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Higher Education and Training
REPUBLIC OF SOUTH AFRICA



Request for Proposals: Graphic Design and Illustration for EDHE Impact Report 2024

Issued by: Universities South Africa (USAf) – Entrepreneurship Development in Higher Education (EDHE) Programme

Date of Issue: 28 January 2025

Proposal Due Date: 07 February 2025

1. Introduction

Universities South Africa (USAf), through its Entrepreneurship Development in Higher Education (EDHE) Programme, seeks a qualified graphic designer to provide design and illustration services for the EDHE Impact Report 2024. This report will be a key publication shared with EDHE partners and stakeholders, showcasing the programme's achievements and impact.

2. Scope of Work

The selected graphic designer will be responsible for the following:

- **Design and Layout:** Creating a visually engaging and professional layout for the EDHE Impact Report 2024, adhering to EDHE's brand guidelines (to be provided).
- **Illustration:** Developing original illustrations, graphics, and visual elements to enhance the report's content and communicate key messages effectively. This may include charts, graphs, icons, and other visual representations of data and information.
- **Cover Design:** Designing a compelling and impactful cover for the report.
- **File Preparation:** Preparing print-ready and digital (PDF) versions of the final report.
- **Collaboration:** Working closely with the EDHE team to ensure the design aligns with the report's content and objectives. This will involve incorporating feedback and revisions as needed.

3. Deliverables

The following deliverables are expected:

- Initial design concepts and mock-ups for review.
- Revised designs incorporating feedback.
- Final print-ready PDF file of the EDHE Impact Report 2024.
- Final digital (web-optimized) PDF file of the EDHE Impact Report 2024.

4. Budget

The total budget for this project is **R20,000.00 (inclusive of VAT)**. Proposals exceeding this budget will not be considered.



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5. Proposal Submission

Proposals should be submitted electronically to Ms Khutso Moleko at khutso@usaf.ac.za by 07 February 2025 at 17:00. Proposals should include the following:

- **Company/Individual Profile:** A brief overview of the designer's/company's experience and expertise, particularly in designing annual reports or similar publications. Registration documents and tax certificates should be included.
- **Portfolio:** A portfolio showcasing relevant design work, including report design and illustration examples.
- **Proposed Approach:** A brief description of the designer's/company's approach to this project, including understanding the brief and proposed design direction.
- **Detailed Budget Breakdown:** A clear breakdown of costs, including design fees, illustration fees, and any other expenses.
- **References:** Contact information for at least two previous clients.

6. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Portfolio Quality:** The quality and relevance of the designer's/company's portfolio (40%).
- **Proposed Approach:** The clarity and suitability of the proposed approach to the project (30%).
- **Experience and Expertise:** The designer's/company's relevant experience and expertise (20%).
- **Price:** The competitiveness of the proposed budget (10%).

7. Contact Information

For any questions regarding this RFP, please contact:

Ms Khutso Moleko at khutso@usaf.ac.za

8. Timeline

- **RFP Release:** 28 January 2025
- **Proposal Due Date:** 07 February 2025
- **Selection of Designer:** 15 February 2025
- **Project Completion:** 05 March 2025

9. Important Notes

- USAf reserves the right to reject any or all proposals.
- The selected designer will be required to sign a contract with USAf.
- All intellectual property rights to the final design will belong to USAf.



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This detailed RFP provides a comprehensive framework for soliciting proposals and ensures clarity for potential designers.