

# Request for Proposal

## Consultant for Visual Audit and Design Recommendation for IESR Publications

### 1. Background

To continuously support the acceleration of Indonesia's energy transition, the Institute for Essential Services Reform (IESR) published around 91 documents between 2020 and 2024, including research reports, briefing papers, market surveys, policy briefs, and other publications.

During this period, IESR's flagship publications, such as the Indonesia Energy Transition Outlook (IETO) 2024, were downloaded 5,455 times in 2024. Publications with over 1,000 downloads demonstrate a high level of reader interest. According to the Institute for Scientific Information (ISI) in [The Annual G20 Scorecard – Research Performance 2022](#), international collaboration in research significantly influences the number of citations, which in turn impacts download performance.

ISI data shows that in Indonesia, only 5% of approximately 25,000 internationally co-authored publications were uncited, while 21% of 8,000 domestic-only publications received no citations. Beyond collaboration, content relevance and layout design are also critical factors in enhancing readability and download performance.

IESR generally adheres to standard design principles, such as clear typography, consistent layout, and a visual hierarchy to improve navigation. However, as IESR's program scope and energy transition themes expand, there is a growing need to review and align layout designs, both in digital and print formats, with each program's evolving visual identity.

Additionally, improving readability and introducing interactive design elements are essential strategies to further increase downloads and expand audience reach.

### 2. Objective

- a. To analyze the visual structure and information accessibility of IESR's publications to enhance reader comprehension and information retention.
- b. To define the visual identity and layout approach for each publication type (e.g., research report, policy brief, briefing paper) in line with its specific purpose.
- c. To determine the appropriate visual elements that reflect the distinct branding of IESR's nine programs/projects, enabling readers to easily associate each publication with its respective program.

- d. To improve coordination and efficiency in the production process and quality control of publication design, ensuring all communication outputs reflect a professional and consistent visual standard.

### 3. Deliverables

- a. Audit Report on visual structure and information accessibility of selected IESR publications.
- b. Design Matrix that outlines layout styles and visual characteristics for different types of publications.
- c. Program-based Branding Guide, including proposed visual differentiation strategies for IESR's 9 programs/projects.
- d. Final Recommendation Report (10–20 pages), summarizing the analysis, proposed visual guidelines, and layout examples for each publication type.

***Note: IESR will retain sole ownership of all deliverables, including digital assets and communication products.***

### 4. Benefits and Payment Terms

1. Total compensation of **Rp10 million** (tax included, no additional benefits such as health insurance or annual bonuses).
2. Deliverables and Payment Schedule:

Deliverables	Description	Deadline	Payment
Visual and Accessibility Analysis	Audit of IESR publications, assessing typography, page structure, and design consistency	28 May 2025	IDR 2,500,000
Layout Character by Publication Type	Identification of design elements and layout needs for each publication type	17 June 2025	IDR 2,000,000

Visual Elements Based on 9 Programs	Review of color schemes, iconography, and visual tone consistency across programs		IDR 2,000,000
Final Recommendation Report + Layout Examples	A 10–20 page design guidance report, including 3–4 visual layout examples by publication type		IDR 3,500,000
<b>Total</b>		<b>100%</b>	<b>IDR 10,000,000</b>

### 3. Qualifications

- A degree in Visual Communication, Graphic Design, Communication Studies, or a related field is preferred; however, equivalent professional experience with a strong portfolio will also be considered.
- Proven experience in editorial and publication design, particularly for research-based, nonprofit, or policy-oriented organizations.
- Strong understanding of visual communication principles, including layout structure, readability, accessibility, and branding consistency.
- Familiarity with organizational branding and the ability to translate multi-program identities into clear visual distinctions across publications.
- Proficiency in design software tools, such as:  
 Adobe InDesign (for layout and typesetting)  
 Adobe Illustrator and Photoshop (for visual elements and assets)  
 Figma or Canva (for collaborative or digital-first design approaches)
- Ability to produce clear, actionable design recommendations, supported by examples, visual references, and concise documentation.
- Strong attention to detail, good communication skills, and ability to work independently under deadlines.

### 4. Duration

The contract period is **May to June 2025**, with an immediate start as soon as possible.

### 5. Requirement

- Download the application form from the IESR website.
- Submit the application form, resume, and portfolio (demonstrating experience in event management and design) to the **Net-Zero Strategic Communications Program Manager** at [uliyasi@iesr.or.id](mailto:uliyasi@iesr.or.id) with the subject line "**Consultant for Visual Audit and Design Recommendation for IESR Publications**"

- For further inquiries, contact the same email address.
- Application deadline: **Thursday, 22 May 2025**. Applications will be reviewed on a rolling basis, and the recruitment process will close once a suitable candidate is found. **Early submission is highly encouraged.**