



CrAc

(dot)

dk

The Web-site



USER-DRIVEN CREATIVE ACADEMY

Innovation workshop at Aalborg University

[U-CrAc Workshopen](#) ▾

[Koncepter](#)

[Forskning](#)

[Case-samarbejdspartner](#) ▾

[Student Ressources](#)

[Kontakt](#)

U-CRAC WORKSHOPPEN

Rediger

U-CrAc er en bruger-centreret tværfaglig workshop der er afviklet hvert år siden 2008, hvor studerende fra Aalborg Universitet skal arbejde med innovation og forskning i et tilrettelagt praksisforløb sammen med virksomheder fra både den private og offentlige sektor.

Workshopen udspiller sig over to uger og hver uge har sin egen fase. De to hovedfaser er:

- **Observation & analyse** – hvem er brugerne og hvad er problemet?
- **Syntese & Realisering** – fra Initiierende Idéer til konceptforslag

I hver fase er der et tæt samspil mellem undervisningen og det praktisk studenter arbejde, dette betyder at de studerende præsenteres for begreber, metoder og værktøjer, som de umiddelbart efterfølgende skal anvende. På denne måde sikre undervisningen workshopens progression og sikre de studerendes læring. For at optimere processen bliver de præsenteret for en værktøjskasse af forskellige metoder, der kan være gavnlige i konceptudviklingen.

The Web-site



WORDPRESS



Content
management
system

The Web-site

- Værktøj til at redigere web-sites uden at kode**
- Understøtter redigering uafhængig af anden software end en web-browser**
- Kan formatere og redigere tekst og billeder stort set ligesom i kender det fra Word**

Intro to CMS

Howdy, Gruppe1-2018

Screen Options Help

Dashboard

PostsMediaCommentsProfileToolsCollapse menu

Dashboard

At a Glance

15 Posts10 Pages

WordPress 4.9.8 running Twenty Seventeen theme.

Activity

Recently Published

Sep 18th, 15:51	Gruppe 14 – Nordsøen Oceanarium
Sep 18th, 15:50	Gruppe 13 – Nordsøen Oceanarium
Sep 18th, 15:49	Gruppe 12 – RefLevel
Sep 18th, 16:48	Gruppe 11 – RefLevel
Sep 18th, 15:47	Gruppe 10 – PRE.DO

Yoast SEO Posts Overview

Below are your published posts' SEO scores. Now is as good a time as any to start improving some of your posts!

Posts without a focus keyword1

Latest blog posts on Yoast.com

[Yoast Academy: Teach yourself SEO](#)

The Yoast Academy is the go-to place if you want to teach yourself SEO. In this post, Marieke explains how the Academy came about and why it's catching on.

[15% off on all training courses: Yoast Academy sale](#)

Great news: you'll get a 15% discount on any Yoast Academy training course

Quick Draft

Title

What's on your mind?

Save Draft

WordPress Events and News

Attend an upcoming event near you.

Næste Wordpress møde vil være Tirsdag 18. september Madelokale 2 8000 Aarhus C, Denmark	Tuesday, Sep 18, 2018 16:00
0618 - WordPress Meetup Viborg, torsdag d. 27 september Viborg, Denmark	Thursday, Sep 27, 2018 19:00
WordPress Aalborg Meetup - Sikkerhed Aalborg, Denmark	Monday, Oct 8, 2018 18:00

The Month in WordPress: August 2018

[WPTavern: Gutenberg Cloud: A Cross-Platform Community Library for Custom Gutenberg Blocks](#)

[Matt: CEOs and the Real World](#)

[WPTavern: Hybrid Core 5.0 Offers a More Modern, Modular Approach to WordPress Theme Development](#)

[Meetups](#) | [WordCamps](#) | [News](#)

Intro to CMS

- Dashboard
- Posts
- Media
- Comments
- Profile
- Tools
- Collapse menu

Dashboard

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Meetups | WordCamps | News

Intro to CMS

Howdy, Gruppe1-2018

Dashboard Posts Add New

Screen Options Help

All (15) | Mine (1) | Published (15) | Trash (10) | Cornerstone content (0)

Bulk Actions Apply All dates All Categories All SEO Scores All Readability Scores Filter 1 item

<input type="checkbox"/>	Title	Author	Categories	Tags		Date		
<input type="checkbox"/>	Gruppe 1 – Grey	Gruppe1-2018	2018, Alle Örgänge	—	—	Published 18 hours ago		
<input type="checkbox"/>	Title	Author	Categories	Tags		Date		

Bulk Actions Apply 1 item

This is your arena

Intro to CMS

The image shows a CMS dashboard with a sidebar on the left and a main content area. The sidebar includes links to Dashboard, Posts, All Posts, Add New, Media, Comments, Profile, Tools, and Collapse menu. The main content area is titled 'Edit Post' and shows a post titled 'Gruppe 1 - Crey'. The post content includes a paragraph, a section titled 'Konceptvideo', another paragraph, a section titled 'Designprocessen', a paragraph, a section titled 'Bruger overskrift 4, hvis I skal lave underoverskrifter', and a section titled 'Konceptskitser'. The right sidebar contains sections for Publish, Format, Categories, and Tags. Annotations with arrows point to various features: 'Upload and insert of photos' points to the 'Add Media' button; 'Format like in Word' points to the rich text editor; 'HTML Editor' points to the 'Text' tab; 'Submit settings' points to the 'Update' button; 'Submit post' points to the 'Update' button; and 'Categories' points to the 'Categories' section.

Dashboard

Posts

All Posts

Add New

Media

Comments

Profile

Tools

Collapse menu

Edit Post

Add New

Gruppe 1 - Crey

Permalink: <http://lucan.dk/gruppe-1-crey/> Edit

Add Media

Visual Text

Paragraph

Format like in Word

Upload and insert of photos

HTML Editor

Submit settings

Submit post

Categories

Publish

Preview: Changes

Status: Published Edit

Visibility: Public Edit

Revisions: 8 Browse

Published on: Sep 10, 2016 @ 15:31 Edit

Readability: OK

SEO: Not available

Move to Trash

Update

Format

Standard

Video

Quote

Link

Gallery

Audio

Categories

All Categories Most Used

Alle årgange Primary

2016 Makes primary

2013

Tags

Intro to CMS

s indledende koncepter og vedhæfter
(50-100 ord pr idé).

Last edited by Peter on September 18, 2018 at 4:00 pm

★ [Go Premium](#)

t look like in Google's search results. [Learn more about the Snippet Preview.](#)

reative Academy

editing the snippet below. If you don't, Google will try
how in the search results.

Banner 900x200px



☒ 2018

[make primary](#)

☐ 2013

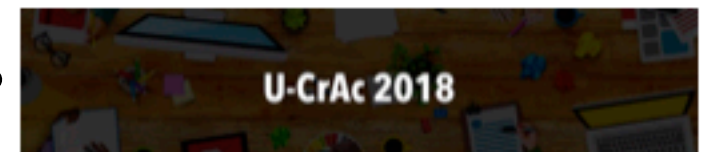
[+ Add New Category](#)

Tags

Separate tags with commas

[Choose from the most used tags](#)

Featured Image



Click the image to edit or update

[Remove featured image](#)

Intro to CMS



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[Forskning](#)

[Case-samarbejdspartner](#) ▾

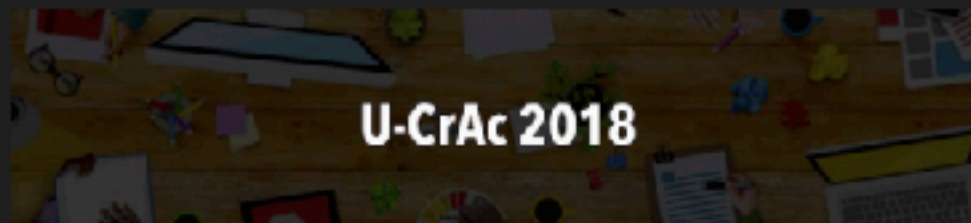
[Student Ressources](#)

[Kontakt](#)

KONCEPTER

18. SEPTEMBER 2018 EDIT

Gruppe 14 – Nordsøen Oceanarium



U-CrAc 2018

[Continue reading](#)

VIS KONCEPTER FRA:

[2013](#)

[2016](#)

[Alle årgange](#)

18. SEPTEMBER 2018 EDIT

Gruppe 13 – Nordsøen Oceanarium



U-CrAc 2018

Demands for your site:

- Short case description (150 words)**
- Concept video with short description (100 word)**
- Design process description (500-1000 words)**
- Video sketches with info (50-100 words each)**
- A 900x200px banner logo for your concept**

Access to the CMS

Each group has a user on the site, and I have created a concept 'post' for each group.

You will get a piece of paper with your login information - if you loose it or forget the password - contact me to get a new login...

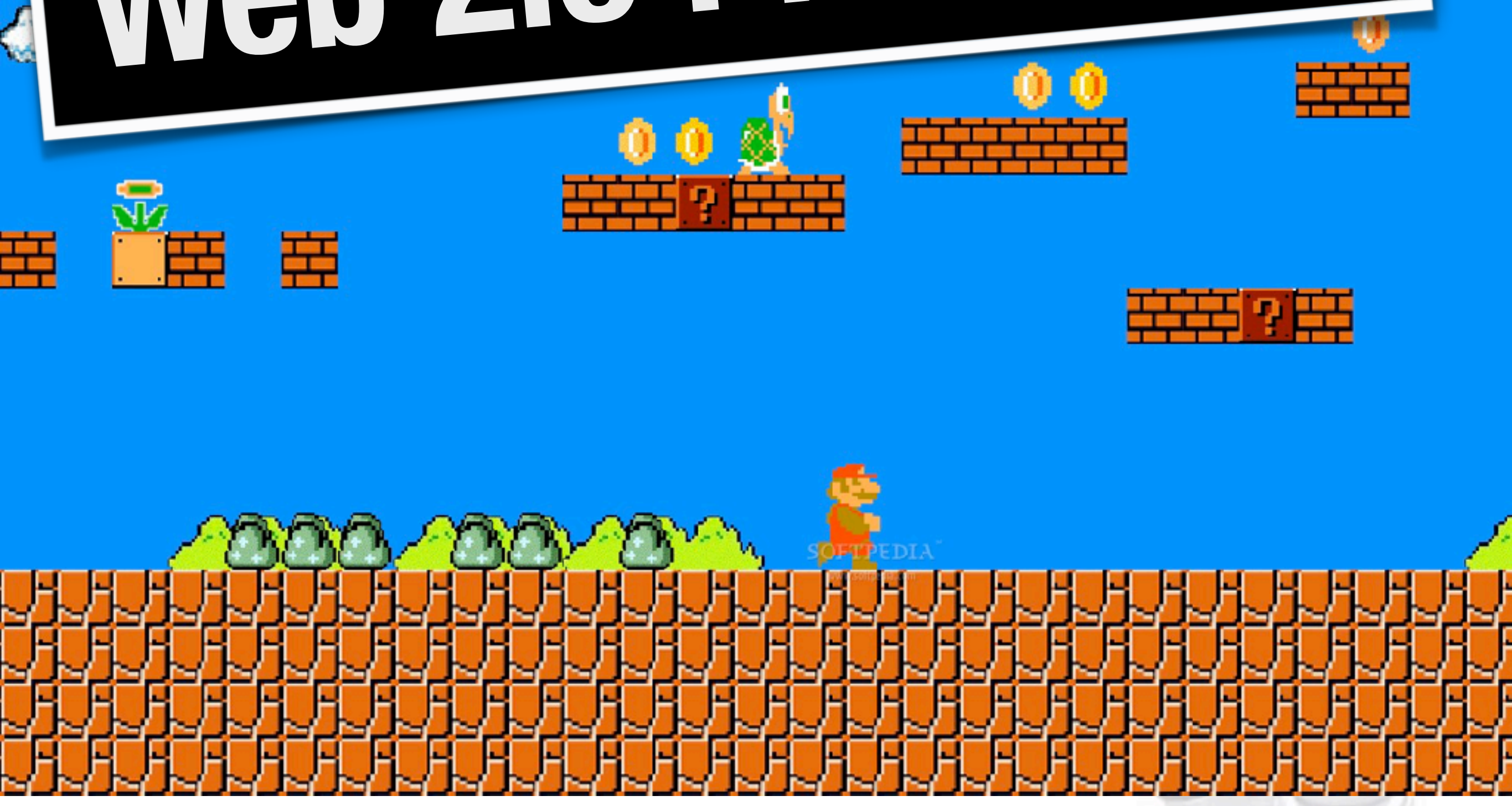
MARIO
600

COINS
17

WORLD
1-1

TIME
165

Web 2.0 Platforms



Web 2.0 Platforms



...for video



...for large photos



Dropbox

...for extra files

Platformsstrategi



Storage



WORDPRESS

Show off

HTML

Rediger indlæg

Indlæg opdateret. [Vis indlæg](#)

Velkommen til min Portfolio

Permanent link: <http://petervistisen.wordpress.com/2010/08/26/hello-world/>

Rediger

Vis indlæg

Get Shortlink

Upload/Indsæt      

b *i* [link](#) **b-quote** **del** **ins** **img** **ul** **ol** **li** **code** **more** **proofread** **lookup** **luk tags**

`<h1>Hello World</h1>`

2

Velkommen til hvad der i løbet af den kommende tid vil blive hjemsted for mit personlige web-site. Sitet vil primært være dedikeret mine aktiviteter indenfor brugerdreven innovation og interaktive digitale medier – centeret omkring forskningsmiljøet ved Aalborg Universitet, IT-Vest.


Jeg dybt passioneret omkring de nye mediers potentiale – og ikke mindst hvordan medier, maskiner og mennesker i samspil kan skabe bæredygtige sammenhænge og relationer i vores

Udgiv

Preview ændringer

Status: **Udgivet** [Rediger](#)

Synlighed: **Offentlig** [Rediger](#)

 Udgivet: 26. aug 2010 17:55 [Rediger](#)

[Flyt til papirkurv](#)

3

Opdater








Format

- ☒ Standard
- ☐ Aside
- ☐ Gallery

PRESS



Del et link

Integrer Facebook Twitter Google+ reddit Blogger

<https://youtu.be/fZRpuQdxPYY> [KOPIÉR](#)

☐ Start ved 0:00

COPY & PASTE



IDA Service - Innovation med fødevarelevering

75 visninger



UCrAc
Offentliggjort den 8. jun. 2011

Concept video-sketch from the User-Driven Creative Academy (U-CrAc) workshop - held annually in Denmark by Aalborg University and UCN.

0 0 DEL + ...

ABONNER 6

IDA Service - Innovation med fødevarelevering



Embed Video

```
<iframe width="560" height="315"
src="https://www.youtube.com/embed/fZRpuQdxPYY" frameborder="0"
allow="autoplay; encrypted-media"
allowfullscreen></iframe>
```

☐ Start ved 0:00

VALGMULIGHEDER FOR INTEGRERING

- ☒ Vis foreslåede videoer, når videoen er færdig.
- ☒ Vis afspillerens betjeningsølementer
- ☒ Vis videotitel og handlinger for afspilleren.

☐ Aktivér Udvidet fortrolighedstilstand

#1 - Indhold

<h4> Situation 1 </h4>

<iframe width="640" height="360" src="http://www.youtube.com/embed/qq4lYqjnM84" frameborder="0" allowfullscreen></iframe>

<h4> Situation 2 </h4>

<iframe width="480" height="360" src="http://www.youtube.com/embed/2Hkx2ov8wRQ" frameborder="0" allowfullscreen></iframe>

Almene HTML-tags

Indsæt billede

```
HØJDE" />
```

Lav overskrift

```
<h1> din overskrift </h1>
```

Indsæt Link

```
<a href="LINKET">TEKST DER VISES</a>
```

Formalia

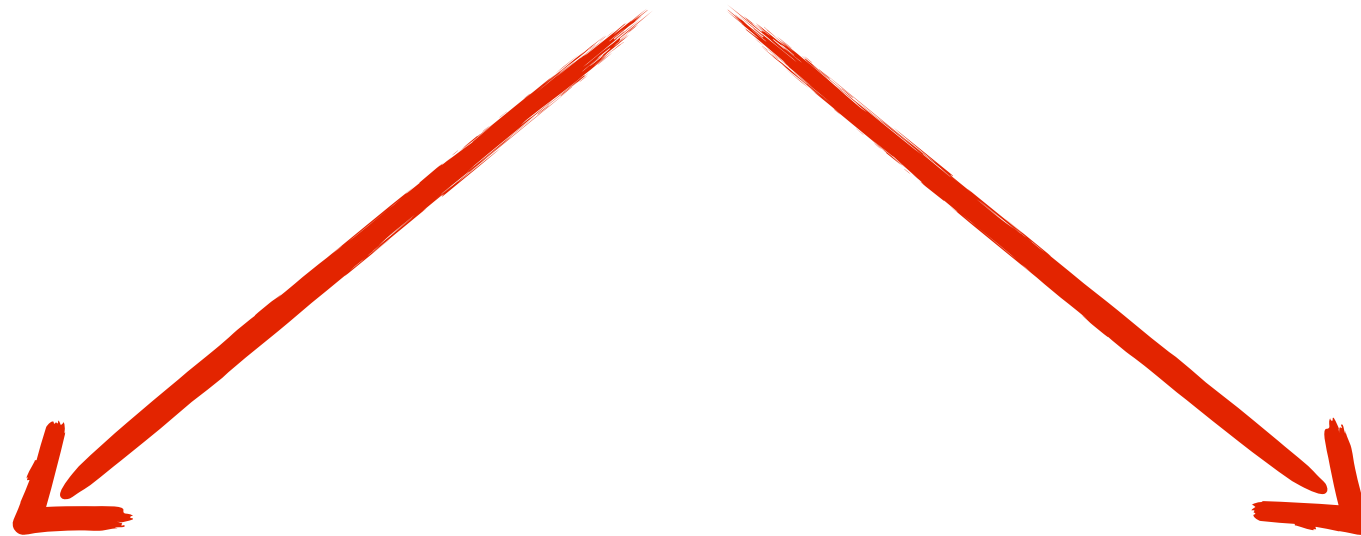
Please **make a group profile** on Youtube instead of using your own private accounts.

Don't make more than one concept post - please **adhere to the template**

Make sure to try off the CMS if you have not done so before - **no shortcut to experience!**

Remember to **save** your stuff often...

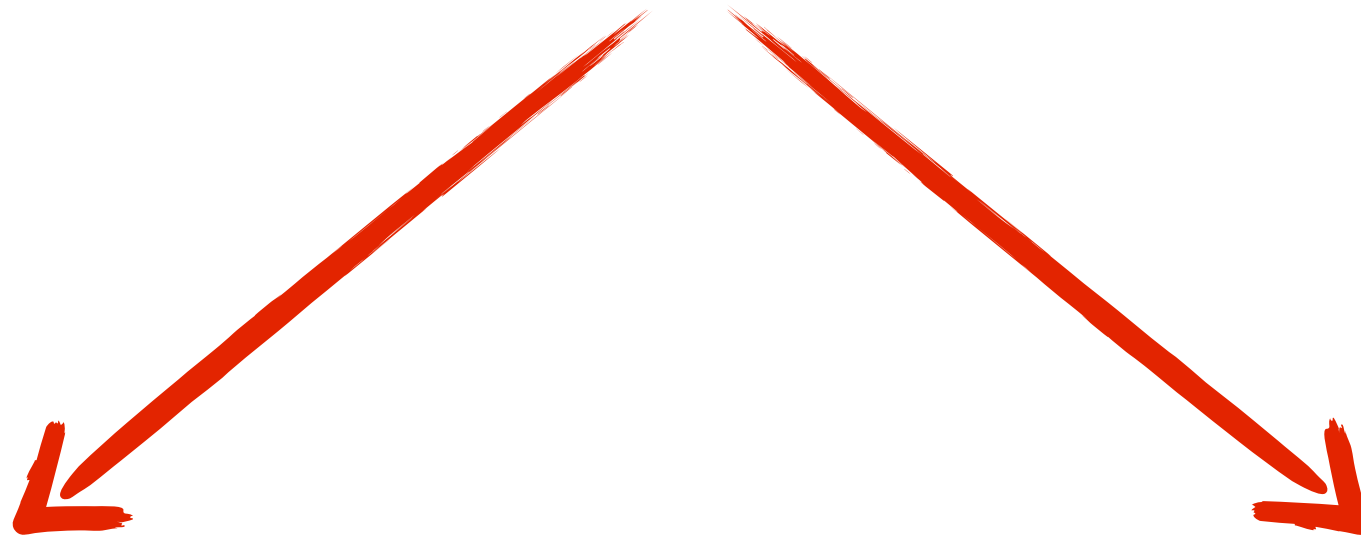
How does a web-visit typically begin?



www.kattevideo.dk/ninjacat#87

“Videos with cats”

How does a web-visit typically begin?



www.kattevideo.dk/ninjacat#87

“Videos with cats”

ONE MORE THING (BONUS)

SEO

[SEARCH ENGINE OPTIMIZATION]

Manual indexation...

This belongs to this, which is related to that, because of its proximity to these



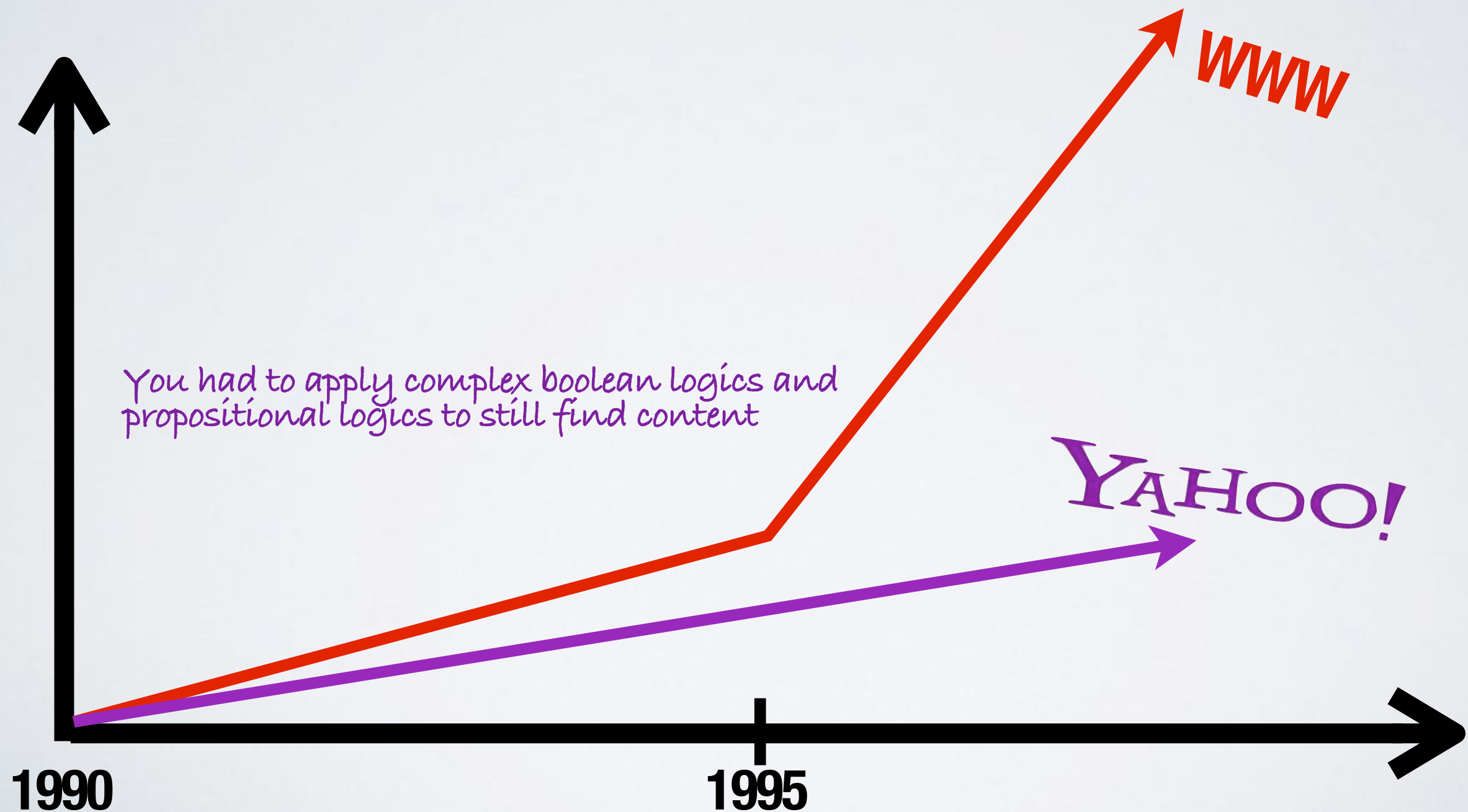
YAHOO!

Jubii

...same basic principles

Manual indexation...

...but in 1995 the internet began to explode in terms of content



Manual indexation...

...but in 1995 the internet began to explode in terms of content

From 1997 to 2000 there was as much information produced...

...as had been in the previous 30.000 years of combined human history!

Google

The magic algorithm

Do computers need to understand what they index at all?

Google started to automatically **index** all content in 1996

They created an algorithm which analysed and categorised content based on their **cross referential structure**.

The killer feature was how it could **assess the quality of content** not based on the content, but **how it related** to other content sources.

Suddenly **free text searching could generate relevant** and prioritized results - without ever understanding the content

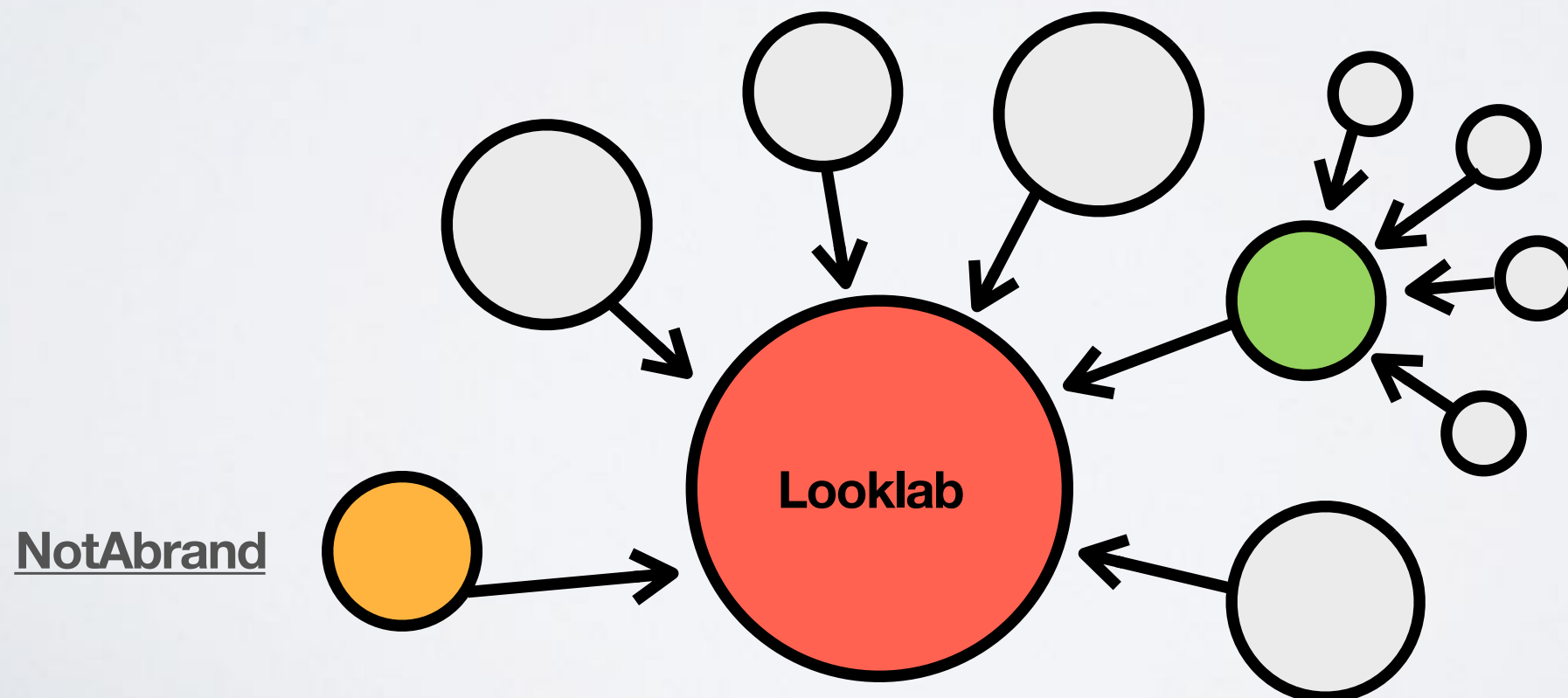
...information quality formalized

The magic algorithm

Do computers need to understand what they index at all?

Based on relevance and hierarchies of relevance

Googles algoritmer er baseret på rangering af vægtet relevans - målt ud fra relationen til andre web-siders relevans. På den måde at søgeresultatet defineret af 'the wisdom of the crowd'

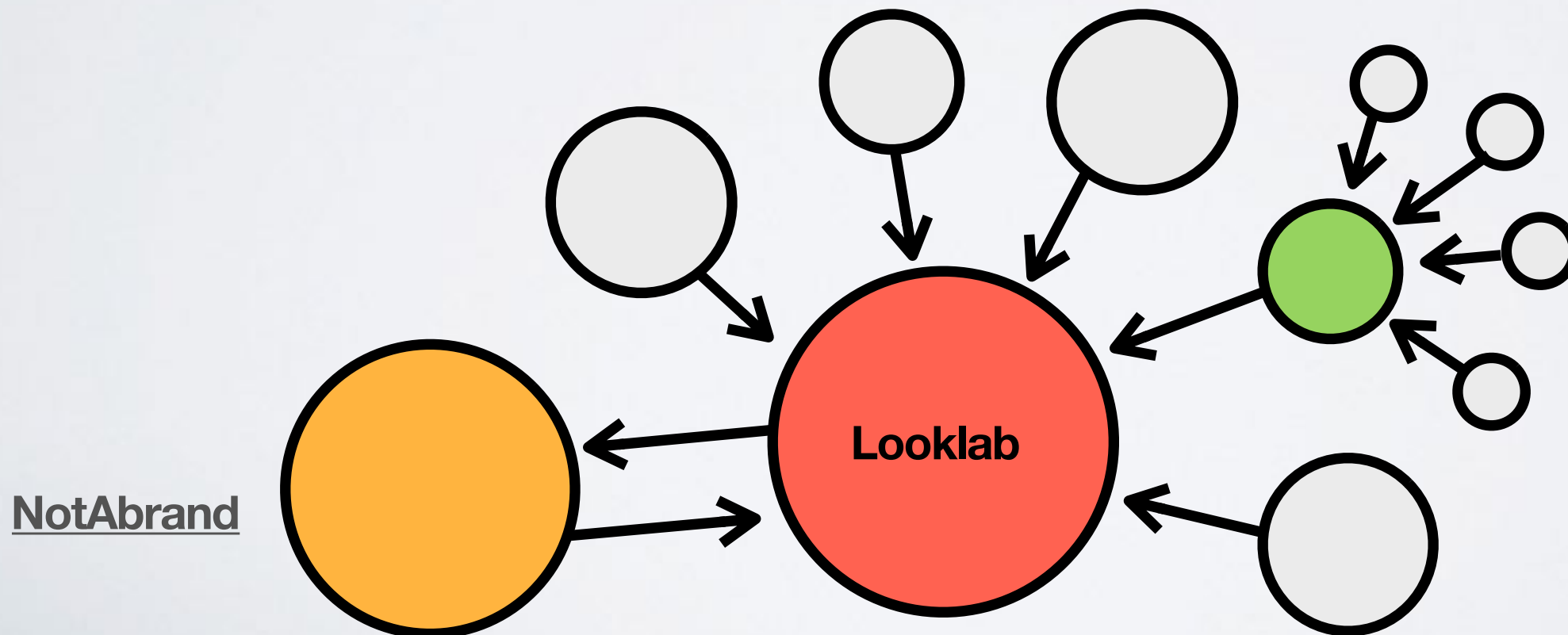


The magic algorithm

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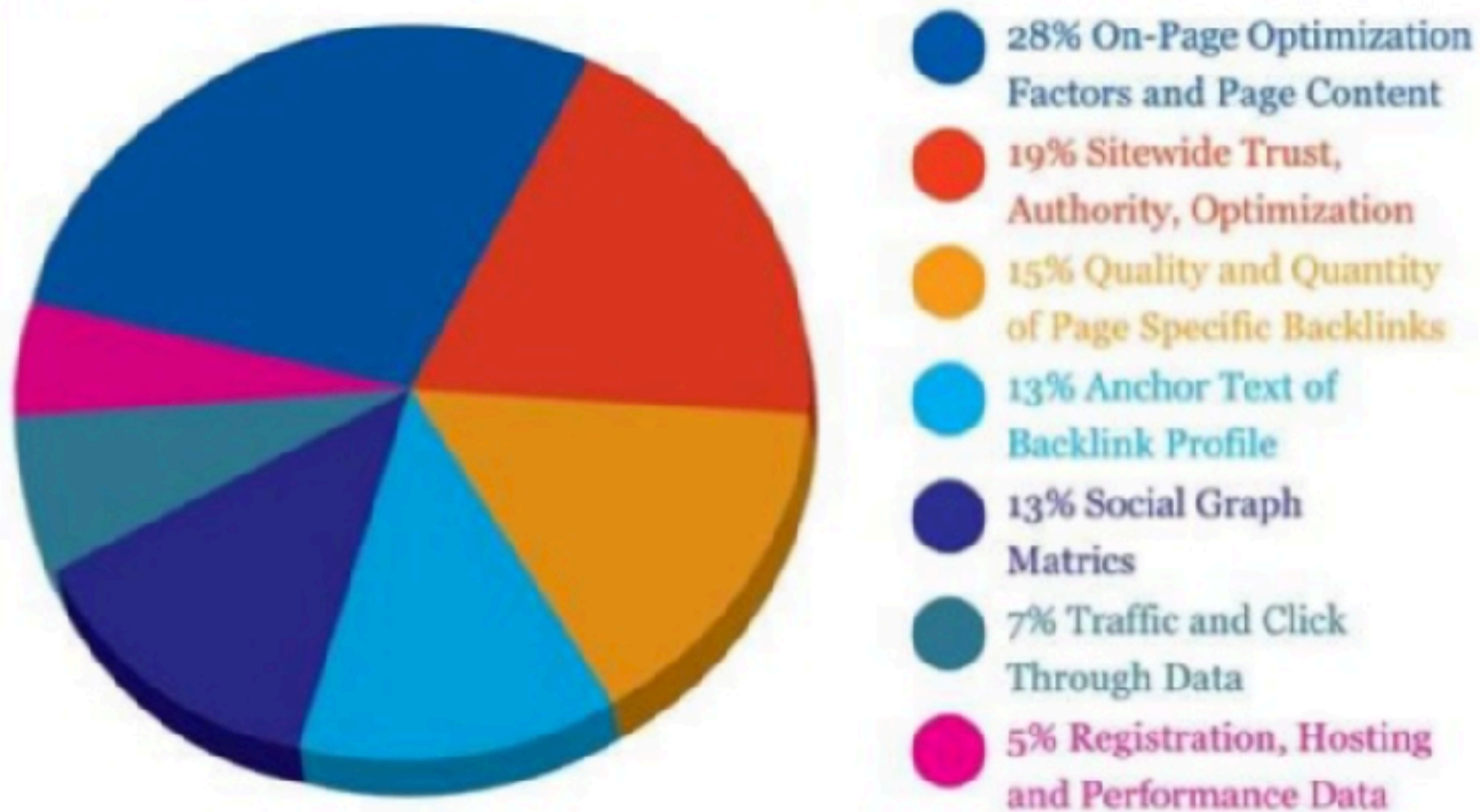
Google Search Timeline



ORGANIC SEO

[SEO ON THE COTENT WE DESIGN OURSELVES]

Google Search Engine Ranking Factors



Source: moz.com

In a nutshell

Organically optimization basics...

1. Cross references and solid linking

Both links from your own web-site and especially from other sites creates a hierarchy of relevans, which Google uses to evaluate the ranking of each page.

2. Proper use of headings, paragraphs and lingo

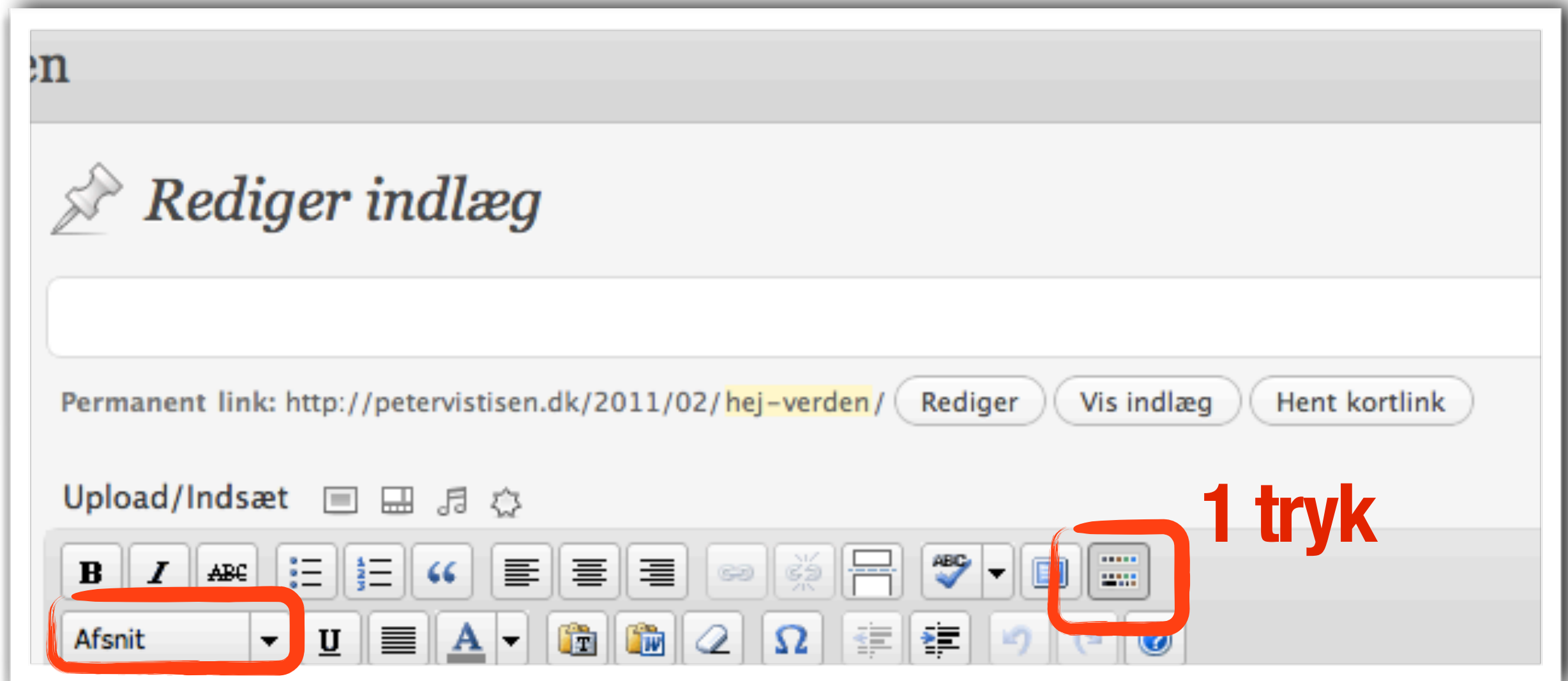
Google views every page as a hierachy of information - headings tells that everything else is thematically connected to the wording used in the heading and sub-headings. Headings, combined with proper use of lingo, are thus extremely important to support how the search engine recognizes and categories our content.

3. Meta-tags in the HTML

There a few so-called meta-tags which enable us to guide the 'snapshot' Google reads and portrays as its search result. through these tags, we can determine the most relevant search words, as well as control how other users see us in their results.

In a nutshell

Organically optimization basics...



2. vælg

In a nutshell

Organically optimization basics...

The screenshot shows the WordPress 'Rediger indlæg' (Edit Post) interface. Four red annotations are present:

- 1**: Points to the 'HTML' tab in the editor toolbar.
- 2**: Points to the text input field containing the HTML code `<h1>Hello World</h1>`.
- 3**: Points to the 'hello-world' part of the permanent link: `http://petervistisen.wordpress.com/2010/08/26/hello-world`.
- 4**: Points to the 'Opdater' (Update) button in the 'Udgiv' (Publish) sidebar.

The interface includes a title 'Velkommen til min Portfolio', a permanent link, a 'Get Shortlink' button, an 'Upload/Indsæt' toolbar, and a 'Udgiv' sidebar with options for status, visibility, and format.

In a nutshell

Organically optimization basics...

Kontrolpanel
Opgraderinger

Indlæg
Medier
Links
Sider

Sider
Tilføj ny
Kommentarer
Feedbacks

Rediger side

Om mig

Permanent link: <http://petervistisen.wordpress.com/about/> Rediger

Visuel HTML

Jeg er ung charmerende, dejlig, underskøn, fantastisk, bedårende og alle tiders.

Læs mere om [mine opgaver fra Interaktive Digitale Medier](#) btw

Udgiv

Preview ændringer

Status: Udgivet Rediger

Synlighed: Offentlig Rediger

Udgivet: 26. aug 2010 17:55 Rediger

Flyt til papirkurv Opdater

Page Attributes

Kontrolpanel
Opgraderinger

Indlæg
Medier
Links
Sider

Sider
Tilføj ny
Kommentarer
Feedbacks

Rediger side

Om mig

Permanent link: <http://petervistisen.wordpress.com/om-peter-vistisen> OK Annuller

Get Shortlink

Upload/Indsæt

Visuel HTML

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Flyt til papirkurv Opdater

Page Attributes

...and pictures too!

Blog info ▾ Subscribe ▾ Search WordPress.com


Tilføj et billede

Fra Computer Fra URL Galleri (1) **Mediebibliotek**

Alle Typer | **Billeder** (8) Søg i medier

Vis alle datoer

Skærbillede 2011-02-10 kl. 21.53.52 [Skjul](#)

 **Filnavn:** skc3a6rmbillede-2011-02-10-kl-21-53-52.png
Filtype: image/png
Upload-dato: februar 10, 2011
Størrelsesforhold: 1120 × 310

[Rediger billede](#)

Titel

Alt-tekst
Alternativ tekst til billedet, fx "Mona Lisa"

Billedtekst

Beskrivelse

Link - URL

Skriv en link-url eller klik ovenfor for forudindstillinger.

Udfyld

Udgiv

Status: **Udgivet** [Rediger](#)

Synlighed: **Offentlig** [Rediger](#)

Udgivet: 26. aug 2011

[Flyt til papirkurv](#)

Page Attributes

Forælder

(no parent)

Skabelon

Standardskabelon

Rækkefølge

0

Need help? Use the Help menu of your screen.

...and then theres meta!

What is our title, and how would we describe ourselves?

Meta-data is the 'hidden' information which hides in the HTML code of the web-sites **<head>** section.

The two most important meta-tags for organic SEO is:

- 1.** `<TITLE>` Titlen på dit web-site `</TITLE>`
- 2.** `<meta name="description" content=" KORT beskrivelse af dit web-site/>`

On the U-CrAc web-site we have installed a SEO module to make these tags easy to apply.



Snippet Preview



This is a rendering of what this post might look like in Google's search results. [Learn more about the Snippet Preview.](#)

**Gruppe 1 - Crey - User-Driven Creative Academy**[ucrac.dk](#) > [gruppe-1-crey](#)

Please provide a meta description by editing the snippet below. If you don't, Google will try to find a relevant part of your post to show in the search results.

[Edit snippet](#)**1) press 'edit'**

SEO title

[Insert snippet variable](#)[Title](#) [Page](#) [Separator](#) [Site title](#)**2) edit title tag**

Slug

[gruppe-1-crey](#)

Meta description

[Insert snippet variable](#)

Modify your meta description by editing it right here

3) edit description[Close snippet editor](#)**Readability**

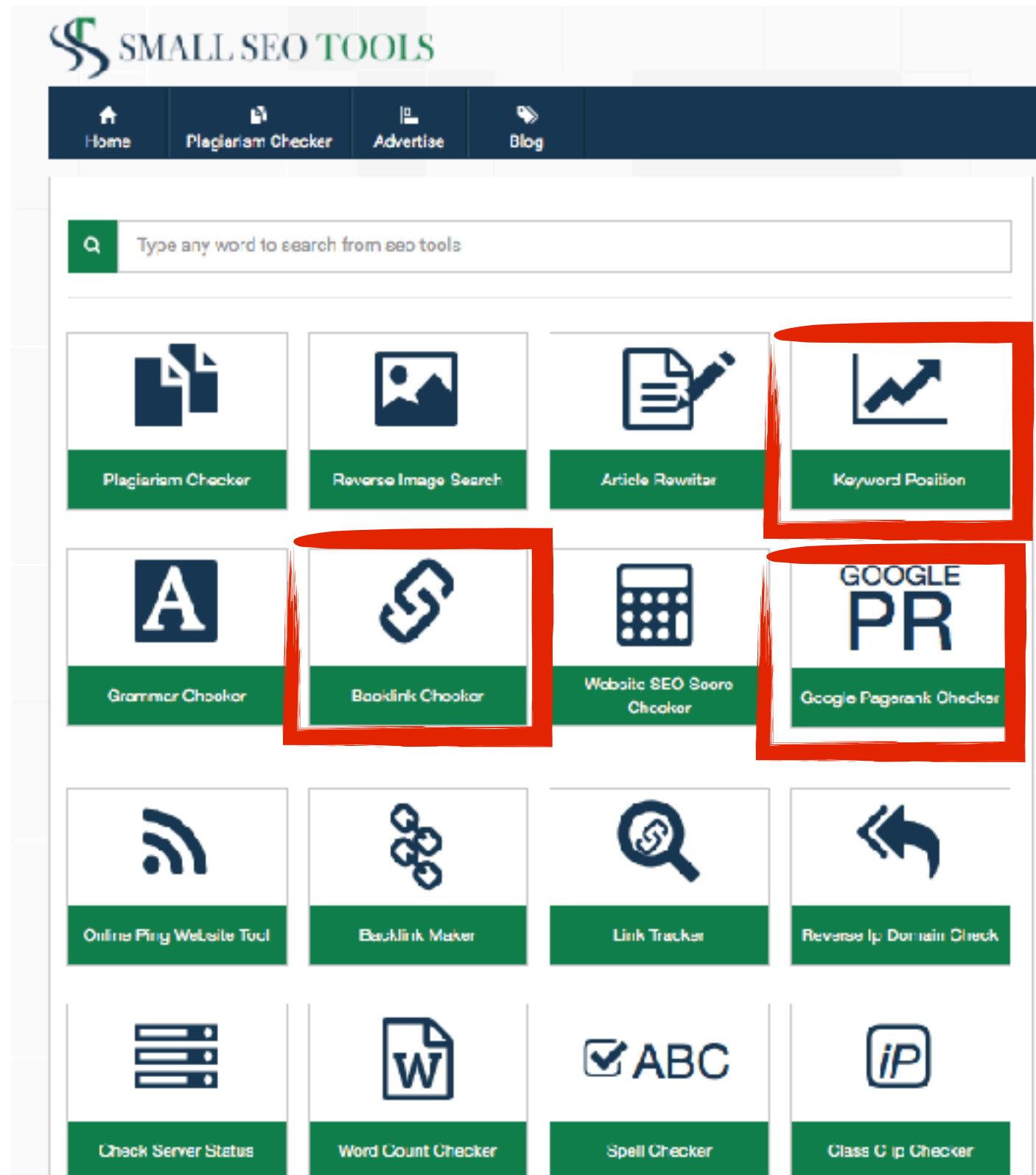
Focus keyword

[+ Add additional keyword](#)

Cornerstone content

SMALL SEO TOOLS

a CATCH ALL ONLINE RESSOURCE WITH a TON OF VALUE



DON'T PANIC



...it is hard to destroy something (100%)

...unless you got some malware (please don't!)

DEMO



Questions?



GO GO GO!

