



TERMS OF REFERENCE

**TO APPOINT A SERVICE PROVIDER TO PRODUCE TEN (10) HOW
TO ANIMATION GRAPHICS-DRIVEN VIDEOS AS TRAINING TOOLS
FOR THE KZN FILM INDUSTRY**

**(INDIVIDUALS AND COMPANIES WHO MEET THE CRITERIA ARE
INVITED TO APPLY)**

FOR

THE KWAZULU-NATAL FILM COMMISSION (KZNFC)

NON-COMPULSORY BRIEF MEETING

7 OCTOBER 2021 AT 10:30 AM TO 12:00 PM

https://teams.microsoft.com/join/19%3ameeting_ZDk1YWRiNWItYjg0My00MzRiLWE5OGItNDQyZWm2MWNlODg5%40thread.v2/0?context=%7b%22Tid%22%3a%222ba6e54c-1633-4b96-88d6-0b988a6c1506%22%2c%22Oid%22%3a%22ec33e683-5747-46e6-b1f6-8b14456efa5c%22%7d

[join/19%3ameeting_ZDk1YWRiNWItYjg0My00MzRiLWE5OGItNDQyZWm2MWNlODg5%40thread.v2/0?context=%7b%22Tid%22%3a%222ba6e54c-1633-4b96-88d6-0b988a6c1506%22%2c%22Oid%22%3a%22ec33e683-5747-46e6-b1f6-8b14456efa5c%22%7d](https://teams.microsoft.com/join/19%3ameeting_ZDk1YWRiNWItYjg0My00MzRiLWE5OGItNDQyZWm2MWNlODg5%40thread.v2/0?context=%7b%22Tid%22%3a%222ba6e54c-1633-4b96-88d6-0b988a6c1506%22%2c%22Oid%22%3a%22ec33e683-5747-46e6-b1f6-8b14456efa5c%22%7d)



1. BACKGROUND

The KwaZulu-Natal Film Commission (KZNFC) was established in terms of the KwaZulu-Natal Film Commission Act, 2010. The primary objectives of the KZNFC are to promote the film industry in the Province and to facilitate the development of the film sector in the region.

The KwaZulu-Natal Film Commission seeks to produce ten (10) “How To” explanation animated videos, with voice & text, aimed at entry-level, emergent and established filmmakers for use as training tools and to be hosted on the KZNFC website, app and social media pages.

The key objectives of this training would be: -

- ✓ to produce 10 graphics driven How To animated videos
- ✓ the content are about basic filmmaking skills that all filmmakers should possess, provided in a bite-sized animated format, like, “How to write a budget”, “differences between a short film, television and film budget”, “important information about cameras, lighting and sound equipment”, “what to know before purchasing camera cards”, etc
- ✓ the final content will be decided on, in consultation with the HCD department, as well as the Marketing and Communications department within the KZNFC
- ✓ to use modern & high quality graphics and animation styles
- ✓ to provide KZN FC’s targeted filmmakers with the required knowledge about SA industry standard information, that they can return to for reference
- ✓ produce Frequently Asked Questions and answers text, as related to each individual video
- ✓ Videos to be dubbed in both English and isiZulu
- ✓ Entire graphics toolkit to be provided to the KZN FC for future use for training purposes

Must have extensive Experience in the production of information driven entertainment graphic and animated videos.



1.1. PURPOSE OF THE TERMS OF REFERENCE

The purpose of the TOR is to appoint a suitable service to produce ten (10) “How To” explanation animated videos, with voice & text, aimed at entry-level, emergent and established filmmakers for use as training tools and to be hosted on the KZN FC website, app and social media pages. The themes of the videos and the text will be provided by the KZN Film Commission.

2. OBJECTIVES

The overall objectives of this appointment are to;

- ✓ to produce 10 graphics driven How To animated videos
- ✓ to use modern & high quality graphics and animation styles
- ✓ to provide KZN FC targeted filmmakers with the required knowledge about SA industry standard information, that they can return to for reference
- ✓ produce Frequently Asked Questions and answers text as related to each individual video
- ✓ Videos to be dubbed in both English and isiZulu
- ✓ Entire graphics toolkit to be provided to the KZN FC for future use for training purposes

Extensive Experience in the production of edutainment information driven, entertaining graphic and animation videos.

2.1 SCOPE OF WORK

The scope of the assignment is to provide basic produce graphics and animation How To videos, along with the text for Frequently Asked Questions and answers. The themes of the video and the text will be provided by the KZN Film Commission.

3. THE SERVICE PROVIDER



The service provider must demonstrate their extensive experience in the production of information driven, entertaining graphic and animation videos, by showcasing their technical experience, content production experience, evidence of having provided the same services to other clients and proof of their formal qualifications.



4. TIME FRAMES

The service provider is expected to complete the production of the material within **60 days** of the signing of the SLA.

5. REPORTING

The service provider is required to report to the HCD Manager: Mrs. Jacqueline Rainers-Setai on progress of the project within the stipulated timeframes. The reports will be required to be documented in a specific format as provided by the HCD Manager: Mrs. Jacqueline Rainers-Setai.

The service provider must provide the HCD Manager: Mrs. Jacqueline Rainers-Setai with a project plan indicating time frames, processes of implementation and provide reports.

The Service provider must avail themselves to status meetings as and when required on the progress of the project.

The HCD Manager: Mrs. Jacqueline Rainers-Setai will evaluate each phase before any payment is approved.

All meetings are to be arranged by the Service Provider who is expected to keep a record of such meetings and to deliver the record of a meeting within 5 working days of it having taken place. These meetings will be held at the offices of the KwaZulu-Natal Film Commission unless indicated otherwise. Failure to comply with the conditions may result in termination of the contract.

At the discretion of the KwaZulu-Natal Film Commission, unscheduled meetings may be held while the project is in progress and on conclusion of the project with key stakeholders who will be identified by the HCD Officer.

6. QUOTATION REQUIREMENTS



6.1. STANDARD BID DOCUMENTATION

All bidders are required to complete the Standard Bid Documentation

6.2. PROJECT PROPOSAL

The project proposal must contain both the Technical and Financial Proposals.

Each section will be broken down as follows:

6.2.1 TECHNICAL PROPOSAL REQUIREMENTS

The technical proposal should comprise the following elements:

- A complete, detailed project plan and how the bidder will facilitate the programme.
- A detailed methodology demonstrating an understanding of the requirements in the TORs.
- Three reference letters from clients whom the bidder has provided services similar to the ones listed in the identified areas of service. The letters must be on client's letterheads.
- Detailed CVs demonstrating experience as outlined in the minimum requirements specified in the terms of reference.
- A detailed showreel and filmography to be submitted, outlining experience as a animation/graphics Producer.
- Copies of the facilitators' Accredited qualification in Film/TV/Animation.



6.2.2 FINANCIAL PROPOSAL

- The budget breakdown with a detailed outline of the line items, required to achieve the outcomes
- Design and development costs
- All costs should be inclusive of VAT and conditional and/or unconditional discounts where applicable
- Must use free (open share) fonts and other applicable collateral
- Additional costs where applicable (i.e. travel, administrative, documentation, etc)

7. INTELLECTUAL PROPERTY

- All physical/tangible materials created in terms of this TOR shall solely and exclusive be developed for the KZNFC.
- All Intellectual property rights are vested with the KZNFC held on behalf of the various projects

8. EVALUATION CRITERIA

The bid for the appointment of each service provider will be evaluated on the pre-qualification criteria, the mandatory requirement, functionality, price and preferential points in accordance with the Preferential Procurement Policy Framework Act 2000 (Act No. 5 of 2000 and B-BBEE Act.)



8.1. Pre-Qualification Criteria

B-BBEE Status level 1 or 2, an EME or QSE

8.2. Mandatory Requirement (disqualifying requirement)

N/A

8.3. Functionality

The service provider must score a minimum of 65 % in order to be evaluated further for price and preference points. Refer to Annexure 1 for the information that must be provided and supported with documentation in order for the bid proposal to be evaluated and scored.

8.4. Price and Preference

80/20 preference points will be applicable for the evaluation of this tender. Preference Points will be determined by the status level contributor of each service provider which will be a determining factor of who scores the highest for price and preference point.

For Technical Enquiries Contact: Ms Zamabuya Msibi

Email: ZamabuyaM@kznfilm.co.za

For SCM Enquiries Contact: Olivia Manjate

Email: SCMquotes@kznfilm.co.za

Minimum Required Score = 65%



ANNEXURE 1

NAME OF PROJECT: SERVICE PROVIDER TO PRODUCE “HOW-TO” ANIMATED GRAPHIC SHORTS	Weight	Score
METHODOLOGY AND APPROACH FROM INDIVIDUAL OR COMPANY		
A detailed methodology and project plan demonstrating an understanding of the requirements in the TORs • A proposal that includes suggestions of style of the proposed graphic shorts (i.e. look and feel, font, music, text, transitions) (10 points) • Project plan with timelines from client brief sign off to content sign off (60 day period) (10 points)	20	
TECHNICAL EXPERIENCE		
Experience as an animation/graphics producer on 5 animated graphics projects. • 5 projects that have been produced (30 points) • 3-4 projects that have been produced (20 points) A detailed CV outlining the experience is to be submitted. In the absence of a CV, no points will be awarded.	30	
CONTENT PRODUCTION EXPERIENCE		
Experience as a content producer on 5 animated/graphics projects. • The content of the produced videos must be information driven, and showcase an entertaining use of graphics and animation (20 points)	20	



A detailed showreel and filmography to be submitted. In the absence of a showreel and filmography, no points will be awarded.		
REFERENCE LETTERS		
Three reference letters from clients to whom the same services were provided, on clients letterheads. • Three letters (15 points) • Two letters (10 points) • One letter (5 points)	15	
QUALIFICATIONS		
Provide proof of the following: • An accredited qualification in Film/TV/Animation. (Copies of the qualifications must be provided)	15	
Total Score	100	