

Terms of Reference (TOR) for Hiring a Media Company for the Development of Animated Videos

1. Introduction

Rozan, in collaboration with UNFPA, seeks to develop two animated videos aimed at educating and empowering adolescents and youth aged 10-20 years. These videos will focus on personal and physical development, as well as self-protection against violence, abuse, and cyberbullying. To ensure high-quality production, a professional media company will be hired to handle the entire process from script development to final delivery.

2. Background

Rozan is a renowned organization dedicated to addressing emotional health, gender issues, and violence against women and children. In collaboration with UNFPA, Rozan which focuses on life skills education for adolescents, aims to leverage its extensive experience and resources to create impactful digital content. The two animated videos will be designed to resonate with the target audience, providing them with valuable knowledge and practical strategies for personal development and safety.

3. Objectives

The primary objectives of the animated videos are:

- To educate adolescents and youth on critical aspects of personal and physical development.
- To raise awareness and provide strategies for self-protection against violence, abuse, and cyberbullying.
- To foster a safe and informed environment for young people to navigate their developmental years.

4. Scope of Work

The selected media company will be responsible for the following tasks:

Pre-production:

Technical Assistance and Support in Scriptwriting/ Storyboarding:

- Provide technical input in scripts developed by the consultant and assist in co creating detailed storyboards, key visual elements, character actions, to guide the animation process.
- Identify and select professional voiceover talent that resonates with the target audience, ensuring diversity and inclusivity.
- Record voiceovers in the necessary languages, ensuring clarity, proper intonation, and engagement.
- Provide sample recordings for review and approval before final recording sessions.
- Develop initial character designs and animation styles that are visually appealing and relatable to adolescents and youth.
- Create sample animations and character sketches for review and approval.

Production:

- Create high-quality animations and graphics based on the approved storyboards and character designs.
- Incorporate feedback from Rozan and UNFPA to refine the animations and ensure they meet the project's objectives.
- Integrate sound effects and background music to enhance the overall viewing experience and support the narrative.
- Provide sample soundtracks and effects for review and approval.
- Produce a first draft of the videos for review by the Consultant, Rozan and UNFPA, including complete animations, voiceovers, and sound design.
- Schedule review sessions to gather detailed feedback and suggestions for improvement.
- Incorporate feedback and make necessary revisions to ensure the videos meet the desired quality and impact.

Post-production:

- Conduct final editing and quality assurance checks to ensure the videos are polished and ready for distribution.
- Provide final versions of the videos in multiple formats suitable for various distribution channels.

5. Deliverables

- Facilitation and co creation for storyboards illustrating key scenes, actions, and dialogue with the Consultant.
- Professionally recorded voiceovers in the necessary languages.
- Approved character designs and initial animation samples.
- Two fully produced animated videos, each 4-5 minutes long, in multiple formats.
- Regular progress updates detailing the status of the project, challenges encountered, and solutions implemented.

6. Timeline: 6 weeks

7. Qualifications and Experience

The media company should have:

- Demonstrable experience in creating high-quality animated videos, particularly for educational and social initiatives.
- Expertise in scriptwriting, storyboarding, animation production, and sound design.
- Experience in working on projects related to education, youth, and social issues, with a portfolio showcasing relevant work.
- Proficiency in animation software, sound design tools, and video editing programs.
- Ability to create engaging and innovative content that resonates with adolescents and youth.
- Strong project management skills to ensure timely delivery and effective communication with stakeholders.

8. Evaluation Criteria

- The selection of the media company will be based on the following criteria:
- The quality and relevance of the portfolio, demonstrating previous work similar to the project requirements.

- Experience and expertise of working on sensitive issues related to child rights, child sexual abuse and safeguarding
- Experience and expertise in producing educational and social issue-related animated videos
- The proposed approach and methodology for the project, including creativity and alignment with the project's objectives.
- Ability to meet the project timeline and deliver high-quality outputs within the specified duration.
- The cost-effectiveness of the proposal, ensuring value for money without compromising on quality.

9. Application Process

Interested media companies/individuals are invited to submit the following:

- Detailed Proposal: A detailed proposal outlining their approach to the project, including timelines, cost estimates, and methodology.
- Portfolio: Examples of previous work relevant to the project, showcasing their ability to produce high-quality animations.
- Team Qualifications: A list of key team members and their qualifications, highlighting relevant experience and expertise.
- References: Contact information for at least two references from previous clients, preferably from similar projects.

Submission Deadline: 30th July 2024

All documents will be submitted at jobs@rozan.org

For query and further information you can contact on info@rozan.org