

Camera. Action!

Request for Proposal

Photography sourcing project



1. About Positive Signs (PS)

Positive Signs is a multi-service agency supporting and raising awareness for the deaf community.

We strive to bring equality to Deaf people from early life, through their education and on into their workplace to ensure they have the same access to information and given the same opportunities as their peers or colleagues.

We also work with people raising awareness and providing training wherever necessary - improving understanding of deaf people's needs and culture. Through increased understanding, we raise the profile of the deaf community and continue our goal of equality for all.

Key stakeholders are:

- Director at Positive Signs (the sign-off authority)
- CSO at Positive Signs
- Team Leaders
- Creative Director

2. About the project (brief)

To support the new brand we wish to use a small library of approximately twenty (20) authentic, natural images of deaf people using BSL in their everyday lives, and at work. The shots will need to be an 'enhanced' reportage style rather than being too staged. The shots can be existing, or be taken specifically for this projects, so long as exclusive use for 12 months is available, and you have signed model releases on record.

The client is fully engaged in this process. Once the project has been assigned we will be available to review shots, answer questions. All communications will be through BSL and English.

Without restricting your creativity, we do have employees and clients who will be able get involved as talent and potential locations. If additional talent is required, it will be up to the approved photographer to source talent, and to ensure releases are signed by any who appear in shots and any payments to talent are made directly by the photographer, and not by PS.

Generally, images should have a single point of focus, be positive and uplifting, we prefer wide aperture shots where the background is allowed to fall out of focus.

We have prepared a mood-board showing the style of images that we prefer, this is intended to be descriptive rather than prescriptive in any way.

3. What we need

3.1. We need Images visualising deafness, and BSL in action across these topics:

- BSL in action at work, at home, and places of education
- BSL interpreting
- BSL training
- A selection of deaf people (not necessarily signing) is welcome but not a requirement

3. What we need (continued)

3.2 Image style and technical requirements

- 3.2.1 We are looking for an enhanced reportage style of imagery, provided as all colour high-resolution RGB JPEG (minimum 14mp, 4200x3300px) provided in JPEG12 or a lossless format like RAW, or TIFF).
- 3.2.2 Positive Signs requires diversity and representation in the shots and require that you consider:
 - Be racially inclusive
 - Subjects of all ages should be used, images should be age-appropriate
 - All models must be Deaf and/or native BSL users.
 - Both genders, and any other identification welcome
 - We are culturally inclusive and LGBT+ supportive
- 3.2.3 We will allow cropped submissions but please do not crop images too closely (or provide uncropped originals alongside your chosen crop).
- 2.3.4 While post-production corrections, artificial light, and reflectors are all within the photographer's remit, a bright, sophisticated and natural look is what we are seeking. Any retouching should be seamless and inconspicuous. Please do not overproduce or oversaturate.
- 2.3.5 Please do not use distorting or fish-eye lenses for this project.
- 2.3.6 Images may be provided via dropbox.

3.3 Existing shots that meet the brief are welcome, so long as exclusive rights for 12 months is available, and model releases are on record.

3.4 To apply, please complete a Proposal by answering all the questions in section 9

3.5 Submissions close on Monday, December 14, 2020

4. Usage, Intellectual Property and Releases

4.1 Usage

We require to have a full rights buyout for all and unlimited usage for any selected images in perpetuity.

4.1.1 Any shots not selected/paid for, all rights will remain with the photographer

4.2 Exclusivity

We propose exclusive use for twelve months after payment.

4.2.1 After twelve months the exclusivity period will expire, and the photographer may sell these images without effecting the usage rights above in 2.4.1.

4.3 Model release

All identifiable people in any shots must sign a model release form, anyone under the age of 18 must have a parent or legal guardian sign on that person's behalf.

4.4 Copyright notice

While we do not require copyright transference, no copyright notice, by-line or any other notice will be provided.

5. Proposed project steps (details subject to change)

- 5.1 **Complete a proposal** by answering all the questions on section 9.
- 5.2 RFP Submissions close on [Date].
- 5.3 The submissions will be reviewed by the key stakeholders and a partner will be selected by Tuesday, 5 January 2021.
- 5.4 We propose a split between a fixed fee and an agreed price per image (PS will buy up to twenty images). Please propose what combination of these that you would prefer
- 5.5 50% of the fixed fee will be provided on selection for this process. The balance and the fee will be paid on agreement of which images are chosen.
- 5.6 Planning may begin immediately once your selection has been given in writing. The plan should be approved by the CEO before photography begins.
- 5.7 Completed long list of images must be provided for review by Creative Director (and other stakeholders as required) within 30 days of selection. We would welcome interim updates but this is not a requirement.
- 5.8 Within 7 days, Short-list agreed, high resolution images provided and final payment made.

6. Payments

- 6.1 You can propose a payment structure that suits you.
- 6.2 We recommend the following:
 - 6.2.1 A fixed fee (50% invoiced on approval, 50% invoiced on completion.
 - 6.2.2 An agreed price per image, we will purchase up to twenty images.
- 6.3 We request payment terms of thirty days from receipt of invoice.

7. Contact information

If you have any queries regarding completion of the RFP, please contact:

Rich Paull
CSO Positive Signs
admin@positivesigns.uk
07793 413800

Corey Harris
Creative Director
corey@leap-creative.com
07887 951 088

8. Attachments

- 7.1 Pro forma model release form.
- 7.2 Positive Signs' brand guidelines.
- 7.3 Moodboard of favourite stock images (style considerations).

9. Proposal Information (please complete and return the following)

Full name
Business name
Address
Main contact number
Email
Website
Please send us examples of your work
<input type="checkbox"/> I have included a PDF of at least ten shots of my recent work (not more than two years old)
<input type="checkbox"/> I certify these images were all taken by me
<input type="checkbox"/> I have existing images that I wish to submit for consideration
Proposed budget
Proposed payment structure
Signed
Role

Submissions close by 14 December 2020.

Submit proposal with attachments to corey@leap-creative.com