

**Game Design Placement Brief – 30/11/2020**

Suffolk Libraries are looking to develop and produce a library themed game that can be used as a promotional tool, presenting libraries in an unexpected and non-traditional way. The aim is to engage with people who may not have visited or used a library for some time and may have an outdated perception of what libraries are and do. With this in mind it will need to avoid overly traditional or stereotypical images of libraries.

The game must reflect some aspect of ‘libraries’. This has been left intentionally open so as not to restrict the creative ideas of the designer. As such, this is open to interpretation by the designer, with ideas to be presented to Suffolk Libraries for agreement at the start of the placement.

The game needs to be light-hearted, fun and accessible and, ideally, playable in short sessions.

Libraries reach a very broad age demographic, and while it is intended that the primary audience for the game will be adults, the content needs to be suitable for younger audiences.

The scale and ‘depth’ of the game is limited only to the capacity of the games designer, within the context of their project brief from the university.

The game is intended to be used for publicity purposes and to be available openly and publicly. Suffolk Libraries are open to advice from the designer as to the most appropriate platform or format for the game, based on their understanding of its purpose and scope.

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