Project Scope

**Project Title:** New Harvest Website Redesign

**Project Lead:** Michela Caffrey, Art Production Associate--New Harvest

**Project Aim and Purpose:** The purpose of this project is to create a Wordpress website that reflects New Harvest’s position as a groundbreaking research institute and an important resource for the cellular agriculture community. The website will inform on our mission, vision, and contributions to the cell ag field as a way to activate our growing community. Calls to action will include donating, applying for funding, and volunteering.

**Project Description:** The Website Redesign team will consist of the project lead (Michela Caffrey, Art Production Associate) and an external designer/developer. The project lead will manage all website content, brand guide, and visuals moodboard creation and will be the point of contact for all Project activities. The project lead will also work with the rest of the New Harvest team to determine the visual direction of the website and will create the initial wireframes illustrating key user stories. Working from these initial wireframes, the designer will utilize the brand guide and visuals moodboard to mockup views for the website. The designer will also have an important voice in the design process and direction. Throughout this process, there will be weekly video check-ins between project lead and designer to discuss progress and relate any concerns that may arise. Regular Slack/e-mail communication will also happen as necessary. Once mockups are completed, they will be handed off to the developer to begin the site development process. There will then be weekly check-ins between project lead and developer. To simplify project communication, we are looking for a single individual or agency to manage both the design and development of the website.

**Project Objectives:** redesign and build a Wordpress website that:

- highlights New Harvest’s mission and work as a 501(c)(3)
- Integrates a donor management system (we currently use NationBuilder but are open to switching to another DMS)
- accepts single and recurring monthly donations through PayPal or Stripe
- Accepts newsletter sign-ups integrated with Mailchimp
- Hosts a regularly updated blog
- Hosts a downloadable image repository with citations for each image

**Constraints:**
Launch date -- Fall 2020
Budget -- $15-20k
Location -- Remote

If you are interested in working on this project with us in a designer/developer capacity, please submit examples of your previous work to michela@new-harvest.org with the subject line Website Redesign Designer/Developer by EOD May 13, 2020. In the body of the email, please elaborate how your skills align with our project needs.