



EXPRESSION OF INTEREST (Ref. EOI 218/24)

SUBMISSION OF PORTFOLIOS OF SCRIPT ILLUSTRATIONS

Date of issue: 31/07/2024

Introduction

The National Literacy Agency (NLA) invites illustrators to express their interest in creating illustrations for scripts. This opportunity is open to illustrators specializing in both digital and traditional hand-drawn illustrations.

Aims and Objectives

The aim is to compile a diverse portfolio of illustrators for future projects. The objective is to select illustrators who can demonstrate creativity, technical skill, and effective visual communication, which reflects the narrative/text.

Costs and Responsibilities

All costs incurred by the participants in relation to this Expression of Interest (EOI) shall be solely borne by the participants. The NLA will not be responsible for, nor cover, any expenses or losses incurred by the participants in connection with any aspect of this EOI.

Submission Requirements

Participants are required to submit a portfolio that includes the following:

- Clear name and EOI Ref. No.
- A covering letter from the participant providing contact details and a brief description of the portfolio as well as any qualifications attained.
- At least 10 updated designs.
- Confirmation of whether the expression of interest is for digital illustrations or hand-drawn illustrations, or both.
- Digital illustrations for this portfolio shall be in PDF and/or JPEG format.
- Information verifying the participant's status as an economic operator, including VAT number.

Selection Criteria

Digital and hand drawn illustrations

A creative imagination:

- The work should demonstrate imagination and creativity by exploring new styles and ideas to incorporate unique visual elements.
- The work should feature original themes and visual characteristics to enhance its originality.
- The work should expand the illustrator's visual imagination.

To work well using different art techniques and make good use of the selected medium.

- The work should demonstrate a high level of technical control, showing proficiency with different artistic techniques.
- The work should clearly showcase experimentation with new digital techniques, moving beyond familiar methods.
- The work should effectively utilize digital tools to allow the illustrator to express themselves in a professional and desired manner.

An understanding of good use of all elements and principles of art.

- The work should demonstrate a solid understanding of form and structure, including the human figure.

Knowledge of computer graphics software and digital imaging:

- The work should demonstrate proficient use of graphic software and digital imaging tools, showing familiarity and comfort with programs such as Adobe Illustrator, Photoshop, or similar digital software.
- The work should reflect contemporary industry standards in digital illustration, utilizing essential digital tools effectively.
- Illustrators should be open to further studies, such as taking courses or online tutorials, to continuously improve their digital skills and address any limitations in the use of essential tools.

Good communication, presentation and negotiation skills:

- The work should demonstrate clear and creative visual communication, making it easy for the audience to understand the ideas and emotions conveyed.
- The work should improve the composition and narrative elements, ensuring they are clearly explained and visually coherent.
- The illustrator should focus on enhancing the clarity of visual storytelling to effectively convey the intended message.

Agreement

The National Literacy Agency agrees to include the successful contestants in all Requests for Quotations for illustrations according to the portfolio presented, whether for Digital Illustrations or for Hand-drawn illustrations.

This Expression of Interest is valid for 3 years from date of issue and shall be open throughout the period of validity to any Economic Operator that satisfies the selection criteria.

Timeframe

- Submissions in digital format are to be sent on nicole.borg.18@ilearn.edu.mt by not later than **Friday 6th November 2026 at noon**.
- Submissions in physical format are to be addressed to:

Attn: Ms Nicole Borg
National Literacy Agency
National Literacy Centre
Joseph Abela Scolaro Street,
Hamrun, HMR 1304.

or received by hand on **Friday 6th November 2026** between 9 am and 12 noon.

Acknowledgement by email will be issued for each received portfolio.

An evaluation board composed of at least three expert members in the field, one of whom shall have a professional qualification, will assess each portfolio to confirm that it is in line with the principles as outlined in the selection criteria. The portfolios will be anonymised before they are submitted to the evaluation board.

The NLA may invite candidates to clarify and/or submit further information.

Final decisions are expected to be made within one month of application through this EOI.