

Seventh Framework Programme

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Improving the capacity of agro-meteorological crop modelling to integrate climatic variability and extreme weather events



MODelling vegetation response to EXTREMe Events



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3. Dissemination level

PU	Public	<input checked="" type="checkbox"/>
PP	Restricted to other programme participants (including the Commission Service)	<input type="checkbox"/>
RE	Restricted to a group specified by the consortium (including the Commission Services)	<input type="checkbox"/>
CO	Confidential, only for members of the consortium (excluding the Commission Services)	<input type="checkbox"/>

EXECUTIVE SUMMARY

Background	This deliverables documents the deployment of the Project Website. The actual deliverable is deployed at http://www.modextreme.org
Objectives	The public website is the main avenue for disseminating project results, thus it was planned to deploy it early in the project.
Methods	The project website aims to achieve its goals by a dynamic design, solid software installation and an eye-catching logo. Information for Consortium and Project structure are already published, while project website allows for more content to be uploaded as it becomes available.
implications	n/a

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1 Introduction

The present document outlines the content structure and the software installation of the public website of MODEXTREME project. The MODEXTREME website is available at www.modextreme.org, and is installed on a webserver at the Democritus University of Thrace. A second installation is also available for testing purposes.

The website is deployed using Wordpress [1] an open-source leading Content Management System (CMS) based on PHP and MySQL, which runs on a web hosting service. It can be extended via *plugins* to provide custom functionality, and the visual presentation is customizable with *themes*.

The goal of the website is to inform visitors about the project vision, progress, actions and how to get involved. The website content will be continuously updated as the project advances, in line with the project dissemination plan. Under this perspective, the website can be used by the participants as a means to transfer project news and results, and as a calendar for advertising and archiving project events.

In its first phase, the project website contains a) a short description of the project and its objectives, b) a presentation of the consortium and the individual partner teams, c) the basic infrastructure for posting news items, project events, project newsletter, and a media library. In the future, it will be enhanced to include public project deliverables, downloads, and rest project dissemination material.

2 Design

2.1 Website Theme

After evaluating more than a dozen of free and commercial *themes*, the "Beauty Secrets" [2] by SMThemes was selected. It is free to download and reuse, with attribution, while there is also a support forum page. It provides a responsive web design, while it comes with several added-value features as custom widgets and sidebars, and a front-page slider. It offers a simple layout that matches projects website structure, its colours are combined harmoniously with logo. There are some interesting tools available, such as the slider layout.

As a responsive web design template, the site provides an optimal viewing experience – easy reading and navigation with a minimum of resizing, panning and scrolling – across a wide range of devices (from mobile phones to desktop computer monitors).

2.2 Website Plugins

The project website has been enhanced with the following plugins, in order to add extra functionality, and improved security.

Table 1. Website plugins

PLUGIN	DESCRIPTION	SOURCE	URL
Advanced Automatic Updates	Adds extra options to WordPress' built-in Automatic Updates feature.	By pento	[3]
Image Widget	A simple image widget that uses the native WordPress media manager to add image widgets to your site.	By Modern Tribe, Inc.	[4]
Jetpack by WordPress.com	Jetpack enables you to connect your blog to a WordPress.com account to use the powerful features normally.	By Automattic	[5]
The event calendar	The Events Calendar is a carefully crafted, extensible plugin that lets you easily share your events.	By Modern Tribe, Inc.	[6]
Ultimate TinyMCE	Beef up your visual tinymce editor with a plethora of advanced options.	By Josh Lobe	[7]
Wysija Newsletters	A newsletter management plugin	By Wysija	[8]
Wordfence Security	Antivirus, firewall and real time security plugin	By Mark Maunder	[9]

2.3 Webpage structure

2.3.1 The top part

The top part of each page is the same, and contains the project logo, a search bar, the logo, the top menu and a slider. Figure 1 is a screenshot of the upper part.

2.3.2 The search bar

A search bar located on the top-right of all webpages enables the visitor to search the website content by entering some keywords or a phrase and click on the lens button.

2.3.3 The slider

A slider (also referred to as slideshow) is an effective method of highlighting your portfolio, projects, products or even key site related messages and information. As the current slider trend dictates, they are typically found on the homepage. In this first installation of the project we created seven sliders, one for each workpackage. Our intention is to advertise project results, presentations and conferences in this slider, so content is expected to change soon.



Figure 1. Webpage top part

2.3.4 Homepage

The project homepage contains a short project description, clearly stating the project objectives.

2.3.5 The Consortium page and Partner profile pages

The consortium page presents all project partners and their logos. Each partner institute has a profile page that present the partner and key personnel involved. Figure 2 presents a screenshot of the consortium page, and Figure 3 shows a sample partner profile page.

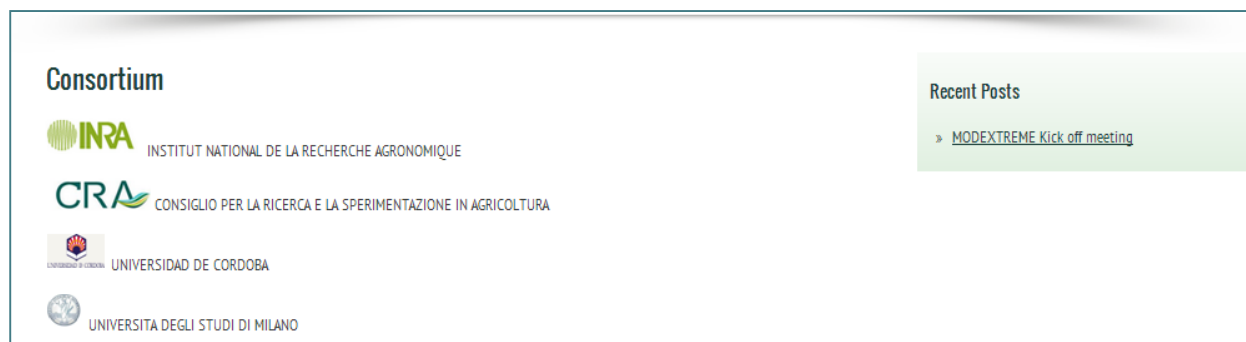


Figure 2. The partners page (partial view)

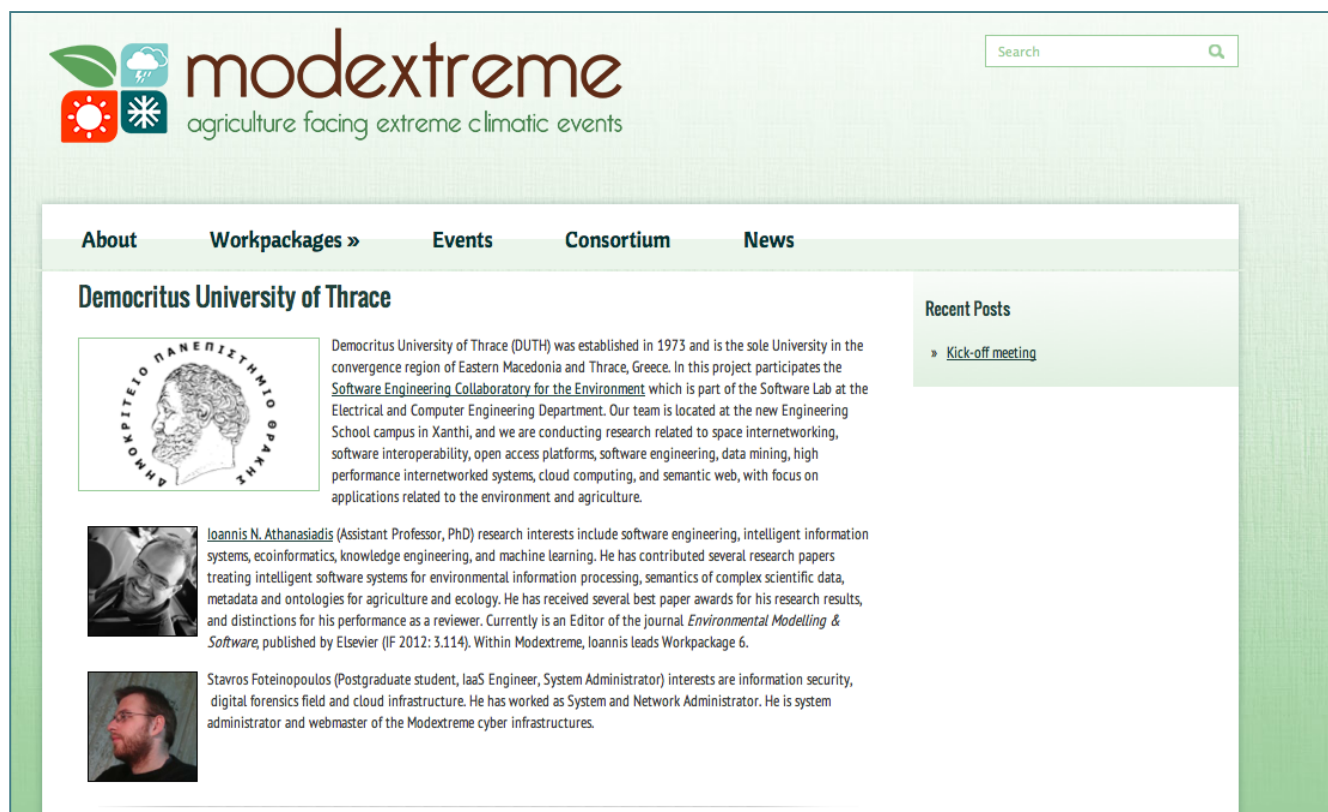


Figure 3. An example of a partner profile page

2.3.6 The Workpackages pages

Each workpackage has a dedicated webpage that presents its objectives, and the list of deliverables. As project results become available, deliverables will link to dedicated pages and documents. A summary page of all workpackages presents a complete list, which is also accessible from the main menu. The following screenshot shows how the page of the first workpackage looks like.

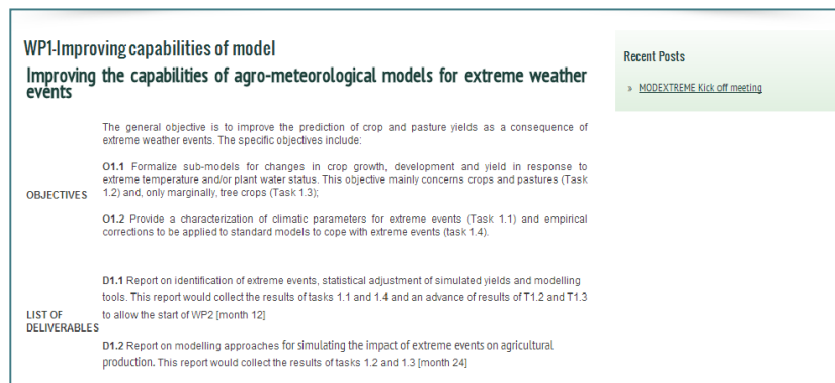


Figure 4. Screenshot of workpackage 1

2.3.7 "News" and "Events" pages

Dynamic content in our website is added in the form of news items and event posts. News items are blogposts, and the intention is to inform on project activities, results and news. Similarly, events are posts that present events that are related to the project, or organized by MODEXTREME. Each event provides detailed information about an upcoming (or past) event, while also provides with structured information about the time, location, and the organizer. The events can be shown in a calendar or in a list view.

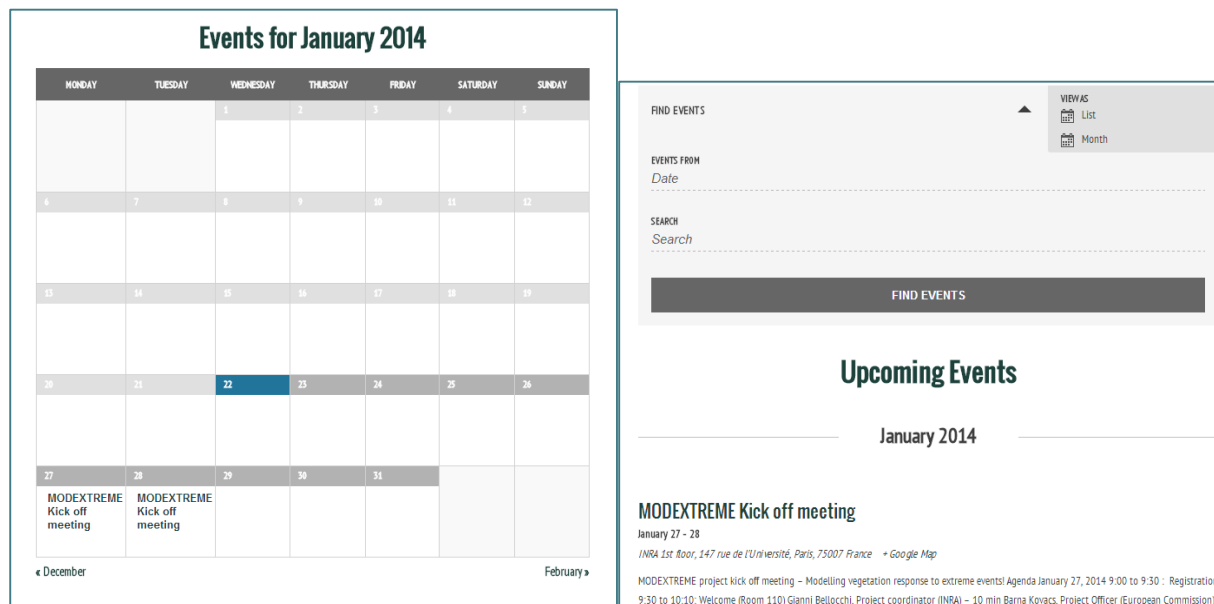


Figure 5. Calendar and list view of events

3 Project visual mark (Logo)

An important component of the project identity and dissemination strategy is a visual mark (the logo) that will communicate the openness and focus of MODEXTREME, with a digital character that is simple and straightforward.

Being such an important element for the project dissemination, the Executive Committee evaluated three alternatives, offered from different designers. The one adopted is shown below in various formats. It features three icons of extreme climate events, *i.e.* the sun, the snowflake and a thunderstorm. The idea of the logo was further developed to a more abstract small icon that is suitable for software applications.

The logo has been designed in a way that it can also function as a "living logo", meaning that new versions of it can be created for certain activities. New logos could include other icons in the three components, while the top left will always be the leaf, underlining the focus of this work to agriculture and food security.



Figure 6. Project logo variations

4 Social Networks and Newsletter

The project website enables the interaction with social networks such as Facebook and twitter. It remains on the project dissemination strategy to decide if such tools are important for MODEXTREME.

Also with the Wysija plugin we enable the management of newsletters through the project website, thus certain content that appears in the webpage can be disseminated via email. Subscription to the project newsletter is managed through the plugin, and the same holds for the visual design.



The image shows a screenshot of a web interface. On the left, there is a light green box titled "Subscribe to our Newsletter". Inside this box, there are three input fields labeled "First name", "Last name", and "Email *". Below these fields is a button labeled "Subscribe!". To the right of this box, there is another light green box titled "Facebook". Inside this box, there is a small version of the modextreme logo, the text "Modextreme", and a Facebook "Like" button with the number "1" next to it.

Figure 7. Project newsletter and Facebook button

5 References

1. WordPress. Available online at <http://www.wordpress.org>
2. Beauty Secrets theme. Available online at <http://smthemes.com/download/beautysecrets>
3. Advanced Automatic Updates Plugin. Available at: <http://pento.net/projects/automatic-updater-for-wordpress/>
4. Image Widget Plugin. Available at: <http://wordpress.org/Plugin.s/image-widget/>
5. Jetpack by Wordpress.com Plugin. Available at: <http://wordpress.org/Plugin.s/jetpack/>
6. The event calendar Plugin. Available at: <http://wordpress.org/tags/the-events-calendar>
7. Ultimate TinyMCE Plugin. Available at: <http://Plugin.s.joshlobe.com/>
8. Wysija Newsletters Plugin. Available at: <http://www.mailpoet.com/>
9. Wordfence Security Plugin. <http://www.wordfence.com/>