

## Request for Proposal for Digital Video Production

Project: *Queen City of the Prairies* exhibit

5/23/06

### PROJECT OVERVIEW

This RFP is for digital video production services for Midway Village & Museum Center's forthcoming exhibit, *Queen City of the Prairies*. The exhibit will explore the settlement of Rockford from the arrival of the first permanent settlers in 1834 until the early 1850s. This was a time of rapid development with Rockford starting with but a single cabin and mill and ending as a flourishing manufacturing city – the “Queen City” of the Prairies.

One part of the exhibit will explore the conditions of life in Rockford in the 1840s. This part of the story will be told through the eyes of young John Thurston. The real John Thurston arrived in Rockford at age 13 in 1837. In 1891 Thurston's memoirs were published recounting those earliest days in Rockford. Using Thurston's memoirs and other primary sources, Midway Village has conceived an interactive video exhibit that will allow visitors to *Queen City* to have a dialogue with a fictionalized John Thurston which will reveal what life was like for early Rockford settlers.

### EXHIBIT CONCEPT

As visitors approach a corner of the *Queen City* exhibit they will enter the corner of a recreated public house, the Rockford House. The open window of the room is a flat screen video monitor that repeats a “screen saver” clip – a generic prairie scene like the one that might have been seen out any window in Rockford at that time. As visitors come closer they trigger the start of the interactive. John Thurston walks up to the open window, introduces himself and invites the visitor to ask him one of ten questions. These questions will be listed on a touch screen located near the window. They will focus on living and working conditions and social life in the emerging community. While he is waiting to be asked a question, Thurston stands and waits patiently at the window. If the visitor does not ask him anything within a fixed period of time, Thurston will politely excuse himself and walk away from the window. If he is asked a question he will respond with a short answer that will not exceed two minutes in length. At the conclusion of his answer he will invite another question and wait patiently for it to be asked.

Midway Village lacks the physical space and financial resources to create fully immersive recreated spaces. We hope to make up for these limitations by creating an interactive experience with John Thurston that is as seamless as possible. That is, the transitions between the generic window exterior and Thurston's introduction, his questioning and eventual end of the dialogue will be created so as to hide the break points between clips. This will be done by carefully blocking Thurston's movements within the window “frame,” with the actor beginning each segment in a specific pose which he returns to at the conclusion of the scene. These individual scenes will be filmed in front of a blue screen to allow the generic prairie view “screen saver” shot to be laid in behind the actor to provide continuity between different parts of the interactive. Transitions will be further smoothed digitally.

## PROJECT SCOPE

Midway Village & Museum Center will serve as the producer for this project, having on staff individuals that can handle the coordination, writing, casting, art direction and scene direction for this production. The museum will designate a producer and artistic director (these positions may be filled by the same person) and provide talent. The videographer for the project will be responsible for pre-production technical advice on developing the interactive, setting up the individual shots for best possible sound and video (including lighting and makeup), lighting and filming the individual clips, and editing and assembling the final interactive.

### 1) Concept and Development Meetings

The videographer will meet as needed in person or by phone or email to assist with the development of the interactive including its format and potential use by visitors, and schedule for production.

### 2) Attendance at Rehearsals

The videographer will attend a minimum of two rehearsals. The first rehearsal will be early in the process when the director and actor begin to block the scenes. This consultation will focus on the best ways to begin and end scenes to allow for seamless transitions. The second meeting will take place shortly before the date of the actual filming. During this meeting the videographer, director and talent will re-visit blocking decisions made at the first meeting to determine if any changes are necessary. The videographer may use this opportunity to take test shots of one or two individual scene run-throughs to help determine final lighting and makeup needs. Midway Village will provide all costumes and scenic pieces. These will be developed in consultation with the videographer.

### 3) Filming

The videographer will be responsible for setting up all aspects relating to the sound and lighting for the actual filming of the production. The filming will take place either in studio or somewhere on the grounds at Midway Village. The final site will be chosen by the videographer to insure the best possible recordings. The Museum's artistic director will consult with the videographer during the filming to determine if any particular scene has been successfully completed.

### 4) Editing

The videographer will edit and organize the final clips and complete any other digital manipulation of the material necessary for project completion. Videographer will also be responsible for designing the touch screen interactive and for loading the final product onto the delivery device in the exhibit gallery and troubleshooting playback issues.

### 5) Other Responsibilities

- A. The videographer will specify and supply the touch screen device to be used for the interactive. This device must have proven reliability, ease of maintenance and use.
- B. The videographer will recommend 2-3 acceptable video monitors (of about 42" size) for the project from among machines available for retail sale in Rockford. One of these will be provided by the museum.
- C. The videographer will provide the museum with copies of the final exhibit clips in DVD form. The DVD should be formatted in such a way as to allow the museum to easily translate the materials to another digital format in the future.

The videographer assigns all present and future rights to the materials produced during the project to Midway Village & Museum Center and may not reproduce or reuse the materials for any purpose without the written permission of Midway Village.

#### PROPOSAL REQUIREMENTS AND HOW TO SUBMIT

1. Introduction summarizing your firm's background, resources, and relevant experience (1 page max). *Qualified firms should have experience with digital video interactives like the one described in this RFP.*
2. Examples of past projects, preferably of a similar size and scope (3 pages max).
3. References from past projects, preferably matching those projects used as examples in "2" above (1 page max).
4. Proposed budget for the project with filming/editing fees listed separately from equipment and installation costs. Please be sure to itemize costs for the touch screen device and video monitor. (1 page max).
5. Proposed schedule for the project, including project stages, milestones and payments (maximum 2 pages).
6. Current workload. If selected as the videographer for this project, how does it fit into your firm's current scheduled activities? (1 page).
7. Optional supporting materials of your firm's choosing (5 pages max).
8. Send all materials to Midway Village & Museum Center, 6799 Guilford Rd, Rockford 61107 attn Dan Bartlett, Curator of Exhibits.

#### SCHEDULE

- The interactive must be installed, debugged and ready for the public on Wednesday, November 15<sup>th</sup>, 2006.
- All proposals for the completion of this work must be returned to Midway Village by Friday, June 16<sup>th</sup>, 5pm.

