



ENhance VIRTUAL learning Spaces using Applied Gaming in Education

H2020-ICT-24-2016: Gaming and gamification

D6.1

Project Communication Kit

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Abstract: D6.1 reports on the publicity material that has been developed for disseminating ENVISAGE objectives and goals to different target groups. In particular, D6.1 reports on the project web-site, poste and leaflet, as well as the project's social media accounts (i.e., Facebook, Twitter, Google+ and LinkedIn). This material will be made available to all consortium members for disseminating the project's aims and activities to the wider public.

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Executive Summary

D6.1 presents the first version of the project's publicity material that will be used to disseminate its goal and objectives to the wider public. This material consists of the project web-site, poster and leaflet, as well as the project's social media accounts. In this report we present the content that has been generated for this purpose and motivate our design and content choices.

Abbreviations and Acronyms

DoA	Description of Action
H2020	Horizon 2020 – The EU Framework Programme for Research and Innovation

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1 Introduction

In ENVISAGE's DoA [1] we have specified a number of dissemination instruments for addressing the different target groups and aligning with the intended dissemination directions. The goal of this deliverable is to present the first version of these instruments titled as Project Communication Kit. The material included in the communication kit is primarily aligned with the direction of raising awareness about the project and primarily addresses the general public. More specifically, the content of this deliverable consists of information about the website, printed material in the form of a poster, a leaflet and a factsheet, as well as information about the project's social media accounts. In the remaining of this deliverable we will present the constituent parts of the communication kit using screenshots together with a brief description motivating our design and content choices.

2 Website

ENVISAGE website [2] <http://www.envisage-h2020.eu/> has been designed to serve as the project's main communication channel towards the target groups identified in the dissemination plan of the DoA [1]. The project's website has been structured in the following sections:

Home: The initial page that welcomes the visitor and conveys the project's basic messages. This is essentially the landing page that consists of three parts: a) a carousel featuring promotional images conveying the basic messages of ENVISAGE, b) a "Latest News" section that highlights a stream of latest news, and c) an enriched footer acknowledging the contribution of H2020 funding program and pointing to the projects wiki and social media accounts.

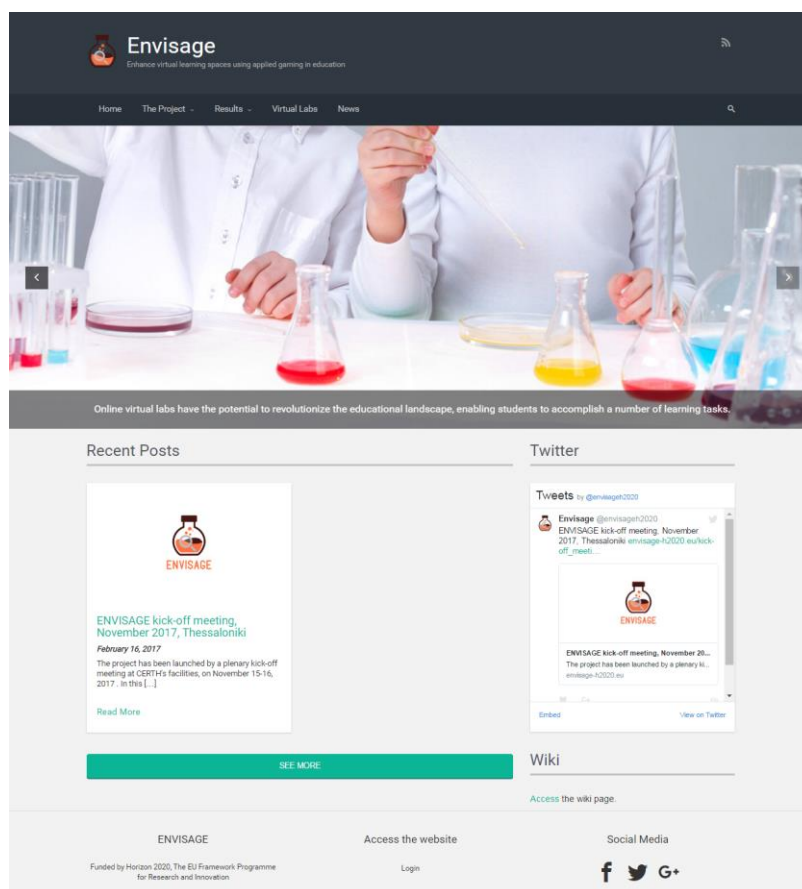


Figure 1: ENVISAGE's website – HOME section

The Project: This section is used to provide the technical details of the project, in terms of its objectives, envisaged research and development activities and work-plan. This section is organized in the following sub-sections:

- **Abstract:** Contains a short description of the project.
- **Concept:** Outlines the project goal also featuring a conceptual diagram.
- **Objectives:** Features an overview of the project objectives along with their activities.

- **Structure:** Outlines the work packages and provides the related activities as envisaged in the DoA [1].
- **Consortium:** Offers the technical background of every partner, its responsibilities and expertise.

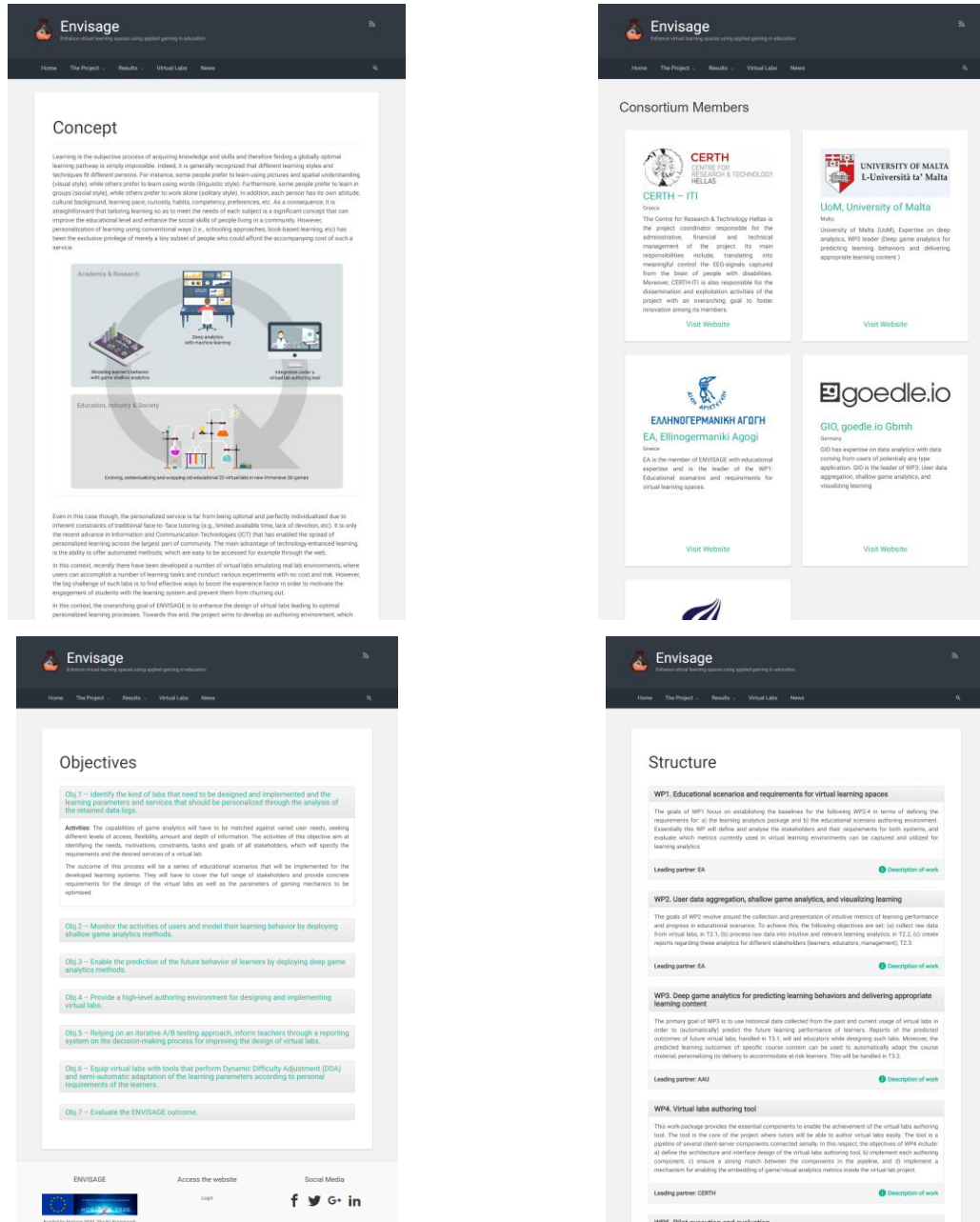


Figure 2: ENVISAGE’s website – The Project Section – Technical information about the project

Results: This section will be used to provide access to the project’s outcomes. In particular, this section will be structured in the following way:

- **Deliverables:** This page hosts the public deliverables that will be uploaded upon their completion.

- **Publications:** In this page reside all the publications that will be acknowledged to ENVISAGE.
- **Software:** Any software related to the project will be available in this page for download.
- **Datasets:** Any datasets generated by the project will be available for download from this page.

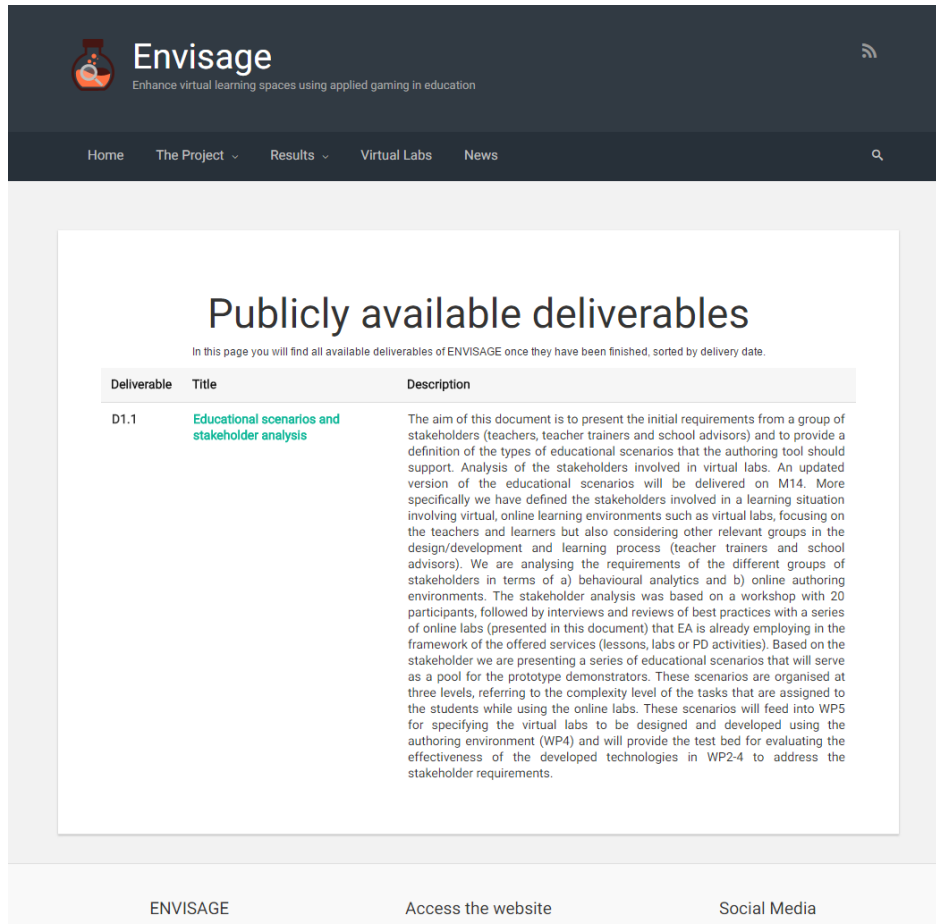


Figure 3: ENVISAGE’s Project – Results section providing access to the project’s outcome

Virtual Labs: this is a section that is dedicated to the virtual labs created in the context of the ENVISAGE project. These are the result of enhancing conventional labs by making them 3D and, most importantly, by adding tracking capabilities that are used to monitor the user/student activity when practicing using these labs. In this section, information for each one of these virtual labs is provided, e.g., scientific field, experiments, the lab’s pedagogical plan and objectives.

News: A blog-like news section that incorporates post about the project activities, developments and other topics of interest.

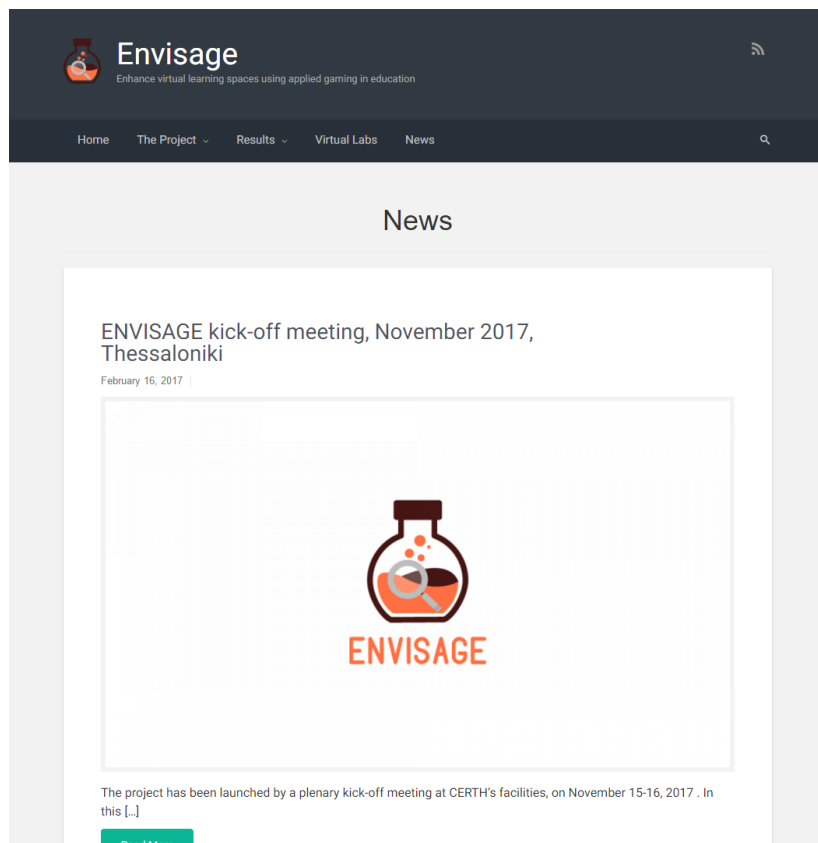


Figure 4: ENVISAGE’s website – Section providing the project news

3 Poster

ENVISAGE’s poster [3] (see Figure 5) contains information about the project’s concept, objectives, partners and contact information. At the top resides the logo and acronym of the project that in conjunction with a white background with geometric details, make the poster stands out from a distance and be easily recognizable. The different sections are distinguishable using a card layout. The first card includes a short description of the project that gives the observer a quick understanding of the project as a whole. Two cards follow that feature information about the concept and the project objectives respectively. There is also a conceptual diagram that visualizes the flow of the project, so as for the observer to quickly grasp its key points. The following card includes information about the process of transforming a conventional lab to an enhanced virtual lab using the ENVISAGE tools. Finally the contact information of the project’s coordinator is placed at the bottom of the poster. This poster will be primarily used as printed material for various types of events, such as conferences, clustering activities, networking events, etc.

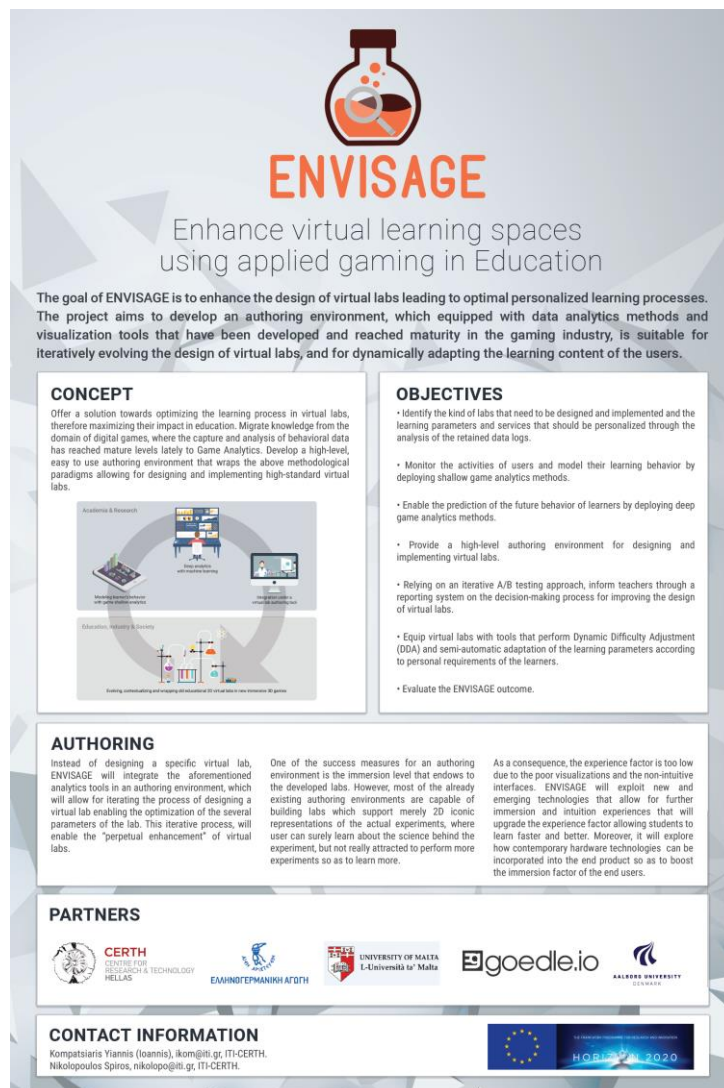


Figure 5: ENVISAGE’s Poster presenting basic information about the project

4 Leaflet

ENVISAGE’s leaflet [4] (see Figure 6) features core information about the concept, objectives and use cases of the project, without the complex technical details of the Work Packages. It’s an easy to read primer allowing the reader to easily understand what the project really is.

The structure of this leaflet offers the observer an intuitive way to learn about the project. At first, the abstract section gives information about the full scope of the project. Subsequently the concept and objectives of the project are outlined. Special emphasis is given to the Concept section. Finally, the consortium is presented along with the contact information of the coordinator.

This leaflet will be used exclusively as printed material on networking and clustering events, and will be distributed to relevant organizations (e.g., education related stakeholders) that can be interested in ENVISAGE’s technologies.



• Equip virtual labs with tools that perform Dynamic Difficulty Adjustment (DDA) and semi-automatic adaptation of the learning parameters according to personal requirements of the learners.

• Evaluate the ENVISAGE outcome.

AUTHORING

Instead of designing a specific virtual lab, ENVISAGE will integrate the aforementioned analytics tools in an authoring environment, which will allow for iterating the process of designing a virtual lab enabling the optimization of the several parameters of the lab. This iterative process, will enable the "perpetual enhancement" of virtual labs.

One of the success measures for an authoring environment is the immersion level that endows to the developed labs. However, most of the already existing authoring environments are capable of building labs which support merely 2D iconic representations of the actual experiments, where user can surely learn about the science behind the experiment, but not really attracted to perform more experiments so as to learn more. As a consequence, the experience factor is too low due to the poor visualizations and the non-intuitive interfaces. ENVISAGE will exploit new and emerging technologies that allow for further immersion and intuition experiences that will upgrade the experience factor allowing students to learn faster and better. Moreover, it will explore how contemporary hardware technologies (e.g., Kinect sensor, Oculus Rift glasses, Google Cardboard, Myo sensor, LEAP motion sensor etc) can be incorporated into the end product so as to boost the immersion factor of the end users.

CONSORTIUM

- Centre for Research and Technology Hellas - Information Technologies Institute (CERTH-ITI). <http://www.iti.gr>
- University of Malta (UoM). <http://um.edu.mt>
- Ellinogermaniki Agogi (EA). <http://ea.gr>
- goedle.io Gbmh (GIO). <http://goedle.io>
- Aalborg University (AAU). <http://en.aau.dk>

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Social Media
 [envisageh2020](#)
 [@envisageh2020](#)

Centre for Research & Technology Hellas (CERTH) - Information Technologies Institute ITI, 6th km Thessaloniki Road, 57001, Thessaloniki, Greece.

Enhance virtual learning spaces using applied gaming in Education

<http://envisage-h2020.eu>




ABSTRACT



Online virtual labs, i.e. virtual spaces emulating real laboratories where students can accomplish a number of learning tasks, have the potential to revolutionize the educational landscape by providing students with distance courses and curricula that otherwise would be difficult if not infeasible to be offered. The objective of ENVISAGE is to offer a solution towards optimizing the learning process in virtual labs and therefore maximize their impact in education.

In reaching this challenging goal, ENVISAGE proposes to migrate knowledge from the neighboring domain of digital games, where the capture and analysis of detailed, high-frequency behavioral data has reached mature levels in recent years. In digital games, Game Analytics (GA) is used to profile users, predict their behavior, provide insights into the design of games and adapt games to users. These mature technologies can be readily migrated to learning analytics, especially in the situation of virtual labs as these are delivered online thus enabling detailed tracking of learner behavioral data. Tracking and understanding behavioral data can facilitate decision-making at the design level of a lab, but also can allow for adapting learning content to the personal needs and requirements of students.

ENVISAGE thus proposes a data-driven approach to solve the problems of designing, adapting, revising and evolving virtual labs. To this end, ENVISAGE will develop a high-level, easy to use authoring environment that integrates the above methodological paradigms allowing for designing and implementing high-standard virtual labs. The integrated ENVISAGE solution will offer social benefits, as through the enhancement of virtual labs it will permit easy and effective access to education and learning to the greatest part of community, and economic benefits, as due to its optimized operating level, it will be easily absorbed by educational organizations, offering SMEs the possibility to seize new business opportunities.

CONCEPT

Learning is the subjective process of acquiring knowledge and skills and therefore finding a globally optimal learning pathway is simply impossible. Indeed, it is generally recognized that different learning styles and techniques fit different persons. For instance, some people prefer to learn using pictures and spatial understanding (visual style), while others prefer to learn using words (linguistic style). Furthermore, some people prefer to learn in groups (social style), while others prefer to work alone (solitary style). In addition, each person has its own attitude, cultural background, learning pace, curiosity, habits, competency, preferences, etc. As a consequence, it is straightforward that tailoring learning so as to meet the needs of each subject is a significant concept that can improve the educational level and enhance the social skills of people living in a community. However, personalization of learning using conventional ways (i.e., schooling approaches, book-based learning, etc.) has been the exclusive privilege of merely a tiny subset of people who could afford the accompanying cost of such a service.



Even in this case though, the personalized service is far from being optimal and perfectly individualized due to inherent constraints of traditional face-to-face tutoring. It is only the recent advance in Information and Communication Technologies (ICT) that has enabled the spread of personalized learning across the largest part of community.

The main advantage of technology-enhanced learning is the ability to offer automated methods, which are easy to be accessed for example through the web.

In this context, recently there have been developed a number of virtual labs emulating real lab environments, where users can accomplish a number of learning tasks and conduct various experiments with no cost and risk. However, the big challenge of such labs is to find effective ways to boost the experience factor in order to motivate the engagement of students with the learning system and prevent them from churning out.

The overarching goal of ENVISAGE is to enhance the design of virtual labs leading to optimal personalized learning processes. Towards this end, the project aims to develop an authoring environment, which equipped with data analytics methods and visualization tools that have been developed and reached maturity in the gaming industry, is suitable for iteratively evolving the design of virtual labs and for dynamically adapting the learning content to the users of the virtual labs.

OBJECTIVES

- Identify the kind of labs that need to be designed and implemented and the learning parameters and services that should be personalized through the analysis of the retained data logs.
- Monitor the activities of users and model their learning behavior by deploying shallow game analytics methods.
- Enable the prediction of the future behavior of learners by deploying deep game analytics methods.
- Provide a high-level authoring environment for designing and implementing virtual labs.
- Relying on an iterative A/B testing approach, inform teachers through a reporting system on the decision-making process for improving the design of virtual labs.

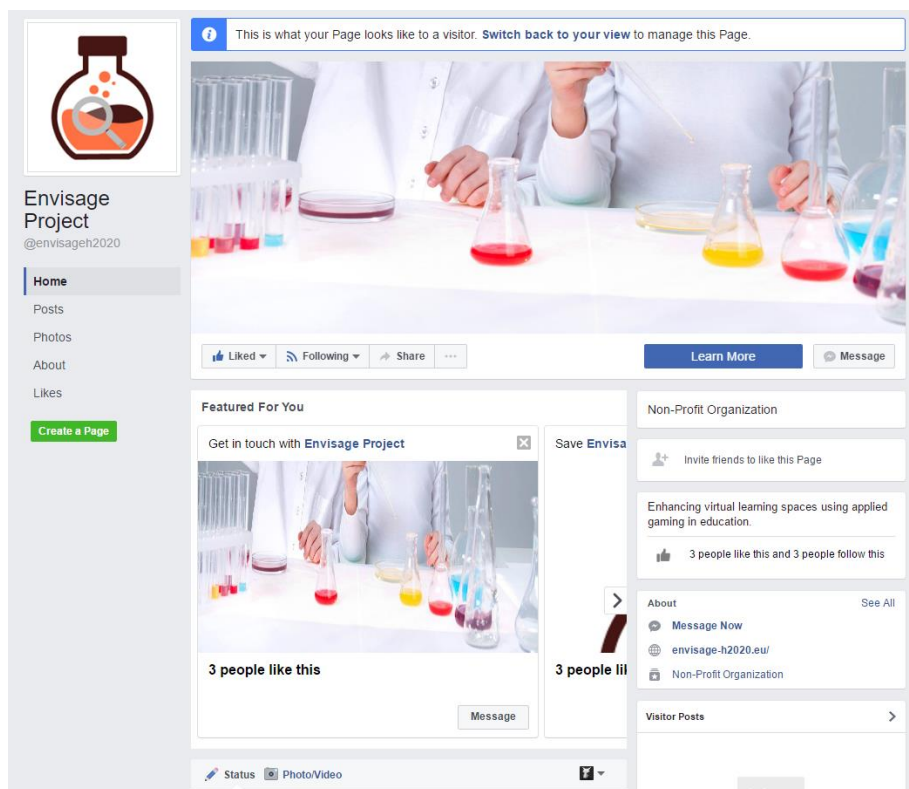
Figure 6: ENVISAGE’s leaflet – Providing technical information about the project’s concept and objectives.

5 Social media

ENVISAGE’s goal is to make extensive use of the capabilities offered by social networks to disseminate its achievements and reach a wide audience. For this purpose a number of social media accounts have been already generated and linked through the projects website.

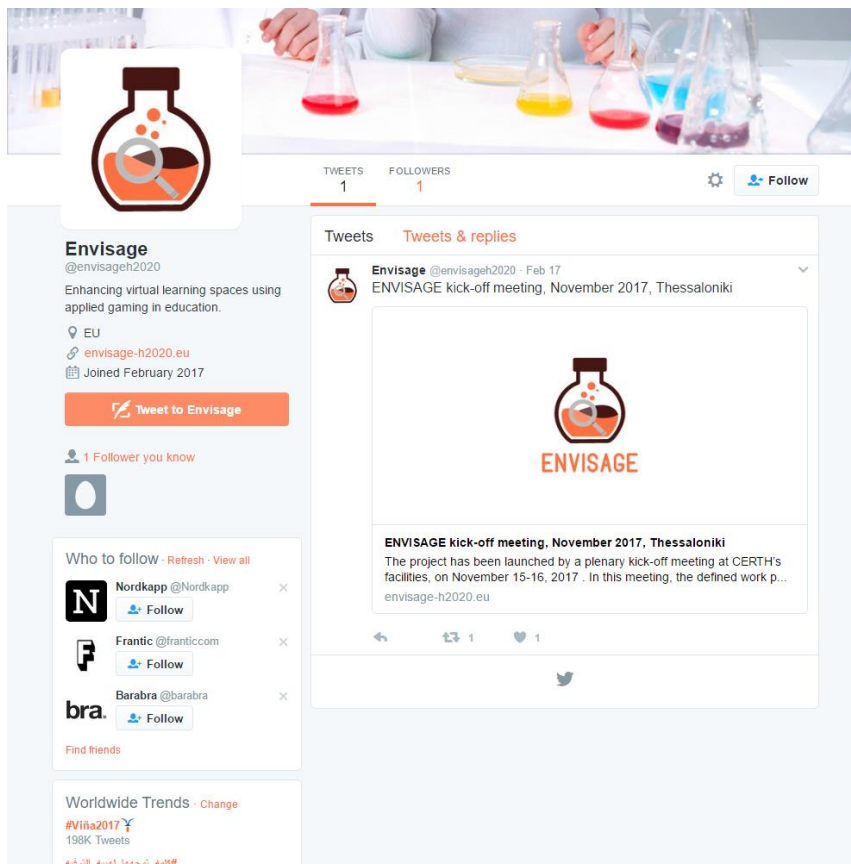
Generated social media accounts:

Facebook URL: <https://www.facebook.com/envisageh2020>



Twitter handle: @envisageh2020

Twitter URL: <https://twitter.com/envisageh2020>



Envisage
@envisageh2020
Enhancing virtual learning spaces using applied gaming in education.
📍 EU
🌐 envisage-h2020.eu
📅 Joined February 2017

[Tweet to Envisage](#)

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#Vina2017
198K Tweets
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Tweets · Tweets & replies

Envisage @envisageh2020 · Feb 17
ENVISAGE kick-off meeting, November 2017, Thessaloniki



ENVISAGE kick-off meeting, November 2017, Thessaloniki
The project has been launched by a plenary kick-off meeting at CERTH's facilities, on November 15-16, 2017. In this meeting, the defined work p...
envisage-h2020.eu

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ENVISAGE Project
Enhancing virtual learning spaces using applied gaming in education

ABOUT | EDIT PROFILE

ENVISAGE's interests

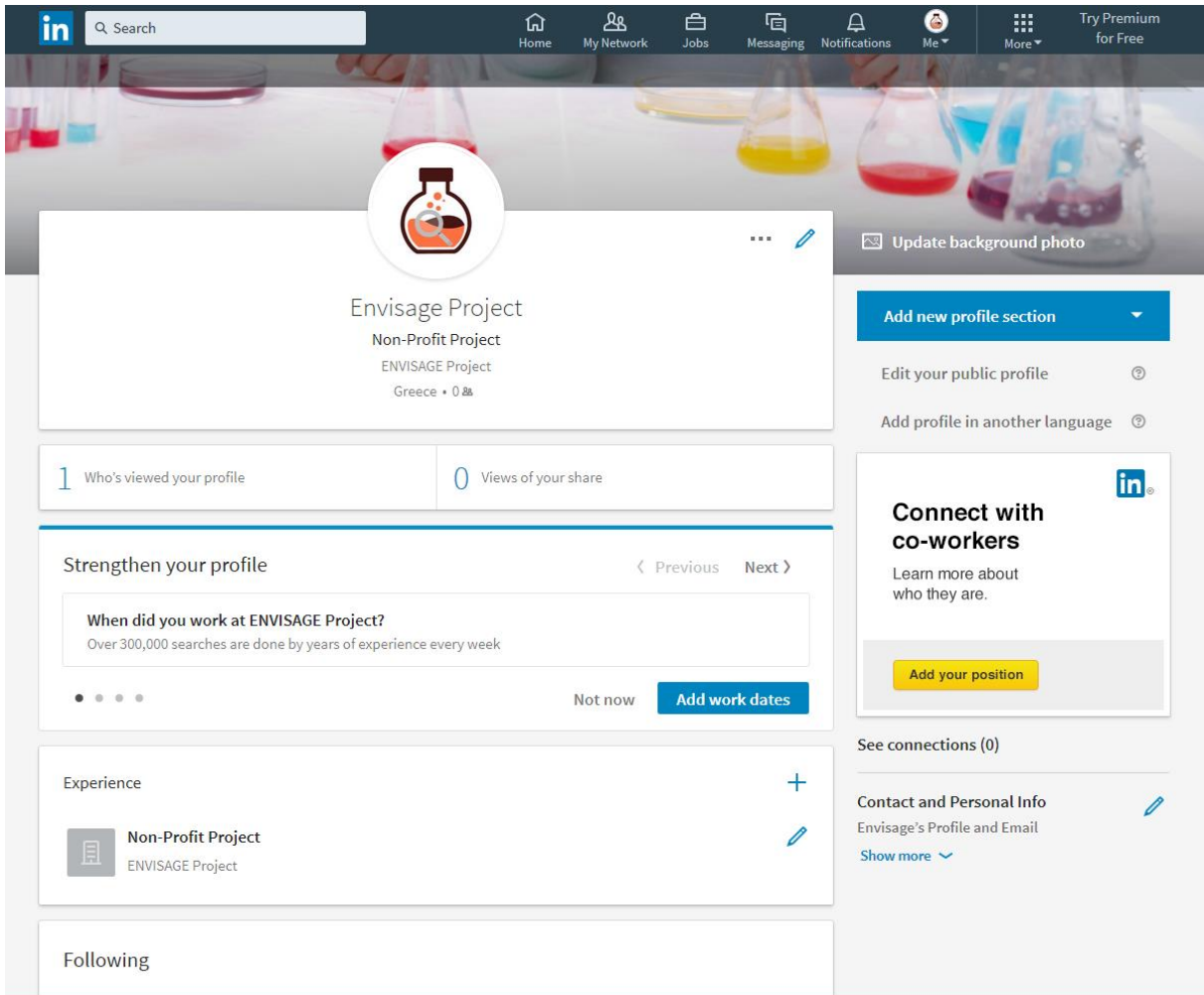
Create a collection

ENVISAGE's posts

Looks like you've reached the end

Region
Google+ for your brand
Privacy Policy - Terms of Service - Maps Terms
©2017 Google

LinkedIn URL: <https://gr.linkedin.com/in/ENVISAGE>



The screenshot shows the LinkedIn profile page for 'Envisage Project'. The profile is categorized as a 'Non-Profit Project' and is located in Greece. The page features a navigation bar at the top with options like Home, My Network, Jobs, Messaging, Notifications, and Me. Below the navigation bar is a banner image of laboratory glassware. The profile header includes the company name 'Envisage Project', its type 'Non-Profit Project', and its location 'Greece'. There are two statistics: '1 Who's viewed your profile' and '0 Views of your share'. A 'Strengthen your profile' section prompts the user to add work dates for 'ENVISAGE Project'. The 'Experience' section lists 'Non-Profit Project' at 'ENVISAGE Project'. The right sidebar contains options to 'Add new profile section', 'Edit your public profile', and 'Add profile in another language'. It also features a 'Connect with co-workers' section and a 'See connections (0)' section. The bottom of the page shows a 'Following' section.

The social media accounts will be used frequently during the project's lifespan, to inform people about important or incremental updates. Also significant developments in related fields will be referenced through these accounts to further enhance the project's reach.

Social media posts can be created for example when a member of the consortium will attend a project related meeting or convention, or when a deliverable or software is available on the website.

As a side note, when creating a new entry on the website, the aforementioned social media accounts are automatically populated with a small description and a link to this entry, to further spread project exposure on the internet.

It is advisable to use a hashtag along with every social media post, so as to group related content together and make the search functionality easier. The suggested hashtag is noted below.

Hashtag: #ENVISAGE_eu

6 Summary

This document features material for disseminating ENVISAGE objectives and goals to different target groups, as well as for facilitating its communication activities. In particular, this deliverable reports on the project website, poster, leaflet and factsheet, as well as the project's social media accounts (i.e. Facebook, Twitter, Google+ and LinkedIn). A set of screenshots accompany every section of the deliverable to add more depth to the information provided about the dissemination material. Moreover, we have made sure to explain our motivation for organizing the content into the presented form by providing brief descriptions on our design and content choices.

7 References

- [1] Description of Actions - Readable form (requires authentication):
http://mklab.itι.gr/envisage/lib/exe/fetch.php?media=partb_envisage_sec1-3.pdf
- [2] ENVISAGE website: <http://ENVISAGE.eu>
- [3] ENVISAGE poster (requires authentication):
<http://mklab.itι.gr/envisage/doku.php?id=media:poster.pdf>
- [4] ENVISAGE leaflet (requires authentication):
<http://mklab.itι.gr/envisage/doku.php?id=media:leaflet.pdf>