

Interactivity for Social Enterprise

MED 526

Interactivity for Social Enterprise Museum & Heritage Research

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Interac<mark>tivity for</mark> Social Enterprise



MED 526 Interactivity for Social Enterprise

This module is an opportunity to develop skills and practices within team work. As a team we are to draw from skills and techniques that have been explored in previous modules within Interactive Media.

Project Specification:

Using existing raw materials including interviews, artefacts and photographs develop an exhibition that will engage users about the heritage and culture available in the North of the city. Develop an interactive media campaign that will engage young people (18-25) and families in heritage and culture in North Belfast. This is to be available on social media to help foster a spirit of regeneration and stability for building and spaces that need to be sustainable in the future.

Skills Required:

Photoshop, InDesign, Illustrator, Premiere, After Effects and a very good understanding of Social Media platforms.

Sensitivity to historical contexts

Aims from Module Guide:

- Demonstrate an understanding of key integrative practices in interactive media and ways of conceptualizing creative practice in relation to an agreed live brief for a client.
- Demonstrate industry-standard competence in the IT skills required to complete a project.
- Produce high quality work that demonstrates the effective manipulation of image, sound, interactive components in a form appropriate to intentions to meet the agreed live brief for a client.
- Undertake extensive, specialised research.
- Demonstrate a high level of achievement in project management skills, including structuring tasks, prioritising, showing initiative and delivering on time.
- Demonstrate an understanding of own creative potential and practices in relation to the degree programme's intellectual aims.
- Contribute to good working relationships.

Time Log

Throughout the duration of this module we logged our time on Toggl. Toggl is an application that allows you to categorise and track time spent on projects. Based on this it generates quantified reports, breaking down collected data for billing and productivity purposes.



Total time spent on module: 186 Hours









Laura

During this project I am focusing on motion graphics. This entails; GIFs, brand development videos and any after effects used in the promotional video including titles, logos and the animation of the slogan.

Heather

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 interest in this area also.

Kathryn

Kathryn is a lover of all things design. She takes a key interest in branding and graphic materials. This includes exhibition boards, flyers, logos and overall aesthetic.

David

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





I carried out research prior to meeting client for our first meeting. I wanted to educate myself on the general topic of historical education and the concepts surrounding it.

The quote "The most successful adaptive reuse projects are those that respect and retain a building's heritage significance as well as add a contemporary layer that provides value for the future." is an accurate summary of what the client was looking for when we were writing the brief and discussing ideas.

By focusing on the 17-25 age range, there needs to be an element of interactivity within the finished exhibition design.

The journal states that museums have changed their structure as a result of emerging technologies and research regarding learning types.

When creating our initial designs, the group spent time discussing what we could collectively include to attract a younger audience and make them want to interact with Heritage.

We wanted to include print materials that will appeal to all ages and additionally include Augmented Reality alongside contemporary design to specifically appeal to the 17-25 target audience.

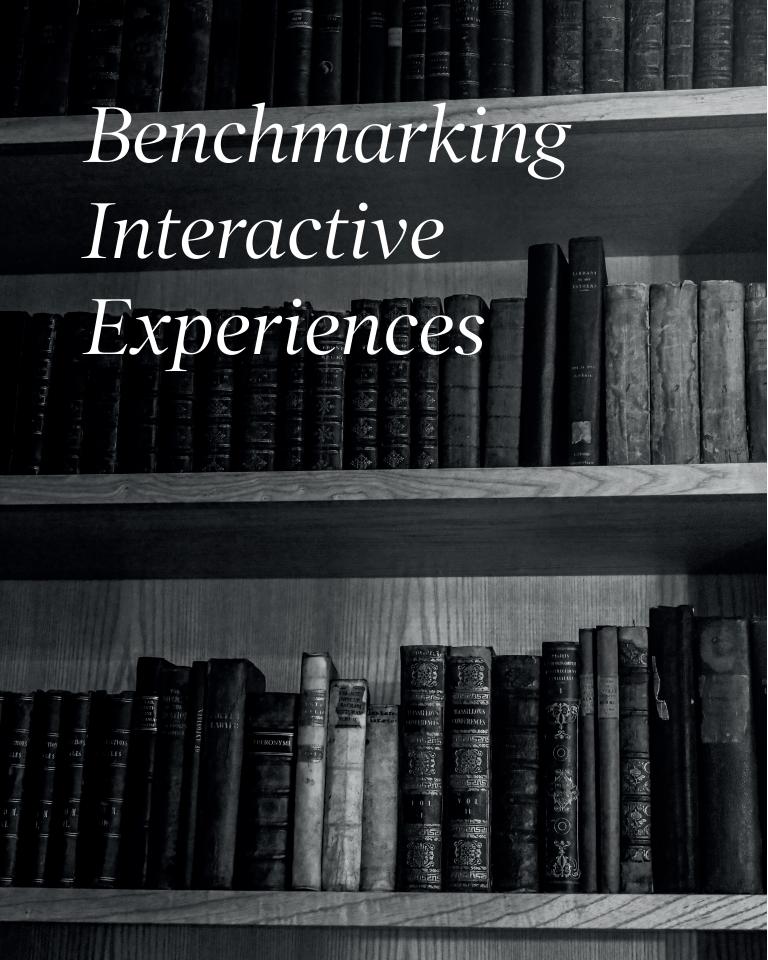
"Museums provide some of the most unusual and effective learning environments in existence. No longer are they typically long halls full of dusty cases crowded with objects. Today they are places where visitors can explore and interact with objects. The role of museums has changed, too, from merely exhibiting objects to interpreting them and finally to encouraging visitor interpretation. Museums give visitors first hand experiences with objects that can involve looking, handling, interacting, or actually experimenting. In many ways, museums provide some of the most real learning experiences people ever encounter. Rather than being told to memorize facts out of a textbook or watch a video explaining a process, visitors to museums engage in experiences that promote different kinds of learning."

> Constructivism in Museums: How Museums Create Meaningful Learning Environments

"The most successful adaptive reuse projects are those that respect and retain a building's heritage significance as well as add a contemporary layer that provides value for the future. When a building can no longer function with its original use, adaption is the only way that a building's fabric heritage significance can be preserved and maintained."

> Adaptive reuse of Heritage Buildings

"A building or part of the built environment has publicness to the degree it encourages and allows unanticipated interpretations. Publicness in architecture is a quality that facilitates or encourages self-organized interpretation of the built environment. Guides are neither required nor desired. Openness to the unanticipated is the only possible defense against diminishing marginal returns because, no matter the ingenuity of the architect to anticipate possible uses and interpretations, eventually the ability to anticipate, mold, and channel interpretation will give out. Upon achievement of this eventuality, staleness of experience sets in, thus diminishing its value. Through its publicness, however, the built environment stands to be continuously reinvigorated."



The Story of the Forest

The story of the Forest is an interactive experience located in the National Museum of Singapore. It takes the shape of an immersive exploration of wildlife situated in the Malay Peninsula. The experience encourages attendees to download an app, to follow a 'treasure hunt' dynamic to find various animals, take a picture, and then gain information

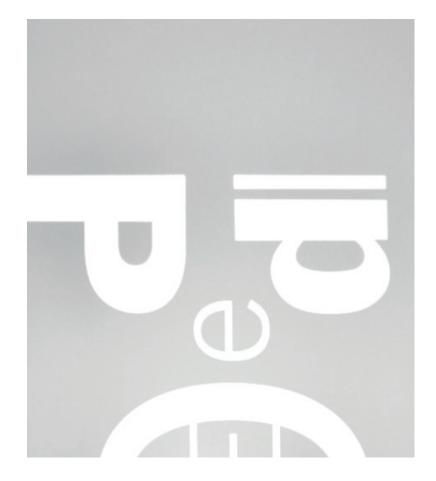
about them. The tour changes from day to day, depending on the weather in Singapore, the position of the animals and flowers change so that it is a unique experience if you return.



The Art Lab: People

The Art Lab: People is an exhibition that encourages the public to get creative and experiment with typography, digital art, shapes, colours etc. to create people (characters) through teaching or building upon new skills. Various projections are used throughout to show how typography can be turned into a character through motion graphics and positioning.

"Consider how artists show people through pose, gesture, and expression activities" - https://www.moma.org/calendar/ exhibitions/1277?locale=en



Christmas at Belton House

Christmas at Belton House is hosted by The National Trust UK and is a family event that consists of a walk through the forest, Santa trail, fun fair, and a projection on the house. During the forest walk there are colourful projections on trees. The house is used as a backdrop for the projection consisting of animation and motion graphics.



Visual Identity

Feature	'Story of the Forest'	Art Lab: People	Belton House
Logo- organisation	On info board - small	Throughout Exhibition	National Trust
Logo- specific event	On info board - large	Word used as the Exhibition	Same Typeface as NT [^]
Hashtag	Used by visitors		#BeltonAtChristmas
Photography	Entrace & web+social	Used for promo	Used for promo
Illustrations	Digital art & artwork in tour	Interactive	Projected (animation)
Vectors		Interactive	Projected (animation)
Print advertising		Throughout experience	
Billboard			
Web advertising			Event - buy tickets
Website for event	Showcase event with video tour and photos	Showcase exhibition with video and photos	Link from Belton page
Guerrilla Techniques			
Merchandise		Store from Studio	

Interactive Technology

Feature	'Story of the Forest'	Art Lab: People	Belton House
Interactive Website			
QR	(No) But has image recognition in tour		
AR			House used as canvas
VR	Not with headset, but 360 around you		
Walking Tours	Clear direction with tunnel like walkway	Freedom to move between rooms	Trail through forest
Projection	Interactive Digital installation	Logo on wall, motion graphics	
Film	Motion graphics - always changing	Motion graphics - loop	Promo (animation)
Drone			
360 Footage	360 illustrated motion graphics		

Branding of Exhibition

Feature	'Story of the Forest'	Art Lab: People	Belton House
Brand presence		Logo present - continuity throughout	On website / Social media
Twitter	Museum of singapore & Team Lab		Belton House not event
Instagram	Museum of singapore & Team Lab	Of studio not exhibition	Belton House not event
Snapchat			
Facebook	Museum of Singapore & Team Lab	Of studio not exhibition	Event page by Belton House
Live Streaming			
Platform integration	Consistent Branding	Through typography and logo	Link to National Trust page and events page
Links to locations - tag- ging event locations	Tags on posts - link to map		On Facebook
News feed-updated content regularly	Tags on posts - link to map	Events of museum / gallery	Events but not the light show

Video

Feature	'Story of the Forest'	Art Lab: People Belton House	
Branding	Yes (Promo Video)	Logo, type throughout	Logo present in video
Continuity	Within installation: illustration and style	Туреfасе	Uses same font
Re-enactment			Santa
Interview			
Voice over	Installation uses music and an app for text		In promo (unofficial)
Subtitles			
Typography		Focus of exhibition	Titles
Motion Graphics	Or character animator used in installation	Various stations - type	Text fades in
B Roll	Abstract flower petals falling in tour	In promo video	Of Trail
Various shot types	Extreme low angles for Dome experience	In promo video	Close up b-roll and long shot of trail
Call to Action- Social media, icons & links			Book now

Audio

Feature	'Story of the Forest'	Art Lab: People	Belton House
Formats/codec (browser support)			
Device compatibility	App for apple and android		
Controls (physical / digital)			
Accessibility	Need phone (app) for full experience	Suitable for Children	Suitable for Children
Personal (headphones) or loudspeakers options			
Overall Score	'Story of the Forest'	Art Lab: People	Belton House
	55.5*%	40%	55.5*%

Reflections

The Experiences - I chose to benchmark 3 experiences that focused on light, projection and animation/motion graphics. I decided to consider this type of experience as it would allow me to compare results more fairly compared to experiences that were 3 polarising concepts. However the experiences chosen were still created with various purposes so they are not entirely comparable.

Results - The "Story of the Forest" and "Christmas at Belton House" came out with the same percentage of 25.5*% whilst "Art Lab: People" scored 40%. I Believe this is a result of the construct of the "Art Lab: People" exhibition as it could be argued that it is a non constrictive workshop. Where the public are free to create the space rather than the space being created for the public to merely look at and interact with.

Story of the Forest - This experience definitely used Interactive technologies more-so than the others. The app was very effective and allowed the public to join in on a 'treasure hunt' learning experience whilst being immersed in the beautiful world.

Art Lab: People - This exhibition scored high in Visual Identity and Branding Identity. This was located at the Museum of Modern Art in New York. MoMA has a huge focus on branding and has created this exhibition with visual and branding identity in mind. Alongside merchandise of the museum it is clear there is a consistent identity throughout.

Christmas at Belton House - This experience has used video alongside facilitating their physical space to create an unconventional viewing experience for the public.

The use of projection highlighting the characteristics of the house has brought a 'new life' to Belton House and the surrounding grounds. Allowing people to move freely and then stop to watch what is being projected.

Breakdown

Below shows the breakdown of how much the experiences scored in each category. I wanted to work this out because the experiences are so varied in context and purpose. As the "Story of the Forest" and "Christmas at Belton House" both scored 55.5*%

this shows that "Story of the Forest" scored highest overall. I like the use of the app, and the installations used to create a utopian view of wildlife.

Key:

Highest in Category

Category	'Story of the Forest'	Art Lab: People	Belton House
Visual Identity	6/12	8/12	8/12
Brand Identity	6/9	2/9	5/9
Video	6/11	6/11	7/11
Audio	2/5	1/5	1/5
Interactive Technology	5/9	1/9	4/9

Community Partner Brief

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to be kept secret.

From a Person BELFAST. July 26,1802

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B. E. L. F. A. S. T. July 26,1802

B. E. L. F. A. S. T. July 26,1802

B. E. L. F. A. S. T. July 26,1802 From a Person unknown..... From a Person unknown: From a Gentl' vho does not allow his name to

Notes from First meeting

(03.10.19)

Claire Shane David Heather Laura

It was discussed that we will deliver: Exhibition

Promotional Video

Key Words:

Disconnect

"North Belfast is disconnected from the City of Belfast as it is not used, through heritage and culture this can be challenged"

Regeneration

"The ethos behind the North Belfast Heritage Cluster is to deliver and drive regeneration. This is done through addressing inequality, tackling poverty, sustainable organisations and creating sustainable partnerships.

In this way Heritage and Cluster are embedded in future generations"

Explicit

"The stories of the buildings, people and artefacts need to be explicit. The people are important and the buildings are important"

Place-making

"The goal of Great Place North Belfast is to combine heritage and culture to create a network effect through place-making.

Highlighting what is on offer in North Belfast, alongside the economy, how this all comes together"

Company Profile

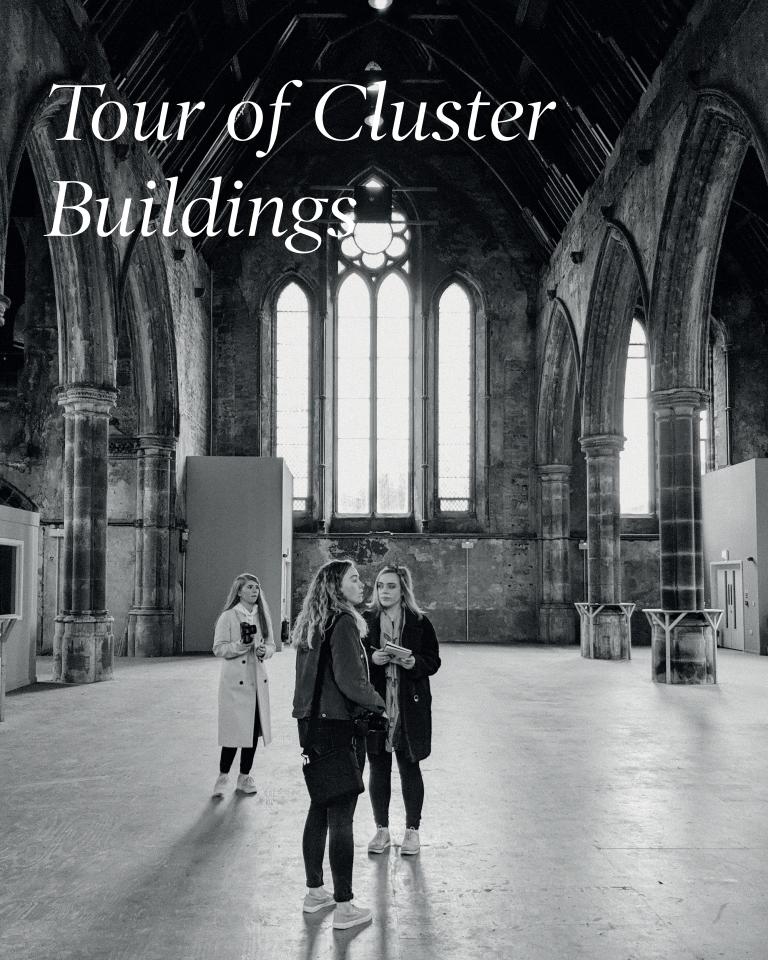
'The Great Place - North Belfast' is a project of the North Belfast Heritage Cluster. This is a group of volunteer organisations responsible for various heritage building sites in the area. Their ultimate goal is to maintain and promote culture through heritage-led regeneration; building sustainable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



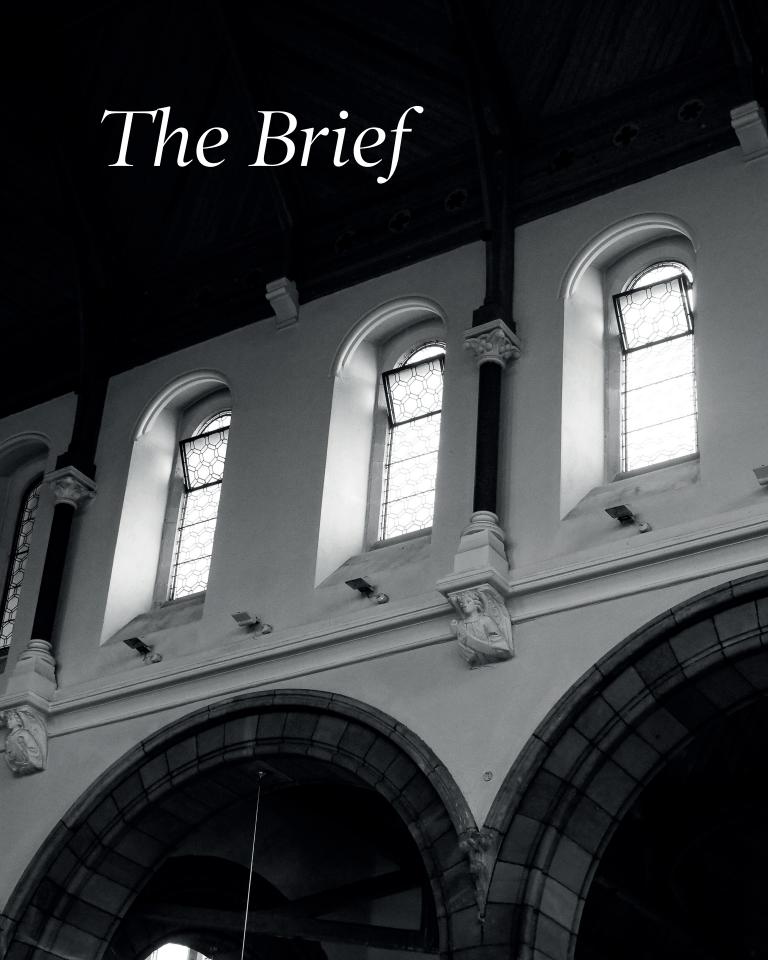
15.10.19











Project Summary

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 long into the future.

1	Deliver economic regeneration
2	Improve the physical infrastructure
3	Inspire community involvement
4	Increase learning opportunities for all
5	Build confidence

At present, the North Belfast heritage cluster have existing materials consisting of 18 interviews with community members relating to the each of the buildings within the Cluster. This material consists of a high quality photograph of the interviewee along with an audio interview and transcript. For each building, they have also supplied a chosen artefact that tells a significant story relating to the area.

As a team, we will take this existing project material and develop it with additional material to make a functional and interactive experience that meets the core objectives.

The idea behind the #GreatPlaceNorthBelfast project is similar to the Cluster aims; to attract and engage a younger target audience (of 17 to 25 years old). Its primary

goal is to combine creative design with personal stories and community engagement within each of the buildings, to get younger people involved with the heritage. This will create a larger scale of knowledge about the culture surrounding North Belfast for this age demographic.

Through the use of contemporary design and interactive content, the project hopes to achieve a greater footfall of younger people to the area. Targeting the audience through appropriate social media platforms is also key in the success of the project.

Objectives

The Stories

The main objective of the Cluster is to showcase the heritage in an immersive way; creating knowledge and engagement of the important stories that North Belfast has to tell. Each building holds great stories within their walls and it is important to the Cluster to make these stories explicit. Each building has also showcased an important artefact and we want to link these elements together to recreate an emotive and interesting heritage journey.

Knowledge to a younger audience

Another key objective is to maintain the knowledge about the heritage and culture within North Belfast. This cannot be done unless new audiences are targeted. The younger audience will eventually become the new generation that will maintain the heritage and it is important that they understand the importance and significance of keeping the Cluster alive.

Target Audience

The project will engage with a younger audience in order to educate about past history and regenerate the heritage and culture within the North Belfast area. 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.

Given that our team are within this category, we feel that we can directly target this particular audience in an effective way, through presence on social media and our creative approach to

the brief, that will directly inform the audience of the stories and heritage from this area.



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 assests 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.

Engagement

It is important to maintain the culture and heritage across many generations. We would not be who we are today as a society if we did not have the history and culture behind us. That's why as a team, our main goal, is to engage our younger audience to feel passionate about the stories and buildings surrounding us.



Deliverables

'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:

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- Tackle poverty and stimulate inclusive growth.
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- Build resilience into local heritage and cultural organisations.



Budget and Cost Implications

Description	Amount
Exhibition stands for outdoors x9 Double sided (Indoor - £3000)	£3000+
(Need to consider installation, weather proofing, electricity, sound, health and safety, ground rent)	
Projectors	
	To buy:
	Opoma £1631 Epson £290
	View Sonic £520
	To rent :
	Day £750
	Week £2100
Print Materials	
Poster A3 x100	£33
<i>Flyers A5 x</i> 100	£26
Adshells (Bus shops)	TBC
Movie House Trailer	TBC



Initial Experiments





Ideas pitched to class

These are the 3 main designs pitched. Other logo designs etc. are named 'Design 1, 2 ...'

Foundations

This concept focused on the architecture of the heritage buildings, cut away from their geographical surroundings. I wanted to focus on the idea of the foundations of North Belfast with the typography and graphics.

N is for North

This idea stemmed from looking at the use of typography in Logos. Such as the Natural History Museum (London), MoMA, and the Ulster Museum and the Design Museum (London). I wanted to highlight the word **North** as this is the area of Belfast that is deemed 'forgotten'. The design developed from using the whole name "Great Place North Belfast" to just the negative space in the 'N' of North. By narrowing down the logo it created a clean and contemporary branding.

Neon

This design was based on the concept of a highlighter used when studying. Illustrating how the buildings in the North Belfast Heritage Cluster should be valued within an important area of the city. As this design idea is based on education through the neon outline its purpose was to help the public learn about the buildings, people and stories in North Belfast. By definition "a group of similar things that are close together, sometimes surrounding something"

I wanted to create a collage of information for each exhibit that contained a quote, image and outline. The information on the exhibit overlaps and is not statically positioned from poster to poster.



Design 1

Typeface:

This logo attempt focused on taking a thin outline of the top half of the letters of 'North' and uppercase 'Belfast', combinined this with a vertical "Great Place".

This design concept was to replicate architecture as has a structural layout.



Great Place
BELFAST

BELFAST



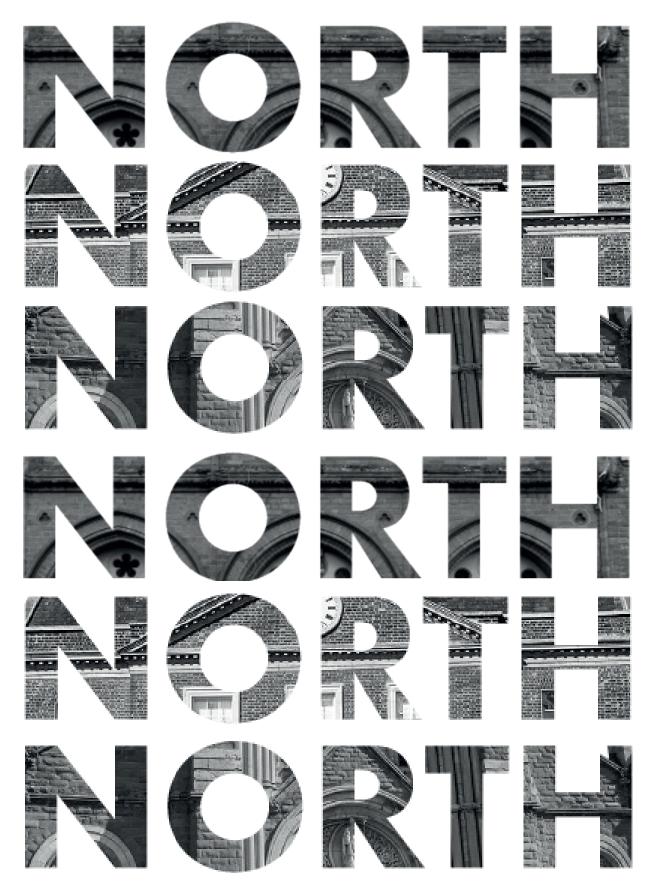
Reflections

This logo communicated the significance of the word 'North'. However, I think that the logo could potentially create complications when trying to layer it on various backgrounds, specifically images.

I wanted the outline to have a thin stroke to create a minimal logo. After experiementing with the logo on various backgrounds it is clear that there are too many elements.

The vertical, lower case of "Great Place" alongside the outline in combination with the upper-case block letters of "BELFAST"

is a complex and chaotic logo that doesn't communicate what I originally wanted it to. I don't believe that this logo meets the target audience discussed in the brief.



Foundations

For this design I wanted to use the technique of taking a word and using an image as the fill. In this case I used the word 'North' as to showcase what the North of Belfast has to offer to the City as a whole.

I used Adobe Illustrator to create these designs and decided to grey scale the graphics. The grey scale added an element of noise whilst allowing the coloured image to be the main focus.

In terms of typography I wanted all the text to be upper case and align proportionally. I liked the idea of presenting the individual buildings separate from their surroundings, I used Adobe Photoshop to achieve this by removing the background.

GREAT PLACE A CONTROLL BELFAST



JANUARY 2020

#GreatPlaceNorthBelfast





GREAT PLACE NO REST



JANUARY 2020

#GreatPlaceNorthBelfast





GREAT PLACE PLACE PLACE BELFAST



JANUARY 2020 #GreatPlaceNorthBelfast











Reflections

I executed the design concept well, however on reflection I do not think that it meets the target audience discussed in the brief.

I initially thought that the clean design would communicate a contemporary project highlighting beautiful forgotten buildings.

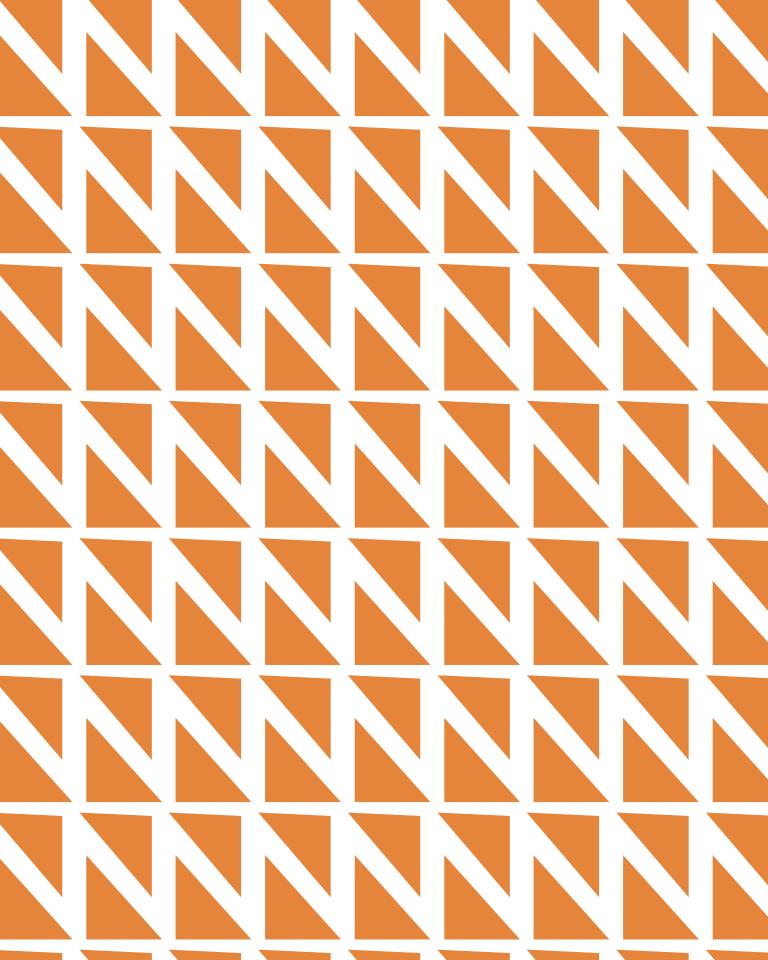
After completion I think that would appeal more-so to a mature audience.

Various elements were missing from this design as I did not include any significant branding, name of the building or include any mention of heritage.

I started this design by making the promotional posters for the exhibition, as I

was not confident in this design I decided not to follow through with designing additional elements.

I included this in our Class Pitch, however did not bring it forward to the final pitch to the community partner.



N is for North

Typeface: Futura Demi

The first logo was created by taking the negative space from the letter 'N' and using it as a logo. The idea of this would be that the colour changes depending on the content of what the logo is being used on. this shape could also be pattered to create another element of branding.

I then developed this concept and added a line to make it clearer that it was an N.

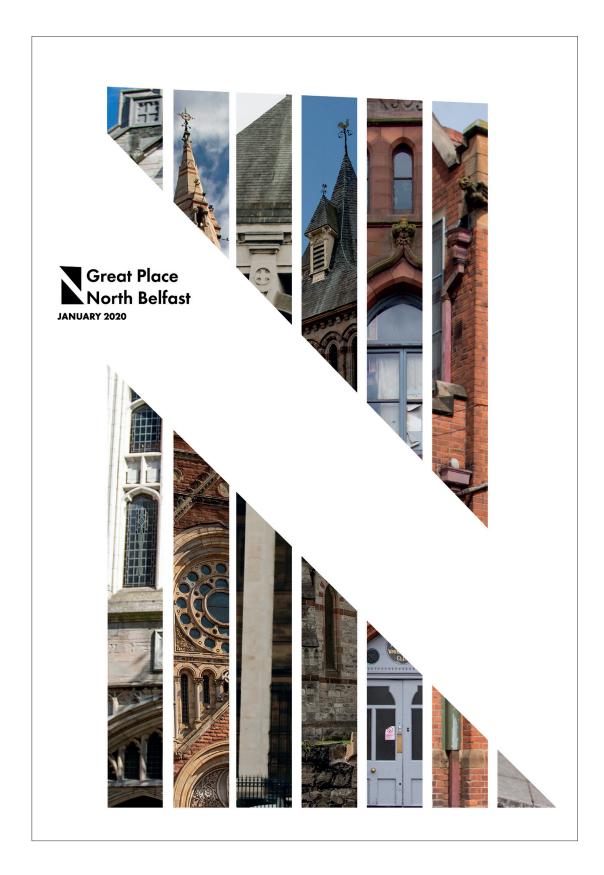
The second logo is the most modern and corporate. I like the use of lower case type in combination with the use of the negative space of the Upper case N.

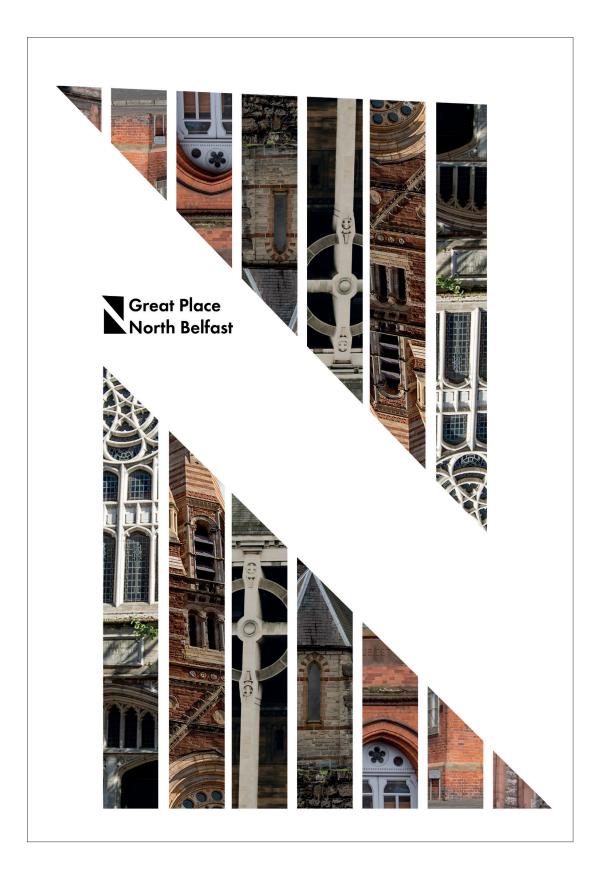


Great Place North Belfast









Great Place North Belfast









Reflections

This design was executed well, however I feel that it may appeal to a more mature audience than what was discussed in the brief.

The 'N' shape containing the images is aesthetically pleasing, creating an overall minimalist design. Yet it contains 6 images of buildings, which if not designed correctly could appear overpowering and chaotic.

This design does not include images of people or quotes, for this reason I do not think it is as effective as a poster or

possible exhibition. It may work as an advertisement, however it is not enticing enough for a young audience to follow up and find out more.



Neon

This design was created last as I wanted to add an extra element for the class pitch. I was out of my comfort zone with this idea as I didn't know how to execute the mix of neon colours with a minimal objective.

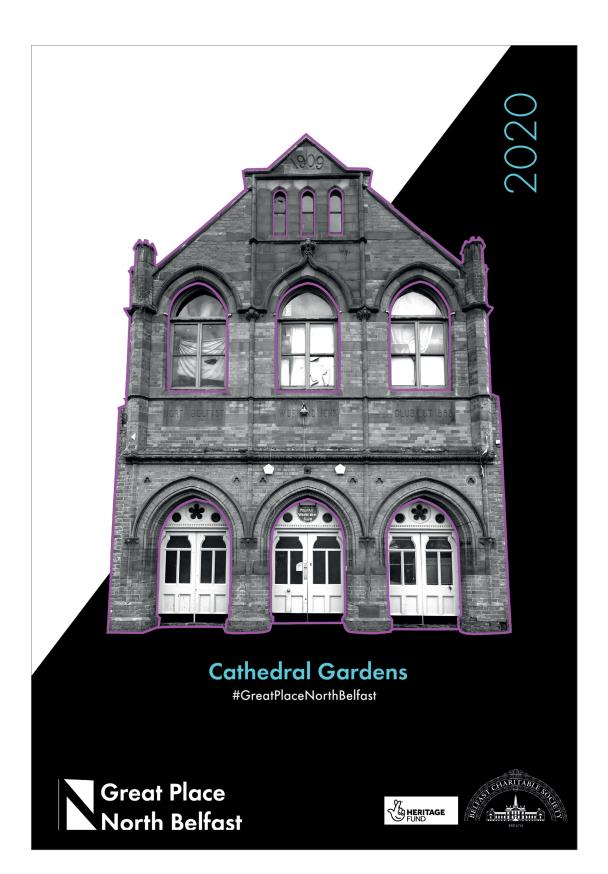
Similar to design 2, I didn't create a lot material wise for this design as I did not think it would be a preferred design.

By using illustrator I created simple outlines of the buildings

included in the Great Place North Belfast project. I then chose other characteristics of the buildings, such as windows and doorways etc. so that the graphics did not appear as an empty shell. One of the main aims was to make the graphics of the buildings distinguishable and recognisable.

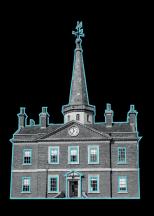
This design was based on the concept of a highlighter used when studying. Illustrating how the buildings in the North Belfast Heritage Cluster should be valued within an important area of the city. As this design idea is based on education through the neon outline its purpose was to help the public learn about the buildings, people and stories in North Belfast.

*After feedback from the class pitch I combined the neon colour and building outline with the layout of the design named "Cluster".



Great Place North Belfast

January 2020







Cathedral Gardens

#GreatPlaceNorthBelfast



#GreatPlaceNorthBelfast

Great Place North Belfast











Reflections

During feedback from the class pitch I was advised to combine the neon graphics with the with the layout of the design named "Cluster". To change the background colour from back to navy and replace certain elements and logos.

I replaced the logo from 'N is for North' in the posters, with the logo from the 'Skyline Logo' to create more cohesive brand identity.

The feedback stated that this design concept met the brief and the target audience of 17-25 year olds, but needed a lot of development as I had only pitched posters.

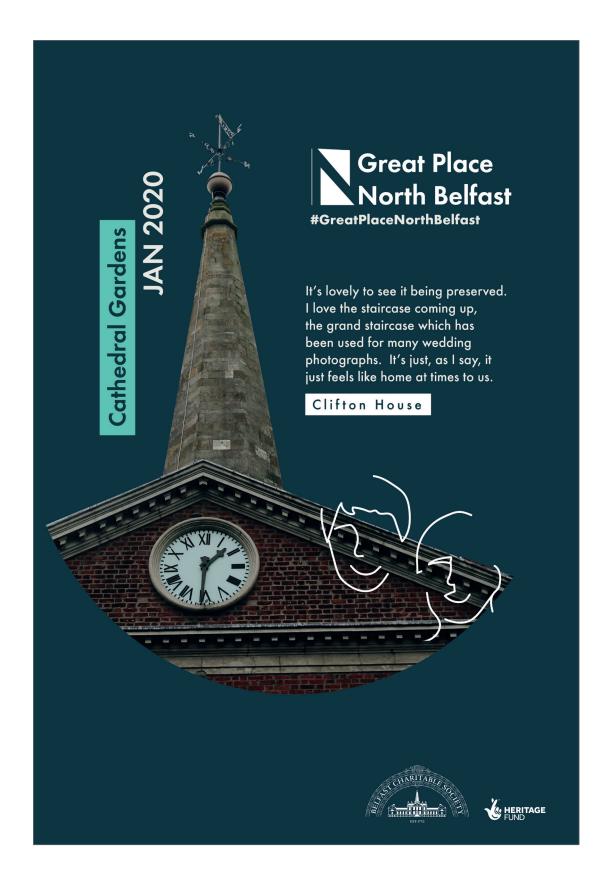


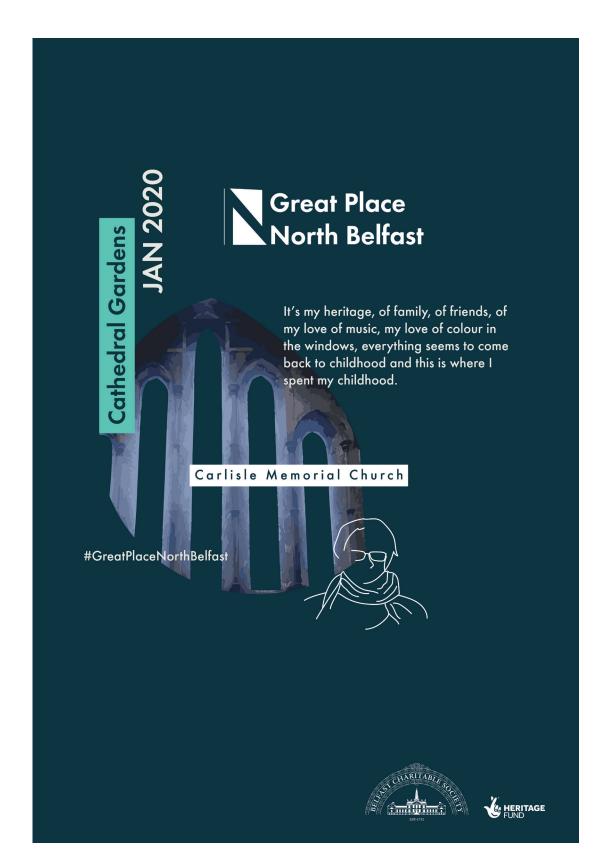
Cluster

By definition "a group of similar things that are close together, sometimes surrounding something"

I wanted to create a collage of information for each exhibit that contained a quote, image and outline. The information on the exhibit overlaps, is not statically positioned and changes from one exhibition board to the next.

By showcasing the different components that are valuable to the Cluster buildings in North Belfast, it communicates that there is a multitude of people that value these buildings for different reasons, no two are the same. In addition to this it highlights how each building has a different, explicit story to tell to the exhibition user or visitor.







Donegall Street is a really busy street, one of the main roads into the city centre but there's just this little pocket of light and peace, it was just a beautiful space. I was thinking, yeah, this needs to be discovered more by more people, you know.











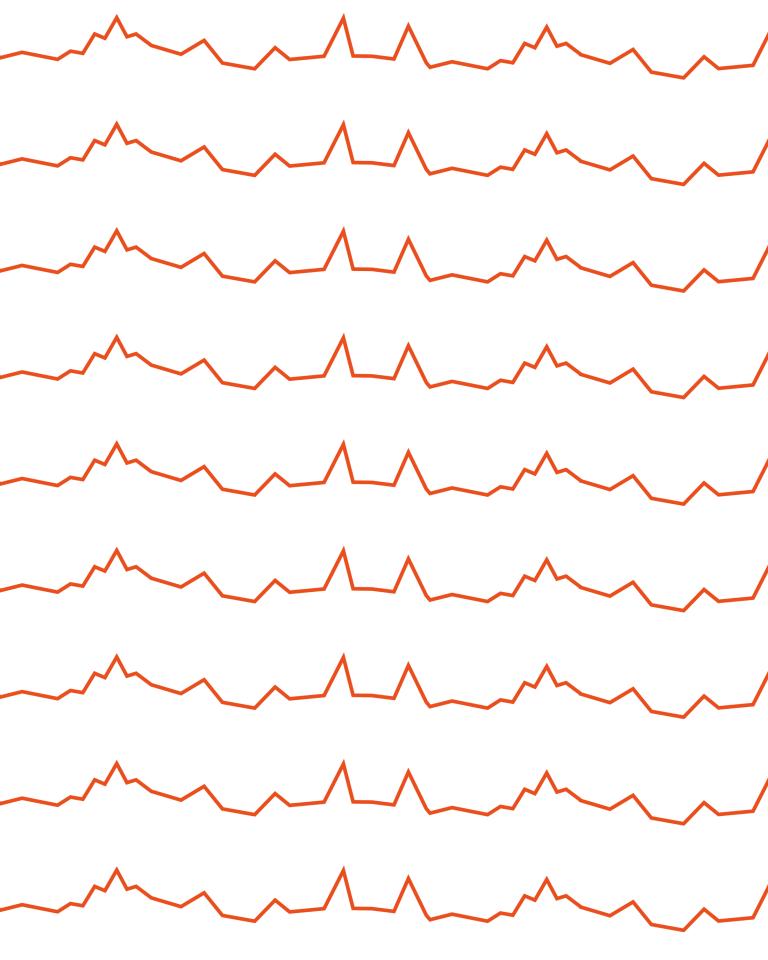
Reflections

This was my favourite design that was pitched in class. I was advised to use elements from this idea and combine it with the colours and logo of the 'Neon' design.

I was also advised to change the logo as the 'N' logo didn't fit with the overall branding of this design.

I like the layout and positioning of this design as it appears fluid and changes from one exhibit to the next. This highlights the fact that each of the exhibitions will employ a different element that the others don't

have. The stories and the people may differ in culture, appearance, age, faith, political stance etc. but the one similarity is that they are based in North Belfast. This design communicates a widespread, unique, yet connected community.

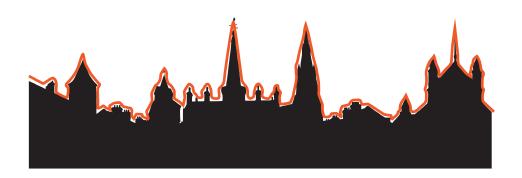


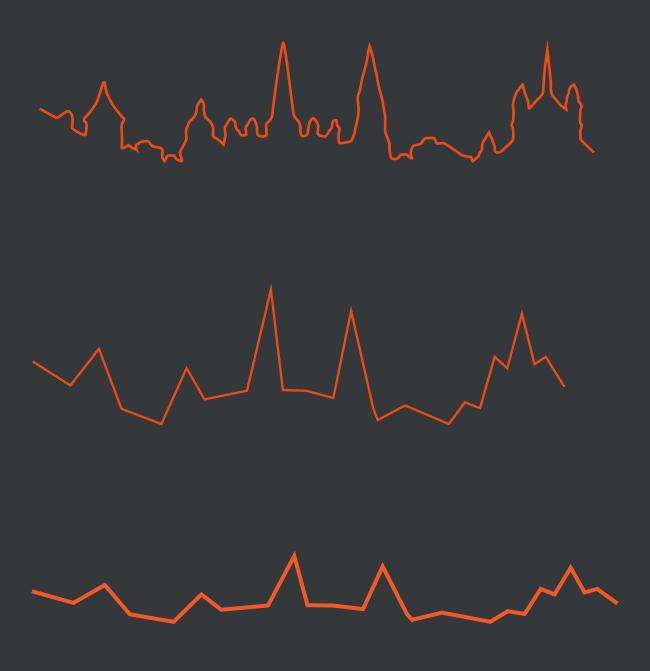
Skyline logo

This is the original logo that Great Place North Belfast have been using on social media and print materials. I wanted to incorporate elements of their detailed skyline graphic into this design.

I wanted to simplify the skyline by using an outline, then adapted this by using a thicker line and only referencing key points of the silhouette. The new skyline is more contemporary and minimal. This idea came secondary from the 'Neon' concept, following on from the idea of highlighting the North of the city.







Typeface Mercury Display Bold

Colour



Great Place North Belfast

Great Place North Belfast



Reflections

The skyline design combines a sense of the original brand identity alongside a vibrant colour palatte.

The use of the serif typeface 'Mercury Bold' communicates the history and heritage within North Belfast. The skyline graphic also signifies a heartbeat with rhythmic flow. The idea being that there is a lively community in North Belfast that needs to be discovered.

The line gives a visual juxtaposition compared to the typeface however works in harmony. This is to illustrate the sense that North Belfast can have both meaningful heritage and be revitalised and regenerated.

Community Partner Pitch





PITCH INFO

3 PM Belfast Campus

In attendance: Paula

Duncan Adrian Laura Heather Kathryn David

In this meeting we each presented our pitch. Including our individual designs and the conceptual meaning that each of the designs communicates. Each of us presented a print design deck for the community partner to look at up close while we explained our designs. We also used a screen to present them, by presenting on the screen and in print it allowed us to flick between designs to compare ideas and elements.

We each brought an additional piece of work to show the community partner:

- *I played the motion graphics video of my chosen brand identity.*
- Heather presented an example of the AR with the app Blippar.
- Kathryn showed GIFs of her logo.
- David played 3 videos he had researched alongside the storyboard to suggest ideas for the promotional video.

Logo

Great Place North Belfast

When discussing my logo idea I gave a brief summary explaining the origin of the line graphic, showing how I used their original skyline and adapted it into a modern and minimalist design.

This is where I showcased the motion graphics branding video, this allowed the community partner

to visually see all the changes and decisions that were made along the way to get to the final outcome.

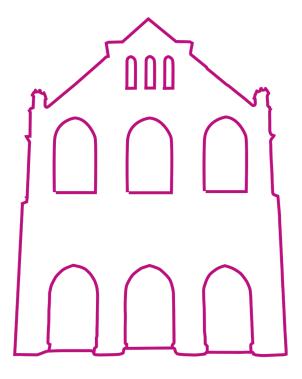
Design Concept

Whilst in the pitch, I communicated to the Community Partners the idea of an educational aspect in regards to my design. Heritage will not be valued and cherished unless it is known, and it will not be known unless people take the time to become invested in North Belfast.

Taking the time to learn about this integral space of land that impacted the city of Belfast and the country as a whole.

This design is used to 'bring light' to places that may have been forgotten, showcasing their architecture.





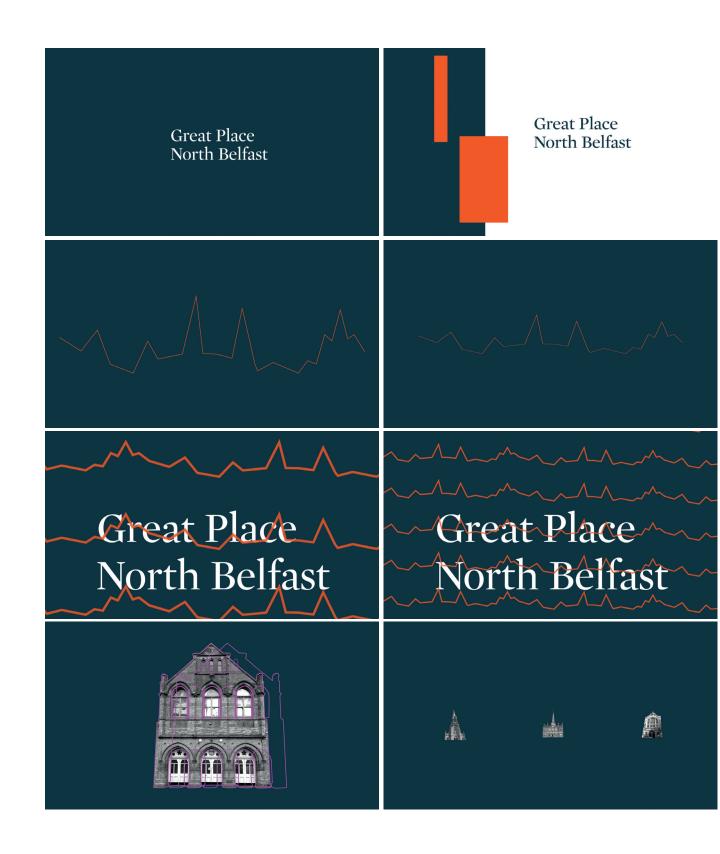


Branding

I wanted to showcase my skills in After Effects throughout the pitch to the community partner. I decided to create a brand identity video for my chosen design idea.

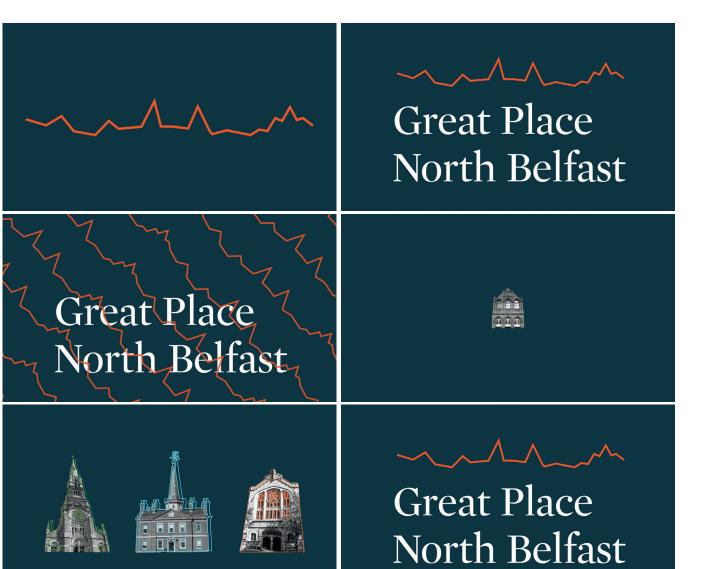
I did not initially plan to complete a motion graphics piece for the pitch. However I wanted the community partners to be aware of the skill set I have in After Effects as this may be another element that I could bring to the final exhibit/ branding that they may not know to ask for.

As a result of showcasing this motion graphic to the community partner it enables us as a group to suggest this as a means to communicate their brand adaptation to their current followers, employees and partners etc.

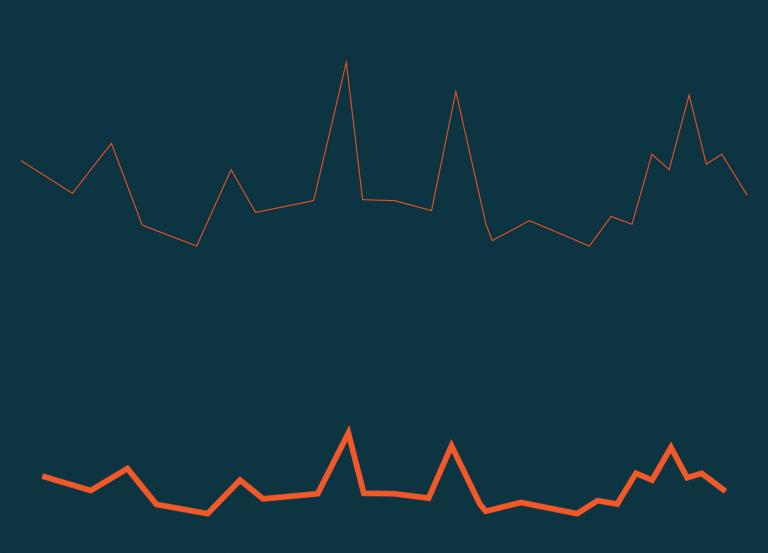










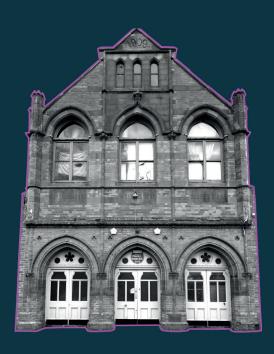


Logo

I wanted the motion graphics branding to be linear and show the simple step by step design choices that lead me to the logo.
The previous Great Place North Belfast skyline logo appears on screen, increasing in size, then the outline in Image 1 appears. This is the beginning of the new logo creation. Image 2 and 3 show how the logo became very minimal compared to the orange outline in Image 1. Increasing in thickness

and becoming more flat. The next few frames show this adjusting into position above the 'Great Place North Belfast' text.







Glitch

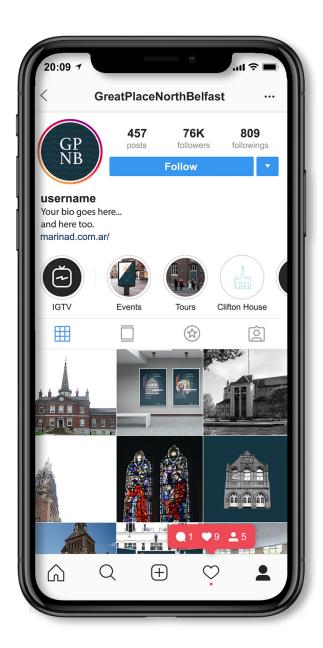
I created a glitch effect throughout the video, this idea came to life when I added in the sound track as I was able to adjust the timing to fit the music. The fast moving pace permitted me to showcase a variation of aspects in a short space of time.

The outlines were imported separately to the building image as PNGs so that I could move these freely disconnected to their logical

placement, creating the glitch effect. I switched between moving the entire outline and then adjusting the position of certain elements such as windows/doors.









Instagram Profile

As a group we decided to include an Instagram profile, as this social media platform was not currently being used by Great Place North Belfast.

I wanted to create a clean and minimalist Instagram profile. Combining Images of buildings, people, quotes and exhibitions.

Instagram story

I included a mockup of an Instagram story, as this is a way to showcase events happening in each of the buildings.

My idea for Instagram stories was to make it simple, with minimal edits, and keep the theme for the profile.

Augmented reality

We decided as a group early in the project that to include AR in the project it would fulfil the brief as an interactive exhibit for 17-25 year old's.

We used the app Blippar to create a mock-up for the group pitch. Heather presented this to the community partner as she would be focusing on AR during the completion of the package for the community partner.

The image is imported into Blippar and the audience can scan the poster to hear voice recordings of people connected to each of the heritage buildings explaining their love for the heritage building.





AR Instructions



Download the Free Blippar



Scan the image



Discover interactive content

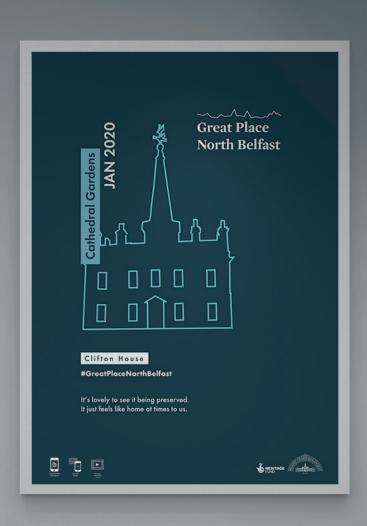












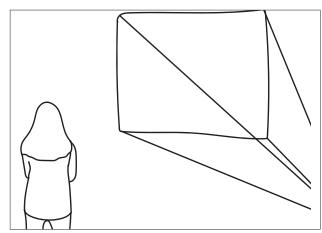




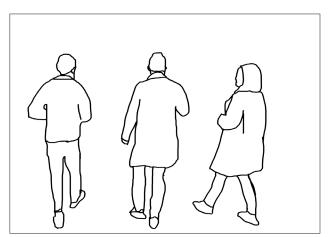
Storyboard - Promotional Video



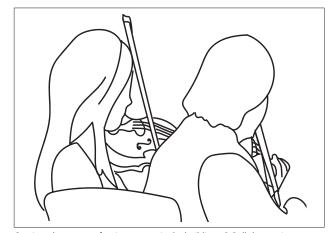
Medium close shot. Camera looks up at actor from low angle, tracking in a circle around the actor. They gaze up at the old building ceiling in wonder.



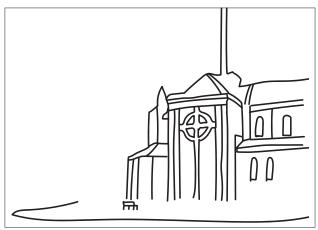
Wide shot. Actor is gazing in awe around them, deciphering the buildings history. A projector turns on, cutting through the haze and projecting video collage of heritage onto actor and background wall.



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 Annes Cathedral



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

As a group we discussed various video concepts. Our initial idea focused on the idea of the projector in Carlisle Memorial.

Our video plans had to change mid-way through the filming as there were changes in membership and Carlisle Memorial was no longer part of Great Place North Belfast.

We decided instead to focus more on filming interviews of young adults and using the sound clips provided by Great Place North Belfast to create a narrative in combination with Gemma our central character.

Personal Reflection



Community Partner Pitch

I think that the designs that I created effectively met the brief for an interactive exhibition. However on reflection I think that it may appeal to the younger end of the target audience, possibly appealing to 15-20 instead of reaching up to the 25 cut off.

I liked the cluster concept of various elements working in harmony to display one person's story of their love for the heritage building.

The use of text, illustration, outline, image and the logo was difficult to position correctly so that each element could be seen however I think that I accomplished this as they don't look chaotic, instead they show the dynamic cluster I envisioned.

Laura

Paula and Duncan liked the use of the motion graphic. It was discussed that the chosen design would get a similar motion graphic to promote their new brand identity. They noted the similarities between David, Heather and Laura's use of the original logo but how Laura's was more abstract.

They liked the use of bright colours as outlines alongside the 3 exhibit designs of the building and people. Stating that this variation worked well as multiple elements are showcased at once. They suggested using the artefacts as part of this design.

Kathryn

Paula and Duncan were drawn to the bold use of colour in Kathryn's design and in the GIF. They went back and forth about the colour red, but realised that the boldness of the red was the reason why they were drawn to it. They made comment on the red in Heathers design at this point. They liked the use of the sharpie and the idea of 'ownership' from the youth of North Belfast. The red was questioned again on the front of the flyer but they liked the design.

Paula noted that this design may not appeal to an older audience but understood that the brief stated 17-25 year old's.

Heather

Paula and Duncan liked the use of AR demo shown by Heather. Both were happy for this to be used across all four design proposals. Liked the heartbeat design from Heathers Brand Identity alongside the grain in the font. Were drawn to the red but weren't sure if they thought it might communicate connotations of 'horror'. Duncan and Paula liked the flyer design, with the consistency to the logo.

Liked the time line element of Heathers exhibit and admired the use of the time line within this.

David

Paula and Duncan liked the tag line 'Our people, Our stories, Our Heritage'. Duncan was drawn to David's use of colour throughout the meeting and returned to it often. Duncan also liked the flyer that David produced and stated that it was of a high standard, and that he could clearly see the improvement it would make to their current material.

Paula liked the 'tearing away' design however commented that she was cautious that the public may not understand and thought that this needed communicated through text. Duncan said it was clear.

Overall Feedback

The decision was made that the posters and advertisements would be put on hold for another phase of the project, that it was not immediately needed.

Both decided that they were happy with the Instagram account to be made, alongside encouragement from Adrian. Duncan decided that all branding should change to coincide with the chosen design.

Paula stated that the work was industry and agency standard, and that she was impressed with how we received feedback and were able to speak positively about others' designs as well as take criticism and comments regarding our own. Duncan stated that he wanted to showcase all of the designs in January at an exhibit, regardless of what one is chosen.

The conclusion was that we will carry out a focus group in class on Thursday the 14th of November to see what the design the target audience (17-25) are most drawn to. Duncan and Paula are happy to continue and develop whatever design is chosen, as they would be happy to develop any of them.

"Writing to congratulate all concerned on the level of expertise, professionalism and high standard of design produced by the students."

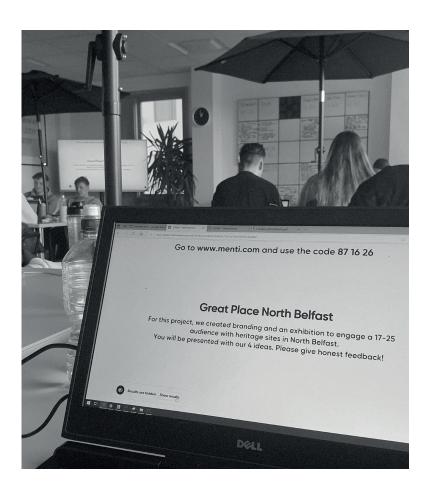
"The standard of work produced in such a short time by all four of the students was equal to any I have seen when working with designers. Their ability to understand the brief and translate such a diverse project into meaningful media options for us was excellent... The only difficult part of the meeting was deciding which proposal or elements of all four we liked best! Therefore we batted it back to the students who are now going to present to their peers as a focus group - the correct audience for the brief!"



Class Survey

Class Survey

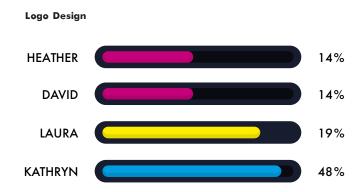
- We carried out a survey in class showcasing each of the four ideas anonymously to receive unbiased results. In MED 518 we learned about the importance of wording, question type and how to phrase sentences in a way that we will receive helpful data, we used the knowledge gained from that module to gain the information we needed.
- We displayed each of the design concepts and asked for truthful opinions on areas such as aesthetic, design, colour, and instagram profile content.
- The students in class fit the target audience we agreed on in the brief (17-25 year olds) and have a background in design and understand visual languages, this allowed us to report the decision back to the community partner with quantifiable data.



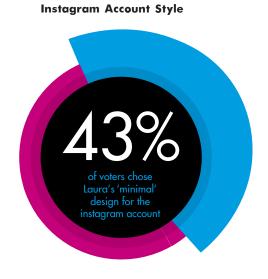
Results

Colour Scheme

Heather designed an info-graphic on Illustrator to send back to the community partner with the new pitch of our combined designs.



76% average approval rating for David's colour scheme



Logo



#169CD8 #E4067E # FEEBIS

The logo was Kathryn's original design concept in combination with the colours from David's pitch.

Kathryn used a sharpie script typeface top of a serif typeface. This was to communicate the younger generations taking over the heritage. Creating a sense of ownership.

MANHATTAN HollySharpie

Tagline



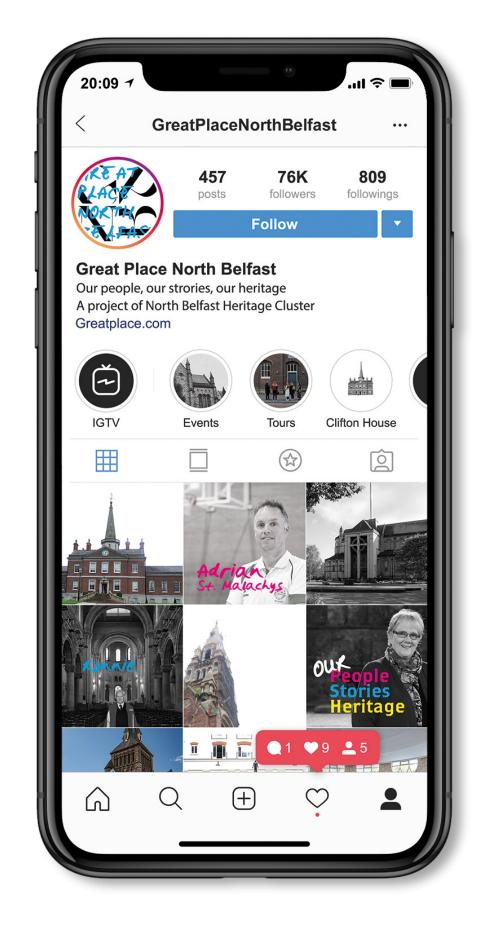
David presented this tagline in his pitch to the community partner. After the pitch feedback we decided to make this a central part of the project.

Later this was animated in After Effects for the promotional video. It is also included on the exhibition boards.

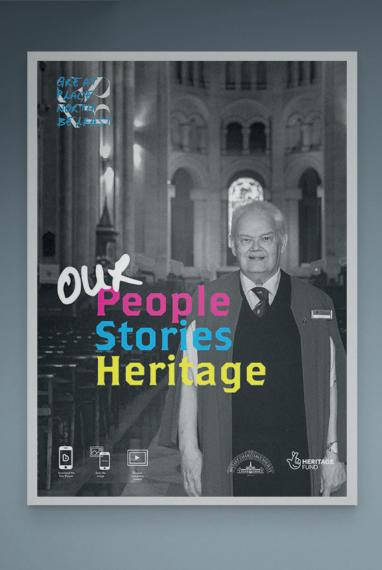
Brothers













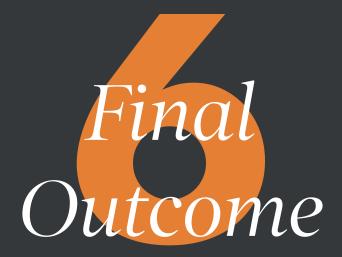














Branding









Branding is the same as the final pitch to the community partner.

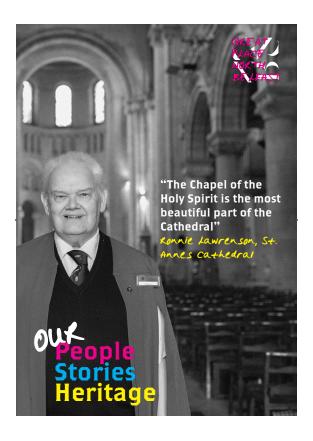
We included pink, blue and yellow versions of the Sharpie typeface, and a white and black version of the Manhattan typeface. This is explained in the brand guidelines in terms of how to use them over certain colours and images.

Landscape Exhibition





Portrait Exhibition





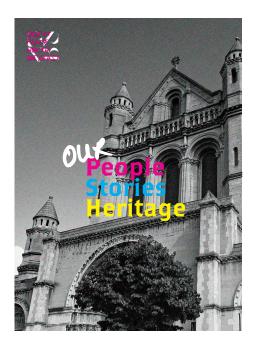
Kathryn completed the Exhibitions, we decided as a group to complete a set of portrait exhibitions and landscape versions. They obtain the same content and the AR that Heather completed is compatible with both versions.

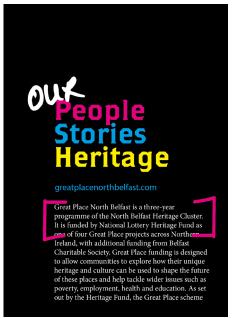
The community partner had spoken to us about an indoor exhibition in the Ulster University Belfast campus. This would require portrait, whilst an outdoor may require landscape. We wanted to provide for either option.

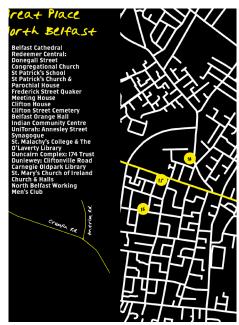
We decided to do an exhibition board specifically for VR instruction, this was to not take away from the images and designs of the main boards.



Additional Print Work by Kathryn









Brochure and Flyer

Instagram posts



"The Chapel of the Holy Spirit is the most Beautiful part of the city."



"What does the building mean to me? Family."



"We all have human life buried there from all aspects of Belfast History."



"I hope in some way the community around would feel like the doors are open and they can find a place of home, perhaps."



"There are
the bones of
a magnificent
hidden gem and
we want to make
it, the heritage
alive."



"I get great strength and power in that room, I get great comfort from time to time when things went wrong."



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



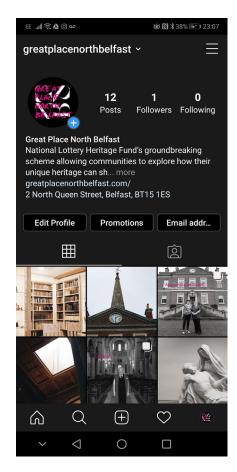
"I firmly believe the best way to integrate is probably interact with the cultures."

Instagram

When creating posts for the Instagram, I wanted to keep the content very minimal, yet valuable in terms of including information about the people and their stories.

I decided to use the same typography and image edit as the exhibition posters but include individual quotes from the interview transcripts as a secondary image to swipe to. This will be one upload with two images. I completed an instagram post for each of the people related to the heritage sites. This is to give to the Community Partner, with the hope that they will upload these posts throughout the duration of the project in addition to a variation of other Instagram posts.

I used the typeface 'Brothers' for the quotes as this is what was used on the main exhibition.

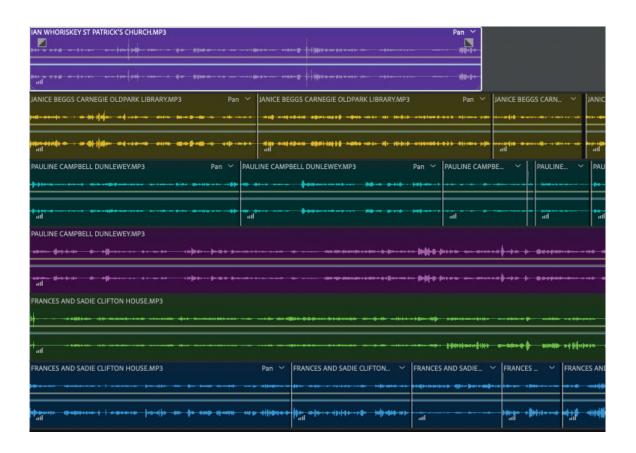


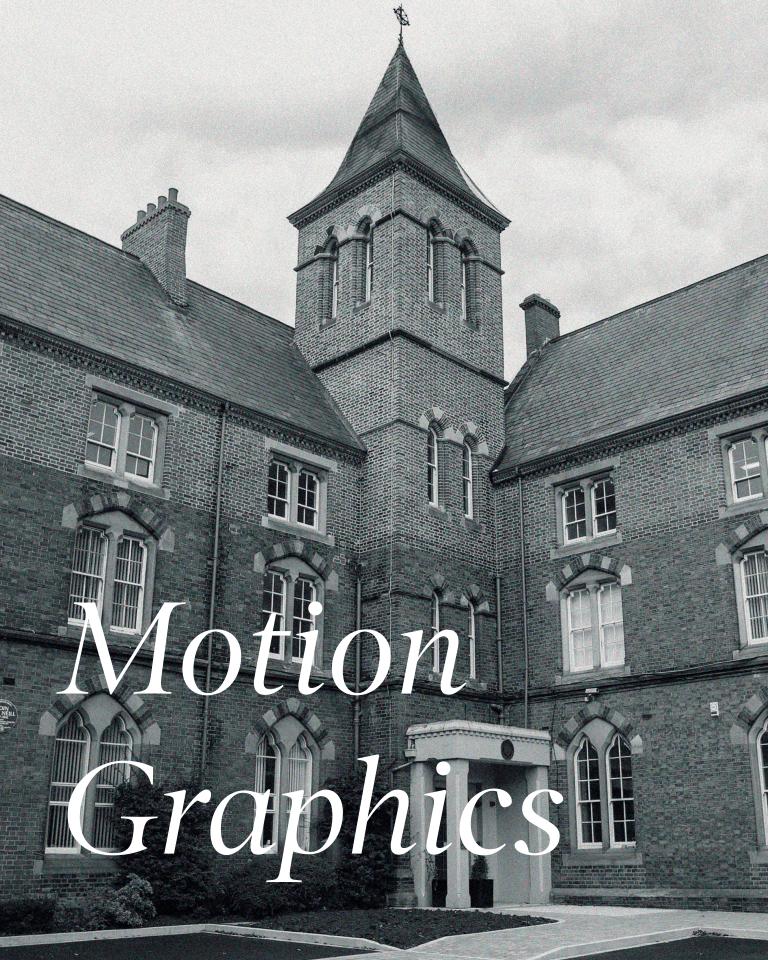


Augmented Reality

Heather focused on creating the Augmented Reality for our exhibition with the app 'Blippar'. We shared the audio files and edited these in Adobe Audition, cutting the files down to, on average, I minute per audio track. We had previously chosen quotes from transcriptions provided by Great Place North Belfast.

The sound will play once the exhibition board has been scanned with the app. The user can choose to pause the audio as we discussed that this was better for user experience so that they can have a choice and freedom of when to listen.









GREAT PLACE NORTH BELLEAST

GREAT PLACE NORTH BELFAST

GREAT PLACE NORTH BELFAST

GREAT PLACET NORTH BELFAST

GREAT PLACET NORTH BEILFAST









GREAT PLACE NORTH BELFAST



Origion

We stated in the initial brief that there would be elements of motion graphics, but did not state a full brand development video.

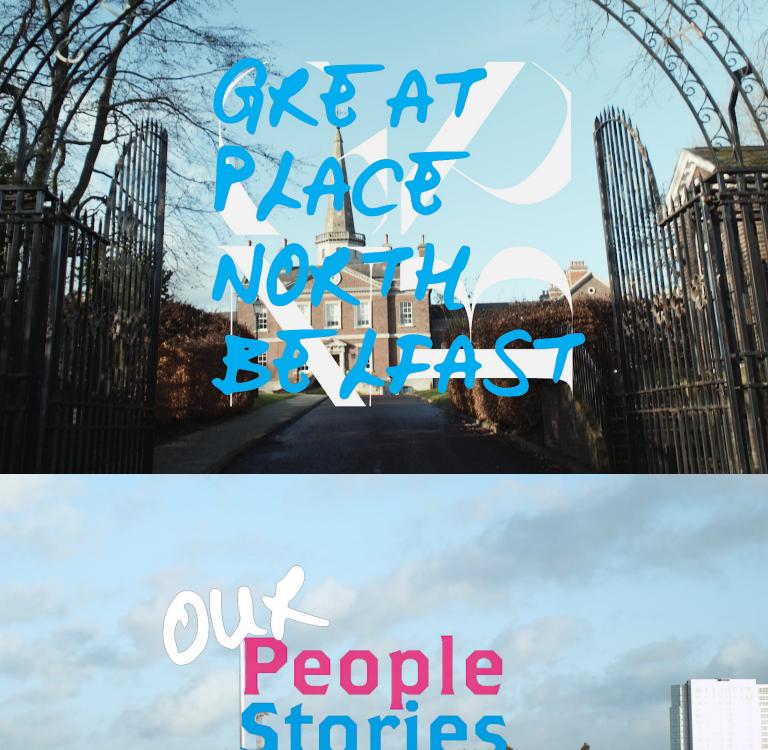
After the feedback from the pitch to the community partner it was suggested that I could make them a branding video for their new chosen logo.

I wanted to explore the journey that Kathryn took to get to the final design of the logo. This entailed the text appearing as normal type, (Image I) then gradually appearing to be just the first letters of each word (Image 2). In time with the beat of the music the letters snap into position and the sharpie typography appears to cover them.

In a group meeting we talked about how the sharpie text should appear on the motion graphic with the typewriter effect. To make it appear as though it is being written. I decided that the sharpie text should change colour to show the blue, pink and yellow brand colours. The colour changes are layered with key frames allowing the text to change in a flowing motion.

In other areas I have made the colour changes in the text flash on the screen, I wanted a variation of movement types and After Effects techniques as the music changes in tempo.

I used the same sound track as the promotional video to create continuity within our branding as a whole.



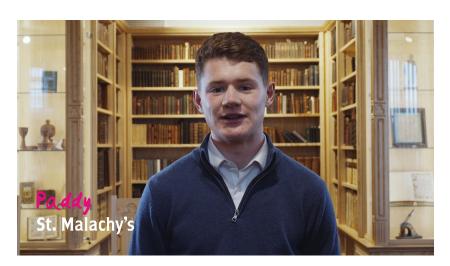


Promotional Video

I also created motion graphics for the promotional video. This entailed the animation of the logo, tag-line, subtitles and a visual presentation of scanning the John Lavery painting in St. Patrick's Church.

I included titles throughout the video when showcasing the interviewee, including their name and the heritage building they are connected to. I included a sound wave to imitate what will happen when our AR is scanned, at this point in the video David included a non-diegetic voice over of one of the pre-recorded interviews.

I created GIFs for Instagram use. These are the same as the logo and tag-line motion graphics. These can be used on Instagram stories.







Filming Dates



Halloween Graveyard Tour - Oct 31, 2019

The whole team filmed on Halloween at the Graveyard tour. We filmed members of the public attending the walking tour and significant graves and areas of the graveyard.

We wanted to film young people interacting with the heritage sights to encourage others to interact after watching the promotional video.



Frock around the clock - Nov 16, 2019

This was a craft fair in St. Anne's Cathedral. Local business from Northern Ireland had set up stalls. This was the first location where we filmed our central character Gemma Montgomery. In a group discussion we thought that having one young adult exploring various heritage sights would tie the project together. Inspiring other 17-25 year olds to interact with the exhibit, but ultimately the heritage buildings.

Locations



Soup Kitchen - Nov 16, 2019

The community partner suggested filming in the Soup Kitchen in the list of events given to us. Heather, Gemma and I visited this site, we were very cautious to be sensitive when filming here as we did not want to disrupt the evening, or film anyone who did not want to be on camera. We took footage inside the kitchen, the helpers and a few general establishing shots of the main room.



Interviews and B-Roll - Nov 28, 2019

This was another occasion where the whole group was on location to film. We filmed in St. Malachy's School and Clifton House.

Heather, Kathryn and David filmed the interviews while I filmed Gemma in the Chapel (St. Malachy's) and in the grounds of Clifton House.

By splitting up, as a team we were able to accomplish the filming earlier as we wanted to be efficient with our time as this was taking the interviewees away from their occupations.

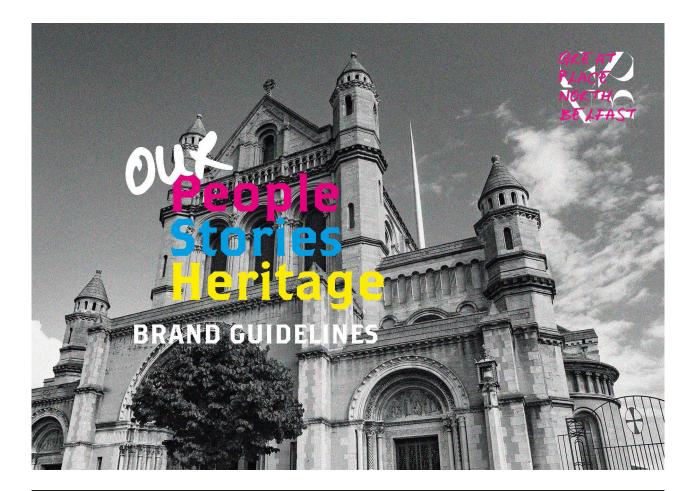
We also recorded the image scan of John Lavery's painting in St. Patrick's Church, this allowed me to create motion graphics early in the editing process.



B-Roll and Clifton House

David, Gemma and I returned to North Belfast to take more footage of Gemma at Clifton House, St. Patrick's Church and St. Anne's. We originally had footage however wanted to return on a day with better weather.

We took establishing shots of buildings, and recorded dialogue with Gemma.



Clear Space Print & Digital



The clear space, equal to the width of thick section of the 'P' symbol, has been established around the brandmark.

A clear space has been established which is the width of thick section of the 'P' symbol. No other graphic elements should encroach on this area. In exceptional circumstances, half of this width is permitted.

To retain the clarity and visual strength of the brandmark, a minimum size has been established for print and digital outputs. If the brandmark is being used for print on promotional items such as pens or key rings, which may require the bradmark to be printed smaller than the stated size, then it should be made as large as possible in the print area.

Minimum size for Print

Minimum size for Digital



25mm



95 pixels

The lockup should almost always appear in the creative brandmark colours.









HEX: #FFFFFF CMYK: 0/100/0/0 RGB: 255/255/0



HEX: #FFFFFF CMYK: 0/0/0/0 RGB: 255/0/255



HEX: #00FFFF CMYK: 100/0/0/0 RGB: 0/255/255

Creating Lockups





Centre aligned

Co-Branding

The brand will have to co-exist with other brands on a regular basis. There are a set of rules in place, ensuring that the legibility of the brandmark isn't compromised and to control how other brand marks work in unison with it.

Partner Lockups

If the brandmark needs to sit with the another brand mark, then it should always appear first, with a clear space twice the size of the standard brandmark safe space being employed. The other brand mark should be centre aligned against our brandmark and scaled to balance againt the brandmark.

Exceptions

These rules look to cover as many outcomes and scenarios as possible when using co-branding. However not every eventuality can be covered and there could be occasions where these rules will be difficult to implement because of the amount or shape and orientation of additional brandmarks. In this case, the layout that maintains a clear space around our brand mark and visually works best should be used.

Incorrect usage



Logo should not be stretched.



Colours should not be outside of project guidelines.



Do not position the logo on a background where it is not legible.



Do not place in shapes.



The relationship between elements (e.g. spacing) should not be altered.



Logo should not be recreated.



The serif text should not both be coloured.



Additional elements should not be added to logo.

Tagline Usage



The tagline should not vary in colour. All incorrect brandmark usage that applies to the logo also applies to the tagline. If used it should be prominently displayed as a feature.



Brothers OT

BOLD Regular

Holly Sharpie

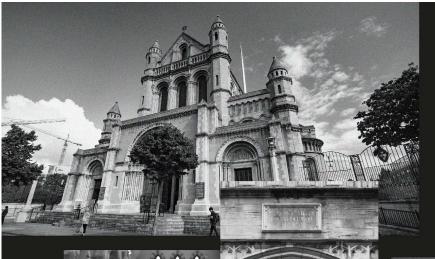
Typography Principles

We use two typefaces to represent the Great Place North Belfast brand. The two contrasting typefaces represent the core visual identity, reflecting both traditional heritage and bold, youthful energy.

Brothers represents traditional heritage, reflecting the coloured history and architecture of North Belfast. Brothers should be used for all body text and sub-headings, where appropriate.

'Holly Sharpie' visually represents graffiti, to reflect the changing, youthful nature of culture and heritage. This typeface should be used for headings and titles.

Body text should always be 100% black or white, dependent on the background. All headings and sub-headings should use one of the three brand colours, usage dependent on the background colour.



Imagery

Our imagery should be reflective of the stories and buildings within the Great Place project.

The imagery should be in black and white throughout all brand materials; and include the following effects:

Desaturated colour style Noise: 14% additional added







Brand Guidelines

The brand guidelines ensure that the community partner has a clear understanding of how to manage the project and brand once they have been given the materials.

These guidelines will allow the community partner to adapt content etc. while keeping in line with the original design.

Project Management











Basecamp



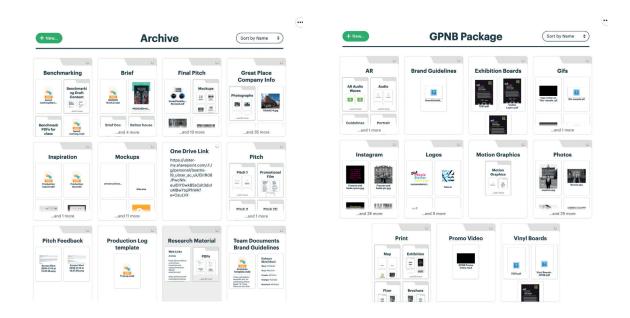
Your completed assignments

- Audio Cuts & Laura B. Heather C. Makathryn M.
 Outstanding deliverables for project in Belfast Buildings Trust
- FRANCES AND SADIE- CLIFTON HOUSE & Laura B.

 AR Audio Cuts in Belfast Buildings Trust
- PAULINE CAMPBELL DUNLEWEY & Laura B.

 AR Audio Cuts in Belfast Buildings Trust
- JANICE BEGGS CARNEGIE OLDPARK LIBRARY 🏶 Laura B.
 AR Audio Cuts in Belfast Buildings Trust
- IAN WHORISKEY ST PATRICK'S CHURCH & Laura B.

 AR Audio Cuts in Belfast Buildings Trust
- 🗸 Motion Graphics 📄 🏶 Laura B.
 - Outstanding deliverables for project in Belfast Buildings Trust
- benchmark grid designed and mockup up for use by all group Fri, Oct 4 Laura B. Initial research stages in Belfast Buildings Trust



Assignments

This area of basecamp helped to keep the group on track in terms of sharing tasks that needed to be completed and making sure everyone knew what sections to complete.

This also helped the group to see the others' progress. knowing when to step in and help others with areas they had not completed.

Docs and Files

The docs and files section of basecamp was particularly convenient when looking over each others' work. This gave us easy access to view drafts, and keep all versions in specific folders. We were able to type in the comment section under files and make suggestions to one another.

When completing the motion graphics, GIFs and titles for the promotional video I was easily able to access all versions of logos and files that Kathryn had uploaded.

This section meant that none of our files got lost, and as they are all in one location in specific folders it made completing tasks less time consuming, allowing us to keep up to date with the 'assignment' section on Basecamp.





Heather Crutchley 11:09am

Mathryn Walaura David What time suits best to meet up today. Alisha said on the email to meet around 2.45 but we should maybe meet a little earlier?



David Kirkpatrick 11:13am

Hi Heather, yes this sounds good. What about 2:30 at Clifton House?



Kathryn McKinney 11:21am

Sounds good! Il pick you up about 2:30 heather and will see you guys there.





Heather Crutchley 11:55am Great thanks kathryn!

Campfire



Saturday, November 16



Claire Mulrone 9:04am

Good luck today guys. thanks for stepping to and supporting each other to film both activities. Remember to check with the guy running the soup kitchen if they have permission from clients to film. We need to be sensitive so you might have to ensure you don't film faces.



Heather Crutchley 9:06am

Thanks Claire! Will do. I am going to prepare some GDPR forms to bring with us as well.





Just rang Paul from the soup kitchen, following Alisha's email. He said it is fine for us to come without bringing forms, just ask the people serving if we can film before we do. He said all should be grand! I had mentioned about us not wanting to film the people actually attending, just the set up, just to be respectful of peoples privacy.



... 3:06pm Me



I'm going to start thinking of a motion graphic of the new design. - as they said they wanted to use it to show the brand change. Is there anything specific you think would be a good idea to include, please give suggestions!

Campfire





New link for motion graphics - https://drive.google.com/open?id=1Vln4hPJgysoZG3G_A22- Htl b 40DpEa



David Kirkpatrick 1:15pm Great, thanks Laura



Heather Crutchley 1:31pm



Claire I have uploaded the pitch into the "group pitch" folder in docs and files

Adrian Have worked out that the AR is messing up with Android. Alan says he doesnt think exporting in any other option is viable. Should i continue implementing and state as a limitation within production log or do away with it all together?



Adrian Hickey 1:54pm

Keep going with it. We will see if we can fix it. If not, it's a limitation.





David can you send me the soundtrack so I can use it for motion graphics branding video?



Campfire

Campfire was the area in which we communicated most as a group outside of class time and group meetings.

We used campfire to organise filming dates and information regarding when to meet, and who was bringing equipment and organising with the community partner.

Campfire was also an area to share information that we needed to know quickly such as hex codes, asking others to upload files, opinions on work that we had completed or how we should approach a design etc.

Whatsapp

We created a Whatapp group chat to keep each other up to date incase someone could not access basecamp online. This was also used when organising to meet early before class, share location when meeting to film and to share voice notes to explain ideas or questions relating to our individual work towards Great Place North Belfast.

Emails

Regular Emails were sent between the group alongside Claire and Adrian and the community partner.

The Emails were mainly to organise and share information about Great Place North Belfast and the Cluster Buildings. A One Drive link was shared with all of the pre-existing information such as photography, voice recordings, transcripts and building information.

When wanting to film in various Cluster buildings, Emails were sent to organise times, dates, interviewees, locations etc.

As a group we tried to CC in all the group members so that everyone knew the plan as soon as possible. When this didn't happen we used Campfire to discuss plans and details.

Class Time

We regularly met as a group to discuss elements of the project before class, the pitch, and project hand-ins.

Meeting before the pitch allowed us to organise an order of who was going to pitch, prepare the screen use for videos and motion graphics, trial the AR and to sort design decks into the appropriate order.

We would try to meet early before class on a Monday and Thursday in

the Agency to discuss elements of the project, advise each other, organsie speaking to Adrian and Claire and plan what we would attempt to accomplish in class time.

Class Time

In class we used this time to work on developing our individual ideas before the class pitch, discussing how to best approach the project and near the end of the semester we spent time working on the main group exhibit, design and work package to send to the community partner, ensuring all needed elements are included.

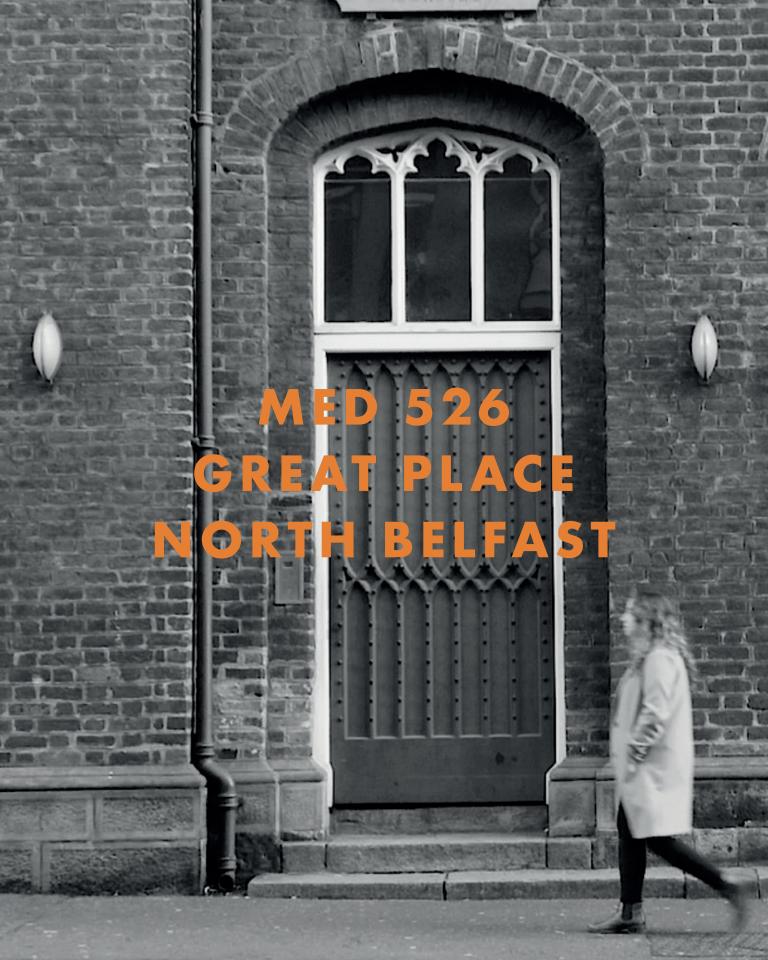
Changes in Contact

Around the 20th of November there was a change in contact regarding the Great Place North Belfast project. We had originally been in contact with a representative from Belfast Buildings Trust, however they have left the Cluster partnership. This then changed areas of the project. We had to adapt multiple sections of the video that heavily featured Carlise Memorial. As this was going to be the central location where the video narrative was told. We had

discussed getting footage of the beer festival and Ulster Orchestra that was based in Carlise Memorial, instead we chose to film other buildings and the organisations that used them.

We then communicated with representatives based from Clifton House, Paula and Alisha to gain information and organise filming.

Evaluation & Reflection



Working as a Group

When deciding the group projects at the start of the semester we asked to be a group of four. We knew each others level of determination to complete a high standard project as we have all completed a professional placement year, working with clients on a day-to-day basis and knowing what is expected of someone within our degree. Each of us had a chosen skill set gained from previous

modules that in combination, allowed us to create a complex project at industry standard.

Community Partner

Great Place North Belfast were extremely open to our design ideas, branding change and the use of AR. They helped a lot with organising filming and a tour for us at the beginning of the project to ensure that we were informed to the best of our ability.

Although communication and organisation was complex at times with contact changes and last minute filming cancellations, the overall experience of working with the client

was very positive.

Initial Design Ideas

When creating designs to pitch to the community partner all four of the group designs carried elements of the other peoples work. For example, similar use of bright colours, the heartbeat graphic, and the inclusion of the historical locations of North Belfast as well as the people and their stories. We all understood the

brief, and created high standard designs that were praised by the community partner. In reflection this illustrates how we took time in class and in group meetings to communicate with one another about the main aims of this project and how we could best approach them.

Final outcome

I am extremely proud of the final outcome that we have created over the last few months. To have created such a vast project in a short space of time, took a lot of dedication of time and effort from each member of the group.

The final exhibits have employed what the brief entailed: an interactive project that would encourage young adults to become invested in the valuable heritage in North Belfast. The AR is an excellent way to hear the true voices behind the exhibition as a piece of audio work and makes the experience intimate and personal.

The promotional video allows members of the public to see the buildings in action alongside the memories and value that they hold for so many people on a personal level.

The motion graphics show the transition that the branding has made to move into the next stage of the Great Place project to communicate how they value young people and want them to value what this area of the city has to offer.

References

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MoMA

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