

Palavras que Contam - Website Development Outline

Project Vision & Objectives

Core Vision

Create a bilingual digital platform that showcases young Portuguese authors' literary journey, serves as an educational resource hub, and promotes the 2026 literary festival while building a sustainable community around youth literacy development.

Primary Objectives

1. **Celebrate Young Authors** - Provide a professional platform for young writers to showcase their developing works and published pieces
2. **Resource Hub** - Offer educators accessible tools to replicate or adapt the methodology
3. **Community Building** - Connect participants, educators, partners, and supporters through engaging content
4. **Festival Promotion** - Drive awareness and registrations for the May 2026 literary festival
5. **Project Legacy** - Document the project's impact through media, testimonials, and published works

Development Roadmap

Phase 1: Foundation & Planning

1.1 Subdomain Selection Options to consider:

- `palavrasquecontam.akfportugal.com`
- `pqc.akfportugal.com`

1.2 Platform Decision: WordPress vs Joomla

1.3 Information Architecture - Proposed Sitemap

HOME

|— Sobre o Projeto / About the Project

| |— Visão e Objetivos / Vision & Objectives

| |— Metodologia / Methodology

| |— Equipa / Team (photos + bios)

|

|— Autor@s / Authors

| |— Individual author pages with bio + work-in-progress descriptions

- |
- |— Obras / Works
 - | |— Biblioteca Digital / Digital Library (downloadable finished works)
 - | |— Obras em Desenvolvimento / Works in Development
- |
- |— Festival Literário 2026 / Literary Festival 2026
 - | |— Informação / Information
 - | |— Programa / Program
 - | |— Inscrição / Registration (CTA)
- |
- |— Recursos / Resources
 - | |— Para Educador@s / For Educators (PDF repository)
 - | |— Acesso Moodle / Moodle Access (external button)
- |
- |— Notícias / News (blog-style articles with text/images/video)
- |
- |— Galeria / Gallery
 - | |— Fotos / Photos
 - | |— Vídeos / Videos
 - | |— Media / Media
- |
- |— Parcerias / Partners
- |
- |— Contacto / Contact
- |
- |— Edições Futuras / Future Editions
 - | |— Formulário de Interesse / Expression of Interest Form

Phase 2: Design & Setup

2.1 Theme/template Selection Criteria

- Mobile-responsive
- Portfolio/creative focus
- Strong gallery capabilities
- Multilingual-ready
- Customizable hero section with CTA
- Clean, readable typography

2.2 Essential Plugins/Extensions

- Multilingual

- Content Management - Advanced Custom Fields? (author profiles, work metadata)
- Custom Post Type UI? (for Authors, Works, Resources)
- Media & Galleries
- Forms (contact, expression of interest)
- SEO & Performance
- Security

2.3 Visual Identity Guidelines

- Color palette (aligned with AKF Portugal branding?)
- Typography hierarchy
- Logo placement and sizing
- Photo style guide (for consistency in author/team photos)

Phase 3: Content Structure & Development

3.1 Custom Post Types to Create

Authors

- Fields: Name, Photo, Age/Year, Bio (PT/EN), Location, Work Title, Work Description, Co-authors (if applicable), Social Media (optional)
- For Works and co-authors, use internal linkage
- Display: Grid layout with filtering options

Works

- Fields: Title, Cover Image, Authors (relationship), Genre, Description, Status (In Development/Published), File Download (PDF), Publication Date
- Display: Portfolio-style gallery

Resources

- Fields: Title, Description, Target Audience, File Type, Language, PDF Upload, Thumbnail
- Display: gallery listing

News/Blog

- Standard blog posts with filterable categories (or tags): Events, Workshops, Author Spotlights, Partner News

3.2 Homepage Structure

1. Hero Section - large image/video background + CTA button (festival registration)
2. Project Introduction - brief text + key stats
3. Featured Authors - rotating carousel (random young authors participating in the project)

4. Latest News - 3 most recent blog posts
5. Image Gallery Preview - grid of project photos
6. Partners Logos Section
7. Newsletter/Interest Form Signup

3.3 Media Coverage Section

- Aggregate links to external media (newspapers, online articles)
- Embed social media posts
- Press release archive

Phase 4: Content & Testing

4.1 Content Preparation Checklist

- Gather all author photos and bios (PT + EN translations)
- Collect team member information
- Compile educational resources (PDFs)
- Select hero images/videos
- Write project overview content (both languages)
- Prepare partner logos and descriptions
- Organize photo/video galleries
- Create initial blog posts
- Draft festival information pages

4.2 Testing Protocol

- Cross-browser testing (Chrome, Firefox, Safari, Edge)
- Mobile responsiveness on various devices
- Language switching functionality
- All forms submission and email notifications
- Download links for works and resources
- External links (Moodle button - <https://moodle.akfportugal.com/course/view.php?id=92>)
- Page load speed optimization
- Accessibility compliance (WCAG AA minimum)

Phase 5: Launch & Training

5.1 Pre-Launch

- Final content review by Portuguese speakers
- SEO optimization (meta descriptions, alt tags)
- Google Analytics setup
- Set up automated backups
- Create staging environment for future updates

5.2 Project Team Training

- How to add/edit authors

- How to upload works
- How to create blog posts in both languages
- How to update the hero CTA
- How to add resources to repository
- How to manage media galleries
- Basic troubleshooting

5.3 Soft Launch

- Share with partners and team for feedback
- Make final adjustments
- Official launch announcement