

## **Terms of Reference (TOR)**

### **Animated video production including the following terms of reference:**

1. Produce videos with 2D characters and scenes contextualized for a Yemeni or East African audience and to the script provided by IOM;
2. Design animation for each video as per requirements shared by the IOM team;
3. Ensure designs capture the themes and messages being raised well, for example, in the areas of health, hygiene and safety;
4. Develop storyboards and designs for review by IOM ahead of full production of video;
5. Inclusion of music and soundtracks (possible online library purchase);
6. Inclusion of Arabic voice overs (and possibility of other language) with IOM providing draft script in the needed language and script adaption suggestions can be made;
7. Inclusion of captions/subtitles;
8. Take on feedback from IOM team and implement needed changes;

Please provide the price estimate per the following lengths of video:

- 1min
- 1 minute 30 seconds
- 2 minutes
- 2 minutes 30 seconds
- 3 minutes
- 3 minutes 30 seconds
- 4 minutes
- 4 minutes 30 seconds
- 5 minutes
- 5 minutes 30 seconds
- 6 minutes
- 6 minutes 30 seconds
- 7 minutes