BREHMCENTER.com

Website Roadmap & Creative Brief

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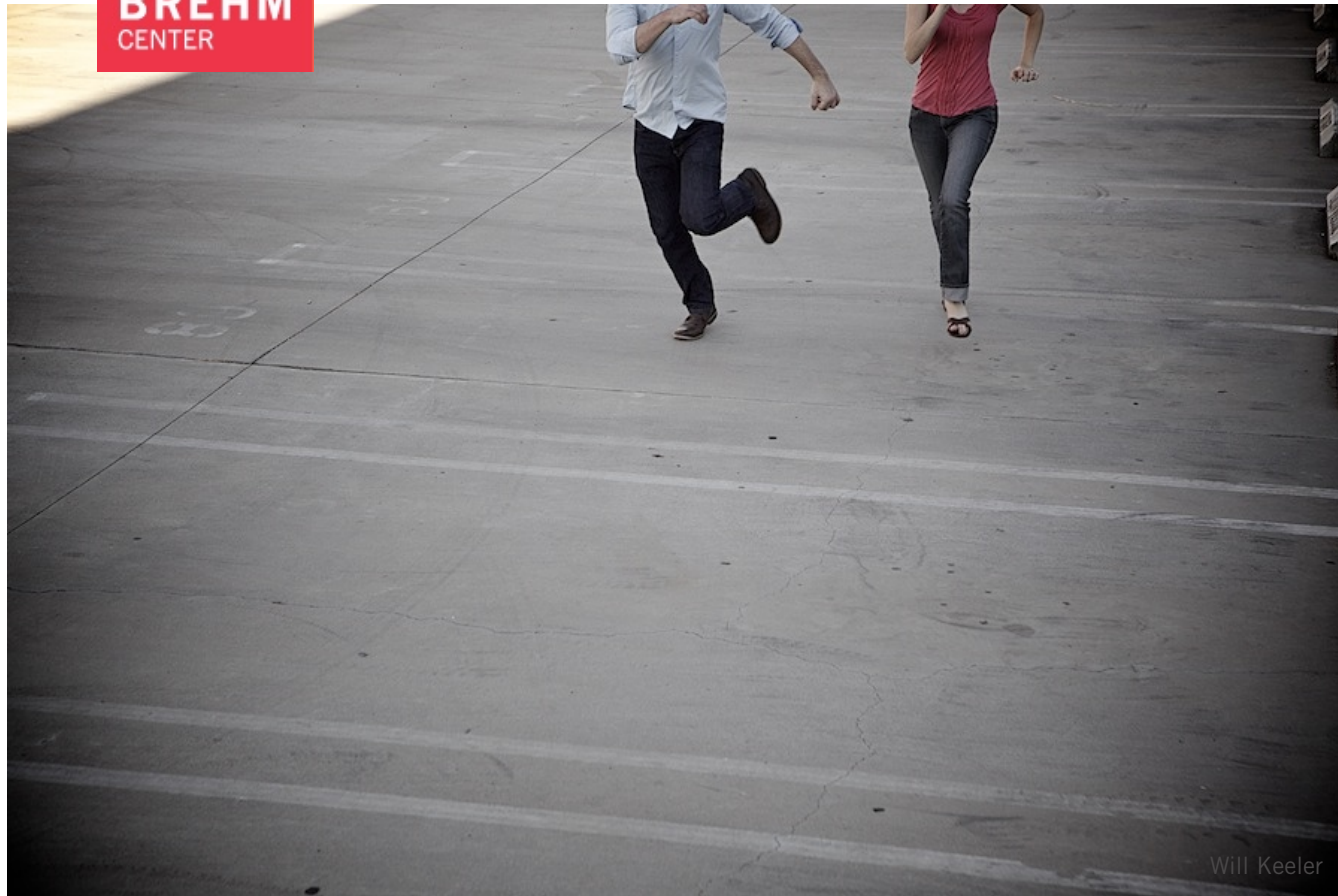
Brief Summary

Below is a more definitive idea for the <u>conversation</u>, <u>creative direction</u>, an example <u>persona</u>, our project <u>objectives</u>, a short list of main <u>deliverables</u>, and <u>navigational elements</u> for the new BrehmCenter.com website.

Conversation

The heart of the Brehm Center is the conversations it facilitates. As a good moderator of conversations, the website will also be a leader in how to have online conversations well. We will create an interactive space where anyone can 'create a topic.' These conversations will be tied loosely together by 'categories' and 'tags', but people will have multiple ways to find interesting conversations.

Media:

We will make it very easy to start topics with optional media. So when you click 'start a topic' it will have a very easy place to upload a picture, embed a video, link to an outside resource, etc. The hope is to encourage people to, whenever possible, show the original resource that sparked their reason to start the topic. This will be optional.

Categories:

In order to give it immediate structure, we will create placeholder categories/tags. Below are possible starter categories. However, we will allow anyone who posts a topic to add their own tags… therefore creating dynamic categories that over time will take on a life of their own. There can also be sub categories & sub-sub categories.

Example Categories:

• Studio – anything having to do with new creation/expression
• Critique – pertaining to reviews & critiques of external work (movie reviews, etc)
• Philosophies Corner– general conversations that don't need specific media attached

Conversations will be weighted not by title or the person who uploaded them, but by these criteria:

- How many people are part of the conversation
- Is the original topic starter still involved (if he/she isn't, it'll move down in the list)
- Date (this will be a little less important, but we'll give a topic at least a few days of stronger weight to get them going.

A moderator might be necessary, but we recommend that they try to keep from editing/deleting except in cases of abuse. Mostly the moderator is a 'facilitator' and will simply try to organize the categories, flag articles where the original writer is no longer part of the conversation, and forward conversations that might be of interest to outside parties (like faculty members that were cited, etc.)

Creative Direction

Target Audience

3 generalized target audiences:

1. non-fuller prospective students
2. Brehm & non-Brehm Fuller students who are inside the 'core community'
3. non-prospective, non-fuller Pastors, Creatives, etc who want to give & receive to the ongoing conversation.

Key Response

To join the conversation and feel folded into the Brehm Center's resources.

Desired Brand Character

Temperament:

Thoughtful, yet unpredictable

Character:

Deeply values community

Honorable

Individuality:

Risk-taking, but grounded

Light-hearted

Color:

A deep green, inspiring its rootedness

Charm:

Hospitable and welcoming

Feel:

Inviting, Engaging

Presence:

Safe, but pushing the envelope (in a positive way)

Proposition:

The Brehm Center is a Provocateur of Conversations around Art, Theology, & Culture

Single Proposition:

Leading a provocative conversation on Art, Theology, & Culture

Persona

Brent is a 27 year old from Denver. In terms of style he's post-hipster but he still loves playing his Sufjan and Arcade Fire records on his vintage record player. He drives a Mazda 3 hatchback and uses his iPhone 3GS at all times. He's newly married and in his wedding he played a song for his wife on his Taylor DN3. Fortunately his parents paid for his undergrad degree in Art History so he enters his 1st year at FTS with no school loans. He considers himself a renaissance man —an artist/pastor and an intellectual—so he's a bit divided on whether to pursue a ministry track or an academic one in his course of study.

Objectives

Ideals:

- To *lead* the interesting conversations on Art and Theology.
- To *encourage* conversants to be active participants in each discussion (so that conversants don't feel 1) left out, 2) like their responses/topics aren't being heard
- To communicate well the relationship between Fuller & the Brehm Center
- To communicate well that the Brehm emphasis is not an art institute

Success Criteria:

1. Starting a conversation is considered in average of user tests to be 'easy'.
2. Responding to conversations is considered on average to be 'easy'.
3. Visitors who spend reasonable amount of time on Education / Brehm Emphasis can answer specific questions regarding the relationship between the Brehm Center and Fuller.
4. Visitors who spend reasonable amount of time on Education / Brehm Emphasis pages comprehend that Brehm is not an art institute - and is not responsible for courses pertaining to specific creative mediums.

Missional Objective:

Gathering, informing, educating, and empowering those that desire to be producers of culture that glorifies God, is revolutionary, and shifts paradigms within the Church and broader culture – as inspired by the ultimate source of creativity – Jesus Christ.

Deliverables

Mood Boards

180 to submit mood boards for feedback, & wireframes which will include content layout, calls to action, etc.

Wireframes

Main wireframes to include:

- Home Page
- Main Navigation interactivity
- Conversation Index
- Conversation Article
- Education/Fuller Degrees
- Online Exhibits Index
- Exhibit Example
- General Interior Page (for about us, contact, etc)

Second wireframe set for 'initiatives template':

- Initiative Index
- Initiative Conversations
- Initiative General Interior (about, contact, etc)
- Initiative Resources/Media (for images/video/etc)

Site Design

All same as above, plus additional graphics needed – including 2 revisions per design.

Development
- Commercial CMS (Content Management System) setup using Expression Engine. Comes with 1 license, company support, and a very flexible long term solution for growth.
- Standard site setup including entrance page, normal interior content pages, contact form, etc.
- Conversations (blog/forum engine)
- GROUP members area with all necessary tools (media uploads & downloads, upcoming events, etc)
- Multi-website setup so that top administrators have access to institute websites, and can create new institute websites relatively easily.

Content Direction
180 *will not* be responsible for content, but will have professional content editor available for both initial *direction* and *editing* after content is created. 180 *will not* be responsible for image creation, but will spend up to 10 hours helping input new imagery before initial launch, and will help train client to upload new images.

180 *will* help train client to upload images, content, etc for each section.

User Testing
180 will test the developed website with a minimum of 5 individuals, a maximum of 10. Questions will include, but not be limited to, the 4 *Success Criteria* references, questions about how to contact client, interest in site usability. Half of subjects to be either recommended or approved by client before test.

Proposed Navigational Elements

Entrance Page

Home accessible via Global logo, and first link in footer.

In order to say a lot without saying too much or too little, we propose to make the navigation the primary or secondary focus of the home page. Visitors will be encouraged to immediately start engaging with the primary navigation, which will lead them to the real meat of the website.

For the larger content area of the home page, we propose to use white space & imagery to create the correct MOOD of the institute. A huge image (taken & designed specifically for the website) as the primary or even sole content. This will both serve to encourage visitors to not focus too long on the home page, while at the same time not give internal faculty/students/ etc the possible "where's my link" syndrome that can encourage web moderators to always clutter up the home page with more information.

Proposed Global Navigation

- Home
- About Us
- Contact Us

Main Navigation

- Conversation (explanation above)
  - Start a Conversation
  - Entrance (shows todays conversations and anything that was commented on or created most recently)
  - Search (has an advanced search that can be by keyword, category, tag, etc)
- Activities
  - News
  - Events
  - Brehm Labs
  - Exhibits (or Online Gallery, Virtual Exhibits…)
- Initiatives (other possible terminology are "forums" – "activities" – "portals" … ?)
  - Reel Spirituality
  - Visual Faith
  - The Church & Contemporary Culture
  - Fred Bock Institute of Music
  - Ogilvie Institute of Preaching
- Education (all about the academia)
  - Fuller Degrees
  - Courses
  - Students
  - Faculty