

## Annex 4 – Financial Response requirements (Technical Content Development RFP)

Please ensure that the following information is provided in your financial response and all amounts should be exclusive of VAT.

### A. Subject Matter Expertise, Learning Design and Development – LOT 1

Presented below is a detailed breakdown of the course activities within a one-hour timeframe. Please provide a price range representing both the upper and lower price range limits for the creation of a learning hour, including the deliverables specified in LOT 1 only.

*(The cost of media production is captured below in LOT 2.)*

As outlined in Section 3 of the RFP document, LOT 1 deliverables include:

- **Learner Personas and Skills Cards:** Development of learner personas - and associated skills cards aligned with industry needs and trends.
- **Learning Outcomes and Objectives:** Establishment of programmatic, course, and lesson-level learning outcomes and objectives, identifying crucial and relevant skills tailored to specific job requirements.
- **Content Structure:** Design of the overall content structure, outlining course components and their arrangement.
- **Detailed Lesson Blueprint:** Creation of a comprehensive textual plan for each lesson, encompassing all relevant written content, image descriptions, graphics and video briefs etc.
- **Associated Documents:** Inclusion of all relevant documents containing course content, such as video scripts, presentation content, reading materials, case studies, and digital media asset briefs. Ensuring accessibility, alt text and descriptions follow CAST/508 standards.
- **Assessment Content:** Development of all assessment content, both formative and summative, aligning with occupational profiles and competency skills.
- **Assessment Rubrics:** Designing clear and comprehensive assessment rubrics to facilitate effective evaluation.

Concept	Description	Learning time	≈ 1 Hour of Learning Content
Explanatory videos and transcripts	Concise topic-based videos with transcripts providing comprehensive overviews.	≈ 8 - 10 mins	
In-depth content / learning material	Elaborates on video concepts to reinforce understanding.	≈ 15 mins	
Supporting presentations and interactives	Visually engaging content presentations to enhance comprehension.	≈ 20 mins	

Quizzes / question banks	Assess and reinforce acquired knowledge through interactive quizzes.	≈ 10 mins	
Supplementary Learning Content	Additional readings and resources for an enriched understanding.	Variable	
Summative exam across single or multiple modules/courses	Final assessment for certification requirements.	1 summative exam of 15-20 questions	

We recognize that SME cost is variable based on the demand for the topic and the complexity of the content. Please provide a price range to account for differences in levels of expertise and complexity.

Please provide an indication of price reductions based on number of hours of content produced for the following ranges:

#### 1 – 4 hours

- **Low:** Cost per hour for basic content and complexity
- **High:** Cost per hour for advanced content and complexity

#### 5 – 10 hours

- **Low:** Cost per hour for basic content and complexity
- **High:** Cost per hour for advanced content and complexity

#### 11 – 20 hours

- **Low:** Cost per hour for basic content and complexity
- **High:** Cost per hour for advanced content and complexity

#### 20 + hours

- **Low:** Cost per hour for basic content and complexity
- **High:** Cost per hour for advanced content and complexity

### B. Media & Course production – LOT 2

Below is a sample breakdown of 1 hour of course activities. Please provide a high and low-price range for the development of a learning hour that includes the following elements.

As outlined in Section 3 of the RFP document, LOT 2 deliverables include:

- **Production setup:** Establishment of visual and textual style guides, including tools, templates, illustrations and other essential items.
- **Digital media assets:** Creation of diverse digital media assets, including interactives, animations, videos, motion graphics, visual presentations, and simulations created using a versatile set of authoring tools such as Articulate Storyline, H5P, HTML to ensure a dynamic and engaging learning experience.
- **Project files:** All raw project files required to perform ongoing maintenance of the content, including but not limited to original graphics, video and audio project files.
- **Output file:** Provision of an output file containing the fully functional online course. The course will be formatted in either SCORM or any other specified LMS compatible format.

Concept	Description	Learning time	≈ 1 Hour of Learning Content
Explanatory videos + transcripts	Concise topic-based videos with transcripts providing comprehensive overviews. Video production price ranges should include: <ul style="list-style-type: none"> <li>• AI-produced video built in Synthesia or similar platform with no more than 2-3 original non-motion graphics as well as stock imagery.</li> <li>• Studio-based, live presentation with no more than 2-3 original non-motion graphics as well as stock imagery.</li> </ul>	≈ 8 - 10 mins	
In-depth content / learning material	Elaborates on video concepts to reinforce understanding.	≈ 15 mins	
Supporting presentations and interactives	Visually engaging content presentations to enhance comprehension.	≈ 20 mins	
Quizzes / question banks	Assess and reinforce acquired knowledge through interactive quizzes.	≈ 10 mins	
		Course level	

SCORM / LMS compatible course file	Output file which can be seamlessly integrated into multiple LMS environments	
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Please provide an indication of price ranges based on number of hours of content produced and differences in production complexity, for the following ranges:

**1 – 4 hours**

- **Low:** Cost per hour for AI-produced video and stock media assets
- **High:** Cost per hour for studio-produced video and custom media assets

**5 – 10 hours**

- **Low:** Cost per hour for AI-produced video and stock media assets
- **High:** Cost per hour for studio-produced video and custom media assets

**11 – 20 hours**

- **Low:** Cost per hour for AI-produced video and stock media assets
- **High:** Cost per hour for studio-produced video and custom media assets

**20 + hours**

- **Low:** Cost per hour for AI-produced video and stock media assets
- **High:** Cost per hour for studio-produced video and custom media assets

We welcome examples of low and high-cost media assets.