



WEBSITE CHALLENGE 2008

STUDENT BRIEF

This challenge involves you and your team developing a website for a 'real' customer. The project will also enable you to develop key skills for employment, in particular:

TEAMWORK
COMMUNICATION
PRESENTATION SKILLS
ICT
ENTERPRISE CAPABILITY

The main focus is developing the website but the challenge involves a wide range of skills:

RESEARCH
PRESENTATION
INNOVATIVE DESIGN
GRAPHICS
PROJECT MANAGEMENT

There are two customers for the website challenge:

1. **The Nuffield Theatre**
2. **The Point Eastleigh**

All organisations provide services to young people and your team will develop a website for **ONE** of them.



The Nuffield Theatre

About The Nuffield Theatre

The Nuffield Theatre Company makes award-winning theatre for adults and children, which we perform in our Main House and Studio in Southampton. As well as creating theatre, we're always on the hunt for the most exciting visiting productions by other companies, both in the UK and all over the world. We are also available as a venue for community and amateur performances.

The Touring & Projects Department manages the Nuffield Theatre Company's touring work, which travels to schools and venues all over the country, performing shows and running workshops. Outreach projects are also run from this Department, as we try to get more people from more diverse backgrounds involved with the work of the Nuffield.

There is a highly successful programme of involvement for young people, including Drama Club (for 5 – 12 year olds) and the Nuffield Youth Theatre (for 13 – 25 year olds). Courses for young people are skills based, and the Nuffield Youth Theatre puts on 3 shows each year. Young people can also get involved in the summer course, Hampshire Youth Theatre, which comprises a 10 day residential rehearsal period followed by performances in our Main House. We often work with schools to provide tailor-made workshops to suit their needs.

The Touring & Projects Department also work collaboratively with community groups and schools to set up and run project, recently including a Polish Project, an Asian Project, a Science Project focused on theatre sound and lighting, and a French speaking and listening project.

Education work is also available for adults, with adult workshops built around some of our shows as advertised in our brochure. Tours of the theatre are also available. The theatre itself is used (often hired out) as a conference and meeting venue by local companies and for conferences and awards ceremonies.

The Nuffield Theatre is also spearheading the development of the new Performing Arts Organisation as part of Southampton's New Arts Complex, a state-of-the-art new building due to be completed in 2012 in Guildhall Square in the Town Centre.

The Nuffield Theatre website

www.nuffieldtheatre.co.uk

The existing website was launched in September 2006, and tied in with our launch of that season's brochure. Whilst retaining clarity, we want to give a strong impression of the range of work shown at the Nuffield- from classic plays through to avant-garde performance art.

At our request, most of the website's content can be edited from our offices; this is crucial- our website is a central resource for our customers and needs to be absolutely up to date. For example, if a show were to cancel at the last minute, we would expect this information to show on the website.

Online booking is available through the website, which is growing in popularity, especially amongst young people.

The Nuffield audience (both in terms of visitors to the theatre and also visitors to the website) vary widely in age, income, educational background and computer literacy.

The website challenge

There are four key points The Nuffield would like to achieve from the website challenge:

- a) We'd be interested in seeing more interactivity on the website, for instance a members' only section, a Kids' Zone or Teachers' Zone. We'd like to see ideas for chat rooms, where teachers could share thoughts on productions, and how they related their class work to what they have seen at the Nuffield. Photos and feedback from workshops should be available to view.
- b) Input from young people as to what makes a website attractive to their peer group, and what information they would like to see on the website.
- c) We would like to see additional pages describing and documenting our community and education projects, not currently featured on our website.
- d) We would like to see more detail about what we take out on tour, for use by schools and venues that may want to book our shows. Our technical requirements for the tour should be able to view.

Our website needs to be compliant to a high level, and designers need to be well aware of issues surrounding accessibility and disability. It also needs to look good regardless of the browser used or the speed of the connection. It needs have a distinctive, high-quality look and feel.

Design

In terms of typography, layout and overall design we would like you to look at our seasonal brochure which is designed by Southampton based company Carswell Gould (www.carswellgould.co.uk). The design challenge for us is an interesting one; the clean, crisp design that tied in with our old brochure is still very much a priority, but the new brochure, with its richer colours and stronger images, should be worked into new website designs.

We feel that some continuity between the brochure and the website is key in terms of branding, images and a format that is recognisable and associated with The Nuffield Theatre.

General requirements:

- Evidence of market research through looking at other theatre websites and brochures as well as with young people to test suggested formats.
- Appropriate information should be found within 2-clicks of entering the site
- 'What to do next' (e.g. How to book tickets) should be clear and easy to find and navigating the site as a whole should be clear and easy to follow.

Pages required:

- What's On
- Booking Information
- Support Us (Individuals & Corporate)
- Artistic Development and Education
- Visitor Information (Including Getting Here)
- Venue and Room Hire
- Technical Information for Visiting Companies
- Mailing List, Contact and Feedback.
- Links

Each of the pages can have sub-pages and information in the form of pop-ups and downloads. The website will not have advertising from third party companies.

A note on vocabulary

The phrase 'the Nuffield Theatre' relates to the building itself. 'Southampton' is often added to this (eg. forms part of our logo), to locate us of course, and differentiate us from the Nuffield Theatre in Lancaster. The phrase 'Nuffield Theatre Company' is used for the cast, crew and staff involved in producing shows, so this phrase would appear on all shows made by us.

The Point Eastleigh

About The Point

The Point, Eastleigh was established in 1997 with one of the first national lottery grants. It is situated in a beautifully renovated late-Victorian town hall (architects Burrell, Foley, Fisher) and comprises a 10m x 6m practice studio, café bar/gallery, four meeting/conference rooms, a 50-seat studio theatre and an adaptable 320 seat main auditorium with a 10m x 8m stage area.

The venue is owned and run by Eastleigh Borough Council and presents a year-round programme of theatre, film, light entertainment and contemporary dance. A key to its success has been the balance of professional programming and community participation it has maintained, along with a popular public hire scheme allowing local companies to present their work in a fully professional environment.

Based at The Point is Eastleigh Borough Council's arts development team, covering music, media, dance, visual arts. The Point is also home to the Young People's Theatre. The arts development team (also known as Point Out) focus on community and school work and have run numerous projects with local people of all ages.

The Point's website www.thepoint-online.co.uk

The current website was implemented in 2006, and is formatted via a content management system (CMS). This format is Eastleigh Borough Council wide, so we can change what's within the pages, but not the frame itself.

The challenge

The area which we feel needs most work is the Point Out (taking part area) and particularly the Young People's Theatre page. Currently this area sits under the taking part tab of the main website and each area has its own page. There is a lot of information to include in this section and at the moment (as a result of the restrictions of the CMS system) it appears as a long list and is not very visually appealing. The pages need to link to new pages away from the CMS system so that it can appeal to the correct target age group (for example YPT has classes from ages 7 – 20). The pages need to be identified still as part of The Point and Eastleigh Borough Council which can be achieved by using the logos.

- The design needs to be recognised as part of The Point – using current website and brochure as a design guideline
- The pages need to be visually appealing and clear to read and navigate
- The pages need to appeal to the target audiences
- There needs to be a clear and easy link from the main website – you may want to design the link page too.

Pages required:

- Young People's Theatre
- Music
- Multi Media
- Dance classes
- Elder Share Arts

General requirements

- Some market research should go into various formats before deciding which is the most appropriate for the target audience
- Some research into outreach/education sections from other theatres' websites should take place

GOOD LUCK!