



Company / Division Name	Department of Commerce, International Trade Office of Digital Initiatives (ODI)	Product / Service	Videographer / Video Editor
Points of Contact Information	Anthony Kram, Contracting Officer U.S. DOC ITA 1401 Pennsylvania Ave, NW Washington, DC 20229	Jan Guastafarro, Contracting Officer's Representative U.S. DOC ITA 1401 Pennsylvania Ave, NW Washington, DC 20229	
Prime	Thomas & Reed, LLC	Total Contract Value	\$864,406
Scope and Magnitude of Effort and Complexities	<p>Thomas & Reed provided an experienced, organized, and detailed-oriented videographer to support ITA's Global Markets (GM) line of business with the creation and management of videos, graphics, and other digital assets. Our possesses advanced skills in Adobe Creative Cloud -- particularly Premiere, Audition, Photoshop, After Effects, Illustrator, and InDesign.</p> <p>T&R works with the Director of ODI and designated ODI staff to establish new support services for videography and graphic design for GM internal clients. Projects include work requests and serving as technical support to plan new GM staff programs.</p> <p>Activities include planning ongoing requirements and resources to meet GM staff needs for video and graphic support services and make recommendations for processes to track work requests, management, quality standards, and guidance. This involves gathering client requirements, estimating the level of effort, and identifying any additional resources needed to complete the work. We identify opportunities and initiate recommendations to use of videos, graphics, and digital assets to increase online engagement and customer intake and journeys.</p> <p>Video content production activities:</p> <ul style="list-style-type: none"> • Pre- and post-production work to create new videos from concept and script development, graphics design, shooting, recording voiceover, video editing including selecting and inserting B-roll, motion graphics and photos, music selection, after effects, and final production and captioning. • Create branded intro and outro graphic treatments for videos and video series. • Support GM offices interested in creating short, low-cost videos and clips with voiceover on markets and exporting efforts • Prepare best practice guidance for staff in GM's foreign and domestic offices on how to: <ul style="list-style-type: none"> ○ Shoot video using mobile phones, tablets, DSLRs, including proper setup and lighting, recording voiceover, and when applicable, working with embassy public affairs studios. 		



- Locate and select free-non-commercial use photographs, B-roll video clips, and music.
- Make use of ODI services for post-production work.
- Create internal training videos for GM staff
- Edit and update content of existing GM videos, such as videos in the Exporting Basics, Export Destinations, and Exporting Skills series.
- Review new videos for:
 - Technical quality.
 - Adherence to official branding guidance for all work products.
 - Proper use of rights acquired for the video clips, music, and other digital assets.
- Edit recorded webinars to create short videos on specific exporting topics and tools.

Graphic design activities:

- Create graphics (traditional, digital, motion, etc.) to improve engagement of GM web content, videos, webinars, knowledge products, and marketing content for social and e-marketing. These may incorporate artwork, photographs, and visual elements.
- Design traditional, page-based work products as needed. Make use of existing InDesign templates when available.
- Graphic design support for the delivery of virtual events and services as needed.

Management of digital assets activities

- Create processes to manage future videos, clips or snippets and graphics designed as part of work assignments under this contractor.
- Work with ODI staff to identify digital assets needed for ongoing use and help analyze and draft requirements for a solution to manage them.