**Attachment 4**

**12-Month BUDGET PROPOSAL**

**YGetIt? Tested Comic Animation Consultant to NYS Digital Health Initiative Program**

(Bidders: provide your hourly rate and total dollar amounts in the shaded areas at end of each section; then total the amount requested for the described work and deliverables.)

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| **Category of Service** | **Description of Activities** | **Projected Hours** | **Unit Cost Bid**  **(Hourly)** | **Billable Amount**  **(Projected hours multiplied by unit cost)** |
| **YGetIt? (YGI) – Tested Animation Project Initiation** | 1. Team Brainstorming Session: a meeting to initiate project discussion, align on creative concepts, and brainstorm ideas. 2. Script Review and Discussion: in-depth examination and refinement of the project’s script to ensure it aligns with the intended YGetIt? vision and objectives. 3. Collaborate with YGetIt? (YGI)/Digital Health initiative (DHI) to gather pertinent information, materials related to the Tested comic. |  |  |  |
| **Estimated Hours for YGI Tested Initial Animation** |  |  |  |
| **YGI Tested Design & Storyboard** | 1. Style Frame Development (x3): creation of three distinct style frames showcasing the intended visual aesthetics of the YGI animation, allowing for a visual representation of the final product. 2. Design Feedback Rounds (x#) Three rounds of iterative design review, where feedback gathered from YGI team and implemented to ensure the design aligns with YGI’s vision. 3. Storyboard Development: the creation of a visual narrative that aligns with the YGI script, outlining the sequence and their visual representation in coordination with voiceover. 4. Voice-Over Integration and Feedback Rounds (x3): integrating voice over narration into the storyboard and conducting three rounds of feedback for adjustment and improvements. 5. Work-in-Progress Touch Points: establishing stages for ongoing review and discussion to maintain alignment with project goals. |  |  |  |
| **Estimated Hours for YGI Tested Final Animation and Dissemination** |  |  |  |
| **Animatic Production Render & Dissemination** | 1. First Draft Animatic (low resolution mp4 with VO): the initial rendering of the animation in a rough, low-resolution format, including voice-over, for review and feedback by the YGI team. 2. Frame-by-Frame Animation the meticulous creation of YGI animation frames to bring the story to life, ensuring each frame contributes to Tested comic’s flow and impact. 3. Feedback Round and Adjustments (x3): three distinct rounds of collecting feedback from the core team and implementing necessary adjustments to refine the animation. 4. Low-Resolution mp4 for Final Sign-Off: proving a lower-resolution version of the final animation for approval and feedback before proceeding to the final render. 5. Final Render (Pro Res) and Delivery: producing the high-quality, professional resolution (ProRes) version of the YGI animation and delivering it to the core team for final use. 6. Animation Promotion Strategy: Recommend a strategy for promoting the YGI animation on various streaming platforms in increase exposure and engagement. 7. Platform Selection and Optimization: identify appropriate streaming platforms and recommend engagement strategies. |  |  |  |
| **Estimated Hours for Meetings** |  |  |  |
| **TOTAL HOURS AND AMOUNT REQUESTED FOR PROJECT**  **(Sum of category billable amounts = amount requested for contract)** | |  |  |  |