



TEST ASSIGNMENT

Visual Communication Specialist

National Congress of Ukrainians of Moldova (NCUM)

Project: Every Child is Protected in Moldova

1. Background

Within the framework of the project “Every Child is Protected in Moldova”, funded in partnership with UNICEF Moldova, the Contractor is expected to develop sector-specific visual communication materials aligned with donor visibility standards and ethical communication principles.

This test assignment is designed to assess the candidate’s ability to develop a coherent multi-sector visual system while ensuring compliance with UNICEF communication and safeguarding standards.

2. General Instructions

The candidate is required to develop a mini visual communication system covering three sectors:

- Health
- Child Protection
- Gender-Based Violence (GBV)

The assignment evaluates strategic thinking, visual consistency, tone sensitivity and donor compliance.

3. Ethical & Donor Compliance Requirements

The following restrictions strictly apply:

- No use of shocking or disturbing content.
- No stigmatizing or fear-based visuals.
- No symbolic imagery that may retraumatize vulnerable audiences.
- Only neutral, dignity-based, and respectful visual language.
- If photography is used, it must be selected from certified UNICEF photo libraries or replaced with neutral placeholders.
- Use child-safe and trauma-informed communication approaches.

The candidate must demonstrate awareness of safeguarding principles in visual communication.

PART I — VISUAL SYSTEM DEVELOPMENT

Before designing materials, the candidate must develop:

- Mini Visual Concept (2–3 slides/pages)

Include:

- Proposed color logic for each sector (Health / Child Protection / GBV)
- Typography hierarchy
- Grid structure proposal
- Icon style direction
- Approach to multilingual adaptability (RO / RU / UA / EN)

The visual system must ensure cross-sector consistency while allowing sector differentiation.

PART II — SECTOR IMPLEMENTATION

For each sector, develop the following:



A. HEALTH

Required Outputs:

1. One Key Visual (campaign core visual identity)
2. One Infographic (How to Access Primary Healthcare Services)
3. One Social Media Adaptation (1080x1080)

Key Messaging:

Primary healthcare services are accessible to every child.

Preventive care and vaccination protect families and communities.

Tone: reassuring, informative, accessible.

B. CHILD PROTECTION

Required Outputs:

1. One Awareness Poster (A4 or vertical digital format)
2. One Step-by-Step Flowchart (How to Seek Help)
3. One Social Media Adaptation

Key Messaging:

Every child has the right to protection.

Safe adults and confidential services are available.

Tone: supportive, empowering, child-friendly.

C. GENDER-BASED VIOLENCE (GBV)

Required Outputs:

1. One Discreet Social Media Visual
2. One Wallet-Size Help Card (printable layout)
3. One Website Banner

Key Messaging:

Access to services is confidential and free.

You are not alone.

Tone: trauma-informed, discreet, survivor-centered.

4. Technical Requirements

- Demonstrate full donor-style layout structure
- Include placeholder areas for donor logos (with hierarchy logic)
- Ensure multilingual adaptability
- Respect accessibility standards (contrast, readability, inclusive design)
- Provide editable source files (Figma / AI / INDD)
- Provide export-ready versions (PDF / PNG)

5. Evaluation Criteria

Submissions will be assessed based on:

- Strategic thinking and system-building ability

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- Visual hierarchy and clarity
 - Cross-sector consistency
 - Ethical sensitivity (especially for GBV)
 - Compliance with donor restrictions
 - Technical execution quality
 - Adaptability across formats