

TORs for Video Development

A. Development of 10 Comprehensive Teaching Videos

Subject Areas

1. Biology (Tech)
2. Physics (Tech)
3. Chemistry (Tech)
4. Mathematics (Tech)
5. Fashion Designing
6. Grooming & Communication Skills
7. Agricultural Studies
8. ICT & Entrepreneurship
9. Health Sciences
10. General & Specific Pedagogical Practices

Content Requirements

- Each video will cover **4 topics** identified through TNA.
- Each topic will be recorded as a **separate segment (5–6 minutes each)**.
- For each subject, the firm must deliver:
 - **4 segmented videos for each topic**
 - **1 combined comprehensive video** (25–30 minutes)

Production Requirements

- All videos must be recorded in a **professional studio environment**.
- The firm will arrange and bear costs for studio rental, equipment, staffing, and logistics.
- Presenters/teachers will be identified by B-TAG; any TA/DA will be paid by the firm.
- The firm must hire subject specialists for **script writing, content validation, and quality assurance**.
- B-TAG will support identification of technical experts.

Technical Specifications – Studio Production

Camera & Image Quality

- Minimum recording quality: **4K UHD (3840×2160)**
- Multi-camera setup preferred:
 - **1 main camera** (frontal shot)
 - **1 side/angle camera** for dynamic framing
- Cameras may include:
 - Sony FX3 / FX6
 - Canon C70 / C300
 - Blackmagic Pocket Cinema 6K

Audio Equipment

- Lavalier microphone (Sennheiser / Rode / Shure)
- Backup shotgun mic (Deity / Sennheiser MKE600)
- Audio recorder (Zoom H6 / Tascam DR-40)
- Echo reduction using soundproofing panels

Lighting Setup

- **3-point lighting system**
 - Key light (softbox)
 - Fill light
 - Back/hair light
- Additional elements:
 - LED RGB accent lights
 - Studio background lights for branding

Studio & Set Design

- Clean branded background:
 - Standing or seated presenter format
 - Printed or digital backdrop
 - Branding elements as required
- Teleprompter for presenter ease (mandatory)

Graphics & On-Screen Elements

- High-quality motion graphics
- Flat-style icons, illustrations, and text overlays
- Infographics supporting the teaching content
- Lower-thirds for presenter titles and topic introductions
- Use of standard color palette and typography as per B-TAG branding guidelines

Post-Production

- Video editing in Adobe Premiere Pro
- Motion graphics in After Effects
- Audio mixing & noise reduction
- Color correction + color grading
- Adding English/Urdu subtitles (if required)
- Consistent intro, outro, and branding

B. Development of 1 Video for SBA Platform Utility

Topics to be Covered

1. Login & Accessing Portal
2. Student Registration
3. Paper Generation
4. Paper Data Entry
5. DMC & Results Creation
6. Item Bank Module

Production Requirements

- **Screen-recorded instructional video** with narration.
- Each topic will be delivered as a **separate segment** (4–6 min each).
- A **combined comprehensive module** must also be provided.
- The firm will script, storyboard, and supervise all technical aspects.
- Scriptwriter, supervisor, and VO artist expenses are borne by the firm.

Technical Specifications – Screen Recording

- Screen capture at **1080p or 4K** resolution
- Smooth navigation recording (60fps recommended)
- Cursor highlighting & on-screen annotation
- Clean professional voiceover recording
- Consistent style guide for labels, pointers, and transitions

C. Development of 1 Video for AI Platform Utility

Topics to be Covered

1. Login & Platform Navigation
2. Assessment Feature
3. Learning Features
4. Teacher Video Guide

Production Requirements

- Screen-recording with professional narration.
- Four separate segments plus one combined training module.
- The firm pays for all production-related human resources (scriptwriter, VO, supervisor).

Technical Specifications – Screen Recording

- Screen capture at **1080p or 4K** resolution
- Smooth navigation recording (60fps recommended)
- Cursor highlighting & on-screen annotation

The firm needs to record and produce high quality videos in the following three categories:

Staffing Requirements

The firm must ensure the following team members:

Studio Videos

- Producer / Project Manager
- Director
- Scriptwriters & SMEs
- Camera operators
- Gaffer & lighting assistant
- Sound operator
- Motion graphics designer
- Video editor
- Quality assurance officer
- Presenter support assistant

Screen Recording Videos

- Scriptwriter
- VO artist
- Screen recording specialist
- Video editor
- QA reviewer

Timeline

- Pre-production: 2–3 weeks
- Studio recording: 10–12 days
- Screen recording: 4–5 days
- Post-production: 3–4 weeks
- Final delivery: **within 8–10 weeks** from contract signing

Quality Assurance

The firm must ensure:

- Accurate technical content vetted by experts
- Consistent visual style across all videos
- No background noise, audio pops, or echo
- Clear, error-free script and subtitles
- Smooth transitions and clean editing

Term and Conditions

1. Successful vendor will be required to complete the given tasks order within 8-10 weeks.
2. All rates should be inclusive of taxes.
3. All Taxes should be mentioned separately.
4. Quotation rates must be valid for a period of 30 days
5. Mark the envelop with “QUOTATION” on top.
6. Quotation should be addressed to “Procurement Officer”.
7. Quotations should be on the Company Letter Head that includes the following minimum information:
8. Vendor Name
9. Address, Telephone and Fax Number
10. Date of Quotation
11. Vendor Stamp and signed
12. Quotation should be as per the specification shared with vender
13. National Tax Number should be mentioned on the Quotation
14. Sales Tax Registration Number should be mentioned on the quotations.

How to Submit the Quotations:

Interested firm can send the proposal in hard form on the following address:

Procurement Officer

Plat No. 12, Mauve Area, G-8/1, Islamabad

or sending e-mail on procurements@i-saps.org