



DURAARK Public Website

DURAARK

FP7 – ICT – Digital Preservation

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Executive Summary

This report describes the successful establishment of the website for the DURAARK project. The website can be found at

www.duraark.eu

The DURAARK website will be the primary communication channel to stakeholders in the project. Key stakeholders are designers, engineers, product manufacturers, information repository providers, researchers from related projects and general public. The requirements for a suitable publishing environment included: web-based interfaces to enable collaborative editing, user-friendly, and inexpensive. The platform must allow for construction of a flexible, customized and extensible easy-to-use website. The consortium chose WordPress¹ as technical platform for the website. WordPress is the largest self-hosted blogging tool, free to use, community-built, well documented and adapted for collaborative publishing. Websites built on WordPress can be designed in a flexible way.

With respect to the logo for DURAARK, this has been created in black and white, which gives it presence but foremost enables consistency, and easy reproduction and readability in all media from screen to black and white photo copy. In order to maintain the website informative, dynamic and interesting, further work will be to regularly update it with news about progress of the DURAARK project and other interesting information in the field.

Twitter and Facebook will be used as a complement to attract and lead more visitors to the website.

¹ WordPress website: <http://wordpress.org/>

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1 Introduction

This is a report describing the process of establishing the website for the DURAARK project. The site can be found at www.duraark.eu.

The DURAARK website will be the primary communication channel for all work done in the project. Information needs to be communicated to stakeholders in a simple manner and with frequent updates. As key stakeholders we see designers, engineers, product manufacturers, information repository providers, researchers from relating projects and general public.

2 Requirements

The fundamental requirements for a publishing tool included the following:

1. Web-based to enable collaborative editing
2. User-friendly
3. Must allow for construction of a flexible, customized and extensible easy-to-use website
4. Inexpensive

3 Realization

In this section we describe the different steps in the process towards the establishment of the project's website.

3.1 *Choice of technical solution*

The consortium chose **WordPress** as technical platform for the website. The choice is mainly based on two reasons, namely:

- A) The platform meets the requirements that were defined in the early planning.
- B) Several consortium members have good experience with the system.

WordPress is the largest self-hosted blogging tool, free to use, community-built, well documented and adapted for collaborative publishing. Websites built on WordPress can be designed in a flexible way.

WordPress was implemented with a standard template as a base and thereafter customized with new style sheets according to decisions about colors, logo, fonts etc.

3.2 *Basic content*

A preliminary layout with basic content about the project and presentation of the partners was put in place before the formal starting date of the project.

The initial website structure includes a start page with short information of the project followed by news posts. In this way the latest news will always be visible when entering the website. News posts are also easily searchable through four search methods: *Recent posts*, *Categories* and *Archives*; and via the *search field*.

Besides the start page, the website also includes pages with more details about the project and the consortium members, use cases, research, results and contact information.

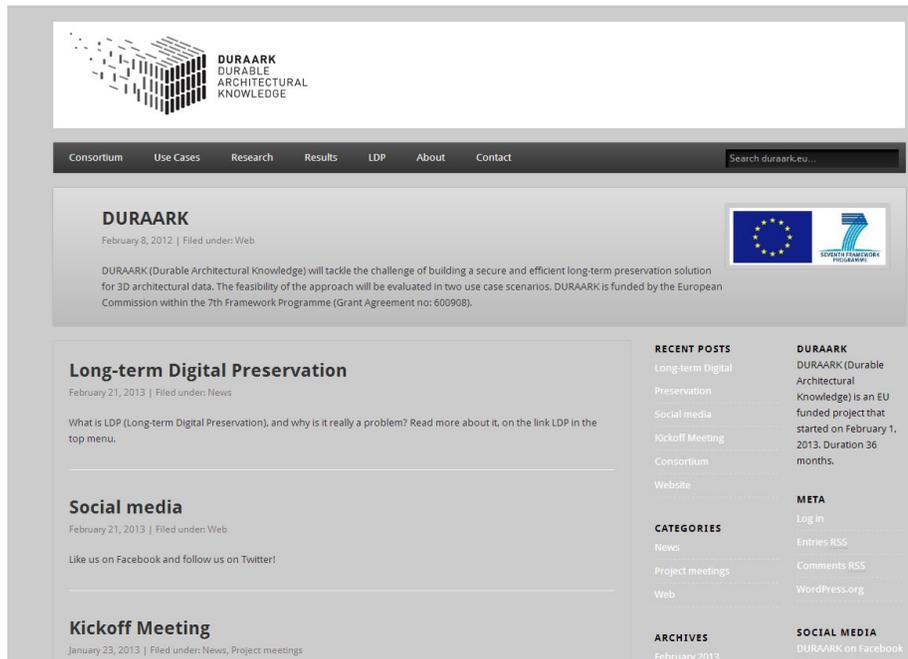


Figure 1 Screenshot of start page

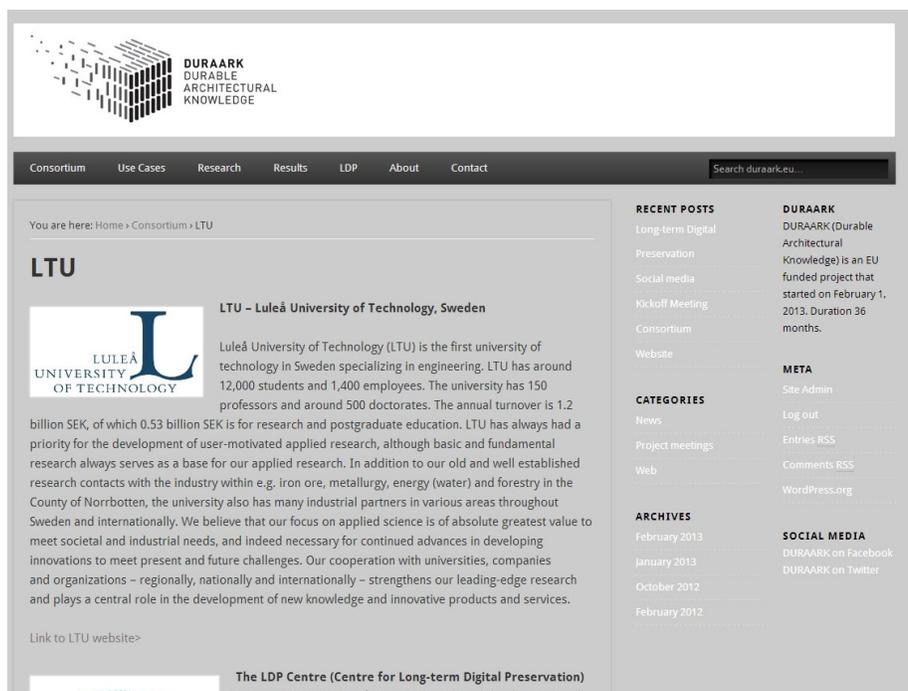


Figure 2 Screenshot of consortium member page

3.3 Logo and layout

During M1 (February 2013) a final logo and layout was created. The logo reflects the aim of the DURAARK project to create a situation where data becomes durable (solid).



Geometric bodies as cubes are usually described as solid. Hence a cube was chosen as the graphic representation of the safe data the project wants to generate. It might further be seen as the safe container for the data the project is going to collect and long-term archive. Rectangles and cubes represent in architectural terms clear and well understood relations - here grid, 90 degree angles etc.

In the graphic language of the logo this represents the structured side of the data the project is investigating. In contrast to this points or lines in free assembly are showing the unstructured data that is going to be processed. The transition from the unstructured to the structured is the main topic of the logo and key to the DURAARK project.

The logo is kept in black and white, which gives it presence but foremost enables consistency, and reproduction and readability in all media from screen to black and white photo copy. Based on this logo design the further Graphic ID of the Project for presentations, prints and reports is developed.

3.4 Completion

With the final logo and basic layout in place, a final version of the website was established and complemented with more information about the DURAARK project and the consortium.

3.5 Further work

The website might undergo further changes throughout the course of the project. Otherwise the further work will include the update and amendment of the website with information of the progress of the DURAARK project. Also relevant information for the DURAARK community (conferences, publications etc.) will complement the website.

4 Conclusions

The website has successfully been established in a process where all partners have had the opportunity to follow the process step by step, contribute with ideas and give feedback.

In order to maintain the website informative and interesting, further work will be to update the website with news about the progress of the DURAARK project. The website will also be updated with related news in the field of long-term digital preservation that we find interesting for the community of the DURAARK project.

As a complement to the website, and to attract more visitors to it, the project will also provide information on Twitter² and Facebook³.

² DURAARK on Twitter: <https://twitter.com/duraark>

³ DURAARK on Facebook: <https://www.facebook.com/pages/DURAARK/247647828704963>