

## TERMS OF REFERENCE/ORDER DESCRIPTION

### 2D ANIMATION & ARTBOOK: MRS. ROSA LUXEMBURG

#### ABOUT ROSA LUXEMBURG STIFTUNG SOUTHEAST ASIA:

Rosa Luxemburg Stiftung (RLS) is one of six major political foundations in the Federal Republic of Germany. Affiliated with the German Left party, Rosa Luxemburg Stiftung promotes democratic socialism. In over 80 countries, we are working with partners, including state agencies, academic institutions, and civil society organizations. From RLS Southeast Asia (RLS SEA) office in Hanoi, we aim to contributing to ensure social, ecological and political rights for all as well as overcoming unequal power structures by promoting participatory decision-making processes, political exchange and dialogue, leading to a fair distribution of wealth and resources and a healthy environment. We focus on three components including Social Justice, Social and Ecological Transformation, Raising progressive Mekong voices in the ASEAN region.

- **Representative:** Philip Degenhardt, Director of RLS SEA
- **Address:** 8C, 76 To Ngoc Van, Tay Ho district, Hanoi, Vietnam
- **Website:** [www.rosalux.vn](http://www.rosalux.vn)

#### ORDER DESCRIPTION:

Rosa Luxemburg is a prominent historical figure with contributions in political economy, democratic socialism, feminism, and much more (reference: <http://www.rosalux-nyc.org/about-us/rosa-luxemburg/>). On her 150<sup>th</sup> birthday on the 5<sup>th</sup> March, 2021, RLS SEA wants to expand its political education spread with a focus on Mrs. Rosa's legacies on contemporary society. Standing on the same par with the likes of Karl Marx and Engels, the RLS SEA wishes to bestow an unforgettable impression of a historical that gave rise to its name, and spread the knowledge about her life with the Vietnamese youth through an art book. Accordingly, we seek a company to produce a 3-minute 2D film and art-book about Mrs. Rosa Luxemburg's life and values.

#### SERVICE PROVIDER REQUIREMENTS:

- Proven strong practical background in animation production and art book production with a style suitable for prominent figures in history;
- Show a clear and professional style of design with an understanding to implement these skills according to RLS's requirements;
- Good understanding of new and evolving animation technologies

- Fluent in English;
- Proven strong practical experience in designing and printing, especially for exhibitions;
- Provide VAT invoice or sign contract with PIT withhold for tax declaration and payment.

## PRODUCT REQUIREMENTS:

- Description (video): 3-minute short film about Mrs. Rosa Luxemburg's life and values, from childhood to martyrdom.
- Full package for 2D video production: voice acting, music license, story board (draft sketch), story reel, character concept, background drawing, detailed animation, lighting & colour-grading, poster and thumbnail, etc.
- Description (art book): 100-200-page art book with a 1:1 text-picture ratio featuring stories about Rosa Luxemburg's life
- Full package for art book production: Translation of English materials into Vietnamese, story editing, typography and layout, book cover and content, license for book printing, art design (same concept with the animation video), etc.
- Purpose and key message: celebrate Rosa Luxemburg's 150<sup>th</sup> birthday and spread the knowledge about her life
- Overview script for video: [Overview Script Link](#). Art book based on content from an existing biography of Rosa Luxemburg, to be shared after getting into contact
- Target audience: young people from 18 – 35 in Vietnam
- Deadline to complete the products: latest 2 weeks before the 5<sup>th</sup> March, 2021 (Rosa Luxemburg's 150<sup>th</sup> birthday)

Please send your offer including service description and detailed price quotation **at the latest on Saturday, 24<sup>th</sup> October, 2021**

- Submit to: **Ms. Nguyen Thi Trinh (Event Officer):** [nguyen.thitinh@rosalux.vn](mailto:nguyen.thitinh@rosalux.vn)