



The Wonder Project

The Wonder Project is an imaginative, interactive educational resource that presents many different sides to the debate on the origins of the human race, including humanist, atheist, religious and scientific perspectives.

ROUTE

The contract to design and develop the suite of interactive DVD, whiteboard and web-based resources was awarded following a three way costed proposal.

BACKGROUND

The Wonder Project was grant funded with a remit to provide an exceptional quality classroom resource to stand head and shoulders above existing educational materials. It had to be measurably free of any religious or philosophical bias – presenting research to encourage the formation of personal opinions through group discussion and personal reasoning.

BRIEF

To design a distinctive, user-centred visual environment and information architecture providing a rich framework through which to deliver high quality classroom resource and teacher aids. To manage the design, development and creation of additional branded interactive materials.

“IE’s innovative approach to project delivery provided a means of ensuring both the quantity and quality of materials in a way that no other provider could offer.”

Dr Peter Moore, Project Director

TIMEFRAME

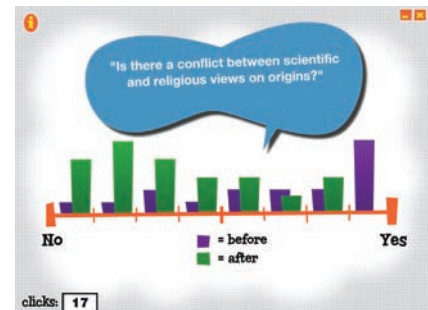
The project had a 12 month timeframe for final production including content production, filming, technical build and marketing.

BUDGET

Design and development: £80K. Marketing: £30K

OUTCOME

The taster resource launched in August 2007 and has received considerable positive feedback from the reviewing bodies. Based on the taster resource a full distribution contract has been agreed with the market leading distributor.



SERVICE OFFERING

- Digital branding
- Information architecture
- User interface design
- Technical build of DVD/web-based systems.
- E-marketing

FIND OUT MORE

FIND OUT MORE ABOUT IE'S WORK FOR THE WONDER PROJECT. CONTACT US NOW FOR DETAILS
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