

# Shared Pasts: Decoding Complexity

## Design Brief:

Design brief for augmented reality app being developed for i-PAD. This project will be showcased in Bristol for the SWCTN Immersion prototype project on the 19th & 20th July. The app will be used to tell complex narratives around contested historical artefacts and places on the theme of colonialism and empire. The app will both be used indoors - to explore museum collection objects, and outdoors to reveal stories surrounding statues and other landmarks and places of cultural/historical significance.

We would like you to develop a brand package for the project to include: logo, colours, fonts, identities for the prototype project *Shared Pasts: Decoding Complexity*. This should be accompanied by user experience and user interface designed according to these guidelines. We have included a selection of imagery around blueprints, 3D wireframe models as we feel this relates to both the use of a game engine, augmented reality and historic and archive materials. We have also included a sketch file and PDF of our rough user interface mockup to give you an idea of how everything will work. There is also a video from a BBC documentary that shows the style we like with a hand drawn aesthetic.

We would like to have this in place for the end of May to allow us to implement the designs in time for the July event. As this is a prototype we intend to develop and refine the designs beyond the July showcase dependant on funding and would seek to work with you further as we take further steps to develop the prototype into a full piece.