



D7.1

See Far communication tools 1

21.03.2019



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Delivery Slip

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Preface

The See Far project officially started as of the 1st of December 2018 and the Kick-off meeting took place in Seville, Spain on the 11th and 12th of February, 2019. For this reason, it was not possible to create the first versions of the project communication tools, before familiarising with the entire consortium and the project itself. The deliverable could not be concluded before a Kick-off meeting planned to be held in Month 2 the “Description of the action”, i.e. Annex 1 of the Grant Agreement) as the meeting was actually held in Month 3. Therefore, the Project core team decided that deliverable 7.1 has to be concluded by Month 4, after communication with Project Officer.

Executive summary

This document describes the Communication tools to be used in order to carry out strategic communications by the project and corresponds to the first deliverable of the Work Package 7: Dissemination, exploitation & socioeconomic analysis, led by MustHave.

Task 7.1, led by Quantitas, has as its main objective, all activities which are related to the dissemination of the project and to granting access to innovative results for the wider public and the scientific community.

To guarantee efficient communication, both external and internal, we designed a number of communications tools and materials as a part of the project communication tools. This deliverable, D7.1, describes these tools, the process of their discussion with the consortium and their approval, as well as their current and future implementation within the project dissemination strategy.

Without going into too much detail in this summary, it must be noted that the communication is identified as an important part, vital for the implementation and the success of the See Far project, which is why we formed a dedicated dissemination group in order to start immediately the cooperation and coordination between all the partners involved.

This document includes the references to the project website, project logo, PowerPoint presentation and deliverable templates, the project poster, brochure, lay summary and twitter account. This deliverable will be ‘incremental’ throughout the project, in the sense that it will be frequently updated as the project progresses, alongside the intensification of the dissemination activities of the See Far Consortium.



Introduction

The project logo was designed in order to make the project easily recognisable and it will be used in every dissemination activity. In addition, the project brochure, poster and template materials were also produced with the intention to provide information for the wider public and to attract their attention. The See Far website is the main communication tool for the dissemination and communication related to the project. The website presents the information on the project, to the wide public and it will be updated regularly with scientific and technical achievements of the project. The project website will continue to be operational for a year after the project completion. All visitors can request information on the project and Google analytics will be used to analyse visitors' behaviour and to provide associated statistics. The See Far project will maintain a profile in the different social media networks, in order to communicate the project's results to the wider public, inform society and the scientific community, as well as, promote the commercial exploitation of the See Far main components and exploitable products/results. For the moment, only the Twitter account is active and other accounts will be opened as soon as we identify the most appropriate channels to use. A dissemination plan will be developed by the consortium and will be reviewed and upgraded on a 12-month basis, to include any work-plan alterations and the communications means to reach new targets.



1. See Far project logo and colours

1.1 Logo proposals

Two versions of the logo were designed and proposed by Quantitas at the Kickoff meeting in Sevilla. Most of the partners voted for the second version (Proposal2 –Figure1) but they also wanted another logo proposal in order to resemble more the logo used in the Project Proposal number: SEP-210513113 (Proposal3 –Figure1).

Therefore, Uqido suggested to prepare, after the meeting, several graphic alternatives for the logo. We received four versions and carried out a poll in Basecamp, where the partners voted for proposal number 4 (Proposal4 –Figure1). Other proposals from Uqido put to the vote, are represented in Figure1, as Proposal5, Proposal6 and Proposal7.



Figure 1: Logo Proposals



1.2 Use of logo

The logo was designed to help the external audience to easily identify the See Far project and contributes to the project visibility by providing a corporate identity from the very beginning of the project.

Having a professional looking, well-designed logo, builds trust, and that is why we chose to design a super clear and readable logo with two essential colours accustomed to the team. The use of simple colours and a high resolution were considered for different situations that the logo will be used in.

The logo may appear on screens, business cards, letterheads, posters, eyeglasses, product packaging, newspaper adverts, templates, presentations, papers, and we are sure that the use of the simple logo design will help us with different printing technologies and the correct visibility on any screen.

For varying usage and different backgrounds, we produced three different variations of the logo, as follows:

1.2.1 The Standard Logo

The project name is clearly identified and easy to read from a distance. As the logo will also appear on the eyeglasses, the choice made was for a rectangular logo, rather than a square one.





Figure 2: The standard logo



1.2.2 Logo on dark backgrounds

When the logo is used on a dark background, we will inverse the type colour to light grey for better legibility.



Figure 3: Logo on dark backgrounds



1.2.3 Black and white logo

Sometimes, often due to production costs, only one colour of ink readily available for ‘mass’ printing and for such cases a See Far version of only black colour tones was also produced (see below).



Figure 4: Black and white logo



2. See Far Project Website/ www.see-far.eu

2.1 Overview

The project website was developed to offer the wider public information on the project and updates on its scientific and technical achievements. The website follows the simple line of the graphic adopted from the very beginning and is accessible on all devices. The site's colours, typography, images and content blocks were all elaborated in full harmony with the project logo. The partners provided QUANTITAS with their feedback and the content, along with the design, went through a number of revisions until it fully 'polished' by the team.

The See Far website constitutes the main dissemination channel for the project and it:

- Provides general information about the project its mission and objectives
- Provides information on the partners
- Provides the possibility for partners to openly express themselves in the blog area
- Will provide regular updates on the project in the website "Results" section, on associated publications, papers, findings and on the participation at industry events
- Offers anyone the possibility to get in contact with the project and its representatives

It is already possible to review and experience the project website, as far as its structure and initial content, which is also summarised in this section of the deliverable. Please access the website (www.see-far.eu) while reading this document to enrich the comprehension of this section of the deliverable.



2.2 Main Features

Some associated technical details regarding the project website include

- Servers/hosting: Linux based Apache
- Content Management System (CMS) type: **WordPress** (Content Management), Smarty based CMS website is made with CSS3, HTML5, PHP, MySQL and Smarty templates

2.2.1 Design

Web design is a process of abstracting, planning, and building a collection of electronic files that determine the layout, colours, text styles, structure, graphics, images, and use of interactive features that deliver pages to site visitors. The graphic design of the website has aided in solidifying the general identity of See Far project. We used the approved logo and colours, along with fonts and high-resolution images purchased and designed to accomplish this. The website structure was established in such a way, so as to be fully responsive and we started the work considering W3C guidelines accessibility. Content organisation was divided into subsections, reachable from the main menu, on every page.

There are no legal requirements/limitations on where the Privacy Policy information should be placed, and hence we used the footer section of the website, where the disclaimer, contact and twitter card were also included



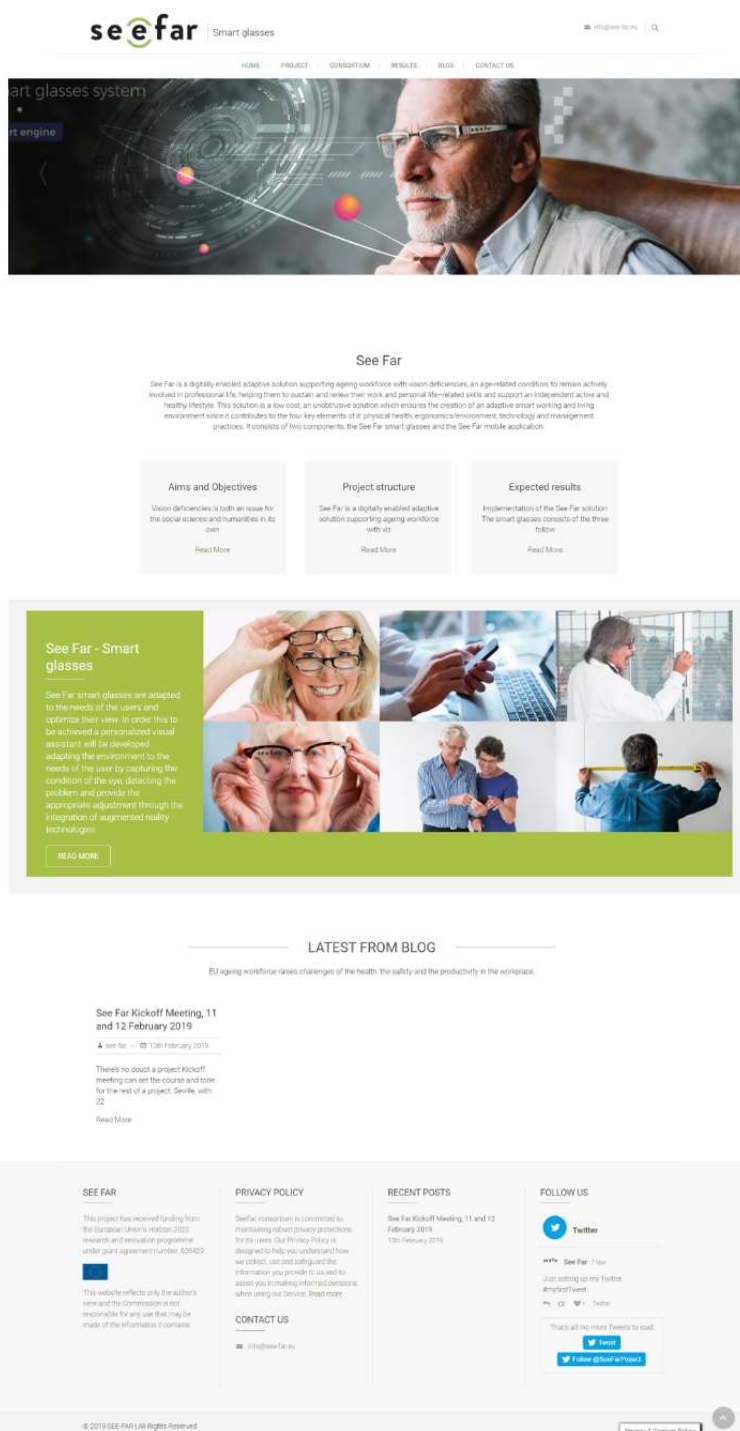


Figure 5: Website design



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2.2.2 SEO (Search Engine Optimization)

Search engine optimization (SEO) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results, often referred to as "natural", "organic", or "earned" results. This will be achieved by optimising every page and images on the site, regarding the target and keyword plan of the consortium as a whole.

2.3 Website content

2.3.1 Home page

The home page contains the abstract of the general information of the See Far project and is divided into 5 sections:

- Header and main menu section, with the logo and the contact email address
- Abstract of the project, as well as a summary of its aims & objectives, project structure and expected results
- A small visual part with headlines and descriptions of the project
- Latest blog posts
- Footer section with the disclaimer, privacy policy, contact details, recent posts and recent tweets.

2.3.2 Project Page

The project page, in its first subsection, describes what the See Far aims are, and how these will be realized, through the corresponding objectives. In the second subsection, we are describing the structure of the project and its components, the four key elements being: physical health, ergonomics/environment, technology and management practices, which will ensure the creation of an adaptive smart working and living environment. Finally, the third subsection describes the expected results of this project.

2.3.3 Consortium Page

The consortium page provides a brief profile of all the participating partners, along with the map the partners' distribution across Europe. CV of the Project Coordinator, while every partner's logo and a description of their past activities/references, are also included.



2.3.4 Results Page

The Results page will be updated as soon as we have some more concrete results and have taken part in related industry events, conferences and workshops. The structure of this page consists of three subsections, namely: Publications, Events and Media.

2.3.5 Blog Page

The Blog page was created in order to give a chance to all the partners who are willing, to write and promote information regarding public project results, related workshops and meetings, and in general to express themselves about the See Far project and its progress.

2.3.6 Contact Page

This page includes the contact form. It is the easiest way to communicate directly with the Project team.



3. E-mail account

3.1 See Far general email account

Email is important because it creates a fast, reliable form of communication that is free and easily accessible. Working in a team and having different email addresses, we decided that a single email address connected with the website domain is the correct way for a long-lasting communication with everyone interested in this project. This email address is: info@see-far.eu and Quantitas will be in charge of its management.

4. Social media

4.1 Twitter account @SeeFarProject

As part of the project's communication and dissemination strategy, social media are to play an important role in See Far. As discussed already, the website contains a Twitter card in its footer, allowing the website's visitors to share associated content or to follow us.

The official Twitter account for the See Far Project was opened in March 2019 and it is the only social account opened up by the project so far. Via this account, we will follow the main threads and hashtags with the following keywords: vision deficiencies of aging populations, ageing people with visual impairments, glaucoma and diabetic retinopathy, etc. We will also spread the word about our activities, results, interests and much more. The project hashtag will be #SeeFarProject.





Figure 6: Twitter Account

5. Presentation material

5.1 Brochure

The See Far brochure was created in high quality print versions, for raising awareness at pertinent industry events. The material will be uploaded in the “Media” subpage (“Results” menu) of the website, to be available to anyone interested in obtaining further information on the project. The See Far brochure is designed in a way to capture the attention of the different target groups and to increase awareness on the project. It explains the project, its purpose and the key elements involved. The brochure was created to reflect the conceptual design of the project, its logo and website, and was the subject of subject to several online discussions and improvements suggestions made by various members of the project consortium



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement **No 826429**

SEE FAR SMART GLASSES ARE ADAPTED TO THE NEEDS OF THE USERS AND OPTIMIZE THEIR VISION



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement number: 826429



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SMART GLASSES

see far

Follow us

Website: www.see-far.eu
Twitter: @SeeFarProject

Contact us

Project Coordinator: Prof. Ramon Gonzalez Carvajal from University of Sevilla
info@see-far.eu

The fundamental purpose of the project is to help ageing users with age-related vision impairments.

See Far smart glasses are adapted to the needs of the users and optimize their view. In order for this to be achieved a personalized visual assistant will be developed adapting the environment to the needs of the user by capturing the condition of the eye, detecting the problem and providing the appropriate adjustment through the integration of augmented reality technologies.



Key elements



- ✓ **PHYSICAL HEALTH**
 - Minimizing the risks that vision deficiencies can cause (e.g. falls, eye strain, eye fatigue etc.) (Personalized visual assistant).
 - Providing recommendations and motivating users to follow appropriate lifestyle choices (Personalized visual recommendation).
 - Increasing the concentration and performance of the ageing workforce.
- ✓ **ERGONOMICS/ ENVIRONMENT**
 - The See Far solution, through the augmented environment that it creates, adapts the working and living environment, to the needs of the users.
- ✓ **TECHNOLOGY**
 - See Far is an unobtrusive ICT solution that supports the users to perform their daily activities at work, home or on the move since it minimizes factors that disrupt their concentration and reduce their performance.
- ✓ **MANAGEMENT PRACTICES**
 - The See Far solution ensures the work-life balance, enhances their social engagement, allows their participation in team working, as well as their career development, since it boosts self-esteem and self-confidence to cope with their everyday responsibilities.

Two components:

- See Far smart glasses
- See Far mobile application

see far

Figure 7: Brochure



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5.2 Poster

A poster is a visual communication tool and is a particularly useful marketing and promotion tool. The project poster will also be uploaded to the “Media” subpage (“Results” menu) of the website, once more so as to be readily available to anyone interested in the project. For this first version, we opted for a simple poster with the visual components in clear evidence. During the lifecycle of the project, we will propose further more informative poster versions.

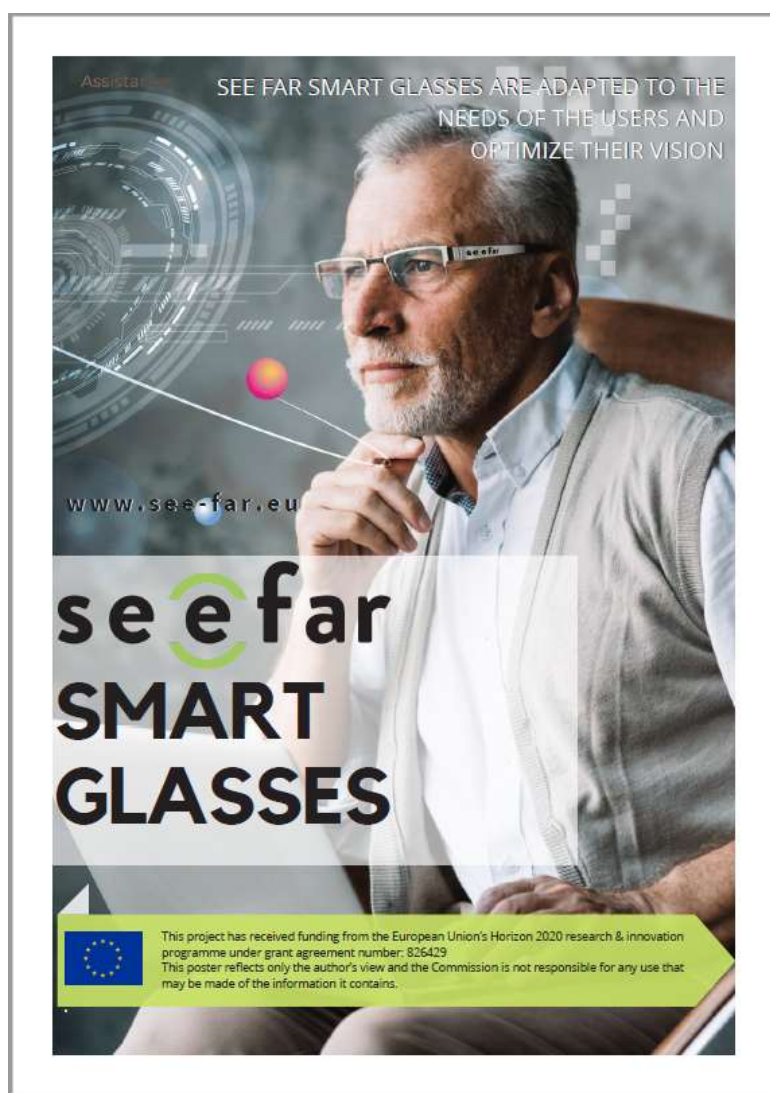


Figure 8: Poster



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6.Templates

6.1 Deliverable template

In order to achieve and reinforce a common “project identity”, we produced together with Uqido, FORTH and USE, the Deliverable Template which shall be used as the ‘basis’ for the elaboration of all deliverable documents of the project.

seefar Smart glasses for multifaceted visual loss mitigation and chronic disease prevention indicator for healthier, safer, and more productive workplace for ageing.

seefar
Deliverable number
Deliverable title
dd.mm.yyyy

2 Deliverable number and title

Document Information	
Project acronym:	See Far
Start of the project:	Text
Duration:	Text
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Figure 9: Deliverable Template

6.1 PowerPoint presentation template

This template is intended to be used for internal or external presentations regarding the See Far project





Figure 10: PowerPoint presentation template

7. Lay summary

See Far is a digitally enabled adaptive solution supporting ageing workforce with vision deficiencies, an age-related condition, to remain actively involved in professional life, helping them to sustain and renew their work and personal life – related skills and support an independent active and healthy lifestyle.

This is a low-cost unobtrusive solution, which ensures the creation of an adaptive smart working and living environment, since it contributes to its four key elements: physical health, ergonomics/environment, technology and management practices.

The See Far solution consists of two main components:

- The See Far smart glasses, that are adapted to the needs of the users and optimize their vision by employing a personalized visual assistant that captures the condition of the eye, detects the problem and provides the appropriate adjustment through the integration of augmented reality technologies.
- The See Far mobile application, which allows monitoring of the central vision evolution and prediction of the risk for the presence of diseases (e.g. diabetes risk,



cardiovascular risk). It will capture retinal images, through a digital direct ophthalmoscope attached to the smartphone, analyse them, and estimate the type and the stage of vision impairment, by employing machine learning techniques.

The combination of the output of the See Far mobile application (indicator of the presence of a visual problem, or not), with that of the See Far smart glasses (type of daily visual issues the user has and his/her behaviour), will lead to the provision of suggestions/assistance, through augmented reality, to the user, supporting an independent, active and healthy lifestyle. The suggestions/assistance provided will be adapted to the profile of the user, through the personalised visual recommendation service. A combination of state-of-the-art techniques from the fields of computer vision, augmented reality and artificial intelligence will be employed in order to achieve the challenging objectives of the See Far Project.

