

# TERMS OF REFERENCE

## for the graphic and Web design services of the DIGITAQ project

### DIGITAQ, Création de Capacités Digitales pour le Pilotage de l'Assurance Qualité dans l'Enseignement Supérieur Algérien

## 1 Background of the project

The DIGITAQ project (in English, Creation of Digital Capacities for the Management of Quality Assurance in Algerian Higher Education) aims at setting up a federative and collaborative information system to support quality assurance activities by digitalization of data and information collection and analysis processes.

DIGITAQ will provide the quality assurance activity in Algeria with an information system operating in a network, based on a national database, able to meet all operational and prospective needs. Thanks to the Quality Assurance platform, every stakeholder, wherever they are, can access an unprecedented amount of information. The overall objective is to provide methodological and systemic support to enable the various stakeholders to implement and sustain quality assurance practices. DIGITAQ aims to establish communication channels to strengthen the links between the various stakeholders guaranteeing the management and achievement of the local objectives of each strategic plan in line with a national vision and strategy.

DIGITAQ proposes to be a platform for the dematerialization of the information system relating to the management of quality assurance, the objectives of which are, among others:

- Facilitate the control of management processes through quality assurance by digitizing the three levels of quality processes: Steering, Production and Support in the seven areas defined in the national reference system.
- Support the construction of the strategic plan.
- Build measurement indicators and the dashboard from the mass of data generated.
- Allow the rapid identification of decisions to be made and the improvements to be put in place by key performance indicators (KPIs) to be monitored and making them available to the teams and / or to the management in charge of governance.
- Strengthen the internal evaluation system of the quality approach within each institution and external evaluation
- The establishment of a national network dedicated to the management of quality assurance in higher education to harmonize practices and involve the various actors (managers, teachers, students, technical and administrative staff, employers, etc.). ) in the quality process.

The project is carried out by:

- 1) Université des Sciences et de la Technologie d'Oran-Mohamed Boudiaf
- 2) Université d'Oum El Bouaghi « Larbi Ben M'hidi »
- 3) Université de Ouargla « Kasdi Merbah »
- 4) Ministère de l'Enseignement Supérieur et de la Recherche Scientifique
- 5) Université de Biskra « Mohamed Khider »

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- 6) Université de Setif 2 « Mohamed Lamine Debaghine »
- 7) Université de Bejaïa « Abderrahmane Mira »
- 8) Université de Mascara « Mustapha Stambouli »
- 9) Université du 8 mai 1945 de Guelma
- 10) Université Alger 1 « Benyoucef Benkhedda »
- 11) Université Lumière Lyon 2 (France)
- 12) Union des Universités Méditerranée (Italie)
- 13) Université Nova de Lisbonne (Portugal)
- 14) Mouvement Français pour la Qualité Rhône-Alpes (France)
- 15) Université de Liège (Belgique)

Project number: 617768-EPP-1-2020-1-DZ-EPPKA2-CBHE-SP

## 2 Main tasks of the service

The service includes the following tasks:

### 2.1 Project visual identity and branding

- Design of the logo of the project
- Project style and branding guidelines for digital and print materials, following the project style and branding guidelines
- Digital template for public documents (events' reports, press releases, events agenda, etc.)

### 2.2 Project website

The domain name is: [www.digitaq.eu](http://www.digitaq.eu). The website should incorporate the project logo that has to be also conceived and designed.

DIGITAQ website will serve several functions:

- Diffuse information about International Cooperation Erasmus+ project entitled **DIGITAQ, Création de Capacités Digitales pour le Pilotage de l'Assurance Qualité dans l'Enseignement Supérieur Algérien** ". The production of a website is an integral part of the project and key to the dissemination strategy. It should reach a wide audience on an international scale giving visitors details on the project in general, activities carried out during the project lifetime, the partnership and project results. It should have an integrated statistics tool to track the geographic location of visitors, number of connections per month, etc.
- It will serve as an intranet for the project partnership, which allows for the sharing of documents between the 15 project partners.

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- The website should be available in French, in English and Arabic.

#### **2.2.1 Content Management System (CMS):**

The website should be managed by a user friendly and largely used CMS to let the project partners publish contents a modifying the pages autonomously, without changing the overall design and architecture of the website

#### **2.2.2 Search engine optimization:**

The website should design and information architecture should be optimised for search engines. Potential visitors should be able to find the website when they write DIGITAQ/digitaq/Digitaq/ "Création de Capacités Digitales pour le Pilotage de l'Assurance Qualité dans l'Enseignement Supérieur Algérien".

#### **2.2.3 Integration with social media**

The project's website should be fully integrated with social media:

- While publishing a post or a news on the website there should be the possibility to share it directly from the CMS
- The visitors of the website should have a tool bar to share the posts and news directly on the main social media platforms

#### **2.2.4 Website information architecture and navigation**

- For easy navigation, a menu bar function could be integrated along the bottom of each page. A search feature at the top of the page should also be available in order that visitors can carry out quick searches across the website.
- Home page – Very brief outline of the project detailing the full title and key objectives, news feature allowing 3 news extracts to be shown with a picture, flash news feature allowing 3 extracts to be shown (without photo) and allowing links to social media pages (Facebook, Twitter, LinkedIn...)
- About DIGITAQ– Detail on project activities on 1<sup>st</sup> page with possibility to integrate 6 separate sections for the 8 different project 'Work Packages' of the project with a menu on the left to access each section
- Partnership – Logos and Names of 15 project partners. They are full partners – distinction to be made by country including flags from each country (Algeria, Italy, France, Portugal and Belgium). Function which allows visitors to click on logo of each partner and be directed to their website page in a new window
- Events – Page scheduling and reporting on key project events – will require a 'news' style function to put articles up about events that have taken place with possibility to upload

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photos, videos and documents (word/pdf/ppt/excel/etc.) and calendar function to indicate dates of upcoming events

- Project Results – Page dedicated to publishing project results which must be made available to the public. Possibility to upload/download all types of documents (word/pdf/ppt/excel/etc.)
- Photos/Videos – Page dedicated to photos and videos taken during the project lifetime, will require a caption function so visitors will have some information on the media shown
- Intranet – Sign in page accessible DIGITAQ Partnership only (15 partners), document storage for sharing between partners for all types of documents (photos/videos/word/pdf/excel/ppt./etc.) to be included in the project website
- Contact Us – page with contact details of Project Coordinator for enquiries / contact email address, postal address

#### 2.2.5 Project's Intranet platform

DIGITAQ Partners should have a common cloud to share knowledge and information concerning their common activities in the project website.

- Design and development of a user-friendly interface in French
- Size of the cloud service 1Tb
- Archive of the documents with tags

#### 2.2.6: Monitoring visits

The website should have an integrated statistics tool (i.e. Google Analytics) to monitor and track visits, the geographic location of visitors, number of connections per month, etc. Website visits monitoring and analytics should be reported in a summary document on an annual basis. Reports should be written in English or in French;

### 2.3 Production of dissemination promotional material for the project:

This includes the design of the following documents:

- ✓ Conception of the information documents concerning the project DIGITAQ (postcard ...)
- ✓ Project's Brochure to communicate the project to specific target groups and communicate the objectives and expected results will be designed and realized
- ✓ Flyer
- ✓ Posters
- ✓ PPT template
- ✓ Activities report template
- ✓ Banner

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### 3. Languages

The knowledge of French is an important asset.

### 4. Expected Products

In specific terms, the consultant appointed is expected to deliver:

Product/Service	Delivery Date
Logo and electronic type presentations (3 proposals to selected by the partnership)	07/04/2021
Project website	14/06/2021 and regular updates
Branding materials (leaflet, poster, brochure, postcard)	multiple delivery dates

### 5. Contract Period

The contract shall be carried out during the period 15 January 2021 (beginning of the project) to 14 January 2024 (expected end of the project). Should the deadline of the project be postponed, the duration of present contract must also be considered as postponed.

Technical services must be ensured until 2030.

### 6. Form of Contract

Goods or services ordered by the DIGITAQ project shall be in accordance with the DIGITAQ conditions of contract. The Terms and Conditions are those of the contractor which is UNIMED - Mediterranean Universities Union.

### 7. Budget

A budget of maximum **12.000 EUR** has been allocated for this work. To this amount is applicable the VAT exemption, pursuant to the article 72 D.P.R. 633/72.

### 8. Selection criteria

The contract will be awarded to the bid offering best value for money (best price-quality ratio).

The criteria for the selection of applications are:

- 50% best price;
- 25% professional experience and reference projects;
- 25% technical skills

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### **9. Contact**

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