EFFECT
PROJECT

Creating effects through communication and engagement in Future and Emerging Technologies

D1.3 Website online

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Technical references

Project Acronym	EFFECT
Project Title	Creating effects through communication and engagement in Future and Emerging Technologies
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PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

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Executive Summary

The website is meant as the primary channel of interface between the project and the general public and the community of stakeholders interested in EFFECT outcomes.

This deliverable describes the process which has led to the definition of the graphic design of the website. At the date of the present deliverable, the website has been launched as a splash page in view of a more articulated and organized website that will be populated as soon as the first contents will be produced.

The type of contents and communication formats to be produced as part of the EFFECT communication and dissemination strategy hosted on the website are listed in detail in D1.1 "Dissemination and Engagement Plan".

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1 Approach

EFFECT primary target group is represented by the general public. Within this broad audience it is not possible to define specific target groups: there may be laymen, as well as more expert audiences, such as scientists, investors, policy makers, etc. The EFFECT public communication strategy has been designed to deliver contents about FET research and future emerging technologies in a straightforward, engaging and entertaining way to be easily understood by the general public.

Our project communication channels are based on a content centric distribution model, which will be using both established formats (like journalistic articles, videos, social media posts) alongside new ones (e.g. story-telling page flows, etc).

The EFFECT website will be built to raise understanding and awareness about the FET research through the storytelling technique. Its structure will be designed according to the communication formats and contents that are going to be produced in an easy-to-browse way for any kind of user.

1.1 Project Identity and website name

The project identity and guidelines have been developed to grant visibility, consistency and recognizability for every communication activity related to the project. To ensure the EFFECT messages resonate effectively with the general audience the consortium has decided to go for a different name that identifies the project branding and the website: "FETFX".

FX is an onomatopoetic abbreviation for "effects": reading out loud the two letters F and X they sound like the word "effects". It is widely used and known, as in "Sound FX" and "Special FX".

So with FETFX we are keeping the name of the project in a more futuristic, cutting-edge and appealing written form (especially appreciated by tech&future enthusiasts), without losing the concept of communicating the effects of future and emerging technologies, reinforced by the pay-off "Our future, today"

In line with the project and visual identity, the project's portal domain name: FetFX.eu .

1.2 Visual identity

 Based on the new domain name and the project identity, the visual identity has been developed. This will be the base for the creation of the website layouts.

Our studies on FETFX brand identity have highlighted the need for a strong contemporary impact and a cutting-edge appearance: our future-enthusiast target deserves a futuristic and visionary environment in our web platform, to be informed, inspired and fascinated.

We have designed our logotype with an outline sans serif typeface: each glyph is displayed with a single open path, expressing multiple routes in FET research. The visual characteristic of this font is timeless and yet very particular: strictly geometric but with a surreal and unexpected touch.

The visual identity is strengthened by the crisp colour palette, specifically studied for a digital environment, and bold imagery: our abstract textures and compositions show organic and technological patterns (which can be related to a wide spectrum of fields: space, biotech,

energy, AI, communications, ...), to express the visual power of imagination and future research.

It has been studied keeping in mind the particular editorial nature that the portal will have.
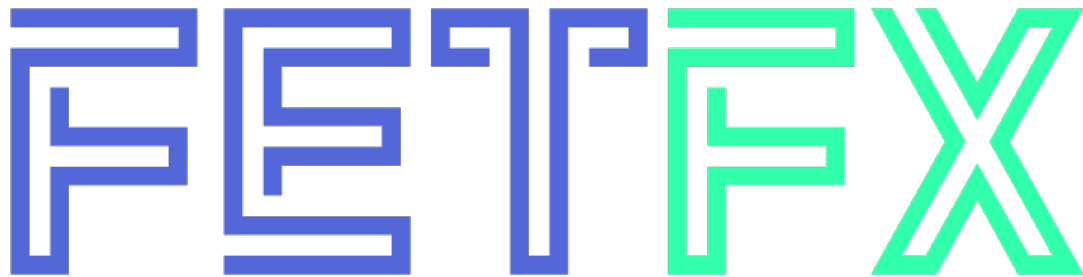

Figure 1 FETFX Colored Logotype

Figure 2 Logotype Icons over colored background

2 The website

The website has been developed in 3 different stages:

- Courtesy page
- Landing page
- FETFX Portal

2.1 The Courtesy Page

The www.FETFX.eu domain has been created at M1 and a basic image with the project visual identity and a direct contact point has been uploaded. The objective was to have a early online presence to raise awareness on the project.

Figure 3 FETFX.eu courtesy page

2.2 The Landing Page

At M2 the official website has been launched: a simple homepage presenting the project, the consortium and inviting every user to join the community on the project social media.
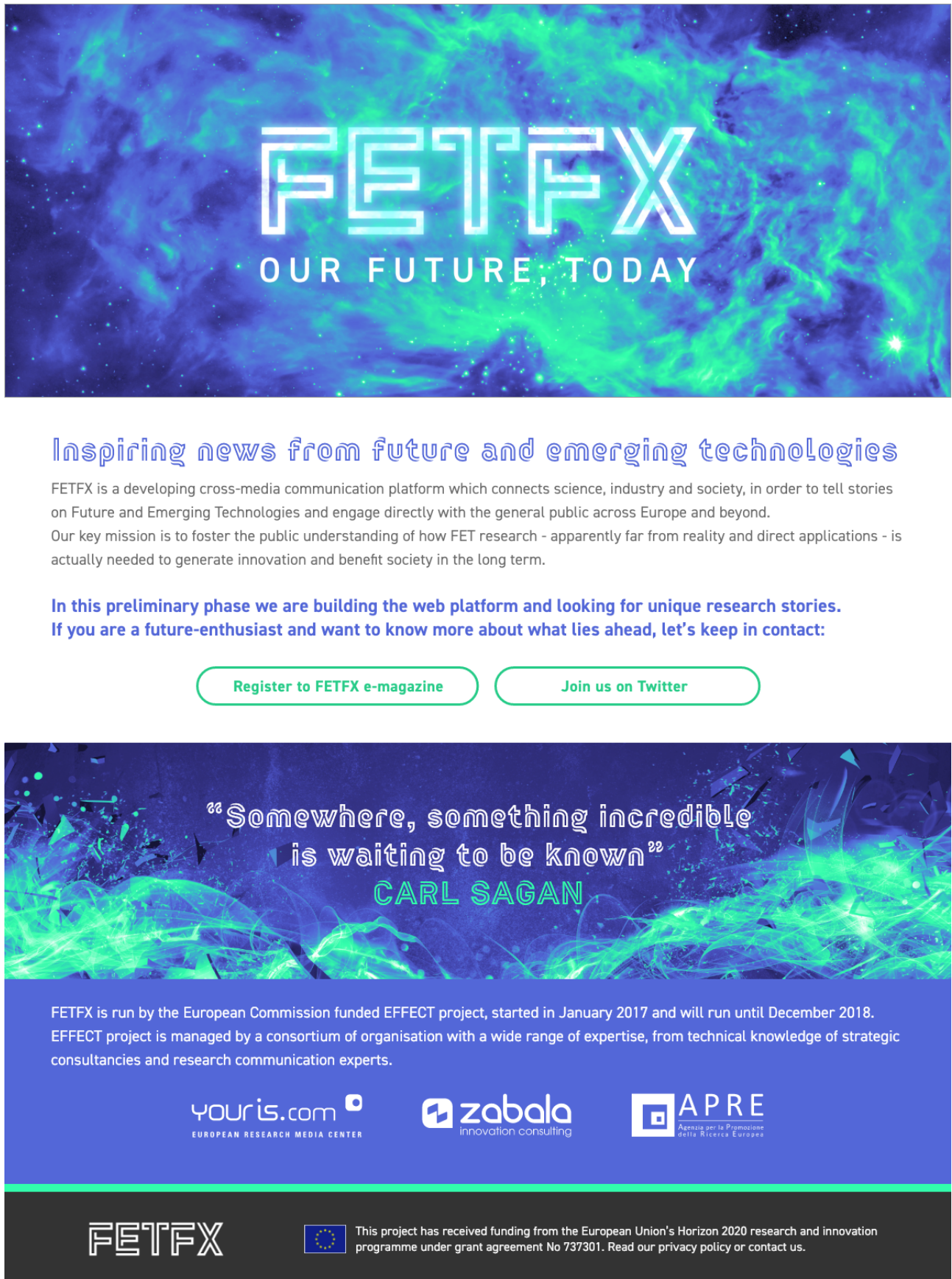
Inspiring news from future and emerging technologies

FETFX is a developing cross-media communication platform which connects science, industry and society, in order to tell stories on Future and Emerging Technologies and engage directly with the general public across Europe and beyond.
Our key mission is to foster the public understanding of how FET research - apparently far from reality and direct applications - is actually needed to generate innovation and benefit society in the long term.

In this preliminary phase we are building the web platform and looking for unique research stories.
If you are a future-enthusiast and want to know more about what lies ahead, let's keep in contact:

Register to FETFX e-magazine   Join us on Twitter

Figure 4 FETFX Website - First release

3   FETFX platform

 A more complex website will be further developed from M2 to M6 as a flexible editorial space and distribution model which acts as an information broker of both original and existing information materials about the FET research. The website will be fully scalable and regularly updated in terms of contents and usability throughout the project duration.

Through the FETFX portal, it will be possible to:

- Host contents in multiple formats (articles, videos, news releases);
- Distribute them;
- Aggregate existing articles and news releases;
- Monitor their impact.

The platform will be developed following the user experience design process, starting from the identification of targets and the content strategy, then the information architecture followed by the creation of layout and wireframes, finishing with the visual and code design.

The whole process will follow an iterative approach:
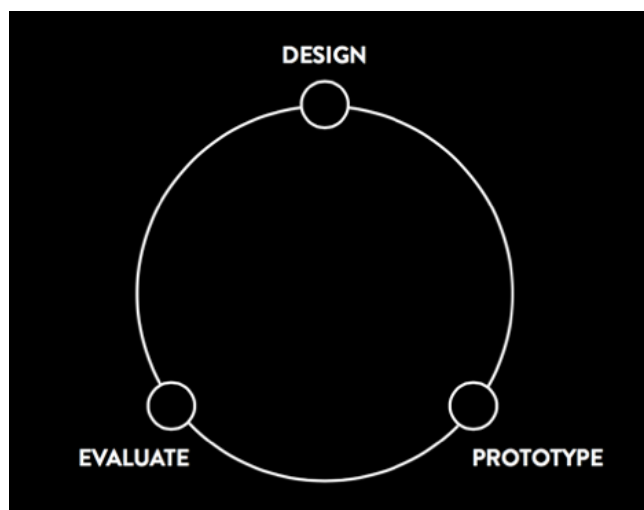
3.1 The FETFX portal structure

The portal will be developed with a strong focus on the editorial production that will be the core activity of the project.

The contents will follow different formats:

- **Journalistic articles**, which have a focus on FET related topics;
- **News releases** promoting EFFECT and other projects 'activities and achievements;
- **Storytelling - multimedia FET stories** are developed through Pageflow®, a multimedia instrument designed to create a narrative on a given topic. They are suitable to present difficult or complex contents;
- **Video posts** present FET related research in a stimulating and catchy manner, suitable to attract attention also from the non-experts.

The website will also display and promote EFFECT events: webinars, workshops and infodays, as well as key events organized in the area, also from other FET projects. A registration to the events organized by EFFECT will also be included, alongside a registration facility for those wishing to follow the project and receive the materials and invitations to the events.

3.2 Website dissemination

Each partner in the consortium is required to give **the highest visibility to the website**, linking it to their company/organization institutional websites, disseminating it among their networks and referring to it in any communication concerning the project.

FETFX website is mentioned in all communications.

The website will be developed to favor the Search Engine Optimisation, through the use of relevant keywords, such as: "FET research", "Future and emerging technologies" and other keywords that will be identified by the consortium.

4 Conclusions

The website, which is currently available as a landing page only, will be developed in the course of the upcoming months through user-experience design techniques in order to implement all the possible navigation paths and make it fully accessible and easy to browse. It will be released as a web platform within in June 2017. The website is a living channel, which is regularly updated with fresh contents. Upgrades will be implemented in the course of the project to meet all the possible information needs and to adapt to new communication formats that are going to be developed. The FETFX web platform integrated with its social media channels (Twitter and a LinkedIn page) is considered as the most important online communication and distribution hub of both the original contents produced by EFFECT and other key items retrieved from external sources around the FET programme and its projects.