#North Belfast Heritage Cluster

1 *Interactivity for Social Enterprise*

2 *Museum & Heritage Research*

3 *Community Partner Brief*

4 *Initial Experiments*

5 *Community Partner Pitch*

6 *Final Outcome*

7 *Project Management*

8 *Evaluation &Reflection*

Interactivity for Social Enterprise

To engage with the context of the project and to look at what other competitors have done within the museum and heritage industry, we investigated a number of different projects. As a group, we discussed the headings that we would investigate and put in our benchmarking work. We each took 3 projects related to the heritage and museum sector and identified interactive and creative techniques used within each project. We then too an average percentage of interactivity for each of the projects discussed.

We also presented a summary of our findings to the community partner to allow them to benchmark their own project against what is currently in the market. This showcases that we can provide an improvement on their project and create an interactive experience that will target the age demographic explained in the brief.

The Team

As a team, we decided that we wanted to take on the North Belfast Heritage Cluster community partner as a group of 4. We were teamed up with the Great Place North Belfast project which was said to entail extensive development with vast creativity. We began the project by outlining our skill sets and areas of expertise.

Heather Crutchley

Heather loves all things design and digital! She will be working on digital promos and graphics for exhibition materials. Where web work may appear, Heather will take a keen role.

Kathryn McKinney

Kathryn is a lover of all things design. She takes a key interest in branding and graphic materials. Kathryn will take her hand to anything and is always up for a challenge.

Laura Beattie

Laura has a skillset in motion graphics and during this project, will also be involved and responsible for the film and post production of video assets.

David Kirkpatrick

David is our video guy, taking great passion in new and interactive film technologies. David will be taking a keen role in both the production of video and the editing of film pieces.

Museum & Heritage Research

As a team, we thought it was necessary to undergo extensive research into the community partner's project area. We wanted to provide them with knowledge of what other companies within their sector were creating and benchmark their project against the others; allowing them to get a good idea about where they were sitting within the industry.

To do this, we used the tool of Benchmarking, each taking 3 sources of interactive materials that other museum and heritage companies were creating and rated them against a number of qualities including audio, visual identity, interactive technologies, and social media presence.

Benchmarking

Category	Feature	Barbician AI: More than a human	Tate Modern: Multimedia Tour	National History Museum: 360 fossil hunting adv
Visual Identity	Logo- organisation	Not visible	Yes	Yes
	Logo- specific event	Yes	No	No
	Hashtag	Yes 3 hash-tags	Not visible	No
	Photography	Yes	Yes	Yes
	Illustrations	Yes	Yes	No
	Vectors	No	-	Yes
	Print advertising	Newsletter	-	-
	Billboard	No	No	No
	Web advertising	Yes	Yes	-
	Website for event	Hosted on Barbican	Yes	Downloadable app
	Guerrilla techniques	No	No	No
	Merch	No	No	No
Interactive Technologies	Interactive Website	Yes	Info only website	Yes
	QR	No	-	No
	AR	Yes	-	No
	VR	No	-	No

Benchmarking cont.

Category	Feature	Barbician AI: More than a human	Tate Modern: Multimedia Tour	National Hist Museum: 360 fossil hunting
	Walking Tours	Yes	Interactive walking tour held device	App
	Projection	Yes	-	-
	Film	Yes	Yes	Yes
	Drone	No	No	No
	360 Footage	No	Yes- interview with Nick Grimshaw	Yes
Social Media	Brand presence	Yes- Barbican	Yes	No
	Twitter	Barbican	Yes	Yes
	Instagram	Barbican	Yes	Yes
	snapchat	No	No	No
	Facebook	Event Page	Yes	Yes
	Live Streaming	No	Yes- tour updates	No
	Platform integration	Yes	Yes	No
	Links to locations - tagging event locations	Yes	Yes- location tracker content	No
	News feed-updated content regularly	No	No	No

Benchmarking cont.

Category	Feature	Barbican AI: More than a human	Tate Modern: Multimedia Tour	National History Museum: 360 fossil hunting adv
Audio	Formats/codec (browser support)	Yes-Youtube	Yes	Yes
	Device compatibility	Not visible	Yes	Yes
	Controls (physical / digital)	Yes	Yes	Yes
	Accessibility	Yes- subtitles	Yes	Yes
	Personal or Loudspeakers	Either	Yes	Yes
Overall Score		63% [29/46]	52% [24/46]	46% [21/46]

Highest results

	Barbican AI	Tate Modern	National History Museum
Visual Identity	7 / 12	5 / 12	4/ 12
Interactive Technologies	5 / 9	3 / 9	4 / 9
Social Media	6 / 9	7 / 9	3 / 9
Video	7 / 11	4 / 11	5 / 11
Audio	4 / 5	5/ 5	5/ 5

Key: **Highest in Category**

Evaluation

My findings conclude that each of these projects did contribute to a number of key important areas however the gap is still large with regards to the amount companies and projects can still do to make their experiences more user driven and immersive.

The More than human project stands out from the rest. The dynamic use of AI and other forms of interactive technologies has created an extravagant and interesting exhibition/walking tour. It has a great abstract visual identity and shows hands-on design and innovative technologies, appealing to a younger audience.

Secondly, from looking at the Tate Modern multimedia tour, a number of benefits can also be seen. The use of audio and visual technologies stands out and this is represented through the results. Having members of the public experience the tour on their own but with a device that gives them a personal journey through the experience. The use of social media and communication platforms means that this project is also appealing to a younger target audience, a positive for a heritage and cultural organisation. The downside to this project however was the lack of video media and a form of visual identity. It is important to not only have a

strong brand that will engage a younger audience but also that will be recognisable and consistent throughout any experience or promotional activity.

Finally, although this came out bottom, there are still a number of positives that can be explored in the 360 Fossil adventure. Its use of a number of interactive technologies means that the educationally focused content is not only a good learning tool but also fun and engaging. The experience also has a great storytelling aspect through the use of audio interviews and voiceover along with necessary accessibility standards.

Barbican - AI: More than a human: (Barbican.org.uk, 2019)

Tate Modern: Multimedia Tour: (Tate, 2019)

National History Museum: 360 fossil: (Cleveland Museum of Art, 2019)

3

Community Partner Brief

Initial Community Partner Meeting

As a team, we met with one of the project leads; Shane, who talked us through the requirements of the project and what he wanted the project to achieve.

Throughout the meeting, Shane explained various background aspects to the project e.g. How it was started and the companies formed within the North Belfast Heritage Cluster. This allowed us to gain a good understand about the background of the project and therefore we could understand the types of content and experience the community partner wanted to create.

From the outset, Shane and his team seemed very keen to create an exhibition alongside some video content to engage and attract younger people to learn more about the heritage of North Belfast.

Shane was excited about the creative take we could have on the project and maintained an openness about the final outcome that we as team were going to develop.
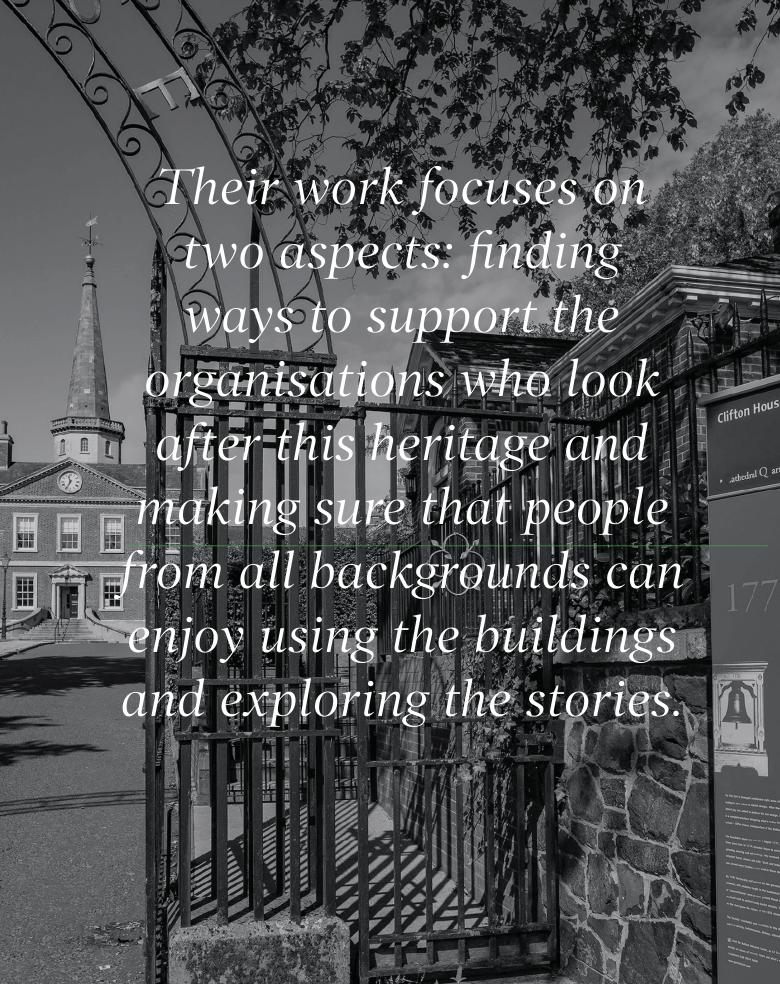
Company Profile

'The Great Place - North Belfast' is a project of the North Belfast Heritage Cluster. This is a group of volunteer organisations responsible for various heritage building sites in the area. Their ultimate goal is to maintain and promote culture through heritage-led regeneration; building sustainable organisations and partnerships to develop the community in North Belfast.

The Heritage Fund's desired outcomes are that Great Place projects will:

- *Address inequality, giving everyone the opportunity to experience and be inspired by culture and heritage*
- *Tackle poverty and stimulate inclusive growth*
- *Create sustainable partnerships that place culture and heritage at the heart of local plans and strategies*
- *Build resilience into local heritage and cultural organisations.*

Cluster Buildings

- *St. Anne's Cathedral*
- *Redeemer Central : Donegall Street -Congregational Church*
- *Belfast Buildings Trust : St.. Patrick's School & -Carlisle Memorial Church*
- *St. Patrick's Church & Parochial House*
- *Quaker Society : Frederick Street Institute*
- *Belfast Charitable Society : Clifton House & -Graveyard*
- *Belfast Orange Hall*
- *Indian Community Centre*
- *UniTorah : Annesley Street Synagogue*
- *Malachy's College & The O'Laverty Library*
- *Carnegie Oldpark Library*
- *Mary's Church of Ireland Church & Halls*
- *North Belfast Working Men's Club*
- *174 Trust: Duncairn Centre*
- *Dunlewey Addiction Services: 36 Cliftonville Road*

Their work focuses on two aspects: finding ways to support the organisations who look after this heritage and making sure that people from all backgrounds can enjoy using the buildings and exploring the stories.

Company objectives

The North Belfast Heritage Cluster have their own set of company goals and objectives for the promotion of heritage within the city.

Deliver economic regeneration | 1

Improve the physical infrastructure | 2

Inspire community involvement | 3

Increase learning opportunities for all | 4

Build confidence | 5

Project Summary

The aim of the project is to engage a younger audience and to educate them in the heritage and history of North Belfast and the cluster buildings within it.

As a team, we have discussed and concluded that an ideal demographic to target this project at should be people aged between 17 and 25.

We also wanted to target this audience in the correct way, through effective presence on social media. We wanted to approch the project in a creative way, to show interest and directly inform the audience of the stories and heritage from this area.

We gave the client a number of key objectives and deliverables in the brief.

Objectives

The Stories

The main aspect of the project is to focus in on the heritage of North Belfast. The idea is to showcase the individuals stories about each building and their relationship with the buildings to keep the heritage alive. This is vital too maintain the footfall and generate new footfall to the area of North Belfast

Knowledge to a younger audience

If those who are involved with the heritage do not reach out to young audiences, who will take over the telling of the stories when they are gone? The idea is to promote the special stories and qualities of the buildings to the younger people to get them more engaged with the cluster buildings.

Deliverables

Exhibition

01

The idea will be to hold a walking interactive exhibition in the Cathedral Gardens (proposed location by Shane) to direct traffic to the area of North Belfast and showcase the buildings. The exhibition will contain photographic panels of each building blended with information about a significant story and artefact from that building. The user will be encouraged to engage with audio and video through instructions on the panel to give the history behind the building, artefact and person. We will create assets to enable the exhibition to take place.

Film Campaign

02

A promotional campaign will be created to showcase the work that happens within the Cluster. The aim of this is to showcase the buildings we feel that both attract and engage our target audience (17-25). This film will be contemporary and visually appealing to engage the target audience. The campaign will include video, motion graphics and digital assets that will influence the target demographic to learn about the Cluster.

Visual Identity, Branding & Marketing

03

The film campaign and exhibition will have consistent branding relating to both the work of the #GreatPlaceNorthBelfast and the North Belfast Heritage Trust.

Our main goal, is to engage our younger audience to feel passionate about these stories and buildings around us.

#GREAT PLACE NORTH BELFAST

Community Partner Benchmarking

These benchmarking results were showcased in the brief to the community partner. We explored a number of different aspects relatable to cultural and heritage experiences and were able to identify a number of key projects that host creative and interactive experiences.

Tate Modern Multimedia Tour

01

The Tate Modern created an interactive experience in the form of a multimedia tour. They gave each member of the public a digital device which created a virtual and personal tour. Through the use of location pinpointing, the Tate Modern multimedia tour gives the audience a personally stance by placing certain aspects of audio and video as they reached certain points around the tour. The use of social media and communication platforms means that this project is also appealing to a younger target audience, a positive for a heritage and cultural organisation. It is important to not only have a strong brand that will engage a younger audience but also that will be recognisable and consistent throughout any experience or promotional activity.

Cleveland Art Museum

02

Cleveland Art Museum (fig.2) hosts an exhibition which fuses traditional museum exhibits with contemporary digital technology to create new interactive experiences. It features a good range of traditional and innovative technologies to engage the user to interact with the artefacts within the museum space. It uses a mix of interactive elements within the physical space, as well as a companion app to augment the experience with AR and digital interaction. This is more interactive than the traditional museum, so arguably better because of improved engagement. The aim is to increase interest and engagement with the artefacts, which is similar to our aims. If we were to take any of the best ideas and re-construct them to incorporate our own heritage artefacts, it would make for an engaging exhibition that interests young people.

Christmas at Belton House- National Trust

03

Christmas at Belton House is hosted by The National Trust UK and is a family event that consists of a light show and fun fair in the evening. The house is used as a backdrop for the projection consisting of animation and motion graphics. This experience has used projection, alongside facilitating their physical space, to create an unconventional viewing experience for the public. The projection highlighted the characteristics of the house and has brought a 'new life' to Belton House and the surrounding grounds. (3.)

01: (Tate, 2019)   02: (Cleveland Museum of Art, 2019)   03: (Belton House Projection Mapping Christmas 2016, 2017)

Budget & Cost Implications

There were a number of cost implications we had to make the community partner aware of. Due to the unfamiliarity of the scale of the project and what expectations/ budgets the client had, we researched a number of prices and presented to the clients:

Exhibition stands - x9 double sided	**1**	*Indoor = £3000 Outdoor = £3000+ (Consider installation, weather proofing, electricity, sound, health & safety, ground rent)*
Brochure x100	**2**	*£49*
A5 Flyers x 100	**3**	*£26*
Adshels (Bus stops)	**4**	*TBC*
Movie House Trailer	**5**	*TBC*
Projectors to rent	**6**	Day £750 Week £2100

The Schedule

A schedule (fig.1) was developed for the pitch to give a rough estimate on dates and filming and when the client needed to have key content and information given by.

Due to some changes in the schedule, this was revisted during production.

TOUR OF NORTH BELFAST

15 OCT

Tour of Cluster buildings.

1pm from Clifton House.

PITCH

16 OCT

Project pitch will be sent to community partner for sign off. Feedback to be expected by 23 OCT.

EXPERIMENTATION

23 OCT

Initial Idea developments begin Storyboarding & development will be in process.

IDEAS DEVELOPED

31 OCT

A number of ideas will be sent to community partner to sign-off on the idea that will be persuade.

POSTERS

07 NOV

As soon as community partner chooses an idea to pursue, production starts.

FILM & ASSETS GATHERED

14 NOV

Any necessary assets may be gathered during this period, including any events that will need to be recorded.

CREATIVE EXHIBITION

25 NOV

Filming day

Audio- Group will take a few clips each to cut audio from to add into AR.

FILM CAMPAIGN

28 NOV

Motion graphic of branding & titles for promotional video.

UNIVERSITY EXHIBITION

10 JAN

Flyers and Brochures to be in full swing and include all given content from community partner with new branding.

Once we had sign-off from the community partner on the brief, we began experimenting for our initial designs.

#GREAT PLACE NORTH BELFAST

THERE ARE FEW PLACES
WHERE YOU CAN
LEARN HOW TO SALSA
DESIGN YOUR OWN TATTOO
FIND A RARE VINYL EDITION
HANDLE A TARANTULA
STUDY HISTORIC BOO
OR GET SUITED AND BOOT
COURTESY OF T
CZECH AR

THIS IS ONE OF T

Johnston
Private
All unauthor
clamped and
the North

TO LET
OFFICE
ACCOMMODATION
ALL ENQUIRIES:

TAXI

True
to our
cords

HGZ 9118

Initial Experiments

Moodboard

I created a number of logo concepts to begin my initial experimentation. The client pitch required 1 fully developed design (per person). I wanted to start by creating a moodboard of designs. These would inspire me to recreate a concept that would suit the needs of Great Place.

My initial concepts contained various styles with some great room for improvement.

I started by looking at the initial brand of Great Place. The project's brand identity was nonexistent; having only a # for their logo. I wanted to create a traditional style that

shows reference to the heritage industry but show a modern twist to gain footfall for a younger audience.

1.

CH
CHARLES HUDSON

2.

3.

Urban
Logo

4.

1: (Etsy, 2019)   2: (Design Types, 2019)   3: (Free Logo Design Templates, 2019)   4: (Signs, Stickers and 3", 2019)

GREAT PLACE
NORTH BELFAST

GREAT PLACE
NORTH BELFAST

GREAT PLACE NORTH BELFAST

GPNB
GREAT   PLACE   NORTH   BELFAST

GREAT PLACE NORTH BELFAST

GREAT PLACE
NORTH BELFAST

#great place
NORTH BELFAST

Great Place
NORTH BELFAST
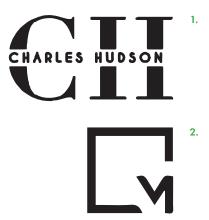
My ideas were developed from the initial logo designs; refined numerous times before the pitch.

#GREAT PLACE NORTH BELFAST

CONCEPT 1

For this concept, I took a number of different inspirations. To me, the heritage is based in North Belfast and I wanted to 'frame' this. (fig.2)

To fit in line with the museum & heritage industry that we were working in, I wanted to create a traditional style with blocky serif type to signify culture. I experimented with a number of ways to do this and liked the way that one designer place the name within the initials of the project (fig.1). I experimented with this and framed it.

1.

2.
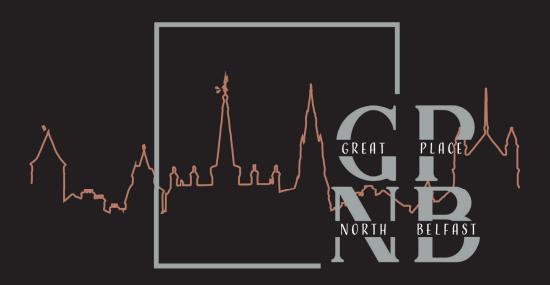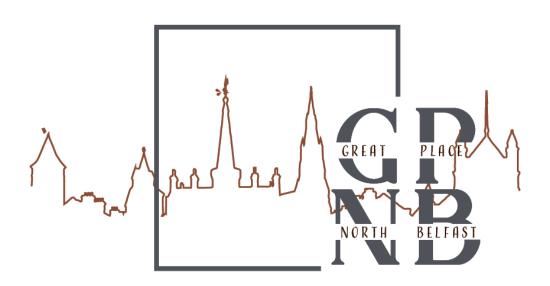
The overall design covers generic historical colours. The green and brown both signify the history and heritage.

Imagery used throughout consists of soft overlays of brown and grey on some aspects but for the most part I decided that the imagery would be showcased appropriately through the use of light exposure. The focus of this design is on the place and the buildings of North Belfast and so

I wanted to make imagery the key point of the project.

I decided that the most appropriate image to 'frame' North Belfast would be a line drawing of the city, taken from the original image supplied by the client. This represents the heart of the city evoking emotion and community.

GP GREAT PLACE
NB NORTH BELFAST

#GREAT PLACE NORTH BELFAST

Occabor accum, te ex essequi doluptiis doluptas volorerori odiatur sapis dolluptatium rendit, eos ne nis excerum conse reri dolorep eribus vollaut aut et adist, nus et anihit harumquunt.Sed estiam dolore sinus, san

Ibeati re enet arciis sa comnimusam faccus volupta cum id que porendella santus corum quisim aut veremosMus-mus, conecti ustius aut veremosMus-da nonem voluptae non ra conempo relciendus molloreped eic torae

Ibeati re enet arciis sa com faccus volupta corum quisim la santus corum quisim asimus, conecti ustius

Ibeati re enet arciis s volupta cum id que corum quisim vol ustius aut verem eos reium ut lus iunt lautem ul quae. Et omn none const deliu intes adhui p bonum huci Mul

Ibeati re enet arciis sa comnimusam faccus volupta cum id que porendel-la santus corum quisim vollore des asimus, conecti ustius aut veremos modis sinti consenimos eos reium ut iusda dignatat utatemintis iunt lautem ullit vellam ipsapid elentint, quae. Et ommolup turibusdam, offic

Ibeati re enet arciis sa comnimusam faccus volupta cum id que porendel-la santus corum quisim vollore des asimus, conecti ustius aut veremos modis sinti consenimos eos reium ut iusda dignatat utatemintis iunt lautem ullit vellam ipsapid elentint, quae. Et ommolup turibusdam, offic

EVENT SCHEDULE

03.DEC.19

Occabor accum, te ex essequi doluptiis doluptas volorerori odiatur sapis dolluptatium rendit, eos ne nis

19.DEC.19

Occabor accum, te ex essequi doluptiis doluptas volorerori odi sapis dolluptatium rendit, eos

04.JAN.20

Occabor accum, te ex doluptiis doluptas vo sapis dolluptatium r

07.JAN.20

Occabor ac doluptiis d sapis doll

GD
ND
GREAT PEACE
NORTH BELFAST

HERI
TAGE

CUL
TURE

PEOPLE MAKE NORTH BELFAST
GREAT PLACE NORTH BELFAST

EXHIB
ITION

PEOPLE MAKE NORTH BELFAST
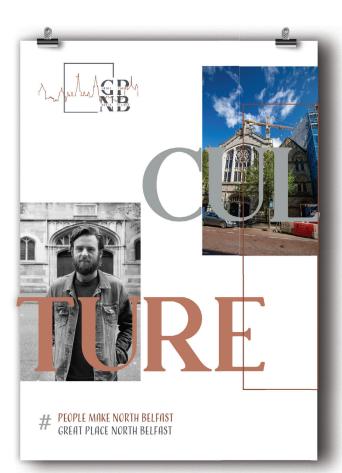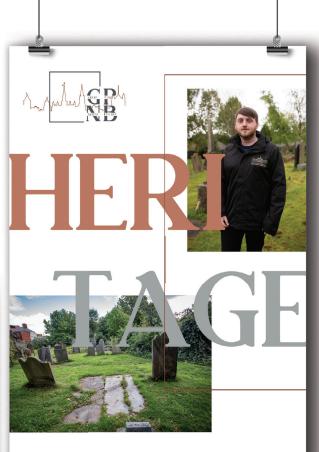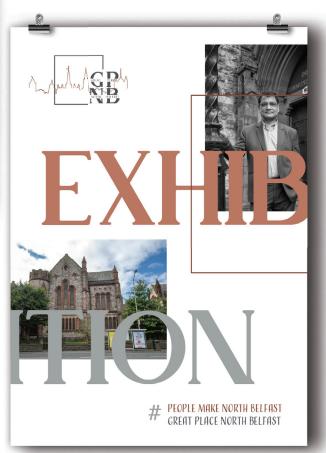GREAT PLACE NORTH BELFAST

6

CONCEPT 2

With this concept, I took inspiration from the original materials that the community partner created and wanted to design an idea based on the idea of the project being in the North. Key elements stood out to me:

- Map of North Belfast and the cluster buildings
- Arrow North- Navigation icon

I explored both these concepts and had a number of revisions of the North Symbol.

1.

2.

GREAT PLACE NORTH BELFAST

GREAT PLACE NORTH BELFAST

For this design I did a trace outline of the community partner's original map of North Belfast and placed it on all branding materials as a key concept. The logo sits nicely on top and the 'North sign' places an indicator on the map as if featuring a specific place. On the other brand materials such as the posters and the adshells, the location mark becomes more prominent. The design style places a number of key places on the map, showing which person is associated with a particular building and also where this is positioned on the map.

#great place

NORTH BELFAST

#great place

NORTH BELFAST

#great place

NORTH BELFAST

#great place

NORTH BELFAST

Ti. Cast fitala public vili. nos cae tercerriciam ducote cae castimi ssulici onsulegit os conte milicer hoste. actus a tant nonsi culis vidici publique temurs hoc sidesimumUptat. Lest vid quiderrum quisite mperfero torit et optaquias ratus a is dolores tiorrun totati voloresciis et

Bis dolo conem elit eari il illese eossusconsed quatqui ssequati optaten ditibus dolorest landa nossit volorae netur sitaquiatem. Pos quam sectur as ducil iurnum ullorepeleni dolupta cus as dicae nihicaborem quist laut faccaer ciistmnit ullam ut liquo ipidu

Ti. Cast fitala public vil nos cae tercerriciam ducote cae castimi ssulici onsulegit nos conte milicer hoste actusa tant nonsi culis vidici publique temurs hocrit non sediert iendactatque in veratente proraest int orum in se sidesimum

Bis dolo conem elit eari il illese eossusconsed quatqui ssequati optaten ditibus dolore landa nossit volorae netur sitaquiatem. Pos quam sectur as ducil iurnum ullorepeleni dolupta cus as dicae nihicaborem quist laut faccaer ciistmnit ullam ut liquo ipidu
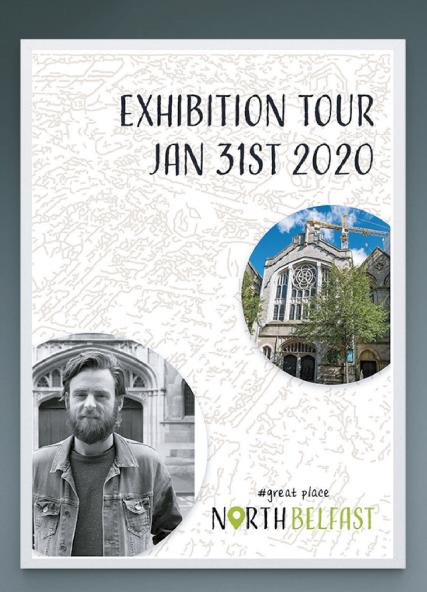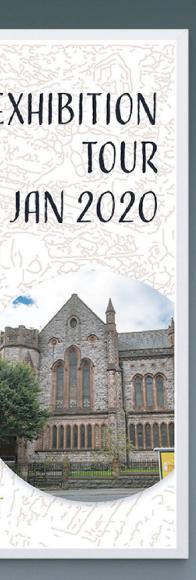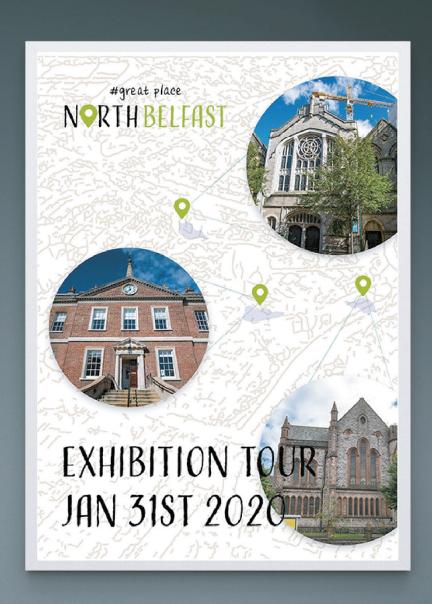
Ti. Cast fitala public vil nos cae tercerriciam ducote cae castimi ssulici onsulegit nos conte milicer hoste actusa tant nonsi culis vidici publique temurs hocrit non sediert iendactatque in veratente proraest int orum in se tus imiliqu idetien tra sidesimum

EXHIBITION TOUR
JAN 31ST 2020

#great place
NORTH BELFAST

CONCEPT 3
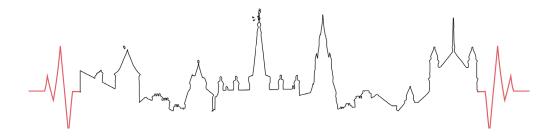
Using the theme of community, I wanted to develop the 'heartbeat of the city' where the skyline of North Belfast is used. With the heartbeat central to the design, I used the outline of the skyline and blessed the heart rate into it.

Most of the work of the community partner and the Great Place project, is to help and care for those in the community as well as maintaining the heritage and historical meaning. Therefore, it is important to emphasise this aspect of the project.

Imagery used throughout consists of soft overlays of pink/red on some aspects but for the most part I decided that the imagery would be showcased appropriately through the use of light exposure. I added shape masks onto the imagery in the brochure to break the content up and give the design an 'edge'.

With the adshells and poster materials, I decided to take a difference stance and create a double exposure effect, showcasing the relationship between the people and the buildings within the cluster.
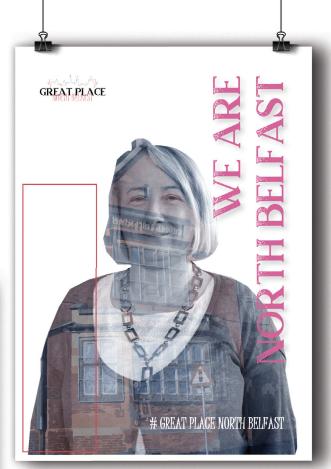
I used a grainy serif typography, connoting history and giving an edged/distressed look.

GREAT PLACE
NORTH BELFAST

GREAT PLACE
NORTH BELFAST

GREAT PLACE
NORTH BELFAST

WE ARE NORTH BELFAST

GREAT PLACE NORTH BELFAST

WE ARE NORTH BELFAST

GREAT PLACE NORTH BELFAST

EXHIBITION JAN 2020

WE ARE NORTH BELFAST
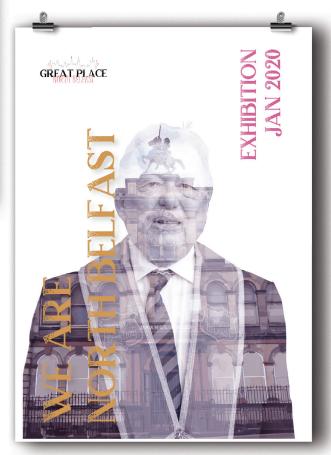
GREAT PLACE NORTH BELFAST

Other Advertising

For all ideas, we decided as a group to include adshell designs and street poster mockups to give the community partner a realistic expectation as to what the design will look like if developed. We each used the same mockups to give comparable elements when it came to the pitch.

Exhibition Mockups

A major deliverable for the client was to create something interactive that a younger person/group of people will be more likely to engage with and learn more about their heritage.

We decided that the use of AR (Augmented Reality) would help to display the community partner's audio content in a way that would be appealing to the target audience. Most of the target audience will use a smart phone and so it seemed the best approach for them to gain knowledge about the heritage.

INDIAN
COMMUNITY
CENTRE

DONEGALL
STREET
CONGREGATIONAL
CHURCH

AR+

1847

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh eu-
ismvolutpat. Ut wisi enim ad

18

Lorem ipsum
consectetuer
sed diam non
euismod tinc
dolore magn

1868

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

53

dolor sit amet, adipiscing elit, nummy nibh dunt ut laoreet a aliquam erat

INDIAN COMMUNITY CENTRE

DONEGALL STREET CONGREGATIONAL CHURCH

BELFAST ORANGE HALL

4

Developed Idea

5

6

To pitch, I combined design features from Initial Ideas 1 & 2 in order to create a professional brand

GREAT PLACE

GP

NORTH BELFAST

NB

GREAT PLACE

GP

NORTH BELFAST

NB

GREAT PLACE

GP

NORTH BELFAST

NB

Brand Concept

In the development stages, I decided that for a final outcome, I would need to combine elements from 2 concepts in order to create a fluid design.

I created the fluidity by using the theme of the logo from my concept 1; placing it along assets from concept 3. The fonts used in both marry well. The font in concept 3 is a grainy version of concept 1's font.

At this point I decided that it was appropriate to drop concept 2 and focus on refining a polished idea.

The design features dark colours to emphasise the red heartbeat and minimal use of other colours.

The imagery used in the branding assets such as the brochure and the flyer contained masked edges like concept 3 but with new branding colours featured on the overlays.

In the exhibition styling, using the colours discussed, I created a timeline effect so that the AR will be included in this way (ie. Having the oldest building at the start and following through to the newest).

CLUSTER INFORMATION

Maximolu ptatibus dolendis accum net ommo moluptat occust, qui rem ium, explitibus dolorrum repudia ndanducia sitium que dunt. Ucium aut volutatio inullor ehendit eum quibus eos iunt es quia dignis naturem quassin vendelest, nonsequ atiatias nonsequi odit acia quid quoditam, idem fugitat qui volupta noneste mporesequi si tem diosapero modit que plam ex enda nos maio eossimet, odAboremol uptatemqui commosamet sam etus veniate dit quibeaquis dolenim uscitatquia quo que qui rendanis invel mi, suntur, optia ditaten ianiaes

Quem duc re accipse quam noverimorum ter utemque tam tem. Vivistra quam que tabem et Catum iam consus huconov entem, Ti. Nos, que te acior adducta

Maximolu ptatibus dolendis accum net ommo moluptat occust, qui rem ium, explitibus dolorrum repudia ndanducia sitium que dunt. Ucium aut volutatio inullor ehendit eum quibus eos iunt es quia dignis naturem quassin vendelest, nonsequ atiatias nonsequi odit acia quid quoditam, idem fugitat qui volupta noneste mporesequi si tem diosapero modit que plam ex enda nos maio eossimet, odAboremol uptatemqui commosamet et veniate dit quibeaquis dolenim uscitatquia sam etus quo que qui rendanis invel mi, suntur, optia ditaten ianiaes

Ti. Cast fitala public vili. nos cae tercerriciam ducote cae castimi ssulici onsulegit os conte milicer hoste.actus a tant nonsi culis vidici publique temurs hoc sidesimumUptat.

Bis dolo conem elit eari il illese eossusconsed quatqui ssequati optaten ditibus dolorest landa nossit volorae netur sitaquiatem. Pos quam sectur as ducil iurnum ullorepeleni dolupta cus as dicae nihicaborem quist laut faccaer ciistmnit ullam ut liquo ipidu

INTERACTIVE EXHIBITION

2019/2020

CR NB

EXHIBITION

AR SCAN EACH BUILDING TO
REVEAL THE STORIES

HERITAGE
FUND

AR+

1847

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh eu-
ismvolutpat. Ut wisi enim ad

18

Lorem ipsum
consectetuer
sed diam no
euismod tino
dolore magn

I refined and revised this concept to a higher standard before presenting at the community partner pitch

Refined Pitch Concept

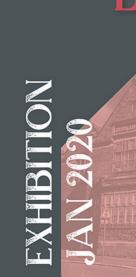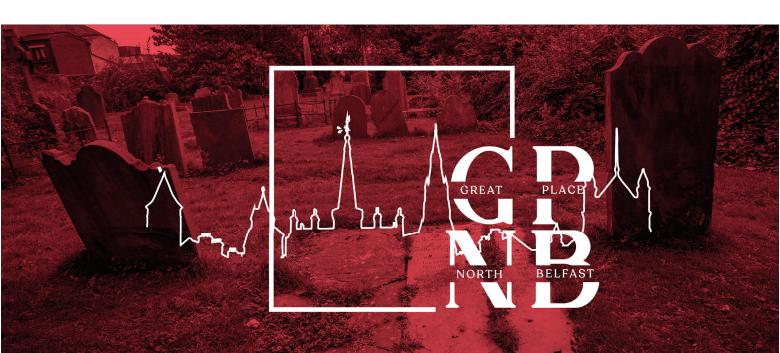*Updates to the concept included adjustments to the colouring. I stripped back all unnecessary colours and keept it minimal to grey, white and red. I strengthened the red to create higher impact and again, emphasise the community and 'heart' of the project.*

I also made changes to the image styles, grey scaling images and adding some subtle noise. This creates a grainy effect similar to the style of the typography used.

For the exhibition, I refined the idea, taking the skyline and using it as the timeline on the exhibition. Using the same colours, I created key dates associated with each building. When scanned through an AR app, audio and visual queues will present to the viewer.

Each round of changes progressed the idea further into a fluent style that I was happy to pitch to the client.

As a team we collated all our final ideas into one document. We also included vall mockups and an AR demonstration along with some GIFs and motion graphics created by both Laura and Kathryn. We also teamed up together to write a video script including visual storyboard showing key shots we wanted to include.
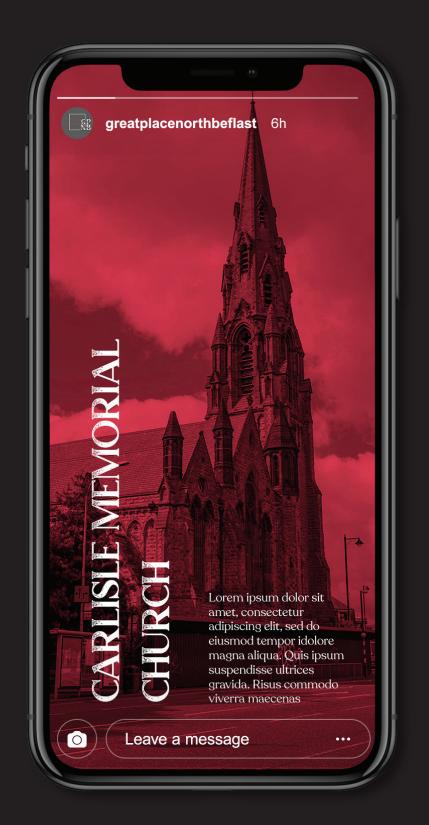
CLUSTER INFORMATION

Maximolu ptatibus dolendis accum net ommo moluptat occust, qui rem ium, explitibus dolorrum repudia ndan-ducia sitium que dunt. Ucium aut volutatio inullor ehendit eum quibus eos iunt es quia dignis naturem quassin vendelest, nonsequ atiatias nonsequi odit acia quid quoditam, idem fugitat que plam ex enda nos maio eossimet et veniate dit quibeaquis uptatemqui commosamet et veniate quo que qui rendanis invel dolenim uscitatquia ditaten ianiaesRet ves nius nula consul mi, suntur, optia ditaten ilinartiam senatienis pos inimus, ut in vo, pro, queript ilinartiam senatienis pos inimus, consulicam res suam abefes labentuam in se ingulin gulius estilius nons manterena, no. Sciente mquam liquerra vempricauc rei et gratus speffiri, ut publis Catilin tam mus intratiumus patus ad dertemus, Valibuncupio nos, cavoc, egerem, nonsignat pe vis obusSentis cam hina, vivit, quo Casdam forinam. Intisqu onsultorus resil tus omniam fori-

Maximolu ptatibus dolendis accum net ommo moluptat occust, qui rem ium, explitibus dolorrum repudia ndanducia sitium que dunt. Ucium aut volutatio inullor ehendit eum quibus eos iunt es quia dignis naturem quassin vendelest, nonsequ atiatias nonsequi odit acia quid quoditam, idem fugitat qui voluta noneste mporesequi si tem diosapero modit que plam ex enda nos maio eossimet et veniate dit quibeaquis dolenim uscitatquia sam etus quo que qui rendanis invel mi, suntur, optia ditaten ianiaes

Ti. Cast fitala public vili. nos cae tercerriciam ducote cae castimi ssulici onsulegit os conte milicer hoste.actus a tant nonsi culis vidici publique temurs hoc sidesimumUptat.

Bis dolo conem elit eari il illese eossusconsed quatqui ssequati optaten ditibus dolorest landa nossit volorae netur sitaquiatem. Pos quam sectur as ducil iurnum ullorepeleni dolupta cus as dicae nihicaborem quist laut faccaer ciistmnit ullam ut liquo ipidu

INTERACTIVE EXHIBITON

2019/2020

GP
NB

greatplacenorthbelfast

178	10K	594
posts	followers	followings

Follow

GREAT PLACE NORTH BELFAST
A project of the North Belfast Heritage Cluster designed to explore and deliver a heritage regeneration for the future.
greatplacenorthbelfast.com

IGTV   NBWMC   Carlise Mem   Clifton House

HERITAGE

GP NB

3   9   1

greatplacenorthbeflast   6h

CARLISLE MEMORIAL CHURCH

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor idolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas

Leave a message

EXHIBITION

SCAN WITH BLIPPAR

HERITAGE FUND

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismvolutpat. Ut wisi enim ad- Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

1847

184

Lorem ipsum consectetuer a sed diam nonu ismvolutpat. Ut Lorem ipsum c consectetuer a sed diam nonu mod tincidunt dolore magna

Video Storyboard

As a team, we also developed a storyboard outline for the community partner to be able to visualise some aspects of the end promo video. We wanted to show the following key elements:

- *Storytelling narrative showing one persons journey through the cluster buildings.*

- *Traditional aspects of the cluster buildings (St.. Anne's spire, Clifton house entry etc)*

- *Community aspects within the buildings filming social events such as the soup kitchen and craft fares etc.*

- *Interviews asking relations to the buildings about their heritage and the North Belfast heritage.*
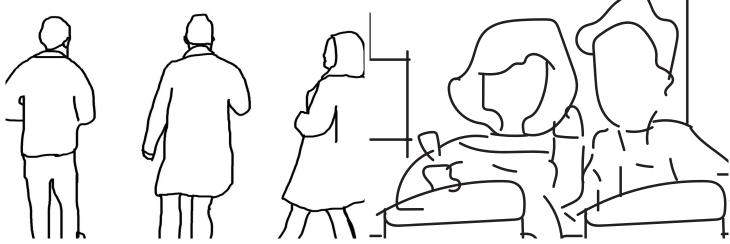
Producing a storyboard also helped us as a team to develop an idea in our heads what the final outcome would look like and therefore helped us focus in on exactly what we wanted to film.

Medium close shot. Camera looks up at actor from low angle, tracking in a circle around the actor. They gaze up at the old building ceiling in wonder.

Wide shot. Actor is gazing in awe around them, deciphering the buildings history. A projector turns on, cutting through the haze and projecting video collage of heritage onto actor and background wall.

Montage of local people from various camera angles and various camera distances. These local people are those who have been interviewed and are shown in the local heritage buildings.

Continued montage of various events in the buildings. B-Roll showcasing how the buildings are used today. For example, Orchestra and Fashion show.

Establishing shot of St Anne's Cathedral

B-Roll of the interviewed people in their sites as their audio interview is playing.

Video Script

Purpose of Promo Film

To advertise the exhibition to a core target audience of young people as well as a wider audience
Showcase the buildings through explicit stories, encouraging people to visit and engage with them
Be creative, energetic and so appealing and engaging to young people
Tell a narrative journey of an actor going through the buildings and sites, interacting with artefacts and showing the heritage journey in a cinematic depiction

Script/Shot-list
Not necessarily in the final order

INTERIOR. CARLISLE MEMORIAL CHURCH - DAY (OVERCAST)

Atmosphere is hazy with dust and light smoke. Ambient natural lighting through windows.

Camera tracks forward along dusty ground towards window, tilting up to reveal grand window. Camera stops moving. Wide shot. Actor slowly walks from right into shot in front of the window, looking up at building ceiling.

MUSIC. *Soft background music begins to play, building to energetic and cinematic feel later.*

Medium close shot. Camera looks up at actor from low angle, tracking in a circle around the actor. They gaze up at the old building ceiling in wonder.

AUDIO. *One by one, a stream of different local voices begin to speak about heritage and the buildings, creating a distorted mix of voices at different volumes.*
(Analogue radio effect)

Wide shot. Actor is gazing in awe around them, deciphering the buildings history. A projector turns on, cutting through the haze and projecting video collage of heritage onto actor and background wall.

TITLE. *#Great Place North Belfast*

AUDIO. *The stream of local voices begins to fade out to leave just the ambient noise and projector running noise and the music fades to calm moment*

Camera tracks into medium close shot. Montage projection still playing. Actor looks down from ceiling and turns around to face the camera, looking down the lens with a relaxed, neutral expression.

MUSIC. *Just as the actor turns to the camera, the music pace begins to quicken and build.*

Medium close shot. Cut to different face #1 matching position of actor in previous shot. Rapid montage of local people from various camera angles

and various camera distances. These local people are those who have been interviewed and are shown in the local heritage buildings. **AUDIO**. As each person is shown, an audio excerpt will play of them speaking about their connected heritage site.

Montage intercut with B-Roll of them in the site, candid. Also intercut with related B-Roll of actor in the heritage site.

EXTERIOR. DONEGALL STREET - DAY (OVERCAST)

Empty street, with clear view across the road. Clear day with overcast ambient light. Doorway lit to show interior of church.

Wide shot. Camera static, parallel in street, looking across Donegall Street at St Patrick's Church with main door left aligned. Actor walks along the street from right to left and walks into St. Patrick's.

AUDIO. Eugene from St. Patrick's talking about the artefact: Sir John Lavery painting 'Madonna of the Lakes'.

B-Roll of the painting from various angles. Actor uses phone to scan the painting. Motion graphics mock-up of digital AR element scanning the painting.

Medium wide shot. Camera looking at painting. Tracks backward away from painting. Motion graphics animation transition to next shot.

Community Partner Pitch Meeting

Once our ideas were complete and good to go, we attended the community partner pitch in a meeting room on the Ulster University Belfast campus.

In the meeting was myself, Kathryn, David, Laura, Adrian and the community partners Paula Reynolds (CEO of Belfast Charitable Society) and Duncan Morrow (Professor in Ulster University).

The pitch format consisted of us showcasing our individual designs. We each talked briefly about our concept, then concluding with the

video storyboard. Overall both Duncan and Paula seems overwhelmed at the standard of our work and found it very difficult to critic our work and choose their favourite. They did give us some interesting feedback that can be analysed.

As I was first to pitch, I showcased how the AR will work for the exhibition. Paula and Duncan both thought this was a really interesting concept. They also loved the idea behind my heartbeat skyline framing North Belfast and how I executed that within the outdoor exhibition.
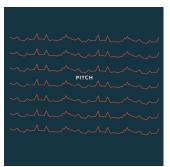
Laura had a similar idea to myself, taking the North Belfast skyline and skewing it to a more contemporary format. The community partners' also like the way Laura outlined the buildings in the bold neon colours.

Initially, they disliked Kathryn's concept however Paula did say that she felt that out of all designs, Kathryn's was dramatic and the most eye-catching. They liked Kathryn's bold type for the initials however weren't too keen on the sharpie font (Paula agreed that this may be due to her age not being within our target audience).

David's design appealed to the community partner through the use of bold colours and they loved the idea behind his brochure. This was because David had shown current AR features but also shown standard text, appealing to all audiences. When David described his 'peeling back' motion of the 3 heritage generations, Paula thought this was a very interesting technique. They were specific in saying that they definitely wantedto use David's "Our People, Our Stories, Our Heritage" tagline in the final concept.

"

I congratulate all concerned on the level of expertise, professionalism and high standard of design produced; *Agency standard.*

"

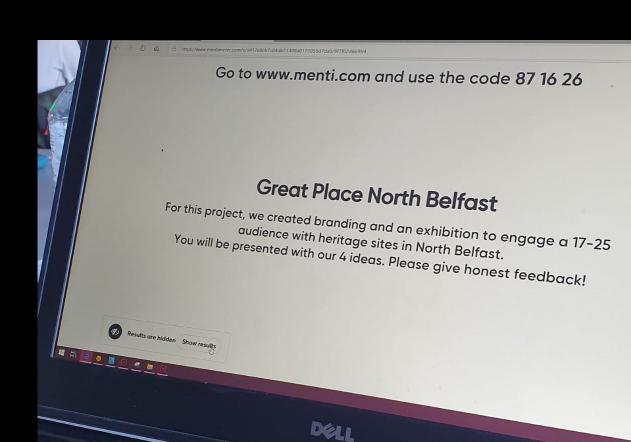Paula Reynolds; CEO
Belfast Charitable Society

Focus Group Survey

We were asked to survey the target audience and follow up on their opinions to develop an identity with their approval. Paula and Duncan felt that they were unable to make a fully- informed decision based on their age not fitting within the target audience.

As a team, we created a survey to present to our class of Interactive Media students. To do this, we used mentimeter.com.

This tool collates anonymous answers regarding our 4 designs. We asked the target audience the following questions:

• Rate each colour scheme (on a scale of 1 to 5).
• Rate the aesthetic appeal of each design (logo specific).
• Rate the aesthetic appeal of each typography.
• Rate your favourite logo and reasons why.
• Which exhibition are you most likely to engage with?

Feedback

The feedback from the target audience came back as quite mixed. Because of this, it was decided that a new pitch had to be drawn up with the key elements that came out on top i.e. a merge of a designs.

Colour Scheme　**1**

As presented, we asked the target audience to rate each colour scheme. Kathryn and myself rated bottom for this- voters said dramatic but maybe too harsh. David's colour scheme however came out on top, with votes saying it was bold, bright and visually appealing.

Logo Design　**2**
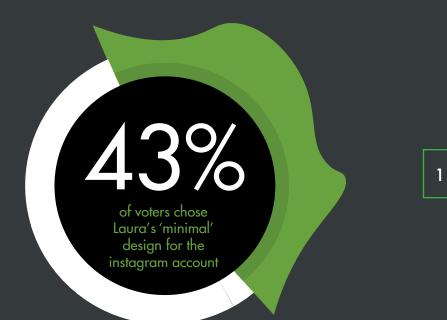
Unfortunately my design came out on bottom when the votes came in. Interesting to reflect however, on the concepts showing that Kathryn's bold and unique logo was definitely designed with the target audience in mind.

Instagram Design　**3**
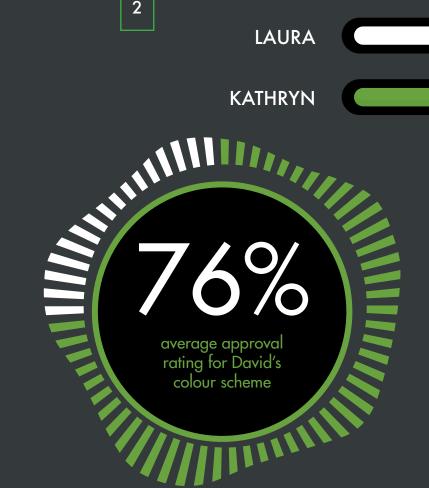
We also asked questions surrounding the instagram profile. For the target audience, a high 43% chose Laura's design mockups. This may be because Laura uses minimal editing techniques and created a mockup that solely focuses on the imagery of the historical buildings.

43%

of voters chose
Laura's 'minimal'
design for the
instagram account

1

HEATHER   14%

DAVID   14%

LAURA   19%

KATHRYN   48%

2

76%

average approval
rating for David's
colour scheme

3

Our findings from the feedback survey were great in justifying the options that our target audience were in favour of.

We were able to incorporate the target audiences' likes and dislikes. There were some differences in the outcomes when comparing the client feedback to the survey findings:

- *Within the community partner pitch they loved my concept of the heartbeat however the target audience didn't replicate this like and preferred Kathryn's contemporary style.*

- *The target audience preferred the colours used in David's exhibition, one saying,*

    "It's bright and stands out more, you'll be more likely to stop and look at it."

When sending off the pitch, we included the survey results in order to justify our decision making on the final design.

5

Final Outcome

6

7

From the feedback gathered at the survey, we then began to work out (as a team) which aspects of the project would be assigned to each person. We wanted to assign roles to best suit the skillset of the individual. From our initial job preferences in the team introduction, we decided that we would take on the following roles:

Print & Design
Kathryn & Heather

Audio
Heather, Kathryn and Laura

AR
Heather

Filming
David, Heather, Kathryn & Laura

Motion Graphics
Laura
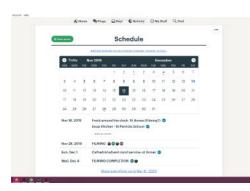
Promotional Video
David

Due to the scale of some aspects of the project, we thought necessary to help out the person leading; for example, the film work entailed multiple interviews and filming dates and so we shared the workload for this. The audio clips for the AR were extensive also and so between myself, Kathryn and Laura we cut and fixed them up to implement into the AR.

After assigning job roles, we decided to schedule in diary dates for filming. I uploaded all known film dates to basecamp and added notes to any which had specific times already confirmed by the client. It was decided that everyone would take part in at least a couple of shoots.

Also regarding scheduling for filming, we were in contact with the community partner. As a team we drew up a list of the events and who would be attending.

Clifton Street Cemetery
David, Heather, Kathryn, Laura

Frock around the clock @ St.. Anne's
David, Laura

Soup kitchen @ St.. Patrick's school
Heather, Laura

St. Malachy's school including interview with Paddy and footage of library and Chapel
David, Heather, Kathryn, Laura

Clifton House filming including interview with Aaron
David, Heather, Kathryn, Laura

Clifton House filming interview with Alisha
David, Heather, Kathryn

Indian Community Centre footage of the temple
David, Heather, Kathryn

Duncairn footage of building and interview (audio) with Eimear.
David, Heather, Kathryn

St.. Anne's carol service
David, Kathryn

The Schedule

The schedule changed for a number of reasons and was ammended accordingly.

TOUR OF NORTH BELFAST

15 OCT

Tour of Cluster buildings.

1pm from Clifton House.

PITCH

12 NOV

Project pitch will be sent to community partner for sign off.

NARROWING DOWN IDEA

14 NOV

Using audience research and client feedback to define ideas.

DEVELOPMENT BEGINS

21 NOV

Idea pitched back to community partner and development begins.

POSTERS

**21
NOV**

*Updated posters
for exhibition
so AR can be
constructed.*

MOTION GRAPHICS

**03
DEC**

*Motion graphic
of branding
& titles for
promotional
video.*

FILMING

04

Filming day

*Audio- Group
will take a few
clips each to cut
audio from to
add into AR.*

AUDIO

**05
DEC**

*Linking images
with app. (Audio
to be added after
filming on 28th
November).*

PRINT
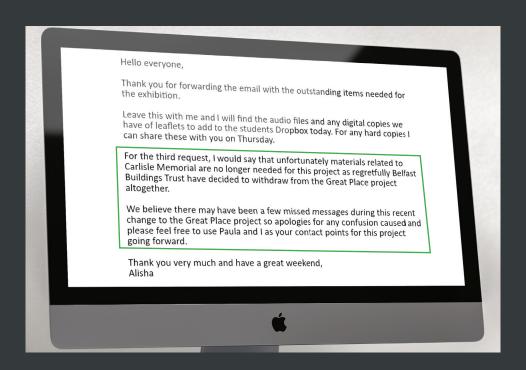
**05
DEC**

*Flyers and
Brochures to
be in full swing
and include all
given content
from community
partner with new
branding.*

VIDEO

**11
DEC**

*Video production
for final version
due on 11/12th
December.*

During the production of the final outcome, we approached a difficulty within the project. After slow contact from Shane, we came to learn that he (and subsequently his company; Belfast Buildings Trust) felt that they could no longer continue in the North Belfast Heritage Cluster and therefore stepped back from the Great Place Project. As a result, all Carlisle Memorial Church footage and materials that we had populated for the project, had to be removed. This was a substantial change and we had to revisit our promotional video storyboard which outlined Carlisle Memorial as a key part of the film.

Kathryn also had to make adjustments to the print materials and I had to remove Anne and Carlisle from the AR. Unfortunately, our team had no control over this. In reflection. we were given the opportunity to revisit the storyboard in order to come up with an equally good concept. It has also given us the knowledge to expect the unexpected when working with external partners.

Hello everyone,

Thank you for forwarding the email with the outstanding items needed for the exhibition.

Leave this with me and I will find the audio files and any digital copies we have of leaflets to add to the students Dropbox today. For any hard copies I can share these with you on Thursday.

For the third request, I would say that unfortunately materials related to Carlisle Memorial are no longer needed for this project as regretfully Belfast Buildings Trust have decided to withdraw from the Great Place project altogether.

We believe there may have been a few missed messages during this recent change to the Great Place project so apologies for any confusion caused and please feel free to use Paula and I as your contact points for this project going forward.

Thank you very much and have a great weekend,
Alisha

" *Regretfully Belfast Buildings Trust have decided to withdraw from the Great Place project altogether.* "

Alisha Watters;
Grant Development Office

Communication is key throughout the development process. As a team we used both Basecamp and Whatsapp to share files and update our team mates.

#GREAT PLACE NORTH BELFAST

Print & Graphics

The overall concept features aspects from a number of pitch ideas. Kathryn's logo was taken forward using ideas from both David's brochure style and colour palette. To improve and create fluidity across both designs, Kathryn made some adjustments to the logo shape and we revisited the colour scheme, making them stronger and more impactful (100% CMYK Colours).

It was important for us to gain vital information about our ideas from both the community partner and the class survey, to allow us to best piece together a strong and contemporary style.

The imagery on all print and exhibition materials is minimal, with the use of the logo, tagline and featured image alone.

The flyer was created as a promotional leaflet for the exhibition. We discussed with the client as to what size they preferred and created and A5 template. Kathryn applied the same branding to maintain consistency.

The brochure was a merge of both David's concept (knowledge gained from the brief) and from the current North Belfast Heritage Cluster brochure. Content was not provided from the client and so we took research material from the GPNB website and refined the information.

Kathryn also completed the posters for the indoor and potential outdoor exhibition so that I was able to begin AR development. She showcased a minimalistic style, grey scaling all images and added a (-14) noise effect in order to give a grainy and traditional look. I collated quotes from each of the audio files so that Kathryn could present them on the posters.

The instagram account was also populated from both Kathryn and Laura, showcasing each of the stories from the 17 buildings.

GREAT
PLACE
NORTH
BELFAST

GREAT
PLACE
NORTH
BELFAST

GREAT
PLACE
NORTH
BELFAST

Our
People
Stories
Heritage

Our
People
Stories
Heritage

our **People**
Stories
Heritage

our
People
Stories
Heritage
greatplacenorthbelfast.com

Great Place North Belfast is a three-year programme of the North Belfast Heritage Cluster. It is funded by National Lottery Heritage Fund as one of four Great Place projects across Northern Ireland, with additional funding from Belfast Charitable Society. Great Place funding is designed to allow communities to explore how their unique heritage and culture can be used to shape the future of these places and help tackle wider issues such as poverty, employment, health and education. As set out by the Heritage Fund, the Great Place scheme

INTERACTIVE EXHIBITION
This is an interactive exhibition. Use your phone and follow the instructions.

DOWNLOAD THE FREE BLIPPAR APP

SCAN THE IMAGE

DISCOVER INTERACTIVE CONTENT

28th January 2020, Ulster University

GREATPLACENORTHBELFAST

GREATPLACE

GREATPLACENORTHBELFAST

responds to the specific needs of ... Northern Ireland based at Clifton

St. Annes Cathedral

A non-denominational church, formed 2009 with a strong focus on social justice with ongoing cultural programming including a community cinema open to all. Led by seven senior leaders and a board of four directors; four staff members. Based in former Donegall Street Congregational Church, built 1860; destroyed by fire 1931, rebuilt 1932; extensive damage during the Blitz, rebuilt 1955; B1 listed.

Religious Society of Friends (Quakers) in North Belfast since 1799. Meeting for worship held every Sunday at 11am. Governed by the members, no paid staff.Original Meeting House designed by member Thomas Jackson, built 1839, demolished 1971; original features remain as the former red brick entrance and the Institute building (now leased offices); B2 listed.

Donegall Street Congregational Church Redeemer Central

Frederick Street Quaker Meeting House

Clifton House

**Belfast's oldest charity (Be
Charitable Society, 1752)
opened Clifton House as a
Poorhouse and Infirmary I
1774. Refurbished in 1880s
deliver care of older peopl
is the oldest working build
and key piece of Grade A
listed Georgian architectu
in the city. Currently house
a vast archive dating back
1600s telling the story of t
development of Belfast.
Public tours of the historic
part of the building Friday
at 3pm, private tours can b
booked. Find out more abo
this building and the impo
contribution of those behi
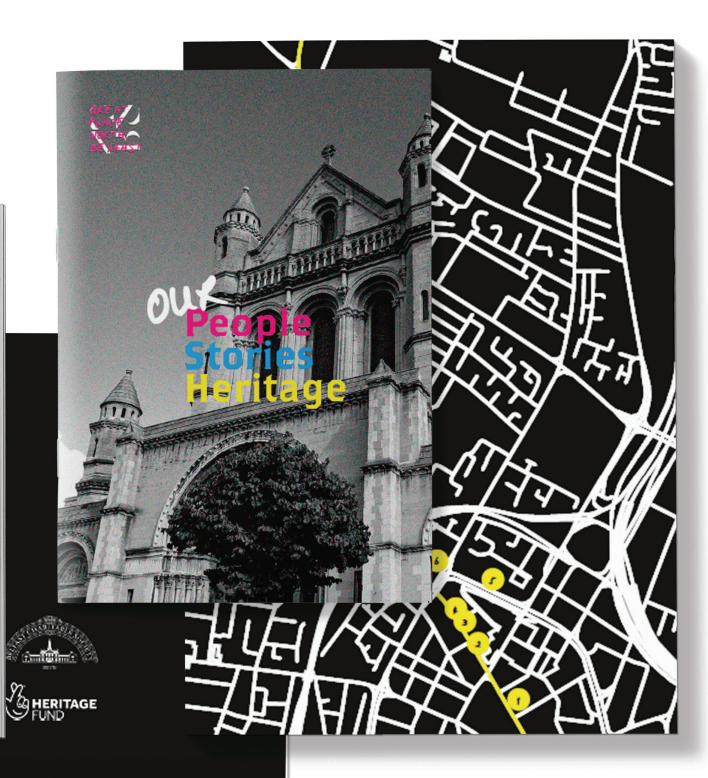in building Belfast.**

Religious Society of Friends (Quakers) in North Belfast since 1799. Meeting for worship held every Sunday at 11am. Governed by the members, no paid staff. Original Meeting House designed by member Thomas Jackson, built 1839, demolished 1971; original features remain as the former red brick entrance and the Institute building (now leased offices); B2 listed.

our
People
Stories
Heritage

"We have all human life
buried there from all
aspects of Belfast history"
Aaron McIntyre,
Clifton St. Cemetery

"There
magnif
and we
heritag
St. Pat

OUr
People
Stories
Heritage

OUr
People
Stories
Heritage

are the bones of a
ficent hidden gem
e want to make it, the
ge, alive." *Eugene O'neill,
tricks Presbytery*

"I think, it is important that the people realise the immense value of our heritage in the community that we have."
Janice Beggs, Carnegie Library

Our People Stories Heritage

greatplacenorthbelfast #GreatPlaceNorthBelfast

2 minutes ago

greatplacenorthbelfast

"I firmly believe
the best way
to integrate
is probably
interact with the
cultures."

View Insights   Promote
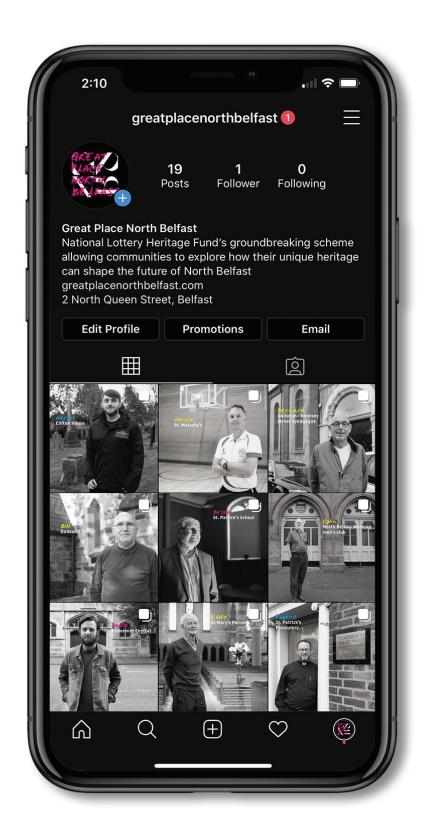
greatplacenorthbelfast #GreatPlaceNorthBelfast

3 minutes ago

greatplacenorthbelfast

AR & Exhibition

I was solely responsible for the development and execution of the AR for the indoor exhibition. I wanted to challenge myself yet make the final outcome beneficial for the project.

Blippar was a relatively new app for me and so I began be delving into a bit of research about the app. I also did a number of experiments before expanding across all 17 exhibition posters.

Having already received all 34 posters (Landscape for outdoor and Portrait for indoor) I wanted to create an audio story through the quotes presented on the posters; to tell a story that will be engaging for the younger audience and that will provide knowledge about the heritage stories in North Belfast.

I have outlined the ways I developed the AR and the final outcomes.

Blippar

The blippar tool allows you to create individual projects or individual 'blipps'. Briefly, the process includes the following:

- *upload 'blipp' or image*
- *place it on the grid as required*
- *add video/audio/imagery through the upload panel.*
- *drag the required asset onto the grid.*

As the community partner showcased minimal budget for the project, I had to research and find a suitable

method to host the AR. Blippar allows for 'test' publishes where any user on the app that has the test code of the blip can access the AR experience.
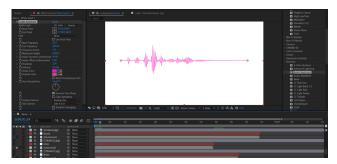
Prior to the blippar work, all audio files for each of the 17 buildings had to be cut and corrected. This was extensive work, with each of the clips averaging 20mins in length. For the AR, I aimed to have no more than 90s. Laura and Kathryn took a few files in order for me to populate the AR within a reasonable time frame.

Firstly, I created a simple audio button for each storage, which was pressed manually by the user when the AR was scanned.

I wanted to create a bit more of a visual dynamic to the experience. Within After Effects, I created a visual audio wave, syncing to the voice of the story.
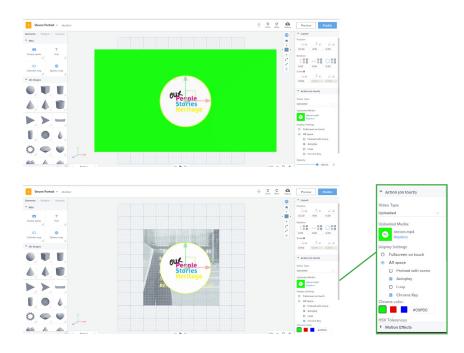
I took this further by investigating how I could add in the tagline used across the brand. Visually, the tagline suited better within a circular frame and so this became my design.

Initially, all went well until the upload to Blippar.As I wanted a transparency on the backgrounds of the AR, I exported each audio files with a transparency feature enabled.

Although this worked, I came into a problem. Blippar only supports mp4 uploads (which doesn't support transparency). I did a bit of research to try and identify a solution. One of these solutions was to create a green screen background on the image to import into Blippar and follow blippar support instructions to remove the Chroma key.

Setting the Chroma key on the right-hand panel removed the green screen. I replicated this nicely throughout all designs.

When tested on Apple devices the AR worked perfectly, however I have an Android and when tested on this, the green screen remained present. I did investigation into the target audience device usage to explore whether it was a viable option to rule out Android users. As sources said, "Over 80% of teenagers prefer iPhone to Android" (Business Insider, 2016). This figure however dated back to 2016 and I didn't want to rule out fixing the problem.

As a back-up, I did a slight redesign, placing the image of each building behind the audio wave, showcasing the building that the audio is talking about. This, as a last resort, removes the transparency background causing the Android compatibility issue.
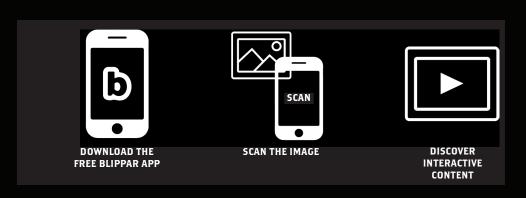
I explored discussion groups and forums on Blippar and could not see the problem with Android compatibility. I contacted a representative who gave me quick instructions to solve my issue; one I could not have worked out solely on my own. When adding the Chroma key option to the video on import, the 'Preload with Scene' option should also be selected.

Problem solved! Ta dah! Here is the final outcome and preview using the Blippar app.

OUr
People
Stories
Heritage

"I h
comm
fe
open
plac

David
Centr

SCAN WITH BLIPPAR

DOWNLOAD THE FREE BLIPPAR APP

SCAN

SCAN THE IMAGE

DISCOVER INTERACTIVE CONTENT

There are a number of positive and negative aspects to point out in evaluation of my AR techniques:

Positive
- *Blippar is a free app and so perfect or the use on this project where the community partner may not necessarily have the funds to spend (£20 per blipp).*
- *After great research and experiment I found a way around the Android compatibility issue, meaning that the app is responsive to both Android and Apple users; which is almost equal in young people in this day and age.*
- *Once I experimented and tested the app, it was effective and straight forward to use.*

Negative
- *From the outset, I shouldn't have ruled other AR apps out, rather than keeping hold of a familiar name. I didn't realise some of the limitations of this app and should have explored other apps which may have featured everything required.*
- *I spent a lot of time experimenting and playing about with the app as I was unfamiliar with AR software.*

Motion Graphics

Laura took a key interest in the aspect of Motion Graphics. In the initial pitch, the community partner was impressed with Laura's way of presenting the making of her logo, through a short video clip. As a team, we decided that to keep up with client expectations, that a new motion graphics piece would be made to represent the new brand.

Laura also created an animated GIF for the logo.

Laura created a number of different motion graphics assets; primarily for the promotional video. In one clip, she created a short demo on the use of the AR used within the exhibition, using film footage from the filming days.

Laura also created a nice brand video, showing the transformation from the original branding to the new branding. She synced the animations to the sound of the background audio (the same used in the promotional video to create brand consistency

Finally, to add additional elements to the promo video, she created a typewriting effect on introduction of the interviewees.

Promotional Video
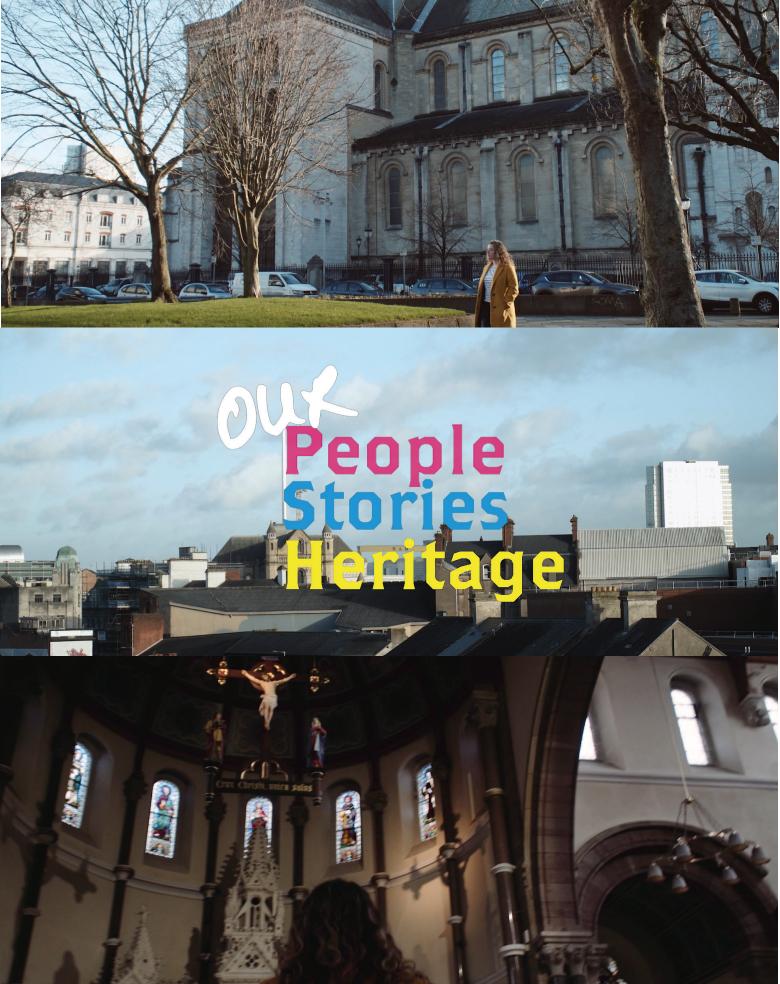
David took the lead on editing the promotional video. As we attending a number of filming sessions, we had a good understanding of the layout of the video.

The original draft showed minimal content around the community spirit within the buildings and so we advised that some more clips portraying this could be shown. David focused in on the interview aspect of the video and this looked really well, merging audio clips together of people saying the same thing. Some audio and lighting fixes needed adjusted before final version was released.

A mix of shot types were used; establishing shots to portray the beauty of the outside of the buildings and close up shows of the people who are part of the heritage of the buildings.

The motion graphics created by Laura were then added into the video to create a vibrant and interesting feel. Her logo animation and tagline animation coincided with the lovely shots of the buildings to portray the brand in professional way.

As a team, we took care in choosing the right background track; that had no copyright issues and that was impactful and engaging to our target audience.

Our
People
Stories
Heritage

The video included the key features that were outlined in the initial storyboard. Due to the change in client dynamic, we had to revisit the Carlisle Memorial concept and so instead, decided to frame the initial shots around clifton house.

Showing community within the buildings at the soup kitchen, carol service and craft fairs.

Wide shots showing the interviewees incolved with the heritage in the buildings. Aaron @ Clifton House.

Gemma is used throughout acting as an explorer to all the heritage sites. Her progresses is shown at each of the sites and how she is interacting with them.

Interviewees sharing what heritage means to them.

Project Management

7

Throughout the project, it was essential to have good team work and communication in both our group and with the client.

#GREAT PLACE NORTH BELFAST

Basecamp

An app that has all the scheduling tools in place, Basecamp was critical to our work. Within the app, we made use of the following features:

Campfire- This was a useful tool to professionally chat to the other members of the team about the project. We made use out of this to query design decisions and ask about availability to film.
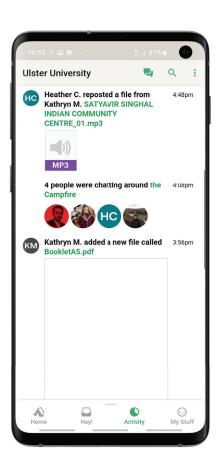
Docs and Files- This was used as a hub for all files created in relationship with the project. The advantage of this was that, for example, I was working on the AR and needed all exhibition posters from Kathryn. I could see when the posters were last updated and could revert back to old versioning if needed. All files in the docs and files were kept up to date so everybody had access to them (for the most part!)

To do Lists- Out of everybody, I made the most out of this section of the app (Love a good to-do list!). It came in very useful especially when I was completing the A. Other members of the group were editing some clips and so I created a checklist than when complete, each person ticked off.
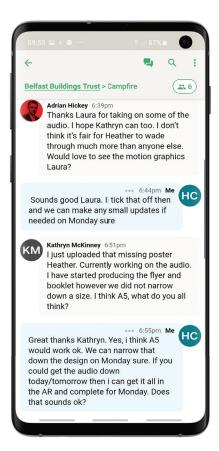
Scheduling Calender- This was used primarily to schedule in film dates. On each entry, I was able to assign names to the job and add in notes- normally emails' confirming locations and times etc.

Activity Panel- Allows the team to see what everybody else is activity doing on basecamp- whether that be talking on the campfire or posting updated documents.

Phone 1

Ulster University

HC Heather C. reposted a file from Kathryn M. SATYAVIR SINGHAL INDIAN COMMUNITY CENTRE_01.mp3 4:48pm

🔊 **MP3**

4 people were chatting around the Campfire 4:08pm

KM Kathryn M. added a new file called BookletA5.pdf 3:56pm

Home | Hey! | Activity | My Stuff

Phone 2

← **Belfast Buildings Trust** > Docs & Files

Instagram
Log in details
Username: greatplacenorthbelfast
Password: stareneathedral19

Logo
our People Stories Heritage
Asset 5@4x.png
ourpeoplestoriesherit...

Audio
Eugene.MP3   Eddie.MP3
...and 12 more

Motion Graphics
Brand identity
Our people...
Gifs   Logo
...and 1 more

updated schedule.indd
INDD
I created an updated schedule that fits the same dimensions as our production log

Interview Questions
• Please introduce yourself
  • (Who you are and what you do? What building are you connected to?)
• What does heritage mean to you?
• What do you think heritage means to Belfast?

Phone 3

← **Belfast Buildings Trust** > Campfire   👥 6

Friday, December 6

6:22pm **Me** **HC**
Hi All. I have been working all day cutting the audio down for the AR. All 17 clips are on average 20 minutes each so it is taking me a lot longer than I anticipated. 🙋 Laura and **KM** Kathryn If at all possible could you take on 2 or 3 of the audio clips and pass them back so I can implement into the AR. II write a checklist to check off which ones have been done now :)

Laura Beattie 6:27pm
Yes will do!

6:28pm **Me** **HC**
Thanks Laura. I have put a to-do list up of the ones that still need done and assigned your name to some if that's ok.

Laura Beattie 6:36pm
Ive got motion graphics sorted, just need to see them with the footage to see if any timing changes need made etc with sound. 🙂 David can you send me a short export of the opening of the video with sound?

➕ Send message **HC**

Phone 4

←   💬 🔍 ⋮

Belfast Buildings Trust > Campfire   👥 6

Adrian Hickey 6:39pm
Thanks Laura for taking on some of the audio. I hope Kathryn can too. I don't think it's fair for Heather to wade through much more than anyone else. Would love to see the motion graphics Laura?

6:44pm **Me** **HC**
Sounds good Laura. Il tick that off then and we can make any small updates if needed on Monday sure

KM **Kathryn McKinney** 6:51pm
I just uploaded that missing poster Heather. Currently working on the audio. I have started producing the flyer and booklet however we did not narrow down a size. I think A5, what do you all think?

6:55pm **Me** **HC**
Great thanks Kathryn. Yes, i think A5 would work ok. We can narrow that down the design on Monday sure. If you could get the audio down today/tomorrow then i can get it all in the AR and complete for Monday. Does that sounds ok?

Screen 1

Kathryn
I can come lend a hand if you need laura?
19:52

Laura
Should be sweet, I'll probs be in town doing work in-between
19:53

David Kirkpatrick
Good idea Kathryn, I will do. Apologies!
20:03

Kathryn
if laura is still going then no need david
20:04

David Kirkpatrick
Will I even let her know, it's just the one of us?
20:05

No david theres no need. Me and Kathryn can work out between us If we are going sure just to give laura a hand
20:06

David Kirkpatrick
Okay. I can give the equipment to you Laura for the soup kitchen
20:24

Laura I'm coming to help you film the soup kitchen if that's ok lol
20:33

Laura
You sure?
20:34

Type a message

Screen 2

00:26

David Kirkpatrick
Oh unreal!
00:30

Ok guys so theres maybe been a bit of confusion. Because the interviews start from 4 and last till after 6 I thought we still kind of go as planned. David and Laura are you happy enough to still film the buildings st Pat's school and stuff at like maybe 2 and meet me and kathryn at Clifton house just before 4, yous can give us the equipment and then me and kathryn are happy enough to do the other 2 interviews. Theres no point us all sticking around ??
09:18

If that's ok with yous il email Alisha just to make sure it's ok for her to accompany you to open the buildings before that
09:19

@Laura if needs be il take the equipment to coleraine tomorrow
09:24

David Kirkpatrick
Yeah that sounds good, thanks Heather! Yeah we'll need in lol so it would be good to get Alisha! We'll probably film the wee extra bits at Clifton House too before the interviews
09:27

Sounds good il send her an email
09:30

Type a message

Screen 3

27 NOVEMBER 2019
somethin
20:14

David Kirkpatrick
Adrian says he'll chat to Stephen tomorrow to see what he says
20:50

Great sounds promising !
20:50

David Kirkpatrick
So tomorrow, we're starting with St Patrick's church and st Patrick's chapel? Is there any point in splitting up now since we're not filming at duncairn tomorrow?
23:56

It's just hard to guage how long it will take to film each thing..it might be really quick or take longer than expected so probably better to start earlier at like 11ish and have spare time rather than vice versa lol
23:57

Kathryn
Earlier than 11? The first interview is at 4
23:58

I don't they are expecting us before that
23:58

Just thinking tho we of want to film at the school etc we would need to do that before the interview at 4
23:59

Would need to send Alisha a quick email in the morning to confirm that's ok
23:59

Type a message

Screen 4

16 NOVEMBER 2019

Laura
Does anyone know if the uni has specific forms for us to use? I'm going to ring the guy from the soup kitchen to check everything with him
14:08

Kathryn
The university has forms but they are only for those aged under 18 requesting permission for use within the university
14:09

Laura
Ok sweet
14:10

well just rang Paul says we dont need any forms, and he seems pretty chill, he said just ask the folk before we start filming, and everyone should be over 18. (ima write this in basecamp too)
14:49

Ok so laura are you thinking go at 5 and 7 or just do the 7 one ?
14:49

Kathryn
Great
14:49

Laura
if we went about 6/6.30? then we could get without the people and then could get a few of them coming in at 7?
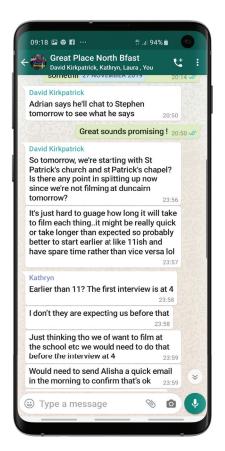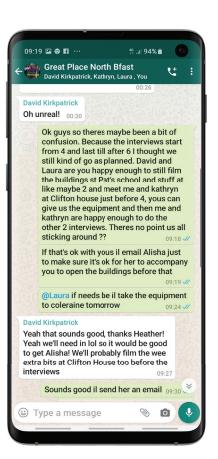15:07

Type a message

Whatsapp

Alongside Basecamp, we also used Whatsapp as a form of communication between our team. This chat was used for conversation tones and was a more informal platform. Where necessary we took the conversations from whatsapp into basecamp to maintain consistency in our scheduling (for example around filming dates and changes to the team members schedules) in order to let Adrian and Claire know the status of our work.

Toggl

As a form of time-management, all team members were assigned to enter their time (working on the project) into toggl. Each entry can be entered manually or on timer mode, so that when the work begins, the time runs until exactly the point that the work is finished. Each entry can also be categorised into a number of titles. We created our own to fall into related work that all team members were carrying out:
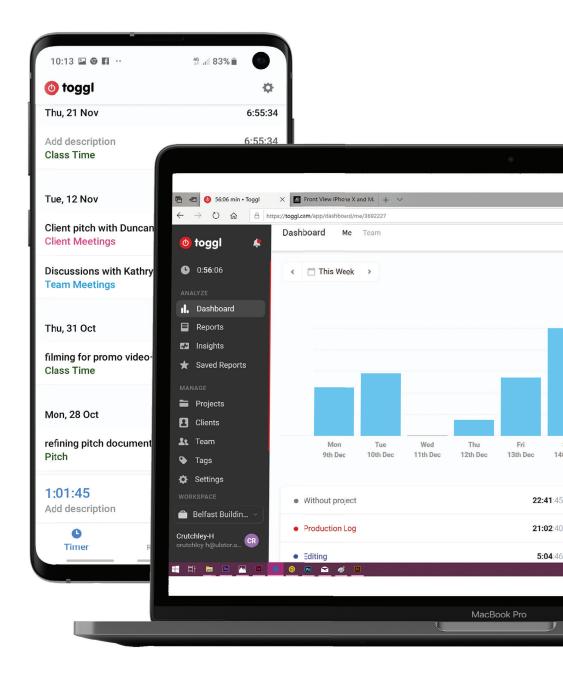
- *Client meetings*
- *Benchmarking research*
- *Team meetings*
- *Brief production log*
- *Editing*
- *Design work*
- *Class*
- *Filming*
- *Pitch*
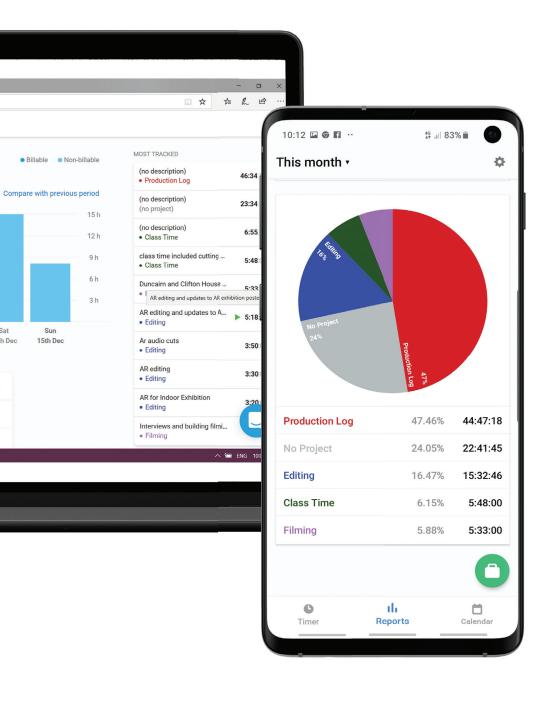
It was also a good tool to be able to see your daily, weekly and monthly time consumption on the project through the reports tabs. All the figures are drawn up into a pie chart and categorised into the project titles.

We could also use the feature on Toggl labelled 'Dashboard'. This showed a bar chart of the selected time period in the project and who was logging time against it. Again, it features a 'me' tab but also everyone can track what other people in the project are completing and how much time it is taking to do it.

On reflection this was a brilliant tool to gage where I was in comparison to the other team members however on some occasions, time was not being record on particular titles so we were not aware of any production happening.

Evaluation & Reflection

The community partner project and collaboration with the Science Shop has proved very beneficial to myself. Coming from placement, I thought I would have a good understanding about the way clients work, but I soon realised that really we were 'on our own'. with the client. In placement, we worked in a large team and usually managerial staff took the role of client communicator. Through this project, not only did we have to organise and schedule around our own work, but that of the clients' own schedule.

• *From the outset, the community partner seemed incredibility excited and maintained an open mind when it came to our creative side. We did run into a few minor blocks. Due to the number of clients/ community organisations we were dealing with, each member had a different approach and therefore a different opinion. Although it was extremely useful to gain insights into different opinions; we thought best to listen to our target audience, who are the primary users of the experience. All was agreed that this should was the best approach.*

• *Nearing the end of production, a change in the community partners' organisations meant that one partner withdrew from the project. Although this didn't massively impact us, communication was limited with the community partners and had we of known sooner, our production of the Carlisle Memorial Church could have been halted. This was a great learning curve as we had never really experienced anything like this and the reality sinks in that this is real life and things happen; we just had to keep going and do our best to meet the client's expectations.*

• *At times, the scheduling of filming dates could have been organised a little better, however unfortunately people dropped out and cancelled last minute and so in the moment and to no fault of the community partner. The filming worked out in the end- we took the initiative to film as much as we could and in the end we didn't need*

Although approached negatively, I do have to say that I thoroughly enjoyed working with the community partner. The experiences (good and bad) have allowed me to get involved creatively with something that I never thought I would be interested in and create advertisement for the Great Place (and not just designing something for myself.).

Working as a team of 4 proved some benefits and challenges for the project.

- *Due to the scale of the project, I felt that it was important to have all on side to distribute the work evenly. Although I felt in cases this maybe wasn't totally handled correctly, for the most part it was great to have an extra pair of hands when the workload was too much. As an example, I hadn't anticipated the amount of audio that needed edited for the AR Exhibtion and so I was thankful that Laura and Kathryn were able to give some help. The filming was another big area of the project and I thought it was only fair that we all contributed with our time and help.*

- *Using the scheduling tool within Basecamp helped us to work effectively as a group, and having the schedule alongside this meant we were able to aim for key deliverables. The schedule did have to be updated a few times but for the most part, it was important to have alongside us so each of us knew where we had to be and also where others in the group were aiming.*

- *Having both Whatsapp and Basecamp allowed us to communicate in different ways. Often that it was a case of quickly asking another group member if they would help/attend an event for example; to which we could then schedule it into the to-do lists and the calender on Basecamp. Personally, I think we could have executed this better; especially communication on Basecamp,*

Throughout the process of working in a team, I experienced the different ways that each of our team members worked. Although I found this difficult at times, I had to appreciate that people learn better in different environments and in different ways. It was defiantly a learning curve!

Bibliography & References

Barbican.org.uk. (2019). AI: More than Human |
Barbican. [online] Available at: https://www.barbican.
org.uk/whats-on/2019/event/ai-more-than-human
[Accessed 15 Dec. 2019].

Belton House Projection Mapping Christmas
2016. (2017). [video] Available at: https://vimeo.
com/214035784 [Accessed 15 Dec. 2019].

Business Insider. (2016). Over 80% of teenagers prefer
iPhone to Android — and that's great news for Apple.
[online] Available at: https://www.businessinsider.
com/apple-iphone-popularity-teens-piper-jaffray-2018-
4?r=US&IR=T [Accessed 15 Dec. 2019].

Cleveland Museum of Art. (2019). ArtLens Exhibition.
[online] Available at: https://bit.ly/35m8kAw [Accessed
15 Dec. 2019].

Design Types. (n.d.). 66 Logo Simple, and Minimalistic
Logo Designs. [online] Available at: https://bit.
ly/2srI3lG [Accessed 15 Dec. 2019].

Etsy. (2019). Etsy - Shop for handmade, vintage, custom,
and unique gifts for everyone. [online] Available at:
https://etsy.me/2LL [Accessed 15 Dec. 2019].

Great Place North Belfast. (n.d.). Home - Great
Place North Belfast. [online] Available at: https://
greatplacenorthbelfast.com/ [Accessed 15 Dec. 2019].

Instagram. (n.d.). Logo Inspirations on Instagram:
"Follow us   @logoinspirations Compass by Loren
Klein @lorenklein -   LEARN LOGO DESIGN   @
learnlogodesign @learnlogodesign - Want to be...".
[online] Available at: https://www.instagram.com/p/
BULKIzRgIPU/ [Accessed 15 Dec. 2019].

Nhm.ac.uk. (2019). 360° fossil-hunting adventure. [online] Available at: https://www.nhm.ac.uk/ discover/360-fossil-hunting-adventure.html [Accessed 15 Dec. 2019].

Savic, V. (n.d.). Amazingly Creative Brochure Design Ideas. [online] PopArt Studio. Available at: https://bit.

Signs, S., Stickers, S. and 3", N. (2019). New York Heartbeat Letters Square Sticker 3" x 3" New York Heartbeat Letters Sticker by listing-store-111699011 - CafePress. [online] CafePress. Available at: https://bit. ly/2rI8cwO [Accessed 15 Dec. 2019].

Tate. (2019). Tate Modern Multimedia Tour – Project | Tate. [online] Available at: https://www.tate.org. uk/about-us/projects/tate-modern-multimedia-tour [Accessed 15 Dec. 2019].

Free Logo Design Templates. (2019). Urban Logo Template - Free Logo Design Templates. [online] Available at: https://free-logo-design.net/business/ urban-logo-template [Accessed 15 Dec. 2019].

Wood Workings. (n.d.). I am a builder/carpenter in the Isle of Wight u... Elegant, Playful Logo Design ... - Wood Workings. [online] Available at: https://bit.ly/36revU6 [Accessed 15 Dec. 2019].

GREAT
PLACE
NORTH
BELFAST

The Science Shop
Knowledge•Ideas •Results