



INVOICE – ART & TECHNOLOGY LAB

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CANTONMENTS, ACCRA
GHANA

Establishment of
core team**SEPTEMBER 2015**

Cultural Encyclopaedia Summary Report: II

REVIEW OF LIVING HISTORY HUB

& ESTABLISHMENT OF CORE TEAM

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7th September 2015

The first stage of the project involved the construction of the Living History Hub for the Chale Wote festival that took place on the 22nd & 23rd of August in Accra. The Chale Wote festival takes place in Jamestown, the old commercial centre of Accra. I visited the early photography studios and collected photographs, especially those of the Deo Gratias studio established in 1922 by the Vanderpuijes. In the process of discussions with them, I helped them to select and put up some of the early photographs in the studio with the aim of it eventually becoming a museum and archive of early photography. The photographs selected for the hub told the histories of the transformation, urbanisation and modernisation of the capital city, Accra, with photographs ranging from the every day, births, weddings and deaths, to social clubs and affairs like The Optimists, a Social & Literary Club founded in 1915, ballroom dancing, traditional festivals, portraits of Lebanese, Nigerian and Indian communities in the 1930s, and images of transportation and industry. Alongside these I collected photographs of a contemporary photographer, Nii Obodai, from Accra, who documents the fishing communities, as well as the Bukom Boxers, famous for producing world class boxers from what is essentially a tenement area in Accra. I printed some of the images from glass plates, some from negatives and prints, and they were described and contextualised. Alongside these images was a film, which comprised oral histories and interviews with the Ga Mantse, the paramount chief of Accra, one of the descendants of the Ghanaian-Brazilian Tabom Dynasty, the photographers Bruce Vanderpuije, now blind and in his late eighties, and Nii Obodai, the first female photographer in Ghana, Felicia Abban, the chief of fishermen in Jamestown, architectural historian Nat Amartefeio, and others. There was also footage of ceremonies and festivals that I filmed in the lead up to the Chale Wote festival, the twins festival

and the Homowo with all its rituals and ceremonies. In the hub, too, were objects, some seemingly prosaic, that held deeper significance and layers, a wooden Tsesse bowl, a necklace of crabs, painted ram horns, a symbolic seal. The hub itself was built in collaboration with DK Osseo Asare. One of the next steps is to conceptualise how to use and travel the hub to collect more of these informal histories. During the research and collection process, I realised how vast and layered the cultural wealth is, and with the establishment of the core team, I hope to be able to work out a plan for how to carry this forward. I was also hoping to be able to purchase some of the core materials we would need for the collection of materials in subsequent phases, but the processing of funding took longer than I envisioned, and all the equipment, film, projection, and sound recording had to be rented, so there is the possibility that the subsequent lives of the Hub might have to be another phase all together, i.e. instead of travelling the ten regions over the course of the year, it might be more feasible now to have a phase of travelling for a few months to collect the materials, and to fundraise separately for this.

Stage 1 Budget

| | |
|---------------------------------------|--|
| Kiosk (incl. transportation) | |
| Kiosk Objects | |
| Cinematographer + Camera (7x\$250) | |
| Soundperson + Equipment (7x\$150) | |
| Editing (1x\$150) | |
| Assistant Producer (7 x \$200) | |
| TV & DVD Hire | |
| TV Repairs | |
| | |
| TOTAL | |

For the public programming at LACMA, I foresee two options right now: One is to create a Hub at LACMA for the launch of the website (either stage one or two, the proposal is attached) and to have a series of events similar to the Wikipediathons, possibly in collaboration with UCLA and other universities to have people upload summaries onto the site.

The other option is an exhibition I have been discussing with Polly Nooter, the Africa Curator, which would involve large-scale works by the artists I've collaborated most closely with and whose works reflect the process of the Encyclopaedia, along with films made on the trajectories of the within local philosophies and footage of the process of the Encyclopaedia, as well as some of the materials collected during the research phase.

Obviously funding for each of these would vary, but would come from what is now the third stage of milestone, as the costs for processes of information gathering and the establishment of the website can be subsumed in the second milestone.

Revised Implementation Plan

| Milestone | Start Date | Funds needed |
|---|-------------|--------------|
| Construction and display of research hub prototype (festival in Accra) | 22nd August | ██████████ |
| Establish core team, online platform and methodologies of information gathering | ASAP | ██████████ |
| Core team second payment and second stage of online platform | ? | ██████████ |
| Cultural Encyclopaedia at LACMA | ? | ██████████ |
| Total | | ██████████ |

The second stage of the Cultural Encyclopaedia project is the establishment and employment of the core team, which includes me, Nana Oforiatta-Ayim; the computer designer and technologist Dorian Fraser-Moore; the project manager and curator Kwasi Ohene Ayeh, and the administrative assistant and archivist Mars Dietz, who will oversee all aspects of the Cultural Encyclopaedia, including the travel of the Living History Hub and establishment of the web platform. Mars Dietz, who's assisting me, will continue support on the organisational, day to day front, as well as the Newsletters, keeping people up to date etc. Kwasi Ohene Ayeh is going to be managing and co-ordinating the details of all the larger aspects, all the people we're interviewing, the objects, photographs, documents we're collecting, and the overall management. Dorian Fraser-Moore is creating the website and with me implementing a taxonomy, organisational structure, as

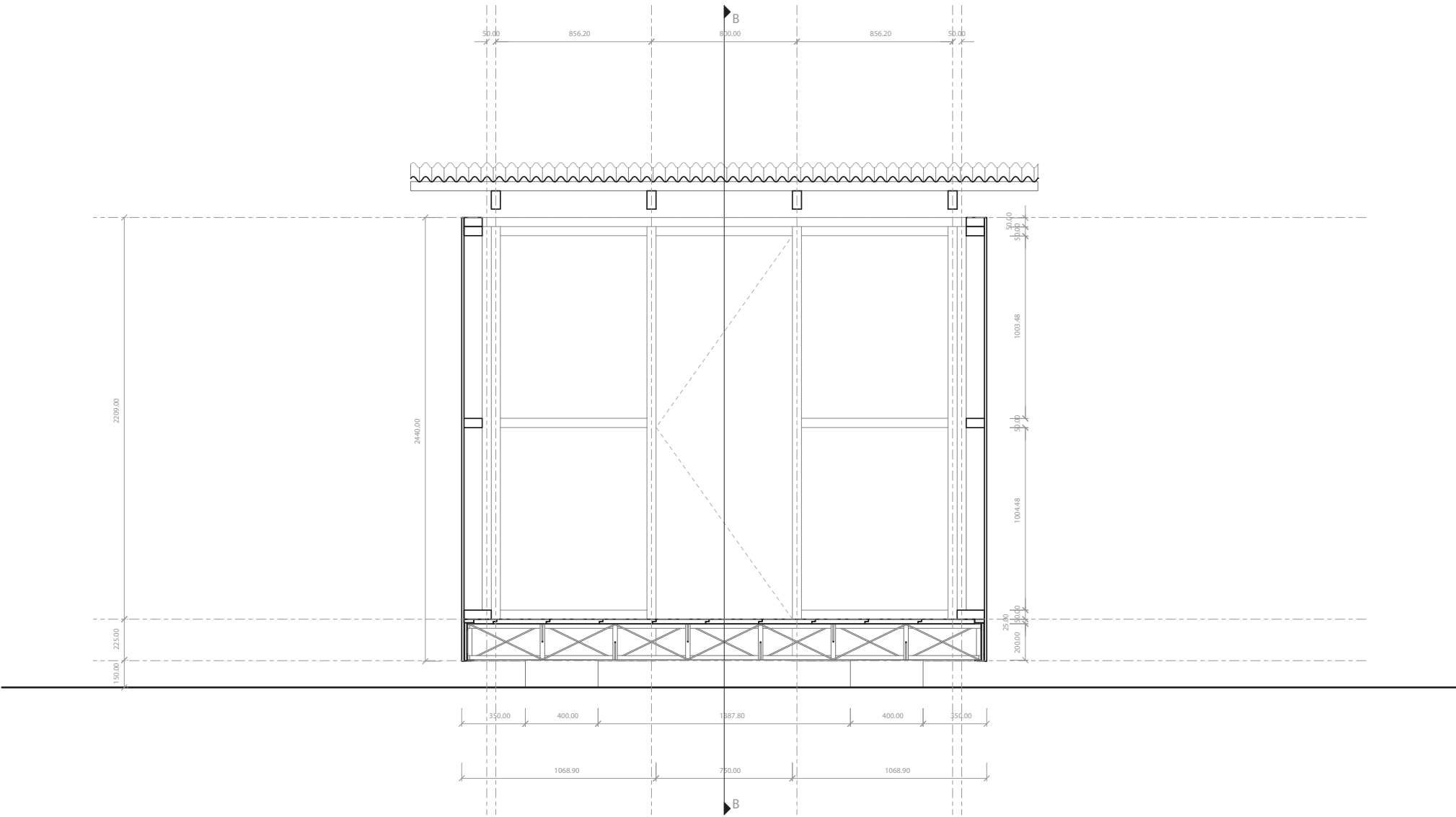
the main content will be navigable by filtering of the element by taxonomies, and by navigating through related content on individual entries. Related content will be identified by use of pre-defined taxonomies alongside a tagging folksonomy. Authors will be able to freely tag entries to place them into categories, with moderators being able to categorise tags to produces groups, and thus themes, across objects. The website will go live next month with all the information we have gathered so far, and will be built upon in subsequent stages. I have attached a copy of the implementation process of the website.

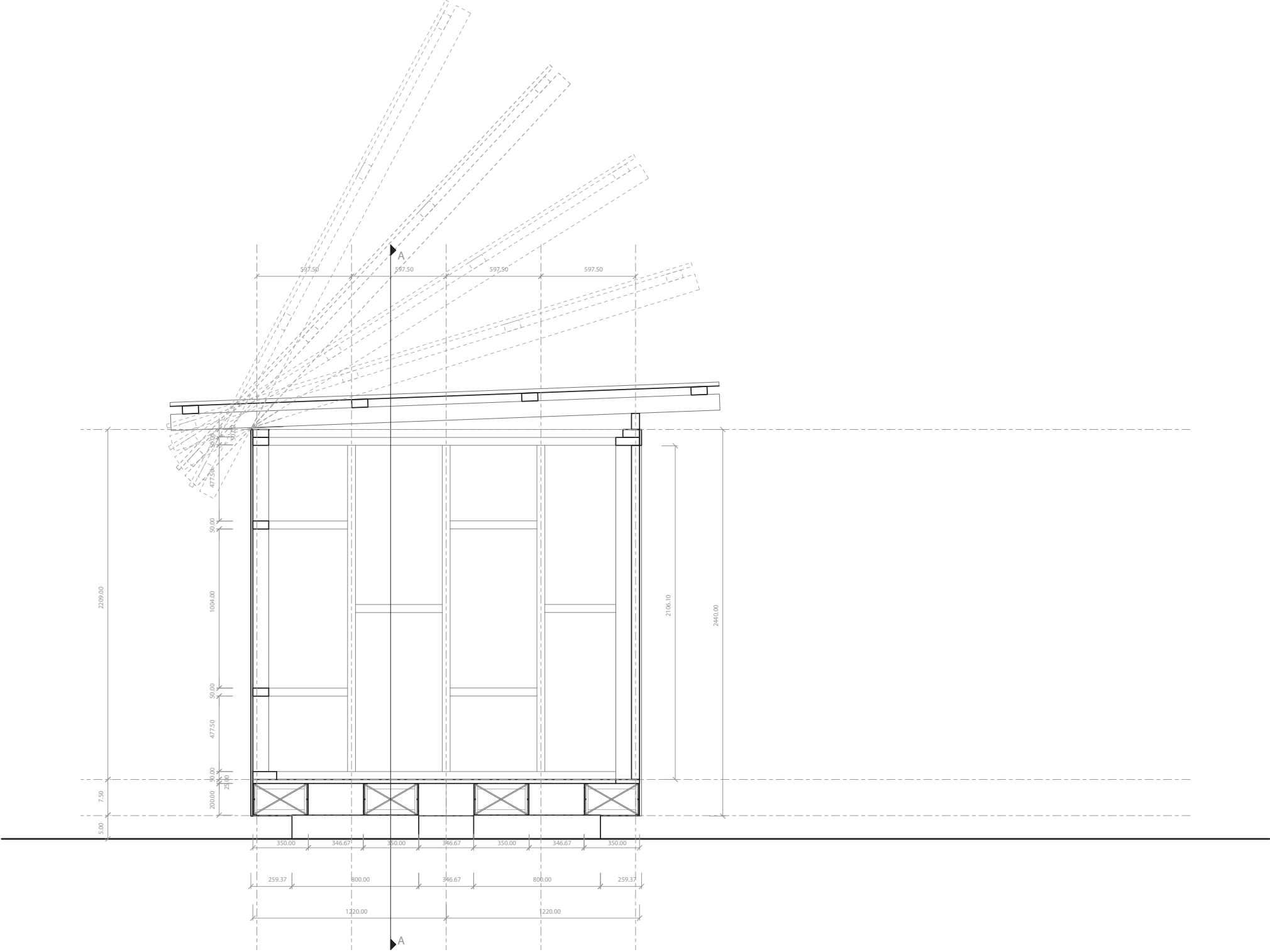
I think what's changed is that the next stage now incorporates the launch of and communications for the online platform, and the steps initially included in the third stage. We are envisaging the development of the platform in phases, and I think the Art & Technology Fund could cover the first two phases, i.e. the initial stage of building the site using curated content, and also opening up the site to external researchers/partners.

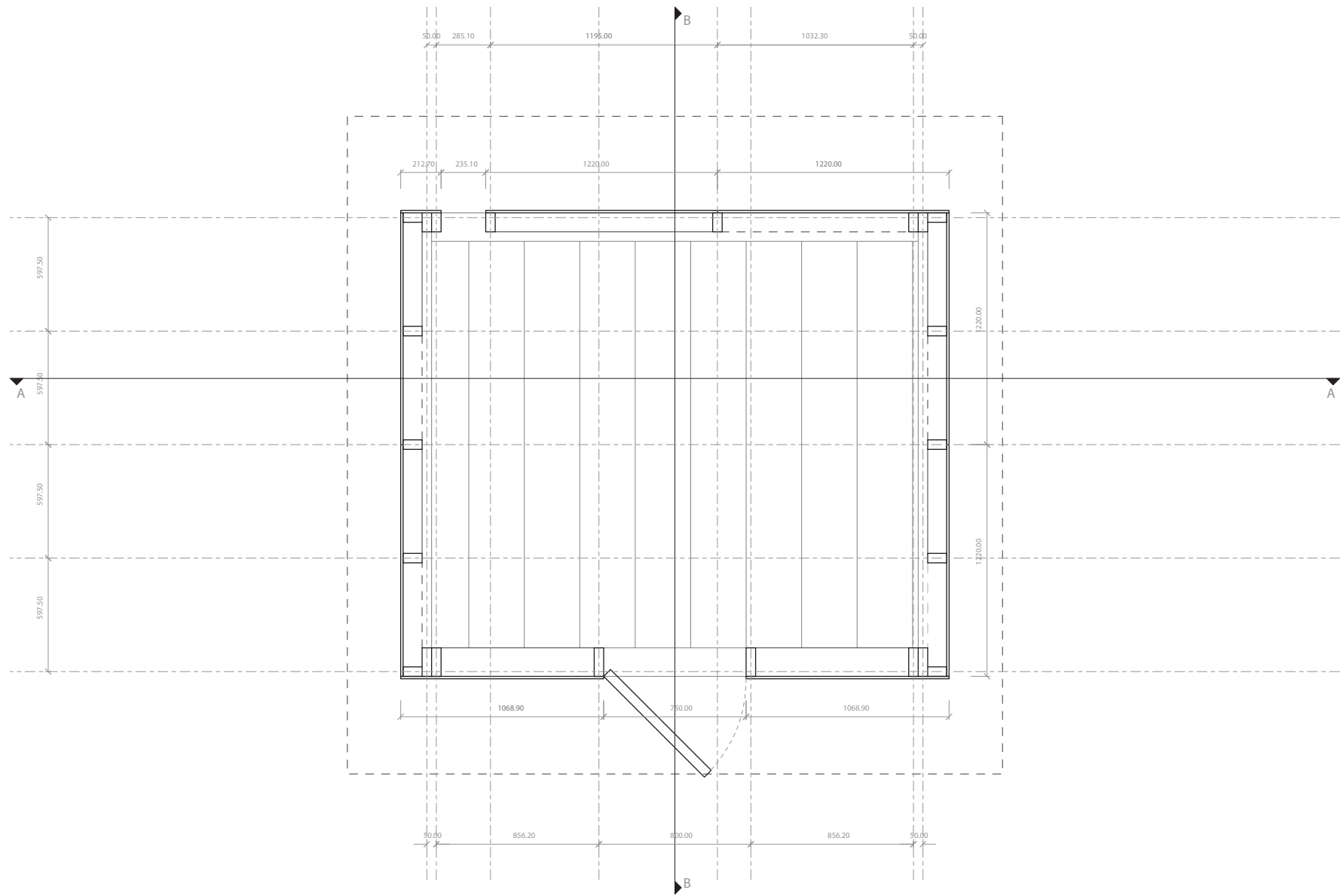
Stage 2 Budget

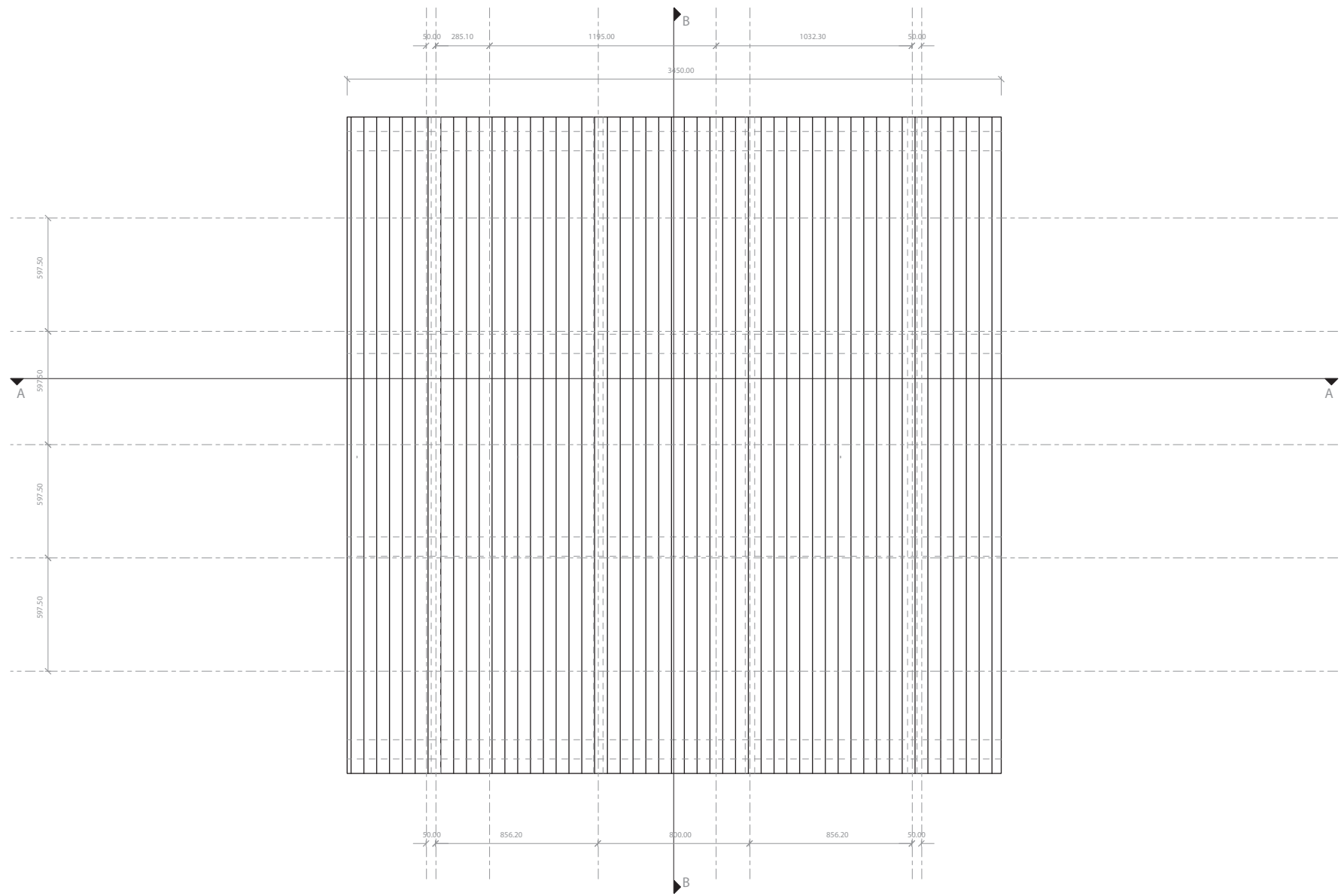
EXPENSES

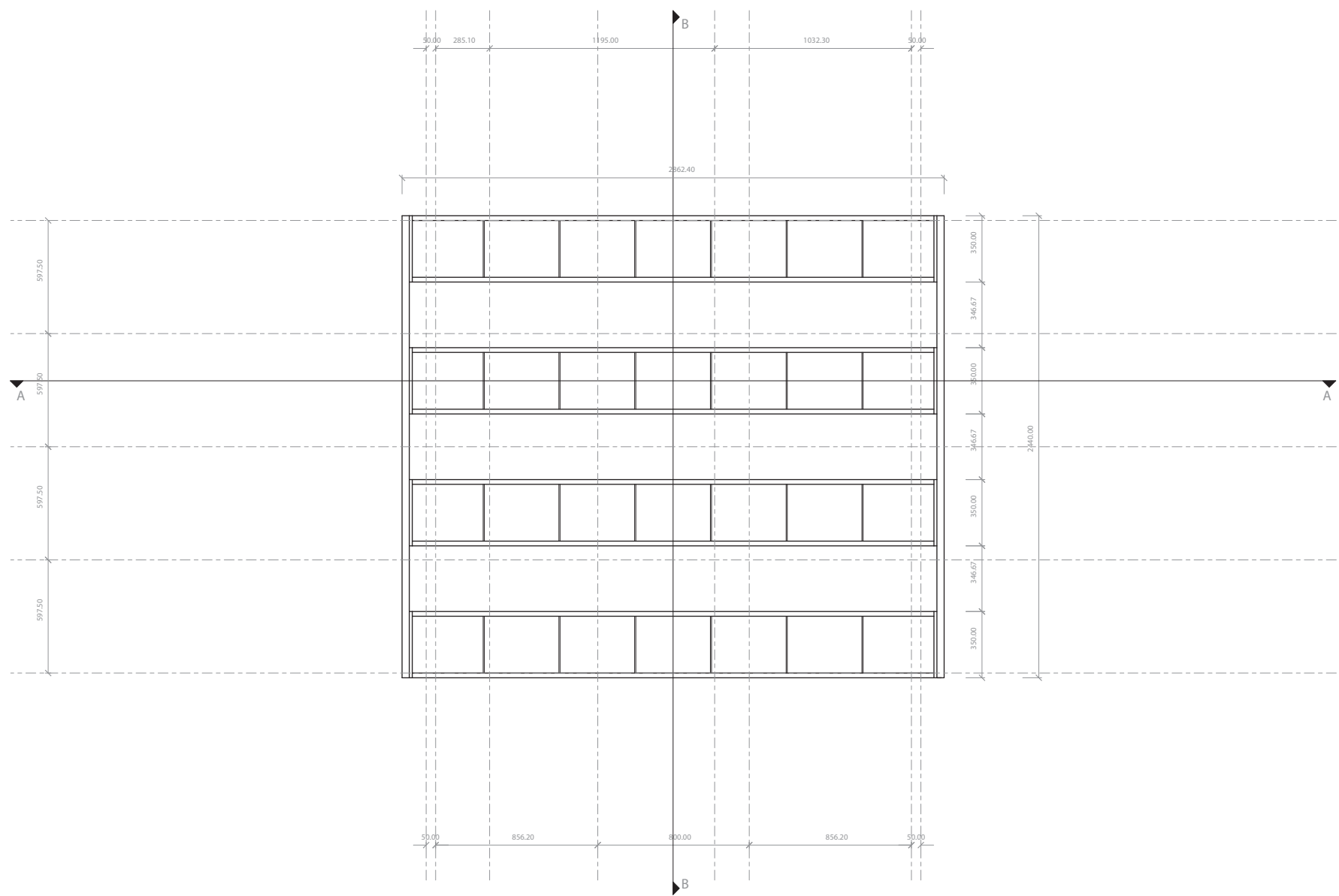
| | USD |
|----------------------------------|-----|
| Personnel | |
| Artist Fee | |
| Computer Scientist | |
| Project Manager | |
| Administrative Assistant | |
| Marketing | |
| Contingency (Living History Hub) | |
| TOTAL EXPENSES | |

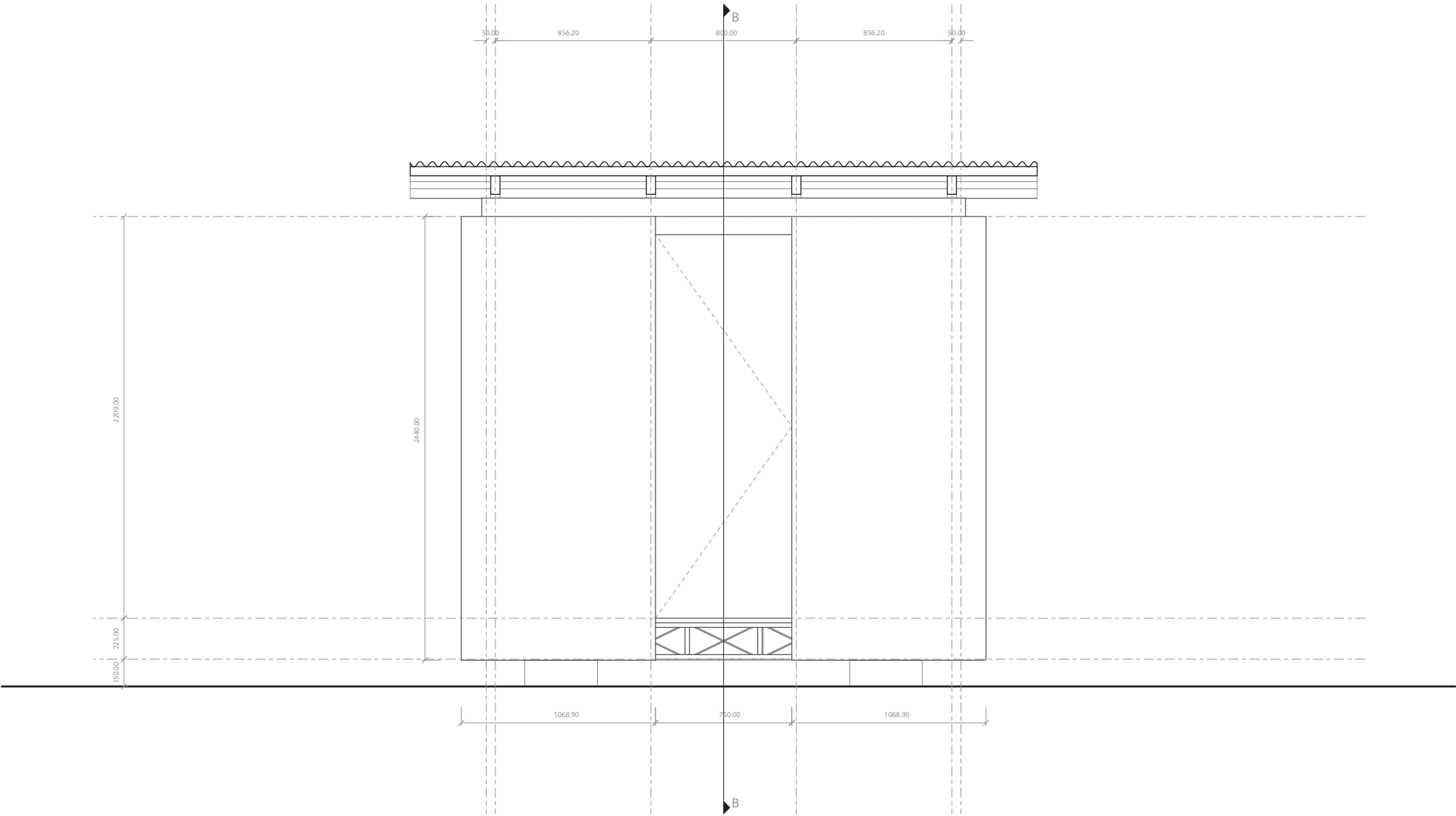


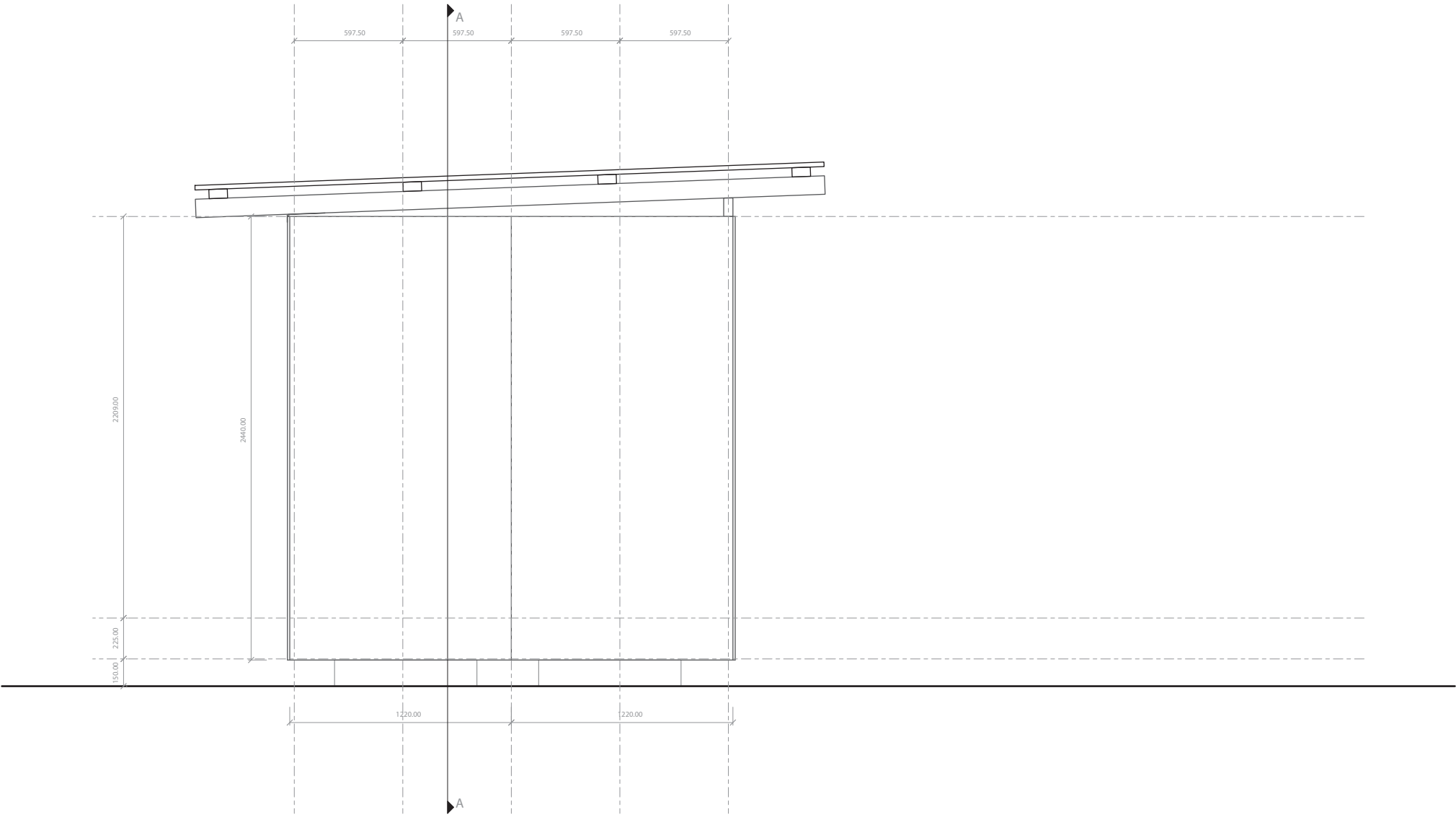


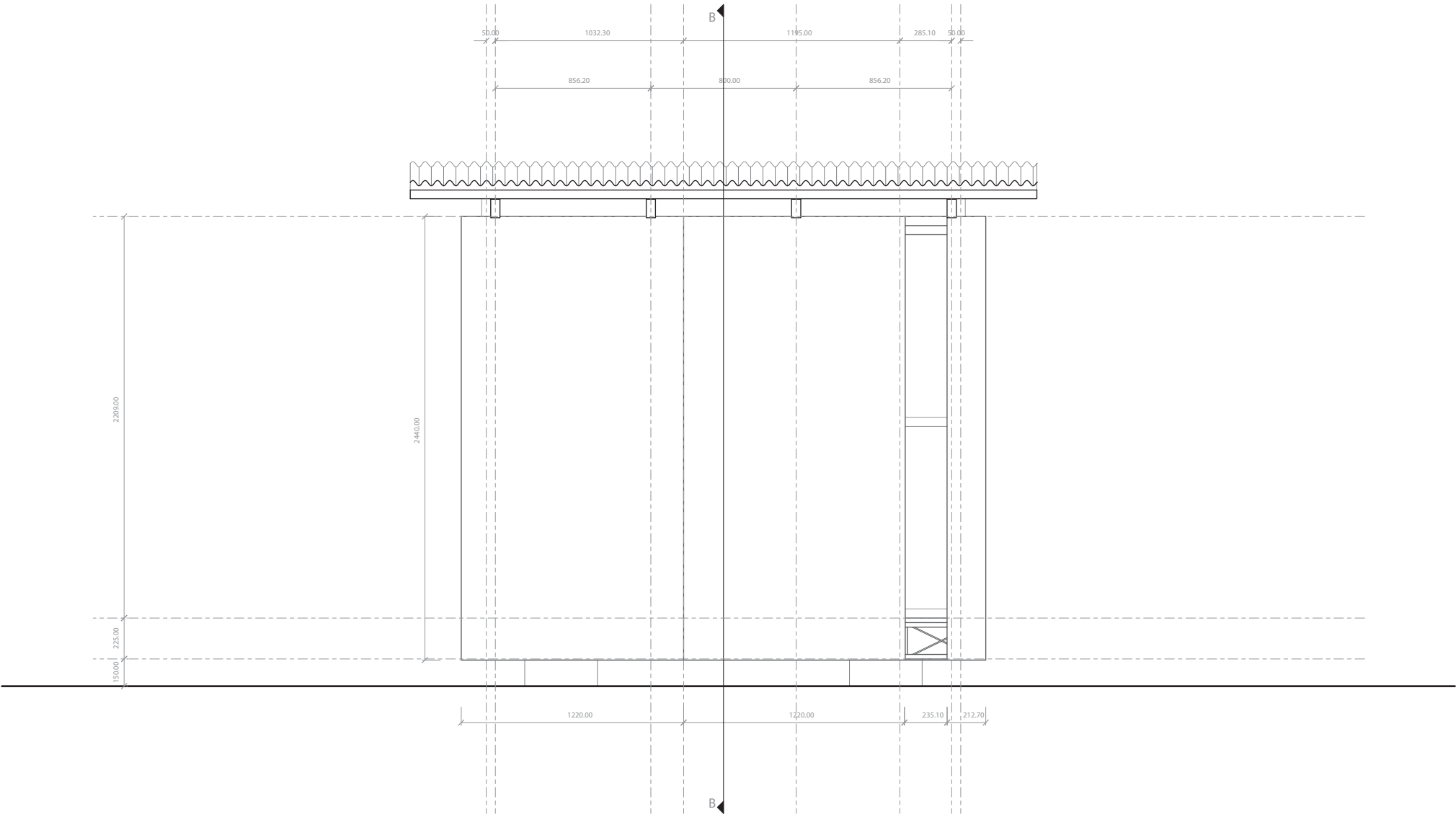


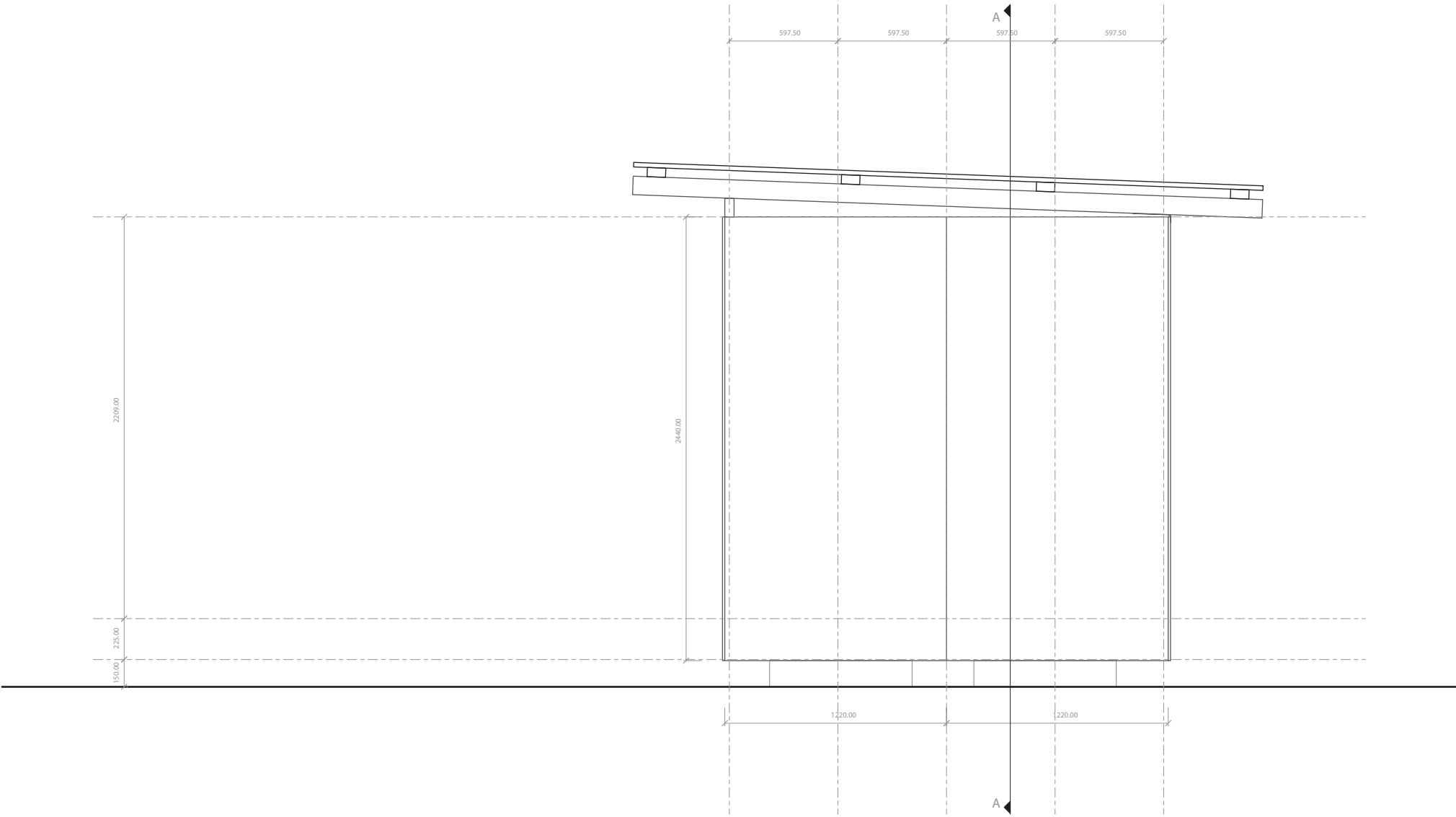












Cultural Encyclopaedia Website

Aim

To develop a community created encyclopaedia of cultural artefacts, starting in Ghana and expanding across Africa.

Development Phases

Phase 1: Commissioned & Curated Content

Build initial site using curated content.

This will allow us to start defining a taxonomy for entries, and to play with the interface and an initial look and feel of the site, and then get feedback from users on how they feel about it.

The rest of this proposal is focused on providing the solution for Phase 1 of this project.

Phase 2: External Researchers

Open up the content management interface to trusted users.

Start allowing partners to update content via the site, allow it to grow within our control by limiting how many people have access.

Content uploaded at this stage would pass through a moderation process and moderators/editors would start to be assigned.

Phase 3: Community uploading

Create a mechanism to allow anyone to upload content which is submitted into a moderation workflow. This would also involve setting up the infrastructure for the site to scale for the potential increased usage

Phase 4: Audience expansion

At this phase the site would expand outside of Ghana to further countries.

At this point I am proposing the development of the Phase 1 site - an initial version to allow us to build and test the water, see what works and what doesn't before opening up the site to other authors for development.

Cultural Encyclopaedia Website

Phase 1: Commissioned & Curated Content

Site Structure

The main content of the site will be navigable by filtering of the element by taxonomies, and by navigating through related content on individual entries. Related content will be identified by use of the pre-defined taxonomies alongside a tagging folksonomy. Authors will be able to freely tag entries to place them into categories, with moderators being able to categorise tags to produce groups, and thus themes, across objects.

In addition there will be the ability to create direct connections between entities either as peers or to allow an narrative of influence to be created by the site editors.

There will also be the ability to create curated collections of entities to be presented as and editorial context. These collections will act like meta-entities and themselves be able to connect and become available as related content.

There would also be a set of more standard pages about the site, letting people know what the site was about, who created it, how they can get involved, who funded it, etc.

Entries Structure

For the individual entries I propose being able to build up project information as a set of content blocks. A block could be a piece of text, an image, a downloadable, a self related project, a major project link, a block of related project links, an embedded media element document, a gallery of images, a list of contributors, or any other type of element we can think of.

The order of the blocks would be adjustable to allow you to define the structure of each entity in its own way, to give itself its own identity, and a graphical language would be used to support the identification and ordering of blocks.

I see the blocks as being quite large, and ordered vertically, as I think that format will adjust well to usage across a variety of platforms, but we can play with this.

The use of these blocks will allow entries to be as long, or short, as the contributor desires without having a template which feels empty, but breaking it into blocks will also allow for designing in separators to provide rhythm when reading longer entries.

Site Design

The site will be developed with a mobile-first direction, anticipating first of all how the site would be experienced by someone on a smartphone. This will help to focus on a clean and minimal, yet highly readable and functional, design. The focus of the site should be strongly on the content, and the visual strength of media representing the entities. A lightweight design will also help make the contents accessible to the widest possible audience, no matter what technologies are at their disposal, or what their physical abilities are.

Progressive enhancement techniques will be used to create a richer experience for those with more capable devices and access, still making sure that usability and accessibility are the mainstay of the site.

Technology

I propose building the site on top of the Django Framework, an established open source framework which is ideally supported for database led content development, and come equipped with its own simple but useable admin interface to save the cost of developing a bespoke interface. This will stand us in good stead for the project to grow to a considerable size.

All front end development would be carried out using the current best practises in HTML5 development with CSS2/3 and JavaScript for styling and interaction.

For ease of deployment and maintenance I host websites on my own servers, as part of the development fee, and would provide the first 3 years of hosting free of charge, allowing the site to occupy up to 50GB of disk space, and 500GB/month of bandwidth. Thereafter hosting would be £5/month billed annually in advance for this quota. However it may be preferable to find an independent host for the site, or that the site outgrows this requirement. I anticipate my hosting to be adequate for all of phase 1, and some - if not all - of phase 2. The site requirements exceeding this would be a sign of success, and hopefully mean that further monies could be raised for increased hosting requirements.

For video hosting I recommend either using Vimeo or YouTube. Whilst it is possible to upload and host videos on your own site using a third party platform takes advantage of their encoding technologies, to make sure video is encoded to the best standards, and their content delivery networks to make sure they get video as quickly as possible, and ensures forward compatibility.

Google Analytics would be used for gathering statistic on site usage

AddThis.com would be used for 'share' buttons.

Process

The basic process I'd take would be

1. Discovery

Working through the initial content provides to try and define an initial set of taxonomies.

2. Setup

I'd build the basic structures for content to be loaded into the database, so that it could be populated with the initial entries that we could use for developing the site design and interaction, and I'd input some initial content (5 entries or so) to start working with.

3. Content Input

You would start inputting data via the admin interface, filling in the major projects and network components initially.

4. Interaction Development

I would start building the parts of the site in a functional form, to allow for a simple presentation of uploaded content and to show the basic functionality of the pages in the site such as filtering and related content.

5. Design Development

The page designs would be developed to have a distinct graphical style and to make the pages workable and readable.

6. Refinement

With your direction the design would be solidified to fit with the developed identity.

7. Testing

Checking compatibility and functionality with the most common, current, web browsers across desktop, tablet and mobile.

8. Final Content Input

You would edit and finalise all content.

9. Launch

Website goes live.

Development Costs for Phase 1

These are the steps involved in the development and the times/costs for development. My day rate is [REDACTED] and all costs are based upon that.

The stages below are the tasks that need to be carried out, they don't reflect the process above or order they will be carried out in, though it does reflect the order I'd think about things in, though I'd think about the Project and Network in parallel and tend to develop these sections to allow the content design to

| | | |
|---|----------------|------------|
| Initial website framework setup | 1/2 day | [REDACTED] |
| <i>Entities</i> | | |
| Defining taxonomy | 1/2 day | [REDACTED] |
| Building database structures and admin interface | 1/2 day | [REDACTED] |
| Initial Data Entry | 1/2 day | [REDACTED] |
| Creating basic project index templates & functions | 1/2 day | [REDACTED] |
| Creating basic project entity templates & functions | 1/2 day | [REDACTED] |
| Design | 2 days | [REDACTED] |
| Frontend interaction development | 2 days | [REDACTED] |
| <i>Collections, Filters and Related Content</i> | | |
| Building database structures and admin interface | 1 day | [REDACTED] |
| Design & Frontend Development | 3 days | [REDACTED] |
| General Pages (About, Contact Form etc.) | 1 day | [REDACTED] |
| Overall site styling and refinement | 2 days | [REDACTED] |
| Home Page | 2 days | [REDACTED] |
| Cross platform testing, fixes | 2 days | [REDACTED] |
| <i>Total estimated time</i> | <i>18 days</i> | [REDACTED] |
| <hr/> | | |
| Contingency (10%) | | [REDACTED] |
| <hr/> | | |
| Total estimated costs | | [REDACTED] |

I am not required to charge VAT

The only other cost I anticipate at this time would be that of domain name registration for the project.

Please note I have not budgeted for full data entry for the project, rather to put in initial content to test the code and to show how it may work, it will be your responsibility to input any additional content.

Development Schedule

Alongside other client commitments I anticipate the shortest possible time frame to be 8-10 weeks to build the initial site, provided content and queries are dealt with in a timely manner. It's quite a reasonable size of build and testing, and whilst I could try to push it through quickly I'm never in a position where I am working on just one project, and I know from experience that there are questions which arise which can often take days to resolve.

I'm aware this is pushing the site back towards a late October launch when we had discussed late September, but having refined my thinking on it I realise that it's better to get this first bit right to allow the project to reach it's full potential than to rush it out.

That said there would likely be an alpha version within 3-4 weeks of commencement, which you could use to show people if you wanted to (though it would be rough around the edges!)

I currently anticipate being able to start on this project on the 2nd of September.

Possible Refinements

It is possible to trim this back slightly, cutting back on some of the time spent working out details, simplifying the user experience and just making something that works, without being tuned too far. Doing this we could perhaps lower the time & budget by up to 25%.

We could also go for something that is very 'un-designed' and get it out there, then work on resolving some of the design issues over time.

Potential Issues

The major things that come up in projects like this, and cause them to go off schedule are unexpected requirements, over-complication of simple ideas, and prolonged design rationalisation. I see this phase very much as a proof of concept and so I've not allocated a lot of time to any of these processes, and as such we need to be wary of that in the development.

Payment Schedule

For projects of this size I would either arrange for a 50% payment in advance and 50% upon completion (site launch), or there to be 3 payments, an initial payment, an interim payment at an agreed milestone, and a payment upon completion.

Warranty & Ongoing Maintenance

For each phase of development I provide 6 month warranty on the site - this is to fix things which are clearly not working as they should be, rather than small tweaks because things aren't working on some obscure web-browser that only 0.5% of visitors to the site use.

Whilst the site is hosted on my servers I'll make sure the site remains accessible and secure, applying any security patches as necessary.

Above that changes and development are charged at the rate of £50/hour, £150/half day, £300/day.

What would be helpful

In addition to the content you have agreed to deliver. It would be great if you could provide me of examples of other related websites that you like, and do not like, and a bit of information about what you do and do not like about them. When approaching the design and build of the site it helps to make sure I don't immediately create something you don't like. It also helps me understand what things we agree and disagree on about this sort of work so we can discuss these things and work out our approach.

You also need to think of a name and thus find a domain name to register for the site to be hosted on.