



Terms of Reference (TOR)

Position: Illustrator-Designer

Deadline: August 28, 2025

Link to Application Form: [<https://forms.gle/TCyty7feTr4RjxK4A>]

Portfolio Submission Guidelines

Please submit a portfolio demonstrating their range, skill, and suitability for the role, with the following criteria:

- **Selection:** Include no more than **10 individual works or projects**.
- **Descriptions:** Provide a brief caption or description for each piece, specifying the medium, dimensions (if applicable), and the intended purpose or context of the work.
- **Range of Styles:** Present a variety of visual styles, compositions, and subject matter as possible.
- **Relevance:** Where possible, include works that demonstrate skills relevant to educational content, children's media, or culturally contextual design.
- **Original Work:** Clearly indicate which works are your original creations, and if displaying collaborative work in your portfolio, describe your specific role in such projects.
- **Format:** Submit your portfolio as a link to an online portfolio, **OR** as images in a Google Drive (place relevant information in the description box), **OR** as a single PDF file (max. 10MB). Ensure that all files are accessible without requiring account sign-in.

Feel free to reach out to us if you have any questions.

About Open Learning Exchange (OLE) Nepal

O.L.E. Nepal is a social benefit organization dedicated to enhancing teaching-learning in schools through the integration of technology and to provide uniform access to quality educational materials across different geographic areas and socio-economic strata.

O.L.E. Nepal develops and distributes free educational content, trains teachers to integrate technology in classrooms, implements technology interventions in rural schools, and helps build local capacity in technology and education.

We are a team of social workers, educators, designers, developers, and individuals dedicated to leveraging technology to improve the quality of education in public schools across Nepal. To learn more about our team, visit: <https://olenepal.org/our-team/>.



Overview

O.L.E. Nepal is expanding its multimedia content development efforts, both by creating new educational materials and enhancing our existing digital learning resources. As part of this initiative, we are producing a new set of animated stories under our *Hamro Ramailo Kathaharu* collection and adding new modules to our curriculum-aligned interactive lessons (*E-Paath*). To support these efforts, we are integrating high-quality illustrations, compelling visual storytelling, and creative design elements that align with teaching-learning goals relevant to Nepali learners.

About the Position

The **Illustrator-Designer** will work closely with the Visual Team Lead and other content developers to create contextual, engaging, and pedagogically sound illustrations and digital designs. The designer will contribute to storytelling, lesson design, and promotional materials through original illustrations, clear visual narratives, and stylistically diverse artwork. The position requires not only strong design and drawing skills but also an understanding of educational contexts and learners' needs across diverse backgrounds.

Specific Responsibilities

- **Illustration & Digital Graphics Design:**
Create age-appropriate and engaging illustrations to support stories and lessons, using tools like Adobe Illustrator and Photoshop. Produce clean vector and raster graphics, including characters, settings, and icons.
- **Visual Storytelling & Composition:**
Translate scripts into storyboards and thumbnails that convey clear visual narratives. Apply composition principles, color palettes, and varied styles to support learning goals and maintain visual coherence.
- **Design Adaptation & Asset Preparation:**
Organize and prepare illustration assets for animation and interactive use, ensuring clean layering and file structure. Coordinate with animators to deliver scalable visuals ready for cross-platform use.
- **Visual Research & Referencing:**
Gather and apply references to create contextually and culturally relevant illustrations. Work with content teams to ensure visual accuracy and alignment with curriculum themes.



- **Collaboration & Support:**

Collaborate with designers, animators, and content creators to ensure unified visual direction. Contribute to promotional materials and participate in team reviews and feedback processes.

General Responsibilities

- **Project Support:** Assist in various phases of visual content production—from brainstorming and sketching to final digital execution—ensuring timely delivery of high-quality illustrations and visual assets.
- **Skill Enhancement:** Continuously explore new illustration techniques, digital art trends, and design practices relevant to educational media. Stay updated with tools like InDesign, After Effects, Figma, and motion graphics workflows.
- **Feedback Integration:** Incorporate constructive feedback from team members and stakeholders to improve design outcomes, ensuring visual consistency and alignment with educational objectives.
- **Field Work Support:** Participate in field visits to project sites when required to support the design and implementation of learning materials in real classroom settings. This may include user testing, observation, and visual documentation.

Eligibility and Personal Traits

- **Relevant Experience:** Prior experience in digital illustration, visual storytelling, and graphic design. Experience in educational content development or children's media is highly desirable. Exposure to animation pipelines and motion graphics design is a bonus.
- **Educational Experience:** Academic background or practical training in Fine Arts, Multimedia Design, Illustration, Animation, or a related field is preferred, but not mandatory.
- **Technical Proficiency:** Proficiency in Adobe Creative Suite—particularly Illustrator and Photoshop. Working knowledge of open source alternatives like Krita, Inkscape, GIMP and tools like InDesign, After Effects, and Figma is considered an advantage. Familiarity with preparing assets for animation and working in collaborative digital environments.
- **Visual Design Skills:** Strong drawing and illustration skills, both hand-drawn and digital. Solid understanding of design principles including composition, color theory, and visual rhythm. Ability to generate unique and adaptable visual styles based on project requirements.
- **Communication and Collaboration:** Strong collaboration and communication skills to effectively work with interdisciplinary teams. Willingness to take creative direction, iterate on designs, and maintain consistency across team efforts.



साझा शिक्षा ई-पार्टी नेपाल

Open Learning Exchange (OLE) Nepal

जि.प्र.का.काठमाडौं दर्ता नं.२९८/०६४/०६५

स.क.प.आ.न.२३६७१

पान नं.३०२८३३८६९

दर्ता ठेगाना: व.न ११, काठमाडौं

- Adaptability and Continuous Learning: Willingness to take initiative and adapt in a dynamic work environment. Eagerness to learn new tools, improve technique, and apply emerging trends in design and education.

What We Offer

- Opportunity to directly impact the quality of education across multiple subjects in Nepal
- Creative freedom to innovate and experiment with new educational technologies
- Collaborative work environment with passionate educators and technologists
- Professional development opportunities in educational technology and interactive design
- Chance to work on diverse, meaningful projects that reach students across different communities and languages
- Experience working across various educational initiatives from curriculum-based lessons to skill-building courses

O.L.E. Nepal is committed to creating an inclusive work environment and encourages applications from candidates of all backgrounds.