



الأعمال العظيمة مصنوعة من أجزاء صغيرة
Great works are made of small pieces

Mosaic : Our Name

Mosaic, or Mosaico, is one of the authentic arts where talent, taste, skill, and experience come together to create amazing works that captivate the audience, meet both functional and aesthetic aspects, and remain a legacy and example for future generations.

Piece by piece, and detail by detail, the art of mosaic employs knowledge drawn from various creative and professional fields, integrating and harmonizing them to achieve the final work presented before the eyes.

Hence the name "Mosaic," reflecting the diversity of arts and fields involved in the filmmaking and artistic production process, requiring precision, focus, and attention to the smallest details.

This is where Mosaic's motto comes from: "Great works are made of small pieces!"

Mosaic : Our Story

After five years of dedicated work as a lead programmer at one of the major national banks, Jordanian director and producer, Heba Nimer Bourini, left her lucrative job and secure career path in pursuit of her passion for cinema and digital media. She ventured into the world of filmmaking, climbing the ladder step by step, eventually achieving several long documentaries that received critical acclaim and a warm reception from critics and the public. She won first place at the Arab level in the directing category at the Radio and Television Festival in Tunisia for the program "Meshwar," produced for Jordanian Television. She founded her own company for artistic and media production called "Mosaic".

Mosaic was established in 2013 to serve as an institutional framework and legal entity, allowing Heba Bourini to take her work to the next level and leverage her extensive experience and wide network of local and Arab relationships to enrich the Jordanian market with a diverse range of artistic and media production services that

meet the expectations of service recipients from all sectors.

Mosaic : Our Team

The film and media production sector is one of the most dynamic and interactive sectors, especially with the rapid technological advancements and continuous changes in the communication environment and market needs.

To keep up with this evolving and fluctuating nature of the filmmaking and media industry, Mosaic relies on a wide network of part-time workers and freelancers, each serving as an "expert" in their field.

In addition to this, there are various professional service providers covering different supporting and logistical aspects of the work.

This business model allows Mosaic to put together the right team for each project or task, ensuring efficiency and maximum added value for service recipients in line with the latest service, quality, and performance standards prevailing in the market.

To ensure coordinated efforts and role integration, the work of this extensive network of collaborators and service providers is overseen by the core permanent team of Mosaic :

- Heba Bourini : Founder, General Manager, Director, Producer.
- Dr. Kamal Mirza : Creative Director, Writer, Director.
- Nermin Tahboub : Project Manager.

Mosaic : Our Work Methodology

Mosaic's work methodology is characterized by flexibility, speed, and providing multiple alternatives whenever possible.

It offers the best artistic advice to service recipients to ensure they get the maximum added value for the cost, effort, and time invested.

Mosaic places significant emphasis on the preparation phase, also known as the "pre-production" stage in the world of artistic production, as it is the most crucial phase of execution.

Proper preparation provides the following advantages to service recipients :

- A complete visual concept (70%-80%) of the final product and what the audience will see before the actual execution begins.
- The ability to make modifications and additions freely before execution without incurring additional costs or expenses.
- Streamlined subsequent execution stages, saving time, effort, and expenses.

Mosaic : Our Services

Mosaic offers a wide range of services, including:

- Filmmaking: Narrative films, documentaries, short films, corporate films, promotional films, and advertisements.
- Executive Producer: Managing work and executing tasks and shooting requests for local and international producers and local and international media.
- Videography & Photography: Events, activities, field tours.
- Audio Production: Podcasts, radio (excluding broadcasting).
- Copywriting: Writing, editing, proofreading.
- Translation: Literal translation, localization, subtitling.
- Graphics & Animation: Design, branding, 2D animation, infographics (excluding printing).
- Content Creation: Texts, designs, images, videos (excluding content management).
- Media Services: Press releases, news, specialized reports, audio reports, TV reports (excluding publishing and reservations).
- Training & Capacity Building: Principles of journalism, radio and television writing, content creation, campaign design and management, photography principles, screenplay writing, filmmaking, corporate communication, strategic communication planning.

Mosaic : Our Pricing

Our pricing at Mosaic adopts various approaches that align with the diversity of the nature of the service and the needs of the service recipients as follows:

- Pricing on a per-piece basis: This method is suitable for service recipients who wish to make a one-time purchase of a product or service, meet an urgent or occasional need, or have a limited budget or tight time frame.
- Pricing based on packages: This is often used in the case of tenders and purchase requests that include specified quantities, specifications, and reference terms.
- Pricing based on a price list: This occurs in annual contracts based on a fixed individual price list for each product and service. This gives service recipients flexibility to meet any emerging needs without going through the formal procurement procedures each time, such as specifying requirements, soliciting bids, and issuing referral decisions. At the same time, it does not oblige service recipients to predetermined quantities and amounts of purchase, so they only pay the amounts due for the products and services they have actually received.

Our policy at Mosaic considers the cost per working day according to the nature and volume of the required work.

Our pricing takes into account the specificity of service recipients. Favorable prices or incentive discounts are granted to official and voluntary institutions that do not aim for financial profit.

In the pricing process, Mosaic respects the principles of "fair competition" and "equal opportunities". In return, we are ready to match the lowest prices and offers obtained by our customers as long as these prices are within the professional margin of the Jordanian market and do not involve unprofessional practices or price undercutting.

Mosaic : Our Work

To stay updated on our work and the latest creative achievements bearing the signature of Mosaic,

please follow our pages on social media platforms (Facebook, Instagram):

<https://mosaicjo.com>

or visit the following links that includes a selection of our company's works:

- "Out of Place - Edward Said", a Documentary Film, showcased in several festivals and cultural venues
https://www.youtube.com/watch?v=DK_qyMYn5vl&t=23s
- Fashion and Style Program in Lebanon - "The Vanguard" by NET-A-PORTER in London
<https://www.youtube.com/watch?v=dQHxkciC0GI>
- "Martyr of Apartheid - Abdullah Haroun", a Documentary Film
<https://www.youtube.com/watch?v=k2NHkyW7Jz0&t=19s>
- "My Film" Program on Arab Television
<https://www.youtube.com/watch?v=EhqSzwF38D8>
<https://www.youtube.com/watch?v=j0r-paJ2X9s>
https://www.youtube.com/watch?v=9_8CWWww6Lo
<https://www.youtube.com/watch?v=OZflqtCpYUY>
- Promotional/Advertisement Video for Diraya Islamic Financial Consultations
https://www.youtube.com/watch?v=KU_dTKX_97A&feature=youtu.be
- Film on Gender-Based Violence by the Jordanian Ministry of Social Development and the Spanish International Development Agency
<https://www.youtube.com/watch?v=z2EOvumft1Y>
- "Mishwar" Program on Jordanian Television, winner of the Best Direction Award at the Radio and Television Festival in Tunisia
<https://www.youtube.com/watch?v=nXeYZnV3FAE>
<https://www.youtube.com/watch?v=rJQKTZyHcXI>
- "Entrepreneurs" Program on Al Jazeera
<https://www.youtube.com/watch?v=KYMEoAfNVaY>
<https://www.youtube.com/watch?v=LIKqMtTc8n0&t=14s>
<https://www.youtube.com/watch?v=nTNnIkD05SM>
<https://www.youtube.com/watch?v=nqvsTJJbwe0>
<https://www.youtube.com/watch?v=wLq3yQ-aONU>
- Pilot Episode of "Instant Investigation" Series
<https://www.youtube.com/watch?v=ltYJmwSjxx4&feature=youtu.be>
- Women Police Project - Jordan Public Security
<https://www.youtube.com/watch?v=dLZ0sAe3plc>

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