

Media Projects Production Grants: Design Document Instructions

All applications for film, television, and radio projects that will be distributed only online must include a design document (up to thirty single-spaced pages) that addresses the following:

- 1) In an executive summary, discuss the goals of the project, the rationale for the chosen platform(s), and the humanities content.
- 2) Describe and visually illustrate the user experience of the project using mockups, wireframes, screenshots, storyboards, or video; include specific examples of how the project's central humanities ideas will be conveyed by this design.
- 3) Explain the project's *technical architecture(s)*, *content management system (CMS)*, and, if applicable, *user-generated content (UGC)*.
 - Document the project's CMS, including all procedures pertaining to creating, managing, storing, and disseminating content.
 - If applicable, explain the system for moderating and incorporating UGC.
 - If applicable, describe how the project will handle obscene, libelous, indecent, or defamatory content (including hate speech, personal attacks, or material constituting harassment).
- 4) Describe the *sustainability plan* for the project.
 - Discuss the institutional capacity to produce and maintain this project.
 - Describe the project's lifecycle and discuss how the project will avoid technological obsolescence.
 - Include estimated future costs and maintenance fees for the project.
 - If a project is designed to function only for a limited time, explain your procedures for determining the time span and which (if any) core aspects of the project will be maintained and/or archived.
- 5) *Narrative Treatment*
 - If the project contains narrative elements, include a detailed treatment of the story.