



D2.5

Publicity Material

**HaS-DARIAH**

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0.2	13/12/16	Marco Raciti	DARIAH	Review and implementation of comments
1.0	31/12/16	Jakob Epler	UGOE	Final version

## Executive Summary

This document details publicity material, which was produced for the DARIAH-ERIC in the framework of the Humanities at Scale (HaS) project.

<b>Nature of the deliverable</b>	
R	Document, report
DEM	Demonstrator, pilot, prototype
✓ DEC	Websites, patent fillings, videos, etc.
OTHER	
<b>Dissemination level</b>	
✓ P	Public
CO	Confidential only for members of the consortium (including the Commission Services)
EU-RES	Classified Information: RESTREINT UE (Commission Decision 2005/444/EC)
EU-CON	Classified Information: CONFIDENTIEL UE (Commission Decision 2005/444/EC)
EU-SEC	Classified Information: SECRET UE (Commission Decision 2005/444/EC)

## Disclaimer

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## 1. Introduction

DARIAH became an ERIC in August 2014. Most of the publicity material, which had been produced in this early stage, was either outdated or consumed in 2015. Thus there was a need for adequate material to help encouraging usage of the DARIAH infrastructure by its user communities, and to highlight innovative features of the project. Additionally branded material was required to equip conferences and meetings. Humanities at Scale work package 2 “Dissemination and Innovation” delivered that in late 2016.

Most of the publicity material was focused on raising awareness of the infrastructure itself. Consequently, it was decided to give adequate prominence to the DARIAH logo. However, more specific Humanities at Scale material was produced for specific project meetings and workshops. When possible, appropriate visibility of European Union Funding was given, according to the article 38 of the Grant Agreement.

## 2. Process

As a first step proposals for possible items were gathered during meetings of the DARIAH Coordination Office (DCO). Additionally desk research on publicity material from other ERICs and research projects helped define a range of possible material. As a last step several companies were asked to deliver cost estimates for a final collection of publicity material.

## 3. Publicity material for DARIAH

On this basis a variety of publicity material was designed, produced and distributed during October and November 2016 during DARIAH and other Digital Arts and Humanities events. The material featured the DARIAH logo in a slightly revised version. The color scheme was changed to a dark blue to give it a modernised and more technical look. It was well received and included the following items:

### 3.1 DARIAH Flyer

The Flyers were created with the help of a publicity bureau. The agency was chosen because they offered a unique method for the creation of the flyer’s contents: complexity reduction. The contents was drafted by DARIAH-EU’s communications officer and rewritten by the bureau according to standards, which ensure an easy to grasp and

motivating overview of the DARIAH-ERIC. Additionally graphic art was created to support the key messages included in the flyer. Both, contents and graphics were discussed in meetings of the DARIAH team, and details were revised by the publicity bureau.

### DARIAH folding flyer, front and back

**How can you benefit from DARIAH?**

DARIAH breaks down barriers to allow arts and humanities researchers to forge stronger networks and hence to make progress in their own work. The network creates access to scientific research data and digital research methods. *Many things are easier when working together* – for instance the formulation of research proposals or the development of new research tools, or developing an international research team.

**ACCESS**  
**TRAINING**  
**RESEARCH COMMUNITY**

DARIAH also advocates Open Access as well as the need for robust data management. Lastly, the issue of training the next generation of arts and humanities scholars is important to DARIAH, as sustainable digital scholarship relies on a creative research community skilled in the latest technological advances.

**How to participate:**

Just get in touch if you would like to become part of this exciting DARIAH network and are keen to learn about, apply or advance digital research methods to shape a new era of research culture for arts and humanities scholars.

**Contact:**

- @info@dariah.eu
- www.dariah.eu
- www.twitter.com/dariaheu
- www.dariah.eu/library/newsletter.html

**DARIAH-EU**  
Digital Research Infrastructure  
for the Arts and Humanities

**What is DARIAH?**

DARIAH is an infrastructure for arts and humanities scholars conducting or seeking to conduct research with digital tools, methods and resources.

## DARIAH folding flyer, inside


### Digital research

Researchers in the arts and humanities discover, reflect on and analyse human cultural and material traces to help understand how we constitute ourselves as individuals and as societies. They deal with a variety of artefacts, language productions, artistic works, performances, music and visual art.

Modern digital technologies enable the digitization and computer-assisted evaluation on these artefacts.

DARIAH helps researchers make these resources usable. These innovative methods mean that new questions can be asked of digital objects and collections.

### What is a research infrastructure?




DARIAH operates as a network in its capacity as a European research infrastructure. Dozens of institutions and thousands of researchers from many countries throughout Europe contribute to the organisation. They share know-how, data, services and digital tools, as well as organising joint projects and events to advance the cause of digital research.

DARIAH therefore enables pan-European research. Our aim is to create stronger networks and to accelerate and advance digital research in the arts and humanities. In this way, DARIAH contributes to shaping and improving this digital research environment for scholars in Europe, resulting in and enabling more innovative research approaches that will eventually benefit scholars worldwide.

### What does DARIAH offer?

#### Research Community


DARIAH is an infrastructure by researchers, for researchers. In DARIAH, researchers cooperate in self-organised working groups, investigating issues of importance to digital research that include a variety of studies on methods and resources, the establishment of standards, or the support for an Open Access policy in Europe.



#### Access


DARIAH also provides digital infrastructure, offering digital tools and resources developed by and drawn from its member countries for the entire DARIAH network and beyond.


The components of this infrastructure comprise a vast array of open source software, tools for data-mining, annotation services and publishing platforms.




#### Training

DARIAH organises workshops and summer schools, as well as providing training materials for digital humanities and information on courses in the digital humanities. DARIAH has set itself the goal of delivering educational resources that make the benefits of research data and the DARIAH research infrastructure clear and accessible not only to its members but also to all interested researchers in the arts and humanities.

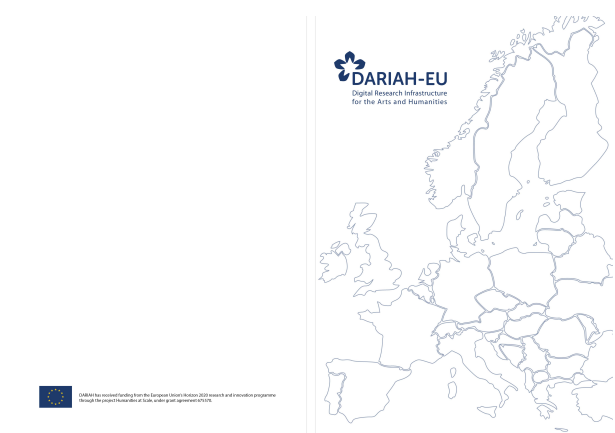






## 3.2 Conference folders

A total of 1,000 folders were ordered to equip conferences and meetings.



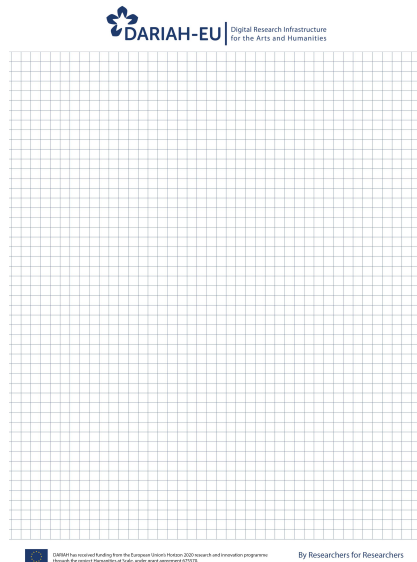
DARIAH conference folder, front and back

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### 3.3 Notebooks

A total of 1,000 notebooks were ordered to equip conferences and meetings.



#### DARIAH Notebook design

### 3.4 Flash drives

250 Flash drives were ordered. They feature DARIAH-EU prints as well as the URL of the DARIAH website.



#### DARIAH flash drives

### 3.5 Pens

1,000 ball pens were ordered to equip conferences and meetings. They feature the DARIAH-EU logo.



### 3.6 T-Shirts

250 T-Shirts were ordered. They feature the DARIAH-EU logo on the front, and the DARIAH-EU URL as well as the DARIAH slogan “For Researchers by Researchers” on the back. T-shirts were widely distributed during the DARIAH Winter School in Prague.



**DARIAH-EU T-Shirts**

### 3.7 Conference bags

300 Conference bags were printed.



**Conference bags at the DARIAH Annual Event**

### 3.8 Posters

A one-page conference poster was specifically created for the project. It summarizes project objectives and information. The poster has been adapted for being used in different DARIAH partner countries. For example, an English version of the poster was

presented during the DARIAH Annual Meeting in Ghent and a French version has been made available during the *Rencontres Huma-Num* 2016 in Lyon.



A **DARIAH-EU Project**



Humanities at Scale has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 675570



# HaS

Humanities at Scale

## *Fostering DARIAH Implementation Phase*

**What is Humanities at Scale ?**

**DARIAH** is an ERIC (**European Research Infrastructure Consortium**) for Arts and Humanities scholars working with computational methods. **There are currently 17 members.** It integrates various affiliated projects.

One of them is **Humanities at Scale (HaS)**, which is developed under the Horizon 2020 Program. It is set up to improve DARIAH in fostering new and sustaining existing knowledge in digitally enabled research in the arts and humanities. The project can be seen as catalyst (scaling) for the already existing Humanities resources, networks and infrastructures with regard to the European level. Launched in 2015, the project will end in December 2017.

**Core Missions**

In order to support the development of DARIAH, HaS aims at the following goals :

- **Developing** the DARIAH community
- **Expanding the knowledge within the digital humanities** by means of a pan-European training programme and by summer and winter schools, particularly in regions without a longstanding tradition in the digital humanities.
- Developing **core services** that allow a better access to the DARIAH contributions from different member states.
- **Facilitating open access** in the domains of research data (open data) and methods (open methods).

**Work Packages**

<b>Management</b>	<b>Growing DARIAH</b>
<b>Dissemination and Innovation</b>	<b>Training and Education</b>
<b>Integrating and Scaling National DARIAH Contributions</b>	<b>Open Methods Infrastructure</b>
<b>Open Data Infrastructure</b>	<b>Supporting the Lifecycle of Digital Humanities Basic Services</b>

**Consortium**



DARIAH-ERIC



GEORG-AUGUST-UNIVERSITÄT  
GÖTTINGEN



CNRS



Data Archiving and Networked Services  
**DANS**



AARHUS UNIVERSITET



FHP  
University of Applied Sciences



ÖAW  
Austrian Academy of Sciences



AKAASHMA



ABHINAV



Maynooth University  
National University of Ireland Maynooth



Consiglio Nazionale delle Ricerche



UNIVERSITÉ DU LUXEMBOURG



CIBERNETIKA  
University of Applied Sciences



Humanities at Scale poster

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### 3.9 Additional publicity material

Additional publicity material was printed for specific Humanities at Scale meetings and workshop: conference bags, pens, notebooks, conference folders and flyers. The HaS logo was in this case used to maximize the project impact. Where necessary, more material will be printed for future Humanities at Scale workshops and events.

### 4. Distribution

The new publicity material was already widely distributed during several DARIAH events in October and November 2016: DARIAH Annual Event in Ghent, Belgium; DARIAH Winter School in Prague, Czech Republic; DARIAH General Assembly in Vienna, Austria. Additionally pens and flyers were made available during the Huma-Num days in October 2016, Paris, France, as well as at the International Digital Humanities Symposium in November 2016 in Växjö, Sweden.