

Request for Proposals for Video Production

Carnegie Mellon University in Rwanda

8 April 2014

Overview:

Carnegie Mellon University in Rwanda (CMU-R) is requesting proposals for producing two promotional videos to be used for general marketing purposes. CMU-R has been in existence now for two and a half years and would like to have additional video materials that reflect the current experience of students, faculty and staff at CMU-R and how it has evolved over the years.

CMU-R will be holding its first graduation ceremony in July 2014. CMU-R expects a diverse and highly influential group of guests to participate in this historic event; and therefore, would like to have new promotional video material in place to showcase its accomplishments.

About CMU-R

In October 2007, ITU's Connect Africa Summit recommended the establishment of five Centers of Excellence in each sub-region of Africa that would support the development of a critical mass of science and technology skills required for the development of Africa. Rwanda spearheaded this initiative for East Africa with the opening of a Center of Excellence in Information and Communication Technology. Striving to become a technology hub, the Government of Rwanda identified Carnegie Mellon University (CMU) as a strategic partner to provide a unique educational experience that will not only address the ICT skills deficit in the region, but also create the next generation of technology innovators and entrepreneurs in Africa. Collaborating with Rwanda has been an exceptional opportunity for CMU to engage with a partner that shares the university's desire to create innovative programs that have a profound and lasting impact.

With a history of excellence in higher education and as a global thought leader in technology innovation, Carnegie Mellon is the first U.S. research institution offering graduate degrees in Africa with an in-country presence. CMU-R is introducing new models of education, research and development, and the commercialization of information and communications technology in a region booming with opportunities. Currently offering a Master's degree in Information Technology and a Master's degree in Electrical and Computer Engineering, CMU-R's multidisciplinary curriculum strikes a fine balance between technology, business and innovation.

For more information about CMU-R, go to: www.cmu.edu/rwanda

Project Description:

Concept requirements:

CMU-R is requesting video production services to produce two videos.

1. A video showing the evolution of CMU-R leading up to it's first graduation [Video 1]

To resonate with the mission of CMU-R to create the next generation of technology innovators and entrepreneurs in Africa, the video should convey a high-tech environment, innovation in the classroom, engaged students and faculty, showcase Kigali as a metropolitan,

technology hub with beautiful landscapes, etc. The video should also convey a message of inspiration showcasing the milestones and highlights of CMU-R to-date and the potential impact it can have on the region.

2. A new promotional video to be used student recruitment and general marketing of CMU-R [Video 2]

This video should deliver information about CMU-R's program offerings, showcase its facilities, feature students and faculty testimonies, showcase Kigali as a metropolitan, technology hub with beautiful landscapes, images of the new campus plans, and include a call to action that would inspire prospective students to apply to our programs.

Technical Requirements:

- Video 1 should be no more than five (5) minutes in length
- Video 2 should be no more than two (2) minutes in length
- Both videos should include a collage of existing video footage and photographs of CMU/CMU-R as well as new footage filmed and photographed by the service provider
- The video should include music, creative graphics and a voice over
- Service provider will provide copy writing for voice over
- Video must be broadcast-quality
- Video must be able to be reduced in size without sacrificing quality

Video 1 is due on July 4, 2014 and Video 2 is due on August 29, 2014.

Contractor requirements:

The Video Producer will be expected to be in contact with CMU-R staff throughout all phases of project execution, meeting as needed in person or by phone or email and providing weekly written progress updates. The Video Producer will be expected to produce all elements of the video, which may include, but are not limited to, scripting, voicing, lighting, graphics, animation, editing, coding, and music.

The Video Producer will be required to secure its own production facilities and equipment. Any assignment or subcontracting by the selected Video Producer for the work to be performed, or goods and/or services to be provided, in whole or in part, and any other interest in conjunction with this request for proposal, shall not be permitted without the express written consent of CMU-R.

Deliverables:

The Video Producer will deliver the finished product in desired formats including, but not limited to: DVD, Beta and Web-compatible formats. The finished product will include two (2) broadcast quality videos that are also web-compatible.

Proposals may also consider including the following deliverables:

- Outlines
- Storyboards
- Scripts
- Graphics

- Rough Cuts
- Finished tapes, DVDs, CDs and/or electronic files

Proposal Requirements:

Proposals must include:

1. Introduction summarizing your company's background, resources, and relevant experience.
2. Examples and samples of past projects, preferably of a similar size and scope.
3. References from past projects, preferably matching those projects used as examples in #2 above.
4. Proposed budget for the project. The proposed budget should include a suggested workplan and a breakdown of fees for professional services, hours, and administrative services, including taxes.
5. Proposed schedule for the project, including project stages, milestones and payments.
6. Proposed vision for the video (i.e. broad concepts on what the final product may look like).
7. Identify any possible sub-contractors and sub-consultants.
8. Identify the company's point of contact, including name, title, phone, and e-mail address.

Selection Criteria:

Proposals received will be evaluated by CMU-R on the following selection criteria:

- Demonstrated experience in creative video development, production and post-production
- Understanding the purpose and the scope of this video project
- Original and creative approach
- Expected timeline for completing the project
- Demonstration of cost effective approaches to video production
- Proposed price
- Demonstrated ability to coordinate resources, equipment and required staffing for video production and post-production
- Demonstrated experience producing corporate videos for diverse and international audiences

Proposal Submission:

E-mail all materials to Susan Mbabazi at smbabazi@rwanda.cmu.edu, or

Deliver materials to:

Carnegie Mellon University in Rwanda
 Attention: Susan Mbabazi
 Boulevard de l'Umuganda
 Telecom House, 4th Floor
 Kigali, Rwanda

Proposal Timeline:

Deadline for submission of proposals is **April 18, 2014**.

It is anticipated that the selection will be completed by **April 23, 2014**.