

TERM OF REFERENCE

Short term consultancy:

Produce animation infographic clips for iPLAY project

Background

VVOB – education for development is a Belgian organization and a non-profit organization with over 35 years of experience in improving the quality of education systems from a rights-based perspective.

VVOB Vietnam is implementing the project "Integrating Play-based Learning Activities for Young learners" in Lai Chau, Ha Giang, Thai Nguyen, Hanoi, Quang Tri, Da Nang, Quang Ngai and Ho Chi Minh city in the period from December 2019 to November 2023.

The project “Integrating Play-based Learning Activities for Young learners (iPLAY)” will support the Ministry of Education and Training (MOET) to achieve the goals of the new general education program by integrating Learning through Play (LTP) into the regular professional training system for primary teachers through a combination of training for national teachers and developing teacher expertise at school level. Applying the 3-step replication strategy in urban and rural areas, by the end of 2023, iPLAY will reach 14,695 schools and more than 300,000 primary school teachers nationwide and the project is also estimated to reach 2.3 million parents.

To enhance the introduction format of the iPLAY project, VVOB is looking for an agency to produce animation infographic clips to demonstrate the Learning through play approach and iPLAY’s information, with the duration of 3-5mins.

Scope of the assignment: Produce 3-5 mins animation clips to demonstrate the Learning through play approach and iPLAY’s information, including proposing illustration styles, draft storyboards, designing and animating, creating subtitle, and choosing voice-off for the video, ensure the look and feel of the final product.

Terms of the assignment

- (1) Proposing illustration styles:
 - Propose 3 styles/concepts on the content provided in Annex 1;
 - Propose appropriate fonts/typefaces aligned with the concept of the clip;
- (2) Drafting storyboard: based on the script provided in Annex 1
- (3) Designing and animating; editing, adding background music
- (4) Create subtitles
- (5) Choose voice-off: Female voice

Deliverables and timeline

Time frame: proposed timeline and proposed duration of activities:

No	Activities	Deadlines	Expected output
1	Propose concept & style	30/11/2021	Agreement on the concept
2	Agreement on the storyboard	3/12/2021	Final storyboard
3	Designing and animating; editing	15/12/2021	Draft clip
4	Voice-off, subtitle & finalise	TBC (within 12/2021)	Final clip

Application requirements/Expectations regarding proposals:

Interested applicants (individual freelancers are not preferred) should send their proposals together with a sample of their portfolio, preferably with previous assignments of a similar nature.

A valid application will include:

- Your portfolio
- At least 2 references of previous relevant editorial works
- A proposal of 3 illustration concepts/styles for the clip
- A breakdown of the costs of the individual elements

The cost breakdown should be clear on the following:

ITEM	Unit	Unit Cost	Quantity	Estimated Cost
Storyboard				
Illustration				
Animation				
Editing fee				
Voice-off				
Subtitles				
Total				

Awarding criteria and procedure

Proposals that meet the administrative requirements will be (reviewed by a procurement committee) ranked on the following criteria:

- **Technical proposal (50 points)**

Service provider's qualifications on the basis of CVs, list of previous relevant/similar work, illustration style proposal,...

- Proven experience
- Expertise

Only proposals that have at least 70% of the maximum points on the technical part, will be considered for evaluation of the financial part.

- **Price (50 points):** the lowest priced proposal gets the maximum points

- Calculated as: $50 \times (\text{price lowest proposal} / \text{price proposal})$

Technical		.../50
Price		.../50
Total		.../100

If deemed necessary or advisable, VVOB may decide to further negotiate the proposal with one or more service providers in one or more rounds. These negotiations may result in an adapted proposal by the service provider and subsequent modifications in evaluation and ranking of the proposals by the committee.

The proposal should be sent to VVOB by email: thanh.kt@vvo.org before 3 p.m November 30th 2021