



The Monument As Living Memory

Statement of Work - Video Production & Editing

YBCA Contacts	Brooke Vlasich , Mark Sabb , Leslie Irwin (invoices and budget)
Videographer	David Topete
Overview	YBCA requires contractor services for filming and editing production of one video for Caleb Duarte's <i>The Monument as Living Memory</i>
Objectives	<ul style="list-style-type: none">● Inspire and engage audiences in the work of YBCA's artists.● Showcasing the evolution of Caleb's work as he collaborates with different artists to update The Monument as Living Memory.● Highlight the relevance and timeliness of this artwork as it speaks to peoples' desires to question whose stories are represented in monuments.
Content of the videos	A 5-minute video (to be shared on Facebook, Twitter, Instagram, and YouTube) for <i>The Monument as Living Memory</i> . Give general context for the importance of the project as well as how it provides artists a platform to share and celebrate their stories.
Video style	https://youtu.be/GAcARI0xJg0
Target audiences	<ul style="list-style-type: none">● Local visitors and arts supporters who want to learn more about new art at YBCA● Bay Area artists and cultural workers
Production Date & Time	<ul style="list-style-type: none">● 60 Minute Pre-Production Meeting● 30 Minute Logistics Meeting● Film initial b-roll and interviews on March 25● Secure additional footage of Caleb Duarte's update to the artwork<ul style="list-style-type: none">○ 4 hours onsite shooting maximum
YBCA to provide	<ul style="list-style-type: none">● Exhibition photography and timelapses of <i>The Monument as Living Memory</i>
Deliverables	<ul style="list-style-type: none">● Fully produced, edited and delivered videos for the videos as outlined in the content section above.<ul style="list-style-type: none">○ Dims / Specs

	<ul style="list-style-type: none"> ■ Facebook, Twitter, and YouTube <ul style="list-style-type: none"> ● Aspect ratio: 16:9 ● Facebook max file size: 4MB ● Twitter max file size: 512MB ■ Instagram video <ul style="list-style-type: none"> ● Aspect ratio: 9:16 or 1:1 ● Max file size: 650MB ○ Add embedded captions in all videos ● Unedited footage shared via Hard Drive (250-500 GB) ● Rounds of edits: 2
Deliver Materials by:	Please deliver final edited videos by the following dates: <ul style="list-style-type: none"> ● First draft: Thursday, March 31 ● Final draft: Monday, April 11
Deliver Materials to:	Brooke Vlasich • Mark Sabb
Deliver Materials via	bvlasich@ybca.org • msabb@ybca.org