

# **The Endeavour Project: Production Logs**



By Eoin Trainor

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# **INTRODUCTION**

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# Who we are

## Eoin Trainor (me)

I am a final year student of Coleraine studying Interactive Media. I recently came back to university after spending a year out at VR/AR company and gained a lot of new skills there.

My specialties are focused on technical aspects of our course, with skills in web design, coding, and game design.

## Cormac Donaghey

My team member Cormac is in many ways the opposite of me, and specialises in the visual skills more so than myself.

Cormac is back out from working as a graphic designer for year which is something he has a real enthusiasm for and has produced some fine looking designs over the years I have known him.

## Steven Taylor

Steven would be similar to Cormac in a number of ways. He has a passion and a talent visual design and also spent a year out on placement as a graphic designer.

On top of that, Steven does also have a bit of ability in regards to the technology sides of our course, but maybe not as much as myself. But this could still be useful to rely upon to share my workload.



# What we are doing

Our team are final year students at Ulster University at the Coleraine campus, studying Interactive Media. This project involves one module called MED26 which involves working alongside a client for a project. From the selection of projects available to us, we were drawn to a project by Lighthouse called Endeavour.

We are working with alongside The Science Shop, which acts as a middle man between university students and charities, businesses and organisations which offers relevant projects for them. The Science Shop sourced work for the entire class and presented a list of options of which we could select as our project to work in. In spite of this, we will be monitored throughout this project by our module coordinator, Adrian, and the manager of The Science Shop, Claire, as we will be representing our class, our course, our university, and The Science Shop.

When we picked this project in class it was described the task as; “develop a visual identity, web site and a variety of media materials for the new Endeavour project by Lighthouse. Working with four local secondary schools to support young male students to support each other to meet their potential.”

This was not a lot to go off at the start, yet we had a lot of initial interest in the project and believed once we met the client we would have a much better

understanding of the project and what our role in it will be. Going off just the description handed during that class, we agreed that we had a strong and diverse enough skillset between our team to adequately handle each of the tasks presented to us in this class. Broadly speaking, I'd handle the website while the other two would handle the visual materials.

# What we know

While we all are currently students of the same course, we each have our own strengths and weaknesses in various areas:

Cormac & Steven's strengths:

- Graphic Design
- Print Production
- Filming
- Editing

My strengths:

- Web Design
- Coding
- Filming
- Editing

In spite of this, while we will assist each other as much as possible, I believe we should have different responsibility

during this process. As mentioned, the other two members in my team should be handling the majority of the visual side of the project, namely the graphic design and printing. I will look to the more technical side of things and focus on the website design and content. We will all have an input on the video production, as we all have a somewhat adequate skill level in that area.

While we all have our expertise, we will still have to come out of our comfort zone and help each other. I will still have to design some visual proposals for the logo(s) and visual assets for the project, and Steven and Cormac may potentially have to help me out with the workload of the website should it be needed.



# **MEETING THE CLIENT**

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# Client Background

Our client for this project is a suicide prevention charity called Lighthouse which is based in North Belfast. The charity has been active since 2003 working with the local community and is well networked to other charities and organisations. During the first meeting we discovered that this project is funded by Comic-Relief and that they also have been working with another CAMHS (Child and Adult Mental Health Services), including one called Streetbeat Youth Project. With us, they are looking for help for their Comic Relief funded project called Endeavour which aims to be used to tackle mental health issues in boys in

North Belfast schools.

Our contact within the charity was a man called Gary who called up to meet us on campus to discuss with us what Lighthouse are expecting from us from this project.

## Aim

We first met our client representative (Gary) on the 5th October 2018, and after establishing the procedures and rules around this process we sought to discover what it was that Lighthouse were trying to achieve with this project as a whole. We found that this was:

- Design a logo, a website and supply 'media materials' for the creation of a visual identity for the project. This would be our job in the project.
- Get 10 Year 13 boys from 4 schools in North Belfast to be trained as Mentors by Christmas time.
- Have an allocated area in each school for the Mentors to train and carry out

activities.

- Have this project promote the idea of "positive maleness"
- Have a website dedicated to this project.
- Acknowledge the audience for this project steps beyond school boys in Belfast.

# Vision

Ideally, Lighthouse would like a number of elements implemented in the content we are supplying from them:

- A strong emphasis on the themes of hope and “thriving, not surviving”.
  - Involvement with parents and other CAMHS (Child and Adolescent Mental Health Services) in the project.
  - Bring communities together. As North Belfast and these schools come from both sides of the community, include inter-school co-operation for the project.
  - Produce media content for a number of platforms including print (flyers, pop up stands, posters), web, and video.
  - Utilise network partners to acquire the help of local ‘celebrities’ to star in and/or promote the project. Very keen on some to make it into the video. Some they are looking to get involved include:
    - » Ryan Burnett (Boxer)
    - » Terence ‘Banjo’ Bannon (Mountaineer)
    - » Ellen MacArthur (Charity Founder & Retired Sailor)
- Website to include:
    - » Role Models section.
    - » Logos of all schools and sponsors/funders involved.
    - » Information on involved schools.
    - » A contact section in which a form can be filled in to get in touch for those seeking help with a qualified individual.



**RESEARCH**

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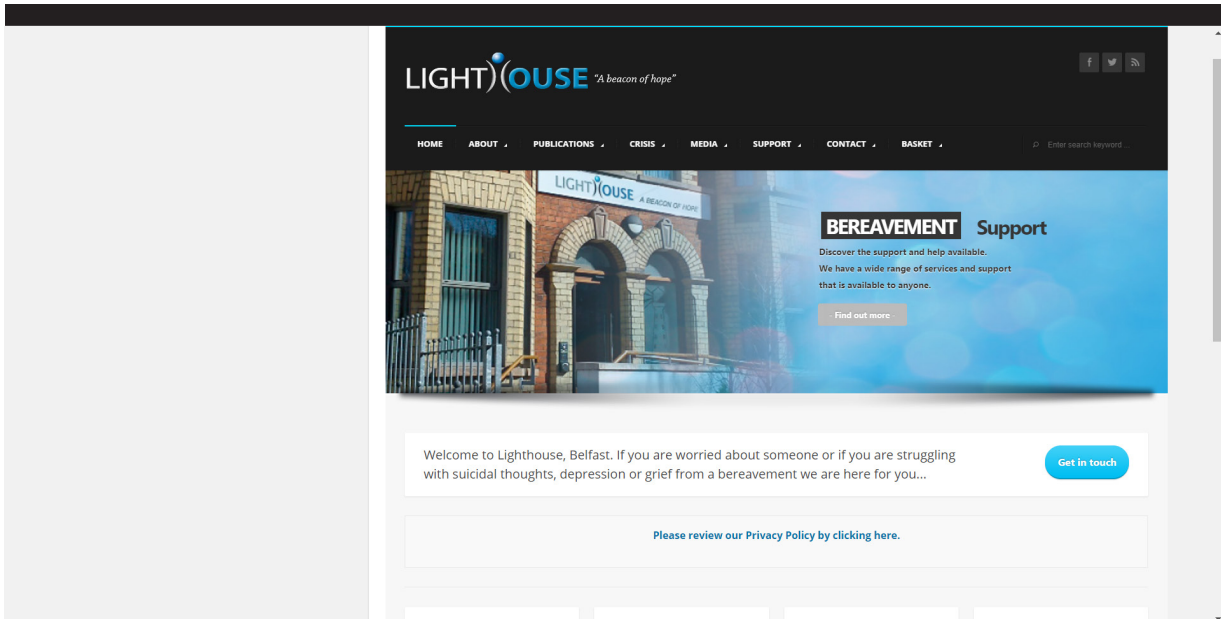
# Website analysis

In order to gain a further understanding on the client and the project, a benchmarking process was carried out by myself as part of the research in this project. In Northern Ireland I was unable to find a website dedicated solely to a project like this so I decided to investigate websites of organisations similar to Lighthouse; Streetbeat and Youth Initiative NI. I also analysed a website of a youth club in North Belfast as it is a 'youth project' in the local area of our primary audience.

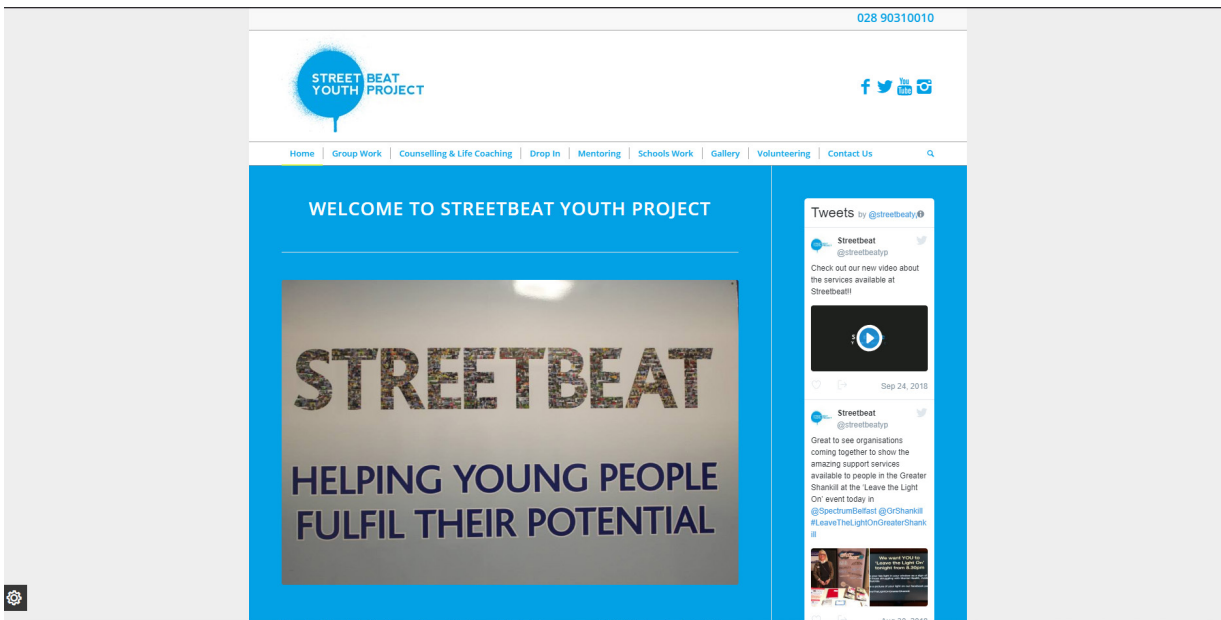
While all a varying slightly, all these organisations are social/charity works that all have similar aims and values, so one would think there would be some overlapping features on their sites such as donations, work, contact, publications

etc.

The table following is an analysis of each website from a content and functionality perspective. The exercise of analysing and filling the following grid allowed myself time to reflect on what practices and features worked well, and what didn't. This allowed me to form in my head the visuals and functions our own website will need to have.

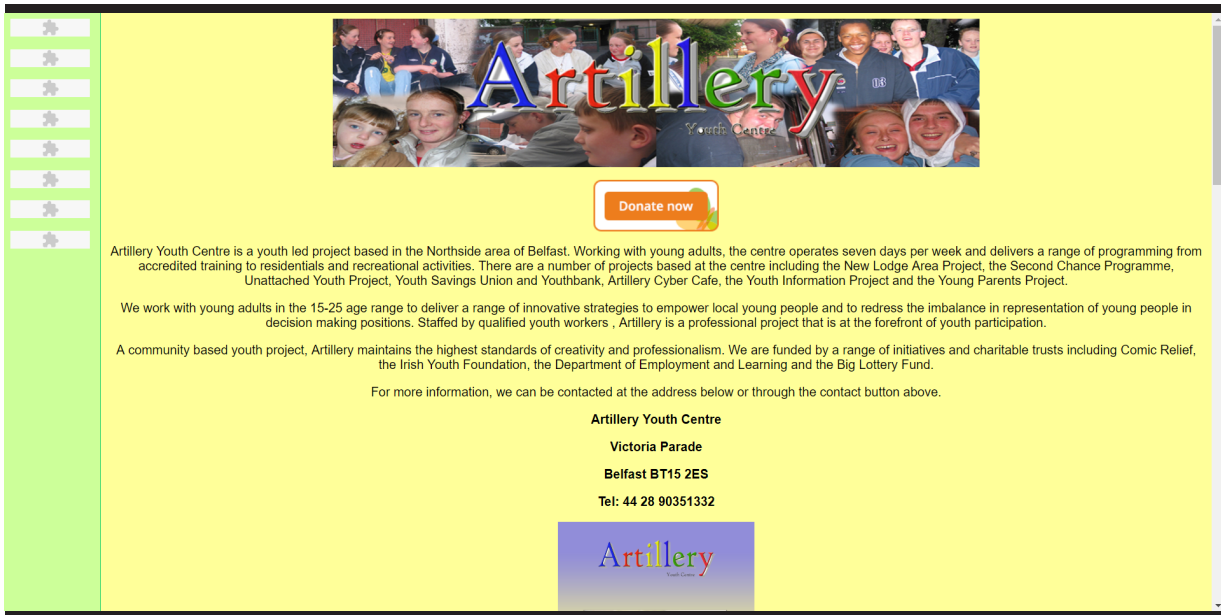


Lighthouse Website

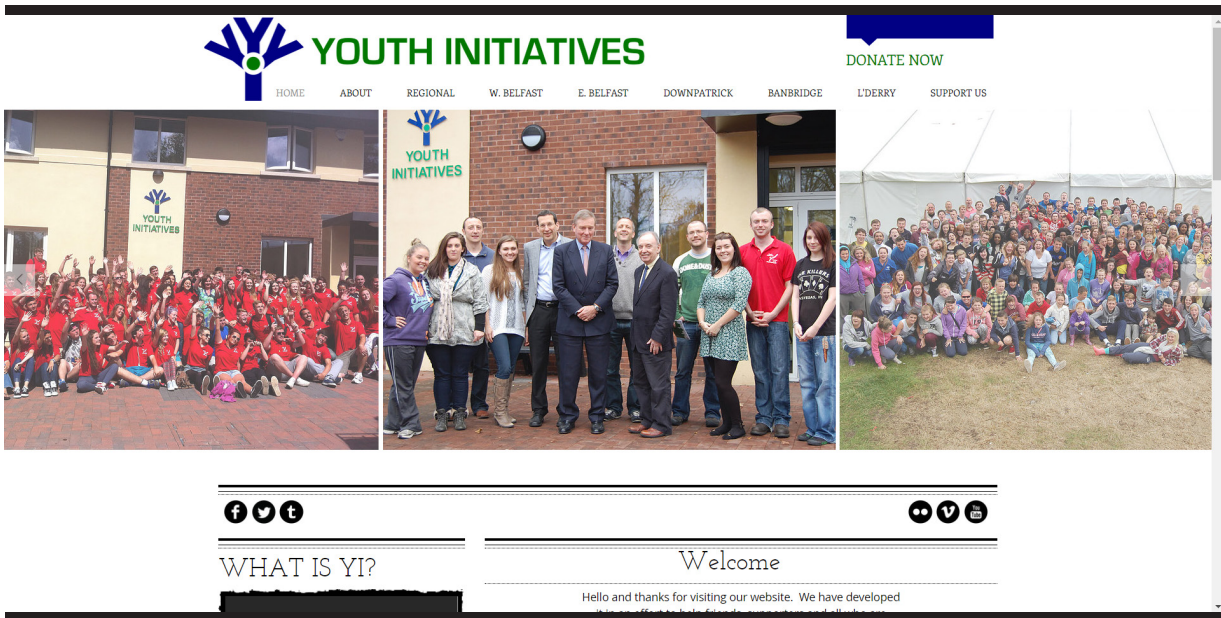


Streetbeat Youth Project Website





Artillery Youth Club Website



Youth Initiatives NI Website

	Lighthouse	Streetbeat	Youth Initiatives	Artillery Youth Club
Explanation of service	On home page	On home page	On home page	On home page
Outdated Content	Limited - Blog appears untouched and some broken social links	None	Few broken YouTube links	Likely - no date on news content and no publications since 2013
Social Media	Links at header	Links at header and footer and live feed on home page	Links on home page and footer	Yes, but links do not work all the time
Privacy Policy	One click away from home page	One click away from home page	In footer - one click away	NA
Search	Yes - In header, a little hard to see	Yes - In header	None	None
Target Audience	On home page	On home page	On front page - very clear	On home page
Aims	One click from home page	On home page	One click from home page	NA
Contact	Exposed in menu and home page - one click away	Exposed in menu - one click away	In footer	In home page
Breadcrumbs	Yes - top of page	None	None	None

Sitemap	None	None	None	None
Main Menu	At horizontal top - dropdown style menu	At horizontal top	At horizontal top - dropdown style menu	Left side of the page
HD content	Majority are - a few are not	Yes	Yes	Some - not all
Responsive	Yes - but a few issues	Yes	Yes - but only partially	None I could find
Typography	Sans serif - very few different fonts	Sans serif	Sans serif	Sans serif
Logo Placement	Top Left	Top Left	Top left	Top Centre
Content Management System	WordPress	WordPress	Wix	Hard coded
Analytics	Google Analytics	Google Analytics	Web-Stat	None
Contact Online	No - information only	Yes	Yes	None

Load Time (under 65 mbs wifi)	4.1 seconds	2.2 seconds	5.0 seconds	1.5 seconds
Email subscription	Yes	None	None	None
Multiple Languages	Yes, translation works (translation using Google)	Yes - vast majority works (translation using Google)	Yes - vast majority works (translation using Google)	No

# Conclusions

After analysing the sites, good and bad practices were found throughout them and this helped evaluate what we should be including on the Endeavour website.

In terms of speed of access and speed to get information Artillery's site is the best as it is very quick loading and has all its information in a few pages, albeit presented very poorly. However speed is important in designing a site with a project of this nature, and the speed of Artillery is something we should be aiming for.

The page should be fully responsive to all browsing devices and work fully in all browsers. Optimised videos and images should be used in this site and placed appropriately throughout the site.

One factor vital to this project is ease of navigation and that's why I would aim for Streetbeat's over all of them, however each system has some flaws. I do feel we do not have a large enough variety of content to justify using a dropdown menu, so a standard horizontal menu at the top should be fine. A very important aspect of this project is the ease and speed in getting in contact with people, so a quick online contact section is vital to this project.

WordPress and Google analytics should be used in the site due to its speed in designing websites as well as Lighthouse's familiarity with using it in their own domain.

The presentation of the content on

the home page should communicate authentically the aims and belief surrounding this project as well as having a little information on Lighthouse, associated charities and funders, and the schools involved in the project. This website has to be contemporary and accessible to all to communicate the message the Endeavour project is signalling.

# Logo analysis

The logo of the Endeavour Project and the subsequent visual content produced using it are of great importance to this project. In order to research what I could produce for Lighthouse visually I re-examined the central themes and features of the project:

- Hope
- Outdoors
- Mental Health
- Young Men

With these in mind I need to look for to analyse and then design content that I feel acts as an appropriate signifier for the themes of this project.

## The Bird

In many societies there are a lot of objects and imagery that act as an associated connotation for hope. Simply

searching on Google for symbols of hope can yield a return of a vast number of results, yet I had to pick one. While a great number of options were available, I decided I should be selecting one of the more popular symbols and one that more people will understand, the swallow. Various birds throughout history have positive connotations attached to them, such as doves, but according to my research no bird has more positive connections to it than a sparrow.

A popular tattoo choice for old-time British sailors, swallows are known for migrating distances of up to 10,000 miles a year [citation], similar to the hard and difficult journey life with a mental implications can be. It is said a sailor would get a tattoo of a swallow before a long voyage and one at the end, and thus started the swallows association as a symbol of hope.



## The Anchor

While examining the swallow and its symbolism with old sailors I came upon another popular tattoo choice from that era for them, the anchor. Once again, the tattoo specifies an event undertaken by a sailor, often signalling they had crossed the Atlantic Ocean. The anchor is a tool used to link the ship to a seabed and prevent it drifting off from wind or tide current.

Unlike the swallow, for this brief the anchor is not something commonly associated with the central themes of the project, yet I believe in many ways it could be. One instantly associates an anchor with sea-fare (an outdoor activity), yet

on top of that it could be said to possess deeper meaning. Anchors are a device created for achieving stability under difficult circumstances, which is what the ultimate aim of this project is. If the ship was someone's mental condition, this project would be the anchor to stabilise it. From the outset of the typical anchors shape, I immediately aimed to interweave the anchor into a the text of the logo as I detected potential in placing the anchor to act as a V. Similarly to the last logo, I examined the potential graphic under multiple colour pale but concluded that the graphic was best served under black and white

## The Mountain

While my previous efforts have covered most themes of the project, I believed I had not touched sufficiently on the key theme of outdoors in this project, and focused more on the mental and hope iconography when suggesting the logo. With that in mind I wanted to design a logo that places a larger emphasis and being outdoors while still touching upon the other themes central to the project.

The suggested outcome of this thought process ended in the conclusion that a mountain should be a prominent feature in the logo, suggesting outdoors and struggle. Many famous brands have utilised mountains in the brand such as Paramount, Toblerone, Coors Light, Evian and more. After analysis, certain patterns in theme emerged across multiple logos;

- Use of contrast to add detail to the mountain, often negative space, snow, or a gradient
- One colour used on mountain, highlighting the stroke and using negative space to fill in gaps
- Frequent use of 3 mountains all at slight different size.
- Text often underneath the mountain logo, although in some cases it is horizontally adjacent to it.





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# BRIEF



# Context

Following the initial meeting we had with Lighthouse, the team was tasked with using the information shared and gathered from the first meeting to create our understanding of what they are asking us to do. This is to establish clear guidelines for ourselves and our client, as well as clarifying to Lighthouse exactly what we are willing and capable of doing for them

specific section (I did the Technical Requirements) and combined the information to create this brief.

All the team members worked on a



**Client Brief**

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**Endeavour project**

“ Conquering Yourself ”

# The Brief

## Aims

The aims section of the brief outlines the objective that this project takes on our side. It is essentially a to-do list of what we need to do for the client and we defined these as:

- The designing of a logo for the project and other print products.
- The designing of a website that Lighthouse can use for this project.
- Shooting and editing a video for Lighthouse using local celebrities to promote the cause.
- Working close and communicating with the client to ensure project expectations are met and understood.

## Budget

This section was originally not going to be included but after the team did some research it came up as an element a lot of good briefs include. As such, it was added in to project predicted costs for the various sections of the project:

- Web hosting and domain name - £107 to £249
- Printing costs - £163 to £232

## Target Audience

This was an aspect discussed during the initial meeting with Lighthouse. We specified the target audience as “young men in lower sixth of high school” as well as noting that parents are also audience to this project and will likely be involved.

## Technical Requirements

This section outlines the tools and methods we will use to create the assets for the client:

- Website - Purchase appropriate domain and hosting
- Website - utilise WordPress as Lighthouse have experience operating this software, created with suitable theme
- Print - create all assets using Adobe Photoshop and/or Illustrator
- Print - optimize images to be suitable for all print product sizes
- Video - Use 1080HD cameras
- Video - Edit using Adobe Premiere Pro and ensure data size in not excessive that it hinders the performance of the online platforms it is embedded onto.

# Background

Lighthouse is a charity organisation set up in 2003 in North Belfast to tackle a serious issue in the area, suicide, and it continues to focus on this core issue to this day. The charity offers help to people who are suffering from bereavement and to those who are finding life too hard. This can come through their role as trained counselling as well as support through their publications on how to deal with various issues. The charity is a registered member of the NICVA (Northern Ireland Council for Voluntary Action), and is linked and regularly cooperates with other similar charities such as the Streetbeat Youth Project.

The charity engages in various programs in schools and centers to help raise awareness and tackle the issues they work against. They promote their programs and messages via their web and social media presence, which they also use to distribute their own publications on suicide and depression as well as other associated pieces of text.

# Aims

Below contains a list of aims that we hope to achieve with this project:

- Design and create a visual identity for the Endeavour project, this will lead into the creation of a logo, website and other relatable media materials.
- Create a video using local inspirational leaders - (Carl Frampton, Terence Bannon, Ryan Burnett)
- Work with the client to create a productive partnership, leading to a project that is well managed where all goals and expectations are met with a smooth workflow.

# Project Budget

## Web Costs

With this being a charity project, we must keep the budget to as little as possible. Some costs, such as printing of media materials and web hosting are unavoidable which is what we are going to outline and give the client an idea of the costs involved and how much they can expect to pay for each service. We will use WordPress for the website and we will outline below different hosting providers and the costs involved with each different company.

**GoDaddy** – [www.endeavourproject.org](http://www.endeavourproject.org)  
Hosting and domain name for 36 months  
**£128.52 (9/10/18)**

**BlueHost** – [www.endeavourproject.org](http://www.endeavourproject.org)  
Hosting and domain name for 36 months  
**\$249.60 (£191.22) (9/10/18)**

**123-reg** – [www.endeavourproject.org](http://www.endeavourproject.org)  
Hosting and domain name for 36 months  
**£107.82 (9/10/18)**

## Printing Costs

We will be designing a whole range of media products for the Endeavour project, some of which will be printed. These include pop up banners, flyers and business cards. Included are local businesses from Belfast to online only companies.

## Printing.com

Roll up banner - **£79**

1000 double sided 400gsm silk paper, matt laminated business cards - **£58**

1000 double sided 150gsm gloss A5 flyers - **£54**

Total: **£191** (exc. Delivery)

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### **Kaizen Print**

Roll up banner - £90

1000 double sided 350gsm silk paper business cards - £54

1000 double sided 130gsm silk paper A5 flyers - £88

Total: £232 (exc. Delivery)

### **Minprint**

Roll up banner - £65

1000 double sided 400gsm silk paper, matt laminated business cards - £48

1000 A5 double sided 130gsm gloss paper flyers - £50

Total: £163 (exc. Delivery)

# Target Audience

For the target audience endeavour will look to reach out to young men in lower sixth of high school (16-18). The program will look to reach out to those young men who might be struggling with mental health issues, with the overall aim for the project to help filter down throughout the school. The main aims are to promote positivity and hope in a creative way to get young men to open up and talk, with the use of peer mentoring and team building outdoor activities to help achieve this.

We also need to take into consideration the cross community aspect and the geographical location of the project, with the location of schools being north Belfast the target audience will be from both Protestant and Catholic backgrounds. This is something we need to take into consideration when creating a visual identity for the project.

Other than the young men, we need to take into consideration the parents and ensure that we create a brand and connection point with those parents who want to understand what the project is about. This is key in the creation of the visual identity and the website itself. We need to create an identity that creates an attractive connection point for both the young people who want to get involved and also the parents of the children.



# Technical Requirments

As we are aiming to produce a variety of content on multiple platforms a number of diverse technical requirements will be needed in the process of this project.

## Website:

- . Domain name and hosting purchased with suitable database size.
- . WordPress plan selected and installed to domain - Lighthouse have WordPress utilised in their own website so they should have ease uploading and maintaining a system familiar to them.
- . Implement Google Analytics on the domain via WordPress Plugins to track audience.
- . Select suitable WordPress Theme and customize it appropriately to suit brief.
- . Pick a theme that is also simple to customize in case Lighthouse want to make further adjustments to their site after we are finished with our project.
- . Final site must work efficiently in all web browsers, be responsive for multiple devices and fully optimised to deliver quick browsing speed.

## Print:

- . Our design team will be utilising Adobe Photoshop and Illustrator to create the visual graphics being used in this project.
- . All images will be optimized based on whether they are going to the website or print product.
- . Size all graphics correctly for targeted print product (flyer, pop-up stands, etc).

## Video:

- . Use 1080HD camera.
- . For interviews, use appropriate lighting and audio recording equipment and conventions such as 3 point lighting.
- . Our team will be using Adobe Premiere Pro to edit video and audio clips for the videos.
- . Ensure final product does not exceed excessive file size - aim is to keep it a reasonable size for web optimisation.

# Strategic Message



Endeavour is a project that aims to reduce mental health issues in young men and aims to develop their overall life skills.





**DESIGNING**

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# Colours

The colours selected for this project have to be done so with particular care, especially as this as a cross community project, which we acknowledged in the initial meeting with Gary. As such, we realised various colours and combinations should be avoided due to their religious and cultural affiliations.

As mentioned before, I'm a particular skilful graphic designer student, but using what I understand from the brief I came up with these colours we can and can't draw upon.

## Often acceptable



Blues - Psychologically calming and signifies the male gender. Fits our project well



Yellows - Energetic colour that befitting to part of the physical nature of this project.



Turquoises - Very calming colour, similar to blue.



Purples - Too be used sparingly, but no negatives for project so can be used.

## Often unacceptable



Reds - An aggressive and emotional colour. Would not fit along with project aims.



Oranges - Too closely associated with one side of the community

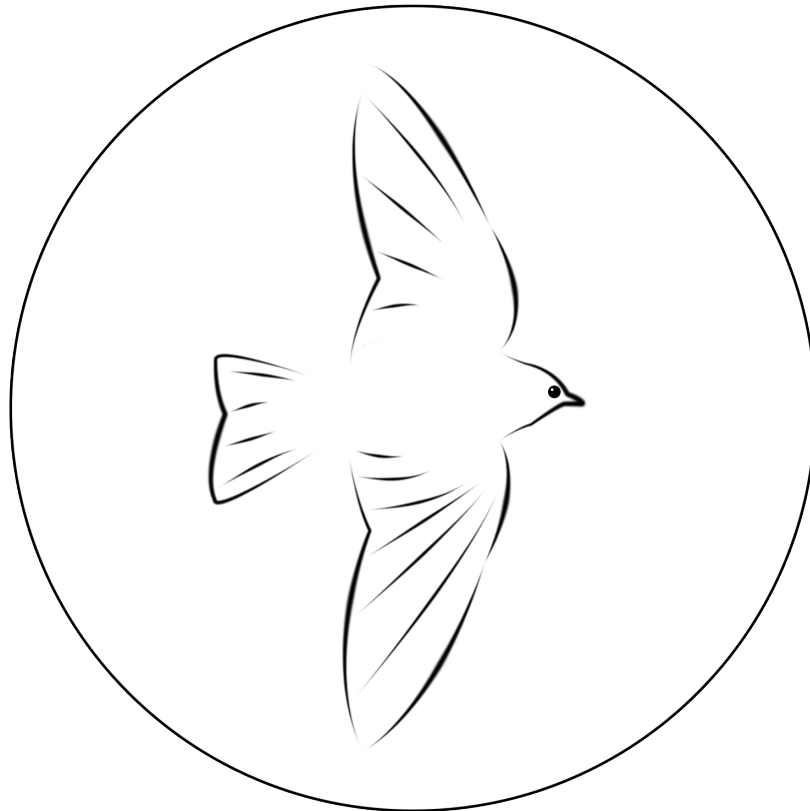


Greens - Too closely associated with one side of the community



Pinks - Associated with the female gender. No affiliation to this project.

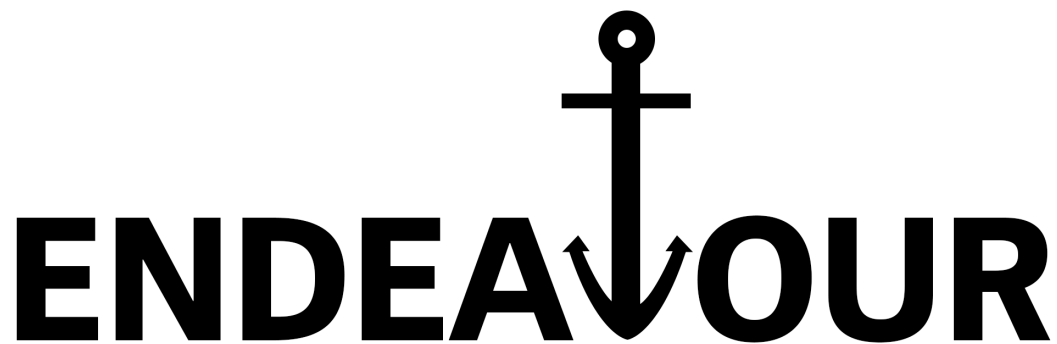
# The Bird - Logo



## ENDEAVOUR

The final design of this was based off the image of the swallow from the previous chapter. It features a prominent use of negative space, a varying stroke outline on the body, accompanied by a varying weight sans-serif typography.

# The Anchor - Logo



The aim of this logo was to successfully interweave the anchor graphic with the text accompanying it, try to act as the V. The typography features a stable sans-serif font to compliment the stability an anchor offers. Simple and bold, while this logo is not the most attention grabbing

visually, I feel it answers and addresses the brief a little better than the swallow, but we could still do better.

# The Mountain - Steps



1. Initially, I took inspiration from Paramount's design and placed a crude mountain within a circle.



2. Keeping within common practice with mountain logos, I added highlights but by using the colour white instead of negative space.



3. Bold sans-serif selected for text beneath the mountain graphic.



4. Clouds added to add balance.

# The Mountain - Logo



**ENDEAVOUR**

This is my final logo design, and is the one I am most happy with. I feel it works better than my other design in answering the brief at hand and makes better use of colour, typography, contrast and other factors in visual design. This is the logo I will suggest back to Lighthouse to use in this project and will base upcoming web design wireframes with this logo selection taken into consideration.



# Website Design

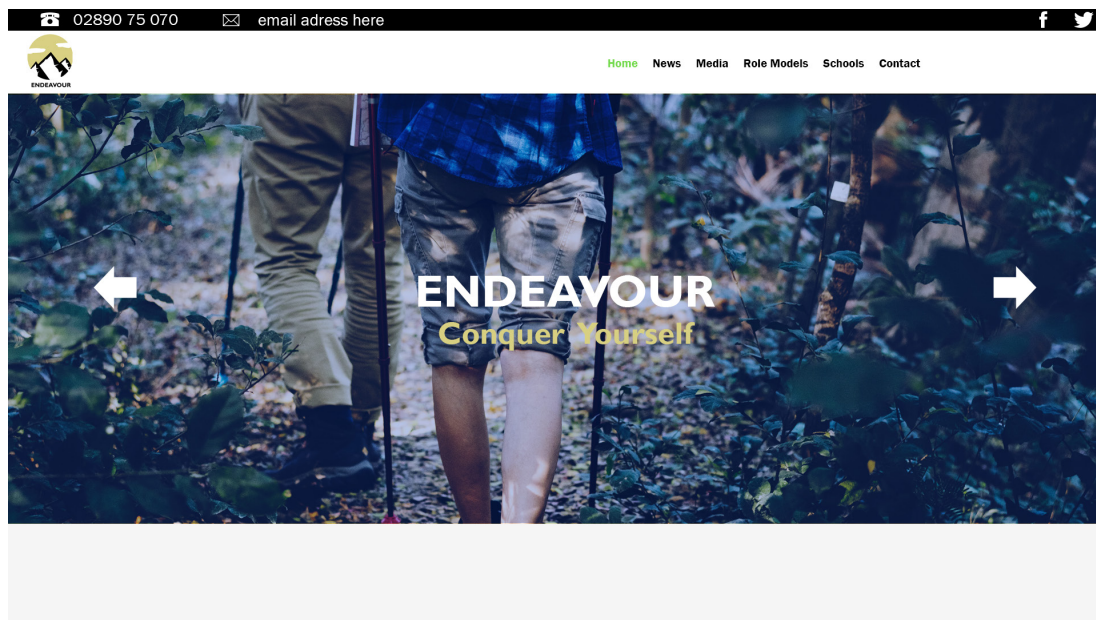
Having done research on other websites beforehand, I had a vision of what would be required of the web design in this project and produced the following wireframes to assist in the visualisation of my proposals on what this website should contain. This was based around the Alone WordPress theme which is a theme designed for the use of charities and other non-profit organisations.

Based on the theme and my research I decided to include the following in the wireframes:

- Scroller homepage with a feature of the other pages in each section of it

(see images).

- Logo on the top left.
- Dropdown navigation menu to allow easier targeted navigation. While I mentioned earlier I didn't initially want a dropdown menu, I felt that for the sake of navigation, was something that should be implemented.
- Responsive theme.
- Contact information in both header and footer - important to minimize steps to contact in a project like this one.
- Blog/news section.
- School and Role Model section.
- About section.



1. The top and header of the main page features contact information, the logo, the navigation, and an image carousel containing highlight photos of the project and the project tagline.



## The Project

Endeavour is a project involving schools in North Belfast, focusing on the promotion of positive mental health among young men in the schools. Through a range of activities, this project will... Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna



2. Scrolling down, we come across the about section which features some descriptive text about the project and our video featuring the role models.



## Role Models



**Carl Frampton**  
Boxer

[Read More](#)



**Koulla Yiasouma**  
NI Commissioner for  
Children and Young  
People

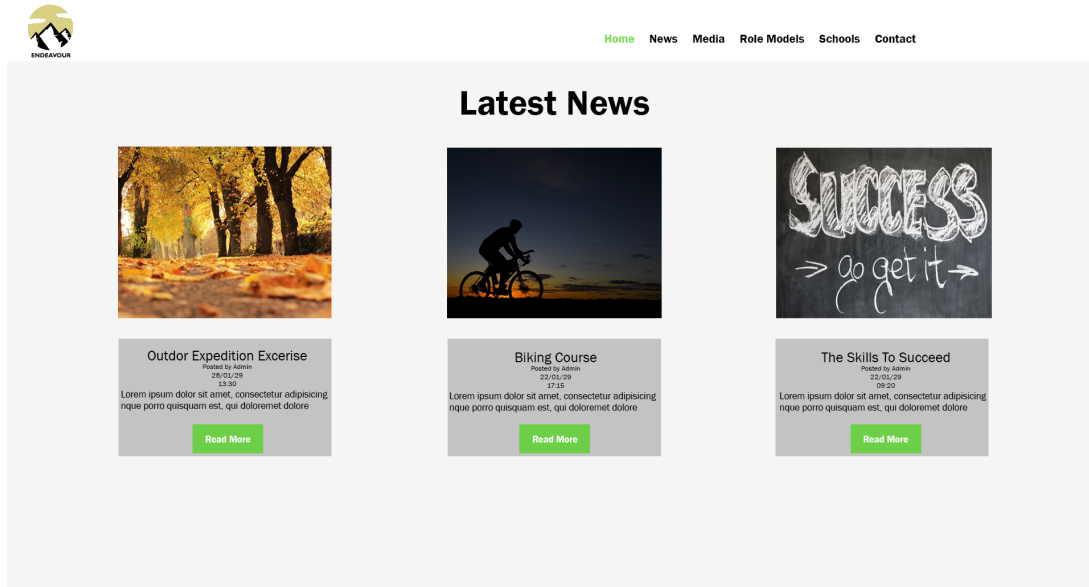
[Read More](#)



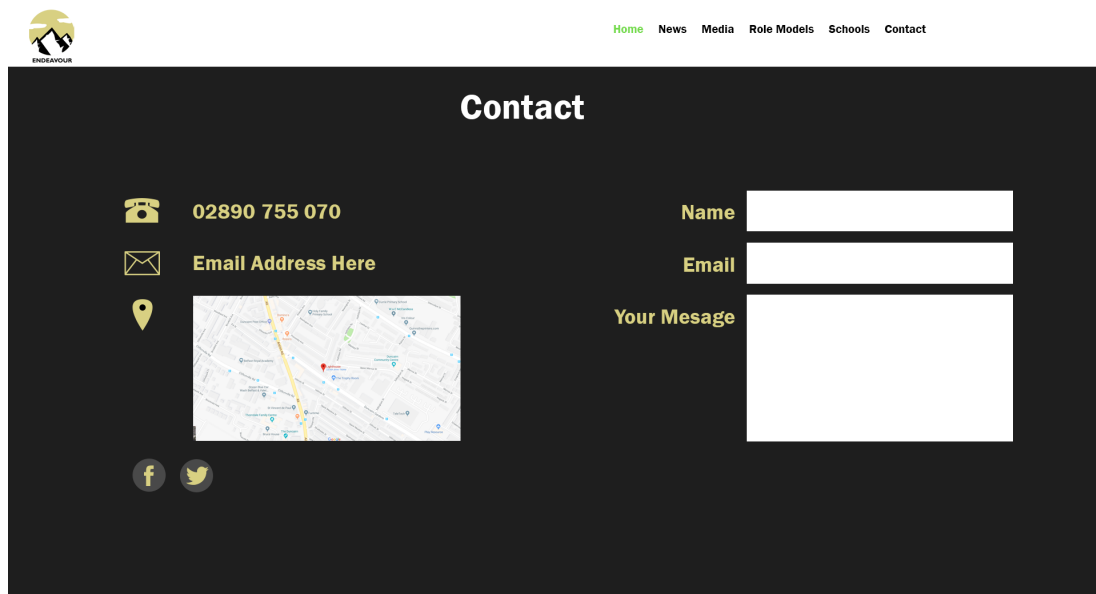
**Terence 'Banjo'  
Bannon**  
Mountaineer

[Read More](#)

3. Next we come onto the role models section, arranged in a 3 per row fashion. Each area of the role model offers an explanation of who they are as well as a button to navigate the user to their own page within the website.



4. Similar to the role models section, the news (blog post) section features the most recent blog posts uploaded by the authors of the page. Like the role model section, a button is provided to link the user to the page of the full blog post.



5. The contact section at the footer of the home page contrasts other sections in colour to show signify it being a clear different section than the rest. It contains the social media links, contact info, and a form one can full in for instant communication.

# Print Design

During a team meeting during the design process, it was agreed that a more professional approach to this upcoming pitch would be to design all the same platform of print products and use matching mockup templates. We were originally all doing our own thing and were advised by academic staff to create some consistency between us all.

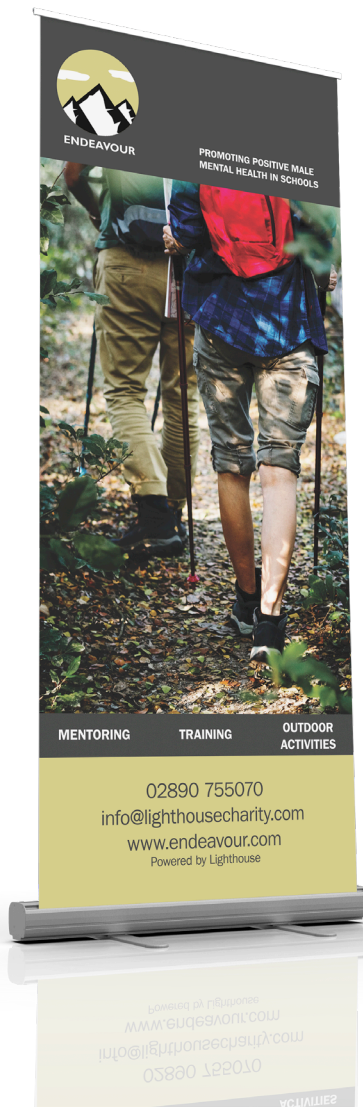
This was to allow a better comparison between our print design as well as ensuring all members of the group had the same products suggested for print for this product. As such, I designed hoodies, business cards, banners, pins, and flyers,

as Cormac and Steven were already doing this, and we needed to appear unified.

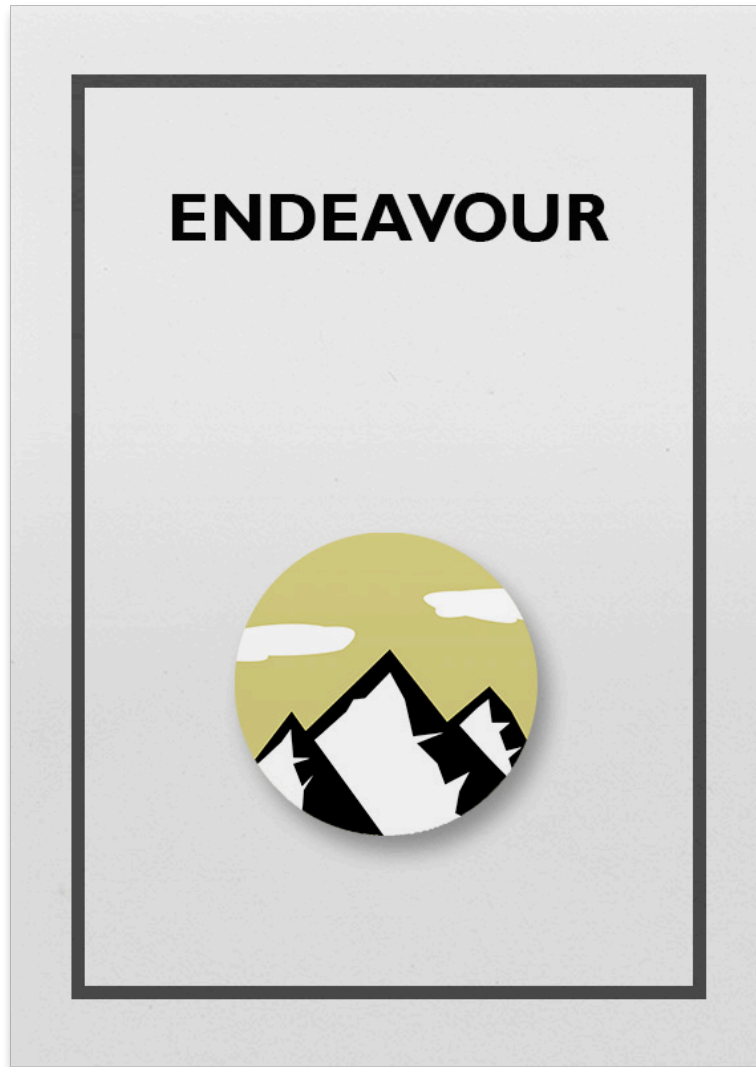
I aimed to keep consistent use of colour across all products proposed and often paired the logo's yellow with a dark grey and/or white. This was decision was taken with to allow high contrast between various sections of the products, such as the business card, as well as the fitting combination that black/grey and yellow offer visually. The typography throughout the prototypes features a stable sans-serif font Franklin Gothic throughout with little variety, which accommodates the logo appropriately.



Business Cards



Pop up Banner



Pins





**ENDEAVOUR**

**IT IS OK NOT TO BE OK.**

THE ENDEAVOUR PROJECT AIMS TO TACKLE MENTAL HEALTH ISSUES WITH YOUNG MEN IN SCHOOLS. WE PARTAKE IN OUTDOOR ACTIVITIES, MENTORING, COUNSELLING IN AN ATTEMPT TO DEVELOP SKILLS AND DEVELOP POSITIVE MASCULINITY.

**IF YOU WOULD LIKE MORE INFORMATION OR WANT TO SIGN UP YOUR SCHOOL GET IN TOUCH!**



[info@lighthousecharity.com](mailto:info@lighthousecharity.com)    02890 755070    [www.endeavour.com](http://www.endeavour.com)

Flyers





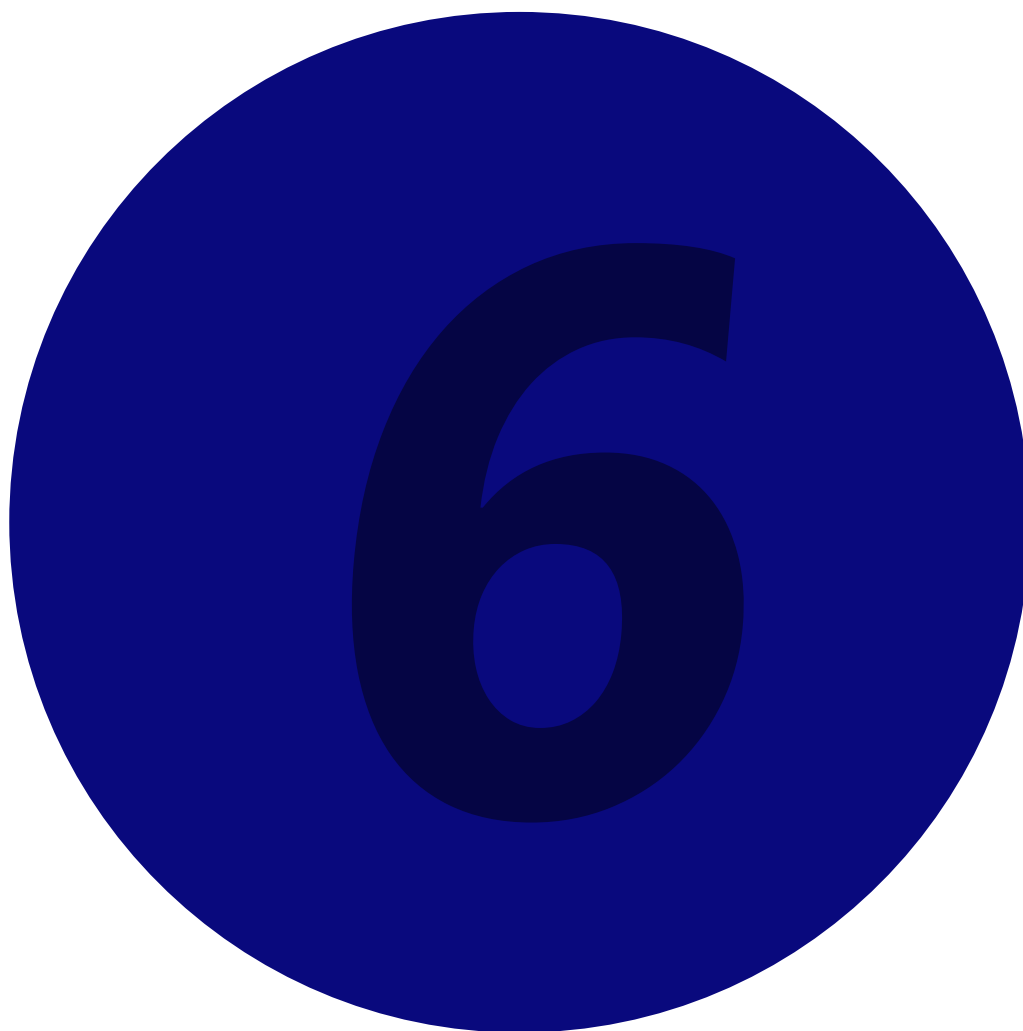
Hoodies

# Feedback

As noted, the advise to make a more unified stream of visual designs for our pitch was a bit of feedback we got from Adrian. We got a decent bit of help from him and I would like to note he helped me out with making my logos more presentable. However I think with my chosen mountain design, he was reasonably pleased with what I offered. It wasn't as good as the content my other team members had produced, and I didn't expect it to be, but I was actually happy

with what I made considering it's an area I'm genuinely not overly comfortable with.

For my web design he seemed pretty happy for the most part and I think he and Claire liked the level of thought and detail I had put into the this aspect of the project.



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# THE PITCH

# Presenting Ideas

Following a few weeks on which the team developed our own print and web ideas we eventually met up with the representatives of Lighthouse at their offices in Belfast. The aim of the meeting was to present all our ideas to Lighthouse and explain how this fits the brief supplied to us. From that they would pick from our selection of designs or mix content between them to get a series of designs that they liked. Claire was present to guide and advise both us and Gary.

We each presented out idea in turns. When it came to my turn I tried to play to the strengths of my own design and research, which was mainly directed more towards the web design as I had put in significantly more research into. I highlighted the importance of a speedy contact section which appeared to impress them particularly. Overall I was happy with how I presented both my web and print ideas and they did appear

to be well received by all.

Concluding the meeting, Gary the Lighthouse representative was still undecided on some aspects of the proposals, but was confident enough in picking some designs to be used. For the web, he went straight with my idea, which I am very happy with, it showed that my research and planning had paid off.

For the print he went with my colleague Steven's designs primarily, with typographical and colour influences created by my other colleague Cormac. Their designs do look very nice I have to admit. He did like my flyer design and wanted an aspect of it retained in the final design it is worth noting.

To summarise, while some aspects are still undecided, we now know what designs and mixed designs we are going to be using as seen in these images.



Chosen logo design.



Chosen jack design.



Chosen hoodie design.

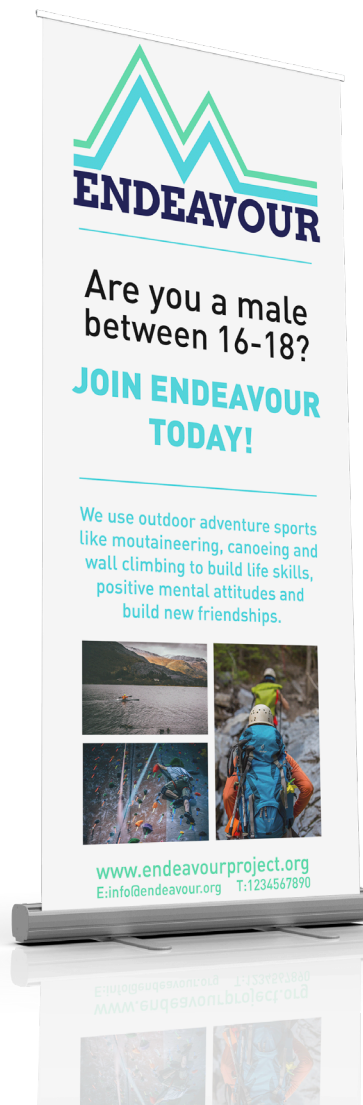


Chosen t-shirt design.

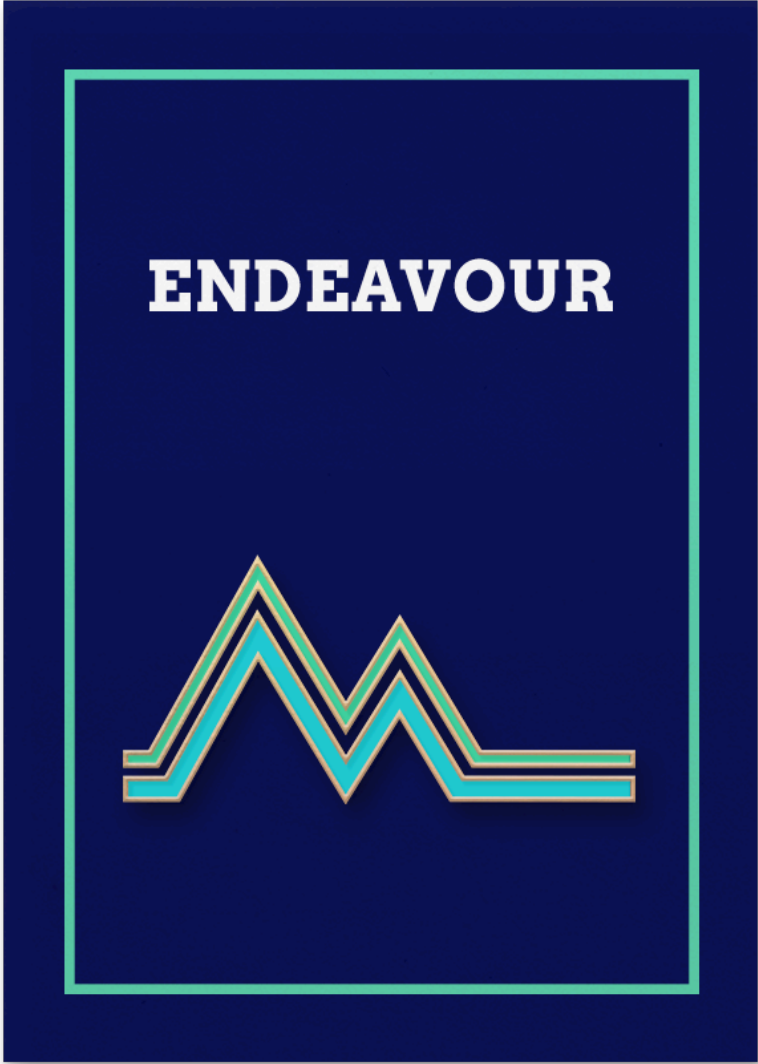


Chosen business card design.





Chosen pop up banner design.



Chosen pin design.



Chosen flyer design. Note that it's based around part of my design for it.



**PRODUCTION**

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# Video Production

The team had arranged to meet Gary in Belfast on Tuesday the 20th of November to film the two individuals being used in the video for this project. Initially we were aiming for having 3 people in the project in the video production, but unfortunately we could only get two, Koulla Yiasouma (NI Commissioner for Children and Young People) and Terence 'Banjo' Bannon (Mountaineer and Adventurer). We collected equipment from the university (camera, tripod, clip on mics, and lighting kit) and drove down to Belfast.

The team met Gary in Belfast and set up filming equipment inside Koulla's office

first. Gary explained the project and what Koulla should speak about and that went smoothly, Koulla was very much a natural at speaking in front of the camera.

From there we went onto Springfield Fire Station to meet Terence, who gave us another minute of useful footage to use. Due to the lighting in both filming locations, we didn't end up using the lighting kit at all.





The footage simply featured our subjects talking for about 2 minutes in front of the camera about mental health, the importance of reaching out, supporting the project, etc. After that the raw footage was edited using Premiere Pro, as stated in the brief we made. The footage underwent a very typical process within Premiere Pro, in which the cut the footage, added simple video and audio effects and transitions, added typography, and then exported to show as an initial draft.

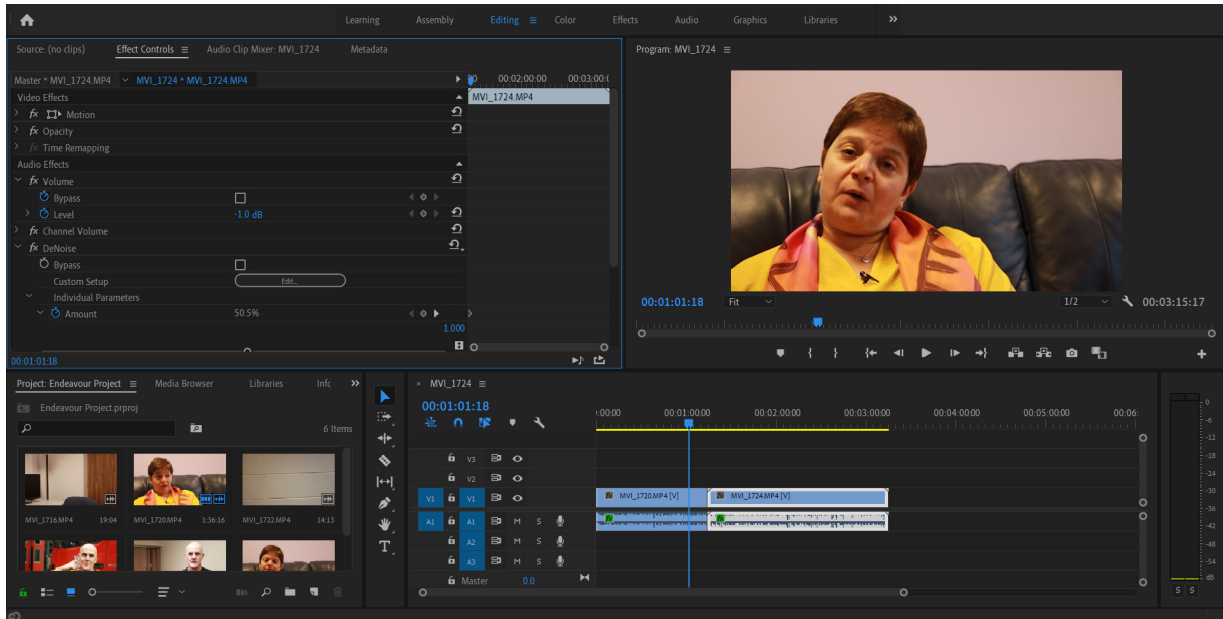
Feedback from Gary and academic staff was initially positive. Based on this, we didn't make many changes following that, just adjusted some music for background audio and did some minor editing. In a follow up meeting, we were suggested by academic staff to add in:

- Text that highlights key themes discussed in video
- Credits

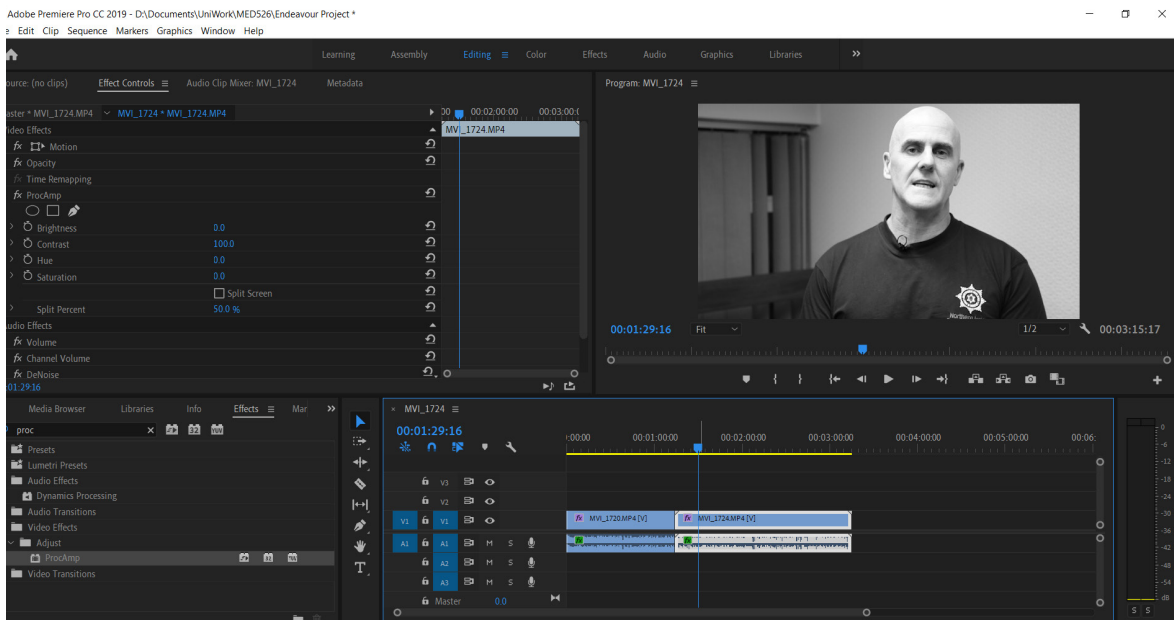
- Logos and Funders
- Ulster University Logo
- The Science Shop Logo

We set about attempting to implement the suggestions given too us and produced an outcome we felt met the suggestions given too us. This was not the case. In Claire's words; "Sorry but this is not as good as it could be!!!! The changes you have presented here aren't quiet what was discussed at our class session. What is the graphic font, its so thick, it looks wrong. When I said pull out key words I was referring to all the conversations we have had with Gary."

From this it was clear we were going to have make further adjustments to get a version everyone was happy with. Our original workflow is pathed out on the next pages.

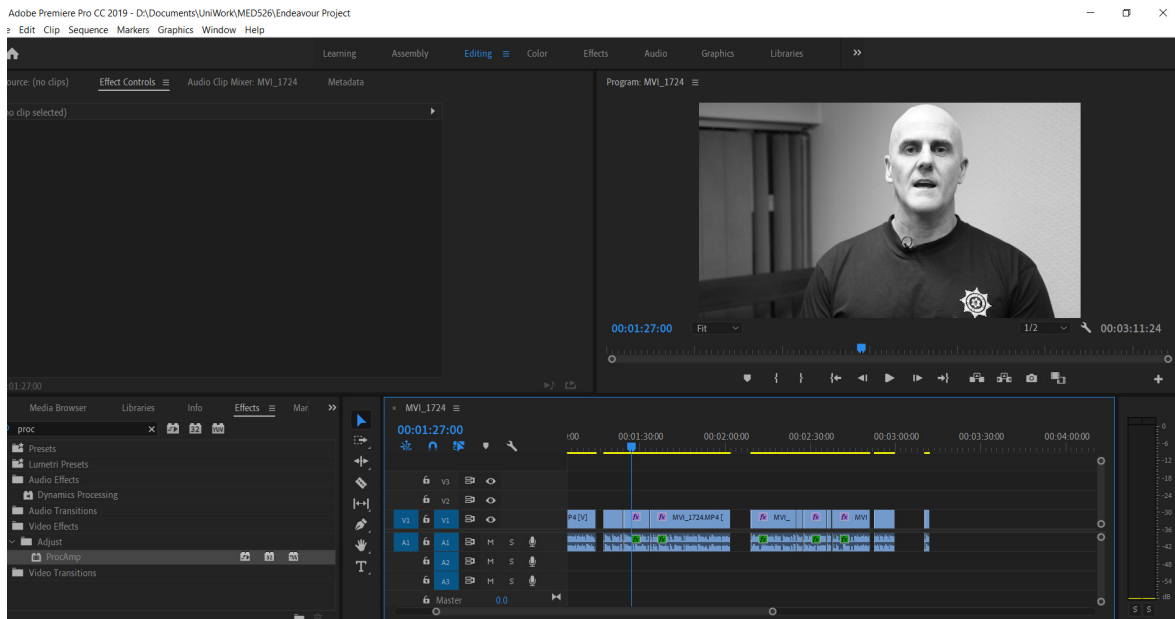


1. Initially we scrubbed from start to finish to identify the key points discussed and what parts we could cut.

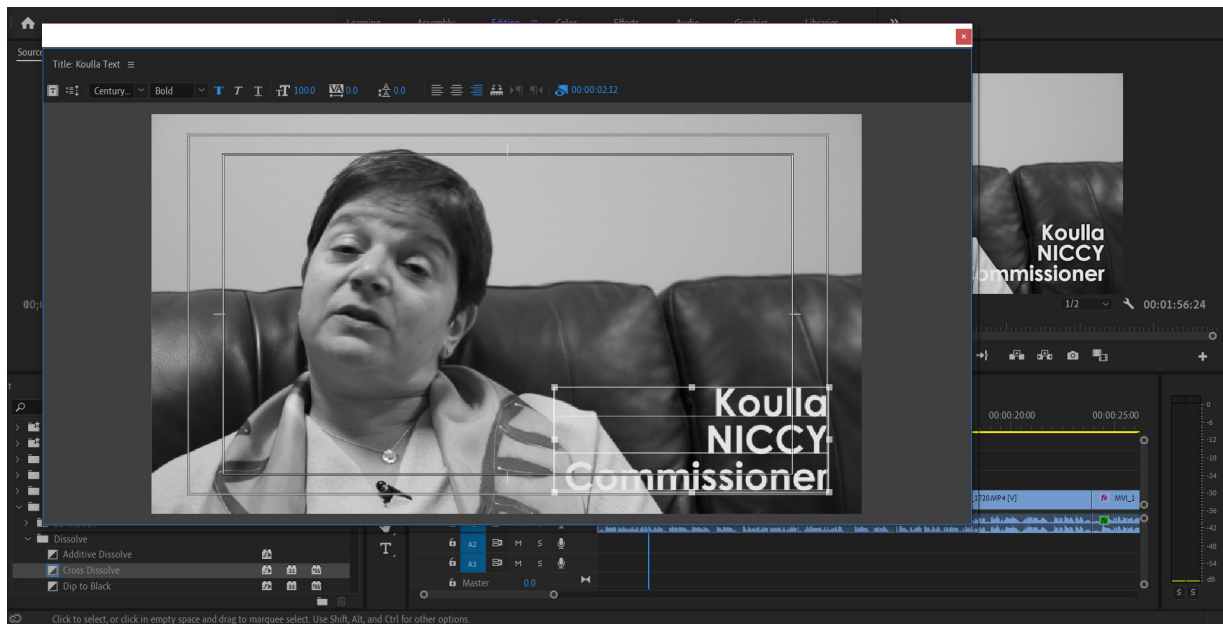


2. We always had it in mind to have this video in black and white, so we desaturated it of colour.



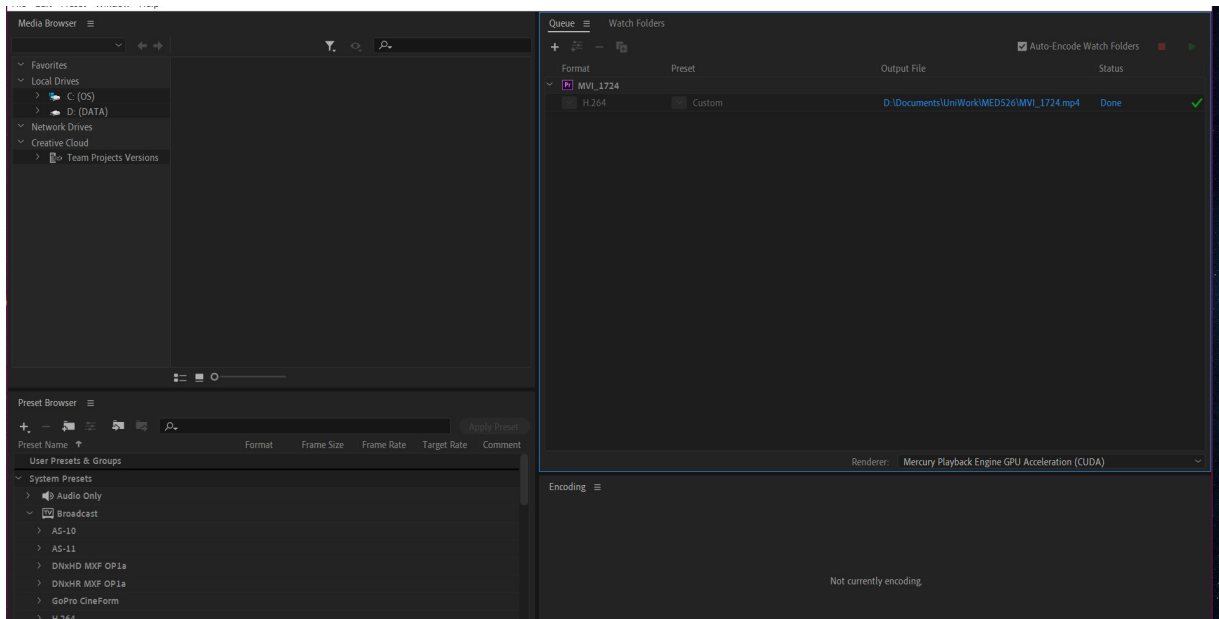


3. Using the markers laid down, we cut the video off any content we felt we didn't need.



4. We added in some text that let users identify the subject.





5. We finished, and exported the video.



By the end of this original process we had a video that had:

- The two interviews
- Black transitions
- An animated logo at the start
- Relevant funders/sponsorships mentioned at the end of the video

We highlighted that this was a draft version, but truthfully we didn't plan to add much more to it. However, once we were informed by Claire that this was not acceptable as a final version we had to make additional changes.

While using Premiere Pro to make this video I had to call on content I had learnt previously in university regarding video editing. Unfortunately, as I had not done much video editing in about 3 years, the use of the Premiere Pro software was a little confusing to me. I found it's text functionality especially confusing and not user-friendly.

It would take us another few iterations before we came to a version that seemed acceptable to everyone. The final video featured

- Text during fade out transitions
- Strong use of the navy colour from our logo
- A credits section that included;
  - » Our names
  - » The sponsors/funders, all the

associate bodies working on this project

- » Music & its credits

The video was something that took a lot longer to do than I initially hoped, and I think the biggest factors was my awkwardness using Premiere Pro at first and the unexpected iterations we had to do, as I thought the initial version of the video would have been acceptable.

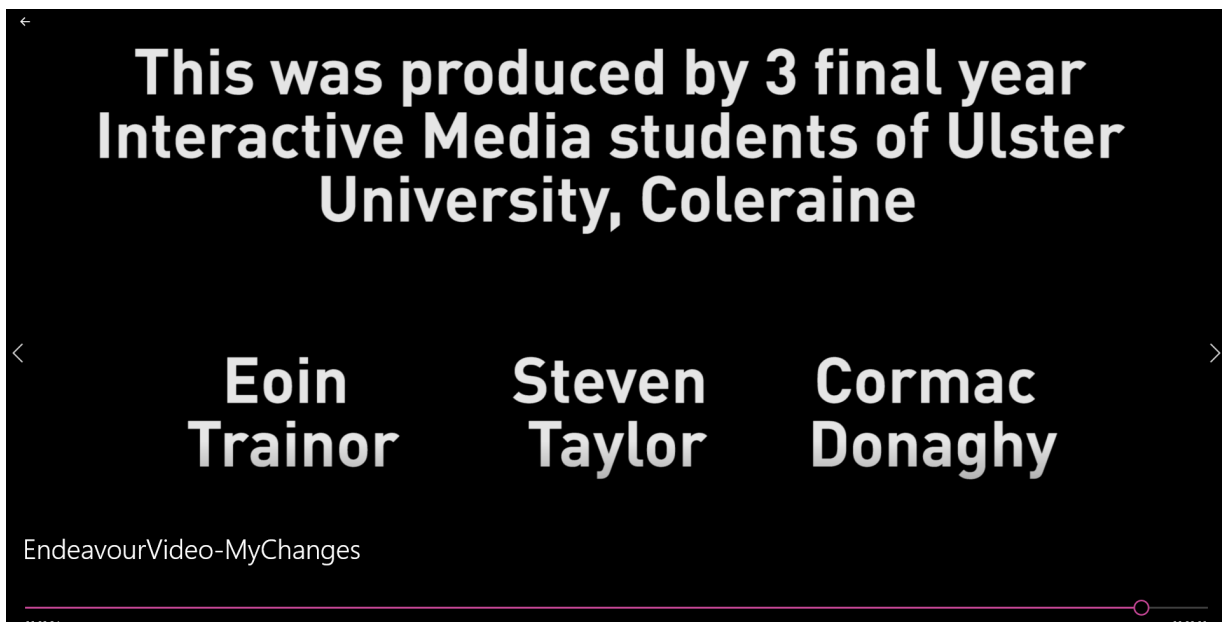
The main cause of these iterations was confusion and debate around the text in the video which was changed a number of times as you will see in the subsequent pages.



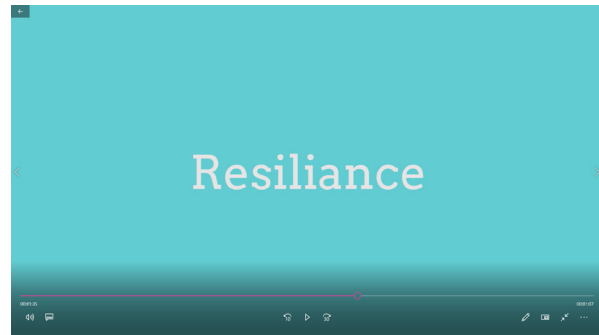
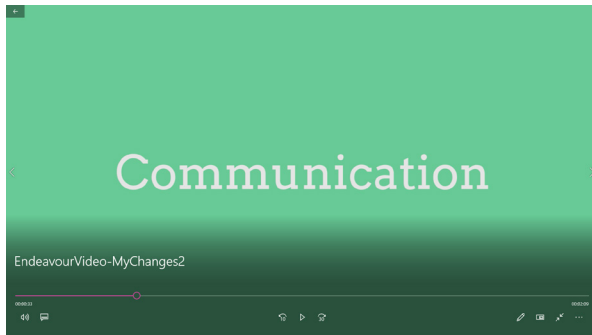
Initially, it was my understanding that the text that we should be adding in would serve as an emphasis of the key words our subject were speaking. For example, if they say "help" then text would appear to reinforce the message.



After the first change was rejected in an email and the text's role clarified, I decided to add the key features of the project in the transition between shots of the interviews.



I also added in our names in the credits as part of the recommendation.



After being informed the black background being used for the text was not that good, I tried making the transition background a variety of colours chosen from our brand guidelines.



We finally concluded iterations by making the transitioning background just the navy colour from our brand guidelines, a decision suggested by Adrian.

# Website Production

Due to the fact we needed to purchase a domain, hosting, and the WordPress theme we wanted, we managed to get Gary to come up to our university with Lighthouse's credit card to sort that content out for us. We set up a GoDaddy account for Gary and purchased a domain name (endeavourproject.org) and hosting from there, before purchasing the WordPress theme, totalling to just under £200.

This all went smoothly until I encountered a problem when trying to install the WordPress theme. In hindsight I probably should have done more research on the theme a bit more about the installation process and how to set this up. I assumed it would be a relatively straightforward process, as WordPress puts quite an emphasis on the ease of use of the software. However, I found that the theme needed me to make some adjustments within the database from hosting site, which I eventually found out that my university's firewall prevents me from editing it, so I had to update that when at home on my own wifi. This did cause a considerable bit of doubt in my mind about how this was going to turn out, as this was just the start!

The screenshot shows the GoDaddy hosting control panel with a green navigation bar at the top containing links for Home, Addon Domains, File Manager, Email, Applications, Settings, Help, and Logout. Below the navigation bar, the current PHP version is 7.2, and there is a dropdown menu to select a different version and a 'Set as current' button. A 'Switch To PHP Options' link is also visible. The main content area is a grid of PHP extensions with checkboxes indicating their status. The extensions are arranged in four columns:

<input type="checkbox"/> apcu	<input type="checkbox"/> http	<input type="checkbox"/> nd_mysql	<input type="checkbox"/> phalcon3	<input type="checkbox"/> tidy
<input type="checkbox"/> bcmath	<input checked="" type="checkbox"/> igbinary	<input type="checkbox"/> nd_pdo_mysql	<input type="checkbox"/> phar	<input checked="" type="checkbox"/> timezonedb
<input type="checkbox"/> brotli	<input type="checkbox"/> imagick	<input checked="" type="checkbox"/> newrelic	<input type="checkbox"/> posix	<input checked="" type="checkbox"/> trader
<input type="checkbox"/> dba	<input type="checkbox"/> imap	<input checked="" type="checkbox"/> oauth	<input type="checkbox"/> propro	<input type="checkbox"/> uploadprogress
<input type="checkbox"/> dbase	<input type="checkbox"/> inotify	<input checked="" type="checkbox"/> oci8	<input type="checkbox"/> pspell	<input type="checkbox"/> uuid
<input type="checkbox"/> diseval	<input type="checkbox"/> interbase	<input type="checkbox"/> odbc	<input type="checkbox"/> raphf	<input type="checkbox"/> vips
<input type="checkbox"/> dom	<input checked="" type="checkbox"/> intl	<input checked="" type="checkbox"/> opcache	<input type="checkbox"/> redis	<input type="checkbox"/> wddx
<input type="checkbox"/> eio	<input type="checkbox"/> ioncube_loader	<input type="checkbox"/> pdo	<input checked="" type="checkbox"/> snmp	<input type="checkbox"/> xdebug
<input type="checkbox"/> enchant	<input type="checkbox"/> json	<input checked="" type="checkbox"/> pdo_dblib	<input type="checkbox"/> soap	<input checked="" type="checkbox"/> xmlreader
<input type="checkbox"/> ffmpeg	<input type="checkbox"/> ldap	<input type="checkbox"/> pdo_firebird	<input type="checkbox"/> sockets	<input checked="" type="checkbox"/> xmlrpc
<input type="checkbox"/> fileinfo	<input checked="" type="checkbox"/> lzf	<input type="checkbox"/> pdo_mysql	<input checked="" type="checkbox"/> sodium	<input checked="" type="checkbox"/> xmlwriter
<input type="checkbox"/> gd	<input checked="" type="checkbox"/> mailparse	<input type="checkbox"/> pdo_oci	<input type="checkbox"/> sqlsrv	<input type="checkbox"/> xsl
<input type="checkbox"/> gender	<input type="checkbox"/> mbstring	<input checked="" type="checkbox"/> pdo_odbc	<input type="checkbox"/> ssh2	<input type="checkbox"/> yaf
<input type="checkbox"/> geoop	<input type="checkbox"/> memcached	<input type="checkbox"/> pdo_pgsql	<input type="checkbox"/> stats	<input type="checkbox"/> yaml
<input type="checkbox"/> gmagick	<input type="checkbox"/> mongodb	<input type="checkbox"/> pdo_sqlite	<input checked="" type="checkbox"/> sysvmsg	<input type="checkbox"/> zip
<input type="checkbox"/> gnupg	<input type="checkbox"/> mysqli	<input checked="" type="checkbox"/> pdo_sqlsrv	<input type="checkbox"/> sysvsem	<input type="checkbox"/> zmq
<input type="checkbox"/> grpc	<input type="checkbox"/> mysqlnd	<input checked="" type="checkbox"/> pgsql	<input type="checkbox"/> sysvshm	<input type="checkbox"/>

At the bottom of the extension list, there are 'Save' and 'Use Defaults' buttons. Below the extension list, there is a copyright notice: 'Copyright © 1999 - 2018 GoDaddy Operating Company, LLC. All Rights Reserved. | Help | Support'.

After I made the changes to the database I was able to install the demos from the theme and activate them on our website. From there we could edit the website based around the template of the demo.

We now wanted to add in the features I suggested in my brief. We examined the existing demo and discussed as a group the what elements we will keep and alter to our site, and what we will leave out. Most of the fundraising and donation elements from the original site were removed as this was not relevant nor did it contribute to the brief. However they can be added back in if needed. This design was chosen on the basis of it's strong visual elements and it's suitable

animations, which was something was wanted to retain in our own version of the site.

In a way, this was little bit of a 'copy and paste' job, as we copied all the good elements of the demo and changed a few aspects of it to suit our own needs. The similarity between the demo and our new site is obvious, but it works for our project.

Alone Charity WP Template

Home Events Causes Projects News Contact Us

# Help Poor People Life & Their Formation

RAISE YOUR FUNDS

Charituous has built a platform focused on aiding entrepreneurs, startups, and companies raise capital from anyone.

[DONATE NOW](#)

Alone Charity WP Template

Home Events Causes Projects News Contact Us

## Raise Your Funds For A Cause That You Care

POPULAR CAUSES

August 14, 2018

A New Album by Rebecca: Help poor people

Donation Completed	
Raised	Group Goal
\$6,130	\$24,000

August 14, 2018

BIKI: First Bionic Wireless Under water Fish Drone

Donation Completed	
Raised	Group Goal
\$32,370	\$32,000

August 14, 2018

DACBerry PRO - Professional Soundcard

Donation Completed	
Raised	Group Goal
\$460	\$1,500

Alone Charity WP Template

Home Events Causes Projects News Contact Us

people

14 Aug 2018

Reviews

14 Aug 2018

[VIEW MORE POSTS](#)

- Causes Slide
- Causes Slide 2
- Causes Slide 3 NEW
- Causes Archive
- Causes Grid

people

14 Aug 2018

### Get INVOLVED

Community was named a "Top 25 Best Global Philanthropist" by Barron's. We beat Oprah. And, Mashable named Alone.

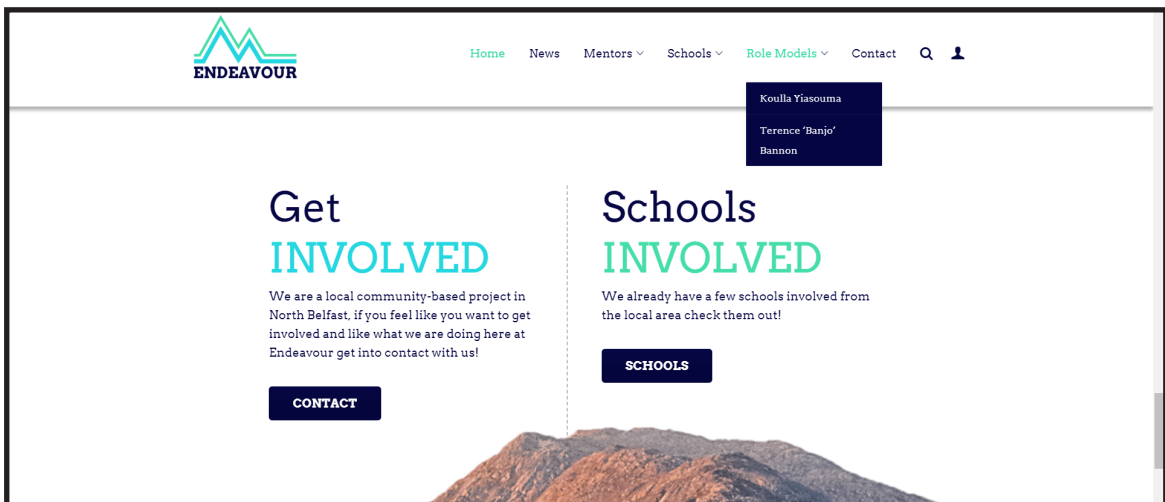
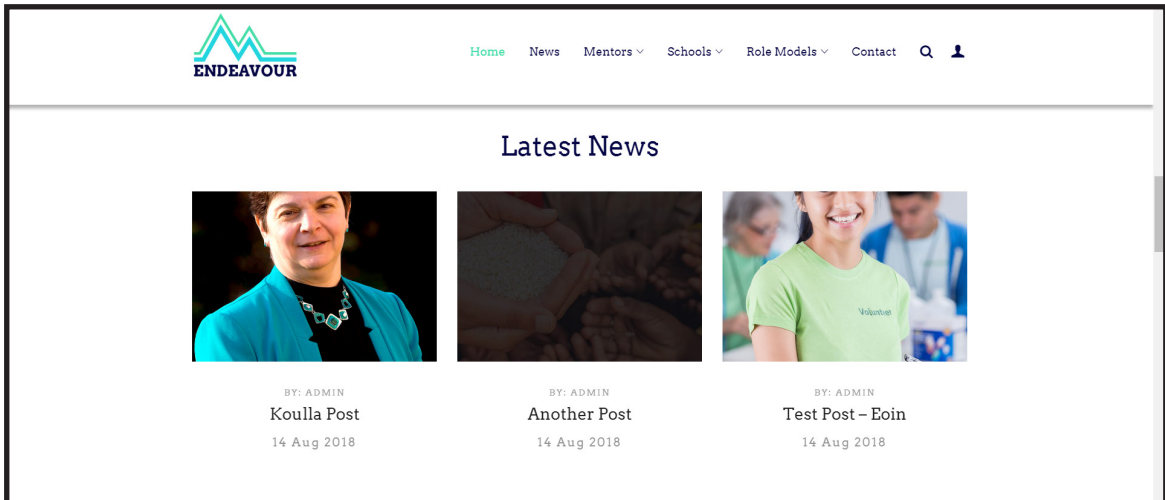
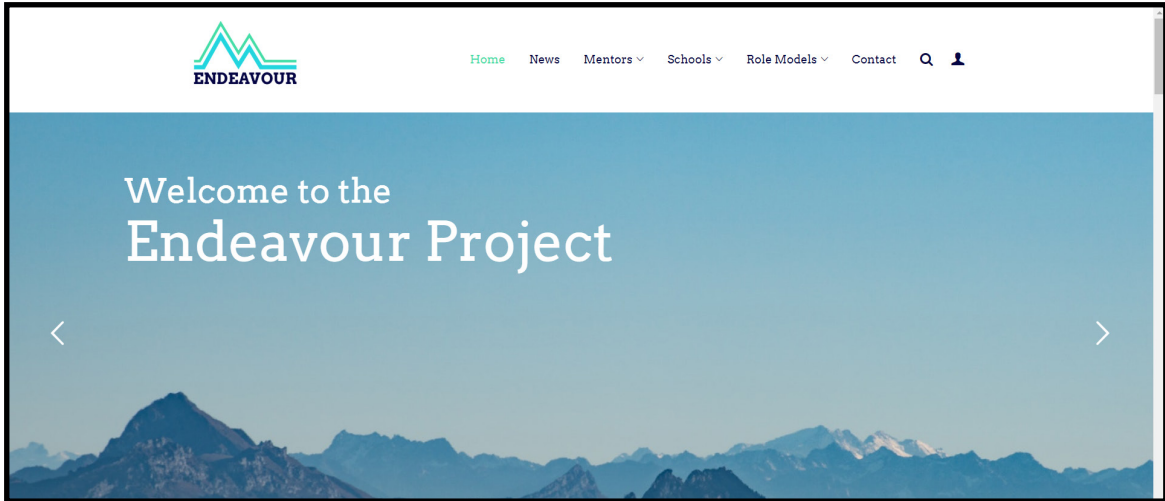
[GET INVOLVED](#)

### Give DONATION

Et magni temporibus voluptates. Iure quam laboriosam ullam omnis nulla deleniti. repellendus sequi reiciendis quas voluptatibus.

[DONATE NOW](#)

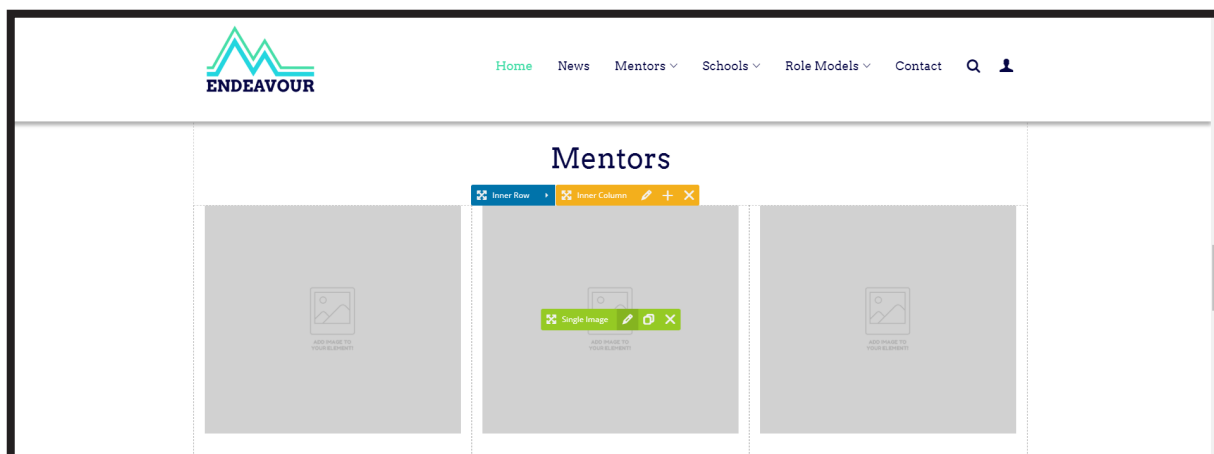
The demo that inspired me



The website I designed based around the demo, keeping a lot of vital elements from it.



A majority of the website was designed by myself, on top of this my team mate Steven had some input in the website, mostly on the visual side of things as that is area of expertise. The site came with a number of useful plug-ins, one of which was WPBakery, which allowed quick and easy visual editing of WordPress pages and allowed me to include a lot of useful elements such as grids, image carousels, buttons, etc. I cannot stress how useful this was when trying to design an appealing and professional site for our client.

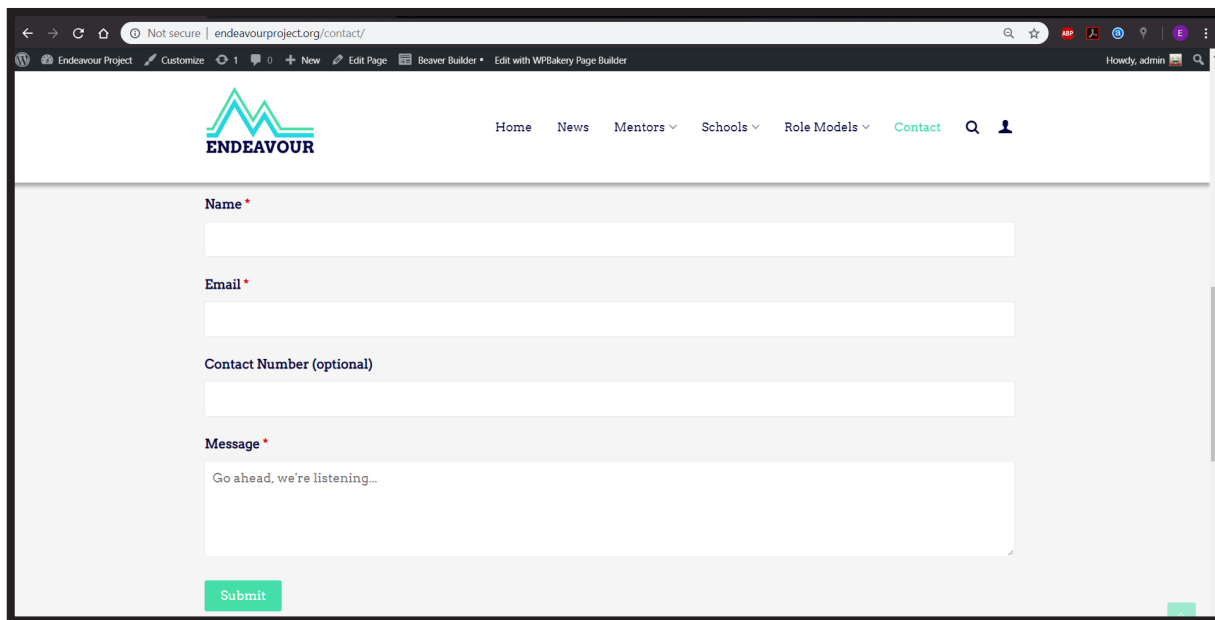
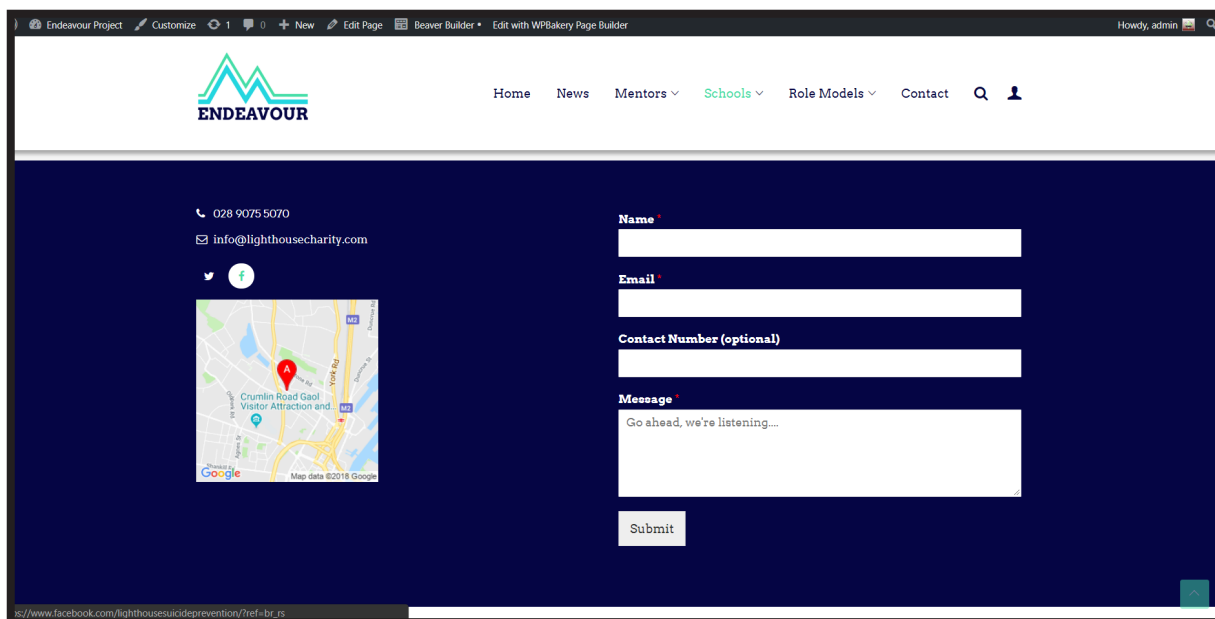


Using the WPBakery I created and edited all the number of pages I felt we needed. Importantly for each section of the website, such as News, Schools, Roles Models, I created a page for each that presented all the relevant content for each section in a grid-like presentation. This was part of my idea of the website's navigation, allowing users to get from any page of the website in as few clicks as possible - speed of navigation was so important in a project of this nature. On top of this, the header menu on each section has a dropdown functionality that can allow users to quickly access specific content from each section of the site. Easy and varied navigation was something I stressed in the pitch to Gary and I feel this had been achieved with the way I set this website up.

After a few days of working we had something we felt we could show Gary to get feedback on. He was delighted with what we had produced and the only problem was a few spelling mistakes. Myself and Steven continued to add and edit the website, creating sliders, animations, uploading photos, and other tasks.

Steven and I came to a point upon which we debated adding in a section for the mentors that this project will be creating. I was not for it as I felt it would be something that would be too awkward to keep up to date, but Steven was for it. I emailed Gary and he felt it should be included, so we added it into the site.

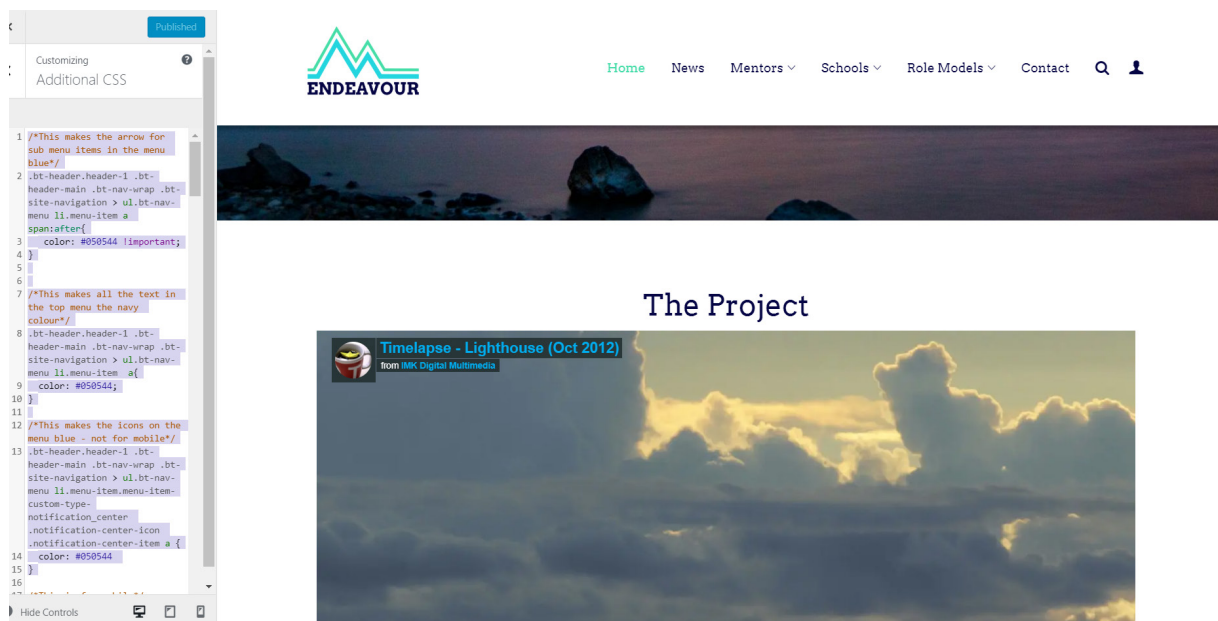
Another key aspect that I put a strong emphasis on in the pitch was the use of contact forms in website. To attempt to meet this I added contact forms in multiple areas in the website and make them accessible and easy to use for all. I added in two contact forms, one at the footer, so it will appear on every page all the time, and another on the Contact page. Both of these forms send messages to a set email which will need to be Lighthouse's at the time of launch. While they use different tools to edit them, they are easy to access and modify, so Lighthouse can change them easy if they want.



While the page creation and editing was made easy thanks to WPBakery, the entire process of the web designing was not all so straightforward. We noticed when on the 'Appearance' tab in the dashboard that some of the visual changes we were trying to implement were not working!

- Colours wouldn't change as instructed
- The menu went semitransparent when scrolled down the page
- The typography was not what we set it to be

This confused us for a few days and I eventually found out it was to the CSS that came with the demo. So, I spent a few hours inspecting the elements on the pages and hard coding the changes we needed into the CSS file, eventually getting the appearance and functionality we were looking for. It did mean that we had to assign certain CSS classes and IDs to new elements to make sure they worked as intended.

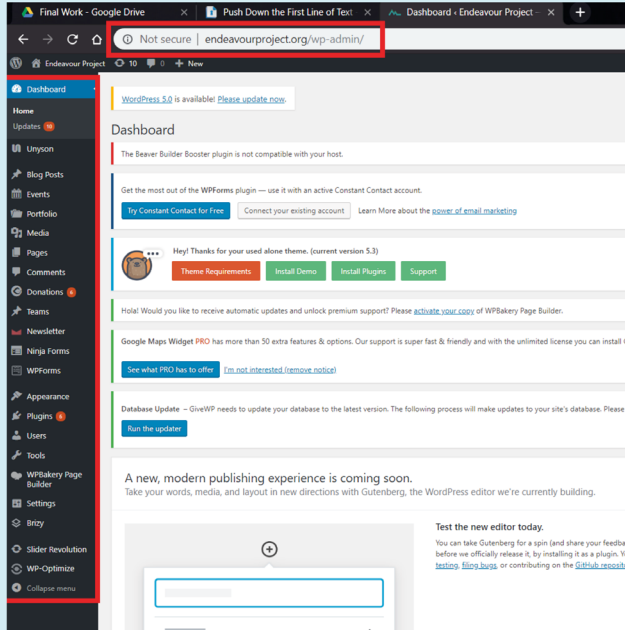


While I did attempt add in as much content as possible there were some aspects I could not really add to from my end, as suitable material for this wasn't available. These included the likes text and images for the Mentors, where there currently isn't any content I have that I can really do, that will need to be done from Lighthouse's end when they get suitable content. On top of that have a need to advise Lighthouse the change some of the content I currently have on the site. Some of the posts are default posts from the original demo and will need to be removed, as well as having a very basic description on each school involved, which I need to recommend they update later.

# Website Guide

To help with Lighthouse's use of WordPress I was also responsible for creating a guide for them to use as a starting point for using their site. This guide was not something that would inform them everything about WordPress, it just included the important features that I felt they needed to know.

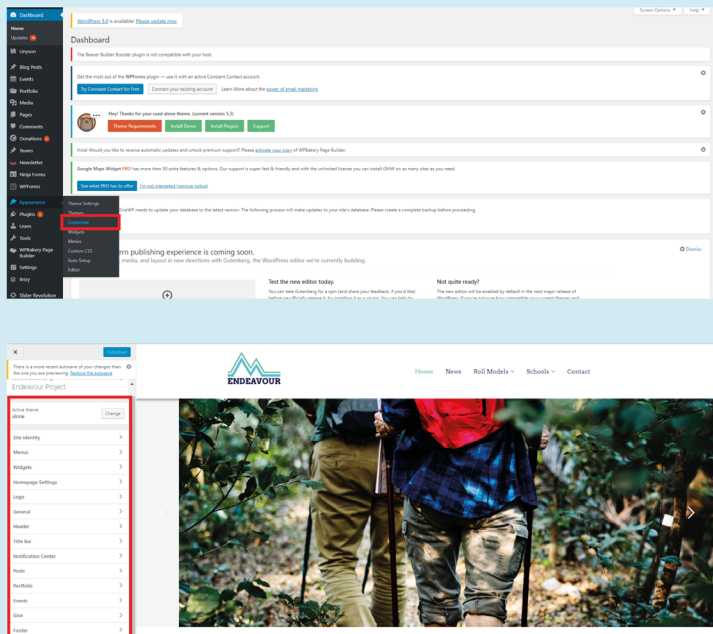
# Getting Started



When first going on the website to edit it, type in `endeavoursproject.org/wp-admin` to gain access to your WordPress dashboard to edit your features. You will be asked your WordPress username and password before you can enter the dashboard. You will be presented with a layout that may appear confusing, but one you will become accustomed to with a bit of use.

WordPress allows you to customise and add to your website without having to do any coding. This is done using the tools on the left to control a certain aspect of the website. There are some you should not need to use at all and the ones we believe you will need to use often are; Blog Posts, Pages, Media, and WP-Optimize.

# Appearance



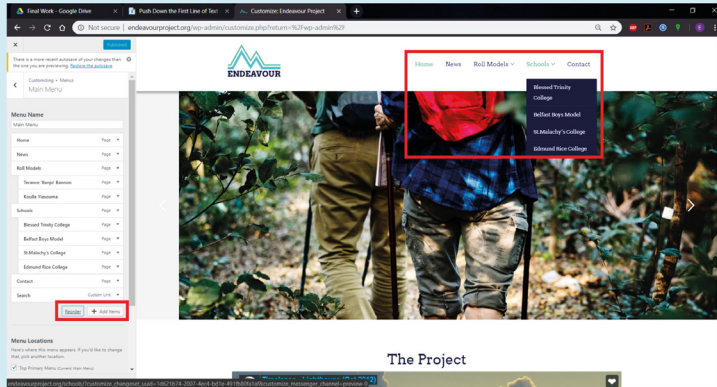
The appearance of the website can be adjusted using the 'customize' section under the 'Appearance' section in the dashboard.

We experienced some issues when designing the site and had to hard code in some features that are not changeable, primarily colours and fonts. Bar those elements, in the appearance of the site can be edited in the various subheadings within the appearance tab, and the changes you have made can be seen in the preview section on the right hand side.

However, because of the issues we had editing the appearance, we recommend you don't change the appearance of the site unless it's important.

Remember to hit Publish when you are done editing!

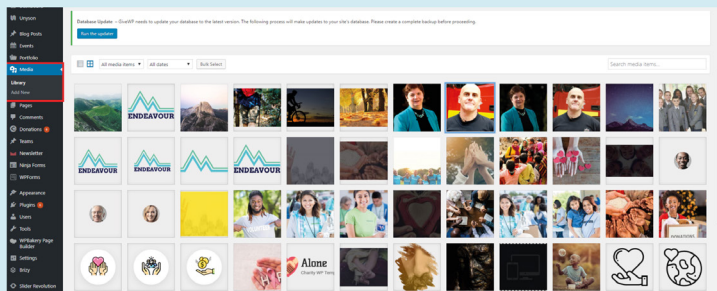
# Menus



At the time of creating the website our team created a series of menus which we believed would provide access to all the necessary elements in the website; Posts, Pages, Contact Sections, Home Page, etc. These menus are responsive and appear in both on both mobile and laptop, altering in appearance when necessary. Should you ever need to change the menus alter them by going onto the 'customize' section.

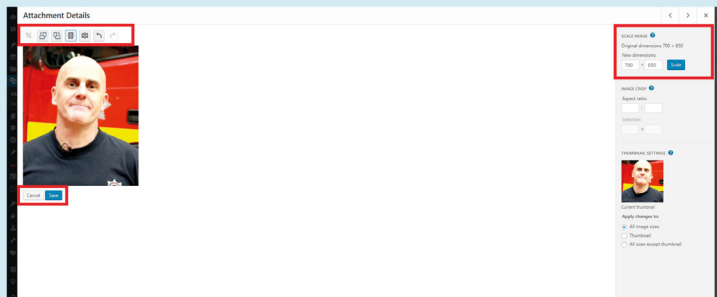
In the menu settings you can add new items that links around the website as well as creating sub-menus for a specific menu item. To edit the ordering of a menu select Reorder and use the arrows to move items up and down and to place them into sub-menus.

# Images and Videos



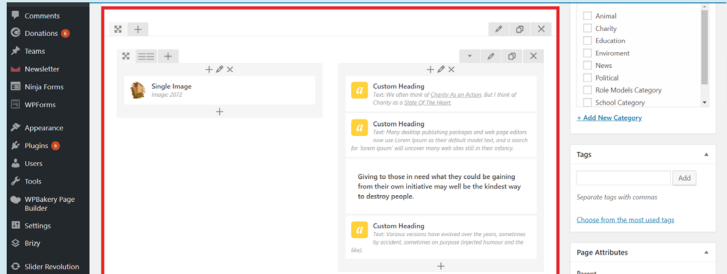
Images and videos have a strong role in this website and have to be managed carefully. Images can be uploaded from your computer to the website in the 'Media' tab. Videos should not be uploaded as they are often too big and will fill up the database quickly. Instead, upload the video to YouTube or some other platform and embed it into the website using the Video Player element in the WPBakery.

An important aspect of drawing attention to a post or page is a good feature image, which is best at a 1200 by 800 pixel scale.





# Pages & WPBakery



The WPBakery allows an easy and powerful visual tool to quickly create and customise pages. To create a page find the 'Pages' on the dashboard and select 'add new'.

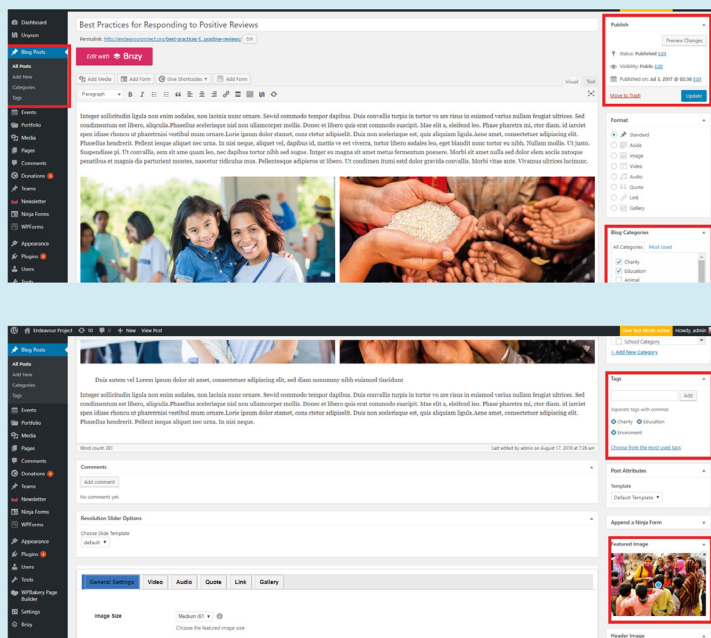
To customise a page you have a few options; you can edit backend (editing using the traditional dashboard) or frontend (editing the page on the website as you go). We believe front end is better as it offers a more visual overview.

Notice how the backend editing (top image) is reflected in page (bottom image).

Steps:

1. Add a row to add your content in.
2. Choose column system you want to use from the top left of the row (e.g. 1/2 + 1/2, 1/4 + 3/4, etc).
3. Click on the add icon and add an element you want to use.
4. Click and hold the move icon to drag the element around the page.
5. Click on the pen icon to customise the element.
6. Continue editing page until the final outcome is achieved.
7. Assign a category to the page. This is important for the grids finding your pages.
8. Preview your changes if you're editing in backend then Publish if you're happy!

# Posts

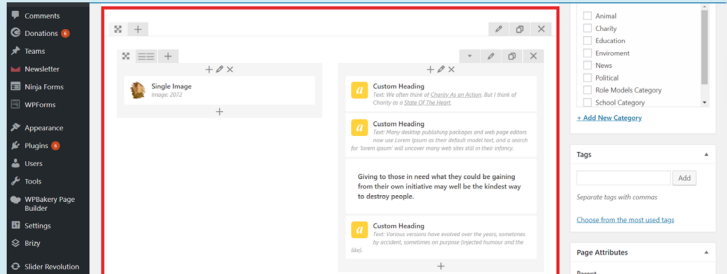


Regular post updates are how you be keeping your users informed of what is happening in your project.

- To add a post you must follow a few steps:
1. Go on 'Posts' and then 'Add new post'
  2. Create a title and add in the content of your post (text, images, embedded videos, etc).
  3. Assign a specified category(s) to your post. This should be the topic that the post was about, e.g. Activity, Training, Mentoring, etc.
  4. Add some tags (optional)
  5. Add a feature image to the post. We recommend about a 1200 by 800 pixel ratio. However this is just light recommendation and we recommend trying a few image sizes to find one that works for you.
  6. Check the date publishing on the post, then hit Publish!

The post should then appear at the top of the post grid page as it will be the most recent one.

# Pages & WPBakery



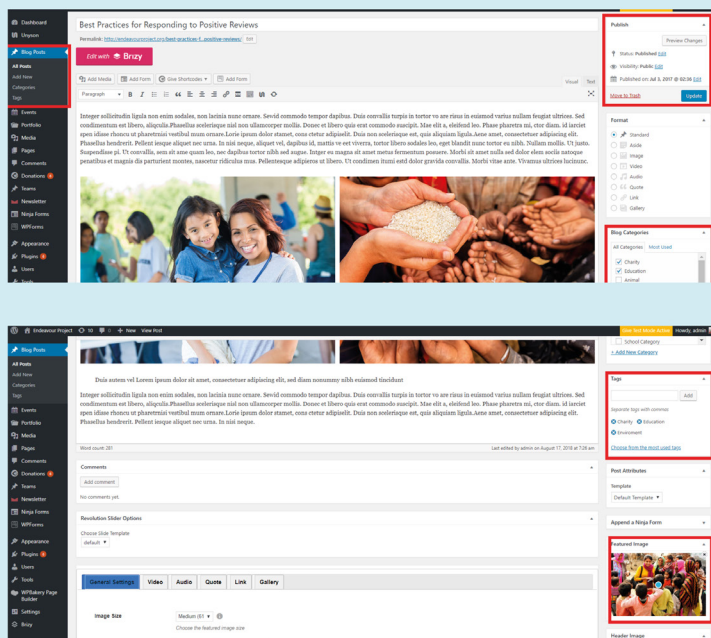
The WPBakery allows an easy and powerful visual tool to quickly create and customise pages. To create a page find the 'Pages' on the dashboard and select 'add new'.

To customise a page you have a few options; you can edit backend (editing using the traditional dashboard) or frontend (editing the page on the website as you go). We believe front end is better as it offers a more visual overview.

Notice how the backend editing (top image) is reflected in page (bottom image).

- Steps:
1. Add a row to add your content in.
  2. Choose column system you want to use from the top left of the row (e.g. 1/2 + 1/2, 1/4 + 3/4, etc).
  3. Click on the add icon and add an element you want to use.
  4. Click and hold the move icon to drag the element around the page.
  5. Click on the pen icon to customise the element.
  6. Continue editing page until the final outcome is achieved.
  7. Assign a category to the page. This is important for the grids finding your pages.
  8. Preview your changes if you're editing in backend then Publish if you're happy!

# Posts



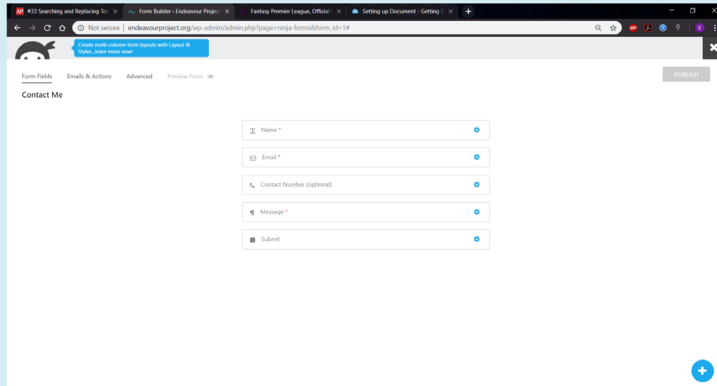
Regular post updates are how you be keeping your users informed of what is happening in your project.

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# Contact Forms



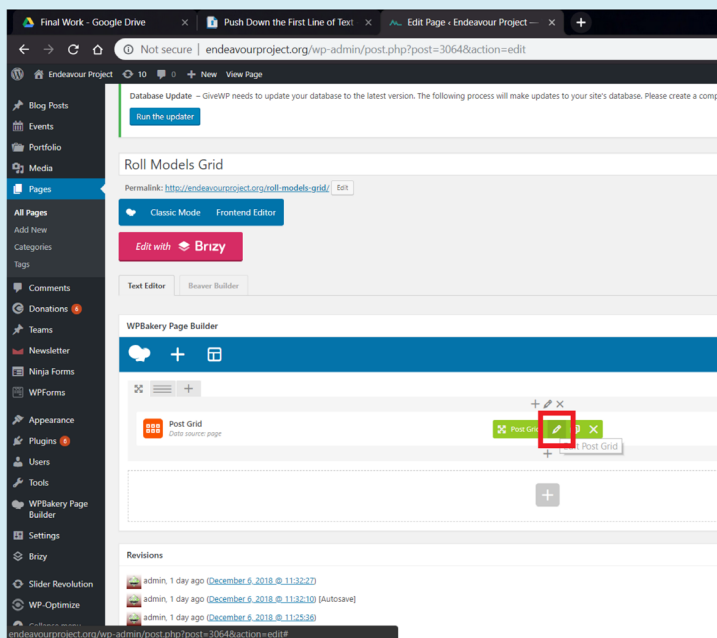
The website has 2 contact forms within it, one on the footer and one in the Contact page. This was something we agreed to implement within the brief as it is important the user can get in touch quickly and easily.

We have 2 contact form utilities, WPForms for the one in the footer, and Ninja forms on the contact page. We unfortunately could not get one form that works on both a page and a footer regrettably.

The forms both operate in a similar way, and can be adjusted from within their respective panels in a straightforward manner. Ensure you have entered your email for the messages to get through to you. WPForms uses the one in the Settings in the dashboard and Ninja Forms requires the email to be put in its own settings. However all the settings have been pre-set and you shouldn't have to change anything unless you are adding more to the forms.

The messages may appear in your spam folder at first, it is important to mark them as not spam!

# Grids

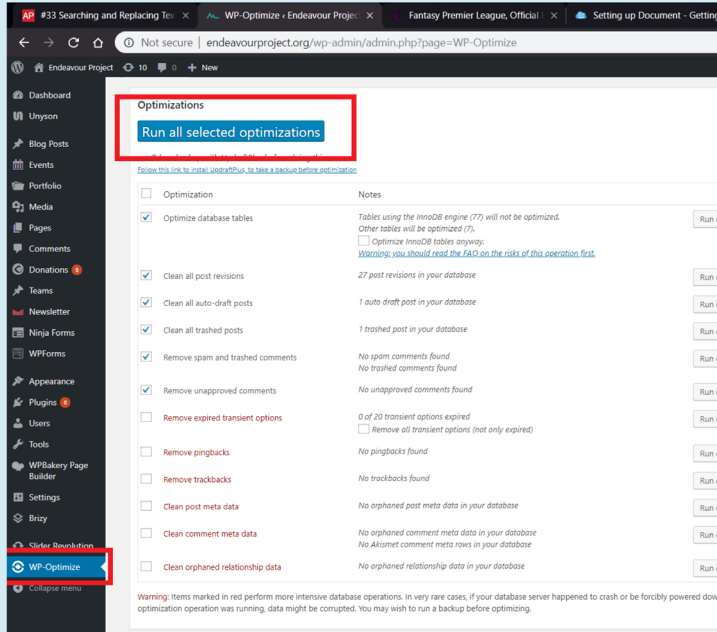


Grids are how we organise various information in the website like posts and pages under a certain category (e.g. all the pages about role models). These are created on a selected page using the Grids elements available using the WPBakery.

These can be organised in a number of ways. We have set posts to appear in order of the most recent. The grids for schools and role models are arranged in order of most recent and only add pages with a certain category assigned to it; hence the importance of assigning the right category to a page, i.e. make sure all school pages are assigned the school category otherwise the grid for schools will not add it into the grid.

The grids are fully customisable in the WPBakery and we have set the grids to contain an unlimited number of elements in it for now.

# Optimization



To maintain a smooth performance on the site, and to prevent overloading the database, frequent optimization is important.

To optimize your site, go onto the WP-Optimize tool and run the optimizations. Every time you change a draft/post an old version of it is saved on the database and this is how you remove outdated content you don't need anymore.

On top of this tool, management of images is another key aspect to web optimization; do not put in very large images in the media without at least resizing them as this is draining on performance.

## General Advice + Tips

- Spend a while examining how we set edited elements using WPBakery and try to replicate and maintain this. Variables like font size, colour, spacing and others should be consistent throughout the website to maintain a strong visual identity.
- Experiment with Slider Revolution, currently is not responsive for mobile, struggled to make it suitable for mobile display.
- Avoid changing the appearance in the Customize tab in the Dashboard.
- Do not change the theme.
- Optimize frequently.
- The only element that is a grid is in the news page, all other content (mentors, role models, etc) are pages edited using WPBakery. Use the right tool for the right job.
- Remember to set a link on all the buttons on the site and add in "but-fun-y" to the Extra Class Name section. This is so our code can find the button and add in the hover effect.
- Remember to scale images down to save space.
- There is a duplicate feature in WPBakery, this can save you time when trying to edit a page or if you can't recreate an element we designed correctly.
- In WPBakery remember to **SAVE CHANGES!**
- Google any issues you run into, WordPress and most of its major plugins have dedicated sites and troubleshooting services to help you, plus a lot of online documentation.



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# EVALUATION

# Teamwork

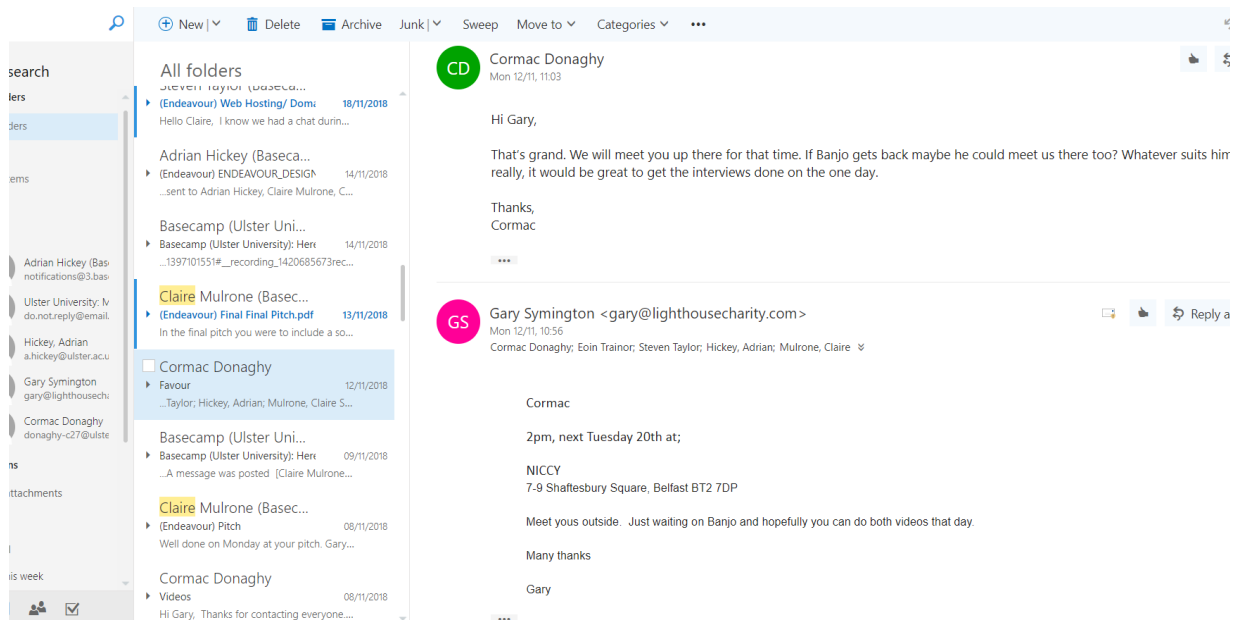
As we had been in the same class for nearly 2 years by this stage, all the members of the group knew each other well and would happily call each other friends. We knew our strengths and weaknesses well before we formed this group and I believed we had a good spread of abilities between us.

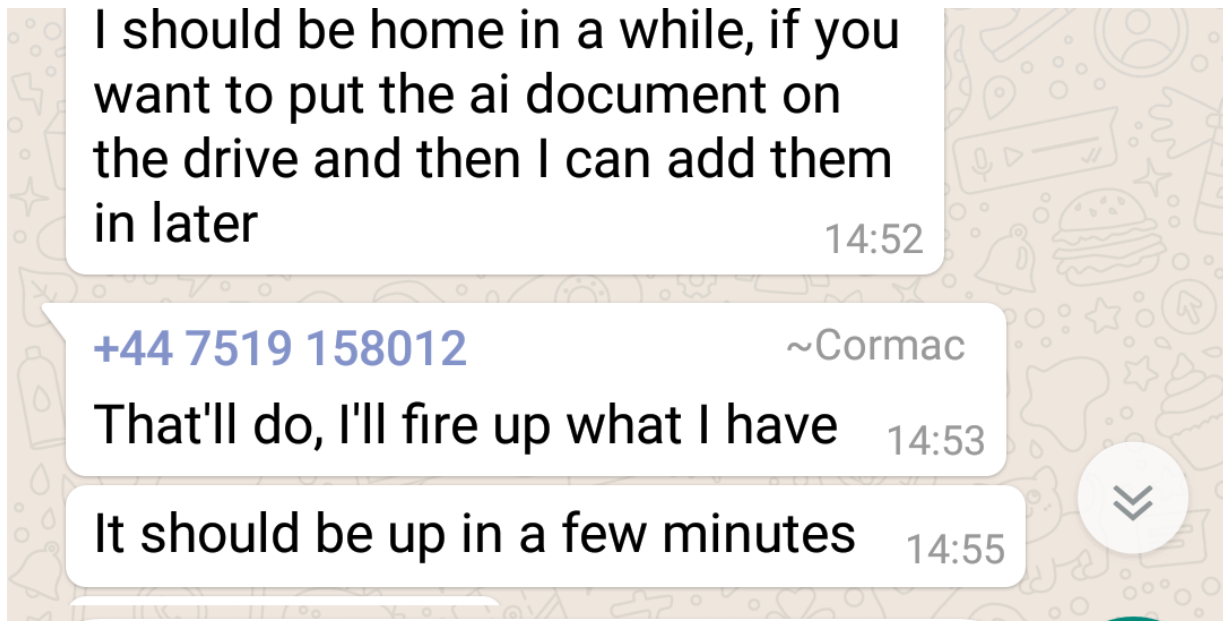
Communication would play a key part in this project and we kept in touch with each other through a variety of channels. We had email and WhatsApp as channels to communicate with, keeping WhatsApp as the channel we use exclusively between us 3, then using email to communicate with our academic staff and Gary. A lot of useful information and organisation was achieved through our communicative abilities in this project

which certainly made the process a lot easier.

There was a positive work ethic throughout the process from everyone involved and I always felt anyone was willing to help anyone else, that includes the academic staff and Gary. I felt encouraged and received a lot of support from all throughout the time working on this.

The only aspect I'd view negatively on us is a proposed timetable we made at the start of the project, which we ultimately didn't stick to too much. Nevertheless we completed the project in good time so I don't rate us too harshly for it.





# Feedback

As we were representing our course and university, we got frequent feedback from the academic staff (Claire and Adrian). However, I do not believe we got as much from them as other groups, which I think was a sign that they trusted us more than some counterparts in our class.

I was somewhat surprised that my visual design pieces were received reasonably well by both academic staff and Gary. As stated before, graphic design is not my specialty and while I have gotten better at it in recent times, it's something I'm still not totally comfortable doing. Nevertheless, I got some decent reviews for my chosen graphic design for the project which surprised me a bit.

While creating the website for

Lighthouse, Gary appeared to be consistently regarding the website as high quality. He was actually very inspired by all of the teams work, which gave us a positive indication that we were doing the right thing for the project.

The only issue I had regarding feedback was, what I felt, the uncertainty around the video. I found it difficult at times to understand what was being asked for us and as such we had a number of iterations to do.

Hi Cormac, Steven & Eoin

I wanted to take this opportunity to provide you all with some much deserved feedback considering the amount of time and effort you have all put in.

Our first meeting with Claire present at UU was extremely productive and I immediately felt very confident in not only your knowledge, but was also very impressed by the enthusiasm you showed in the Endeavour Project. It very strongly came across from all 3 of you that this was work you believed in and felt honoured to be part of it. Well, I have certainly felt privileged to have you working on building our brand, the website, logo, business cards etc.

As someone with very limited IT ability, I was very dependent on your guidance and expertise and you did not disappoint. You all went over and above the call of duty and for that I am eternally grateful. The fact that you worked so hard on separate ideas and then came to Belfast to present them speaks volumes about your commitment. I am always somewhat nervous when I have made arrangements to meet high profile contributors so to turn up at NICCY and find out you had arrived 45 minutes early gave me real comfort, and I later found you in the Commissioners office, impressing her with your knowledge. She was also very impressed.

I am also really glad you all made the effort to wait and interview Banjo Bannon, that turned out to be a great bit of fun, but an excellent addition for the website.

In terms of the final products, I am absolutely over the moon. I love the website design, the logo, the music and the video you have produced, again all extras that I did not anticipate.

- Filter
- Agenda
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- in an Thu 13/12

### Feedback

**HA** Hickey, Adrian  
Yesterday, 13:47

Well done to the three of you.  
A credit to yourselves, the course and the University.  
Have a great Christmas.

Adrian  
**Adrian Hickey**  
Course Director, Interactive Media BSc  
T: 02870124479  
E: a.hickey@ulster.ac.uk W: [www.ulster.ac.uk](http://www.ulster.ac.uk)  
Social: [www.facebook.com/ulsterarts](https://www.facebook.com/ulsterarts)



**GS** Gary Symington <gary@lighthousecharity.com>  
Yesterday, 13:46  
Cormac Donaghy; Steven Taylor; Eoin Trainor; Mulrone, Claire; Hickey, Adrian

# My work

Overall, I am very pleased with the standard of work I managed to produce for this module. I feel I have managed to surpass the standard of work I produced in the previous years I was in this course in some areas. This would include elements like logo production; I would have produced something far worse a few years ago.

The website I was responsible for is something I am really proud of being involved in and is something cool to showcase off in the future. While I did change my mind a few times from some initial ideas I had on the website, such as dropdown menus, I largely managed to implement what I was pitching to Gary in the first place. I believe this demonstrates the result of good research and vision

from the start of the project.

The video produced in the final form is something that took me longer to do than initially hoped. However, all things considered, I think the team did a good job using very limited footage to generate a video that addresses the key points which this project is about. I am still not completely sold about the use of text in it but if it fits, it fits.

The work I produced from this project will be something I show off to others with a great sense of pride and satisfaction.

# Conclusion

To summarise, I feel pleased with what our team has produced for this project and the way in which we carried ourselves throughout the task. Everyone's work I believe was produced to a high level and it meets the brief set out for this task.

My own work was something I am proud to have my name on it. The website for this project is one that is attractive, functional, and dynamic, and is above and beyond what some websites for similar projects and organisations are.

Gary was one of the best clients I have had the pleasure to work for and was an incredibly helpful figure throughout this process. Anything we needed he helped with to the best of his ability and he was able to arrange meetings with Koulla and

Terence on our behalf which saved us a lot of hassle.

The academic staff I felt entrusted us to get on with our work and lot and appeared to be very happy with how we performed. We appreciated their feedback and bar the text in the video, we had a clear understanding with them throughout the process.

Overall, things ran relatively smoothly throughout this project. Of course we had a few small struggles on the way but all projects will, and we overcame them. I was happy to work with the people I did as well as work for the people I did. I would do it again in a heartbeat.



