

Statement of Work Lead Photographer (Folklife Festival 2022)

Smithsonian Folklife Festival (SFF) and Ralph Rinzler Folklife Archives and Collections (RRFAC), Center for Folklife and Cultural Heritage, Smithsonian Institution

SUMMARY

The Smithsonian Folklife Festival and the Ralph Rinzler Folklife Archives and Collections require approximately 320 hours of professional, technical, non-personal photographic services for the 2022 Smithsonian Folklife Festival.

The Contractor will prepare photographic equipment for use documenting demonstrations, workshops, narrative sessions, performances, and special events taking place on the Festival grounds. The Contractor will also prepare equipment, training materials, and assist in scheduling of volunteer photographers. The Contractor will capture, import, and apply embedded metadata to the resulting files in accordance with archival standards and national best practices. The Contractor will ingest the processed files into the Smithsonian Institution's Digital Asset Management System (SI-DAMS). The Folklife Festival will take place June 22-27 & June 30 – July 4, 2022 on the National Mall, Washington, DC.

The Contractor will report to Cecilia Peterson, digital projects archivist, who will serve as primary Project Manager. This work includes pre- and post-Festival tasks.

This work will include:

- Preparing all supplies and equipment for photo documentation staff, interns, and volunteers.
- Conducting Festival orientation for volunteer photographers.
- Coordinating daily schedules and assignments, with the assistance of the Lead Documentation Volunteer.
- Attending Festival production meetings.
- Coordinating documentation for pre-Festival events and on-going site production.
- Establishing and providing training in capture and processing workflows, including naming and entering metadata information in accordance with RRFAC guidelines and best practices.
- Managing and tracking the capture of raw photography and conversion to archival preservation master digital negative (.DNG) files using DAMS-recommended settings in Adobe DNG Converter.
- Working with project manager to establish workflows for the digital image selection process in consultation with SFF director, curators, and other content staff.
- Moving and setting up photographic equipment and supplies between RRFAC and the Festival grounds.

- Maintaining CFCH camera equipment, calibrating cameras and computers, and monitoring color profiles in accordance with established FADGI specifications.
- Working with Festival social media team and web editor on identifying daily photo 'selects'.
- Maintaining communication and, when needed, coordination with Sound Production, Audio and Video Documentation, Web, and Social Media teams.
- Inspecting images for clarity, color, completeness, skew, etc. Responsible for quality control and curation of resulting digital images, ideally at the time of capture. Uploads master images as .DNG files to the SI-DAMS using appropriate metadata templates.

PROJECT DELIVERABLES

- The contractor will deliver approximately 10,000 – 30,000 Festival photo files with embedded metadata ingested into the DAMS, processed according to national standards and best practices.
- Prior to the start of the Festival, the contractor will also prepare the photo equipment and documentation plans to the Festival director. Contractor will also assist with the move of Festival documentation equipment back to the Center after the Festival's end.

GUIDELINES

- Services provided must clearly demonstrate the ability to capture and manage high-resolution photographic assets
- Services will occur in coordination with audiovisual documentation teams
- Digital photographs will be uploaded to network staging areas for ingest in the Smithsonian's Digital Asset Management System
- Services provided must include embedded metadata to promote access and discovery of records in SI-DAMS

WORK LOCATION AND SPACE

Documentation work will take place on the National Mall bounded by Jefferson and Madison Drives, between 7th and 14th Streets. Digital processing work will take place on the Festival grounds and at the Capital Gallery offices located at 600 Maryland Avenue SW, Suite 2001 Washington, DC 200024. The Contractor will have an assigned workstation in both locations.

PERIOD OF PERFORMANCE

The Smithsonian anticipates that this work shall begin on or about June 15, 2022 and will be completed within six months of start date.