



DIGITAL MI'KMAQ

Request for Proposals

Project Name	Online Learning the L'nu Way
	Video Content Creator
Location	Halifax (Kjipuktuk)
How to Apply	Please send completed proposals to careers@digitalmikmaq.com by January 22nd, 2020.

Overview

Digital Mi'kmaq is launching an online platform to deliver our exciting learning content and requires the expertise of a skilled videographer. This multi-phase project requires the creation of a series of short 3-5 minute educational videos to help bring the visual beauty and learning content of our material to life with animated graphics and real life footage.

Our magazine style teaching resources align with the curriculum outcomes for the Atlantic provinces. By combining Two- Eyed Seeing and western science and technology principles, our unique resource uses a combination of storytelling, reading and activities for students to engage in science right in their own backyard.

To begin, the first course module includes five 3-5 minute videos. Subsequent learning modules will be realized in an interesting and never before seen way for students and teachers alike using existing open source content, and the creation of new content reflecting Digital Mi'kmaq's vision.

After completion of the videos for Phase I, continuation for the remainder of the modules for all grades will be assessed based on the outcome of the first. Additional goals, deadlines and projects will be discussed at that time.

Deliverables

- Create entertaining and engaging educational videos to be used in coursework for the assigned online learning module. All filming for video segments.
- Effectively translate beautiful imagery and storytelling into video form.
- As directed, engage experts to participate in the content creation via interview, voice over, or other media format where possible.

Milestones

- Proposed start date is January 2021 with all milestones ideally completed within 4-5 weeks.
- Research, source, and schedule meetings and interviews with expert participants.
- Shot list, rough scripts and layouts completed for each of the proposed video segments are completed with the help of the Digital Mi'kmaq Education team.
- All video content for the first module of Phase I approved and uploaded onto the platform.

Expectations and Responsibilities

- Participate in team discussions, critiques and video development ideas with the Digital Mi'kmaq teams.
- Under the direction of the Program Manager(s), ensure an enriched learning experience within each unique video, that aligns with the prescribed content.
- Work independently to complete tasks while collaborating remotely and in person with the team as appropriate.
- Must provide the use of your own equipment (e.g. camera, lighting etc.)

About You

- You have a genuine interest in Indigenous knowledge and stories.
- Experience in film or animation.
- Experience with post production and after effects (graphics, sound, etc.)
- Must be a team player and work well with multiple visionaries.
- Willing to work outside of your current skills set as needed.
- Self-directed, clear communicator, ability to meet deadlines
- Able to synthesize complex information and present it in ways that are accessible to a variety of audiences, but more specifically youth.
- Knowledge of STEAM is an asset.

Submissions

Please include the following in your submissions package which can be emailed to careers@digitalmikmaq.com no later than end of day January 22, 2020.

- Reference your previous projects of similar complexity.
- Two or more client references.
- Project timeline with tasks and more detailed milestones.
- Proposed budget aligned with the milestones including estimates for required software and content material (e.g. shutterstock).

About

Digital Mi'kmaq is a groundbreaking Indigenous-led grassroots initiative that aims to create lasting opportunities for Indigenous youth and communities through the interplay of science, culture, education and digital skills. Since 2018, **Digital Mi'kmaq** has reached 14,000 students and educators across Atlantic Canada. Through the adoption of an integrated suite of programs for students and youth, **Digital Mi'kmaq** aims to create a

new paradigm of economic growth strategically aligned to the knowledge economy of today.

Through the active implementation of programs, partnerships and innovations, Digital Mi'kmaq aspires to create a new paradigm of social change that is strategically aligned with Etuaptmumk (Two- Eyed Seeing) and modern technology today. As such, this project will allow students to explore and access our unique content online, as well as through our in-person delivery

Contract Conditions

We thank all applicants for their submissions. Digital Mi'kmaq will only contact those selected for an interview which will be conducted remotely on a rolling basis.

The selected proposal will be required to complete and submit a criminal record check prior to a contract offer.

Digital Mi'kmaq provides equal opportunity and does not discriminate, encouraging qualified proposals from folks of any gender, race, class, sexual orientation, faith, disability or age to apply. Submissions will be evaluated on a merit basis while preference will be given to Indigenous applicants.

Digital Mi'kmaq operates in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq.