



Statement of Work - Video Production & Editing Visual Street Films

Overview	<p>YBCA requires contractor services for filming and editing production of eight videos highlighting each prototype from the YBCA 10.</p> <ul style="list-style-type: none">• Dorothy R. Santos: <i>Mahiwagang Libros</i>• Darryl Ratcliff and Nikiko Masumoto: <i>Plant Library</i>• Hasain Rasheed: <i>Too Experienced to be Taken for a Stroll</i>• My-Linh Le: <i>Anima (Working Title)</i>• Alex J. Bledsoe: <i>Reroot, Reroute</i>• Ayodele Nzinga: <i>The Watchtower</i>• Leticia Hernández-Linares: <i>Sala de Deseos</i>• Deanna Van Buren: <i>Soul Tree Forest</i>
Objectives	<ul style="list-style-type: none">• Inspire and engage audiences with work on view at YBCA.• Highlight the process of creating prototypes and the relevance of the YBCA 10's work.• Use for archiving and grant purposes when the exhibition closes in September.
Content of the videos	<p>Eight 2-3 minute videos for each prototype for YBCA's social media (Facebook, Instagram, and YouTube).</p>
Target audiences	<ul style="list-style-type: none">• Local visitors and arts supporters who want to learn more about new art at YBCA• Bay Area artists and cultural workers
Production Date & Time	<ul style="list-style-type: none">• Finished videos delivered by end of July
YBCA to provide	<p>YBCA will go through the following content and provide Visual Street with the materials that best reflect each prototype:</p> <ul style="list-style-type: none">• Photography of finished prototypes and studio hours.• Audio clips from YBCA 10 podcast.• Additional b-roll and video interviews. <p>YBCA will arrange any additional audio for voice overs.</p>
Deliverables	<ul style="list-style-type: none">• Fully produced, edited and delivered videos as outlined in the content section above.<ul style="list-style-type: none">○ Dims / Specs<ul style="list-style-type: none">■ Facebook and YouTube<ul style="list-style-type: none">• Aspect ratio: 16:9• Facebook max file size: 4MB

	<ul style="list-style-type: none">■ IG Video<ul style="list-style-type: none">● Aspect ratio: 9:16● Max file size: 650MB○ Add open captions in all videos<ul style="list-style-type: none">■ Note: On Instagram captions need to be 420px from bottom edge to avoid running into icons for likes, comments, etc.● Rounds of edits: 2
Deliver Materials by:	Please deliver final edited videos by the final week of July.