



neurope. the european design student exchange platform

The strange and the close.
Documentation of a digital handbook.

Content.

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How it started.

The idea.

The idea of designing a digital handbook or tool for students who study within different countries was born in a seminar week in Arco. A group of students and professors of the University of Applied Sciences Cologne, Department of Design, travelled to Arco, a small village next to the Lake Garda in Italy to participate in the seminar. The strange and the close. The aim of the seminar was to learn how to deal with unknown cultures, different people and situations that the participants in their everyday life were not familiar with by living in a foreign country, speaking a non-mother-tongue language and dealing with mostly strange people.

Therefore the group members had to participate in different social and intellectual activities: freeclimbing in the surrounding mountains of Arco and

lectures about social skills and theoretical informations about how to deal with different cultures, people, etc.

All the results, what the group members learned and others helpful informations for people that are international learners or students, should be summarized within a handbook.

For that it was chosen to design a website, which can be used as a platform for different informations about european or international studying.

This platform is mainly about international communication between different design students all over the world. It's about travelling, meeting new people, making new friends, sharing experiences or common goals, transmitting knowledge and ideas or just participating in hot events all over europe.



Structure of the website.

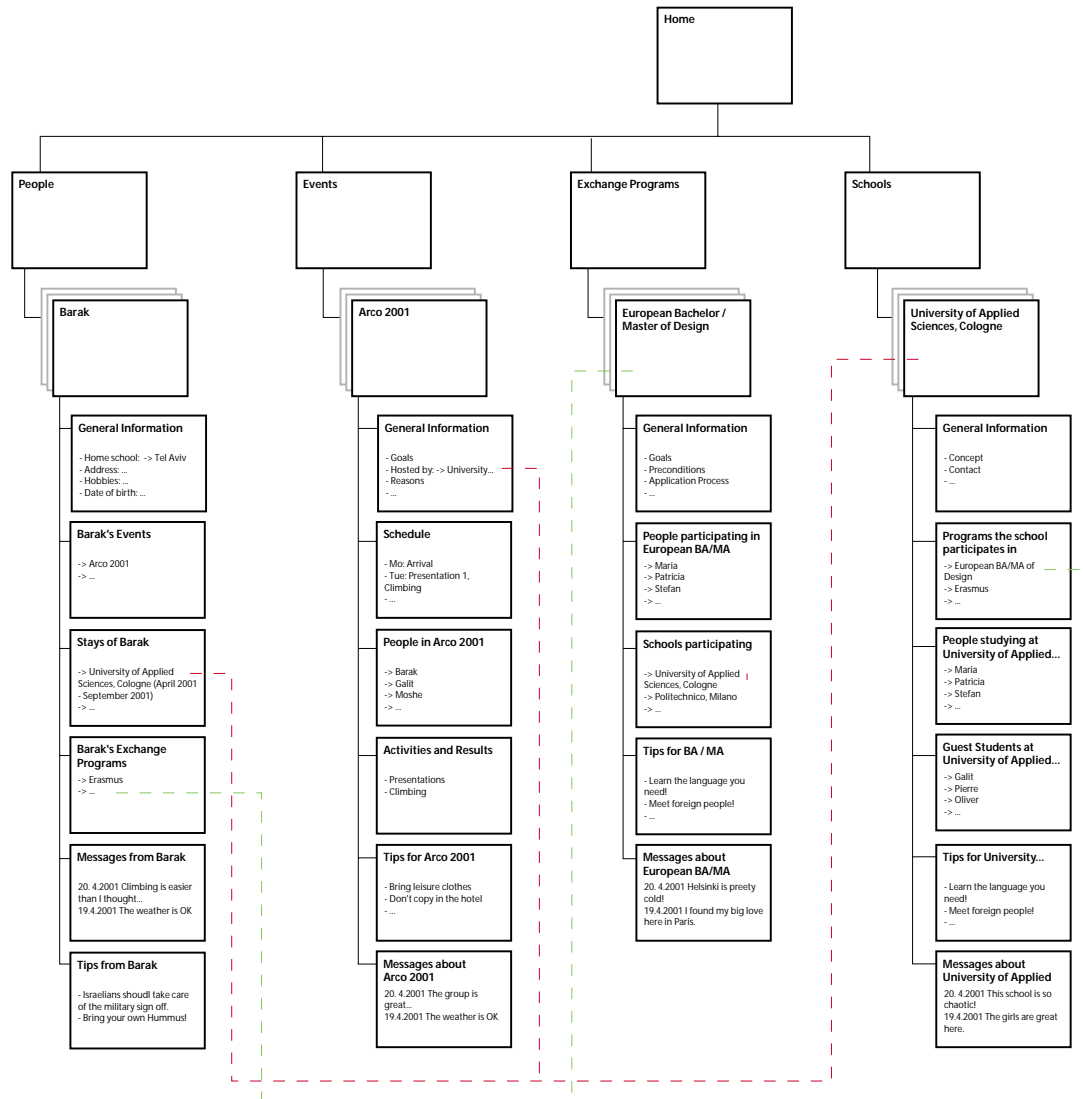
The structure of the website consists of the four main information fields:

- ¥ events
- ¥ people
- ¥ schools
- ¥ programs

The forum is a part of all the four main topical areas.

The diagram shows in which information fields exist and in which way the information is arranged.

The two information fields tips and messages (forum) are grouped separately, because they appear in all the other four information fields and by doing so referring their content to them.



Forum

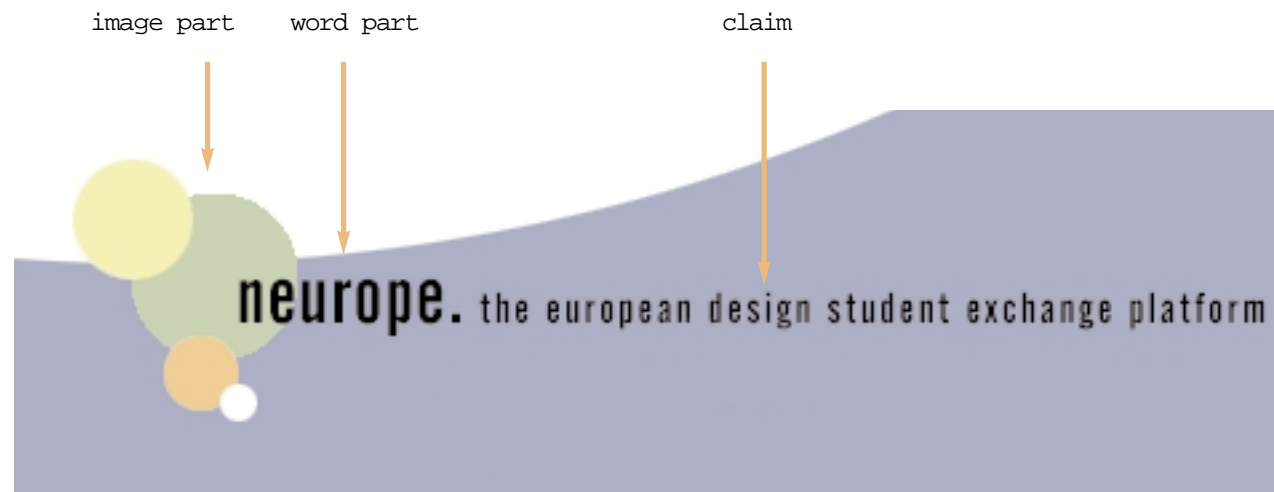
Tips

Logo and typography. Design elements.

The logo is of a word-image brand. The image part consists of coloured circles which represent the idea of international communication, connecting people, combining different cultures and languages.

The word part consists of the font Avant Garde Gothic, which is a font who has a young and dynamic gracefulness, which supports the idea of flexible use of the website and innovative communication between design students from all over the world. In the floating text the type 'Verdana' is used, which is a font known for excellent readability at the monitor.

The logo is combined with the communicative addition the european design student exchange platform which underlines on one hand the function of the website and on the other hand defines for what the name neurope stands for.



Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Layout-Raster. Designements.

The website is structured into the following five areas.

Logo and navigation path:

This is the area, where the logo is always placed. Below the logo the user finds his/her navigation path, which shows him chronologically how he/she navigated.

Main navigation:

In this area the user finds the main contents of the website.

Content:

This area is used for the presentation of different informations and interactive elements as e.g. log-in, messages, tips.

Images and graphical elements:

This area contains all image or illustrated-informations.

Sender:

In this area the sender University of Applied Sciences Cologne, Department of Design is represented.



Starting page.

Content .

The starting page has the function to appetize new users to become a member of the neuropean community. From here the user has the possibility to reach all the information connected in this side. There is an area, where he/she gets the current information about new members, the hottest tips and present-day messages.



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neurope home page

welcome to neurope!

You are design student. Either in Europe or elsewhere on this planet. You plan to study abroad. You are abroad. You have returned. *Roamer, this place is for you!*

[» Login](#)

Neurope goes live in 3 days, on June 1st, 2001!

Till then, you can browse through our pages, but not interact and neither create an account or participate.

neurope is a community platform that links people from different design schools who go abroad through various exchange programs, participate in events, exchange tips and communicate in the forums.

Say hi to the 5 freshest neuropeans:
alessandro di iullo (Italy)
benedetta scansani (Italy)
Chiara Privitera (Israel)
Francesca Giordano (Italy)
Luca Quattrin (Italy)

3 latest schools entered:
Les Ateliers (France)
Politecnico di Milano (Italy)
State Academy of Art and Design Stuttgart (Germany)

The 1 newest discussions:
The Cologne Mensa - I will survive!

 **University of Applied Sciences, Cologne
Design Department**

Last modified: 2001-05-29

Navigation menu (left):
people
schools
programs
events
forum
become a neuropean
all about neurope

Image (right): A circular image of a woman sitting on the grass, looking thoughtful.

People – special example. Content.

In this area the user finds information about the home-school and other of this person visited foreign schools.

The informations are created by the user with the aim to contact them (E-mail, ICQ etc.)



The screenshot shows a user profile on the 'neurope.' website. The profile includes a navigation menu on the left, a central profile picture, and a list of personal details on the right. The website header identifies it as 'the european design student exchange platform'.

neurope. the european design student exchange platform

home » people » »

moshe, harel ben - moshe

- people
- schools
- programs
- events
- forum
- become a neuropean
- all about neurope



home school
» Halon Academic Institute of Technology

current school
» University of Applied Sciences Cologne, Design Department with Erasmus

name Moshe, Harel Ben - Moshe

current address Moselstrasse 14
50354 Hürth
NRW
Germany

mail mosh788@hotmail.com

date of birth 1969-08-14

place of birth Tel-Aviv, Israel

hobbies RC cars

interests cars, design

education Practical Engineer

University of Applied Sciences, Cologne
Design Department

Last modified: 2001-05-29

Schools .

Content .

On this page the user gets a general overview about the schools participating within the neuroeuropean network.

Every participating school has her own site. These pages are relevant for people who want to go abroad.

Furthermore this area is combined with tips and personal experiences of the forum.



The screenshot shows the 'neuroeurope' website, which is a European design student exchange platform. The page is titled 'les ateliers' and features a navigation menu on the left with links for 'people', 'schools', 'programs', 'events', 'forum', 'become a neuroeuropean', and 'all about neuroeurope'. The main content area includes a header with the site's name and tagline, a breadcrumb trail 'home » schools »', and a section for 'les ateliers' with the following details:

- Les Ateliers**
Paris, France
- <http://www.ensci.com/>
- Concept**
Les Ateliers is a French public institution funded and run jointly by the Ministry of Culture and the Ministry of Industry. Founded in 1982, it is wholly dedicated to design education and promotion.
- Situated in the Bastille area, Paris historic center of furniture trade and craftsmanship, it is located in a factory built in 1922 by Jansen, a Dutch craftsman and decorator. Until 1979, up to 500 craftsmen used to work there.
- The Board of Governors and the Academic Board are composed of representatives from Culture and Industry, and of personalities from the design world.
- Further Information**
Les Ateliers is composed of three Faculties and one Department:
 - ENSCI- ENSCI is the only French State design school solely dedicated to industrial design.
 - ANAT – ANAT offers a two-year post-graduate program in textile design.

On the right side of the page, there is a link 'Where is Paris, France? » Show map!' and a section titled 'Home Students:' listing names: Pierre Champiot, Adèle Seyrig, Liz Davis, Marie Doublier, Minatchy Wilfried, and Xavier Flavard.

Events – general information. Content.

Workshops, seminars and discussions, which take place around the neuroeuropean community and schools are presented here. Contents, photographs and other documents are offered to be able to download to interested users.



The screenshot shows the website for 'neurope', described as 'the european design student exchange platform'. The page is for an event titled 'chips workshop - consumer hybrid intelligent products and systems'. The event is held in Paris, France, from 2001-05-12 to 2001-05-20, hosted by 'Les Ateliers'. The main text discusses the 'Research into the Design issues relating to the creation of intelligent hybrid products and environments', focusing on the Information Society research agenda and the need for intelligent products. It mentions the 'disappearing computer', ubiquitous computing, and embedded intelligence. The text also notes that while technological aspects are addressed, little attention has been paid to creative product design, usability, and consumer requirements. Examples of future hybrid intelligent products like an 'intelligent carpet' are mentioned.

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home » events »

chips workshop - consumer hybrid intelligent products and systems

Research into the Design issues relating to the creation of intelligent hybrid products and environments.

Paris, France, 2001-05-12 - 2001-05-20
hosted by » Les Ateliers

Event Information

The Information Society research agenda for the coming decade will be increasingly driven by the need to create a universe of intelligent products, based on the concept of the disappearing computer, ubiquitous computing, embedded intelligence, ubiquitous high-speed networking and intuitive interfaces. This implies the emergence of new kinds of hybrid consumer products that combine physical and digital characteristics, with embedded processors and networked intelligent functionality. The concept goes beyond products as single objects with embedded intelligent functions to new classes of environment created by the linking of intelligent objects and behaviours.

The potential technological aspects of the development path have been addressed in outline by technological research groups but comparatively little attention has been paid to issues of creative product design; the product development cycle; usability; consumer requirements and choices; cultural and social meaning; social impact; potential markets and exploitability. In fact, the examples put forward by technology foresight groups as possible future hybrid intelligent products (such as the 'intelligent carpet' that receives your news and mail and transmits it to you via your shoes when you walk in the house) are frequently

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impressions

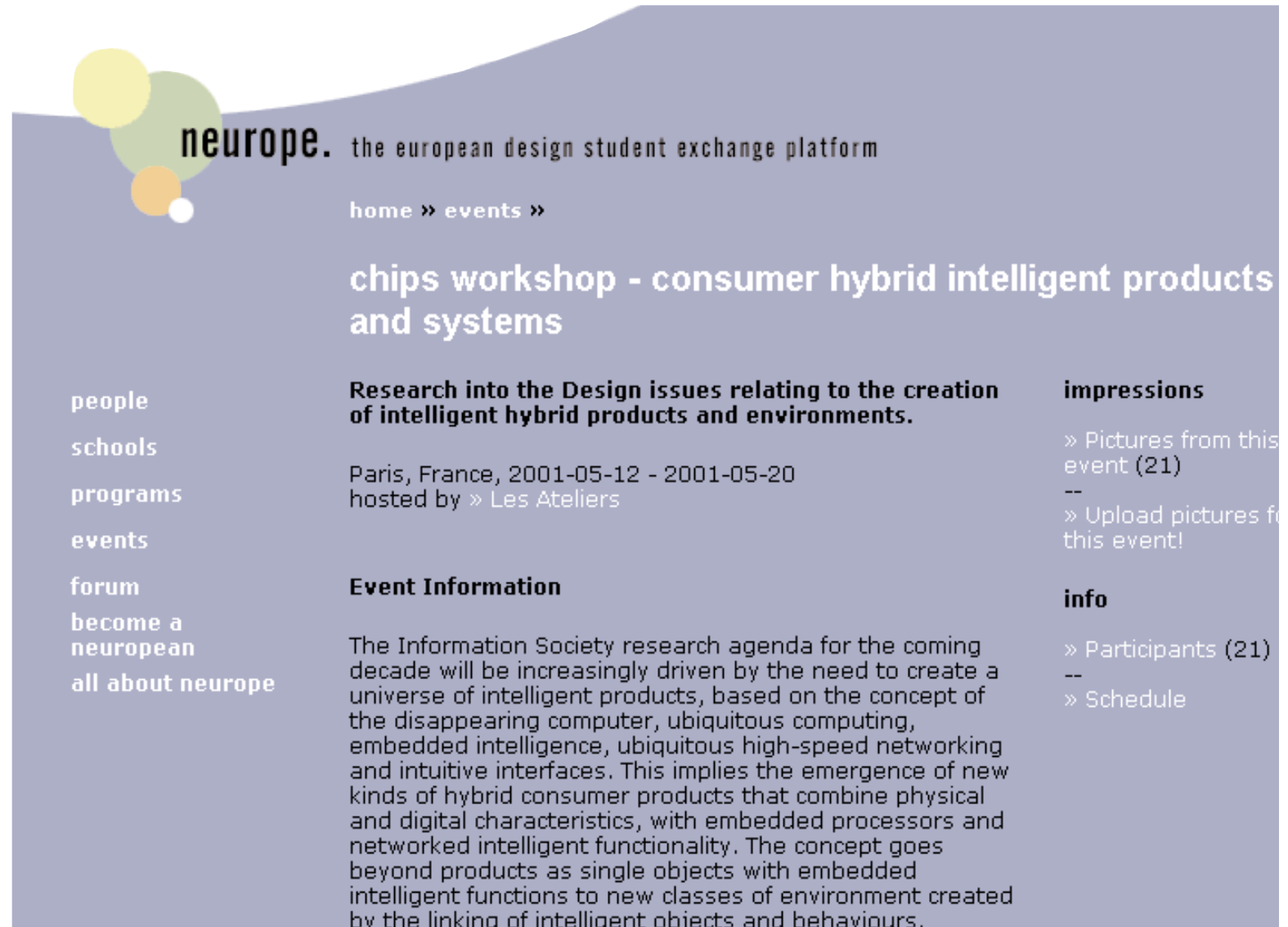
- » Pictures from this event (21)
-
- » Upload pictures for this event!

info

- » Participants (21)
-
- » Schedule

Events – special information. Content.

This is the area where photos and informations of the the chips workshop in Paris are placed and can be placed.



neurope. the european design student exchange platform

home » events »

chips workshop - consumer hybrid intelligent products and systems

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Programs .

Content .

In this information field are placed the aims and concepts of the different exchange and study programs.

The user as well can get information about the students who are involved in such a program. Furthermore this area is combined with tips and personal experiences of the forum.



The screenshot shows the 'neurope.' website interface. The header includes the logo and the tagline 'the european design student exchange platform'. A navigation menu on the left lists 'people', 'schools', 'programs', 'events', 'forum', 'become a neuropean', and 'all about neurope'. The main content area is titled 'erasmus' and includes a URL, a 'Description' section detailing the ERASMUS program's history and participating countries, a 'Duration' section stating 'between 3 months and 1 year', and an 'Objectives' section. On the right side, there is a 'Current Exchange Students' list and a section for 'in the forum' with links to messages and tips.

neurope. the european design student exchange platform

home » programs »

erasmus

<http://europa.eu.int/comm/education/socrates/er...>

- people
- schools
- programs
- events
- forum
- become a neuropean
- all about neurope

Description

ERASMUS is the name given to the Higher Education section of the European Community action programme in the field of education "SOCRATES". Adopted on 24 January 2000 and spanning the period until the end of 2006, SOCRATES is now open to the participation of 28 countries: the 15 Member States of the European Union; the three EEA countries (Iceland, Liechtenstein and Norway) and ten associated countries: Hungary, Romania, the Czech Republic, the Slovak Republic, Poland, Bulgaria, Estonia, Latvia, Lithuania, Slovenia. Other countries (Malta, Cyprus and Turkey) are presently negotiating their possible future participation.

Duration

between 3 months and 1 year

Objectives

Higher education plays a crucial role in producing high quality human resources, disseminating scientific discovery and advanced knowledge through teaching, adapting to the constantly emerging needs for new competences and qualifications, and educating future generations of citizens

Current Exchange Students:

Barak Harison
Galit Gryc
Oliver Plata
Moshe, Harel Ben - Moshe
Tal Shlomovitz

in the forum

- » Messages about this program (0)
-
- » Tips for this program (0)
-
- » Post a tip/message about this program!

Forum .

Content .

The forum offers room for messages and tips about universities, programs, and activities which are posted by the users. These messages can be read, replied and structured after different criterias.

neurope. the european design student exchange platform

home » forum »

start a new topic

Use this form to post a message or start a discussion about a **fresh topic**. If you want to **respond to a message**, please return to that message and use the response form.

By the way, in case you already are a neuropean, you are **currently not logged in** and this message will not appear in your personal messages list. You can **log in now** and then return.

If you are not a neuropean yet, you can join neurope at any time!

headline:

your name:

your email:

school:

event:

program:

Please select if this message is about one of the schools, exchange programs and/or events.

If your message contains useful information and you have selected at least one school, event or program, please mark it as a tip in order to make it stand out as such!

The text of your message cannot contain HTML. However, URLs starting with http:// will be

View.

This website is supposed to be an open tool for students who study in a foreign country or participating in international design projects all over the world. It should help the participants of the neuropan community to find usefull information about different people and making him/her profiting from their experience and tips. For this the website technically is programed to be handled easy and userfriendly.

By content the website is frequently open, that means that in future times, if lot«s of people join the website, we could think about different groups , chat-rooms, newsletters or more interactive elements on the website. It would be possible to give the frame to other european events.

By doing so the website has a strong potential to become a dynamic frame in which infor-

mations can be published and interrogated easily by many people. This network would gives space for different ideas, innovative communication platforms and should help to approach different cultures.

But the website is just the tool. Without the engament and motivation to participate and become an active member of the website it all will not come to live and a great chance and potential of living in this world and participating as a designer who is not nationaly boundaried will fade away.

