

TERMS OF REFERENCE FOR VIDEO PRODUCTION

Production of PhilRice videos

1. Scope and coverage

The video production consultant shall produce 2 (3-5 minute) testimonial videos of RCEF farmer-beneficiaries from the branch unit's area of operation (1 for RCEF-Seed; 1 for RCEF-Extension)

The following are the specific tasks of the video consultant:

- a. Meet with the DevCom/CFP staff (through online) and understand the production concepts
- b. Direct, shoot (interviews and B-Rolls), and edit videos based on the script/instructions provided
- c. Provide appropriate musical scores/sound effects, text/graphic animation designs, visual effects, and color grading for the videos
- d. Submit drafts, incorporate corrections, and finalize outputs based on the production schedule through Google drive (GDrive) or any cloud-based platforms

2. Deliverables/Expected Outputs

- a. Maximum of 3 drafts per video will be submitted to DevCom based on the provided production schedule
- b. Produced 2 video files in any of these formats (mp4 or mov)
- c. Packaged 2 project video files (Adobe Premiere/After Effects); submit through GDrive

3. Production and Logistic Support

- a. CFP/DevCom will provide the video contents such as scripts and logos
- b. Video consultant will provide for their own food and accommodation

4. Duration and Location

Duration: September to November 2020

5. Eligibility/Qualifications

The Video Editor(s) should have:

- a. Excellent video production skills (minimum of 5 years of experience and with sample outputs)
- b. Experience working in corporate video production related to agriculture
- c. Ability to adhere to deadlines
- d. Work flexibility