# INCULTUM

Visiting the margins
INnovative CULtural ToUrisM in European peripheries

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This deliverable contains original unpublished work except where clearly indicated otherwise.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

**TABLE OF CONTENTS**

## EXECUTIVE SUMMARY

This document provides an overview of the progress in the implementation of the online portal of the INCULTUM project. It aims to provide an overall description of the INCULTUM project website, the content of its various sections including the public pages and the area reserved to the partners only, information about the project's blog on Digitalmeetsculture.net, and also the promotional elements including the INCULTUM logo, its tagline the website graphics and the layout of the various elements.

The current document is composed by this Executive Summary and 5 chapters:

Chapter 1  *INCULTUM visual identity*
Chapter 2  *Website layout and structure*
Chapter 3  *Website content at M2*
Chapter 4  *INCULTUM blog*
Chapter 5  *Conclusions*

# 1 INCULTUM VISUAL IDENTITY

This project is about innovation on cultural tourism and includes ten pilots set in nice natural and historical sites, most of them not very known to the "big" massive touristic audiences. It is therefore important to create a visual identity that is appealing and that suggests links to tourism, culture, discovery, rural environments, less-frequented destinations, alternative holidays etc. For this reason, the website is particularly rich in photographs and imagery, although wide descriptive information is also offered as texts. Such approach, with visuals and texts equally balanced, will be replicated in the various dissemination tools that the project will produce such as blogs, publications, presentations etc.

The core aim of the visual identity is to develop an overall 'look-and-feel', a unique and easily identifiable brand to be consistently utilised across all platforms during project's dissemination. This includes the following elements:

- The INCULTUM logo
- A tagline that encapsulates the 'INCULTUM brand personality', summarising what INCULTUM stands for in concise terms
- Templates for the webpages (home page; general page, events pages; blog pages; partners' page; contacts page, etc.).

## 1.1 INCULTUM Logo

The colour pattern of the logo has been chosen to make it visible and attractive. Different coloured versions exist to be used in the various communication products to be realised along the project life-time. The shape of the brushstroke in warm colours, such as *the #d64e20 Strong orange*, *#e94e1b Vivid red*, *#575756 Very dark grayish yellow*, and *#1d1d1b Very dark (mostly black) yellow*, recall the soil and shades of nature and agriculture, to associate to the concept expressed in the Latin word INCULTUM (from adjective *incultus*) meaning uncultivated, untamed, but also neglected, overlooked.

Another important component of the INCULTUM 'brand personality' is the INCULTUM tagline, which summarises what INCULTUM stands for in concise terms. The chosen tagline "Visiting the Margins" highlights the main scope of the project. The logo and tagline are finally associated to the explanation of the INCULTUM acronym: "INnovative CULtural ToUrisM in European peripheries".

*Figure 1 – INCULTUM logo in different versions*

## 2 WEBSITE LAYOUT AND STRUCTURE

The domain name registered for the INCULTUM website is:

- [www.incultum.eu](http://www.incultum.eu)

The website represents the key tool of the project dissemination strategy - which is to promote the project activities and results to a wide audience, and to provide visibility to the ten pilots - and the access point to the main research outcomes.

Additionally, it serves as an internal collaborative space for the project's partners by embedding a reserved area for the exchange of documents and repository.

### 2.1 Technical infrastructure

The INCULTUM website is W3C compliant and it is based on a the responsive web design solution that makes it suitable and accessible for smartphone and tablet

The website is connected with the project blog, which is continuously updated. An automatic mechanism based on RSS feeds has been implemented to capture, format and display the latest news and the upcoming events from the blog on the website home page. Clicking the title of an event or news redirects the visitor to the blog.

The INCULTUM website and the blog are implemented with WordPress Content Management System, an open source publishing platform licensed under the GNU General Public License (GPL).

### 2.2 Intellectual Property Rights

The INCULTUM project is the sole responsible party for content published on the website.

The INCULTUM website does not represent the opinion of the European Commission.

The text of the INCULTUM public web pages is licensed under a Creative Commons Attribution 4.0 (CC by-sa) license[1].

It must be noted, however, that the rights on images and videos published on the website depend upon the respective attributions of each content provider and may not fall under the above CC license. Each image that is used in the website brings a specific caption with all relevant information.

All other specific content may be licensed differently according to agreements with single authors.

### 2.3 Website organization

The implementation of the INCULTUM website stems from a customization of a WordPress template, by adapting the content and graphic layout to meet the visual identity of INCULTUM and to make room for the various thematic areas of the website.

At present, the website is published with initial information that will grow as long as the project and the pilots progress and produce results or achievements.

The structure of the website at the time of delivery of D2.1 is the following:

- HOME PAGE
- PROJECT

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[1] [https://creativecommons.org/licenses/by-sa/4.0/](https://creativecommons.org/licenses/by-sa/4.0/)

- o Partners
  - ▪ 15 individual pages one for each partner
- o Reserved Area
- • METHODOLOGY
- • PILOTS
  - o 10 individual pages one for each Pilot
- • DATA ANALYSIS
- • CONTACTS

Additionally, the feed RSS that is present on the right column of each page of the website showcases the blogposts that are published on the project's blog.
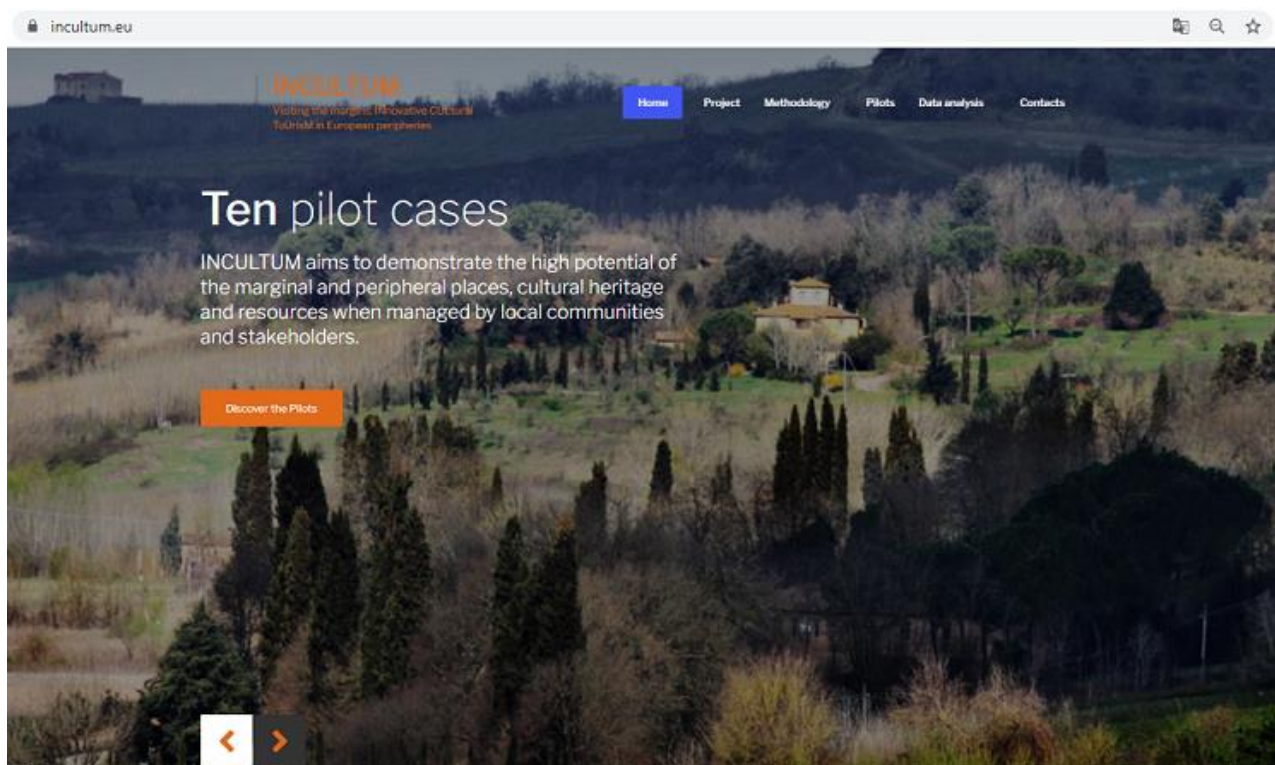


*Figure 2 – INCULTUM home page*

## 3 WEBSITE CONTENT AT MONTH 2

### 3.1 Homepage

The landing page of the website welcomes the visitor with three slides decorated with great photographs and a short introductory text that links to the key areas of the website: the Pilots page, the Methodology page and the Data Analysis page. Scrolling down this big attractive slideshow, the visitor finds a "factsheet" of the INCULTUM project with basic information, and can find on the right the news published on the INCULTUM blog.
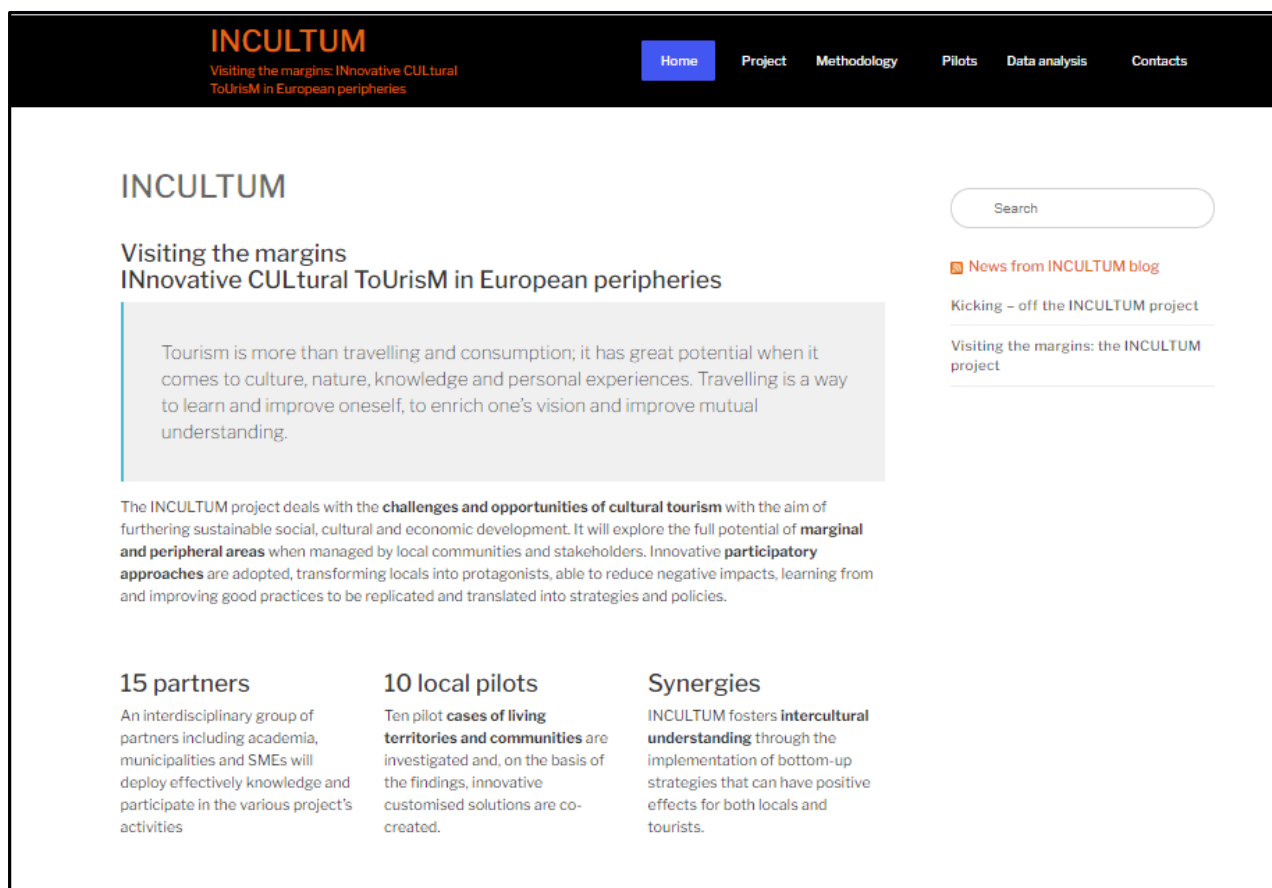


*Figure 3 – Home page, basic information and feed RSS from project's blog*

### 3.2 Project

This menu item brings to a brief description of the project with indication of the workpackages and responsible persons and institutions.

On the right column of the page, news from project's blog appear.

Sub menu items are:

- Partners
- Reserved area

From the 'Partners' page, the list of the 15 consortium members is provided with links to individual pages.

Each of them provides a short profile of the institution with the link to the partner's website, followed by the biographies of the key people and their pictures. Each partner collaborated to the creation of the page by providing their institutional logo and general information, and names, bios and (in some cases) pictures of responsible persons.

The reserved area is accessible with credentials that are given to partners only.

### 3.3 Methodology

At present this menu does not provide sub-pages. It is a descriptive text about the methodology employed in the project's research. It is foreseen to expand this section in the coming months, by adding the project's outcomes and any documentation to support the methodology.

On the right column of the page, news from project's blog appear.

### 3.4 Pilots

This menu opens with a general page about the pilots, with information and the list of the 10 pilots. Each of them is linked to an individual page that was developed in collaboration with the responsible partner of each pilot.

The individual pilot pages are structured in the same way, with a hero image, descriptive text consistently organized in paragraphs, and a gallery of images. The collection of pictures about the pilots is a work in progress. In some cases, the gallery is already extremely rich, in others more images will be added in the coming period.

On the right column in the 'Pilots' page as well in the individual pilot pages, news from project's blog appear.

It is expected that the pages dedicated to each pilot will be expanded and enriched, also creating sub-items and/or event pages to be linked to the Pilot's activities, news, outcomes etc.
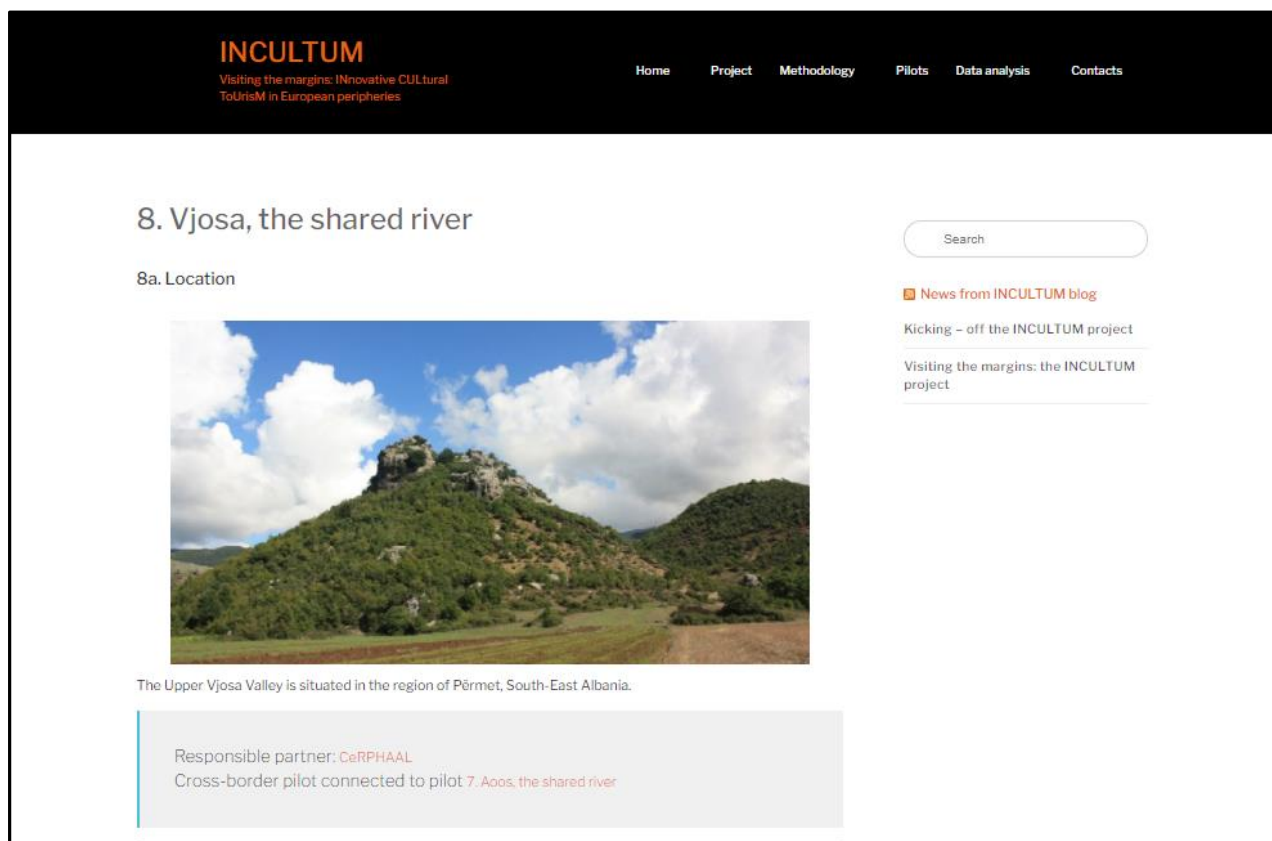
*Figure 4 – example of the Vjosa pilot page*

## 3.5  Data analysis

Similarly to the "Methodology" page, this menu brings to a descriptive page with information about the data analysis and research which will be performed in the project.  It is foreseen to expand this section by adding research outcomes and any documentation to support the data analysis.

On the right column of the page, news from project's blog appear.

## 3.6  Contacts

A simple page provides the names and the link to the email addresses of the project's coordinator and the dissemination coordinator, and a contact form that can be filled by the interested people, either to ask to be included in the project's mailing list (for receiving future newsletters) or to send a direct message to the INCULTUM consortium.

*Figure 5 – 'Contacts' page*

## 4   INCULTUM BLOG

The project blog is hosted on Digitalmeetsculture.net, which is the official media partner of INCULTUM project. Digitalmeetsculture.net is an interactive online magazine that provides news and information about the theme of digital technologies applied to cultural heritage and the arts. Digitalmeetsculture.net is a valuable information tool and also an advertising showcase, with a selected, high-profile audience. The magazine is a rich archive of articles, information and events about projects and initiatives in the field of digital cultural heritage. The portal receives c 25,000 visitors per month and is gaining significance in the global digital cultural heritage community, thus offering an added value for the communication and dissemination of INCULTUM.

The INCULTUM blog is accessible at

https://www.digitalmeetsculture.net/projects/Iincultum-blog/

The the look of the page were designed to be consistent with the visual identity of the project.

The blog is organized in three columns:

- The central and larger area contains the main content related to news concerning INCULTUM project
- The right side column contains contacts and partners' list
- The left side column features a list of latest news and upcoming events that can be of relevance because they are close to INCULTUM's activities, themes and research

The blog home page contains a general presentation of the project, and is followed by a growing series of articles related to the project activities and partners, which include interviews, news, chronicles of project's meetings, information on main project's activities, outcomes and appointments, dissemination of Pilots' development, and notification of third party events either where INCULTUM is presented or of interest for the INCULTUM community.

Scope of the blog is to maintain a living communication channel, which combines information from within the project with the more general discussion on the values of culture, cultural heritage and identity that are occurring outside the project.

Additionally, the blog serves to redirect traffic to the official project's website: all news and the upcoming events relevant to the project are published on the blog and automatically featured via RSS on the website's pages. This increases the communication of the project to a larger audience, both professional and general public.

Also, the articles that are published on INCULTUM blog are automatically posted on the Twitter account of Digitalmeetsculture.net which currently counts over 1,100 followers: this is an additional resource to support the communication of the project offering an extra channel on social media next to those of the consortium partners.

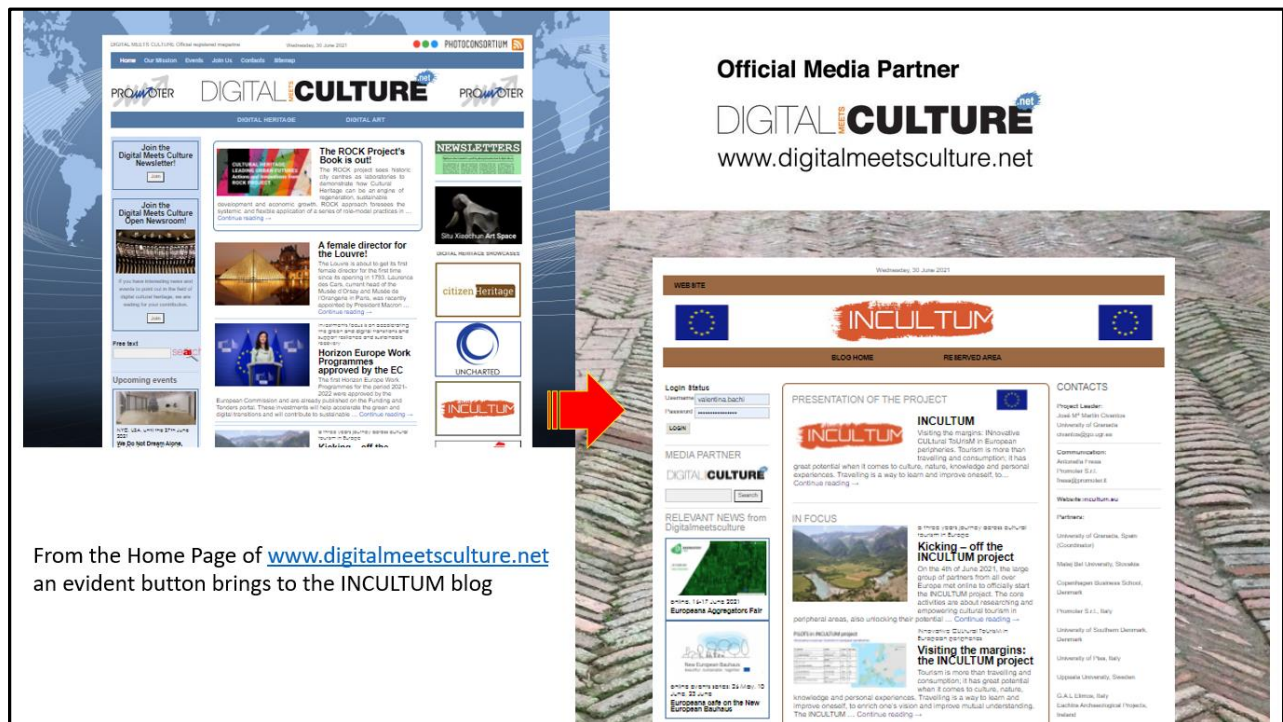The following figure illustrates the blog page on digitalmeetsculture.net.

*Figure 6 – Blog on digitalmeetsculture.net*

## 5 CONCLUSIONS

This deliverable presents the INCULTUM website and the work carried out during the first two months of the project to develop it.

The work included the definition of the project's visual identity, the implementation of the project's website, the set-up of the project's blog.

The current document presents the first stage in the development of the these products, which will be expanded in its various sections to give visibility to the project's innovation, outcomes and activities.

Actually, the website was available online in June 2021, since the very start of the project and its draft was presented at the kick-off meeting. Its idea about visual identity, the structure of the website, basic content and preliminary information were discussed at the kick-off meeting and approved by the partners, who were also involved in the editorial process by providing to responsible partner Promoter S.r.l. initial texts and images to populate the website pages.

For the duration of the project's life, the editorial team at Promoter S.r.l. will continue to:

- Update constantly the content of the website to reflect project's progress

- Publish news and events on the blog related to the project's themes in a timely fashion

- Make project materials and other documentation available for the project's audience in the Public area and for the use of the partners in the Reserved area

At the end of the EC funding period, the partner Promoter is committed to keep the website accessible online for at least three years after the conclusion of the project.