Website Design Brief for School of Machines, Making & Make-Believe
March 6, 2019

Introduction
School of Machines, Making & Make-Believe ("School of Machines") is looking to redesign and redevelop its website www.schoolofma.org.

School of Machines is a uniquely curated School born in Berlin, Germany in 2014, keen on inventing one-of-a-kind hands-on learning experiences in the areas of art, technology, design, and human connection. We embrace art, creativity and exploring the latest technology and ourselves with openness, humility, and curiosity.

Project Objectives
We want our website to present School of Machines as a uniquely curated, student-focused art and technology school with a high-caliber of instructors. We want the website to have an easy to use interface so that students can find information about a program and fill out a registration form (through Google Forms) without any hindrances.

Target audience
Ours programs are geared towards anyone who is or wants to be creative, experiment and learn the skills to make new ideas come to life. A basic knowledge of programming is often encouraged but rarely required.

Current website
Our current website (schoolofmachines.org) was built in 2014 and now looks out of date and feels clunky.

What we don't like about the current site:

- Out of date design and navigation that feels clunky
- Space on the pages does not seem used efficiently (there seems to be lots of unused space)
- Our student projects are on a third party website (Tumblr)

What we like about the current site:

- Good content (although needs reviewing)
- It's easy for us to update (hosted on github)
- Responsive design
- Blog section is well populated
- Good images of previous projects, although this section needs to be updated and incorporated into the site (and off of Tumblr)
- We think it has a non-corporate feel, which is important to us

Things to retain:

- The content and the components of the top level navigation

- We have a very large number of newsletter subscribers that we communicate with frequently, so we want to continue making it easy to sign up (we use a hello world sign up plugin now, but the newsletter is managed through mailchimp)
- Diversity is important to us and we want all students to feel welcome at our school
- We like incorporating testimonials from alumni into the site

Overview of existing navigation with comments

- Home: we want to simplify this page dramatically
- Programs (our most important section)
    - Links to each open programs (around 4 to 8 a year).
    - Each individual program page will have the following same components:
        - General Description
        - Link to apply (which goes to a Google Form, this process will stay the same)
        - Course Description
        - "In this course, you will be introduced to"
        - Course Outline
        - Who Is this Course For
        - Pricing (including information on cancellations)
        - Admissions Process
        - Short instructor bio and link to their page
        - 1-2 photos
    - Past Programs: this link currently at bottom, we would like to integrate this in an easier way
- Community: Right now it includes alumni and instructors together but we would like to separate this into two separate pages for alumni and instructors, with a standardized page for each instructor (alumni names can continue to link to external websites).
- About: we want this page simplified and more professional looking
- Blog: content and functionality will stay the same
- Projects: content needs to move from Tumblr and on the site
- FAQ: content can stay the same
- *Need to add an impressum and dataschutz page
- *News & Events page: We would like to add an Events page for our short term workshops, scholarship announcements and meet-ups.
- SEO: we wish to appear higher up on search results for search terms relating to the school

Scope and size of the website

We anticipate that the website will have around 50 pages, with the largest number of new pages being those created for the instructors. In addition, there will be an updated Projects section showing previous projects (with content imported from Tumblr).

Updating content

We need to be able to update the website on a regular basis in-house. The website is housed now on github but we think we want to have the new website in WordPress for ease of use and to take advantage of a plugin they have for event signups. We are open to other suggestions as well.

Content

We're happy with most of the content on the existing site, and much of it will form the basis of the new site; however, we plan to go through all the pages and do a content audit and reduce the copy in some sections. No entirely new copy will be required.

Color scheme

We want the new website to reflect and be consistent with our existing color scheme. Accompanying this brief is a pdf containing a compilation of our current color and font schemes. We want our new website to reflect and be consistent with our existing colors.

Similar Org websites

School of Poetic Computation – sfpc.io/
No School Nevers – http://noschoolnevers.com/

Re-brand

Our existing brand identity needs to be looked at as it was last redesigned in 2014. If this is within your expertise, we would also like you to provide details of your process for creating a new brand identity, and a cost for same.
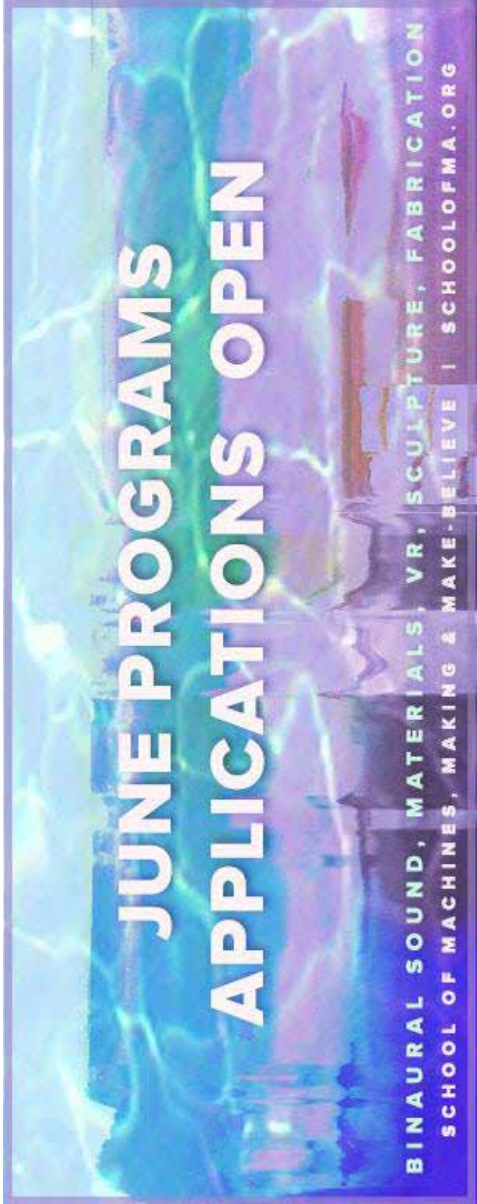
Timescale

Our deadlines for the project are as follows:

Developer appointed	22-03-2019
Project start date	01-04-2019
Site ready for testing/checking	01-05-2019
Go live	14-05-2019

Required response

We would like to receive your response, in the form of a quotation/proposal by March 22, 2019. Please email your quotation/proposal to info@schoolofma.org.
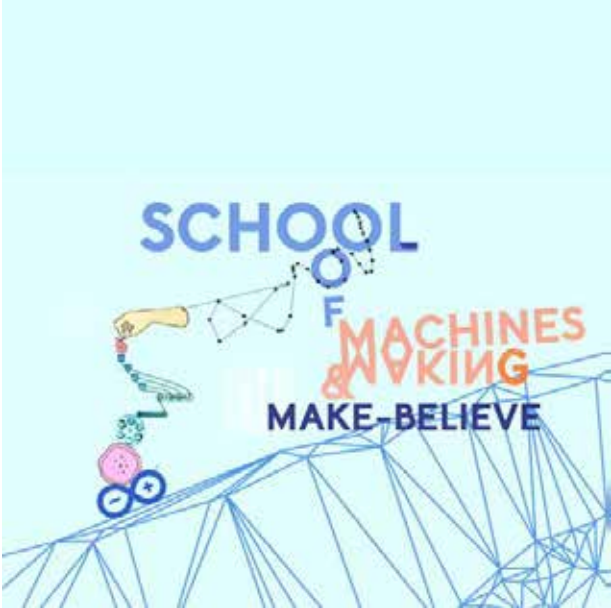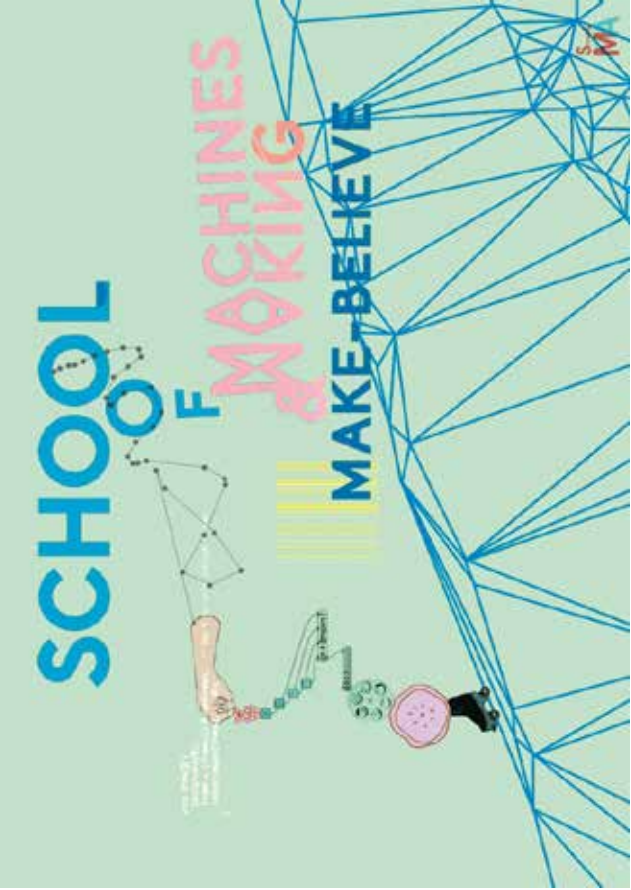
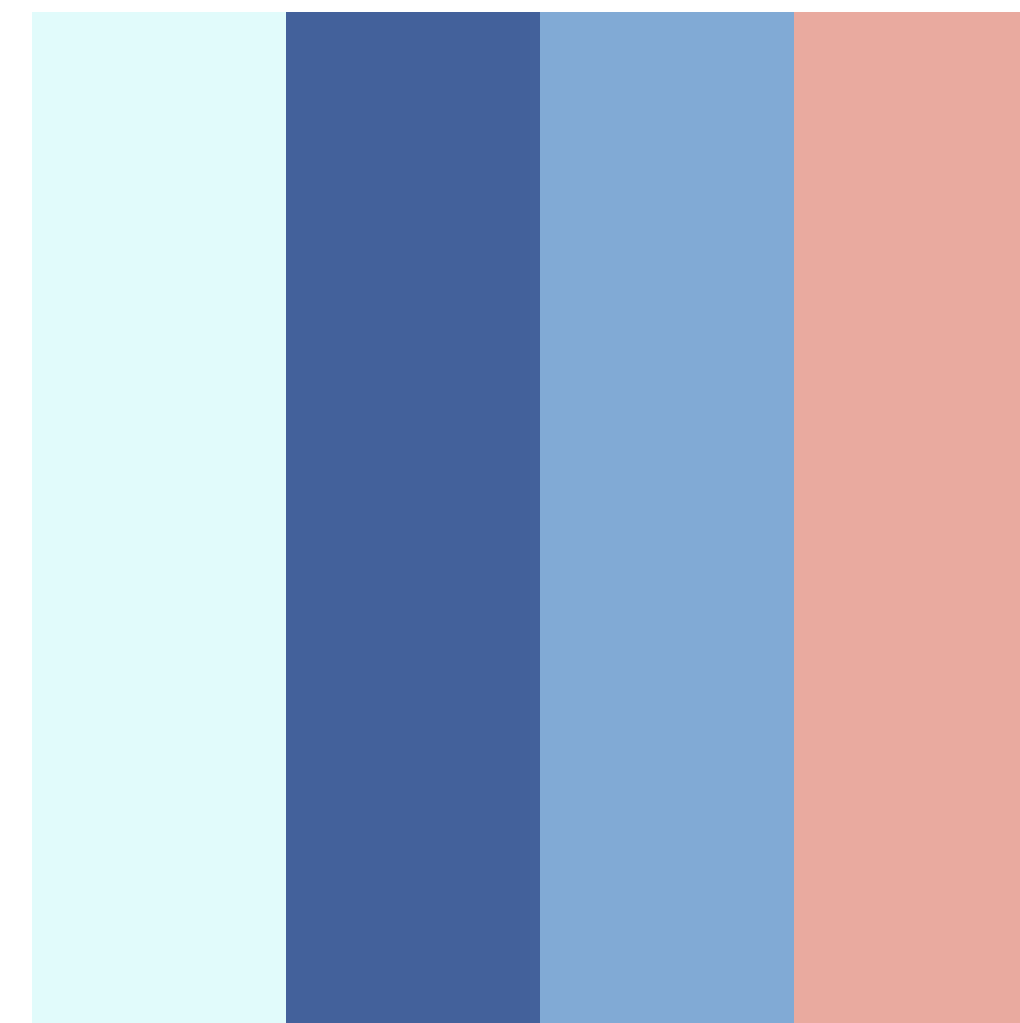Any questions regarding the brief can be directed to Michele Walther by email at michele@schoolofma.org.

SCHOOL
OF
MACHINES
& MAKING
MAKE-BELIEVE

SUMMER PROGRAMS 2017

School of Machines, Making & Make-Believe is dedicated to the imaginative exploration of art, technology, design, and human connection.

DISCOUNTS ARE AVAILABLE FOR STUDENTS, FREELANCERS, RESIDENTS OF GERMANY AND MORE...

STUDIES IN VIBRATION	Physics, light, and exploration of sound	1 - 26 MAY
AUGMENTED EAR REALITY	Sound design, binaural sound scenography, design, materials, sensors	5 - 30 JUN
FABRICATING THE VIRTUAL	Fabrication, virtual reality (production design), sculpture	5 - 30 JUN
CLOSER	Multi-user virtual reality, Unity3D, 360° film-making, storytelling	3 - 28 JUL
THE DIGITAL HAND-MADE	Virtual reality, storytelling, fine-art production, volumetric filmmaking	3 - 28 JUL
PERFORMING HYPOTHETICALS	Performance art, immersive storytelling, rapid prototyping	31 - 25 AUG

WE ALSO HAVE ONLINE CLASSES!

| THE INTERNET DECONSTRUCTED | Net-activism, surveillance, web-design, critical discourse | 8 - 29 MAY |
| A MAPPING OF SOCIALLY-ENGAGED CREATIVE PRACTICES | Creative activism in art & technology, critical discourse | 9 - 30 MAY |

SCHOOLOFMA.ORG   @SCHOOLOFMA   FB.COM/SCHOOLOFMACHINES

APPLICATIONS NOW OPEN

MADE IN CHINA
1 - 26. APRIL 2019

SCHOOL OF MACHINES MAKING & MAKE-BELIEVE

2019 Scholarships

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Key color rule: contrast + pastels to tone it down
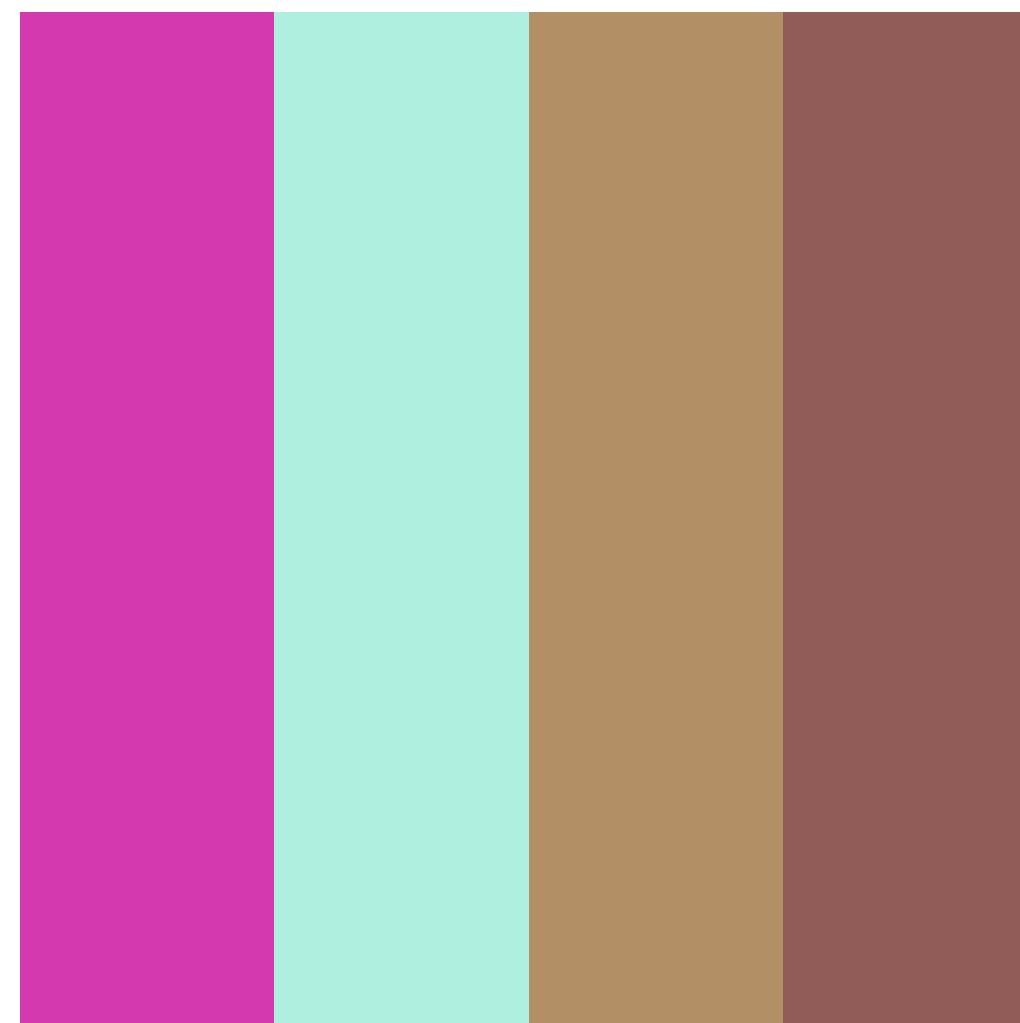
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F
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FONT OPEN SANS BOLD

Other fonts in previous visual communication:

RimouskiSb-Regular

SUMMER PROGRAMS 2017

Proxima Nova ExtraBold

ONLINE CLASSES

**Proxima Nova Bold**

virtual fictions

Proxima Nova Regular

CAKE & CONVERSATION

Using set of rich in texture images to create 'collage' feeling

Considering implimenting exhisting visual elements
(lines of code, geometric forms or little part of collage as obligatory part of use of the logo in visual communication of the school in order to unite the style even if many designers working on it)
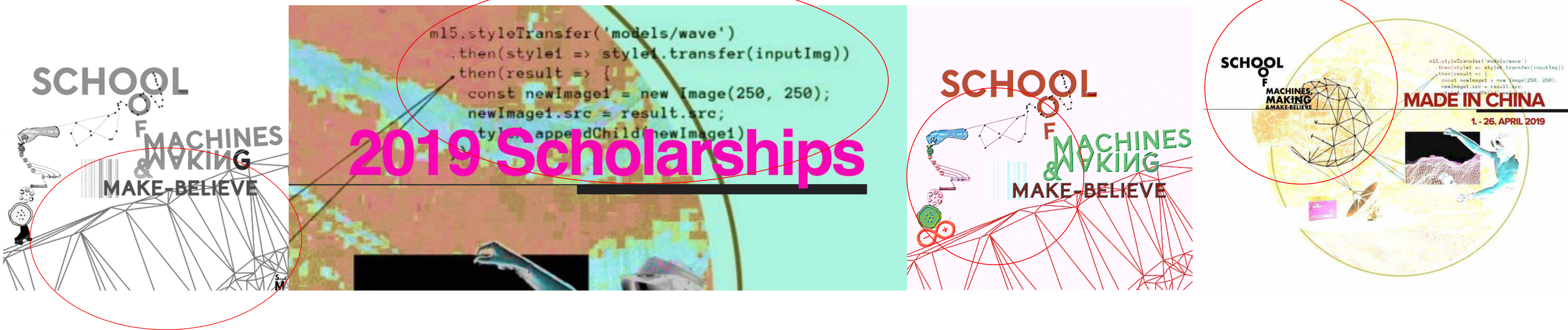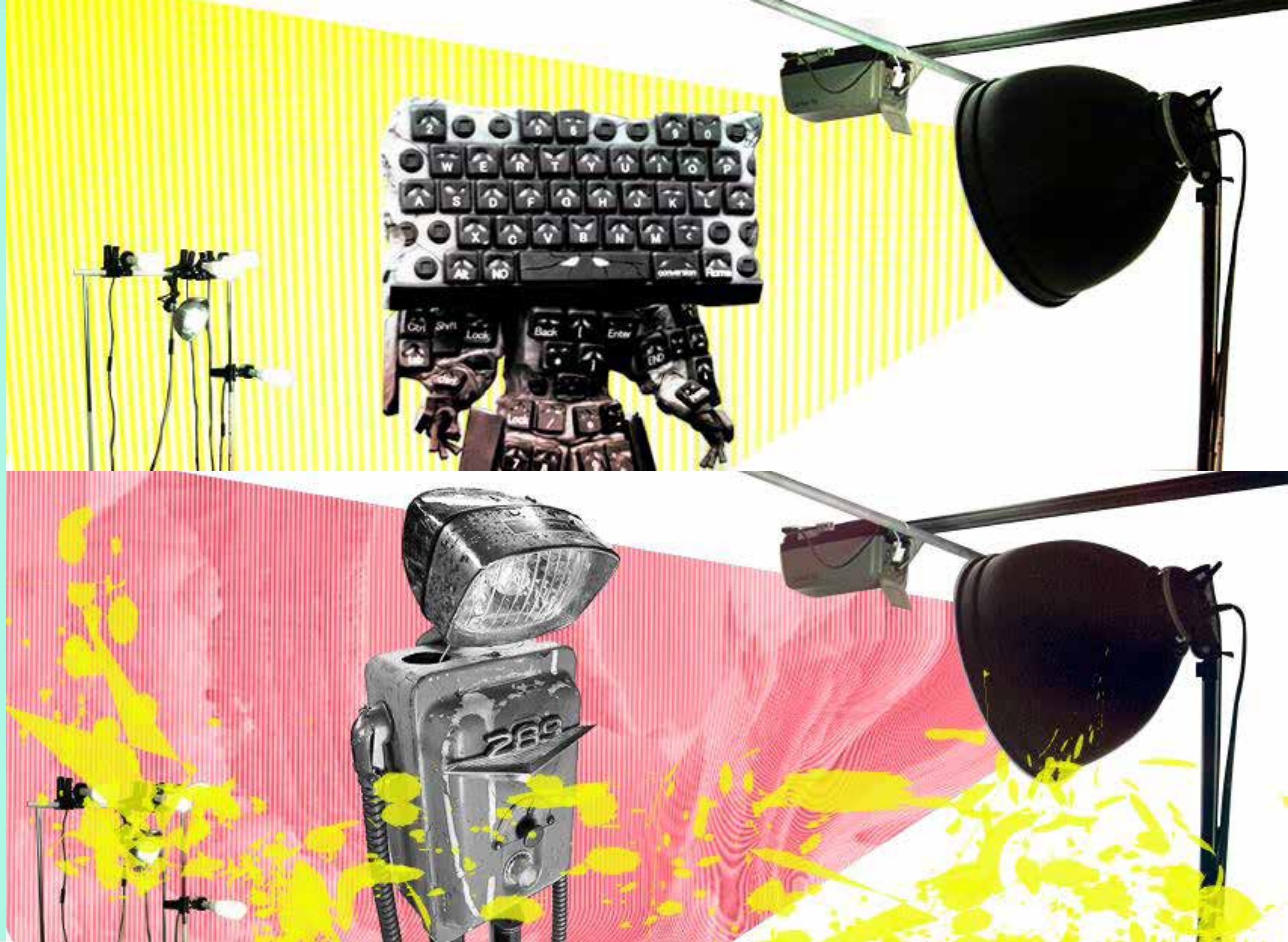
Considering creation of the 'collage library'
(school related and non-related)
as an 'inspirational tool' for creatives

Images that are created with technology taught should be encouraged (ideally following color rules)