



Work package 1

Deliverable 1.6

i-MASTER project website and social media platforms

D1.6 i-MASTER project website and social media platforms

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1. i-MASTER Logo

The i-MASTER project logo conveys a sense of the maritime realm through the choice of colours, style, components and text. The positive colours are evocative of the nautical realm and the style is contemporary. The abstracted components of the logo convey a sense of the ocean and riverine domains, a hull and sails and nautical charts. The incorporation of a ships wheel and anchor into the i-MASTER section reinforces the themes of navigation and ship handling.

The logo comes in two forms: simplified with “i-MASTER” and extended with “Integrated Adaptive learning in Maritime Simulator-Based Education and Training with Intelligent Learning Systems”. The logo is available in PDF, JPEG and PNG formats. A simplified version has been produced for the website.



Figure 1. I-MASTER logo

2. i-MASTER website and social media platforms

In M1, a project website (<https://imaster-project.eu>) was established, and will be filled subsequently with public information about the i-MASTER project. The following social media platforms have also been established for i-MASTER.

- **LinkedIn:** <https://www.linkedin.com/company/i-master-horizon-europe>
- **Facebook:** <http://facebook.com/iMASTERHorizon>
- **Twitter:** http://twitter.com/i_MASTER_HE
- **Instagram:** <https://www.instagram.com/imasterhorizoneurope/>

In addition to this, video material for the public will be produced and published via YouTube (<https://www.youtube.com/>) and cross-linked with project website and other social media platforms.

3. Project website

The main aim of the i-MASTER project website is to provide information regarding the project activities and events as well as to provide accessibility and dissemination of the project results, allowing easy and free access to everyone who is interested in i-MASTER research and innovation.

The project website has the following purposes:

- I. Raising and enhancing public awareness of the i-MASTER project, and providing a portal to view the project's development, results and deliverables.
- II. Provide up-to-date scientific and practical information to a wide audience in an accessible and simple manner to ensure that the i-MASTER project engages with wide and diverse audiences.
- III. To be a repository for project resources that can be utilised by the i-MASTER project partners and, where appropriate, by the nautical sector and wider public. This repository aspect will assist in ensuring that the i-MASTER project's data and results have a legacy component for future research and developments.

The project website contains a library area where the public users could find various information related to EU Horizon Europe in general as well as the knowledge resources, research publications and deliverables created in the i-MASTER project in particular.

The project has a member only area (currently under development) which contains project grant agreement documents, minutes of meetings, deliverables, financial information, original proposals, etc. It will be used as a project resources repository for the project consortium, and will be fully functional and secured within a short period of time.

i-MASTER website recognizes the right of persons using the website to privacy and personal data protection.

The website reserves the right to change the information, texts, photos and news at any time and to any extent without prior notification to anyone using the website.

3.1. Site structure

The site structure is designed for usability, by a diverse range of viewers, and for the important aspect of search engine optimization (SEO). The website has the following structure as described below:

About i-MASTER

- Project objectives
- Work packages

Project partners

- Partners
- Researchers

Project news

- News & updates
- Events
- Library

Member login

- Member area

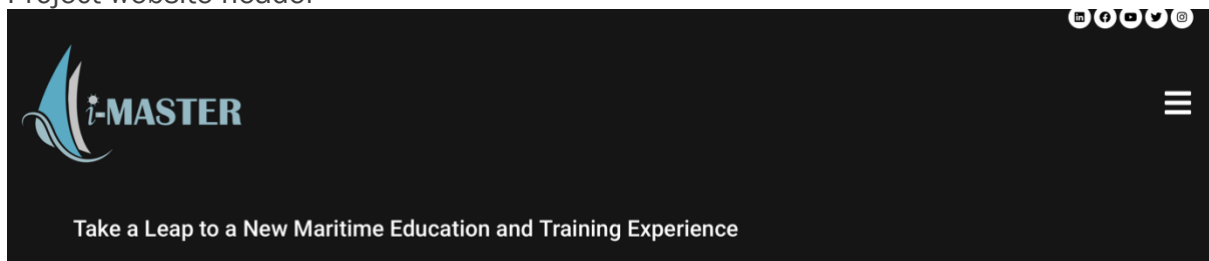
The i-MASTER project website has been developed in a way that contains a simple site structure that could be navigated easily and intuitively. During the i-MASTER project, the website format will be monitored to ensure that it is engaging and accessible.

3.2. Homepage






The homepage contains the followings:

- Header
- Footer that contains social media links, contact information, i-MASTER logo and project funding information
- Project goals and activities
- Project objective
- Work package (WP) information, WP tasks and lead participants
- Project partners
- Pop-up window for research collaborations
- Menu bar
- Acknowledgement of the European Union's role in supporting the project.







Project website header




Footer

 <p>© 2022 i-MASTER All Rights Reserved</p>	 <p>Latest News Here is the latest news and updates regarding the project.</p>	 <p>Events Join our kickoff, workshops and other research gatherings.</p>	 <p>Contact Us Contact the team for research collaborations</p>
	<p>Contact Us University of Tromsø – The Arctic University of Norway Mon – Fri, 8:00-16:00</p> <p>This project receives funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101060107.</p>  <p>www.imaster-project.eu</p>	<p>Quick Links Homepage Project News Member Area</p>	<p>Get Project Updates Be the first to know about our updates</p> <p>Email Address <input type="text"/> <input type="button" value="SUBSCRIBE →"/></p>

Project goals and activities

 <p>Analytical and Personalized Maritime Training New pedagogical tool to support teachers and students in maritime simulator training for better knowledge acquisition</p>	 <p>Research On Digitalised Navigation Performance Assessment Using technologies to facilitate effective assessment for learning and feedback</p>	 <p>Learn At Any Time, Any Where Learn maritime navigation at any time, any where.</p>
 <p>Enhanced Maritime Pedagogy Reshaping the way maritime training is conducted from the ground up.</p>	 <p>AI-Based Adaptive Learning Adaptive learning technologies help shape individual learning pathways for students.</p>	 <p>Designed for Flexibility and Adaptability Individually adapted training programmes, remote and on-site.</p>

Project objective




Horizon Europe R&I project

Integrating Adaptive Learning in Maritime Simulator-Based Education and Training with Intelligent Learning System (I-MASTER)

The primary objective of I-MASTER is to study and develop an Intelligent Learning System (ILS) with maritime learning analytics and adaptive learning function for students engaged in both remote and on-site maritime simulator-based education and training.

Work package (WP) information, WP tasks and lead participants

▲ WP1 - Project Management, Communication and Coordination



UiT The Arctic University of Norway

Lead Participant

Task 1.1 – Project management and administration: managing the day-to-day operation of the project according to approved plans, monitoring of the progress, schedule and resources, managing the data according to the FAIR principles of the EU

Task 1.2 – Innovation and societal impact management strategy development: maximizing the impact of the project throughout all stages and ensuring that the required outputs are prepared and delivered to the market in a timely manner

Task 1.3 – Communication and coordination: establishing and implementing a communication plan for the project, ensuring remote communication infrastructure is in place for the secure exchange of project information, results, deliverables, etc.

Task 1.4 – Data Management Plan (DMP), quality assurance and risk management: Implementing procedures for quality management, monitoring, tracking, and controlling deviations and risks throughout the project duration to ensure effective implementation

- ▶ WP2 - Review of State-of-the-Art ILS Technologies and KPI Development
- ▶ WP3 - Development of Ship Simulation Scenarios, Learning Resources and Performance Standards
- ▶ WP4 - Maritime Learning Analytics Dashboard Development, Experimental Testing and Expert Validation
- ▶ WP5 - Testable Prototypes of the Intelligent Learning System (ILS)
- ▶ WP6 - Intelligent Learning System (ILS) Advancement and Integration
- ▶ WP7 - Implementation & Evaluation
- ▶ WP8 - Dissemination, Exploitation and Impact-Maximization Activities

The home page is inviting and accessible with a dynamic content format that encourages the viewer to explore further down the page and reach more content and connections, that, in turn, provide more detailed and focussed information that is of relevance to the viewer's specific needs and interests.

The format has clearly recognisable sections, such as the social media icons and index symbol at the top right, along with the contact details at the bottom. The i-MASTER home page offers a range of ways in which the viewer can learn more about the project and engage with it at a deeper level through direct contact or by following the project as it develops. The home page acknowledges, in text and with an icon, that the project is supported by the European Union.

3.3. Access

The website is publicly accessible on www.imaster-project.eu. The i-MASTER website contains a set of members-only pages with a member area. The users need to log into their account in order to access the member area content, manage the information, upload or download project grant and other administrative files.

All project consortium members will be given a username and password (equal to login details) by the project coordinator team. This area is under development, and it is projected to be finalized in a short period of time. Once they have the login details, they can login into their user account to change their password.

4. Website management and further development

The project website (imaster-project.eu) (excluding the websites linked to from this website) is developed, hosted, operated and maintained by the coordinator. Each member in the project consortium has the responsibility to ensure that their section and description is up-to-date with the latest development. At the time of its development, the project website is only available in English. The news or other content maybe translated by different partners in the consortium.

The content of the website will be updated constantly until the end of the project.

5. Social media platforms

Social media platforms have an increasingly important role in research and education and it is an inseparable part of open science. i-MASTER has established the following social media platforms to be used during the project duration:

LinkedIn: LinkedIn is a social platform that is primary used for professional networking and career development.

Facebook: Facebook is an online social media and social networking platform.

Twitter: Twitter is a social networking site where users broadcast short posts known as tweets.

Instagram: Instagram is a visual platform that could be used to showcase the project results and outputs with photos or videos.

Youtube: YouTube is a video-sharing platform where users could access and watch the videos.

The main reasons for using these social media platforms are:

- The choice of social media platforms is based on the need to appeal to a diverse range of potential viewers in a variety of formats. This will enable the i-MASTER project to disseminate research outputs to a wider audience.
- Social media is dynamic and developing way in which the i-MASTER project will build research and industrial networks that will assist in its dissemination, exploitation and communication (DEC) goals. This will assist in the specific need to enhance the project, reach the expected results and measure the DEC component of the project.
- Students and educators are increasingly utilizing social media in range of ways, formal and informal, to enhance their respective learning and teaching styles. The choice of social platforms will allow a range of learning styles to be deployed, ranging from the professional formalism of LinkedIn to Facebook's more organic online social media and social networking platform, and the visual realms of Instagram and YouTube.

All of the above-mentioned social media platforms have been established for i-MASTER project in M1. These platforms will be continuously developed, improved and enriched, in parallel to our project website.

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More information: www.imaster-project.eu