



VIDEOGRAPHER/PHOTOGRAPHER

6 WEEK PROJECT (SUMMER 2018)

NYC/SF/CHI BASED FREELANCERS PREFERRED

QUARTER ZERO OVERVIEW

We believe that every person has potential. The potential to create, disrupt and thrive. But for that potential to be fully realized it needs to be affirmed and developed starting at an early age.

At Quarter Zero, we exist to help young people power their potential. We do this by creating a immersive, real-world entrepreneurial environment where high school students can work hand-in-hand with top industry advisors to shape and guide their passions and ideas. Our learning and development experiences challenge our participants to become problem solvers, equipped with the skills to thrive in a competitive and rapidly changing world. We provide hands-on entrepreneurial programs through our flagship Catapult Incubator and Startup Bootcamp.

PROJECT BRIEF

We are in need of a videographer/photographer across our 6 weeks of summer programming who can not only capture key moments, but also tell our students' stories and grow the Quarter Zero brand. This is an incredible opportunity that allows you to travel across America and work with the next generation of young entrepreneurs. The following is a brief outline of what we are looking for:

Video Needs (~50 Edited Videos of Varying Lengths):

- **Informational Videos:** Create informational videos featuring constituents of our programs (ex: parents, advisors, judges, teachers, staff members). These will be used to recruit future adults (as opposed to high school students). They should both inform/educate & provide “testimonials” in the form of interviews. For example, it makes a parent feel safe, that this is a good program for their student to join, and that this is somewhere they can learn how to better support their student. For an advisor, the goal would be to inspired them to spend their time helping young entrepreneurs. (~5 videos, ~2-4 minutes // Delivered: August 31st)
- **Promotional Videos:** Create promotional “hype” videos for future marketing opportunities: one for the entire program, one for Demo Day. This will be used on the front page of our website. We want high energy, crisp shots, excellent B-roll. It should be appealing to students & parents alike. Goal here is to get someone intrigued/excited about learning more. (~2 videos, ~2-3 minutes seconds // Delivered: August 31st)
- **Demo Day Event:** Record entire event, split pitches into individual videos for upload. These do not need to be overly edited aside from basic transitions — it is more of a record of each pitch. There will need to be clear audio of both the speaker during the pitch & the Q&A between the judges and the venture team. Existing examples are available on [YouTube](#). (~20 videos, ~8 minutes each // Delivered: 1 Week after each Demo Day).



- **Student Spotlights:** Short spotlight videos featuring student stories and common experiences. More of a casual feel, with student narrative/ audio over majority of the video. The goal here is to 1) help a prospective future student self-identify with a story and 2) answer frequently asked questions. We want this to showcase a diverse range of students and be extremely relatable. This is a new style of video we are pursuing so we are looking for someone who can fully concept these out, draw out the stories to tell, etc. (~20 videos, ~90 seconds // Delivered: August 31st)
- **Candid Documentation:** Casual/candid video montages to provide students and parents with a recap the week. There is a lot of artistic freedom here as we just want to provide families with a keepsake & memory to reflect on after the summer. Should capture high-energy, funny moments, etc. (~6 videos, 2-3 minutes + 2 compilation videos // Delivered: Each Saturday at the end of each week to go into parent newsletter).
- We are particularly looking for someone who is self-driven and can concept, script, and produce videos from start to finish.

Photo Needs (~500-600 Edited Photos, Cleanly Organized & Tagged):

- **4 Photos/Student:** We track our students' stories far after they finish our programs & often times write articles about them years after they have participated. For this reason, we'd like 4 photos of every student to be used in future materials: 1 headshot, 1 fun candid, 1 working photo, and 1 during Demo Day (~100 x 4 = 400)
 - **Headshot Sessions:** Headshots for students, will be organized in groupings to be done in succession
 - **Candid Documentation:** Casual/candid photographs for students that have a fun energy
 - **Activity/Working Documentation:** Photographs that illustrate each activity that is happening
 - **Demo Day:** Final event of pitches, Q&A, etc. Capture photos on stage
- **Venture Portraits:** 3 Full-team photos of each of the 20 ventures: 1 casual, 1 with advisors in Silicon Valley, and 1 during Demo Day (~60)
- **Group Photos:** Entire cohort at various tourist sites & office visits (~20)
- **Additional Headshots/Portraits:** For advisors, team members, parents being interviewed, etc. (~30)
- **Parent Documentation:** 1 Parent Social + 1 Parent Workshop, documentation (~20)
- **Advisor Documentation:** Advisors working closely with students (~20)
- **Team Documentation:** Team working closely with students and with each other (~20)
- Please note: Aside from headshots, photos do not need significant editing & the top photos should be delivered at the end of each week (with duplicates/bad shots/etc. deleted).
- We are looking for someone who has a clear organization structure to their files so that we can easily access things in the future.



ON-SITE FILMING LOCATIONS & DATES:

Alongside our programming team, the videographer/photographer will have the opportunity to travel to 3 cities.

The on-site filming spans across **6 weeks** with a mix of full and half days. Due to needing a consistent style and aesthetic, interested freelancers must be able to commit to the entirety of the schedule outlined below. In terms of editing, production, and uploading media, work can be completed at your discretion dependent on various agreed upon deadlines.

Week	Days of Engagement	Dates	City	Detail
1	3 Full Days + 2 Half Days	Monday, June 18 - Friday, June 22	Silicon Valley, CA	Incubator A
2	3 Full Days + 2 Half Days	Monday, June 25 - Friday, June 29	Silicon Valley, CA	Incubator B
3	3 Full Days + 2 Half Days	Monday, July 9 - Friday, July 13	Chicago, IL	Incubator A
4	3 Full Days + 2 Half Days	Monday, July 16 - Friday, July 20	Chicago, IL	Incubator B
5	3 Full Days + 2 Half Days	Monday, July 23 - Friday, July 27	New York City, NY	Incubator A
6	3 Full Days + 2 Half Days	Monday, July 30 - Friday, August 3	New York City, NY	Incubator B
Total On-Site Engagement: 18 Full Days + 12 Half Days				

QUALIFICATIONS AND SKILLS:

- Significant experience in videography, video production, photography, and video/photo editing
- Ability to shoot interesting and creative B-ROLL footage
- Skilled at directing people on camera, interviewing a wide variety of people, and helping people to open up (some of our high school students may be self-conscious!)
- Knowledge of DSLR cameras, lenses, lighting, and microphones
- Interested in tackling the whole video-creation process, from concept & script to customize & embed.
- Experience working with events or a similar high intensity environment.
- Experience working with youth, and an interest in telling the stories of the next generation of entrepreneurs.
- Superior organizational and project management skills.

NOTE: Due to the close proximity to minors, candidates being considered for the position will be required to pass a criminal background check during the interview process.

Please email Amanda@QuarterZero.com with the following if you are interested in this project:

[1] Proposal [2] Link to Your Online Portfolio