WHOLODANCE

Whole-Body Interaction Learning for Dance Education

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Deliverable 8.3

Updated dissemination materials (2)

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Introduction

This present document reports about additional dissemination materials produced in the second half of the project (M19-M36) and any modification, improvement and update occurred to the already existing ones. The deliverable constitutes the sequel of D8.2 (*Updated dissemination materials*) and D8.1 (*Dissemination and exploitation strategy plan and preliminary materials*), relative to the first reporting period (M1-M18). This report complements with D8.6 (*Second dissemination event*) and D8.8 (*WhoLoDancE Danceathon*), dedicated to the dissemination events organised and/or attended by the Consortium in the same reporting period, to provide a comprehensive overview of the entire dissemination activity of the second half of the project timeframe.

Following the *First review meeting* relevant to the first reporting period, held in Luxembourg on 07/09/2017, the relevant *Interim review report* compiled by EC experts enclosed a series of specific recommendations concerning the communication and dissemination activity:
"1. To publish the conceptual framework and generic principles developed by the project in a journal.
2. To pay more attention to dissemination of papers and materials already produced via website, social media etc.
3. To disseminate in mainstream media to the public, information about the technical innovations & cultural aspects of the project e.g. the first motion capture of Traditional Greek Dance and highlight preservation of culture aspects as well as technical innovation.
4. To engage more with the dance community, such as dance schools and companies, and focus dissemination activities on contacting potential users, e.g. through dance festivals, if possible."

To take into account these recommendations, the Consortium designed a series of measures to improve the Communication and Dissemination (C&D) strategy plan and enhance the project communication potential, both in terms of enlargement of outreach and of quality of contents and materials, to be put in place in the second reporting period. These actions included:
- A re-organisation of the project website in a more vivid and interactive way, to enhance functionality and readability and highlight project updates and initiatives;
- expansion of the project communication channels, with creation of new accounts (Instagram, Pinterest, Flickr, ResearchGate, YouTube), and promotion of audience engagement with regular posting and real-time feeds during project dissemination events;
- creation of an Open Access archive for project publications, deliverables and other research material (Zenodo);
- designed of a new logo more representative of the project concept, with a relevant re-design of the project graphic profile;
- organisation of dissemination events addressed to the dance community and general public at large, to enhance project visibility in the dance community and make dance practitioners engage with prototype tools to gather end user-feedback on their usability and potential added value.

Branding

In the last year of the project, the Consortium agreed to have a new logo prepared, which was meant to be more evocative and recall the WholoMove ICO initiative envisaged in the project exploitation plan. Consistently, the Consortium prepared a new graphic profile, infographics and headers for the website, social media channels and print-based dissemination materials, which were updated according to the new graphics.

Logo

The new logo was inspired by the sculpture "Dansende Golven" ("Dancing Waves" by Patrick Steen, 2008), placed on the seaside in Ostende, Belgium.

Figure 1. Patrick Steen, "Dansende Golven" (2008), Oostende, Belgium. Photo credits: Reimund Schmidt-De Caluwe (sdc-photo) 2015. Note: usage permission granted from the author.

Figure 2. New WhoLoDancE logo inspired by Patrick Steen's sculpture "Dansende Golven" (2008), Oostende, Belgium.

Communication channels
Website

Home page

The main page has been updated with the new logo and a coherent background graphic, and the layout was substantially re-conceived in a more dynamic, functional way.

Particularly:

- the box with "objectives" on the left was redundant, and substituted with an automatically flowing one showcasing upcoming dissemination events, initiatives and achievements (i.e., publications), placed on the right;
- the page was added a social media bar, directly linking to all social media project accounts and content archives (Twitter, Facebook, Instagram, Pinterest, Flickr, Vimeo, YouTube, LinkedIn, ResearchGate, Zenodo);
- the "WhoLoDancE keywords" section was removed, as not significant;
- the flowing photo gallery was made faster, while the video preview was modified to eliminate the auto play, which was a bit annoying to the visitor due to the noises of the performance.
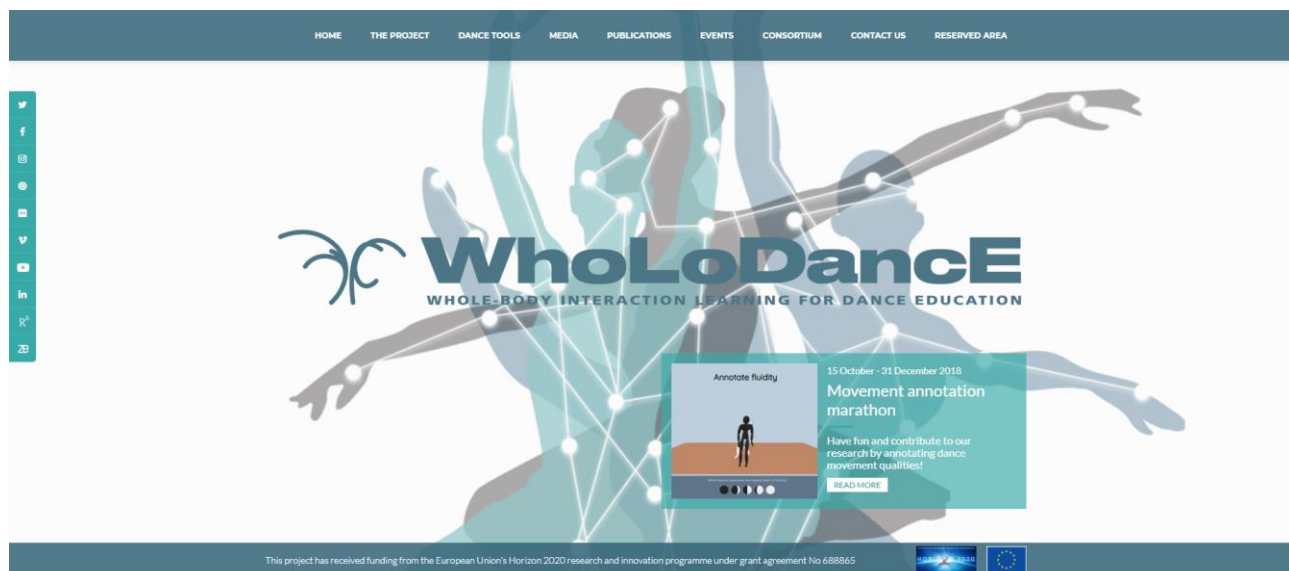

Figure 3. Preview of the new WhoLoDancE website home page

Menu

The overall menu was substantially optimised to update and enrich some sections ("Media", "Publications", "Events", "Consortium"), erase sections which were poorly used ("Media kit"), while adding some more useful ones, mainly showcasing project results ("Dance tools") or dealing with the final evaluation of the project tools, coordinated by Coventry University ("Reserved Area").

DANCE TOOLS

This page was inserted to showcase the project-developed tools as soon as they final prototypes were ready. It has been divided into three groups:
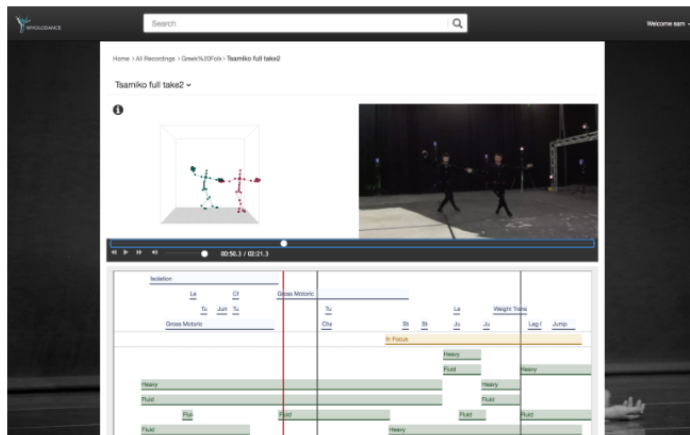
1. "Movement repository and data curation tools"
2. "Data- and model-driven applications for movement analysis and creation"
3. "Multimodal interactive systems for self-experimentation"

All tools have been described with name, screen preview and short description.

Upcoming: after the end of the project, whenever possible we will add further references (links, contact addresses, tutorials etc.) to ensure availability of the tools for potential users.

Figure 4. Preview of the Dance tools page of the WhoLoDancE website

MEDIA

This section has been re-organised and enriched:

- the "Photo" subsection has been organised in photo galleries, dedicated to the main events (motion capture sessions, public dissemination events and workshops at research conferences) organised by the Consortium;
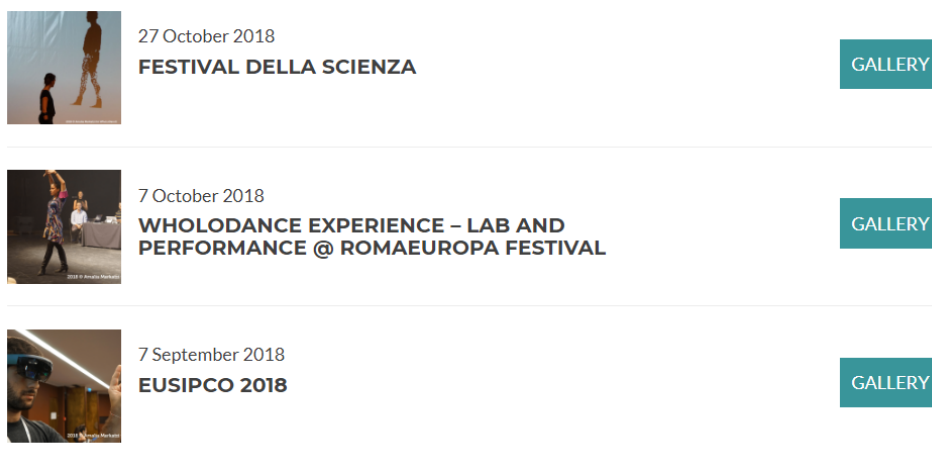- the "Video" subsection has been organised into thematic groups.

Figure 5. Preview of the "Photos" subsection, from "Media" section of the WhoLoDancE website

PUBLICATIONS

This section has been added to collect, showcase and make available all the peer-reviewed and ground-level publications produced by Consortium partners. The section is organised into three subsections:

- **scientific articles**, dedicated to peer-reviewed publications (journal articles and conference proceedings, all in open access), with links to the archived full-text article in Zenodo and, when possible, on the publisher's website and author's profile in ResearchGate;

- **project newsletter**, with direct download link for the PDF of the periodic newsletter, with news and progress status of the project implementation;
- **other publications**, dedicated to other types of publications (e.g., magazine articles).

Figure 6. Preview of the "Scientific articles" subsection, Publications section, of the WhoLoDancE website

EVENTS

The "Events" section has not substantially changed from the beginning of the project, but it has been continuously updated with planning of all the dissemination events organised/attended by the Consortium. This, together with the relevant box in the home page linking back to this section, has allowed to timely showcase the project events to further promote participation.

Figure 7. Preview of the "Events" section of the WhoLoDancE website.

CONSORTIUM

This section has been revolutionised to make it more appealing and cope with the need to have a reference in each involved country. To do so, the page has been added with a map showcasing the different partners in each country with the relevant contacts, and a brief description of the partners and its role in the project.

Figure 8. Preview of the "Consortium" section of the WhoLoDancE website

RESERVED AREA

This area has been conceived for the specific needs of the final evaluation of project tools carried out by Coventry University. The evaluation, conducted with both remote sessions and live meetings at the partner premises, required to have an area, accessible for selected people only with password, where all the tools were presented, described and provided with instructions and tutorials, together with reference contacts, links for accessing the tools and a google form for compiling a relevant survey. This section has proven very effective and was improved in time according to the feedback gathered from users in the different evaluation sessions.

Figure 9. Preview of the main page– on the left – and the "Movement annotation by comparison tool" page – on the right – of the "Reserved Area" of the WhoLoDancE website

Social media

In this second reporting period, the social media accounts of the project have been extensively used to showcase project initiatives, including dissemination events (performative dance-technology self-organised workshops, conferences, both for timely promotion and real time reporting), new publications and even research-related initiatives (e.g., the "annotation marathon" launched to promote the gathering of large amounts of annotation data for the training of the machine learning-based algorithms for automatic annotation of dance performances). Also, besides Twitter, Facebook and Vimeo, some additional accounts have been set up, such as Instagram, Pinterest, Flickr, YouTube and ResearchGate, to diversify and further enlarge the project audiences with different kind of contents (photos, videos, links, publications, etc.). Through the adoption of the Buffer social media management tool, it has been possible to prepare contents, customise them for the different media and post them simultaneously, to amplify outreach of project initiatives in real time.

Twitter

Besides updating the account page with the new logo and relevant newly-designed header, the Twitter account has been extensively used to showcase dissemination events (with timely promotion, real time and post event reporting with large use of Twitter Moments for all main project events) new publications and research initiatives (i.e., tools evaluation, annotation marathon). All the Consortium co-operated to the sharing of project account updates with their institutional (e.g., Casa Paganini, Athena RC) and personal accounts, further enhancing content sharing. The account reached 363 followers (retrieved: 20/12/2018).

Figure 10. Preview of the profile page of WhoLoDancE twitter account

Facebook

The Facebook project page has been mainly used to amplify most relevant twitter contents, but it has also represented a fundamental tool to promote the project events through the "Events" section, occasionally with targeted advertising campaigns. The page has reached 379 followers (retrieved: 20/12/2018).
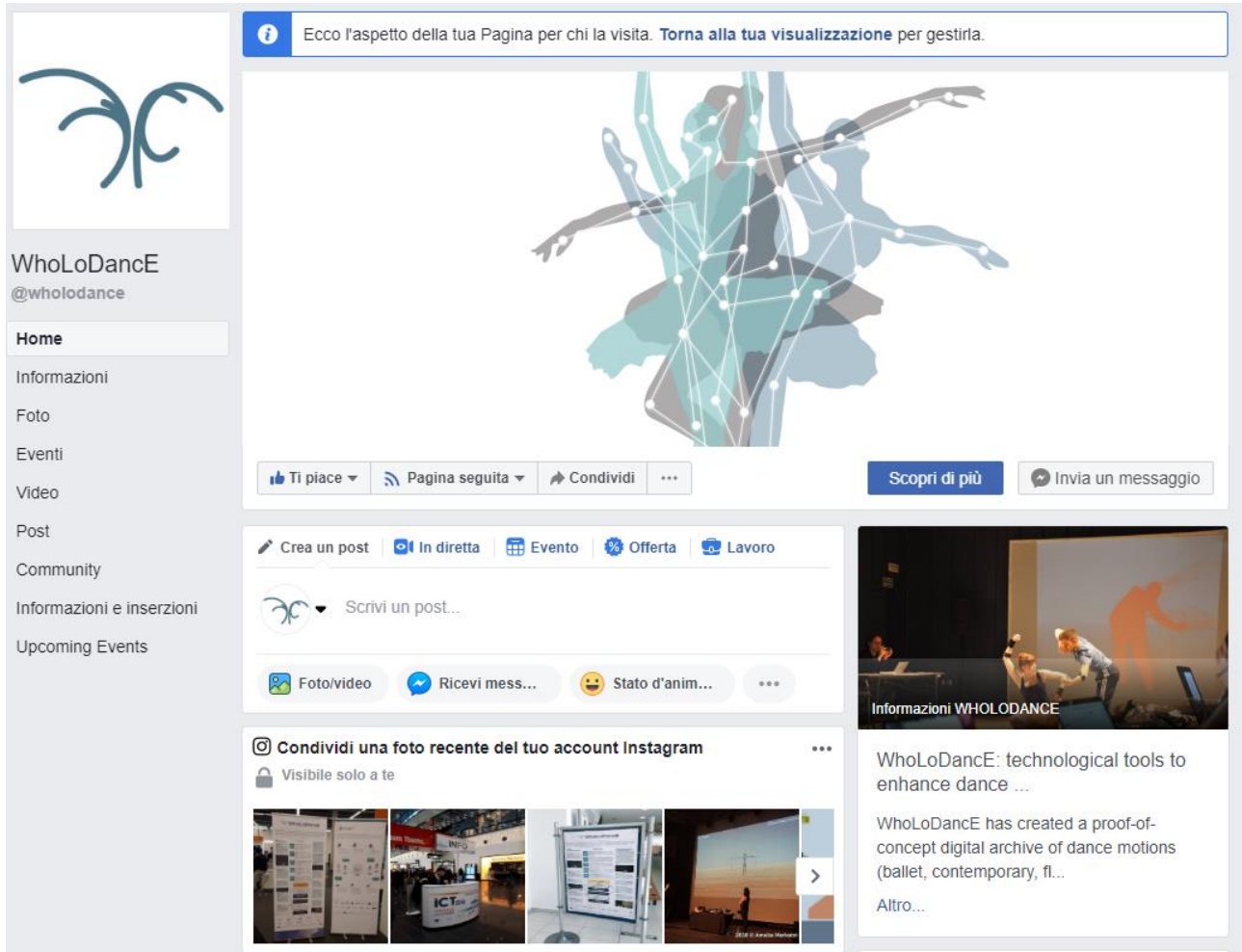
Figure 11. Preview of the WhoLoDancE Facebook page

Instagram

Instagram has been mainly employed to post photo and video content of dissemination events, particularly photos and brief videos taken during interactive performative workshops regarding project tools in action, dance performances, moments of public engagement (e.g., the audience involved in Greek folk dances or movement segmentation in flamenco) and hands on sessions (e.g., hands-on session of practitioners engaging with Choreomorphy, Low-end VR or sonification tool) through the use of "posts" and "stories".

Figure 12. Preview of the Instagram WhoLoDancE account

Pinterest

Pinterest is chiefly devoted to high quality (HQ) photo material, and it has been used to post the best photos of project motion capture sessions and dissemination events organised in dedicated boards, to build a project image as a reference for the themes of motion capture, ICT, dance, choreography, virtual reality.
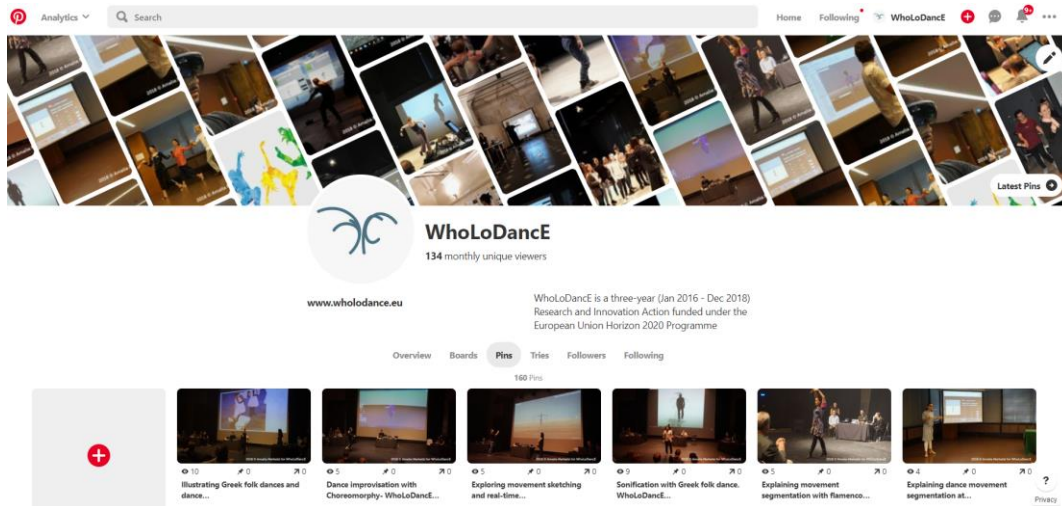
Figure 13. Preview of the Pinterest WhoLoDancE profile

Flickr

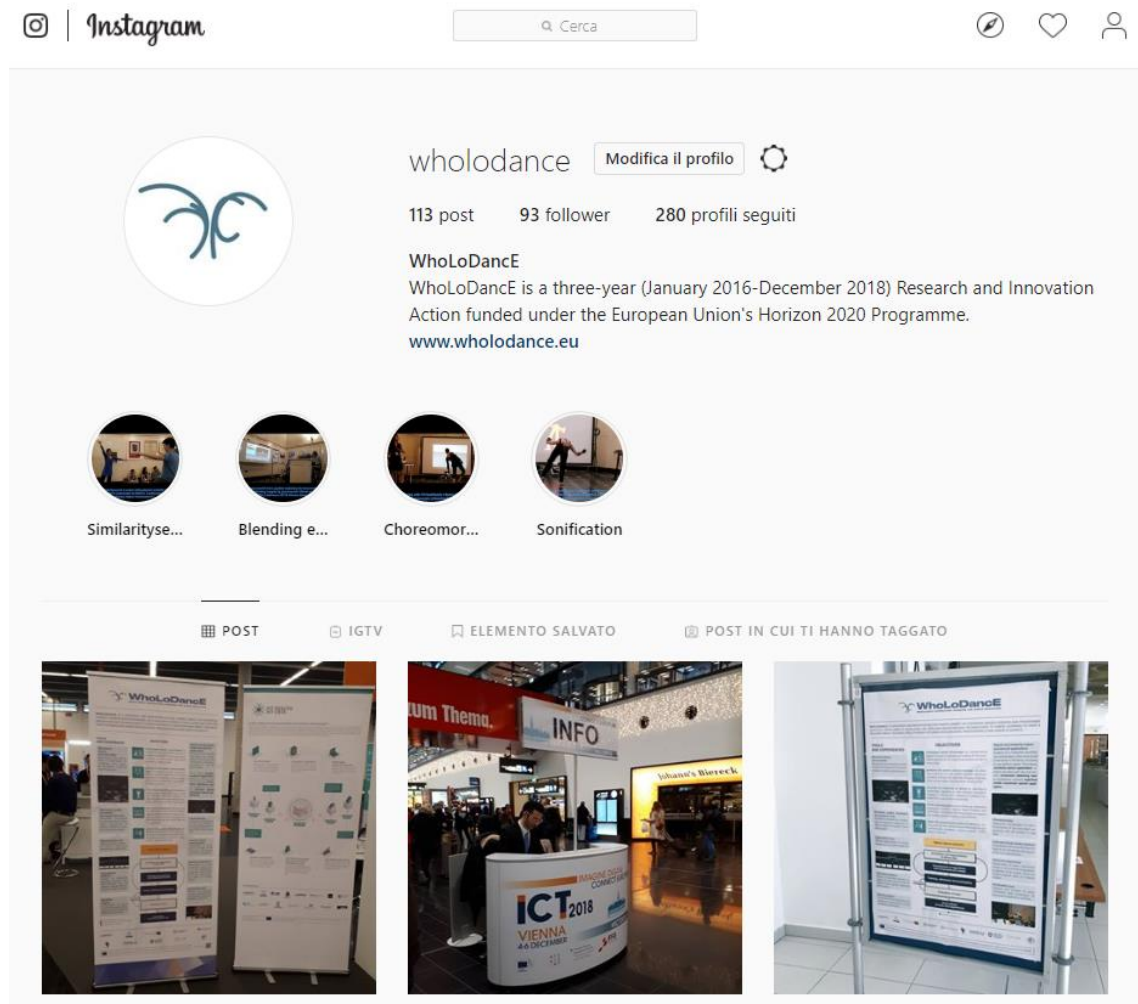Flickr has been adopted as the official photo archive of the project, to serve as a public source for any professional subject interested in producing media content on the project: the Consortium has deposited all the photos taken at motion capture sessions and dissemination events, organised in different "galleries", along with licence of use (CC BY-NC-ND 2.0, Creative Commons Attribution-NonCommercial-NoDerivs 2.0 Generic), tags, information on date, place, event and a relevant description.

Figure 14. Preview of the WhoLoDancE Flickr account

Vimeo

Vimeo has been used since the project inception as the video archive of the project, and it still represents the primary source of video materials, including motion capture sessions, teasers, video interviews to project partners, dance performances, dissemination events. In t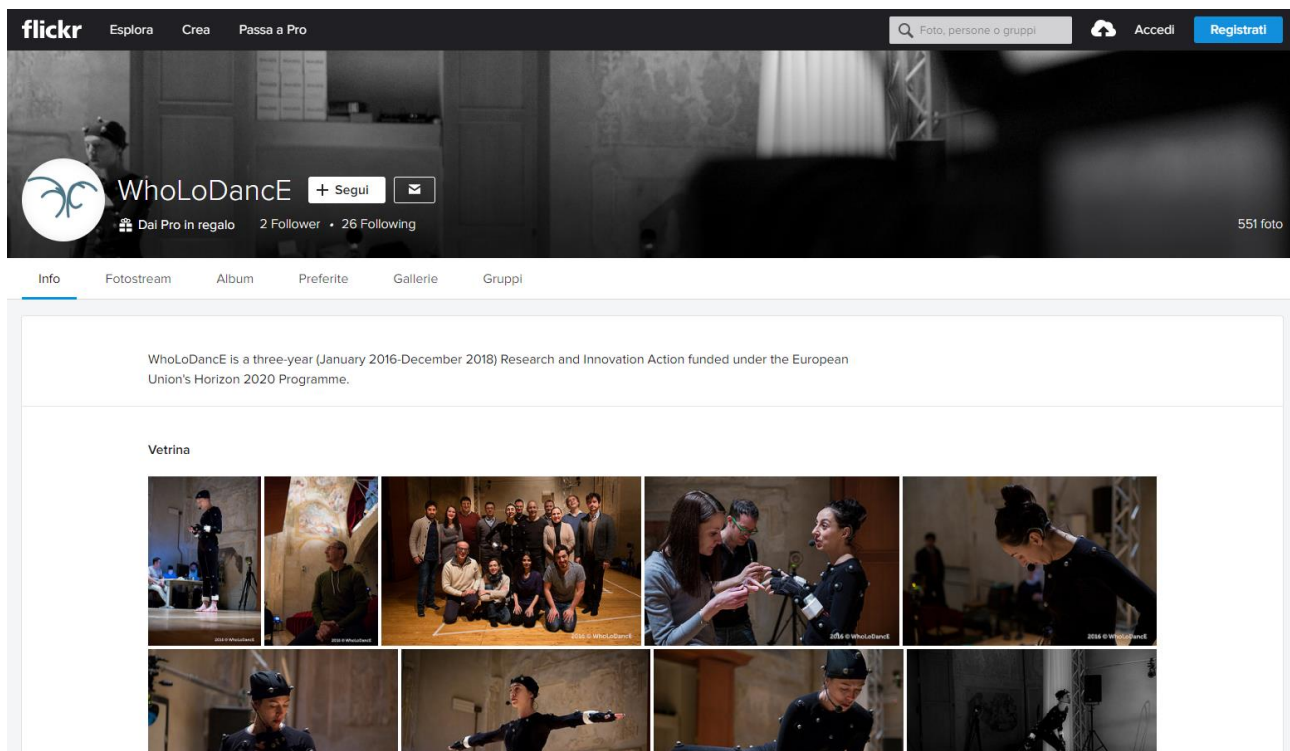his second reporting period, the account has been enriched with a teaser and some additional videos produced for the midterm review showcasing some specific tools (e.g., Choreomorphy, blending engine), tutorials produced by Consortium partner for the project-developed tools, a new teaser giving an overview of the project and short movie, shot at Casa Paganini (Genova), illustrating the potential use of the project tools for the creation of new choreographies.
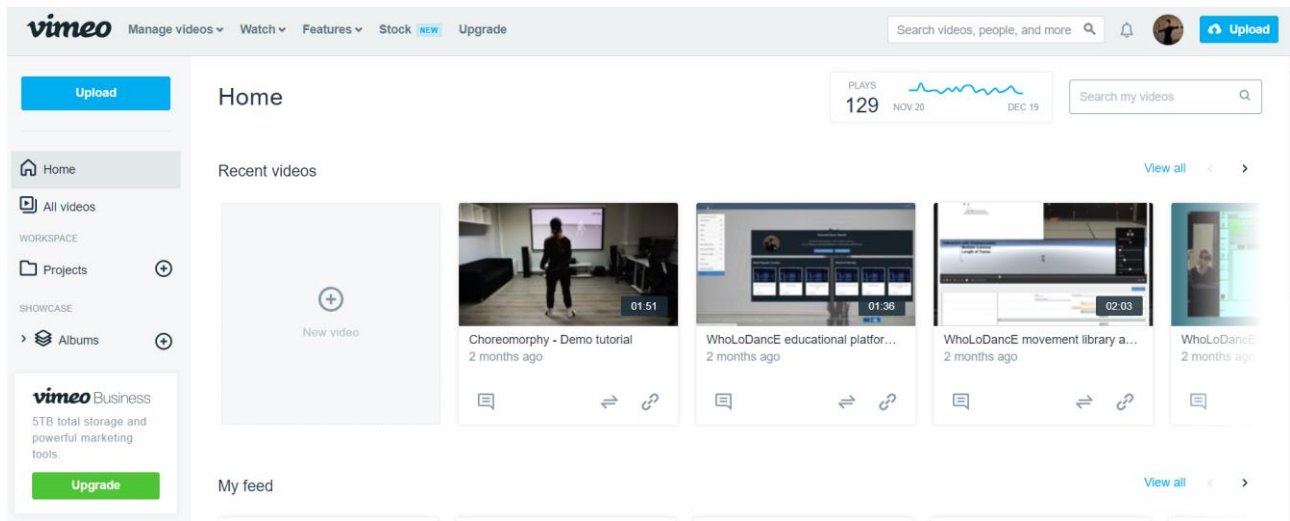
Figure 15. Preview of the Vimeo WhoLoDancE account

YouTube

A project YouTube channel has only been recently created to upload the teaser produced for the "EU Science & Innovation" account media dissemination initiative and showcased on the relevant channel, for which a link to an official YouTube link was necessary. The channel is going to be enriched with other media contents, particularly videos dedicated to present project tools and relevant tutorials.
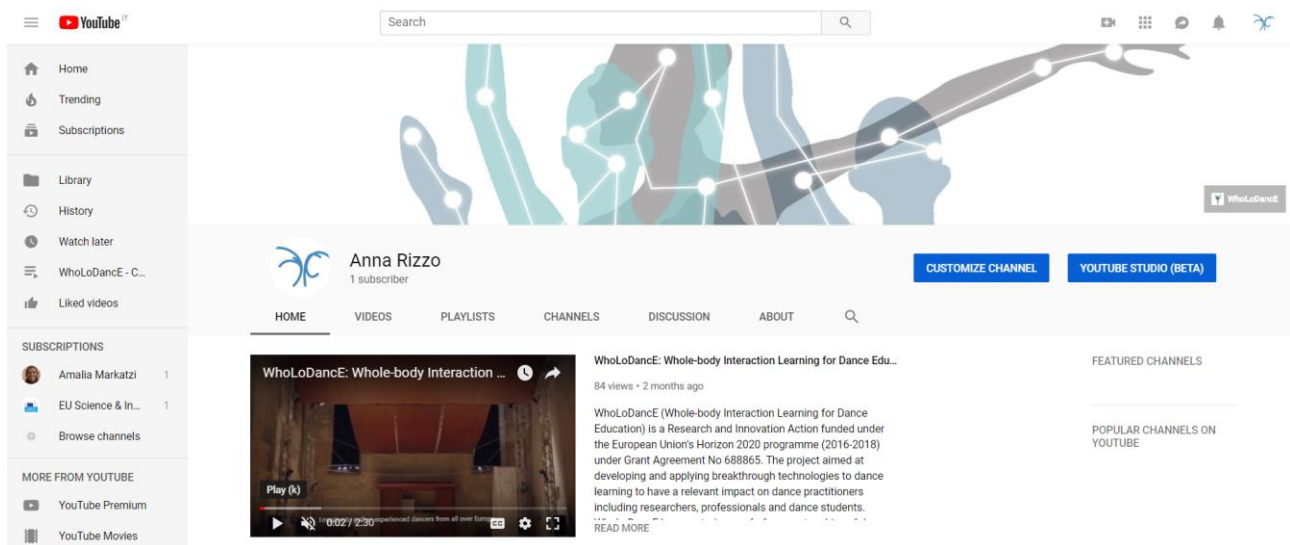
ResearchGate

A ResearchGate "Project" page has been created to illustrate project rationale, objectives and highlight peer-reviewed publications to researchers and academics in the field on ICT-movement and cultural heritage. The page has been enriched with the publications made by Consortium partners, directly downloadable from their personal profiles.

Figure 16. Preview of the ResearchGate project page

Research material archive

Zenodo

Besides showcasing part of the project materials (publications, public deliverables, etc.) on the webpage and ResearchGate, the Consortium has deemed important to create also a project-dedicated "community" in Zenodo, the Open Access research archive funded by CERN, the OpenAire project and the EC. Here, the Consortium has deposited all deliverables and publications, to enhance visibility and ensure the accessibility of the materials beyond the end of the project. All peer-reviewed project publications and public deliverables are in "Open Access" mode, while the confidential deliverables are archived there in "Closed Access" mode to be consulted by the Consortium only.

Figure 17. Preview of the WhoLoDancE Community in Zenodo

Communication and dissemination materials

Posters

A new poster was designed towards the end of the project in occasion of the participation to the EUROMED 2018 conference (Nicosia, Cyprus, 29 October - 3 November 2018). The poster presents an overview of the project (i.e., rationale, objectives and workplan) and its final results (i.e., a presentation of the project tools and main application scenarios). The poster has then been extended into a roll-up banner and showcased at ICT 2018 (Vienna, Austria, 4-6 December 2018) within the exhibition booth of another ICT-related EU-funded project, MyHealthMyData (MHMD).
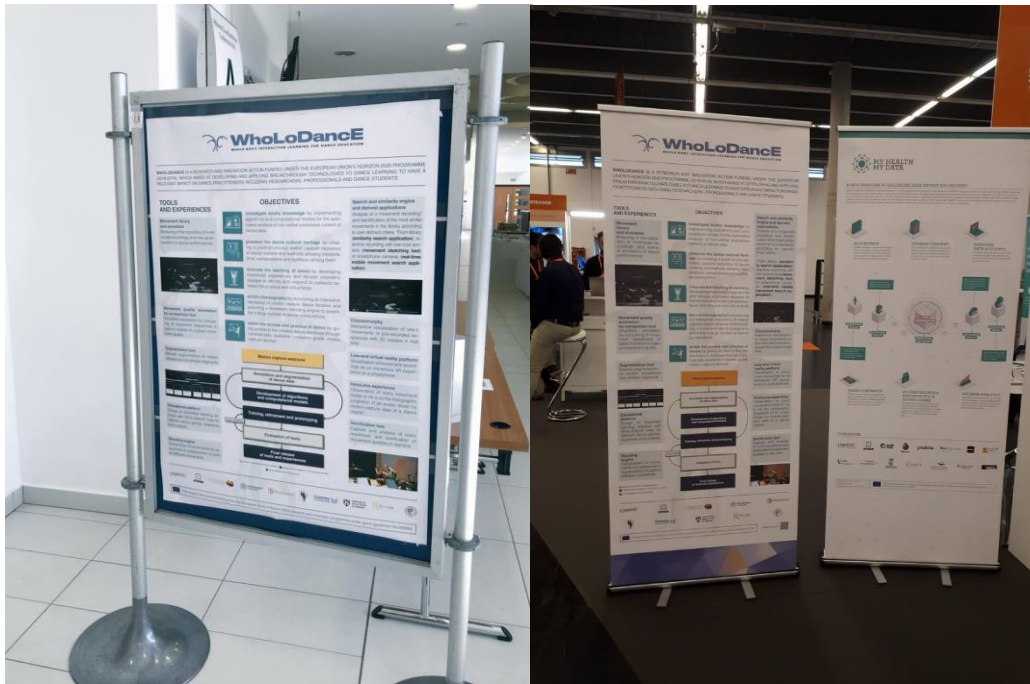
Figure 18. WhoLoDancE poster presented at EUROMED 2018 (Nicosia, Cyprus, 29 October - 3 November 2018) – on the left – and at ICT 2018 (Vienna, Austria, 4-6 December 2018) – on the right – in the form of a roll-up banner

Publications

Peer-reviewed publications

The second reporting period has produced several peer-reviewed publications including journal articles and conference proceedings in the field of dance research and education, cultural heritage, ICT and movement analysis. These publications have all been deposited and made available in Open Access on the project Community in Zenodo and on ResearchGate, as well as linked from the project website. The complete list (July 2017 – December 2018) is reported below.

PUBLISHED
- Rizzo, A. et al. *WhoLoDancE: Whole-body Interaction Learning for Dance Education*. in Proceedings of the Workshop on Cultural Informatics 41–50 (2018).
- Fiocchi, D., Buccoli, M., Zanoni, M., Antonacci, F. & Sarti, A. *Beat tracking using recurrent neural network: a transfer learning approach*. in 2018 26th European Signal Processing Conference (EUSIPCO) 1915–1919 (IEEE, 2018).
- El Raheb, K., Whatley, S. & Camurri, A. *A Conceptual Framework for Creating and Analyzing Dance Learning Digital Content*. in Proceedings of the 5th International Conference on Movement and Computing (ACM, 2018).

- El Raheb, K., Kasomoulis, Aristotelis Katifori, A., Rezkalla, M. & Ioannidis, Y. *A Web-based system for annotation of dance multimodal recordings by dance practitioners and experts*. in Proceedings of the 5th International Conference on Movement and Computing (ACM, 2018).
- Raheb, K. El, Tsampounaris, G., Katifori, A. & Ioannidis, Y. *Choreomorphy: a whole-body interaction experience for dance improvisation and visual experimentation*. in Proceedings of the 2018 International Conference on Advanced Visual Interfaces 27 (ACM, 2018).
- Wood, K., Cisneros, R. E. & Whatley, S. *Motion Capturing Emotions*. Open Cult. Stud. 1, 504–513 (2017).
- Buccoli, M., Giorgi, B. Di, Zanoni, M., Antonacci, F. & Sarti, A. *Using multi-dimensional correlation for matching and alignment of MoCap and video signals*. in 2017 IEEE 19th International Workshop on Multimedia Signal Processing (MMSP) 1–6 (2017).

SUBMITTED/UNDER REVIEW/IN PRESS

- Cisneros, R. E., Wood, K., Whatley, S., Buccoli, M., Zanoni, M., Sarti, A. *Virtual Reality and Choreographic Practice: The Potential for New Creative Methods*. in *Body, Space & Technology*. In press.
- Cisneros, R. E., Stamp, K., Whatley, S., Wood, K. *WhoLoDancE: Digital tools and the dance learning environment.* Under review.
- El Raheb, K., Stergiou, M., Katifori, A., Ioannidis, Y. *Dance Interactive Learning Systems: A Study on Interaction Workflow and Teaching Approaches*. Submitted

Newsletter

The second issue of the project newsletter has been released as a preview in October 2018 (in occasion of the "WhoLoDancE Experience" dissemination event within Romaeuropa Festival, 7 October 2018), with final release in November 2018. The issue, besides a general overview of the project activity, was meant to present the final prototype tools, the conclusive dissemination activities and showcase the exploitation plan (i.e., the ICO WholoMove initiative) envisaged by the Consortium to ensure sustainability of the project results.

Figure 19. Front cover, index and internal page of the second issue of the WhoLoDancE newsletter

Other

In 2018, the Innovate magazine published a project-dedicated article ("A new dimension of dance", Issue 20).

Figure 20. Preview of "A new dimension of dance", Issue 20, Innovate, 2018

Multimedia

Given the artistic and visual nature of the project, the Consortium has largely relied on photo and video material for its communication and dissemination. While instantaneous photos and short clips have been taken with mobile phone cameras during dissemination events and shared through real-time feeds on social media (Twitter, Facebook, Instagram) to showcase significant moments of project initiatives and tools in action, high-quality photos and videos have been shoot by Consortium partners or professionals, and deposited in the website ("Media" section) or multimedia archives (Flickr, Pinterest, Vimeo, YouTube).

Photos

A wide number of photos have been shot at dissemination events for C&D purposes. While low-quality photos made with mobile cameras for social media have been directly posted, the high-quality photos have all been converted in .png lower quality format and watermarked with author/project and year to protect the copyright (e.g., 2016 © WhoLoDancE) prior to publication on website, Flickr and Pinterest. Full resolution versions (.jpg) for print-use have been provided upon request to journalists and communication officers.

Figure 21. A collage of photos taken at dissemination events and representing project tools in action

Videos

Besides the short clips recorded during dissemination events for social media feeds, the Consortium has produced four main types of video materials, described below.

TUTORIALS

Tutorials were prepared to illustrate the project tools and their functioning to evaluators and end-users, which have been archived in the website ("Reserved area"), Vimeo, and will soon be published in YouTube, too; tutorials have been produced for *Choreomorphy, WhoLoDancE Educational Platform, WhoLoDancE Movement Library and Annotator, Movement quality annotation by comparison tool, Segmentation tool, Movement blending engine*.
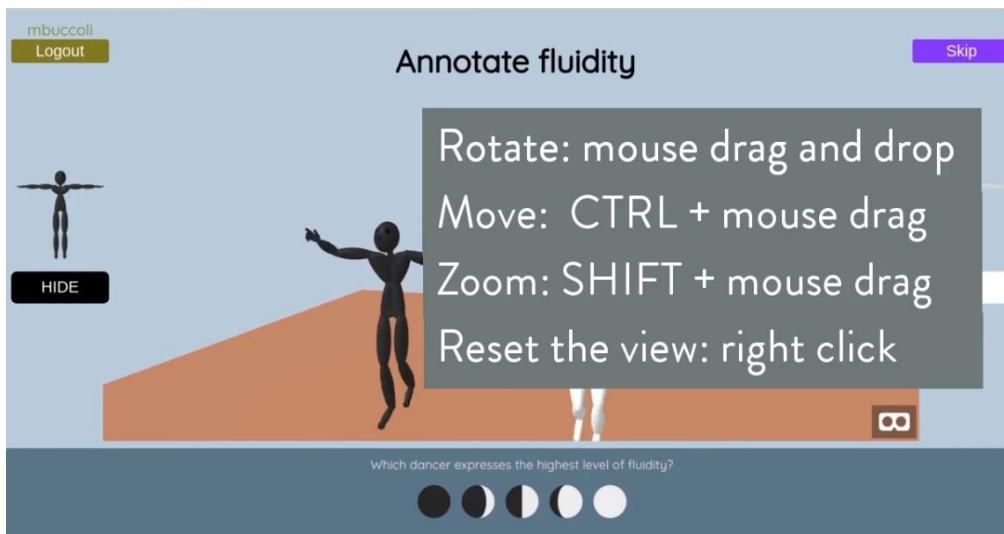

Figure 22. Preview of the WhoLoDancE movement quality annotation by comparison tool demo tutorial

TEASER

"WhoLoDancE: Whole-body Interaction Learning for Dance Education" is a 2:29 minute teaser which provides an overview of the project rationale, principles, research activity and results of the project from its inceptions till the end, making use of previous materials from motion capture sessions and tool demos as well as recorded materials from recent dissemination events. It has been produced in occasion of the *WhoLoDancE Experience* dissemination event within Romaeuropa Festival (Rome, 7 October 2018) and signalled to the EC for the "EU Science & Innovation" account, "EU-funded R&I projects" playlist.

Figure 23. Preview of the teaser "WhoLoDancE: Whole-body Interaction Learning for Dance Education"

SHORT MOVIE

The Consortium has also realised a short (15:14 minute) movie, entitled "WhoLoDancE: body movement and technology for enhancing choreographic creation". The movie, realised at Casa Paganini Infomus, illustrated an exemplificative use case of application of project tools (library, similarity search, movement sketching, sonification, blending engine) for the creation of new choreographies, from the initial conception of the dance sequence, to the consultation of the digital library and the realisation of a short performance by means of dance and real time sonification of movement qualities.
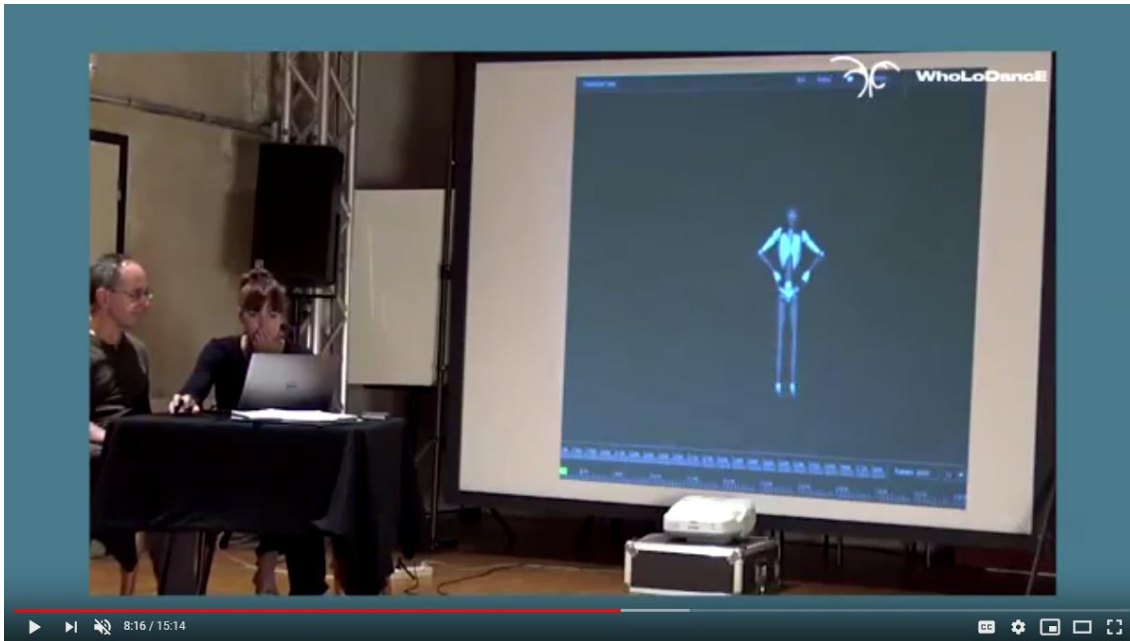

Figure 24. Preview of the "WhoLoDancE: body movement and technology for enhancing choreographic creation" movie

DISSEMINATION EVENTS

Consortium partners have also taken numerous short clips at dissemination events held during this second reporting period, partly used for the teaser partly for social media feeds, and possibly additional videos to be produced in the next weeks. A longer, 15-minute video of the WhoLoDancE Experience at Romaeuropa Festival is also in advanced preparation and will be published soon.