



International Particle Physics Outreach Group

IPPOG new website development Steering Group 1st kick-off meeting

Barbora Bruant Gulejova

Strategic Development and Communications Lead, IPPOG

New Steering Group

MEMBERS:

Barbora Bruant Gulejova (IPPOG main web developer)

Steve Goldfarb, Pedro Abreu, Hans Peter Beck (IPPOG chairs)

Marzena Lapka, Uta Bilow, Ken Cecire, Michael Kobel, Sascha Mehlhause, Darren Price
(IPPOG Forum members)

GOAL: on regular basis (~ once a month)



























- discuss the progress on new IPPOG website
- collect the feedback from SG members
- today: also help to shape the outcome for the next IPPOG meeting

What has been done so far

All documentation about web development:

https://drive.google.com/open?id=1DI15upVq578YxNzstYars7HvYvbUey_a

My Drive > IPPOG website ▾

Name ↑	Owner
 DO-31960_Qualifications_Questionnaire.docx 	me
 DO-31960-technical specification.pdf 	me
 DO-31960-Tender_Form.pdf 	me
 IPPOG keywords 	me
 IPPOG new website feedback 	me
 IPPOG new website Steering Group material - 1st kick off meeting 	me
 IPPOG Slogans 	me
 IPPOG Survey 	me
 IPPOG Web development progress.docx 	me
 IPPOG Web development progress_2.docx 	me
 IPPOG Web development progress_3.docx 	me
 IPPOG Web development progress_4.docx 	me
 IPPOG Web development progress_5.docx 	me

Technical Specifications

SG materials for feedback

Progress reports, Sitemap etc.

What has been done so far

Design proposed (May 2019):

<https://xd.adobe.com/view/a52fad3a-543b-48fe-608e-4ea7483a031f-d31e/?fullscreen>

Feedback from IPPOG collected (June 2019)

Web development in Drupal 8 (From June 2019 on...)

Web development in Drupal 8

- Based on technical specifications
- Developed in Drupal Standard way, using CERN theme or override
eliminate hardcoding for: 1) always having support from CERN web experts
2) website maintainable by person with only basic Drupal expertise
- Iterative sprints – always few weeks
- First testing website: <https://test-ippog-d8.web.cern.ch/>
- Important technical issues discovered at the end of 2019 – all hardcoded
- Serious discussions with company in February (after maternity leave) – even preparing for the option to change the company...
- After 3 iterations the result is good!
- Brand new test website (clean from coding): <https://test-ippog-d8-clean.web.cern.ch/>

New website in progress

Some changes requested: see progress report 8 (end of March 2020):

<https://docs.google.com/document/d/1SlxSvxwYIOk3ug1xP7ncCfzyZVyzNrcktTtr8vG0qPU/edit>

NOW:

Steering Group needed

- ✓ for feedback on design and content so far
- ✓ advice for future development

Document with some issues/questions and your feedback collected so far:

<https://docs.google.com/document/d/109DNg6lltdvopRkP1ZhQ1cxQoQxIbQl7zgWCpDiBd90/edit?usp=sharing> (from **Sascha, Nicolas, Marzena, Uta and Darren**)

Issues to be tackled today

- Design
- User-friendliness and functionality
- Main picture
- Slogan
- Logo
- News
- Members page design and interactive map
- Resource database

Sitemap (not yet fully implemented)

main menu items in green

ABOUT / HOME	RESOURCES	ACTIVITIES	OTHERS
What is IPPOG Goals Vision Mission	Resource database search page	Flagship activities: IMC Global Cosmics	NEWS - part of main menu?
Membership (including all types of membership, people, Coordination team, structure, different WGs, map...)	National websites / resources	Projects and competitions: 1. International: -Particles 4U -Girls, do physics! 2. National: -Creating Ambassadors for Science in Society and alike... -Music Festivals, Exhibitions... and other activities with own website	Gallery Contact (maybe in main menu?) Join us form (maybe contact is enough) Calendar/events
FOOTER: Publications Notes PR		Resources (link)	IPPOG Internal pages (protected access, possibility to upload by eligible members): CB Documents Working groups Steering groups IPPOG meetings – public? Where? MoU – make it public? Where?

Design & functionality

- Dynamic responsiveness on different devices (images, search form...)
- Too many different fonts, formats (too narrow vs too wide), colors... need more coherence
- Too many Activities cards? Difficult to scale...
- White on light blue: not enough contrast
- Menu (see proposed sitemap), menu icon, not visible enough, it disappears when scrolling / browsing outside the area...
- Footer-repetitions (see sitemap)
- Too large (menu, banners on main page, on RDB...)

Main picture

Group picture needs to be replaced by some picture representing the IPPOG activities (working with students and perhaps teachers)

- Pictures chosen by designer from my collection <https://cernbox.cern.ch/index.php/s/t4XBx14jQ4sVpeg>
- Idea to make a collage or slideshow:



Need more pictures!

“Send me the best pictures which you have in this spirit before the meeting next week – you can start by the pictures which you use in your presentations”

So far 0 received ☹️

Main picture – some more pics from my collection



Slogan

The text now is just an example put there for illustration by the company, so if we want to put some text there (do we?), we have to come up with something else.

Just for information and inspiration, please, find here the list of the slogans which has been collected by IPPOGers so far:

https://docs.google.com/document/d/146nobqHQug_HOdbWvGLz6rNwQ-zrnud7FtSw7Zd7a24/edit?usp=sharing

- Choose a slogan that will be an invitation to our public:
 - ‘Your open door to the wonders of particle physics’
 - ‘Your open door to particle physics’ (Marzena)
- Suggestions from Sascha:
 - ‘Communicating the Building Blocks of the Universe’
 - ‘Communicating the Foundations of the Universe’
 - ‘Explaining the Building Blocks of the Universe’
- Avoid repeating particle physics as it is already in IPPOG (Nicolas)

Logo

Logo is somewhat different from our official IPPOG, this is the one proposed by the company to make it more coherent with the website design, but it's up to us to decide if we want to change the logo.



- Opposing opinions (old vs new)
- Changing logo means changing corporate design on all IPPOG communications
- Should be discussed with IPPOG at large – maybe vote for CB?
- Animated logo? - proposed by students 'Creating Ambassadors for Science in Society'



International Particle Physics
Outreach Group



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Outreach Group

News and calendar

Currently there is “News” items, and also “Join our newsletter”.

How best we could get organised with IPPOG news?

Do we want newsletter? In which format?

News and calendar

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How best we could get our IPPOG news?
Do we want newsletter? In which format?

Reminder: In 2015-2017 we had newsletters: <http://ippog.org/news>

- 4 pages
- twice a year
- pdf form

IPPOG NEWSLETTER
JULY 2017

A word from the coordination team
Dear IPPOGers,
Last 5 months have been very remarkable period for IPPOG. The 12th IPPOG meeting at CERN 1-7 November 2016, was followed by the last meeting of IPPOG as a group of volunteers enthusiastic about the future of particle physics. In September 2016 IPPOG became an official scientific collaboration with the first meeting on 16-17 November 2016 in the pipeline. 2017 is marked as a “foundational year” where the history and new way of functioning of IPPOG Collaboration is being implemented and tested. The terms of participation in all types of members initiative, scientific collaboration and scientific dissemination have been discussed and are being refined in detail. This year we expect to see our first ever budget and we are really proud of this achievement which brings us to a new era of IPPOG.

IPPOG at March for Science
By now everybody has heard that Science happened to have places at different locations around the world, including Lisbon. After the 12th IPPOG meeting on November 22-26, 2016, the provided a great occasion for IPPOGers to participate in the “March for Science” in Lisbon. The “March for Science” is a global initiative to raise awareness about the importance of science in public health. “March for Science YES!” is the slogan of the IPPOG initiative to promote informal science education and volunteer for particle physics, as well as our core values as a Physics International Organization of scientists. About 150 IPPOGers joined March for Science in Lisbon meeting with IPPOG members and helping promote the solidarity and scientific excellence all over the world. All in all, the “March for Science” was a great success and was supported by the Portuguese minister of science and technology.

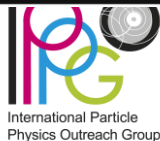
IPPOG internal affairs
A newly born IPPOG member...
New IPPOG chair...
New IPPOG chairs...
Theory jam...
RECEA supports IPPOG...
Welcome Slovian!...
Worldwide spotlights by IPPOG...
Global cosmic rays studies...
IPPOG global partner with global mission...

Teachers working for IPPOG
During the 12th IPPOG meeting at CERN, the election of new IPPOG chairs took place. From a candidates, IPPOG members representatives elected a team of 2 candidates: Hans Peter Beck and Steve Goldstein for the terms of office of the next 3 years from 1 January 2017 to 31 December 2019. Congratulations and many thanks to Maria for her great work and contribution to IPPOG in the role of co-chair in the past 4 years.

Global cosmic rays studies
This is the day, there are accelerators which are much more powerful than LHC...
IPPOG is a key partner in supporting CERN's...
Benefits of membership as members' major particle physics lab...
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Some ethical questions in particle physics
How to react to questions and fears of public and media?
IPPOG physics team...
The authors state that scientists should respond to fears, worries and enquiries of the public on the same and the Earth at LHC start in 2026 which was discussed in the media and the reaction of symmetry regarding in the headlines stating that Stephen Hawking thinks the LHC is too dangerous to build...
Talking about this, it is true that building the Large Hadron Collider and the associated experiments meant an investment on the order of 10 billion Euros. However, these costs were shared over many countries. CERN member states are still doing contributing countries and their own facilities. Moreover, physicists concentrate resources for a big common goal and structure their research worldwide as a coordinated effort that reinforces the risks and addresses parallelism inherent to carrying out such tasks.

Masterclasses 2017
Dear students for bringing the excitement of cutting edge particle physics research into classroom and extending high school students are interested Physics, Mathematics and Computer calculation...
IPPOG global partner with global mission...
IPPOG is a key partner in supporting CERN's...
Benefits of membership as members' major particle physics lab...
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News and calendar

Currently there is “News” items, and also “Join our newsletter”.
How best we could get IPPOG news?
Do we want newsletter? In which format?

Reminder: In 2015-2017 we had newsletters: <http://iplog.org/news>

- 4 pages
- twice a year
- pdf form

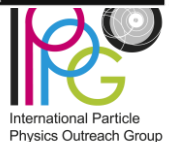
- Target group?
- Sent? To whom?
- Who will fill it?
- Restart newsletter and see...

The screenshot shows the July 2017 issue of the IPPOG Newsletter. The main headline is "A word from the coordination team" with a sub-headline "Dear IPPOGers,". Below this is a photo of several people. To the right, there is a section titled "IN THIS ISSUE" with a star icon and the text "IPPOG worldwide". Below that, there is a section titled "IPPOG at March for Science" with a photo of a group of people. At the bottom, there is a section titled "IPPOG activities" with a photo of a person. The newsletter also features a "Theory jam" section and a "New IPPOG chairs" section.

This section is titled "Theory jam" and discusses the difference between "Theory in HEF and IFO-Theory?". It features a photo of two people, Peter Bressan and Steve Goldstein, and includes their names and affiliations. The text discusses the challenges of theoretical physics in the current climate and the role of the Theory Jam in providing a platform for discussion and collaboration.

This section is titled "New IPPOG chairs" and announces the election of new chairs for the IPPOG sections. It features a photo of the new chairs, Peter Bressan and Steve Goldstein, and includes their names and affiliations. The text discusses the responsibilities of the chairs and the support they will receive from the IPPOG community.

This section is titled "Teachers working for IPPOG" and discusses the role of teachers in promoting IPPOG and its goals. It features a photo of a group of teachers and includes their names and affiliations. The text discusses the challenges of teaching IPPOG-related topics and the support they will receive from the IPPOG community.



Members pages

New proposal from the designer:

Interactive map envisaged:

- Front or floating
- As main item replacing banners with categories, which would become clickable labels

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis tristique convallis scelerisque. Mauris interdum justo in odio luctus blandit. Pellentesque mattis blandit mi, quis pharetra neque aliquet in. Pellentesque egestas, neque eu maximus rutrum, justo leo condimentum quam, et finibus urna turpis id enim. Mauris consequat felis nec eros interdum lobortis. Suspendisse eu accumsan orci, a malesuada leo. Vestibulum sapien purus, euismod nec



Members pages

New proposal of the designer:

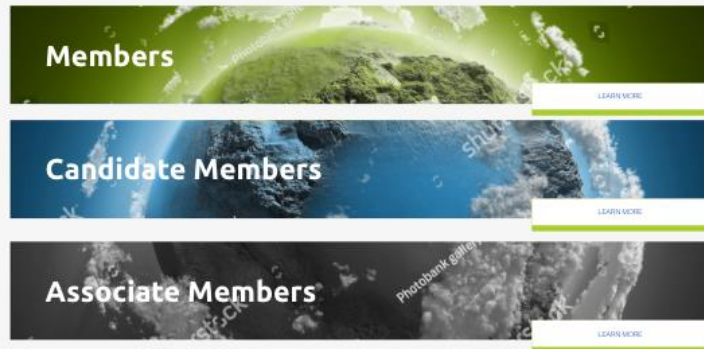
Interactive map envisaged:

- Front or floating
- As main item replacing banners with categories, which would become clickable labels

Images of members

Later hover effect pics with objects

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis tristique convallis scelerisque. Mauris interdum justo in odio luctus blandit. Pellentesque mattis blandit mi, quis pharetra neque aliquet in. Pellentesque egestas, neque eu maximus rutrum, justo leo condimentum quam, et finibus urna turpis id enim. Mauris consequat felis nec eros interdum lobortis. Suspendisse eu accumsan orci, a malesuada leo. Vestibulum sapien purus, euismod nec



Resource database

RDB 'look' and structure proposed by IPPOG website stakeholders (like web WG and teachers) and approved by IPPOG (as part of Tech Specs doc p 16-19):
<https://drive.google.com/open?id=1vB260c5DxqICMmYTzTenJpJzG67aGatZ>

- 1) Open search engine
- 2) Search by categories with pictures

PARTICLE PHYSICS RESOURCES DATABASE

From wonders to excitement....

A collection of high quality engaging materials, e.g. videos, posters, talks, hands-on activities and more to help you share the wonders and excitement of particle physics with teachers, students and the general public.

Filter:

- Topic ▼
- Item type ▼
- Language ▼
- Audience ▼

Free text search

IPPOG DB FAQs

Particle Physics Learning Topics

- Matter, Particles, and the Universe**
Diagram showing scales: atom $\sim 10^{-10}$ cm, nucleus $\sim 10^{-14}$ cm, electron $\sim 10^{-18}$ cm, proton (nucleon) $\sim 10^{-16}$ cm, quark $\sim 10^{-19}$ cm.
- Exploring the unknown**
Pie chart: 74% dark energy, 22% dark matter, 4% visible matter.
- Technologies & Experiments**
Image of a particle detector.
- Particle Physics and Society**
Image of a person looking at a particle detector.

Latest
Featured
Tweets
Facebook
Events calendar

Figure 5: Proposal how to search in IPPOG DB.

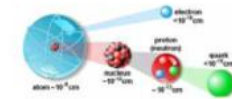
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Once you clicked on one of the main categories, the subcategories open

PARTICLE PHYSICS RESOURCES DATABASE
Matter, Particles, and the Universe

Intro Text of what **Matter, Particles, and the Universe** is all about. The picture here on the right appears so that one knows that he/she is in Matter, Particles and Universe section.



Filter:


Topic ▼

Item type ▼

Language ▼

Audience ▼

Free text search



IPPOG DB FAQs

Particles and their interactions
THE STANDARD MODEL
matter particles: quark, lepton, Higgs boson, photon, gluon, graviton, neutrino, scalar particle(s)

Cosmology
Big Bang

Higgs

Quark-Gluon plasma

Antimatter

Neutrinos

Latest

Featured

Tweets

Facebook

Events calendar

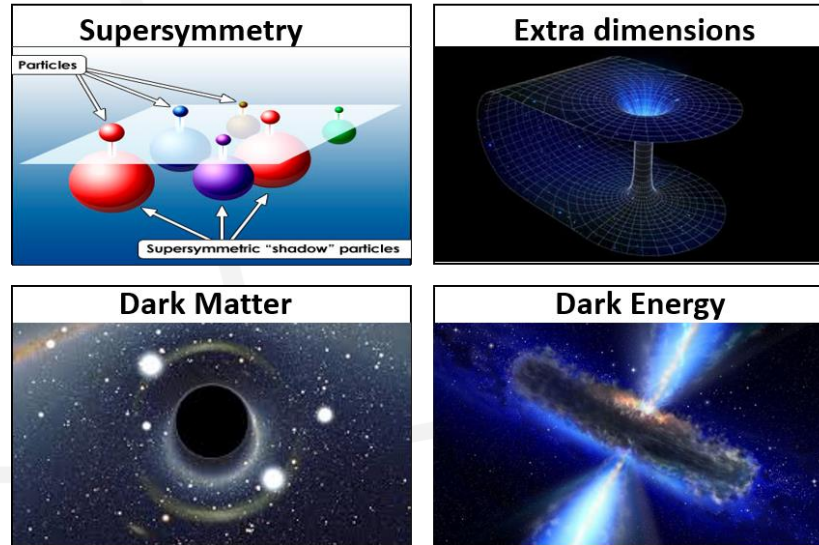
Figure 6: When you click on „Matter, Particles and Universe“

Resource database

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<https://drive.google.com/open?id=1vB260c5DxqlCMmYTzTenJpJzG67aGatZ>

Exploring the unknown

Once you clicked on one of the main categories, the subcategories open

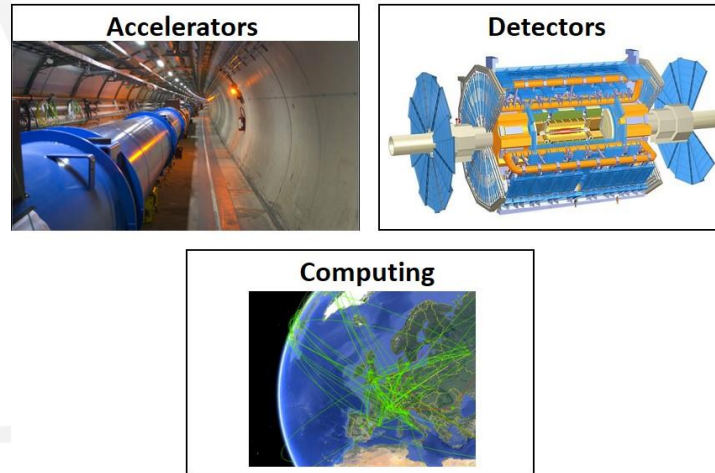


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Technologies and experiments

Once you clicked on one of the main categories, the subcategories open

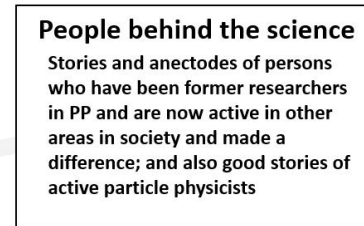
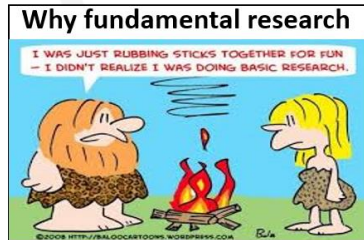


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<https://drive.google.com/open?id=1vB260c5DxqlCMmYTzTenJpJzG67aGatZ>

Particle physics and society

Once you clicked on one of the main categories, the subcategories open



Resource database

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<https://drive.google.com/open?id=1vB260c5DxqlCMmYTzTenJpJzG67aGatZ>

Once you have clicked on one of the subcategories or chosen your filters in the search, you get the results with details...

PARTICLE PHYSICS RESOURCES DATABASE
Particles and their interactions

Intro Text of what Particles and their interactions is all about.
(Here could be eventually also the full resume of all choice options, which have been done so far in the filter on the left, so that one knows where in DB is he at the moment.)

Filter:
Topic ▼
Item type ▼
Language ▼
Audience ▼
Free text search
IPPOG DB FAQs

RESULTS

- CASCADE OUTREACH COMPETITIONS FOR SCHOOLS - AN EFFICIENT WAY TO INTRODUCE PARTICLE PHYSICS**
The Particle Physics group at the University of Birmingham has tried many different forms over recent years. We have found that a Cascade competition is a very efficient way to introduce concepts and experiments to a wide range of students...
- MULTILINGUAL POSTER ABOUT THE ELEMENTARY CONSTITUENTS OF MATTER**
The original version of this poster was created in France in 2014. It is the update of a poster. Since then, it has been translated to other languages. Additional language versions...
- L'ENIGME DE LA MATIERE SOMBRE - LA FACE CACHEE DE L'UNIVERS**
This presentation explains what is dark matter, reviews several proofs of its existence!
- HIGGS "GOD PARTICLE" BOSSON**
This public talk was given shortly after the announcement of the discovery of the Higgs boson by professionals like her. The audience was a room full of physicists at Thomas Jefferson!

Topics
Matter, Particles & Universe
Exploring unknown
Technologies and experiments
Particle Physics and Society
Particles and their interactions

Audience
Lower secondary
Upper secondary
Lower secondary
Upper secondary

Language
English
Slovak
English
French
Arabic
German
...

Type
Competition
Poster

Information about all overlapping categories in the view of selected items

Latest
Featured
Tweets
Facebook
Events calendar

Figure 7: Proposed display of the search results when you click on „Particles and their interactions“

Resource database

Today you see very simplified version

with this is “teaser” on the frontpage

IPPOG Resources Database

From wonders to excitement

A collection of high quality engaging materials e.g. videos, posters, talks, hands-on activities and more to help you share the wonders and excitement of particle physics with teachers, students and the general public.

search by keyword

2,300 results



CATEGORIES

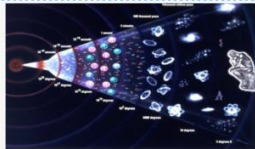
MEDIA TYPE

AUDIENCE

LANGUAGE

Apply Reset

MOST USED LABELS: LATEST FACEBOOK FEATURED

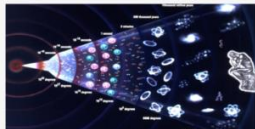


26 February 2020

Title of topic

Today it becomes more and more apparent how important an open and transparent dialogue of science with society is. Today it becomes more and more apparent how important an open and transparent dialogue of science with society is.

TOPIC



26 February 2020

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TOPIC

IPPOG RESOURCE DATABASE

From wonders to excitement

We contribute to global efforts in strengthening cultural awareness, understanding and support of particle physics and related sciences and in developing the next generation of researchers. More specifically, IPPOG's purpose is to raise standards of public outreach and science education efforts.



Search for more

Resource database

Original design proposal is this

IPPOG Resources Database
From wonders to excitement
A collection of high quality engaging materials e.g. videos, posters, talks, hands-on activities and more to help you share the wonders and excitement of particle physics with teachers, students and the general public.

Particle Physics and Society | Matter, Particles and Universe | Exploring the Unknown | Technologies and Experiments

search by keyword 2,300 results

TOPICS | MEDIA TYPE | AUDIENCE | LANGUAGE

Apply Reset

26 February 2020
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Same “teaser” on the frontpage

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Technologies and Experiments | Exploring the Unknown | Matter, Particles and Universe | Particle Physics and Society

Search for more

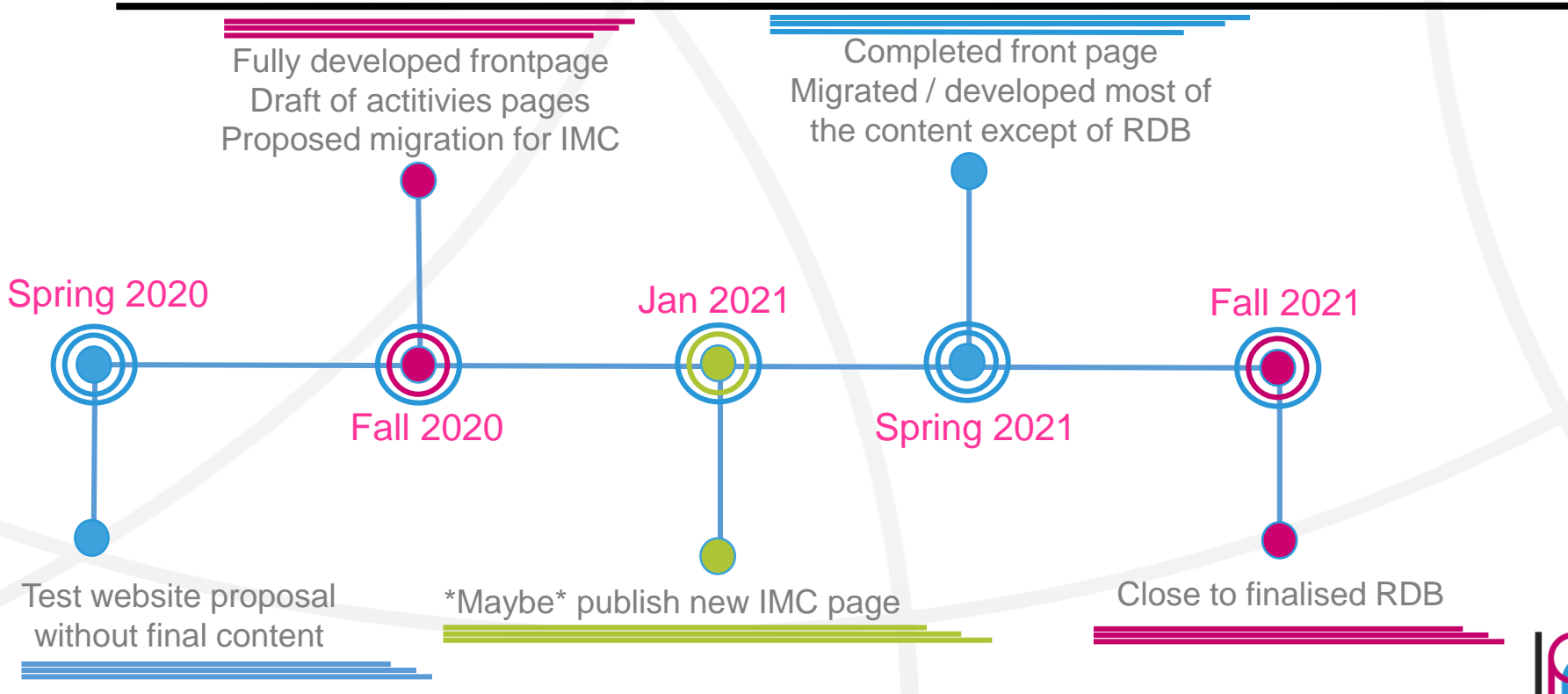
We need more details here!
(topic, type, language, audience)

Resource database

RDB – huge efforts still needed

- 1) Curation team (~ 400 items, if 8 IPPOGers check 1 item per week during one year, we would have it on time...)
- 2) CDS – IPPOG website interface (company)
- 3) Development of new IPPOG-made items
(WG on Applications, WG on Explanations of PP to Lay Audience)

IPPOG new website preliminary plan



THANK YOU