
TERMS OF REFERENCE FOR REQUEST FOR QUOTATION- GRAPHIC DESIGN OF SOUL BUDDYZ ZONE MAGAZINE AND UNIT GUIDE – 2026

1. BACKGROUND

The Soul City Institute for Social Justice (SCI) is a feminist social justice organisation that focuses on advancing gender justice, sexual and reproductive health and rights (SRHR) and youth empowerment in South Africa. One of our longest-running and most impactful programmes is Soul Buddyz Clubs (SBCs)—peer-led, school-based clubs for children aged 8-14 years. Implemented in partnership with the Department of Basic Education (DBE) and the Department of Health (DOH), SBCs promote leadership, body autonomy, health, safety and critical thinking in early adolescence.

Each year, SCI produces the Soul Buddyz Zone Magazine and Unit Guide—a learner-friendly and facilitator-supportive resource pack used across thousands of schools to drive the SBC curriculum. These resources are critical in translating comprehensive sexuality education (CSE) and social justice themes into relatable, engaging, age-appropriate materials.

2. PURPOSE

SCI seeks to appoint two (2) graphic designers to work closely with appointed writers, content developers, photographers and the internal Soul City team to design and layout the 2026 editions of the Soul Buddyz Zone Magazine and Unit Guide.

The graphic designers will ensure the visual identity of the materials is engaging, child-friendly, inclusive and aligned with the Comprehensive Sexuality Education (CSE) curriculum for Grades 4 to 7.

3. SCOPE OF WORK

The selected graphic designers will be expected to:

- Participate in the inception phase and collaborate on the content outline and visual strategy.
- Design an age-appropriate visual identity for the 2026 magazine and guide that is inclusive and reflective of the diverse South African context.
- Incorporate illustrations and photographs from field visits.
- Work closely with:
 - Appointed writers/content developers.
 - Commissioned illustrator(s) for themed artwork.
 - Photographer who will provide club visit photos.
- Create engaging layouts with appropriate font choices, illustration integration, visual hierarchy and sectioning to support reading comprehension and visual learning.

4. DELIVERABLES

This assignment will run from **1 July 2025 to 31 October 2025**.

Deliverable	Description	Timeline
Inception Report	Approach, draft timeline, outline of content categories	4 July 2025
Content Outline	Co-developed content plan with mapped DBE CSE linkages	10 July 2025
Draft 1	Full draft of magazine and unit guide	28 July 2025
Draft 2	Revised version based on internal SCI review	8 August 2025
Field Visits	Participation in Buddyz club visits	15-22 August 2025
Draft Layout	Submission of draft layout of Zone Magazine and Unit Guide	5 September 2025
In-person Feedback Session on Testing	Feedback session on testing of the material from all stakeholders	10 October 2025
Final Submission	Final proofread content	31 October 2025

5. REQUIRED COMPETENCIES

The successful service provider must demonstrate:

- Min 5 years proven experience in designing for children aged 8-14, especially in educational and rights-based materials.
- Familiarity with child-friendly fonts, icons and layout principles.
- Familiarity with South African cultural contexts in design
- Ability to work collaboratively within multi-disciplinary teams (writers, photographers, illustrators).
- Fluency in Adobe Creative Suite or similar tools and access to own design software.
- Commitment to gender and racial inclusion, representation and sensitivity in visual materials.

6. OVERSIGHT AND COLLABORATION

The service provider will work under the supervision of Soul City's SBC Programme and Communications teams. Regular check-ins and iterative content development sessions will be scheduled. SCI will provide:

- Past editions of the Soul Buddyz Zone and Unit Guide.

- DBE CSE and Life Orientation curriculum documentation.
- Contact with schools, facilitators and clubs.
- Commissioned graphic design and photography partners.

7. BUDGET

- The service provider must indicate a **cost breakdown** based on the deliverables and timeline above.
- The proposal should indicate whether VAT is included or not.

8. PROPOSAL REQUIREMENTS

Interested service providers should submit:

- A **proposal** (max 4 pages) outlining:
 - Understanding of the assignment.
 - Proposed methodology and timeline.
 - Team profiles and relevant experience.
- A **budget** and cost breakdown.
- **At least three (3) samples** or links to similar work.
- Two **contactable references**.

Submit your proposal to: procurement@soulcity.org.za

By: **23 June 2025 at 16:00**

9. EVALUATION CRITERIA

Soul City Institute invites bids from qualified service providers. The evaluation process will be conducted in two phases:

- **Technical Evaluation (60%)**
- **Price and B-BBEE Evaluation (40%)**

Each bid will first be assessed on its technical merit, with a maximum achievable score of 60 points. **Only bidders who score 70% or more (i.e. at least 42 out of 60 points)** in the technical evaluation will proceed to the price and B-BBEE evaluation phase.

EVALUATION CRITERIA	WEIGHT
TECHNICAL EVALUATION	
Understanding of scope of work, Soul Buddyz, CSE and children	10
Provision of at least three (3) samples & portfolio showcasing quality and creativity	15
Feasibility of workplan and timeline	5
Two references, with at least one from a youth-focused project	10
Minimum 5 years demonstrated design experience (education, children, CSE)	20
TOTAL SCORE	60
PRICE & B-BBEE EVALUATION	
Budget management & cost-effective solutions	35
B-BBEE Level 1-4 compliance or black-women owned preferred (Level 1 Black Woman Owned - 5 points; Level 1- 4 points; Level 2 - 3 points; Level 3 - 2 points; Level 4 - 1 point)	5
TOTAL SCORE	40

Directors:

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Company Secretary: G Padayachee