

Business Services

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**Q&A Addendum #2**

**On-Call Videography Services**

**RFP01172024**

 **This document provides question and answer information pertaining to the above captioned RFP and will be updated as necessary.**

 **REMINDER:** It is the Respondent's responsibility to thoroughly read and examine the entire Bid document and any addenda to the Bid.

 **Posted 2/8/2024**

**Specifications/Goals and Deliverables, Scenario One**

Question 1. Should we assume that the complete edited video is expected to run 45 minutes?

Answer: Yes

Question 2. You mention both 4K and HD 1080P, are you asking for 2 versions of the final 45 minute video to be delivered one in 4K one in HD 1080P?

Answer: Either format is acceptable.

Question 3. How many interviews do you envision being included in this video?

Answer: For the purpose of responding vendors pricing the same product, please assume eight interviews interspersed throughout the video.

Question 4. Would you want each interview to be a formal sit-down interview or would you like something more informal and perhaps take place in and around the manufacturing facility?

Answer: Assume four formal interviews and four informal, both within the same facility location.

Question 5. If you are looking for formal sit-down interviews, would you want each person filmed to be interviewed in a different interview set up?

Answer: Assume interviewees will be interviewed in different personal office settings in the same facility.

Question 6. Would footage of the manufacturing facility be confined strictly to b-roll or would you want this to include site tours or descriptions of individual machinery or processes in the location within the facility where that process takes place?

Answer:  Both b-roll and site tours.

Question 7. How much b-roll or filming within the manufacturing facility do you envision including in the finished 45-minute piece?

Answer: For the purpose of responding vendors pricing the same product, please assume the video is 50% b-roll and 50% walk and talk and some talking heads.

Question 8. How many days of filming do you expect this video to take?

Answer:  For the purpose of responding vendors pricing the same product, please assume three days.

 Question 9. Can you share a sample video that depicts how you would want a video like this to look?

Answer: Please review the link here: [this link.](https://nam11.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2Fz66gH20uTZQ%3Fsi%3DByUm6fHrPLXgIYgF&data=05%7C02%7Cshaase%40uark.edu%7C6415432fec214c5d9b2d08dc282d6768%7C79c742c4e61c4fa5be89a3cb566a80d1%7C0%7C0%7C638429422668580075%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=%2Ft%2Boa5AfKlxPud%2BgzX%2BG7l11IMOotvuyg3H%2FK9qOJNQ%3D&reserved=0)

**Specifications/Goals and Deliverables, Scenario 2**

Question 1. Again is it the goal to deliver a complete 45 minute video?

Answer: Yes

Question 2. Are you looking for both a 4K and 1080P version of this video to be delivered?

Answer: Either format is acceptable.

Question 3. You mention a fully lit sound stage but could you please provide any further detail on the style or look of the stage you hope to achieve? Are you looking for a simple backdrop? A set of some sort like a classroom or another environment with furniture, props, art direction, etc.?

Answer: Simple backdrop.

Question 4. Do you have a sample video that we could use for comparison of the style of video you are looking for?

Answer: No

Question 5. Could you please provide a reference sample of the type of motion graphics or 2D animation you are looking for? 2D animation could refer to anything from character animation that looks like a cartoon to simple text animations. Having a reference would aid considerably in providing you with an accurate price quote.

Answer: No

**Other Questions:**

Question 1. Could you please describe the process by which work under this contract will be ordered. If there is another type of video to be produced beyond Scenario one or Scenario two, would you then provide the parameters for the new video to the approved companies and then let us quote on that particular video?

Answer: This contract will include multiple vendors who we would communicate with when an opportunity arose. Vendors would be provided detail of each project and have the right to refuse participation, just as we would have the right to choose which vendor is a better fit for the project.

Question 2. If we do enter into a contract with the University of Arkansas as described for a term of 4 years with the option to renew for 3 additional years, what is the mechanism to allow for price increases to adjust for inflation and increase to costs of production over that extended period of time?

Answer: Since this is for on-call services, each project would be expected to be priced differently. We are essentially searching for vendor capability and willingness to field our opportunities for their consideration.