

OFFICE OF THE PRIME MINISTER

REQUEST FOR EXPRESSIONS OF INTEREST

TRAINER TO DELIVER 3D MODULES FOR THE 2018 ANIMATION STUDIO APPRENTICESHIP PROGRAMME (ASAP)

**COUNTRY : JAMAICA**

**PROJECT : YOUTH EMPLOYMENT IN THE DIGITAL AND ANIMATION INDUSTRIES**

**IBRD LOAN NO. :8405**

**COMPONENT : SKILLS AND CAPACITY TO ENHANCE EMPLOYABILITY AND ENTREPRENUERSHIP**

**BID NO. :JM-OPM-75258-CS-INDV**

**SELECTION METHOD :INDIVIDUAL CONSULTANT SELECTION**

The Government of Jamaica has received financing from the World Bank toward the cost of the Youth Employment in the Digital and Animation Industries Project and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include assisting the YEDAI Project, in the delivery of **three (3) Production modules of the 3D Animation pipeline** for an **Animation Studio Apprenticeship Programme (ASAP)** to facilitate the transition of students from training to work/production environments. The activity proposed will take place in select animation studios, where students will refine their skills in a “real animation production” environment.

**Interested Consultants should provide Curriculum Vitae with detailed information demonstrating that they have the required qualifications and relevant experience to perform the Services**. **The shortlisting criteria are**:

1. Minimum of a Certificate or Diploma in Animation or related field from an accredited/recognized institution; and
2. At least two (2) years of teaching/mentorship/supervision experience in a training institution and/or production studio environment, working with 3D animation software.

Only persons shortlisted will be contacted. Shortlisted candidates may be required to participate in an interview.

The attention of interested Consultants is drawn to Section III paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IFP Borrowers” July 2016, setting forth the World Bank’s policy on conflict of interest.

A Consultant will be selected in accordance with the Individual Consultants Selection Method set out in the Procurement Regulations. Further information can be obtained at the address below during office hours Mondays to Thursday, 09:00 hours to 17:00 hours and on Fridays, 09:00 hours to 16:00 hours.

Office of the Prime Minister

Youth Employment in the Digital and Animation Industries Project

Attn: Procurement Specialist

47b South Camp Road

Kingston 4

Jamaica

Tel: 876-930-7620

E-mail: [ibrdyedaip@opm.gov.jm](mailto:ibrdyedaip@opm.gov.jm)

Expressions of Interest, including Curriculum Vitae, must be delivered in a written form to email address [ibrdyedaip@opm.gov.jm](mailto:ibrdyedaip@opm.gov.jm) by **October 26, 2018.** The subject line should read: **JM-OPM-75258-CS-INDV -**  **TRAINER TO DELIVER 3D MODULES FOR THE 2018 ANIMATION STUDIO APPRENTICESHIP PROGRAMME (ASAP).** The detailed Terms of Reference for the Consultancy Service is available below.

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| **TERMS OF REFERENCE**  **Jamaica Youth Employment in Digital and Animation Industries (YEDAI) Project**  **Title:** 3D Animation Trainer (Animation Studio Apprenticeship Programme)  **Implementing Agency**: Office Of The Prime Minister (OPM)  **Appointment Type:** Short Term Consultant (Individual)  **Loan Number** IBRD Loan Number 8405-JM  **Location:** Jamaica  **Duration:** Twenty-seven (27) weeks |

1. **BACKGROUND**

Jamaica is the largest English speaking country in the Caribbean with a population of approximately 2.7 million. Today, there are over 1.3 million young people between the ages of 14 and 24 in Jamaica, representing approximately 48% of the population. Of these, approximately 330,000 young people (25.4%) are unemployed[[1]](#footnote-1).

The development of the animation industry in Jamaica is at its early stages. Over the past four years, the Government of Jamaica in collaboration with the World Bank, the local animation studios, and local training institutions offering animation programmes, have made important strides in laying the foundation for the development of a successful local animation industry.

The KingstOOn Animation Festival show-cased (in animation competitions) the large pool of talented young people to international experts, and paved the way by providing us with extensive international exposure for new and existing studios and new contracts flowing into Jamaica.

New animation training programmes, at the tertiary level, have emerged, many of them geared towards producing graduates who will become creative and business leaders, venturing into production, direction, and becoming successful entrepreneurs.

As an important option for students who cannot enter institutions of higher learning, vocational training institutions provide an avenue for young people to develop new skills in the field of animation.

Recently, Animation and Game Design was introduced at the upper secondary level across the region, sparking the interest of Caribbean youth at the high school level.

Jamaica is particularly well poised to take advantage of the opportunities in the global animation industry since it is close to major markets, can operate in the same time-zone, has English as the working language, and possesses the cultural norms and tastes that are close to those of consumers in the large outsourcing markets of the western hemisphere. In addition, given the popularity of the Jamaican culture there is an increasing potential for the development of local content for both consumption and export.

Having assessed the potential for job creation in the Animation Sector, the **Youth Employment in the Digital and Animation Industries Project** (YEDAI Project) was developed, and a loan agreement was signed between the Government of Jamaica and the World Bank in the amount of US$20 million to, *inter alia*, support the growth of the animation industry in order to generate jobs, foreign exchange and stimulate economic growth in the country.

Despite the strides made, a number of challenges remain as work continues on the development of the industry and the potential generation of jobs. This consultancy seeks to address two specific but critical issues:

1) Studios continue to face significant difficulties in recruiting professional animators to respond to the growing demand for new and larger outsourcing contracts; and,

2) Students graduating from vocational and tertiary training continue to face significant difficulties in entering the job market due to the fact that practical/hands-on components of the training programmes do not sufficiently equipment them to move directly into production work. This is being addressed by on-going curriculum revision and training of trainers.

In addition to the initiatives mentioned above, another intervention is the establishment of a programme that will further facilitate the transition from school to the workforce for graduates from animation education programs.

1. **PROJECT OBJECTIVES**

The general objective of the YEDAI Project is to support youth employment in the digital and animation industries. Under Component 1 ‘**Skills and Capacity to Enhance Employability and Entrepreneurship’** the project seeks to build the capacity and skills of Jamaican youths to improve their employability in the growing animation industry and in the global online labour market, and provide critical skills to young tech entrepreneurs to bring ideas to market. There are two sub-components:

* + Sub-Component 1 - Strengthening Animation Training and
  + Sub-Component 2 - Enhancing the Animation Industry by collaborating with key stakeholders, in particular Jamaica Promotions Corporation (JAMPRO).

1. **CONSUTLANCY OBJECTIVES**

The specific objective of this consultancy is to assist the YEDAI Project, in the delivery of **three (3) Production modules of the 3D Animation pipeline** for an **Animation Studio Apprenticeship Programme (ASAP)** to facilitate the transition of students from training to work/production environments. The activity proposed will take place in select animation studios, where students will refine their skills in a “real animation production” environment.

1. **CHARACTERISTICS OF THE CONSULTANCY**

The work will be carried out by an individual consultant with extensive knowledge and experience in the animation industry in a 2D production environment. The consultant’s experience would range from supervising and mentoring animators in a commercial production setting.

1. **REPORTING RELATIONSHIP**

The Consultant will report to the Project Manager of the YEDAI Project, in the Project Implementation Unit (PIU), Office of The Prime Minister (OPM), while maintaining a functional relationship with the Animation Specialist.

1. **DURATION OF CONTRACT**

# The assignment will span a period nine hundred and sixty hours (960) hours over a period of twenty-seven (27) weeks.

1. **QUALIFICATIONS**

At minimum, the consultant will have:

* 1. **Education**

1. Minimum of a Certificate or Diploma in Animation or related field from an accredited/recognized institution;
2. A Certificate or Diploma in Teacher Training would be an asset;
   1. **Competencies and Professional Experience**
3. At least two (2) years of teaching/mentorship/supervision experience in a training institution and/or production studio environment, working with 3D animation software.
4. Participated in at least one (1) globally distributed 3D animated product, as a 3D Generalist (3D Animator, Modeler, Rigger, Surfacing Artist (materials, lighting and texturing, and CG Special Effects Artist).
5. Quality of work via an up-to-date demo reel, particularly in the following areas of production:

* 3D Character Animation
* 3D Environment Modelling
* Modelling and Rigging
* Sculpting, materials, lighting and texturing
* Computer Generated Special Effects

1. Advanced knowledge of related software to navigate and fulfill 3D animation production pipelines for animated products (features, shorts, or episodic);
2. Sound knowledge of current international trends and best practices in the animation industry.
3. Excellent communication (written and verbal in English), and presentation skills.
4. **RESPONSIBILITIES AND TIMELINE**

The Consultant will perform the following duties over a period of Nine Hundred and Sixty (960) hours spanning twenty-seven (27) weeks detailed as follows:

* Participate in an orientation session to kick-off the Apprenticeship programme.
* Deliver the following three 3D production modules based on a predefined curriculum:
  1. **3D Character and Environment Design**– 320 hours (8 hours per day x 5 days per week x 8 weeks) over two (2) months.
  2. 1-week wrap up – submission of interim report, assignments, projects, and grades.
  3. **3D Character Rigging and Modeling-** 320 hours (8 hours per day x 5 days per week x 8 weeks) over two (2) months.
  4. 1 week wrap up - submission of interim report, assignments, projects, and grades.
  5. **3D Character Animation -** 320 hours (8 hours per day x 5 days per week x 8 weeks) over two (2) months.
  6. 1 week wrap up **-** submission of interim report, assignments, projects, and grades.
* Ensure studio-based dynamics are mimicked including meeting productivity deadlines (number of frames per minute) as well as quality measures (composition, perspective, color dynamics, lighting, etc.)
* Ensure portfolio development and refinement via the creation of short clips that will become portfolio pieces and evaluation of a final digital portfolio as a part of assessment requirements.
* Conduct and administer the assessments of apprentices and provide feedback on assessments no later than three (3) days after the end of the module.
* Submit an interim report at the end of each module mentioned above, including assessments, assignments/projects and grades of individual apprentices, as well as successes, challenges, and measures of mitigation.
* Submit a final report at the end of the consultancy outlining successes, challenges, and measures of mitigation.

1. **DELIVERABLES**

A lump sum contract will be awarded to the selected candidate based on technical merit. Payments shall be made as established. Payments shall be made upon satisfactory acceptance of the following outputs:

* 1. A plan of action detailing activities and timelines for the assignment;
  2. Delivery of the 3D Character and Environment Design;
  3. Delivery of the 3D Character Rigging and Modelling;
  4. Delivery of the 3D Character Animation;
  5. Submission and acceptance of an interim report on the completion of the (3) production modules;
  6. Final Report, which will include assessment, assignments/projects and grades of individual apprentices at the end of the consultancy.

1. **COORDINATION**

The Project Manager (Youth Employment in the Digital and Animation Industries Project -MSET) will coordinate the review and approval of all deliverables prepared and submitted by the Consultant. Reports will be circulated to key stakeholders (including certifying organization, training institutions, animation studios, industry associations and The World Bank).

***Evaluation Criteria***

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| **Factors** | **Score** |
| **Academic Qualification:**   * Minimum of a Certificate or Diploma in Animation or related field from an accredited/recognized institution | **8** |
| **Competencies and Professional Experience:**   * At least two (2) years of teaching/mentorship/supervision experience in a training institution and/or production studio environment, working with 3D animation software | **12** |
| * Participated in at least one (1) globally distributed 3D animated product, as a 3D Generalist (3D Animator, Modeler, Rigger, Surfacing Artist (materials, lighting and texturing, and CG Special Effects Artist) | **6** |
| * Quality of work via an up-to-date demo reel, particularly in the following areas of production:   + 3D Character Animation   + 3D Environment Modelling   + Modelling and Rigging   + Sculpting, materials, lighting and texturing   + Computer Generated Special Effects | **10** |
| * Advanced knowledge of related software to navigate and fulfill 3D animation production pipelines for animated products (features, shorts, or episodic) | **5** |
| * Sound knowledge of current international trends and best practices in the animation industry | **4** |
| * Excellent communication skills (verbal and written in English) and presentation skills | **5** |
| **GRAND TOTAL: 50 MARKS**  **(Minimum qualifying score: 37.5 Marks)** |  |

1. Labour Force Quarterly October 2017 – Statistical Institution of Jamaica [↑](#footnote-ref-1)