



## Terms of Reference

Illustration of 16-page Comic Book

### Overview

PCI Media is a trailblazer in bringing the power of comic books to effect social and behavioral change for the good of communities and the planet. Using the unique methodology which we've honed over the years in Entertainment-Education, we are reaching new audiences worldwide with messages about health, gender equality, and the environment.

In collaboration with UN Environment's Special Programme on Sound Chemicals and Waste Management, PCI Media is producing an original comic book on the topic of chemical and waste management. We seek an illustrator to produce original drawings or illustrations that follow the comic's script, which will be provided.

### Deliverables

1. Review of comic script
2. Consultations with scriptwriter and PCI to gain clarity about the story and desired art style of the comic illustrations.
3. Creative development of pencils with review and approval prior to inking.
4. Development of color scheme with approval prior to full colors.
5. Production of the final digital product with full InDesign files provided. The final product should be ready for online distribution and print production.

### About the Comic

- Comic will be suitable for young adults aged 18 to 24;
- Comic will be produced in English;
- Characters and visuals must be representative of varied cultural, ethnic/racial and religious backgrounds and genders, enabling audiences from as many countries as possible to identify with them;
- Products must be delivered in a print-ready, high quality PDF version and one to be used in the internet.

- Comic should be 16 pages total, including a front cover, inside cover with text (such as credits), 12 pages of story, inside back cover with text (such as program information, calls-to-action), and back cover with more program information and logos.

### **Qualifications and experience requirements**

The contractor shall meet the following requirements:

- Proven experience in illustration, design and comic book development.
- Experience producing comic for geographically wide and/or varied audiences.
- Knowledge and experience in creating artwork about environmental issues a plus.

### **Proposal Submission**

Interested applicants should respond to this Terms of Reference with

1. Summary of experience and qualifications
2. Examples of work that showcase diverse illustration styles (specifying age of target audience)
3. Cost proposal

Please send proposals to Loretta Cheung, Environment Programs Lead,  
lcheung@pcimedia.org.