

Open call for Companies or Individuals

Terms of Reference

Production of Visual Campaign for DokuFest 2022

Background of the organization

DokuFest is a non-profit organization that manages the largest cultural event in Kosovo and develops innovative educational programs throughout the year. The majority of DokuFest's programs are developed to spur activism and active citizenship through cultural undertakings. Each year, DokuFest introduces new initiatives that grow into sustainable collaborations, with a particular emphasis on those that increase regional cooperation.

DokuFest program strategy is consolidated under the joined management structure and operations management that leads the three pillars of the organization: 1) Project Coordination and Management (DokuLab); 2) Festival Management (DokuFest); and 3) Cinema Management (DokuKino).

Our programs utilize audio-visual methods in the classroom and in the cinema, by using film as means for social development. The other component of the program facilitates the creation of original films by students on social and human rights-oriented topics and creates opportunities for younger generations for empowerment by means of encouraging self-expression.

DokuFest is the largest film festival in Kosovo. Each year the festival fills the cinemas and improvised screening venues around historic center of Prizren with a selection of more than 200 hand-picked films from around the world. Founded in 2002, with the aim of revitalizing cinema and the cultural life in Prizren, DokuFest grew and expanded into the most important documentary and short film festival in Southeast Europe and from 2019 is a BAFTA qualifying festival for short films. Documentary photo exhibitions, debates, master classes and lively music events are all part of the 9 days of the festival.

Mission

Development and promotion of Kosovo's young filmmakers and artists through education, for enhanced public understanding and appreciation of the art form and its significance, while making films more accessible to a wider audience.

Our work

DOKUFEST – Annual International Documentary & Short Film Festival– Maintaining our regional importance, and aiming to increase its reputation and influence on the international stage. It aims to develop and promote Kosovo's young filmmakers and artists, as well as enhancing public understanding and appreciation of the art form and its significance, while making films more accessible to a wider audience. The Festival, apart from its rich and varied film program, is the platform to address and raise awareness on the most pressing issues, such as human rights and environment. It offers unparalleled space for expression for young artists through Music, Artistic Interventions and Performances, as well as inspirational and knowledge sharing features through Masterclasses, Workshops and Panel Discussions. The Festival is one of the unique regional collaborative hubs for documentary film professionals, which also offers documentary film development support through partnership with Balkan Documentary Centre. DokuKids, a unique Children Festival within DokuFest dedicated exclusively to children, is program that inspire creativity and contribute to social development of children through film screenings, workshops and performances.

The Educational Department - **DokuLab** manages the Youth Film Production Center, develops audiences and empowers teachers in the use of audio-visual tools in the teaching process in conjunction with traditional methods to address complex issues, whilst at the same time encouraging critical thinking and promotion of social development among youth.

DokuKino, a public space intended for screenings of valuable, contemporary and heritage cinema, and development of film culture. Managed by DokuFest, it currently screens free of charge documentaries, art house films, specially curated thematic programs and country-based film weeks organised by different Embassies based in Kosovo.

Our Impact

DokuFest, since its inception in 2002 as a grassroots, small scale, three-day only event, has grown into the largest cultural event in the country and one of the most respectable documentary and short film festival in this part of the world, stretching across 9 days and nights and encompassing films screenings, music events, children's performances, photo exhibitions and a host of other events and initiatives. It managed to achieve this through a rarely seen dedication to a common cause, that of bringing culture and exposing it to its community and with a unique promotion of the city and its potential, all coupled with an unprecedented volunteer engagement, thus creating a flavour and the atmosphere, now commonly recognized as "DokuFest spirit".

DokuFest started as a civic initiative to return the cinema to the city, which was achieved in 2013 with the opening of the first post-war Cinema "DokuKino", making it the second functional cinema in the country. Today, the city of Prizren has 15 functional cinemas, making it one of the cities that has the largest number of cinema's per capita in Europe.

Our film training program concept 'Future is Here', an informal and experiential educational program for high school students from Kosovo worked with 10 generations of young filmmakers, activists, artists and youth that needed free expression space. Norika Sefa and Leart Rama, the alumni of our Film Production Lab, now professional filmmakers, with their recent films represented Kosovo in festivals such as Rotterdam and Locarno. This concept was applied through regional collaboration that provided young filmmakers from the Western Balkans with the practical resources, technical, creative and strategic skills, and networking opportunities, necessary to enter cinema professionally. This undertaking had a very strong focus and prioritized the process of cultural exchange providing a safe and discrimination-free space for young people to exchange ideas and express their opinions through visual storytelling.

Apart from training programs we coproduce one of the most important films produced in Kosovo until 2015, when we embarked on a collaboration with British filmmaker Daniel Mulloy in production of short film 'Home'. This turned out to be one of the most important films on the topic of migration internationally, that later received the prestigious BAFTA award and a nomination for European Film Awards. DokuFest also supported production of Samir Karahoda's films 'In Between' and 'Displaced' that represented Kosovo at Berlinale, Cannes, Toronto, Sundance and again, another film nominated for European Film Awards.

All of the films produced through our training programs we collected on a digital platform and have been utilizing them in schools all over Kosovo. That leads us to another success story of DokuFest: establishment of the DokuLab program, with the purpose of building synergies of the program that builds capacities of the teachers in using alternative tools in the classroom; develops and promotes Kosovo's young filmmakers and artists through education; and makes films more accessible to wider audiences.

Our solar powered pop-up Travelling Cinema goes to suburban locations and rural villages, and through film screenings we aim to provoke awareness and stimulate stronger public debate about socio-economic situation of the country, democracy and human rights issues, ecology and preservation of the cultural heritage thus stimulating stronger and more coherent social cohesion, through visual art and documentary film.

Purpose of the call

Purpose of this call is to hire a campaign creator for the 21st edition of DokuFest to be held on 5th – 13th of August 2022. The contracted campaign creator will develop and design a multi-layered festival campaign in cooperation with the Artistic Direction of DokuFest. Campaign will focus on blending the festival as an event with the chosen topic of the festival for the year 2022. Through a creative and engaging approach, the campaign should raise awareness and increase engagement with the public. Campaign creator's duty includes development and design of online and printed visual materials for the festival as well as a concept for opening and closing ceremonies.

Scope of work

The campaign will be the main medium through which the festival will be communicating its message to the public. In order to ensure the fulfillment of this aim, the campaign should have a streamlined design language throughout all created materials, online and in print. The campaign creator is responsible for creation of visual design for the festival materials, come up with creative slogans, produce a festival trailer (25 -30 sec.) for this edition, and a detailed concept for the opening and closing ceremonies of the festival.

Elements of the campaign will include but not limited to:

1. Development and design of the festival campaign
2. Creation of a festival trailer (25-30 seconds)
3. Adaptation of the design to different materials outlined in the deliverable outputs
4. Concept for opening and closing ceremonies in line with the campaign

Specific Tasks

The Campaign Creator will:

1. In consultation with DokuFest Artistic Direction team to decide on the approach to be adopted in the campaign.
2. Present several design proposals for the campaign until 3 June 2022 to DokuFest Artistic Direction team.
3. Finalize the campaign outputs by 17 June 2022.
4. Finalize detailed concepts for opening and closing ceremony until 15 July 2022.

Deliverable outputs

Based on the above, the Campaign Creator shall prepare a full festival campaign. This shall entail, among other things the following:

1. A slogan of the campaign
2. Festival Trailer (25-30 seconds)

Printed materials:

3. Poster
4. Catalogue
5. DokuShop container branding design
6. Program
7. Ticket
8. Accreditation pass
9. Billboard
10. Banner
11. Flag
12. Merchandise design (T-shirts for males, females, kids and volunteers, tote bags, stickers)
13. Invitation design
14. Jury booklet design

Online materials:

15. Website visual identity design (programme, DokuNights, DokuTalks, DokuKids, DokuStories)
16. Social media content design for Facebook, Instagram, Twitter, YouTube (photo, GIF, video, trailers, teasers)

Commitment to Work Quality

The Campaign Creator shall ensure the highest standards of work ethic and timely deliverables at every stage of his/her/their assignment. The Campaign Creator shall ensure clarity of objectives and process during the consultations, streamline the design language to all relevant outputs, ensure that the content, format, and design of the campaign is unique and original. The Campaign Creator shall, at the onset of the planning process and work with DokuFest to identify all needs and requirements of the Artistic Direction team.

Qualifications, Experience and Application Materials

DokuFest is seeking the service of professional companies or individuals to produce the visual campaign of the festival for the 21st edition.

Interested parties should submit a concise proposal for how the work will be carried out and a detailed portfolio of their work. Interested applicants are encouraged to submit their bids alongside detailed proposals, indicating their work schedule from the commencement to the end of the service. To apply, please send all application materials as one single PDF file labeled Creation and development of festival annual campaign, first name last name.

Qualifications:

1. Company Profile
2. Portfolio and CV (for individuals)
3. Relevant work experience in campaign development, design or curation.
4. Ability to create a unified, audience-centric visual design.
5. Relevant experience with designing creative materials for print and online publishing.
6. Excellent organizational and communication skills, ability to prioritize, and work with minimum supervision.

Included should be:

- Curatorial approach and suggested deliverables timeline
- Any restrictions on campaign creator's availability to begin work on May 15 2022.

Duration

The campaign creator shall be engaged for a period no longer than 4 months, beginning on May 15th 2022.

Details:

Upon submission of all requested documentation the successful bidder (the campaign creator) shall be compensated max 7,000 Euro via bank transfer, as per the following installments:

The campaign creator shall receive 20% of the final cost after delivery and acceptance of the design proposal, 40% of the final cost after the delivery and acceptance of a satisfactory campaign materials based on the terms of reference and 40% of the final cost after meeting all deliverable outputs.

Penalty: Non-delivery of any task shall lead to withholding of the final payment of 40% until receipt and approval of all deliverables agreed to by both parties in writing.

Application timeline

Proposals should be submitted to: apliko@dokufest.com with the subject line ***“Production of Visual Campaign for DokuFest 2022”***.

Application deadline: April 29, 2022

Shortlisted applicants may be invited to attend a video conference interview and an in-person interview.

Any questions should be sent to apliko@dokufest.com with ***“Production of Visual Campaign for DokuFest 2022 Question”*** in the subject line.