

Open call for Companies or Individuals

Terms of Reference

Production of Visual Campaign for DokuFest 2025

About DokuFest

DokuFest, International Documentary and Short Film Festival, is the largest film festival in Kosovo. Each year the festival fills the cinemas and improvised screening venues around the historic center of Prizren with a selection of more than 200 hand-picked films from around the world.

In 2002, DokuFest was established with the vision of reinvigorating cinema and enriching the cultural landscape of Prizren. Over the years, it has evolved into the premier documentary and short film festival in Southeast Europe. Notably, since 2019, DokuFest has earned the esteemed status of being a BAFTA qualifying festival for short films, and in 2022, it was designated as a nominating festival for the prestigious European Film Academy.

The festival spans nine exciting days filled with captivating events, including documentary photo exhibitions, engaging debates, informative master classes, and vibrant music performances. DokuFest offers a diverse and immersive experience, celebrating the art of filmmaking while fostering dialogue and appreciation for the cinematic arts in the region.

MISSION

To provide place for collective action by exploring truth and facts and to help bring know-how to young people in using film as a tool for social change.

VISION

To make the world a better place through film.

VALUES

Dedication

DokuFest is committed to promoting and nurturing the art of filmmaking, consistently striving for excellence. *Impact*

Through its persistent efforts, DokuFest has revived a deep appreciation for film in Prizren and throughout Kosovo, leaving a lasting cultural impact.

Contribution to community

DokuFest has become an integral part of Prizren, enriching the city's cultural, social, and economic life, fostering growth and diversity.

Integrity

Guided by strong principles, DokuFest provides an independent platform that empowers personal and professional growth in the realm of cinema.

Passion

With a deep love for cinema, DokuFest team acts as a catalyst for local and national cultural development, igniting a vibrant cinematic spirit that resonates with audiences and professionals.

Strategic Approach:

DokuFest's strategic approach for its festival programme between 2024 to 2028 is multifaceted, aiming to solidify its position as a leading platform for documentary and short films while advancing various social, cultural, and environmental objectives. Emphasizing diversity, human rights, and social justice, the festival endeavors to curate films and events that reflect contemporary issues, forging partnerships with local communities and organizations to ensure relevance and resonance. Concurrently, the festival seeks to bolster team capabilities and audience development through staff training, film literacy initiatives, and collaboration with cultural institutions like Lumbardhi Cinema. By diversifying programming, expanding its audience base, and strengthening educational initiatives, DokuFest aims to foster inclusive dialogue and nurture talent while reducing its environmental footprint through sustainable practices.

In alignment with its strategic actions, DokuFest's festival programme encompasses a range of activities designed to fulfill its overarching objectives. These include the curation of socially and politically relevant films, creative multimedia campaigns to promote festival themes, and a diverse array of events such as exhibitions, presentations, and masterclasses to facilitate cultural exchange and professional growth. Additionally, the festival prioritizes family-friendly programming with DokuKids and integrates digitalization initiatives to enhance accessibility and engagement. Through team development efforts, DokuFest seeks to optimize internal capacities, foster stakeholder engagement, and ensure effective communication, ultimately contributing to the success and sustainability of the festival's strategic approach.

Purpose of the Call:

DokuFest seeks skilled and creative designer/s to collaborate closely with our Artistic Team in executing a dynamic and immersive campaign for our 2025 festival. The chosen designer's role will be to work closely with DokuFest artistic team in shaping the visual narrative of DokuFest, creating a suite of materials that reflect the festival's unique spirit and theme for the year.

Scope of Work:

Develop a striking visual that intertwines the festival's cinematic focus with the specific theme chosen for the 2025 edition.

As per the request and concepts of the artistic team of DokuFest, create engaging and innovative designs for a range of materials, such as festival posters, brochures, digital banners, and social media graphics.

Collaborate with the Artistic Team to conceptualize and design a cohesive visual identity for DokuFest 2025, including both digital and print mediums.

Design and produce a captivating festival trailer (max 30 seconds) that encapsulates the essence of DokuFest 2025.

Work on layout of the Festival Catalogue and Program

Work Commitment:

June 2025: Minimum of 2 days per week at the DokuFest office.

July 2025: Minimum of 3 days per week at the office, plus availability for online collaboration for an additional 3 days per week.

August 2025 (29.07-8.08): Full-time commitment for 10 consecutive days at the DokuFest office facilities pre and during the festival.

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 24th 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.

Additional details:

Upon submission of all requested documentation the successful bidder (the campaign designers) shall be compensated max 5,000 Euro via bank transfer, as per the following installments:

The campaign designer shall receive 40% 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 20% of the final cost after meeting all deliverable outputs.

Penalty: Non-delivery of any task shall lead to withholding of the final payment of 20% until receipt and approval of all deliverables agreed to by both parties in writing.

Application timeline

Proposals should be submitted to: procurement@dokufest.com with the subject line ***“Production of Visual Campaign for DokuFest 2025”***.

Application deadline: May 17, 2025

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

Any questions should be sent to procurement@dokufest.com with ***“Production of Visual Campaign for DokuFest 2025 Question”*** in the subject line.