ARCHAIDE

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PROJECT COORDINATOR	**Prof Maria Letizia Gualandi, UNIPI**
TEL:	**+39 05022 15817**
E-MAIL:	**maria.letizia.gualandi@unipi.it**

Website and promotional kit
D 9.2
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Lead Author (Org): Francesca Anichini (UNIPI)
Contributing Author(s) (Org): Sandro Petri (UNIPI), Sonia Cerrai (UNIPI), Massimo Zallocco(INERA), Holly Wright (UoY)
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07	30/11/2016	Francesca Anichini Holly Wright	Final version

Disclaimer

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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Abbreviations

WP: Work package

M: Month

UNIPI: Università di Pisa

UoY: University of York

UB: Universitat de Barcelona

UCO: Universitaet zu Koeln

TAU: Tel Aviv University

CNR: Consiglio Nazionale delle Ricerche

INERA: Inera srl

BARAKA: Baraka Arqueologos S.L.

Elements: Elements centro de gestio i difusio de patrimoni cultural

Executive summary

This deliverable is part of WP9 "Communication/Public engagement/Innovation". It describes the activities related to the creation of the web site and the promotional kit for the project. These products start from the ideas set out in the Communication Plan (D9.1) and follow the communication strategy described in that plan. The creation of the web site was built as a product of communication around the concept of "visual storytelling". The partners worked to build a site with a friendly interface, rather than what is traditionally associated with institutional and academic sites associated with a research project. The intentional was to create a smart and rapid way to communicate with a large audience using images to convey key messages. The structure is based around a single page; it is colourful and rich with images and videos. The initial impression is via an animated infographic to capture the user's attention; the second is the description "what is ArchAIDE" which uses five icons; the third consists of eight short video interviews, where the partners describe dreams, ideas, as well as doubts related to the work in ArchAIDE project. The whole structure involves the user in a sequence of stimulating suggestions for exploring the project further.

Following the same idea, social network accounts have been opened, which are very important channels for more informal communication with the community. The first evaluation period has produced positive feedback with increasing numbers of followers.

The design of the promotional kit is also included in this deliverable. Products and gadgets were created to raise awareness within the general public. During planning however, it was decided to postpone the design and the realisation of some gadgets until the second phase of the project, when there is better understanding of which type of products might be more successful, and ensure funds are well targeted.

1   Introduction

Using the aims of the communication strategy (D9.1, Section2.2) and the communication work plan of the (D9.1, Section6) the visual image of the project has been defined, along with optimisation of the intranet after the first phase of testing, building of the public web site, design of the promotional material, and activation and population of the social media channels. Thus the first communication materials and avenues are now created. The table below sets out the completion timeline for these activities.

Activities defined in the communication work plan from September to November

Period	Activity
1 August – 30 November	Creation of the logo and visual identity of the project
1-30 September	Final release of intranet web site
1-30 September	Drafting of project web site
1-31 October	Review of the web site by project partners
1-30 November	Opening of the project web site
1-30 November	Definition promotional material
1 August – 30 September	Creation of social network profiles
From 1 October	Population and management of social network accounts
1-30 September	Creation of the editorial board
1 September – 30 October	Video Communication – infographic 1 – logo animation
1 – 30 October	Short partner interviews of Pisa meeting 1
1 – 30 October	Short video about meeting 1: "Kick-off"

2   Editorial Board

During the technical meeting in Barcelona (15-16 September) creation of the Editorial Board was approved. The board is composed of one representative from each partner and two technical members (graphic designer and filmmaker), and led by the University of Pisa.

The activities of the Board are:

- Coordinate aspects connected with communication
- Using the communication work plan, work to simplify practical implementations and produce tools to realise communication goals
- Create a place to facilitate sharing different points of view from different countries around communication and how to reach audiences
- Promote activities in a range of countries with additional contacts and channels of communication
- Share ideas and comments about communication activities and events
- The Editorial Board will communicate via a dedicated mailing list and using a specific section of the intranet

Members of the Editorial Board

Partner	Member
Università di Pisa	Francesca Anichini (communication manager) Sandro Petri (graphic designer) Lorenzo Garzella (film-maker)
University of York	Katie Green (maternity cover, Holly Wright)
Universitat de Barcelona	Eva Miguel Gascòn
Universitaet zu Koeln	Michael Remmy
Tel Aviv University	Lior Wolf
CNR-ISTI	Roberto Scopigno
INERA srl	Massimo Zallocco
BARAKA	Diego Lucendo Diaz
Elements	Llorenç Vila

3   The web site

As described in the communication strategy (D9.1 Section 4), communication actions will employ three basic steps: **awareness** (I know the project exists and what it is means to do); **information** (I know what the project is doing and why); **publicity** (I know about specific topics I'm interested in). This strategy has also been used to design the conceptual structure of the web site. The web site will allow to show the development of the project; these steps will be supported by an evolution of the graphic design and videos.

Using "visual storytelling" as a key way to communicate work within the project (reasons described in D9.1 Section 4.1), the web site was structured so that videos, images, colours and other media content are in the foreground. The strategy is to engage the users in a non-traditional way for a research project. The first impression is intentionally quite strong in order to build curiosity and invite questions. Likewise, intentionally challenging slogans have been used to encourage discovery of the site: 1) "The archaeological revolution at work" 2) "The archaeological revolution is coming" 3) "The archaeological revolution is now".

Through these three slogans we will mark the main phases of progress for the project. These steps will be signalled by a design change within the web site and, primarily through the creation of short videos and infographics.

In this period (M1-M14), these first steps are intended to engage the users' curiosity beyond exclusively scientific interest. The strong word "revolution" has this aim: to attract, intrigue and move users to discover the different sections of the web site and discover more details about the project.

3.1   Sections

As described in D9.1, Section5.2, the "project web site is a stable reference for all target audiences and a crucial element in the communication strategy". The initial structure is defined to describe the project goals and the strategy to be implemented. The rules defined in D9.1, Section5.2, relating to the general concepts and the main sections have been applied, with particular attention to communication, updates, integrating social media, search engine optimisation, and accessibility. The web site language is English. As described in D9.1, we chose images were chosen as guides for communication, and to support understanding of the textual content.

3.2   Homepage

The homepage of the website is structured to invite navigation to the rest of the site. The structure is characterised by verticality and offers sequential blocks of content corresponding to the inner sections. The intention is to create immediate interest to users by proposing materials such as videos, animations, presentations and interviews that are immediately viewable. The goal is direct engagement of the viewer: it's the content that is shown, that drives to be seen, rather than being closed within its specific section.

The visual language of the homepage reflects logic associated with edutainment: to inform the user by offering contents that, through an entertainment language, they will respond to directly.

During the project, the modular design of the homepage will allow greater visibility for some sections over others, according to the criteria set out within D9.1. The web site adheres to the tenets of 'responsive design', ensuring it is 'mobile first' and therefore accessible on a wide variety of devices (desktop, tablet, mobile).

The first section involves the viewer directly through a short video animation which summarises the challenge the ArchAIDE project intends to address. During the project, this area will host different videos related to specific project phases, as described in § 3.4. A sequence of infographic icons summarises the five operational

phases of the App (Figure 1).

The third section will engage users through video interviews with team members. Each contribution is characterised by a challenge that each team brings with it, which is discussed by a representative from each partner organisation. The entire sequence of interviews will change during the evolution of the project.

The Blog & News area showcases the newest content in a visual way. This area is designed to both inform users and help build a following for the project, through quality and consistency. The specific section will look like a small themed magazine that will be updated frequently. The calendar of events will also act as a sort of news-ticker to also help build the project following.

The Media area is a large container for specific multimedia contents, published on the main social media channels (Youtube, Slideshare) using a sliding form.

Social wall instead shows the main social channels on which ArchAIDE publics thanks to embedding boxes.

The Documents & Papers area is the Digital Library of ArchAIDEoffers the textual outputs of the project (reports, deliverables, articles).

ARCHAIDE HOMEPAGE

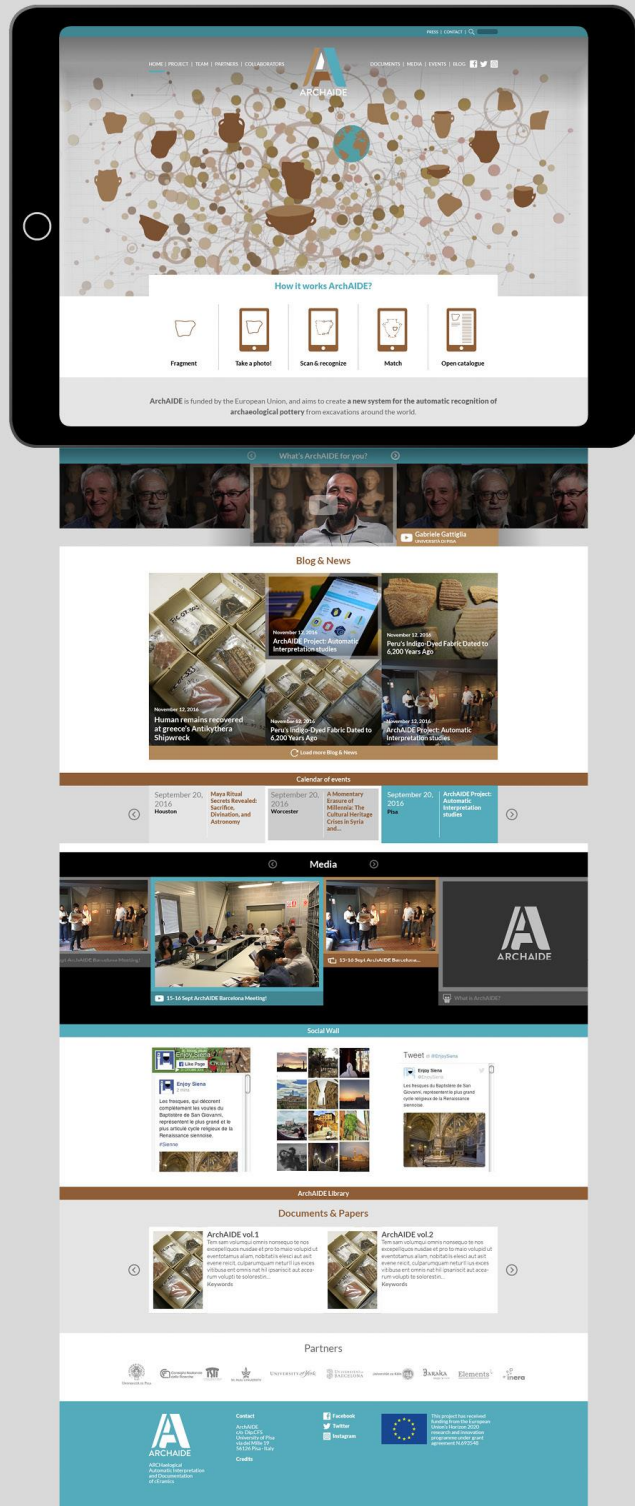|	
HEADER & VIDEO	
INFOGRAPHIC ICONS	
DESCRIPTION	
TEAM	
BLOG & NEWS	
CALENDAR OF EVENTS	
MEDIA	
SOCIAL WALL	
DOCUMENTS & PAPERS	
PARTNERS	
FOOTER	

Figure 1: Structure of the ArchAIDE homepage.

3.3 Internal Sections

Project

Short description of the project objectives and the phases of work. Workpackages have not been described as they are internal to the project. The description of the project is supported by an infographic with the five main steps for using the ArchAIDE App.

An infographic is used to describe, in one picture, the activities of the project, the timeline, the roles of the partners, the links between members, and their tasks.

Partners

The description of the consortium involved in ArchAIDE. Each partner has a dedicated page where its institute or company is described, including its role in the project, its team members and its contact details.

Team

This page includes the profiles of all members involved in the project. Everyone has an individual page with a short biography, contacts and links.

Documents

In this section all deliverables, reports and research papers created as part of the ArchAIDE project are presented. For "public" deliverables is will be possible to viewand download the files; for "confidential" deliverables, only the title will be available.

Events

The "events" page uses a calendar format where it is possible to find events promoted by ArchAIDE, events organised by ArchAIDE or where ArchAIDE is taking part, along with events of general interest connected with archaeology, ICT innovation in cultural heritage, open data in archaeology, etc.

Blog & News

The page presents two sections in one. The blog, where we will present articles on different activities and issues, along with suggestions and results connected with the ArchAIDE project. The news section will present short post on events organized by ArchAIDE or where ArchAIDE took part.

Press

This is section where information tailored for the press and media will be available. A press kit is available and includes the logo, information about the consortium, general information on the project (amount of fund, reference EU grant, etc.), the press release in different languages, a photo gallery, and press reviews.

Contacts

The page hosts the list of contacts for different aspects of the project (coordination, management, communication, dissemination and exploitation) along with the different research areas.

In coming weeks, a new section dedicated to "external collaborator" will be activated in order to build a stronger connection with professional archaeologists. In this section professionals may have a profile page where they can share information about themselves and their work via questions such as:
- Tell us about you/your organisation
- Tell us about your research
- Tell us why are you interested in the ArchAIDE project?

The implementation of this section will be very important in the second step of the project where professionals will be involved in giving feedback on the progress of the project.

3.4   Video content

Following the concept of visual storytelling across the entire project, an animated infographic based on the approved logo of ArchAIDE project has been created. The animation is designed to convey the project's mission and messages in a quick and easy way. The short video animation (52 sec.) uses narrative clues about the archaeological revolution that ArchAIDE is plans to realise, by hinting what can happen once the project tools and instruments are ready.

The animation took inspiration from the archaeology universe (archaeological sites, sea, desert, excavations, artefacts), the concepts of exploration and discovery (sailing boat, ship, lighthouse, airplane, journey), the global dimensions of the project (the Earth, the worldwide network sequence), the combination of archaeological tools and methodologies, and technological innovations (shovel, tablet, photography, database) and the concept of "work in progress" (road sign, logline).

In the same visual conception of communication, short videos have been produced featuring interviews with the main partners of the project (15 clips x 30-60 sec.). Each partner tells the audience about their role in the project, their principal expectation for the project and the realistic problems that could be face during the development and implementation of ArchAIDE. As the video production is designed to be modular and multi-layered, these short interviews are also part of a longer video (240 sec.) showing all the partners at work during the first kick-off meeting held in Pisa on 14th and 15th of June 2016. A 20 sec. time-lapse video of the kick-off meeting has also been produced as content for communication activities.

All video production is shaped to be a parallel and constantly support the various communication activities, such as the web site, social media content, newsletters, web content, etc.

3.5   IT structure

The technical infrastructure adopted for the development and publishing of the ArchAIDE website is **Liferay Portal** (https://www.liferay.com) an open-source, licence-free (Community Edition), portal server. Liferay was chosen because, during the life of the project different web sites will need to be defined (public site, intranet sites, desktop application, etc.)to accommodate the wide variety of users set out in D9.1. A portal server like Liferay is ideal for managing sites and communication within the various ArchAIDE communities, all from a single administration dashboard.

Liferay is a very powerful, mature and feature-rich open-source platform allowing administrators to:

- define and manage any number of sites within the same installation
- define users, organisations and roles
- define user permissions with a high level of granularity (each individual piece of content)

The design of the public site is based on a composite approach where each area of the page may be filled with special software modules, called "portlets", that will manage content visualisation and user interactions. The site administrator, when composing a page, simply chooses the desired portlets from a catalogue, and then uses "drag and drop" functionality to place them into the right area on the page. Portlets may be used to create features like login forms, blogs, display of simple content, lists of events, etc.

Liferay provides more out of the box portlets than any other portal on the market —the base product distribution includes more than 60 portlets to customise the work environment.

Concerning the **ArchAIDE public website** a new theme based on the design guidance for the project was developed, along with a series of specialised portlets for visualisation of the different content types to be published (i.e. team members, partners, events, blog, media, etc.).

Special attention was paid to the usability and accessibility of the final web site for both the general users, and for the project team members, allowing them to manage the contents within it. The web pages follow the tenets of 'responsive design' and are optimised for use with smartphones and tablets.

The portal is installed on a virtual machine, in the University of Pisa computer centre, and is managed by Inera. The specifications are:

- Virtual host (64 bit)
    - 4 CPU Intel Xeon E3-12xx Sandy Bridge (cpu benchmark about 6,000)
    - 8GB RAM
    - Operating system Debian GNU/Linux 8
- Mass storage: 300 GB

3.6 Intranet

The project intranet is a web application based on Liferay Portal (https://www.liferay.com).

The development of the intranet was begun at the start of July, 2016 and by the end of July was actively used by the 45 people making up the project team. The Intranet is composed of a main site titled "ArchAIDE Workspace" used by all project members to exchange formal and general interest information, with specific sites for each work-package (i.e. "WP1 Community", "WP2 Community", etc.) allowing collaborative work on specific workpackages. The intranet sites were developed using the communication and cooperation portlets provided in the standard Liferay distribution.

Within <u>each</u> intranet site, the project members will find tools and resources, such as:

- **Announcements**
  Information sent to the whole community via internal notifications (available in the member dashboard) and email. It is an extremely useful tool used by the management and work-package leaders to inform team members about relevant deadlines, project achievements, special events, etc.

- **Calendar**
  A full featured calendar used by the community to register important events, meetings, project deadlines, etc.

- **Documents**
  A document repository organised in a folder hierarchy where community members can upload files. The repository supports notifications when a file is loaded, file versioning, and defining of permissions assigned to users or groups. The document repository may be easily managed through the **LiferaySync** application which allows users to work directly on a local (personal computer) copy of the files and maintain a bidirectional synchronisation, similar to remote storage applications such as Dropbox.

- **Forum**
  A forum where members may discuss topics, create threads and make comments. Forums are the main tool supporting discussion amongst team members on technical and managerial issues.

- **Blog**
  Blogs are collection of posts added by members to share information with the community. Those responsible for the ArchAIDE public site may decide to publish posts from the community blogs to the public site.

- **Wiki**

The tool is functionally similar to Wikipedia and is used primarily to collect helpful information on the research topics, use of tools, etc. It acts as the community knowledge base, and any member may contribute to it.

- **Chat**
  The online instant messaging tool can be used to contact other members of the community quickly and directly. It is a simple but effective tool to allow people to be in touch and solve problems.

All the tools within the intranet support a subscription option, so members can be notified via email or internal notification.

The design of the intranet was specifically focused on the availability of cooperative tools enabling communication, document management and sharing. In the four months since the intranet was launched, activity the document repository has grown to about 7 GB, with more than 5,000 documents. Announcements are frequently used to send information to the community such as deadlines, events, etc.

4   Social media

The strategy for building a social media presence started at the beginning of the project, after the creation of the logo. As described in D9.1, Section5.5, the social media presence is focused on reaching different target audiences simultaneously, taking into account that every social media outlet has a different target audience. As a first step, different ways to use social networks were analysed by the partners and it was decided to begin with the more commonly used social networks: Facebook and Twitter. Secondly, aspiring to use images as the primary communication tool, profiles were opened on Instagram, Slideshare and YouTube. Initially, the primary social media strategy is to promote knowledge around the existence of the ArchAIDE, using social networks to display the project and create contact with the on-line community.

4.1   Use of social media accounts

The first project accounts were opened at the end of July 2016, with real activity starting after the holiday period in August, and after the technical meeting of Barcelona where the Editorial Board was created along with planning around a specific calendar to coordinate publication on social media by all partners. The general intention is to show the activities of the project through different points of view, i.e. through the different teams at work. In this way during the same period the public can see how each research team or company is working and on which tasks, showing an overview of skills that are intertwined with each other simultaneously.

To do this a shared publication calendar was created. Posts were scheduled on Facebook and Twitter on Mondays, Wednesdays and Fridays and posts on Instagram scheduled on Tuesdays and Thursdays. In this way, there is a new ArchAIDE post on some form of social media every day, Monday to Friday. The calendar defines who will write the post and on which social network. All partners have to publish at least one post on each social media network per a month. UNIPI, as leader of the communication activity, has to publish one post per week. UNIPI are the account administrators, and have nominated members of the Editorial Board as editors; defined the basic rules for publishing, i.e. use of images, use of tags, use of methods for sharing the post between different social networks. In this way, each partner is able to contribute to the accounts independently, under shared coordination. This organization began Monday, 3 October, 2016.

The content of the posts concern events organised by the project, events where ArchAIDE took part, work in progress by the team, news connected with the main themes regard the project, for example work related to archaeological research, ICT for cultural heritage, or open data in archaeology. In this first period, the use of images and short videos, helped to communicate to a large audience without extensive use of text, using

key words (tags), to increase interest about the project. In the second step, social media will also give a preview of more complex contents published on the web site. Social media will now take on a double use: firstly, as a quick form of daily communication and a platform for comments, feedback and suggestions; secondly as a means to bring the audience to the web site. Initially, results will be measured in the number of followers, "likes" and the sharing of contents received on our accounts, which will be closely monitored. The use of Youtube and Slideshare will start in December as it is closely linked with the launch of the web site.

Facebook	Name: Archaide project (@archaideproject) Number of Likes on the page: 575 (last update 28 November 2016) Audience reach: 458 (the average for day) with higher points of visualisation on 1.700, 2.300, 4.600, 7.100
Twitter	Name: @ArchAIDEproject Followers: 139 (last update 28 November 2016)
Instagram	Name: @archaide_project Followers: 90 (last update 28 November 2016)
Youtube	Name: ArchAIDE project
Slideshare	Name: ArchAIDE project

The results of the ArchAIDE social media communication strategy can be compared with the strategy described in D9.1, Section 5.5.

Object of use of social network (in D9.1)	Progress
To create a network of contacts	We have started using each partner's social media to invite them to the ArchAIDE page, the ArchAIDE accounts, and to share ArchAIDE posts. The project has been promoted and shared on some of the most popular Facebook pages related to themes about archaeology, pottery, cultural heritage, ICT for cultural heritage.
To describe the various steps of the project	Social media has initially been used to promote, the existence of ArchAIDE and describe it as a H2020 funded project; to describe the composition of the consortium; to describe project discussion and the first practical activities begun in each country.
To promote discussion and exchange of ideas about the topics of the project	Primarily using Twitter, archaeological or ICT themes were shared, along with specific topics related to the project (for example: archaeological open data; use of data; new technologies applied to archaeological content or/and cultural heritage, et).
To create a faithful audience	Following a scheduled program of publications, audience building aims to attract followers for ArchAIDE across

	different platforms. From December this includes the web site, where the blog section will open a space for larger discussion.
To publicise events connected to the project (workshops, meetings, conferences…)	From August to November: a technical meeting was organised in Barcelona (15-16 September), partners took part in a promotional research event in Pisa (BRAITH – 30 September), a seminar and presentation in Brussels (Understanding Europe – Promoting the European Public and Cultural Space -17 October) and in Catania (3 November) and at the EuroMed conference 2016 in Cypro (31 October). Social media channels were used to promote these events, the participation of ArchAIDE, and to discuss themes. Most recently, promotion has been around the Press Conference to present ArchAIDE and its web site, which will be in Rome, on 2 December, followed by a technical meeting in Pisa, on 14 December.
To promote ArchAIDE at scientific and commercial events (scientific conferences and publications, fairs, trade shows…)	Will be carried out later in the project.
To create a group of archaeologists connected to ArchAIDE before the release of the final version of the App	Through Facebook, contacts have already been made with professional archaeologist wishing to collaborate with the project. A dedicated section in the web site for "external collaborators" will be created, where each one will be able to promote their profile and describe how they would like to work with ArchAIDE.

5   Promotional kit

5.1   A3 Leaflet

To improve the visibility of the ArchAIDE Project, a line of products has been designed to promote the project and its aims to a wider public. The promotional kit is composed of paper products and gadgets, such as leaflets, a customised USB drive, pins, magnets, roll pens. A3 Leaflet

The A3 leaflet was designed at the beginning of the project for communicating the ArchAIDE "revolution", *i.e.* a new method for approaching pottery recognition. Staring from the cover, the colors and the logo are the elements of utmost importance, in order to maximize the visibility of the project identity from the start (Figure 2).

Figure 2: The front and back covers of the leaflet.

Opening the leaflet, thanks to a photorealistic representation, there appears a vision of the future: the ArchAIDE App at work. The slogan "The Archaeological Revolution is coming" introduces to the discover of the project: what is this revolution?

Figure 3: The first interior fold of the leaflet.

The fully open leaflet shows an infographic (Figure 4). The visual language that characterises the entire project leads the design of the graphic. The approach is friendly and similar to the visual representations populating newspapers and magazines. The picture describes the five main steps for using the ArchAIDE App,which includes short textual and visual description of the project with the URL to the homepage of the website. As described in D9.1, Section5.3.1, the brochure contains general information and it is available in the five languages associated with the countries of the project partners: English, Italian, Spanish, German and Hebrew. The leaflets will be used for fast communication in different contexts throughout the life of the project, such as trade shows, conferences, and educational sessions. In this first phase, 5,000 copies have been printed. The brochure is also available in .PDF format for download from the press section of the web site.
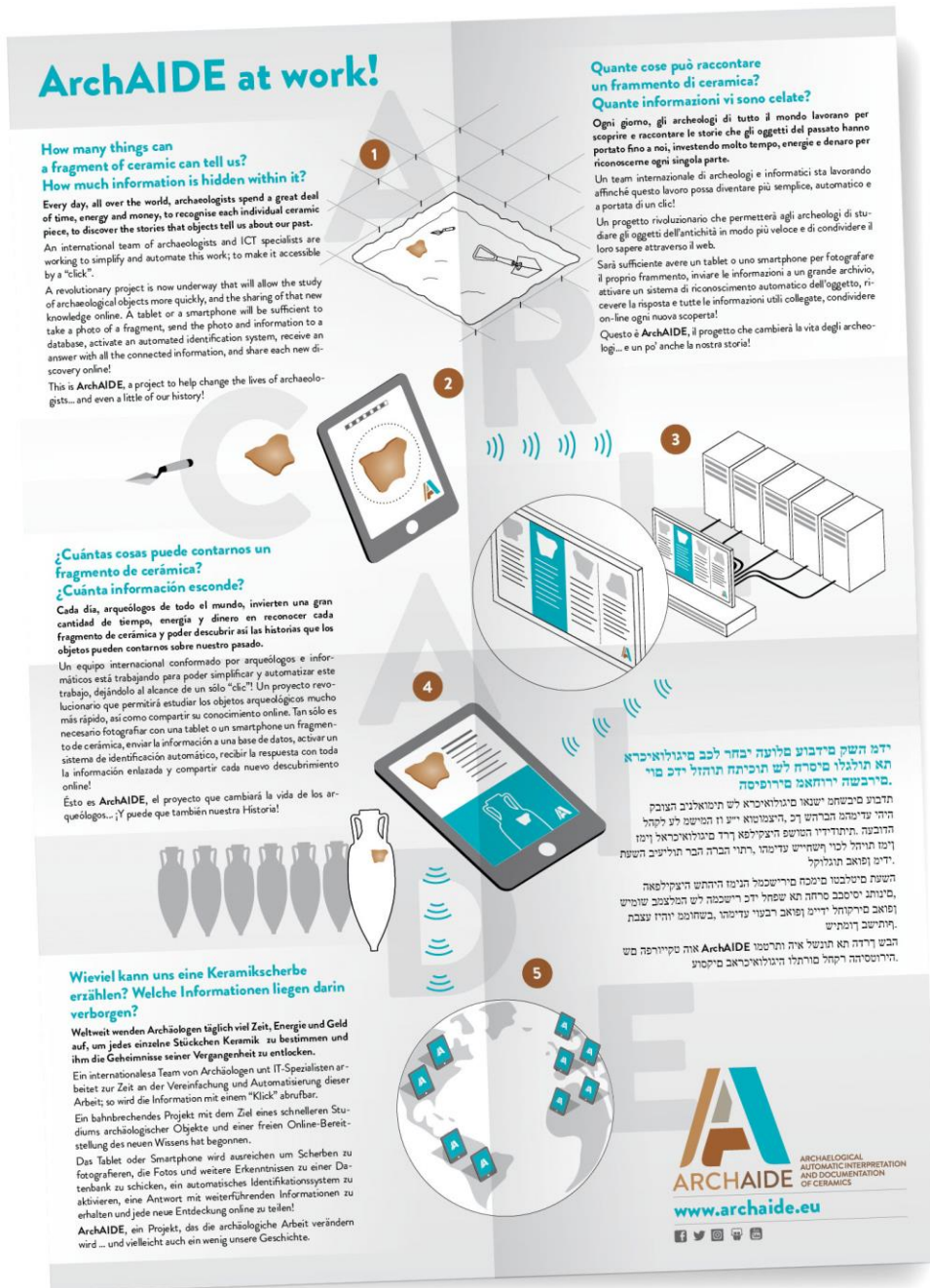
Figure 4: The interior of the leaflet.

5.2 Customized USB drive

A playful approach using visual language continues with the main gadget, a USB drive, representing an amphora. We chose this shape because it embodies a common image connected with archaeology and the amphora is one of the ceramic classes used to test the ArchAIDE App. Below are The first sketch of the USB drive, the rendering realised by the manufacturer and the final product, are shown below (Figure 5). Initially, 500 have been produced.
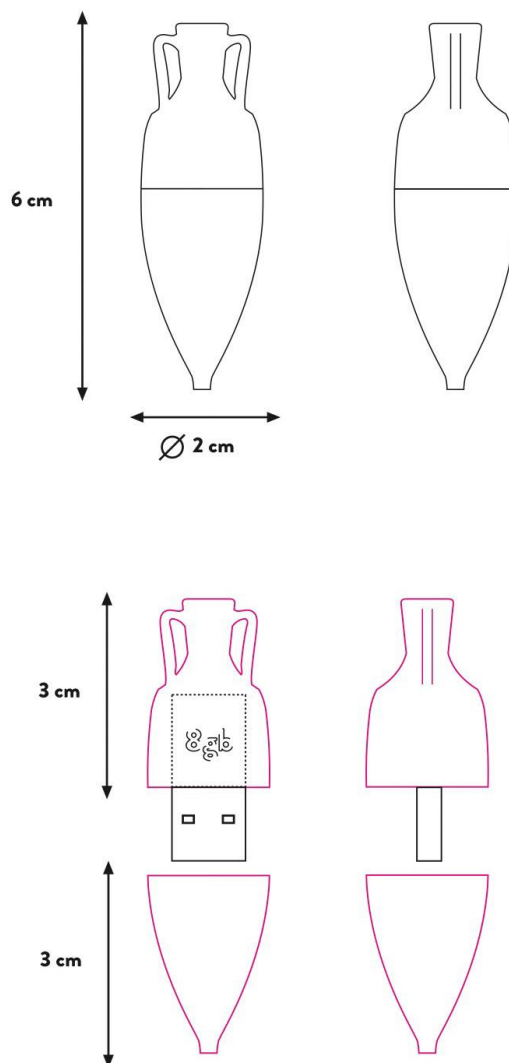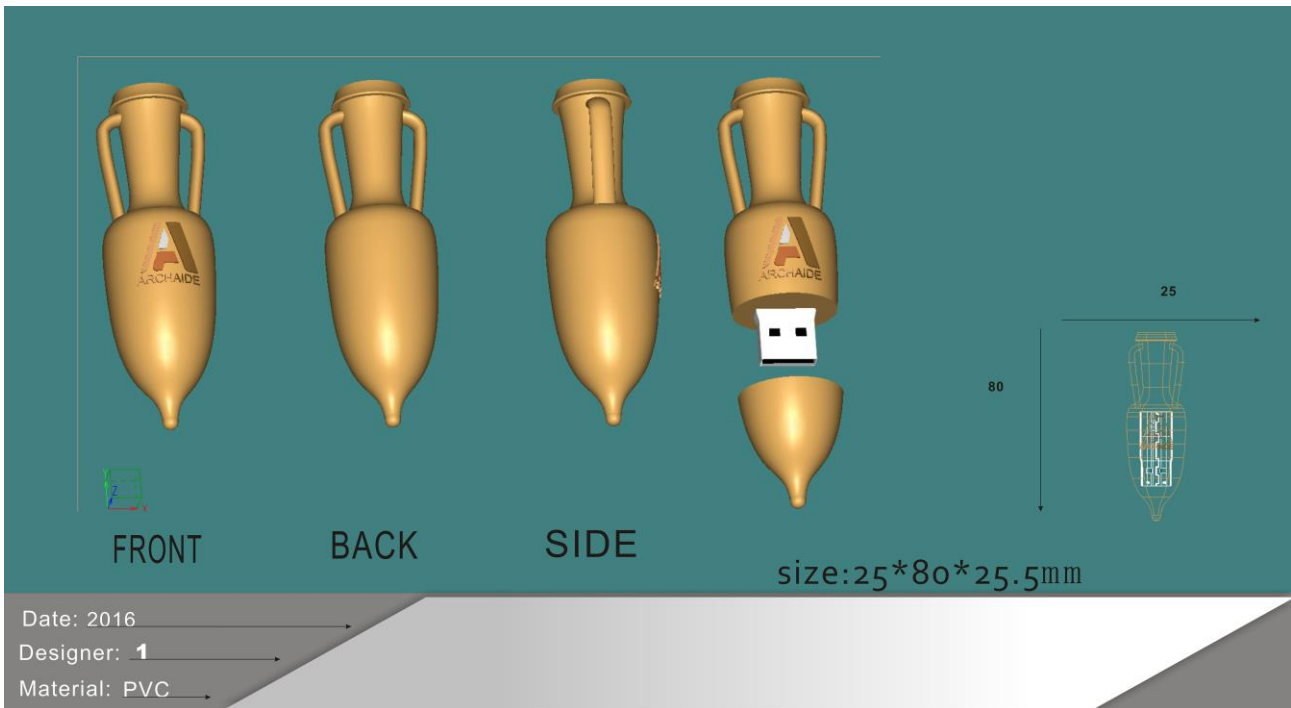

Figure 5: Sketch of design for the amphora USB drive.

Figure 6: Specification of amphorae USB drive.

Figure 7: Production version of USB drive

5.3   Other gadgets

Other gadgets have been designed for possible production later in the ArchAIDE project, when the partners have a clearer understanding of how many will be necessary The cost of producing of these types of objects is very dependent on the amount,therefore, it was better to test the audience in the first dissemination events (training days) to define a real number to produce.

5.3.1   Roll pens
The roll pen is a basic gadget to complete the folder kit.

Figure 8: Designs for ArchAIDE pens.

5.3.2   Pins and fridge magnets

The three slogans marking the main phases of the project are the subject of pins and magnets.

Figure 9: Pin designs with the ArchAIDE slogans.

Figure 10: Refrigerator magnet designs with the ArchAIDE slogans.