



Tate Schools Multi-Sensory Game - Specification

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1. Background - Tate Schools

Tate's new Digital Schools project will launch in Autumn 2025. It will be a prominent and accessible digital destination for teachers on Tate's website with a comprehensive set of resources and tools to support teachers and bring artists, ideas and Tate's collection into classrooms.

It will produce meaningful, relevant and accessible resources for all children.

2. Overview

We are looking for a supplier to produce and deliver a multi-sensory creation game for Tate's new digital [Tate Schools](#) platform that can complement our existing resource offer. The resources currently include video and audio content, step-by-step making as well as the interactive making game [Tate Draw](#).

The new multi-sensory game must be designed and developed with the needs of SEND (special educational needs and disabilities) students as a priority, specifically PMLD (profound and multiple learning disabilities) students, but which is engaging and usable for all students.

It will not be dependent on fine motor skills - interaction should be done by touch (tablets/phones) or trackpad/ keyboard. It must offer a non-instructional, multi-sensory way of making that is visually and sonically rich - encouraging a playful, exploratory and open-ended digital outcome which can be shared back with classmates/ teachers/ family and friends.

It will offer new materials and ways of making in the classroom using sound/ colour/ texture.

It will be a digital resource which will be calming and support engagement and curiosity in the present moment. It could be used as a resource to support students' wellbeing in the classroom.

3. Goals

- To create an open-ended, non-instructional learning experience for use in classrooms, other school spaces and at home
- To be a multi-sensory and non-verbal invitation which requires no instruction and is intuitive to use
- To encourage material exploration and process-led making
- For the experience to work as both an individual or collective experience
- To be visually and sonically engaging/rich/dynamic and invitational in style

4. Key Audiences

Primary:

- Students with additional needs including PMLD (profound and multiple learning disabilities) - attending SEND (special educational needs and disabilities) or mainstream schools

Secondary

- Tate Schools is predominantly for teachers working in primary and secondary education with children aged 4-18-years-old. The game could be narrowed to a target audience of 7-11-year-olds
- It should be gender neutral - appeal to any child
- The experience should be sophisticated enough for grownups to enjoy and use - it should appeal to all ages and abilities - child friendly rather than childlike.

User testing should be built into the schedule at multiple points.

5. Objectives

The experience should:

- Be very easy to pick up and play without instructions and with intuitive UI
- Include audio soundscape/effects
- Not be dependent on fine motor skills - interaction is done by touch (tablets/phones) or trackpad/ keyboard (and potentially voice activation if technology allows)
- Offer digital materials that are unexpected and contemporary - not the 'usual' paint/paper, but clouds or wet cement or loads of beads or ping pong balls
- Be limitless with no time constraints or ending built into the gameplay
- Have event tracking built in - e.g. so we can pull through to an analytics dashboard
- Use inclusive design. The product must comply with WCAG 2.1 AA standards.
- Encourage repeat use
- Be suitable for play on desktop (e.g. Chromebooks - small screens, touchpads) and mobile devices
- Require minimal reading - any necessary introductory or explainer information will sit on the resource page where the link to the game sits
- 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 - possibly through the selection of material

6. Use and Access

Duration/ Play time

- Can be used for 1 min or 30 mins - no minimum/ maximum time required
- Users can dip in and out

Potential use cases (to be developed with teachers)

- As a starting point for a lesson, as a small group or whole class activity with the interactive projected in the room or played on a whiteboard
- As an individual student breakout/chillout activity on a laptop or iPad

Accessibility

- Content needs to be accessible to a wide range of students across mainstream and SEND settings, including students with PMLD
- Content should be developed to ensure its accessible for all young people of the intended audience group

7. Scope

Creative Scope

In Scope	Out of Scope
<p>A creative game that allows users to build a unique world of colour, texture and sound:</p> <ul style="list-style-type: none"> ○ A relaxing game of free-form world-building and self-expression ○ May use sound, emotion and other prompts to craft three-dimensional spaces inspired by Tate's collection. <p>The game should aim to be fun over formally educational.</p> <p>It could be:</p> <p>Guided or free-form - follow suggested prompts to explore particular themes or play without limits.</p> <p>It could offer:</p> <p>Interaction - Configure your world in different ways: choose from prompts like emotions, colours, form and shape.</p> <p>Exploration - use your finger or mouse to gently interact with different elements, triggering sound and changes in the environment.</p> <p>Animation - Watch the scene build Before your eyes. Share a short clip of your unique creation with friends and</p>	<ul style="list-style-type: none"> • 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. • 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 • The game should not require Single Sign On or a login to be played and enjoyed • The game should not link to social media or encourage its use for under 13s. • The contract will not involve an in-gallery iteration or experience • The game should not require offline making materials, e.g. paints, pencils or paper to be able to enjoy it

<p>family.</p> <p>Connection - reflect on your creation by looking at relevant artworks and the emotions associated with them.</p> <p>It could have additional elements:</p> <ul style="list-style-type: none"> • Is there a collaborative or multi-player version? • Is it possible to include a touch-free option and use voice instead? • Is there a further layer with the option of modifying or playing within the creations 	
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References

- Brian Eno Bloom app - [Bloom by Brian Eno and Peter Chilvers | GenerativeMusic.com,](#)
- [Virtual Slime](#)- exploring the properties of materials
- This is [Sand](#) - Pleasing simplicity
- [Nour](#) - A game described as ‘interactive art’, that favours chaos and creation with 3D graphics and encourages you to play with your creations.
- [Putty 3D](#) - 3D making and material exploration.

8. Process

An open and collaborative start to the process is an important element for Tate before the supplier can then develop, design and deliver the project (in partnership with Tate):

There will need to be collaboration with teachers throughout the development.

Teachers will feed directly into the selected materials/ colours/ sounds/ textures through a ½ day workshop. This workshop will be arranged by Tate but should be included in your schedule and costing.

User-testing opportunities with teachers and children will also need to be considered.

Stakeholders RACI

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

Service Level Agreement (SLA)

- Please include a 6-month SLA post-launch

9. Measuring Success

We will measure success in the finished product by:

- Relevance - Teachers of and students with PMLD will communicate that it is a relevant creative tool to use in the classroom, meeting their needs to be inviting, engaging and accessible
- Reach - Increase Tate's digital engagement with teachers and students from SEND settings across the UK by 20%
- Young People - Teachers and students will feedback that the finished product encourages their creativity and they can share and celebrate their work with their teachers, peers and families.
- Impact - Teachers would say that it makes a positive and sustainable difference to their arts teaching.

Due to the priority audience for this game, we are focused on measuring success through qualitative means rather than quantitative figures of users and length of engagement. Our main success measure is that the game is engaging and usable for students with PMLD.

10. Considerations

- Risk of creating something too similar to Tate Draw, Tate Paint or the new Tate Kids game in development
- Making this game feel like a Tate product without explicit 'learning' points about art in the collection
- If there is no minimum/ maximum time required what will it look like as shareable playback?
- Teachers need to feed directly into the potential uses for the resource and

- the materials/ colours/ sounds/ textures to be used
- Other user-testing opportunities will need to be considered

11. Budget

60k to include all agency costs inclusive of:

- design, development, testing and delivery (and SLA 6 months)

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

12. Timeline

- Tender published 4th April 2025
- Proposals received 25th April 2025
- Evaluation of responses 30th April 2025
- Presentations and interviews 8th and 9th May 2025
- Agency appointed 12th May 2025
- (Supplier set up w/c 12th May 2025)
- Production begins 12th May 2025
- Project launches on w/c 1st September 2025