KRA		KPI
Design	**Visual Communication Collaterals**	1.Spike rate with the communication collateral 2.Quantity of participation received
	Brand Identity	1. Alignment of Design and overall brand image of the organization

Rating Guide

5-Involvement of the various departments and their opinions which causes better design ideas which are collaborative and also focus on design being so unqiue that it doesnt require words to describe.Achieving more than 150% of the targeted participation

 4- Continuous improvement with quality feedbacks from the potential partners and donors and implementing their ideas for better reach. A comprehensive system which enhances the design with every feedback and more than 120 % participation rate is achieved

3-Using innovation to come up with techniques in the design which will help in overall progress of the organization is conveying the right message. Designs that target the right people and attract them to oin with the organization. The targeted value of 100% participation is achieved

4- Collaboration with marketing team and designing the structure of designs to enhance the overall design experience and brand value of the organziation
3- Under the territories of the orgnizational vision, building the goals of the design and visual image to be on the similar lines. Redefining and capturing the true essence of the brand image being created at a larger level

including prompt engineering

Lead Indicators:
Percentage of design collateral completed on time (weekly).

Target: 90% of designs are completed before or on the deadline each week.
Feedback quality score from other departments (monthly).

Target: 80% positive feedback from stakeholders (e.g., marketing, event teams) on design relevance and impact.
Adoption rate of reusable templates (monthly).

Target: 70% of new design requests use a pre-approved reusable template for quicker turnaround.
Lag Indicators:
Percentage increase in participation after implementing new design collaterals (quarterly).
Goal: 25% increase in event participation after launching campaigns with new designs.
Engagement rate of designed social media posts (monthly).
Target: 10% engagement increase (likes, shares, comments) after applying improved designs.

Lead Indicators:
Number of reusable templates created (monthly).

Target: Create 3 reusable templates for common design needs (e.g., social posts, brochures, event flyers) by the end of the month.
Frequency of template usage across departments (weekly).

Target: 70% of requests from other departments use the provided templates for faster design delivery.
Number of prompt-engineered designs produced (monthly).

Target: Use AI prompts to generate concepts for 2 projects each month.
Lag Indicators:
Reduction in design completion time after template use