



care, judgment, dexterity

# ***CRAEFT***

## **Community Portal**

<b>Project Acronym</b>	Craeft
<b>Project Title</b>	Craft Understanding, Education, Training, and Preservation for Posterity and Prosperity
<b>Project Number</b>	101094349
<b>Deliverable Number</b>	D5.2
<b>Deliverable Title</b>	Community Portal
<b>Work Package</b>	5
<b>Authors</b>	Madina Benvenuti, Jelena Krivokapic



This project has received funding from the European Commission, under the Horizon Europe research and innovation programme, Grant Agreement No 101094349.

<http://www.craeft.eu/>

## Executive summary

This deliverable outlines the development, implementation, and evaluation of the Craeft Community Portal. It details how the portal is a one-stop-shop for practitioners, educators, innovators, researchers, and the general public, fostering collaboration and offering various resources. The document also describes the methods used to disseminate project outcomes and the ongoing feedback collection to refine the portal, ensuring its effectiveness in supporting European craftsmanship during and after the project implementation.

## Document history

Date	Author	Affiliation	Comment
31/07/2024	Nikos	FORTH	First draft.
05/08/2024	Madina Benvenuti Jelena Krivokapic	MDE	First draft.
16/08/2024	Xenophon Zabulis	FORTH	Feedback on the language and structure of the first draft.
26/08/2024	Valentina Bartalesi	CNR	Review.
27/08/2024	Madina Benvenuti Jelena Krivokapic	MDE	Final draft.

## Abbreviations

URL	Uniform Resource Locator
3D	Three dimensional
etc.	Et cetera: and other similar things

# Table of contents

Executive summary .....	2
Document history .....	2
Abbreviations .....	2
Table of contents .....	3
1. Introduction .....	4
2. Community Portal implementation .....	5
2.1 Domain name .....	5
2.2 Hosting .....	5
2.3 Design rationale .....	6
2.4 Key features .....	6
2.5 Technical components .....	8
3. Community Portal pages.....	11
3.1 Home.....	13
3.2 Objectives.....	16
3.3 Methodology.....	16
3.4 Consortium.....	18
3.5 Advisory board .....	19
3.6 Contact.....	20
3.7 Crafts dedicated pages.....	20
3.8 Pilots.....	23
3.9 Communities .....	23
3.11 News.....	24
3.12 Dissemination .....	25
4. Enhancing the Community Portal presence .....	27
5. Further steps .....	29

# 1. Introduction

The Craeft project is committed to preserving and enhancing the sustainability of European crafts through innovation, education, research, exchange, and community engagement. One of the goals of this mission is the development of the Craeft Community Portal, envisioned as a one-stop shop for craft practitioners, educators, innovators, and the general public across Europe. This portal is designed to foster a vibrant and collaborative environment where stakeholders can exchange knowledge, showcase their skills, and drive the future of European craftsmanship forward.

The Craeft Community Portal serves as a dynamic platform to unite existing craft communities while also expanding them through the project's robust communication strategies. By building a strong community identity from the start, the portal will provide practitioners with tools and opportunities to share insights, stories, publications, and masterclasses, and access a wealth of educational and training resources. This platform will also play a crucial role in disseminating the results and experiences of various pilot cases, using innovative methods such as experiential presentations and realistic 3D representations of craft artefacts to reach a broad audience.

To ensure the portal meets its goals, the Craeft team will regularly collect feedback to assess its usability, user experience, and overall impact. This ongoing assessment will guide improvements.

The purpose of this deliverable is to document the methodology, development, implementation, and evaluation of the Community Portal as part of the Craeft project. It illustrates how the portal has been set up, the methodologies employed, and the outcomes achieved in engaging and expanding the crafts community. This deliverable also provides a comprehensive overview of the portal's role in supporting the dissemination of Craeft's outcomes in education, training, craft design, and innovation, ensuring the project's sustainability and long-term impact.

This deliverable is structured in two key phases: the first draft, completed at M18, highlights the Community Portal's development and implementation phase, while the final draft, to be submitted at M36, will provide insights into the portal's assessment and offer recommendations for future developers of similar platforms. As the project progresses, the methodologies and implementation of the portal will evolve based on user feedback, ensuring continuous improvement and adaptation to the needs of the crafts community.

The Community Portal was initially developed by FORTH, and it is continuously upgraded and refined through the collaborative efforts of both MDE and FORTH. MDE plays a crucial role in managing the visual design, ensuring that the website remains aesthetically appealing and user-friendly. They are also primarily responsible for creating and uploading content, ensuring that the portal remains dynamic and up-to-date. On the other hand, FORTH provides vital technological support, addressing any technical issues that arise and ensuring the portal's stability and performance. This partnership ensures that the portal not only appears but also functions seamlessly, providing a reliable resource for the project's community and disseminating the Craeft outcomes.

## 2. Community Portal implementation

The Craeft Community Portal is an integral part of the Craeft project, serving as a digital hub for connecting professionals and the public in the multifaceted world of crafts. The portal is built upon a robust WordPress framework, leveraging various plugins to enhance functionality, security, and user experience. This section details the implementation strategy, including the design philosophy, key features, and technical components that make the Community Portal a dynamic and interactive platform.

### 2.1 Domain name

The domain name "craeft.eu" was the optimal choice to represent our project and emphasise its European identity. This URL will be featured across all communication and dissemination materials, becoming a key element of our online and offline presence. Additionally, the project URL has been registered with major international search engines like Google and Bing to enhance the Craeft project's online visibility.

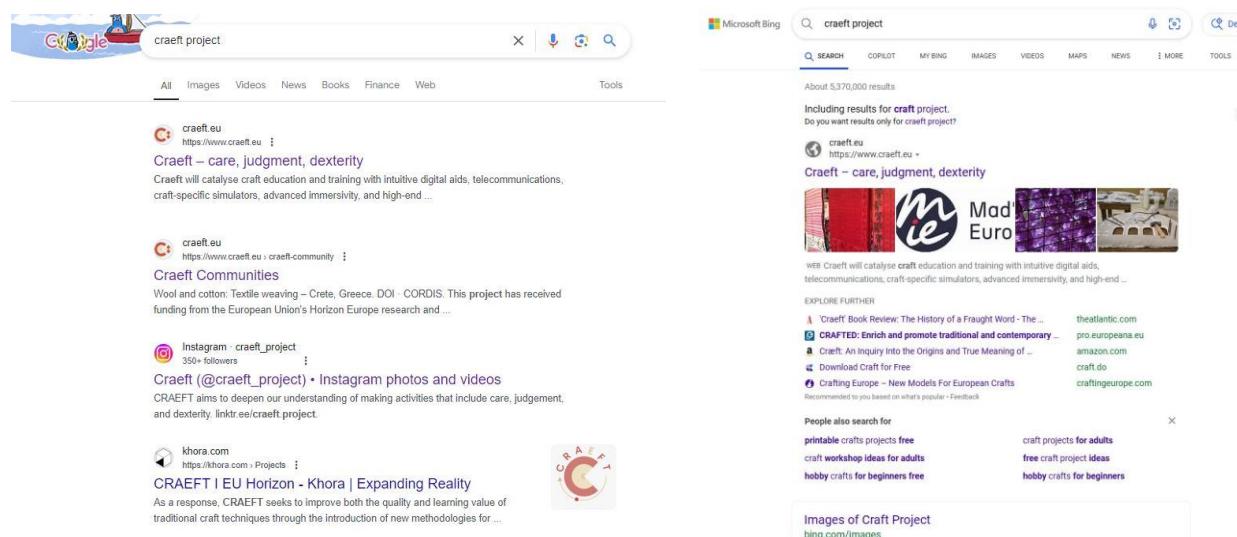


Figure 1. Presence of the Community Portal in Google and Bing search engines.

### 2.2 Hosting

The community portal is hosted at FORTH's data centre and particularly in the server virtualisation infrastructure of FORTH. For its implementation, a Virtual Machine with 4 CPU cores 16 GB of RAM and 200GB disk space was created and an UBUNTU Linux server distribution was setup. Due to the virtualisation infrastructure, the Virtual Machine can be expanded dynamically in terms of resources and weekly backups of the entire machine are maintained as a further measure to backing up the community portal code and data.

## 2.3 Design rationale

The Community Portal is an add-on to the existing Craeft project website, which provides comprehensive information about the project, including details on the eight representative craft instances (Glass, Porcelain, Clay, Marble, Silversmithing, Wood Carving, Wool Tapestry, and Wool and Cotton Textiles Weaving), pilot activities, news, and dissemination material. The portal extends these offerings by providing dedicated organizational facilities for each craft community, fostering a collaborative environment for education, training, innovation, and community building.

## 2.4 Key features

The Craeft Community Portal is designed to cater to the diverse needs of its users, offering a range of features that facilitate collaboration, learning, and innovation. Below are the key features of the portal:

### Dedicated Community Sections:

- **Craft-Specific Areas:** Each of the eight representative crafts (Glass, Porcelain, Clay, Marble, Silversmithing, Wood Carving, Wool Tapestry, Wool and Cotton textile weaving) has a dedicated section. These areas serve as specialized hubs where members can focus on their particular craft interests.
- **Content Aggregation:** Each section aggregates posts from its members, ensuring that relevant content is easily accessible and organized by craft type.
- **Resource Libraries:** Educational and training materials are curated and made available within each craft section. These resources include tutorials, best practices, historical insights, and innovative techniques.
- **Recognition and Networking:** Information about recognized craft practitioners and community members is highlighted, promoting networking and peer recognition within each craft community.

### User Registration and Access Control:

- **Secure Registration:** New users must register to access community features, ensuring a secure environment for all members. The registration process includes email validation and CAPTCHA to prevent spam.
- **Member Profiles:** Registered users can create and manage their profiles, which include information about their skills, experience, and contributions to the community.

### Interactive Discussion Forum:

- **Open Forum:** An inclusive discussion forum is available for all registered members, allowing for open and unrestricted craft-related discussions across different communities.
- **Topic Categorization:** Discussions are categorized by topics, making it easier for users to find and participate in relevant conversations.
- **Moderation Tools:** Forum moderators can manage discussions, ensuring they remain productive and respectful.

### Content Creation and Sharing:

- **Frontend Posting:** Users can create and submit posts directly from the front end, simplifying the content creation process. This feature supports the sharing of updates, insights, tutorials, and other valuable content.
- **Rich Media Support:** Posts can include text, images, videos, and 3D models, allowing for rich and engaging content.
- **Anonymous Posting:** Users have the option to post content anonymously, encouraging participation from those who may be hesitant to share under their real names.

### Asset Management and Visualization:

- **Digital Asset Uploads:** The portal supports the upload and management of large files, including high-resolution images, videos, and 3D models.
- **3D Model Viewer:** The Babylon 3D Viewer plugin allows users to upload and view 3D models directly within the portal, providing an immersive experience for examining craft artefacts.
- **File Management:** A comprehensive file manager is integrated to help users organize and manage their digital assets efficiently.

### Social Media Integration:

- **Social Sharing:** Users can easily share their posts and discussions on various social media platforms, increasing the reach and visibility of their contributions.
- **Widgets and Feeds:** Social media widgets and feeds are embedded within the portal, keeping users updated on the latest social media activity related to the Craeft project.

### Community Engagement and Networking:

- **Member Directory:** A searchable directory of members helps users find and connect with other practitioners based on their skills, interests, and geographical location.
- **Profile Views and Interaction Tracking:** Features like profile views encourage networking and collaboration among members.

### Learning and Development Tools:

- **Online Courses and Tutorials:** The portal hosts online courses and step-by-step tutorials tailored to different skill levels, from beginners to advanced practitioners.
- **Workshops and Webinars:** Information about upcoming workshops, webinars, and other live training events are regularly updated, providing opportunities for real-time learning and interaction.
- **Feedback and Assessment:** Users can receive feedback on their work from peers and experts, and participate in assessments to gauge their progress.

### Innovative Design and Technique Sharing:

- **Design Inspiration Galleries:** Curated galleries showcase innovative designs and techniques, serving as inspiration for community members.

- **Collaborative Projects:** Features that support collaborative projects allow members to work together on design and craft challenges, fostering innovation through teamwork.

## 2.5 Technical components

The implementation of the Craeft Community Portal relies on a robust suite of WordPress plugins, each serving a specific purpose to enhance functionality, security, and user experience. Below is a description of the technical components used in the portal:

### Posting Operations from the Frontend:

- **WP User Frontend** (<https://wordpress.org/plugins/wp-user-frontend/>):
  - **Functionality:** This plugin allows users to create and manage their posts directly from the front end, bypassing the need to access the WordPress backend. It supports various post types and custom fields, enabling users to submit content seamlessly.
  - **Customization:** Administrators can customize the post submission forms and control user permissions, ensuring that only authorized users can create or edit posts.
- **AccessPress Anonymous Post** (<https://wphive.com/plugins/accesspress-anonymous-post/>):
  - **Functionality:** Enables users to submit posts anonymously. This can encourage more contributions by providing users the option to share their thoughts and insights without revealing their identities.
  - **Security:** Includes spam protection and moderation features to ensure the quality and appropriateness of anonymous submissions.

### Security, User Validation, and Anti-Spam:

- **Advanced Google reCAPTCHA** (<https://wordpress.org/plugins/advanced-google-recaptcha/>):
  - **Functionality:** Adds Google's reCAPTCHA to forms to prevent spam and automated bot submissions. It ensures that interactions are from real users.
  - **Integration:** This can be integrated into login forms, registration forms, and comment sections to enhance security across the portal.
- **Login Security Captcha** (<https://wordpress.org/plugins/login-security-recaptcha/>):
  - **Functionality:** Adds an extra layer of security during the login process by requiring users to complete a CAPTCHA challenge.
  - **Customization:** Administrators can choose different types of CAPTCHA and customize their appearance and behaviour.
- **Ultimate Member – reCAPTCHA** (<https://wordpress.org/plugins/um-recaptcha/>):
  - **Functionality:** Integrates reCAPTCHA with the Ultimate Member plugin, adding CAPTCHA to registration and login forms for enhanced security.
  - **Ease of Use:** Simple to configure and helps in significantly reducing spam registrations.
- **Antideo Email Validator** (<https://wordpress.com/plugins/antideo-email-validator/>):



- **Functionality:** Validates email addresses during user registration to ensure they are genuine and not from disposable email services.
- **Security:** Reduces the risk of spam accounts and enhances the quality of the user base.

### Post Visualization per Community:

- **Advanced Post Block** (<https://wordpress.org/plugins/advanced-post-block/>):
  - **Functionality:** Provides advanced customization options for displaying posts within each community section. It supports various layout styles and filtering options.
  - **User Experience:** Enhances the visual presentation of posts, making it easier for users to find and engage with relevant content.

### Forum & Discussion:

- **Asgaros Forum** (<https://asgaros.com/>):
  - **Functionality:** A lightweight and easy-to-use forum plugin that facilitates community discussions. It supports multiple forums, topics, and replies.
  - **Features:** Includes user profiles, notifications, and moderation tools to manage discussions effectively.
  - **Customization:** Administrators can customize the forum's appearance and structure to align with the portal's design and community needs.

### Assets Management and Digital Assets Visualization:

- **Babylon 3D Viewer for WordPress** (<https://github.com/eldinor/babylon-wordpress-plugin>):
  - **Functionality:** Allows users to upload and view 3D models directly within the portal. This enhances the presentation of craft artefacts, providing an immersive experience.
  - **Compatibility:** Supports various 3D file formats and includes features like zoom, rotate, and pan for detailed examination of models.
- **Big File Uploads** (<https://wordpress.org/plugins/tuxedo-big-file-uploads/>):
  - **Functionality:** Increases the maximum file upload size, enabling users to upload large files such as high-resolution images and videos.
  - **Ease of Use:** Simplifies the process of uploading and managing large digital assets.
- **WP File Manager** (<https://filemanagerpro.io/>):
  - **Functionality:** A comprehensive file management plugin that allows users to organize, manage, and share their digital assets within the WordPress environment.
  - **Features:** Includes drag-and-drop functionality, file editing, and permissions management, making it user-friendly and efficient.

### Members:

- **Ultimate Member** (<https://ultimatemember.com/>):

- **Functionality:** A powerful user profile and membership plugin that manages user roles, profiles, and interactions. It supports custom fields, profile completeness, and conditional logic.
- **Features:** Includes member directories, login/logout forms, user account pages, and content restriction based on user roles.
- **Customization:** Administrators can tailor user-profiles and registration forms to meet the specific needs of the community.
- **Profile Views for Ultimate Member** (<https://en-gb.wordpress.org/plugins/profile-views-for-ultimate-member/>):
  - **Functionality:** Tracks and displays profile views, allowing users to see who has viewed their profile. This feature encourages networking and interaction among members.
  - **Integration:** Seamlessly integrates with Ultimate Member, adding a layer of engagement to user profiles.

### Social Media and Social Media Sharing:

- **Social Media Widget** (<https://wordpress.org/plugins/social-media-widget/>):
  - **Functionality:** Integrates social media links and widgets within the portal, allowing users to connect their social media accounts and share content.
  - **Customization:** Administrators can customize the appearance and placement of social media widgets to align with the portal's design.
- **Social Snap Lite** (<https://wordpress.org/plugins/socialsnap/>):
  - **Functionality:** Facilitates easy sharing of content across various social media platforms, including Facebook, Twitter, LinkedIn, and more.
  - **Features:** Includes share buttons, follow buttons, and social media meta tags for improved visibility and engagement.
  - **Analytics:** Provides basic analytics on social shares, helping administrators understand content reach and user engagement.

### 3. Community Portal pages

We adopted a mixed presentation strategy for the website, using a "single page" layout to display key project information initially, on the landing page and a "multi-page" layout accessible through the top and side menus.

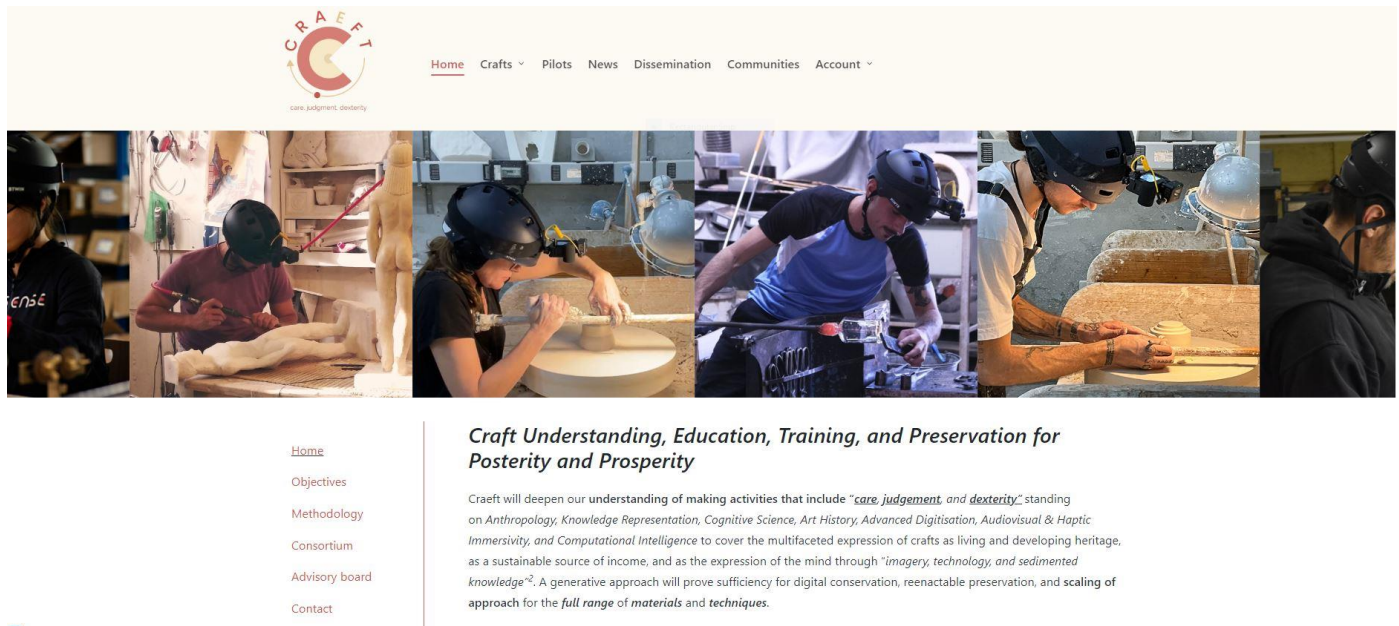


Figure 2. Top and Side Menu of the Community Portal.

The side menu on the landing page navigates the user through more project-based facts such as:

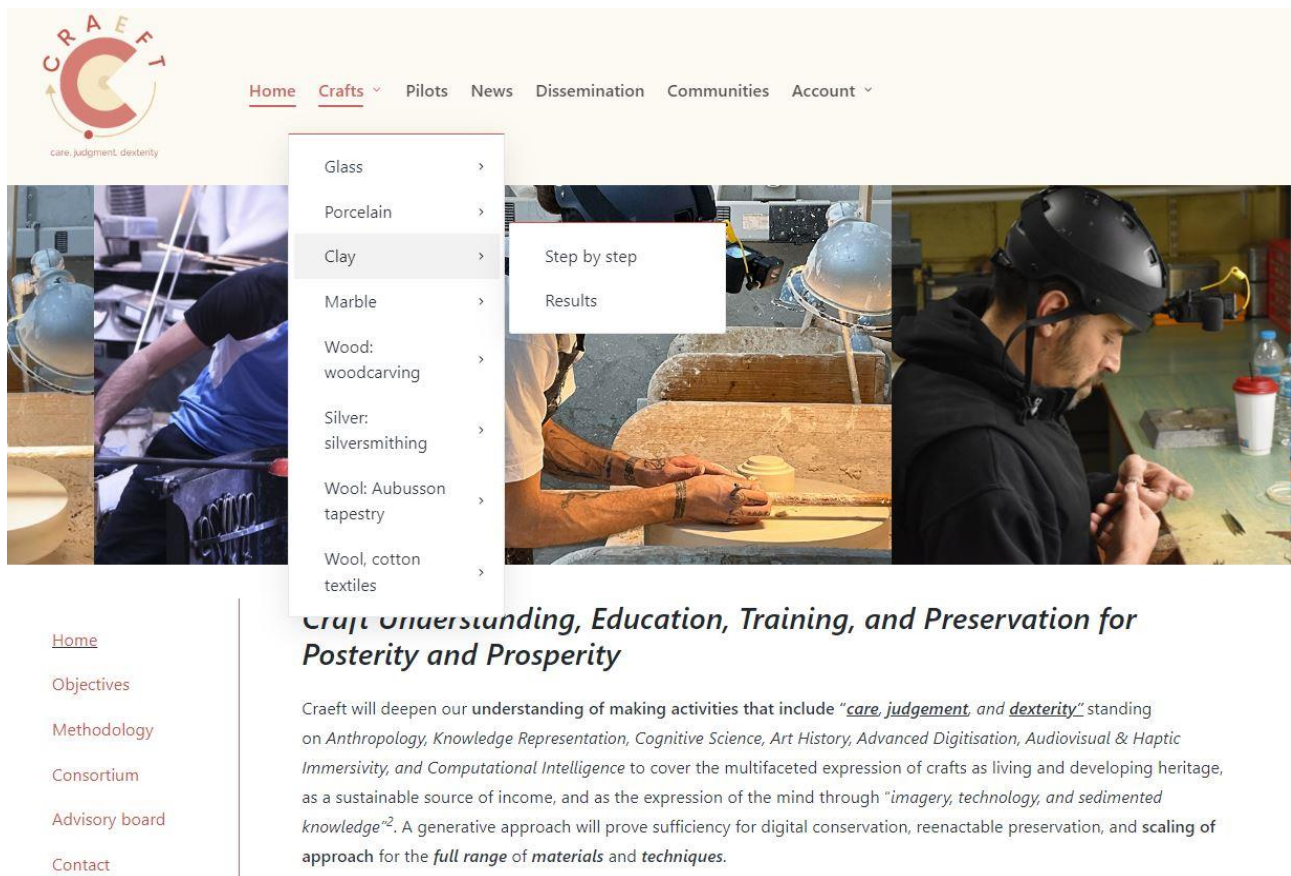
- Objectives
- Methodology
- Consortium
- Advisory board
- Contact

The top menu contains the detailed thematic content related to the Craeft project outcomes and pilots as follows:

- Crafts, divided into each representative craft instances
  - Glass, further divided into Step by Step and Results page
  - Porcelain, further divided into Step by Step and Results page
  - Clay, further divided into Step by Step and Results page
  - Marble, further divided into Step by Step and Results page
  - Wood: woodcarving, further divided into Step by Step and Results page
  - Silver: silversmithing, further divided into Step by Step and Results page

- Wool: Aubusson tapestry, further divided into Step by Step and Results page
- Wool, cotton, and textile, further divided into Step by step and Results page

- Pilots
- News
- Dissemination
- Communities
- Account



**Figure 3. Drop down Menu of the Crafts Pages.**

The colour scheme and the overall design align with the Craeft logo and the project's overall visual identity. More about the logo and visual identity can be found in the D7.1 Communication Plan and Activities deliverable in section 5. Visual Identity.

At the top of each page, the Craeft logo is displayed along with the navigation links through the top menu. At the bottom of each page there is the same footer containing the following information:

- DOI, CORDIS and general information about the project
- EU logo



- Contact Us button
- Subscribe to Newsletter button
- Social media account icons that are directly linked to each social channel
- Go to the stop sign

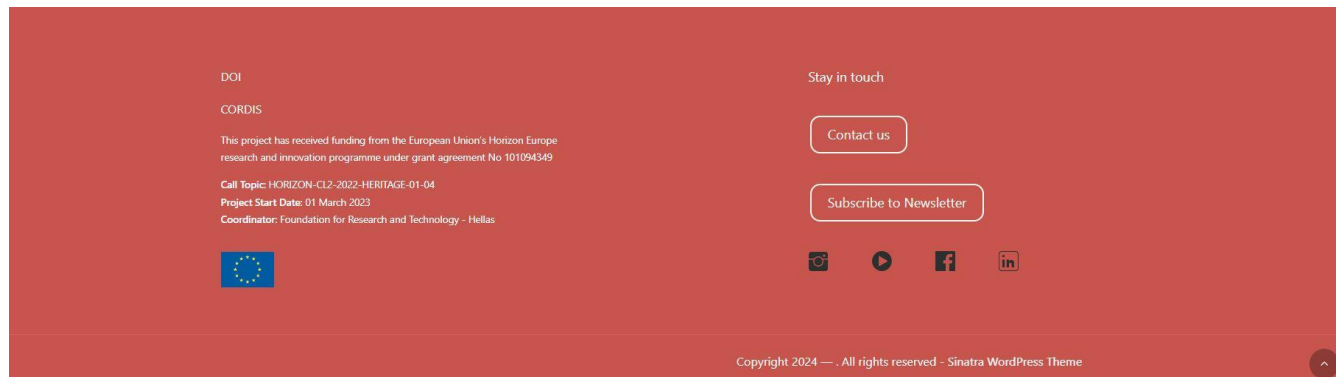


Figure 4. Footer.

### 3.1 Home

The homepage is designed on a “single page” layout basis, displaying a rich amount of information to the website visitors, to welcome them to the website and quickly introduce them to all of the main features of the project. The home page describes Craeft’s main scope and objectives through a brief text and then directly invites the visitors to dive into the world of crafts by introducing Craeft crafts through intriguing and click-inviting pictures. The side menu is there to navigate the users through more project-related information as described in the previous section. The bottom of the page, just before the footer, has a slider with all partner logos.

[Home](#)[Objectives](#)[Methodology](#)[Consortium](#)[Advisory board](#)[Contact](#)

### *Craft Understanding, Education, Training, and Preservation for Posterity and Prosperity*

[Policy Brief](#)

Craeft will deepen our understanding of making activities that include “*care, judgement, and dexterity*” standing on *Anthropology, Knowledge Representation, Cognitive Science, Art History, Advanced Digitisation, Audiovisual & Haptic Immersivity, and Computational Intelligence* to cover the multifaceted expression of crafts as living and developing heritage, as a sustainable source of income, and as the expression of the mind through “*imagery, technology, and sedimented knowledge*”<sup>2</sup>. A generative approach will prove sufficiency for digital conservation, reenactable preservation, and **scaling of approach** for the **full range of materials and techniques**.

Craeft will catalyse craft education and training with intuitive digital aids, telecommunications, craft-specific simulators, advanced immersivity, and high-end digitisation, to widen access, economise learning, increase exercisability, and relax remoteness constraints in craft learning. The integration of haptics intelligence haptics in digital design connects tacit knowledge in computer-aided craft-specific design tools. Workflow simulation will support experimental archaeology for the recovery of lost techniques. The analytic workflow analysis leads to digital fabrication opportunities for menial tasks, material savings and reuse, and reduction of energy consumption.

Digital dimensions attached to individual works of craft will enable certification and attachment of digital content, but also enable reputation and community building, supported by a Community Portal for professionals and the public that connects to the New Media, hosts heterogeneous craft portfolios, and registers practitioner credentials.

The efficacy of the approach will be piloted in eight representative craft instances with the cross-cutting objectives of Craft Education & Training, Design, Valorisation, and Community services across the range of materials.

### Crafts





Glass: Nancy glassblowing, France



Porcelain: Limoges porcelain, France



Clay: Cretan pottery, Greece



Marble: Tinos marble-carving, Greece



Wood: Yecla woodcarving, Spain



Silver: Ioannina Silversmithing, Greece



Wool: Aubusson tapestry, France



Wool, cotton: Cretan textiles, Greece

## 3.2 Objectives

The "Objectives" page outlines the six main Craeft goals, focusing on understanding, digitally preserving craft processes and innovating for the benefit of the crafts sector. The page details the development of tools and platforms to support craft education, training, design, preservation, and community engagement, integrating cutting-edge technology to enhance and preserve traditional craft practices.

At the end of the page, a list of references with links is provided as suggested for further reading, allowing users to explore their topics of interest in more depth.

## 3.3 Methodology

On the "Methodology" page users will find a detailed explanation of the innovative approach used to understand and document traditional craft-making processes, and specific and pre-selected crafts gestures. The Craeft methodology uniquely combines social sciences, particularly anthropology, with artificial intelligence, while also incorporating some approaches from various other fields. This interdisciplinary approach goes beyond traditional methods by incorporating a diverse range of perspectives to address the complexity of craft gestures and their broader cultural context.

The page describes the Craeft Ethnographic Protocol, which leverages digital tools and interdisciplinary collaboration to document traditional crafts. This protocol categorises knowledge and digital assets into craft practices and their contexts, enabling flexible and comparative studies across different craft traditions. It emphasizes inclusivity, ethical considerations, and collaboration with craft communities, aiming to capture the interactions between artisans, materials, and tools. It also positions the crafts practitioner as the key for decision-making and their role in conveying insights into craft practice, workspaces, processes, materials, and traditional narratives.

The co-creation phase is highlighted as a crucial element, where field visits to the workshops with craft practitioners help build a foundational understanding of each craft's technical, cultural, and historical aspects. This phase includes the development of craft-specific vocabularies and detailed planning for ethnographic recording sessions, ensuring that the craft processes are accurately captured and represented. The methodological components are thoroughly explained, covering aspects like operational sequences, professional biographies, tacit knowledge, and practitioner motion.

Additionally, users can explore how the Craeft methodology is applied across diverse European crafts, including Nancy glassblowing, Aubusson tapestry, and Limoges's porcelain, among others. Finally, the page offers links to further readings and resources.



[Home](#)
[Objectives](#)
[Methodology](#)
[Consortium](#)
[Advisory board](#)
[Contact](#)

### Methodology

**Main aim of the Craeft methodological approach is to understand and document craft-making processes.** The uniqueness of the Craeft methodology lies in its innovative fusion of social sciences, primarily anthropology, and artificial intelligence as well as contributions from various other fields. This approach marks a departure from traditional solitary methodologies confined within single fields. Instead, it embraces the synergistic potential of multidisciplinary to tackle the complexity of craft gestures and their understanding.

**The Craeft Ethnographic Protocol aims to enhance the documentation of traditional crafts by using digital tools and collaboration across disciplines.** It categorises digital assets and knowledge into craft practice and context, allowing for flexible and adaptable approach for comparative studies across diverse contexts. Inclusive collaboration with craft communities is promoted, addressing gender biases and ethical considerations for participants. **The protocol's interdisciplinary approach aims to enhance understanding of craft processes through different data collection methods encompassing operational sequences, professional biographies, tacit knowledge, and practitioner motion.**

Figure 6. Specific Parts of the Methodology Page.

#### Practitioner motion

The Ethnographic Protocol incorporates various recording modalities, including audio, video, and motion capture, to comprehensively document practitioner actions and their impact on materials. Additionally, it focuses on capturing the sensory outcomes of crafting events to understand practitioners' decision-making processes.

In terms of images, carefully selected photographs serve as keyframes, allowing for the depiction of motion between them and conveying craft actions effectively.

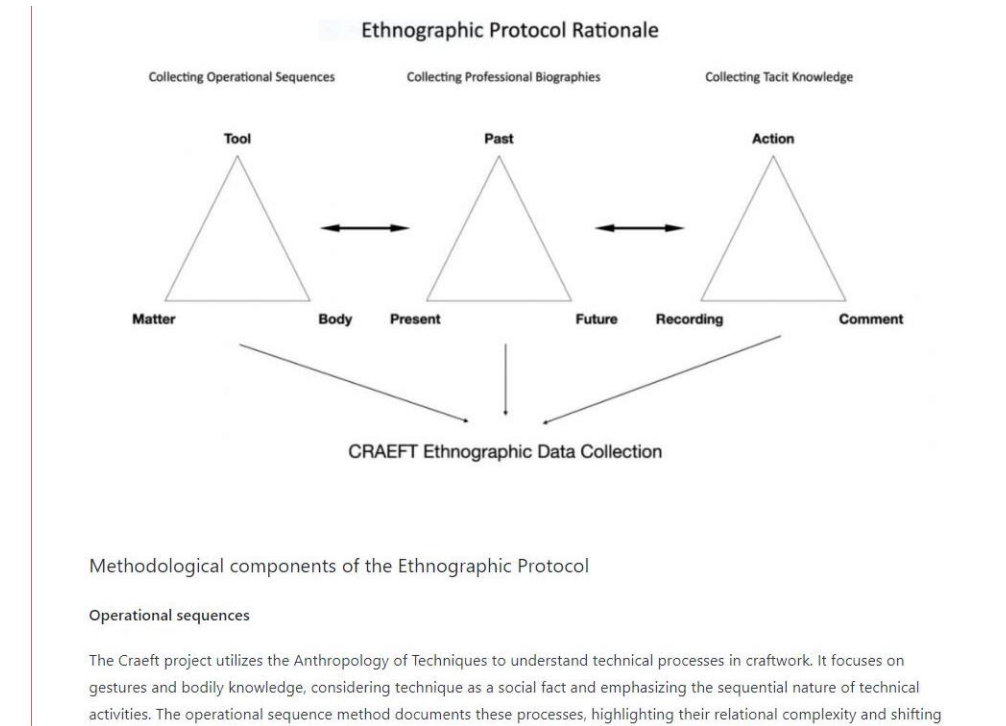
Video documentation, including egocentric views, provides a detailed perspective of practitioner activities and is valuable for crafting ethnography and instructional purposes. Egocentric videos offer a practitioner's viewpoint and are suitable for various crafts, but may not capture workshop overviews. Fixed viewpoints minimize equipment intrusion and are ideal for tabletop crafts, while active viewpoints offer flexibility in capturing detailed actions, such as in sculpture.

Motion capture technology precisely records practitioner movements, enabling detailed analysis. It involves placing markers or sensors on the practitioner's body to capture gestures accurately. Optical and inertial motion capture techniques are utilized based on specific requirements for accuracy and cost.

Overall, these recording methods offer diverse perspectives and enable detailed analysis of practitioner movements and their interaction with materials, enhancing our understanding of craft practices.

Dual perspective: Egocentric (first-person) view and exocentric view (third-person) showing the same glass blowing gesture at Cerfav





**Figure 7. Specific Parts of the Methodology Page.**

## 3.4 Consortium

The “Consortium” page is the partner's page and it outlines the Craeft project partners along with their logos and links to their respective websites. It also provides a video interview in which partners explain their roles and expectations from the Craeft project.

Methodology  
[Consortium](#)  
 Advisory board  
 Contact



The participating partner is the Institute of Computer Science (ICS), which belongs to the Foundation for Research and Technology – Hellas (FORTH). In particular, researchers from three laboratories, CVRL, HCI, ISL of ICS will be cooperating in FORTH's group.

The Foundation for Research and Technology – Hellas (FORTH) established in 1983, is the largest and most prestigious research centre of Greece with well-organised facilities and highly qualified personnel. It consists of seven research institutes located throughout Greece. Over the years, FORTH has become one of the top European research centres. From a total of 38 ERC grants awarded since 2007 to scientists hosted at Greek institutions, 12 are located at FORTH. According to the fifth FP7

To gain a deeper understanding of the Craeft partners and their roles within the project, we invite you to watching the following video.

[Rectangular Strip](#)



Figure 8. Specific Parts of the Consortium Page.

## 3.5 Advisory board

The “Advisory Board” page of the Community Portal introduces the board's role and the members who contribute their expertise. The Craeft Advisory Board is a group of experts from various fields related to cultural heritage and crafts. Their main function is to provide feedback and conduct quality assessments of the project's outcomes. By critically evaluating the project's results, the board ensures that Craeft

maintains high standards of excellence and continues to improve. The page also offers detailed profiles of each board member, highlighting their extensive experience and contributions to the fields of craft, cultural heritage, and creative industries.

## 3.6 Contact

The “Contact” page offers to the visitors the opportunity to reach out and contact the project partners by means of an online form.

## 3.7 Crafts dedicated pages

**Each Craeft craft is showcased on its own dedicated page**, tailored to the specific material involved, such as Glass, Clay, Wood, and other. These pages are thoughtfully organized to first introduce the history and intrinsic properties of the material, providing a foundational understanding. This is followed by an exploration of the specific context in which the Craeft project examines the craft, not only emphasizing its relevance and significance within the project but also showcasing the diversity of crafts and the varied use of the same material across different cultural contexts. This approach highlights the rich European cultural diversity, demonstrating how a single material can be transformed into unique expressions of craft across different regions and traditions. This layered approach allows visitors to appreciate not only the material itself but also the rich traditions and practices associated with it.

At the bottom of each crafts dedicated pages there is a list of further readings for the most curious visitors.

After setting this context, visitors are guided through the Community Portal to the **“Step by Step” page**. Here, they find a comprehensive yet easy to read and understand summary of the recording sessions that capture the specific craft gestures. This section is enriched with engaging images, videos, and insights from the crafts professionals, offering a closer look at the techniques and processes involved in the craft. These resources aim to immerse the visitor in the craft-making process, providing both educational and visual content.

Additionally, each craft page will feature a **“Results page”**, which will be elaborated as the project progresses. This section will eventually house the final conclusions, results, and outcomes of the Craeft project, offering valuable data and insights for further research and practical application for each specific craft. This forward-looking component will ensure that the knowledge and findings generated by Craeft are accessible and useful for future studies and innovation in the field of craft preservation, but also for the wider application across digital humanities and cultural heritage field.

### Glass as a one-page example

As explained in the previous paragraphs, in order to tell the story behind the glass as a bases for the glass crafts the Community portal have three, separated, dedicated pages to narrate this story:

- “Glass” page
- “Step by Step” page
- “Results” page

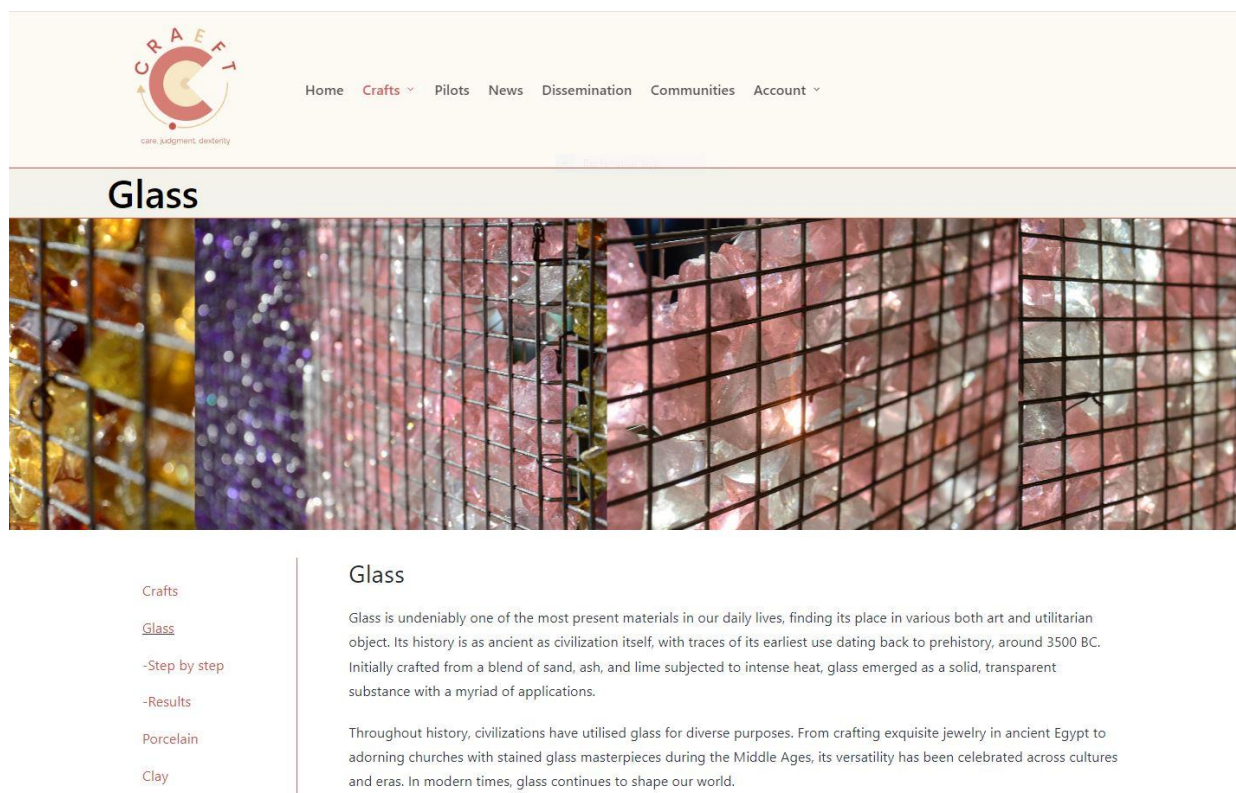


**“Glass” page** opens up the topic by exploring and explaining the rich history and cultural significance of glass as a material, tracing its origins back to around 3500 BC and highlighting its diverse applications across different civilizations. From ancient Egyptian jewellery to the stained-glass masterpieces of the Middle Ages, glass has been a versatile and enduring material, integral to both art and utility.

The page also emphasizes glass's sustainability, noting its energy efficiency, excellent insulating properties, and endless recyclability. It also touches on modern innovations, showcasing how glass continues to evolve in fields ranging from luxury goods to medical advancements.

After the general introduction, the page moves readers to the specific case of Craeft glass context virtually travelling visitors to Nancy, France, renowned for its prestigious glassmaking heritage, recognised by UNESCO. The page details the historical evolution of glassmaking in the Lorraine region, particularly during the Art Nouveau movement, and highlights the role of the École de Nancy and the European Centre for Research and Training in Glass Arts (Cerfav) in preserving and advancing this tradition.

The page also provides additional resources for readers interested in further exploring the craft and history of glassmaking.



**Figure 9. Beginning of the Glass Page.**

**“Step by Step” page** provides a detailed insight of the Craeft consortium's visit to Cerfav, the European Centre for Research and Training in Glass Arts, in September 2024. This visit marked the first implementation of the Craeft Ethnographic Protocol.

During the visit, the team worked closely with Maxime Rosseel, a young glassblower and trainer at Cerfav, who demonstrated the process of creating a mold-blown glass goblet—a fundamental skill for any aspiring glassblower. The page outlines the recording process, which utilized both first-person and third-person perspectives to capture the glassblowing technique in detail. In addition to glassblowing with a pipe, the Craeft team documented the lampworking technique with trainer Johanna Pierret, showcasing the differences between these two methods. The page contrasts the scale and complexity of objects created through each technique, emphasizing the unique capabilities of lampworking in producing intricate glassware.

The page also highlights the innovative "video elicitation" method, which allowed the glassblower to gain new insights into his craft by viewing his work from a first-person perspective. This method proved valuable in understanding the subtle connections between the glassblower's movements, posture, and gaze.


Overall, the "Step-by-Step" page offers an in-depth look at the meticulous documentation and exploration of traditional glassmaking techniques, enriched by the innovative approaches and visually engaging data collected during their visit to Cerfav.

- Crafts
- Glass
- Step by step
- Results
- Porcelain
- Clay
- Marble
- Wood: woodcarving
- Silver
- Wool: Aubusson tapestry
- Wool: cotton textiles


### Step by step

In September 2024, Craeft consortium met at Cerfav – the European Center for Research and Training in Glass Arts, nestled in the historic town of Vannes-le-Châtel, situated in Lorraine in the Grand Est region, France.


This marks the inaugural implementation of the Craeft Ethnographic Protocol, aimed at enhancing our comprehension of glass blowing with the pipe gestures, alongside improving its documentation. As explained in the [Methodology section](#), in the Ethnographic Protocol craft practitioners play a central role in conveying insights into craft practice, workspaces, processes, materials, and traditional narratives. Therefore, the recording session started by meeting and getting to know a young trainer glassblower at Cerfav, Maxime Rosseel.



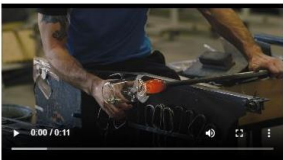
Credits: Jelena Krivolapic, MDE (2023); Arnaud Dubois (left): an anthropologist affiliated with Craeft; Maxime Rosseel, glassblower (right) in Cerfav.




Blow and rotate in the mold.



Take out of the mold.



Chill the break-off line with the diamond shears.

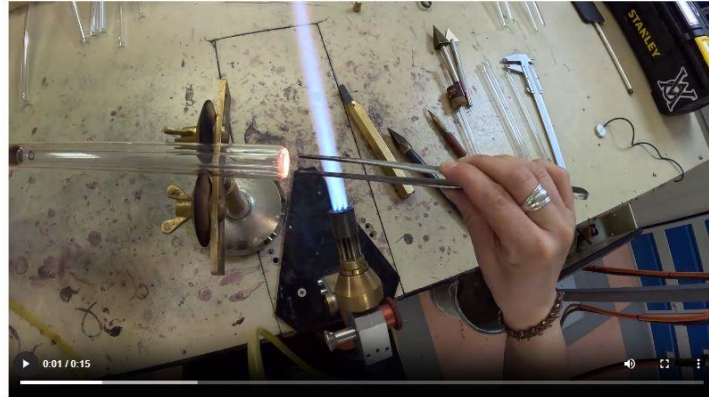


Reheating the goblet.

**Figure 10. Specific Parts of the Glass Page.**

In addition to recording Maxime Rosseel the glass blowing with the steel pipe, while at Cerfav the Craeft team also implemented the Craeft Ethnographic Protocol to understand and document the gestures involved in lampworking. The technique was explained and recorded in the collaboration with Johanna Pierret trainer in the lampwork technique.

The videos below show the same gestures performed during lampwork from two perspectives – first-person and third-person, of shaping glass with the blowtorch.



*Credits: Gavriela Senterici, ARMINES (2023), First-person view of Johanna Pierret lampworking: pinch and pull with the tweezers.*

**Figure 11. Specific Parts of the Glass Page.**

**“Results”** page is to be developed in the upcoming project phases.

## 3.8 Pilots

“Pilot” page currently holds the initial project information about each of the Craeft pilots - Education and Training, Design, Valorisation and Community. As the project advances, this page will be updated with additional details, including implementation feedback, results, and key findings.

To enhance user experience and facilitate easy navigation, the page features a dedicated side menu. This menu allows visitors to quickly access specific sections related to each pilot project, making the information more accessible and user-friendly.

## 3.9 Communities

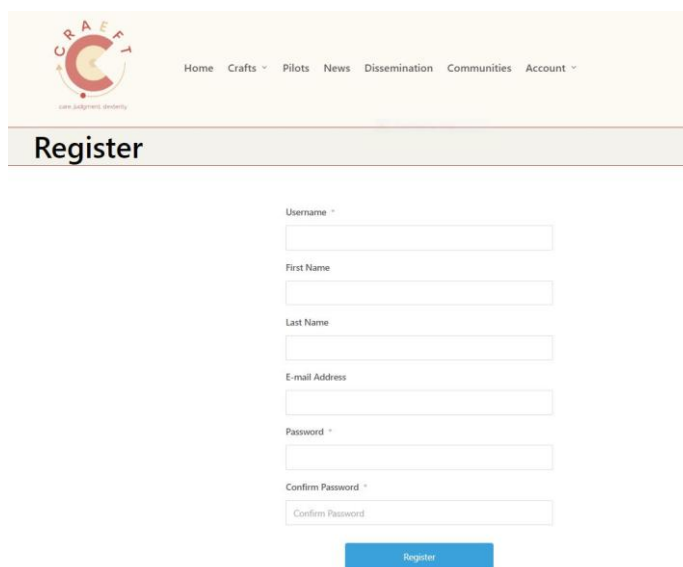
As one of the pilots of the Craeft project, the Community already has its own dedicated page. The word transformation to plural, from Community to Communities came after the recommendations from one of the Examiners during the annual reporting. This change, accepted by the consortium, aims to better reflect the diversity and inclusion within the project.

The “Communities” page is currently organised to showcase each specific craft community, including Glass, Porcelain, Clay, Marble, Silver, Wood, and two distinct Wool communities: Wool Tapestry and Wool and Cotton Textiles.

This pilot is still under development and testing. A detailed explanation, including methodology and results, will be provided in the dedicated deliverable D6.4 P4 - Community, Methodology, and Results, which is scheduled for completion by M24.

As an integral function of the community, but still a separated page the “Account” page is designed for new users to create an account on the Craeft project platform or to log in for already registered users. This page enables individuals to join the community by providing essential registration details: Username, First Name, Last Name, E-mail Address, Password and

Confirm Password.



**Figure 12. Account Page - Register.**

By completing this form, users will gain access to the platform's features, including posting content, engaging with other community members, and participating in discussions related to their interests.

## 3.11 News

The "News" page serves as the central hub for all project-related updates and announcements. It features a chronological layout in a "blog" style, ensuring that the latest content is prominently displayed and easily accessible.



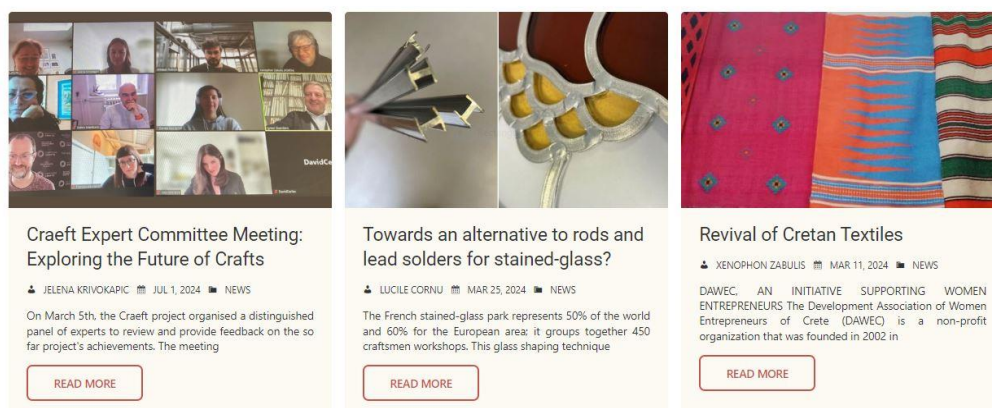


Figure 13. Screenshot of some of the News.

## 3.12 Dissemination

The "Dissemination" page outlines the strategies and activities undertaken to share project-related knowledge and outcomes with relevant craft stakeholders, the general public, and interested parties at local, national, European, and international levels.

The page is organised into sections with a side menu navigation for easy access to detailed content, including:

- **Deliverables:** A section dedicated to the project's key outputs and reports.
- **Papers:** A repository for academic and research papers related to the project with clickable links leading to relevant publications.



[Home](#)
[Crafts](#)
[Pilots](#)
[News](#)
[Dissemination](#)
[Communities](#)
[Account](#)

# Papers

Dissemination

Papers

Deliverables

- Partarakis N, Zabulis X. A Review of Immersive Technologies, Knowledge Representation, and AI for Human-Centered Digital Experiences. *Electronics*. 2024; 13(2):269. <https://doi.org/10.3390/electronics13020269>
  - The evolution of digital technologies has resulted in the emergence of diverse interaction technologies. In this paper, we conducted a review of seven domains under a human-centric approach user interface design, human-centered web-based information systems, semantic knowledge representation, X-reality applications, human motion and 3D digitization, serious games, and AI. In this review, we studied these domains concerning their impact on the way we interact with digital interfaces, process information, and engage in immersive experiences. As such, we highlighted the shifts in design paradigms, user-centered principles, and the rise of web-based information systems. The results of such shifts are materialized in modern immersive technologies, semantic knowledge representation, serious games, and the facilitation of artificial intelligence for interactions. Through this exploration, we aimed to assist our understanding of the challenges that lie ahead. The seamless integration of technologies, ethical considerations, accessibility, education for technological literacy, interoperability, user trust, environmental sustainability, and regulatory frameworks are becoming significant. These challenges present opportunities for the future to enrich human experiences while addressing societal needs. This paper lays the groundwork for thoughtful and innovative approaches to the challenges that will define the future of human-computer interaction and information technologies.
- Koutlemanis, P., Zabulis, X., Stivaktakis, N., Partarakis, N., Zidianakis, E., & Demeridou, I. A Low-Cost, Close-Range Photogrammetric Surface Scanner. *Frontiers in Imaging*, 3, 1341343. <https://doi.org/10.3389/fimag.2024.1341343>
  - To achieve micrometer resolution in reconstruction, accurate and photorealistic surface digitization, and retain low manufacturing cost, an image acquisition approach and a reconstruction method are proposed. The image acquisition approach uses the CNC to systematically move the camera and acquire images in a grid tessellation and at multiple distances from the target surface. A relatively large number of images is required to cover the scanned surface. The reconstruction method tracks keypoint features to robustify correspondence matching and uses far-range images to

## Deliverables

Dissemination

Papers

Deliverables

#	Deliverable Name	WP	Leader	Type	Dis	Delivery Date
D1.1	Enhanced ethnographic methods	1	CNAM	R	PU	M12, 24
D1.2	Knowledge collection and representation	1	CNR	R	PU	M12, 24
D2.1	Action and affordance modelling	2	KHORA	R, DEM	PU	M12, 24
D2.2	Maker-Material-Negotiation model and CAP	2	CNR	R, DEM	PU	M12, 24
D3.1	Craft-specific action simulations	3	FORTH	R, DEM	PU	M18, 36

Figure 14. Screenshot of the Dissemination page.

## 4. Enhancing the Community Portal presence

In the digital age, using social media platforms is crucial for driving engagement and expanding the reach of online communities. For the Craeft project, enhancing the Community Portal's presence involves a strategic use of social media, compelling content, and consistent outreach efforts through both online and offline channels. This chapter provides a comprehensive overview of the strategies employed by the Craeft project to enhance the Community Portal's presence, highlighting the importance of a coordinated, multi-channel approach in building and sustaining an engaged online community and driving traffic to the portal as the main and key repository of outcomes and information.

### Social Media

Social media platforms serve as powerful tools for driving traffic to the Community Portal, offering dynamic and interactive environments where users can easily engage with content. The Craeft project strategically uses several social media channels—primarily Facebook, LinkedIn, and Instagram Stories—to share clickable links that guide users directly to the portal.

The use of "teaser" content is a particularly effective method for engaging social media users. By sharing snippets of news articles, project updates, and highlights from the Community Portal, the Craeft project generates curiosity and encourages users to click through to the full articles. This strategy not only drives traffic but also fosters deeper engagement by providing users with a compelling reason to explore the portal's content further.

Additionally, the project employs targeted social media campaigns to reach specific audiences within the craft community. By using hashtags, mentions, and tailored messaging, the Craeft project can effectively capture the attention of relevant groups and individuals, thereby expanding its online presence and fostering a sense of community among craft enthusiasts.

### Online and In-Person Networking

The Community Portal is actively promoted by all Craeft partners through a range of networking activities. Online, this includes sharing updates and engaging content via personal emails, newsletters, social media, and collaborative online platforms.

In-person networking is equally important for reinforcing the Community Portal's presence. The portal is prominently featured at various national and international events attended by partners, such as workshops, conferences, community events, craft fairs, etc., where it is introduced to new audiences and reinforced with existing ones. At these events, Craeft partners also distribute leaflets containing a QR code that directly links to the portal. This ensures that attendees can easily access the portal later, helping to strengthen its presence and maintain engagement.

### Communities: A Place for Exchange and Interaction

In the upcoming months, the Community section of the portal will be further developed to better serve as a vibrant space for exchange and interaction. This area is designed to facilitate collaboration, allowing users to connect, share ideas, and engage with one another on craft-related projects. By offering an



## D5.2 Community Portal



inviting and dynamic environment for these exchanges, the Community section is expected to significantly boost both visits and usage rates, making it a central hub for ongoing engagement within the portal.

## 5. Further steps

The Community Portal, as one of the key components of the Craeft project, is set to evolve and improve continuously throughout the project's duration. In the coming months, MDE and FORTH, supported by the entire consortium, will focus on the following tasks to advance the portal:

- **Enhancing portal responsiveness and user experience across all devices**

To ensure the portal is fully responsive across all devices, we have identified several areas requiring refinement based on our recent mobile testing. These include adjusting the sizes and layout of the logo box in the footer, optimising images and image sliders, and reconsidering the application of colours throughout the site. For example, the white font used in the first menu is not sufficiently visible on mobile devices. We will address this by altering the font colour to improve readability. Additionally, we will review the overall design to ensure a consistent and user-friendly experience across all platforms.

Beyond these enhancements, MDE and FORTH will also re-evaluate the site's navigation structure. Currently, the portal features two distinct menus, which can potentially lead to a fragmented user experience. To simplify navigation and improve usability, we will integrate the second menu as a sub-menu within the primary one. This approach will create a more streamlined, intuitive interface, making it easier for users to find the information they need quickly and efficiently. These improvements aim to deliver a more cohesive and accessible experience across all platforms, ensuring that the portal meets the needs of all users, regardless of the device they are using.

- **Enhancing craft-dedicated pages**

The team will focus on improving and completing the dedicated pages for each craft, addressing any sections that are currently lacking content. This will ensure that each craft is represented with comprehensive and up-to-date information, providing valuable resources to users and enhancing their experience on the portal.

- **Developing communities**

The Communities pilot, which so far has not fully engaged its audience, will be carefully reviewed and refined. By incorporating the experiences and knowledge gained so far, the structure and objectives of the Communities section will be redeveloped to better meet the needs of stakeholders and foster more active participation. This section aims to become a vibrant space for sharing knowledge, experiences, and collaborations within the craft community.

- **Exploring new communication channels – Podcasts**

The team is considering the integration of podcasts into the Community Portal or utilising some of the dedicated podcast platforms and then linking back to the portal. While this approach is still under consideration, it represents an exciting opportunity to diversify communication channels and engage the community in new, innovative ways.

- **Generating engaging news content**

Continuously creating and sharing compelling news updates will be a priority to keep the audience informed and engaged. This will include regular updates on project developments, craft-related news, and other relevant content that resonates with the portal's users. In addition, we will aim to transmit the behind-the-scenes activities, offering a glimpse into the creative processes and decision-making that drive the project. By incorporating unique storytelling elements and more personalised content, including stories from the community, we hope to create a deeper connection with our audience and showcase the human side of the craft world. This approach will not only inform but also inspire and engage users on a more personal level.

- **Promoting and publishing newsletters**

The team will also focus on promoting and ensuring the regular publication of newsletters on the Community Portal, addressing the current gap where newsletters are not yet available on the site. This step will enhance communication efforts, providing the community with timely and valuable information.

- **Integrating analytics tool to understand portal users**

To further improve the portal, integrating advanced analytics tools to track and analyse user activity will be essential. By gathering detailed data on the number and types of users accessing the portal, we can gain valuable insights into user behaviour, preferences, and engagement patterns. This information will enable us to identify trends and areas where the user experience can be enhanced, as well as highlight content or features that resonate most with our audience.

Setting clear objectives for user analysis tool will be crucial and initial step in guiding this process. By establishing specific goals—such as understanding user demographics, measuring the effectiveness of new features, or monitoring the success of content strategies—we can ensure that the insights gained are actionable and aligned with the portal's overall objectives. This approach will allow us to make data-driven decisions, continuously refining and evolving the portal to better meet the needs of its audience.

- **Collecting users' feedback**

An ongoing effort will be made to collect users' feedback, which is crucial for the continuous improvement and enhancement of the Community Portal. By actively listening to user input, the project will be able to adapt and refine its offerings to better serve the community's needs.

Additionally, the consortium will maintain a critical and evaluative approach to the ongoing development of the Community Portal. Regular exchanges and evaluations among partners will be integral to this process, ensuring that the portal continues to evolve in response to the needs of its users. By fostering open communication and collaboration within the consortium, we will be able to identify areas for improvement, implement necessary changes, and adapt our strategies to better serve the craft community. This commitment to continuous evaluation and refinement will help ensure that the portal remains a valuable, relevant, and user-friendly resource for all stakeholders.



## D5.2 Community Portal



Through these further steps, we aim to position the Community Portal as a cornerstone of the Craeft project, reflecting our commitment to fostering a dynamic and interactive space for the craft community. With a strategic focus on enhancing craft-dedicated pages, developing vibrant community interactions, exploring innovative communication channels like podcasts, and generating engaging, personalised content, the portal is set to become an indispensable resource. The ongoing promotion of newsletters and the active collection of user feedback will further ensure that the portal evolves in alignment with the needs of its audience.

The consortium's dedication to continuous evaluation and open collaboration guarantees that the portal will not only remain relevant but also grow as a vital hub for knowledge sharing and community building. Through these concerted efforts, we aim to shape the Community Portal as a valuable and user-friendly platform, supporting and inspiring craft enthusiasts and professionals alike not only for the duration of the project but beyond.