**ANIMATION AND VIDEO PRODUCTION  
FIRM/CONSULTANT**

***Center For Communication Programs Pakistan***

*Posted :29 Aug 2019*

288 views

* **Job Location:**Islamabad
* **Country:**Pakistan
* **Positions:**1
* **Job Type:**Contractual
* **Department / Job Category:**Others
* **Last Date:**05 Sep 2019

TERMS OF REFERENCE

ANIMATION AND VIDEO PRODUCTION FIRM/CONSULTANT

SHORT-TERM

CENTER FOR COMMUNICATION PROGRAMS PAKISTAN

**INTRODUCTION:**

Center for Communication Programs Pakistan (Center) is a nongovernmental organization based in Islamabad and dedicated exclusively to the study and practice of development communication. Center is providing support to Deutsche Gesellschaft fur Internationale Zusammenarbeit (GIZ) GmbH in implementation of the Support to Local Governance (LoGo) Programme. The LoGo Programme is aimed at improving service delivery by local governments in Khyber Pakhtunkhwa and in the Punjab. Center, more specifically, is working with the LoGo Programme’s result area State-Citizen Dialogue for development and implementation of a Communication for Development (C4D) Campaign to support citizen’s voices, rights and responsibilities in Pakistan. Center has created a work package with the objective to increase knowledge and awareness about rights and responsibilities of an active citizenship through interventions based on cooperate design, visibility strategies, excellence in learning, Entertainment Education (EE), outreach and social mobilization, and civic education.

**PURPOSE:**

The purpose of this TOR is to engage a specialised Animation and Video Production Firm / Consultant for the project, LoGo II, RA-State-Citizen Dialogue. The videos will be presented at the prestigious Paris Peace Forum 2019, which serves as a global platform for governance projects.

**PRODUCT:**

The Animation and Video Production Firm / Consultant will develop two videos, both 5 minutes each:

1)    **Animation video:** This video will showcase the concept of ‘Right to Information Implementation Assessment Methodology’ by making use of a fictional animated character called *Qasim the Khadim*. The methodology is a unique example of best practice that depicts close cooperation among the state authorities, civil society and NGOs for the benefit of the citizens. *Qasim the Khadim* will be used as a tool to communicate this, a character that was created to communicate and help improve local government service delivery and increase citizen participation in decision-making in the provinces of Khyber Pakhtunkhwa and Punjab. Using this innovative approach of entertainment education, the video will be used at the forum to inform audiences about the salient features of the methodology.

2)    **RTI in Pakistan video:**This is a shoot-based video depicting the beginnings and the workings of the Right to Information Act in Pakistan. It will include interviews as well as organizational structure of the RTI Commissions in the country. It will also include scenic shots of the landscape in Pakistan with an aim to add aesthetical value in the video while holistically showcasing RTI in the Pakistani context.

**SCOPE OF WORK:**

The short videos will set the narrative for the Paris Peace Forum 2019 presentation. The incumbent firm is expected to write two engaging scripts, one for the animation and the other for the shoot-based video. All technical backstopping will be provided by CCPP. Draft storyboards’ sequence of shoot, arrange all equipment and resources for the shoot and related animations/graphics, voiceover, editing, subtitles, music and adaptations of the two videos.

**Scripting:**Scripts in English

**Storyboard:** A detailed storyboard with scene by scene details. Illustrations will be preferred but not necessary

**Voiceover:**Voiceover in English

**Subtitles:**Both English and Urdu 

For the shoot-based video in particular, the following is required:

**Format of Shoot:** Full HD (16:9) 1920 x 1080 - preferably 4K (17:9) 4096 x 2160

**Shooting Locations:** Peshawar, Lahore and Islamabad – *The locations are* *subject to change*

**Value Added Equipment:**Wide angle lenses, Fish Eye, Track, Lights, Drone, Sound and Chroma Sheet

**Crew:** Cameraman, DOP, Director, Light, Art Director, Sound Expert, Lighting Expert and Helpers

**TIMEFRAME:**

 This consultancy is expected to start in September 2019 until October 2019.

**DUTY STATION:**

 For this activity, the base station will be considered Islamabad.

**MAJOR TASK:**

As per the above-mentioned goals and objectives, the interrelated parts of the assignment are as follows:

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| **Task** |
| 1. Develop the scripts and the storyboards for the two videos; 2. Shoot in 3 locations for the shoot-based video; 3. Voiceover, editing, graphics, animations, subtitles, music and adaptations of the documentaries; 4. Revisions and final retouching of the documentaries. |
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**DELIVERABLES:**

1)    Final scripts and the storyboards;

2)    Shoot in 3 locations for the shoot-based video;

3)    Final voiceover, editing, graphics, animations, subtitles, music and adaptations of the documentaries;

4)    Revisions and final retouching of the documentaries.

*The production company is expected to hand over the raw footage of the shoot and the project source files at the end of the assignment.*

**MINIMUM QUALIFICATION:**

The Animation and Video Production Firm / Consultant must have:

* Proven experience in developing quality mass-media outputs for all genres, especially animations, introductions videos, etc.;
* Its own studio, digital graphic, recording and editing facilities;
* Previously worked on media content development, i.e. graphics, animations, television and/or radio, that accommodate and reflect different cultural norms, preferences, traditions and dialects of Pakistan;
* Mobility and willingness to accept assignments at a short notice;
* Previously worked with large development and aid organizations; and
* Resources to develop accurate, high-quality productions in English and Urdu.

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**Apply By:**

**Proposal Requirements:**

 Based on the requirements above, kindly submit a hard copy of your best competitive technical proposals and financial quotations(including all taxes) in two separate sealed envelopes. The financial quotes will remain valid for 6 months. Please give a detailed breakup of the quoted amount.

All sealed technical proposals and financial quotations should reach CCPP by September 05, 2019 at the following address:

Center for Communication Programs Pakistan

Admin Section

CCP House, 3F, Rubbani Market,

 Street 19, G-10/2, Islamabad

051-8735502/3

**DEADLINE:**

 Complete application package must the CCPP office reach by:

**September 05, 2019: 5:00 pm**

Note:

 Incomplete and unrealistic technical and financial proposals will be rejected.