘hardware and software’ concept, and the ‘holistic domains of pluralism’.

### *Publication Design*

The publication will be published electronically via the Global Centre for Pluralism’s website and social media channels, as well as in the form of a print publication. Therefore, the design layout should be compatible with online and print publications.

There will be both a long and short version of the publication produced. The longer version is approximately 60 pages and the shorter version will not exceed 20 pages in length.

Examples of publication designs liked by GCP: [Justice For All: Report of the Task Force on Justice](#).

All elements (infographic and publication design) will follow a similar look and feel which is compatible with the GCP’s branding guidelines.

Infographics must all be made available in English and in French (separate design files).

## **ASSIGNMENT OVERVIEW**

The Consultant will report to the Secretary General (and/or her designate) and work closely with the Centre’s Director of Programs, Analysis and Publications team and Communications staff.

For the infographic, the Consultant will:

- a. Review a design brief provided by GCP staff
- b. Meet for up to three brainstorming meetings with GCP staff

- c. Present a draft of the infographics for review and discussion for the Centre staff based on design brief
- d. Revise the draft infographics based on a maximum of four rounds of feedback
- e. Supply final files for online and print distribution including files optimized for social media (Twitter and Facebook)

For the layout design of the publication, the Consultant will:

- a. Develop an overall concept for the design layout and content for the short and long versions of the publication, *Diversity Through a Pluralism Lens: A New Global Approach*
- b. Present three options for publication layout (each option should include a sample cover page and two sample inside pages), aligned with GCP branding, and incorporating GCP-supplied photos.
- c. Create a draft based on the approved design with copy, photos and translation provided by GCP
- d. Revise the draft based on a maximum of four rounds of feedback
- e. Supply final files for online and print distribution and liaise with GCP’s approved printer, if necessary.

**Budget:**

The budget for this project is approximately \$15,000 CAD.

**Suggested Timeline and Deliverables (to be agreed by Consultant and GCP)**

December 16, 2019	Meeting with GCP staff to discuss proposed design plan for infographics and publication layout
January 3, 2019	Consultant to present three options for the infographics and the publication design layout
January 10, 2020	Consultant to submit first drafts of the infographics and design layout
January 22, 2020	Meeting with GCP staff to discuss feedback
January 31, 2020	Consultant to submit final infographics and publication layout

Quotes are due to Nathan Bowers-Krishnan [nathan.bk@pluralism.ca](mailto:nathan.bk@pluralism.ca) by December 6, 2019 at 5 PM E.T. Please include at least 3 samples of relevant past work and the names and contact information for 3 references.