# Section 7. Terms of Reference

1. ***Background***

IsDB is a multilateral development institution established in 1975 to promote economic development and social progress in member countries (MCs) and Muslim communities in non-MCs. The IsDB has 57 MCs, also members of the Organization of Islamic Cooperation (OIC) in Africa, Asia, Europe, and Latin America. The Bank's mission is to promote comprehensive human development, focusing on the priority areas of alleviating poverty, improving health, promoting education, improving governance, and prospering people.

The Islamic Development Bank Institute (IsDBI), a member of the Islamic Development Bank Group, is the beacon of knowledge of the IsDB Group. As part of its mandate, the IsDB Institute is engaged in developing numerous online training programs.

The Knowledge Leaders (KLT) Section of the Islamic Development Bank Institute (IsDBI) has prepared this Terms of Reference (ToR) for the consultancy service of the "Development of Video-Based Learning Resources." The video-based learning resources shall be integrated into the online training programs.

The IsDBI now invites Proposals to provide the consulting (Services) as described in terms of Reference.

1. ***Objective(s) of the Assignment:***

The main objective is to develop video-based learning resources, which shall be integrated into IsDBI online training programs. The learning videos will be for one of the following languages "Arabic, English, and French." The IsDBI may request from the consultant to create learning material in any other language on an ad-hoc basis

1. ***Scope of Services, Tasks, and Expected Deliverables***

The scope of the subject services will include using Video Script provided by the IsDB Institute to create engaging video-based learning content.

The expected tasks to be performed by the consultant under the subject assignment are (but are not limited to) :

* Develop the Creative Design from the given Video Script after interacting/interviewing the stakeholders and focal points from the IsDBI,
* Develop Storyboards (SBs), and enhance the Video Script.
* Develop Audio Scripts for voiceover recording,
* Develop the specified infographics, conceptual animations, and other media assets as per the SB.s,
* Source generic images, stock videos, and other media as suggested in the storyboards or as required, and
* Develop the video draft as per the Creative Design and SBs.

The expected deliverables are in the form of video-based learning content as follows:

* Each online training program shall include 20-25 videos on average.
* Each video duration shall range from 2-4 minutes on an average
* The videos are expected to include simple 2D Illustrations; some videos may require character conversation without lip sync
* Each video is expected to include approximately 8-10 scenes per minute
* The videos shall include narration and background music where required

Generally, each video should demonstrate the following features:

* **High Quality**: The visuals to be included in the videos, including stock images and stock videos, should be of high-quality
* **Attractiveness**: The video should present the subject matter in an attractive, concise, and clear manner.
* **Harmonization**: The video resource should be similar in terms of look-and-feel with other communication materials produced by IsDB.
* **Consistency**: The terms, colors, and visuals used throughout the video should be consistent.

***Note:*** ***The expected number of training programs for new Videos in 1st phase is around five training courses.***

1. ***Team Composition &Qualification Requirements for the Key Experts***

**The consultant's team shall consist of the following Key Experts (will be included in the technical evaluation):**

1. **Team Leader (T.L):**

**Education:** Any relevant certificate or advanced degree in video development and Graphics creation.

**Technical Qualifications:** The Team Leader should have at least ten years of broad experience in the field of Instructional design and eLearning Video development and Graphic Designing The T.L should have at least five years' experience in managing similar projects in multilateral institutions.

**Language skills:**

* English: Mandatory
* Arabic: Preferable

1. **Graphic Designer:**

**Education:** Any relevant certificate or degree in video development and Graphics creation.

**Technical Qualifications:** The graphic designer should have at least Five years of broad experience in the field of Video development and Graphics creation. The graphic designer should have at least three years of experience in delivering the same assignment to multilateral institutions.

**Language skills:**

* English: Mandatory
* Arabic: Preferable

**The Consultant's team is required to provide the following Non-Key Experts:**

1. **Project Coordinator:**

**Education:** Any relevant certificate

**Technical Qualifications:** The project coordinator should have successful experience in at least three similar assignments, acting in the same position.

**Language skills:**

* English: Mandatory
* Arabic: Preferable

1. **E-learning & Instructional Designer:**

**Education:** Certified in e-Learning Design, including Digital Instructional design.

**Technical Qualifications:** The E-learning & Instructional Designer should have at least five years of broad experience in E-Learning Design, Video Development, and Graphic solutions. The E-learning & Instructional Designer should have at least three years of experience in delivering the same assignment to multilateral institutions.

**Language skills:**

* English: Mandatory
* Arabic: Preferable

1. ***Reporting Requirements and Time Schedule for Deliverables***

The required delivery date of the video-based learning outputs described above should be determined by each course as follows:

* The expected number of training programs for new Videos in 1st phase is around 5 training courses.
* The consultant shall prepare a detailed design plan and timeframe for the video-based learning deliverables of each course 15 days before each course.
* The design plan and timeframe should illustrate the estimated timeframe and deadline for developing the videos in each course. The design plan should also maintain the storyboard draft phase, adequate time for revision feedback provided by the IsDBI technical team, and a sign-off date.
* The IsDBI team should approve the design plan.

1. ***Client's Input and Counterpart Personnel***
   1. Client's Input:

* The IsDBI will provide the consultant with the Video Script to create engaging video-based learning content.
* Some of the existing training courses need enhancement in video content. Therefore, the isDBI team will provide the consultant with the old videos to be considered input scripts for updating the new videos.
  1. Counterpart Personnel:

The Client's *focal point is* to coordinate with the consultant's team during the performance of the subject service.

*The contact of the IsDBI team / focal point:*

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