SUITCEYES

1 Jan 2018 - 31 Dec 2020

Smart, User-friendly, Interactive, Tactual, Cognition-Enhancer, Yielding Extended Sensosphere
Appropriating sensor technologies, machine learning, gamification and smart haptic interfaces

[D8.2]

Define project identity I

Courtesy of LightHouse for the Blind and Visually Impaired, see http://lighthouse-sf.org

Dissemination level		
PU	PUBLIC, fully open, e.g. web	X
CO	CONFIDENTIAL, restricted under conditions set out in Model Grant Agreement	
CI	CLASSIFIED, information as referred to in Commission Decision 2001/844/EC.	

Deliverable Type		
R	Document, report (excluding the periodic and final reports)	
DEM	Demonstrator, pilot, prototype, plan designs	
DEC	Websites, patents filing, press & media actions, videos, etc.	X
OTHER	Software, technical diagram, etc.	

Deliverable Details	
Deliverable number	D8.2
Part of WP	8
Lead organisation	LDQR
Lead member	Viviana Díaz, Anaïs Brard

Revision History			
V#	**Date**	**Description / Reason of change**	**Author / Org.**
v01	2018-02-23	Structure proposal	Viviana, Anaïs/Ldqr
v02	2018-02-27	First draft for internal review	Viviana, Anaïs/Ldqr
v03	2018-03-21	Second draft addressing review comments submitted to HB	Viviana, Anaïs/Ldqr
v04	2018-03-28	Final draft after PC's comments	Viviana, Anaïs/Ldqr
v05	2018-03-29	Final version submitted to the EU	Nasrine/HB

Authors	
Partner	**Name(s)**
LDQR	Anaïs Brard, Viviana Díaz

HB	Nasrine Olson

Contributors		
Partner	**Contribution type**	**Name**
CERTH	Logo	Panagiotis Mitzias
Harpo	Review	Tomasz Rozwalka
HSO	Review	Oliver Korn
HB	Revisions	Nasrine Olson, Jonas Andersson

Glossary	
Abbr./ Acronym	**Meaning**
CERTH	The Centre for Research & Technology, Hellas, partner in SUITCEYES
D x.y	Deliverable number "x", task "y"
DoA	Description of Action
EU	European Union
GDrive	Google Drive
HB	University of Borås
Ldqr	Les Doigts Qui Rêvent
MS Powerpoint	Microsoft Powerpoint, a software for the production of digital presentations
MS Word	Microsoft Word, a software for digital text production
SUITCEYES	Smart, User-friendly, Interactive, Tactual, Cognition-Enhancer, Yielding Extended Sensosphere Appropriating sensor technologies, machine learning, gamification and smart haptic interfaces

Table of Contents

1. Executive Summary

This report accompanies deliverable *D8.2- Define the project identity I* the objective of which is to establish the visual identity of the SUITCEYES project. Currently, the visual identity of the project is defined by a collection of design elements including the project logo, the colour scheme used in different communication of the project, the project website, and various templates (e.g. for presentations, deliverables, letters, etc). This report describes the project's approach to designing those elements.

Central to the graphic design of the project's brand is the project logo that was already created at the time of the proposal by the partner organisation CERTH. Subsequently the design of the official letter sheet (based on MS Word) and presentation (based on MS Power Point) templates, as well as the design of the project website have been harmonised with the design and colour scheme of the logo. The collective of the logo, website, and templates will guarantee a graphic coherence throughout the project's documents. We also present the contents of a "graphic identity package" that will be sent to all partners.

2. Introduction

In this report, we describe the project's stance on the concept of identity, and the negotiations in which the SUITCEYES identity is defined. This sets a short background for the presentation of the visual identity of the project, which is the aim of D8.2.

2.1 Identity

Deliverable D8.2 is about defining project's identity, but what does this mean? The concept of *identity* has been the subject of extensive philosophical discussions and scholarly publications over the centuries (e.g. see related works by Heidegger, Nietzsche, Foucault, Habermas, Ricoeur).

In SUITCEYES, we see identity to be fluid and based on culturally situated experiences. It is negotiated in interaction, where people's historical and cultural backgrounds form the interpretive systems that underwrite the recognition of identities (Gee 2000: 107-108).

Internally within the project, based on this view, we continue to establish a common *self-conception* (ibid) of the project's identity through discussions and meeting. As project members, while we have the best understanding of what this project is about, we each come from different disciplines and backgrounds. As typical of such multi-disciplinary projects, an initial stage in the project is to form a *common* clear understanding of the subtle nuances in terminology used and the cultures involved. That is, we negotiate our internal conception of the SUITCEYES identity through dialogue and our actions. We share information about the many different competency areas that are brought together within SUITCEYES; we form a better grasp of the project's user community; we explore the internal and external contexts; we reflect on the appropriate terminology to use in our narratives; we clarify the impact that we intend to achieve; and we discuss how to best communicate our insights with others for achieving optimal impact.

This brings us to how we wish to be understood and perceived by the outside world and our user communities. Towards this *social representation* (ibid) of the project, we continue to enhance the project's brand and visual identity, as an aide in establishment and negotiation of project identity externally. The formation of this visual identity is the objective of deliverable D8.2.

In the internal negotiations towards our *self-conception of SUITCEYES identity* we have, for example, formed a shared understanding that while the project intends to develop a cutting-edge technology, SUITCEYES is much more than that, we intend to reach out and raise awareness about deafblindness and related issues, influence policies and achieve social impacts. We have also explored the different terminology that is common to use in different countries when referring to 'disability' and those with deafblindness. By this, we have begun to identify the subtle nuances and to adopt a common language that best reflect the SUITCEYES stance.

In order to reach out and inform others about SUITCEYES and its stance, hence forming the *social representation of SUITCEYES*, we are also in constant contact with the world beyond the project. Already, this early in the project, we have held a well-visited symposium, we have developed a peer-reviewed paper which has been accepted for a conference, we have formed close network of contacts with a large set of national and international organisations and interest groups, and we have informed related communities about the project through extensive press in multiple news media, as well as the project website and social media channels.

A coherent recognisable visual identity is a great tool in these external communications. We have created a first set of different elements that form the visual identity of SUITCEYES that are presented below in this document.

2.2 Project's stance

We will negotiate and further establish the identity of the project as it evolves, however it is important as part of the identity of the project to recognise and demonstrate from this first stage the SUITCEYES' stance on disability.

In SUITCEYES, all people are viewed as equal regardless of capabilities or impairments. In this project, we do not uphold the dichotomy 'normal and able' and 'disabled'. When the term disability is used, the project's approach is more akin to the social rather than the medical model. Calling someone disabled in the medical model implies that they are broken and in need of being fixed. In the social model, calling someone disabled implies that society is lacking in accommodating all its members, hence it is the society that needs to be fixed rather than individuals within it. There are different conventions in different countries as to how to refer to a person with some functional or cognitive impairment, and this can be a matter of significant sensitivity for the individuals involved. In some cases, it is preferred to emphasise the person ("person-first" terminology) rather than the impairment - in others being Disabled is seen as an integral part of one's identity that should not be overlooked ("identity-first" terminology). As SUITCEYES is co-ordinated from Sweden, we comply with the Nordic guidelines, calling our end-users, individuals or people with deafblindness (rather than deafblind persons).

Furthermore, although technology and technological development play a major role in the project, there are other aspects within the project that are as central. It is just as important for us to have an impact on the society to create facilitating social contexts, as is the creation of a tool that will

facilitate communication for our users. Additionally, our approach is user centric, that we do not intend to create a technological solution based on our abilities and technological possibilities to offer to the users in the hope that they can find some use for it. Instead, our user community are involved in defining the technological solution that we develop based on their needs and lived experiences. Finally, although the focus of the study is on people with deafblindness, SUITCEYES goes further and finds an opportunity to build improved communication spaces for all.

The project identity seeks to reinforce the respect and recognition of deafblindness as a unique disability. Persons with deafblindness have specific needs and they face different challenges to those who have a visual or a hearing disability. Understanding the condition of people with deafblindness, specifically their communication and mobility needs is one of the primary concerns of the project, and therefore, participation of persons with deafblindness throughout all stages is fundamental.

3. Visual identity of SUITCEYES

The visual identity of SUITCEYES is currently defined by a collection of elements as described below.

To begin with, the graphic design of the project logo is a central element is establishing the project's visual identity. This communicative piece represents a *suitcase* that sees and hears. It, the suitcase, is a toolkit that the user can use according to his needs and that allows him to communicate and interact in a social and physical context. It can also be seen as a travelling suitcase that provides the autonomy to move around in everyday life spaces but also, eventually, to explore and move around in new and exterior spaces.

This ambitious endeavour requires effective and proactive communication with different partners, researchers from different disciplines and stakeholders. With this in mind, we are developing a series of communicative pieces and social media channels that make up the visual and communication identity of the project. Formal communication templates were created to present our ideas (Presentation, MS Power Point) and to exchange with others (Letter sheet, MS Word). Also, social media will play an important role through ResearchGate, Twitter and YouTube platforms.

Our visual and communication strategies will also be very important in face-to-face encounters with different publics. We seek to be presenting our ideas and results in specialised academic venues but also in innovation, technology, accessibility and universal design gatherings.

A unified and effective project identity, including visual and communication strategies, will allow us to build our brand and to reach different partners, researchers and stakeholders related to disability, deafblindness, inclusion and technology.

3.1 Project name
SUITCEYES is not a typo, but rather the acronym for Smart, User-friendly, Interactive, Tactual, Cognition-Enhancer, Yielding Extended Sensosphere.

Ideally, a project's name would be a key to identifying the project content and its direction. As there are far too many elements in this project to be able to find a single suitable name, we opted for an acronym that would have a symbolic value. Initially the

project's name was slightly different leading to the acronym of SuITCaSe, which was deemed appropriate due to the many connotations that it implied:

- A CASE of a SUIT that would be a smart communication interface with an element of IT based functionality;
- A suitcase filled with useful tools that could assist the users when needed;
- A suitcase that could accompany the user through the journey of life or the journey from deafblindness to an active and facilitated communicative life.

However, at a late stage (a few days prior to proposal submission) a potential copyright infringement issues was identified (where a company had patented the name Suitcase). As the idea of a *suitcase* was so well entrenched in the idea of the project by that stage, it was decided to continue with the same concept and the same pronunciation but with a different spelling, i.e. SUITCEYES.

3.2 Logo

Based on the understanding of the project name, the project's logo was created by CERTH to represent a toolbox that contains both "sight" and "sound" attributes and is to be used in all communicative material:
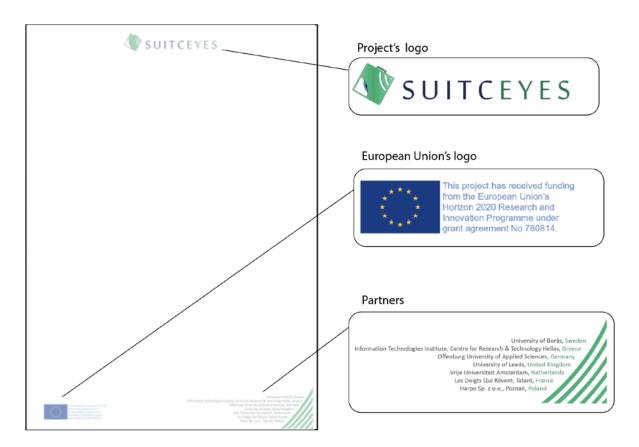

The logo is prepared in two different formats (standing and horizontal) to suit different uses.

3.3 Letter sheet template

This is to be used in formal communication, be it digital or physical, in contacting external parties, inviting them to an event or similar.

In the letter sheet, we have aimed to bring together the needed information (e.g. acknowledgement to the funding body and list of participants) while extending the design elements present in the project logo.
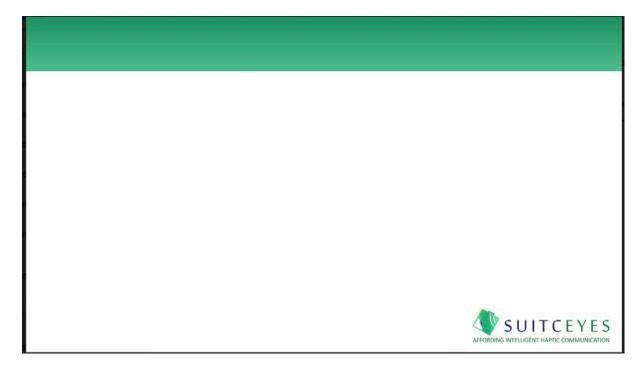
3.4 Presentation template:

The presentation template is to be used by all SUITCEYES members when presenting the project as a whole or in part.

Title slide:

Contents slides:

3.5 Contents of "graphic identity package":

The Graphic identity package will contain all the graphic elements to assure that all project's documents will have the same visual identity. The Graphic identity package is placed on SUITCEYES GDrive area for access by all project members.

The current contents of this package are:

- Project's logo full colour
- Project's logo black and white
- Partner logos
- EU Emblem
- Letter sheet (MS Word) template full colour (Including title page, title styles and typography)
- Presentation (MS Power Point) template full colour (Including title page, title styles and typography)

A further item that will be added shortly is:

- User's manual of graphic identity (under construction)

As presented in the DoA, the definition of project identity will be revisited and updated every six months.

4. Reference

Gee, J. P. (2000). "Identity as an Analytic Lens for Research in Education." <u>Review of Research in Education</u> **25**(1): 99-125.