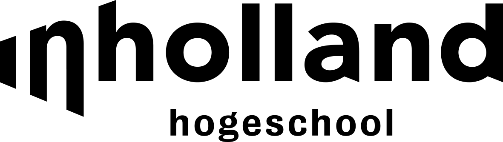
[](https://www.google.nl/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwjb04-vwPzhAhUCzKQKHRD6D3QQjRx6BAgBEAU&url=https://amsterdamgreencampus.nl/partner/inholland/&psig=AOvVaw1VzWBnzqRA_BBbioGXSOH8&ust=1556874694128545)

|  |  |
| --- | --- |
| Keuze module | |
| Module  Module Behind the Scenes (filmmodule, jaar 1, Feb-april 2020)  V  \*Omcirkel wat van toepassing is | |
| Gegevens opdrachtgever | |
| Name organisations | *DUO (hoofdkantoor)* |
| Visitors adress | *Kempkensberg 12* |
| Zip code, place | *9722 TB Groningen* |
| Website | *https://www.duo.nl* |
| Name contact person | *Maike Klip* |
| Function | *Design researcher | Ambtenaar bij DUO* |
| Phone Number | *06-46480000* |
| E-mailadres | [*maike.klip@duo.nl*](mailto:maike.klip@duo.nl) |
| Gegevens opdracht | |
| Background information organization | DUO makes sure that students can apply and receive student finance. DUO also manages all sorts of educational data. |
| Information about the products/services | You can apply for study finance through our website and ‘MijnDUO’. This is also the place where you can make changes during and after your study. You can also look into or request your diplomas. If you have any questions you can also call DUO or visit one of the offices. |
| Problem description | We want to make sure that it is fast and easy for students to arrange things with us. Next to this we want to give the students trust in us, the government.  This is why we have the website and services for the students. To do this the right way, we need to know our target group (you) in the best way possible. We can always do better when it comes to this, so this is why we have this assignment. |
| Description of assignment | *What do the employees at DUO need to know about students to do their jobs properly?*  *What do you think?*  *Make a fun video about it*  *(you can decide the tone of the video)* |
| Description of target group | Employees of DUO. For example, the people that make the website (write the texts or design the screens). Or the website developers, the jurists who checks if everything is going according to law or the managers who decide how much money goes into which project |
| Desirable result | Giving the employees of DUO more insight and understanding for student life and all that is important to students. |
| Communication Channel (for which channel is it needed?) | Internet  Internal employee portal and my own (Maike’s) research blog |
| Coporate identity criteria | None |
| Any privacy conditions? | Make sure that the people you film are okay with being filmed and being published online. |
| Is there stockmaterial? | No. |
| *Other comments* | *It would be nice if the end product at the end of de module can be shown at the offices of the client in Groningen.* |