

Design Brief for “Community Solar Grids for Agriculture” or “Generadores Solares Comunitarios para la Agricultura.” ‘Rolling’ Slide Show.

Scope of Work Summary:

Development Ventures is looking for a graphic designer to produce a high quality 'rolling' slide show of approximately 20 branded slides, which will be used as a visual aid as part of an exhibit at an upcoming 'innovation showcase'. The slides should follow a logical transition which will outline to viewers a 'virtual model' of a Community Solar Grids for Agriculture as well as highlighting individual components of the grid. The grid consists of a solar power facility, community power and water supply, and some other integrated agricultural components which are planned for a sample rural community in Guatemala.

A first draft of the slideshow is required on November 16th, 2015 with the final slideshow being required on November 18th, 2015.

Background:

Development Ventures in Partnership with the Universidad del Valle de Guatemala has been awarded a grant to develop a pilot project under the Powering Agriculture: An Energy Grand Challenge for Development fund which is supported by the United States Agency for International Development (USAID), the Swedish Government logo, the German Federal Ministry for Economic Cooperation and Development (BMZ), the Duke Energy and the Overseas Private Investment Corporation (OPIC). The pilot project will include the establishment of a Community Solar Grid for Agriculture, which consists of a solar power facility, community power and water supply, and some other integrated agricultural components which are planned for a rural community in Guatemala. The aim of the grid is to facilitate the target community to invest in productive infrastructure that will improve the profitability of their agriculture.

The complete grids will be constructed with a defined set of new but readily available technology, a suitable location for the pilot has been selected, and a site plan has been produced. However, as this exact composition of technology has not been used before in order to showcase the project, Development Ventures requires a virtual model of the pilot grid to provide a visual aid of what the final grid will look like to attendees at an upcoming launch event that will be attended by high level potential investors / donors.

Requirements of the Presentation

The presentation will be looping on a large screen in the background during the showcase, so it will need to graphically tell viewers where the grid is located, what technology the grid consists of, how the grid works (how payment systems and metering systems work, etc.) and how this will ultimately benefit the farmers. Whilst it is up to the designer to decide the exact 'story line' of the presentation it is expected the design should include the following:

1. A 'branded' cover slide.
2. Google earth style image of the potential site, zooming in from whole of Central America to close up of community.
3. A 'virtual model' of the whole grid and the community at the community level.
4. A close up 'virtual' view of the PV solar array;

5. A close up 'virtual' view of the main facility, which consists of three containers; one (1) 40 foot container housing the grid equipment, batteries, office space and basic food processing equipment, and two (2) 20 foot standard cold storage containers.
6. A close up 'virtual' view of the distribution power lines going to at least one home, showing the metering system in the house, including real images of the metering system, and graphics to highlight that end users will be paying for the system via mobile phones payments systems.
7. Real images of the remote grid management system,
8. A close up 'virtual' view of one (1) 'Rain Capture' facility of dimensions 15 m long x 8 m wide x 3.25m high.
9. A close up virtual view of the community water system, including real images of the metering system, and a graphic to highlight that end users will be paying for the water via mobile phones payments systems.
10. Real images of the remote water management system,
11. A close up virtual view of two (2) Drip Irrigated Polly Tunnels (greenhouses) dimensions 20 m long x 6 m wide x 3 m high, including internal images, and real images of similar tunnels producing high value produce.

The presentation (particularly the 'branded' cover slide) will have to comply with certain branding guidelines which will be supplied that dictate the use of certain logos.

Time Line:

A first draft of the slideshow is required on November 16th, 2015 with the final slideshow being required on November 18th, 2015.

Other:

To support the designer, email and video conference communications will be available as required and they will also be provided with the following:

1. A Site Plan to work from that provides all the basic info of the site including the location of homes, components of the grid, etc. to work from.
2. Google earth views of the community.
3. Real images of the metering systems, and monitoring systems, and images of similar systems already constructed in operation.
4. Location photos, showing the actual layout of the community.
5. Diagrams of the rain capture system, etc.
6. Images of the tunnels, with images of the drip irrigation system being used inside, and images of similar systems in other communities.
7. A brief of the project.
8. Complete set of high resolution logos etc. and a full set of branding guidelines.

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