

Specification for the design of the European digital library web prototype EUROPEANA

Summary

- The EU-funded European digital library (EDL) programme will produce a prototype website by November 2008
- This brief is circulated to a small number of agencies inviting the submission of naming and branding concepts and page visuals for this prototype website
- The site's current working name is *Europeana*, but the prototype is unlikely to go live under that title
- Agency proposals will be submitted in e-form on 5 November 2007
- The selected agency will then work closely with the EDL team to implement the site branding and develop templates for the main page styles required by 30 Nov 2007. This is Stage 1 of the work, for which an estimate is required
- A second stage of the work may be contracted, involving development of a slide show to demonstrate the site. An estimate is also required for Stage 2 of the work.
- Stage 2 will be completed by 7 January 2007
- Subsequent review work, to be paid for on a day rate basis, may be necessary until the launch of the prototype in Nov 2008
- The selected agency will be involved in further tenders for work on the full service to be developed following the prototype
- Meetings will be by skype, teleconference and videoconference. All work related to the project will need to be conducted in English.

Background

The impetus for Europeana comes from a growing interest at the [European Parliamentary level](#) in providing an entry point from which European citizens, researchers and the creative industries can access Europe's cultural heritage.

Development of Europeana is being done by the European Digital Library network (EDLnet), an EC-funded Thematic Network – a research partnership that will create a working prototype or proof of concept model.

The research partnership brings together 50 technical experts and planners from libraries, museums, archives and audio-visual collections across Europe. They contribute to five Work Groups which complete specific elements of the project, from defining functionality to solving issues of metadata interoperability

The designer/developer will work with the EDLnet team, which comprises a small number of project managers and support personnel based in the Koninklijke Bibliotheek in Den Haag. The team coordinates the research and development taking place in the five Working Groups, and is also responsible for communications.

The European Digital Library is a satellite project of [The European Library](#) – a website from which users can search the catalogues of most of the national libraries of Europe. The results give full details of books, journals, manuscripts and their location, but rarely link to digitised version of the item. The European Digital Library will go that step further - from collection descriptions to digital objects.

The prototype of the site will be launched by the European Commissioner for Information Society and Media in November 2008. At that stage it will offer access to two million digital objects. It will then be further developed to provide access to six million objects by 2010.

For the selection process you are asked to provide:

- Three brand concepts for the working title, *Europeana*, which need be only visuals for the Home page and roughs for a couple of subsequent pages
- One approach to the Home page developed in more detail and carried through to representations of the Results page and the Player page in which media items will play
- Further ideas for names for the site
- An explanation of the approach the agency will take to the management of the work
- An account of the roles and responsibilities of the key project personnel
- URLs of relevant previous work which demonstrate the competencies and creativity of the agency
- Estimates for the 2 stages of work described below
- The proposals should be submitted by **5 Nov**
- The selected agency will be informed on **7 Nov**

Deliverables to be developed in Stage 1

The selected agency will work closely with the EDL team to develop

- the name
- the brand
- the Home page, which includes the search box
- the search results page
- the Display/Player pages, in which the retrieved items – text, images, video clips - will be viewed or played.
- draft brand guidelines

Development schedule:

- 7 Nov: contract awarded; preferred name and brand concept selected. EDL team will give agency a list of functionality/navigation descriptions required for Home page e.g. site map, press centre, about, contact, my workspace etc
- 14 Nov: EDL team will provide list of functionality/navigation for Results page
- 21 Nov: EDL team to provide list of functionality/navigation for Display/Player page
- 28 Nov: agency hands over page templates
- 30 Nov 2007: presentation by EDL to the partners, followed by feedback to agency for refinement
- 7 Dec 2007: hand over of templates following refinement

Deliverables for Stage 2

- Stage 2 deliverables to be completed by **7 Jan 2008**.
- Further page development: Partners page
- Completion of the brand guidelines

- Slide show of the site, simulating search, retrieval and display/play: the maquette

EDL will give a slide presentation of a maquette - a simulated version of the website - at a conference in January 2008. This will appear to show a number of searches, their results, selection of results and display of text, images and video material.

The EDL team will provide the search terms, results and the digital objects for display and play in the presentation; the agency will create slides of the page templates containing this content. We assume some 20 slides will be necessary to show how the site will work, but please provide an **estimate per page** so we can adapt the scale of the presentation.

Future development

In subsequent months, EDL will develop further pages according to the Brand Guidelines. Following development, we will want the agency to provide a site review. Please show in the estimate a **day rate** for reviewing/refining.

The prototype European Digital Library, giving access to some 2 million digital objects, will be launched in November 2008 and will be subject to further review.

Further releases will follow, and the selected agency will be involved in future work associated with development of the full service European Digital Library.

Brand deliverables

In creating the brand, specific attention should be paid to:

- The manifestation of the brand name
- A logo or logotype that expresses the brand
- The font[s] to be used and relative sizes of headings and body copy
- Banners and colour palette
- Type and treatment of imagery
- Navigation
- Icons – following established and recognised styles wherever possible

As each of these elements is agreed and implemented they should be recorded to form the brand guidelines.

Brand values

While some desk research will take place to establish brand values, in essence the site should express the following concepts:

- the authenticity of the materials and their institutional validation
- the trustworthy nature of the content providers, representing some of the greatest institutions in their field
- a dynamic media experience that includes books, newspapers, photos, film clips, 3D artefacts, manuscripts, sound
- the extended time frame of the cultural heritage, from the earliest museum objects to contemporary culture
- the pan-European scope
- the technical innovation of the site

- the excitement of discovery, offering opportunities for personal enrichment, exploration, study and research
- inspiration for all, welcoming school students, the interested public, postgraduates and scholars
- clarity and simplicity of approach: uncluttered, intuitive, accessible

Technical guidelines

Each page should include the following elements:

- Breadcrumb trail
- Link to a printer-friendly version of the page
- Footer links: contact us, disclaimer, privacy, copyright, sitemap
- Relevant navigation icons

A suite of logos for use in different sizes and contexts, in colour and black and white, should be provided as jpgs.

Final versions of the designs should be delivered as PhotoShop flat screen dumps. These will be converted into HTML in-house and populated with images and text. We will require detailed measurements for the positioning of various elements.

Visuals should at the initial stage avoid the use of Flash and other plugins. During the development phase it will become clear what media players will be required for the digitised objects and what scope there is for active media within the design.

The main functionality of the pages should be visible at 800x600 resolution with no horizontal scrolling.

Popups should be avoided unless absolutely necessary, because users will block them.

As far as possible, the designs should ensure that the site is compliant with the [Web Content Accessibility Guidelines 1.0](#)

Examples

There are a number of cultural heritage sites displaying the range of media to be offered by the European Digital Library. While agencies will want to do their own research to investigate the creative solutions and innovations that are being brought to the challenge of displaying diverse cultural materials, the following offer an interesting starting point:

<http://memory.loc.gov/ammem/index.html>

<http://gallica.bnf.fr/>

http://www.geheugenvannederland.nl/index_en.html

<http://www.liverpoolmuseums.org.uk/>

<http://www.nhm.ac.uk/index.html>

<http://www.pictureaustralia.org/index.html>

<http://www.worlddigitallibrary.org/project/english/index.html>

<http://www.nb.no/>

<http://www.europeana.eu/> - a trail interface of an earlier manifestation of the project, developed by the Bibliotheque nationale de France

and for clear display of masses of complex information:

<http://www.bbc.co.uk/>

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