



Institute of Jamaica

Consultancy

3D Designer (Multimedia Content Specialist)

1. Background:

The Jamaica Music Museum (JaMM) a special project of the Institute of Jamaica, Jamaica's premier cultural institution established in 1879 for the "encouragement of literature, science and art". JaMM showcases an array of archival material; from rare musical recordings and oral histories of Jamaican music greats and the lesser known figures to musical scores, photographs, films, research files, business records, personal correspondence and musical instruments that belonged to eminent Jamaican musicians. Unfortunately, since 2010 JAMM has no permanent infrastructure or designated space to properly house and preserve its wide cadre of artefacts. The development project has been significantly slow due to IOJ's ability to secure funds for additional staff, subvention, programmes and the construction of the building. These limitations have significantly undermined the JAMM capacity to reach its full potential locally and internationally.

However in 2017, the parent Ministry, Culture, Entertainment, Gender and Sport instructed the IOJ to proceed with the rehabilitation of an old building owned by IOJ to facilitate the first phase of the JAMM. This building is located at 8 East Street, Downtown Kingston.

The Strategic Public-Sector Transformation Project:

The preparatory phase and associated pre-investment activities for this project will be funded by the Strategic Public Sector Transformation Project under the Public Investment and Evaluation Fund.

The Government of Jamaica (GOJ) has received loan financing from the International Bank for Reconstruction and Development (IBRD) towards the cost of the Strategic Public-Sector Transformation Project (SPSTP). The Project Development Objective (PDO) is to strengthen public resource management and support selected public sector institutions in facilitating a more enabling environment for private sector growth. The project has 6 components divided into 2 thematic areas.

The first thematic area of the proposed intervention seeks to reinforce fiscal discipline and revenue enhancement through four main components: (a) Strengthening the Public Investment Management System (PIMS); (b) Strengthening the Budget Preparation Process and Results Based Budgeting (c) Adaptive Public-Sector Approaches to Promote Fiscal Sustainability and Project Management; (d) Modernizing of the Accountant General's Department.

The second thematic area seeks to support those institutions that sit at the interface between the public and private sectors: Bureau of Standards of Jamaica (BSJ) through component 5, Fostering Industrial Growth and Trade Facilitation, that will support strategic public-sector institutions essential to creating an enabling environment for the private sector. The management of the project makes up the sixth component.

Under Component 1 'Strengthening the Public Investment Management System (PIMS), the Project will support the Designing of a fund for the funding of pre-investment financial and economic analysis and post-investment evaluations of the Borrower's public investments; and (ii) carrying out: (A) pre-investment financial and economic analysis of the Borrower's proposed public investments to identify priority public investments based on the Borrower's long-term development agenda; and (B) post-investment evaluations of the effectiveness of the Borrower's completed public investments.

2. Key Objective of the Consultancy

The IOJ requires a Multimedia designer to create visual representations of the Jamaica Music Museum building and gallery spaces. This is not limited to 2D and 3D images of exterior and interior spaces but a 360 Spherical Virtual Tour of the Exhibition Gallery, a 3D Animated Virtual Tour video of the Exhibition Gallery and a promotional materials.

3. Description of the Assignment

The Consultant is required to work in collaboration with the Director/Curator to:

- Produce Draft and final 2D and 3D images of interior spaces for the exhibition
- Present 360 Spherical Virtual Tour of the Exhibition Gallery using images provided by the Exhibition Designer
- Provide 3D Animated Virtual Tour video of the Exhibition spaces
- Create promotional content for print and social media platforms
- Use the content provided by the Gallery Designer to create multimedia content.

4. Scope of Work

The Consultant shall provide the professional services as described below.

- **3D Renderings**
 - The consultant will provide still images of the final proposed construction up to 1920 pixels wide by up to 1080 pixels high. The Consultant will be responsible for printing images and obtaining aerial photography for use in renderings if required.
 - Provide still renderings in jpeg format (jpg). (Other formats may be provided if required). The Renderings will include the elements from the drawings provided by the Exhibition designer. Any details not provided in the original drawings or expressed in the initial written scope, may be created later for inclusion in the final Renderings. The consultant will use best judgment, when deemed necessary, to represent the structures where and when detailed information is not provided by the IOJ.
 - Utilize library materials and models to represent the future planned vegetation and to populate the scene with common elements (such as cars, people, and hardscape elements, etc.) The Consultant may elect to provide pictures to be used as materials for objects in the scene. These images MUST first be approved for use by Director/Curator.
 - Present a set of final images (soft copy) for approval after making agreed specified corrections and/or changes to the draft images.
 - Provide promotional content (for brochure, flyer, video etc.)
- **3D Animation**
 - Consultant will create an animation between 90 - 120 seconds comprised of several 10-20 sec sequences. (Final production may be longer than 120 secs) All sequences will be created to maximize the viewer's perspective and provide the greatest degree of understanding of the project's design in the amount of time available, while limiting the viewer's perspective to the boundaries of the property. Animated sequences will avoid showing any land outside of the project's property line.

- Consultant will provide the IOJ with a draft version of the 120 second animation sequence to review. The IOJ may revise, within reason agreed by parties, any elements of the sequence which were overlooked or elements which do not conform to the architectural &/or design data provided. A limited number of colours and textures may be altered after the draft animation submission, at the request of the IOJ.
- Present a final animation for approval by the IOJ after making all specified corrections and/or changes to the draft animation,
- The Consultant will be responsible for post-production effects, within reason, such as text, background music and simple video effects.
- Prepare the final animation with the highest possible standard with regard to the amount of detail and will be prepared as a DVD- Video in NTSC format with simple but elegant DVD menus.
- Provide promotional content(brochure, flyer, video etc)

5. Deliverables

The consultant will be required to prepare the following documents as the key deliverables for payment:

DELIVERABLES	DESCRIPTION OF DELIVERABLES	TIMELINE
<ul style="list-style-type: none"> ▪ Work plan 	<p>The plan will outline the sequence of activities, the resources required, and the timeline for activities that will be done by the consultant in order to achieve the stated objective.</p>	<p>Submitted two (2) weeks after signing of contract</p>
<ul style="list-style-type: none"> ▪ Progress Report 	<p>The report will detail the efforts that have been made at the midpoint of the assignment and outline any challenges faced with the assignment and the necessary steps that need to be taken to remove any bottleneck to the implementation.</p>	<p>7 weeks after signing of the contract</p>

DELIVERABLES	DESCRIPTION OF DELIVERABLES	TIMELINE
<ul style="list-style-type: none"> ▪ Draft Documents 	<p>The consultant will provide drafts of the :</p> <ul style="list-style-type: none"> ● 2D and 3D images of interior spaces for each diorama ● 360 Spherical Virtual Tour of the Exhibition Gallery using panoramic images ● 3D Animated Virtual Tour video of the Exhibition Gallery ● Promotional Content (brochure, flyer, video etc.) 	<p>Eleven (11) weeks after signing of the contract</p>
<ul style="list-style-type: none"> ▪ Final Documents 	<p>The consultant will provide the approved:</p> <ul style="list-style-type: none"> ● 2D and 3D images of interior spaces for each diorama ● 360 Spherical Virtual Tour of the Exhibition Gallery using panoramic images ● 3D Animated Virtual Tour video of the Exhibition Gallery ● Promotional Content (brochure, flyer, video etc.) 	<p>2 weeks prior the end of the contract</p>

6. Qualification

Individual consultant must have:

- At least 5 years' experience in exhibit/display design and fabrication
- A Minimum Bachelor of Arts in Communication, Design, Architecture or related field.
- Knowledge of mechanical, electronic and audio visual equipment
- Working knowledge of basic computer software programs, i.e., Microsoft Word, Excel, Outlook or Outlook Express, and expertise in Adobe Creative Suite: Illustrator, Photoshop, and proficiency with AutoCAD or other computer assisted design software

7. Contract Period

The work to be completed under the consultancy will be implemented over a period of **four (4) Months** or the parties in writing may subsequently agree on any other period. It is expected that the *Consultant* will begin the consultancy once the contract has been signed. The work schedule for the contract period is expected to be submitted within two weeks of contract being signed.

8. Payment Schedule

The deliverables shall be paid in the following manner

DELIVERABLES/ACTIVITIES/TASKS	TIMELINE
• Work plan	10%
• Progress Report	30%
• Draft Documents	30%
• Final Documents	30%

9. Reporting

The Consultant shall report to the Director/Curator.