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BRIEF

INTRODUCTION

The Northern Ireland Fishery Harbour Authority (NIFHA) is an executive non-departmental public body (NDPB) sponsored by the Department of Agriculture and Rural Development (DARD). The Authority was formed in 1973 under the Northern Ireland Fishery Harbour Authority Order (Northern Ireland) 1973 and the Harbours Act (NI) 1970.

The Authority has a statutory responsibility for improving, managing and maintaining the three fishery harbours and harbour estates of Ardglass, Kilkeel, and Portavogie and for operating the facilities which are provided at these harbours. The Authority's mission is to facilitate sustainable wealth creation in the harbour areas for which it is responsible. The Authority has requested a brand revamp in order to give the organisation a more contemporary, polished look.

PROJECT SCOPE

Our initial meeting with the client occurred on Wednesday, January 20th. This meeting let us determine the scope of the project and allowed us to collaborate with the client in order to devise a suitable brief for the project.

We agreed that the new brand should empathise the harbours role as part of the wider communities they belong to, the educational services developed in collaboration with local primary schools as well as providing general information for fishermen. This was to be done by undertaking a complete rebrand of all the organisations media materials. The following deliverables are to be updated:

Brand
The overall brand and identity of the harbour authority needs to be updated to reflect a more modern, outward facing organisation. The new brand should focus on key values of community, education and environmental impact in regards to the three harbours. All materials will be consistent and developed with these key values in mind.

Logos & Graphics
Client has developed a new logo prior to the initial briefing, client is happy with the outcome but open to adopting a new logo. The clients newly developed logo will taken into consideration when pitching logo designs. New logo designs have been requested for usage on the website, as well as for other promotional material for the website and social media. Logos must be clean and modern, client expressed interest in having the logo display the full or partially full name of the company as having the abbreviated 'NIFHA' on its own may be confusing. Client has indicated that they would like the colour blue to be incorporated in the logo to reflect the sea. When using multiple colours care should be taken to ensure the colours are non-political and don't resemble country flags.

Website
Client has requested a new website that is aesthetically pleasing and functional, the site must serve the primary and secondary target audiences well. Client specifically stated that the site must be easy to update, as such the site will be hosted on WordPress. Features and pages to be included: Members only 'Group' or Log in area. A calendar with information and dates about upcoming events around the harbours. Customer facing page promoting the harbours as tourist destinations. A page focusing on education for schoolchildren which promote the harbours as an integral part of the wider communities they are situated in, this page will also include online materials for teachers. As the harbour is a public body a page displaying official/government information must also be included.

Photography & Video
Client has requested updated promotional materials in the form of new photographs of the harbours as well as promotional video. Videos will include testimonials from those who work at the organisation, facilitators, teachers and harbour masters. This will be combined with general harbour footage, as well as footage of events and the education programme run by the harbour. Key themes to be focused on are the harbours influence in the wider community, education and outreach to schools.

Animation
Short animated videos explaining the harbours environmental efforts as well as a focus on safety around the harbours. Animations would be used as a means to engage with younger audiences and explain complicated concepts to them in a simple way.

Social Media
Client has expressed interest in social media as a means to promote their business and further their outreach to younger audiences. This would primarily take the form of a Facebook page but could be expanded to further include Instagram or Twitter if the client indicated that they wish to do so.

Training Manuals
Short training manuals to be developed to explain the process of updating the wordpress site and using the social media pages effectively.

Miscellaneous
Client has requested a 'Virtual Tour' of the harbours, the form this will take is to be confirmed. The client has organised drone footage of the harbour to be filmed, client is to confirm whether this footage will be showcased as part of the overall promotional video or as a stand-alone video.

Target Audience

The authority expressed an interest in reaching out to a number of specific audiences through the rebrand.

Primary Target Audiences: Fishermen & Members

The authority's mission is to facilitate sustainable wealth creation in the harbour areas for which it is responsible. This is done partly due to the efforts of the fishermen who rent out harbour space and bring back fish to be sold. As such the authority has a duty to provide accurate, up to date information for both its members and the fishermen.

Tourists

Tourism is essential to the long term opportunity of the harbours and towns, attracting outside visitors to the harbours increases revenue and contributes to the local economy. In order to attract more visitors to the harbours, the authority would like to greater empathise the harbours roles in the wider community as well as promoting each harbour as a scenic, fun location.
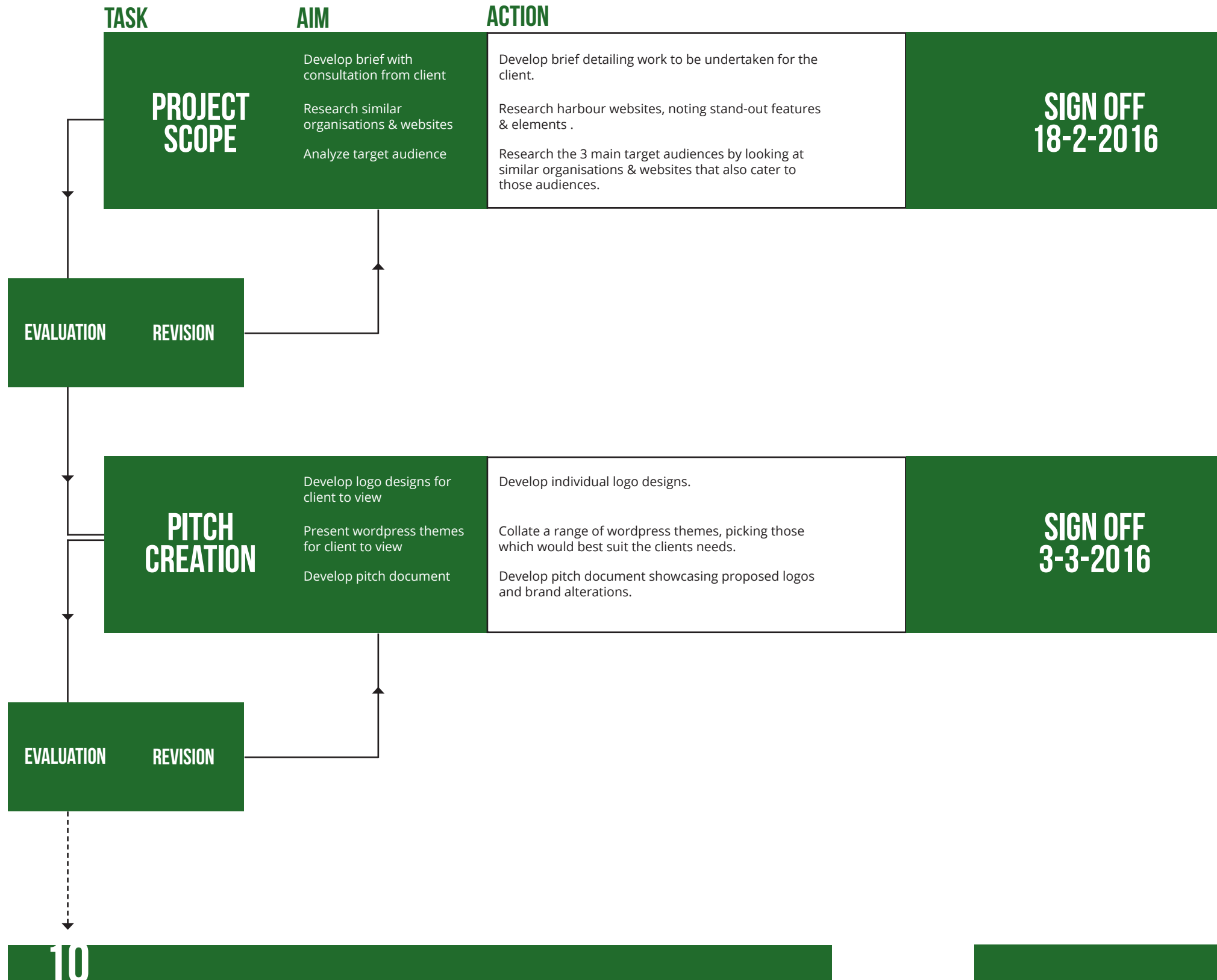
Secondary Target Audiences: Youths [6 – 11 Years, Primary]

The authority wishes to reach out to a younger audience to increase its overall likeability and to promote the educational benefits the harbours provide. The authority wishes to highlight the work done with local primary schools and showcase how the harbours educational programmes can fit into and enhance the environmental curriculum currently studied by the primary school pupils.

Government

The authority's aim is to fulfil its statutory duties by safely, efficiently and sustainably providing a range of facilities and services which meet the needs and aspirations of its key stakeholders.

PRODUCTION SCHEDULE

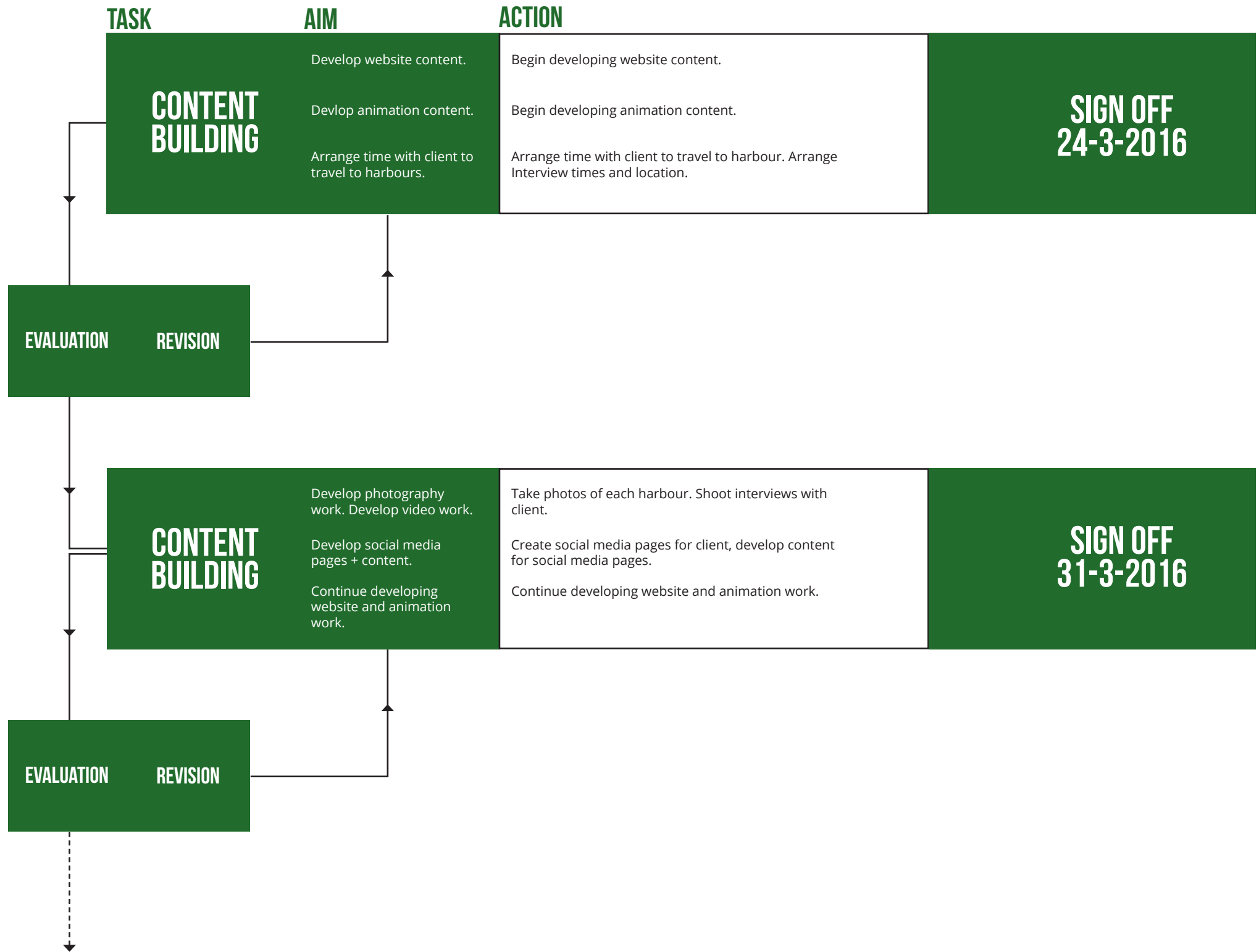| TASK	AIM	ACTION	
PROJECT SCOPE	Develop brief with consultation from client	Develop brief detailing work to be undertaken for the client.	**SIGN OFF 18-2-2016**
	Research similar organisations & websites	Research harbour websites, noting stand-out features & elements .	
	Analyze target audience	Research the 3 main target audiences by looking at similar organisations & websites that also cater to those audiences.	

EVALUATION   **REVISION**

TASK	AIM	ACTION	
PITCH CREATION	Develop logo designs for client to view	Develop individual logo designs.	**SIGN OFF 3-3-2016**
	Present wordpress themes for client to view	Collate a range of wordpress themes, picking those which would best suit the clients needs.	
	Develop pitch document	Develop pitch document showcasing proposed logos and brand alterations.	

EVALUATION   **REVISION**

TASK   **AIM**   **ACTION**

PROJECT PROPOSAL

Present work to client.

Present pitch document to client.

SIGN OFF
10-3-2016

EVALUATION   **REVISION**

FEEDBACK

Get feedback from client on pitch.

Start implementing new brand/logo.

Take feedback from client into account and develop materials accordingly going forward.

SIGN OFF
17-3-2016

EVALUATION   **REVISION**

TASK	AIM	ACTION	
CONTENT BUILDING	Develop website content.	Begin developing website content.	**SIGN OFF 24-3-2016**
	Devlop animation content.	Begin developing animation content.	
	Arrange time with client to travel to harbours.	Arrange time with client to travel to harbour. Arrange Interview times and location.	

EVALUATION	**REVISION**

TASK	AIM	ACTION	
CONTENT BUILDING	Develop photography work. Develop video work.	Take photos of each harbour. Shoot interviews with client.	**SIGN OFF 31-3-2016**
	Develop social media pages + content.	Create social media pages for client, develop content for social media pages.	
	Continue developing website and animation work.	Continue developing website and animation work.	

EVALUATION	**REVISION**

TASK	AIM	ACTION	
EDITING	Commence Post-Production work	Edit photography . Edit videos together.	**SIGN OFF 7-4-2016**

EVALUATION   REVISION

CONTENT EVALUATION	Evalution of content progess thus far.	Evaluation of content progess. Ensure production log is up to date.	**SIGN OFF 14-4-2016**

EVALUATION   REVISION

TASK　　　　　　AIM　　　　　　ACTION

FINAL TESTING

Final testing of materials.

Final website test. Navigation + plugins test. Content uploaded and tested as working.

SIGN OFF
21-4-2016

EVALUATION　　　REVISION

FINAL SUBMISSION

SIGN OFF
28-4-2016

LABOUR ALLOCATION

Work has been allocated based on each members skillset, there is some overlap in skills and as such team members will provide logistical and technical support in those areas.

PATRICK FEARON

LOGOS & GRAPHICS: 33%
SOCIAL MEDIA: 33%
PHOTOGRAPHY, VIDEO & EDITING: 100%

BRYAN HUNT

LOGOS & GRAPHICS: 33%
SOCIAL MEDIA: 33%
ANIMATION & INFOGRAPHICS: 100%

JOHN MCKENNA

LOGOS & GRAPHICS: 33%
SOCIAL MEDIA: 33%
WEBSITE: 100%

RESEARCH

CONTENT ANALYSIS
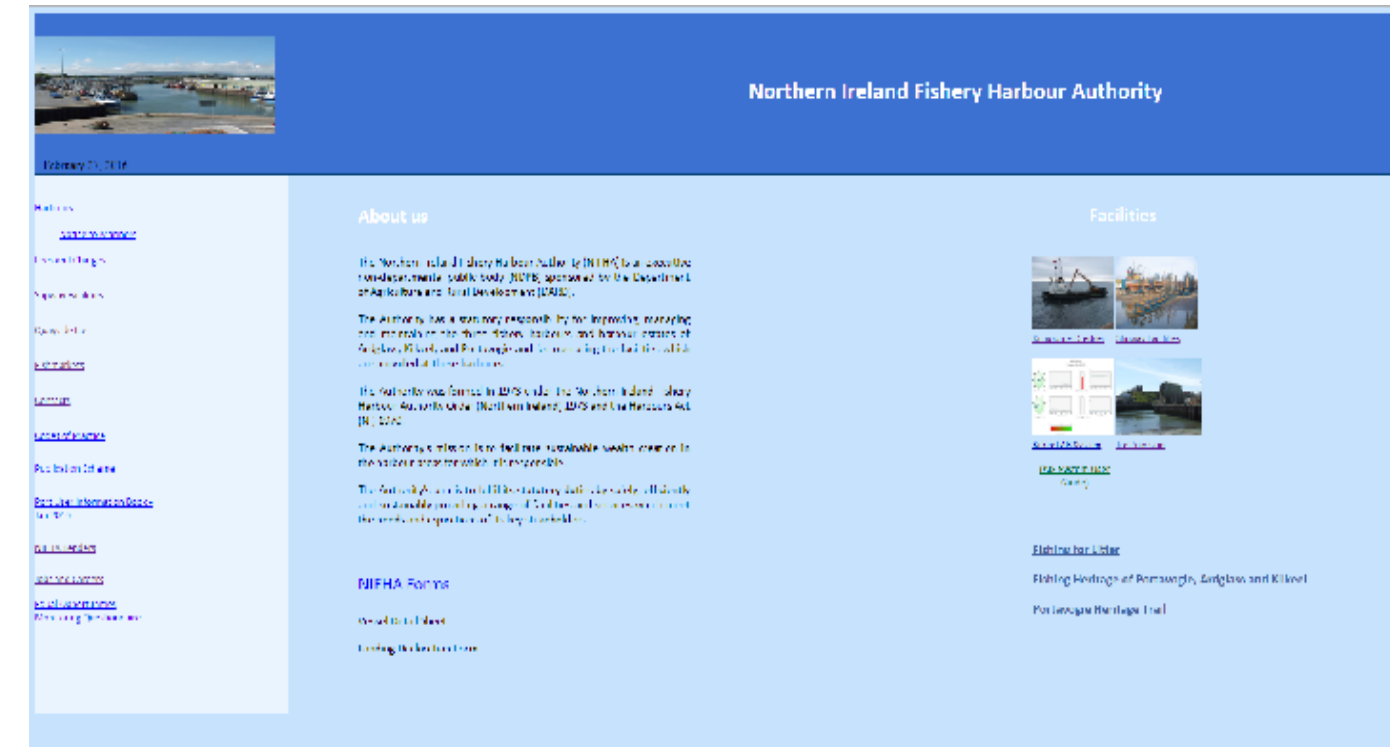
Website
Layout & Navigation

In order to meet the clients' expectations a number of improvements need to be made to the NIFHA website. Certain elements of the text and navigation are not organised well or consistently, the website is too cluttered with many links on different parts of the page. The website would benefit from a simplified navigation system located at the top of the page as opposed to the list of links at the left-hand side. There are also a few dead links and sparsely populated pages, a lot of these could be consolidated into smaller sections and some could be removed entirely.

Colour Scheme

The colour scheme consists of a few variations of blue and white hues. Overall the colour scheme is largely fine and expected of this kind of organisation. Some variation on the white and blue hues could brighten up the page. On certain pages (such as "Slipway Facilities" and "Quayside Ice Supplies") the text colour is green instead of the blue colours used elsewhere on the website, the shades of green used are not consistent between pages. This aspect of the colour scheme can be removed entirely.

Logo

Although there is an existing logo for NIFHA it doesn't seem to feature on the website. In place of a logo a photograph has been placed. This should be removed entirely and replaced with a logo that fits into the new brand. The original logo is a wireframe trawler, the image is black and white and not particularly eye catching, the logo also does not feature the organisations name. The newly commissioned logo is aesthetically pleasing and simple. It features a trawler as well as an abbreviation of the authorities' name (NIFHA). The colour palette featured here (shades of blue and white) could be altered slightly and if possible the full organisation name could be worked into the logo. Below left: original logo. Below right: Newly commissioned logo.

Photography & Video

The photography featured on the website is aesthetically sound but the positioning and the size of the photographs fails stand out. Some reorganisation of photo positions and a greater variety of photographs would help in keeping viewers on the page. The site is largely text based and looks dull on some pages, one possible solution could be to incorporate photographic backgrounds instead of a blue hue. The site features no video content, links to video content or embedded video content could help promote certain aspects of the authority.
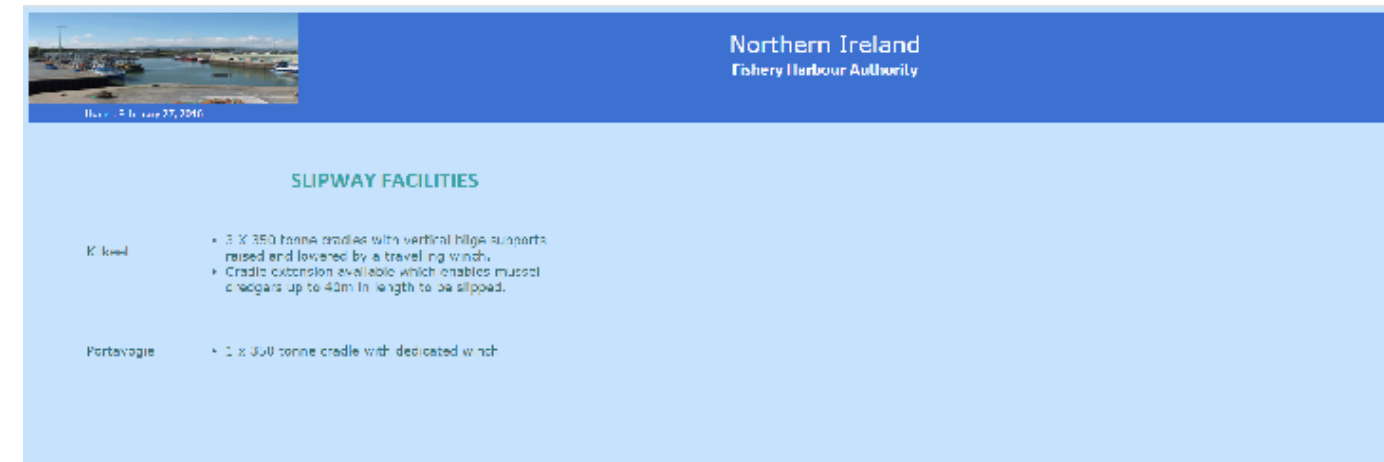

Above: "Slipway Facilities" and "Quayside Ice Supplies" pages.
Below-left: Original logo of wireframe trawler.
Below-right: Newly commissioned logo.
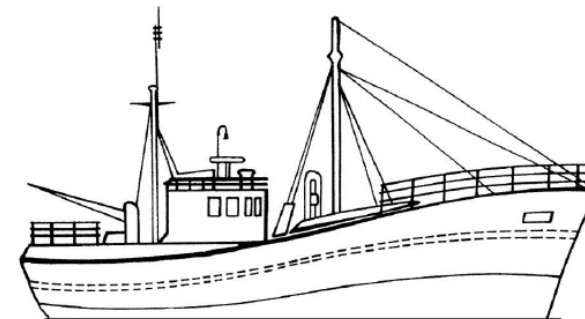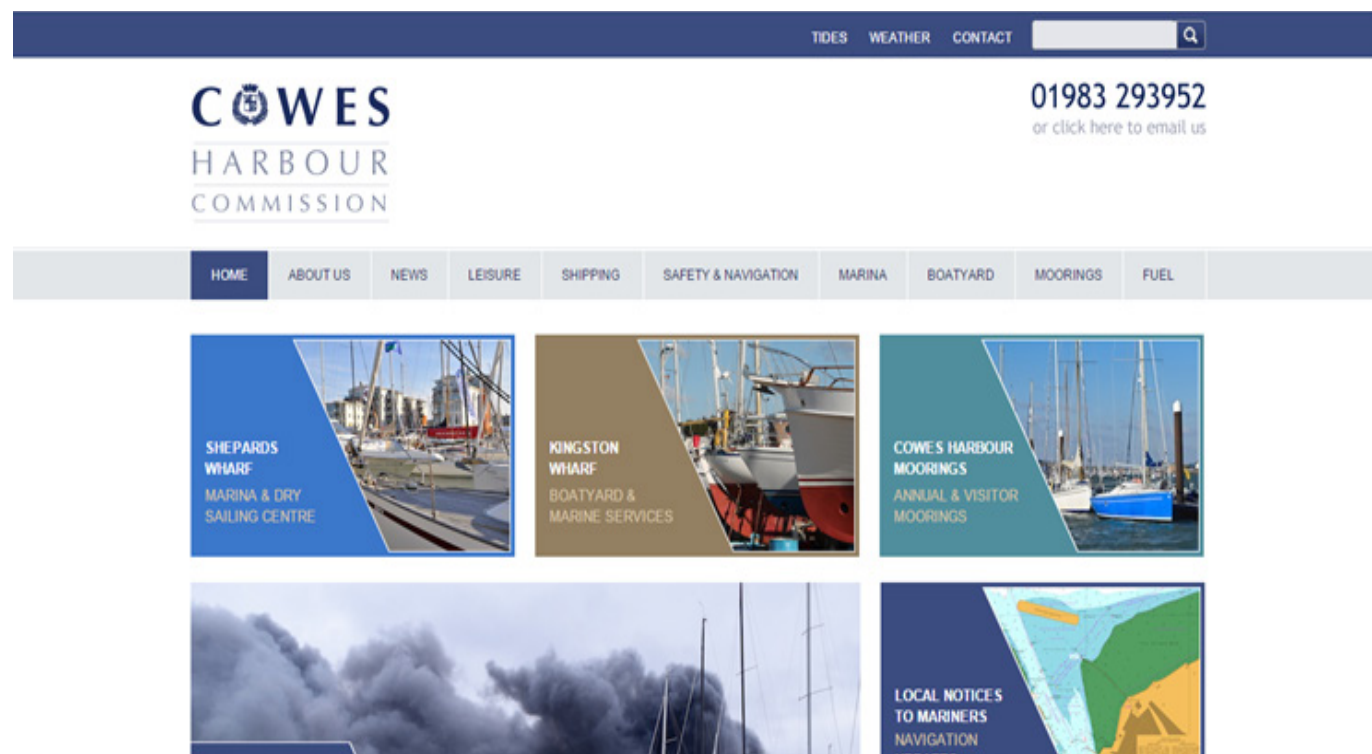
Cowes Harbour Commission uses a mostly light blue and white palette for their website, along with some brown hues. The site utilises large photographic tiles which link to key pages, this potentially makes it easier to direct new users to important information. The website has an embedded twitter feed which allows users to view up to date notifications quickly. The website also includes other social media buttons at the bottom of every page.
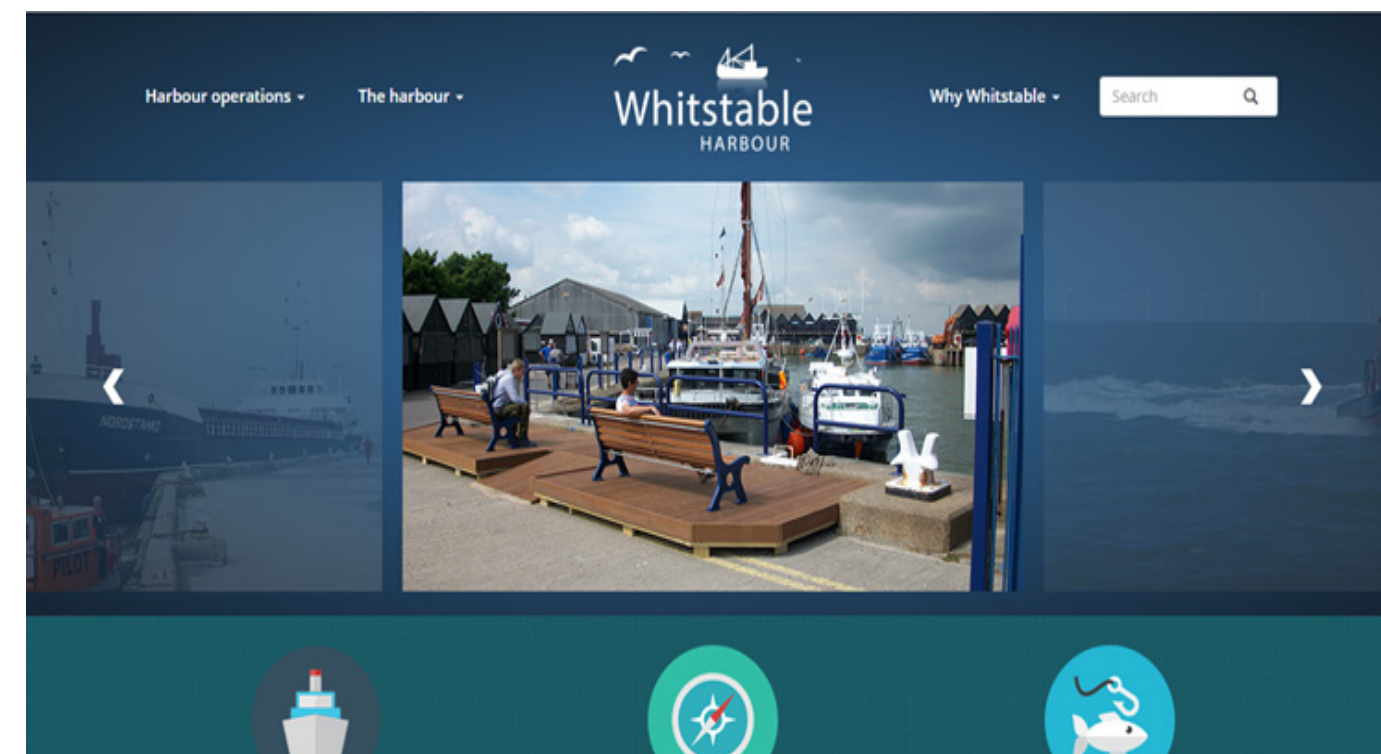
Whitstable Harbour utilises a strong blue palette throughout the website. A prominent feature of the site is a lightbox displaying photographs of locations of the harbour. Another notable feature is the usage of animated icons which link to key services. The site is tied together under a consistent brand which focuses on flat, aesthetically pleasing graphics.

LOGO REBRAND

To start developing logo concepts for Northern Ireland Fishery Harbour Authority. It was first important for us to research into how other organisations improved and adopted their logo designs. In doing so I first looked at Microsoft's logo change, a revamp from the classic 1987 design which replaced the italic bold that features the Microsoft name into a lighter, straight font called Segoe. The same font style that is used in all of Microsoft products and marketing platforms, a simplistic logo design but effective and recognizable.

The new design also features four tiles that include the recognisable flag colours used in the windows operating system, red, green, blue and yellow as a means to symbolise the tiles that will be a vital feature to the windows 8 operating system, to express the diverse portfolio of products and changes. As a means to express that Microsoft has changed its way of thinking to cater to customers who are interacting with technology much differently through touch based devices such as tablets or smartphones.

Before

After

The ITV rebrand extended across all five of its channels, changing its main logo design from ITV1 to ITV as a means to reflect each channels individual programme type, from a variety of different colour schemes to keep the channels identity consistent across all platforms.

•ITV2 rebrand with a red logo to reflect its reality world of fun and entertainment.

•ITV3 rebrand with a blue logo to reflect the drama collections.

•ITV4 rebrand with a grey logo to reflect sport and cult programs.

•CITV rebrand with a yellow logo to reflect children's programming.

This rebrand has been given a smooth, cleaner and warmer design compared to its older block style design. Comprising of five different colours in a jointed bold font type to represent the connection of all five channels interlinked throughout. Each design adapting and changing to the tone of the imagery being shown, allowing the colour scheme to fit and reflect on the mood of the different shows across all platforms. A revamp that ITV wanted, to change their audience's perception on what kind of a company they are, the heart of popular culture.

PayPal is a digital payment company, which is one of the leading companies in the world that specifies in this field. The rebrand was designed to better identify and express its innovative quality's, connection and forwardness towards the customer. The main motivating reason behind the redesign was the traits behind the connection, connection to money, and to people and between people, overlapping the P and the transparency to illustrate this connection to consumers. The italics were strengthen to remember the brands values, to illustrate a forward thinking initiative. The rebrand is a good evolution that modernizes the logo before, using a brighter blue in both type and colour, creating a more recognizable identity that better competes with other payment company's.

Dulux is an international brand of paint, which varies across several regions around the globe. The re-brand was to resolve the international variations, unifying/bridging all the different languages into one premium brand "Lets Colour", creating one visual identity across all. The flourish above the trademark adds energy and rhythm, bursting with colour from the hand of the wordmark, epitomising the "Lets Colour" message through the dynamic stance of the figure. The previous design of the logo lacked co-lour and spirit compared to the new, but still emphasised the visual mes-sage but lacked creativity. The new rebrand is far more inspiring than the previous, adding a positive message towards customers to go forth and colour from the dynamic flag which fits in perfectly with the bold blue aes-thetics of the font.

Gumtree is one of the most popular classified websites in the UK, advertising jobs, properties, as well as a place to buy and sell items. The new logo still maintains the Eucalyptus tree but as an abstract icon, adding a new feel to the design that seems more unique and polished compared to the previous logo. It's simple, straight forward, and to the point, much like the website itself, which fits in well with the overall layout to the design, creating a timeless feel within the logo. Although the new logo design pulls away from the orange, green and white colours that have been with the company since they first lunched, which is the only drawback from the new logo design, but creates the feeling that you aren't buying second-hand items. The typography to the previous design was very bland and didn't fit well with the structure of the logo. The wordmark to the rebrand is the standard font sans serif, which again is simple but straight to the point, similar in design to the previous but more polished and professional looking.

BEFORE

AFTER

LOGOS

FIRST DRAFT

NORTHERN IRELAND
FISHERY HARBOUR AUTHORITY

NI FISHERY
HARBOUR AUTHORITY

NORTHERN IRELAND
FISHERY HARBOUR AUTHORITY

NI FISHERY
HARBOUR AUTHORITY

NI FISHERY
HARBOUR AUTHORITY

NORTHERN IRELAND
FISHERY HARBOUR AUTHORITY

NI FISHERY
HARBOUR AUTHORITY

NIFHA

FISHERY HARBOUR AUTHORITY

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NI FISHERY HARBOUR AUTHORITY

NORTHERN IRELAND
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NORTHERN IRELAND
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NORTHERN IRELAND

FISHERY HARBOUR AUTHORITY

WEBSITES

TEMPLATES

I first analysed the brief, and looked at the main items of interest regarding Northern Ireland Fishery's website, and researched into WordPress themes as it would be the best practical method to fit the client's needs. By using Theme Grill (http://themegrill.com/themes/) an Envato Market (http://market.envato.com/) I had a wide selection of templates to choose from, covering many different categories which either required payment or was free.

The main elements of notice that I needed to find in a suitable theme, required it to be responsive, easy to navigate and update, which would require it being hosted through WordPress.
A WordPress site will also help with positioning and sizing of pictures and text, making it feel less cluttered. A calendar with information and dates regarding upcoming events around the harbour will also be needed.

Theme one: $59-£42.36

The landscaping WP theme is
well-structured in design, including
all the required features needed.
Although it will have to undergo some
changes like colour and layout, to suit
the content and elements needed to
suit the client. The website also
includes a section regarding the latest
news, which can be edited through
WP to display information and dates
regarding events around the
harbour. This can be accessed and
edited through a login area, which can
be supplied by a plugin. The
website would also be responsive to
a range of different devices, such as
smartphones or tablets. In regards
to a member only area, a plugin can
be used for members to see certain
pages that can't be seen publicly.

http://demos.qreativethemes.com/
thelandscaper/
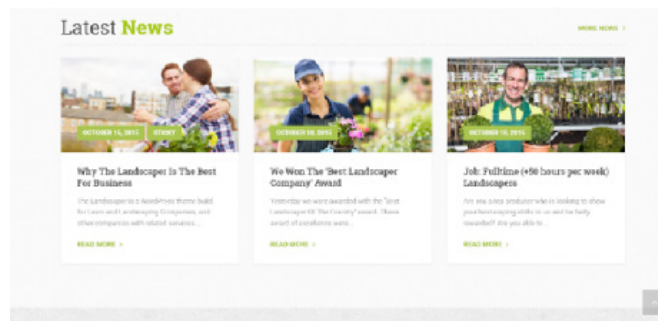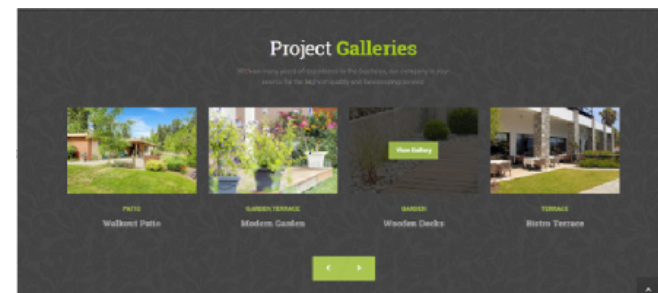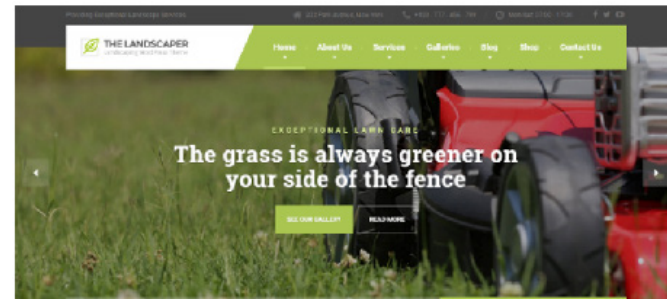
Theme two: free

A simple straight forward WP
template, which includes a blog that
could be edited to display the latest
news or events around the harbour.
The website would require a few
plugins to meet the client's needs,
such as a member's only area, a login
area, and a gallery. The website does
have a few elements that are worth
noting, such as a drop down menu
which would be useful for having
multiple pages. It also includes and
easy scroll plugin, which will cater for
quick scrolling, allowing users to easy
navigate. The website also includes all
the benefits regarding easy updating
and structuring of text.

http://demo.themegrill.com/acceler-
ate/
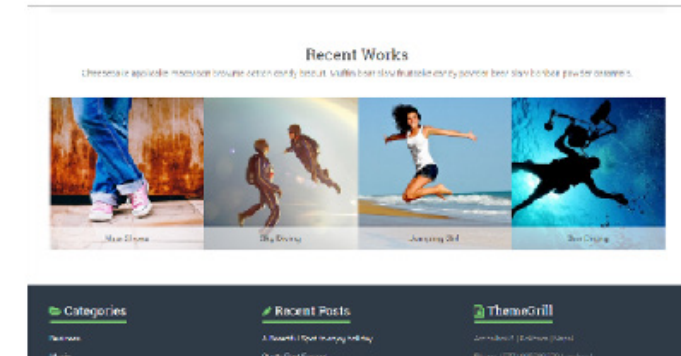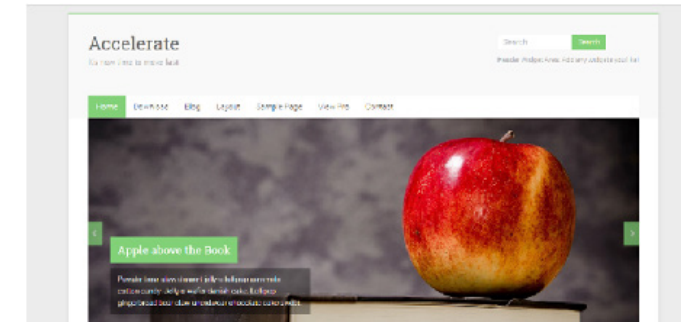
Theme three: free

The business WP theme is another well-structured in terms of a layout. Again it will have to undergo several changes in regards to colour scheme, text and structure. Several plugins will have to be added to again suit the client's needs in regards to logins, galleries or a dropdown navigation to help with several pages. The website also caters for various devices, such as smart phones or tablets.