



**African Forum
for Agricultural
Advisory Services**

Knowledge & Novelty
for Africa's Livelihoods

AFAAS Secretariat
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TERMS OF REFERENCE:

CONSULTANCY TO DEVELOP TRAINING MATERIALS ON THE VSNP (I.E. DESIGN AND LAYOUT OF BROCHURE, INFO GRAPHIC USER GUIDE AND VIDEO TUTORIAL)

Contract Reference: AFAAS/ICS/2017/004

Item 1.7.2(b) of the Approved Procurement Plan 2017

1) BACKGROUND

African Forum for Agricultural Advisory Services (AFAAS) is a Continental body that brings National Agricultural Extension and Advisory Services (AEAS) stakeholders under one umbrella. The AFAAS' goal is to enhance utilization of improved knowledge and innovations by agricultural value chain actors for improving productivity oriented towards their individual and national development objectives. It operates within the framework of Pillar IV of the Comprehensive African Agriculture Development Programme (CAADP), which has the objective of enhancing the livelihoods of African farmers and pastoralists and is spearheaded by the Forum for Agricultural Research in Africa (FARA).

To operationalise its activities, AFAAS developed a Knowledge Management (KM) Strategy under IFAD support and the Virtual Platform which is a mobile and web based network for agricultural advisory services to link agents and other stakeholders in collaboration, solving problems, and pursuing new project and business opportunities. In 2015, AFAAS also developed the Communication, Information and Knowledge Management (CIKM) strategy which was informed by the IFAD's Knowledge Management (KM) Strategy. The CIKM strategy is more encompassing in addition to the refocused strategic plan without changing the objectives and goals. The Virtual Social Networking Platform (VSNP) contributes to the implementation of the Tools and Platforms Pillars of the Knowledge Management Strategy.

However, a number of gaps were identified during implementation and in 2016; AFAAS upgraded its web and mobile-based Virtual Social Networking Platform (VSNP) in order to fit the requirements of the implementation of the CIKM Strategy. Some of the gaps identified were the absence of user guide to aid the network members in utilising the VSNP.

The recent upgrade of the VSNP further made it large and complex, and hence necessary to ensure it is properly promoted, understood and utilized by the network members. To this end the info graphic user guide, brochure and different video supports ought to be developed to effectively enable the network members use the VSNP i.e. uploading Video tutorial detailing functionalities available on the VSNP and explaining how they work.

To ensure effective utilization of the VSNP, AFAAS is seeking services of a suitable consultant to develop, design and layout the brochure, info graphic user guide and video tutorial to be used to enhance the capacities of the network' members on the use of the VSNP.

2) OBJECTIVES OF THE CONSULTANCY

The main objective of the consultancy is to develop, design high quality multimedia materials aligned to the AFAAS branding guidelines. The outputs are intended to enhance the [email: secretariat@afaas-africa.org](mailto:secretariat@afaas-africa.org)
[website: http://www.afaas-africa.org](http://www.afaas-africa.org) | <http://networking.afaas-africa.org/>

knowledge and skills of the AFAAS VSNP network members on the use of the platform.

Specifically, the consultant will develop a professional brochure, info graphic user guide and video tutorial to:

- (i) Increase stakeholders awareness on the VSNP and its numerous functionalities;
- (ii) Enhance stakeholders capacity of navigating and utilizing the functionalities of the VSNP;
- (iii) Act as training guide for CF Focal Persons and/ CIKM facilitators to train CFs members on how to use the platform.

3) SCOPE OF SERVICE

The consultant shall develop practical multimedia training materials that will include; a professional brochure ready for printing, clear step by step info graphic user guide and step by step video tutorial on navigating and utilizing the VSNP.

Specifically the consultant shall:

- a) Develop, design and layout a professional brochure to present the VSNP and its added value to the stakeholders in an attractive and creative way using fonts and colours consistent with the AFAAS graphic guidelines);
- b) Develop, design and layout a user guide for training network members;
- c) Design and develop interactive multimedia tutorial, which is enhanced for web publishing in a way that text, audio sound static, graphic images animations and full motion video are integrated fully so as to provide the best online experience and enhance the ability to link information i.e. each short video of 15-20 seconds should explain one major feature of the VSNP. The video should display a screen recording of the online application, with an offline voice explaining the major steps.

The developer/designer should:

- Give consideration on a combination of multimedia elements, such as sound and visual cue to enhance learning.
- Consider making the tutorial as interactive as possible to include, guidelines to access the icons in the VSNP which provide tips and examples of topics covered in the instruction to allow the learner position the mouse pointer over an item to display explanatory text.
- Be able to design the tutorial in a way that it is friendly for feedback as meaningful feedback from users is an important component of all interactive multimedia tutorials.

4) DELIVERABLES

The deliverables should use multimedia elements, interactivity and Web-based media to enhance the learner's experience of the virtual social network platform (VSNP) in English language.

Specifically, the consultant should ensure:

- a) Brochure and User guide are designed and laid out in PDF high resolution for printing and another resolution for web publishing;
- b) Video tutorial for web publishing and offline use – Max of 20 video screen captures are expected.

5) QUALIFICATIONS

The Consultant should be an individual with repute in developing and designing brochures, user guides and video tutorials with prior experience in developing and designing similar products.

Specifically, the consultant should possess the following skills and competences:

- Minimum of 10 years of experience of Interactive Multimedia Content development using Adobe Flash or relevant interactive multimedia design tool.
- Having successfully completed at least 5 (five) projects, which involve design and development of the Interactive Multimedia Content (Portfolio of these works required).
- Good Knowledge in designing & development of interactive multimedia with dynamic content.
- Video editing skills in developing video tutorials for web publishing.
- Good knowledge of the AFAAS Virtual Social Network platform and how it works;
- Advanced MS Office skills, particularly Microsoft Publisher;
- Familiarity with web technologies HTML, Action Script etc.
- The consultant must have excellent writing and verbal skills in English;

6) AFAAS COMMITMENT

The African Forum for Agricultural Advisory Services (AFAAS) will;

- Provide a list of the main functionalities which should be illustrated, and;
- Provide the information (Detailed content on the VSNP) to be put into the tutorials.

7) REPORTING

Reports and deliverables shall be submitted to the Executive Director of AFAAS through the Communications, Information and Knowledge Management (CIKM) Officer.

8) DURATION OF THE ASSIGNMENT

The assignment is to be undertaken within a period of 2 months.

9) WORK STATION

The work shall be largely undertaken through virtual mechanisms linking the AFAAS Secretariat and the consultant.

10) APPLICATION

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Further information may be obtained from AFAAS procurement Unit: email pwanzala@afaas-africa.org and/ or Partnerships Unit: email: molupot@afaas-africa.org

Deadline for submissions: 15 days from the date of the publication of this advertisement.

Due to anticipated high number of applicants, only shortlisted candidates will be contacted.