

CNGL Undergraduate Students as Researchers Programme 2011 PROJECT DESCRIPTION

<i>Institution/Track:</i>	Education & Outreach (DCU)
<i>Project Title:</i>	Development of website for All Ireland Linguistics Olympiad (AILO)
<i>Suitable for students who are studying in the following areas:</i>	Computing, web design and development, online gaming, multimedia.
<i>Skills needed:</i>	Strong creative skills and competence in web programming languages are a must for this role. A demonstrable flair for web design and an interest in linguistics would also be advantageous.
<i>Project Description:</i>	<p>The All Ireland Linguistics Olympiad (AILO) is an exciting secondary schools competition, which requires students to use their ingenuity and problem-solving skills to decipher some of the toughest puzzles in language, logic and linguistics. AILO is run in Ireland by the Centre for Next Generation Localisation (CNGL) and forms part of the International Linguistics Olympiad (ILO).</p> <p>Students must develop their own strategies for solving problems in fascinating real languages from around the globe. Typical puzzles include deciphering ancient Egyptian hieroglyphics; interpreting Tenji, the Japanese equivalent of Braille; and writing the names of football teams in Chinese. No prior knowledge of linguistics or languages is required: even the hardest problems require only logical ability, patient work, and a willingness to think around corners.</p> <p>The AILO competition aims to introduce students to linguistics (i.e. the study of human language) and to the application of logic to problems of language understanding and translation. By so doing, AILO is helping to ensure that there is an adequate supply of talented graduates to continue the success of localisation and other export-focused activities in Ireland and to cement the country's leadership position in this growing segment.</p> <p>AILO has grown quickly in size and popularity since its launch in 2008. We now require an interactive website, through which we can promote the competition, encourage students, teachers and potential sponsors to sign up, communicate with competitors, and demonstrate sample puzzles. At present there is just a single web page for the competition, which is hosted on the website of the Centre for Next Generation Localisation (see www.cngl.ie/ailo). The new website will have a separate, fresher identity, which will reflect new AILO branding currently in development.</p> <p>In addition to being an attractive information portal, the new site should include an online registration facility, a store of interactive sample puzzles, and any other functionality that the intern deems appropriate for the target audience and the requirements of the competition. Interactivity and stickiness are key objectives for this site. The intern will also be expected to recommend how the website can be used in conjunction with other social media outlets in order to expand the reach of the competition.</p>
<i>The Role of the student & benefits gained from participation in this project:</i> ¹	This is an exciting role for a student with an interest in web design and development. You will gain valuable experience developing a real website in one of Ireland's leading research centres, thereby adding to your portfolio of work. You will drive the project from proposal stage right through to completion, taking responsibility to ensure that the design meets the branding and functionality requirements of the AILO project team. You will also have ample opportunity to present your suggestions and

¹ ***This is an initial description of the role of the student and it is liable to change following discussions between the investigators and the student.***

	<p>ideas.</p> <p>Because the project must be completed before the launch of the AILO 2012 Season, your time management skills will be challenged, as will your ability to work independently. If you have an interest in linguistics and puzzles, you will also enjoy working on translating our static sample puzzles into short interactive games.</p>								
Who will be working with you?	<p>You will work primarily with Laura Grehan, the CNGL's Marketing and Communications Executive. Laura has responsibility for branding and marketing of the AILO challenge, and the new AILO website will be a key component in our marketing strategy for the 2010 AILO season.</p> <p>You will also work closely with Prof. Harold Somers, coordinator of AILO, and Cara Greene, CNGL's Education and Outreach Manager.</p>								
Short description of the group:	<p>The Education & Outreach Team comprises Cara Greene (Education and Outreach Manager), Laura Grehan (Marketing and Communications Executive) and Karl Kelly (Manager of the Localisation Research Centre at UL). In addition, Prof. Harold Somers works specifically on coordination of the AILO challenge. The main aims of the Education & Outreach Team are to promote Ireland as a world leader in localisation, to promote research at the core of the knowledge economy, and to highlight education and career opportunities in the localisation field. AILO is the outstanding success of the Centre's E&O activities to date, with more than 300 students from 23 schools in 24 counties taking the challenge in 2011.</p>								
Recommended Reading Material:	<p>Information on the All Ireland Linguistics Olympiad (AILO) can be found at www.cngl.ie/ailo. This web page also includes links to sample puzzles and past papers from national and international finals of the contest.</p> <p>The website of the International Linguistics Olympiad (IOL) – www.ioling.org - has additional information on the challenge around the world and a further store of sample puzzles.</p>								
For further details on this project please contact:	<table border="1"> <tr> <td>Name:</td> <td>Laura Grehan</td> </tr> <tr> <td>Phone:</td> <td>(01) 7006705</td> </tr> <tr> <td>E-Mail:</td> <td>lgrehan@computing.dcu.ie</td> </tr> <tr> <td>Website:</td> <td>www.cngl.ie</td> </tr> </table>	Name:	Laura Grehan	Phone:	(01) 7006705	E-Mail:	lgrehan@computing.dcu.ie	Website:	www.cngl.ie
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