

TECHNICAL SPECIFICATION

for the production of a promotional video

for the 23rd International Human Rights Documentary Film Festival Docudays UA

1. General Information

Client: Public Organization “Docudays”

Procurement subject: production of a promotional video

Objective: creation of a promotional video for the 23rd International Human Rights Documentary Film Festival Docudays UA (hereinafter – the Festival).

2. Concept and Content of the Video

Festival theme 2026: “Simple Constructions”.

Within this theme, the Festival explores fundamental forms of thinking, interaction, and coexistence that are inherently simple but acquire new meanings and challenges in the modern context.

Key thematic areas:

- basic survival practices in wartime conditions (warmth, safety, everyday life);
- social constructs: empathy, solidarity, civic responsibility;
- the impact of technology on thinking, language, and interaction;
- democratic values (freedom of speech, equality, civic participation);
- vulnerability of simple solutions to manipulation and populism.

Special attention should be given to the paradox of “simple constructions”: their apparent simplicity at the conceptual level and complexity in practical implementation.

3. Creative Requirements

- The video must contain a cohesive artistic image or metaphor that interprets the Festival theme.
- Any techniques and stylistic approaches are allowed (video, animation, experimental formats, etc.).
- Originality, conceptual depth, and emotional expressiveness are encouraged.
- The video must align with the Festival’s identity and values.

Examples of previous years' videos:

- <https://vimeo.com/62211601>
- https://www.youtube.com/watch?v=UjOhgWlJrA&list=UU7ISePZ58Lc300_lyf4Fahg&index=105&t=0s
- https://www.youtube.com/watch?v=taLvgnGpvpA&list=UU7ISePZ58Lc300_lyf4Fahg&index=60&t=1s
- <https://www.youtube.com/watch?v=2J5sPBCiyJo>
- https://www.youtube.com/watch?v=mubpe5WAR1k&list=UU7ISePZ58Lc300_lyf4Fahg&index=7&t=0s

4. Technical Requirements

4.1. Cinema version

- Duration: up to 45 seconds
- Frame rate: 25 fps
- Resolution: not less than Full HD (1920×1080)
- Audio: 5.1
- Format: ProRes HQ / DCP

Requirements:

- The DCP and 5.1 audio track must be created and tested in a professional studio.

4.2. Television version

- Duration: 30 seconds
- Frame rate: 25 fps
- Aspect ratio: 16:9
- Audio: stereo, level -12 dB
- Format: ProRes HQ

5. Expected Results

The contractor must provide:

- final video files in the specified formats;
- source materials (as agreed);
- versions of the video adapted for different platforms (if required).

6. Additional Conditions

- All rights to use the created product are transferred to the Client.
- The contractor guarantees compliance with copyright for all materials used.
- Deadlines are agreed separately within the contract.

7. Requirements for Participation in the Tender

To participate in the tender, participants must provide:

- a price proposal in free form, which must include:
- confirmation of the ability to perform the services in accordance with this technical specification;
- total cost of services in UAH (indicating whether it includes all related expenses).