



# GROUP DEVELOPMENT PAKISTAN

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## TERMS OF REFERENCE Animation Consultancy Vacancy Code: Animation-GDP-01)

**Location:** Remote

### 1. Organisational Context

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Group Development Pakistan (GDP) is a leading non-governmental organization dedicated to promoting and protecting child rights in Pakistan since 2012. To create sustainable social change, GDP engages in child, cultural & gender-sensitive, eco-friendly, creative, participatory, and evidence-based initiatives such as legal and policy reform, stakeholder engagement, technical support, capacity-building, research, and service delivery.

On the occasion of this year's 16 Days of Activism Against Violence Against Women and Girls (VAWG), we are launching a campaign focused on addressing the issues surrounding child marriage, which will continue through the next year. Despite legal restrictions, child marriage remains a prevalent issue, impacting the health, education, and well-being of young girls. The campaign aims to raise awareness of the harmful consequences of child marriage and encourages communities to value delaying marriage until adulthood.

### 2. Role Summary

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We are seeking an experienced Animator/Graphic Designer Consultant to create three 2-minute animated videos to be disseminated across multiple channels. These animations will be produced in multiple languages—Urdu, Sindhi, Punjabi, Siraiki—and sign language to ensure accessibility for diverse audiences. One animation should be completed by November 30, 2024, with the remaining two expected in the first quarter of the next year.

### 3. Key Duties and Responsibilities

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#### Creating Animation Videos

##### **Duration**

Each animation should be between 2 minutes, highlighting the harmful impacts of child marriage.

##### **Content**

The animation should address the negative impacts of child marriage, focusing on health, education, and individual rights, in alignment with the 16 Days of Activism theme.

##### **Languages**

The animation should have voiceovers in Urdu, Sindhi, Punjabi, and Siraiki, with English subtitles and a version incorporating sign language.

##### **Format**

Finalized in high-definition format suitable for online and offline platforms (e.g., social media, websites, live presentations)..



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### Key Deliverables:

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Animation Video (2.5 to 3 minutes): Storyboard, draft animation, and final animation in required languages with a voiceover and English and Urdu subtitles.

### Duration and Timeline:

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#### The consultancy is divided into two phases

1. **Phase 1:** One animation for this year (by November 30, 2024).
2. **Phase 2:** Two animations for next year (2025).

### 4. QUALIFICATIONS AND SKILLS

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- Proven experience in Animation and graphic design with a focus on social or advocacy campaigns.
- Strong portfolio demonstrating prior work with multilingual and culturally relevant projects.
- Ability to deliver high-quality, accessible, and impactful visual content under a tight timeline.
- Proficiency in relevant software for Animation and graphic design (e.g., Adobe After Effects, Blender).
- Familiarity with issues around child rights and gender-based violence is an asset.

### 5. Application Process?

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#### Interested candidates are invited to submit

- A proposal outlining their approach to the project, including a timeline and budget for both 2D and 3D animations separately.
- Portfolio and 5 examples of previously developed animations.
- Resume or company profile, if applicable.

Interested candidates should apply by visiting this link:

<https://forms.office.com/Pages/ResponsePage.aspx?id=CLzNBdTMskKA28ymmi-kBTTmBU6yLAhInb3wENuX3m9UQzBKMVI3V1pCNE5UOFFGUTUzNTZBVjhLTC4u>

or scan the attached QR code.

*Applications must be submitted via the **Microsoft forms** by November 13, 2024, along with your CV and detailed proposal on the provided email at the end of the form. Due to the urgency, proposals are checked on a rolling basis.*

