



FEL communication achievements of IRUVX-PP

Highlights of WP5

- WP5 “Communication & Dissemination” developed communication tools for the future EuroFEL consortium
- WP5 was very active!
- Remarkable projects have been worked out
- The development of the prototype website was the most complex project

*Many thanks to all WP5 contact persons,
specially to Annika, Bibi, Luciano and Mirjam!*

Some remarkable projects have been:

- Logo & corporate design development
- EuroFEL newsletter
- Prototype website and collaboration portal
- Communication & PR for EuroFEL workshops:
 - EuroFEL Workshop on Photon Beamlines & Diagnostics
 - EuroFEL Workshop on Photocathodes for RF Guns

Logo & corporate design development

- The task of WP5 was to develop a corporate design for the future EuroFEL consortium
- A characteristic design to visualise and strengthen the collaboration was needed!

The goals:

- To have a strong visibility for different target groups (e.g. general public, funding agencies, students, scientists)
- To communicate science on a professional level
- To increase a sense of unity

First step: development of a logo

- Requirements for a logo design:
 - the logo needs to represent the consortium, both inside and outside
 - it should be easy to remember
 - it should associate with the EU and FEL science
 - it should be different from the previous project logo
 - the explanation “FREE ELECTRON LASERS OF EUROPE” should be part of the logo



First draft versions

Final logo version:



Final logo version

- The logo represents the visual transposition of an FEL
- The design is influenced in colours and shape by all the partner logos
- The colours associate with the European Union
- The logo always consists of the yellow flash, the red line, the consortium name EuroFEL and the claim "FREE ELECTRON LASERS OF EUROPE"

Next steps

- Development of further basic design elements
 - a colour scheme, blue lines and the intense use of the colour yellow and the unique typography
 - > together they create the whole visual identity of EuroFEL
 - > these elements shape the “look & feel” of the project

EuroFEL logo in combination with partner logos



Partners of IRUVX-PP – the preparatory phase of EuroFEL



Colours



Typefaces

Eurostile Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&'()*?

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&'()*?

Arial Regular

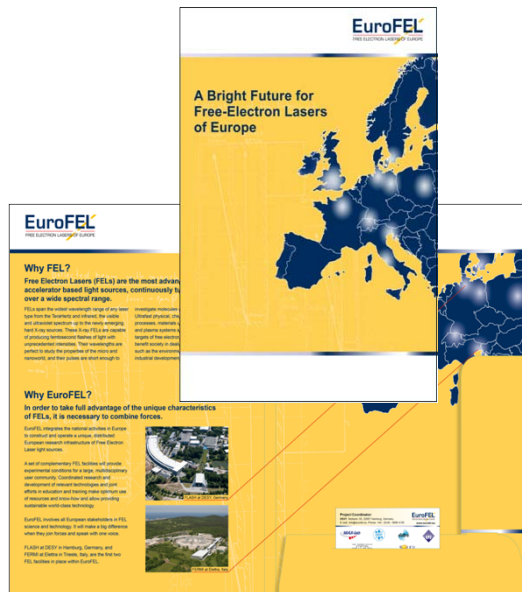
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Graphic elements



Highlights of WP5

■ Some EuroFEL corporate design applications:



EuroFEL folder



EuroFEL poster



EuroFEL partner exhibition panels

Highlights of WP5

Final documentation:

■ Corporate design guideline defining all elements



EuroFEL newsletter

- The aim of the newsletter is to get a sound mixture of topics and new developments of the EuroFEL consortium including news from the partner facilities
- It should be an easy-to-use tool, that further EuroFEL consortium members can use
- It should inform about R&D highlights, FEL related topics and FEL related events and conferences
- Contributors:
 - all WP5 contact persons and several EuroFEL consortium members
 - the Project Coordinator (editor-in-chief) and the PMT
 - staff from the DESY PR office (editors, translators, support)

Highlights of WP5

EuroFEL newsletter

- WP5 produced three newsletter issues: 12/09, 07/10 and 12/10
- 600 copies have been distributed per issue
- A 4th issue is currently being developed
Publication date: shortly after the 3rd Annual Meeting



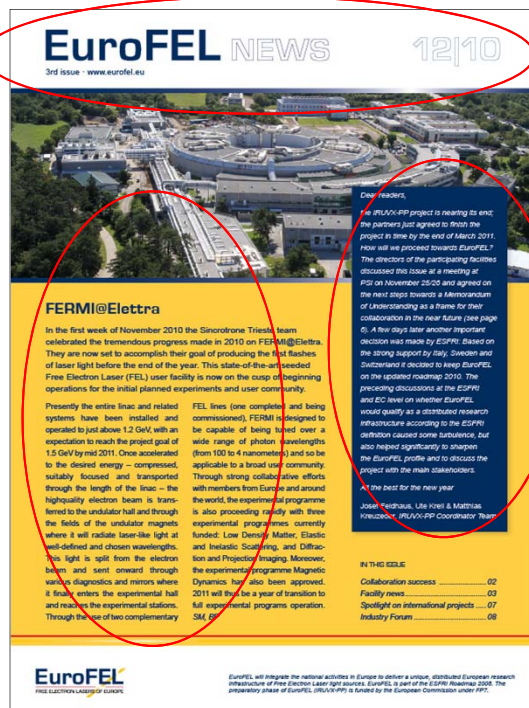
Already published EuroFEL newsletter issues



Highlights of WP5

EuroFEL newsletter 3rd issue

- A redesign and some new features have been developed
> the aim was to address a larger target group



- new header
- lead article on title (shorter editorial)
- spotlight on international FEL projects
- column for industry
- "Corner" for New User (new research perspectives at FELs)

EuroFEL prototype website

- The brief was to build a prototype website for the future EuroFEL consortium

- Main goals of the website are
 - to present the EuroFEL consortium
 - to present the partners and their national FEL projects
 - to set up a central FEL platform for scientists in Europe
 - to promote FELs in Europe
 - to provide access for FEL users
 - to inform about events & conferences which are relevant for the FEL community

- > the website is a general interface between the consortium and a large target group

EuroFEL prototype website

■ Requirements:

- A state-of-the-art content management system to be used for the website and for an internal collaboration portal
 - The required CMS must be supported by a partner IT department or an external company
 - The IT department should be able to host the website and to guarantee longterm support
- > A tendering procedure has been set up
- > A list of requirements and tender documents have been prepared
- > A sitemap has been worked out
- The PSI IT department and their new and innovative CMS “Foswiki” have been selected

Highlights of WP5

EuroFEL prototype website

■ The tendering and evaluation process:

12) Requirements form
Prototype website
~ April 2010 - 31. March 2011

Future EuroFEL website
1. April 2011 - 8 years

Service provided:

Hosting service

Webmastering

Development

As CMS (recommended)

For collaboration online (recommended)

For database (recommended)

Requirements
for hosting, design, implementation
and operation of the prototype
EuroFEL.eu website

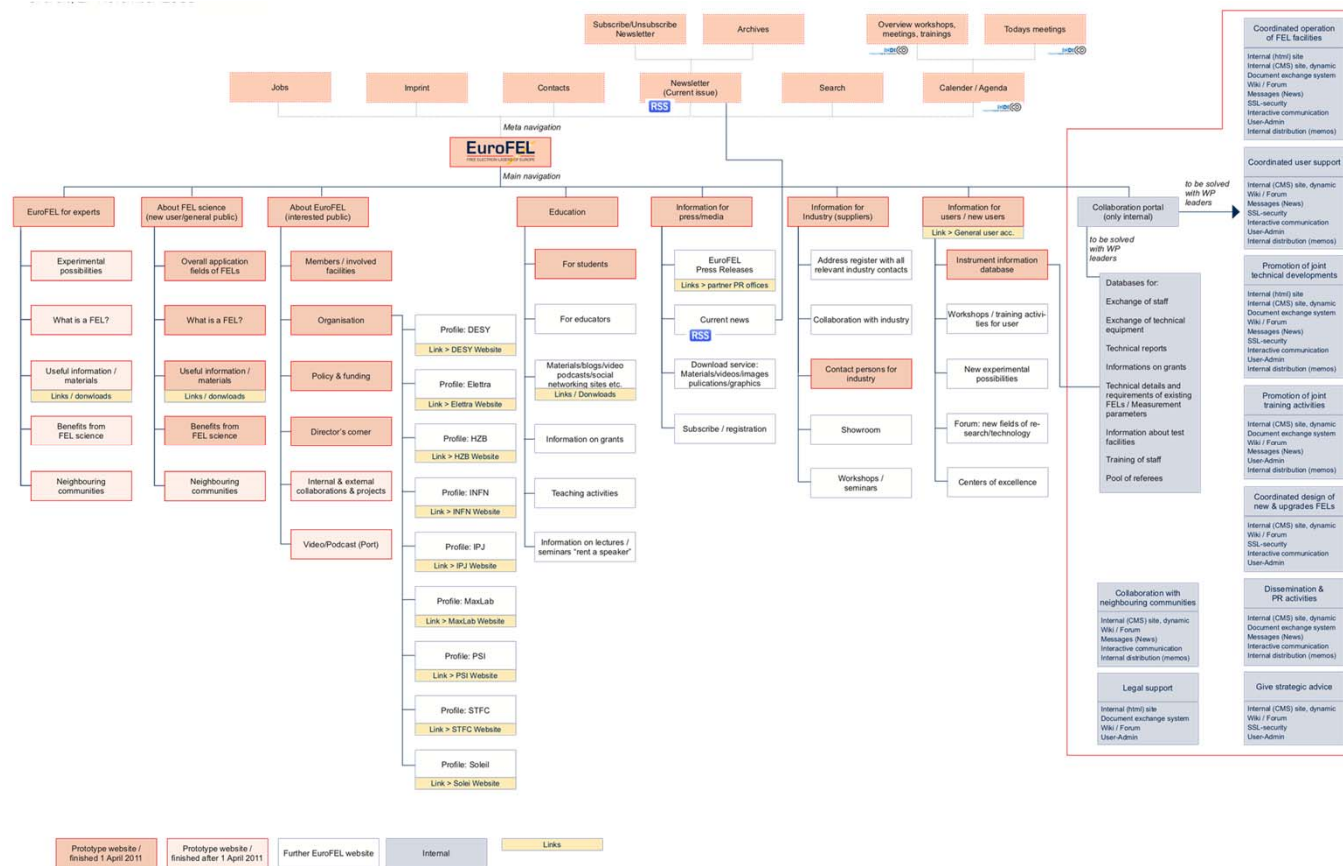
7 December 2009

EuroFEL_Website_forall.xls																							
New Open Save Print Import Copy Paste Format Undo Redo Autosum Sort A-Z Sort Z-A Gallery Toolbox Zoom Help																							
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Highlights of WP5

EuroFEL prototype website

■ The sitemap (draft version):



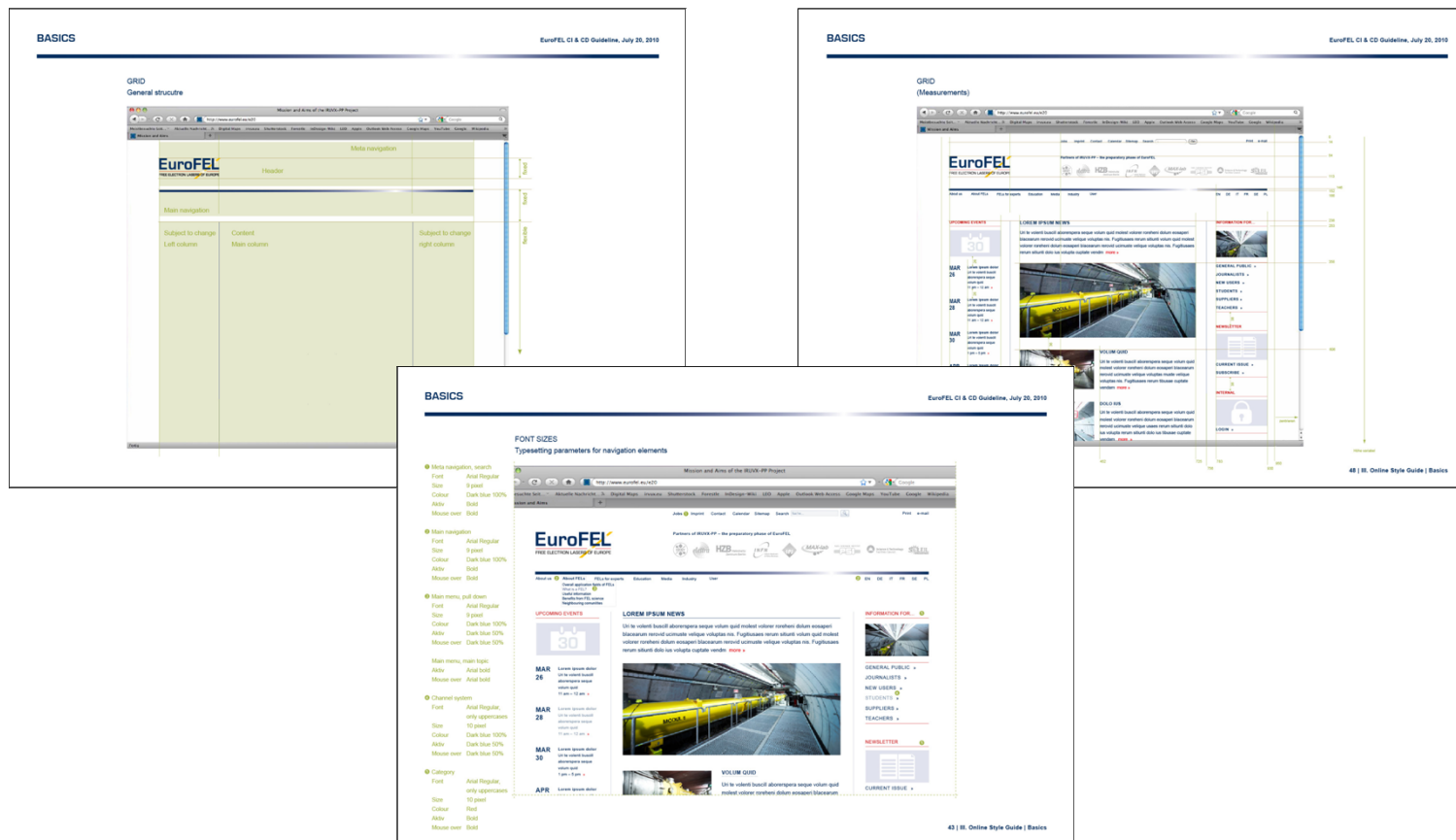
EuroFEL prototype website

■ Next steps:

- Final structure of the website, master pages and wireframes have been developed
- An IT specialist and a (temporary) web designer started their work
- They implemented the skeleton of the prototype website and the collaboration portal into the CMS Foswiki
- The editorial work started at the same time:
a freelance science writer with experience in FEL science began writing texts
- The first step is done and first content is online:
<http://www-test-eurofel.psi.ch/>

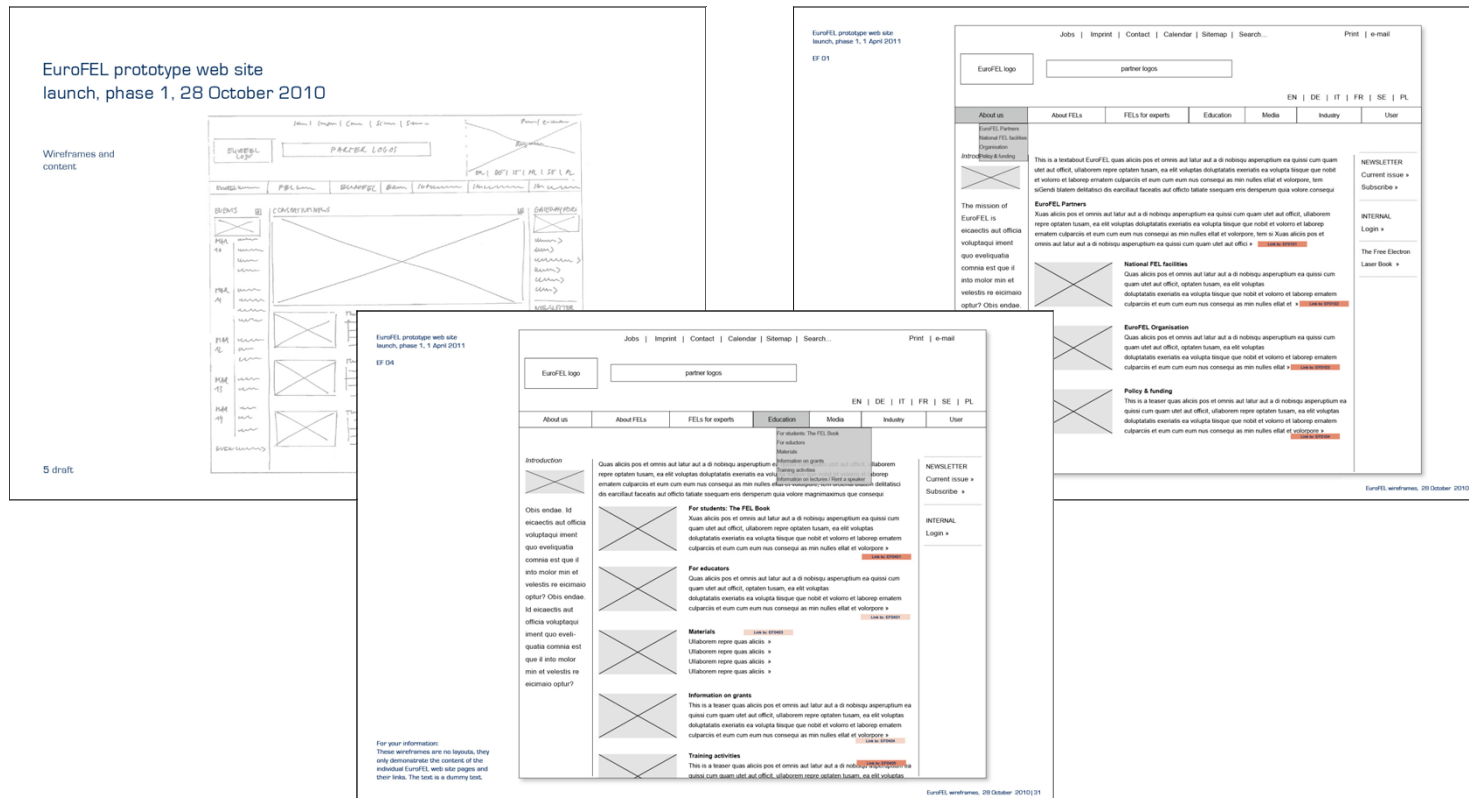
Highlights of WP5

Master pages and instructions for IT:



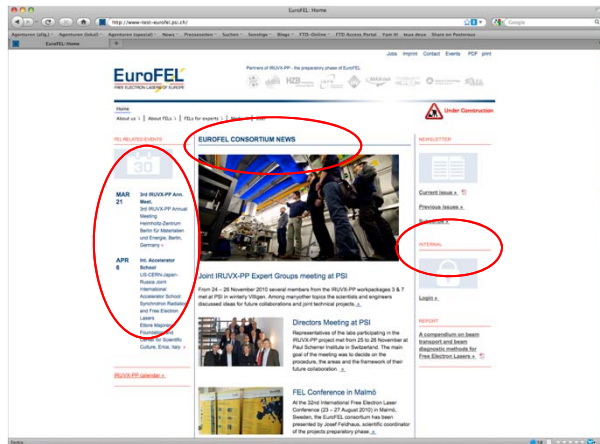
Highlights of WP5

The wireframes describing and defining every single site:

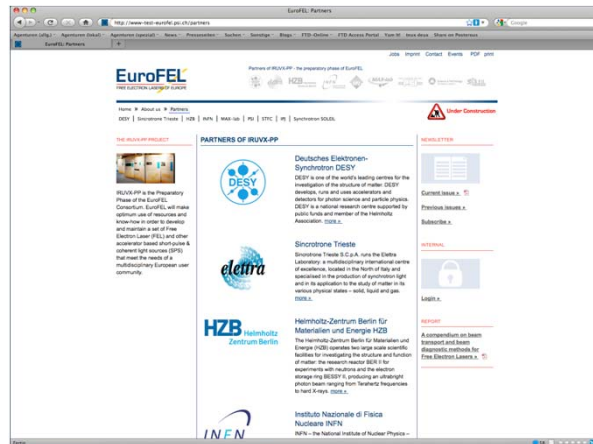


Highlights of WP5

Some examples of final prototype web pages:



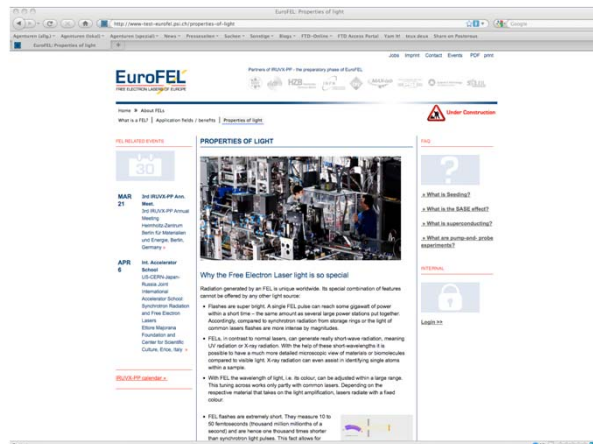
Starting page: Consortium news, events, Login for Intranet, ...



EuroFEL partners: Introduction text, link to partner website, ...



General information about FELs: How a FEL works



General information about FELs: Properties of Light



EuroFEL collaboration portal:

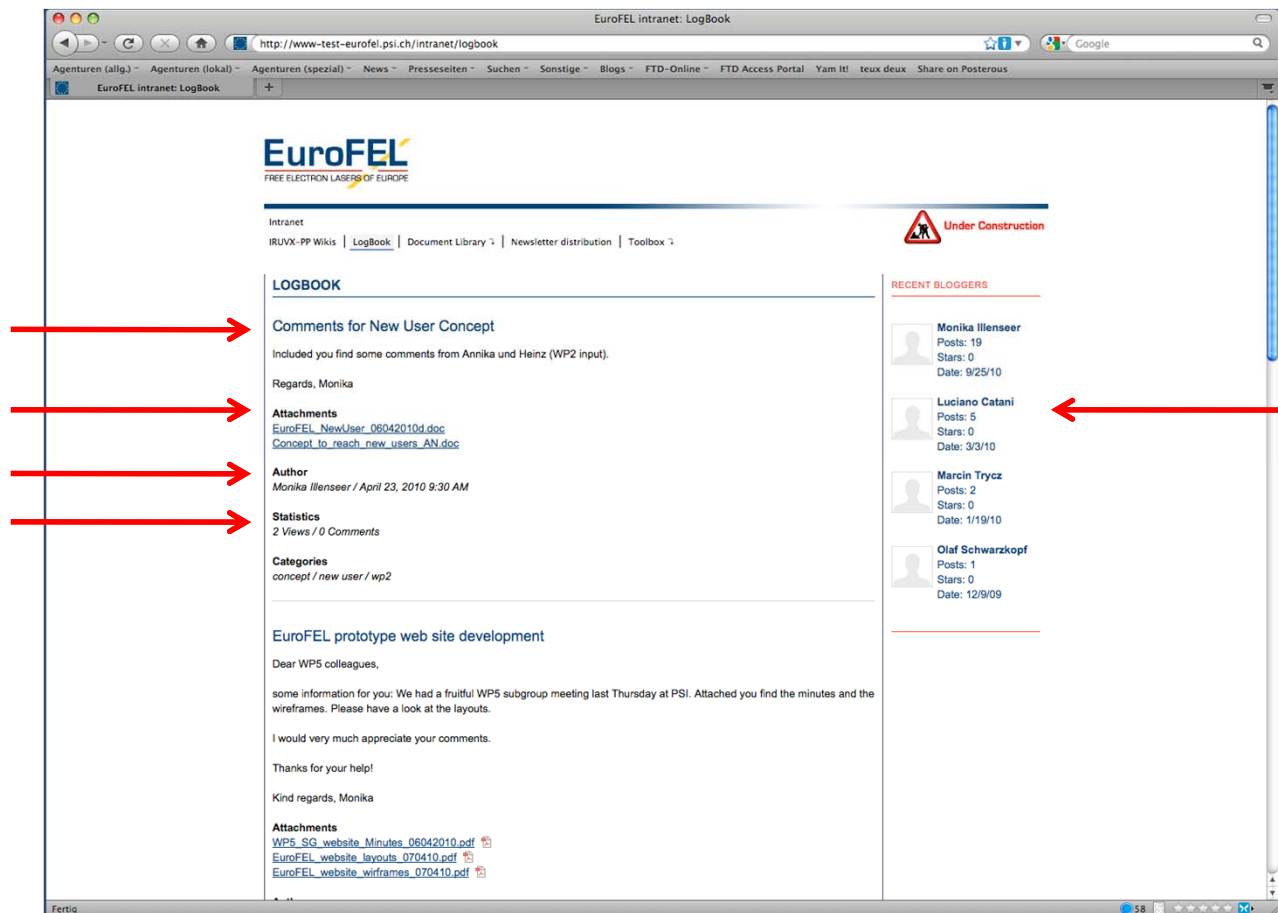
■ Requirements:

- Easy-to-use administration tool
- Easy-to-learn user tool
- Some kind of data repositories / data exchange tools
- Social media tool (wiki, blog, ...)
- Flexible tool to enable changes based on user request

> A prototype with possible tools has been set up in Foswiki and can serve as a model for future collaboration boards

Highlights of WP5

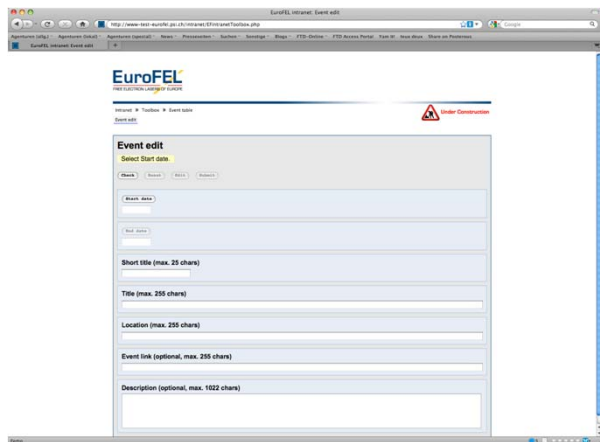
Some examples of prototype tools: the logbook



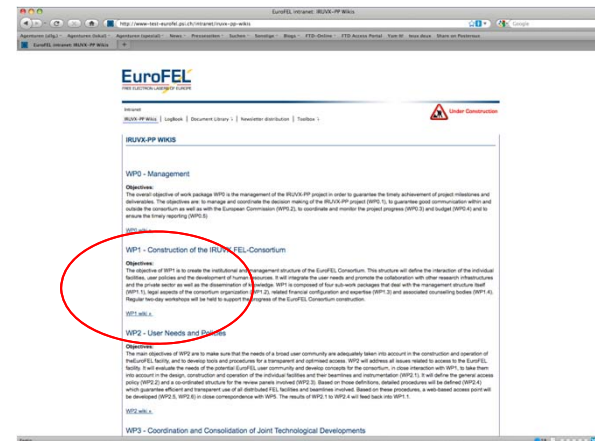
Logbook for WPs or future collaboration boards

Highlights of WP5

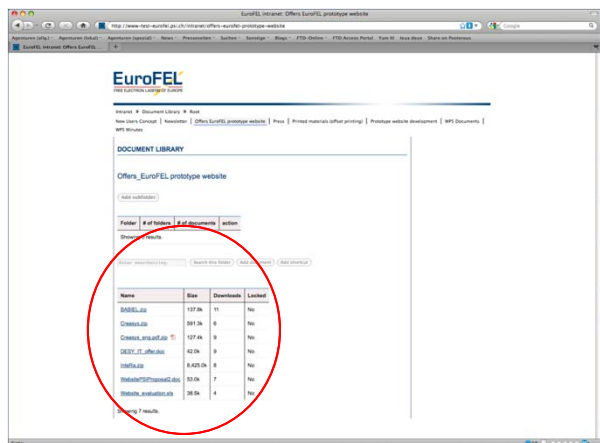
Some more prototype tools:



Event edit tool



All WP WIKIS can be connected with the collaboration portal



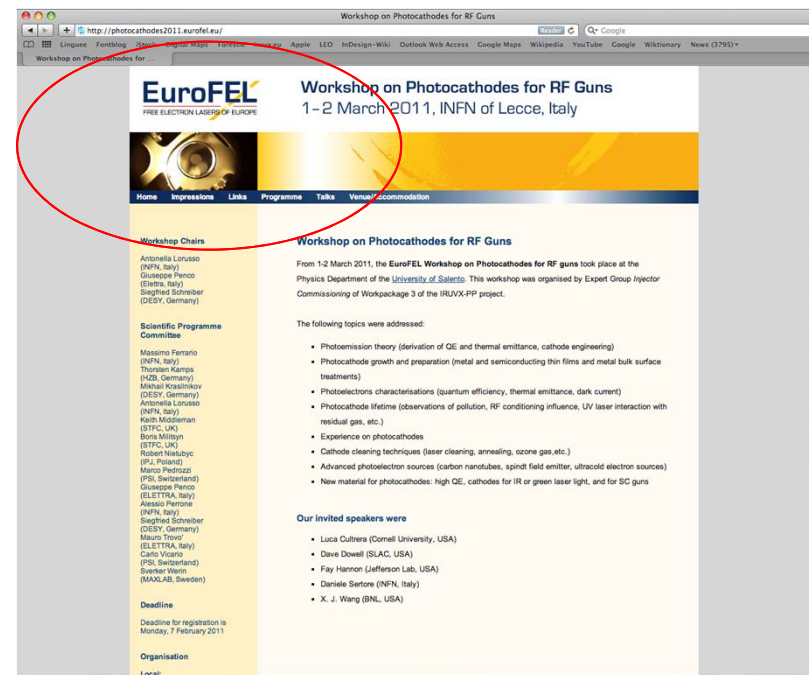
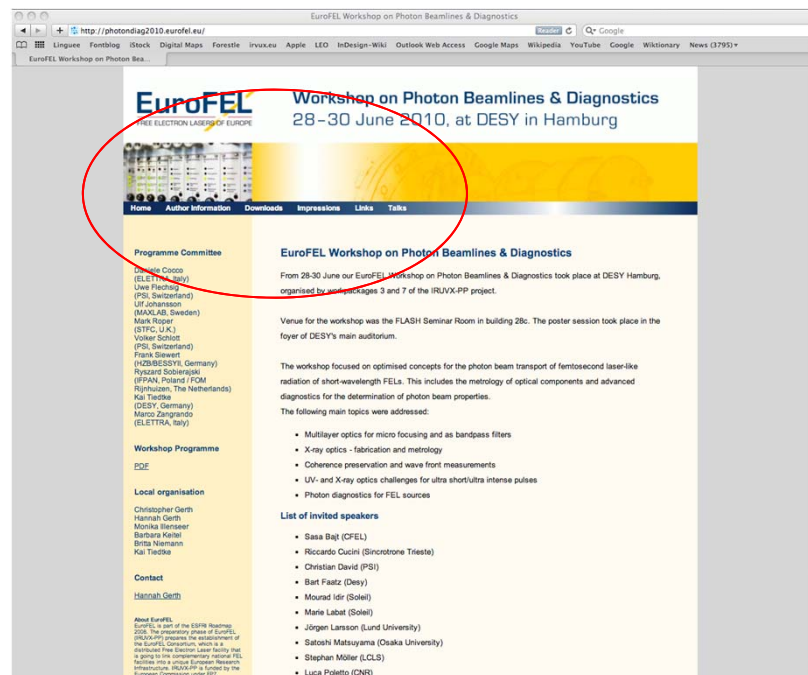
Document library: storage of documents and folders

Communication & PR for EuroFEL workshops:

- EuroFEL Workshop on Photon Beamlines & Diagnostics
- EuroFEL Workshop on Photocathodes for RF Guns
- The aim was, to create a visual system for a serial of workshops within the existing corporate design
- still following the overall corporate design rules, but allowing a little “autonomy”
- > special key visuals have been created, which give each workshop its own “look & feel”

Highlights of WP5

The workshop websites:



Highlights of WP5

Some examples of workshop communication materials:

EuroFEL
FREE ELECTRON LASERS OF EUROPE

Workshop on Photon Beamlines & Diagnostics
28–30 June 2010, at DESY in Hamburg



About EuroFEL
IRUVX-PP is the Preparatory Phase of the establishment of the EuroFEL Consortium, which is a distributed Free Electron Laser facility that is going to link complementary national FEL facilities into a unique European Research Infrastructure.

Why FEL?
Free Electron Lasers (FELs) are the most advanced of the accelerator based light sources which can deliver wavelengths spanning from infrared to ultraviolet and X-rays (IRUVX). They permit investigation of ultrafast (femtosecond) dynamics phenomena on a nanoscale, understanding of which will underpin the exploitation of new high technology areas such as nanotechnology, biotechnology, advanced materials and catalysis. A number of research centres and governments in Europe, USA and Asia have initiated construction of such new facilities at a cost of several hundred million Euros each.

Website
www.photodiag2010.eurofel.eu/

Registration
Please visit our website www.photodiag2010.eurofel.eu/ and click the link Registration. Please, note that the registration fee (payable by e-payment) covers the basic workshop costs and the conference dinner.

Deadline for registration
31 May 2010

Venue
DESY Hamburg
FLASH Seminar Room (building 28c)
Notkestr. 85
22607 Hamburg

For further information...
Please, contact Hannah Gerth, hannah.gerth@desy.de or visit our website www.photodiag2010.eurofel.eu/

Workpackages 3 and 7 of the IRUVX-PP project would like to invite you to join our EuroFEL Workshop on Photon Beamlines & Diagnostics which will take place at DESY from 28-30 June 2010.

The workshop focuses on optimised concepts for transport of femtosecond laser-like radiation of s. This includes the metrology of optical component diagnostics for the determination of photon beam

The following main topics will be addressed:

- Multilayer optics for micro focus generation – fabrication and metrology
- Coherence preservation and wave front measurement
- Transport and measurement of ultra-short photon beams

Preliminary Agenda of the workshop

Monday, 28 June 2010

- Photon Beam Transport I
- Photon Beam Transport II
- Photon Beam Transport III
- Photon Diagnostics I

Tuesday, 29 June 2010

- Theory/Simulations
- Metrology I
- Photon Diagnostics II
- Poster Session

Wednesday, 30 June 2010

- Metrology II
- SXR Beamlines
- Optics

Conference Programme, Useful Information and Book of Abstracts

28–30 June 2010, at DESY in Hamburg


Partners of IRUVX-PP – the preparatory phase of EuroFEL



Poster and BoA

EuroFEL
FREE ELECTRON LASERS OF EUROPE

Workshop on Photocathodes for RF guns
1–2 March 2011, INFN of Lecce, Italy



About EuroFEL
EuroFEL is part of the ESFR Roadmap 2006. The preparatory phase of EuroFEL (IRUVX-PP) supports the establishment

Workpackage 3 of the IRUVX-PP project would like to invite you to join our EuroFEL Workshop on Photocathodes for RF guns, Expert Group Injector Commissioning, which will be held at the INFN/Physics Department of University of Salento from 1–2 March 2011.


Topics will be addressed:

- Ion theory of QE and thermal emittance, cathode engineering)
- Cathode growth and preparation (semiconducting thin films and metal bulk surface treatments)
- Cathode characterisations (efficiency, thermal emittance, dark current)
- Cathode lifetime (effects of pollution, RF conditioning influence, interaction with residual gas, etc.)
- Cathode on photocathodes
- Cathode cleaning techniques (cleaning, annealing, ozone gas, etc.)
- Cathode photoelectron sources (phototubes, spindt field emitter, ultracold electron sources)
- Cathode material for photocathodes: (cathodes for IR or green laser light, and for SC guns)

Conference Programme, Useful Information and Book of Abstracts

1–2 March 2011, INFN of Lecce, Italy

Partners of IRUVX-PP – the preparatory phase of EuroFEL



Highlights of WP5

The visibility at the campus:



Highlights of WP5

Thank you!