

**TWINNING CONTRACT**

**Support to the Statistics**

**Kosovo**



**MISSION REPORT**

**on**

Development of design guidelines  
for printed and electronic publishing

**4.4.2**

Mission carried out by:

Markku Huttunen, Statistics Finland (SF)

&

Rune Stefansson, Statistics Denmark (SD)

8-11 December 2014


***IPA 2012***

***Rune Stefansson****Statistics Denmark**Sejrøgade 11**DK-2100 Copenhagen Ø**Denmark**Tel: +45 39 17 31 64**Email: rst@dst.dk****Markku Huttunen****Statistics Finland**Työpajankatu 13**FI-00022 Helsinki**Finland**Tel: +358 29 551 3337**Email: markku.huttunen@stat.fi*

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## List of Abbreviations

KAS	Kosovo Agency for Statistics
ToR	Terms of Reference
SD	Statistics Denmark
SF	Statistics Finland

## 1. General comments

This mission report was prepared within the Twinning Project „Support to Statistics”. It was the second mission to be devoted to design guidelines within Component 4.4 of the project. The missions 4.4.1 and 4.4.2 were aimed at developing design guidelines for tables and graphs in printed and in electronic dissemination.

The concrete objective of the missions 4.4.1 and 4.4.2 were:

- *To develop design **guidelines** for tables and graphs in printed and electronic dissemination, prioritizing electronic publishing over printed publishing.*
- *To generate a **roadmap** for the development and implementation of the new design.*

The consultants would like to express their thanks to all officials and individuals met for the kind support and valuable information which they received during the stay in Kosovo, and which highly facilitated the work of the consultants.

This views and observations stated in this report are those of the consultants and do not necessarily correspond to the views of EU, KAS, Statistics Denmark (**SD**) or Statistics Finland (**SF**).

## 2. Assessment and results

The overall aim of the mission was, based on the agreements and recommendations of the first mission, to finalize the guidelines for the design.

The road-map for developing and implementing the design – as well as for deciding upon design guidelines – which discussed in the first mission, was adjusted. (See the adjusted road-map in Annex 3).

Mission 4.4.1 included an assessment part. Some more assessment was made during the mission 4.4.2. The most important findings are mentioned below:

### Colours

KAS' use of colours was discussed. There is no fixed colour scale throughout the different channels, products and materials.

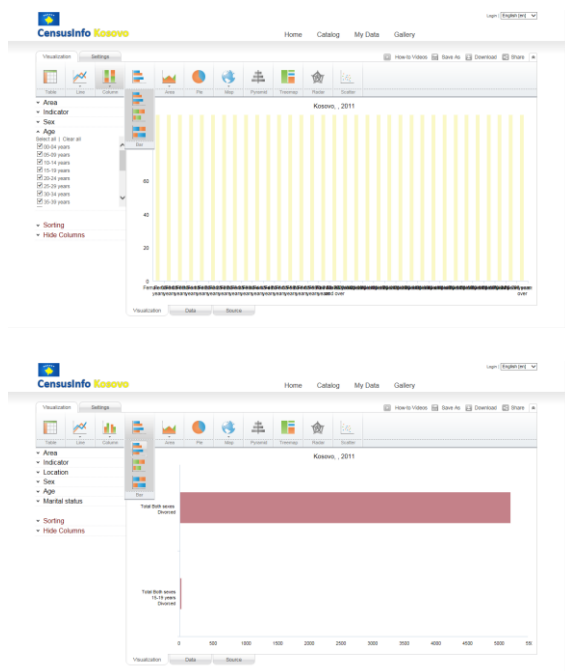
In printed publications or publication series four different colours are generally used for underlining the four main subjects:

Series / Statistical theme	Outside colour	Inside colour
1. General Statistics	Grey	50% grey
2. Agriculture and Environment Statistics	Green	50% green
3. Economic Statistics	Blue	50% blue
4. Social Statistics	Orange	50% orange

The website uses the blue government colour:



The Censusinfo has graph tools with different colours, e.g.:



The graphs used in publications have yet different colours (and colour backgrounds), even in the same publication, e.g. these four ones from the Albanian language version of *Statistical Yearbook 2014*:

FIG 2.5: JETËGJATËSIA NË LINDJE NË KOSOVË PËR VITIN 2011

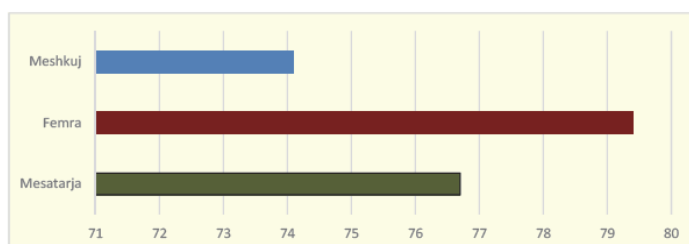


FIG 3. 1: SHKALLA E FERTILITETIT SIPAS VITEVE

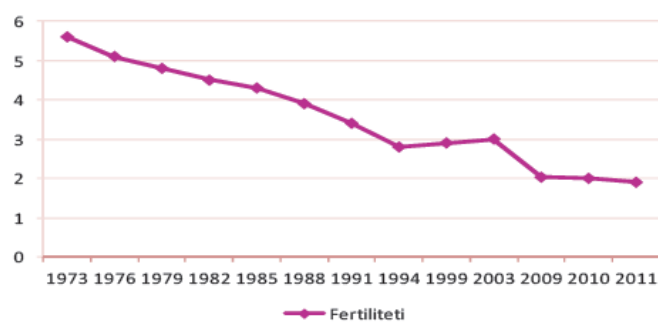


FIG 4.1: NUMRI I FËMIJËVE, NXËNËSVE DHE STUDENTËVE NË ARSIMIN PUBLIK DHE PRIVAT – PËRMBLEDHJE E VITEVE 2007–2012

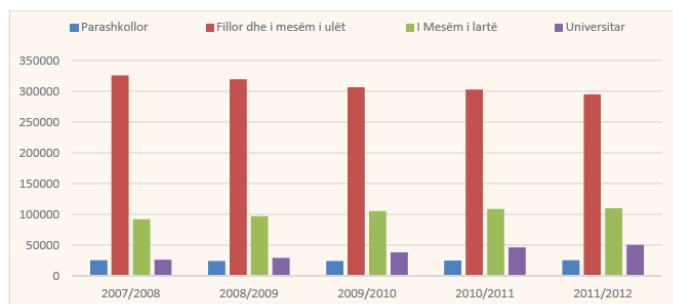
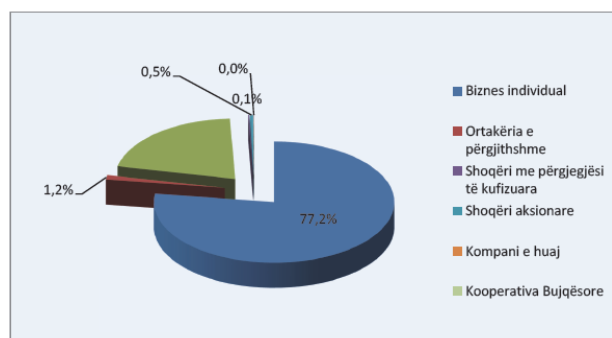
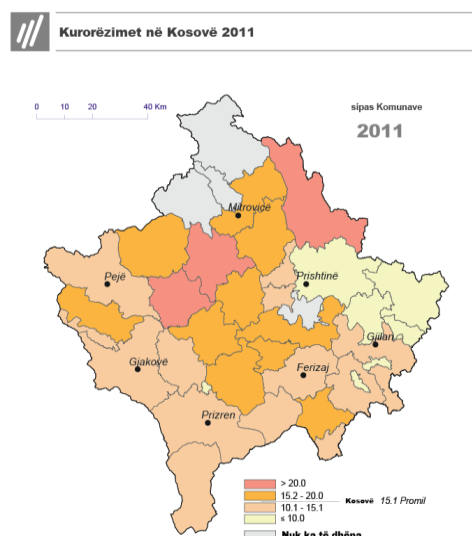
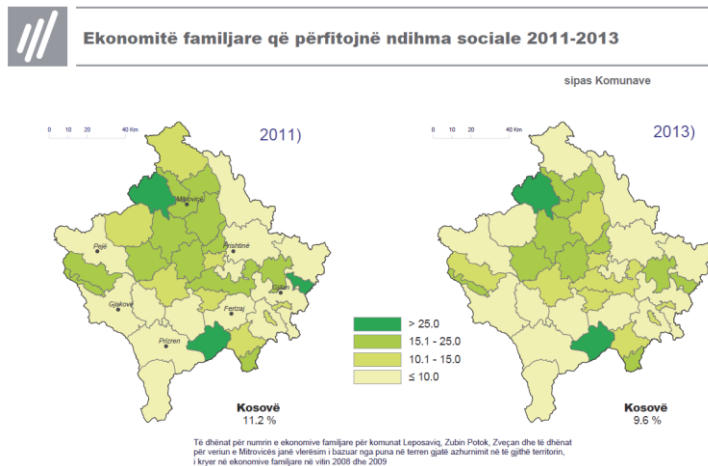


FIG 15.4: NDËRMARRJET E REJA SIPAS FORMËS LEGALE TË ORGANIZIMIT GJATË VITIT 2013



Maps use different colours, e.g. e.g. these ones from the Albanian language version of *Statistical Yearbook 2014*:





## Fonts

Generally speaking, a serif font (as Garamond) is good for larger amounts of text in printed or PDF documents or publications, while a sans serif font (as Arial) is better for body text at websites. Using the two fonts together – one for headlines and the other for the body text – is a rule of thumb for graphic designers. Other fonts, though, may be used in official papers and social media.

KAS uses Arial at the website and Arial for most publications (where colophons are written in Times New Roman). Garamond is used for letters, press releases and some other materials. The publications normally only use one font – in stead of the two fonts as recommended above. At the front page of the Agricultural Census (<https://rbk.rks-gov.net/>) site four different fonts are used.

## SF website fonts

The fonts used in the renewed website of SF will be Arial 12 points for body text and for the headlines Arial 20 for level H1, Arial 17 for H2 and Arial 15 for H3 (as seen on the picture below). Using centralized style sheets, the distance before and after different title levels and titles and body text are optimized for clarity and readability on screen. All web services use the same font sizes. For Tieto&Trendit magazine's website (<http://tietotrendit.stat.fi/mag/article/86/>) a larger body text font size is maybe chosen though. This is because nowadays web magazines tend to use bigger font sizes to be more “paper like” and because of better readability. When the resolutions of different screens get tighter bigger default fonts sizes are chosen for to compensate the change.

Miten osallistun tiedonkeruuseen? **H1 Arial reg 20**

Tilastokeskus ottaa yhteyttä etukäteen **H2 Arial reg 17**

Jos sinut tai yrityksesi on valittu vastaajaksi tiedonkeruuseen, Tilastokeskus ottaa aina etukäteen yhteyttä kirjeitse tai sähköpostilla. Yhteydenotossa kerrotaan, mitä tietoja kerätään ja mihin tarkoitukseen niitä käytetään. Samalla annetaan ohjeet, miten tiedonkeruuseen osallistutaan. Osallistuminen voi tapahtua täyttämällä paperilomake, vastaamalla lomakkeeseen verkossa tai Tilastokeskuksen haastattelija voi kysyä tiedot puhelimesta tai sovitussa tapaamisessa (ks. [tiedonkeruun menetelmät](#)).

Jos tiedot kerätään haastattelemalla, haastattelijamme soittaa sinulle kirjeen saatua. Soittaessaan hän kertoo olevansa Tilastokeskuksesta ja esittelee tutkimuksen. Jos kyseessä on puhelinhaastattelu, se on mahdollista tehdä saman tien. Jos hetki ei ole sinulle sopiva, tai jos haastattelu on tarkoitus tehdä kasvokkain, sovitaan erillinen haastattelu aika.

Pitääkö vastaamiseen valmistautua? **H3 Arial reg 15**

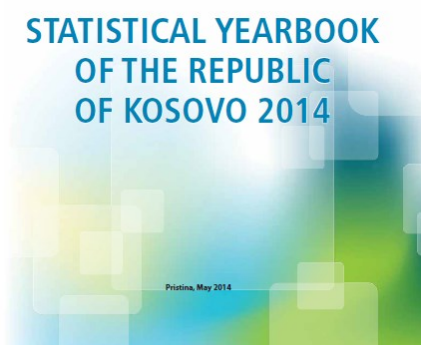
Kyselyyn tai haastatteluun ei yleensä tarvitse valmistautua etukäteen. Niissä kysytään tavalliseen elämään liittyviä asioita, eikä erityisiä tietoja tai taitoja tarvita. Tiedonkeruulomakkeiden kysymykset on suunniteltu huolellisesti siten, että ne ovat helppoja ymmärtää ja vastaaminen on mahdollisimman sujuvaa.

## Front pages

Maps of Kosovo have been used for more than ten years in the front pages of most publications, e.g. the Albanian version of *Kosovo in Figures 2013*, and a new design is needed, according to the participants of the workshop. The experts agree to this.



A special front page was designed for *Statistical Yearbook 2014* by an external design company.



## Website

The contemporary KAS website was designed in 2008 and partly redesigned in 2012. Then the name of the organization was changed, and a new „ask”-logo was created as part of the population census design. The „ask”-logo is placed on the website as a separate design element.

The website is the most important factor in creating the uniform identity of KAS. That is why it is strongly recommended that general and uniform design lines of KAS are to be created for the website based on the design lines of census design manual and following the design guidelines and road map proposed by the experts.



It is recommended that the PX-Web database is designed according the new design guidelines using the ask-logo and making moderate design choices based on that. It means that the contemporary blue color scale should not be used in the new PX-Web database. Thus double work can be avoided.

### **Tables**

At the moment tables are published in the website as Excel-files. The table presentation design manual of ICON Institute is used to design tables in the printed publications, in the PDF-publications and Excel-tables. According to the assesment of experts, ICON table design manual is valid to be used as a basis of table design of KAS after some adjustment pointed out in the design guidelines. Also for the new website desing this ICON table design manual can be used when accompanied with general table design instructions pointed out in the UNECE publication „Making data meaningful, part 2” (2009).

## **Status of design in KAS – news since mission 4.4.1**

### **The Agricultural Census 2014**

The Agricultural Census was carried out in November 2014. Preliminary results are to be published in February 2015. The Agricultural Census has its own overall design and logo, and the only common element for the Population and Housing Census and Agricultural Census designs is the KAS logo. More information can be found at <http://rbk.rks-gov.net/> where the use of the two logos side by side also can be seen.

### **The publications (printed and PDF)**

The Statistical Yearbook was published for the first time since the independence in 2014 in Albanian both in printed and PDF-formats. The English translation of the Statistical Yearbook 2014 has been published in November 2014 at [https://ask.rks-gov.net/ENG/publikimet/cat\\_view/36-general-statistics](https://ask.rks-gov.net/ENG/publikimet/cat_view/36-general-statistics).

### **Road-map**

The process of developing and implementing a new design, as well as formulating and deciding upon guidelines, is complex; important elements are preconditions for other important elements, and thus it is necessary to make a time-plan or a road-map. The road-map can be seen in annex 4.

A specific challenge is how to make the design guidelines fit with the SIDA project on a redesign of the website of KAS.

### **Photos**

KAS may develop some guidelines for its use of photos. The photos may be used at the website, for front pages of publications, and in other materials such as leaflets.

In order to inspire KAS, both SD and SF presented their use of photos.

#### **SD's photo policy**

SD has a database with nearly 3,000 photos, categorised out of its subject structure. The photos are, among other things, used for the website, front pages publications and PowerPoint where a selection of the photos have been integrated into the template.

The visual guidelines of SD regarding photos are as follows (with good examples in the left column and bad examples in the right column):



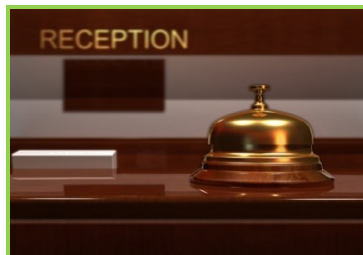
### 1. High quality

Photos should be – or look as if – taken by a professional photographer.



### 2. Simple

The content of the photos should be simple – not too many details or too much mess.



### 3. Non-abstract (realistic)

Photos should illustrate what the figures tell about reality.



### 4. From Denmark

Photos should be Danish – or look Danish.



### SF's photo policy

SF is currently having a 2-year agreement to use images from Pixhill image bank ([www.pixhill.com](http://www.pixhill.com)). According to the agreement SF has unlimited access to images for a given 2-year rate. The agreement may also be a 1-year. SF can upload images to an unlimited number for different uses. The same images can be used by other customers also. When loading photos, Pixhill must be notified of their intended use so that other users will know where photos have been used. From the image bank it is possible to search images according to different subject areas and there is also a separate search function.

Although the Pixhill image bank contain some amount of photos by Finnish photographers, the majority of the photos are from other countries. Because of this, one has to be careful not to use images which clearly give an impression that they are not Finnish. For the cover pages of publications

(especially printed) SF also buys some high quality photos or graphic images from some high quality image bank services or directly from some professional photographers or artists. The graphic designers of SF do also take some photos themselves, for example from the city of Helsinki or of the employees of the office.

SF has also used free image banks about 10 years back for some limited use. However this is not any more done because of copyright limitations of commercial use of these image banks and also because of quality reasons of free images.

### 3. Conclusions and recommendations

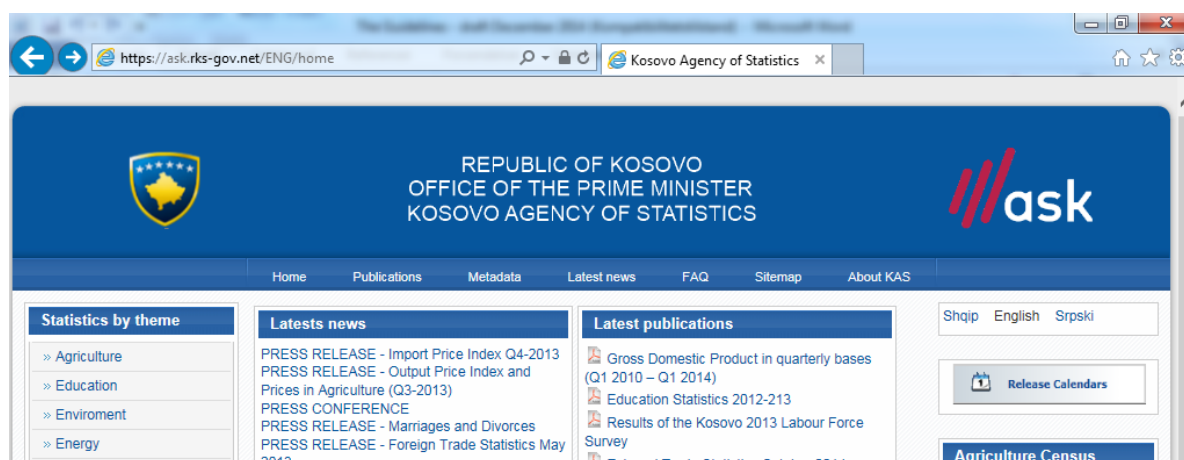
The most important conclusions of this activity – the results – were the design guidelines and the road-map of how to develop and implement the design. These conclusions will not be presented in this paragraph – the draft for the design guidelines will be attached to this report, and the road-map can be seen in annex 3.

A bullet point summary of the activity is attached as annex 4.

A few recommendations on specific aspects of the design will be mentioned here:

#### The logo

The recommendation of the experts was generally to use only one logo. (Donor logos may be added in relevant cases). This means that KAS – in order to create a corporate identity as independent, objective and neutral – should not use the government logo and the blue topline at the website, as done today:



#### Fonts

In the future, for the use in all channels, products, publications and other materials, KAS should only use two fonts: Arial (sans-serif) and Garamond (serif). See more details in the draft for the design guidelines.

#### Colours

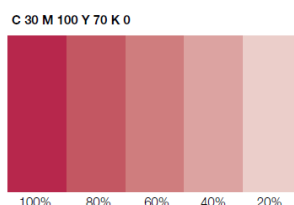
A new colour-scale should be developed and used in all kinds of dissemination, including the website, the dissemination databank, printed publications and PDFs; it is the hope of the experts and the participants of the workshop that this may happen as part of the SIDA financed web design which starts in 2015.

The idea of the uniform and coherent way of using the colour scale throughout the different channels of communication reflects the overall idea of creating a general design – to create a clear visual identity of KAS and improve user-friendliness.

The colours can be used in general and at the website for topline, side bars, graphic elements, links, headlines, graphs, maps and other visual elements. At the website and in the dissemination databank – the colours are used independent of the subjects.

In printed publications and PDFs colours can be used for underlining the four main subjects, as already done today; KAS should change the four colours, when a new colour scale is introduced.

The new colour scale should create a new “family of colours”.



The cherry-red of the logo – as shown above – can be one of the colours, and if so, the other colours should be in harmony with this colour (see details above). 5-8 main colours (colours in 100 per cent) should be chosen.

A full colour scale is thereafter developed. This means that each colour will have a 100 per cent version and four fadings (e.g. 80, 60, 40 and 20 per cent).

Below is shown an example of a colour scale for all kinds of dissemination from Statistics Denmark (Statistics Denmark’s design guide of 2013).

CMYK: 80 90 0 35 RGB: 68 38 104	CMYK: 100 80 0 40 RGB: 18 45 105	CMYK: 90 25 0 0 RGB: 0 140 210	CMYK: 90 25 100 0 RGB: 0 134 99	CMYK: 40 25 100 40 RGB: 108 115 24	CMYK: 0 100 70 50 RGB: 138 12 32	CMYK: 0 65 100 0 RGB: 238 114 3	CMYK: 0 0 25 70 RGB: 111 108 92
CMYK: 65 72 0 27 RGB: 68 71 130	CMYK: 82 85 0 32 RGB: 54 71 138	CMYK: 75 18 0 0 RGB: 36 183 221	CMYK: 75 20 84 0 RGB: 71 150 81	CMYK: 40 20 84 33 RGB: 130 135 54	CMYK: 0 83 57 40 RGB: 161 52 58	CMYK: 0 50 85 0 RGB: 243 148 51	CMYK: 0 0 15 58 RGB: 144 142 128
CMYK: 47 53 0 20 RGB: 131 112 180	CMYK: 65 50 0 25 RGB: 69 103 154	CMYK: 58 15 0 0 RGB: 117 182 229	CMYK: 60 15 67 0 RGB: 118 170 113	CMYK: 32 15 67 25 RGB: 158 158 81	CMYK: 0 86 45 32 RGB: 180 81 89	CMYK: 0 40 67 0 RGB: 247 171 86	CMYK: 0 0 15 40 RGB: 174 172 157
CMYK: 30 34 0 13 RGB: 171 158 194	CMYK: 45 35 0 17 RGB: 132 142 184	CMYK: 40 10 0 0 RGB: 182 204 238	CMYK: 43 10 50 0 RGB: 183 183 149	CMYK: 23 12 52 18 RGB: 182 181 127	CMYK: 0 50 52 23 RGB: 201 130 127	CMYK: 0 50 50 0 RGB: 232 182 138	CMYK: 0 0 10 28 RGB: 202 201 188
CMYK: 15 15 0 6 RGB: 212 208 228	CMYK: 30 20 0 10 RGB: 175 184 213	CMYK: 22 0 0 0 RGB: 207 208 246	CMYK: 28 6 35 0 RGB: 198 215 182	CMYK: 15 7 35 10 RGB: 210 208 171	CMYK: 0 33 30 14 RGB: 222 174 171	CMYK: 0 18 25 0 RGB: 233 218 178	CMYK: 0 0 5 14 RGB: 228 228 222

If possible, the green colour from the Agricultural Census logo may be used or adapted to the new colour scale. This would ensure more uniformity between the Agricultural Census website and the new KAS website.



## Fonts

The experts advice that a serif font (as Garamond) should be used for larger amounts of text in printed of PDF documents or publications, while a sans serif font (as Arial) is better suited for body text at

websites. Using the two fonts together – one for headlines and the other for the body text – is a rule of thumb for graphic designers.

As Arial and Garamond are already in use, KAS may keep on using the two fonts – the same as SF. The use of other fonts, generally speaking, should be avoided, except in official papers and social media.

### **Tables**

It is recommended that the basic designing structures of tables from the ICON Institute design manual (as mentioned above) should apply also for HTML tables published on the website. PX-Web database tables follow the functionality and logic of the PX-Web software, so these designing structures should be applied to database tables only when applicable.

It is recommended that a space is used as a thousand separator (e.g. 1 000 000). This means a change to contemporary marking where the thousand separator is a dot in Albanian and Serbian languages. Using a space instead of a symbol avoids the problem of having to translate between languages (where comma is used in English and a dot in most other European languages). In PX-Web database tables a thousand separator is not used.

It is recommended by the experts that a *comma* is used for the decimal point in Albanian and Serbian (e.g. 45,8%) and a dot in English.

KAS may, though, choose to use a *dot* for the decimal marking in all languages (e.g. 45.8%). (In PX-Web database tables a dot is used as a decimal marking in all languages).

Different markings for different languages in the tables in the website is in many cases not possible because of technical reasons (for example restrictions of the CMS system). Because of this it can be recommended also that for practical reasons a comma could be used as a decimal marking in all tables in the website.

### **Graphs in Excel**

For the publication of tables and graphs in the format of Excel documents and in PX-Web, ideally the general colour scale should be used. In Excel, KAS may develop its own tool for graphs by importing the general colour scale – and also defining grid-lines and the colour and size of lines, bars, circles and other visual elements as well as the fonts used for numbers and text elements.

### **Graphs in PX-Web**

As with Excel, for the publication of tables and graphs in PX-Web, SPSS (Statistical Package for Social Statistics) and PX-Edit (RainPro) ideally the general colour scale should be used. In the graph tools of these different statistical softwares it is generally possible to edit the fonts, font sizes and font colours of the texts in the graphs. Likewise it is generally possible to change the colours of the graphs. Depending on the software and the version used it may even be possible to create semiautomatic default settings to the fonts and colours of the graph tools like SD's Excel graph tool.

### **PowerPoint template**

A PowerPoint template should be created. Garamond will be used for headlines and Arial for body text. The template will include the logo and may reuse the cherry-red from the logo for, e.g. headlines, bottom line and other visual elements. Inspiration may be found in SD's PowerPoint template.

### **Photos**

KAS may develop some guidelines for its use of photos. The photos may be used at the website, for front pages of publications, and in other materials such as leaflets.

In order to have a uniform, coherent and professional style, it is possible either to buy photos individually for concrete purposes or to subscribe to a photo database service as, e.g. Pixhill.com (used

by SF as mentioned above). Both Pixhill.com and other agencies may provide royalty free photos, but, naturally, if you pay for the photos you will normally be able to find better photos.

Generally, the use of photos found via Google is illegal if you do not ask the owner of the photo for permission.

### Front pages

Maps of Kosovo have been used for more than ten years in the front pages of most publications, and a new design is needed. Photos may be used in front pages – as done by SD in these two examples (*Development of the Population 2013* and *Innovation and Research 2014*):



## Annex 1. Terms of Reference

### Scheduling:

ToR – ready date: **01 September 2014 (updated for 4.4.2, November 2014)**

Start / end of activity: **15-19 September 2014 / 8-11 December 2014**

Reporting time: **26 September 2014 / 18 December 2014**

### Mandatory result of the component:

Mandatory result	Intervention logic	Benchmarks	Sources of information	Assumptions
<b>Activity 4.4.1 and 4.4.2</b>	<b>Development of design guidelines for printed and electronic publishing</b>	<ul style="list-style-type: none"> <li>• Mission report uploaded on project homepage</li> <li>• First draft of design guidelines for KAS completed</li> </ul>	<ul style="list-style-type: none"> <li>• Quarterly twinning reports</li> <li>• Mission reports</li> <li>• Design guidelines</li> </ul>	<ul style="list-style-type: none"> <li>• Sufficient absorption capacity</li> <li>• Low turn-over of staff involved in implementation</li> <li>• Staff works on project related tasks in between missions</li> <li>• A detailed Terms of Reference is developed in a timely manner detailing tasks (input), expected output, participants of the activity and agenda</li> </ul>

### Subject / purpose of activity: 4.4.1/4.4.2 activity

Development of design guidelines for tables and graphs in printed and in electronic dissemination. The experts will brief KAS on the corporate identity / profiles used in their respective memberstates and outline the thinking behind these to the staff of KAS.

The experts together with KAS staff will make an assessment of current printed and electronic publications produced by KAS. The experts and KAS will then discuss various ways of improving the present material.

KAS and the experts will assess current paper publications in order to determine information (publications or parts of publications) that should be shifted from paper to internet.

KAS and the experts will discuss the design of current tables / graphs and illustrations in order to propose a new and more modern „look and feel”. The proposed standards should prioritize electronic publishing over printed publishing.

KAS will during the twinning project start publishing quality descriptions according to the SIMS standard. These will be published on the Internet. KAS and the MS experts will therefore during these two missions prepare a design template for presentation of the quality information.

The discussions during 4.4.1 and 4.4.2 will result in a new / improved design guide / visual identity for KAS. The design guide should ultimately be adopted by the Board of KAS.

Implementation of a visual design guide focusing on users needs will ensure that KAS products appear in a uniform way, thereby improving the user-friendliness of KAS. Improving the user-friendliness of KAS products and website is a major goal / mandatory result of the twinning project.

#### **Expected output of the 4.4.1/4.4.2 activity**

Mission report with detailed review of the current situation of design guidelines for tables and graphs at KAS. Future plans for this subject including a road map.

*Activity 4.4.1* had the following outputs:

In this assessment mission KAS briefed the MS experts on the current state of design guidelines for dissemination.

The MS-experts briefed KAS staff on Member States strategies on dissemination and design guidelines used by the MS.

KAS and the MS representatives generated a roadmap agreeing on the strategy for future design guidelines.

Activity 4.4.2 will have following elements:

- Discussion about the parts of design guidelines, already drafted by KAS (see Annex 3 in the report of mission 4.4.1).
- Discussion about the remaining parts of the guidelines.
- Discussion about the keywords for the identity.
- Presentation of templates (letters, publication, PPT) by the experts.
- Discussions about the implementation of the graphic tool (Excel).
- Discussions about the shift from paper publications to e-publications and database; especially
  - 1) restructuring and redesigning publication texts, tables and graphs
  - 2) correcting errors in e-publications (when archived in web)
  - 3) linking e-publications (and metadata) to the database tables and vice versa



**KAS resources:**

1. Mr. Burim Limolli, Head of IT - Division, [burim.limolli@rks-gov.net](mailto:burim.limolli@rks-gov.net) KAS
2. Ms. Drita Sylejmani, Dissemination Officer, [Drita.sylejmani@rks-gov.net](mailto:Drita.sylejmani@rks-gov.net), KAS
3. Mrs. Hazbije Qeriqi, Communication Office, [hazbije.qeriqi@rks-gov.net](mailto:hazbije.qeriqi@rks-gov.net) KAS
4. Mr. Fadil Bajraktari, Communication Office, [fadil.q.bajraktari@rks-gov.net](mailto:fadil.q.bajraktari@rks-gov.net) KAS
5. Ms. Shqipe Gashi, Dissemination Officer, [shqipe.gashi@rks-gov.net](mailto:shqipe.gashi@rks-gov.net), KAS
6. Mr. Mentor Shala, IT Officer, [mentor.shala@rks-gov.net](mailto:mentor.shala@rks-gov.net), KAS

**KAS Twinning team:**

Project Leader Mr. Ilir T. Berisha, Director of Economic Statistics and National Accounts,  
[Ilir.T.Berisha@rks-gov.net](mailto:Ilir.T.Berisha@rks-gov.net)

RTA Counterpart Ms. Teuta Zyberi, International Relations Officer, [teuta.zyberi@rks-gov.net](mailto:teuta.zyberi@rks-gov.net)

**Member state resources:**

Mr Markku Huttunen, Senior Officer, Statistics Finland, [markku.huttunen@stat.fi](mailto:markku.huttunen@stat.fi)

Mr Rune Stefansson, Senior Adviser, Statistics Denmark, [rst@dst.dk](mailto:rst@dst.dk)

**Twinning resources:**

Mr Per Knudsen, RTA, [pkn@dst.dk](mailto:pkn@dst.dk)

Ms Nora Zogaj, RTA assistant, [nzogaj@yahoo.com](mailto:nzogaj@yahoo.com)

**Background**

Important purposes of the twinning project are to design guidelines for tables and graphs in printed publications as well as on internet. During the project implementation it will be ensured that KAS assumes a uniform design identity. To assist the development of the dissemination database and the visual identity of the metadata to be published on the Internet two activities has been planned.

Component 4 within the twinning project has three mandatory results to meet these needs:

- Tender specification for internal network (handled by SIDA)
- KAS website and user friendliness improved
- Dissemination Database installed and available

In general the activities in component 4 will address the following issues:

- Improve web dissemination for selected statistics including improvement of ASK' website to make it a more user-friendly and flexible dissemination tool;
- Develop guidelines for the design of tables and graphs, also to be applied for dissemination on the web;
- Develop a dissemination database, including more complete metadata covering different aspects related to data quality;
- Develop a strategy and recommendations for presentation of geographic visualizing statistics

**Activities to be undertaken in preparation for the mission**

List of attached documents:

- Adapted Global Assessment report (AGA)
- Program of official statistics 2013 -2017
- Strategic Development Plan 2009- 2013
- Swedish Support to Statistics development at the Kosovo Agency of Statistics
- ICT in the Kosovo National Statistical System (Dekker)

## Annex 2. Program, 8-11 December 2014

Day	Place	Time	Event
1	KAS	11-16	Introductory remarks
			KAS briefs the experts on their activities since 4.4.1
			News from SF and SD: <ul style="list-style-type: none"> <li>- SF's contemporary design manual</li> <li>- SD's newsletter – from PDF to HTML</li> </ul>
			Implementation of the graphic tool and colour scale in Excel
			Preparing the program for the rest of the week
2	KAS	09:30-16:00	Working on the guidelines <ul style="list-style-type: none"> <li>- Logo</li> <li>- Fonts</li> <li>- Maps</li> <li>- Colour scale</li> <li>- Tables</li> </ul>
3	KAS	10-16	Working on the guidelines <ul style="list-style-type: none"> <li>- Website</li> <li>- Graphs</li> <li>- Templates</li> <li>- Front pages</li> </ul> <p>Errors correction (SF)</p> <p>Road-map</p> <p>Agreeing on recommendations</p>
4	KAS	9-10	Debriefing w/ KAS Project Leader, Component Leader and RTA
		11-12	Photos – the policies and practices of SD and SF Keywords for the visual identity of KAS Briefing on AGA and SIDA dissemination reports (SF) The shift from paper publications to e-publications and database
		13-19	Report writing

## Annex 3. Road-map

The participants and the experts agreed on the road-map as presented in this annex.

The road-map is based on the road-map presented in Annex 4 of mission report 4.4.1, but adjusted during the discussions on day 3 of mission 4.4.2.

The dates mentioned below should not be perceived as fixed, but as a means of getting an overview of the time perspective and the chronology of the respective elements.

Three decisions are underlined; the suggestion of the experts is to make a step-by-step decision process in KAS because of the complexity of the process – and because many of the elements are preconditions for further development and implementation of the design and for the finalization of the design guidelines.

### *December 2014*

SIDA will be contacted and invited to comment on the design guidelines.

### *Spring 2015*

Development and choice of colour-scale (and maybe a super-graphic) in cooperation with SIDA's website-project

Decision 1 by directors and Director General

### *Summer 2015*

Update the Manual on Graphs (with new colours and a description of fonts and other details)

Decision 2 by directors and Director General

### *Summer-autumn 2015*

Templates (PowerPoint, publication, Kosovo in Figures (September)) [Rune tries to send Drita the SD template]

Decision 3 by directors and Director General

### *2015-2016*

New website

Further implementation in other channels and materials (e.g. intranet and templates for internal use)

## Annex 4. Debriefing

This presentation slide was used by the experts for the debriefing with the component leader and the RTA at the last day of the mission (December 11):

### Activity 4.4.2 – design guidelines



- Goal: Development of guidelines and roadmap

- 4.4.1:

- Presentations of Danish and Finnish design projects
- Assessment: Website, Census, Yearbook, PDF's

- Central recommendations:

- Two fonts (Arial and Garamond)
- Colour scale
- Web first

- Challenges

- Web design (SIDA)
- Colour scale
- Front pages (photos)



## Annex 5. Persons met

### KAS:

1. Mr. Burim Limolli, Head of IT-Division, [burim.limolli@rks-gov.net](mailto:burim.limolli@rks-gov.net)
2. Ms. Drita Sylejmani, Dissemination Officer, [drita.sylejmani@rks-gov.net](mailto:drita.sylejmani@rks-gov.net)
3. Mrs. Hazbije Qeriqi, Communication Officer, [hazbije.qeriqi@rks-gov.net](mailto:hazbije.qeriqi@rks-gov.net)
4. Ms. Shqipe Gashi, Dissemination Officer, [shqipe.gashi@rks-gov.net](mailto:shqipe.gashi@rks-gov.net)
5. Mr Bekim Canolli, Head of Methodology, [bekim.canolli@rks-gov.net](mailto:bekim.canolli@rks-gov.net)

### KAS Twinning team:

Project Leader:

Mr. Ilir T. Berisha, Director of Economic Statistics and National Accounts, [ilir.t.berisha@rks-gov.net](mailto:ilir.t.berisha@rks-gov.net)

### RTA team:

Per Knudsen, RTA

Nora Zogaj, RTA Assistant