Invitation to Tender: Filming services for Secondary Science Practicals MOOCs

1. Summary

STEM Learning Limited (‘STEM Learning’) is seeking proposals from individuals/companies with the necessary experience to film, edit and package a series of videos of practical science work to be used as learning resources as part of three online courses.

Tenders should be submitted by **12 noon Thursday 18 May 2017**.

2. Background

STEM Learning was established in 2004 by the White Rose University Consortium, which comprises of the Universities of Leeds, Sheffield, Sheffield Hallam and York. It is an organisation wholly dedicated to supporting STEM education across the UK by working with and developing teachers, lecturers and technicians who work with young people across the education system.

STEM Learning operates the National STEM Learning Centre on behalf of the Wellcome Trust as a centre of excellence for science teachers’ continuing professional development, as well as being responsible for the regional Science Learning Network and Partnerships Programme, funded by the Department for Education (DfE). It also manages the National STEM Centre on behalf of the Gatsby Charitable Foundation, which provides both a physical resource centre in York and a state of the art eLibrary through which teachers can access a wide range of resources to support high quality STEM teaching.

STEM Learning provides massive open online courses (MOOCs) on the FutureLearn platform. Our MOOCs provide a flexible way for teachers, and others involved in learning and teaching, to access and undertake continual professional development alongside their daily practice, with emphasis on reflective learning and collaboration with peers. ([http://www.stem.org.uk](http://www.stem.org.uk))

3. Purpose of the Work

Video is a key component of online courses, allowing a personal connection between educator and learner, as well as being an effective medium for conveying complex information or processes. Individuals/companies are invited to tender for the work below in the knowledge that the final outputs will contribute significantly to the audience of teachers on our online courses, and subsequently the children and young people they teach.

The videos must be of a good quality to best represent STEM Learning, but overall the quality needs to be of a standard that does not negatively impact our participants’ learning. Broadcast quality is not required of these videos, examples of the standard we are looking for are provided in Appendix B.

There are three work packages (WP), as outlined below:

1. Practical science (physics)
2. Practical science (biology)
3. Practical science (chemistry)

Each work package will comprise:

a. One promotional video presenting highlights of the course (2mins duration; ‘talking head’ and narration over cuts from demonstrations).
b. Up to 10 videos of practical demonstrations (three longer duration 10-15 mins, these may require simple, static, on-screen graphics to label practical equipment; shorter videos 3-5 mins duration; multiple cameras required; will require lapel microphones for the presenters).

c. Three introduction videos (3mins duration; ‘talking head’)

All filming will take place at the National STEM Learning Centre in York. Filming will be located in either a lecture room (WP1) or science teaching laboratory (WP2, WP3). Filming will be of professional development leaders in a controlled environment and no students will be involved.

An outline of each video can be provided in advance, but the specific shots may be decided on the day of filming in negotiation with the professional development leaders. A flexible approach is welcomed.

All video outputs must conform to the FutureLearn design and technical specification (Appendix A).

Dates of filming are fixed due to availability of professional development leaders, technicians and rooms.

Each work package is assigned the following allocation of time:

<table>
<thead>
<tr>
<th>Work Package</th>
<th>Notes</th>
<th>Dates for filming – not negotiable</th>
<th>Deadline for deliverable</th>
</tr>
</thead>
<tbody>
<tr>
<td>1a. Physics promo</td>
<td>Will involve intercutting clips from demonstration videos</td>
<td>14-15 June 2017</td>
<td>28 July 2017</td>
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<tr>
<td>1b. Physics practicals</td>
<td></td>
<td>14-15 June 2017</td>
<td>25 August 2017</td>
</tr>
<tr>
<td>1c. Physics introductions</td>
<td></td>
<td>14-15 June 2017</td>
<td>25 August 2017</td>
</tr>
<tr>
<td>2a. Biology promo</td>
<td>Will involve intercutting clips from demonstration videos</td>
<td>25-26 July 2017</td>
<td>18 August 2017</td>
</tr>
<tr>
<td>3a. Chemistry promo</td>
<td>Will involve intercutting clips from demonstration videos</td>
<td>27-28 July 2017</td>
<td>18 August 2017</td>
</tr>
</tbody>
</table>

Rushes of the footage should be available for preview at the end of each filming day to allow for any re-shoot the subsequent day.

Edited videos should be available one week prior to the deadline to allow for review and amendment to the edit.

Principles for quality of video:

- ‘Talking heads’ must have excellent audio and visual clarity.
- Practical demonstration videos should be well-lit and show both detailed aspects of the practical use of equipment and how the equipment fits together as a whole, enabling a learner to replicate the practical demonstration.
- The promotional video must be excellent quality, used as a marketing device it must represent the professionalism and high standard of CPD provided by STEM.
Learning. The video must catch the audience’s attention and convey the key selling points of the course. Music is expected to be included (costs for royalty-free music should be included in the quote).

4. Intellectual Property Rights

All intellectual property arising from any work package will be vested in STEM Learning.

5. Deliverables

The deliverables required of the successful bidder will be:

- Preview of footage at the end of each shooting day (rushes).
- Edited video to be sent for review and amendments one week prior to the deadlines specified above in Section 3.
- Web-ready edited video in MP4 format as specified in the Work Packages by the deadlines above in Section 3.
- For videos with music, an additional video in MP4 format without the music track.
- All raw video footage and project files on a USB 3.0 external hard drive (videographer to supply).

Please see Appendix A for technical requirements.

6. Timescales

<table>
<thead>
<tr>
<th>Activity</th>
<th>Milestone</th>
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</thead>
<tbody>
<tr>
<td>Open, competitive ITT issued</td>
<td>4 May 2017</td>
</tr>
<tr>
<td>Tenders submitted</td>
<td>18 May 2017</td>
</tr>
<tr>
<td>Successful bidder announced and commencement of the work</td>
<td>22 May 2017</td>
</tr>
<tr>
<td>Filming starts</td>
<td>14 June 2017</td>
</tr>
<tr>
<td>Completion of all deliverables</td>
<td>25 August 2017</td>
</tr>
</tbody>
</table>

7. Costing and pricing

Proposals should include detail of the costs proposed to deliver this contract, based upon a total contract sum. If day rates are used for editing costs, an estimate of editing time should be included. This fee should be quoted exclusive of VAT and will be payable upon receipt of the final, edited web-ready MP4 video and raw files. Expenses must be included in the total price.

Decisions will be based on perceived value for money, rather than the lowest cost proposal, and the other award criteria (see Section 10).

8. Tender process

Tenders should show, as a minimum:

- Full CV of the individual(s) undertaking the work.
- Examples of previous similar work completed, or examples of areas of expertise relevant to the contract as detailed.
- A work plan showing key dates/milestones and deliverables.
- What you require from professional development leaders to prepare for the videos.
- A breakdown of costs.

9. Submission and format of proposals

The deadline for receipt of submissions is 12.00 noon on 18 May 2017. Late submissions will not be accepted. All submissions will be acknowledged with a notification of receipt.
An electronic copy of the proposal should be received in PDF format by this deadline. This is an electronic only submission process; therefore all documentation must be submitted in PDF format as a single zipped folder if the size of the submission is greater than 10Mb. Links may be included in the PDF document to relevant examples of previous work.

Proposals should be no longer than 4 sides of A4 (excluding CVs of people involved) and typed in Arial size 12 font. If the proposal exceeds this limit evaluators will be advised to disregard any information outside the limit.

Proposals should be emailed to: onlinecpd@stem.org.uk

A decision will be made as soon as possible after receiving the tenders, with a face-to-face clarification meeting if needed. Any questions for clarification should be emailed to: onlinecpd@stem.org.uk

**References**

Tenderers should indicate the names of two references prepared to act as referees.

**10. Award criteria**

Proposals will be evaluated against the following criteria which are not listed in order of importance:

- Compliance with, and understanding of, requirements outlined in this tender document.
- Clarity and feasibility of the programme of work.
- Relevant experience of the tendering team.
- Ability to meet the required timetable.
- Value for money.

STEM Learning reserves the right not to award a contract. STEM Learning may undertake post tender negotiation in order to clarify proposals.

**11. Enquiries**

Enquiries about this tender should be directed to:

Matt Cornock
Online CPD Coordinator
National STEM Learning Centre, University of York, Heslington, York, YO10 5DD
07825603809
onlinecpd@stem.org.uk
Appendix A - FutureLearn Video Guidelines

Technical

- File format/container: .mp4
- Frame size/resolution: 1920 x 1080.
- Aspect ratio: 16:9
- Codec: H264
- Frame rate: 25fps
- Bit rate: minimum 2 Mbps constant bit rate (2,048 kbps)
- Audio: AAC 44khz stereo @ min 128kbps
- Maximum file size: 5GB.

Design

- Title screens and transitions will use templates provided by FutureLearn.
- Digital on-screen graphics will use templates provided by FutureLearn.

Template assets will be provided as Quicktime (.mov) animations with alpha channel.

Templates and full guidance are available at https://drive.google.com/drive/u/0/folders/0ByQrtCfO408dNHZVWJYY1VMdnM (Google Drive; you may need to copy and paste this link)

Appendix B - Example standard of video output

Talking Head Introduction: https://www.futurelearn.com/courses/assessment-for-learning-stem/3/steps/170611 (note screenshots and classroom footage will not be needed)

Practical Demonstration: https://www.youtube.com/watch?v=gQG8UCPaF_1

Promotional Video: https://www.futurelearn.com/courses/differentiating-for-learning-stem/2 (note video will be shorter and classroom footage will not be needed)