Open Call: CreaTures Website Update

Overview

We are looking for a web developer/designer or a studio comfortable with WordPress development to help us continue building the website for a research project called CreaTures (Creative Practices for Transformational Futures). We expect the developer to be comfortable with developing plugins and themes using php, html and javascript together.

The website is located at www.creatures-eu.org and functions as the main information hub gathering details about the project's background and goals, the partners involved in the CreaTures consortium and their research activities. In the future, the website will also need to showcase some of the observations, data and research insights in highly visual ways. Therefore, we now need help in developing further key sections of the site that present some of the information in more dynamic and visual ways.

Background: CreaTures is a 3-year EU H2020 Transformations funded project coordinated by Aalto University in collaboration with a consortium of 11 partners. The project studies the role and impact of creative arts and design practices in supporting sustainable socio-ecological transformations. The CreaTures project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 870759 and funding terms must be agreed to with all receivers of funding.

The proposal/offer needs to consider the following:

1. Selected subcontractor will not start from scratch but will build on top of an existing framework.

We have started building a custom made Wordpress template that integrates the visual image of the project, and that responds to the information architecture we need for the site. Templates for main pages and posts are mostly ready (or will be in next weeks) but some iterations on them might be needed in the future as we keep creating more content and advancing our research. The current version is modular enough and it should not be a problem to extend it.

2. We are hoping to work with someone who can do iterative and incremental changes that can be deployed live and that can help us (and the CreaTures consortium) refine the concept.

We hope that the website helps us do our work and that we can evolve it as we learn more about what we are doing through our unfolding research (as this is a 3-year research project, we don't have all the content ready at the moment). We will need to have a "staging" site on a sub-domain of the current creatures-eu.org website for internal viewing and feedback only (with access limited to core project members), in such a way that from there things can be moved to the production site.

Current website structure

The website (and the project) is structured around 4 main sections

- **Observatory,** This section is basically a database with entries (posts), each one identifying and mapping existing **cases of transformational creative practices**. The main landing page and the case template (post) and structure are done. A network map visualization/interface needs to be developed for the cases so that visitors of the website can explore these cases in relationship to each other and we can develop ways to relate and compare them (see https://www.storiesofchange.ac.uk/library#tab-network for an example of what we have in mind and https://graphcommons.com/graphs/980d936d-92fc-4e12-9702-1b21eb55ff33 for a sketch of some of our current data).
- **Laboratory,** This section is a database with entries (posts) for **Experimental Productions (ExPs)** that the CreaTures project is producing in different parts of Europe. The main landing page, and the template and structure for the ExP entry already exist. We need in addition a couple of alternative interfaces / visualizations so that visitors of the website can browse and learn more about the ExPs in different ways. We envision these can be a timeline view and a calendar view where users can browse through the different existing ExPs based on their location in time.
- **Evaluation,** For now, this section is a simple static text and images page explaining background ideas for how to evaluate creative practices. In the future, we will need some subsections (with texts and images) and a collection of related downloadable resources related to evaluation (PDFs).
- **Engagement,** This section presents the different activities and events we are organising to engage with different stakeholders. Aside from live events, such as panel discussions, seminars and workshops, we will be also producing zines and podcasts. Some of these engagement activities are related to the Laboratory ExPs and the Observatory Cases. We need a proposal for how to structure the different subsections. The Engagement events (posts) need to be shown also in the calendar and timeline views of the Laboratory (together with the ExPs, as they will often be related to each other).

In addition to these 4 sections, we have a few other sections offering general information about the project: About, Team, Contact, News, etc which are standard and more or less ready. They would only need minimum maintenance or upgrades. The **Resources** section is now only a simple list with links, We need to collect here all deliverables and other outputs of the project like: research articles, reports, audio files, images and guidelines (many of these are mostly PDFs and/or links to other repositories). The current list needs to evolve, as in the 3 years of the project we are likely to produce many resources (of different types) that will need to be organised in an efficient way on the website (subsections? filters?) so that visitors can find them.

Website components to be developed

We need to have some preliminary versions of most of these bits to be live in the next 2 months. We need that by june 2021 the whole site is complete and from then on it will be mostly small iterations. More detailed milestone timeline needs to be defined with selected subcontractor before signing the contract

I. Network map visualization/interface for **Observatory** that shows the different Case entries and their relationships as an alternative entry point to navigate through the Cases (v1 due January 2021, v2 May 2021)

II. **Calendar and timeline view (or other if better idea comes to us) for Laboratory ExPs and Engagement Events** (v1 December 2020, v2 May 2021)

III. Resources section Repository of all reports, guidelines, tools, and other outcomes created throughout the project. Each resource entry should be searchable/filtered by type and if related to an ExP or a Case or an Engagement event, it should be linked to them. **(**v1 March 2021, v2 TBD)

IV. Social media integration. We don't have a lot of resources for creating news content and we are already communicating a lot via social media, so we would like to consider the possibility of e.g. only making invitations for our ExPs and Engagement events on Twitter, in such a way that they can be turned into content (news posts) on the website. Thus, we would like to integrate our Twitter feed in the website in a couple of ways 1) a feed(s) of selected posts (filtered by a hashtag) 2) a way to automatically create news posts from some of those filtered selected tweets. (TBD)

V. Integration of various surveys and other forms. For participants in our ExPs and other research activities, we will need to ask them to fill a series of consent forms before and after they participate. We will also have various evaluation and feedback forms.. Those forms are being implemented in third party services like Qualtrics or Webropol (provided by our consortium University partners that fulfill GDPR standards). We need an elegant way to include links to them in different parts of the website according to the project's needs. (TBD)

VI. General updates and maintenance (things to define)

- Minor changes and updates to the homepage, landing pages and post templates of the website will need to be done when we have used the website for a few months and learn more about how it works (or not). (All through until the end of the project in 2022)
- One of the CreaTures project partners is in charge of developing a Glossary of terms for the project. There will be an online version of this Glossary (developed by another third party, commissioned by the partner in charge) that Glossary should be linked to the website, as those terms naturally appear in the different texts in the main website. We would need assistance from our CreaTures main website developer to provide information about the information architecture to the third party so that the integration can be made (to happen in 2021).

The recruited website developer will:

- iterate the current website infrastructure and develop the new components (as specified above)
- throughout the project, help with troubleshooting, and respond to queries from the team at Aalto (frequency and scope to be discussed - Project ends in 2022).
- The scope and timeline for each iteration can be described in more detail and agreed with the subcontractor.

If you are interested, please send us an offer including:

- A budget estimate, including costs for maintenance/update until the end of the project, December 2022 (Note: our hosting provider Seravo offers good infrastructure to update plug-ins and so on)
- Portfolio with examples of previous work in the area – websites of similarly-complex projects and / or with similar aims
- Initial ideas and comments on the proposed structure and timeline
- Please submit your offer by Sunday 15th November 2020 (we will invite selected offers for a short interview)

Please send your offer to / contact us if you need more details: andrea.botero@aalto.fi