

TERMS OF REFERENCE

Communications Services

Video Training for Amcross and HRC Communication Staff

Pre-Production-Production-Post Production

Context

As part of the implementation of the Communication Strategy at the Delegation, the communication staff plays an important role of ensuring that the communication objectives are well pursued by paying closer attention at an operational level that the different lines of communication are effectively covered and by executing or conducting diverse communication activities that contribute to showcase the interventions, the results, the achievements and the impacts.

The communication staff member works formally as communication focal point by being assigned directly for their Terms of Reference and/or Job Description to certain programs and projects related to the Haiti Assistance Program (HAP). Therefore, their actions reach much the external audience. As part of the communication team implementing the communication strategy under the leadership of the Head Communication Delegate, the communication staff member also provides technical expertise to support and reach internal audience comprised of the organization employees and key partners' staff.

In their tasks of assuming public information management on a regular basis, both for the internal and external audiences, the communication staff member is always asked to realize, based on their action plans, different visual communication products, and especially slideshows and short videos.

The slideshows and videos are mostly related to specific activities and projects that are part of the Haiti Assistance Program and related to the different sectors of interventions. For internal purpose, short videos are produced by the communication staff and presented to the employee of the organization during social events that help build social cohesion and create a better work environment.

Although those visual products clearly respond to the communication objectives defined prior their production, they are unfortunately in various standards with different levels of quality due to the fact of important gaps identified all along the phases of video pre-production, production and post production conducted by the communication staff.

While the communication department will continue to consider external video production expertise to develop some key important visual products in a more standardized way, the communication staff member will continue to work on different slideshows and short videos related to their projects and/or activities. Therefore, it is really important and useful that those staff members be trained and they acquire new video skills so that they can improve quality of videos produced and to develop new materials.

The video training should at least last a 4-day period during which the consultant/firm/training center should meet the objectives of the training mentioned below through an appropriate curriculum plan.

Objectives of this training

The aim of this workshop is to allow the American Red Cross communication staff to better know the techniques of video editing, from the Pre-Production to the Post- Production. That includes the following points:

- Improve the skills of Amcross and HRC staff on video script, editing and shooting
- Upgrade the staff capacity on new technics approach and standard on video production
- Finalize and leverage, with new knowledge acquired the communication, the main videos produced internally

Key field interests and modules Identified by the Staff

- Apply effective team communication and management skills to complete the video process from pre-production script development through the production capture of a quality video image and audio.
- Understand the following digital video terms and apply the technique or concept using a digital video camera: story boarding, short list, key light, fill light, backlight, background light, Fire wire
- Use a digital video camera to capture images using the following camera techniques: rule of thirds, leading look, leading lines, close-up, establishing shot, cut-away, basic shot sequence, tilt, pan
- Demonstrate knowledge of the three phase production processes by creating scripts, formats, storyboards, timelines, schedules and if possible budgets.
- Demonstrate ability to properly use and operate the camera.
- Understand the basic concept of video production, script, storyboard, scene plans to make video more attractive
- Frame, shoot movements, inputs and sort of fields, cut plans
- Identify the clients' project, their needs, & target audience (script, narration, storyboard & shooting script).
- Demonstrate ability to identify locations and prepare location schematics.
- Select and execute the proper framing of a video shot; demonstrate ability to create different compositions.
- Setup & control the appropriate lighting on location in a safe manner.
- Identify the basic elements of a quality audio signal.
- Identify, select and use appropriate audio (microphone) techniques.
- Select and import appropriate script music, sound foley effects for post-production sound enhancement.
- Identify the role of the editor in the production process and the focus of the edit in order to convey the client's message to the target audience.
- Evaluate & select original the footage as dictated by the scene/script message; choose the editing style that best meets the script format.
- Capture digital video and edit videos with Final Cut Pro or Adobe Premiere Pro

- Perform the match-cut unobtrusive edit by cutting within the scene, on the action & between the actions.
- Use and manipulate effect transitions in software edition (Motion Graphic, After Effects, apply special effects using the effect controls)
- Demonstrate how copyright laws affect your ability to use and reproduce others' work.
- Understand the different video formats and be able to export on these different formats: AVI, MPEG-Video, HDV, FLV, MPEG4

Requirements:

- At least 5 years of teaching experience at a professional level or higher, or corporate training
- Teaching experience in a technology field and teaching groups of people - adult education, small groups of professional
- Experience in writing curriculum of video training
- Master of Video editing tools, Final Cut Pro or Adobe Premier Pro, After effects
- Experience with creating/editing training videos, documentaries, film making
- High energy, self-motivated person
- Degree in teaching, masters or certification in the teaching field: Preferred
- Clear and precise communication skill – both written and verbal
- Capacity to read visual expressions from classroom situations and adjust content/explanation as necessary
- Capacity to provide certification to students for course completion
- Disposal of High Tech Video Materials and Equipment

Application procedures

Interested candidates should send their applications to senji.gaetane@amcrosshaiti.org, CC gina.barreau@amcrosshaiti.org. Please put the following in the subject line: "Video training".

Application should contain :

- ✓ A resume
- ✓ A well detailed video training curriculum already elaborated,
- ✓ One module developed from the training Curriculum
- ✓ Some Samples of videos produced
- ✓ Certifications

Applications received after the deadline and incomplete applications will not be accepted.

Deliverable/ Evaluation of the training

- Production of a 3-minute (max) video by each participant
- Finalization/correction of 3 main videos produced by each participant

Deadline June 18th, 2018, 5:00 PM