



UNIVERSITIES SOUTH AFRICA

TERMS OF REFERENCE FOR THE APPOINTMENT OF A SERVICE PROVIDER TO PROVIDE GRAPHIC AND MOTION DESIGN SERVICES TO ENTREPRENEURSHIP DEVELOPMENT IN HIGHER EDUCATION (EDHE) PROGRAMMES AT UNIVERSITIES SOUTH AFRICA (USAf)

1. Purpose

1.1 The purpose of this terms of reference is to appoint a service provider to provide graphic and motion design services to Entrepreneurship Development In Higher Education (EDHE) programmes at Universities South Africa (USAf).

2. Background

2.1 USAf, as a non-profit company, is mainly funded through membership fees and grants from donors.

3. Special conditions

3.1 No service may be rendered without an official purchase order, signed contract, or appointment letter.

4. Scope of work

A costed proposal with deliverables and timelines which correspond with the scope of work must be submitted.

4.1 Strategic context and workflow model

The objective of this contract is to appoint a production-led technical service provider to produce high-volume graphic and motion design assets for events and related marketing collateral.

- **Creative lead:** The internal Media and Marketing Officer for EDHE will initiate all tasks and provide a specific creative brief for each assignment.
- **Service provider role:** The creative designer will function as a technical extension of the in-house team and will be responsible for high-quality design execution, technical accuracy, and adherence to strict deadlines.
- **Asset ownership:** The successful bidder must provide all open files and final artwork (for example, InDesign, Illustrator, and layered PSD files) to EDHE upon completion of each assignment.

4.2 Required technical standards

- **Software compatibility:** The service provider must create all assets using industry-standard Digital Content Creation (DCC) software such as Adobe Illustrator, Photoshop, After Effects, and CapCut.
- **Vectorisation:** The service provider must supply all logos for corporate gifts in scalable vector formats (AI, EPS, or SVG) to ensure optimal print quality.

4.3 Timeline and accountability

- **Late submissions:** If the service provider fails to deliver the required services within the specified timeframe in the design brief, EDHE will deduct a penalty, calculated on the invoice price, for each day of delay.
- **Proactive planning:** The service provider must maintain a monthly status report and track all assets against the internal event calendar to ensure proactive delivery and adherence to the allocated contract budget.

4.4 Fixed-unit pricing schedule

Service providers must provide fixed pricing for the items listed below.

Design asset category	Specific item	Fixed price (excl. VAT)	Free alterations included	Price per additional alteration
Social media	1:1 poster (static)			
	1:1 speaker announcement poster			
	YouTube thumbnail			
Digital/Web	Digital banner (Facebook, LinkedIn, etc.)			
	Email signature			
Presentations	3-page PowerPoint presentation (holding slide, text slide, speaker slide)			
Motion graphics	30-second social media reel			
	60-second social media reel			
	120-second social media reel			
Branding	1:1 logo design (event or merchandise)			
	Logo vectorisation for printing			
Print collateral	A4/A3 one-pager (announcement or cover)			
	Two-sided business cards			
Documents	A5/A4 print-ready reports or brochures			

5. Guidelines for submission of proposal

5.1 The proposals for the envisaged project should be **submitted by 17:00 on 26 June 2026** on this link: <https://forms.gle/AKRGcwnqZeEV2mwn9>

5.2 Your submission must be a combined **12 pages maximum** PDF or PPT document, focused on technical execution and production capacity. Any proposals exceeding this limit will automatically be eliminated. No addendums or attachments are allowed. It must include the following components:

- a) **Technical workflow and suitability statement (maximum 2 pages):** provide a statement explaining why your agency is the ideal technical production partner for the EDHE programme. The statement must include:
 - Production workflow: Describe your internal process for receiving a brief from the EDHE Marketing and Media Officer and converting it into finished artwork.
 - Project management: Provide evidence of the systems or tools you use to manage and track high-volume event assets, ensuring that all deliverables are completed in advance of deadlines.
- b) **Technical design production portfolio (maximum 5 pages):** provide evidence of previous work that is specifically relevant to high-volume event graphic and motion design.
 - Include links to examples of successful digital and print assets (excluding media coverage or strategy presentations).
 - The examples must demonstrate your ability to adapt visual tone and style for different audiences (for example, vibrant designs for student audiences versus refined, professional designs for executive audiences).
- c) **Staff technical capacity and experience (maximum 2 pages):** Provide a list of the specific team members who will be assigned to this account, including graphic designers and motion designers.
 - Include abbreviated CVs (maximum one page per individual) highlighting technical experience using Digital Content Creation (DCC) tools such as Adobe Creative Cloud.
 - The Account Manager must demonstrate proven experience in workflow coordination and technical quality control.
- d) **Itemised fixed-unit pricing schedule:** Submit a completed pricing table indicating fixed-unit costs for each asset listed in the scope of work (for example, a 1:1 social media poster or a 30-second reel).
 - Indicate the number of free alterations included for each item.
 - Specify the fixed cost for additional revisions beyond the included alterations.
- d) **Contact details for three referees:** Provide contact details of three reference clients with high-volume production requirements who can confirm your technical accuracy and your ability to deliver high-quality work within strict event deadlines.
- e) **A detailed budget** outlining the total cost for the full duration of the contract.

5.3 **Technical design submission:** To ensure the appointment of a partner with a high level of technical proficiency in graphic design, bidders must submit a Technical Design Production Portfolio that includes examples of previous work as well as the task outlined below. This task

will assess the bidder's ability to produce high-quality event graphics that appeal to two distinct target audiences while adhering to strict technical specifications.

a) Technical requirements for both tasks

- Social media poster: 1500 × 1500 px (JPG or PNG).
- Web banner: 1920 × 520 px (JPG or PNG).
- Logo treatment: Each design must include a white horizontal strap at the bottom to accommodate organiser and partner logos.
- Tone and manner: The visuals must be original and of high quality, clearly distinguishing between the vibrancy of student innovation and the prestige associated with executive leadership.
- Colours: White, navy and red

Task 1: Student-focused event

- Event name: **EDHE Absa Entrepreneurship Intervarsity and Innovation Challenge 2026 National Launch**
 - Target audience: University students and young innovators.
 - Date: 16 April 2026.
 - Time: 10:00–14:00.
 - Venue: Tfokomala Hotel and Conference Centre, University of Mpumalanga.
 - Hosting university: University of Mpumalanga.
 - Hashtag: #EDHE #EntrepreneurshipinAction.
 - Colours: White, navy and red.
 - Requirement: Create a design that is energetic, innovative, and visually appealing to a youth audience.
- Task 2: Executive-focused event

- Event name: **EDHE Executive Leadership Workshop 2026.**
- Target audience: Vice-Chancellors, executive leadership, and higher education stakeholders.
- Date: 28–29 May 2026.
- Time: 10:00–17:00.
- Venue: The Victoria Falls Hotel, Zimbabwe.
- Hashtag: #EDHE #EntrepreneurshipinAction.
- Colours: White, red and navy.
- Requirement: create a design that is clean, professional, and reflective of the prestige of the venue and the seniority of the participants.

5.4 The closing date for submission of the proposal is **Friday, 26 June 2026, at exactly 17h00**. No late correspondence will be accepted.

6. Duration of contract

The **12-months** contract will commence once the contract has been signed, a purchase

order has been issued, and an inception meeting has been held.

7. Information

Additional information, as may be deemed appropriate, must be submitted.

8. Timeframes

The time frame for deliverables will be detailed on each creative briefing that will be provided by the EDHE's Media & Marketing Officer for each event below and any other additional design work.

2026 EDHE CALENDAR	
27 January Waste Innovation Challenge Online Information Session	16 February Waste Innovation Challenge National Launch
27 February Waste Innovation Challenge Expression of Interests Closed	27 February – 6 March Waste Innovation Challenge Expression of Interests Closed
12 – 13 March National Colloquium on UCDP University-Led Collaborative Projects	15 March • Waste Innovation Challenge • Online workshops for all entrants
16 – 20 March Waste Innovation Challenge Online Training Workshops	23 – 27 March SWEEP train-the-trainer workshops
25 March CoP Chairpersons Workshop	26 – 27 March EAO & Student Entrepreneurship Coordinators Workshop
15 April Intervarsity entries open	6 – 30 April Waste Innovation Challenge Online Training Workshops
13 April Learning & Teaching marketing campaign	15 April Entrepreneurship in Schools: Colloquium (2nd Focus Group meeting)
1 to 29 May Proposals submissions	5 May • CoP Q2 Meetings • CoP Student Coordinators • CoP EAOs
	• Studentpreneurs CoP
6 May • CoP Q2 Meetings • CoP Entrepreneurial Universities • CoP Cultural Entrepreneurship	11 May L&T entries for Abstracts OPEN
7 May • CoP Q2 Meetings • CoP Learning & Teaching • CoP Research Commercialisation	16 May Intervarsity entries closed
13 May LiPCoP Meeting 2	29 May WSG meeting 2
27 – 29 May Executive Leadership Workshop	1 June • Waste Innovation Challenge: Shortlisting Top 50 • Interservice Internal rounds start
3 June Ent in Schools: 3rd Focus group meeting	9 – 12 June Ent in Schools: Training workshop for pre-service educators
12 June Shortlisting Top 50 Finalised	15 June • Waste Innovation Challenge Review of Entries - Selection of Top 20 • L&T entries for Abstracts CLOSE

19 June Waste Innovation Challenge Review of Entries - Selection of Top 20 Finalised	23 June Announcement of the top 20 on the website & social media
24 June Entr in Schools: 4th & final Focus group meeting	26 June Intervarsity Internal rounds closed
1 July • L&T submissions for structured case studies OPEN • Waste Innovation Challenge Review of Entries - Selection of Top 20	2 July Waste Innovation Challenge Review of Entries - Selection of Top 21
3 July Waste Innovation Challenge Review of Entries - Selection of Top 22	20 July Intervarsity Regional rounds start
15 August L&T submissions for structured case studies CLOSE	28 August Intervarsity Regional rounds closed
1 September • EDHE Champion Award 2025 Launch • CoP Q3 Meetings • CoP Student Coordinators • CoP EAOs • Studentpreneurs CoP	2 September • CoP Q3 Meetings • CoP Entrepreneurial Universities • CoP Cultural Entrepreneurship
3 September • CoP Q3 Meetings • CoP Learning & Teaching • CoP Research Commercialisation	7 September Announcement of the top 10 L&T structured case studies
9 September LiPCoP Meeting 3	9 – 11 September Studentpreneurs Indaba
22 September WSG Meeting 3	28 -29 September Times Higher Education Conference 2026
1 October EDHE Champion Award 2026 Close	7 – 9 October USAF HE Conference
9 October EDHE Champion Award 2026 Close - Extension	13 – 14 October Waste Innovation Challenge Bootcamp
15 – 16 October Intervarsity Bootcamp	16 October L&T structured case studies & video PANEL presentations
19 October • EDHE Champion Award 2026 - Round 2 applications • Intervarsity Mentorship	26 October Announcement of the top L&T Excellence Awards participants invited to the Annual EDHE Awards
29 October EDHE Champion Award 2026 - Round 2 applications Close	4 November EDHE Champion Award 2025 Panel Review
25 November Waste Innovation Challenge Finals	26 November Intervarsity Finals
27 November EDHE Awards	

9. Adding value

It is expected that potential service providers will critique the brief to add value where possible in the proposal to be submitted. Thus, the onus is on the service provider to add value to the brief by leveraging their specialised competencies for the project.

10. Cost of submission of proposal

USAf is not responsible for any costs incurred by the service providers in the process of developing the proposals. The submitted budget for this project must include all expenses incurred by the service provider.

11. Ownership of Intellectual Property rights

The ownership of all intellectual property rights associated with this work will be vested within the USAf, for its exclusive use.

12. Criteria for selection of service providers

12.1 The proposal will be evaluated in terms of the requirements of the request and any information which may be deemed necessary.

12.2 Functionality points will be evaluated as follows:

Evaluation Criteria

The proposals will be evaluated on a total score of 100 points as follows:

Evaluation Criterion	Assessment Considerations	Points
1. Technical design submission	Assessment of the Technical Design Production Portfolio and design task. Evaluation will consider creativity, originality, visual appeal, technical execution, layout, typography, branding, audience appropriateness, consistency across formats, motion design capability (where applicable), adherence to specifications, and overall quality of the submitted work.	40
2. Technical workflow and suitability statement	Assessment of the bidder's understanding of the requirements, suitability as a technical production partner, production workflow from brief to final artwork, quality assurance processes, responsiveness, and ability to manage multiple design requests simultaneously.	10
3. Project Management Systems and delivery capacity	Assessment of the systems, tools, and processes used to manage, track and deliver high-volume event assets within strict deadlines, including evidence of workflow management and production scheduling.	10
4. Relevant technical design production portfolio	Assessment of previous experience in producing high-volume event graphics, print and digital assets, motion graphics, and the demonstrated ability to adapt visual styles for different audiences and stakeholder groups. 1-2 Points: 1-2 years' experience 3-5 Points: 3-5 years' experience 5-7 Points: 6-7 years' experience 8-10 points: 8 + years' experience	10
5. Staff technical capacity and experience	Assessment of the qualifications, skills and experience of the proposed team, including graphic designers, motion designers and the Account Manager. Emphasis will be placed on proficiency in Adobe Creative Cloud and experience in technical quality control and workflow	10

	coordination.	
6. Fixed-Unit Pricing Schedule and Budget	Assessment of the itemised pricing schedule, competitiveness of rates, number of included revisions, pricing transparency, costs for additional alterations, and overall value for money over the contract period.	15
7. Reference Clients and Track Record	Assessment of three reference clients with similar high-volume production requirements, including demonstrated reliability, technical accuracy, quality of work, and ability to meet strict deadlines.	5
Total		100

Minimum Technical Threshold

A. Technical Design Submission Threshold

Bidders must achieve a minimum score of **34 out of 40 points (85%)** for the **Technical Design Submission** criterion. This threshold is intended to ensure that only bidders demonstrating a high level of graphic design proficiency, creativity, and technical execution are considered further.

B. Overall Evaluation Threshold

Bidders must achieve a minimum overall score of **80 out of 100 points (80%)** across all evaluation criteria in order to be considered for appointment.

Failure to achieve either of the above thresholds will result in the proposal being disqualified from further consideration.

12.3 Basis of Appointment

The appointment will not be based on the lowest price alone. Proposals will be evaluated on a combination of technical quality, relevant experience, production capacity, demonstrated design capability, project management capability, references, and overall value for money.

13. Compliance

13.1 The proposal must either conform to the minimum requirements as set out in this document, or it must be stated clearly how it deviates from these requirements and why. Proposals that strictly adhere to the specifications are preferred. Offers exceeding the minimum requirements of the specifications are acceptable. Minor deviations may be considered.

13.2. This document will be a binding contract between the successful service provider and USAf once the proposal has been accepted.

13.3 Service providers are at liberty to discuss any aspect of this request for proposal with the entity, and inquiries must be referred to:

- Ms Khutso Moleko
- Media & Marketing Officer: EDHE, Universities South Africa (USAf)
- Tel: +27 12 030 1983
- E-mail: khutso.moleko@usaf.ac.za

14. Payments

14.1 Payment shall be made on rendering of professional satisfactory service and submission of the required invoice.

14.2 Payment shall be made into the service provider's bank account after the receipt of an acceptable invoice. (Banking details MUST be submitted for payment to be effected).

14.3 Based on the project deliverables, USAf reserves the right to effect payment according to phases completed satisfactorily.

14.4 The service provider shall be responsible for his/her own arrangements about income tax or any other tax obligations, such as may be applicable. The appointed service provider hereby indemnifies the Contracting Authority against any liability that the Contracting Authority may incur as a result of any obligation on the Contracting Authority to pay over any tax on behalf of the service provider as a result of the provisions contained in the agreement to be signed with the appointed service provider. For purposes of the Agreement to be signed with the appointed service provider, the term "tax" will include SITE, PAYE and any other form of tax, including interest and penalties. The Contracting Authority will, where applicable, deduct 25% of all fees paid to the service provider and remit them to the South African Revenue Service.

15. Non-Compliance with Delivery Terms

As soon as it becomes known to USAf that the service provider will not be able to render services within the expected period and/or against the quoted price and/or as specified, USAf must be given immediate written notice to this effect. In instances of non-compliance with certain sections of the contract by the service provider, USAf reserves the right to terminate the agreement.

16. Pricing

All prices must be in South African Rand value and must be inclusive of VAT. Fees will be payable in South African Rands on satisfactory completion of the assignment.

17. Client Base

Service providers must have specific experience in the delivery of the required service. They must submit at least recent references or a client base reflecting the entity where a similar service was rendered, the duration, the project value, the date, and whether the project was successful. USAf reserves the right to contact references during the evaluation and adjudication process to obtain confirmation

18. Required Supporting Documents for Contracting

18.1 Company Profile, Financial Information and BEE Shareholding

The company's profile, together with the BEE certification, is mandatory.

18.2 Registrations

Proof of company registration must be submitted in the form of copies of the relevant registration documents. e.g. CC/CK, Pty (Ltd). It is the service provider's responsibility to ensure that their Cipro annual returns are in order and that the registration remains valid throughout the contract tenure.

18.3 Tax Pin Certificate

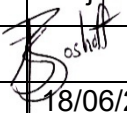
An original and valid tax pin certificate issued by the South African Revenue Service certifying that the taxes of the service provider are in order must be submitted before the closing date and time. It is the service provider's responsibility to ensure that their SARS annual returns

are in order and that the registration remains valid throughout the contract. Failure to do so will invalidate the proposal.

18.3 Validity period

Service providers are must keep the proposal valid for a period of 90 days from the date of the closing date of this request for proposals.

Reviewed and approved by:

Name:	Zana Boshoff
Position:	Project Manager
Signature:	
Date:	18/06/2026

END