

TOR for 2D Animation/Graphic designer Consultant

About the consultancy:

The Danish Refugee Council (DRC) is seeking a qualified motion graphic designer, animator, multimedia artist and/or company to develop a graphically animated video to raise the profile of its 'Referral Information Management System (RIMS),' a humanitarian multi-sector referral system used in Lebanon. The video will be designed to introduce RIMS to humanitarian stakeholders and donors within and beyond Lebanon in a simple and visually appealing fashion, including during trainings, meetings and coordination platforms. Beyond increasing awareness on RIMS, DRC and its partners will also use the video to encourage new partners to join RIMS to promote more accountable and effective referral practices to ultimately enhance the humanitarian response in Lebanon. The video will be disseminated through DRC's website and via social media platforms, as well as bilaterally through meetings. During your consultancy, you will be working and coordinating with DRC's Communication Officer, who will provide you feedback and guidance during the various phases of production, in collaboration with the DRC RIMS Team.

About RIMS:

DRC launched RIMS in 2017 as a shared platform to conduct, manage and follow up on referrals within and between agencies and sectors in the humanitarian response in Lebanon. RIMS was developed to address the critical gaps impeding effective service provision, namely the absence of a unified technical system or an institutionalized process for referrals. RIMS seeks (1) to establish a common platform to facilitate the coordination and management of intra-sector and inter-sector referrals, and (2) to produce analysis and recommendations to improve the effectiveness and accountability of referrals. RIMS seeks to ensure that the humanitarian response in Lebanon is improved through effective and accountable referral pathways. Referrals play an essential role in connecting people to relevant services in a timely and accountable manner.

Duties of the consultant

1. To advise DRC on the general concept for the video and jointly produce a video idea that lends itself to the aforementioned overall goals and will allow for the production of an easy-to-understand and graphically appealing video. While DRC will be responsible for proposing the story idea, the animator must be prepared to use original ideas and previous experiences to help DRC communicate the story of RIMS effectively to humanitarian stakeholders.
2. To advise on and help edit a script that will be produced by DRC that explains the project and the idea behind it
3. To develop the storyboard- a series of sketched frames- of the video that allows DRC staff to visualize what the final animated video will look like

4. To create animations and illustrate the story/characters to produce a fully animated video that communicates the story of RIMS
5. To edit the animations and videos after multiple rounds of feedback and coordination with DRC staff
6. To incorporate an English voiceover to be recorded by DRC and written Arabic subtitles to be developed by DRC to accompany the voiceover within the video. .

About the Video

The video will provide a brief introduction of RIMS and its added value. It will introduce the general concept of referrals as a key modality for service provision in the humanitarian sector and then describe the background and purpose of RIMS and how it contributes to effective and accountable referral processes that serve the needs of vulnerable beneficiaries. Beyond overviewing the background and purpose of RIMS, the video will visually depict how RIMS facilitates the referral process from start to finish and create a story around how an effective referral facilitated by RIMS leads to service delivery and has an impact on the lives of beneficiaries. For example, the video would illustrate some of the key steps that go into the referral process, such as: assessing the need of a beneficiary for a particular service and receiving consent to facilitate a referral; completing the online referral form through RIMS, sending the referral to a relevant actor; receipt of referral; action of referral; and beneficiary accessing service through referral. This would illustrate the purpose of RIMS. To illustrate the add value of RIMS, the video may explore ways to contrast visually depicting referrals conducted with and without RIMS. This would highlight how a common online platform for referral facilitation is much more integrated and accessible than offline, ad hoc referral mechanisms. The video should be simple to understand and impactful, using key words which RIMS tries to convey in its strategy (such as “referrals”, “effectiveness”, “accountability”).

The video will be shared on our website and during presentations.

Links to Relevant Videos

The following videos should serve as inspiration for the kind of graphically animated product DRC would like to create to illustrate the ‘story of RIMS’:

<https://www.youtube.com/watch?v=UZFnSXPf7xl>

<https://www.youtube.com/watch?v=vgB77HMOKGM>

Audience

The audience for this video primarily consists of international and local humanitarian organizations, UN agencies, Inter-Agency coordination actors, and donors working within humanitarian responses across the world. Secondly, governmental, development and private sector partners of humanitarian entities may also be interested and reached with information about RIMS through this video.

Video Components

- Animated characters
- Voiceover
- Subtitles
- Sound effects
- Music

Outputs

- A 2D graphically animated video that is 60 to 90 seconds long ,with music, voice over and subtitles
- The video will be in the English language, and will include Arabic subtitles.
- Full HD video

Work Timeline:

4 weeks: November 11- December 2, 2019.

Introduction meeting with DRC communications and RIMS team	November 13
Development and submission of story board	November 20
Consultant receives final feedback on story board	November 22
Consultant submits final story board	November 23
Submission of first draft project	November 27
Consultant receives feedback on first draft	November 28
Submission of second draft project	November 30
Consultant receives final feedback	November 1
Consultant submits final project	December 2

About DRC

The Danish Refugee Council (DRC) is a humanitarian, non-governmental, non-profit organization founded in 1956 that works in more than 40 countries throughout the world. DRC fulfills its mandate by providing direct assistance to conflict –affected populations –refugees, Internally Displaced Persons (IDPs) and host communities in the conflict areas of the world and by advocating on their behalf internationally and in Denmark