

Annex 2.3.1 Technical Specifications

Production of video explainers shall include but not be limited to: creating slides and static graphic elements for video; static graphic elements animation; sound recording (soundtrack); audio processing; adding sound effects (sfx); video creation and montage; video and sound recording (footage and separate fragments) of lectures as needed; inserting subtitles to videos.

Video explainer format shall be:

1. MP4 (codec h.264; bitrate: 320 kbps, without computer graphics artefacts in the video).
2. Video resolution 1080 HD (1920*1080).
3. Developed video explainers shall be adaptable for tablets and smartphones.

The developed video explainers shall meet the following criteria:

- Short in length: Developed video explainers should be eligible for separation into smaller parts (up to 1 minute each).
- Strong call to action (CTA): Video explainers should clearly state what they want their intended audience to do/understand after watching.
- Focused on solving a problem: Developed video explainers shall be focused on addressing a specific issue and explaining it.
- Match brand and audience: Video explainers' style and tone of voice shall match that of the brand "CEC: prosvita", as well as the users they intend to reach.
- High quality: Video explainers shall be of high quality, both in quality of production and quality of content, to effectively communicate a brand's value proposition.
- Product Inclusiveness: The video explainers shall be fully adapted for blind individuals or with impaired vision and individuals with hearing impairment or deafness (subtitles).
- Language: Video explainers shall be developed in Ukrainian with Ukrainian and English subtitles.

The samples of the video explainers of the similar kind can be found upon the link: <https://www.youtube.com/playlist?list=PLdROUrIAIcqzacfcCK2pUBUQ9toTJIZUm>

Production of graphic elements shall include but not be limited to the production of the following elements, suitable for their further placement onto the educational online platform "CEC: prosvita": images, infographics, icons (bubbles) of the users and other characters of the online training course, illustrations and layout for educational dialogues/chats/tests.

All the materials (video explainers and graphic elements) shall be developed with respect to the "CEC: prosvita" brandbook to be provided by the Project.

Total tentative duration of educational video explainers to be produced for 1 module is 15 minutes, with 1 video explainer duration being 1-4 minutes, depending on the content. Tentative number of graphic elements to be designed for 1 module is 50 designed items.