



Centre
for Effective
Practice

Freelance Opportunities

Vendor of Record/Request for Supplier: Graphic Designer(s)

The Centre for Effective Practice (CEP) is seeking qualified graphic designers to work on numerous projects in the field of healthcare. Successful applicants will possess conceptual skills, high-level design skills, and experience in layout design. Successful applicants will be responsible for producing a variety of outputs and may be responsible for conceptualization and implementation of design solutions.

About the CEP

The CEP has been a federally-incorporated, not-for-profit organization since 2007. The CEP works to enable appropriate care through the development and implementation of relevant, evidence-based programs and tools.

In carrying out our core services, the CEP has developed expertise in assessing care gaps and the quality of evidence, synthesizing evidence-based recommendations for best clinical practice, training health professionals in critical appraisal skills, and providing advisory and support services for evidence implementation initiatives.

Scope of work

The scope of the work may include:

- Creation of design solutions that have a high visual impact.
- Producing layout graphics for print and web use with consistent and contemporary use of design
- Working closely with the CEP team to develop processes for maintaining design standards and developing resources with users.
- Creation of consistent organizational templates for internal and external use, including slide decks, newsletter, and reporting documents.
- Creation of print/digital publications including annual reports.

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- Creation of event materials, specifically for conferences (brochures, large format posters, print/digital display materials).
 - Print and digital data visualization – infographics, charts, graphs, tables.

Required for successful applicants

- Expert understanding of multimedia design and experience designing for both print and digital output.
- Expert knowledge of Adobe Creative Cloud (or Creative Suite 5.5 or later) and Microsoft Office programs.
- Thorough understanding of the principles of user-centred design.
- Ability to think creatively to produce new ideas and concepts within the constraints of cost and time.
- Ability to work in a team environment (e.g. copywriters, other designers, project managers, web developers) but also independently.
- Have the ability to manage multiple projects and remain flexible through multiple revisions while keeping a keen attention to detail.

Additional consideration will be given to applicants demonstrating:

- Experience producing materials for the health sector, including provider and patient focused resources.
- Experience in UI design.
- Basic understanding of HTML and CSS.
- Proficient in InDesign.

Project overview and timelines

The CEP wishes to create a pool of graphic designers to assist with its design needs. The need for a graphic designer will be dependent on the specific project; budget available and time lines will vary.

As an organization operating in the healthcare industry, each of our products undergoes multiple rounds of review by our various collaborators and stakeholders. As such, we are looking for a dedicated designer who is willing to make multiple revisions to a product throughout its



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development process. The designer will be compensated for all work and revisions made for CEP.

Submission requirements

The following information must be provided in the submission:

1. Cover letter outlining introducing your company (including information on company structure and ownership, years of operation, number of employees if applicable, etc.)
2. List of services provided.
3. Estimated time required for various materials along with hourly rate.
4. Portfolio examples, which demonstrate skill and experience required.
5. List of clients (current and previous) and three references.

The CEP will not be responsible for costs incurred in the development or submission of a proposal.

Submission instructions

Proponents must submit one (1) electronic copy of their submission, in Microsoft Word format or portable document format (PDF), sent to the e-mail address shown below before the proposal submission deadline. Portfolio may be provided as a link to your website.

Email: angela.du@cep.health

Timelines

Issue Date: May 6th, 2019

Proposal Deadline: June 3rd, 2019



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Additional information

Should you require any additional information, please contact [Angela Du](#) at the email address above.

Please note that the CEP has the right to modify or discontinue this VoR at any time.