

DELIVERABLE

Project Acronym: EAGLE
Grant Agreement number: 325122
Project Title: Europeana network of Ancient Greek and Latin Epigraphy

Dissemination Material – First Release

D6.3.1

version: N° 1.1

Revision: final

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Project co-funded by the European Commission within the ICT Policy Support Programme		
Dissemination Level		
P	Public	X
C	Confidential, only for members of the consortium and the Commission Services	

Revision History

Revision	Date	Author	Organisation	Description
V0.1	07/11/2013	Raffaella Santucci Giovanni Ragone	UNIROMA1	First Draft – Structure of the document
V0.2	17/11/2013	Raffaella Santucci Silvia Orlandi	UNIROMA1	First version including revision of the document structure
V0.3	21/11/2013	Raffaella Santucci	UNIROMA1	Second Version
V0.4	27/11/2013	Luca Giberti	QED	Explained philosophy of work
V0.5	04/12/2013	Luca Giberti	QED	Explained detailed choices of formats.
V0.6	09/12/2013	Luca Giberti	QED	Added jpgs of designs, intro and conclusions
V0.7	12/12/2013	Raffaella Santucci Silvia Orlandi Giovanni Ragone	UNIROMA1	Overall revision
V0.8	13/12/2013	Luca Giberti	QED	Overall revision, added links and further explanations/thoughts
V0.9	13/12/2013	Raffaella Santucci Silvia Orlandi	UNIROMA1	Consolidated version of the document
V1.0R	18/12/2013	Vittore Casarosa	CNR-ISTI	Review
V1.0R	18/12/2013	Bryan Ward-Perkins	UOXF	Review
V1.1	28/12/2013	Luca Giberti Raffaella Santucci	QED UNIROMA1	Revised final version incorporating reviewers' suggestions and minor amendments

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise.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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EXECUTIVE SUMMARY

This document provides a short overview of the production of all print and presentation materials that will be used for the networking and dissemination of EAGLE. It follows DE6.2¹ – Dissemination and awareness plan. All future printed materials for EAGLE will be based on the designs and templates described herein. Printed materials play a key role in dissemination and networking, as the first impression one gets of the project, which cannot be undone, is imparted by them.

¹ <http://bit.ly/1fgRHEu>,

http://www.eagle-network.eu/repository/eagle/WP1%20-%20Project%20management/Deliverables/EAGLE_D6.2_Dissemination%20and%20awareness%20plan.pdf

STRUCTURE OF THE DOCUMENT

This document features four chapters.

Chapter 1 is a short introduction.

Chapter 2 provides a brief overview of the philosophy and process that were followed in designing the dissemination materials.

Chapter 3 provides low-resolution copies of the above designs.

Chapter 4 sums up the conclusions that were gleaned throughout.



1 INTRODUCTION: WHO WILL BE USING THESE DESIGNS AND THIS DELIVERABLE

Within the EAGLE Best Practice Network the dissemination materials are tools that will be used by:

- All partners
- All WP leaders
- All members of Working Groups
- Coordination staff

as well as within Europeana, particularly by the staff responsible for that institution's communication activities.

In addition, as this is a public document and is available on the project's website, it will be accessible by external parties interested in disseminating EAGLE.

This deliverable will be updated periodically at a later phase of the project in step with the project's needs.

2 DESIGNING PRINT MATERIALS FOR EAGLE

2.1 DESIGN PHILOSOPHY

The design of the printed materials was based on two simple but effective principles. In short, we aimed to define a graphic identity that is at the same time distinctive and classic, as befits the subject matter of the project.

Achieving both a degree of timelessness and a striking design that 'speaks to everyone' has in turn two significant consequences.

A timeless and classic look means that the design is conceived to 'age well' -- a crucial consideration for a library project, which, by definition, is aimed at posterity or, at any rate, is meant to be used for many years to come.

On the other hand, a strong graphic statement that is simple, easy to identify, and based on universal proportions (such as for instance the golden ratio) allows the use of the same design/theme for both dissemination and networking. This strong visual identity was consistently 'declined' in the various print designs, as detailed in the next paragraph.

Both considerations translate into cost and labour savings for the project, especially with a view to its future upkeep/sustainability.

Another cost-saving consideration was the idea of designing templates for brochures and posters that the partners will be able to easily fill in and print locally as the need arises (see below).

2.2 LIST OF THE DESIGNS THAT WERE PRODUCED

In terms of printed materials for dissemination and networking, the needs of such a vast and ambitious project as EAGLE are many. Based on the DOW as well as on an evaluation of the overall progress so far (and in particular on DE6.2), the following documents and print templates were thus identified and then designed:

1) General-purpose three-fold A4 brochure, to be deployed at various events as a general presentation of the project. The choice of a standard ISO 216 / DIN format instead of more 'fashionable' ones translates into savings for the project and in no way diminishes the impact of the design. The standard small format also makes it easy to arrange for future additional print runs.

2) General-purpose horizontal A0 poster to be displayed at conferences, printable as A1 if necessary, featuring written information about EAGLE, suitable for coffee-break browsing.

3) General-purpose 80x200 standalone vinyl banner, to advertise and signal events taking place in a specific venue, such as conferences, seminars, lectures, press conferences, etc. The choice of PVC as the printing material makes the roll-up banner suitable for outdoor use as well.

4) Template for event-specific three-fold A3 brochure. This is meant for the project partner that organises the event, which will fill it in with the relevant information and print it locally. The choice of A3 instead of A4 is because the brochure often has to contain all the information related to the event, including detailed schedules of parallel sessions.

5) Template for event-specific vertical A2 poster, printable as A3 if necessary. The same considerations as above are valid for this. A2 was chosen as the largest possible format that can be hung without too much trouble in pinboards, shop windows and public spaces – since, trivially, a larger format guarantees greater visibility. The design is compatible with printing in A3, which is significantly cheaper for small runs of digital prints.

6) Template for visiting cards. To be used by all partners when acting on behalf of EAGLE.

7) Template for EAGLE slide presentations. To be used by all partners when presenting on behalf of EAGLE. A set of coherent graphic rules is given in the template.

The new designs were first showcased at the Europeana Network Annual General Meeting in Rotterdam on 2 December, 2013. A first run of 1500 brochures and 3 A0 posters was deployed on that occasion, during which it was evident that the strong, sober EAGLE designs stood out amidst the generally formless and cluttered designs of other Europeana projects, attracting people's attention more than anything else on display.

Posters and brochures that were not picked up by visitors were split between Europeana and Uniroma1 for future redeployment.

Designs that are to be printed locally by partners (i.e. (4) and (5)) will be sent to partners with specific instructions as to the type of printing process, paper, and finish to be adopted, so as to ensure a consistently high standard of quality.

All the designs were optimised for offset printing but can be output as digital prints if necessary.

2.3 THE ACTUAL DESIGN PROCESS

The design process started from the idea of using expanded logotypes and partial views of inscriptions as 'building blocks' for the graphics. This idea was especially appealing to us, as the analytical reader can also interpret the outsized letter pieces and the partial views as visual allegories for the process of studying inscriptions -- whereby a bigger picture is gradually inferred from what the existing record allows one to discern.

The space of the possible designs afforded by the above two elements was extensively explored, trying different combinations of letters, textures and paper formats. Having settled on the main graphic element and proportions, special care was taken in considering the interplay of the design with the type of paper and of printing method chosen for each of the intended formats. In the specific case of the brochure, the design of the inner and outer surfaces was conceived, bearing in mind the overall 'tactile ritual' of feeling the matt coating of the paper while surveying the visuals, then of unfolding the print and discovering its inside.

Throughout the design phase, all the guidelines regarding the use of the various official logos were observed.

2.4 COPYWRITING

Similar considerations of simplicity and efficacy were adopted for the copywriting. The latter, insofar as possible, eschewed lingo in favour of clear and simple explanations, understandable by the general public, but also providing meaningful information for specialists and possible future members of the Consortium. The main text is given in the box below.

What is EAGLE?

EAGLE, the Europeana network of Ancient Greek and Latin Epigraphy, is a best-practice network financed by the European Commission, under the ICT policy of its Competitiveness and Innovation Programme (CIP – ICT PSP). EAGLE will provide a single, user-friendly portal to the inscriptions of the Ancient World, a massive resource for both the curious and the scholarly.

The EAGLE Best Practice Network is part of Europeana, the European digital library – a multi-lingual online collection of millions of digitised items from European museums, libraries, archives and multi-media collections. EAGLE is gathering, in a single readily-searchable database, more than 1.5 million items, currently scattered across 25 EU countries, as well as the east and south Mediterranean. The project will make available the vast majority of the surviving inscriptions of the Greco-Roman world, complete with the essential information about them and, for all the most important ones, a translation.

The technology that supports EAGLE is state-of-the-art and tailored to provide the user with the best and most intuitive possible experience. Our services include a mobile application, enabling tourists to understand the inscriptions they find in situ by taking snapshots with their smartphones, and a storytelling application that will allow teachers and experts to assemble epigraphy-based narratives. A multilingual wiki is also being set up for the enrichment and enhancement of epigraphic images and texts. This will provide a basis for future translations of inscriptions into other European languages.

The results of the EAGLE project will be disseminated as widely as possible, within the scholarly community, as well as amongst the public at large. To this end, thanks to the collaboration with Wikimedia Italia, EAGLE will be strongly integrated with the Wikimedia projects, in particular with Wikimedia Commons and Wikidata. Also, an inscription-themed documentary will be developed, with a related teaser video.

EAGLE is working with Europeana, and with its sister projects, to ensure full and effective integration within this flagship project that is making European culture globally available to everyone.

3 LOW-RESOLUTION COPIES OF THE DESIGNS

Please note that the various designs are not to scale with respect to one another and the texts reported in the images are the definitive ones.



Figure 1: General-purpose three-fold A4 brochure (outer fold)

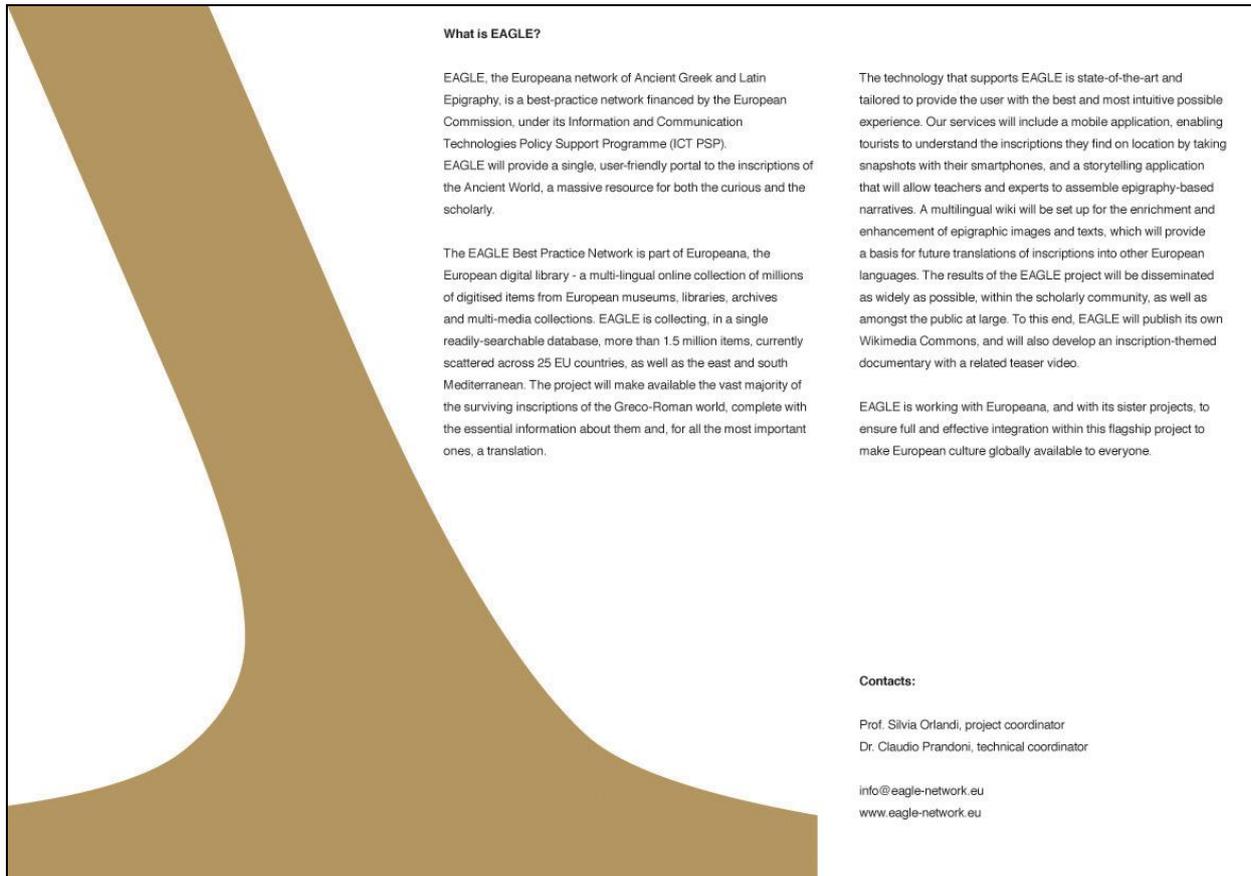


Figure 2: General-purpose three-fold A4 brochure (inner fold)

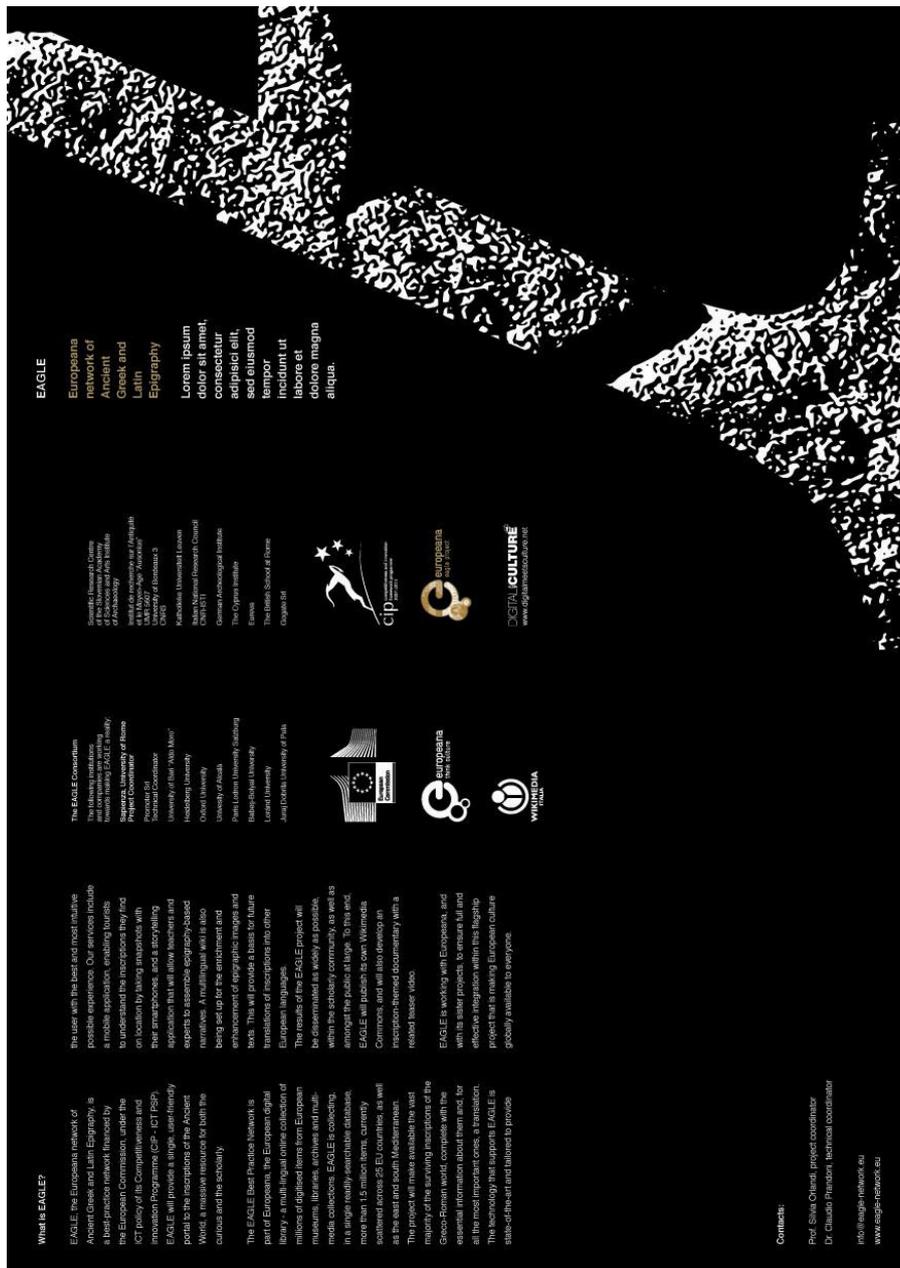


Figure 5: Template for event-specific A3 three-fold brochure (outer fold)

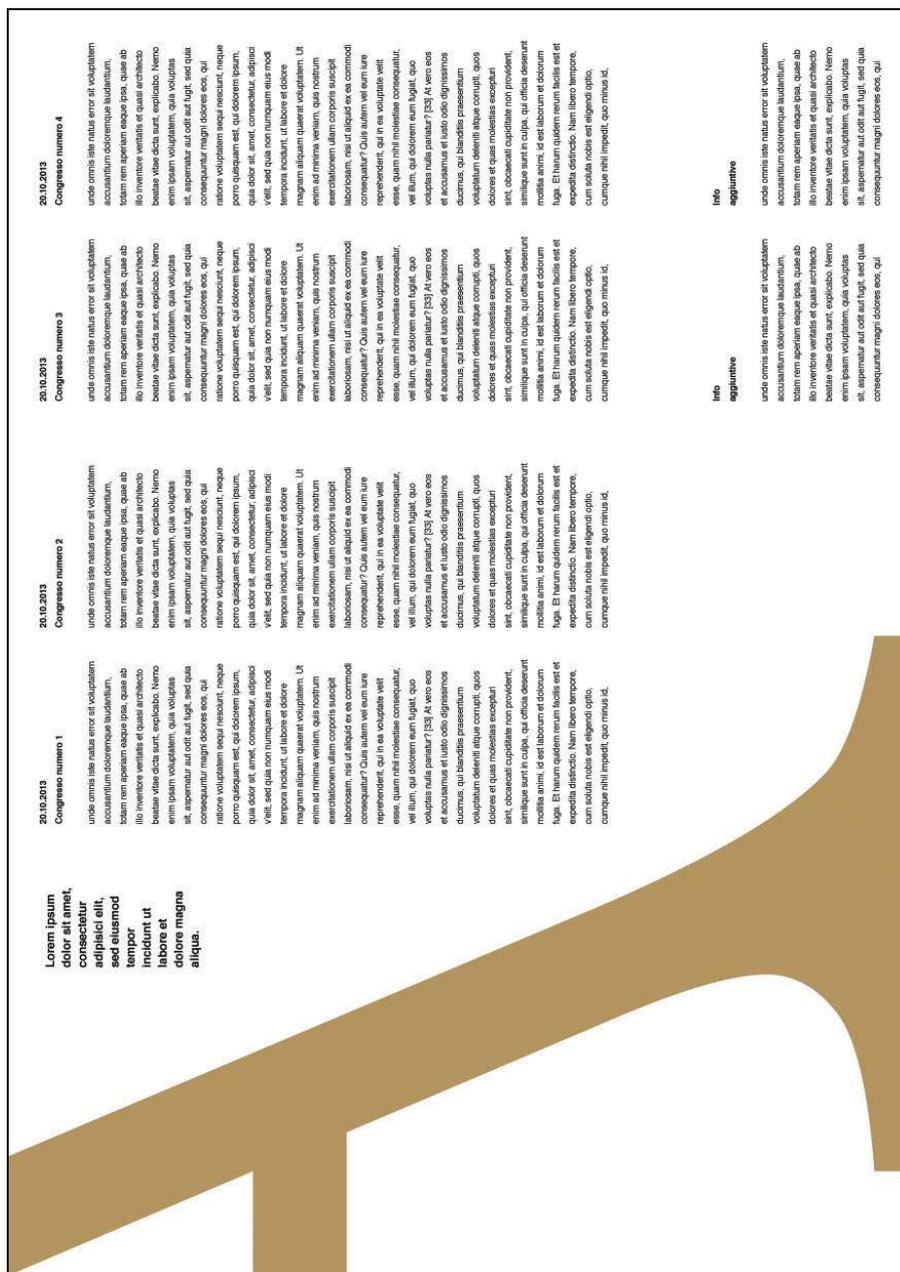


Figure 6: Template for event-specific A3 three-fold brochure (inner fold)



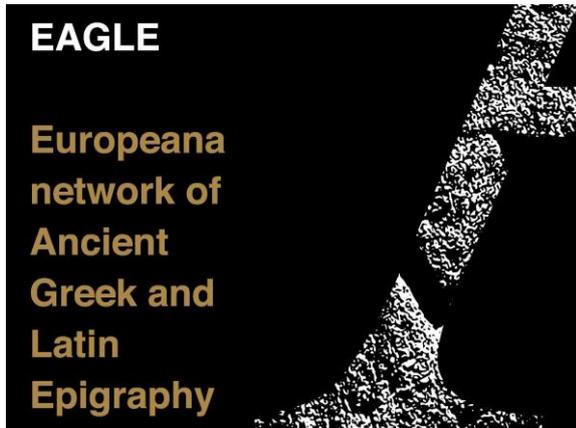
Figure 7: Template for event-specific vertical A2 poster



Figure 8: Template for EAGLE visiting cards (recto)



Figure 9: Template for EAGLE visiting cards (verso)



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This will provide a basis for future translations of inscriptions into other European languages. The results of the EAGLE project will be disseminated as widely as possible, within the scholarly community, as well as amongst the public at large. To this end, EAGLE will publish its own Wikimedia Commons, and will also develop an inscription-themed documentary with a related teaser video.

EAGLE is working with Europeana, and with its sister projects, to ensure full and effective integration within this flagship project that is making European culture globally available to everyone.



How to work with summaries

Basic Text

- Summary (level 2)
 - summary (level 3)
 - summary (level 4)
 - summary (level 5)

How to work with summaries

- Chapter 1
- Chapter 2
- Chapter 3

Toolbox

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

Aggregate Distribute Engage Facilitate

↓ ↓ ↘ ↙

Figure 10: Template for project slides

4 CONCLUSIONS

We think the results show the benefit of involving professionals with the right profile in the design and copywriting process.

Suitable 'buffer time' needs to be scheduled between completion of the designs to the coordinator's and designers' satisfaction, and their final delivery. This is in order to take into account possible changes at the request of partners or of those institutions whose logo is included in the design. The number and duration of these 'refinement iterations' seems to grow exponentially with the number of partners involved.

Further suitable buffer time should be factored in for checking printed samples ahead of each print run: the correct rendition of text, logos and graphics/colours should be checked, as well as the quality of the folding in the case of the brochures, whose design requires perfect overlap of inner and outer fold.

The Consortium now has general-purpose brochures and posters ready for any event.

Partners now have all the templates they might need to start planning the printing of their own posters and brochures.

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