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NCECA 50TH YEAR VIDEO PROJECT
CALL FOR PRODUCER/ CREATIVE DIRECTOR- DEADLINE FEBRUARY 28, 2014

The **National Council on Education for the Ceramic Arts (NCECA)** seeks a Producer/Creative Director for its 50th anniversary video project. The realized project will relay the story of NCECA's self-organizing community through a series of short video segments. Each of the segments will be able to stand alone and also connect to the others to make up a cohesive story about NCECA's first 50 years.

The narrative will begin at a time before NCECA's creation when there was no distinct organization to represent professional artist-educators in higher learning. The impetus for such an organization's founding initiated from within the Education Committee of the American Ceramic Society and led to its eventual separation in 1966. Depictions of NCECA's the early years planning conferences and exhibitions and disseminating information via a newsletter will lead to its evolution as a relatively stable organization in the late 70s-80s and continued growth in the 90s-00s.

Our story will then examine tensions and challenges that arise out of this growth and evolution of the field: staff and infrastructure, board development, bigger venues, and a broader audience with evolving needs and interests. Finally we arrive at our 50th anniversary and look at where we are now, and where we are headed in the future. Each video will be released to YouTube sequentially in the (10-14) weeks leading up to the 50th NCECA conference. The full feature will also be screened at the 2016 Conference. Additional footage of the 50th anniversary festivities will be captured at that conference and bundled with the complete video and possibly some "extras" and made available for purchase on a medium to be determined (likely digital download).

NCECA's goals for this project include:

- Creation of a documentary work that reinforces elements of community, struggle and achievement
- Validation of ceramic art and education as a field of professional practice (academic routes and non-traditional routes)
- Representation of NCECA's as a voice and platform for the value of the ceramic medium, its ever evolving potential, and the spirit of sharing which continues to push the boundaries of what can be achieved.

NCECA will provide to the Producer/Creative Director hard drives containing: Video interviews of key people from the organization; Conference footage from 2013 conference, including selected exhibitions; Some on-location filming of key people or places important to the organization (several additional on-location shootings may be necessary to the project); Photographs from the archives; Member submitted images and video; and, access to an advisory task force comprised of the organization's best historians/resources

NCECA's expected deliverables include:

- 5-7 HD videos varying in length from 8-12 minutes (Required completion date: January 1, 2016)
- A 1 hour cut of the used footage to be premiered at the 2016 Conference (Require completion date: March 1, 2016)
- A 10-15 minute "extras" featurette capturing 50th anniversary festivities, to be bundled with the 1 hour version of the documentary, including preparation and proper encoding for dissemination to membership via digital download (Required completion date: January 30, 2017)
- 1-minute "movie trailer"
- All captured footage catalogued for future use and archived to hard drives, Required completion date: Within 6 months of capture date
- Necessary image/video releases for subjects that appear in project.
- Necessary music usage releases for artists and producers whose work appears in project.

To apply for this position, please submit the following by February 28, 2014:

- Company/Individual Name(s), Address, Website, phone number and other contact information (social media handles, etc.)
- Brief statement including names and qualifications of people within "team", including any professional certifications/education/degrees in your field
- Description of your vision of this project, the message you intend to convey (less than 1000 words)
- A brief timeline (up to 2 pages) that lays out how the project will unfold with key milestones and benchmarks.
- Platform/Software/Equipment you own and will use for this project
- Your anticipated budget in excel file
- 1-3 References (Contact information)
- Links and or DVDs with previous work examples that demonstrate your capacity to complete the project successfully.

Questions and all materials for consideration may be directed to cindynceca@icloud.com