

## BRIEFING

### Freelance Graphic Designer for Innovation Project in Sustainability Transitions

#### Description of the assignment:

For the MOTION project, we are looking for a science savvy graphic designer to work with our research team to translate our concepts and theories into comprehensible visuals, developing learning materials and a handbook for practitioners in which our methodology and the learnings of the project are conveyed. The MOTION project is a collaboration between the Transformative Innovation Policy Consortium (TIPC) and the European Institute of Technology's Climate Knowledge and Innovation Community (EIT Climate-KIC). Together we're developing and testing an innovative methodology to progress transformative change and contribute to fighting the biggest societal challenges of our times including climate change and social inequality. For more information on MOTION, visit:

<http://www.tipconsortium.net/experiment/the-motion-project/>

#### Tasks and deliverables:

- Translating complex academic concepts into accessible and comprehensive visualizations and infographics based on specific learning goals;
- Working in close collaboration with the research team (located at universities and research institutes in the UK, Austria, Spain and the Netherlands) to develop effective, appealing, engaging and inspiring learning materials that promote the acquisition of specific knowledge and skills among practitioners and policymakers;
- Developing a house style that represents MOTION as a collaborative project of TIPC and EIT Climate-KIC;
- Guiding the creative development process of the (digital) handbook with input and consultancy on the layout and overall logic of the book with an eye towards the overall project vision;
- Producing various types of contents including (interactive) infographics, data visualization, video and/or animations for different types of audiences (academic vs. non-academic);
- Outputs: Graphic development and design of the learning materials, visualisations and a handbook for practitioners.

#### Requirements:

- Capability to translate complex scientific content into comprehensible visuals and producing instructional materials based on specific learning goals;

- Ability to work as an independent graphic designer and set your design priorities based on the research agenda, with the flexibility to adapt if priorities shift during the research process.
- Ability to consider and coordinate requirements of various parties involved , guiding the creative process as an independent graphic expert.
- Fluent English language skills (written and spoken)

### **Assignment and submission of your offer:**

The final project delivery, a handbook for practitioners, is due in December 2021, with various smaller deliverables and milestones (house style development, visualisations, learning materials etc.) along the way. The total available budget for this assignment is €15,000 (incl. BTW).

Intellectual property over the projects will be transferred to Utrecht University (details can be negotiated in the contract, we prefer to work with creative commons licenses).

Please include the following information in your offer:

- A short statement on how you would approach this assignment in terms of workflow, software, adaptability, soft and hard skills applied, including your resume/relevant experience (1-2 pages max)
- A portfolio with examples of your work relevant to this assignment
- A specified hour and cost estimation that fits within the total budget available

The freelancer signs a Commission Agreement for this assignment. Freelancers must be in the possession of a BTW-number (or its equivalent for your respective country of residence).

Submission deadline: 23<sup>rd</sup> of October 2020

### **Additional information:**

Additional information about this position can be obtained from Jenny Witte via [j.witte@uu.nl](mailto:j.witte@uu.nl).