

Terms of Reference (ToR)

Graphic Designer

Background

Established in 2016, [Southeast Asia Museum Services \(SEAMS\)](#) has extensive experience delivering a range of creative and innovative projects for clients in the cultural sector. Currently, SEAMS is delivering the Indonesian Museums Documentation Project (2025-2026) supported by the U.S. Ambassadors Fund for Cultural Preservation (AFCP). This project involves the development and implementation of documentation systems across 12 museums in Jakarta and the National Museum of Indonesia.

Key Responsibilities

The **Graphic Designer** is responsible for the visual identity and layout of digital and print outputs across the project, including exhibitions, publications, guidelines, and social media, with the following responsibilities:

- Design the digital exhibition layout and visual elements for the Google Arts & Culture exhibition.
- Develop the design and layout for the MNI Aceh project catalogue publication.
- Create visual assets for social media campaigns and project communications.
- Design accessible and easy-to-use visual guidelines and manuals for use by museum partners and staff.
- Ensure all designs align with the project's branding and accessibility standards.
- Work closely with the Communications Coordinator, Exhibition Team, and Editorial Staff to produce engaging and coherent designs across outputs.

Deliverables

- Google Arts & Culture Digital Exhibition Design Package – Complete visual design for the digital exhibition, including layout, navigation elements, graphic assets, and any supporting visual materials, aligned with project branding and accessibility standards.
- MNI Aceh Project Catalogue Design & Layout – Professionally designed and print-ready layout for the project catalogue, including cover design, interior pages, typography, and image placement, in collaboration with the editorial team.
- Social Media & Communication Visual Assets – A set of branded graphics, templates, and campaign visuals for use in social media posts, website updates, and other project communications.
- Visual Guidelines & Manuals – Accessible and easy-to-use design guidelines/manuals for museum partners and staff, covering brand usage, typography, color schemes, imagery, and accessibility best practices.
- Consistent Branding Across Outputs – All visual materials reviewed and finalized to ensure alignment with the project's branding, tone, and accessibility standards.

Duration and Working Conditions

- Part-time (3 days/week)
- Period: 6 months, with the possibility of extension
- Working arrangement: 3 days remote

Remuneration

- The **Graphic Designer** will receive a competitive fixed monthly remuneration inclusive of all applicable taxes and BPJS.

Required Skills and Experience

- Design Software Proficiency: Advanced skills in Adobe Creative Suite (InDesign, Illustrator, Photoshop) and/or equivalent professional design tools.
- Digital Exhibition Design Experience: Proven ability to design layouts and visual elements for digital platforms, preferably including Google Arts & Culture or similar online exhibition platforms.
- Social Media Asset Creation: Ability to design engaging, on-brand content for various social media platforms.
- Collaboration Skills: Experience working closely with cross-functional teams including communications, exhibitions, and editorial teams.
- Attention to Detail: Strong eye for visual consistency, alignment, and design quality.
- Time Management: Ability to manage multiple design projects simultaneously, meet deadlines, and adapt to evolving project needs.

Application

- Please email your CV, portfolio, and a one page cover letter to admin@seams.id by **Thursday the 28th of August 2025**. Kindly include the role name '**Graphic Designer**' in the email subject heading.