

Graphic Designer for TUSEF Promotional Materials and Website

Job title:	Graphic Designer
Location:	Home-based
Contract type:	Short-term Contract
Start date:	As soon as possible

BACKGROUND

The Fulbright Program is an international academic exchange program founded in 1946 with an ambitious goal — to increase mutual understanding and support friendly and peaceful relations between the people of the United States and the people of other countries. Today, the U.S. government oversees an extensive suite of fellowships and scholarships in partnership with more than 160 countries worldwide, including Thailand.

With a bilateral agreement between the governments of Thailand and the United States, the Fulbright Program was established on July 1, 1950, and registered as the Thailand-United States Educational Foundation (TUSEF) or Fulbright Thailand. The TUSEF promotes and oversees academic and scholarly exchanges of Fulbright programs between Thailand and the United States under the direction of the binational Board of Directors. The Fulbright Thailand manages over 13 degree and non-degree programs for Thais and Americans each year.

For more information, please visit the TUSEF website at <https://www.fulbrightthai.org/> and Facebook page at <https://www.facebook.com/FulbrightThailand>.

SCOPE OF WORK

Graphic designer/a team of graphic designers will provide short-term services to create the following promotional materials and website in compliance with the [Fulbright Brand Guide](#). The consultant(s) will work with the Strategic Engagement Officer for contents, photos, and any other needed resources to deliver the assigned work.

TUSEF promotional materials and website

- Name card
- Email signature
- Letter head
- Two Zoom backdrops
- Two PowerPoint templates
- Two brochure designs (A4 size) for Thai grant programs and American grant programs

- Two designs each for standard size roll-up banner and fabric backdrop (327x223cm).
- Total redesign of website* (<https://www.fulbrightthai.org>)

** a special consideration will be given to the consultant who can translate their design on to either webflow.com or wix.com platform.*

GENERAL REQUIREMENTS

1. All materials must align with each other and follow TUSEF's and Fulbright's brand guide.
2. Designs should reflect Fulbright's vision and mission:
 - International education and cultural exchange
 - Enriching education, advancing careers, and making meaningful contributions
 - Building mutual understanding
 - Creating a more peaceful world
 - Seeing the world through others' eyes
 - The tag line of “Inspiring caring leaders across cultures”
3. Minimalist design
4. Files must be editable and updatable by TUSEF

EXPECTED OUPUTS AND TENTATIVE TIMELINE

The graphic designer(s) will provide the following outputs during the contract period, based on discussions with the Strategic Engagement Officer. The intermittent work is expected to start no later than December 1, 2024. A total number of days, if priced by day, not exceeding 30 days in total.

Output	Draft by	Final products by
Output 1 <ul style="list-style-type: none"> • Name card • Email signature • Letter head • Two Zoom backdrops 	December 8, 2024	December 15, 2024
Output 2 <ul style="list-style-type: none"> • Two PowerPoint templates • Two brochure designs (A4 size) for Thai grant programs and American grant programs • Two designs each for standard size roll-up banner and fabric backdrop (327x223cm). 	December 22, 2024	December 29, 2024

Output 3

January 12, 2024

January 31, 2024 for
design only

- Total redesign of website

February 28, 2024 if the
website can be
reconstructed using
webflow or wix

There may other products for the 75th anniversary of Fulbright Thailand which the consultant(s) will be charged by hour or daily rates.

PAYMENT

The payment will be made when each set of output is approved within 14 working days.

SUBMISSION

Interested graphic designer(s) should submit a quotation with a cost for each output, and also state your hourly or daily rate if you consider working on other products for the 75th anniversary. In addition, share your resume/CV, and samples of your past work of similar products/designs to admin@fulbrightthai.org. Please put "Applying for Graphic Designer" as the subject line. Applications will be reviewed on a rolling basis until filled, with the first round of reviews on **November 26, 2024**.

Applications will be evaluated based on the following criteria:

1. Relevant experience
2. Good command of written English
3. Familiarity with international non-profit organizations is desirable
4. Strong work ethic, including quick turnaround and effective communication with the client during the design phase.
5. Total cost

Inquiries regarding the application could be directed to admin@fulbrightthai.org