EUROPEANA SOUNDS

Project Number: 620591

MS31 Website Operational

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Abstract

This document describes the conception and construction of the Europeana Sounds website in terms of methodology, technical aspects, and graphic design.

Dissemination level		
P	Public	
C	Confidential, only for the members of the Consortium and Commission Services	X
I	Internal, only for the members of the Consortium	

I.   COPYRIGHT NOTICE

II.   REVISIONS

Version	Status	Author	Partner	Date	Changes
0.1	Draft	Axelle Bergeret-Cassagne	BnF	29/04/2014	First draft
1.0	Draft	Reviewed by Elisabeth Freyre	BnF	13/05/2014	Second draft
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III.   DELIVERY SLIP

	Name	Partner/WP	Date
Document Author	Axelle Bergeret-Cassagne axelle.bergeret-cassagne@bnf.fr	BnF / WP6	29/02/2014
Reviewed by	**Reviewers:** Elisabeth Freyre Catherine Gater	BnF / WP6 BL /WP7	13/05/2014 19/05/2014
Approved by	**Coordinator & PMB**		30/05/2014

IV.   DISTRIBUTION

No.	Date	Comment	Partner / WP
1	30/5/2014	Submitted to the European Commission	BL / WP7
2	30/5/2014	Posted on Europeana Pro Website	BL / WP7
3	30/5/2014	Distributed to project consortium	BL / WP7

V.   APPLICATION AREA

This document is a formal output for the European Commission, applicable to all members of the Europeana Sounds project and beneficiaries. This document reflects only the author's views and the European Union is not liable for any use that might be made of information contained therein.

VI.   DOCUMENT AMENDMENT PROCEDURE

Amendments, comments and suggestions should be sent to the authors named in the Delivery Slip.

VII.   TERMINOLOGY

A complete project glossary is provided at the following page:
http://pro.europeana.eu/web/guest/glossary

Further terms are defined below as required:

TERM	DEFINITION
AB	Advisory Board
APEX	Archives Portal Europe network of excellence
EC-GA	Grant Agreement (including Annex I, the Description of Work) signed with the European Commission
GA	General Assembly
PC	Project Coordinator
PI	Performance Indicator
PM	Project Manager
PMB	Project Management Board
PSO	Project Support Officer
TEL	The European Library
TD	Technical Director
UAP	User Advisory Panel
WP	Work Package

VIII. PROJECT SUMMARY

Europeana Sounds is Europeana's 'missing' fifth domain aggregator, joining APEX (Archives), EUscreen (television), the Europeana film Gateway (film) and TEL (libraries). It will increase the opportunities for access to and creative re-use of Europeana's audio and audio-related content and will build a sustainable best practice network of stakeholders in the content value chain to aggregate, enrich and share a critical mass of audio that meets the needs of public audiences, the creative industries (notably publishers) and researchers. The consortium of 24 partners will:

- Double the number of audio items accessible through Europeana to over 1 million and improve geographical and thematic coverage by aggregating items with widespread popular appeal such as contemporary and classical music, traditional and folk music, the natural world, oral memory and languages and dialects.
- Add meaningful contextual knowledge and medium-specific metadata to 2 million items in Europeana's audio and audio-related collections, developing techniques for cross-media and cross-collection linking.
- Develop and validate audience specific sound channels and a distributed crowd-sourcing infrastructure for end-users that will improve Europeana's search facility, navigation and user experience. These can then be used for other communities and other media.
- Engage music publishers and rights holders in efforts to make more material accessible online through Europeana by resolving domain constraints and lack of access to commercially unviable (i.e. out-of-commerce) content.

These outcomes will be achieved through a network of leading sound archives working with specialists in audiovisual technology, rights issues, and software development. The network will expand to include other content-providers and mainstream distribution platforms (Historypin, Spotify, Soundcloud) to ensure the widest possible availability of their content.

For more information, visit www.europeanasounds.eu

IX. STATEMENT OF ORIGINALITY

This document 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.

X.   EXECUTIVE SUMMARY: WEBSITE OPERATIONAL

The Europeana Sounds website was conceived and created from March to May 2014. It went live on 6 May 2014 and will be officially launched on 2 June 2014. This document describes the conception and construction of the Europeana Sounds website in terms of methodology, technical aspects and graphic design and outlines the website specifications.

TABLE OF CONTENTS

1 CREATING THE EUROPEANA SOUNDS WEBSITE

1.1 Conception

Before conceiving the website, the objectives and thus the target audiences were reviewed by the WP6 leader with the help of the project coordinator and project manager. The purpose and target audiences of the website are fully described in Deliverable 6.1 (paragraphs 1.1.1 and 1.1.2) [Ref 1].

The website is intended to last until the end of the project. In February 2017 – the end of the Europeana Sounds project – the website will be archived. Some of its content might then migrate to Europeana.eu and/or Europeana Pro public pages according to needs and relevance at that time.

1.2 Methodology and calendar

A call for quotations was sent to nine companies and self-employed IT specialists located in France on 10 March 2014 to provide graphic design and technical implementation of the website to an external service provider.

Five responses including graphic and technical proposals were received before 19 March, the deadline for submission of proposals.

The technical quality of each response was evaluated based on the following criteria:

- Clarity of the proposal and understanding of project objectives
- Expected results: technical aspects
- Expected results: graphical aspects
- Relevance of the proposed approach, resources devoted to the project and schedule
- Expertise in the field and references

The IT specialist Alexis Loriot[1] was selected as subcontractor.

Once the subcontractor was selected, the creation of the website infrastructure, architecture and graphic design started, supervised by the WP6 leader. At the same time, the WP6 leader drafted the content of the static pages with the help of some members of the WP6 group.

An alpha version of the website was submitted to the PMB and the consortium members with a full online version published on 6 May. This version was commented on and reviewed which led to minor modifications. The website migrated to its current URL (http://www.europeanasounds.eu) on 14 and 15 May, and will be officially launched on 2 June.

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[1] http://www.loriot.org/web-internet

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2 WEBSITE SPECIFICATIONS

2.1 Content Management System

The Europeana Sounds website is a platform in English accessible at the address http://europeanasounds.eu and developed with the Wordpress[2] CMS (Content Management System).

WordPress is a freely distributed, standards-compliant open source web software. It was chosen for its simple and quick installation and configuration, wide adoption and user friendliness as well as its standard settings and features, and customisable core and code (plugins, widgets).

WordPress is built for publishing and follows W3C[3] standards for XHTML and CSS, ensuring that the website is easily rendered across standards-compliant browsers.

2.2 Graphic design

A sub-contracted graphic designer (teaming up with Alexis Loriot) conceived a visual identity for Europeana Sounds, taking into account its limited lifespan and its blog-oriented positioning as opposed to an institutional website.

This identity is aligned visually with other Europeana related websites (Cf.: Europeana Brand Guidelines October 2012[4] and Europeana new website style).

2.2.1 Colours of the website

The following colour scheme was chosen:

website background
255, 255, 255 #FFFFFF

footer
115, 115, 115
Font: Tahoma 11px
#DAD8D8

main column background
240, 239, 241
#f0eff1

right column background
230, 226, 233
#e6e2e9

2.2.2 Menu

- Main colour: GREY 103, 100, 100 #676464
- Highlight : 153, 0, 255 #9900ff
- Font: Tahoma, 14, NORMAL, MAJ

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[2] http://wordpress.com/
[3] http://www.w3.org/
[4] http://pro.europeana.eu/web/guest/about/comms-tools/brand-guidelines

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- Text highlight when hovering a hyperlink: 153, 0, 255 #9900ff

2.2.3 Headings

Titles in the main column: Tahoma, 22, NORMAL, MAJ

- Heading 1 (h1): #9900FF; Tahoma, 22px, NORMAL, MAJ
- Heading 2 (h2): #676464; Tahoma, 22px, NORMAL, MAJ
- Heading 3 (h3): #9900FF; Tahoma, 18px, NORMAL, MAJ
- Heading 4 (h4): #676464; Tahoma, 22px, NORMAL, MAJ
- Heading 5 (h5): #5E5E5E; Tahoma, 15px, BOLD, MAJ
- Heading 6 (h6): #404040; Tahoma, 14px, BOLD, MAJ

2.2.4 Main column of the website

- Background colour: 230, 226, 233 #f0eff1
- Title: Tahoma, 22, NORMAL, MAJ
- Text: Tahoma, 14, NORMAL
- Text highlight on hovering a hyperlink (the same as on post title): 153, 0, 255
- Events: highlight for "month" and "year": 255, 255, 255
- Bullet points: 153, 0, 255 #9900ff

2.2.5 Separator bar

Grey bar used to:

- Separate the main column of the website and the right column
- Separate blog posts
- Separate months in the "events" page

2.3 Content types

There are four content types:

- **Pages**
  These correspond to the elements of navigation (menu) on the site. They are generally used to generate static content (homepage, contact form, etc.) linked from the main menu.
- **Articles**
  These are each attached to a category. Articles do not have a menu link, but are automatically listed in a defined category and organised in reverse chronological order. They are used for blog posts and associated with a featured image.
- **Media**

This type is used for all audio-visual content hosted on the site: images, PDF files, videos, etc. The associated media files are stored in a library, and can be easily inserted in other pages and sections.

- **Events**
  These work as articles, but have particular fields such as date and time, place, etc., which allows their automatic inclusion in a list of events.

Each content item is composed with a title, a permalink (the URL that appears in the browser), and supported by a word processor to format the text and may be associated with a featured image. Other options can be added such as comments and translation (to indicate whether the content is in English or in French for example).

2.4 Interface design: site map

2.4.1 Header

The header includes an image representing the project (oscillogram and turntable), the Europeana Sounds logo (clickable to homepage) and a strapline "Europe's sound heritage at your fingertips".
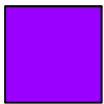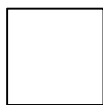

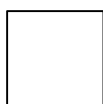
- **Oscillogram**

62, 102, 14 #3e660e

- **Turntable**

153, 0, 255 #9900ff

- **Europeana Sounds Logo**

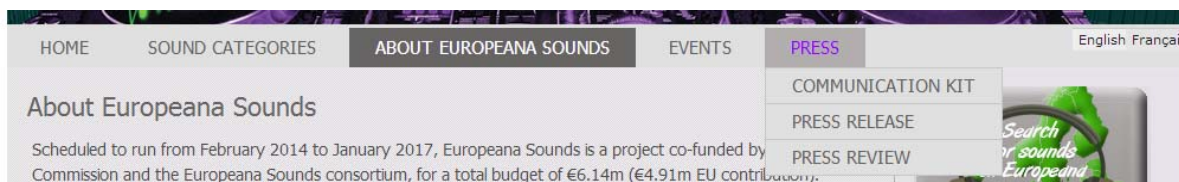255, 255, 255 #FFFFFF transparence 65%

- **Headline**

255, 255, 255 #FFFFFF

2.4.2 Horizontal navigation bar

Navigation is organised around the five sections presented in the horizontal navigation bar.


- **Home**
  This displays blog posts presented in blocks and linked to categories. The first blog post is expanded and then underneath follow the titles and teasers for the older blog posts.
- **Sound categories**
  These display a homepage with an image gallery (presenting a slide for each sound category) and a presentation text.

The text used in this section is Tahoma, 16.4pt, 255, 255, 255, underlined

Cover picture of the image carousel:
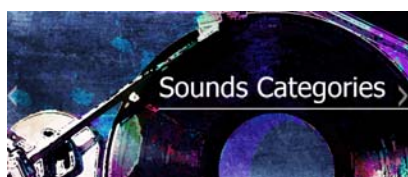
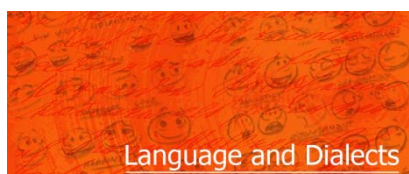Sound categories in the image carousel:

255, 74, 68 #ff4a44

Popular Music

38, 170, 181 #26aab5

Soundscape and Natural sounds

136, 192, 23 #88c017

World and Traditional Music

141, 77, 164 #8d4da4

Language and Dialects

247, 85, 10 #f7550a

Oral Memories and the Spoken Word

245, 175, 20 #f5af14

Each page of the six sound categories has a specific graphic design (image and colour) and a brief presentation of the category, some audio examples embedded from SoundCloud and the list of blog posts attached to this category, in reverse chronological order.

Classical Music

Popular Music

Example page of the world and traditional music sound category:

- **Discover Europeana Sounds**

  This is organised around three static pages presenting the project and its objectives, its organisation, and giving the relevant contact details and a contact form.

- **Events**

  This section presents past and upcoming events and can display events in a list or in a calendar presentation, or each event in full on a separate page. The event section is a standard Wordpress "event manager" plugin.

- **Press**

  The press section of the website presents three different pages: the communication kit, press releases and press review.

2.4.3 Right column

The right column of the website gives quick access to content and navigation optoins:

- An image linked to Europeana database (and a link to the Europeana Sounds channels when online)
- Twitter widget with recent tweets
- List of the latest blog posts
- Form to collect email addresses
- Links to Twitter, Facebook, Paperli, RSS feed, and LinkedIn
- Search Box
- A tag cloud formed from the tags related to blog posts and event articles.

2.4.4 Footer

The footer displays the legal statements: "Europeana Sounds is co-funded by the European Commission's ICT Policy Support Programme as part of the Competitiveness and Innovation Framework Programme" and "Except where otherwise noted, content on this site is licensed under a Creative Commons Attribution 4.0 International license". The European emblem is at the left of the footer and Europeana logo (clickable) on the right.

2.5 Other Features

2.5.1 Comment and moderation

Comments are allowed on Europeana Sounds blog posts. Before publication they will be checked by the website moderator (WP6 leader) to approve (or not) their public display. This moderation *a priori* is intended to prevent any spamming.

2.5.2 Social media

The related posts plugin *Shareaholic* is installed. By default, social icons appear at the bottom of pages, articles and events, allowing Internet users to share the URL on their own Facebook and/or Twitter account.

2.5.3 Reporting

Google Analytics is configured to generate detailed statistics about the Europeana Sounds website traffic and traffic sources. A report will be sent automatically every month in pdf to the WP6 leader.

3   SUMMARY

The Europeana Sounds website will evolve during the course of the project, according to its needs and in line with the communications plan (planned for M9). Every section of the website is immediately editable by the WP6 leader.

4 REFERENCES

Ref 1	D6.1 Online presence http://pro.europeana.eu/web/europeana-sounds/documents