This project has received funding from the European Union's Horizon 2020 research and innovation programme under **grant agreement No 780355**

Ref. Ares(2018)1882134 - 09/04/2018

D7.1 DEVELOPMENT OF PROJECT WEBSITE

Deliverable No.:	DD7.1
Deliverable Title:	Development of project website
Project Acronym:	FANDANGO
Project Full Title:	FAke News discovery and propagation from big Data and artificial inteliGence Operations
Grant Agreement No.:	780355
Work Package No.:	WP7
Work Package Name:	Dissemination and Data Community
Responsible Author(s):	David Cabo (Civio)
Date:	28.03.2018
Status:	v0.1 - Draft
Deliverable type:	DEMONSTRATOR
Distribution:	PUBLIC

REVISION HISTORY

VERSION	DATE	MODIFIED BY	COMMENTS
V0.1	27-03-2018	David Cabo	First draft
V0.2	28-03-2018	Massimo Magaldi (ENG)	Internal Review
V1.0	31-03-2018	Silvia Boi (ENG)	Quality check

TABLE OF CONTENTS

LIST OF FIGURES

ABBREVIATIONS

ABBREVIATION	DESCRIPTION
H2020	Horizon 2020
EC	European Commisiion
WP	Work Package
EU	European Union

EXECUTIVE SUMMARY

Work Package 7 (Dissemination and Data Community) includes the dissemination activities associated with the FANDANGO project, in order to achieve the broadest possible impact of its activities and ultimate goals: stop the spread of fake news and allow media outlets and citizens to fight public misconceptions.

A dedicated project website is needed early in the project lifecycle (Month 3) in order to provide wide dissemination of FANDANGO results, as well as general information about the project. The website is located at its own easy-to-remember domain (www.fandango-project.eu).

All content sections will be open to the public: project and consortium information, databases, articles, news and events, educational materials, tools, deliverables and project's documentation. All partners in the project provide relevant website content, including regular contributions, e.g. articles, blog posts; and that the content available on the website is kept up to date. Furthermore, the website will integrate all major social media activities.

1. VISUAL IDENTITY

The project website, and all the other dissemination materials, must offer a consistent and professional visual identity. Since the project proposal just offered a temporary logo, a professional designer was contacted to develop a new visual identity.

A number of alternatives were evaluated and discussed by the consortium partners, resulting, after two refinement rounds, in the approved project identity:

Figure 1: Final FANDANGO's visual identity

The project name is accompanied by an isotype representing the classic picture of a secret agent watching behind a newspaper. It represents the surveillance work to be done by the project, and a look at the reality seen through the media. The font used is a high-end, simple and homogeneous face (Nexa Bold). A graphic element is added to the final letter O, representing the tick mark used when validating (i.e. fact-checking) an item.

Both elements of the logo (the isotype and the project name) are designed to fit well together, but they can be used independently when needed.

The isotype image was refined using a grid of golden proportions. The result is an stylized and balanced symbol. A gradient was added to bring clarity to the form and an immediate understanding of volume:
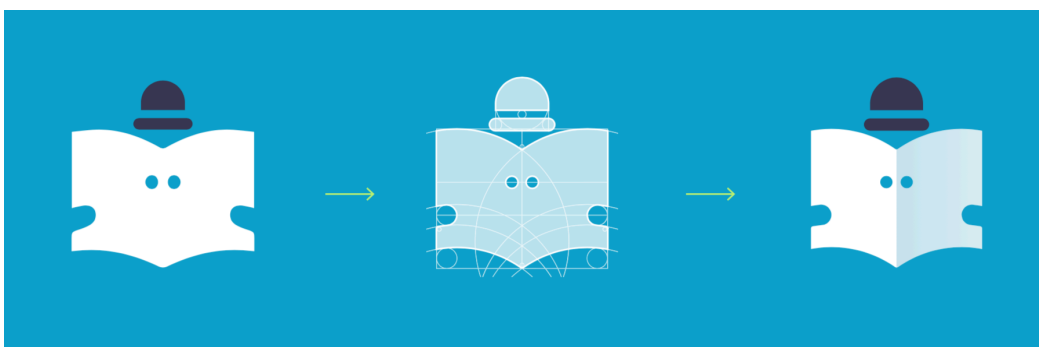

Figure 2: Evolution of FANDANGO's isotype

The colours chosen are white, sky blue, blue «Prussian» and lime green. The tick is green because it is the most widespread convention, so it guarantees an immediate understanding of the symbol, and the remaining colours are chosen to complement it. Additionally, an alternate version of the logo was created, with a white background, to be used in documents.
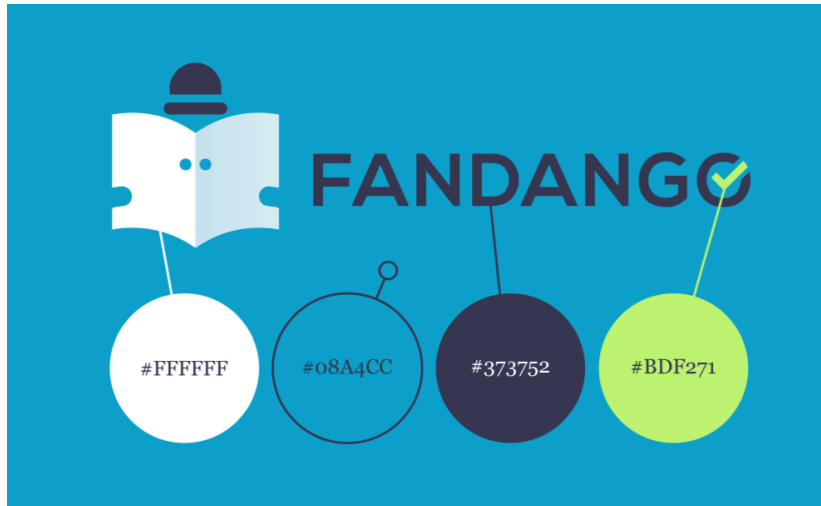

Figure 3: FANDANGO's color scheme

2. TECHNICAL DESCRIPTION

2.1. TECHNOLOGIES USED

For the development of the FANDANGO site, it was agreed to use Jekyll, a static site generator written in Ruby. A static site means that instead of dynamically generating the HTML and CSS for the website on-demand (usually by grabbing your content from a database), Jekyll compiles the final version when the content is updated. A static site, as opposed to a dynamic one, is faster to load, more secure and easier to deploy and maintain, since it does not rely on an associated database. Jekyll is the engine behind very popular Internet sites like GitHub Pages.

Jekyll supports using different layouts for different types of content, so that new layouts can be generated if needed to cover future demands that arise as the project develops, and that may involve modifying the content structure.

The Bootstrap visual framework is used for front-end development. Bootstrap, originally developed by Twitter, is a free and open-source front-end library for designing websites and web applications. It contains HTML- and CSS-based design templates for typography, forms, buttons, navigation and other interface components, as well as optional JavaScript extensions. It is the most popular open-source toolkit for front-end development, and makes it easier to create a responsive and robust interface, with extensible and reusable components, and adapted to mobile devices.

2.2. CONTENT MANAGEMENT SYSTEM (CMS)

To manage the creation of content for the web we decided to use Siteleaf, a CMS compatible with Jekyll which offers workflow features (i.e. the possibility of creating different types of users such as Author, Publisher or Editor), a smart visual text editor, image uploads and the possibility of adding custom content attributes.

Additionally, all the actions carried out in the CMS are synchronized with the site repository at GitHub, the most popular source control online service. Hence, the complete history of of the site is always safely stored and any past version can be restored quickly and easily if needed.
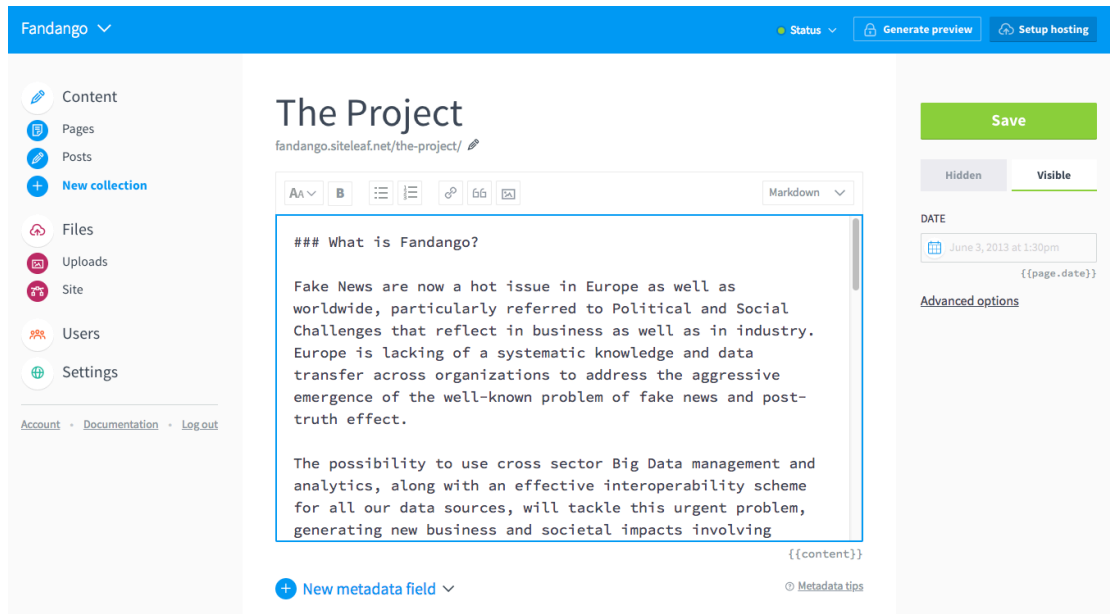
Figure 4: Content Management System for FANDANGO's website

3. FINAL RESULT

3.1. HOMEPAGE

The resulting website can be found at http://fandango-project.eu. Below is a screenshot of the homepage at launch time.
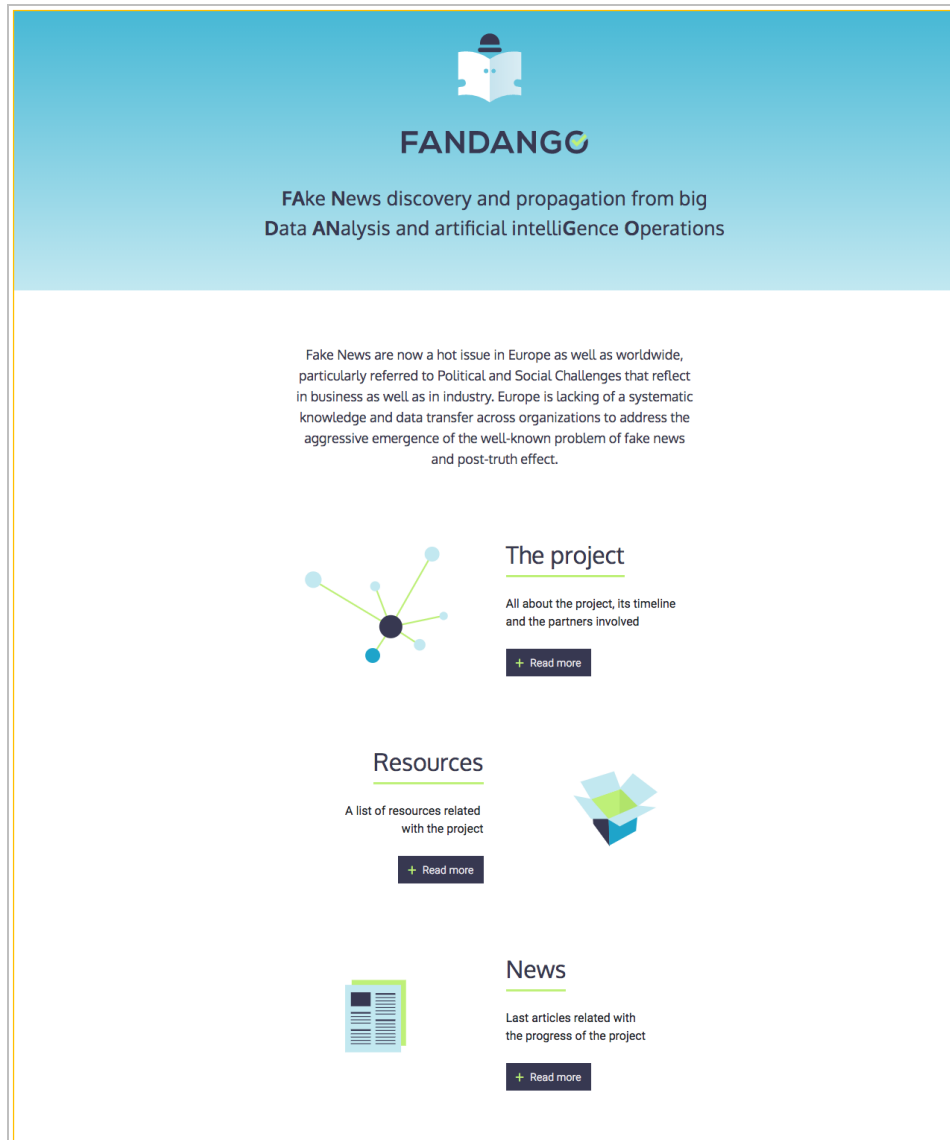

Figure 5: Project website homepage

All partners in the project provide relevant website content, including regular contributions, e.g. articles, blog posts; and that the content available on the website is kept up to date. Furthermore, the website will integrate all major social media activities.

All content sections will be open to the public: project and consortium information, databases, articles, news and events, educational materials, tools, deliverables and project's documentation.

3.2. SITE STRUCTURE

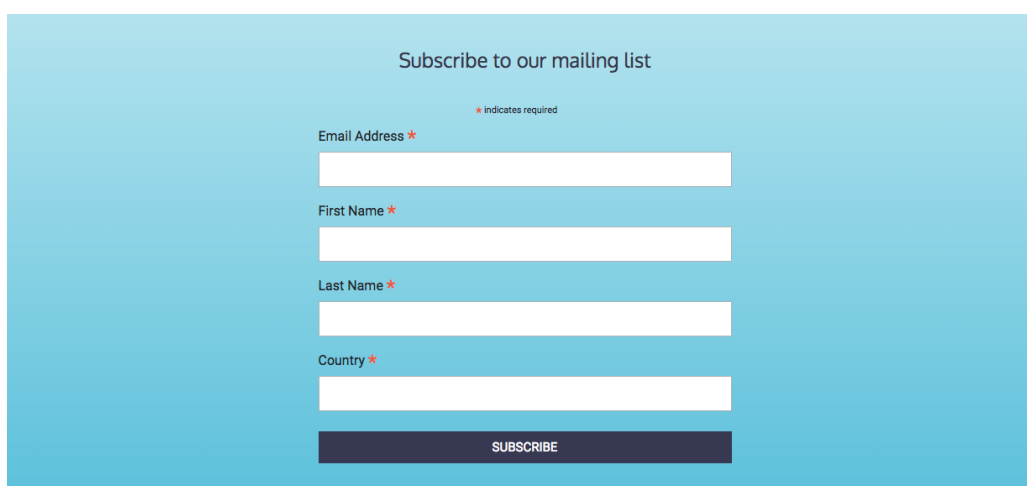The site is structured the site into three main sections:

- **About the project**, i.e. scope and goals of the project, timeline of its development, deliverables to be produced and partners involved.

- **Resources**, where all the deliverables, tools and articles produced by the project will be uploaded and made public.

- **News**, with regular updates (starting after the site is launched) explaining advances and results of the project, as well as interesting developments by other actors in the fake news ecosystem.

3.3. SOCIAL MEDIA

Social media is an important part of FANDANGO's dissemination plan, in order to disseminate the project results but also to listen to the feedback from producers and users. Other initiatives centered on verification best practices, data journalism or evidence-based reporting will be monitored and their updates shared with the FANDANGO followers. When the FANDANGO platform detects and debunks fake news, these social network channels will be used to spread corrections and fact-checkings, leveraging when possible the viral nature of the networks (i.e. creating viral images and memes based on FANDANGO databases).

Twitter and Facebook accounts have been set up so far, and are displayed prominently in the project website. Additional platforms will be considered as the project advances.

On top of this, an email newsletter has been setup, in order to keep the FANDANGO community up to date, and visitors can subscribe easily without leaving the homepage:

Figure 6: Email newsletter subscription form in homepage