

Production Log

Causeway Coast & Glen Heritage Trust



By Benjamin
Maxwell

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Interactivity For Social Enterprise

This module allows students to work with community partners to use their skills to design content for the community partner to use to reach a wider public base and to help move the academic knowledge for the students and the university to a wider public area.

Project Specifications

To create a new and fresh visual identity or to provide content for the partner to use for the proposed Causeway Coast and Glens heritage trust it was to help create a campaign for them to use across social media as well as pdfs, printouts and motion graphics for them to use to help reach a wider audience and to show them about Invasive species that are affecting the Causeway Coast.

Skills Required

Photoshop, InDesign, Illustrator aftereffects and a good understanding of motion graphics and use of HTML and CSS.



Aims of This Module

- An opportunity to work as a team
- An opportunity to draw together knowledge and skills developed in previous modules into use and work on them towards honing them for a major project
- Knowledge of social enterprises and how interactive media can be used to help them and create new ideas for them to reach out to more people
- The ability to develop a sustained interactive production as part of a live brief

Time Log

Throughout the project we kept track of are work and how long we spent doing tasks using Toggl. This allowed us to learn time management skills as in the business it is great to track your work specially to show clients how long you spent on their work. It is also good to track how many hours you worked on a project so that you can charge a client an appropriate amount for the time you spent on the work.

- Client Meetings 2 Hours 35 Mins
 - Class Time 21 Hours 15 Mins
- Team Meetings 23 Hours 35 Mins
 - Researching 2 Hours 35 Mins
 - Benchmarking 6 Hours 35 Mins
 - Design Work 46 Hours 10 Mins
 - Editing 13 Hours 45 Mins
- Production Log 29 Hours 50 mins
- Total time spent on Module 145 Hours 35 Mins

Research

The causeway coast and glens heritage trust have a wide age demographic as they reach out to people of both young and old trying to enhance and protect the unique heritage of the Causeway Coast and Glens area. This is done through many ways looking after the wildlife of the area as well as the local monuments and areas of outstanding natural beauty. The local community is a key core demographic as they will be the people most affected by invasive species.

For are project they are wanting to inform people about 5 invasive species affecting the causeway coast by showing

- 1. what they look like?
- 2. why is it a threat?
- 3. where they are located?
- 4. what to do if they are spotted?

Benchmarking

We carried out a bench marking process on similar projects to see how they were created and how we can improve this project by analysing them; Deliverables Tone/Message/Style Similar Projects Global ambitions:

An introduction to ecological spatial spread By Impact Media Lab.

The “Global ambitions” video uses a simplified, cartoonish style of animation, which is eye catching and keeps the audience focused on certain areas of the video. This is also accompanied by hand simulating drawing, allowing a smoother transition for imagery and text for the audience, and emulates a hand-made, natural aesthetic. Having a more simplified version of the invasive species may be easier to show the audience what to look, focusing on the key features of the animal or plant being. <https://vimeo.com/178627781>



Invasive Species by Alicia Magnuson

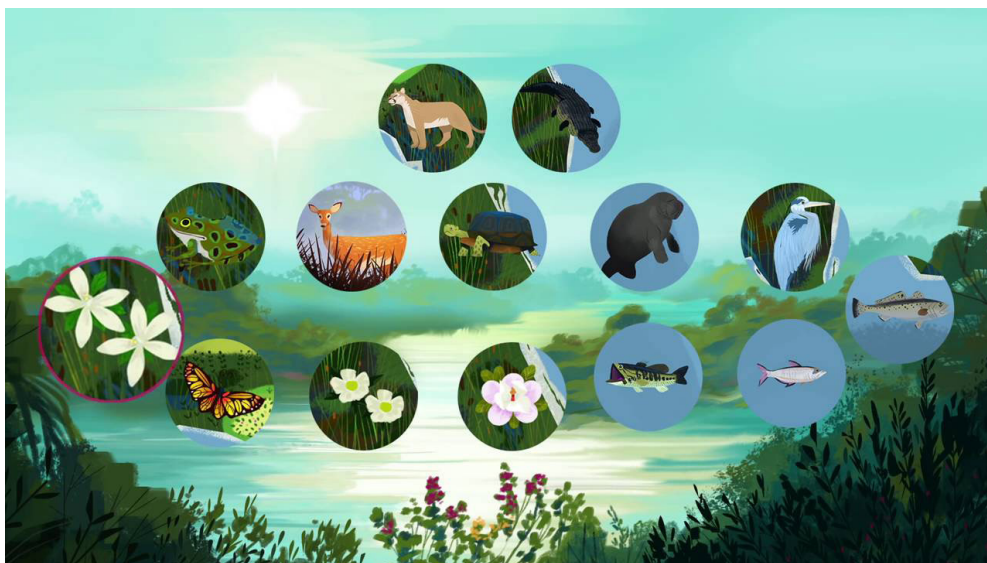
“Invasive Species” has similar elements from the first video, with simplified designs and the rough, homemade feel of the video. The video has little to no text with a narrator talking about the invasive species in more detail, aided by the visuals. This method of providing information allows the viewer to focus on the imagery, with the narration sticking to its respective images. We may consider having a voice over for the video as having the information spoken will more likely be remembered by the viewers. The colour palette used in this video remains consistent as well, keeping five pastel colours on a white background to ensure that the animation stands out. We would be considering using a similar method of black, white and one other colour, such as red to link in the organisation’s logo.

https://www.youtube.com/watch?v=spTWwqVP_2s



The threat of invasive species by Jennifer Klos

This video is very different in terms of visual style, there is a lot more colour and detail with both the background and the animals being talked about. The more detail of this video makes the screen more busy and harder to keep the audience focused on the main points being talked about. It may be an option to have the main species with more visual detail, while the background and text remains simple. This video also has a slower pacing compared to the previous two, this may be due to the detail of the assets limiting the amount of movement that can be done.



Category	Feature	Global ambitions: An introduction to ecological spatial spread	Invasive Species	The threat of invasive species
First Impression	Animation Style	Fast paced, cartoonish and homemade	Fast paced, rough and cartoonish	Artistic, slow paced
	Identifiable Target Audience	Not specified	Not specified	not specified
	Identifiable Chief Aim	1:30 into video	in title	In title
Look and Feel	Quality	720p	720p	1080p
	Colour Scheme	Natural colours	Cream, black and pastel colours	Not consistent, mainly natural earthy colours
	Pictures	Yes	Yes	Yes
	Sound	Yes	Yes	Yes
	Body Text	Sans Serif, rough font	Sans Serof, rough font	No text
	Logo Placement	No logo	No logo	At the begining
Content	Information	Narrated and displayed text	Narrated	Narrated
	Social Media	Not included	Not included	Not included
	Contact Details	Not included	At the end	At the end
	Images/ Pictures	Cartoonish, hand drawn and photographs	Rough, hand drawn with solid colours and outlined images	Detailed, artistic designs
	Narration	Scripted, spoken clearly and passionate	Scripted, spoken clearly but mono-tone	Scripted, spoken clearly and professional
	Music	Up beat and loud	Loud, calming	Quiet, atmospheric
Overall Score		57%	63%	67%

Client Meetings

For our First meeting Bethany, Matthew and myself met with Rachel Garret from the causeway coast and glens heritage trust. This meeting was to meet are community partner and to talk over what the client would like and to find out the exact aims and hopes for the project from the client from themselves as well as to agree on deliverables for the projects.

It was discussed that we would deliver

- A motion graphic vin the form of an infographic that could be used on social media platforms.
-
- A group of posters that could be used to show off at events and to give out to people there.
-
- A pdf form that could be used to send out via email to newsletter receivers
-
- Possibly a website for the client to be decided on in the future

Deliverables

Motion Graphic

An infographic was chosen as the best way to catch the eye of new viewers as an easy form for them to get the information and draw them in while creating a call for action for them on the invasive species.

Website

The client was open but unsure if they could take on a new website for this but was happy to see how it would work and possibly be able to take it on to have all the material in one location allowing all to see it at one location and allow there to be a reporting feature if the species are spotted to help cut down the population of these invasive species

Posters

Where chosen by the client to help get an eye-catching way to have a static version of the motion graphic for events they are at and to display information easily and allowing people to see these while out and about as well.

Intial Pitch

In this meeting Bethany Matthew and I all pitched are own ideas for each design for the community partner. Unlike other years this meeting took place on Microsoft teams because of coronavirus restriction on social distancing and travel. On teams we shared are screens to showcase are own designs and to explain are ideas for the community partner while using the mouse to point key points and parts in are designs.



Matthew's Idea

Matthews idea was first as it was a realistic style using real life images of the invasive species explain that it would allow the viewer to see an accurate depiction of the invasive species, so they do not make mistakes in sighting the species. Showing the design on posters, website and motion graphics across multiple platforms from on mobile all the way to on computers







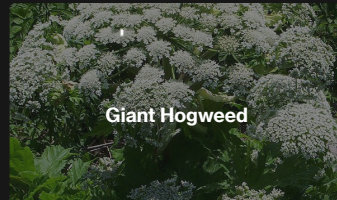
Causeway Coast & Glens Heritage Trust

Report A Sighting

5 Species to be aware of



Himalayan Balsam



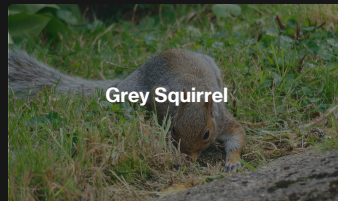
Giant Hogweed



Japanese Knotweed



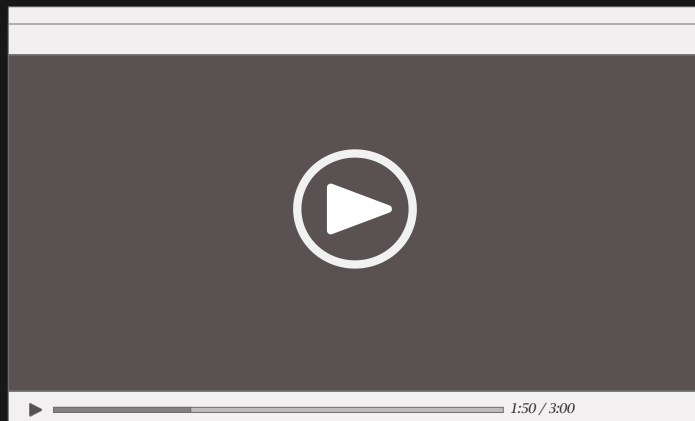
Rhododendron



Grey Squirrel

**Here is some more information
on the invasive species**

If Spotted please report them.....



This Video Will Help You Identify The Invasive Species
If Spotted Please Report





CAUSEWAY COAST & GLENS
HERITAGE TRUST

Causeway Coast & Glens Heritage Trust **Information Video**



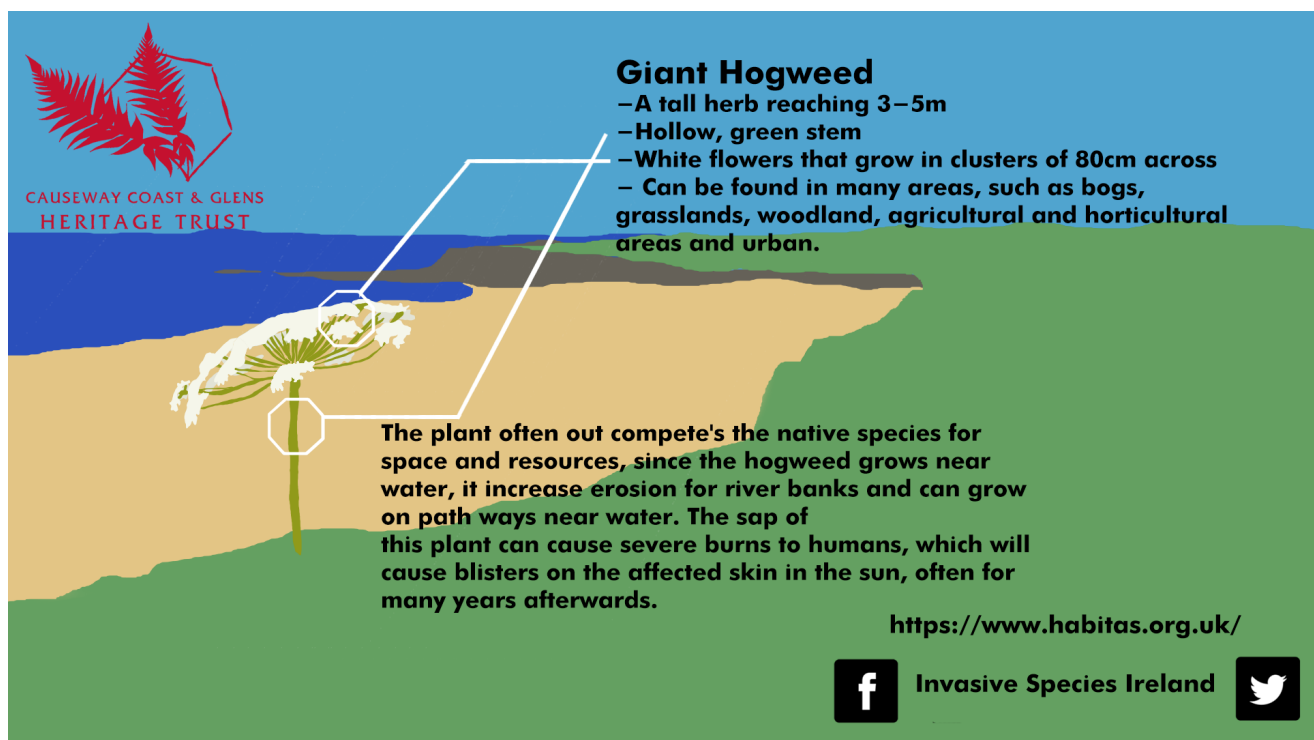
The Grey Squirrel

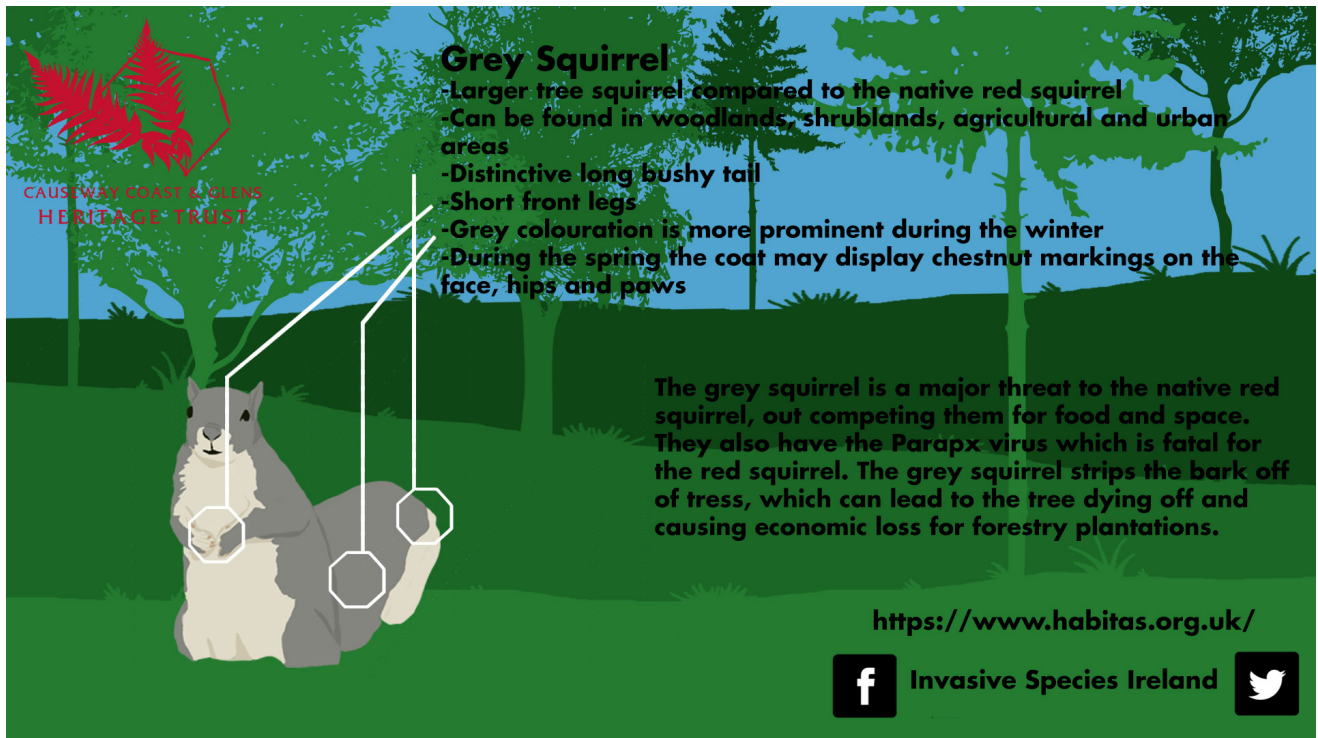
The Damage

- Major threat to the native red squirrel
- Carry the parapox virus
- They are known to kill trees by removing bark

Bethany's Idea

Bethany's idea was second her design was using drawings of the invasive species on a forest design to create a great looking illustrated design explaining it would be a great way to get an idea of the species while also looking nice and attractive to new viewers and attract the eyes of returning viewers. Showing the design on posters, website and motion graphics across multiple platforms from on mobile all the way to on computers







CAUSING COAST & ISLANDS HERITAGE TRUST

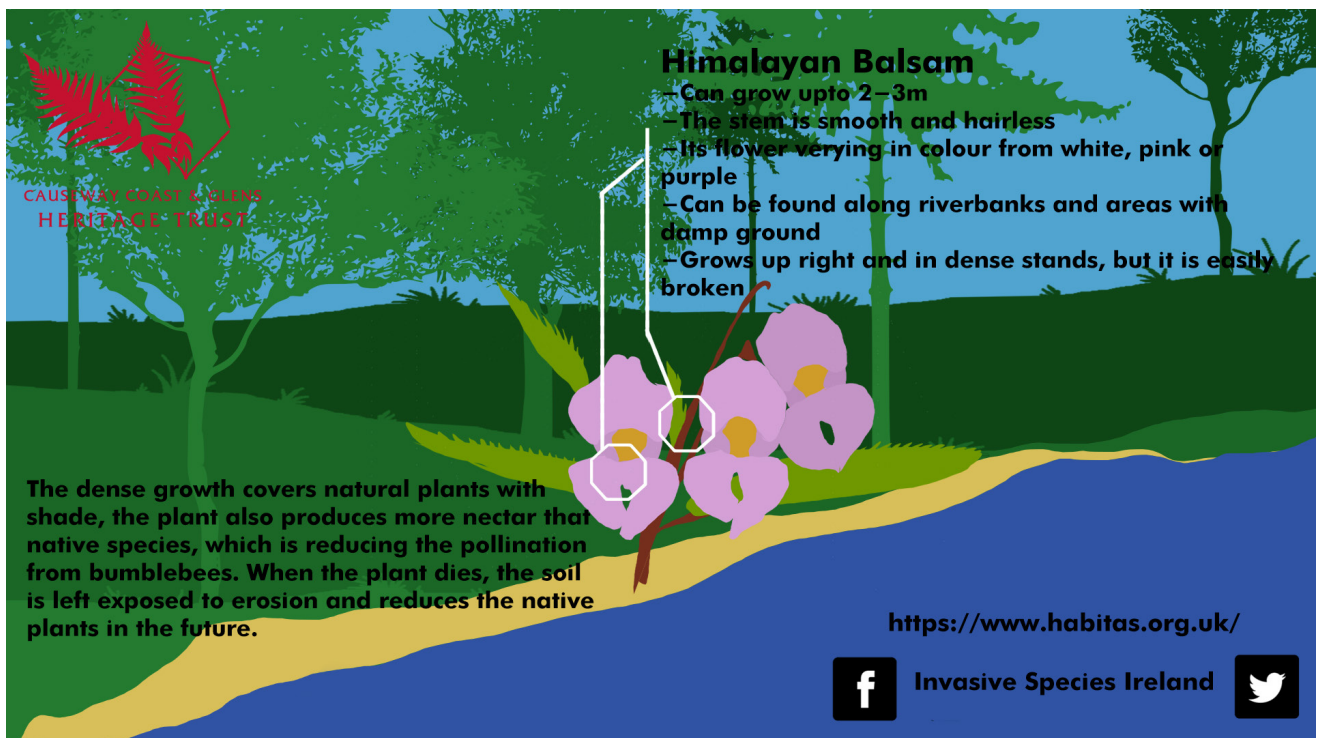
Grey Squirrel

- Larger tree squirrel compared to the native red squirrel
- Can be found in woodlands, shrublands, agricultural and urban areas
- Distinctive long bushy tail
- Short front legs
- Grey colouration is more prominent during the winter
- During the spring the coat may display chestnut markings on the face, hips and paws

The grey squirrel is a major threat to the native red squirrel, out competing them for food and space. They also have the Parapox virus which is fatal for the red squirrel. The grey squirrel strips the bark off of trees, which can lead to the tree dying off and causing economic loss for forestry plantations.

<https://www.habitas.org.uk/>

 Invasive Species Ireland 





CAUSING COAST & ISLANDS HERITAGE TRUST

Himalayan Balsam

- Can grow upto 2-3m
- The stem is smooth and hairless
- Its flower varying in colour from white, pink or purple
- Can be found along riverbanks and areas with damp ground
- Grows up right and in dense stands, but it is easily broken

The dense growth covers natural plants with shade, the plant also produces more nectar than native species, which is reducing the pollination from bumblebees. When the plant dies, the soil is left exposed to erosion and reduces the native plants in the future.

<https://www.habitas.org.uk/>

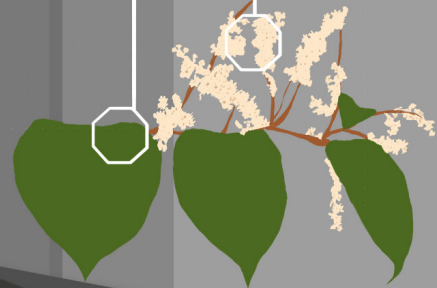
 Invasive Species Ireland 



CAUSEWAY COAST & GLENS
HERITAGE TRUST

Japanese Knotweed

- Large weed, growing up to 2-3m
- Heart or shield shaped leaves
- Cream flowers growing from the tip of the stem
- Can inhabit a wide range conditions, such as high temperatures, complete shade, high salinity and drought, mainly found near water sources along river banks and coastal shores.



The weed spreads rapidly creating dense stands, which prevents the native vegetation to grow. The weed is persistent and difficult to removed, which causes issues for infrastructure as it can grow through concrete and tarmac.

<https://www.habitas.org.uk/>



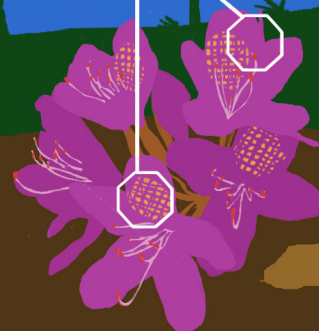
Invasive Species Ireland



CAUSEWAY COAST & GLENS
HERITAGE TRUST

Rhododendron

- Large evergreen bush with dark green leaves
- Lilac flowers with yellow-green spots inside the petals
- Inhabits mixed forest and both raised and blanket bogs
- Able to reach heights of 8m regularly



This plant can grow into dense shrubbery that cuts off sunlight from native plants. The plant is also uneatable or even toxic to animals. The Rhododendron can also cause poisoning to humans by ingesting toxic honey, or 'mad honey', when bees feed from the nectar of a Rhododendron.

<https://www.habitas.org.uk/>



Invasive Species Ireland



Grey Squirrel

Giant Hogweed

Himalayan Balsam

Japanese Knotweed

Rhododendron



Welcome text, information about the trust and what the goal of the project is.



Description of the species, what to do if spotted.

Description of the species, what to do if spotted.



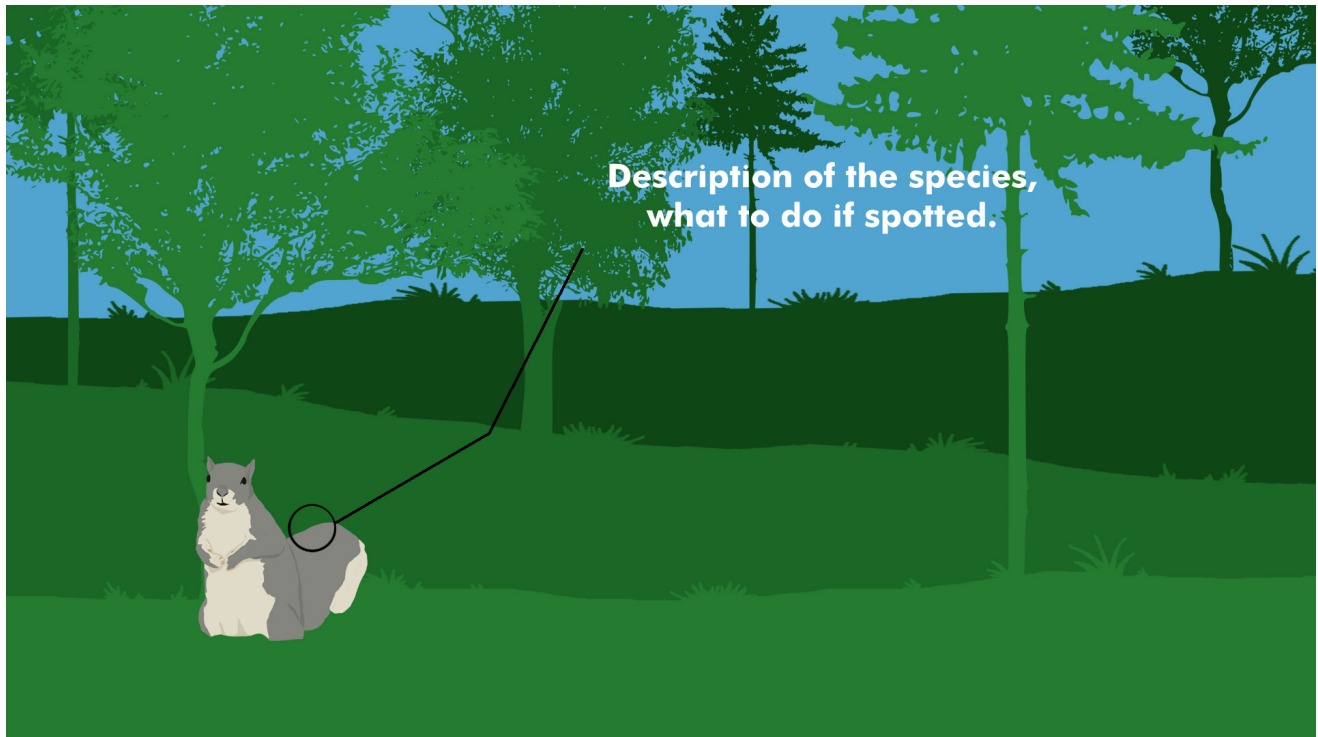
Description of the species, what to do if spotted.

Description of the species, what to do if spotted.



Description of the species, what to do if spotted.

Contact details to report sightings or a report form for users to send details via email.



Video Design 1 "Pokemon Style Idea"

Basic Idea

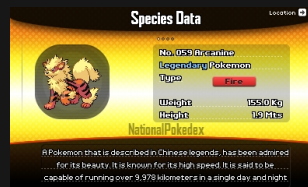
The video will flow like a battle from the pokemon videogames. each of the 5 species will be transformed into a cartoon form in a "poke" style.

The Opponent for the 5 species would be called causeway walker so the viewers identify with the video



Could swap it around so that the viewer has the perspective of the walker so they can use the move "Report" which will be "super effective"

After each of the species is defeated and the next one is summoned a fact file will appear in a "pokedex" style that will show information on how to spot the invasive species and the damage it is capable.



For the background music for the video I have found royalty free "pokemon style" battle music on YouTube.

<https://www.youtube.com/watch?v=ICGCjCn62SY&feature=youtu.be>



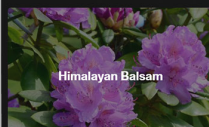
Causeway Coast & Glens Heritage Trust

Report A Sighting
5 Species to be aware of



Causeway Coast & Glens Heritage Trust

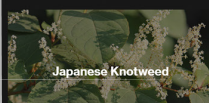
Report A Sighting
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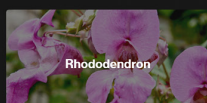
Himalayan Balsam



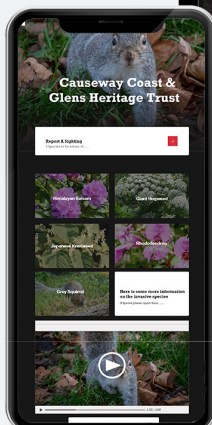
Giant Hogweed



Japanese Knotweed



Rhododendron





Ben's Idea

My idea was third design which was an amalgamation of the two previous designs using an illustrated background while having real life photos of the species to still have that eye catching bright design while still allowing the species to be identified correctly from an accurate photo rather than drawing. My design in a way was the best of both worlds of the previous two ideas it was showcased on posters, website and motion graphics across multiple platforms from on mobile all the way to on computers.





The Grey Squirrel

Grey squirrels can be distinguished from native red squirrels predominantly by size, with red squirrels significantly smaller (between 270-360g; head and body length 19-23cm) than grey squirrels (400-720g; head and body length of 25-30cm). Red squirrels also have tufts on their ears. Although present for most of the year these tufts are moulted in late summer and regrow in early autumn. Grey squirrels never have ear tufts.

Grey squirrels have two primary negative impacts on UK biodiversity: damage to broadleaf trees and egg and chick predation. Tree and woodland damage is caused by bark stripping, with the squirrels removing bark to access the sweet phloem tissue beneath. This activity checks or restricts the growth of trees and increases the risk of fungal infection. In many cases squirrel damage results in the death of the tree.

Please report to protect
Our Wildlife  



Giant Hogweed

Giant hogweed looks like an enormous cow parsley. When it's fully grown, it can reach towering heights of between 1.5m to 5m and have a spread of between 1 and 2m. It forms a rosette of jagged, lobed leaves in the first year before sending up a flower spike in the second year and then setting seed.

Stems: green with purple blotches and stiff, white hairs. Stems are hollow with ridges and have a thick circle of hairs at base of each leaf stalk.

Leaves: huge, up to 1.5m wide and 3m long and is deeply divided into smaller leaflets. It looks a bit like a rhubarb leaf, with irregular and very sharp or jagged edges - which has given rise to one of its other common names - wild rhubarb. The underside of the leaf is hairy.

Flowers: appear in June and July. They are small and white (or slightly pink) and are clustered on umbrella-like heads known as umbels that can reach a diameter of 60cm. All the flowers on the umbel face upwards.

Please report to protect
Our Wildlife  



Rhododendron-ponticum

Rhododendron ponticum is an established non-native invasive species within the UK, threatening a variety of natural and semi-natural habitats and the associated flora and fauna. R.ponticum was first introduced to the UK via Gibraltar in 1763 and by 1893 it was being sold on London markets as a flowering pot plant.

Key identification features of R.ponticum include leaves which are dark green and glossy above, in an oblong to elliptical shape and up to 22cm in length. The leaves grow in whorls around the stem. The wood is hard and light brown, with a rough bark. The flowers vary in colour from light pink to dark shades of purple, which are usually located in the middle of the terminal whorl on the branches. The fruit is presented in a woody capsule which bears multiple seeds and can persist for up to three years.

Please report to protect
Our Wildlife  




Himalayan Balsam

Identification features of Himalayan balsam include pink-purple flowers, matt darkish green finely serrated leaves, stout succulent hollow reddish translucent stems (up to 3m in height) and shallow roots.

Himalayan balsam favours damp, moist, semi-shaded places, predominantly comprising the banks alongside slow moving water-courses and wasteland, including streams, rivers, ponds, lakes and damp meadows.

Himalayan balsam is an annual plant, reproducing by small spherical seeds, 2-4mm in diameter. The seeds are highly viable and germinate early in the growing season. The seeds of Himalayan balsam persist in the soil for 18 to 24 months; however, seed persistence of up to 36 months has been reported. A single plant can produce over 800 seeds per year, with seeds being contained in exploding seed pods, which can propel individual seeds up to 7m from the initial plant. Seeds can float through flowing water and become attached to vehicles, clothing or footwear. This means that a single plant can have a significant impact on the surrounding habitat, causing an outbreak of Himalayan balsam within a time period of just one year.

Please report to protect
Our Wildlife  



Help!

Report Any Invasive Species To Help Save Are Causeway Coast and Glens

Report

Grey Squirrel

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Rhododendron-ponticum-roseum

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Japanese Knotwood

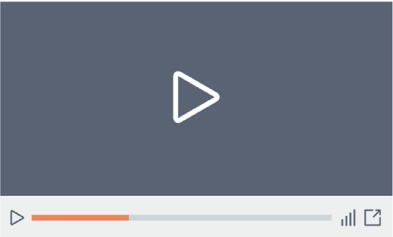
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Himalayan Balsam

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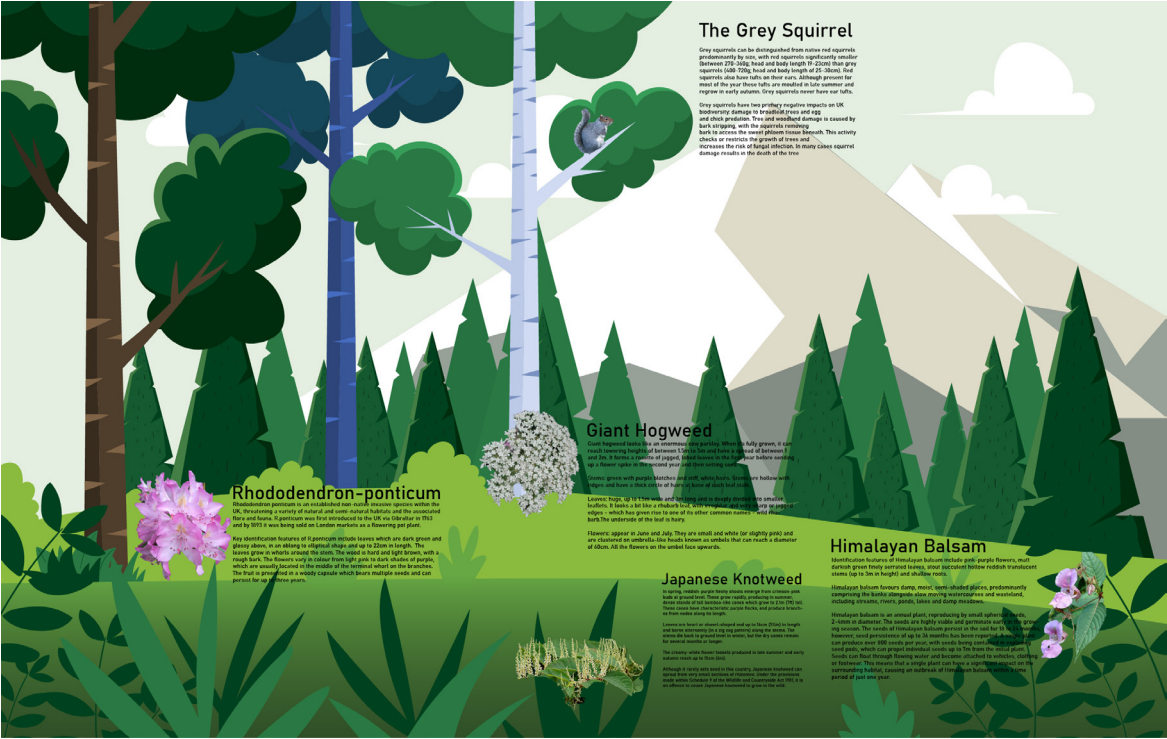
Please Give Are Infographic Video A Watch!



Privacy Policy

Contact Us





The Grey Squirrel

Grey squirrels can be distinguished from red squirrels predominantly by size, with red squirrels significantly smaller (average 270g body weight and body length 19-21cm) than grey squirrels (300-350g body weight and body length 21-23cm). Red squirrels also have tails as their ears, although present for most of the year these tails are usually in late summer and winter in early autumn. Grey squirrels never have ear tufts.

Grey squirrels have two primary negative impacts on UK biodiversity: damage to woodland trees and egg and chick predation. Tree and woodland damage is caused by bark stripping, with the squirrels climbing back to access the sweet phloem tissue beneath. This activity causes an increase in the growth of trees and...

...the risk of fungal infection. In early spring squirrel damage results in the death of the tree.

Giant Hogweed

Giant hogweed looks like an ornamental tree during winter, when the fully grown, it can reach a height of 4m. It has a thick, hairy stem and large, deeply lobed leaves. It is a very aggressive plant, spreading rapidly and taking over large areas of land. It is a very aggressive plant, spreading rapidly and taking over large areas of land.

Leaves: large, up to 1m wide, and deeply lobed. They are very hairy and have a thick layer of dark hair on the underside. It looks a lot like a rhododendron, but the leaves are much larger and have a thick layer of dark hair on the underside. It looks a lot like a rhododendron, but the leaves are much larger and have a thick layer of dark hair on the underside.

Flowers: appear in June and July. They are small and white (or slightly pink) and are clustered in umbels. The flowers have an unpleasant, but not really a pleasant, smell. It is a very aggressive plant, spreading rapidly and taking over large areas of land.

Rhododendron-ponticum

Rhododendron ponticum is an introduced non-native species native to the UK. It is a very aggressive plant, spreading rapidly and taking over large areas of land. It is a very aggressive plant, spreading rapidly and taking over large areas of land.

Leaves: large, up to 1m wide, and deeply lobed. They are very hairy and have a thick layer of dark hair on the underside. It looks a lot like a rhododendron, but the leaves are much larger and have a thick layer of dark hair on the underside.

Flowers: appear in June and July. They are small and white (or slightly pink) and are clustered in umbels. The flowers have an unpleasant, but not really a pleasant, smell. It is a very aggressive plant, spreading rapidly and taking over large areas of land.

Japanese Knotweed

Japanese knotweed is a very aggressive plant, spreading rapidly and taking over large areas of land. It is a very aggressive plant, spreading rapidly and taking over large areas of land.

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Himalayan Balsam


Himalayan balsam is a very aggressive plant, spreading rapidly and taking over large areas of land. It is a very aggressive plant, spreading rapidly and taking over large areas of land.


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MOO







Causeway Coast & Glens Heritage Trust


Help!


Report Any Invasive Species To Help Save Are Causeway Coast and Glens


[Report](#)

Grey Squirrel

Lower species level of most, sometimes subdividing all, and the associated taxonomic treatment of...
one of the most common invasive species. They have been found in...
the most common invasive species. They have been found in...
the most common invasive species. They have been found in...







Causeway Coast & Glens Heritage Trust


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CKUP PACK

Rhododendron-ponticum

Rhododendron ponticum is an established non-native invasive species within the UK, threatening a variety of natural and semi-natural habitats and the associated flora and fauna. R.ponticum was first introduced to the UK via Gibraltar in 1763 and by 1893 it was being sold on London markets as a flowering pot plant.

Key identification features of R.ponticum include leaves which are dark green and glossy above, in an oblong to elliptical shape and up to 22cm in length. The leaves grow in whorls around the stem. The wood is hard and light brown, with a rough bark. The flowers vary in colour from light pink to dark shades of purple, which are usually located in the middle of the terminal whorl on the branches. The fruit is presented in a woody capsule which bears multiple seeds and can persist for up to three years.

Please report to
Our Wildlife 

Giant Hogweed

Giant hogweed looks like an enormous cow parsley. When it's fully grown, it can reach towering heights of between 1.5m to 5m and have a spread of between 1 and 2m. It forms a rosette of jagged, lobed leaves in the first year before sending up a flower spike in the second year and then setting seed.

Stems: green with purple blotches and stiff, white hairs. Stems are hollow with ridges and have a thick circle of hairs at base of each leaf stalk.

Leaves: huge, up to 1.5m wide and 3m long and is deeply divided into smaller leaflets. It looks a bit like a rhubarb leaf, with irregular and very sharp or jagged edges - which has given rise to one of its other common names - wild rhubarb. The underside of the leaf is hairy.

Flowers: appear in June and July. They are small and white (or slightly pink) and are clustered on umbrella-like heads known as umbels that can reach a diameter of 60cm. All the flowers on the umbel face upwards.

Please report to protect
Our Wildlife  

Reflection & Feedback

My idea was third design which was an amalgamation of the two previous designs using an illustrated background while having real life photos of the species to still have that eye catching bright design while still allowing the species to be identified correctly from an accurate photo rather than drawing. My design in a way was the best of both worlds of the previous two ideas it was showcased on posters, website and motion graphics across multiple platforms from on mobile all the way to on computers.



Revised Pitch

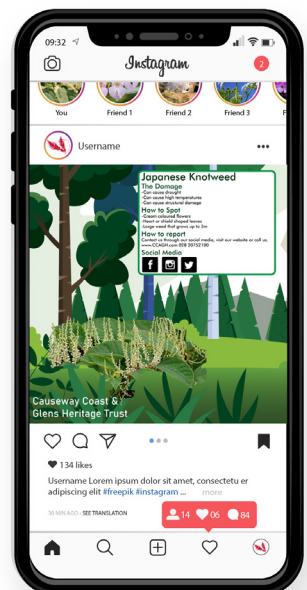
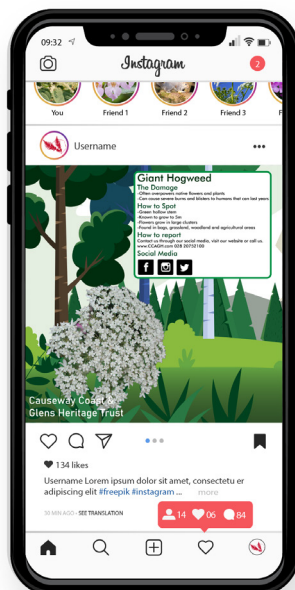
After the initial pitch we took the feedback from the community partner. We agreed to present a united pitch document with all the changed using the best aspects they liked across the 3 designs to create the perfect pitch for them. We took a week to come back with a united design for the client while using their feedback and items they wanted added.

For the revised pitch I worked on designing the pitch deck itself as well working on the font that should be used the motion graphic design for the deck. Bethany worked on the static infographic perfecting it using all feedback and assets. Finally, Matthew worked on creating a mock-up for the website on how it would look in its entirety and on mobile, tablets and on PC.

The main changes we made between pitches was including a section on the font we had decided to use a cross all the deliverables. We also asked the client to choose between which box style they like on the infographic and motion graphic if they prefer which reverse of colours if it was green box and white text or white box and green text. While then just showing off the new updated designs for the deliverables for the client and showing mock-ups of these







Grey Squirrel

Report A Sighting

Help us keep our Causeway safe



The Damage

- Major threat to the native red squirrel
- Carry the parapox virus
- They are known to kill trees by revolving bark

How to Spot

- Larger than the native red squirrel
- Long bushy tail
- Mostly grey in colour
- Shorter front legs

How to report

Contact us through our social media,
visit our website or call us.

028 20752100

If Spotted please Call Us.....



Report A Sighting

5 Species to be aware of



Causeway Coast & Glens Heritage Trust

Report A Sighting
5 Species to be aware of



Himalayan Balsam



Giant Hogweed



Japanese Knotweed



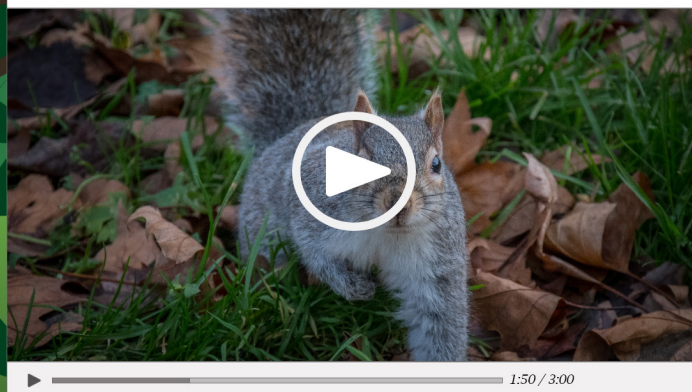
Rhododendron



Grey Squirrel

Here is some more information
on the invasive species

If Spotted please report them.....



1:50 / 3:00

Report A Sighting
5 Species to be aware of







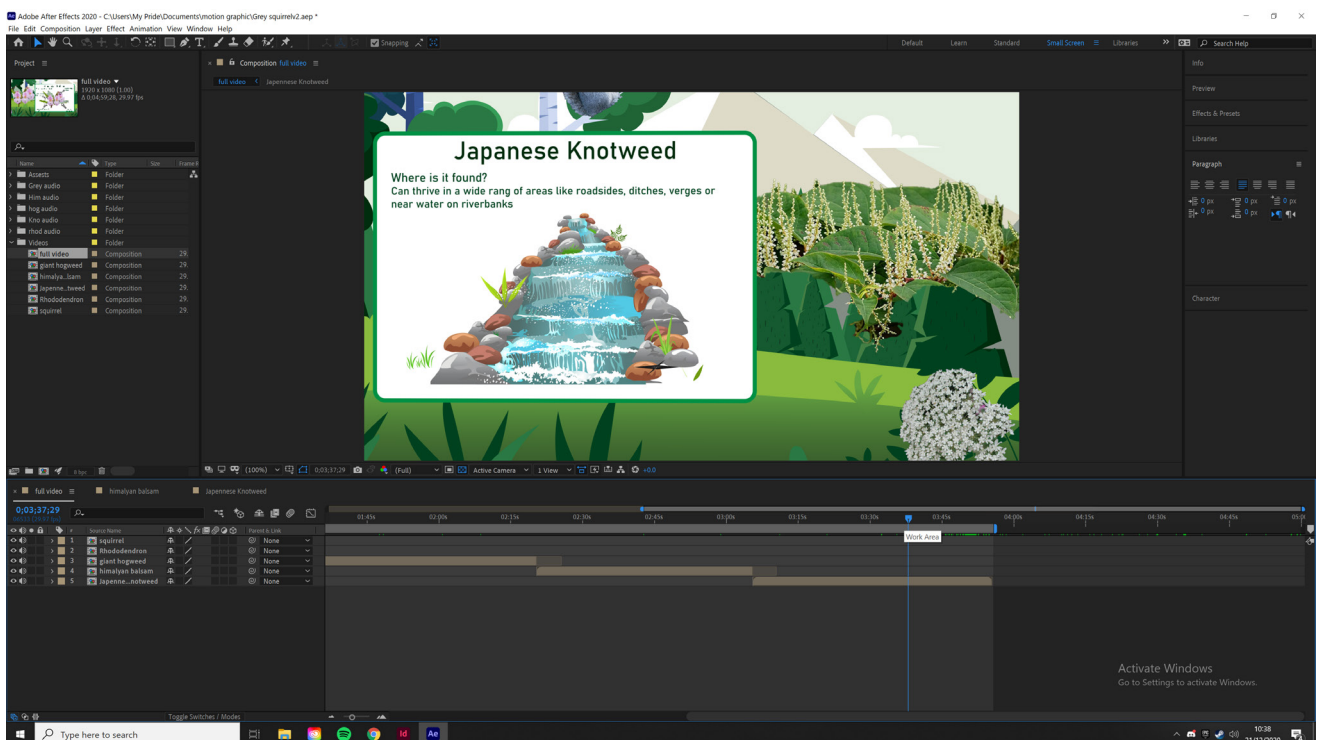
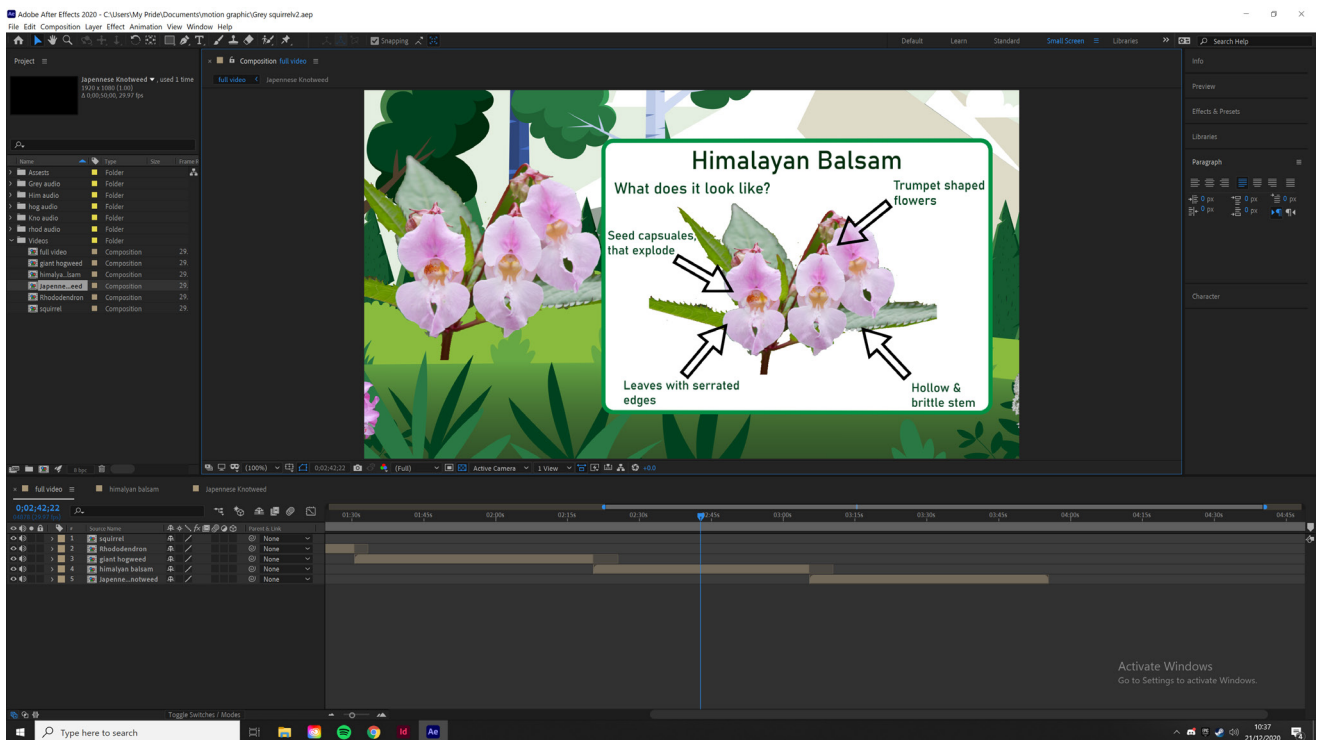
Motion Graphics

In the next step of developing the project we split of the workload for the posters/static infographics, motion graphics and website. Bethany would work developing the infographics and adjusting them based on the feedback. Matthew would take on the role of web designer working on coding the website and sorting the files to be hosted. Finally, I would take on the role of the designing the motion graphic/animation.

During the meetings with the Causeway Coast and Glens Heritage Trust, Claire and Adrian there was a clear set of 5 points they wanted to highlight to the viewers to help inform them on the invasive species. We also found out they wanted it to have a voice over to make it less boring and text heavy that casual viewers of the content or general public would not get switched off by all this information to read. With Dyslexia and Dyspraxia, I know this perfectly with work that is text heavy with no real eye catchers it can be hard to stay focused and interested so making it less text heavy and have more motion and images to make it work in keep their attention.

I created some story boards to show the community partner and outline my idea for motion graphics and how I saw it working to make the static infographics come to life and be less text heavy and work as a campaign for them across an amount of week building up too one big video for them with each working as a piece of a bigger puzzle within the background.

After these storyboards I took to using aftereffects refreshing my brain on how to use after effect after using them before in previous years of the course watching YouTube videos and having a play about with old files, I had on previous projects to see how to work aftereffects. I was able to set up the motion graphic in the exact same way that the static infographic was so I can use it as base and familiar feel from them.



Static Infographic

Bethany created the static infographic that would be used via A3, A4 and as well on social media platforms from Instagram, Facebook and Twitter I believe this work compliments the motion graphic as they both work on the same base but with the static having all the information needed in a handy physical form that can be given out at events. Allowing more information to be shared in an eye-catching manner rather than having to listen to a video some people find it easier to just read the information and so this gives people the option to read more about the invasive species and take more of an interest.

Giant Hogweed

Why is it a threat?

- Sap can cause blistering of the skin following exposure to sunlight
-
- DO NOT TOUCH
- Dense growth of plant crowds out native plant species
- Damages sensitive habitats and ecosystems, including riverbanks
- Can block paths and public access

What does it look like?

- White flowers presenting in a distinctive circular (umbel) formation up to 80cm wide
- Plant is tall, can grow vertically up to 5cm
- Leaves are large (up to 2.5m across), serrated edges and bristles on underside
- Stem is hollow and is green with purple patches
- The key is in the name 'Giant', not to be confused with other similar smaller species such as cow parsley and hogweed

Where is it found?

Bogs, fens, grasslands, woodland, urban, agricultural and horticultural areas, waterbodies and riverbanks.

What do I do next?

If you think you have spotted giant hogweed -
DO NOT TOUCH OR ATTEMPT REMOVAL
Report your sighting via CEDaR Online Recording
or via the iRecord app.



For more information

Visit Invasive Species Ireland



Himalayan Balsam

Why is it a threat?

- Dense growth of plant crowds out native plant species
- Damages sensitive habitats and ecosystems, such as river banks
- Can impede flow of rivers and streams increasing flooding risks

What does it look like?

- Trumpet shaped flower, usually in shades of pink, purple or white
- Stem is hollow and brittle - green to red early in the year, turning pink to red in summer
- Leaves have finely serrated edges, leaves and side branches arise from stem joints
- Seed capsules, approx. 1 inch long and explode when touched

Where is it found?

Riverbanks, waterbodies and damp ground.

What do I do next?

If you think you have spotted himalayan balsam
Report your sighting via CEDaR Online Recording
or via the iRecord app.



For more information

Visit Invasive Species Ireland



Rhododendron (P)

Why is it a threat?

- Dense growth of plant crowds out native species
- Damages sensitive habitats and ecosystems
- Can block paths and public access

What does it look like?

- Lilac, pink or purple flowers with yellow stamens
- Dark green leathery leaves with serrated edges
- Stems can be up to 15cm thick and woody

Where is it found?

Common on acid, peaty or sandy soils in woodlands, hillsides, rivers banks, gardens and parks and large estates.

What do I do next?

If you think you have spotted a rhododendron
Report your sighting via CEDaR Online Recording
or via the iRecord app.

For more information

Visit Invasive Species Ireland

Causeway Coast & Glens
Heritage Trust

Grey Squirrel

Why is it a threat?

- Causes steep decline of native red squirrel populations
- Carries the Parapox virus, fatal for native red squirrels
- Can damage trees by removing bark

What does it look like?

- Mostly grey in colour
- Long bushy tail
- Larger than native red squirrel
- Shorter front legs
- Smooth ears, no prominent tufts

Where is it found?

Mature woodlands but also agricultural lands, planted forests, scrub or shrublands, and often seen in urban areas and parks.

What do I do next?

If you think you have spotted a grey squirrel
Report your sighting via CEDaR Online Recording
or via the iRecord app. Sightings can also be reported
to Glens Red Squirrel Group via their website or
Facebook page.



For more information

Visit Invasive Species Ireland



Japanese Knotweed

Why is it a threat?

- Can grow through tarmac and concrete, can cause serious damage to property
- Dense growth of plant crowds out native plant species
- Damages sensitive habitats and ecosystems, such as river banks
- Extremely persistent and difficult to remove once established

What does it look like?

- Cream coloured flowers in summer which extend in fronds
- Heart/shield shaped verdant green leaves
- Bamboo like stem which is purple speckled
- Grows up to 3m in height

Where is it found?

Can thrive in a range of conditions but often found near water on riverbanks, along roadsides or in ditches or verges.

What do I do next?

If you think you have spotted Japanese Knotweed
Report your sighting via CEDaR Online Recording
or via the iRecord app.



For more information

Visit Invasive Species Ireland –
includes advice for property owners



Japanese Knotweed

...ut native plant species
...ecosystems
...ss

...n yellow spots
...a pale underside
...nd can reach 5m

...ils in woodland, heathland, rocky
...d parks. Historically planted in

...dodendron ponticum
...line Recording



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For more information

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Causeway Coast &
Glens Heritage Trust



Giant Hogweed

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- Can block paths and public access

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- Stem is hollow and is green with purple patches
- The key is in the name 'Giant', not to be confused with other similar smaller species such as cow parsley and hogweed

Where is it found?

Bogs, fens, grasslands, woodland, urban, agricultural and horticultural areas, waterbodies and riverbanks.

What do I do next?

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For more information

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Causeway Coast &
Glens Heritage Trust



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Causeway Coast &
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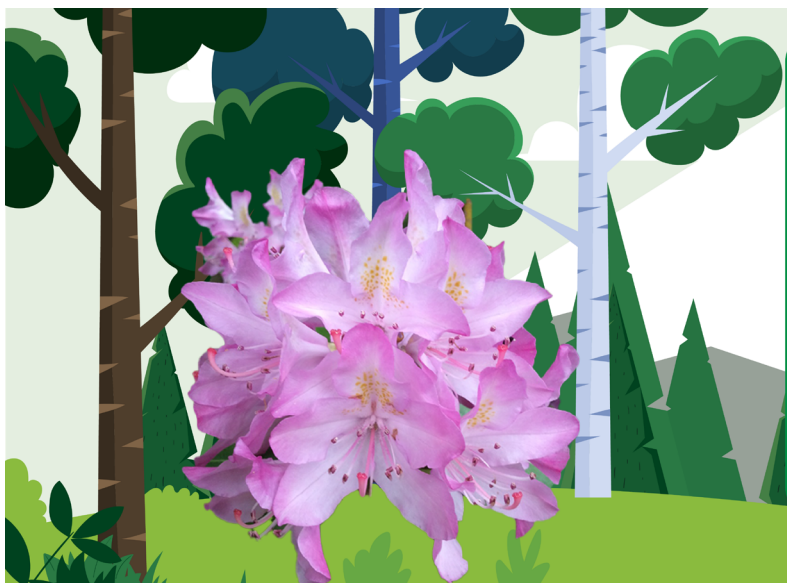
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For more information
Visit Invasive Species Ireland

 CEDaR
Centre for Environmental Data and Reporting

 invasivespecies
ireland

Causeway Coast & Glens Heritage Trust



Rhododendron (Ponticum)

Why is it a threat?

- Dense growth of plant crowds out native plant species
- Damages sensitive habitats and ecosystems
- Can block paths and public access

What does it look like?

- Lilac, pink or purple flowers with yellow spots
- Dark green leathery leaves with a pale underside
- Stems can be up to 15cm thick and can reach 5m


Where is it found?


Common on acid, peaty or sandy soils in woodland, heathland, rocky hillsides, rivers banks, gardens and parks. Historically planted in gardens and large estates.

What do I do next?

If you think you have spotted a rhododendron ponticum
Report your sighting via CEDaR Online Recording
or via the iRecord app.

For more information
Visit Invasive Species Ireland

 CEDaR
Centre for Environmental Data and Reporting

 invasivespecies
ireland

Causeway Coast & Glens Heritage Trust

Website

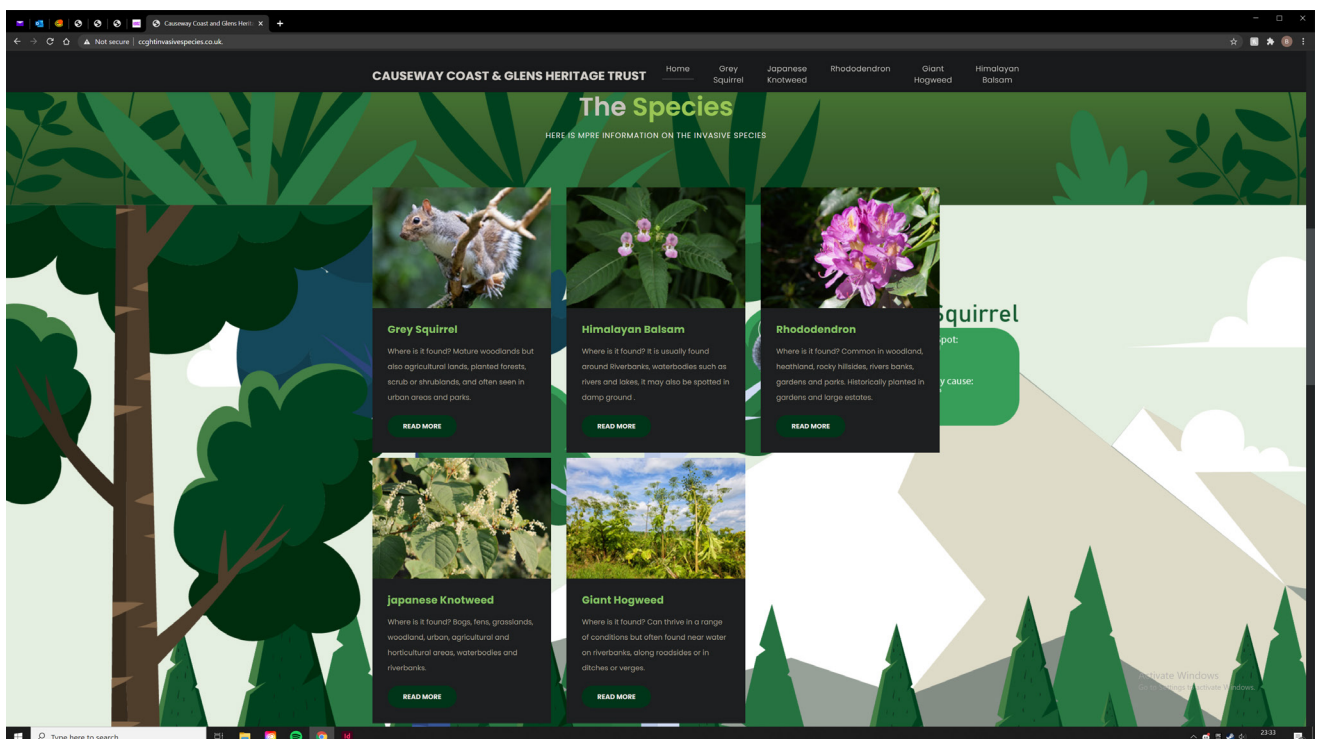
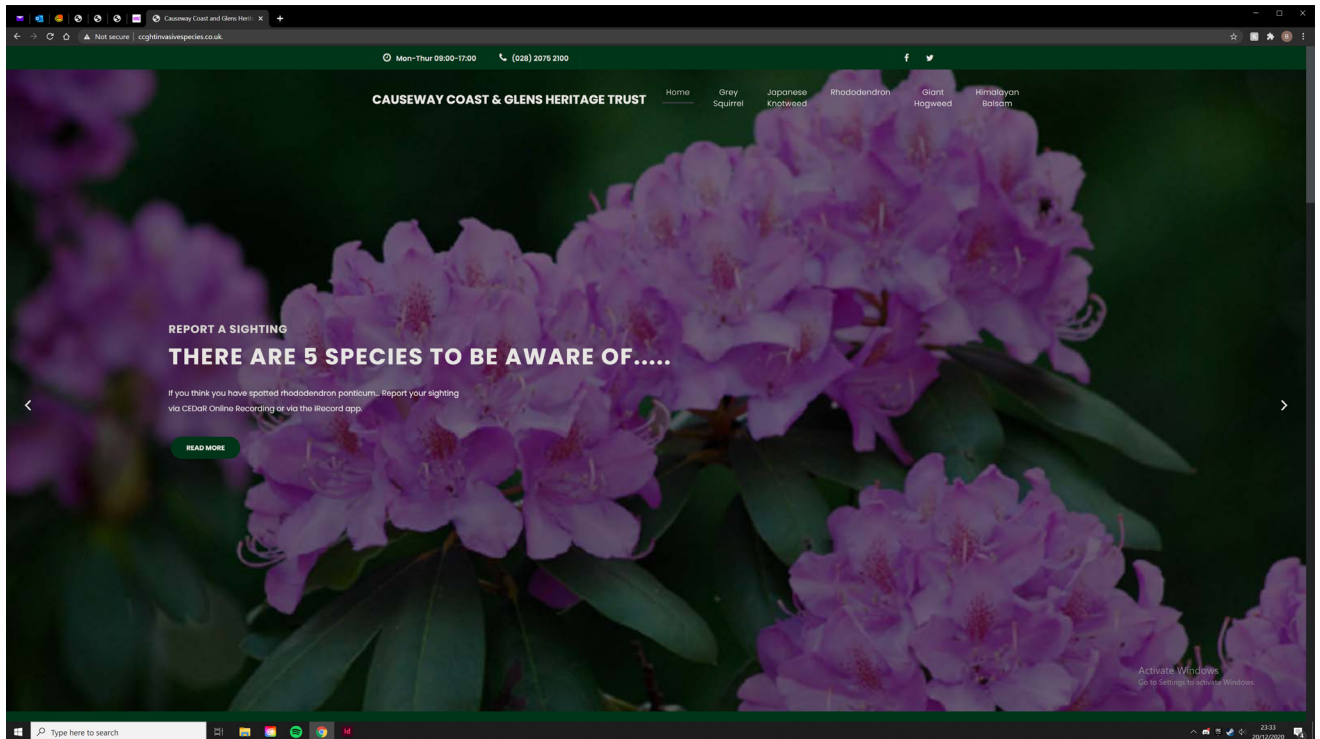
In our first meeting with the client, they did not express the need for a website, but we pitched the idea of an interactive website to be a place to store the information and a way to allow them to have a report feature. They decided they would decide down the line and see if it was possible for them or not.

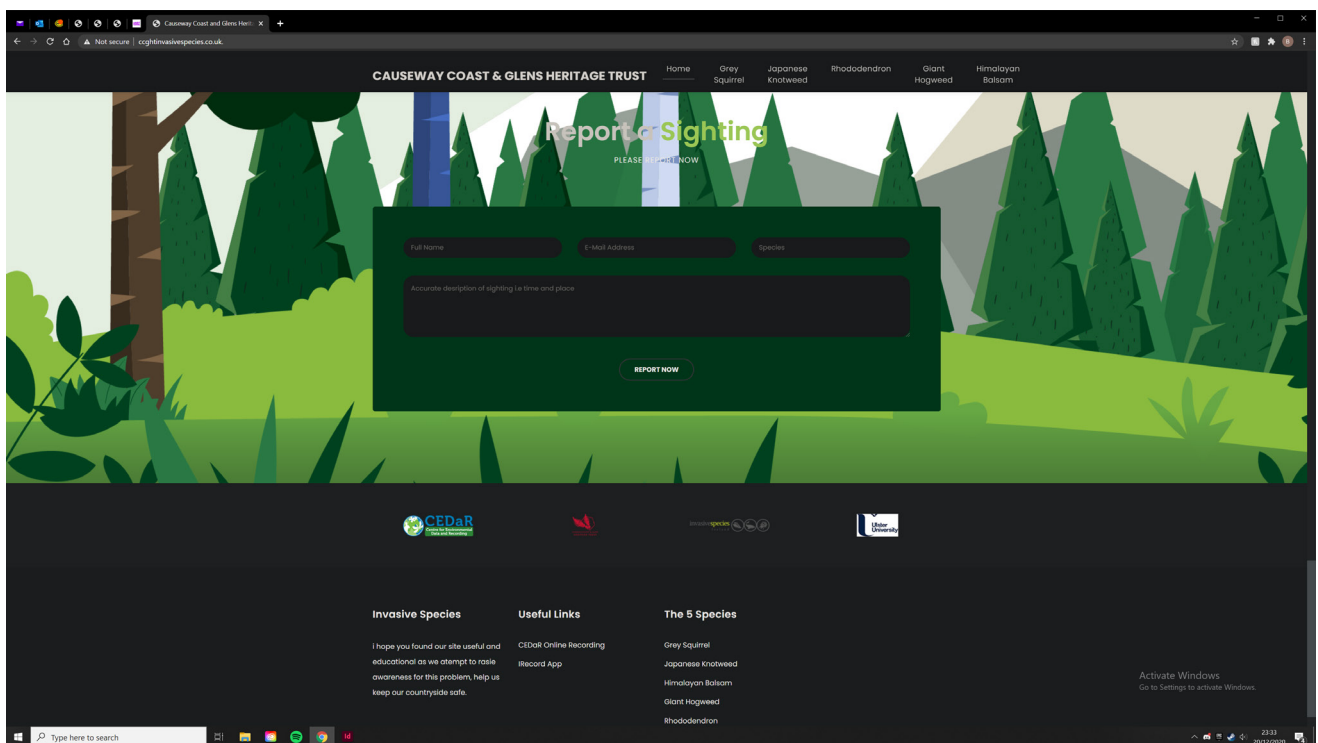
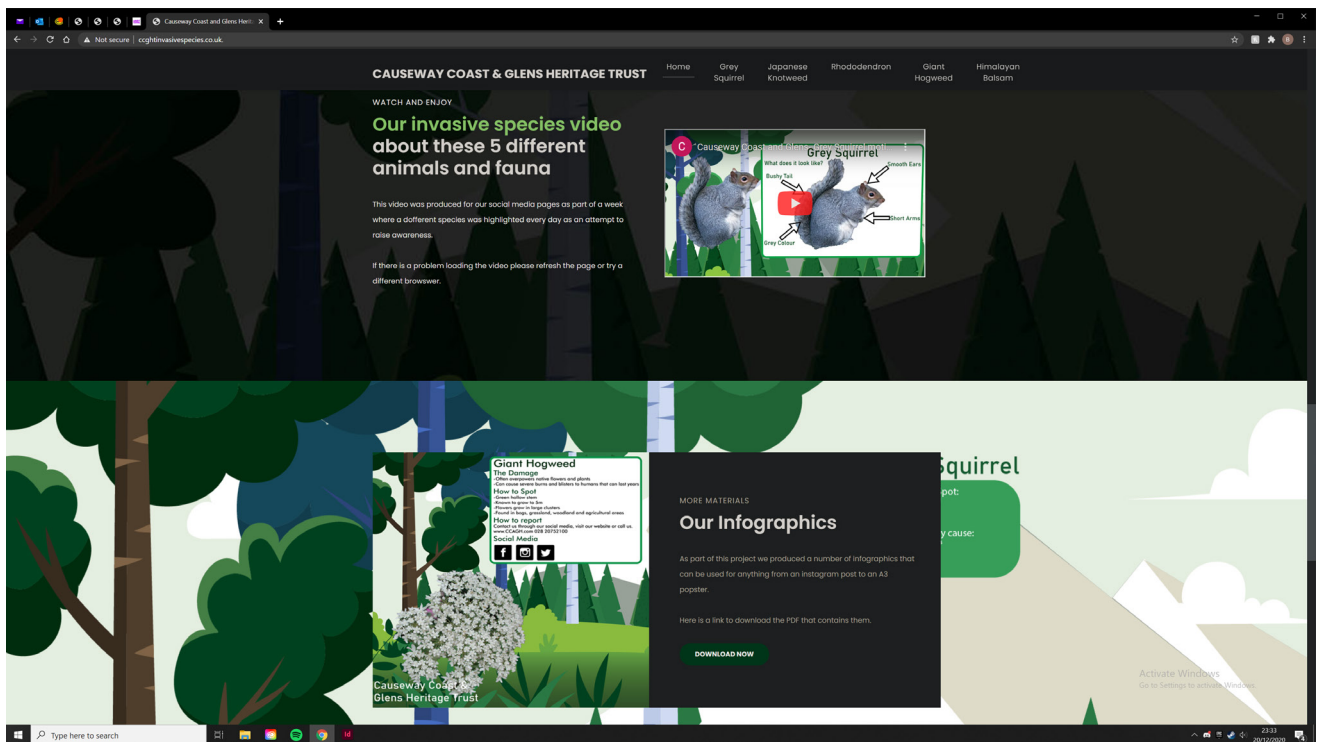
We used information that the client had provided as well as approved images of the invasive species. To help construct the website Matthew took lead in coding the website and coming to us with design tips and how we thought it looked and how to fix it.

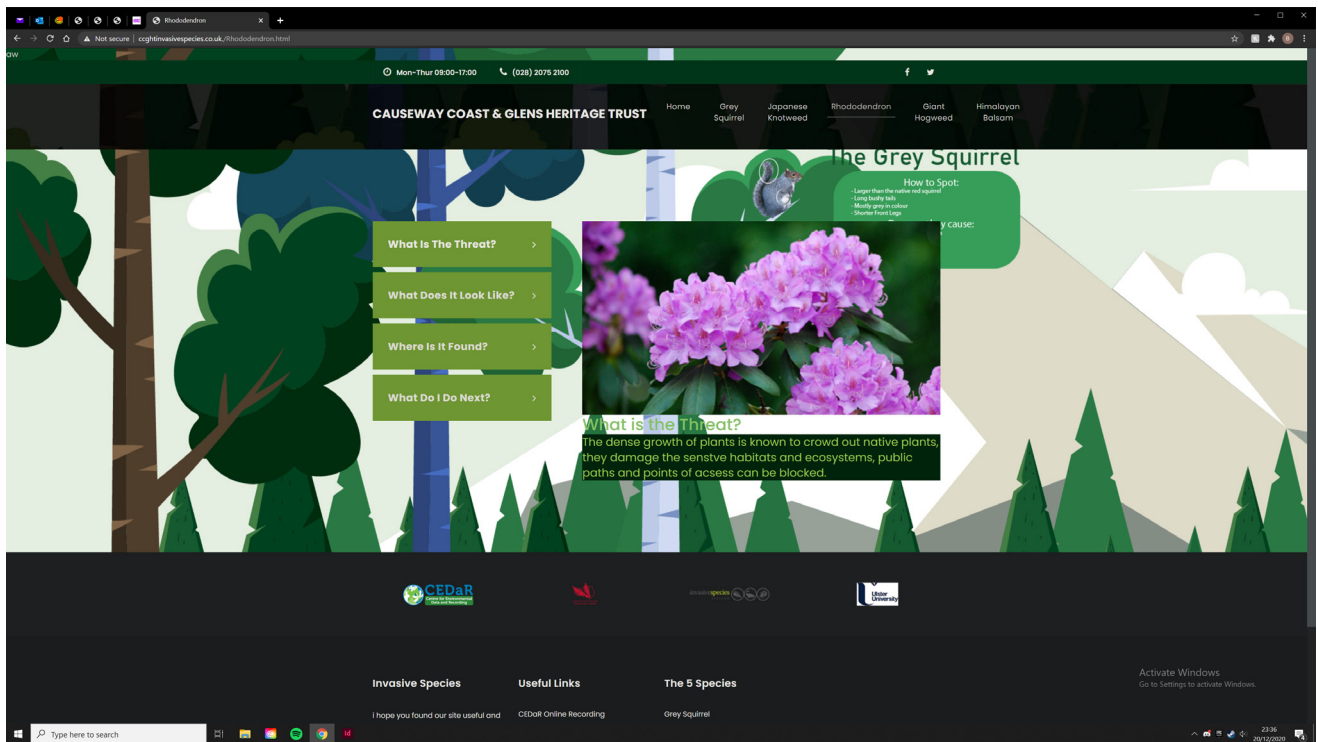
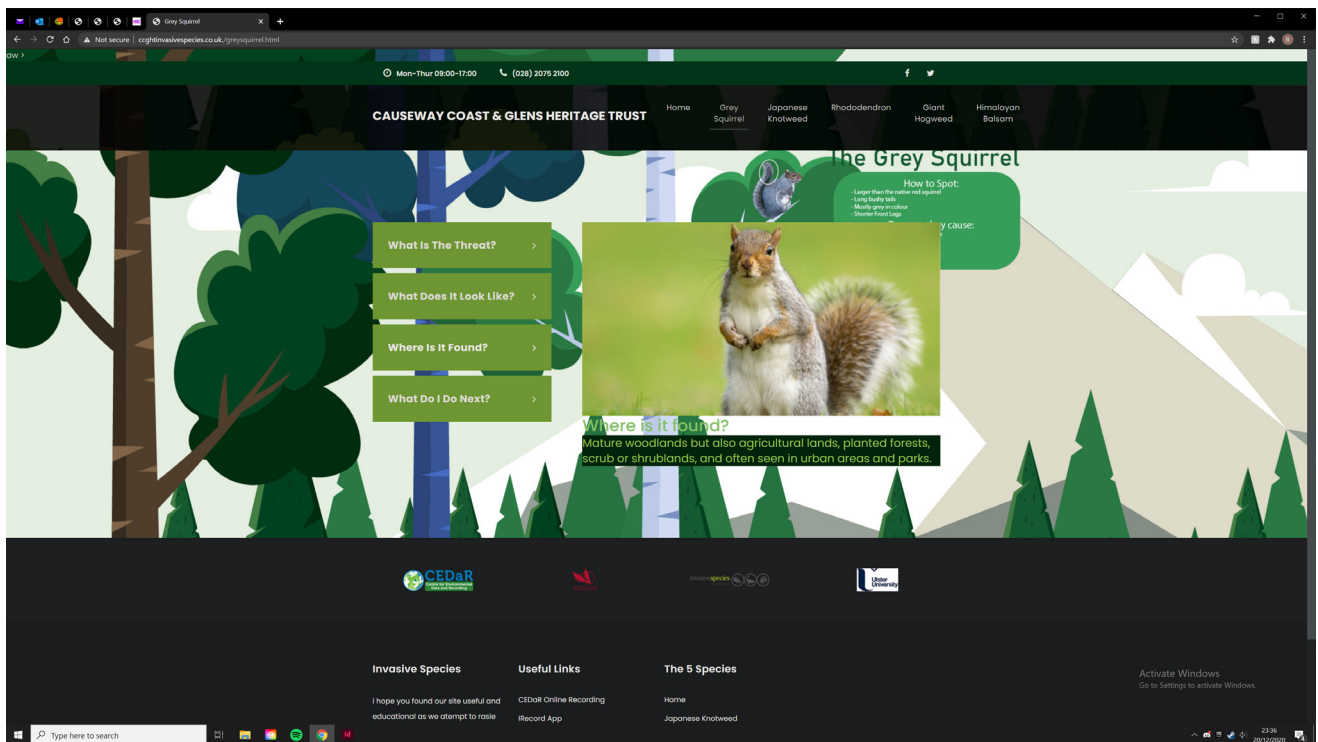
In the first pitch we had a dark design that contrasted the other designs, it was a one-page scroller which would adjust across on smaller screens like phones and tablets, the client liked the design of the website but wanted it to be more colourful and more like the infographic and motion graphic. In the final pitch we worked on this to create the final website which is more closely linked in design to the motion graphic and infographic while still following the style the client liked. The customer had decided they could not support a website, but we had made one to maybe help convince them it may be a great idea for them to have one to help reach out to people in a clean interesting manner rather than having a complicated website that hidden away with another website.

Matthew had used his skills in HTML and CSS to code and design the final website and using a previously owned hosting source he was able to host the website found at

www.ccghtinvasivespecies.co.uk.







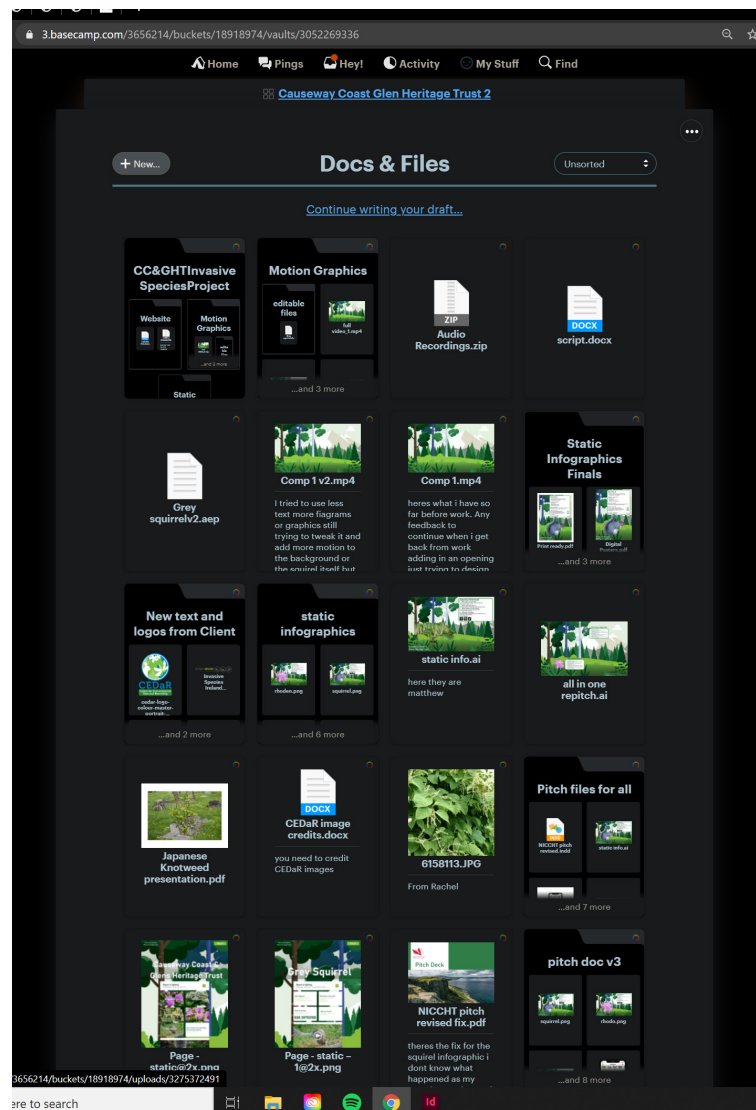
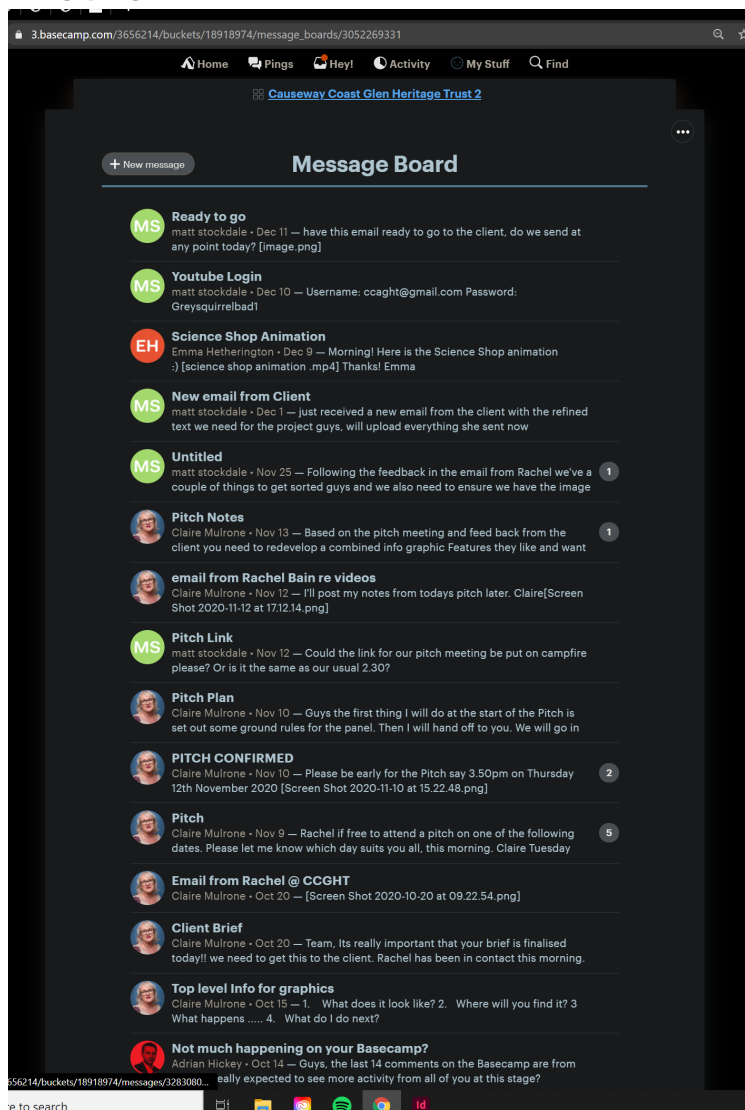
Reflection

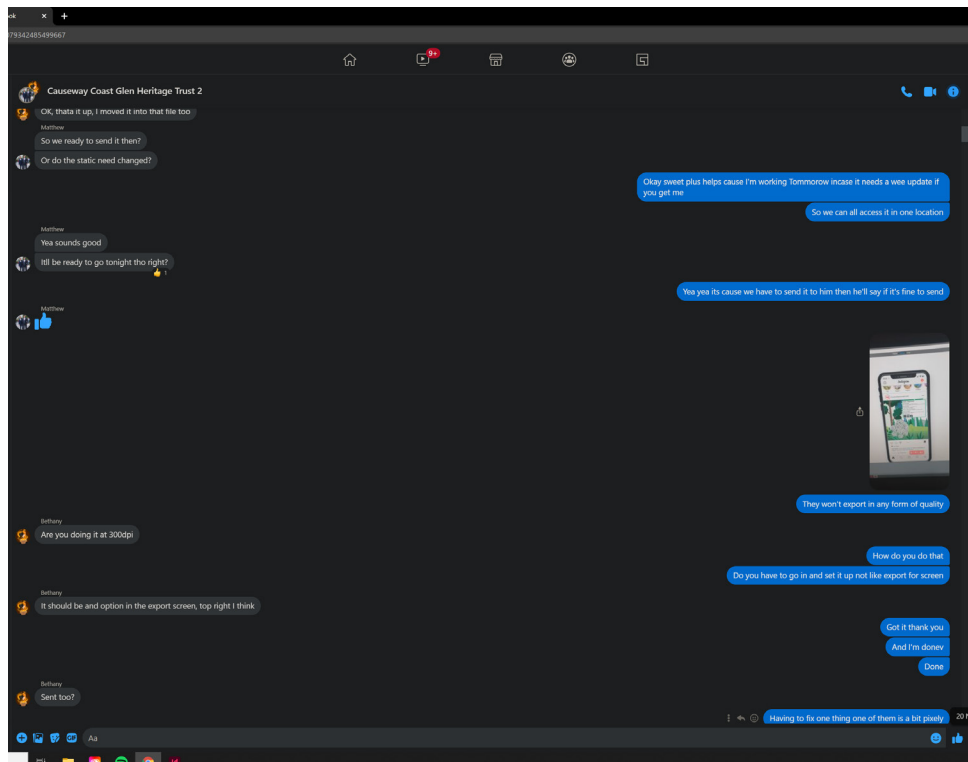
I believe that Matthew had done an amazing job in creating a stunning looking website with great functionality that looks incredibly clean and professional while also staying inviting to new people. Its sad that the client decided to not use the website, but it is there in the future if they ever would like to use it for their campaign. There is a great flow between the website to the infographic and then too the motion graphic that we had created making all of them flow seamlessly together and making a great branded look.



Project Management

As a group we used Basecamp to effectively share files with on another as well as being able to communicate using the campfire and message board. This aloud us to get replys fast aswell as from Adrian and Claire on changes and from files from the client. We also used Facebook messenger as this aloud fast replys with each other as we are more likely to be on social media for a swift reply. It was an effective tool for using its group calls function to talk to each other and video call each other.





Due to the pandemic and Covid restrictions all teaching was online leading to the use of BB Collaborate and Microsoft Teams. To attend classes we used Blackboard Collaborate to watch lectures at home and speak with fellow classmates, this was a very effective tool in helping to keep normality of lectures while having to stick with Covid-19 restrictions. I found it hard adjusting to this new form of studying in lectures but slowly learned how to keep myself focused on these meetings.

To communicate with Adrian and Claire we connected via Microsoft Teams. We used webcams and microphones to help discuss with them about how our project is getting on and ways to help fix problems and give an outside look into our work as we may have been biased on the designs that we make. These weekly sessions were very productive and helped to see where we could go next with the project and things we could work on throughout the week.

Self Evaluation

MED526 Interactivity for Social Enterprise helped me gain and improve more skills in working with clients, time management and teamwork. That can be used to help advance my own skills and skills within a team with not going out on placement this allowed a working insight example of this to help give those that had not went out on placement to get the same skills and see how it could have been if they had.

Within this whole project Bethany Matthew and I worked together as a team helping each other to achieve better, we started to hit are stride after the first pitch working towards the final pitch and to the back end of the project. Helping to make the designs better and allowing each other to give feedback and making all are designs work together were at one point when creating are first pitch there was clear differences in are 3 aspects of motion graphic, static infographic and website when we did not talk as much throughout the week. When boasting the talking and working together in Facebook calls and sharing screens at times to get feedback helped to boast the overall feel of each piece to work as a part of a bigger whole.

My own skills of working in a team increases drastically and helped me learn new ways to work together especially when not all in the same location and having to find new ways to keep all files in one location while using basecamp software which I had never used before. Helping me learn skills in using it that can be used across similar projects. I also learned skills in giving and receiving constructive criticism from clients and team members

as well as best ways on giving my opinions and ideas to clients and how to showcase my pitches to them. One major skill I learned is that of working on my communication skills when it comes to potential clients and teams in the future where I may not be as familiar with them.

It also taught me skills in working in a team that all cant be in one location at the same time this was one of the hardest aspects to overcome as normally its easy-to-get feedback when in groups doing work together but having to email or voicemail and must sort a time out with everyone to meet up on zoom or Microsoft teams made things that we bit more complicated and harder to get used to at the start. Not being on campus for classes also took its tole as it was harder to get in contact with lectures and get replies to questions answered in a timely manner as before we could just ask them after classes or if they were in their office or about the campus itself now, we had to wait for emails to send and then for responses. Which in a way is more like the real world environment of the industry.







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