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**The Qalet Marku Tower education and communication proposal brief as part of the application to Gal Majjistral Measure 1 – Restoration of the Cultural and Artistic assets**

The Qalet Marku Tower, originally known as *Torre del Cortin,* orSaint Mark’s Tower, is a small watchtower in Baħar iċ-Ċagħaq, limits of Naxxar, Malta. It was completed in 1658 as the third of the De Redin towers. The De Redin Towers, built during the reign of Grand Master Martin De Redin, are a series of small coastal watchtowers built in Malta by the Order of Saint John between 1658 and 1659. Thirteen towers were built around the coast of mainland Malta, eight of which still survive. Din l-Art Ħelwa will be carrying out a restoration of the Tower with the support of a Gal Majjistral Foundation Funding scheme and will require educational and information materials to support this programme.

As part of the communication brief of this project we are looking for suppliers to supply

1. An interactive eBook suitable for adolescents and adults
2. A childrens’ activity sheet suitable for under 13s
3. 1 outdoor signage Unit carrying a sign A3 in size and QR code
4. 1 3D Stone models approximately 14 inches square.

**eBook**

**Main target audience**

The eBook will be targeted towards young adults and visitors. The eBook will not be too simple to cater for very young children nor will it be too complex to answer the requirements of researchers and academics. It will instead be targeted at educating the widest audience possible.

**Main learning objectives of this proposal**

1. Information about the Qalet Marku Tower itself - Its history, location, building design, subsequent changes during the British period, restoration by Din l-Art Helwa
2. The components of the Tower Garrison, its weapons and armaments.
3. The purpose, history and security system offered by the De Redin watch towers.
4. The many heritage ruins still present on the Qalet Marku area from different historic periods will be traced and written up as a trail.

**The eBook**

An interactive eBook **IS NOT** a pdf version of the printed copy of a book. An interactive eBook is an eBook that has various elements your audience can interact with. Instead of a digital product filled with words and images, you can include even more, like videos, links, audio and other interactive elements. eBooks are great tools to hold a learner’s attention and impart knowledge to them.

**Distribution**

The eBook will be available for easy download from the DLH website. Links to download the eBook will also be sent via Mass eMailing and Social Media.

Supplier is to quote for

1. Production of content from supplied research material

2. Graphic Design

3. Programming of eBook (using Adobe suite)

4. On site photography and videography

**Qty x 1 - Children's activity sheet**

Targeted at very young children is this activity sheet with drawing and easy but fun activities for children such as dot to dot map of the coastal watch towers, pictures of weapons and armaments and components of the garrison. This activity sheet will be made available for download from the DLH website, sent to schools and other local councils in the area as well as to other DLH sites in the Majjistral region.

Size: A3

Design in full colour

**1 outdoor signage Units**

We would like to put one free standing A3 sign adjacent to the tower. This sign will pass on information about the tower itself to visitors in the area and show the interior architecture of the tower. The sign will need to be made from sturdy, galvanized, metal hollow section pipes and secured to the ground. Supplier is to provide the manufacture of these signs as well as the design for the visual part of the signage.

**1 3D Stone models of the Għallis Tower**

The idea is that these provide a ‘’touch and feel’ experience to those with

certain disabilities, especially those with visual impairment. They must be approximately 14 inch square at the base.