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

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

[D 8.8]

Publicity material

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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	
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Lead member	Viviana Díaz

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V#	**Date**	**Description / Reason for change**	**Author / Org.**
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v0.2	18/05/2018	First draft for internal review	LDQR
v0.3	08/06/2018	Second draft which addresses the review comments	LDQR
v0.4	22/06/2018	Final version of deliverable reviewed by PMB-appointed reviewers	LDQR
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UNIVLEEDS	Reviewer	Sarah Woodin
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Glossary	
Abbr./ Acronym	**Meaning**
SUITCEYES	Smart, User-friendly, Interactive, Tactual, Cognition-Enhancer that Yields Extended Sensosphere – Appropriating sensor technologies, machine learning, gamification and smart haptic interfaces
DoA	Description of the Action document
HB	Högskolan I Borås, Sweden
CERTH	Information Technologies Institute, Centre for Research & Technology Hellas, Greece
HSO	Hochschule Offenburg, Germany
UNIVLEEDS	University of Leeds, United Kingdom
VU	Vrije Universiteit Amsterdam, Netherlands
LDQR	Les Doigt qui rêvent, France
HARPO	Harpo Sp. Z o.o., Poland
HIPI	Haptic, intelligent, personalised interface
WPx	Work Package x (i.e. WP1-WP8)
R&D	Research and Development
ITC	Information and Communication Technologies

Table of Contents

1. Executive Summary

This document presents the publicity materials of the SUITCEYES project within the context of the WP8 objectives and in relation to other project deliverables. Conception and design process are described including design criteria and key contents and messages. The resulting publicity materials are described (poster, leaflet and flyer) and included in the annex section.

2. Introduction

This document presents the initial publicity materials of the SUITCEYES project. These materials address the WP8 objective of creating awareness, communicating and disseminating project related information to enhance stakeholder engagement, and they are part of the global dissemination and communication strategy of the project. Therefore, this document is closely related to deliverable D8.2 “Define the project Identity”, deliverable D8.9 “Detailed dissemination plan” and deliverable 8.17 “Impact measurement methodology”, where the general context of these publicity materials is described.

This document will describe the conception and design process of the materials and make some recommendations for their use. The final version of the materials is presented in the annex section of the document.

3. Conception and design process

Science communication, understood as the communication of science-related topics to different audiences (including non-scientific and the general public), is crucial for creating awareness of Research and Development (R&D) projects such as SUITCEYES. Our project is part of the over 900 Information and Communication Technologies (ITC) projects supported by the Horizon 2020 programme[1], all aiming to reach different audiences to inform and engage key stakeholders. The challenge is to design appropriate and compelling publicity materials that serve the communication and dissemination purposes of each project.

In deliverable D8.9 "Detailed dissemination plan", three target audiences were identified: the academic community, industry sector and interest-group community. Within each audience, different stakeholders were also identified[2]. Although there is an important diversity of stakeholders within our targeted audiences, the general objective of the publicity materials presented in this deliverable is to reach the general public while offering detailed information that can interest specific stakeholders.

Three types of materials were selected: a poster, leaflet and flyer. Digital and "ready-to-print" formats of these materials will facilitate their use by all consortium partners. As established in the Description of the Action (DoA) document, publicity materials will be produced in English as the common language of all partners.

An initial exploration of the different approaches that other Horizon 2020 projects underwent to create publicity materials allowed us to identify some basic design criteria, discussed in the next section.

3.1 Design criteria

Design criteria were divided in two, those concerning the general form and those addressing the content of the publicity materials. General form criteria include design elements regarding the format and graphics needed to effectively communicate the project contents. On the other hand, content criteria concern how the information should be structured and the messages that are important to pass through to audiences. Depending on the space available in each type of material (poster, leaflet or flyer) the contents should include as much detail as possible without compromising the general form criteria.

[1] https://data.europa.eu/euodp/en/data/dataset/cordisH2020projects. Database last consulted the 12th of May 2018.

[2] Concerning the academic community, we include researchers from different fields associated with technical institutes and universities working on different topics related to the project (textiles, assistive technology, ICT, computer-human interaction, disability, deafblindness...). In the industry sector, we consider organisations involved in using or producing related technologies that could contribute to or benefit from the project's objectives (textiles, assistive technology, software engineering, sensors…). In a wide perspective, the interest group community includes persons with deafblindness, their family members and support groups, educators and their organisations, other organisations working for and with people with deafblindness, the general public, and policy / decision makers.

Table 1. General form design criteria for the publicity materials

Coherence	The material must respect the visual identity of the project and it has to assure that proper acknowledgement is given to the consortium partners and funding entities
Readability	Clear and appealing graphics must be used to attract the reader from a distance but also to effectively support content layout. The challenge is to express the complexity of the project in a simple and readable way
Reproducibility	Publicity materials should be available in digital formats that facilitate its diffusion through digital channels to a broad audience. Nonetheless, paper materials and digital "ready-to-print" formats must be available to assure its diffusion in physical formats if needed

Table 2. Content design criteria for the publicity materials

Invitation	One of the main objectives of the materials is to encourage readers to further explore and follow the project through the website and social media channels. Contact information must be easy to identify
Pertinence / validity	To keep publicity materials up-to-date throughout the projects life-time, general information concerning all phases must be included (for example the expected milestones from the beginning to the end of the project). However, specific information must also be included to avoid being too general
Structure	Contents must be structured with easy to follow and logically linked sections, to offer an overview of the project while showing specific information. Sections regarding the research problem, objectives, approach and impacts are important. These sections can have different titles to make them more appealing. Lastly, simple and effective language must be used to assure easy comprehension of the contents

3.2 Key contents and messages

Considering the criteria in the previous section, key information and content was defined for each publicity material as presented in Table 3. The contents of each element or section are described.

Table 3. Key contents and messages for publicity materials

Element or section title	Contents / message	Poster	Leaflet	Flyer
Logo/project name	SUITCEYES Smart, User-friendly, Interactive, Tactual, Cognition-Enhancer, that Yields Extended Sensosphere	X	X	X
Slogan 1	Appropriating sensor technologies, machine learning, gamification and smart haptic interfaces	X	X	X
Slogan 2	New possibilities for the inclusion of people with deafblindness	X	X	X
Graphic information (duration and number of partners)	3 Years 2018 - 2020 7 Countries	X	X	X
Statistics on persons with DB in the EU	2.5 Million people with deafblindness in the European Union	X	X	X
OUR MOTIVATION	Communication is the main challenge for persons with deafblindness and there are few intelligent tools to facilitate communication and learning for this population.	X	X	
DEAFBLINDNESS	The combination of both sight and hearing impairments, where the level of impairment in either of these senses is too severe to allow compensation by the other*. It is often said that in the case of deafblindness, one plus one equals three. This implies that the severity of communication problems is greatly increased for this group, preventing access to communication, people, and the environment. *This formulation is a translation of the definition by Förbundet Sveriges Dövblinda.	X	X	
OUR OBJECTIVE	The overall objective of SUITCEYES is to improve the level of independence and participation of persons with deafblindness and to enhance their communication, perception of the environment, knowledge acquisition, and conduct of daily routines.	X	X	X
Scientific's bubble speech	By using sensors, face and object recognition, and other Internet of Things technologies, information about the surroundings will be captured and communicated to the user via a haptic interface based on smart textiles. We call this interface the **HIPI: Haptic Intelligent Personalised Interface!**	X	X	
OUR APPROACH: user-centred design	[Diagram]	X	X	

IMPACT [*]	- **Person with deafblindness:** Improved perception, communication, life experience, and participation in social life - **Families of persons with deafblindness:** Better communication with their loved ones - **Educators and care-providers:** Less translation efforts and more time to focus on more qualitative engagements - **Society at large:** Increased participation and social inclusion of all members of society. This may include more active involvement and contribution to education and employment		X	
Who we are	The SUITCEYES consortium consists of five European research institutions, a partner from industry producing cutting-edge and flexible solutions for people with disabilities and a non-profit organisation that creates tactile illustrated books for visually impaired children. The respective areas of expertise of this group have been specifically brought together to meet the demands and objectives of this project. [Official logo of each partner]	X	X	X
MILESTONES	[Timeline showing the following milestones]: - January 2018: Project kickoff - December 2018: Definition of personas, environments and use scenarios - June 2019: First generation prototypes available and tested - December 2019: Second generation prototypes available and tested - October 2020: Third generation prototypes available and tested - December 2020: Project completion	X	X	X
WANT TO FOLLOW THE PROJECT?	www.suitceyes.eu [Twitter, YouTube and ResearchGate logos]	X	X	X

4. Description of publicity materials

4.1 Poster

Size and format: The poster was designed in an A3 (29.7 by 42cm) format which is quite easy to reproduce in office conditions. No background images were used to enhance readability and to avoid printing difficulties and large file size issues.

Audience: The poster is addressed to the general public audience, offering general but compelling information about the project.

Graphic content: Graphics were used to present basic information on the project (duration, number of countries, funding and target population in Europe). Other graphics (timeline, figures, researcher and deafblind person) were included to attract the reader and also to emphasise the user-defined approach of the project.

4.3 Leaflet

Size and format: The leaflet was designed in an A4 (letter page size) format. It was designed to be printed back to back and folded in half. This format is easy to reproduce in office conditions. No background images were used to enhance readability and to avoid printing difficulties and large file size issues.

Audience: The leaflet is addressed to the general public audience, offering general information about the project and inviting further exploration through the Web page and social media.

Graphic content: Graphics were used to present basic information on the project (duration, number of countries, funding and target population in Europe). Other graphics (timeline, figures, researcher and deafblind person) were included to attract the reader and also to emphasize in the user-defined approach of the project.

4.2 Flyer

Size and format: The flyer was designed in an A5 (21 by 14.9cm), which corresponds to half of a letter page (A4). This format is easy to reproduce in office conditions and easy to distribute. No background images were used to enhance readability and to avoid printing difficulties and large file size issues.

Audience: The flyer is addressed to the general public audience, offering general information about the project and inviting further exploration through the Web page and social media.

Graphic content: Graphics were used to present basic information on the project (duration, number of countries, funding and target population in Europe). Other graphics (researcher and deafblind person) were included to enhance the user-defined approach of the project.

4.4 Report on social media accounts (Twitter, YouTube, ResearchGate)

Social media accounts are up and running. Although in these first months of the project not much content has been added, more content will be available as the project continues and a broader SUITCEYES community is built.

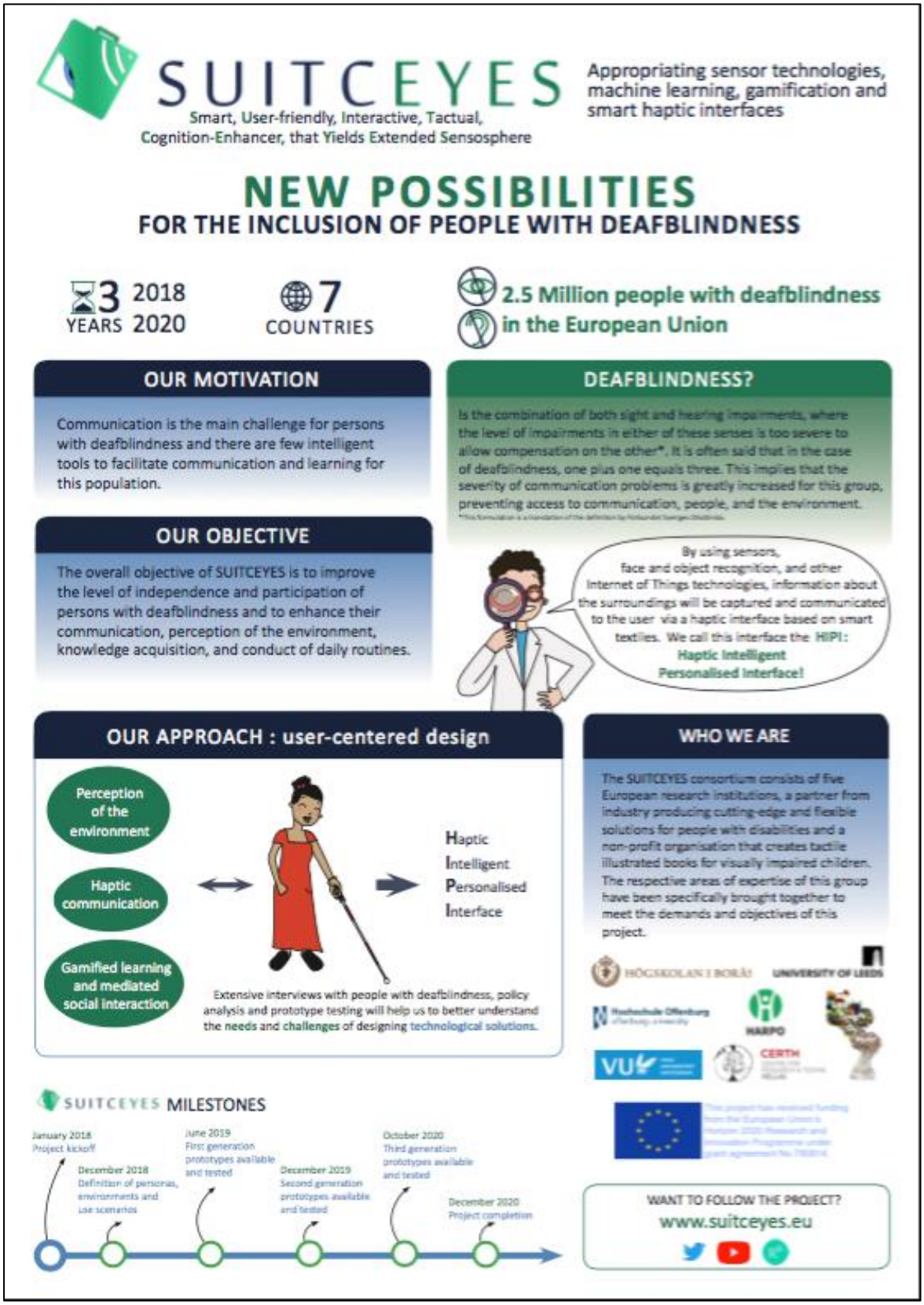
The YouTube channel (https://www.youtube.com/channel/UCjc0rhlZ8S4THWdUuqtBc0Q) already features 3 videos: 2 conference presentations from the kickoff symposium held at the University of Borås (Sweden) last January, and an example video of an object recognition algorithm provided by the consortium partner CHERTH.

On the ResearchGate platform (https://www.researchgate.net/project/SUITCEYES-Empowering-Deaf-Blind-Persons), the project has 17 updates and 174 reads. We also hope to increase this numbers as the SUITCEYES community grows.

5. Annex: Publicity materials

Poster

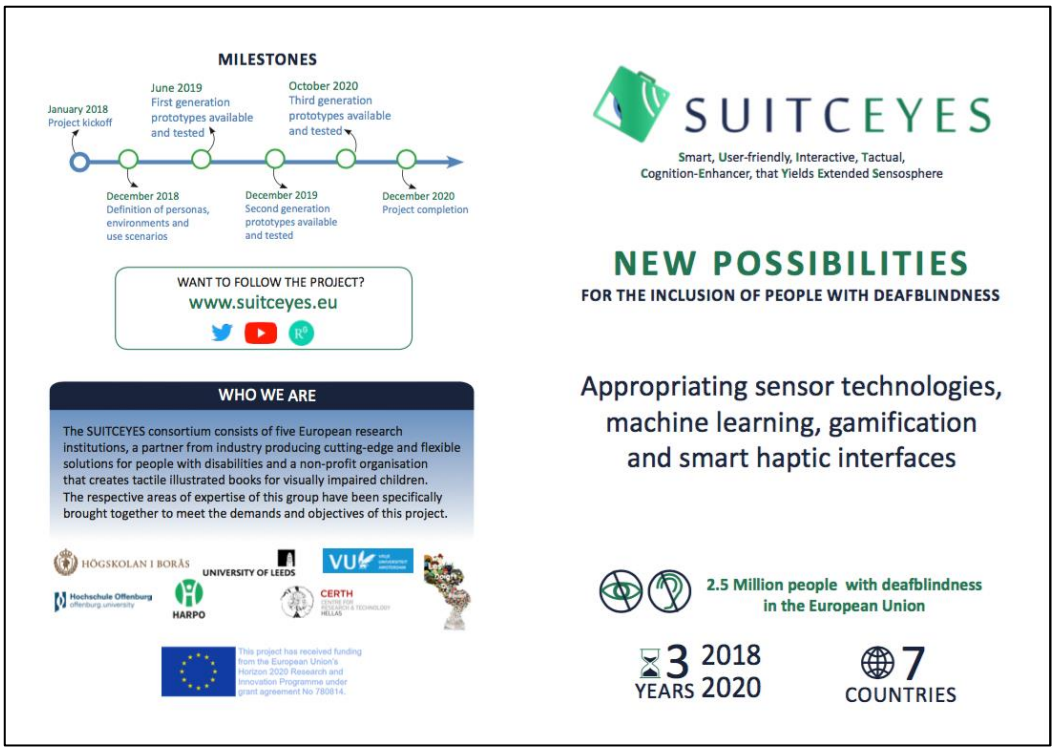
Original size A3 (29.7 by 42cm)



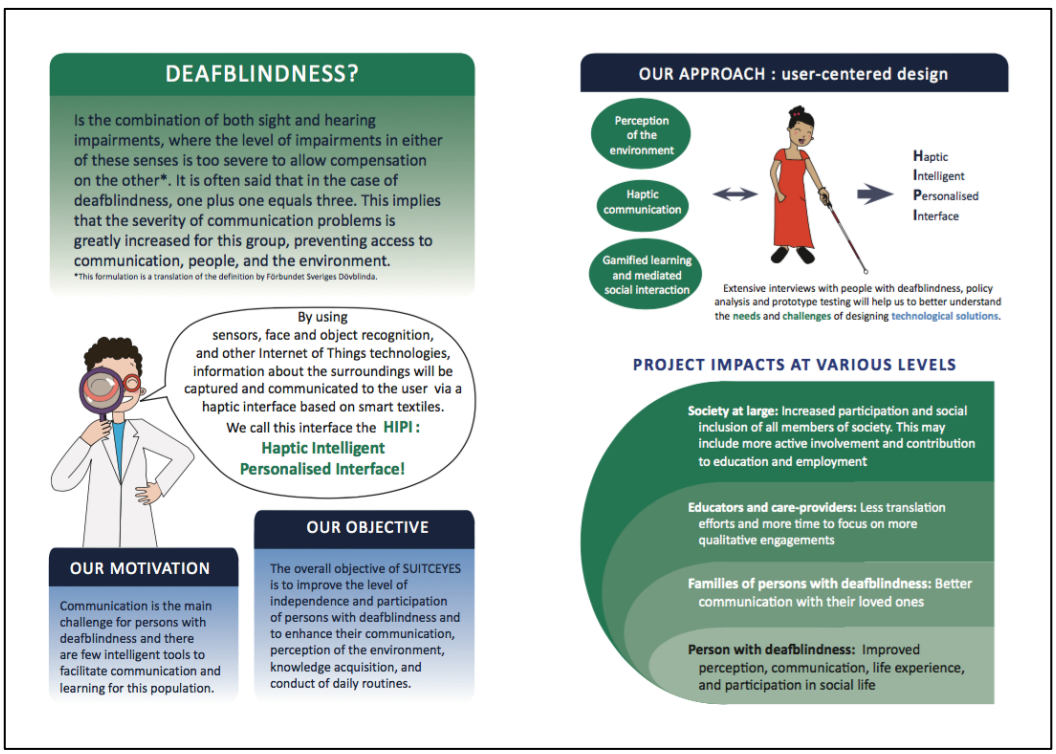
Leaflet

Original size A4 (letter page size). It must be printed back to back and folded in half

Front and back pages:



Inner pages:



Flyer

Original size A5 (21 by 14.9cm)