

TERMS OF REFERENCE

VIDEO DESIGNER / ANIMATOR (EXPLAINER + EDUCATIONAL FOCUS)

About IDEA

The Irish Development Education Association (IDEA) is the national network for Development Education (also called Global Citizenship Education) in Ireland and a leading voice for the sector. We represent over 100 members involved in the practice, promotion and advancement of **Global Citizenship Education (GCE)** in formal, non-formal and informal settings. Together we work to strengthen GCE in Ireland and to raise awareness of the crucial role it has to play in achieving an equal, just and sustainable future.

GCE is an educational process which enables people to understand the world around them and to act to transform it. GCE works to tackle the root causes of injustice and inequality, globally and locally to create a more just and sustainable future for everyone. In Ireland it is practised by a range of actors, from International Development NGOs to Domestic NGOs, to Educational Organisations, and Individuals. It takes place across a wide range of formal, non-formal and informal settings, and involves learners of all ages.

The Code of Good Practice for Development Education in Ireland (the 'Code')

The IDEA Code of Good Practice ('the Code') is a quality framework made up of [12 Principles](#) which articulate the key features of good practice in GCE/Development Education work. The Code is written by IDEA members and represents a collective agreement to both strengthen and articulate quality GCE across all of our work. The Code was formally launched by IDEA in December 2019. Since 2020, over 50 IDEA members have joined the Code journey whereby they 'self-assess' their GCE practice by completing a Code workbook against the 12 principles, broken down into [indicators](#), and developing an action plan. All documents relating to the Code are available [here](#).

The purpose of the video

IDEA has funding available to create a short video to support members to use the Code of Good Practice under a small-scale Erasmus+ partnership project titled 'Global Citizenship Education (GCE) Code of Good Practice & Community of Practice: Ireland & Latvia'. The project aims to enhance the quality of GCE on local, national and European levels and runs until the end of 2025. You can find more information on the partnership [here](#).

The video should help viewers to understand **what quality GCE is and why it matters** (to the individual and in the world today). The video should show GCE as something the viewer is likely already doing and as a lens with which you can view the world. The intended audience for the video are people who are connected to the Code of Good Practice and GCE in their

work but not yet very familiar with it e.g. new staff to IDEA member organisations, non-GCE staff in member organisations, Board members, teachers, youth workers, European partners, new members to the Code.

Output for project (liaising with IDEA staff throughout)

- The planned output is a short video (2-3 minutes long) with a voiceover (may be recorded by IDEA) and animation or motion graphics for use in training, the IDEA website etc.
- 2 x short 30 social media videos edited to the different social media platform specs.
- A selection of stills from the video which are suitable for sharing on social media etc.

The design of the video should complement existing Code materials as it will be shared as part of a suite of materials for IDEA members who join IDEA and sign up to the Code. The video will mainly be used 'internally' within the GCE/Development Education sector and within/among the IDEA membership, though they will be displayed on public websites as well. All documents should include the IDEA logo and Erasmus+ programme logo.

The suggested timeline for this work is set out below. However, flexibility is possible depending on the designer's other commitments. Please feel free to contact us with questions about this.

Proposed timeline

Briefing with IDEA – early August

Outline of proposed video – August

First draft of video – End of September/early October

Feedback from IDEA – October

Final video – by end of October

Budget

The total fee will be for €2000-3000 including all costs related to equipment and workspace. The consultant bears full responsibility for all tax and financial obligations towards relevant authorities.

Person Specification

- Demonstrated experience in creating short videos with animation or motion graphics, ideally explainer style or with an educational purpose.
- Knowledge and experience of Global Citizenship Education, and/or related areas including other areas of education, campaigning, advocacy, activism etc.

How to Apply

Please submit your CV, and a short letter of interest outlining a proposal for the video (including the number of days you envisage and fee) to code@ideaonline.ie by Wednesday 30 July 05pm.

Please contact us if you would like further information.