



SEVENTH FRAMEWORK PROGRAMME

Networked Media

Specific Targeted Research Project

SMART

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Search engine for Multimedia environment generated content

D7.3 Project's Website

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Table of Contents

1	Executive Summary	4
1.1	Scope	4
1.2	Audience	4
1.3	Summary	4
1.4	Structure	4
2	Introduction	5
3	SMART Website Look&Feel	7
3.1	Graphic Identity	8
4	SMART Website Structure & Functionalities	9
4.1	Contents	10
4.1.1	Top	10
4.1.2	Left menu	10
4.1.3	Content area	14
4.1.4	Foot	15
4.2	Functionalities	15
5	SMART Website Accessibility	17
6	BIBLIOGRAPHY AND REFERENCES	18

Table of Figures

Figure 1 – SMART Web Structure	6
Figure 2 – SMART Web Look&Feel	7
Figure 3 – SMART Logo	8
Figure 4 – SMART Banner	8
Figure 5 – SMART Website Top	10
Figure 6 – SMART Website Left Menu	11
Figure 7 – SMART Website Main Menu	11
Figure 8 – SMART Website Home	12
Figure 9 – SMART Website Newsroom	12
Figure 10 – SMART Website Workpackages	12
Figure 11 – SMART Website Consortium	13
Figure 12 – SMART Website Partner detail example	13
Figure 13 – SMART Website Public Projects Report	13
Figure 14 – SMART Website Login	14
Figure 15 – SMART Website Project Tweets	14
Figure 16 – SMART Website Content Area with the link section	15

Figure 17 – SMART Website Foot..... 15

1 Executive Summary

1.1 Scope

This document describes the Website created for the SMART Project. This Website will serve as a single entry point to all the open source software developments of the SMART project.

1.2 Audience

This deliverable is public. It can be used by anybody who wants to know the activities that have been undertaken to publicize SMART project

1.3 Summary

As part of the SMART project, a portal will be created. This portal will include a Wiki and a forge for the relevant software. This website will serve as a single entry point to all the open source software developments of the SMART project. Furthermore, the Wiki will provide detailed documentation of the project, including documentation of open source results. Smart Website will serve as a dissemination vehicle for the project.

This document, entitled “D7.3 Project's Website” is the 7.3 deliverable of the SMART Project, corresponding to task T7.3, within work package “WP7 Dissemination, Exploitation and Sustainability”.

The first release of the SMART Website will be published during the third month of the project. This first version comprises the definition of the Look&Feel of the website and the overview of the project.

The contents and services that the SMART Website will offer are described in this document. These contents and services will be available in the first three months of the project.

One of the main objectives of this work package is to provide the appropriate tools for the diffusion of the project concept and find the appropriate means to inform all the interested parties about the existence, progress and results of the SMART project.

1.4 Structure

The deliverable is structured in five sections, which are briefly described below:

- Section 1 contains the basic information about what could be read in this deliverable, as well as the private or public character of the document.
- Section 2 is the introductory section.
- Section 3 describes the design concept followed.
- Section 4 shows the general organisation of the contents and functionalities provided by the SMART Website.
- Section 5 presents the approaches to the accessibility issues.

2 **Introduction**

Four main pillars support an effective website: attractive design, interesting contents and well-structured information with useful functionalities that add value to the contents and of course, accessible contents for everybody.

This deliverable will explain the main features of the SMART project website. These features are, in fact, the main ones that every website should have in order to get the goal that the portal has been conceived for.

The SMART Website follows the graphic identity of the project. This graphic identity is further described in chapter 3 SMART Website Look&Feel. The called Look&Feel is a group of characteristics that allow us to properly communicate our goals, objectives and progress towards our target audiences making the identification and involvement of the project's different stakeholder groups easier. As to be pointed out in this document, the SMART website Look&Feel is more than just performing the graphical representation of the project, it is set up to connect at first sight with the visitor.

Another issue that will be described in the following sections is the structure of the site. The SMART Website doesn't only communicate information. The portal tries to stimulate interaction and reaction of the users in order to know their interest and opinions. This website is the vehicle for a dual communication between project and audience.

Finally, and not of less importance, the site follows the European Parliament resolution in the Commission communication eEurope 2002: Accessibility of Public Web Sites and their Content [1], SMART website has been designed taking into account accessibility issues. An effective website should be easy to use, with useful contents for the target audience and, apart from being attractive, having an easy access for everybody in the sense that physical, educational and economical accessibility is guaranteed.

The home page layout is described in the following figure:

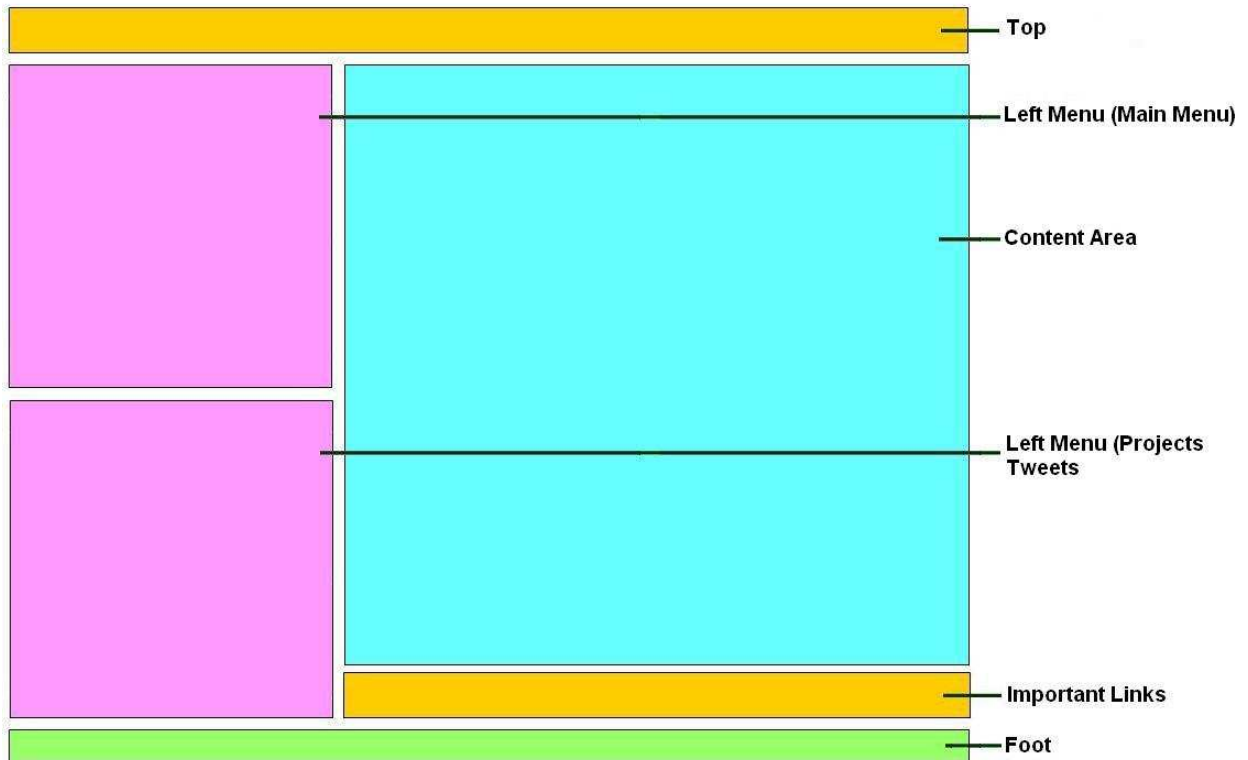


Figure 1 – SMART Web Structure

The domain selected and reserved is: <http://www.smartfp7.eu/>

From the technical point of view the public website is based on a Content Management System (CMS) called Drupal. It facilitates the maintenance of the website and allows a deep level of customisation. This CMS also allows regular users to maintain and update the site's content without being a skilled technical user, all along with advanced features and functionalities.

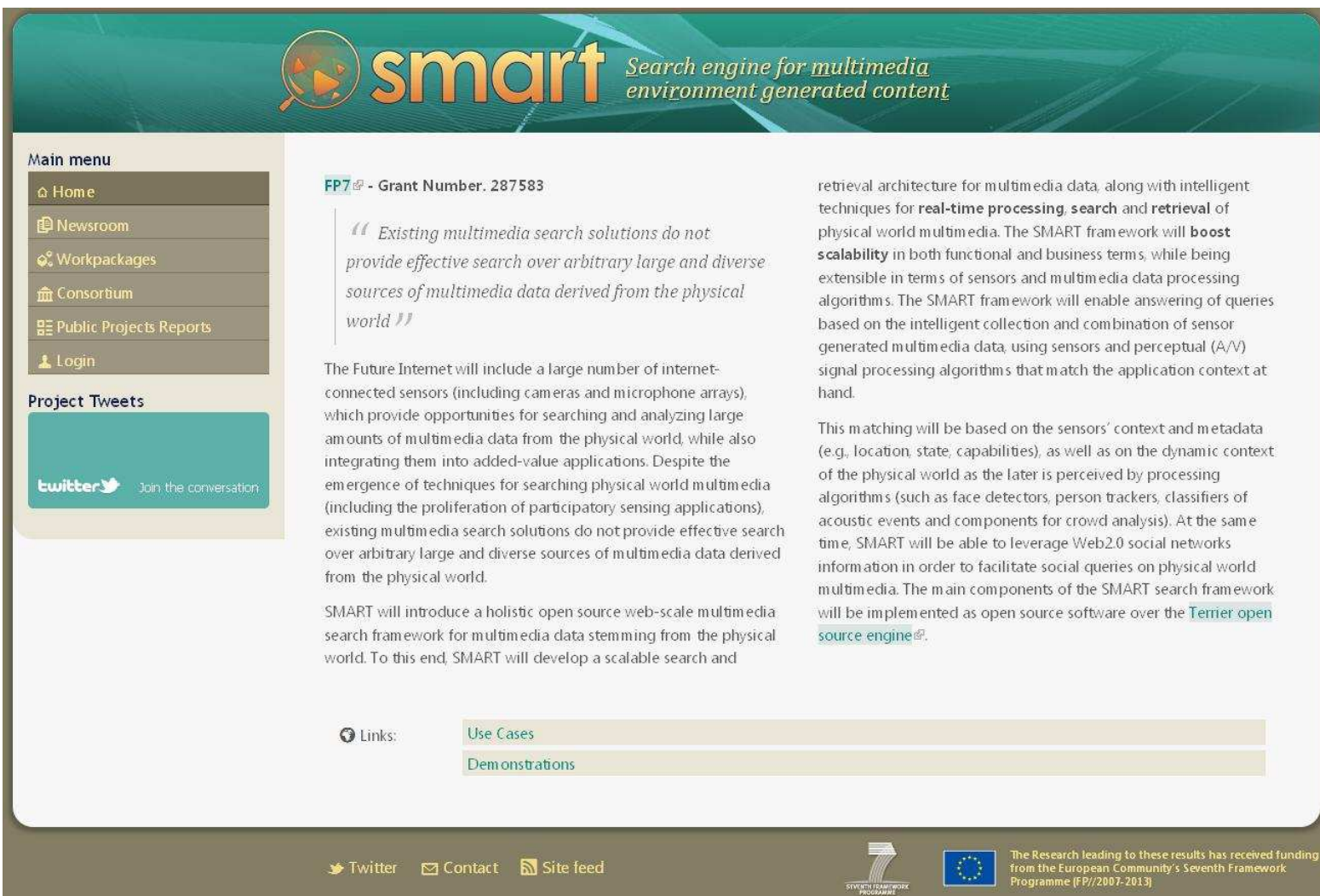
Moreover, Drupal is an open source tool, which means that its source code is published and available to the public, enabling anyone to copy, modify and redistribute the source code without paying any royalties or fees.

3 SMART Website Look&Feel

The look & feel of the SMART website follows the project's graphic identity which will be described in more detail in this chapter. The website has been designed with the intention to be specifically attractive for those people interested in efficient multimedia search solutions.

The website will contain updated information about the project, a description about the project's work packages, information about the consortium, and even a link where any visitor could download the project's public reports. Additionally, the website offers a private area for authorized users.

Every site presents the SMART logo and includes the Seventh Framework programme logo to emphasize that the European Commission's support of the project.



The Look&Feel of the website is presented in the figure below:

Figure 2 – SMART Web Look&Feel

3.1 Graphic Identity

As it has been mentioned above, the website Look&Feel is based on the graphic identity designed for SMART project.

The graphic identity comprises the concepts that we present to our audience by means of logotype, typefaces, colours, and of course, the website itself. Society nowadays is deeply marked by a very visual culture (cinema, television, internet...). For this reason, the graphic identity helps us to communicate more effectively to our target audiences. The identification of the public with the image that represents the project is fundamental to establish a good communication.

The first step to create a graphic identity is to design an effective logotype. The first question to be identified is which are the concepts that we want to communicate? In the case of SMART, the following concepts are relevant: multimedia, content and search..

Once we have identified these concepts, the process to create a logotype starts taking into account the following elements:

- **Symbol:** it has been decided to use a logo inspired by search; a magnifying glass with connected triangular figures inside. This logo has been picked between many others proposed by the consortium members. The one selected was digitally retouched afterwards.



Figure 3 – SMART Logo

- **Colour:** Cold colors mainly green, white, and light grey. The objective is to give a clearly and simply image.
- **Font:** Calibri type with simple shapes, geometric lines etc. maintaining a plainly look.

The project's dissemination material will be in line with the project's graphic identity and designed based on this logotype: leaflets, project template, poster, website Look&Feel etc.

To complete this graphic identity a "project banner" has been designed. The project banner is used as a complementary image of the project in leaflets, poster, website, banners for other website, promotional gadgets and in general all graphic elements related to the project. It contains the meaning of SMART's acronym.



Figure 4 – SMART Banner

4 **SMART Website Structure & Functionalities**

The public website will be designed using Drupal [2]. Drupal is an open source Content Management System (CMS) [3] that provides a powerful, but simple, flexible and customizable framework to easily build, add content, update and manage every aspect of the website.

Via a simple browser-based interface, users (not necessarily technical experts or developers) are able to easily work on the website and create an unlimited amount of sections or content pages on the site.

The decision to use Drupal is based on the features provided for the end-users: Events calendar, news, syndicated news, documents repository, Internationalization (Multilingual), FAQ's, statistic facilities, etc., but also for the facilities addressed to the administrator and web designers.

Atos has a long experience using Drupal; the company has successfully designed and maintained many project's websites (currently more than 30 projects are developed using Drupal).

Drupal is packed with features, and its greatest quality is that it is extremely extensible. See below a short list of some important features of Drupal:

- Page Caching
- RSS Feeds
- Printable Page Versions
- Newsflashes
- Blogs
- Forums
- Polls
- Calendars
- Language Internationalization

The Drupal administrator is the main component for installing, controlling, configuring and designing the website.

Once the administrator has installed a template, it is possible to work on the content. This content can be organized into sections and categories:

- Sections are containers that hold one or more Categories.
- Categories are containers that hold one or more Content Items.
- Content Items are the articles that make up the actual website content.

In addition, the administrator can give permissions to other contributors who simply need internet access to log in and enter content at their own pace. The administrator can allow others to publish directly, or have it approved first. This functionality will be very useful for the partners to introduce new contents in the website as news, FAQ's, press rooms, translations, etc.

SMART Website is composed by different sections. Every section has personalized fields, such as date for events, integrated image processing template, files, videos (YouTube hosted), links, and many other field types.

The website structure and contents have to give support to different target groups; therefore two main user groups with access to different information have been considered. At this stage, these are the different groups of users that have been identified:

- Public users

- General Audience
- Registered users
 - Partners' area

The user system is role based and permissions could be specified in many different aspects.

4.1 Contents

SMART website will be divided in four parts: top, left menu, content area and foot.

4.1.1 Top

In this part SMART logo and SMART banner are presented.



Figure 5 – SMART Website Top

4.1.2 Left menu



Figure 6 – SMART Website Left Menu

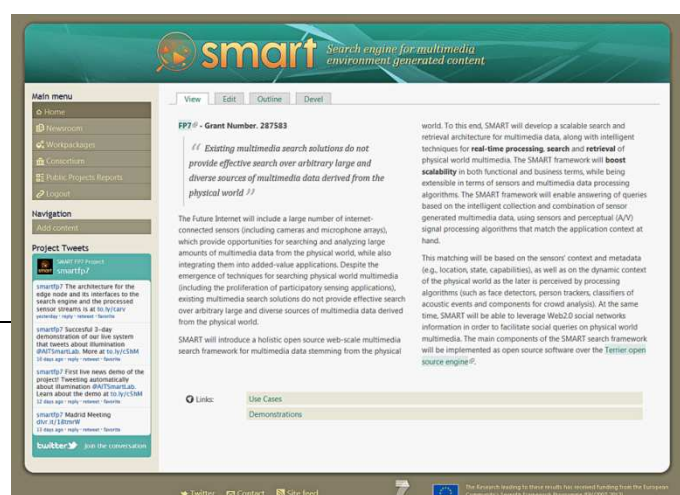
In this part users are able to access all information hosted in the website. This part is divided in two blocks:

- **Main Menu:** This is the upper part of the section. Here, users will find the following information:



Figure 7 – SMART Website Main Menu

- **Home:** This is the initial home page of the Web-



site; here, users can find an overview of the project. Particularly interesting are the Use Cases specifically developed for the project, as well as some video demos which probe various SMART's components. Both can be linked from the direct access placed on the bottom part of the content area.

Figure 8 – SMART Website Home

○ **Newsroom:**

This section will include information related to the progress of the project and also upcoming events, next meeting dates and place, relevant news in the project and/or in the sector...



Figure 9 – SMART Website Newsroom

- **Workpackages:** In this section users will be able to access to specific information of the different workpackages of the project as well as all their tasks. This information is presented in a full tree organization.

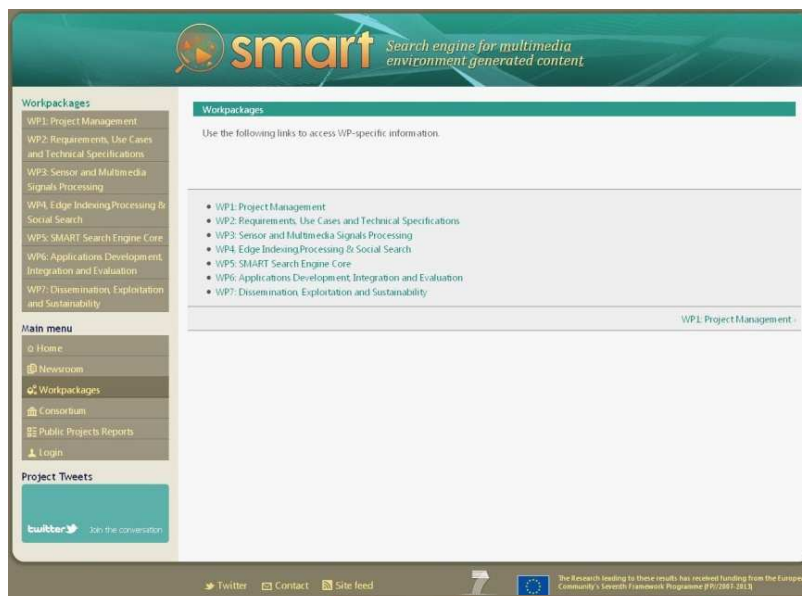


Figure 10 – SMART Website Workpackages

- **Consortium:** Here, users will find a short de-



scription about every participant in the project, including relevant research activities and the role carried out in SMART. There is also a small place for introducing the main researchers of each partner.

Figure 11 – SMART Website Consortium

By clicking on any logo, the information of the partner selected is displayed, as could be seen in the figure below:



Figure 12 – SMART Website Partner detail example

- **Public Projects Reports:** Users will find in this section a list of the SMART public deliverables with the expected delivery data of every one. These reports could be downloaded if needed.



Name	Expected
D1.1 Risk Identification and Management & Quality plan	Apr-12
D2.1 Detailed Report on Stakeholders Requirements	Apr-12
D2.2 SMART Use Cases Specifications	Jun-12
D2.3 Multimedia Search Framework Open Architecture and Technical Specifications	Aug-12
D2.4 Data collection design	Jan-12
D3.1 Sensors and Multimedia Data Knowledge Representation	Sep-12
D3.2b Video Signal Processing Prototypes	Apr-14
D3.3b Audio Signal Processing Prototypes	Apr-14
D4.1 SMART Distributed Knowledge Base and Open Linked Data Mechanisms	Oct-12
D4.2 Social Networks and Sensor Networks Integration	Apr-13
D4.3 Integrated Edge Server	Jan-13

Figure 13 – SMART Website Public Projects Report

- **Login:** Access to this section is restricted, and only registered users will be able to log in.



Figure 14 – SMART Website Login

- **Project Tweets:** This section shows the latest comments published through the social network “Tweeter”. News and event are automatically mirrored as project tweets.



Figure 15 – SMART Website Project Tweets

4.1.3 Content area

In this part of the website all information contained in the different options of the main menu is showed to the users. At the bottom part a section called “links” will be permanently visible. This section will contain two direct accesses to the Use Cases developed in the project and Video demos that explain different SMART components.



Figure 16 – SMART Website Content Area with the link section

4.1.4 Foot

In this part, Seventh Framework Programme logo is placed. This logo indicates that SMART project has received funding from the European Community's Seventh Framework Programme. Also in this part users will find three links:

- **Twitter:** If users click on this link, they will be redirected to SMART FP7 Project Tweet.
- **Contact:** This is the place where users will be able to leave messages using the contact form created for such purpose.
- **Site feed:** This link allows users to subscribe to SMART project RSS feeds in order to get site news and event updates.



Figure 17 – SMART Website Foot

4.2 Functionalities

As pointed out in the previous section of the document, the SMART website presents the following features:

- **Personalized fields:** They are present in all site sections; some examples could be the date for events, integrated image processing template, files, YouTube videos hosted, links, and many other types.
- **Different users:** The user system is role based. There are a lot of aspects that could specify different permissions for different users.
- **RSS:** RSS feeds are provided for getting site information, such as news and events updates.

- **Links to project social pages:** All the news and events updates are automatically published as project tweets in the Website home.
- **Scalability:** In case of content grows, taxonomies can be set in different or many sections, simple taxonomies, tags or tree hierarchized.
- **Adaptability:** The web template is “responsive”; this means the website can be read in an optimum way in any capable device such as tablets and smartphones.
- **Visualization tools:** this feature follows the EU recommendations about usability and accessibility. This service provides users with vision impairments to see our site with different css (cascading style sheets) options.
- **Repository of documents:** a highly capable file repository. It is able to organize files into folders that can be nested to an arbitrary depth. Files can be uploaded or downloaded by site visitors, subject to constraints configured by the site administrator.
- **Login access:** access to a restricted area within public website. A restricted area will be provided for members of the consortium.

The power of the platform used to develop the SMART website will allow to extend the system covering all needs of the project.

5 **SMART Website Accessibility**

The accessibility concept of a website describes the degree at which the information and services hosted in that website can be accessed by as many people as possible. Accessibility takes into account not only people with physical disabilities but also psychological, economical, educational and in general people with special needs.

The first initiative addressed to get accessible internet for everybody is The Web Accessibility Initiative (WAI), which is part of the World Wide Web Consortium (W3C). This organization developed the Web Content Accessibility Guidelines (WCAG) 1.0 which explains how to make Web content accessible to people with disabilities. Web "content" generally refers to the information in a Web page or Web application, including text, images, forms, sounds, and so on.

The WCAG is separated into three levels of compliance, A, AA and AAA. Each level requires a stricter set of conformance guidelines, such as different versions of HTML (Transitional vs. Strict) and other techniques that need to be incorporated into web code before accomplishing validation.

The SMART website intends to comply with accessibility standards in the following aspects:

- (X)HTML Validation
- CSS Validation
- At least WAI-A

6 BIBLIOGRAPHY AND REFERENCES

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http://www.europarl.europa.eu/omk/omnsapir.so/pv2?PRG=DOCPV&APP=PV2&LANGUE=EN&SDOCTA=18&TXTLST=1&POS=1&Type_Doc=RESOL&TPV=DEF&DATE=130602&PrgPrev=PRG@TITRE%7CAPP@PV2%7CTYPEF@TITRE%7CYEAR@02%7CFind@web%20%7CFILE@BIBLIO02%7CPLAGE@1&TYPEF=TITRE&NUMB=1&DATEF=020613

[2] <http://drupal.org/>

[3] http://en.wikipedia.org/wiki/Content_management_system