

Terms of Reference for Animated Video Production

Background:

HelpAge International is a global network of organisations promoting the right of all older people to lead dignified, healthy and secure lives. Our role is to work with older women and men for better services and policies, and for changes in the behaviours and attitudes of individuals and societies towards old age.

The world we want is one where every older woman and man, everywhere, can say:

“I have the income I need”

“I enjoy the best possible health and quality of life”

“I am safe and secure, free from discrimination and abuse”

“My voice is heard”

The scope of HelpAge International Africa

1. Health and wellbeing
2. Income Security
3. Voice

The Opportunity:

HelpAge International seeks an animation service provider capable of producing a 3-5-minute animated presentation that will highlight the situation of persons with disabilities and older persons accessing social protection and humanitarian programs. The objective is to promote voices of older women, men and those with disabilities for their inclusion in social protection and humanitarian interventions. The video will incorporate infographics, animated characters and narration. The animator/firm should have modern production equipment and qualified creative personnel capable of designing creative concepts with guidance from our internal communications team.

Terms brief

The animator/firm will need to:

- a) Meet with the HelpAge International Disability and Inclusion Lead to understand the narrative and get accurate data to be used for the animation
- b) Develop a Technical and Cost proposal for the production of the animation
- c) Develop detailed story board concept(s) to present to the Lead
- d) Deliver original artwork and video files

The scope of animation will include:

- Narration of situation faced by older persons (including those with disabilities).
- Challenges faced by older women, men and those with disabilities while accessing relevant services.
- What helps the best in ensuring inclusion?

Tasks

1. Consultants will be facilitated in appointments with selected case stories; they have to travel to the respective locations to cover the pre-identified case studies.
2. The covered case studies will be then consolidated/edited in a sequence and in a shape of 3-5 minutes of animation by the consultant.
3. Consultant will prepare script and narration for overall animation in English explaining step-by-step actions.
4. Capture animation as approved and according to the prepared script.
5. Consultant will be required to design animation as per requirements determined by HelpAge including (sound, editing, narration, subtitling, dubbing etc.)
6. Record and use Standard English narration and prepare background music for the animation.
7. Caption the project beneficiaries' voice into English for subtitles.
8. Finalize the animation as according to the feedback provided by HelpAge.
9. Manage all necessary tools and equipment including tapes, DVD etc.
10. Finalization of the animation
11. Any type of data e-g Scripts, images, clips, will be finalized in the animation after the consultation and approval.
12. Consultant must use latest high quality animation software.

Qualifications, Background and Experience:

Animation requires a high level technical/professional expertise and creativity; therefore, successful firm/candidate is required to have the following qualifications:

- Three examples of past video animation productions they have directly designed and produced.
- Demonstrated competency with developing and producing video animations and infographics for video infomercials.
- Fluency in spoken and written English is essential.

Note: The proposal should provide the following information:

- i. Technical proposal: Outline and methodology for undertaking the video animation, as well as, the detailed work plan showing the assignment's important activities and milestones.
- ii. Financial proposal: Including a detailed quotation for the production of the video animation ii) showing all necessary costs.
- iii. Contact details of three past performance references.
- iv. Updated creative portfolio including relevant creative development work and qualifications.

If you are the creative animation maker we are looking for, submit your interest and at least 2 samples by **April 30, 2018**