



## Specification

### Tate Kids Creative Game

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#### Background

[Tate Kids](#) is Tate's dedicated online space for 4–12 year olds to play games, quizzes, watch videos and learn about art. From videos of kids reacting to artworks in our galleries, to personality quizzes, to animated stories about how artists become who they are – kids can access a wealth of entertaining and educational content on Tate Kids. With an accessible, kid-friendly and rebellious tone, our content seeks to excite, educate and be relevant to kids all around the world. The most popular content on our site by far is our games, with a high percentage of our overall traffic and over 50% of our users seeking out games to play. Our current games include [Tate Paint](#), [Tate Draw](#) and [Street Art](#).

Our audience is highly international – with over 70% of users being outside the UK, with a big majority being located in the US. Tate Kids doesn't aim to encourage physical visits to the gallery but open the Tate out to kids all over the world.

#### Overview

We are looking for a supplier to produce and deliver a new game for Tate Kids which fits into the existing Tate Kids website and complements our existing offer of games, quizzes, articles and videos.

In 2025, alongside a new area for teachers on the Tate website, Tate Kids will be relaunched with an updated look and feel and an updated homepage. As a complementary

offer to the Tate Schools area, an updated Tate Kids will solidify our digital offer to the under 12s audience, for their use at home and at school. Most of our users come to Tate Kids seeking games to play and this game will add to our existing portfolio.

Though Tate Kids is used by teachers and children in formal education settings, we want this new game to be something that children are interested in playing that prioritises fun over learning.

It must include creative expression and digital making, with another potential element of playing or experimenting with the creation, for example, but not limited to – drawing a character and then animating it, or constructing a sculpture by placing objects in a tower, then making it topple over.

We'd like to make a game that we can keep adding to in order for it to feel refreshed and updated at regular intervals, and to encourage repeat visits.

## **Goals**

- Meet the needs of our audience – they want more games on Tate Kids, which are easy to enjoy in gameplay lasting under 5 minutes.
- Create a game that could have multiple 'skins' or iterations using the same mechanics – in order to have multiple releases and reasons for gameplayers to return repeatedly with maximum value for money
- Investing more in games will help position Tate Kids as a world-leading destination for playing art games online and as the destination for kids that Tate provides online

## **Objectives**

The game should

- Appeal to kids all over the world of any gender and from any background
- Be low threshold – be a game that is easy to pick up and play without instructions and with intuitive UI
- Include audio sound effects
- Encourage creativity and self-expression through digital making
- Have an additional element of 'experimenting' or 'playing' with the creation potentially built in
- Have event tracking built in – e.g. so we can pull through to an analytics dashboard
- Be a single player game
- Use inclusive design. The product must comply with WCAG 2.1 AA standards.

- Fit into the existing ecosystem of Tate Kids – in terms of tone, design and style
- Encourage repeat plays
- Be suitable for play on desktop (e.g. Chromebooks – small screens, touchpads) and mobile devices
- Inspire and delight immediately – not require long gameplay
- Require minimal reading
- Have a name that is distinct from current games, and easy to find via organic search
- Be evergreen – not link to a specific exhibition or artist on show, but potentially take inspiration from Tate’s collection as a whole

### **Use Case and Access**

- 30% of Tate Paint users said they were using the game at home or at an art club. We’d like to make something that kids want to play in the afternoons after school/ after school clubs or weekends as well as being something a primary school teacher would allow them to play in free time in the classroom.
- The game should be easy to pick up and play easily without instructions. Can play for 5 minutes and have a good experience.
- US elementary schools give out laptops to kids as standard – often Chromebooks or similar devices, which they use for each academic year and return. UK primary schools have access to similar levels of laptops; in the main kids do not get individual devices. UK secondary schools are more likely to give out laptops to each child to use.

### **Audience**

- **Location:** Our game users are over 72% from outside the UK. Predominantly the US (50%), Australia (4%) and Canada (2%), but also from non-English speaking countries including Spain, India and Turkey.
- **Age:** 8-12 year olds
- 86% of our traffic currently is via desktop.
- 70% of users use the games in school settings.
- 50% of visitors to the homepage are coming to our site to ‘find games to play’
- Around 50% of our total traffic to Tate Kids comes via Tate Paint, rather than the homepage.
- The most common next page after visiting Tate Paint is ‘Make’, then ‘Games and Quizzes’, then back to ‘Tate Paint’, showing a desire for more making games that goes unmet.

## Creative Scope

In Scope	Out of Scope
<ul style="list-style-type: none"> <li>- A creative game that uses a specific theme e.g. (but not limited to)               <ul style="list-style-type: none"> <li>o Landscapes, cityscapes – creating a world or environment</li> <li>o Portraits, people, avatar creation and faces – focus on clothes after success of dress up games like Dress to Impress</li> <li>o Rebellion, Chaos and the unexpected e.g. a creative game where your goal is to make something chaotic or weird</li> </ul> </li> <li>- A game that involves creation and an additional layer of playing with or testing the creations.</li> <li>- The game should aim to be fun over formally educational.</li> </ul>	<ul style="list-style-type: none"> <li>- A broad game that is completely open ended and simply focuses on ‘painting’ or ‘drawing’</li> <li>- This game does not need to aim to educate about a specific art term, artist or artwork. Links to artworks on a theme may be suitable depending what the theme is. Artwork could be the inspiration for the game without heavy-handed information being included in the game itself.</li> <li>- There is no one artwork, art term or artist we should focus on – it may be more helpful to take inspiration from a broader theme across many artworks in the Tate’s collection</li> <li>- The game should not require Single Sign On or a login to be played and enjoyed</li> <li>- The game should not link to social media or encourage its use for under 13s.</li> <li>- The game will not involve an in-gallery iteration or experience</li> <li>- The game should not require offline making materials, e.g. paints, pencils or paper to be able to enjoy it</li> </ul>

### Potential

Depending on the outcome of the game - not required necessarily

- Kids might be able to save their artwork and share via email/message
- Kids artworks they make in the game might be sent to the Tate Kids Gallery, via our CMS

### References

- <https://www.linerider.com/> Slightly gimmicky example but like the way it gamifies the creative process, you draw, then someone flies through your drawing. Perhaps

the emphasis is slightly too skewed on the rider than the lines being an artistic creation.

- [Nour](#) - A game described as 'interactive art', that favours chaos and creation with 3D graphics and encourages you to play with your creations.
- [Paint 'n' Play](#) - this is more open ended/broad than we are thinking. Think the avatar/ helper chicken is very popular
- [This is Sand](#) Pleasing simplicity
- <https://sketch.metademolab.com/> Turning sketches into animations

### **Stakeholders RACI**

- R: Appointed agency
- A: Tate Kids Producer
- C: Executive Digital Producer
- I: Digital team colleagues, Director of Audiences

### **SLA**

- We'd like a 6-month SLA post-launch for fixes.

### **Measuring Success**

We will measure success in the finished product by measuring:

- Number of users in comparison to other high performing Tate Kids games
  - After 6 months at least 20,000 active users per month.
  - Tate Paint averages 40,000 active users per month.
- Length of gameplay
  - After 6 months users will have an average dwell time over 1 min 30 – not lower than Tate Paint which averages at 1 min 37 dwell time

Kids of the intended audience age range would call it fun and want to play on it again at a later date, without gameplay needing to exceed 5 minutes each time.

### **Risks/Challenges**

- The Tate Kids Gallery needs updating if we are going to create another creative game that did connect to it, which is a project that will happen in 2025
- Risk of creating something too similar to Tate Draw or Tate Paint
- Making this game feel like a Tate product without explicit 'learning' points about art in the collection

## **Budget**

50k to include all agency costs inclusive of:

- design, development, testing and delivery

User testing and QA can be supported by Tate staff but should be built into the costing.

## **Timeline**

Tender published 3<sup>rd</sup> February 2025

Proposals received 19<sup>th</sup> February 2025 12:00

Evaluation of responses starts 19th February 2025

Presentations and interviews 27th and 28th February 2025

Agency appointed 6th March 2025

(Supplier set up w/c 6th March 2025)

Production begins 10th March 2025

Project launches on 29th September 2025