**Terms of Reference / Scope of Work**

**Photography and Video Shooting Services**

**BACKGROUND**

USAID Advancing Nutrition is the Agency’s flagship multi-sectoral nutrition project, led by JSI Research & Training Institute, Inc. (JSI), and a diverse group of experienced partners. Launched in September 2018, USAID Advancing Nutrition implements nutrition interventions across sectors and disciplines for USAID and its partners. The project’s multi-sectoral approach draws together global nutrition experience to design, implement and evaluate programs that address the root causes of malnutrition. Committed to using a systems approach, USAID Advancing Nutrition strives to sustain positive outcomes by building local capacity, supporting behavior change and strengthening the enabling environment to save lives, improve health, build resilience, increase economic productivity and advance development.

Launched in September 2018, USAID Advancing Nutrition (USAID AN) implements nutrition-focused programs across sectors and disciplines for USAID and its partners. The project's unique and versatile approach brings together international nutrition practices to design, implement and evaluate programs that address the root causes of malnutrition. USAID Advancing Nutrition seeks to achieve high performance by building local capacity, supporting behavior change, and fostering an enabling environment for saving lives, improving health, increasing resilience, increasing economic productivity, and promoting development. The main objective of USAID Advancing Nutrition is to improve the nutritional status of women of reproductive age (ages 15-49) and children under 5 in the Kyrgyz Republic, with a specific focus on the 1,000-day Window of Opportunity.

As part of its agreement with USAID, the project has committed to communication and outreach objectives which include informing target audiences about its work. As a means to achieve this, it is seeking professional photography and video shooting services to create high-quality and original images and videos that will support the project’s communication and outreach efforts.

**GOAL**

USAID Advancing Nutrition project will hire a professional photographer-videographer to document project activities in photo and video format, sometimes with travel to selected locations, and acquire high quality original images and a video to be used in social media publications and other communications products.

**OBJECTIVES**

Under the guidance of the project's communications officer, the photographer-videographer is expected to become familiar with the project’s work and support the development of the photo content plan and the video content scripts.

The specific objectives of the assignment are as follows:

1. **Pre-Production**: Review shot list and scripts provided by the project and advise the USAID Advancing Nutrition on their finalization that will ensure that essential images and scenes are captured. The photographer-videographer will also provide recommendations on the preparation of a program of visit to the project site to ensure that the best scenes are captured. The photographer-videographer will be provided with examples of images seeked by the project and oriented around USAID’s *Video and Photo Shooting Guide*.
2. **Production**: Shooting in the field according to the finalized shot list and video scripts, requiring travel to Jalal-Abad oblast. Create high-quality, unique, original, and aesthetically compelling images and videos of project supported activities, partners, and beneficiaries. The entire set of images and videos will have a coherent style, look, feel, and treatment. It is expected that each scene and subject will be photographed with optimal lighting techniques and solutions. Photos and video shooting will highlight the USAID Advancing Nutrition results, achievements, and impacts. It is expected that the photographer-videographer will support creating images by suggesting scenes or poses that will match the subject being documented.
3. **Post-Production**: Provision of finalized photo and video packages and subsequent editing in case of necessity.

Throughout the assignment, the photographer-videographer will meet with project team members before each site visit to: 1) discuss the background, scope, and logistics of photo sessions, video shooting and/or field visits; 2) discuss key messages, priority images/storyboard/shot lists for each site; 3) provide regular updates to the project’s communications officer; 4) receive feedback from the communications officer; and 5) finalize the work and submit all required photos and video materials included in the deliverables section within the required timeframes.

**DELIVERABLES**

The following are the expected deliverables:

1. A photo set, consisting of 20-100 photos, that will include:

1. Original RAW files
2. Edited/retouched files in the JPEG format. The JPEG files will include two versions of each image:
   1. Full size / high resolution
   2. A reduced size so that each photo fits between 3 and 5 megapixels.

2. One final video success story, the duration of which should not exceed 5 minutes, in HD resolution (1920×1080 pixels). During editing and producing final videos, synchronize the video material, audio tracks and color correction. It is required to include subtitles and disclaimer provided by the project into each video.

3. The photos and videos can be delivered on a physical memory storage device (USB stick, CD-ROM, etc.) or transferred digitally via a cloud based service such as WeTransfer, Google Drive, Dropbox, etc.

4. The photographer will obtain from each photographed person a completed and signed *model release form* provided by USAID Advancing Nutrition.

The final delivery deadlines of all images and release forms that shall be made to project will be agreed depending on the scope and complexity of each assignment

**COPYRIGHTS OWNERSHIP**

All photographs and videos become the sole property of USAID Advancing Nutrition without copyright, credit or use restrictions. Thereafter, USAID Advancing Nutrition will have unlimited and unrestricted usage rights to all images. Photo and video credit will be given, as appropriate, to the photographer-videographer by name in usual and customary manner, appropriate to the use of the photograph.

The photographer-videographer may use all the photos and videos produced under this agreement for his/her portfolio and/or to show as samples of work to prospective clients.

The photographer-videographer may use the photos and videos produced under this agreement for other purposes by obtaining the express written permission and consent by USAID.

**SPECIFICATIONS**

All photography work will be acquired using a camera equipped with a full frame sensor (35mm equivalent) capable of a resolution of at least 5760 × 3840 pixels.

Minimum output file format for produced videos: Full HD (Full High Definition) - 1920×1080 pixels resolution and frame rate of at least 24/sec.

It is expected that the images and videos will meet high quality documentary or photo and video journalism standards expected by international media organizations or leading photography agencies.

When and where possible the use of professional and portable off-camera flashes or strobes is expected.

**QUALIFICATIONS**

1. The successful photographer-videographer will have at least three years of professional experience in video shooting and non-studio field photography and/or other areas of the discipline such as documentary, portraiture, photo-journalism, commercial, corporate, and editorial photography and videography.

2. The successful candidate must have a required photo and video equipment for delivery of services at the professional level.

3. Experience and ability to:

* Work with natural light for portraiture, documentary, editorial, or similar assignments;
* Implement professional video shooting, editing and sound design of each video;
* Work in low light conditions, including at night, in indoor or outdoor locations, using off camera lighting accessories or specialized lenses;
* Work in a rapidly moving and unpredictable environment between multiple locations with minimal set-up time for staging, posing, props, and lighting.
* Able to adhere to deadlines and flexibility

4. Website or online portfolio is a plus.

**MANAGEMENT**

The period of performance is estimated to be from May 2021 till September 2021.

The project*’*s communications officer will guide, direct, and coordinate the selected candidate in the implementation of this assignment.

**TRAVEL**

USAID Advancing Nutrition project will organize and cover all travel related expenses.

**APPLICATION INSTRUCTIONS**

Interested candidates are encouraged to apply by May 7, 2021.

Application format:

* A technical proposal, describing how the photography/video assignment will be met in a timely manner;
* Technical qualifications of the photographer-videographer, including CV;
* Samples of work. This can include links to online portfolios/galleries/publications, links to photographs and videos published online by reputable media organizations, etc.
* Financial proposal (costs for final deliveries: photo and video packages)