

Promotional materials

-Deliverable 4.2-

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1. Summary

In the first 6 months of the project, we established a set of tools that will help us rise visibility of the project and disseminate results of our scientific activity. These tools included developing a project website and visual identity, creating social media accounts and designing physical promotional materials.

Means and online promotion we be continuously maintained up-to-date with advancements on the project like findings regarding our research topic and exchange activities.

Psychical means of communication and dissemination were designed in the best way to represent LEARNVUL and to be appealing for our target audience. Also, we will use high-quality images and materials for creation of these materials to ensure durability an optimal level of impact.

2. Project branding and promotional materials

Project logo and physical promotional materials were designed by WUT team members to represent project objectives and accordance with project visual identity. Physical promotional materials include only essential project information and contact information.

2.1. Project logo

A member of WUT team developed several logos designed in order to fit with most situations where it might be used, and still be identifiable and similar to its counterparts. We believe this logo design will be memorable for the target audience and help promotional activities.

Color logo



Logo for black background



Logo for black & white materials

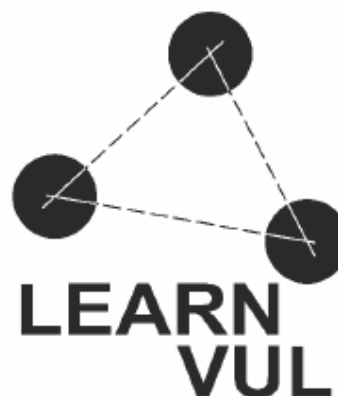


Figure 1. LEARNVUL logo

2.2. Brochure

LEARNVUL brochure was designed by WUT team members and includes a basic description of the project, key visual identity aspects and contact information. This material will help spread to the public the purpose and objectives of our project and provide information about LEARNVUL means of communication with the target audience.



Figure 2. LEARNVUL brochure exterior sides (left image is front page, center image is the back page)



The overall aim of the LEARNVUL project is to enhance the scientific performance and research management capacity of West University of Timisoara (UVT) by twinning with two highly performant teams through joint research activities.

This twinning will help raise the scientific profile of the involved researchers from UVT, and it will facilitate upscaling the acquired knowledge on research management into research policies at the institutional level.

OBJECTIVES:

- O1.** Increasing the scientific profile of the early-stage researchers.
- O2.** Strengthening the UVT's research excellence at the crossroad between personality psychology and experimental clinical psychology.
- O3.** Enhancing the scientific capacity of UVT.

MEANS:

- O1.** Joint research activities, advanced training, and short-term mobility.
- O2.** Increasing the international visibility and reputation of the early-career and mid-career researchers from this field.
- O3.** Transferring the acquired research management knowledge and practices from the lab level to departmental and institutional levels.

The LEARNVUL project aims at making steps towards clarifying the role of Neuroticism in developing emotional disorders from an evaluative learning perspective. The focus will lay on how neuroticism shapes the processes through which we learn what we like or dislike. This type of learning is called evaluative conditioning and is based on the repeated association of a neutral, unvalenced, object with positive or negative valenced stimuli.

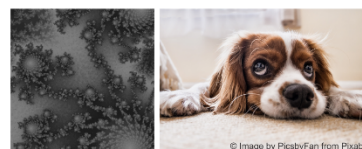


Figure 3. LEARNVUL brochure interior sides

2.3. Roll-up poster

The roll-up poster will be displayed during conferences and includes only key visual aspects that will help promote and make our project easily identifiable (project logo and name, partner universities logos and names, contact information, project visual identity colours).



Figure 4. LEARNVUL roll-up poster

2.4. Paper presentation folder

The paper presentation folder also includes only key visual identity elements, and will be made out of durable materials in order to be re-usable, and be a lasting reminder of LEARNVUL to the target audience members to whom it will be distributed.

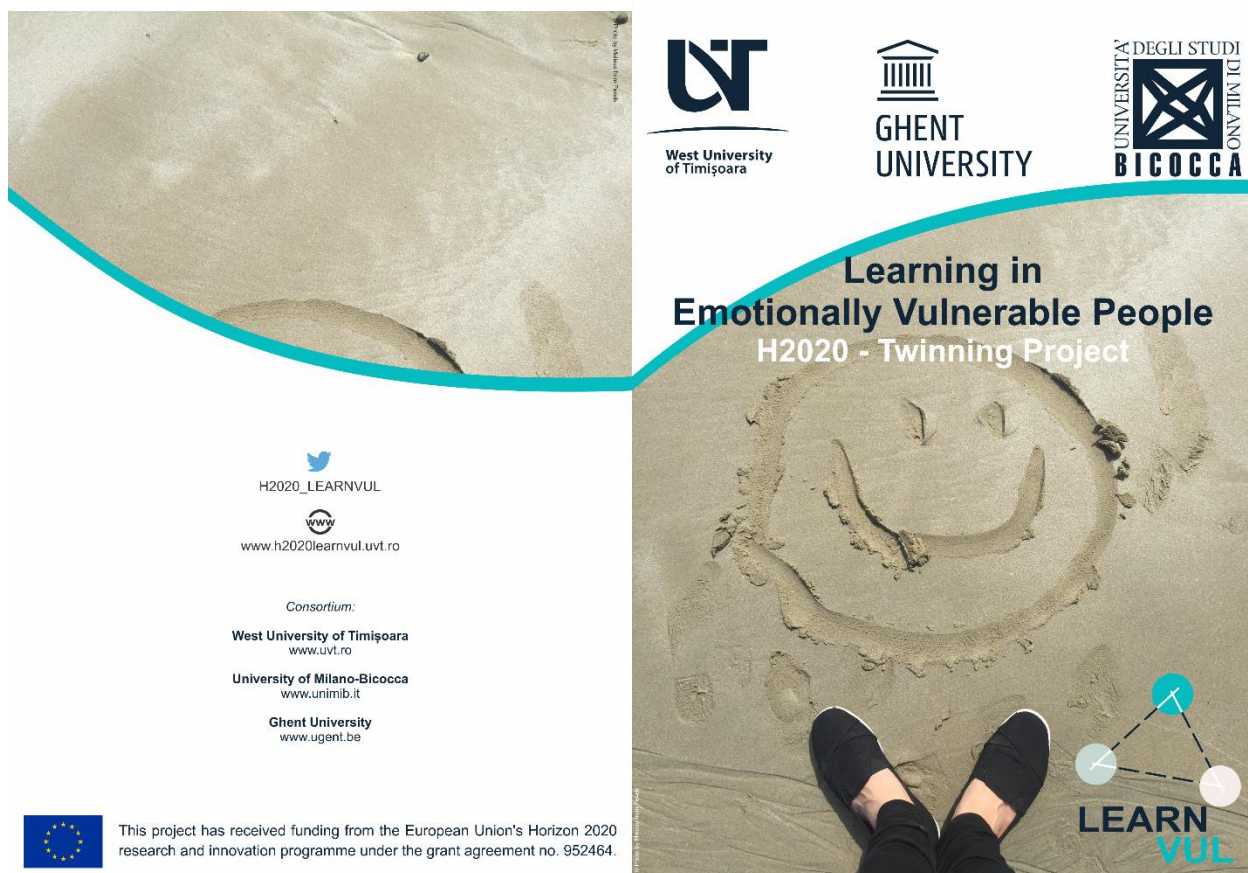


Figure 5. LEARNVUL paper presentation folder

3. LEARNVUL Website

The project website was designed by a WUT team member and is hosted as a subdomain on a server of West University of Timișoara. A more detailed description of the website can be consulted in deliverable D4.1 dedicated specifically to the subject of project's website. Similar principles as in projects' physical promotional materials were applied in creation of the website, as appealing and easily identifiable visual identity, short presentation of project objectives and rationale, easy navigation, providing essential contact information.

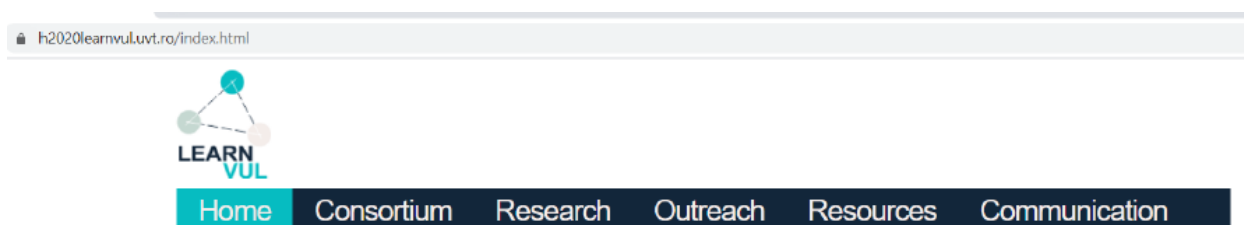


Figure 6.LEARNVUL website

4. LEARNVUL Social Media Accounts

4.1. Twitter

We will use projects' Twitter page H2020_LEARNVUL to promote project activities and advances. Twitter is a popular accessible platform which provides easy ways of communication of news and events.

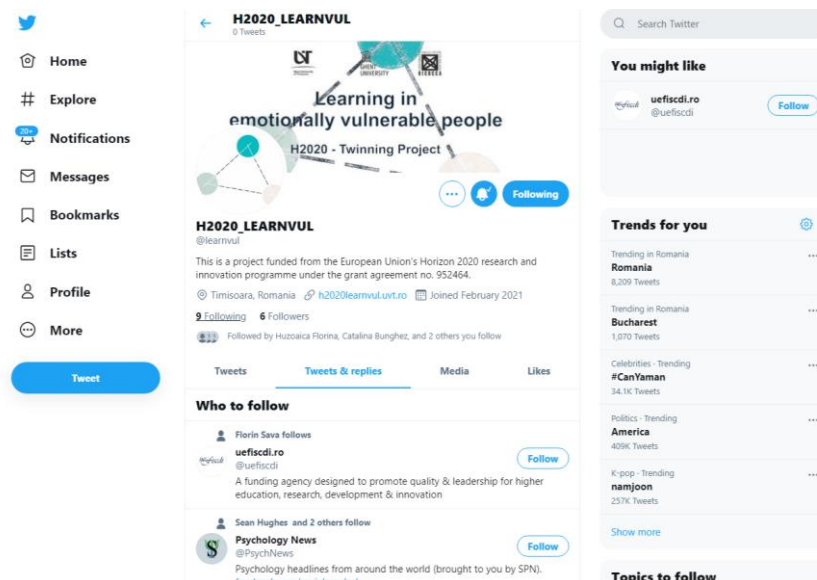


Figure 7. LEARNVUL Twitter page