



D7.1 PROJECT WEBSITE v2



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Abstract	This document provides the rationale of the project website implementation, at http://hdr4eu-project.eu , Key concepts, design and actual implementation are briefly discussed.
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1. Introduction

The purpose of this document is to provide the rationale of the project website implementation, together with the actual delivery of the initial version of the site at <http://hdr4eu-project.eu>

The key concepts of the site are outlined; the design concepts illustrated through the template used, the wireframe, and an actual screenshot of the site; and other aspects briefly discussed.

2. Key concepts of HDR4EU web site

2.1 Targets of the Innovation Action

The site should support the primary dissemination towards the targets of the project, i.e., companies and professionals interested in good practices to introduce HDR in cinema and TV and other relevant media. Secondary targets are researchers in the fields connected to the objectives and methods of the project, related to HDR.

On the other hand, the site will have content aimed for people beyond these communities, as HDR should become widespread towards the general public. HDR should be able to offer very attractive content, and taking advantage of this attraction, the site will provide some introductory content on the interesting aspects which the *HDR4EU* Innovation Action will be developing.

To this end, we will create a “Documents” section within the website, containing the executive summary and several illustrative images of every deliverable submitted by the Project thus far.

2.2 Design

Both because of the imperative to attract visitors, and because of the application field of the project, the site should have a visually appealing design.

The design will be mainly picture based, both on the front page, and in the different pages, with text accompanying images being concise, and clear. The different posts will have a visual representation, the most important or recent ones appearing on the front page as (large) thumbnails; the key aspects will have a moving image presentation to provide dynamism (which is also a key message of the site).

2.3 Rich and frequently updated content

Besides being attractive because of design, a rich content is key for the site visitors.

One of the elements is the basic project related material, such as: brief description of the project, information about partners, contact details, etc.

Another of the elements is that constituted by news, events and achievements (both of the project and of the partners themselves).

All this content should be visually appealing, including image and video content from the partners, and taking advantage of project events (such as technical meetings) to generate such content from the project itself.

The site should have a blog strategy, to stimulate recurrent visitors to the site: the content should be dynamic and regularly updated. It should not appear as a static, informational web.

With the aim of keeping the website regularly updated, once a month each partner will update a piece of HDR-related content involving their institution (e.g. assistance to HDR-related congresses; publication of papers to scientific journals; received awards or prizes, etc.). Furthermore, after each quarterly meeting organised by the consortium, a piece of news will be uploaded to the website, containing some photos and a summary of the minutes (previously approved by the consortium).

In addition to these regular updates, the section “Documents” will contain all public deliverables the Project has submitted thus far, and the executive summary of those labelled as confidential.

2.4 Social Media Integration

In order to capitalise on the social media phenomenon, the project has set up a Twitter account. @hdr4eu will be periodically updated with news about events, trade fairs, public demonstrations, publications and papers, and especially soft media content like pictures and videos, with the aim of obtaining as many followers as possible, engaging a wider audience and redirect interested users to the Project website.

The home page of @hdr4eu has a link to the Project website in a visible position, and viceversa, so that visitors to either site can easily access both the webpage and the Twitter account.

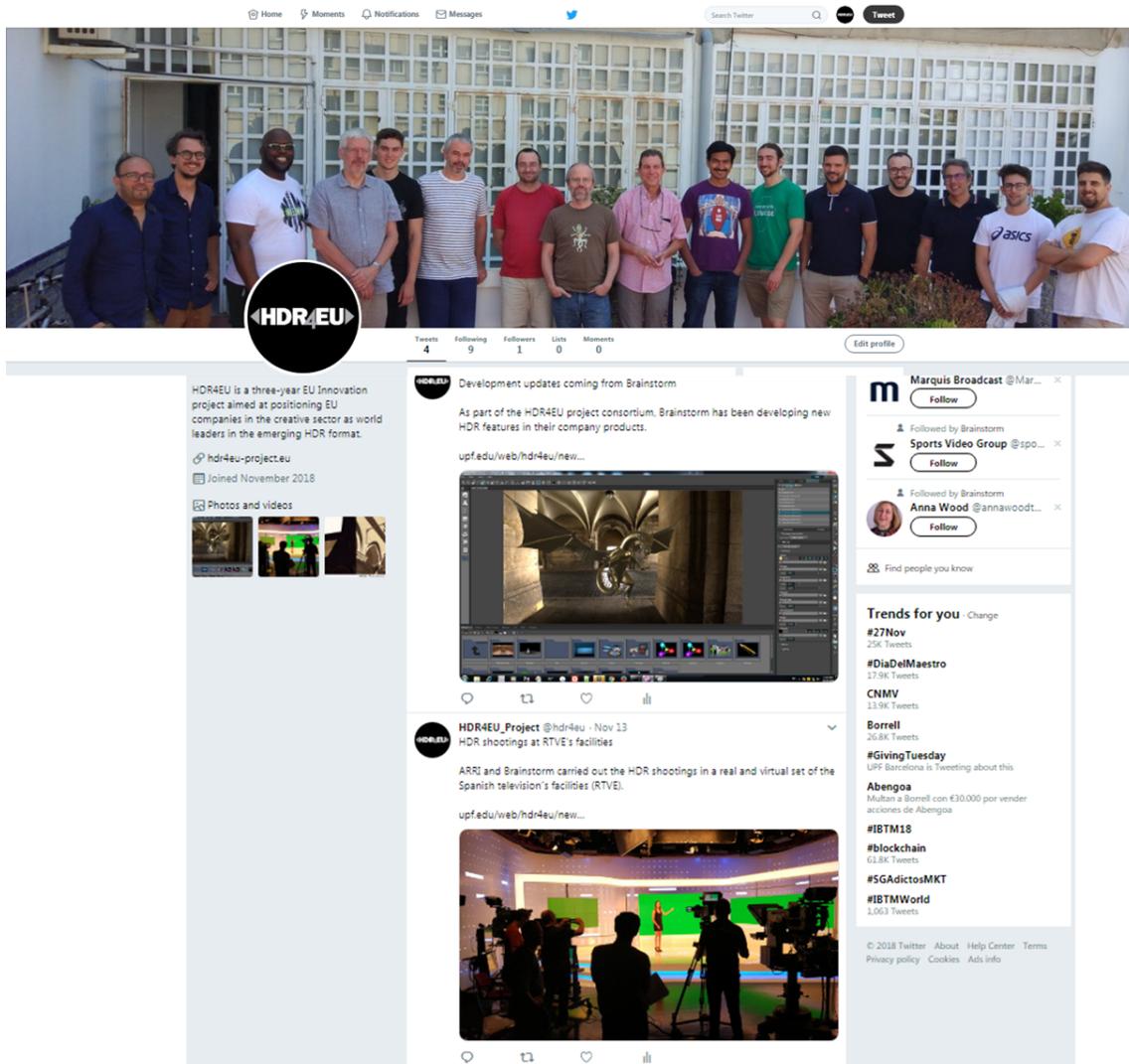


Figure 1. Screenshot of the home page of the @hdr4eu Twitter account

3. HDR4EU web site design

3.1 Design implementation

The site is based on a *Liferay* implementation provided by the computing services of the UPF. Liferay is a widespread open source enterprise portal software product, which was declared "Best Open Source Portal" by the InfoWorld magazine in 2007¹.

The support of the UPF towards this product guarantees that the site will be easy to update and maintain.

The design implementation is similar to the UPF standard site. This implementation is consistent with the concepts indicated earlier: it highlights visuals instead of text and it provides easy access to the most recent posts, giving the feeling of dynamicity of the content.

3.2 Current website

The screenshot provided as Figure 2 contains the current implementation of the Web. The site contains information about the project: summary description, objectives, and partners, and also a preview of the "News" section. The information is reached through the corresponding labels. It still does not contain attractive visuals, to be provided by the project partners.

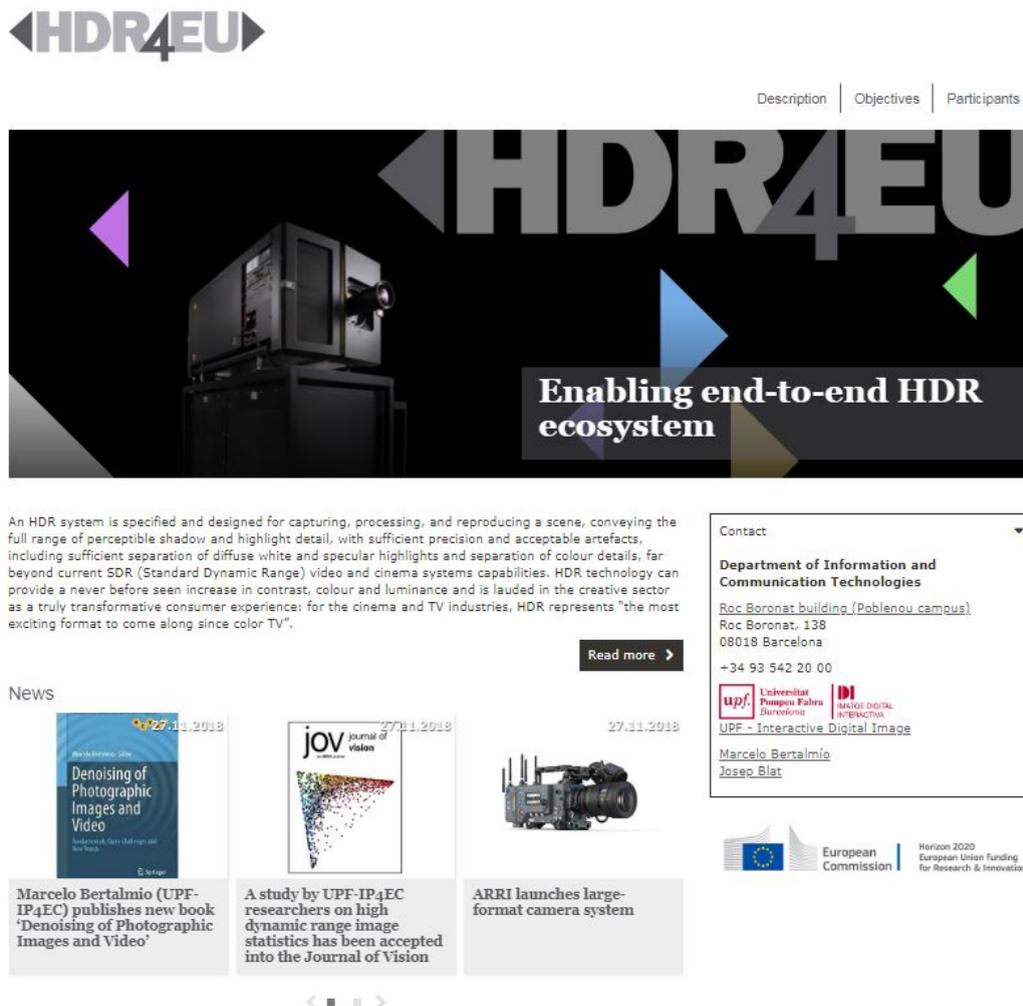


Figure 2. Screenshot of the initial implementation of HDR4EU website

¹ Source: *Wikipedia* (<https://en.wikipedia.org/wiki/Liferay>)

The screenshot provided as Figure 3 shows the News section as it can be currently seen.

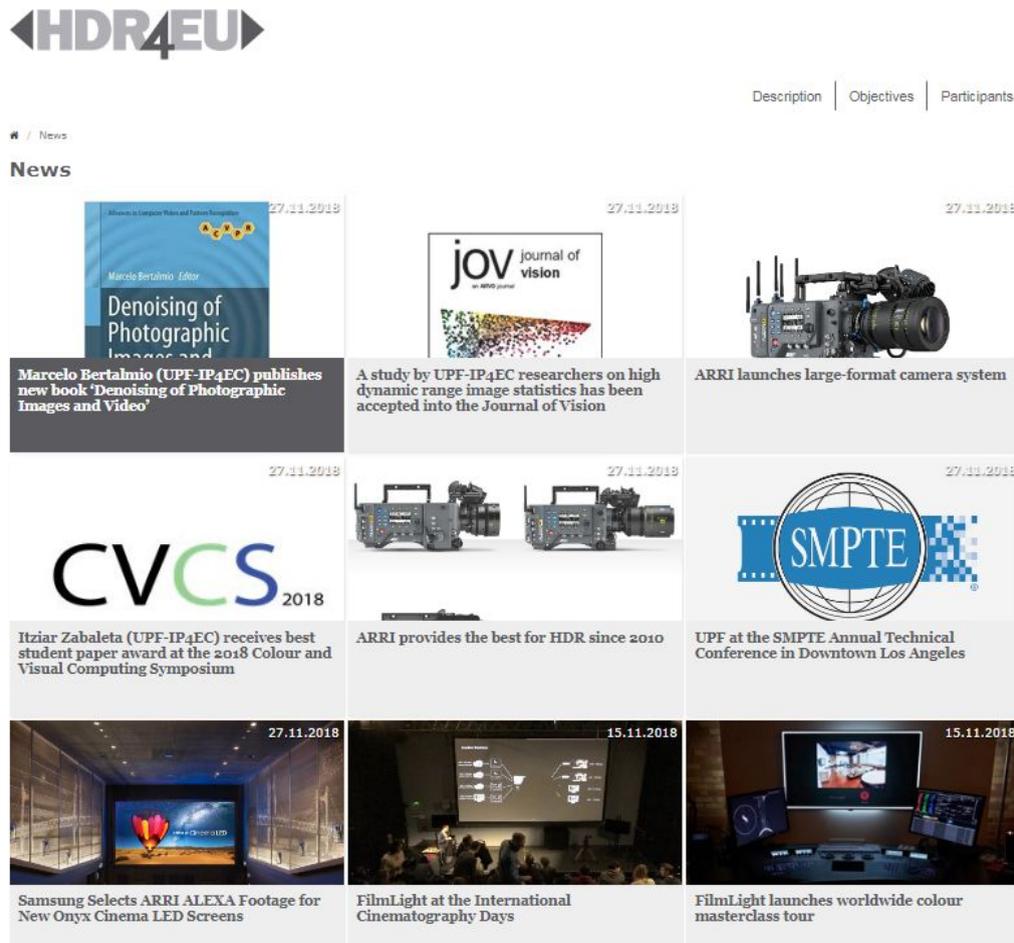


Figure 3. Screenshot of the “News” section of HDR4EU website

4. Other aspects

4.1 Domain name

After recommendation from the Project Officer and Reviewers, the domain *hdr4eu-project.eu* has been purchased, and will be kept at least until the project funding lasts. This domain automatically redirects users to the original URL <https://www.upf.edu/web/hdr4eu/>. This way, we ensure that the maintenance of the website remains under the umbrella of the UPF IT services.

4.2 Analytics

The UPF computing services provide analytics of the different sites visits and these analytics will be requested, and periodically analysed to define better strategies for the site of the project. A more detailed discussion of the dissemination strategies and its evaluation is object of a different deliverable.

5. Terminology

URL Uniform Resource Locator, colloquially termed a web address, is a reference to a web resource that specifies its location on a computer network and a mechanism for retrieving it.

Social Media computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

Followers are subscribers on a certain account on social networks. By following, a user receives the followed account's post in their feed.²

Webpage is a document that is suitable for the World Wide Web and web browsers. A web browser displays a web page on a monitor or mobile device.³

Sub-page (or subpage) refers to a lower level web page in a website or wiki with the same main name as the starting level page plus a slash and text identifying the location of the subpage. More precisely, it refers to a part of the path in the hierarchical part of the Uniform Resource Identifier (also known as URI or URL).⁴

² https://knowledgebase.constantcontact.com/guides/KnowledgeBase/6260-definition-of-common-social-mediaterms?lang=en_US

³ https://en.wikipedia.org/wiki/Web_page

⁴ <https://en.wikipedia.org/wiki/Subpage>