

CYANOTYPES Strategic Skills for Creative Futures

WP4 Dissemination, Communication & Sustainability D4.2. Cyanotypes Website

Grant Agreement Number: 101056314
Deliverable D4.2. Cyanotypes Website

Project Start date: 01-09-2022
Coordinator: HKU

Duration: 48 months

Deliverable number:	D4.2
Work Package number:	WP4
Document status:	draft / final
Dissemination level:	Confidential / restricted / public

DOCUMENT SUMMARY INFORMATION

Project title:	CYANOTYPES Strategic Skills for Creative Futures
Short project name:	CYANOTYPES
Project number:	101056314
Start date of the project:	01-09-2022
Duration of the project:	48
Project website:	https://cyanotypes.website

D4.2 Cyanotypes Website

Work Package:	WP4 Dissemination, Communication & Sustainability
Deliverable number:	D4.2
Deliverable title:	Cyanotypes Website
Due date:	31/08/2023
Actual submission date:	31/08/2023
Author(s) and organization:	ECHN
Dissemination Level:	Public
Status:	Plan/Draft/Working/ Final /Submitted/Approved
DEMONSTRATOR	https://cyanotypes.website

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ACKNOWLEDGEMENTS

CYANOTYPES is a project that has received funding from the European Union's Erasmus+ Programme under Grant Agreement No **101056314**. Please see <https://cyanotypes.website> for more information.

The partners in the project are HKU - University of the Arts Utrecht, ECBN - European Creative Business Network, ECHN - European Creative Hub Network, ELIA, EfVET – European Forum of Technical and Vocational Education and Training, Materahub, WKO – Wirtschaftskammer Österreich, YNFT – Screen Skills Committee Sweden, SGI – Swedish Games Industry, FAINCE – Fashion Innovation Centre, Mediarte, All Digital, MyData Global, WRS – Wirtschaftsförderung Region Stuttgart, CIKE – Creative Industry Kosice, UAAV – University of Applied Arts Vienna, NTNU – Norwegian University of Science and Technology, Lusófona University, HBKS – Saar University of Fine Arts, EQ Arts.

The content of this document is the result of the work developed by the partners in the context of the project.

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Executive summary

This report provides a description of the CYANOTYPES project's public website and its structure. The project website is an important dissemination tool, being one of the main channels to present CYANOTYPES to the project stakeholders and extended audience. It is an informative website that presents the main project information to the general public, such as the consortium, objectives and work structure, and provides links to the CYANOTYPES social media platforms for news and updates.

Introduction

The website is one of the most relevant dissemination and communication tools of the project, as it provides a platform to efficiently convey information about it, in a way that allows the project stakeholders and the general public to acquire a high-level understanding of its goals. The CYANOTYPES website is a deliverable developed under Work Package 4 – Dissemination, Communication & Sustainability Project Management and Quality Assurance. It has been online since November 2022, and is accessible under following link: <https://cyanotypes.website>

Development

The website layout was developed using the WordPress platform. The website is accessible and usable from any web browser and any platform, including mobile devices.

Designed as a “one-page” style website, being composed of a homepage, where the user lands when following the link, and 6 additional sections.

The homepage of the website presents the other six sections with a preview and a few words. These 6 additional pages are accessible directly from the preview, but there is also a menu bar at the top of the page which allows one to navigate through all the website's sections. At the bottom of all pages, there is the footer which includes a link to subscribe to the project newsletter, links to all social media channels (Instagram, Facebook, LinkedIn, Twitter), as well as the disclaimer and the privacy policy. The logo of CYANOTYPES is found both at the top and at the bottom of the website, on all pages.

Apart from the homepage, the sections of the website are as follows:

- About
- News
- Events
- Resources
- Community
- FAQ

The **About** section introduces the project and the consortium partners in three different dropdown menus and it is a stable part of the website.

The **News** section is a blog of entries presented in a grid, where the most recent entry is shown on the top left of the page.

The **Events** section is also in the form of the grid. Each entry leads to a dedicated event page, with information on each event (meeting, workshop, conference). There is a separation between upcoming events and past events.

The **Community** page functions as a library for project results and for network members and as a tapestry of quotes and examples of work of the consortium.

Finally, the **FAQ** page answers a series of frequently asked questions regarding the project, mostly about its content but also about practicalities.

Website lifetime

After its deployment, the project website will be periodically updated to add new events, developments of the project as they become available, as well as to update other content as needed. Regular updates/news on the project will be provided both on the website and through the newsletter tool. As is the concept of the CYANOTYPES project, the website too is a work in progress, since most sections are constantly changing depending on upcoming events or news.