

Audiotheque – Social Media Development Project



Draft Project Brief: To develop the Social Media Capability of www.audiotheque.co.uk .
Thursday, 15 September 2011

Number of Students Needed: Up to Four students

Outline: www.audiotheque.co.uk is a collaborative project between De Montfort University and BBC Radio Drama. The aim of the project is twofold:

- To introduce a new generation of producers to the experience of creating audio drama.
- To introduce new, non-traditional listeners to audio drama.

Audiotheque aims to act as a social media hub for the collaboration, discussion and comment about the audio dramas produced for the site. Using social media techniques, Audiotheque allows contributors to share ideas, distribute their work online, and to experiment with new forms of audio drama.

The website presently uses Drupal version 6.0 as an open-source content management platform, which works by building pre-designed php modules that are developed through the Drupal Open Source project. The site also uses CivicRM as it's contact management system, which allows the site managers to develop communications with members and to organise events and training sessions. The site is presently being managed by David Watts, who is part of the DMU External Relations team.

What is Expected from Each Student: Developers will be asked to manager and improve the social media capability for www.audiotheque.co.uk, so that contributors to the site are able to distribute audio media to a new audiences. Development of the social media capability of the site will include ensuring that it interfaces in a robust, secure and scalable manner with a range of social media applications, such as Twitter, Facebook and Youtube. The site is aimed at non-technical users, so a strong emphasis will be placed on usability and interface issues.

To What Standard will the Work be Produced: Developers will be expected to manage the social media capability of the website in a professional way, using up-to-date and industry standard solutions, while innovating in the use of interactive social media functionality. Developers will be expected to represent De Montfort University in its capacity as an official partner of BBC Radio Drama. BBC Radio Drama has high expectations about the standard of work that enables the Audiotheque website to function, as this will be used to promote the project to an international audience of drama producers, journalists, students and members of the public.

What is the Time Frame: All production work to be completed by Easter 2012

What Skills are Required: An ability to manage a complex project. An ability to work as part of a team. An ability to overcome significant technical and production issues. An ability to talk with non-technical users to specify design issues. An ability to liaise with representatives of official organisations, sponsors, agents and other supporting bodies. An ability to write-up technical and editorial production plans and reports in detail.

A positive outcome may result in a supportive statement from a senior BBC representative, and contacts within the BBC web development team.

To find out more information please contact Rob Watson by email rwatson@dmu.ac.uk or on 07817 720 688.