

First 5 Fresno County  
Project: **Glow! Photography & Video Storytelling**  
Date: November 14, 2023

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### Scope of Work

[First 5 Fresno County](#) is in search of a qualified photographer/videographer or advertising agency to execute a photo and video shoot capturing pregnant participant's stories and experiences as part of the [Glow! Group Prenatal Care Program](#). The project also includes a logo re-design and the creation of social media graphic templates. We are seeking quotes from interested individuals or agencies to fulfill the following request:

### Video & Photo Sessions:

- 20 - 30 photos of Glow! participants: pregnant and with their babies- mainly indoor sessions
- 10 photos of 2-3 Glow! facility sites & documenting Glow! wrap-around services
- 10 photos of 2-3 Glow! group sessions (exterior and interior)
- 10 photos of Glow! medical providers, health care staff, or facilitators
- 3 - 4 minute video interviews of 2-3 Glow! participants at each site
- 3 - 4 minute video interviews of 2-3 Glow! medical providers, health care staff, or facilitators

### Graphic:

- Re-design the Glow! logo
- Design a series of 7-10 graphic templates

### Pre-Production: (In collaboration with First 5 Fresno staff):

- Discuss theme & intent of video/photo project
- Discuss the re-design of Glow! Logo
- Create/develop vision board
- Identify participants and reserve locations, collaborate on scheduling



### Post-Production:

- Photo & video editing all sessions
- Video shorts for social media use
- Graphic templates (editable) for social media use
- Create 6 documentary style videos, 5 minutes long (3 Glow! Participants & 3 Glow! Medical Providers)
- Final vector file of redesigned logo for use

### Timeline:

- December/January – Pre-production
- January – Shooting
- February – Postproduction
- March – Final Production

**Deadline** to return an *itemized* quote is no later than 5:00pm on December 11, 2023 via email to [funding@first5fresno.org](mailto:funding@first5fresno.org). The selected vendor will be notified no later than December 15<sup>th</sup>.