[Design Enterprise Studio](http://www.designenterprisestudio.com/)

**Design Brief**

**Client details**

|  |
| --- |
| Name of organisation: Tidy Games  Name and email address of main contact person: Charlie Blaise – [Charlie.blaise@tidygames.co.uk](mailto:Charlie.blaise@tidygames.co.uk)  Organisation URL, social media (if relevant): [www.tidygames.co.uk](http://www.tidygames.co.uk) Preferred method of contact: email address above |

**Project title and summary**

|  |
| --- |
| Tidy Games is an indy games company, located in Bristol, and are looking for a web designer to re-design their current website. This includes an update of the content, in particular replacing existing materials with more relevant projects the team has been working on in the recent past.  The company pays for GoDaddy’s website builder, so the designer will need to be using that tool for the redesign. Please note, the TIDY team is *not* looking for novel engaging or bespoke interactive systems on the pages, as the primary purpose of the site is to showcase the projects TIDY Games has worked on and communicate what they could offer to potential future clients. |

**Project deliverables / provisional workflow**

|  |
| --- |
| * Initial meetings to discover the company values and key target audience(s) for TIDY. This insight needs to be summarized in form of user personas. * Competitor analysis of other indy games companies to establish relevant web site practices, summarized as design recommendations. * Sitemap and lo-fi (grey box) web page designs. * Max of three design iterations, exploring designs variations with the client. * The final web design itself, with content updated and live. * A design guide (branding pack) detailing font, colours, style of language etc, for web and print. * A handover document detailing changes made and how the website needs to be maintained and updated. |

**Process/ tools/ methods**

|  |
| --- |
| The website will be used to showcase the studios portfolio of work and allow potential clients to contact the studio with development opportunities. The website uses GoDaddy’s Website builder. A folder of images/videos/ logo will be provided to the developer for them to use throughout the website.  Bi-Weekly meetings to catchup on progress and ensure the designer is on track. |

**Client responsibilities**

* Regular feedback to students on project (we recommend weekly or fortnightly)
* Timely access to project assets (e.g. logos, footage, text content, images, social media accounts)
* Clear copyright issues re project assets
* Provide a platform for storage of project assets (OneDrive /Google Docs/ web host)
* Attend milestone events (e.g. client pitch, work in progress presentation, hand-over)

**Student responsibilities**

* Maintain professional communication with the client and module staff
* Contribute to regular client meetings with project updates
* Actively manage the scope and workflow of the project
* Adhere to professional guidelines for data and asset management
* Give professional recommendations on creative and technical aspects of the project

**Studio Staff responsibilities**

* Initiate and maintain project communication with clients and students
* Help to scope projects and initiate agreements (if required)
* Provide location and infrastructure for project work, as well as project milestones
* Support students with business, technical or creative expertise as required
* Gather feedback from clients and assess students

**About the scope and schedule of Design Enterprise Studio projects:**

The Design Enterprise Studio is a creative and technical unit, led by UWE Bristol Staff and populated by students in the final year of their BSc Digital Media Degree. They are assessed on their Design Enterprise Studio work but also on further modules. Therefore, all projects need to be suitably scoped as students can only input the equivalent of 20 working days into a Design Enterprise Studio project.

Important project milestones that involve the client in a more formal capacity include:

October – client pitch and start of the projects  
Jan – interim presentation to client  
March - end of project hand-in/hand-over

Any queries should be addressed to the studio leader Michaela Palmer at [mic.palmer@uwe.ac.uk](mailto:mic.palmer@uwe.ac.uk).

**-**