



**Personalised Recommendations and Internationalisation
for MOOCs in European Schools**

Project no.: 2016-1-UK01-KA201-024631

Deliverable Report

Deliverable D5.1 – Project logo and web site

Submission date: November 2016

Version: 1.0

Prepared by: Nikos Ntarmos, Kurt Portelli

Dissemination level: Public



Contents

Executive Summary.....	3
Terms of Reference.....	3
Project Web-Site	4
Services	5
Creation of Project’s Identity	6
Project Logo:	6



Executive Summary

Deliverable 5.1 “Project logo and web site” is a deliverable of Work package 5 “Communication & dissemination”. The activities reported on in this deliverable are summarised below:

1. Preparation of the project web-site
2. Hosting of the project web-site
3. Creation of PRIMES project identity – Logo
4. Preparation of Services (Gitlab, ownCloud)

These activities support the preparation of dissemination and actual showcasing of the project.

Terms of Reference

This deliverable is linked with Tasks WP5.1 and WP5.2 which include the project publicity and result dissemination. This includes:

- Promotion and dissemination through a project web site
- Creation of the PRIMES project’s identity – logo.

Project Web-Site

The PRIMES Project web-site has been prepared by the University of Glasgow. The project website is hosted at the premises of the University of Glasgow and is currently available through:

<http://dcs.gla.ac.uk/ideas/PRIMES/>

In due course the web site will move to a project-specific domain and will be available through:

<http://primes-project.eu/>

The project web-site will support the dissemination of the project's activities along with any publishable project results. All the partners in the project are made visible through the project web-site so as to acknowledge their contribution and demonstrate the real-world application of the PRIMES project. Potential end-users can read about the developed concepts, published material and contact any of the related partners through the project web-site. Figure 1 shows the homepage of the project web-site.

The deliverables page outlines all the partner's deliverables in a concise and efficient way in order to let the partners keep track of what has been done and what are the next targets. Furthermore, the web-site was designed and implemented from the start to be accessible and work both from desktops/laptops and mobile/tablet devices. It allows the webmaster to update the news and publications sections without changing the actual html code. This will ensure frequent updates to the website, thus, all the latest news can be disseminated and made freely available immediately.

The PRIMES web site has been successfully validated as "XHTML 1.0 Transitional / CSS level 3" using <https://validator.w3.org/> and <http://jigsaw.w3.org/css-validator/>. The awarded badges below show the technical quality of the PRIMES web-site. Moreover, it is of great importance to browser compatibility and site usability.



The PRIMES web site has also been optimised through use of Google's PageSpeed Insights tool, achieving over 90% in performance metrics for both desktop and mobile clients, and successfully passing Google's mobile-friendliness test.



The screenshot shows the home page of the PRIMES project website. The header features the PRIMES logo and the title "Personalised Recommendations and Internationalisation for MOOCs in European Schools". A navigation menu includes links for HOME, ABOUT, NEWS & EVENTS, DELIVERABLES, PARTNERS, and CONTACT US. The main content area is divided into sections: "WELCOME TO PRIMES" with a detailed description of the project's goals and partners; "PARTNERS" displaying logos for the University of Glasgow, virtualtrip, Lycée Émile Combes, and Hyndland; "PUBLICATIONS" which currently shows no entries; and "LATEST NEWS" featuring a "Website Launched!" announcement dated 1/11/2016. The footer contains the project's funding information, the European Union flag, and logos for W3C XHTML 1.0 and W3C CSS.

Figure 1: Project web-site of PRIMES Project - Home Page

Services

Apart from using the project web-site for reference, the partners will need to make heavy use of other modern technologies that facilitate communication and cooperation for the day-to-day tasks of the project. The project's web site further acts as a gateway for these services. A common information repository is deployed at the University of Glasgow, which is used by PRIMES beneficiaries to store and access all project-related data and files. We make use of Gitlab (a state-of-the-art open-source version control system with support for wikis and issue/milestone tracking) and ownCloud (a leading open-source file and calendar hosting service with added support for online collaborative editing).



Creation of Project's Identity

Project Logo:

One of the first tasks was to create the project logo to give the project its own visual identity. Brainstorming for several potential logos led to a common theme of prime numbers, harkening to the project's acronym (PRIMES). The logos shown on the next page are the top contenders. All presented logos have a common symbol on their left side. The logos also include the project's acronym and a backing graphic, with several options having been explored for these components.

The symbol on the left side of the logo depicts four pentagons inscribed in a fifth pentagon, with each inner pentagon touching the respective outer pentagon at the point defined by the golden ratio. This is a succinct visualisation and representation of patterns emerging when computing sums of prime numbers¹. Furthermore, in our case the four inscribed pentagons also represent the four partners of the project, while the outer pentagon represents the project itself, signifying that the sum of the partners' expertise and skills is larger than any individual part of the project.

As far as the printing of the acronym is concerned, two options were considered. The first option uses a simple print using a standard font and is used at logos 1, 2, 4 and 7. The second option uses a mixture of numbers and Greek symbols to represent the various subject fields covered by the pilot courses to be created by PRIMES, and is a play on human brain pattern matching, prime numbers and "leet" (a.k.a. "1337") speech. Specifically: π refers to the number Pi used in mathematics; 2, 3 and 5 are the first three prime numbers, but also represent the letters 'R', 'E' and 'S' in leet speech; i is routinely used as a loop argument in computer programming; last, μ can have several meanings and connotations in mathematics, physics, chemistry, etc.

Last, for the backing graphic three options were considered. The first option (used in logo 1) employed a light grey version of the aforementioned leet representation of PRIMES. The second option (used in logos 2 and 3) is a matrix of all integers from 1 to 98, with non-prime numbers in light grey and prime numbers in black colour. The third option (used with variations in logos 4, 5, 6 and 7) is a depiction of the sieve of Eratosthenes² – a well-known and ancient algorithm for computing and counting prime numbers. Briefly, the sieve finds all prime numbers up to any given limit by first creating a list of candidate primes initialised to contain all integers from 2 up to the desired limit, then considering the first unprocessed number in the list and removing all of its multiples from the list. When no more unprocessed numbers remain, the list contains only the prime numbers in the desired range. This basic algorithm can be optimised by starting the removal of multiples from the square of the currently processed prime number, and by considering candidate prime numbers only up to

¹ Please see <http://mister-computer.net/primesums/Primes3D.htm> for the mathematics behind this symbol.

² https://en.wikipedia.org/wiki/Sieve_of_Eratosthenes

the square root of the desired upper limit. The backing graphic in logos 6 and 7 depicts the original algorithm, while logos 4 and 5 depict the optimised version (hence the fewer curves).

The logo candidates were put to a vote amongst the key personnel of the partners, with each person voting for up to 3 logos. Logo 7 received by far the most votes and is thus chosen as the PRIMES official logo.


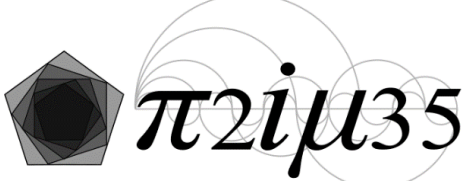


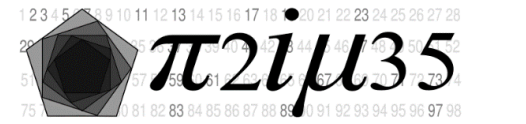

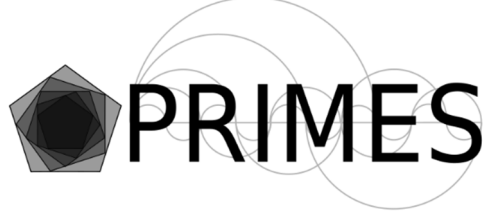
#	Logo	#	Logo
1		5	
2		6	
3		7	
4			

Table 1 Candidate Logos