

SPECIFICATION – GRAPHIC DESIGNER

1. INTRODUCTION

The University seeks the services of an experienced Graphic Designer who will be responsible design of various templates and publications. The designer must be familiar with the MUT brand elements, MUT strategy, official tone and voice of the MUT brand. a


2. SPECIFICATION

- a) The Graphic Designer will be required to produce captivating designs for various MUT templates, magazines, and newsletters. Edited content and images will be provided by MUT with a set turnaround time for delivery. The Graphic Designer will be required to acquaint themselves with the MUT style guide. The shortlisted service providers will be required to provide two samples of how they would approach a MUT Spirit & Boundless newsletter cover page (A4 Gloss cover). Graphics Designer must be able to meet a 40-hour deadline for a 30-page newsletter.

3. Roles and responsibilities

The roles and responsibilities will include:

- a) Interpreting a theme from copy presented
- b) Present three design concepts for approval by MUT
- c) Touch-up images provided to improve the quality of the images
- d) provide new design inspirations bespoke for universities
- e) use modern and clean designs.
- f) meet a 40-hour deadline for a 30-page newsletter.

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- g) use proper software which is in line with the numerics and relevant infographics.
 - h) Communicating and working with production teams to ensure that all designs are signed off before publishing.
 - i) Ensuring correct tone, voice, clarity, flow, and structure of the design.

4. Scope of work

Layout, and design of print-ready high-resolution, web-ready, and mobile-friendly low-resolution design of the following.

- a) MUT Spirit magazine, 32-page quarterly issue x 2
- b) Boundless internationalisation 32-page magazine x 1
- c) MUT Annual Report 60 pages x 1
- d) Staff internal directory 15-pager for online only
- e) Recruitment flyers z-fold x 4
- f) VC communique' template
- g) Web banner designs x 4

5. Mandatory requirements

- (a) Key personnel- a Graphics design qualification from a reputable and accredited Graphics design institution. Provide certificates of the Graphic Designer (diploma or degree).
 - (b) Company Registration documents (proof of CIPC registration)
 - (c) SARS certificates or pin (must be valid on or before the closing date of the RFQ)
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