

# CALL OUT

Freelancers or companies to  
create an explainer video,  
infographic and short films



ArtWorks Cymru is a partnership of organisations and artists who are developing practice, supporting training and career development, and advocating for participatory arts in Wales. The 2019-21 ArtWorks Cymru programme is funded by Arts Council Wales and Paul Hamlyn Foundation. The current programme has three core elements:

**Quality Principles Case Study Project:** Organisations and artists who have been using the Quality Principles to plan and deliver activity are creating Case Studies to share methods and ways of working.

**Wales Artist Coaching Pathway:** A pilot programme aimed at supporting freelance participatory artists to develop and grow their practice and career paths.

**Partnership Training Sessions:** A series of training sessions and network events aiming to address issues relevant to the participatory arts sector and provide opportunities to share learning and experiences.

## THE PROJECT

The ArtWorks Cymru partners have identified a range of new tools and resources aimed at sharing ways of working with the Quality Principles, providing practical tools to use when planning and delivering activity, and sharing learning from the pilot Wales Artist Coaching Pathway.

ArtWorks Cymru is looking to commission:

- An illustrated or animated video introducing people to working with the Quality Principles
- An infographic explaining the 9 Quality Principles
- Six short films showcasing a selection of Case Study projects and a reflection on the Wales Artist Coaching Pathway pilot

These tools and resources will be published on the ArtWorks Cymru website, available for anyone to access, and will add to the resources already in place. This will be part of a wider website review aimed at creating simple pathways for finding information and practical guidance on working in participatory settings.

The new tools and videos created will also form part of a communications campaign to promote the Quality Principles as a framework for planning, delivering and evaluating activity.

## **EXPLAINER VIDEO AND INFOGRAPHIC**

ArtWorks Cymru is looking to commission an illustrated or animated video introducing people to working with the Quality Principles. ArtWorks Cymru will develop the text and/or script for the video, in conversation with the video producer, and will provide this in Welsh and English. Translation costs will be covered by ArtWorks Cymru.

The commission includes creating the illustrations or animations, producing the video, and incorporating the captions and music.

The video will be aimed at artists and organisations or groups who deliver participatory arts activities in a variety of settings, or who may be new to this type of work. The video will explain what the Quality Principles are and how they can help set a framework for planning, delivering and evaluating activity. It will include practical tips and will point viewers to other useful advice and resources.

This commission includes creating an infographic of the 9 Quality Principles, which should be incorporated into the video and which can also be used as a standalone asset. This will present each of the 9 Quality Principles in a visual way, with simple text to explain each principle.

### **Outputs expected**

- A video between 1-2 minutes long, with a Welsh and an English version
- The video should be captioned, if it is narrated
- A selection of stills from the video that can be used as social media and website assets
- An infographic explaining the 9 Quality Principles

**Timetable:** To be completed by 31 May 2021.

**Budget:** £950 including VAT

## SHORT FILMS

ArtWorks Cymru is looking to create a selection of short films to showcase the pilot Wales Artist Coaching Pathway programme and to explore the projects that have been delivered by partners using the Quality Principles. All films will be interview-based, featuring artists and participants in these programmes.

ArtWorks Cymru will work with the commissioned filmmaker to ensure that the interviews follow current Covid-19 safety guidance. ArtWorks Cymru will accompany the filmmaker to conduct the interviews, whether in person or online, and will draft the interview questions.

ArtWorks Cymru will provide translations of the interview transcripts, to be used as captions.

### Outputs expected

- 5 short films, up to 2 minutes each, featuring individual Case Study projects.
- 1 short film, up to 2 minutes, featuring interviews with a selection of the Wales Artist Coaching Pathway coaches and participants.
- Each film will have two versions, one captioned in Welsh and one captioned in English.

**Timetable:** To be completed by 7 June 2021.

**Budget:** £750 including VAT.

Travel expenses to film interviews in person will be offered and based on prior agreement with ArtWorks Cymru.

## HOW TO APPLY

To express your interest in either of these opportunities, please send your CV and/or a link to a portfolio or showreel of your work by **5.00pm on Friday 30 April 2021** to:

Elinor Robson, ArtWorks Cymru Partnership Manager  
[artworkscymru@artsactive.org.uk](mailto:artworkscymru@artsactive.org.uk)