

# Request for Proposal: Multi Media Production - Animation

Organization Websites: [albertacanola.com](http://albertacanola.com) and [learncanola.com](http://learncanola.com)

Deadline date: **Friday, May 8, 2020 - 5:00pm PDT**

Deadline: **Fixed date**

RFP Status: **Active**

## Organization Profile

The Alberta Canola Producers Commission, founded in 1989, was the province's first refundable checkoff producer organization. The mission of Alberta Canola is to support the long-term success of canola farmers in Alberta through research, extension, consumer engagement (including development of curriculum for youth across all ages and subjects) and advocacy for canola farmers.

All decisions regarding the Alberta Canola Producers Commission are made by the Board of Directors. Alberta is segregated into 12 regions. Each region elects a director to represent the growers of that region on the Board of Directors.

Alberta Canola invites qualified individuals/organizations to submit a proposal for both 1 fluid motion option and 1 simpler TV animated video for our Chase Duffy Books: Field of Home in English <https://learncanola.com/resources/fields-of-home-2/> and L'Or dans les Champs in French <https://learncanola.com/resources/lor-dans-les-champs/> to serve as an educational tool to be utilized by teachers, parents, and students that aligns with the Alberta Provincial Program of Studies learner outcomes.

## Project Overview

Learn Canola, a division of Alberta Canola, brings meaningful agriculture and canola specific information to the public and various subjects across all grades within Alberta's Schooling system that is specifically connected to the Program of Studies that teachers in public school systems are mandated to follow. Our intent is for teachers to be able to access and utilize the content that is developed within their everyday teaching practices to not only enrich the curriculum, but also to promote ag literacy and assist students in understanding where their food truly comes from. Additionally, through development of various materials our intent is to also assist the next generation become the agricultural ambassadors of tomorrow, while teaching them the science and innovation behind a great Canadian innovation, canola.

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Alberta Canola is seeking a video animation service provider to produce 2 short, approximate 12-minute animated videos of our current Chase Duffy books, *Fields of Home* in English and *L'Or dans les Champs* in French. Depending on how the project goes, there may be a possibility for future animation projects.

While the video animation illustrations will be created by the animation team, Alberta Canola will provide script and story guidelines, working with the animator to ensure clear and concise messaging and appropriate artwork and animation to communicate concepts, data, and narrative. Alberta Canola will work with the animation provider to identify the most effective animation and creative direction to achieve the video's objectives.

## Video Concepts

### 1. The Projected Video Cost Would Include:

- Animating the current existing books Chase Duffy *Fields of Home* and *L'Or dans les Champs* to create an English and French animation while ensuring the following needs are met:
  - Animating (including lip syncing)
    1. Chase
    2. Grandma
    3. Grandpa
    4. Mr. Slovonuk\* 2 other characters- runner 1 and runner 2.
- To include the following character action in the animation:
  - Run cycles (3 characters) + multiple views of Chase running
  - Riding / driving tractors (2) + Multiple angles
  - Dialogue Scenes
    - Chase + grandma
    - Chase + Mr. Slovonuk
  - Chase + Grandpa
- To include character rebuilds from client provided files, pending on artwork and the file types provided, which include:
  - Character facial expressions
  - Mouth shapes
  - Blinks
  - Poses for movement during dialogue, Mr. Slovonuk and Chase will need the most.

- Include cost for providing voice over talent and Royalty-Free Music.

### 3. Every video must include:

- Alberta Canola introduction animation: Brought to you in part by Alberta Canola Producers Commission.
- Copyright information (see book).
- Outro animation: Connect with us online, website URL (both albertacanola.com and learncanola.com), social media info.
- Information on how to access additional resources and Chase Duffy books on our website: learncanola.com

## Deliverables

1. 2 Animated videos available in both French and English on Chase Duffy Field of Home that will be approximately 12 minutes in length in a format appropriate for web, YouTube and other social media.
2. 2 short videos in English and in French as either 1-minute previews for Instagram or 2:20 for Twitter.
3. Please note that the content of the videos will remain the sole property of Alberta Canola Producers Commission: Learncanola.com (see [https://learncanola.com/wp-content/uploads/2015/07/Fields\\_of\\_Home.pdf](https://learncanola.com/wp-content/uploads/2015/07/Fields_of_Home.pdf) page 3 for specifics).
4. Videos must not contain flashing, strobing, or flickering elements within a frequency greater than 2 Hz and lower than 55 Hz.

## Qualifications Required

All proposals must demonstrate:

- The candidate's experience in video and animation service.
- 2 examples of the candidate's videos (fluid motion and high-end television style videos).
- Some agriculture and particular experience with canola would be an asset.
- Good working knowledge of French would be an asset.

## Budget

The proposed budget should include a breakdown of fees for professional services, hours, and administrative services, including taxes. Please include daily rates if possible, approximate length of time it will take to complete the project. If you are the successful organization a mutually agreed upon payment plan and schedule will also be created and adhered to.

Proposals will be assessed for cost-effectiveness related to other proposals received. Budget submissions should reflect actual costs.

## Schedule

- Tuesday, April 10, 2020 - RFP application period begins.
- Friday, May 8, 2020 at 5:00 pm PDT - RFP closes.
- Short-listed contractors will be invited for interviews the week of May 18, 2020 - Contract awarded (approximately).
- Monday, May 25, 2020 - Work to begin (approximately)

## How to Apply

**All electronic proposals must be in Word or PDF format and received by Friday, May 8, 2020 at 5:00 p.m. PDT to be considered.**

Proposals must be sent by email to: [michelle@albertacanola.com](mailto:michelle@albertacanola.com)

### Contact names

Michelle Chunyua

### Contact emails

[michelle@albertacanola.com](mailto:michelle@albertacanola.com)

### Contact address

Alberta Canola Producers Commission  
14560 116 Ave NW  
Edmonton, AB T5M 3E9

Questions related to this RFP or if you wish to discuss your proposal prior to submitting it for evaluation, please email [michelle@albertacanola.com](mailto:michelle@albertacanola.com)

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