

Schedule 3: Proposal Specification

Project Overview and Objectives

Plymouth Marjon University (Marjon) is ambitious in terms of its planned entry to the distance and online learning space. Two new postgraduate programmes are planned, the first is a Master's in Education, and the second is a Master's in Business and Management. Both programmes will be launched to the first cohort of students in January 2021. It is envisaged that much of the learning content for these programmes will be produced in advance, and delivered through Marjon's industry-standard learning platform.

The quality of the e-learning materials delivered to distance learning students is at the heart of Marjon's strategy, and the university is seeking an expert in media production to work with on the first stage of the journey.

Marjon's subject matter experts will work with the successful supplier to design and produce *two* new teaching modules. The first module will be part of the Master's in Education, and the second will be part of the Masters in Business and Management.

The learning materials presented to the students should appear modern and appealing, and should serve to engage an audience across a spectrum of ages. Marjon will provide a subject matter expert(s) and all course (learning and teaching) materials. However, it will be the role of the provider to work closely with Marjon's academic staff to turn these static materials into dynamic and engaging content. Filming academic staff on a set, in a studio, or on location may be one approach. Animations may help to clarify points of learning in some instances.

It should be borne in mind that most academic staff have limited experience of e-learning, distance learning production or being filmed; and will require a considered approach from the provider to help them deliver their best in an unfamiliar context. Each of the two modules to be produced will require between 12 and 14 'e-lectures' to be produced, with each of these lectures being approximately 20 minutes in duration.

The completed learning and teaching materials need to have strong visual appeal to students of all ages, and promote engagement with learning in a Higher Education context. In particular, the design approach should be modern, and focus on high quality video production with appropriate augmentations e.g. animations.

It is envisaged that the students who will be undertaking these distance learning programmes will be located in a variety of countries as well as the UK, and whilst these future students will have to meet a minimum threshold of capability in written and spoken English, they may be non-native English speakers. Note that there is no requirement for sub-titles or translation services, but due regard should be paid to the intended audience in terms of the overall design approach.

Suppliers must include in their proposal, a contingency for production should recurring Covid-19 related issues complicate or prevent filming in a studio environment.

Main Project Objective:

To work with Plymouth Marjon University subject matter experts to produce e-learning lecture content for TWO high quality, dynamic and engaging modules for new distance learning programmes at Plymouth Marjon University by November 2020.

Scope of Work

Programme	Module	Deadline	Requirements
MA Professional Education Practice	Module 1: Insights into Learning and Teaching	13/11/20	Production of 12-14 x 20 min distance learning lectures, including animations and enhancements to augment the student experience
MSc Management for a Sustainable Future	Module 1: Challenging the Future	13/11/20	Production of 12-14 x 20 min distance learning lectures, including animations and enhancements to augment the student experience

Contract Reviews

Contract reviews will be agreed between the Contract Manager and the Supplier in line with the project plan set out in the Commercial Document submitted as part of the tender response.