BBC Bitesize KS3
Humanities: Geography – Video Brief

BBC Learning

August 2019
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Summary of brief

- **Video and image assets for Humanities: Geography KS3 in Welsh and English**
  - 12 short-form videos to be delivered in two languages
  - there is scope for live action, animation, or a combination of both
  - videos must be linear therefore interactivity is out of scope for this commission
  - we expect 36 mins of video in English (12 videos of 3 minutes each in each language)
  - The videos will be designed for the new curriculum for Wales but they also need to be relevant for the current KS3 Geography curriculum.
  - videos will target 4 themes with 3 videos per theme
  - 1 theme will be "Conflict and Peace" (The other themes to be discussed with the company awarded the contract)
Introduction to BBC Learning

Thank for your interest in this commissioning brief. This commissioning round is being run and managed by BBC Learning. The department is responsible for delivering the BBC’s Royal Charter commitments to commission and produce educational and learning content, to help with both informal and formal learning outcomes, for use throughout the United Kingdom.

One of our aims is to promote and support formal educational goals for children and teenagers (meeting the requirements of the different national curricula), by producing engaging learning content for use in the classroom. Some of our current brands that support formal learning in UK classrooms are:

**BBC Teach**: Supporting schools and teachers by reinventing schools TV and audio for the digital age through Live Lessons, Class Clips and School Radio.

**BBC Bitesize**: Providing children, young people and adults across the UK with personalised curriculum-linked resources to support their education.

**BBC Learning Campaigns**: Large scale, impactful initiatives that aim to tackle a societal or cultural deficit – often in partnership with others.

While there is plenty of content available online, teachers and pupils come to the BBC because it is a trusted brand and recognised provider of quality learning resources. The content we are seeking to commission will be available to teachers through our BBC Bitesize brand; a dedicated resource site for pupils at [http://www.bbc.co.uk/bitesize](http://www.bbc.co.uk/bitesize)

About BBC Bitesize

**Who is the BBC Bitesize audience?**

Bitesize is the BBC’s study support service for students, helping 3-16 year olds and post-16s with their coursework, homework and preparation for tests and exams. Bitesize covers core subjects at foundation phase, primary, Scottish 1st and 2nd levels, and a much wider range of subjects at secondary, including KS3, GCSE, TGAU, Scottish National 4 and 5 and Higher.

BBC Bitesize is used by approximately three-quarters of secondary school students in the UK.

Although Bitesize now incorporates video and animation clips for use in class by teachers, this commission is part of our student-facing content and will sit within our study guides.


**Style, tone and the Bitesize brand**

BBC Bitesize is a highly trusted brand that students know they can turn to for reliable and trustworthy information that is produced in a high quality and entertaining way.
Bitesize values:

- Quality learning resources with high production values, tailored to the needs of our audience
- Clear, concise delivery of the key educational points - bite-sized chunks
- Inclusive
- Factually correct, high-quality and curriculum-relevant
- Simple, straightforward language
- Funny, quirky or irreverent tone where appropriate
- Accessible to every level of academic ability

The video links below - whilst not necessarily being representative of the style we’re looking for from this specific commission - give an indication of the scope and wide variety of BBC videos and animations currently available:


KS3 History

- The Black Death in Wales (English) [https://www.bbc.co.uk/bitesize/clips/zisxpv4](https://www.bbc.co.uk/bitesize/clips/zisxpv4)
- Y Pla Du yng Nghymru (Welsh) [https://www.bbc.co.uk/bitesize/clips/zs66fr](https://www.bbc.co.uk/bitesize/clips/zs66fr)
- Clue Tubers: Explore a Castle (English) [https://www.bbc.com/teach/class-clips-video/history-ks3-gcse-explore-a-castle/zkqvqp3](https://www.bbc.com/teach/class-clips-video/history-ks3-gcse-explore-a-castle/zkqvqp3)

KS3 Geography

- The Hydrological Cycle (English) [https://www.bbc.co.uk/bitesize/clips/z9skjxs](https://www.bbc.co.uk/bitesize/clips/z9skjxs)

KS3 Welsh

- Sut i ddadansoddi (How to evaluate) [https://www.bbc.co.uk/bitesize/articles/zbdf8xs](https://www.bbc.co.uk/bitesize/articles/zbdf8xs)
- Sut i greu stori (How to create a story) [https://www.bbc.co.uk/bitesize/articles/z7cp47h](https://www.bbc.co.uk/bitesize/articles/z7cp47h)
The commission

This commission is for live action, animation or live action/animation mixed content.

We are open to ideas for live video, animation (3D preferably) or a mixture depending on best fit for each of the videos. There may be options for using on-screen text or graphics creatively or other effects to underline learning points.

The BBC reserves the right to award this contract in the way that provides the best service and value for money. The budget for this project is £94,000 and we expect 36 minutes of video in two languages (English and Welsh).

Delivery of all content is required by the 13 May 2020.

The video content needs to appeal to students that are 11-14 years old (currently KS3) but should not alienate or patronise a wider audience. Videos should be concise, lively, imaginative and accurate.

Subject specialism is not a prerequisite (although clearly it would be useful) – what we’re looking for are creative and engaging solutions.

Likewise, learning experience is not a prerequisite. However, a thorough understanding of the needs of the Bitesize audience and a clear approach to addressing those needs is expected. Companies should have experience delivering engaging content for young audiences, ideally including short form content.

Deadline for submissions is 12pm on Tuesday 27 August 2019.

Look and feel

Each video should provide an engaging and succinct explanation of the content and be appropriate for 11-14 year olds. We are looking for engaging presenters, useful visuals, exciting animation and real world application – we want to avoid dry voiceovers over slideshow presentations or experts talking straight to camera.

We are focusing on areas where students need extra help to understand aspects of the course and for topics to come alive through a visual stimulus. The videos should aim to simplify complex concepts.

Humour may work for these films but we must ensure it is aimed at students that are 11-14 years of age, and doesn’t detract from the learning objectives. Steer clear of talking animals and inanimate objects in animations (which can ‘age-down’ content).

Films should be sensitive to a diverse audience and in a style appropriate to the content.

The content of the films must be educationally robust, with all resources devised and delivered in consultation with an educational consultant.
An inclusive approach is vital to audience engagement. All films should be engaging and accessible to the entire audience regardless of sexuality, gender, ethnicity, disability, culture, ability or gender identification.

**Videos**

<table>
<thead>
<tr>
<th>Theme: Conflict and Peace</th>
<th>Theme 2</th>
<th>Theme 3</th>
<th>Theme 4</th>
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<tbody>
<tr>
<td>Video 1</td>
<td>Video 4</td>
<td>Video 7</td>
<td>Video 10</td>
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<td>Video 2</td>
<td>Video 5</td>
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<td>Video 3</td>
<td>Video 6</td>
<td>Video 9</td>
<td>Video 12</td>
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</table>

The films should target the geography curriculum but should also ensure that the content will interlink to two of the other disciplines of the Humanities area of learning within the new curriculum - history and religious studies. The proposal should include clear references to how the video links to one or more of the 'What matters' statements in the Humanities Curriculum for Wales 2022.

The company awarded the contract is expected to deliver three videos per theme. The BBC have chosen "Conflict and Peace" as one theme and the remaining two themes will be agreed after awarding the contract. Possible themes could be, but are not restricted to:

- Tragedies
- Identity
- Wales in our World
- Ideal World
- Our Sustainable World
- Human Rights
- Beautifully different, wonderfully the same.
- Does everyone have the right to travel freely?

**Budget**

The maximum budget for the commission is £94,000.

**Education consultants**

You will need to contract and work with three education specialists/consultants who will be involved throughout the process, starting with the development block. The consultants must support the company awarded the contract to define which learning objectives should be covered in each film. You must work with the consultants to ensure content is accurate and relevant to our audience.
The main educational consultant must be a geography specialist and have a good grasp of the new curriculum – ideally sourced from one of the pioneer schools in Wales. Due to the interdisciplinary nature of the curriculum being implemented in 2022, there should also be two educational consultants - a history specialist and a religious education specialist. These should be consulted to ensure the proposed material also has history and religious curricular links.

All content must be passed through the main educational consultant (ie video concepts, initial scripts, final scripts, animatics/rough cuts, fine cuts/final versions), and this must occur before the BBC sees the content, as all deliverables must be teacher-accepted. The BBC will require a system of seeing the discussions and feedback between the awarded company and the consultant.

At least one education consultant must also be able to advise on the Welsh language versions from the outset in order to ensure that terminology is current and coherent.

When we sign off all the scripts, we are aware that things might change during the production process. We are happy to be flexible about this, as long as all changes are passed through the education consultants, and are changed in the transcripts etc, so the post-production paperwork is up to date.
The new curriculum for Wales

In April 2019 a draft for a new curriculum for Wales was made available for feedback. This new, radical curriculum marks a major change in teaching. It is a hugely exciting time for education in Wales.

Four purposes have guided the whole design and development of the Curriculum for Wales 2022.

They are to develop children and young people as:

• ambitious, capable learners, ready to learn throughout their lives
• enterprising, creative contributors, ready to play a full part in life and work
• ethical, informed citizens of Wales and the world
• healthy, confident individuals, ready to lead fulfilling lives as valued members of society.

The learning is organised around six areas of learning and experience which are:

• Expressive Arts
• Health and Well-being
• Humanities
• Languages, Literacy and Communication
• Mathematics and Numeracy
• Science and Technology.

The new curriculum will begin to be implemented in 2022. Until then the current curriculum will be taught in schools in Wales.

Therefore History, Geography and Religious Education will be taught until 2022, upon which they will be integrated into the Humanities strand of the new curriculum.

What is in the new curriculum for Humanities?

The radical curriculum marks a major change in teaching.

The whole structure of the curriculum will be different. History, Geography and Religious Education will no longer be taught separately at KS3. Rather, they will be taught under the subject Humanities along with Business Studies and Social Studies. This will require co-operation between teachers of the traditional subjects and a new approach to the teaching of the elements.

The Humanities Area of Learning and Experience is all about asking questions about the human condition. It encompasses geography, history, religious education, business studies and social studies.

There are 5 'What Matters' statements within the area of Humanities.

i) Developing an enquiring mind enables learners to explore and investigate the world, past, present and future, for themselves.

ii) Events and human experiences are complex, and are perceived, interpreted and represented in different ways.

iii) Our natural world is diverse and dynamic, influenced by physical processes and human actions.

iv) Human societies are complex and diverse, and shaped by human actions and beliefs.
v) Informed, self-aware citizens engage with the challenges and opportunities that face humanity, and are able to take considered, ethical and sustainable action.

All of these 'what matters' are interdisciplinary. They have not been designed to be seen in isolation. Ideally an unit of work studied would link several of the 'what matters' together.

**Development block**

We ask the company awarded the contract to schedule a development block of around two weeks once they have been awarded the commission. During this time, they will have additional information about the New Curriculum by the BBC to help with important background information from the outset. However, the company will be expected to immerse themselves in the details of the new Curriculum for Wales 2022.

They will work with the BBC to develop the editorial spec for the videos and work on treatments, concepts and scripts in order to decide on a suitable style. It may be beneficial to pilot videos during this phase in order to achieve this. This will entail some user testing.

There will be a mid-development-block meeting with the BBC to discuss progress, review feedback and agree on the way ahead.

At the end of this two-week block, an editorial spec for the 12 videos will be agreed on by the BBC and the company.

**Concepts, storyboards and scripts**

The company awarded the contract will produce initial concepts, storyboards and scripts for each of the 12 videos produced in each language.

The BBC team requires full consultation during the scripting process, including the viewing of drafts to ensure the scripts hit the learning outcomes, and full sign-off on completed scripts. The BBC team will provide the learning points required on which to base the scripts. Before anything else, concepts must be provided and signed off by the BBC prior to commencing scripting work.

**General principles for video**

- All video content should use the learning outcomes provided by the BBC as their basis for their scripts or story boards.
- The videos should encourage multiple viewings and sharing.
- Each video should stand alone in its own right as an engaging piece of content but also should feel part of a connected suite.
- Avoid topical references to ensure that the content does not date too quickly.
- The BBC will require final sign-off on any voices and on-screen talent. Where possible, the same presenters/actors/voiceover talent should be used for both the Welsh and English language versions.
- Rights should be secured in perpetuity. Any exceptions to this must be agreed with BBC in advance of inclusion.
- Where used, music should be production/mood music rather than commercial.
Deliverables

• Final videos in electronic format HD (a technical specification will be provided), both compressed and uncompressed. Uncompressed audio provided in multiple channels.
• Any graphics in suitable source graphics file formats.
• XML transcripts for subtitles (template will be provided).
• Post-production paperwork (template will be provided).
• Subtitles in English and Welsh will be required - as per the BBC guidelines - [http://www.bbc.co.uk/guidelines/futuremedia/accessibility/subtitling.shtml](http://www.bbc.co.uk/guidelines/futuremedia/accessibility/subtitling.shtml)
• Accompanying teacher guide in Word.doc format (template will be provided)

All content should be cleared for all rights in perpetuity. Any exceptions to this must be agreed with BBC in advance of inclusion. This commission will be based on a framework 2 contract. This link provides further information:

[http://www.bbc.co.uk/commissioning/online/articles/how-we-work#framework](http://www.bbc.co.uk/commissioning/online/articles/how-we-work#framework)
Working together

Who’s responsible for what?

You will be responsible for:

• project management and production of deliverables to agreed deadline and budget
• chairing regular production meetings and communicating project plans and status
• quality assurance of content (in cooperation with the specified educational consultants)

We will be responsible for:

• ‘scene-setting’ for the New Curriculum for Wales and sharing any developments during the production
• collaboration throughout the production and delivery
• sign-off on the following: storylines/initial concepts, look and feel, scripts, essential cast members, voice-casting, music, sounds effects, rough-cuts and final delivery – within an agreed timeframe

We will be jointly responsible for:

• the development block
• ensuring the learning outcomes are met
• ensuring that content is best-fit for the audience

The BBC Learning team

• Nia M Davies – Executive Producer, Learning
• Anwen Jones – Senior Producer, Learning

Schedule/project management

• Key milestones such as casting, storyboard sign-off points etc. should be identified on the schedule. The project will not commence until a schedule is produced and signed off by both parties
• Final delivery for the project is approximately 13 May 2020
• This production follows an iterative development process so the schedule should allow for at least 2 iterations on drafts of storyboards etc

This project is highly dependent on specific delivery dates that will be defined in the contract. As such we would like you to give particular attention to clause 9 in our standard terms which states the following:

If you fail or are due to fail to deliver a Deliverable (or any part thereof) due at any stage specified in Schedule 2 for any reason not directly and solely attributable to the BBC, the BBC shall (without prejudice to any other rights or remedies available to the BBC under this Agreement or at law) be entitled to terminate this Agreement
Should this situation arise and the BBC is forced to terminate, the BBC would only be liable to you for anything delivered prior to termination. For this reason we would ask that you give timeframes and delivery the highest priority.

**Working with the BBC**

There will be a minimum of two face-to-face meetings during production (this does not include the mid-development-block meeting). In addition, we require a weekly content report/update (via phone or teleconference). Two of these face-to-face meetings will be with the production team in Cardiff – so your travel expenses should be considered within your budgeting.

- **Meeting #1** – This meeting will take place during the development phase at the beginning of the project. It will be a chance to meet the production team in Cardiff. We will discuss:
  - the development of the editorial spec for the videos
  - treatments, concepts, scripts and pilot videos

- **Meeting #2** – This meeting will take place in order to discuss the following:
  - proposed video content (scripts, storyboards, talent)
  - production schedule/milestones
  - formal input from the education consultant and user testing

- **Meeting #3** – This meeting will assess content produced to date and next steps including:
  - production schedule/milestones
  - formal feedback from the education consultant and user testing
The process

Your proposal
Proposals should be provided as either MS Word documents or PDFs. They should be a maximum of 15 pages long. Please submit proposals to Anwen Jones, Senior Producer, Learning at anwen.jones@bbc.co.uk and Nia M Davies, Executive Producer, Learning at nia.davies2@bbc.co.uk

Please include the following creative treatment in your proposal:

i. A video for "Conflict and Peace" with clear direction of how it refers to one or more "What matters" statements in the Humanities Draft Curriculum for Wales 2022 document.

If there are any general questions about the project, rather than those specific to your own approach, we will distribute responses to all companies pitching.

• What we’re looking for are creative and engaging solutions to bridging knowledge gaps.
• Learning experience is not a prerequisite, but a thorough understanding of the needs of the audience and a clear approach to addressing those needs, are expected.
• Companies should have experience of delivering engaging educational content, ideally including short-form content.

Resourcing
Please define your project team within your response – including an indication of core staff members and freelance support. Please outline any talent, including – writer, director, subject matter experts/consultants etc. Please allow time in your schedule for BBC reviews.

Budget
The maximum budget for this content is £94,000. Please provide a budget breakdown to show how you intend to cost the project. Payment schedule to be agreed upon award of contract. Typical payment might be:

• 20% on signature
• 15% on editorial specification sign-off
• 25% on script sign off
• 20% on animatic sign off
• 10% on sign off of all videos
• 10% on full delivery

Proposal deliverable list
• Summary creative solutions and scripts for the video listed
• Project overview/storyline
• Company overview
• Resourcing
• Budget
• Technical / production / project management approach
• Schedule
Pitch
Shortlisted companies will be invited to a face-to-face pitch at Broadcasting House, Cardiff.

Key dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brief published</td>
<td>2 August 2019</td>
</tr>
<tr>
<td>Deadline for proposal submission</td>
<td>28 August 2019 (12pm)</td>
</tr>
<tr>
<td>Face-to-face pitch</td>
<td>6 September 2019</td>
</tr>
<tr>
<td>Notification of Contract Award</td>
<td>TBC</td>
</tr>
<tr>
<td>Final delivery</td>
<td>13 May 2020</td>
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Selection
The BBC will use the following standard criteria to evaluate the pitches submitted:

- quality of the idea proposed – originality / suitability for BBC Bitesize audience
- ability to meet editorial requirements, including a plan for gathering feedback during production
- pricing / value for money
- ability to ensure diversity
- project management / production plan
- core staff experience
- prior experience of company
- presentation of response

Any queries regarding this commission should be emailed to Anwen Jones (anwen.jones@bbc.co.uk) and Nia M Davies (nia.davies2@bbc.co.uk)
APPENDIX A - Delivery specifications

BITESIZE CONTENT DELIVERY

You shall deliver all video content in accordance with the following:

Online Rights should be secured in perpetuity. Any exceptions to this must be agreed with the BBC in advance of inclusion.

To deliver three formats of the video (one web version and two high bitrate versions)

Web version

- Container format: .mp4
  - Video
    - Codec: H.264
    - Frame size: HD: 1920 x 1080
    - Frame Rate: 25 (progressive scan)
    - Bit rate/ Quality: 12mbps
  - Audio
    - Codec: AAC
    - Channels: Stereo
    - Bit rate: 320 kbps
    - Sample rate: 48 KHz
    - Sample depth: 16 bit
    - Audio levels should be consistent with BBC Bitesize output. Music should not be set to a level that might distract from the spoken word.

Hi-bitrate version for archiving:

- Two versions, delivered on a hard drive. One containing any onscreen text and one where text has been removed, but any text containers remain.
- Container format: .mov
  - Video:
    - Codec: DNX HD or ProRes 422
    - Frame size: HD 1920 x 1080
    - Frames Rate: 25 (progressive scan)
    - Bit rate: Same as Source or 145Mbps ProRes
  - Audio:
    - Codec: Uncompressed (PCM)
    - Channels: Four stereo channels separated into:
      - Dialogue with atmosphere or natural sound
      - Voiceover
Sound effects
- Sample rate: 48 KHz
- Sample depth: 16 bit

Stereo music

Artwork
Layered artwork in AI or PSD format, animation project files with fonts and licenses used for onscreen text. Please ensure that the layers are named intuitively.

Video images
*Please ensure that all stills have been cleared for use online in perpetuity.*

To deliver two x high quality screenshots per video (HD Quality – 1920x1080 or higher – 16:9 ratio) as JPEGS

Applicable Guidelines:
The Deliverables and Services must comply with the following Applicable Guidelines in addition to the standards and guidelines referred to in the Standard Terms:
BBC’s security and best practice requirements (http://www.bbc.co.uk/developer/theproject.html)
Accessibility guidelines (http://www.bbc.co.uk/guidelines/futuremedia/accessibility/).

Teacher notes
- To deliver written teacher and curriculum notes to accompany each video in English and Welsh. A template will be provided by the BBC.

Music
- No commercial music should be used in the videos unless there is an editorial reason to do so and this needs to be agreed with BBC Learning prior to inclusion.

Subtitles
- To deliver an XML for subtitles for each video (Welsh SDH)
- Using a form of XML called TTML EBU-TT-D (Time Text Markup Languages)
- Section 26 - http://bbc.github.ioSubtitle-guidelines/
- For file format please refer to this link http://bbc.github.ioSubtitle-guidelines/ from section 23
- A basic style guide and example can be supplied on request
**Documentation**

The following Post Production Documentation must be completed:

- Post production paperwork (via Silvermouse)
- Post production transcript
- Online compliance form