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TAF Africa
...Disability Inclusion Champion

Terms of Reference (ToR) for the Production of a 12-Part Animated Voter Education Campaign Package

Project: Consultancy: Production of a 12-Part Animated Voter Education Campaign Package
Implementing Organisation: TAF Africa
Location: Abuja, Nigeria
Employment Type: Contract
Duration: 4 weeks

1. BACKGROUND

TAF Africa is a leading disability inclusion organisation committed to advancing the rights, inclusion, and meaningful participation of Persons with Disabilities (PWDs) in governance, democratic processes, education, economic empowerment, and social development. Through strategic advocacy, research, partnerships, and capacity strengthening, TAF Africa works to eliminate barriers that prevent Persons with Disabilities from participating fully in society.

Under the European Union Support to Democratic Governance in Nigeria (EU-SDGN) Programme, TAF Africa is implementing the Component which seeks to strengthen the political participation and inclusion of Persons with Disabilities in Nigeria's electoral and democratic processes. The programme supports interventions that promote accessible voter education, disability-inclusive electoral reforms, political participation, leadership development, media engagement, advocacy, and evidence-based policy dialogue.

One of the flagship interventions under the programme is the Able2Vote Campaign, a national voter education and awareness initiative designed to increase civic knowledge, improve electoral participation, and promote the political rights of Persons with Disabilities through innovative, accessible, and inclusive communication approaches.

Recognising the increasing role of digital communication in civic education, TAF Africa intends to produce a 12-Part Animated Voter Education Campaign Package that simplifies electoral information into engaging, accessible, and audience-friendly animated video and multimedia content. The campaign will communicate key voter education messages in formats that are understandable, relatable, and accessible to diverse audiences, particularly Persons with Disabilities. The content is expected to contribute to increased awareness of civic rights, improved understanding of electoral procedures, and greater public appreciation of disability-inclusive democratic participation.

To achieve this objective, TAF Africa seeks to engage a qualified and experienced Creative Multimedia Production Company through a competitive procurement process to conceptualise, produce, package, and support the dissemination of the campaign.

2. PURPOSE AND OBJECTIVES OF THE ASSIGNMENT

The purpose of this assignment is to engage a qualified Creative Multimedia Production Company to develop, produce, and support the dissemination of an accessible and engaging voter education campaign package comprising twelve (12) animated videos and complementary multimedia assets under the Able2Vote Campaign.

The selected vendor will work closely with TAF Africa throughout the creative process to ensure that all campaign materials are technically accurate, politically neutral, culturally appropriate, accessible, and aligned with the communication objectives of the EU-SDGN Programme.

Specific Objectives:

- Develop a creative and cohesive multimedia campaign identity for the Able2Vote Campaign.
- Produce twelve (12) high-quality animated voter education episodes that simplify electoral processes and promote disability-inclusive political participation.
- Develop engaging promotional assets to support the visibility and dissemination of the campaign across multiple communication channels.
- Integrate accessibility features into all campaign materials to ensure equitable access for Persons with Disabilities.
- Produce adaptable multimedia assets that can be reused in future voter education and advocacy initiatives.

3. SCOPE OF WORK

The selected Production Company will be responsible for providing end-to-end creative, technical, and production services for the development and dissemination of the Able2Vote Animated Voter Education Campaign Package.

The scope of work includes, but is not limited to, the following:

Creative Development

- Develop an overarching creative concept for the campaign.
- Develop a visual identity that is consistent across all campaign assets.
- Produce mood boards, visual references, and creative direction for approval by TAF Africa.
- Develop a storytelling framework that simplifies electoral information while maintaining technical accuracy.

- Ensure that all creative concepts align with TAF Africa's brand identity, the EU-SDGN visibility requirements, and principles of disability inclusion.

Content Development

- Develop scripts for twelve (12) animated voter education episodes based on key voter education themes approved by TAF Africa. Each animation shall be delivered in landscape version (16:9) and vertical versions each.
- Develop detailed storyboards for each episode.
- Develop one (1) Campaign Launch Video.
- Develop twelve (12) teaser videos (one for each episode).
- Develop two (2) Campaign Recap Videos highlighting campaign milestones and key messages.
- Develop twelve (12) custom thumbnail graphics (one for each episode).
- Develop twelve (12) quote cards highlighting key campaign messages.

4. EXPECTED DELIVERABLES

At the end of this assignment, the following output will be generated by the production company:

Deliverable	Quantity
Animated voter education episodes	12
Pidgin language adaptation	12
Campaign launch video	1
Episode teaser videos	12
Campaign recap videos	2
Landscape versions	12
Vertical versions	12
Thumbnail graphics	12
Quote cards	12
Storyboards	12
Final approved scripts	12
Editable source files	Complete set

5. TECHNICAL SPECIFICATIONS

The vendor shall be responsible for the complete production of a high-quality, professional, and accessible voter education campaign package. All outputs shall meet standards for broadcast and digital distribution while complying with TAF Africa's branding guidelines and the European Union visibility requirements.

The proposed animation style should:

- Be visually engaging, contemporary, and audience friendly.
- Use clear storytelling techniques that simplify complex electoral information.

- Appeal to diverse audiences, including youth, women, Persons with Disabilities, and first-time voters.
- Reflect Nigeria's cultural diversity through inclusive characters, settings, and storytelling.
- Avoid political bias, stereotypes, discriminatory language, or imagery.
- Promote positive representation of Persons with Disabilities as active citizens and leaders.
- All campaign products shall carry TAF Africa branding, and the European Union support acknowledgement in accordance with approved visibility guidelines.
- Maintain a consistent visual identity throughout the campaign content.

The production company is encouraged to propose innovative creative approaches that enhance audience engagement while maintaining clarity and accessibility.

Animation Specifications

The animation package should comprise professionally produced two-dimensional (2D) animation, motion graphics, or a hybrid animation style that best communicates the intended messages. Each episode shall:

- Be between 4–7 minutes in duration.
- Include professionally designed illustrations and characters.
- Incorporate dynamic transitions and motion graphics where appropriate.
- Include professionally recorded voice-overs. The voice-over shall:
    - Be professionally recorded.
    - Be clear, conversational, and easy to understand.
    - Reflect appropriate Nigerian pronunciation and context.
    - Match the tone of the intended audience.
    - Avoid overly technical language.
- Include licensed background music and sound effects.
- Be optimised for digital viewing on desktop and mobile devices.
- Be produced in Full HD (1920 × 1080 pixels) at a minimum.

The company may recommend additional creative elements where they enhance audience comprehension and campaign impact.

6. ACCESSIBILITY STANDARDS

Accessibility is a mandatory requirement for this assignment. The production company shall ensure that all campaign materials are designed to maximise access and comprehension for Persons with Disabilities.

The company shall demonstrate an understanding of accessible communication principles and integrate accessibility throughout the production process rather than treating it as a post-production activity.

All videos shall include:

- Permanent open captions in the language of the voiceover.
- Captions synchronised with narration.
- Appropriate punctuation and speaker identification where necessary.
- Readable font size and positioning that does not obstruct important visual elements.
- Editable subtitle files (.SRT) shall also be provided.
- An animated Nigerian Sign Language character integrated into the animation.

Or

- A professionally filmed Nigerian Sign Language interpreter incorporated within the video. Regardless of the approach adopted, the sign language interpretation shall:
    - accurately reflect the approved script;
    - be reviewed and validated by a certified Nigerian Sign Language interpreter;
    - remain clearly visible throughout the videos; and
    - be integrated in a manner that complements the overall animation without distracting from the primary content.
- Background music does not overpower speech.
- Sound effects support rather than distract from learning.
- Audio levels remain consistent throughout the campaign.
- All dialogue is intelligible across different playback devices.

The campaign shall adopt inclusive visual communication practices including:

- High colour contrast;
- Legible typography;
- Uncluttered screen layouts;
- Adequate text display duration;
- Clear visual hierarchy;
- Inclusive illustrations representing different disability groups;
- Simple iconography and visual cues to reinforce learning;
- Characters should positively represent Persons with Disabilities as active participants in civic and political life.

7. PRODUCTION METHODOLOGY

The assignment shall adopt a collaborative production approach involving regular engagement between the production company and TAF Africa.

- TAF Africa shall review all deliverables and provide consolidated comments.
- The production company shall incorporate agreed revisions before final approval.
- The production company shall receive approval from TAF Africa at all stages of production.
- The vendor shall submit all approved outputs in the required formats together with editable source files.

TAF Africa reserves the right to reject any deliverable that:

- contains factual inaccuracies;
- fails to comply with accessibility requirements;
- does not meet agreed production quality;
- contains grammatical or spelling errors;
- does not conform to approved branding;
- fails to reflect the approved storyboard or script.

8. MINIMUM QUALIFICATIONS AND EXPERIENCE

The assignment requires a creative multimedia production company with demonstrated expertise in animation, visual storytelling, digital campaigns, and accessible communication. The vendor must have the technical, creative, and project management capacity to deliver this campaign within the stipulated timeline.

The vendor shall

- Demonstrate experience implementing assignments for development partners, government institutions, civil society organisations, or international organisations.
- Have proven experience producing voter education, civic education, or public awareness campaigns.
- Demonstrate experience producing accessible communication products
- Have access to professional-grade video, sound, and editing equipment. Ability to deliver a polished final product within a tight timeframe.

Technical Capacity

The vendor should possess demonstrable expertise in:

- Creative campaign development

- Scriptwriting
- Storyboarding
- 2D animation and motion graphics
- Illustration and character design
- Video editing
- Voice-over production
- Sound design
- Accessibility integration
- Social media content production

Experience producing communication materials for Persons with Disabilities will be considered an added advantage.

9. HOW TO APPLY

Interested and qualified candidates should send their application to procurements@tafafrica.co with the subject line “Consultancy: 12-Part Animated Production Package”.

Applications must include:

- A one-page proposal outlining your creative approach to the animated video series.
- Samples of previous work (preferably with similar thematic or visual storytelling projects).
- A proposed budget or indicative cost for the project

Application Deadline: 31st July 2026

TAF Africa strongly encourages applications from women and persons with disabilities. All submissions will be handled with the highest level of confidentiality.

10. INTELLECTUAL PROPERTY RIGHTS AND CONFIDENTIALITY

Intellectual Property Rights

All concepts, scripts, illustrations, animations, graphics, characters, source files, project files, voice recordings, and final outputs produced under this assignment shall become the exclusive property of TAF Africa.

Upon final payment, the vendor shall transfer to TAF Africa, unrestricted ownership and usage rights for all materials produced under the assignment.

The vendor shall not reproduce, distribute, publish, modify, sell, or use any part of the materials without the prior written approval of TAF Africa.

The vendor shall ensure that all fonts, music, stock assets, illustrations, plugins, and other third-party resources used in the production are appropriately licensed for unrestricted organisational use.

Confidentiality

The agency shall maintain strict confidentiality regarding all information obtained during the assignment.

No information relating to the project shall be disclosed without prior written authorisation from TAF Africa.

This obligation shall remain in force after completion of the assignment.

11. PAYMENT TERMS

Payment will be structured in tranches

- 60% upon contract signing and submission of production plan.
- 40% upon submission and approval of all final deliverables.