



OFFICE OF AMERICAN AFFAIRS

TERMS OF REFERENCE

En-User : Office of American Affairs
Department of Foreign Affairs

Project : **Procurement of Publishing Services for the Commemorative Children’s Book : “The Manila-Acapulco Galleon Trade”**

Date : 03 October 2024

As part of the Department's initiatives to strengthen bilateral relations between the Philippines and Mexico, the Department of Foreign Affairs - Office of American Affairs (DFA-OAA) intends to publish a children’s book on the Manila-Acapulco Galleon Trade. The objectives of the project are as follows:

1. To develop awareness and teach Mexican primary students and Filipino primary students on the shared history between the Philippines and Mexico, focusing on the Manila-Acapulco Galleon Trade;
2. To emphasize on the contributions of the Philippines (people, products, culture) to present-day society of Mexico, and vice versa.
3. To raise awareness of children on the significance of this era in shaping the shared culture and history of the Philippines and Mexico.

In this regard, the DFA-OAA wishes to procure the services of a publishing company for the publication of a colored picture book for children 8 to 10 years of age depicting the connection between the Philippines and Mexico highlighting the role of the Manila-Acapulco Galleon Trade.

PROJECT MILESTONE	
CONCEPT DEVELOPMENT	
Week 1	Research and Development, and submission of story outline and design of characters
STORYBOARD, EDITING, AND ILLUSTRATION	
Week 2-7	Creation of storyboard with illustrations
	Submission to DFA of first draft of complete storyboard
	Submission of second draft of complete storyboard with illustrations

	Submission of third draft to DFA of complete storyboard with illustrations
Week 8	Submission of final draft for printing
Week 9	Printing and production of books

REQUIREMENTS:

1. Conceptualize, discuss, and draft the book’s concept, design, and narrative including creation of original characters, content direction, and illustrations in consultation with and the approval of DFA representatives;
2. Conceptualize, write, and edit the story which includes the submission of the outline and main storyboard. The draft will undergo two (2) rounds of comments and revisions;
3. Ensure that the story is designed for at least a 28-page (excluding cover pages) storybook with colored illustrations and English and Spanish texts.
4. Ensure historical accuracy of content and illustrations, in consultation with academicians, translators, and external sources
5. Shall ensure that the writer has a degree (e.g. History, Latin American Studies, Education) and extensive knowledge on the subject, must have written/published research/journal articles and attended trainings relevant to the topic of the book
6. Shall ensure that the writer must have written/authored a published children’s book
7. Design the layout of the book in consultation with DFA-OAA
8. The size of the book should be at least 7 x 9 inches.
9. The inside pages of the book must be at least 100gsm and the cover pages should be at least a fold coat 12
10. Deliver 3,000 books to complete the project. At least 1,000 books shall be delivered by the second week of December for the ceremonial book launch.

Approved Budget for the Contract (ABC): PHP700,000.00

Submission of the following Bids and Awards Committee (BAC) documentary requirements:

- (1) Valid Philgeps Certificate of Registration
- (2) Business Permit for FY 2024
- (3) Latest ITR (FY 2023)
- (4) Certificate of Trade Name


JOSE VICTOR V. CHAN-GONZAGA
 Assistant Secretary

Pasay City, 03 October 2024