

CALL FOR IDEAS

THE ROOTS OF HIP-HOP IN QUÉBEC: THE VIDEO GAME

AN INITIATIVE OF THE NATIONAL FILM BOARD OF CANADA AND MAJOR PRODUCTIONS,
IN COLLABORATION WITH LA GUILDE DU JEU VIDEO DU QUÉBEC



NFB
CANADA

MAJOR
PRODUCTIONS

La
GUILDE
du jeu vidéo
du Québec

TABLE OF CONTENTS

THE PROJECT

1.0 About the project

2.0 The production context

HOW TO PARTICIPATE

3.0 Definition

4.0 Eligibility

5.0 Questions and communications

6.0 Creative constraints

7.0 Applicant proposals

8.0 Selection process

9.0 Jury

10.0 Following the call for ideas

11.0 Legal requirements

12.0 Calendar

13.0 Presentation of the creative
team and partners

THE PROJECT

1.0 ABOUT THE PROJECT

Parties, DJs, MCs, urban dance styles, rap battles, radio and television programs: Montreal has moved to the rhythm of hip-hop for over forty years. But how did this movement really begin in Quebec? Do we know its true roots?

Since 2012, Félix B. Desfossés has been investigating the history of hip-hop in Quebec (*Les racines du hip-hop au Québec : carnet de recherche* - Volume 1, Éditions du Quartz, 2020), with the support of mythical figures from the local hip-hop community and the awareness that a huge and vibrant Afro-Descendant community had been obscured from the official story about Quebec music. The work done by Desfossés has helped clarify the role of hip-hop in mass culture.

**AT A TIME OF SOCIAL MOBILIZATION
AND THE DENUNCIATION OF SYSTEMIC
RACISM, DISCUSSIONS ABOUT HIP-HOP
CULTURE IN QUEBEC ARE CONDUCTIVE
TO EXERCISES IN SELF-REFLEXIVITY.**

The NFB, Major Productions and the creative team want the stories of those who are an integral part of hip-hop culture to become a definitive part of Quebec's music history.

To do that, we invite independent video game studios to submit an original video game idea based on the research paper written by Félix B. Desfossés (*Les racines du hip-hop au Québec : carnet de recherche – Tome 1*, Éditions du Quartz, 2020).

2.0 THE PRODUCTION CONTEXT

2.1 NFB, MAJOR PRODUCTIONS AND THE CREATIVE TEAM

The NFB is not a funder but a committed producer that supports the creative team working on the project. Its involvement could be described as a “companion producer.”

The co-producer is an organization that participates financially and also plays an active role in the ideation, conception and production process with the National Film Board of Canada team.

The selected idea will be developed and produced by the winner, Félix B. Desfossés and Antoine-Samuel Mauffette Alavo. **Together you will form a creative team that will collaborate throughout the production process. You will contribute to the project based on your areas of expertise and will be considered its creators in equal measure.**

2.2 THE MINDSET TO ADOPT

We expect the selected applicants to bring an attitude of openness and trust and, above all, a spirit of collaboration. You should be ready to take on challenges and create in close collaboration with others in a context that will no doubt be new to you. **Together with the producer, co-producer, and the multidisciplinary creative team, you will develop a language that is specific to the project and that will allow you to create an original and innovative work.**

HOW TO PARTICIPATE

3.0 DEFINITIONS

APPLICANT : A creator, team, organization, or company composed of creators who meet the eligibility requirements and submit a project proposal in accordance with this call.

CREATOR : Any professional or student interested in the creative application of digital technologies and interactivity and who is involved in the field of video games.

JURY : A group of people who evaluate the proposals and select the winner.

WINNER : The candidate selected by the jury at the end of the call for ideas.

ORGANIZERS : National Film Board of Canada, Major Productions and La Guilde du jeu vidéo du Québec.

PROPOSAL : All documents submitted by a candidate for the jury's consideration.

4.0 ELIGIBILITY

4.1 ELIGIBILITY REQUIREMENTS

Any creator, organization, team, or company composed of at least one creator who meets the following conditions :

- is interested in the creative application of digital technologies and interactivity and is involved in the field of video games ;
- is a Canadian citizen or permanent resident. The company must be incorporated, its head office must be located in Canada and it must be at least 51% owned by Canadian interests ;
- has reached the age of majority in the country of residence (for each participant if more than one person is applying) at the time of application ;
- has a good knowledge of spoken and written English and French ;
- submits a proposal that complies with the terms of these guidelines ;
- submits a proposal online by November 1, 2021 at 12 p.m. (Montreal time).

Employees of the NFB, Major Productions and the employers of jury members as defined in section 9.0 below, their representatives, members of their immediate families and people with whom they reside, as well as members of the immediate families of jury members are not eligible to participate in the call for ideas.

4.2 SINGLE SUBMISSION

An applicant cannot submit more than one proposal.

5.0 QUESTIONS AND COMMUNICATIONS

Any questions or requests for clarification should be addressed directly and by email only to I.LIMOGES@ONF.CA.

Questions may be asked in English or French.

Proposals must be submitted in English or French.

6.0 CREATIVE CONSTRAINTS

Your proposal should incorporate the following constraints :

The game must be grounded in reality, and the story must be based on documented facts ;

The play must incorporate diverse voices and represent the diversity of voices in hip-hopculture ;

The proposal must be an original idea ;

The game must be a single-player or multiplayer quest game ;

The game must be developed in a French and English version ;

The number of players will be determined based on the proposal ;

The target audience of the game will be determined based on the proposal;

The platform of the game will be determined based on the proposal.

6.1 ADMINISTRATIVE CONSTRAINTS

Your proposal should take into account the following :

- The projected budget for the project is approximately \$350,000 CAD.
- The budget includes a study phase, a development (prototyping) phase and a production phase of the final work.
- The overall timeline for the project is as follows :

SEPTEMBER TO DECEMBER 2021

Call for ideas, jury, selection of the winning concept and acceleration workshop with the creative team in order to arrive with a concept ready for the development phase.

MARCH TO OCTOBER 2022

Technology choices, editorial choices, UX and UI explorations, content creation and prototype development.

NOVEMBER 2022 TO JANUARY 2024

Production until the final project is delivered.

7.0 APPLICANT PROPOSALS

7.1 CONTENT OF PROPOSALS

The proposal will consist of a descriptive document provided in PDF format with a maximum of seven (7) pages in letter format. The content will be in English or French and will take the following form :

PAGE 1 : Cover page with the name of the project, as well as the name of the applicant with full contact details (address, email and telephone number).

PAGES 2 AND 3 : Summary of the proposal, in no more than six hundred and fifty (650) words, that captures the essence of the concept and answers the following questions: Why is this a topic that is important to you or inspires you? Why is the use of video games relevant to this project? Who are you talking to? What is the user's quest? What does the user feel and experience? Which platform do you intend to use and why?

PAGE 4 : Images or visuals that provide a vision for the concept. Words or short descriptions can be inserted on this page.

PAGE 5: Preliminary budget based on the proposal.

PAGES 6 AND 7: Presentation of the creator(s) who will be developing the proposed video game and their respective roles in order to assess delivery capabilities and feasibility; presentation of some previous projects that the applicant considers relevant to the challenge at hand and that demonstrate their expertise.

7.2 HOW TO SUBMIT PROPOSALS

Proposals must be submitted no later than 12 p.m. (Montreal time) on November 1, 2021 at the following link : [HERE](#). Proposals must be submitted via this form only. Only the required documents will be sent to the jury members. No other means of submitting proposals is permitted. The organizers reserve the right to extend the entry period and to postpone any announced date.

7.3 HOW PROPOSALS WILL BE EVALUATED

Applicant proposals will be evaluated by the jury based on their compliance with the call for ideas. After discussing the respective merits of the proposals, the jury will select a winner. **The jury will give preference to teams with a strong sensibility to hip-hop culture and will be sensitive to the diversity of the team members as well as to the parity between men and women.** The jury's decision will be final and without appeal. Applicants will be notified of the results as soon as possible.

7.4 EVALUATION CRITERIA

STRENGTH OF THE QUEST / **4 POINTS** :

Respect for the theme of the roots of hip-hop in Quebec, effectiveness of the narrative, depth of the artistic and documentary approach.

ORIGINAL TREATMENT / **4 POINTS** :

Originality of the proposal, a surprising point of view, ability to resonate with the target audience.

NAVIGATION AND INTERACTIVITY / **4 POINTS** :

Relevance of the form in relation to the intention, simplicity of the interactive gesture.

INTERACTIVE INNOVATION / **2 POINTS** :

Relevance and originality of the proposed experience.

DISTRIBUTION
OF POINTS
OUT OF 20

EXPERIENCE AND EXPERTISE / **2 POINTS** :

Experience of the designer in interactive and artistic creation, relevance of previous projects to the challenge at hand, ability to complete the project.

BUDGETARY FEASIBILITY AND SCHEDULE VIABILITY / **4 POINTS** :

An experience that can be completed within the projected budget and timeframe for the project.

8.0 SELECTION PROCESS

The call for ideas will serve to amass a set of written proposals.

The proposals will be read and evaluated by a jury composed of members of the National Film Board of Canada, Major Productions, la Guilde du jeu vidéo du Québec, members of the project's creative team and artisans from the hip-hop and video game communities.

The top four applicants will then present their proposals to the same jury. At the end of this session, only one project will be selected.

9.0 JURY

The following people will be on the jury :

- Félix B. Desfossés (creative director)
- Antoine-Samuel Mauffette-Alavo (ethics consultant)
- Louis-Richard Tremblay (executive producer, NFB)
- Laurence Dolbec (producer, NFB)
- Mélissa Major (producer, Major Productions)
- Aïsha Vertus alias Gayance (DJ and copyright researcher)
- A video game expert
- A video game producer

**THE JURY
CONSISTS OF
9 MEMBERS**

10.0 FOLLOWING THE CALL FOR IDEAS

10.1 DISSEMINATING THE RESULT OF THE CALL FOR IDEAS

All applicants agree to the public disclosure of their identity should they be declared the winner(s). Incomplete or erroneous contact details of an applicant will disqualify that person. Furthermore, the organizers cannot be held responsible for the impossibility of communicating with the winner. The winner must consent to the use of their name and image, including their photo and voice, for promotional purposes related to this call for ideas and to the use of their proposals, without compensation.

Candidates will be notified of the jury's decision a few days after the deliberation.

10.2 MANDATE AWARDED TO THE WINNER

If the organizers decide to proceed with the call for ideas, they intend to give the winner the mandate to develop the proposal they have submitted in the context of this call for ideas, in collaboration with the production team and the creative team, as mentioned in section 2.0 of this document.

The NFB will pay the winner a lump sum of \$8,500 CAD for the study phase (development of the proposal) and to participate in an intensive creative workshop with the team in December to refine the idea.

In return for this sum, the winner will grant a licence that cedes the exploitation rights of the work produced from the proposal (this licence must be concluded before the production work begins).

Among the terms of the licence, the winner acknowledges that they will grant the NFB exclusive exploitation rights for the first year of the licence and non-exclusive rights thereafter.

The financial, legal and production terms and conditions will be specified in a separate agreement between the winner and the organizers.

The winner must be able to rely at all times on a competent and available team to fulfil their obligations.

Throughout the production process, the winner will take into account the organizers' comments and recommendations.

Notwithstanding the above, nothing in the call for ideas is to be construed as a formal commitment by the organizers to follow up on this call.

11.0 LEGAL CONDITIONS

11.1 COPYRIGHT AND EXCLUSIVITY

Candidates retain copyright to their original proposal. By participating, each candidate agrees to grant an assignment of their proposal to the organizers should the proposal be selected. Candidates also agree not to make any presentation, submission or adaptation of the proposal for another project until the name of the winner has been publicly announced.

11.2 GARANTEES

Each applicant and winner represents and warrants that they holds all rights necessary to respond to the call for ideas and that the content of the proposal and the work to be produced from the proposal, if applicable, are original and do not infringe any rights, including, without limitation, intellectual property rights. The proposal is considered to be research at this stage, therefore the fair dealing exception of the *Copyright Act* may apply to the use of certain copyrighted works. He or she also represents and warrants that the proposal and the work to be produced from the proposal will not infringe on the privacy, publicity, property or other rights of any individual or entity, nor contain any defamatory, obscene or offensive material.

The candidates who are not selected will be able to reclaim their proposal as soon as the winner is announced by the organizers.

11.3 RESPONSABILITY

The organizers are not responsible for the malfunction of any computer hardware, software or communication lines, for the loss or absence of network communication, or for any transmission that is faulty, incomplete, incomprehensible or erased by any computer or network and that may limit or prevent participation in the call for ideas.

Each applicant agrees to indemnify and defend the organizers and its present and future agents, directors, officers, employees, assignees and licensees from and against all third party claims, liabilities, suits, losses, damages, judgments, costs and expenses (including reasonable attorneys' fees) arising out of any breach (or alleged breach) of any of the foregoing representations and warranties.

Similarly, participation in the call for ideas or in the production of the winner's proposals does not imply any obligation on the part of the NFB and Major Productions to produce, carry out or develop said proposals. The participant waives any recourse or action for the use of their submission.

The NFB and Major Productions reserve the right at any time to modify or interrupt, temporarily, sporadically or permanently, access to the call for ideas without prior notice, without being held liable for this and without being required to compensate participants.

11.4 CONFIDENTIALITY

Given the time lag between the production and distribution dates of the work resulting from the proposals, the winner also undertakes not to communicate their participation in the project before the date on which the work goes live online.

11.5 COMPETENT JURISDICTION

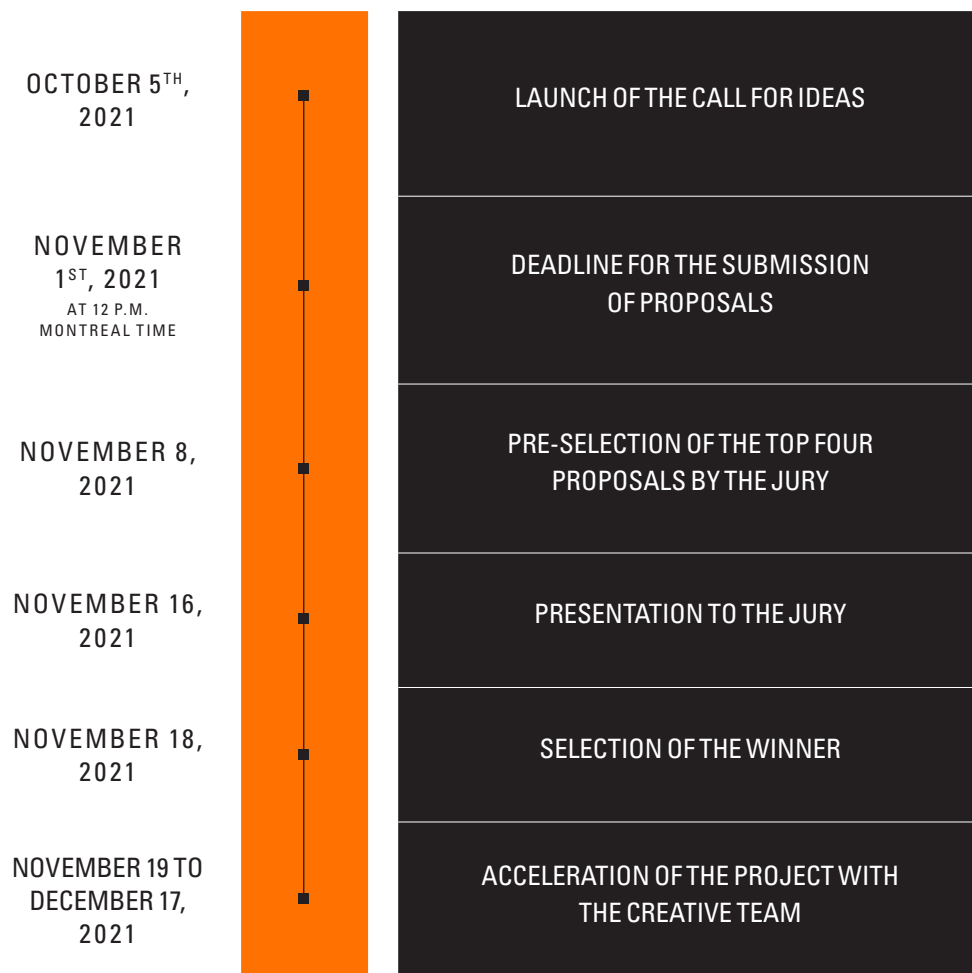
Additions or modifications to this call for ideas may be published during the call for ideas and the selection phases. They will be considered as annexes to the present call.

For matters not resolved by this call for ideas or susceptible to interpretation, Canadian legal provisions alone shall apply.

Any dispute arising from the interpretation or execution of this call for ideas that cannot be settled amicably will be brought before the courts of Québec, in the district of Montréal, according to the laws of Québec.

Participants agree to maintain the strictest confidentiality with respect to their selection process and the production of their proposal, if selected.

12.0 CALENDAR



*Dates are subject to change

13.0 PRESENTATION OF THE CREATIVE TEAM AND PARTNERS

FÉLIX B.
DESFOSSÉS

—
CREATIVE
DIRECTOR

Félix B. Desfossés is a journalist with a specialty in music history. A proud resident of Rouyn-Noranda, he is passionate about the history of popular or marginal groups and loves to share stories of their most incredible moments. He contributes to several national radio programs, has a blog devoted to the history of obscure music in Quebec called *Vente de garage*, and is co-founder of the Musée du rock'n'roll du Québec. He has published two research notebooks with Éditions du Quartz: *L'évolution du métal québécois*, *No Speed Limit (1964-1989)* and *Les racines du hip-hop au Québec, Volume 1*. He is currently at work on Volume 2.

ANTOINE-
SAMUEL
MAUFFETTE
ALAVO

—
ETHICS
CONSULTANT

DJ and music columnist for *Vice*, *Urbania*, *Exclaim!* and *HHQC*, Antoine-Samuel Mauffette Alavo is one of the few journalists who specializes in covering Quebec rap. A Senegalese-born Quebecer, he gained international experience contributing to music education projects in Peru and Brazil and currently works as Black Student Affairs Liason at McGill University. Combining his passions for music and social justice, he helped create the NoBadSound Studio to provide a creative alternative for local youth in the Côte-des-Neiges neighbourhood. His commitment has led him to support the emerging hip-hop scene as well as community groups and anti-racism activists. In addition to his years of experience in culture, community and education, Antoine has an intrinsic authenticity in the Quebec rap scene.

OFFICE
NATIONAL
DU FILM
DU CANADA

—
MAJORITY
PRODUCER

Since opening in 2009, the Montreal Interactive Studio has proved fertile ground for new vocabularies and given new ways of storytelling room to emerge. We produce stirring, eloquent works that sit at the crossroads of the senses, technology and intelligence. The stories we tell might unfold one-on-one on a mobile device or mingle with the crowd in a public space, whether virtual or physical. To date, we've explored the narrative possibilities of the Internet, mobile apps, installation, performance, social media, virtual, augmented and mixed reality, and more. We believe technology is a tool that should serve and reinforce strong storytelling. We seek works that appeal to the heart as much as they do the mind.

MAJOR
PRODUCTIONS

—
MINORITY
CO-PRODUCER

Based in Rouyn-Noranda, Major Productions is dedicated to the development and production of a variety of programs such as documentary films, documentary series, web series, fiction, children's programs and digital projects. Always on the lookout for talent and ideas, Major Productions aims to produce Quebec work of international calibre that become a part of history. Its mission is to tap into the creative source of stories and produce work that offers an insightful look at the world, engaging viewers with its sensibility and relevance.

LA GUILDE
DU JEU VIDÉO
DU QUÉBEC

—
NETWORKING
PARTNER FOR
THE WINNER

La Guilde du jeu vidéo du Québec is a non-profit organization that brings together independent international video game developers, creators, educational institutions and entrepreneurs in related fields based in Quebec. With 245 members, La Guilde is the world's leading video game industry association and is the largest of its kind in the world.