



# Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Link's Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:  
Toll Free Phone: (866) 225-9067  
Toll Free Fax: (877) 825-7564  
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# Job Board Posting



Careers.Indigenous.Link

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## Request For Information – Canada History Week Animated Video Series

|                       |   |                     |
|-----------------------|---|---------------------|
| <b>Job ID</b>         | <b>EE-5E-A7-FE-52-72</b>  |                     |
| <b>Web Address</b>    | <a href="https://careers.indigenous.link/viewjob?jobname=EE-5E-A7-FE-52-72">https://careers.indigenous.link/viewjob?jobname=EE-5E-A7-FE-52-72</a> |                     |
| <b>Company</b>        | Historica Canada  |                     |
| <b>Location</b>       | Toronto, Ontario  |                     |
| <b>Date Posted</b>    | From: 2021-04-01  | To: 2021-04-19      |
| <b>Job</b>            | Type: Freelance   | Category: Education |
| <b>Job Start Date</b> | May 3, 2021   |                     |
| <b>Job Salary</b>     | \$30,000.00   |                     |
| <b>Languages</b>      | English   |                     |

### Description

Request For Information – Canada History Week Animated Video Series:

Historica Canada offers programs that you can use to explore, learn and reflect on our history, and what it means to be Canadian. Historica Canada's collection includes over 150 online educational videos aimed for use in classrooms and for the general public. Since 2017, Historica Canada has produced twelve fully bilingual animated videos for Canada History Week. All media projects produced by Historica Canada are created as free, educational content to help promote learning and historical knowledge.

At Historica Canada, we recognize that the stories we tell matter – and the way that we tell them matters. We are committed to helping build a better Canada that amplifies missing voices; that recognizes multiple perspectives; that celebrates our achievements and acknowledges our failings.

#### PROJECT OVERVIEW:

Historica Canada is seeking a production company or team to develop three fully animated videos (approximately 1 minute each), with French and English versions of each video.

For Canada History Week 2021, we will create three 1 minute animated videos in English and French. The overarching theme is Indigenous History, with subthemes of Language Revitalization, Cultural Continuity, and Indigenous Leaders. In addition to the themes, the videos will include one Inuit/Innu, one Métis, and one First Nations story. Video scripts will be provided by Historica Canada. The target audience is the general public but will also include focused outreach to elementary and high school students and teachers. The videos will live on Historica Canada's social media channels (YouTube, Facebook, Twitter, Instagram, and Tik Tok) and in our digital educational resources. The final product will be suitable for viewing in both classrooms and by the general public.

The chosen production company will have demonstrated involvement in the communities on which this series is focused. The production company or team will have experience with end-to-end animation production processes, including creative direction, audio recording/directing, editing, and final packaging. In consultation with the Historica Canada team, they will work with illustrators/animators to create a visual interpretation of the scripts. Historica Canada will work with historians and consultants, who will provide consultation on script development and production. All aspects of the concept, script, outreach, creative direction, and production will be required to meet with final approval from Historica Canada. This is a collaborative process. Historica Canada will be regularly engaged throughout the production process.

All videos will be made available in English and French.

#### PROJECT TIMELINE:

April 1, 2021 – RFI opens

April 19, 2021 – RFI closes

April 26, 2021 – Follow up meetings with top teams

May 3, 2021 – Contract awarded

May-June 2021 – Research + ideation + scripts for video concepts

June – November 2021 – Production of 3 x videos

November 2021 – Videos are launched

#### BUDGET:

The maximum budget, inclusive of all taxes, is \$30,000 CDN for three videos (approximately 1 minute each), each versioned into a second official language (English or French).

Your budget should take into account:

- Creative direction for series (cohesive look and feel for videos based on previous videos in the established series)
- Storyboards for each video
- Casting and hiring 1 English and 1 French narrator per video
- Post-production including audio recording/directing/mix, illustrator/ animator fees, video editing, sound design, music, etc.
- Second language versioning (French Producer for voice direction, French narrator)
- Final deliverables in both official languages (.mp4 in vertical and horizontal)
- Contingency

Historica Canada will cover the following project costs:

- Scripting
- Script Consultant fees
- French/English translation
- Fact checking

- Marketing

Please note, all admin/overhead costs and applicable taxes should also be factored into the budget. The total \$30,000 CDN should be inclusive of tax.

**SELECTION CRITERIA:**

Selection will be based on the assessment of three aspects of submission:

**Work Samples and References:** Quality of your portfolio, such as: your experience with similar projects including client work; your flexibility pertaining to potential shifts in project scope or timelines; integrity; and your process for developing and carrying out the project in a timely manner. Please note that the production team or company should be available during regular working hours.

**Budget:** Budget must be appropriate and reasonable to the project. Budget lines must be clearly defined in the submission.

**Community Relevance:** Demonstrated involvement in the communities on which this series is focused.

No original pitch material is necessary for this RFI.

Competition is limited to Canadian companies only.

**DEADLINE:**

An electronic copy of the submission in .pdf format is due April 19, 2021 at 5 p.m. ET to [productions@historicacanada.ca](mailto:productions@historicacanada.ca) with the subject heading "Canada History Week Video Series 2021" ~ YOUR COMPANY NAME™.

Questions may be sent to [productions@historicacanada.ca](mailto:productions@historicacanada.ca). No extensions will be granted. No phone calls please.

We regret that due to the high volume of applicants we are unable to provide detailed feedback to unsuccessful candidates.

This is an open and competitive process. Submissions will be evaluated immediately thereafter. Historica Canada will select the top 3 submissions for follow-up meetings by phone or video conferencing in late April 2021. Please note that the services performed by the selected production company regarding the project shall be for the exclusive benefit of Historica Canada. All work products generated as well as copyright for the project shall belong to Historica Canada.

**Other**

**Work Samples and References:** Quality of your portfolio, such as: your experience with similar projects including client work; your flexibility pertaining to potential shifts in project scope or timelines; integrity; and your process for developing and carrying out the project in a timely manner. Please note that the production team or company should be available during regular working hours.

**How to Apply**

An electronic copy of the submission in .pdf format is due April 19, 2021 at 5 p.m. ET to [productions@historicacanada.ca](mailto:productions@historicacanada.ca) with the subject heading "Canada History Week Video Series 2021" ~ YOUR COMPANY NAME™.

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