

## Terms of Reference

### UP Manila Profile Video Presentation Project

#### I. Description

##### **Production of profile video presentations about UP Manila**

The video is envisioned to be presented during events and other opportunities within the university and other institutions where UP Manila can be introduced and its programs, projects, services, and contributions be projected and promoted.

The video will feature a short history and the mission, vision, and values of UP Manila, its goals, and significant contributions to the national and global community over the years.

#### II. Expected Outputs

One eight-minute audiovisual presentation in English that will contain photos, video footages, graphics and other visuals as needed and as appropriate based on the approved concept, outline, and script.

Three extractable short versions, each depicting the academic programs, research programs, and public service programs of UP Manila

#### III. Roles and Responsibilities

##### **Responsibilities of the Video Production Company**

- To evaluate the requested services as indicated in this document, based on the creative and technical requirements, tasks, deliverables, and timeline, if these are feasible and within its capabilities;
- To provide a plan with the following contents: Work Description, Scope and Limitations of the Project, Expected Output and Schedule of Production once the requested services are accepted if applicable; and
- To render the required service/s as soon as the video outline and schedule are finalized, including but not limited to scripting, videotaping, voice-over, location shooting, editing, and completing the video presentations.
- To provide UP Manila with the raw footages taken inside and outside of the campus that are related to the contracted video project

##### **Responsibilities of UPM**

- To provide the approved budget as indicated in this document, based on the creative and technical proposal/requirements, that will ensure the necessary fund for the Services; and
- To provide the necessary background information and other materials, available photos and videos that may be needed for the audiovisual production
- To arrange for the logistics necessary for the taking of video footages in the different areas inside the UP Manila campus, including those that may be taken on location.

- To review the draft video presentation for accuracy, creativity, relevance, and overall impact and provide feedback to the video production company
- To signify approval of the final video presentation

#### IV. Schedule/Timeline

Phase	Milestone	Start Date	End Date
- Meetings/Brainstorming - Planning / Design and Conceptualization	Concept and Framework Preparation and Approval	Day 1	Month 1
- Data Gathering and Selection of Feature Items - Creation of StoryBoard and Narration Script	Content Database, Final List of Feature Items, Finalized StoryBoards and Narration Scripts	Month 1	Month 2.5
- Video Shoot and Editing - Selection of Voice Over Representative/s and Recording - Editing	First Drafts of Profile Videos	Month 2.5	Month 5
- Revision/s (if applicable) - Finalization	Finalized Profile Videos	Month 5	Month 6


#### V. Professional Qualifications

- A. The video production outfit should have a strong background and reputation in institutional promotional video production and graphic designing
  - a. At least two years of experience as a multimedia arts company with creditable accomplishment in video production presented in a portfolio to be reviewed by UP Manila - IPPAO upon the selection or recruitment process
  - b. Possesses partnership or collaborative experience with government agencies and is able to provide significant positive outcomes in such projects





#### VI. Memorandum of Agreement

These Terms of Reference will be annexed to a separate Memorandum of Agreement to be executed between UP Manila and the video production company.

Prepared by:

  
**OLYMPIA URSULA Q. MALANYAON, MD**  
 Director  
 IPPAO, UP Manila

Approved by:

  
**CARMENCITA D. PADILLA, MD, MAHPS**  
 Chancellor  
 UP Manila   

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<ul style="list-style-type: none"> <li>- Data Gathering and Selection of Feature Items</li> <li>- Creation of StoryBoard and Narration Script</li> </ul>	Content Database, Final List of Feature Items, Finalized StoryBoards and Narration Scripts	Month 1	Month 2.5
<ul style="list-style-type: none"> <li>- Video Shoot and Editing</li> <li>- Selection of Voice Over Representative/s and Recording</li> <li>- Editing</li> </ul>	First Drafts of Profile Videos	Month 2.5	Month 5
<ul style="list-style-type: none"> <li>- Revision/s (if applicable)</li> <li>- Finalization</li> </ul>	Finalized Profile Videos	Month 5	Month 6

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