



Lifelong Learning Programme



## Erasmus Student Work Placement in the UK

EMPLOYER INFORMATION	
Name of organisation	Arklu Ltd
Address inc post code	47 Beaufort Mansions, Beaufort St, London, SW3 5AG
Telephone	0207 376 4484 / 077200 59532
Fax	N/A
E-mail	<a href="mailto:press@arklu.com">press@arklu.com</a>
Website	<a href="http://www.lottie.com">www.lottie.com</a>
Number of employees	< 5
Short description of the company	Startup toy development company; creator of the award-winning Lottie dolls, for girls aged 3-9. Since their launch in 2012, Lottie dolls have won 15 awards in the USA, UK and Canada and now sell in 14 countries. <a href="http://www.lottie.com">www.lottie.com</a>
CONTACT DETAILS	
Contact person for this placement	Lucie Follett
Department and designation / job title	Creative Director
Direct telephone number	077200 59532
E-mail address	<a href="mailto:Lucie.follett@arklu.com">Lucie.follett@arklu.com</a>
Application Procedure	
Who to apply to (including contact details)	Lucie Follett
Deadline for applications	Ongoing
Application process	Cv to <a href="mailto:press@arklu.com">press@arklu.com</a>
Other	

Please provide as much information on the placement as possible – too much information is better than not enough!

<b>PLACEMENT INFORMATION</b>	
Department / Function	Flash Games Development Internship
Description of activities	<p style="text-align: center;"><b>Flash Games Development Internship for www.lottie.com</b></p> <p>Responsibilities to include:</p> <ul style="list-style-type: none"> <li>• Front-end development of games in ActionScript 3</li> <li>• Participation in the development process of games based on the Lottie doll themes targeting an age group of 4-9, mostly girls.</li> <li>• Work closely with our in-house graphics team to create custom in-game graphics and an interface design that is based on the Lottie style guide and specific doll themes and products.</li> <li>• Development of algorithms based on the game design</li> <li>• Ideal for a practical semester – can be combined with a thesis</li> </ul> <p>You will be supervised by the director and managing director.</p> <p>Start date asap and ongoing.</p> <p>We work from a home office in Central London.</p> <p>We are a young award-winning startup company; work hard, are ambitious and forward thinking – we’d like to work with interns who are keen to take on responsibility and have an active role. Please note that we are NOT looking to re-skin licensed flash games or work with source code that we don’t own.</p> <p>The flash game genres we would like to work on will be conventional, for example: dress-up, cookery, race, pet grooming, make a figure dance, hit an object, obstacle avoid, race, maze.</p> <p>However, we want to make these more <u>interesting and innovative</u> by doing the following:</p> <p>1/Create in-game graphics and an interface design that reflects our style guide and matches specific themed doll products. (We have in-house graphics team to do this; you would work closely with them and communicate what you need)</p> <p>2/Work closely to our brand style guide in terms of feel, tone and attitude. This is hugely important and is something where we really encourage creativity! Therefore, it is really important that our games are ‘pro girl’ and reflect all the values that have won us lots of awards in the USA, Canada and UK. Example: our character does not wear makeup, high heels or jewellery, so we will never do makeup games, or kissing games. Our character does lots of conventionally female activities</p>

(ballet, ponies, pets) but also non-conventionally female activities (football, karate) so it is really important to have games that successfully convey this 'pro girl' feel. It is a huge point of difference with other doll brands and something we want to translate online.

3/Adapt these conventional games genres so that the games complement the actual product that is being sold in-store. Example, incorporate some brief storyline wording at the outset of the game that matches the storyline on the doll product packaging; and adapt the setting of the game/interface design so that it matches the doll theme. Example: a Lighthouse Keeper Lottie themed game could be based on a standard obstacle avoidance game but because it uses our imagery of the ocean scene, the sailing boat and lighthouse and rocks and includes the small story outline at the outset it immediately becomes themed to the product in question, and much more distinctive.

4/Incorporate educational elements wherever possible (especially maths) relating to our core age group 4-9. (\*we can advise on this aspect)

5/Incorporate consistent roadmap way-markers and an achievement goal at the game end (eg, including the Lottie logo at specific points, using a consistent format for arrows, next buttons etc) so that everything is consistently branded.

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We have a fantastic graphics design Erasmus intern with us currently until January and she is really flourishing and developing well. We have really enjoyed having her with us; she's really enjoyed her time with us too. She works here three days a week and then spends the remaining two working from home, with communication via email and dropbox.

This arrangement suits us all very well as it gives face to face contact, which is important, constructive feedback, but allows for flexibility in working hours.

We have also learned a lot from her too – perhaps the biggest lesson is that it is very hard to find reasonably priced short term accommodation in London, and that it is preferable to organize this before you arrive.

Therefore, please think carefully and bear this in mind before applying; our intern found it hard to find a short-term let for under 6 months.

Alternatively, if you wish to live outside London, we are open to that too.

Useful websites to find accommodation in London include:

<http://www.christianflatshare.org/>

<http://www.spareroom.co.uk/>

	<a href="http://www.gumtree.com">http://www.gumtree.com</a> We can help you to search for accommodation and advise on specific geographic areas to focus your search, but we are unable to offer accommodation.
Location	London (flexible ; open to weekly meetups)
Start Date	Asap (ongoing)
Duration	Flexible.
Working hours per week	30-32
Accommodation (please select)	<input type="checkbox"/> Accommodation will be provided <input type="checkbox"/> We can assist with finding accommodation x (we can help to advise websites and hostels but unable to offer accommodation) <input type="checkbox"/> Student to make own arrangements x
Details of financial and "in kind" support to be provided	Travel expenses
Other	Lunch

### COMPETENCES, SKILLS and EXPERIENCE REQUIREMENTS

Languages and level of competence required	English – good
Computer skills and level of skills required	Strong Actionscript 3 and Flash skills Good understanding of algorithms Good understanding of Object Oriented Programming Good communication skills to work closely with our in-house design team to create custom in-game graphics and interface Please show us your portfolio
Drivers license	n/a
Other	This internship would most likely suit a student of computer science / games development

### INFORMATION PROVIDED BY

Name	Lucie Follett
Department / Function	Creative Director
E-mail address	lucie.follett@arklu.com

Phone number(s)	077200 59532
Date	05/11/13

Please return this form by email to [erasmus@britishcouncil.org](mailto:erasmus@britishcouncil.org)