



RESPONSEABLE

WEB DOCUMENTARY CONCEPT

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Deliverable 7.1

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Why WEB DOCUMENTARY?

Webdoc differs from film documentaries through the integration of a combination of multimedia assets (photos, text, audio, animation, graphic design, etc.) with web technologies. In a web documentary the user has to interact with, or navigate through, the story.

Compared to a linear narrative where the destination of the story is pre-determined by the filmmaker, a web documentary provides a user with the experience of moving through the story via clusters of information.¹ The integration of information architecture, graphic design, imagery, titles and sub-titles all play a role in providing visual clues to the user as to the sequence through which they should move through the web documentary. But from that point, the users have to explore the components of the story that interest them the most.

The concept of Webdoc is relatively new and the number of existing Webdoc's is still relatively low (under 100) however, it is growing, as it proves to be more engaging than a regular documentary.

Development of Webdoc in ResponSEable was envisioned for making an interactive platform where products, which will be developed under WP5, can be presented to stakeholders and users in an interactive manner.

The overall objective of the ResponSEable project is to contribute to the development of Ocean Literacy in Europe and to raise awareness of specific target groups on their roles and responsibilities in achieving the sustainable development of the oceans, while contributing to the sharing of knowledge on the human-ocean relationships.

The ResponSEable project Webdoc aims to ***“present the importance of changing behavior for the future of the ocean and the importance of well-targeted ocean-literacy (building on available information, interviews, and short movies from different stakeholder representatives and citizens”***.

¹ Melahat Hosseini and Ron Wakkary (2004). ["Influences of Concepts and Structure of Documentary Cinema on Documentary Practices in the Internet"](#). Archives & Museum Informatics.

WEB DOCUMENTARY objectives

The main objectives of the ResponSEable Webdoc are following:

→ ***Bring together all relevant project outputs***

The Webdoc will play the central role of hosting, disseminating and enhancing the scope of the project results, gathering them together around a unique story. Each project result will get its own place in the Webdoc concept.

→ ***Host the ocean-literacy data-base***

Webdoc won't directly host the ocean-literacy knowledge base and won't be the central reference for it, but will contain a special link to it. Users of the final version of Webdoc will have the possibility to discover the Ocean Literacy knowledge base as a deepening of the Webdoc experience.

→ ***Initiate the changing behavior through interactive materials and engaging subject***

The main feature of the Webdoc will be the possibility to be involved in the subject through specific interactive tools (serious games, multiple tasks and missions).

WEB DOCUMENTARY development process

The Webdoc will work as a hub for products developed in Work Package 5 and will target groups/users which will be identified in Work Packages 3 and 4.

At the moment, no materials have been produced to be included in the first draft version. That's why the main focus of this deliverable is to identify the concept and the process and select the subcontractor for development of the Webdoc.

The concept of the Webdoc will be developed in more detail, leaving the space and possibility to add products as they will be developed. The first outcomes are envisioned for the test case on Marine Litter by May 2016. Thus, the first operational version of the Webdoc is envisioned to be launched in September 2016, with limited functionality and content. During September 2016- February 2019 the Webdoc will be populated with content, tested and finalized.

The final version of the Webdoc will be delivered and open to public in April 2019, followed by the press release, announcements on the web site, newsletters and social media.

Target Audience

The Target audience for the Webdoc is large. It can be categorized into various sub-groups, with different age, social backgrounds, levels of thematic knowledge and expertise, and therefore, with different expectations and needs. Thus, it is important to take into account different messages that will be addressed to each target group.

Different target groups will be defined as a result of WP3 and WP4, and WP5 will produce particular products for particular groups. The Webdoc will collect all these materials in one platform, adding elements of interactivity.

Generally speaking, the Webdoc will be constructed for the general public, with the main objective to deliver the knowledge about the human-ocean relationships, raise awareness and initiate behavior change. The Webdoc will address the message mostly on a personal level, regardless of the professional role, targeting the changing of normal, day-to-day behavior.

The creation of such a product is a challenging task, as the target group is so large. However, using interactivity, which lies at the core of the Webdoc, it will be possible to choose the topics and documentaries which are most suitable for each sub-group. The interface and the general concept of the Webdoc need to be engaging, visual, and easy to understand and interact with, and it should have a possibility of sharing in social media.

Elements of the WEB DOCUMENTARY

The main objective of the Webdoc is to raise awareness and initiate behavior change regarding Ocean and Marine issues. Thus, the Webdoc needs to be based on interactive materials and exchanges, so the user can be directly involved in the process (possibly integrating serious game from the beginning to engage the users or to include initial questions to user where he/she wants to explore/travel/live/work and what issues they are interested in).

Main elements to be included in the Webdoc:

- *Discovering regional seas*

User should be able to “navigate” through different regions, zooming on and discovering regional particularities.

- *Discovering different stakeholders*

ResponSEAbLe aims to interact with different groups of stakeholders – fishermen, tourist organizations, value chains, harbors etc. The Webdoc can propose to the final user to choose their “role” and to discover

how to be ResponSEAbLe from the point of view of different stakeholders. For example, if the user chooses the Fishermen role, his/her journey will be related to learning about state of biodiversity, populations, human impacts on fisheries, as well as connection with what one can do to reduce the impact.

- *Discovering different parts of the DPSIR framework*

Users should be able to understand and see the links between drivers, pressures, state, impacts and responses of their actions/behaviors and understand how their behavior can make a difference.

Selection Process

The selection process, which included writing Terms of References, meeting with subcontractors and evaluation of the proposals was launched in August 2015. Below is the diagram, which shows the timeline of the tender process:

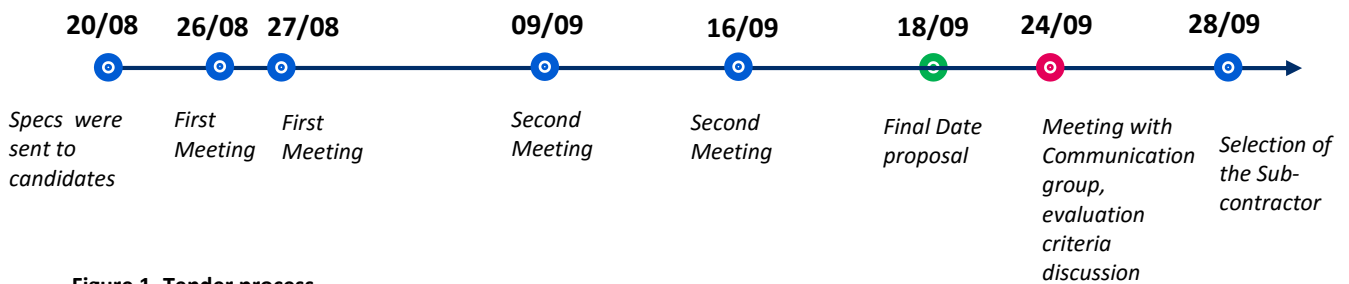


Figure 1. Tender process

Three companies were retained for the participation:

Method in the Madness: Strasbourg-based company, specialized in e-learning and serious games, with an important experience in web documentaries. The company was created in 2012, but the team is working in the serious games segment for more than 15 years.



Bitville is a company based in Finland, created in 1996, with a specialization in digital learning and trainings, developing of learning programs and web applications.



Almédia, the third candidate, is also based in Strasbourg, and was created in 2007. Their speciality is serious games production for various purposes.



The following criteria for choosing subcontractor were developed:

Table 1. Criteria of selection

N	Criteria	Comments	Points
1	Reaching right audience	<i>Concept proposed is appealing to target audience</i>	10
2	Creativity/innovativeness of the concept	<i>Main idea is creative and captivating</i>	10
3	Interactivity	<i>Ease of engaging users</i>	10
4	Technical proposal	<i>Viability of technical offer</i>	10
5	Organisation of the work process	<i>The process of web doc production is clear and logical, well developed</i>	15
6	Ease of communication with the subcontractor	<i>Territorial /use of different platforms</i>	5
7	Possibility to adapt/back-end	<i>Back-end/Front-end organization</i>	5
8	Previous experience	<i>References for at least 3 similar projects</i>	10
9	Organizational viability	<i>How many years company is on the market? Can they plan the activity within 4 years horizon?</i>	10
10	Financial offer	<i>Financial offer is clear, limit of 25 000 € is respected, 10 is attributed to the minimal offer, 5 to the middle one, 0 for the most expensive</i>	10
11	Delivering on time	<i>Offer was send before the 18th of September</i>	5
TOTAL			100

The three proposals were evaluated by the Communication committee of ResponSEable. As a result of evaluation Bitville was chosen as a subcontractor for developing Webdoc for the ResponSEable project.

Table 2. Evaluation of the proposals for ResponSEable Webdoc, by evaluators

	Method in the Madness	ALMEDIA	BITVILLE
Evaluator 1	48	50	49
Evaluator 2	44	44	72
Evaluator 3	60	47	70
Evaluator 4	84	74	82
Evaluator 5	79	73	78
Evaluator 6	63	64	74
Total	378	352	425

Table 3. Evaluation of the proposals for ResponSEable WebDoc, by criteria

		Method in the Madness	ALMEDIA	BITVILLE
1	Reaching right audience	27	20	33
2	Creativity/innovativeness of the concept	39	45	38
3	Interactivity	44	47	37
4	Technical proposal	38	27	45
5	Organisation of the work process	41	39	59
6	Ease of communication with the subcontractor	32	32	29
7	Possibility to adapt/back-end	20	13	25
8	Previous experience	29	34	38
9	Organizational viability	43	43	48
10	Financial offer	49	39	35
11	Delivering on time*	16	13	33

Based on the results of evaluation, the concept proposed by Bitville was considered the most suitable for the needs of the ResponSEable project, as it allows to target different audiences within one Webdoc and provides different approaches for learning and raising awareness, which could appeal to a wider audience. The organization process is most clear and it allows to have the back end for modification. Bitville was the only one which submitted the offer by the deadline. In addition to having experience with developing different web based solutions and platforms, Bitville also has experience with e-learning and using different concepts and approaches for raising awareness.

The proposal and concept developed by Bitville is in the Annex 1. The proposals of the other companies can be found in the Annex 2 and 3 correspondingly.



Annex 1: Concept and organization of WEBDOC development process by BITVILLE



Project Proposal

ACTeon Ocean Literacy Web-Doc

Bitville Oy

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Project Brief

This document is a project proposal for the creation of the ACTeon ResponSEable web-doc. This document has been created based on discussions between ACTeon and Bitville in August/September 2015 and materials submitted by ACTeon.

The language used in this web-doc will be English. This proposal does not cover other language versions.

Bitville will provide ACTeon all the files related to the project, so ACTeon can do the updating. This proposal does not include working hours from Bitville for the possible changes and updates after the first version of the course has been delivered. Possible updates and changes can be ordered with an hourly rate 96 € / hour + VAT.

Development of the solution will start during Week 3 of 2016, and the web-doc will be ready for launch during Week 14 of 2016. It is beneficial for project success that Bitville begins working when all possible preparations (gathering source materials, further defining project specifications, etc.) have been made by ACTeon. When everything is ready, Bitville's agile ways of working will ensure that the project will be completed in ten weeks.

Bitville's part of the web-doc will only include the things mentioned in this proposal. It will not include any other additional content or technical solutions. For this project we will follow the terms and conditions defined in the accompanying Bitville Oy Terms of Delivery 15.1.2015.pdf.

Why Bitville

Reliable and professional. Bitville is Finland's leading digital learning solutions provider. With almost 20 years of experience, we've created more than a thousand successful training experiences with millions of enrollments around the world, for clients such as KONE, Nokia, VTT, RAY, Martela, Tieto, and Worldreader. Bitville is a solid and successful business that is consistently ranked by third-party rating organisations as one of Finland's top-performing companies.

Wide solution offering. Although Bitville's e-learning techniques and production processes are established as world-class, we continually renew and refine them. Over the years we have created many kinds of solutions. Customers have a variety of needs, for which we have a wide solution offering, ranging from simple e-learning to very sophisticated learning platforms. And we're familiar with delivering content to be effective in a global environment. Sometimes solutions are only in English or Finnish – other times they may be translated into 20 different languages.

Flexible and responsive. We have built our organisation in such a way that we are dynamic and agile. The reality is that things can change during projects. Bitville is able to handle such situations well because we have all the critical resources in-house. With everything under one roof we can respond very quickly to new requirements during the project, or after it.

Follow the latest trends. The Digital learning industry is growing and changing very fast, and new methods are continually evolving. Bitville invests considerable resources in both following the latest trends in the industry and in innovating and developing new methods. We actively participate in local and global learning events and conferences, and Bitville experts regularly lecture at top Finnish universities. We test out new techniques and then carefully select the best possible tools for using modern technology most effectively for learning. In this way our customers get access to the best of the latest trends and possibilities. Lately our solutions are more and more personalized, community-based, and can be mobile if desired. Gamification, nano-learning and time-spaced learning are also frequently used, and learning analytics are a part of everything we do.

Project-specific experience. Since 1996 Bitville has completed hundreds of digital projects aimed at raising awareness and changing mindsets for millions of users around the world. We have helped global and local companies give new life, meaning, and relevance to their materials and projects, implementing them in ways that actively engage their users with compelling copy, vibrant graphics, proven pedagogy and the latest advances in digital learning technology.

With almost 20 years of experience in the field, we can provide ACTeon with a technically solid and creatively fresh solution to strengthen the human-ocean relationship that will raise awareness of today's ocean issues influence behavioral change.

References

To learn first-hand what working with Bitville is like, you are welcome to contact the following people:

Juha Manninen
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Reference sites

Much of our work is for corporations and so is not available publicly. Some relevant publicly-available examples are:

http://www.bitville.fi/case_ray.php

<https://www.5g5min.com/>

<http://www.kaivosvastuu.fi/kaivosvastuujarjestelma/> (in Finnish, about responsible mining practices)

Project Scope

Objectives

The objectives of the ResponSEable web-doc are in brief as follows:

- Initiate increased awareness and behavioural change through interactive digital materials
- Provide a hub for bringing together all relevant project outputs (videos, research results, etc.)

This will be in the form of a web-doc, the primary objective of which is to raise awareness and initiate behavioural change regarding ocean and marine issues.

The main target audience of the web-doc are stakeholder representatives and the general public. We will consider our average user to be any European, American, or Canadian.

Technical foundation

Bitville proposes creating the web-doc using HTML5 technology. This web-doc will be hosted on the www.responSEable.eu website and will be built in such a way that ACTeon technicians will be able to update and add content on the client side. All text will be editable via XML files (see Updating section, below). Building it in such a way that allows ACTeon to access and update the web-doc will free up more of the budgeted hours for creating a more sophisticated user experience with all of the functionality desired (e.g., extra materials available for further study).

Structure and concept

The web-doc will be a continuous, immersive experience for users, from start to finish. There are 6 discernible areas or parts, though, defined in greater detail below. Users have control of their experience, being able to advance past parts they might have seen before (the introductory video, for example). This can be decided by ACTeon – it may be that we wish all users to do the ‘How ocean-friendly are you?’ activity each time they visit, for example. There are multiple ways for the web-doc to ‘flow’, which can be defined together with ACTeon during the storyboarding phase, but one possibility would be a left to right transition. Navigation will be via play buttons, progress arrows or via swiping, depending on device used to access and user preference. Top-level navigation for advancing through the web-doc to different parts will be subtly concealed beneath an icon in the upper left corner of the screen.

The mood for the web-doc will be enhanced with ambient music and background sounds (of the sea, etc.) and supporting video, as needed (royalty-free or taken from source materials provided by ACTeon, with licensing terms approved by ACTeon). Custom icons and graphics will be drawn to support elements as needed throughout. Tone of voice in narration and onscreen text will be professional and yet approachably conversational, in order to inspire trust in users through a sense of authenticity.

The experience of the web-doc is structured in such a way as to most effectively engage the user. We do this through several channels, three of which are elaborated here:

Presentation of content - Appealing and visually rich graphics, including video backgrounds and interactive onscreen elements. Names of sections, titles, etc., will be developed in production and function now only as placeholders that give an idea of how it could be.

A pedagogical approach – We raise users’ awareness of their own relationship to the ocean by bringing them into the story as soon as possible. This is done by foregrounding the severity of the oceans crisis, reminding users of what they likely already know (that the situation is currently rather bad), and then very soon introducing the possibility for them to make a real difference in their own lives with their own actions. The initial video defines this dynamic, followed by the ‘Ocean-friendly’ activity which makes it clearer. The activities associated with each sea make this even more evident, and then the final part of the web-doc reaffirms ways users can make a difference in their daily lives and choices.

Gamification – This proposal includes game-like elements (interactive activities; the possibility to share and compare achieved results to social media; etc.). However, it is important to recognize that there is little compelling visiting users to remain on the site other than genuine curiosity. We have purposefully chosen to avoid standard games, as these can be seen as patronising and defeat the purpose of maintaining attention. Like you, we at Bitville have a real interest in positively affecting human behaviour around this important issue, and to that end we propose what we think will actually be the most effective solution.

Children play without needing any artificial games imposed upon them, and we all learn best through authentic curiosity and genuine engagement. To this end our proposed concept is playful in that it encourages users to explore and learn more based on genuine interest and concern. Our target market likely already has some interest in ocean health. They require our dedicated and skilful support for them on their learning journey, not artificial or forced gamification approaches, such as accumulating badges, for example, which run the risk of being too readily transparent and tiresome for today’s more sophisticated internet audiences. Such approaches are more suitable for captive corporate or educational system users who must be enticed forward through an experience they too frequently have relatively little real interest in. We wish to respect our users of this web-doc as co-creators of tomorrow’s solutions by offering them real and useful information, and by helping them to make the connection between their own actions and ocean health with elements of **discovery, interaction, and sharing**. And these are, after all, essential features of games and play.

Following is the web-doc concept in more detail.

1. [Landing page, no initial onscreen title]

Upon arrival to the repsonSEable.eu site, users of the web-doc will experience a short introductory video, as described below. We will punctuate narration of the following story in order to ‘hook’ the users into the experience by teaching them something new or giving them a compelling new viewpoint to consider. For this we can use powerful statistics (surprising, devastating, or otherwise impressive) and brief first-person accounts of the negative impact of the current oceans state (e.g., a fisherman: “I’ve never seen it like this before, that we pull our nets in so empty, so often...”) and perhaps also positive accounts (e.g., “Together we have brought the mussel populations back to what they once were.”), depending on what is available in the source materials provided by ACTeon.

The video description below is at this point purely illustrative for the purpose of the proposal. Actual video support will depend on available video (royalty-free clips purchased from Shutterstock or material provided by ACTeon), but similar imagery and feeling can be assumed, as royalty-free offerings are quite extensive.

Introductory video:

Narration	Onscreen text	Description of video
We all know it's bad....		Bird strangled by plastic, body of bird full of plastic, swirling sea with garbage drifting past, etc.
And they say it's getting worse.	Climate change Global warming Ocean acidity	Thunderstorm with lightning sweeping over sea; temperature map of countries dissolving from cool into hot (red); white, dead coral reef with one fish swimming there.
But we haven't gotten this far by accepting existing conditions. Humans have survived because we learn and adapt.		People blazing trails, forging ahead into the blizzard, climbing the mountain, scientist holding up a beaker and swirling the contents, etc.
It's time to adapt again. This time to the world we ourselves have created.		Teacher in classroom talking about oceans; people trying to save the shark/beached dolphins; people cutting a whale free of a net; etc.
It's time to change our ways.		Someone offering own cloth bag at grocery store instead of taking plastic one; etc.
It's time to do our part. And we can do this.		People from many European countries together.
It's time.		Cute baby sea turtle swims up close to camera, flips flippers swims away in bubbles.

The video ends and the user advances to encounter the first activity, which I the next section. The video itself can be shared via social media (Twitter, Facebook).

2. How ocean-friendly are you?

In this actionable part of the experience users will select from 10 elements those that they relate to, for example:

- Do you eat salad?
- Do you use the internet?
- Do you buy products produced overseas?
- Etc.

Upon completion, users get feedback about how their choices affect the ocean. For example, pesticide runoff from the salad production, cables crossing the sea for the internet, oil used for transport of products. Awareness is raised when users realizes they are part of the story, that their everyday

choices are impactful. It can be made so that users can share the results of their 'quiz' to social media, if desired (e.g., "I took the oceans quiz and found out that I'm 60% ocean friendly – how about you?") This part ends with "Now let's take it down to sea level!"

(It's worth pointing out again that there will be sound effects and video behind and during the experience – such as seagulls and live ocean video in the background – making for a rich and immersive experience throughout.)

3. At Sea Level

The screen transitions to a map with the four seas highlighted. Users are then directed to choose a sea. Onscreen elements will move and be appealing. Choosing a sea changes the focus to that body of water only, as described in the next section.

4. The Baltic/Black/Mediterranean/North Atlantic Sea

The individual sea is shown graphically. There are three main kinds of elements associated with each sea, at this level of the experience. Users are free to explore each sea to the extent of their interest before returning to **At Sea Level** to move to the next. The three elements are:

1. **Voices:** 4 Small thumbnails of videos playing live (or then an image/avatar of the primary character of each). The person's name and short descriptive text are associated with each, revealed with mousing over or clicking. Selecting these opens the related video and users hear the story and perspective from that person's role (fisherman, etc.). These videos are chosen from source material and together defined with ACTeon. After viewing, the video closes (or can be sharable on social media if so desired), and another can be explored.
2. **Infographic** – this is a graphically-appealing representation of facts about the sea that the user is currently exploring. It will either open as a window over the page, or then will be imposed as a layer on the sea. This data will be provided by ACTeon, and will be easily updatable in the XML files associated with the web-doc. Users can explore and learn facts about that sea here, and can share aspects or the entire infographic via social media, if so desired.
3. **The problems** – for each sea there will be 5-10 problems, a majority of which (ideally) will be associated with that particular body of water. These are represented by icons in the sea or along the shore. When users select them short descriptions of the problem situation appear.

Related to these is a slider at the bottom of the screen, entitled 'what can we do now?' It appears after at least one problem has been explored. It contains icons associated with each of the problems. As the user drags the slider past each, details are revealed about each. These are actions that users can take to help to positively impact the related problem. For example, if the problem is pesticide runoff, an icon of a salad on the slider could produce the following information:

Eat organic (title)

Why? This action positively impacts the oceans in multiple ways, as follows: no pesticide runoff, no transport costs, etc. (This is a short explanation for why the action is crucially important.)

How? Choose local organic food from your market (This is a short description of how to take the action, and will be more involved and less obvious than in this simplistic example)

As users interact with the slider, the corresponding problem is removed from the ocean or otherwise shown as 'cleaned/resolved'.

After sufficiently exploring the four seas, users arrive to the end of the web-doc - the call to action - next.

5. It's time.

The title of the end of the web-doc ties into the repeated theme of timeliness, narrated in the introductory video - that it is time for us to do things differently. Users will get a chance to review the actions they can take which they discovered in going through the web-doc so far. If they haven't gone through every sea they will have the chance to learn more here, again. These actions will be presented in a randomized fashion in the following manner, with different textual context for each element:

The reality is that [description of the problem]. If that's not okay, you can

[action user can take to effect positive change].

Users then can select from a few options – for example:

That's too much of a stretch for me. What else is could I do for this?

I like it! How do I get started?

Let's see a different problem – maybe I can make a difference in another way.

Depending on what they select, they are routed in different directions.

This approach has the element of a game of chance (think slot machine), and yet it teaches as well, because users are re-introduced to the problems as well as actions they can take to positively impact them.

6. What's next? It's up to us.

The final experience of the web-doc will be an inspiring ocean video scene over which will be access points for users to explore all of the other elements produced for them by ACTeon and partners. These include videos, research article, pictures, shared user content and responses, social media content, etc., all of which is provided by ACTeon. This part of the web-doc is the direct portal to all of this content. It can also be made available throughout the web-doc, as a row of buttons across the top of the screen, for example, or could be more discretely concealed beneath the menu button in the upper left of the screen, or another way. This can be arranged as desired by ACTeon. At any rate, users experience the end of the web-doc as a chance to learn and experience more, if they so desire. We will also link these collections of information throughout the course, if so desired, though this will have the effect of pulling users out of the web-doc experience, perhaps not to return. But for example, at the end of each role video At Sea Level there could be a link or means to watch more video.

Here at the very end of the web-doc also will be clear means to share the web-doc via social media. Though ACTeon and partners are arranging social media issues, it is worth noting that many things within the web-doc itself (inspiring quotes, astonishing data facts, role videos, etc.) can easily be made to be sharable.

Updating

Bitville will provide ACTeon with all the files related to the project, so that ACTeon will be able to update the web-doc. ACTeon can upload information with our suggested approach (add photos and links, videos via YouTube-channel #responSEable, for example). Additional material can be added by updating photo, article and link lists in XML-files. The documents and photos will be hosted on ACTeon's server.

Language versions

This proposal does not include a multi-lingual version of web-doc. The web-doc is designed in a way that multi-lingual version is rather easy to create.

Testing

We will aim to develop the web-doc in such a way that it will function as well as possible on a wide variety of devices. During production, the web-doc will be tested on the latest version of Chrome running on Windows 7, and will have mobile compatibility with at least the iPad 2 and modern Android tablets. The current budget for the project dictates a limited number of hours for testing.

Deliverables

The project includes the following deliverables:

- **Synopsis Delivery:** The synopsis delivery is 2-4 page Word document that sets out the structure of the web-doc, concept, and page layouts
- **Storyboard Delivery:** The storyboard delivery is a PowerPoint document including narrated and on-screen text, visuals and layouts, as well as interactive activities, and it is to be reviewed by ACTeon project stakeholders. The storyboard is delivered via Bitville's secure extranet server, from where the material can be downloaded.
- **Review Delivery:** The review delivery includes a fully working web-doc. The review delivery is made in the form of a compressed (.zip) installation package via Bitville's secure extranet server, from where the material can be downloaded.
- **Final Delivery:** The final delivery includes a fully working web-doc, which will be delivered as a compressed (.zip) installation packages. The delivery will be made via Bitville's secure extranet server, from where the materials can be downloaded.

Use of Third-Party Materials

As part of the content production Bitville might suggest usage of third-party footage videos, background music or sound effects. If these kinds of assets are used, Bitville will agree with ACTeon beforehand regarding their use.

In terms of usage and ownership rights, please note that ACTeon is allowed to use these assets in this web-doc. However, full ownership rights cannot be granted, which means that other companies could use the same asset in their own materials, and depending on license agreements ACTeon may not have the right to use the same asset in ACTeon's own productions (one time use).

Bitville will provide list of assets that have limited usage and ownership rights before the final delivery of the project.

Schedule

The project will begin in Week 3, 2016 and the web-doc will launch during Week 14. If it looks like the source material is not ready yet, it is better to postpone the project and start when everything is ready. For this project to be successful and cost-efficient, it is important that everyone follows the schedule and project phases and that the people participating and reviewing the course will be the same people throughout the project. That way we will avoid big changes last-minute and everyone has the knowledge of decisions made in earlier phases. Here is our suggestion for a possible project schedule, and please note that this can be altered based on the needs of the project:

Week 3 – Kick-off Meeting: The Bitville and ACTeon project teams can discuss this proposal and clarify the concept and content of the web-doc together.

Week 4 – Synopsis: Based on the kick-off meeting and source materials, Bitville designs and creates a synopsis, which sets out the structure of the web-doc, concept, and page layouts. The synopsis is typically a 2-4 pages in length Word document.

Week 5 – Synopsis review: The review of the synopsis that Bitville provides is typically taken care of by the customer's project manager. At this point, the key is to review the main ideas of the solution and to comment on the content and structure of the concept. Typically comments will be sent by e-mail or phone or in a video meeting.

Week 6 - Week 7– Storyboard: Based on the discussion in the project Kick-off, Bitville will create a storyboard for the web-doc. The storyboard will present web-doc in PowerPoint format, including the text (on-screen), as well as interactive activities with mock-ups of the final visual layout.

Week 8 – Review Meeting: ACTeon will review the storyboard and we can set up a telco to hear your feedback and clarify the changes needed.

Week 9 - Week 11 – Web-doc production: Based on the discussion in the review meeting, Bitville will update and finalise the storyboard and create the first version of the web-doc.

Week 12 – Review: ACTeon will review the web-doc and we can set up a telco to hear your feedback and clarify the changes needed.

By Week 14 – Finalisation & Delivery: Bitville will finalise the web-doc based on the feedback from the final review meeting. The web-doc will be packaged and delivered for uploading.

After final delivery - Project review: After the final delivery Bitville will organise a 1-hour project review meeting, where Bitville's and ACTeon's project teams will discuss the project. This meeting can be either WebEx. For the meeting, we propose the following agenda:

- What worked well
- What could have worked better
- Key learnings
- How we can make things better
- Costs and timings - review against original budget and timescales

This is a proposed schedule and please note that delays in giving feedback can lead to delays in making the final delivery.

The Project Team

A four-person team from Bitville will participate in this project. Our approach is that the team is responsible for the overall concept, with each person having their own unique skill and area of responsibility. There will be one Copywriter, one Graphic Designer, one Developer, and one Project Manager.

From our side, we propose the following team to take part in the project. The actual project team will be formed as the project starts.

Piia Lindroos
Project Manager
piia.lindroos@bitville.fi
+358 50 388 3769

Jeremy Thorne
Copywriter
jeremy.thorne@bitville.fi

Aija Malmioja
Graphic Designer
aija.malmioja@bitville.fi

Henri Vallinrinne
Web Developer
henri.vallinrinne@bitville.fi

Video producers, narrators and other Bitville team members will participate in the project as needed.

Piia Lindroos
+ 358 50 388 3769
piia.lindroos@bitville.fi
29.03.1973



Education

- 1995 – 1997** **Towson University, Bachelor of Arts, Mass communication.**
Focus: Film and TV production
- 1993-1995** **Montgomery College, General / media studies**

Work

Project Manager / Bitville
06/2015 –

- Project Management on Bitville's client projects; planning, proposals, scheduling, overall responsibility of projects

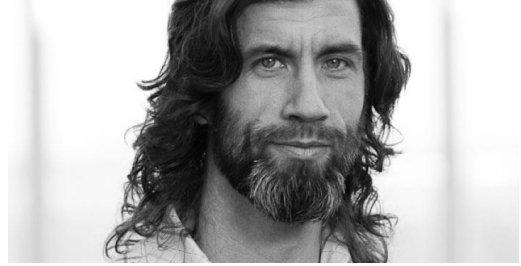
Project Manager / SOK Media ad agency
02/2012 – 06/2015

- Project Management on marketing campaigns
- Developing marketing processes

Editor and Producer / Nitro
02/2000 – 02/2012

- Project Management and video editing on TV advertising, show promos, industrials, and streaming media productions with campaign sites.
- Technical consultation and translations
- Part of marketing team

Jeremy Thorne
+358 44 702 1405
jeremy.thorne@bitville.fi
20.12.1971



Education

8/2000–2008	University of Massachusetts, Amherst. Sociology Ph.D. program, ABD. Focus: race, inequality, power.
8/1994–5/1998	University of Missouri-Columbia. B.A. English Language and Literature; B.A. Philosophy.
1/1994–5/1994	Ozarks Technical Community College. Area of study: business.
8/1990–12/1992	Michigan State University. Area of study: sciences.

Work

Copywriter / Bitville

11/2008 – Current

- Creating fun and effective multimedia training materials, workshops, branding, and various products in English to provide our clients with the best learning, training and change management solutions.
- Meeting with subject matter experts, analyzing source materials, concepting solutions, pitching ideas, storyboarding, copywriting, editing, organizing, presenting, consulting
- Working closely with graphic designers, developers, and multiple clients.

English language consultant / DB Schenker Finland

10/2007 – 05/2008

- I created lessons and taught English, presentation skills, and business etiquette to individuals and groups of the company's top management and employees.

Researcher / The Donahue Institute, University of Massachusetts President's Office

02/2007 – 05/2007

- On a group quarters data project with the State of Massachusetts and the US Census Bureau, I gathered group quarters data; maintained the databases; and presented the data.

Teaching Assistant and Instructor / University of Massachusetts, Amherst
8/2000 – 5/2007

- I was a teaching assistant for: Criminology (three times); Race, Gender, Class, and Ethnicity; Social Problems; Social Theory and Perspectives; Sociology of Race; Sociology of the Family; Sociology of Mental Health; Sociology of Childhood; and an instructor for Writing in Sociology (twice).

Researcher / Helsinki School of Economics, Center for Markets in Transition
7/2005 – 5/2006

- As a Fulbright exchange researcher I explored Russian businesspersons' cultural adaptations in Finnish business environments, interviewing subjects in Helsinki and St. Petersburg.

Aija Malmioja
+ 358 500 274 828
aija.malmioja@bitville.fi
23.10.1990



Education

- 2009 – 2013** **Metropolia University of Applied Sciences, Bachelor of Culture and Arts, Media / Graphic Design**
- Jan 2012 – Jun 2012** **Malmö University, School of Arts and Communication, Comics / International Perspectives**

Work

Graphic Designer / Bitville
06/2013 –

- E-learning design (web and mobile)
- Print and digital layouts
- Creating visual storyboards
- Concept design
- UI and UX design
- Vector illustrations
- Photo editing
- General project management when needed

Graphic Designer / FINE Wine Magazines
06/2011 – 06/2013

- iPad / tablet magazine layouts
- Magazine layouts
- Magazine optimization for iPad / tablet
- Photo editing and illustration
- Proofreading and concept design when needed

Henri Vallinrinne
henri.vallinrinne@bitville.fi
+358 10 759 7501
26.4.1986



Education

2008-2013 **Metropolia University of Applied Sciences, B.Eng, Media Technology**

Work

Web Developer / Bitville

4/2013 – Current

- Developing and building learning solutions
- Using different ways and technics to achieve the best learning solution
- Using technics such as Flash, HTML, CSS, JavaScript, ActionScript and Photoshop

Web Developer / Freelancer

2011 – 2013

- Making webpages for small companies
- Mainly using HTML, CSS and JavaScript

Web Developer / Finnfacts

6/2011 – 9/2011

- Developing webservice
- Responsible of different social media channels
- Working by using HTML, CSS and Photoshop

Web Developer/Trainee / Yleisradio

7/2010 – 12/2010

- Taking care that everything is working properly in Yle Arena.

Work Breakdown & Price

Following is the breakdown of work for each of the project phases with the associated price. The work will be charged at the rate of 96 €/hour.

Project Phase	Hours	Price
Concepting <ul style="list-style-type: none"> Kick-off meeting Reviewing source materials Developing concept 	20 h	1920 € + VAT
Storyboard <ul style="list-style-type: none"> Creating the web-doc in PowerPoint format: This includes all on-screen text, visual layouts, interactive activities Review meeting 	80 h	7680 € + VAT
Web-doc Development <ul style="list-style-type: none"> Creating the web-doc in HTML5 including audio, editing, and creation of interactive activities Review meeting (via Skype) 	80 h	7680 € + VAT
Testing & Implementation <ul style="list-style-type: none"> Final changes and testing, and creation of final delivery package. 	20 h	1920 € + VAT
Project Management <ul style="list-style-type: none"> This includes all planning, day-to-day communications, and the overall responsibility that the project runs smoothly and on-schedule, and that the final deliverable is top quality 	39 h	3744 € + VAT
Web-doc Production	239 h	22 944 € + VAT

The work will be charged at the rate of 96 €/hour. 239 hours are needed to complete this project, and this leads to a final project cost of **22 944 € + VAT**.

Travelling, accommodation expenses and daily allowances for travels outside the greater Helsinki region are not included in this proposal and must be agreed and authorised by ACTeon beforehand.

Billing

The total cost of the project is based on a description in the proposal, estimated hours needed to complete this project and Bitville's hourly rate. If there will be significant changes to the project plan and to the deliveries, or the size of the project will be larger than defined, Bitville will inform as soon as possible the new estimated work hours and will provide a new proposal.

Billing will be done in three parts:

1. 10% project cost when the proposal has been approved
2. 40% project cost when the storyboard is delivered to ACTeon
3. 50% project cost when the first delivery of web-doc to ACTeon has been made

Summary

This proposal has been prepared in response to an inquiry to Bitville by Olga Mashkina.

The project will begin in mid-January (Week 3) and the final delivery will be made early April (Week 14).

The work will be charged at the rate of 96 €/hour. 239 hours are reserved for the whole project. Total cost of the project is **22 944 € + VAT**.

The Electronic Purchase Order shall be delivered to orders@bitville.fi, after which Bitville will confirm that the PO has been received.

This project proposal remains in force until 30.9.2015 (Week 39), or until a revised version is delivered.

Annex 2: Proposal from Method in the Madness

ResponSEAbLe Webdoc

Version 1.0, September 22th, 2015



About this application

The ResponSEable Webdoc is a web application to promote ocean literacy in Europe. The application serves as framework for interviews, information and short videos. It takes the form of a serious game where you travel the oceans with a submarine and collect videos and other information in order to perform different quests.

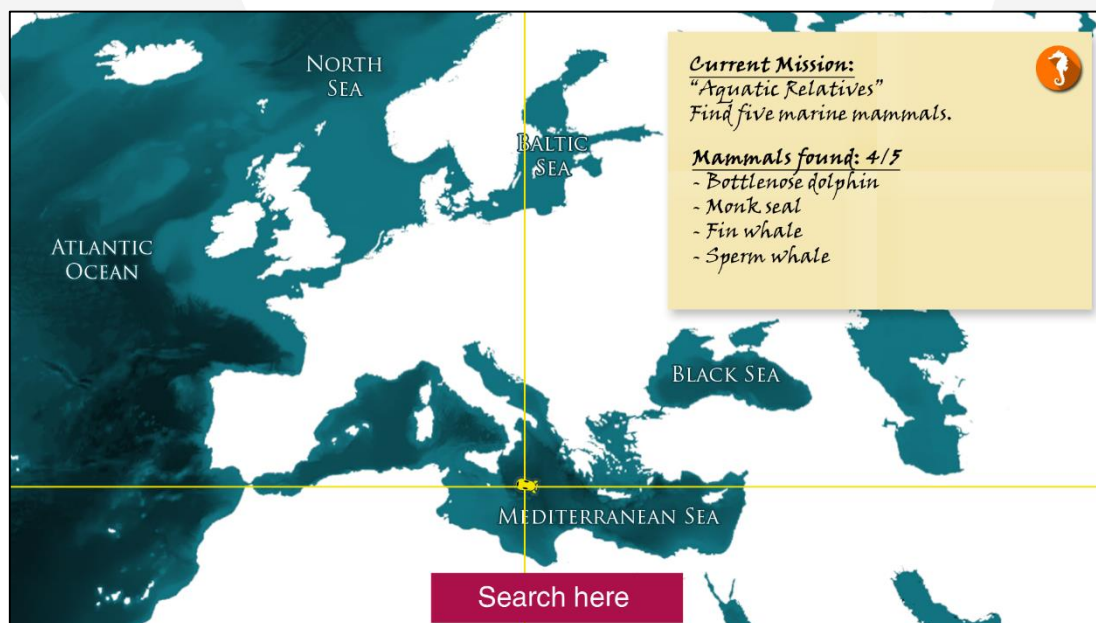
Overview

- Type: Web application / serious game
- Platform: Web application
- Target: Stakeholder representatives and general public
- Engine: Unity 3D

Gameplay

The player takes the role of an independent journalist specialized in marine reportages. She has her own miniature submarine and can freely move around to investigate.

The central screen of the application is the map of the seas surrounding Europe in a Mercator projection.



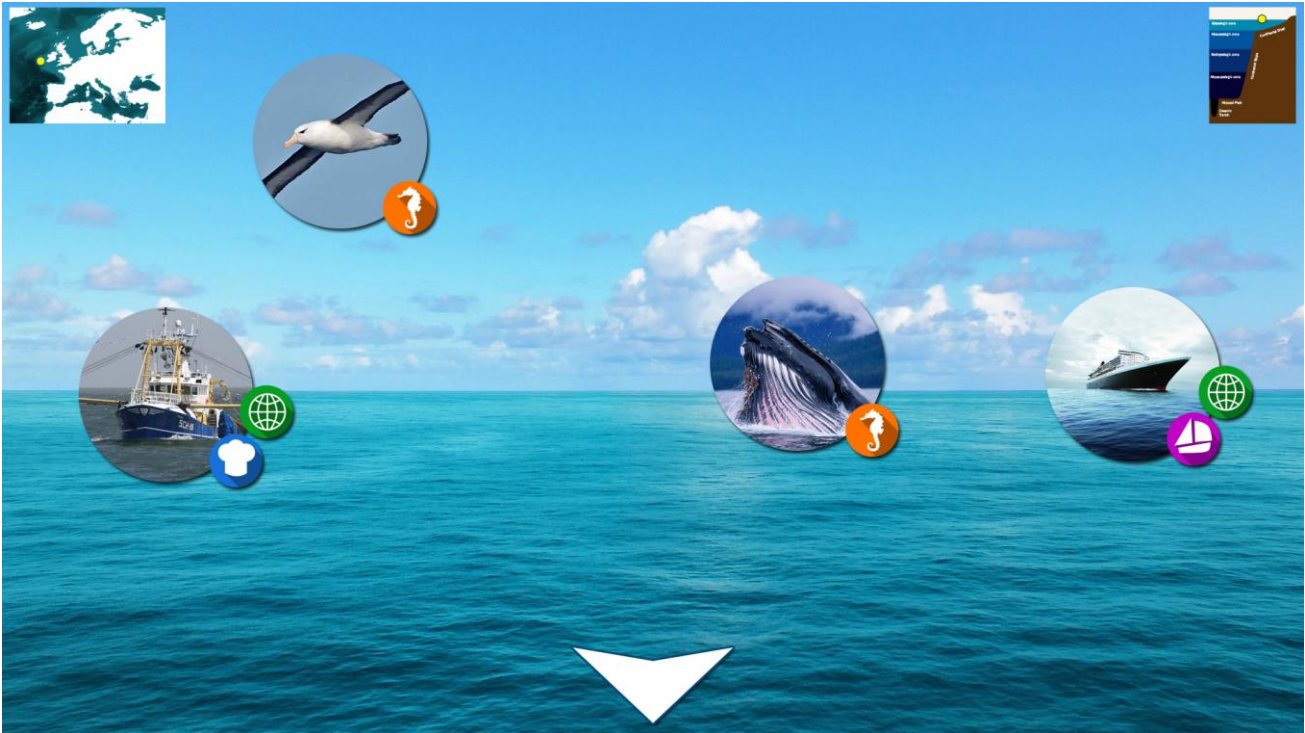
The position of the submarine is indicated by a submarine icon and crosshairs (in order to attract the view). The player can navigate freely in the sea by clicking on a marine spot; the submarine finds its way around land masses¹. When targeting a location with the mouse, the latitude and longitude are displayed, as well as the name of the targeted sea² (to facilitate going to specific spots).

¹ Easy with Unity 3D pathfinding

² Cf. Appendix 3

Searching

The player can stop the submarine at any moment in order to look at an “outside view”. The application displays an animated 3D view of a generic ocean surface, with some miniatures indicating different resources (videos, information texts, pictures, or URLs leading to documents, sites or serious games).



Each miniature has one or more icons attached; those icons indicate the kind of topic of the resource: Touristic, biology, fishing/gastronomy, ecology, historic... The precise list of topics has yet to be defined with the client.

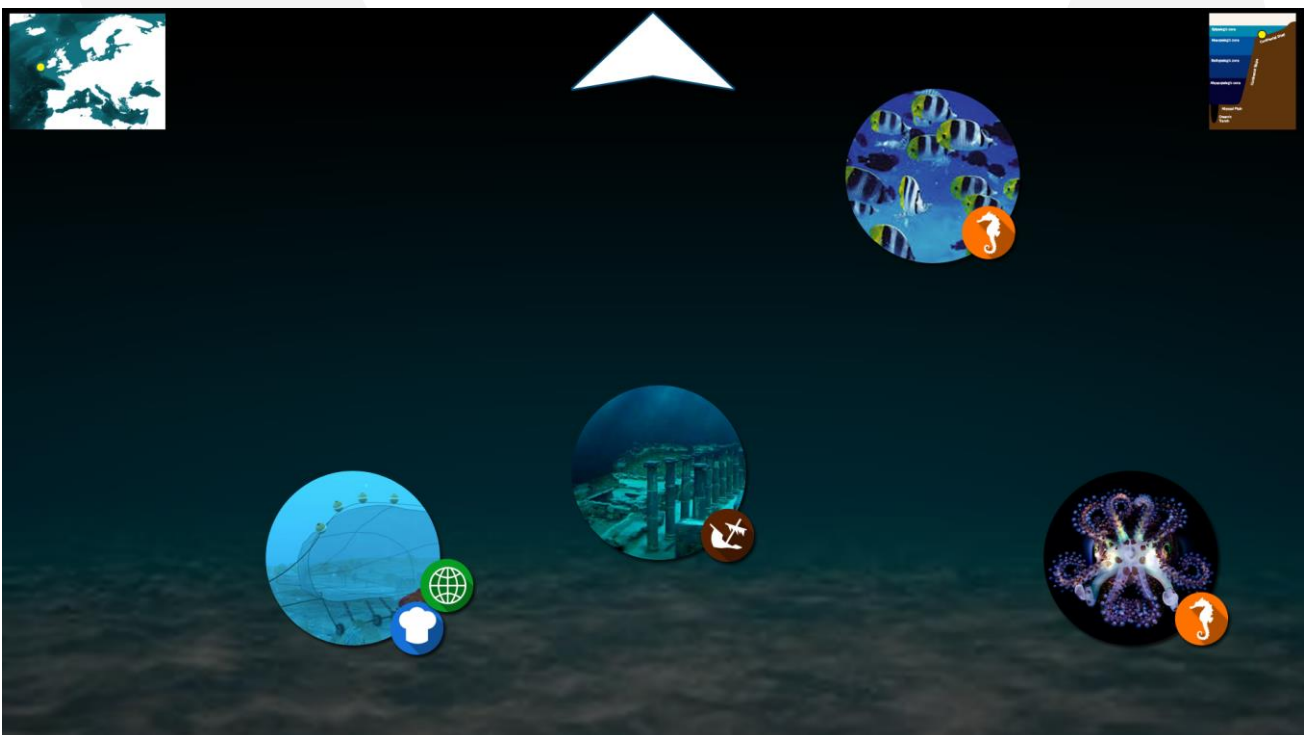
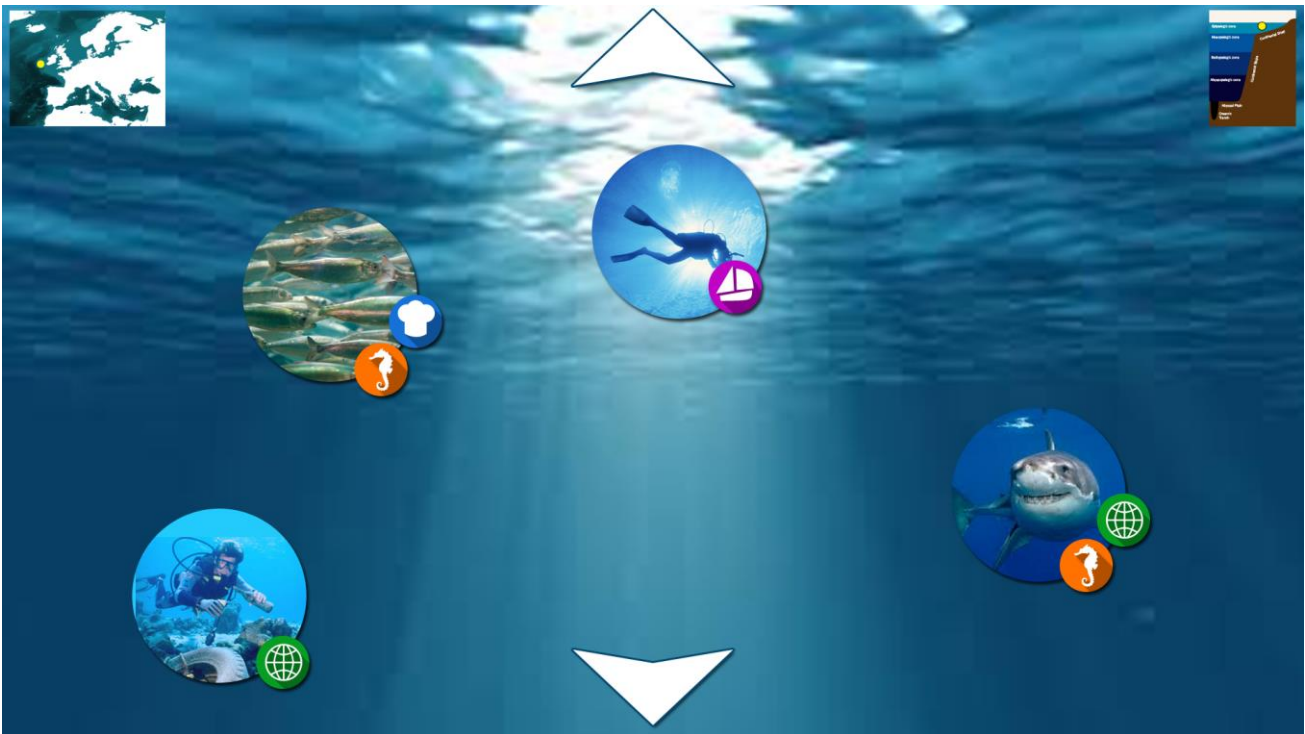
When the player clicks on a miniature, a popup window appears with a short description. Below, one or more buttons give access to resources outside the game: Websites, maps, videos, pictures, serious games – whatever can be accessed via an URL. The resources are opened on separate tabs in the browser.

-  Plants and animals
-  Ecology
-  Tourism and sport
-  Fishing and gastronomy
-  Sunken treasures



Diving

A button on the bottom allows diving. The view changes, now you see a view under the surface, with other miniatures. Depending on where you are, you can dive even deeper.



Which miniatures are displayed where?

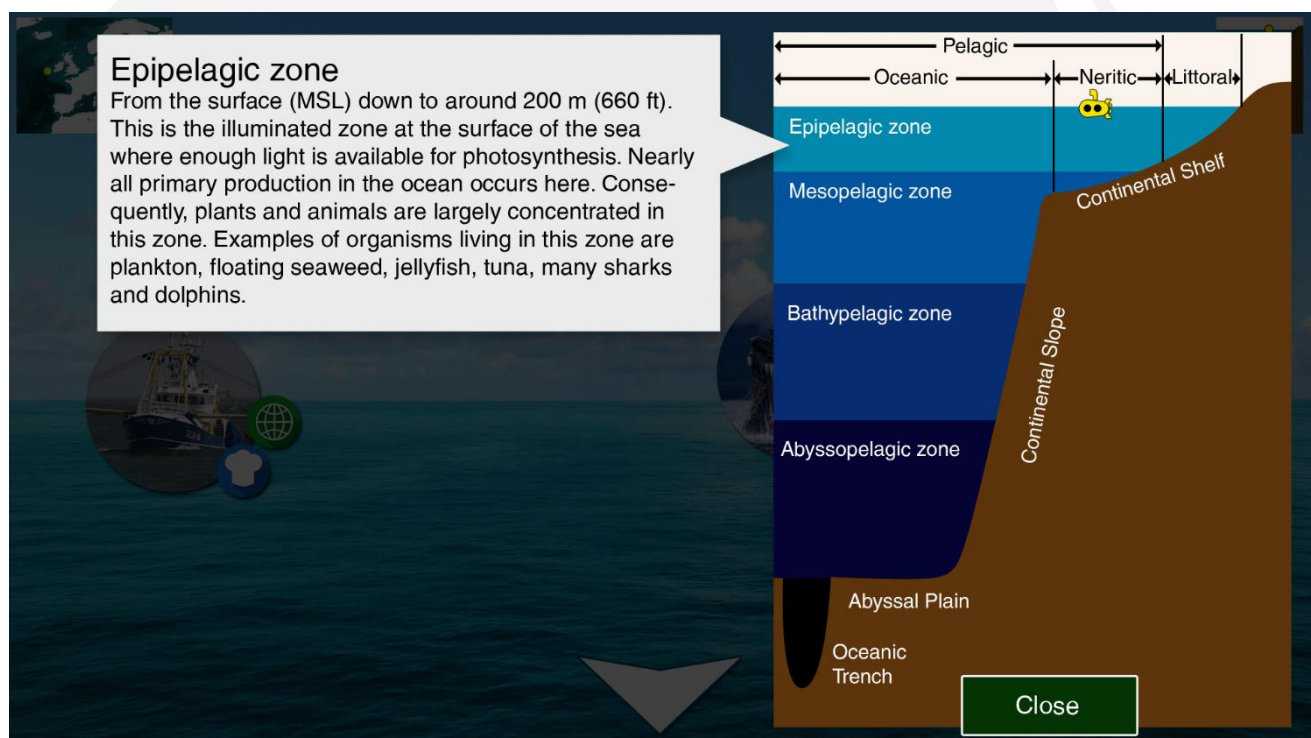
Each miniature corresponds to a certain depth and is only displayed in some specific zones of the ocean. Also, most miniatures appear randomly, with probability depending on the location. (When you dive and re-surface, the “dice are not rerolled” – you must move to make other miniatures appear.)

For example, if you are looking for a rare species of fish which lives in the Black Sea, you might have to check several locations in the Black Sea before finding one. On the other hand, some “fix” things like shipwrecks, coral reefs or sunken cities can only be found in very specific zones, but with 100% probability.

Details see Appendix 2.

The sea zones diagram

On the “outside view” screen (no matter whether dived or on the surface), the player has access to a sea zones diagram which displays the different zones in a schematic vertical cut. The current position of the submarine is displayed by a submarine icon.



When you click on a label, an explicative text appears beside the diagram.

Quests

At the start of the game, the player can choose between different quests. The quests are organized into topic groups like “tourism”, “fishing/gastronomy” or “ecology”, corresponding to the icons attached to the miniatures in the outside view.

This system allows different types of stakeholders to concentrate on information concerning them.

Some icons indicate knowledge levels like “primary school” or “middle/high school”, to allow pupils and teachers choosing missions appropriate to a school level.



Plants and animals



Ecology



Tourism and sport



Fishing and gastronomy



Sunken treasures



Primary school



Middle/high school



Alternatively to completing quests, the player can also choose to just travel around and explore the seven (actually, five) seas.

In quest mode, the current quest is displayed in the upper right corner of the map.

Hosting

The application can be hosted either on your side or on our side. In the latter case, we will have it hosted at [Scalingo](#); the monthly cost depends on the amount of data.

Localization

The game is localized into five languages (English, French, German, Italian, and Spanish). Other languages can be added. The translations are provided by the client via the backoffice.

The backoffice

The client will have access to a backoffice³ allowing adding and editing content (miniatures/resources) and missions. It's also possible to “clone” miniatures and missions in order to create variants for other knowledge levels. For more details see Appendix 1.

The client can test modifications and new missions on a staging server before making them public.

The backoffice also allows updating the localization files.

³ Not to be confused with *Baeckoeffe*, a traditional Alsatian dish. ;)

Appendix 1: The Backoffice

Miniatures

Each miniature in the game has the following data, stored on server side and editable via backoffice:

- A unique ID
- A square miniature image (size to define)
- One or more topics (touristic, ecology, fishing & gastronomy, ...)
- A list of tags, which are referred to in the missions, for example ANIMAL, MARINE_MAMMAL, ENDANGERED_SPECIES, VIDEO, HELCOM
- One or more knowledge levels the miniature is appropriate for
- A name (localized)
- A description (localized)
- Some (0 to 5) links to resources, each one containing
 - o A label for the button (localized)
 - o A type (video, image, web page, game...)
 - o A URL (possibly localized)
- Sea regions the miniature appears in
- Alternatively (for things like shipwrecks), a latitude, longitude and radius it appears in.
- Zones it appears in (oceanic, neritic, littoral)
- Depth zones it appears in (surface, epipelagic, mesopelagic, bathypelagic, abyssopelagic)
- Appearance probability if all these conditions are met
- Screen area it appears in (top, center, bottom).

Missions

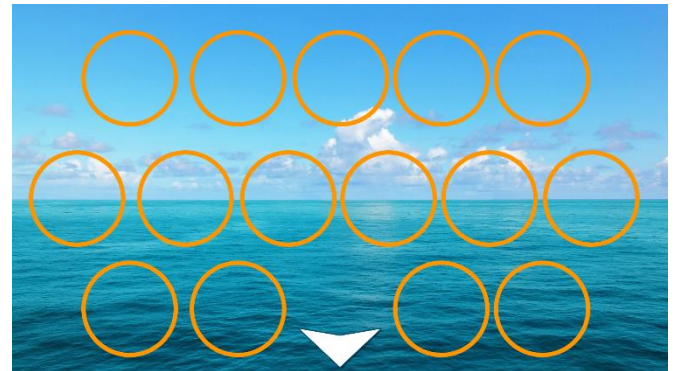
Each mission contains the following data, editable in the backoffice:

- A unique ID
- One or more “tags” specifying the miniatures to collect⁴ (for example MARINE_MAMMAL)
- The number of miniatures to collect
- One topic (touristic, ecology, fishing & gastronomy, ...)
- A name (localized)
- A briefing text (localized)
- A description (localized)
- A text resuming the mission progress, like “Sea mammals encountered: xx/5” (localized)
- A debriefing text (localized)

⁴ Q: Why not simply list the miniatures? A: This is in case one adds valid miniatures way after creation of the mission. Example, a mission “Find 5 marine mammals” is created in 2016, and a miniature “Blue whale” is added in 2017. When explicitly listing the miniatures, it’s easy to forget to add the blue whale to the old mission. With tags like MARINE_MAMMAL this is much easier to handle, at least if tags are added consistently – labelling the blue whale as SEA_MAMMAL wouldn’t help much.

Appendix 2: Display of miniatures

When stopping at a location, the miniatures are selected randomly depending on location and depth. The selected miniatures are placed on “slots” on each background video, in three screen areas (top, center, bottom). If there are too many miniatures to display, a random selection is made.













Appendix 3: Sea regions

In addition to the distinction between oceanic, neritic and littoral zones, we have to specify in which geographical regions the miniatures appear. To do so, the seas around Europe are divided into about 30 regions. One could for example use the division “Limits of oceans and seas” by the IHO, with some larger seas (like the Atlantic, the Norwegian Sea or the Eastern Mediterranean Sea) subdivided into several parts – see illustration below. This is of course open to discussion.



Appendix 4: Background Videos

There are about ten background videos (stock footage, possibly modified). To simplify, we won't show the continental slope or the abyssal plains (not to mention oceanic trenches which aren't anywhere near Europe anyway).

Surface	 Near coast	 Calm sea	 Waves
Epipelagic zone	 Surface from below +bottom (littoral)	 Bottom	 Surface from below
Mesopelagic zone	 Deep ocean	 Bottom (deep)	
Barthypelagic zone	 Very deep ocean		
Abyssopelagic zone	 Very, very deep ocean		

For examples of stock footage, cf. <http://www.pond5.com/stock-video-footage/1/underwater.html> .

The selection of background videos might be slightly modified depending on available stock footage.

Estimate

Dep.	Task	ID	Nb.	Days	Cost
Development					
Code	Start Screen	#Rsp/C01		0,5	300 €
Code	Download missions and miniatures data	#Rsp/C02		1	600 €
Code	Mission selection screen	#Rsp/C03		1	600 €
Code	Map screen, moving sub	#Rsp/C04		1	600 €
Code	Determinating zone and region of sub	#Rsp/C05		0,5	300 €
Code	Streaming videos in WebGL	#Rsp/C06		1	600 €
Code	Sea screens depending on location	#Rsp/C07		1	600 €
Code	Determining miniatures to display	#Rsp/C08		0,5	300 €
Code	Download and display of miniatures + popup	#Rsp/C09		1	600 €
Code	Mission objectives (display & logic)	#Rsp/C10		2	1 200 €
Code	Sea zones diagram with correctly placed submarine icon	#Rsp/C11		1	600 €
Server	Display WebGL application	#Rsp/S01		0,5	300 €
Server	Database for missions and miniatures	#Rsp/S02		1	600 €
Server	Send missions and miniatures data to game	#Rsp/S03		0,5	300 €
Server	Send picture and data concerning one miniature	#Rsp/S04		0,5	300 €
Server	Deployment	#Rsp/S05		0,5	300 €
Backoffice	Backoffice: General	#Rsp/B01		1	600 €
Backoffice	Backoffice: Miniatures and missions	#Rsp/B02		2	1 200 €
Backoffice	Backoffice: Localization files	#Rsp/B03		1	600 €
Backoffice	Backoffice: Possibility to test modifications before validating them	#Rsp/B04		1,5	900 €
Edition	Edition of land masses (meshes)	#Rsp/E01		0,5	300 €
Edition	Edition of regions and zones (lookup texture)	#Rsp/E02		0,5	300 €
Edition	Edition of sample miniatures and missions	#Rsp/E03	20+2	1	600 €
Artwork	Map	#Rsp/G01		1	600 €
Artwork	GUI elements	#Rsp/G02		1	600 €
Artwork	Sea zones diagram	#Rsp/G03		1	600 €
Artwork	Purchase stock ocean videos	#Rsp/G04	5	n/a	300 €
Artwork	Edit variants of videos	#Rsp/G05	5	1	600 €
QA	Tests and debugging	#Rsp/X01		0,5	300 €
Management	Project management	#Rsp/X02		0,5	300 €
sub-total					15 900 €

After deployment			
Code/Server	Maintenance (3 years)	12% / year	5 724 €
Sub-total			5 724 €

Total cost

Modules	Days	Cost
Development	26	15 900 €
Maintenance	n/a	5 724 €
Total excl tax		21 624 €
Total incl tax		25 949 €
	+20% VAT	

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Annex3: Proposal from Almédia



ResponSEABLE

Gamified web-doc

RESPONSEABLE

Proposal

22/09/2015

Your contact :

Gilles NOEPEL
Serious Game / e-Learning Project Manager
gn@almedia.fr
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155 Route du Polygone
F-67100 Strasbourg
T +33 (0)3 67 08 23 04

Concept

Plot

Year 2020. A mysterious mural is salvaged from the abysses. It depicts an apocalyptic view of the ocean, without any fish, coral or even blue colour. A number is written on top of the painting : "2120". Does this picture forewarns us about the future of our ocean ?

At the same time of this discovery, hundreds of time capsules emerge from the seas around Europe. Each of them contains piece of information about the ocean, what is done today and what will be the results in a century. By opening theses containers, the ocean mural seems to regain its colour and to become shinier.

You are the captain of the ship in charge of the recovery of these time capsules. It's time to set sail into the largely Europe oceans, find these time capsules and recompose the ocean mural.

Game objective

Since the nature of the contents are not yet completely defined, we want to write an open scenario which involved the different contents that will be produced during the three years of the project. During our first meeting, we mentioned the time comparison between today and the next century as a key element in order to make the player taking awareness about what is actually done to the ocean. The main goal here was to discover who is responsible for these actions.

We felt this last element was a little bit too moralizing for a web-doc and we have been working on this aspect. Our aim here is to introduce a more logical goal for the player to discover all the different content that will be featured in the web doc. We analysed the Builder's Challenge web-doc which was done for Arte (Le Défi des Bâisseurs in french) and determined that the main gameplay was done through collection.

So we aim to take a similar approach with the ResponSEable web-doc. Here the player objective will be to collect all the different time capsules scattered into the different seas around Europe. Inside each capsule is a media content, either short movies, mini-games, or interviews. By watching theses media contents will the player be able to unlock new parts of the Ocean Mural.

The Ocean Mural

The first scenario lacked of an element which can be customized and shared by the players : in the latest version of the scenario, this is the role of the Great Ocean Mural.

The main idea behind this ocean mural is the virality factor. This factor is very important for the spreading of the project over the social networks. By allowing the player to add his own touch on a beautiful painting, it gives him the sense of achieving something great. By feeling this, the players who regularly use social networks will feel the urge to post their own mural, causing the webdoc to spread viraly accross their friend list and subscribers.

The choice of a graphical mural has been logical since it's the first type of picture that come to mind when thinking about the ocean depths. The mural is a portrait picture which is much more larger vertically than horizontally. This allows the player to scroll with the fingertip or the mouse scroll, from the surface of the oceans to the bottom.

By the way the mural is in bad shape at the beginning of the game : no fish, litter at the bottom, Graphical contents will be added according to the media content added to the web-doc. This graphical content will be drawn by our team in a regular basis.

Navigation

The nature of the web-doc is an interactive website which will be accessible from all main devices (personal computers, tablets, and smartphones). We want the web-doc to be really simple to use, without deep menus and multiple actions to take in order to find a certain content.

Introduction

When the player lands on the website for the web-doc a short introduction will be displayed. This little animation quickly sets the background story as described in the plot (ocean mural, time capsules, and objective of the player). This introduction consists of three different pictures (one for each paragraph) which will be displayed while playing a voice recording of the text.

This introduction is not mandatory and can be skipped at any time. This feature is important for returning players.

Main Screen



The Main screen consists of a map of Europe similar to the one depicted in the ResponSEable leaflet on the back of the boarding pass.

Five different zones of the screen are interactive on this screen.

Main stage

The European sea chart. Here the player controls the ship which is charged of retrieving all the time capsule. Simply by clicking anywhere on the chart, the ship will move itself to this point in a way similar to the travel in Indiana Jone and other adventure movie.

Time capsules can be collected simply by clicking on them. Each time one is retrieved, its content will be revealed to the player. After collecting some capsules a few other ones will appear.

Other content can also be found by going to other parts of the chart which doesn't feature any visual indication. This hidden content is not mandatory in order to make new time capsules appear.

Player Information

On the top left of the screen. The name of the player will be displayed here if he registered (mandatory for the progress save). The number of salvaged capsules will be also be displayed here in order to motivate him to further investigate.

Great Ocean Mural

On the top right of the screen. This button allow the player to display the Great Ocean Mural in its actual state. When no capsule has been retrieved, the Ocean Mural is quite empty and lacks of colour (green instead of blue), By collecting time capsules and watching their contents, the player will be able to recompose this art piece, and even add his own touch to it by placing some graphical elements at his own will

Contact with Marine Headquarters

On the bottom left of the screen. This part of the screen will only be displayed when the player tap/click on it. This window will act as a mission informant for the player. Information about the time capsules and other events about the seas will be displayed here. Its functioning will be quite similar to a radio station in a police car in the movies. Information about the hidden content will also be cited here.

Media contents

On the bottom right of the screen, This part of the screen will be used to directly access the media contents. Even if the main goal of the web-doc is to make the players explore the sea in order to salvage media contents, these must also be clearly accessible from the start. This is the purpose of this panel.

Team members



The team will be supervised by Mr Gilles NOEPPÉL, projet manager of the serious game and e-learning solutions developed by the company. Gilles will be in charge of the game design of the web-doc and will be your main contact for this project. Graduated in game design at the University of Teesside, Gilles cocreates the company Almédia in 2009. With his profile between the artistic and technical skills, he is a regular speaker in conferences, presenting and showcasing the latest techniques in serious games design.

Mr Julien DOUDOUX, head of the technical team, will supervise the whole technical part of the project. When he was a little kid, Julien was already making games with pens and papers, before putting the next gear by following studies in computing science. Today Julien is managing the technical team of the company, and use his technical skills combined with a game-oriented perspective.




The artistic part of this project will be the main part of the work of Mr Sylvain BOURRIERES. Working initially in the car industry, Sylvain started a new life when he decided to make a living out of his passion about drawing and photographing. During his studies, his profile is noticed by the jury of the Ecole des Arts Décoratifs de Strasbourg (Now Haut École des Arts du Rhin, High School of the Arts of the Rhine). For fifteen years, his pictures has been publishedby numerous editors such as Actes Sud, Bayard, Nathan and Flammarion.

Planning

Month n°	2015				2016					2017		2018		2019
	09	10	11	12	01	02	03	04	10	04	10	04	10	02
WP1 Design														
WP2 Development														
WP3 Contents														
WP4 Integration														
WP5 Graphics														

 WP leaded by Almédia

 WP leaded by ACTeon

Date	Project progress
October 2015	Beginning of the project First technical draft of the web-doc First delivery of contents (provided by ACTeon and partners) First drawing of the ocean mural (drafts of the two versions)
January 2016	First functional version of the web-doc (prototype) First delivery of contents Integration into the prototype Drawing of the corresponding elements in the ocean mural Writing of format recommendations for the integration of contents
April 2015	First operational version of the web-doc Third delivery of contents Integration into the current version of the web-doc Drawing of the corresponding elements in the ocean mural
October 2016 April 2017 October 2017 April 2018 October 2018	Regular delivery of contents every six months Integration into the current version of the web-doc Drawing of the corresponding elements in the ocean mural
February 2019	Final version of the web-doc Integration into the current version of the web-doc Drawing of the corresponding elements in the ocean mural

Referees

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Creation of the ResponSEable web-doc

First release for April 2016

Final release with all the media contents for February 2019

WP1 Design	2 442,00 €
WP2 Development	7 244,00 €
WP3 Contents Until February 2019	-
WP4 Integration Until February 2019	6 840,00 €
WP5 Graphics Until February 2019	6 300,00 €
Total Amount ex. VAT	22 826,00 €
VAT 20 %	4 565,20 €
Total Amount	27 391,20 €
Option : web-doc available in an additional language including text translation, voice acting, studio recording and integration	
Total Amount ex. VAT	2 110,00 €
VAT 20%	422,00 €
Total Amount	2 532,00 €



Payment Calendar

30 % of the whole amount with tax included after the validation of this budget proposal, in october 2015

50 % of the whole amount with tax included after the validation of the first operational version of the web-doc, in april 2016

20 % of the whole amount with tax included after the validation of the last contents integrated in the web-doc, in february 2019

Additional Information

VAT Number : FR03511443749