Development Services for a Media Literacy Escape Room "Petlya Chasu" (final version)

cooperation between DW Akademie and Public Media Academy Juniors of Suspilne

Project: "Strengthening Independent Media for a Strong Democratic Ukraine"

(Ref. NDICI-GEO-NEAR_2024_447-244)

TERMS OF REFERENCE

1. Project Overview

DW Akademie is Deutsche Welle's centre for international media development, journalism training and knowledge transfer. Our projects strengthen the human right to freedom of expression and unhindered access to information. DW Akademie empowers people worldwide to make independent decisions based on reliable facts and constructive dialogue.

DW Akademie is looking for a developer to produce and deliver a portable interactive escape room focused on media literacy, based on the provided game script and the results of the prototype test The project aims to design a MIL escape room to effectively educate the participants on topics such as misinformation, fact-checking, digital security, and critical thinking.

The escape room will exist in two versions:
 - Full-size portable room — with modular walls and full-size setup for indoor and outdoor activities.
 - Small pop-up room version — without walls, designed for quick installation at events, fitting into two suitcases for travel.
 The experience promotes media literacy and critical thinking for teenagers (ages 12–17).

2. Scope of Work
The Contractor will:
2.1. Design the escape room based on the provided scenario, visibility principles, and plan-scheme:
- 7 thematic zones

- 3–5 players per team
- approx. game duration: up to 40 minutes
- parallel team launch possible.

2.2. Provide all physical, electronic, and multimedia elements of the escape room:
- monitors, projectors, speakers, sensors, buttons, electronic locks
- preferred control platform: Raspberry Pi (other platforms acceptable)
- video surveillance: CCTV cameras in each room connected to an operator's tablet
- software with multilingual capability (Ukrainian/English) desirable
- backup power option for critical systems.

2.3. Craft modular, lightweight wall structures for the full-size portable room:
- overall size: 5.5 m × 8 m.
- aluminum frames or equivalent for walls
- panels: laminated MDF, plywood, or fabric with printed graphics
- modular connectors

2.4. Design the small pop-up version for quick transportation and setup:
- same storyline and tasks
- adapted puzzles.
- no walls - portable tables, stands, or compact frames.
- quick setup/dismantling — no more than 4 hours

2.5. Craft transport boxes for all components.
- stackable boxes
- fitted with wheels
- small pop-up version fits into two standard suitcases.

2.6. Provide assembly, disassembly, and operation manuals in Ukrainian and English.

3. Visual Design Requirements
- Follow the Deutsche Welle visibility rules and PMA juniors brandbook
- Use durable printed graphics (scratch- and fade-resistant)
- Ensure high visual impact and recognizability

4. Deliverables
1. Complete functional Full-size portable room.
2. Complete functional Small pop-up room version.
3. Transport cases for both versions.
4. Full assembly/operation manuals.

Game script and plan-scheme are available on demand.

5. Application instructions
Please send your Application with the indication of an expected renumeration (including for the transfer of rights) for all deliverables to **dw-akademie.ukraine.eu-projects@dw.com** with the email subject "**Developer - MIL Escape Room**" by the **5ᵗʰ October 2025**, 24h Kyiv time.

Please note that a commitment is subject to project funding.

For more information on what DW Akademie does in the MIL field please click here.