**Research Design and Develop Departments**

**The following is a list of the departments that make up our company and the responsibilities of each staff member.**

**App Development Team (staff members) +**

* **Information architecture -** “organizing the content in your app.”  **Interaction design** - This is the job of the interaction designer, someone who sorts out how the user will move from screen to screen to accomplish their task. **Visual design -** The visual design can be as simple or as complex as you want; the key is to focus on the usability and primary task of the app.
* Sketch idea
* Create screen shots
* Create actual app or working prototype

**Marketing/Advertising Department (staff members) + 1 Marketing Director**

* Create company identity(using company name, logo and slogan developed)
* Create a Social Network presence (Facebook, Twitter, other…)
* Create print advertising for company
* Work with web design department on company identity for website
* Will be using the following:
  + Office Suite, Adobe Suite, Email, Photoshop
* Create name badges, business cards
* Design booth for school and exposition contest
* Create buttons or any other marketing tool needed
* Must be creative
* Create/administer a survey to be used in our test market about gaming

**Multimedia Division (staff members) + 1 Head of Multimedia**

* Create video/commercial about the challenge (promoting this class)
* Will be using the following:
  + Sony Vegas, Premier Pro, Imovie, Adobe After Effects, Photoshop,
  + Video camera (GoPro, Cannon, Flip device)
* Create podcasts as necessary for website advertising
* Design and develop commercial using video camera and software on Mac
* Design and develop flash graphic for the website
* Be in charge of photographing the class during big events
* Create a jingle (musical) for business (Sound booth and equipment)

**Web Design Department (staff members) + 1 Head designer**

* Design and create our company website
* Work with Marketing department to create logo and slogan that will work in online environment
* Create pod casts as necessary for the game explanations
* Will be using the following:
  + Dreamweaver, Wordpress, other web development tools

**Writers/Researchers (staff members) + 1 Head Writer**

* Create a company mission statement
* Create company White Paper
* Weekly updates written and posted in forum
* Conduct background, supporting research on business idea
* Research all copyright/patent information
* Assist marketing department with any written advertising to assure all copyright laws are being followed
* Assist Web Design Team to write all text for the website
* Assist all other departments as needed (see manager)

**Job Postings**

1. Project Manager
2. App Development Team
3. Marketing Director
4. Head Multimedia
5. Head Web Designer
6. Head Writer
7. Member of the App Team
8. Member of the Marketing Team
9. Member of Multimedia Team
10. Member of Web Design Team
11. Member of Writing and Research Team

Fill out the bottom potion for your job preference:

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Position Desired: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Experience: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_