

CONSULTANT SCOPE OF WORK
HEALTH PROGRAM
VIDEO PRODUCER/ANIMATOR CONSULTANT

I. BACKGROUND

Save the Children has been operating in Egypt since 1982, and implements programs throughout the country, including Cairo. Our mandate directly addresses the needs and rights of children, their families and communities, guided by the Convention on the Rights of the Child (CRC) and the Millennium Development Goals (MDGs).

Supporting both communities' and the government's development priorities, Save the Children's programming in Egypt follows a "life-cycle approach", addressing the needs of specific age groups in a holistic way. We combine health, protection, and education interventions for infants and young children 0-4 years old, for school-aged children 6-12, for in- and out-of-school adolescents 12-18. With youth and families, we work to increase employability skills, and link better prepared young people to safe jobs, thus increasing household income and reducing poverty. Save the Children's programs target the vulnerable and marginalized - such as illiterate girls, street children, and low-income mothers, while building the capacity of partners to improve the conditions of children in need, and ensure they achieve their rights.

Save the Children implements health activities in Cairo and rural Upper Egypt in partnership with the Ministry of Health and Population, and the Faculty of Medicine at Assiut and Sohag Universities. We boost awareness of nutrition for mothers and children, promote healthy parenting practices and improve the availability and access to quality maternal and child health services – saving lives of both mothers and babies. Fundamentally, we empower families in Egypt's poorest areas to help their children be healthy.

II. OBJECTIVES OF THE CONSULTANCY

Consultant will be creating short animated videos package aimed at illustrating main awareness messages of Health, Nutrition, Hygiene and ECCD for mothers of children under 5. Awareness messages, which will be illustrated by the animated videos are already developed by SCI Egypt. The animated video package can contain symbols, icons, diagrams, and other illustrations as needed to visually depict the message. It can also use humor, as relevant, to clarify misconceptions and communicate the main messages. To ensure the longevity of the videos, it should avoid using data and figures that become outdated quickly. The videos should, as much as possible, explain the issue at hand through storytelling. The videos must be in a simple illustration and language, which are appropriate for illiterate audience. The consultant will be:

- Proposing three ideas to SCI team to select the most suitable align with the videos objectives;
- Developing illustrated motion story boards with detail shot divisions, viewing positions and sequences;
- Designing backgrounds and master frames with all required line items;
- Using more reference pictures for lively animation designing and programming;
- 2D animated character detail sketch and activity frameworks;
- Designing motion of the 2D characters;



- Audio and Video editing, intensive color grading, corrections and subtitle input;
- Producing lead music and soundtrack accompanied by background music coping the thematic exposures of different sequences;
- Designing animated friendly user-Interface for the animated videos;
- Editing, post production and final output.

SCI Health Program team will be available for in-depth consultation on the messages and materials to be delivered.

III. DELIVERABLES

- Producing a set of options for draft scripts for the videos;
- Creating (1.5 -2) minutes animation video package (minimum 7 videos) in Arabic; the exact number of videos will be decided according the technical and financial offers submitted by applicants;
- Designing user-friendly Interface guiding to users to videos based on age group and topic;
- Liaising with SCI Health Program and Communication team for technical support and branding policy.

IV. QUALIFICATIONS

- Minimum 2 years of experience in graphic design and motion graphics animation;
- University degree in graphic design, animation or film making or related field;
- Proven track record of producing similar products, including proven experience in translating complex ideas into unified story using video;
- Strong written communication skills, including the ability to communicate technical knowledge to non-expert audiences;
- Working experience internationally preferred, although not essential;
- Excellent planning and coordination skills, with proven ability to work with various stakeholders.

VI. DURATION AND LEVEL OF EFFORT:

This assignment is expected to take place during the period 15th of July to 15 October, 2016. Consultant's fees are expected to cover all the cost of his/her technical expertise, assistants, and any travel/transportation expenses associated with the consultancy.

VII. TERMS OF PAYMENTS:

The consultant will be paid:

- 25% upon submission the animated characters designing and story boards with detail shot divisions;
- 25% upon submission a draft version of animated video package;
- 50% upon submission of the final version of animated video package.

All deliverables must be approved by the Health Program Manager and Communication Officer.



In case the consultant didn't deliver the above deliverables on the scheduled time, 10% will be deducted from the remaining money as a penalty for every week delay.

VIII. CONFIDENTIALITY AND RECORD OF RIGHT:

All materials, reports and other documents produced by the consultant under this task will be the sole property of Save the Children. The consultant will maintain high level of confidentiality with external actors/stakeholders, with regard to all the materials and reports produced under the task. For any use of the produced materials/reports/documents, other than for the purpose of the projects and Save the Children Egypt program, the consultant must receive consent from Save the Children in writing.

IX. CHILD PROTECTION POLICY:

Save the Children is a child rights organization where all its staff, consultants, associates, and vendors sign on Save the Children's Child Protection Policy that aims to reduce the possibility of incidence of child abuse and exploitation. The consultant will sign and abide by Save the Children's child protection policy along with the agreement.