PRODUCTION LOG

Matthew Stockdale

MED526: Interactivity for Social Enterprise

This module provided an opportunity to work with a community partner using our skills to help them raise awareness of 5 key invasive species. This was achieved by using the skills we had developed during our studies and applying them to their project.

Project Specification

Using the Project Social module in Interactive Media create a motion or an infographic that identifies invasive species for the general public, including overviews, information on identification, how to report invasive species and how to prevent the spread.

Skills Required

Photoshop, InDesign, Illustrator, Web Design, Coding, aftereffects, and the ability to function as a team to produce an effective final solution effectively and efficiently.

Aims from Module Guide

- An opportunity to work in a team.
- The ability to develop a sustained interactive production as part of a live brief.
- Knowledge of Social Enterprise and how to apply interactive media ideas/concepts to this area.
- The opportunity to draw together knowledge and skills that have been developed in pervious modules and apply these to a major project.

Time logs

During the project I attempted to accurately record and track the amount of time I spent working on this project. This allowed me to make sure I was spending enough time on the project and correctly allocating my greatest resource…my time.

Meetings	02 hours 35mins
Class time	21 hours 15mins
Team meetings	23 hours 10mins
Web Development	40 hours 30 mins
Production Log	10 Hours 5 mins
Benchmarking	06 hours
Total Time	103 Hours 35 mins

Research

The Demographic

The target audience for this project will be the key groups the client works with that I highlighted in the earlier section… the people who live within their jurisdiction and the visitors to the area or “tourists”. This will be the two key groups as they have the most to benefit from by keeping the area as safe as possible for both humans and wildlife.

To ensure that we can effectively target these groups we must first develop an effective content strategy and figure out how we intend to appeal to this audience. As the target audiences are people who live or are visiting the area, we must ensure that our project appeals to them and I believe the best way of possibly doing this is trying to make sure it is revolved around saving their own area and that if they don’t protect it that someday these invasive species will do irreparable harm to the native wildlife.

Community Partner

The causeway Coast and Glens Heritage Trust was an organisation that was founded in 2002 as a partnership body with the responsibility of “promoting and enhancing the unique qualities of the Causeway Coast and Glens area.” The trust encompasses and area of over 3400 square kilometres, which includes a vast array of differing landscapes, wildlife, and an extremely rich cultural heritage. The Trust arose from the work of the Causeway Initiative which brought together a range of different organisations including landowners, local Councils and the farming, tourism, education, environment, and community sectors, in effect, all those interested in the promotion of sustainable development within the Causeway Coast and Glens area.

These resources have their own importance and, in the trust’s, own words “contribute to the area’s significance as an increasingly popular tourist destination. “Taking this into account, therefore the trust is so excited for our project as it will promote environmental management and will protect the unique heritage of the Causeway Coast and Glens area. Their aim is to promote a sustainable development and tourism industry for the people who live within their boundaries and those who are visiting the area.

The five objectives which constitute the Causeway Coast & Glens Heritage Trust's Business Strategy are:

- To develop sustainable and effective partnerships
- To raise awareness of the unique and special qualities/character, in both landscape and heritage terms (natural, built and cultural) of the 3 AONBs and their surrounding area
- To deliver an excellent protected area management provision for the CCGHT geographical area
- To ensure best practice in sustainable development principles throughout the CCGHT geographical area
- To deliver a sustainable, efficient, and effective core activity/management for CCGHT

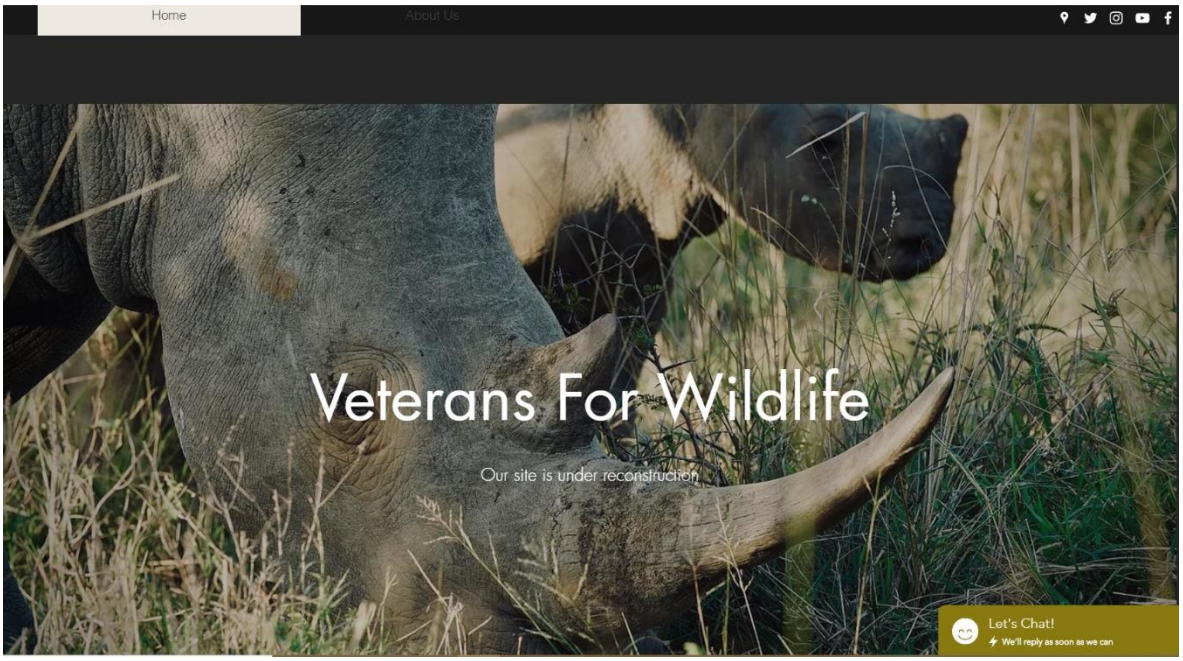
Benchmarking

To get some ideas for how the project should look and feel the group completed some benchmarking on several infographics, websites, and motion graphics.

Websites

I felt that the veterans for wildlife site has a clear message that is displayed and made apparent throughout the site, they have used effective images and information to ensure that a user will feel the emotions that they are trying to stir up. We must also ensure we have the correct tone and imagery so we can make our users care about the wildlife and ecosystem that the project will help to protect. There is a clear and cognisant style throughout the site that ensures that users both find the site easy to navigate but also professional looking. The live chat is a nice feature that allows users to ask an expert any questions they have and for any company that has the manpower it is an excellent addition. The site is easy to navigate and has excellent links to an extensive array of up to date and active social media accounts.

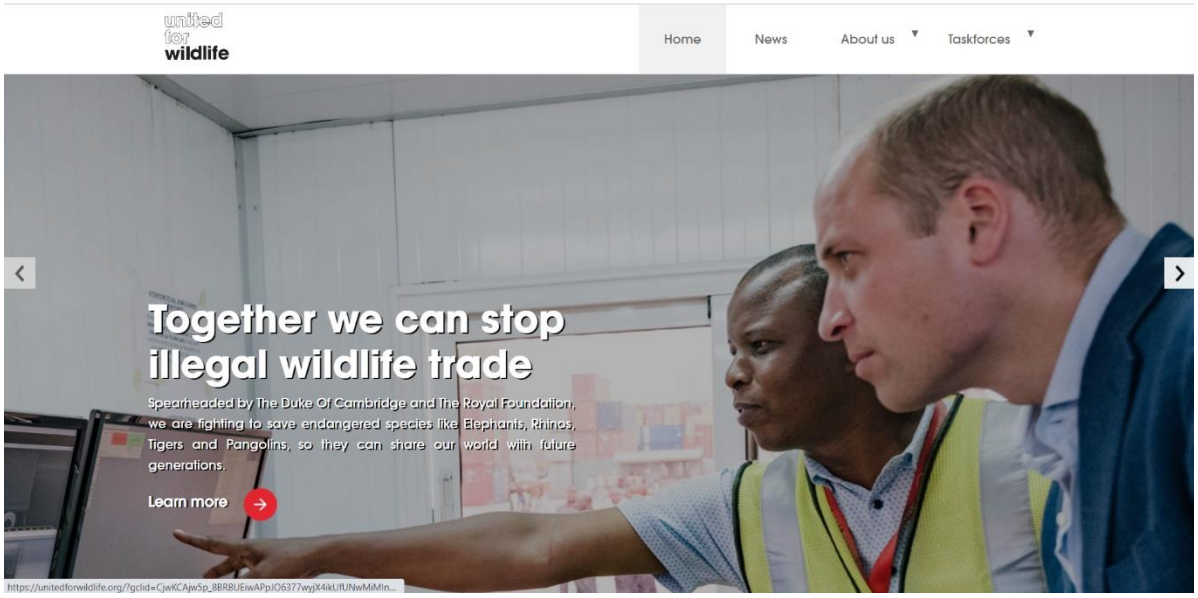
https://www.veterans4wildlife.org



Category	Feature	Explanation
First Impression	Aesthetics	Clean design, bold fonts, modern looking, good use of splash image
	Identifiable Target Audience	Target audience is clearly defined in the about us section
	Identifiable Chief Aim	The aim for the site is clearly defined in on the home page
Look and Feel	Responsive	The site could be more responsive, some problems found when reducing window size
	Load Times	Load times are good, well optimized
	Does it work on all browsers?	Yes
	Mobile	Mobile site has some navigation issues
	Fonts	I really like the bold and clear use of fonts
	Colour Scheme	Clearly defined and attractive scheme of black gold and white
	Is there a consistent font?	Yes, the fonts are consistent
	Logo Placement	Top
Navigation	Primary Menu	At the top of the page
	Contact Us	At bottom of every page
	Number of clicks until contact us	1
Content	Social Media	All links at top right of page
	Privacy Policy	Bottom of every page
Search	Search	Not present on site
	Type of search button	N/A
Functional-ity	Email Subscription	Newsletter available
	Mulitligual	Yes
Accessibility	How many font types?	3
	Clear, Accurate Headings	Yes, at the top of the pages
	Are links visually distinct?	Yes, white rollover boxes make it clear
	Link Underlining	No
	Hyperlinks change colour if visited?	No
Additional	Additions I liked	Live chat is present and they have a google map embedded at the bottom of the page with their address which I thought was a nice touch.

United for wildlife have an interesting site as there is a lot, I like about it but also a lot that I find to be effective that give the site an overall “unpolished” feel but I believe that learning from these things will ensure we do not make the same mistake with our project. Issues such as the links having no rollovers and being unresponsive make it difficult to tell what a link is and what is just text. I really like their design of the newsletter sign up area, but the buttons do not have any responsive elements such as rollovers making it feel a little unfinished. I feel that the site has a good message that is somewhat taken away from by the font selection which although aesthetically pleasing is somewhat childlike and does not fit a site that is about illegal animal tracking.

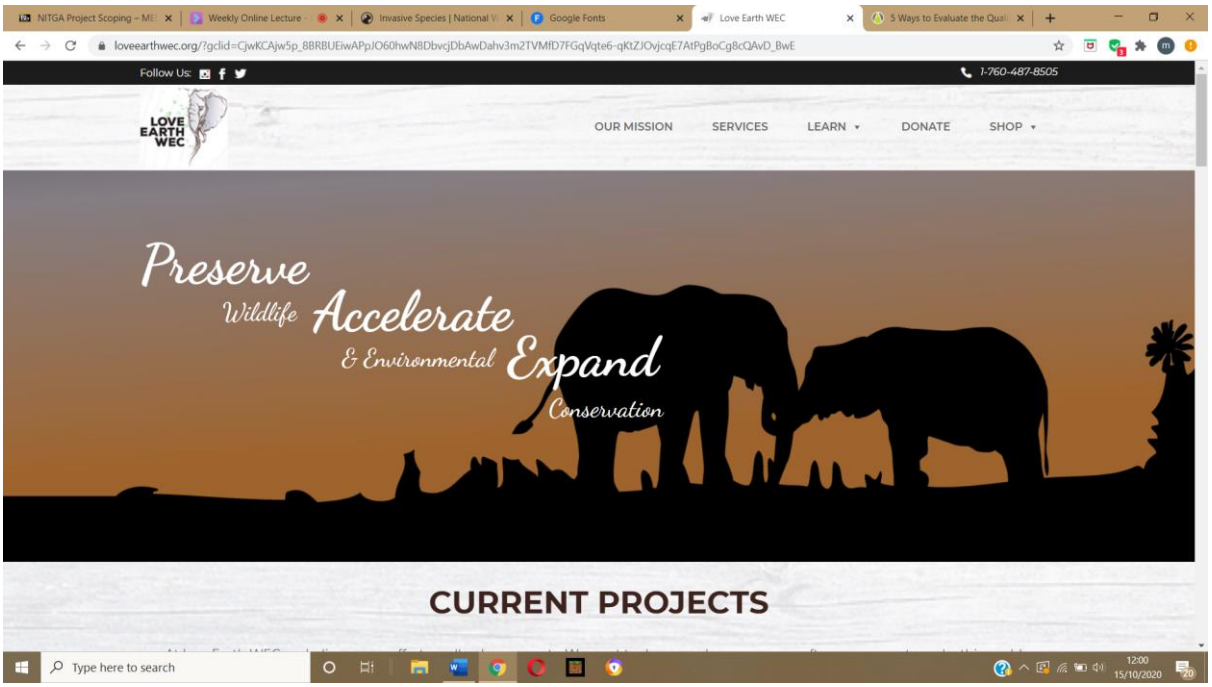
https://unitedforwildlife.org



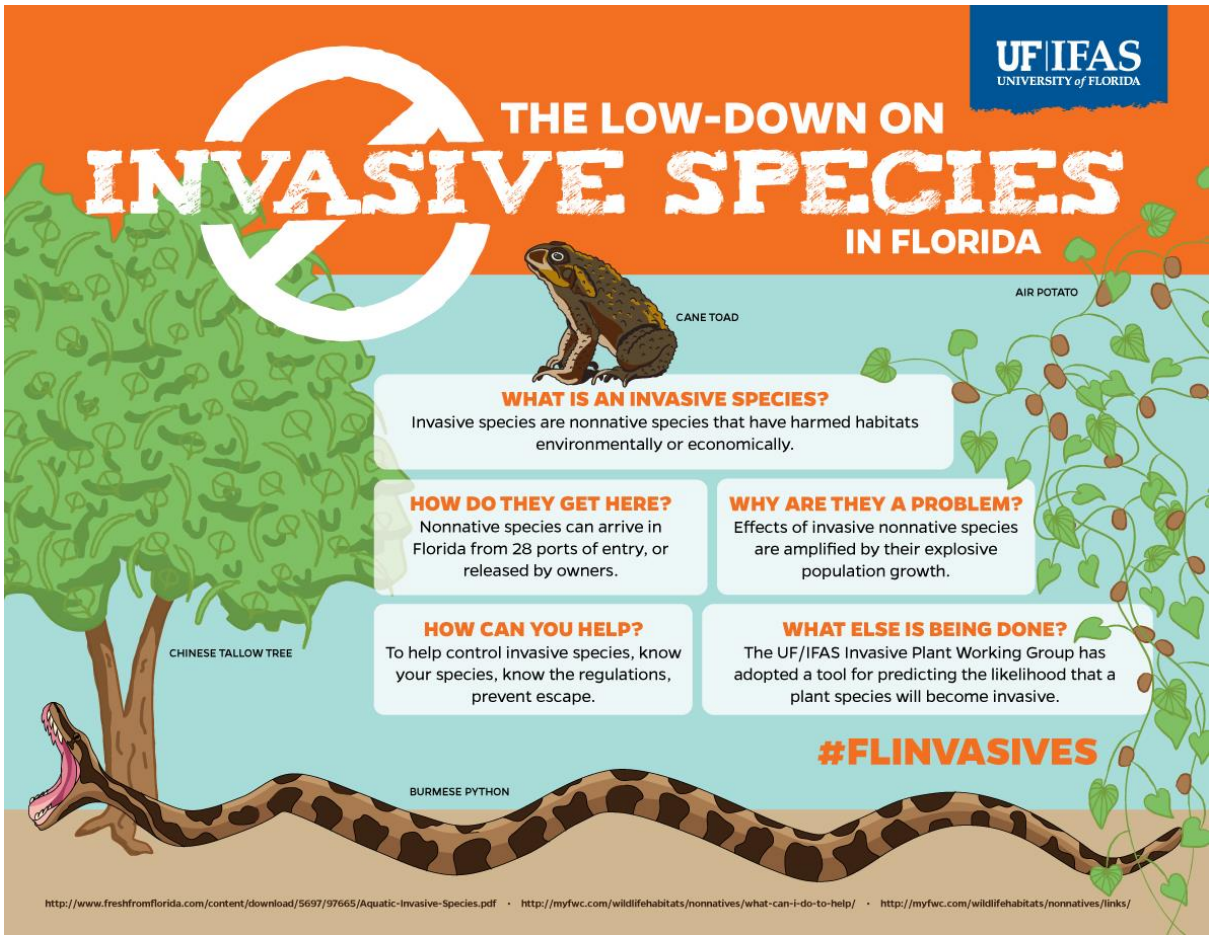
Category	Feature	Explanation
First Impression	Aesthetics	Clear visual style with a defined colour scheme and use of bold, clear fonts to get their messafe across
	Identifiable Target Audience	Defined on homepage
	Identifiable Chief Aim	Defined on homepage
Look and Feel	Responsive	Very responsive, rollovers broken in chrome browser however on navigation bar
	Load Times	Good, a well optimised and professional website
	Does it work on all browsers?	Yes
	Mobile	Mobile site is good and still follows the style of the original site
	Fonts	Bold and clear font style that is clear and defined however I feel it may be a little childlike for such a serious subject as illegal wildlife trafficking
	Colour Scheme	Clear colour scheme with blues, whites and blacks that follows their logo colours with some accents.
	Is there a consistent font?	Yes
	Logo Placement	Top left of every page
Navigation	Primary Menu	Burger menu on top right corner which may be difficult for less experienced users to find
	Contact Us	At bottom of every page
	Number of clicks until contact us	1
Content	Social Media	At bottom right of every page with clear logo's and text to make it easy for users
	Privacy Policy	At bottom of every page
Search	Search	There is not a search bar present
	Type of search button	N/A
Functional-ity	Email Subscription	Yes, they have a newsletter
	Mulitligual	No
Accessibility	How many font types?	4
	Clear, Accurate Headings	Yes, the headings are clear and bold ensuring an easy reading experience
	Are links visually distinct?	No, this is my main issue with the site as there are no rollovers in some instances or indication that you're cursing over a link
	Link Underlining	No
	Hyperlinks change colour if visited?	No
Additional	Additions I liked	I liked the use of text shadows on titles, I also thought that they had a very high quality of images

Love earth WEC have a site with a clear and distinct visual style that follows a clear colour pallet that matches the hero image of an African sunset. This use of oranges and browns is extremely effective and gives the site a consistent and individual feel. The site is easy to navigate and uses white space well to ensure there is a good amount of information present without overwhelming a user. The site is updated regularly, and new information and articles added daily which gives the site a professional appearance. The only problems I have with the site is when the window of the browser is reduced in size some of the elements move and the nav bar disappears which gives an otherwise effective site an “unpolished” feel.

https://loveearthwec.org

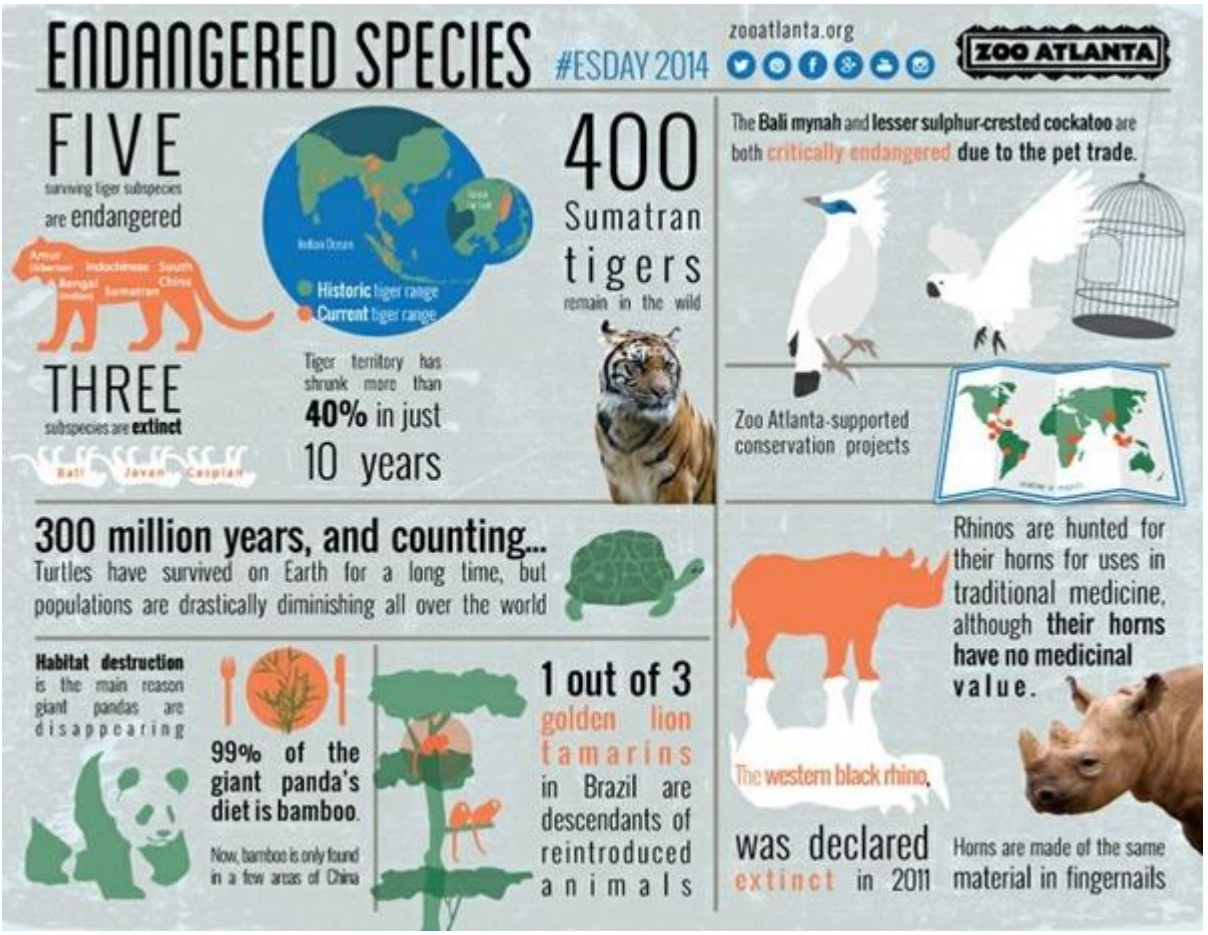


Category	Feature	Explanation
First Impression	Aesthetics	Clear visual style, with cursive fonts, a defined and diverse colour scheme, and a clear message
	Identifiable Target Audience	Defined on homepage
	Identifiable Chief Aim	Defined on homepage
Look and Feel	Responsive	Thee site is quite responsive, however has some issues such as the nav bar disappearing when the window size is reduced
	Load Times	Quite fast but some images are slow to load
	Does it work on all browsers?	Yes
	Mobile	The mobile site works well and maintains the style of the original site
	Fonts	The fonts are consistent and suit the style of the site however I feel that at times they are hard to read
	Colour Scheme	Clear colour scheme with white's and brown/blacks to match the sunset hero image on the home screen
	Is there a consistent font?	Yes
	Logo Placement	Top left of every page
Navigation	Primary Menu	Nav bar at the top of the pages
	Contact Us	Bottom left with a phone number on the top right
	Number of clicks until contact us	1
Content	Social Media	On the top left of each page with logos
	Privacy Policy	At bottom of every page
Search	Search	There is not a search bar present
	Type of search button	N/A
Functional-ity	Email Subscription	Yes, they have a newsletter available that you can subscribe to by entering your email at the bottom ofthe homepage
	Mulitligual	Yes
Accessibility	How many font types?	5
	Clear, Accurate Headings	At times I found the fonts to be hard to read but the titles are clearly defined and accurate
	Are links visually distinct?	Yes
	Link Underlining	The links are underlined when cursor over
	Hyperlinks change colour if visited?	Yes
Additional	Additions I liked	I enjoyed the style of the site and the images used, especially the circular images with links below on the homepage



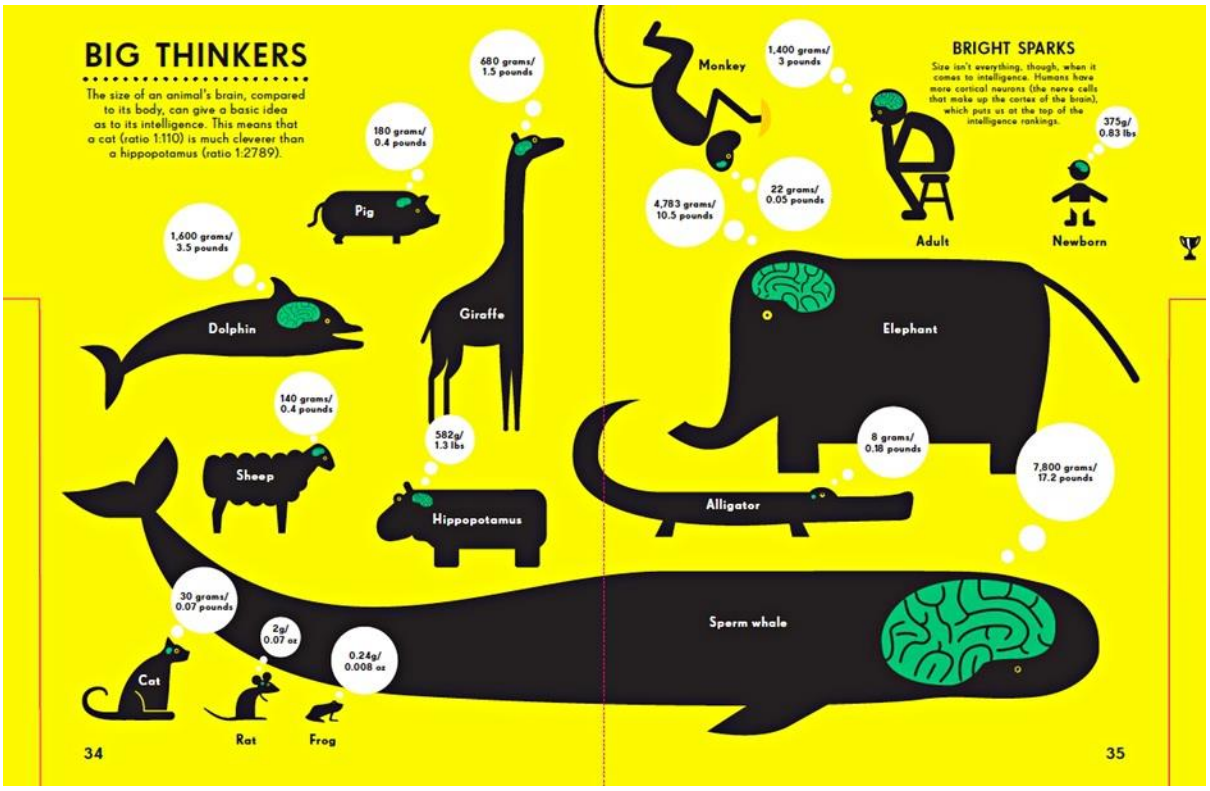
Design Inspiration

- I like the cartoon style
- I like how the creatures interact with the text i.e. the frog sitting on text
- I like how the entire infographic is like a jungle scene
- I like the consistent colour scheme
- I like the text bubbled and how the plants on the right sit on them, as we also have plants, I feel we could do something similar



Design Inspiration

- Clean design
- Good use of fonts
- Lots of information while still using white space
- Good mix of cartoon and real images
- Good colour scheme



Design Inspiration

- Good colour scheme, may be unsuitable for our project though as users must be able to easily identify the different species
- I like the cartoon style, simple and clean
- We would require much more information about the 5 species
- I like the size difference between each of the animals as it provides good scale

Deliverables

- Website
- Motion graphic suitable for Facebook
- PDF Infographic/Leaflet, suitable for Social Medias

Initial Brief

CAUSEWAY COAST & GLENS
HERITAGE TRUST

Brief

Community Partner

The causeway Coast and Glens Heritage Trust was an organisation that was founded in 2002 as a partnership body with the responsibility of “promoting and enhancing the unique qualities of the Causeway Coast and Glens area.” The trust encompasses and area of over 3400 square kilometres, which includes a vast array of differing landscapes, wildlife, and an extremely rich cultural heritage. The Trust arose from the work of the Causeway Initiative which brought together a range of different organisations including landowners, local Councils and the farming, tourism, education, environment and community sectors, in effect, all those interested in the promotion of sustainable development within the Causeway Coast and Glens area.

CAUSEWAY COAST & GLENS

HERITAGE TRUST

These resources have their own importance and, in the trust's, own words "contribute to the area's significance as an increasingly popular tourist destination. "Taking this into account, therefore the trust is so excited for our project as it will promote environmental management and will protect the unique heritage of the Causeway Coast and Glens area. Their aim is to promote a sustainable development and tourism industry for the people who live within their boundaries and those who are visiting the area.

The five objectives which constitute the Causeway Coast & Glens Heritage Trust's Business Strategy are:

- To develop sustainable and effective partnerships
- To raise awareness of the unique and special qualities/character, in both landscape and heritage terms (natural, built and cultural) of the 3 AONBs and their surrounding area
- To deliver an excellent protected area management provision for the CCGHT geographical area
- To ensure best practice in sustainable development principles throughout the CCGHT geographical area
- To deliver a sustainable, efficient and effective core activity/management for CCGHT

The Project

The Client has asked us to produce a motion or info graphic that identifies invasive species for the general public, that are to include overviews, information on identification, how to report invasive species and how to prevent the spread.

After meeting with the client, it was decided we would produce A digital publication or “E-leaflet” that will be suitable for social media.

This will include:

- An overview of invasives
- Info on identification of invasives
- How to report invasives
- What you can do to prevent the spread

The E-leaflet will focus on five key invasive non-native species causing issues within CCGHT's operational area.

- Japanese Knotweed
- Himalayan Balsam
- Rhododendron
- Giant Hogweed
- Grey Squirrel

We will also be producing an infographic that will be produced as a “one-page scroller” that will have the aim of presenting an overview of the problems that these species cause to the local wildlife and why if spotted they must be reported to the appropriate authorities. Key species will be highlighted and pictured to aid their identification and actions outlined to tackle them. Included also will be tips for preventing spread. Should include live links to relevant additional sources, websites, and reporting channels eg. Invasive Species Ireland / DAERA / Habitas / CEDaR websites.

We will also be producing a motion graphic that will be suitable for the Clients Facebook page and other social media platforms.

Target Audience

The target audience for this project will be the key groups the client works with that I highlighted in the earlier section… the people who live within their jurisdiction and the visitors to the area or “tourists”. This will be the two key groups as they have the most to benefit from by keeping the area as safe as possible for both humans and wildlife. To ensure that we can effectively target these groups we must first develop an effective content strategy and figure out how we intend to appeal to this audience.
As the target audiences are people who live or are visiting the area we must ensure that our project appeals to them and I believe the best way of possibly doing this is trying to make sure it is clear that it is revolved around saving their own area and that if they don’t protect it that someday these invasive species will do irreparable harm to the native wildlife.

Deliverables

1. Infographic – The infographic will be presented as an interactive one page scroller suitable for desktop and mobile devices.
2. Motion graphic – The motion graphic will be 2 minutes long and suitable to upload to Facebook and Instagram. Alternatively, having 5 shorter different motion graphics for each species.
3. PDF Infographic/Leaflet – The infographic will be convergent into a PDF/E-Leaflet suitable for Facebook and Instagram, and to print if required.

Tone/Message/Style

When designing the Infographic, we well be considering different interactive elements, such as animation transitions, a navigation bar and links to social media accounts on the one page scroller. We may consider putting the motion graphic at the end of the webpage as it will have similar information from the infographic and would be easier to tell children about the native wildlife and how we need to protect it. We will create a brand guideline document for this project, with information on the colour scheme, layouts, typeface and visual style used, that CCGHT can use in the future for creating additional content. The message that we are portraying is a serious issue that we hope to attract attention from farmers, gardeners and the public to help save the native species. We will be using this brand guideline document when creating all of the deliverables to ensure that the style remains consistent and will keep the different platforms linked together.

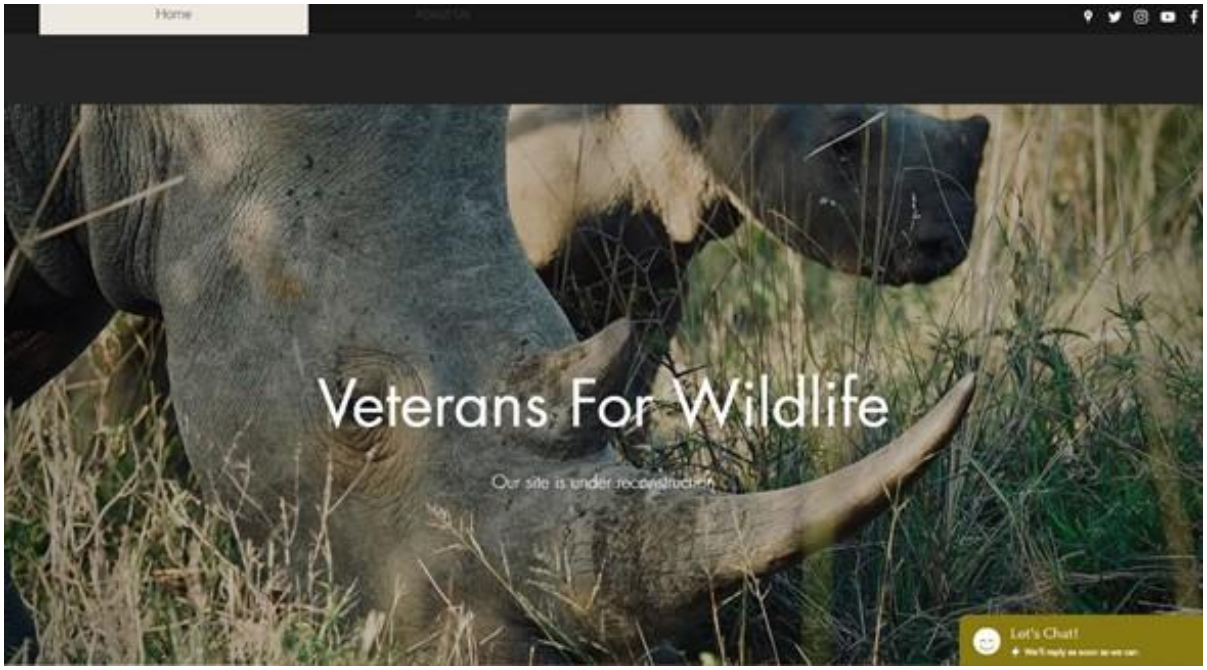
Benchmarking

We carried out a bench marking process on similar projects to see how they were created and how we can improve this project by analysing them;

1 - Websites

I felt that the veterans for weildlife site has a clear message that is dispalyed and made apparent throughout the site, they have used effetive images and information to ensure that a user will feel the emotions that they are trying to stir up. We must also ensure we have the correct tone and imagery so we can make our users care about the wildlife and ecosystem that the project will help to protect. There is a clear and consisant style throughout the site that ensures that users both find the site easy to naviagte but also proffesional looking. The live chat is a really nice feature that allows users to ask a expert any questions they have and for any company that has the manpower it is an excellent addition. The site is easy to navigate and has excellent links to an extensive array of up to date and active social meida accounts.

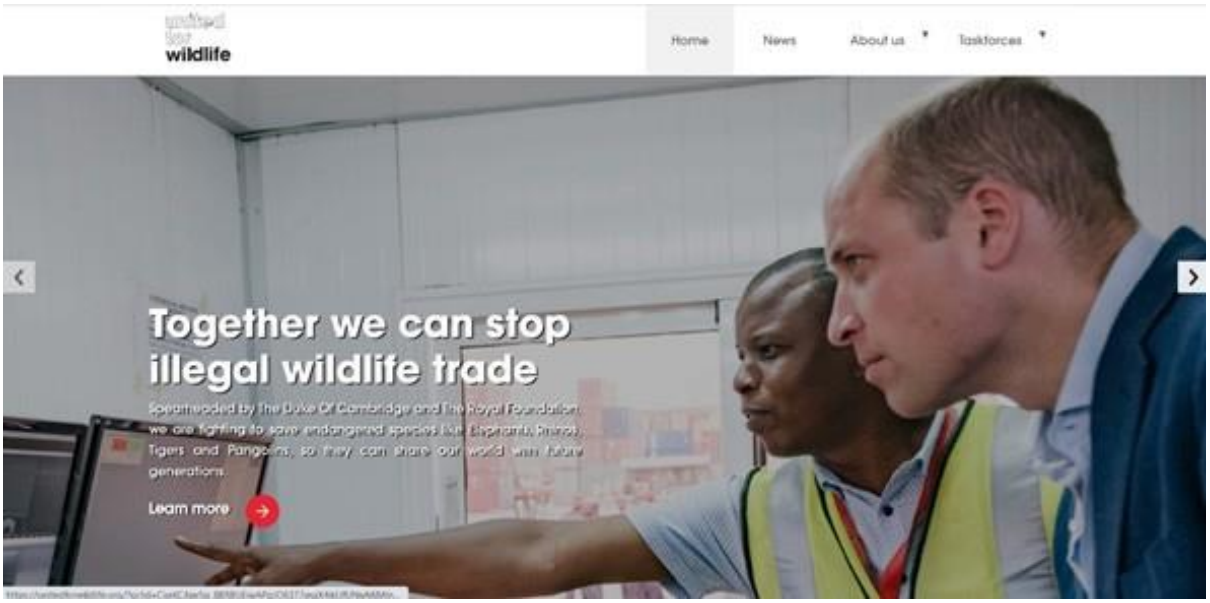
https://www.veterans4wildlife.org



Category	Feature	Explanation
First Impression	Aesthetics	Clean design, bold fonts, modern looking, good use of splash image
	Identifiable Target Audience	Target audience is clearly defined in the about us section
	Identifiable Chief Aim	The aim for the site is clearly defined in on the home page
Look and Feel	Responsive	The site could be more responsive, some problems found when reducing window size
	Load Times	Load times are good, well optimized
	Does it work on all browsers?	Yes
	Mobile	Mobile site has some navigation issues
	Fonts	I really like the bold and clear use of fonts
	Colour Scheme	Clearly defined and attractive scheme of black gold and white
	Is there a consistent font?	Yes, the fonts are consistent
	Logo Placement	Top
Navigation	Primary Menu	At the top of the page
	Contact Us	At bottom of every page
	Number of clicks until contact us	1
Content	Social Media	All links at top right of page
	Privacy Policy	Bottom of every page
Search	Search	Not present on site
	Type of search button	N/A
Functional-ity	Email Subscription	Newsletter available
	Mulitligual	Yes
Accessibility	How many font types?	3
	Clear, Accurate Headings	Yes, at the top of the pages
	Are links visually distinct?	Yes, white rollover boxes make it clear
	Link Underlining	No
	Hyperlinks change colour if visited?	No
Additional	Additions I liked	Live chat is present and they have a google map embedded at the bottom of the page with their address which I thought was a nice touch.

United for wildlife have an interesting site as there is a lot I like about it but also a lot that I find to be uneffective that give the site an overall “unpolished” feel but I believe that learning from these things will ensure we do not make the same mistake with our project. Issues such as the links having no rollovers and being unresonsive make it difficult to tell what is a link and what is just text. I really like their design of the newsletter sign up area but the buttons do not have any responive elements such as rollovers making it feel a little unfiinished. I feel that the site has a really good message that is somewhat taken away from by the font selection which although ath-stetically pleasing is somewhat childlike and does not fit a site that is about illigal animal tracking.

https://unitedforwildlife.org



Category	Feature	Explanation
First Impression	Aesthetics	Clear visual style with a defined colour scheme and use of bold, clear fonts to get their messafe across
	Identifiable Target Audience	Defined on homepage
	Identifiable Chief Aim	Defined on homepage
Look and Feel	Responsive	Very responsive, rollovers broken in chrome browser however on navigation bar
	Load Times	Good, a well optimised and professional website
	Does it work on all browsers?	Yes
	Mobile	Mobile site is good and still follows the style of the original site
	Fonts	Bold and clear font style that is clear and defined however I feel it may be a little childlike for such a serious subject as illegal wildlife trafficking
	Colour Scheme	Clear colour scheme with blues, whites and blacks that follows their logo colours with some accents.
	Is there a consistent font?	Yes
	Logo Placement	Top left of every page
Navigation	Primary Menu	Burger menu on top right corner which may be difficult for less experienced users to find
	Contact Us	At bottom of every page
	Number of clicks until contact us	1
Content	Social Media	At bottom right of every page with clear logo's and text to make it easy for users
	Privacy Policy	At bottom of every page
Search	Search	There is not a search bar present
	Type of search button	N/A
Functional-ity	Email Subscription	Yes, they have a newsletter
	Mulitligual	No
Accessibility	How many font types?	4
	Clear, Accurate Headings	Yes, the headings are clear and bold ensuring an easy reading experience
	Are links visually distinct?	No, this is my main issue with the site as there are no rollovers in some instances or indication that you're cursing over a link
	Link Underlining	No
	Hyperlinks change colour if visited?	No
Additional	Additions I liked	I liked the use of text shadows on titles, I also thought that they had a very high quality of images

Love earth WEC have a site with a clear and distinct visual style that follows a clear colour pallet that matches the hero image of an African sunset. This use of oranges and browns is extremely effective and gives the site a consistent and individual feel. The site is easy to navigate and uses white space well to ensure there is a good amount of information present without overwhelming a user. The site is updated regularly, and new information and articles added daily which gives the site a professional appearance. The only problems I have with the site is when the window of the browser is reduced in size some of the elements move and the nav bar disappears which gives an otherwise effective site an “unpolished” feel.

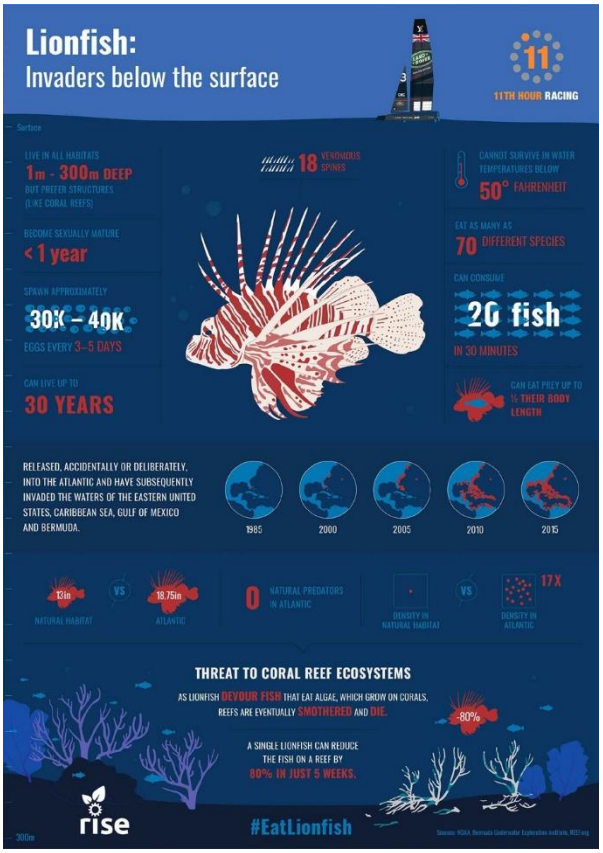
https://loveearthwec.org

Category	Feature	Explanation
First Impression	Aesthetics	Clear visual style, with cursive fonts, a defined and diverse colour scheme, and a clear message
	Identifiable Target Audience	Defined on homepage
	Identifiable Chief Aim	Defined on homepage
Look and Feel	Responsive	Thee site is quite responsive, however has some issues such as the nav bar disappearing when the window size is reduced
	Load Times	Quite fast but some images are slow to load
	Does it work on all browsers?	Yes
	Mobile	The mobile site works well and maintains the style of the original site
	Fonts	The fonts are consistent and suit the style of the site however I feel that at times they are hard to read
	Colour Scheme	Clear colour scheme with white's and brown/blacks to match the sunset hero image on the home screen
	Is there a consistent font?	Yes
	Logo Placement	Top left of every page
Navigation	Primary Menu	Nav bar at the top of the pages
	Contact Us	Bottom left with a phone number on the top right
	Number of clicks until contact us	1
Content	Social Media	On the top left of each page with logos
	Privacy Policy	At bottom of every page
Search	Search	There is not a search bar present
	Type of search button	N/A
Functional-ity	Email Subscription	Yes, they have a newsletter available that you can subscribe to by entering your email at the bottom ofthe homepage
	Mulitligual	Yes
Accessibility	How many font types?	5
	Clear, Accurate Headings	At times I found the fonts to be hard to read but the titles are clearly defined and accurate
	Are links visually distinct?	Yes
	Link Underlining	The links are underlined when cursor over
	Hyperlinks change colour if visited?	Yes
Additional	Additions I liked	I enjoyed the style of the site and the images used, especially the circular images with links below on the homepage

2 - Static Infographic

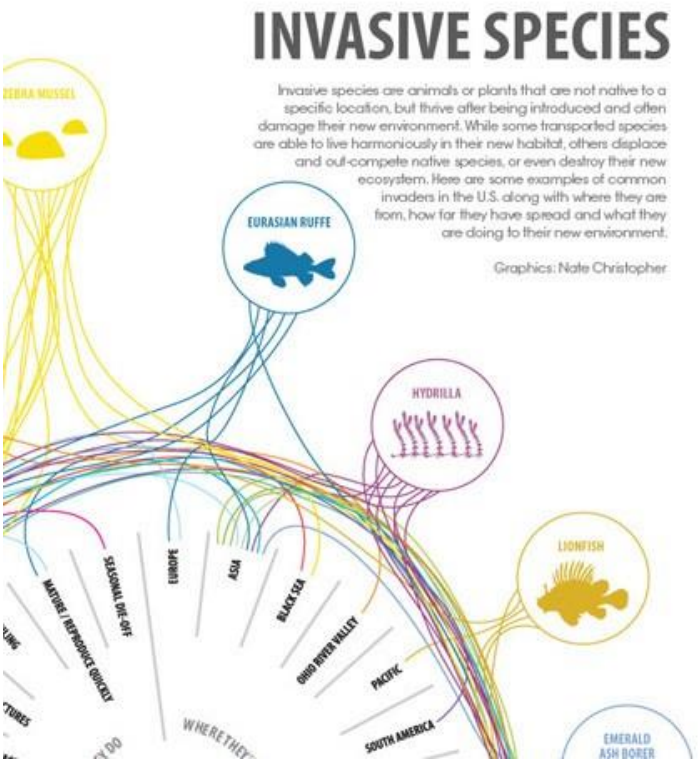
I felt that lionfish invaders below the surface infographic has a clear and concise message showing how the lion fish have invades coral reefs and have become an invasive species causing a decrees of a reef in fish which reduces algae and so killing coral. Getting the reaction they want from the viewer. We must insure we get the right response from the viewer buy having the right tone and imagery to draw an emotion from the viewer. In this infographic there is a clear and consistent style following an ocean theme using multiple shades of blue and using the red of the lionfish to highlight key facts. This gives the graphic a professional and appealing looking infographic.

http://www.coastalseekers.com/wp-content/uploads/2017/06/lionfish-rise-infographic.jpg



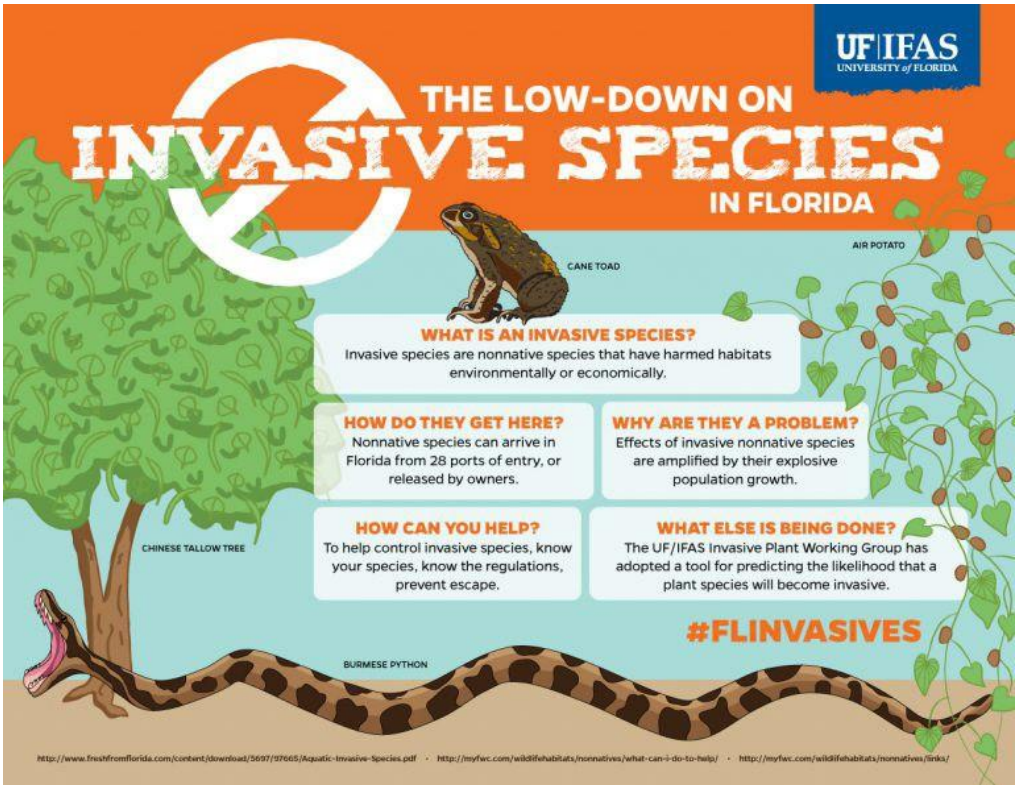
I felt that the invasive species by Fondriest environmental had a more complex message as it shows invasive species giving details on how far the spread, where they're from and what they do. They use a diagram that uses lines to link the invasive species to the answers to the points above but this creates a mess of lines which can be hard to follow at times. It has a good tone and is astatically pleasing to look at but could be done better to get the information across more clearly to the viewers. The style of the is clean and minimal as it is basic white with one infographic which is easy to look at the only problem is with the complexity of the graphic it helps that all the animals are colour coordinated. This style and graphic gives the infographic a professional look and feel.

https://www.fondriest.com/news/infographic-invasive-species.htm



I felt the low down of invasive species in Florida had clear and concise message as it uses simple style to get their message across. They do this by using simple bubbles and questions to fill in the viewer on invasive species affecting Florida. They include pictures of some of the animals and plants that are affecting Florida all in a cartoon style. It has a good tone and style for this type of infographic for the general public of Florida it is eye catching and fun to look at helping to keep there attention and inform them on the problems facing Florida due to invasive species and how to help. It doesn't have as professional feel as the other two infographics but has a better style and is more eye catching than the Fondrieist infographic.

http://blogs.ifas.ufl.edu/ifascomm/files/2019/06/General_Infographic-768x593.jpg



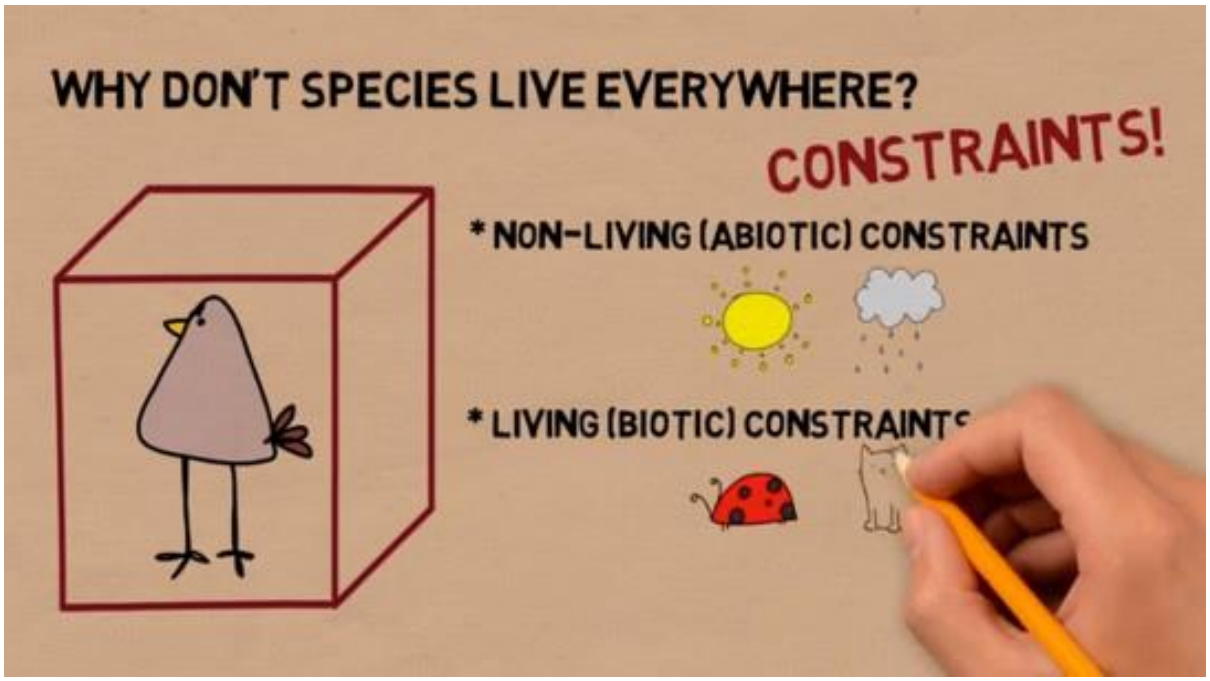
Category	Feature	Lionfish: invaders below the surface	Invasive Species in Florida	Invasive Species Fondriest
First Impres-sion	Aesthices	Ocean theme	Clean and informational	Clean with a massive image
	Identifiable Target Audience	Divers and ocean enthusiast	Florida citizens	The general popula-tion
	Identifiable Chief Aim	To raise awareness on how lionfish are affecting coral reefs	To raise knowledge of invasive species	To show facts on many different inva-sive species
Look and Feel	HD	All images and graphics are very clear	Not all images are crystal clear	Images are all clear
	Content	Multiple imagesa nd infographics on how lionfish are invading coral reefs	mmultiple images of invasive animals and plants and information explain invasive species	One big diagram showing invasive spe-cies and their features
Naviga-tion	Primary position	Vertical (poster format)	Landscape	Vertical poster
	Logo	Bottom left (RISE)	Top right (UFIFAS)	Top left (Fondriest Environmental)
Content	Information	Lionfish facts and coral reefs affects	What invasive spe-cies are and how they are affecting Florida	Features of invasive species
	Social Media	Eatlionfish hashtag	Flinvasives hashtag	None
	Contact Details	None	None	None
	Images/ Pictures	Multiple drawings	Multiple animals and plant drawings	One graphic diagram

3 - Motion Graphics

Global ambitions: An introduction to ecological spatial spread By Impact Media Lab.

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

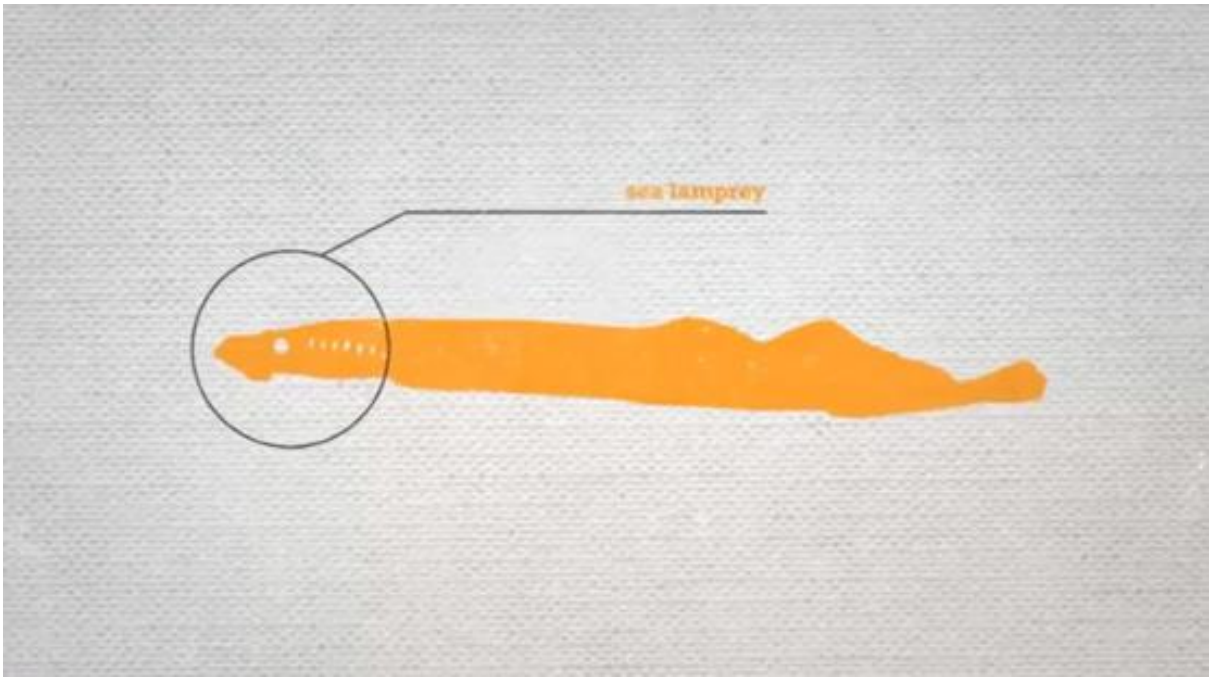
https://vimeo.com/178627781



Invasive Species by Alicia Magnuson

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

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



The threat of invasive species by Jennifer Klos

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

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

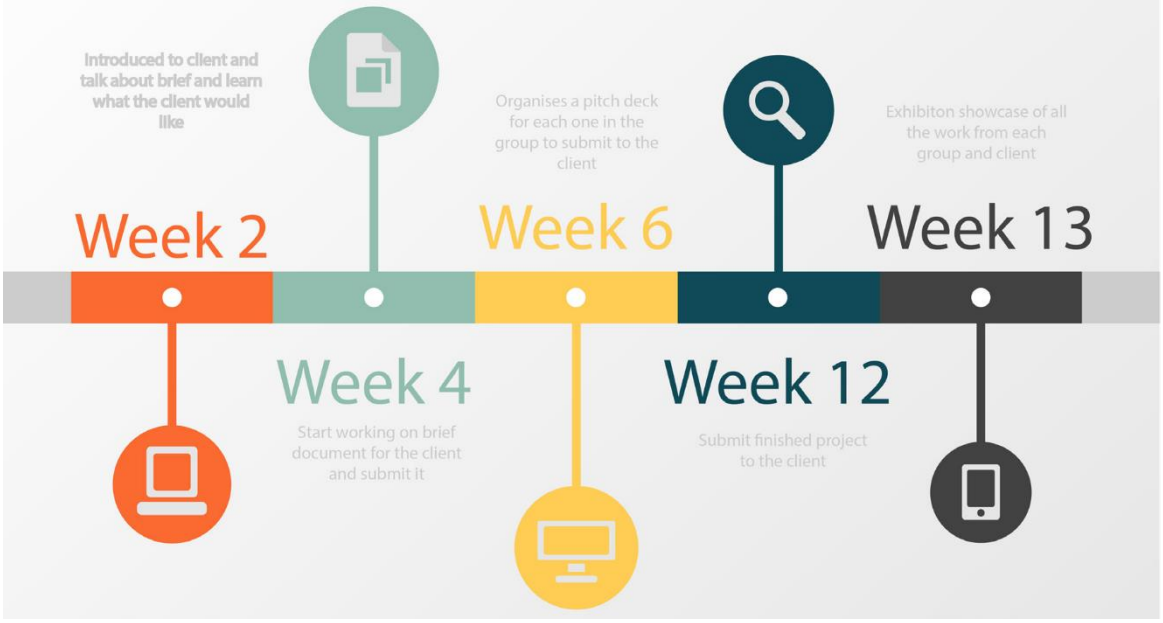
Budget

For the client there is no formal budget but there can be some cost involved with creating all of the different pieces for the project. This is because the project is for university module and not billable work which is especially helpful for all community partners. For the Causeway Coast and Glens Heritage Trust will have to pay certain costs for possible ideas like a website to host infographic one page scroller website. These costs come from domains and hosting below is a quote for these iteams.

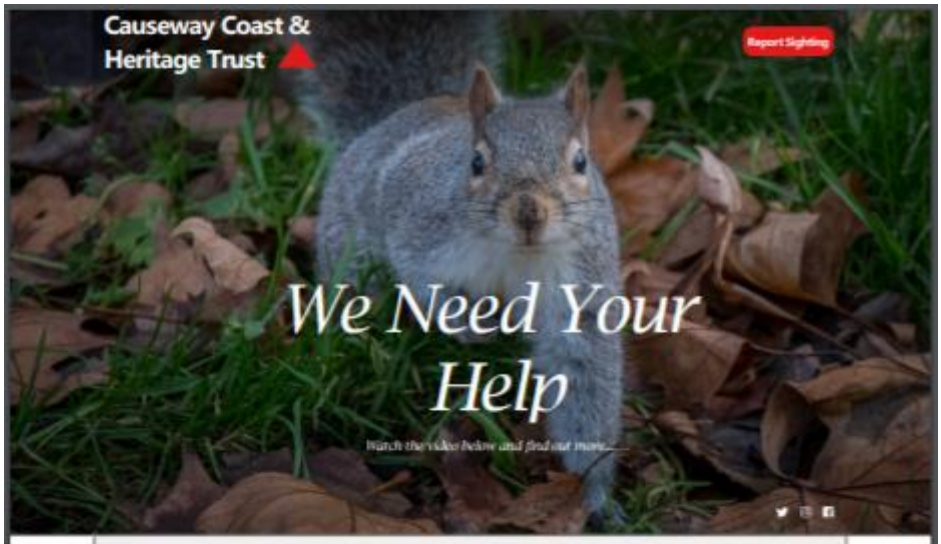
Full domain and privacy ownership protection - £51.54 for 4 years
Hosting from Hostinger and website builder - £66.07 for 3 years
Total £117.61
All music for info graphics used will be royalty free.
Any other material e.g. Poster, banners ect. (To be quoted if the client would like these material.)

Time Frame

All three members of the team are required to work on three different designs for a design deck to pitch towards their community partner during week 6. This allows the community partner to select their favourite piece of work before selecting the final design be that pulling from their favourite aspects of all 3. Once that has been agreed upon the team will work on delivering the final design and having all aspects promised and agreed upon the client by week 12 (Friday December 11th 2020.) Then after the project has been submitted to the client there will be an exhibition showcasing all the work from this module from every team which will take place online due to covid restriction in January 2021.



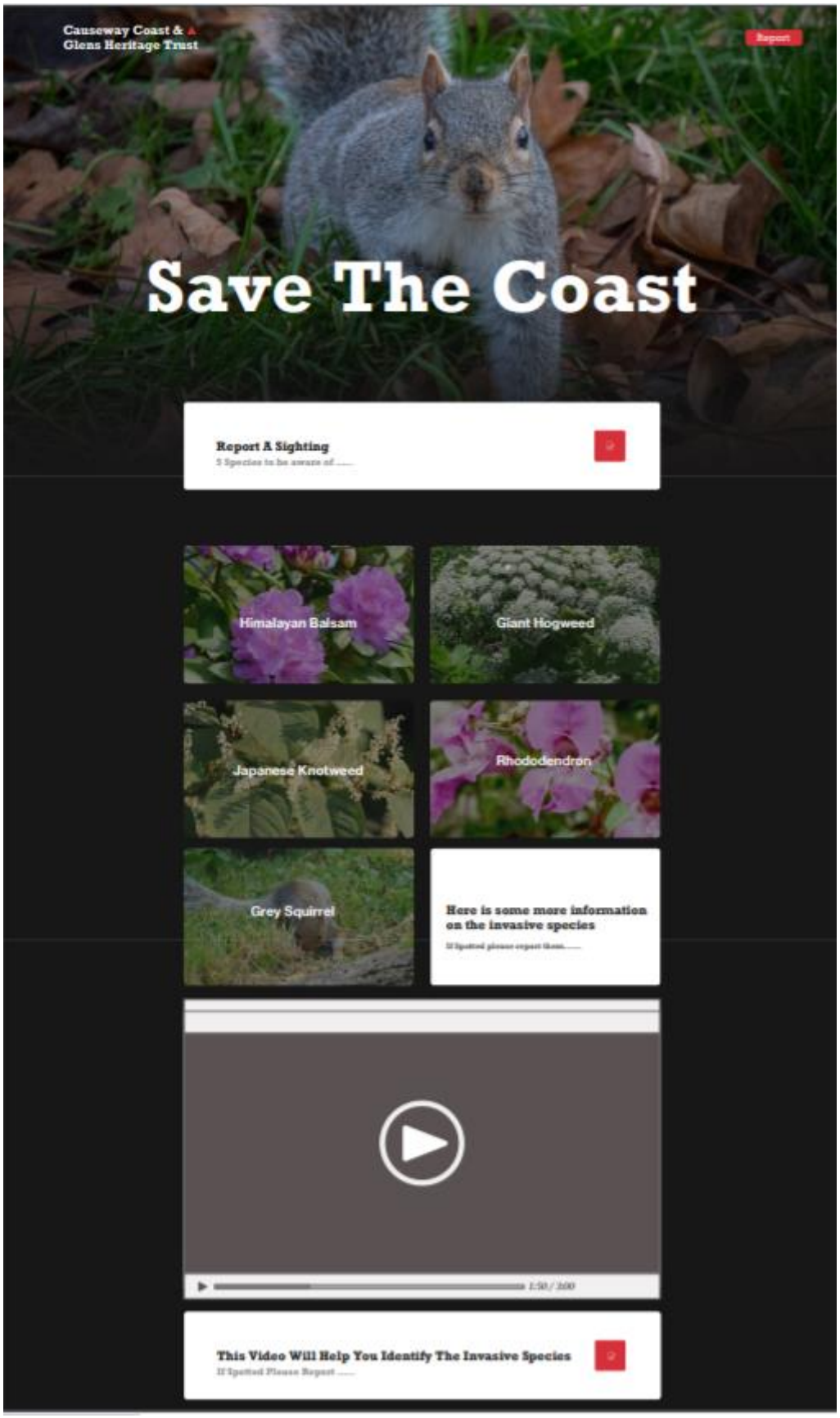
Initial Designs



1:50 / 3:00

Lorem ipsum dolor sit amet consectetur adipiscing elit convallis at aenean, conubia euismod vel mattis cum aptent et erat lobortis, volutpat pharetra kaoreet imperdiet cras nascetur sociis facilisi enim. Etiam nec a nisl eu aliquam varius facilisi s orci vulputate tristique cubilia

Report Sighting


Causeway Coast &
Glens Heritage Trust
Report
Save The Coast
Report A Sighting
Himalayan Balsam
Giant Hogweed
Japanese Knotweed
Rhododendron
Grey Squirrel
Here is some more information on the invasive species
This Video Will Help You Identify The Invasive Species

Video Design 1 "Pokemon Style Idea

Basic Idea

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

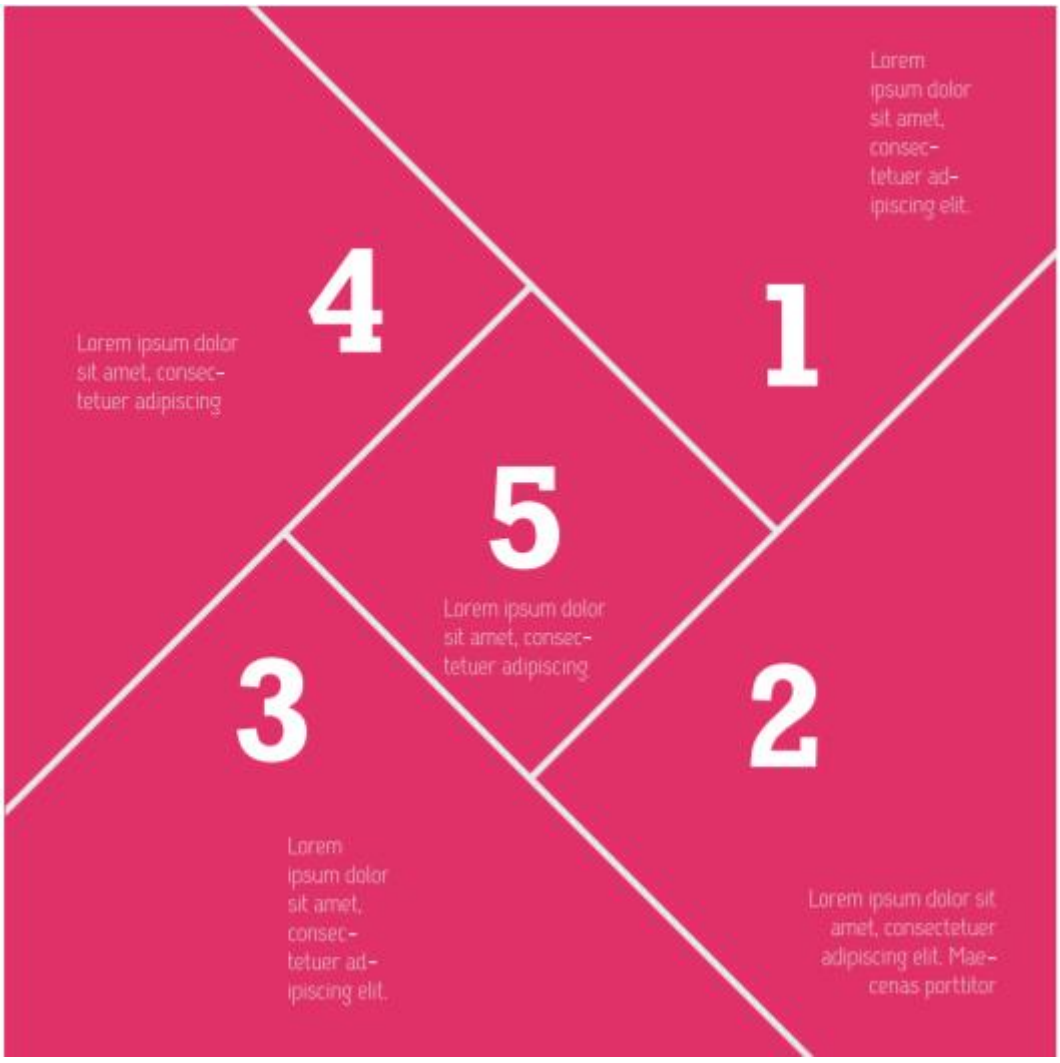
The video will flow like a battle from the pokemon videogames. each of the 5 species will be transformed into a cartoon form in a "poke" style.

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

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

For the background music for the video I have found royalty free "pokemon style" battle music on YouTube.
https://www.youtube.com/watch?v=ICGCjCn62SY&feature=youtu.be

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.
Be on the lookout for these 5 invasive Species
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.


Lorem ipsum dolor sit amet, consec-tetuer ad-ipiscing elit.
1
Lorem ipsum dolor sit amet, consec-tetuer adipiscing
4
5
Lorem ipsum dolor sit amet, consec-tetuer adipiscing
3
2
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Mae-cenas porttitor
Lorem ipsum dolor sit amet, consec-tetuer ad-ipiscing elit.

How To Spot
- Known to grow to 3m
- Smooth and hairless stem
-Grows upright and in dense stands
- Found along rivers or in damn areas
How To Report
Contact us on our social media, call us or visit our website
www.CCAGH.com
028 2075 2100
Please REPORT and together we can protect Our Habitat
HIMALAYAN BALSAM
The Damage
- pollen is harmful to bees
- The dense growth of the plant can strangle other plants
-After the plant dies it leaves soil exposed to erosion
Our Social Media
Invasive Species ireland
CAUSEWAY COAST & GLENS
HERITAGE TRUST

How To Spot
- Known to grow to 5m
- Green, hollow stem
-Flowers grow in large clusters
- Found in bogs, grassland, woodland and argricultural areas
How To Report
Contact us on our social media, call us or visit our website
www.CCAGH.com
028 2075 2100
GIANT HOGWEED
Please REPORT and together we can protect Our Habitat
The Damage
- Can cause severe burns and blisters to humans that can last years
- Often overpowers native flowers and plants
Our Social Media
Invasive Species ireland
CAUSEWAY COAST & GLENS
HERITAGE TRUST

How To Spot
- Large Weed that grows up to 3m
- Heart or Shield shaped Leaves
- Cream coloured Flowers
How To Report
Contact us on our social media, call us or visit our website
www.CCAGH.com
028 2075 2100
JAPANESE KNOTWEED
Please REPORT and together we can protect Our Habitat
The Damage
- Can cause high temperatures
- Can cuase drought
- Can cause structural damage
Our Social Media
Invasive Species ireland
CAUSEWAY COAST & GLENS
HERITAGE TRUST

How To Spot
- Large, evergreen bush
- Dark green leaves
-Lilac flowers with yellow spots
- Can grow to the height of 8m
How To Report
Contact us on our social media, call us or visit our website
www.CCAGH.com
028 2075 2100
RHODODENDRON
Please REPORT and together we can protect Our Habitat
The Damage
- Cuts off sunlight to other, native plants
- Can be toxic to animals
- Can also be harmful to humans by ingesting honey made from the plant
Our Social Media
Invasive Species ireland
CAUSEWAY COAST & GLENS
HERITAGE TRUST

How To Spot
- Larger than the native red squirrel
- Long bushy tail
- Mostly grey in colour
- shorter front legs
How To Report
Contact us on our social media, call us or visit our website
www.CCAGH.com
028 2075 2100
GREY SQUIRREL
Please REPORT and together we can protect Our Habitat
The Damage
- Major threat to the native red squirrel
- Carry the parapx virus
- They are known to kill trees by revoving bark
Our Social Media
Invasive Species ireland
CAUSEWAY COAST & GLENS
HERITAGE TRUST

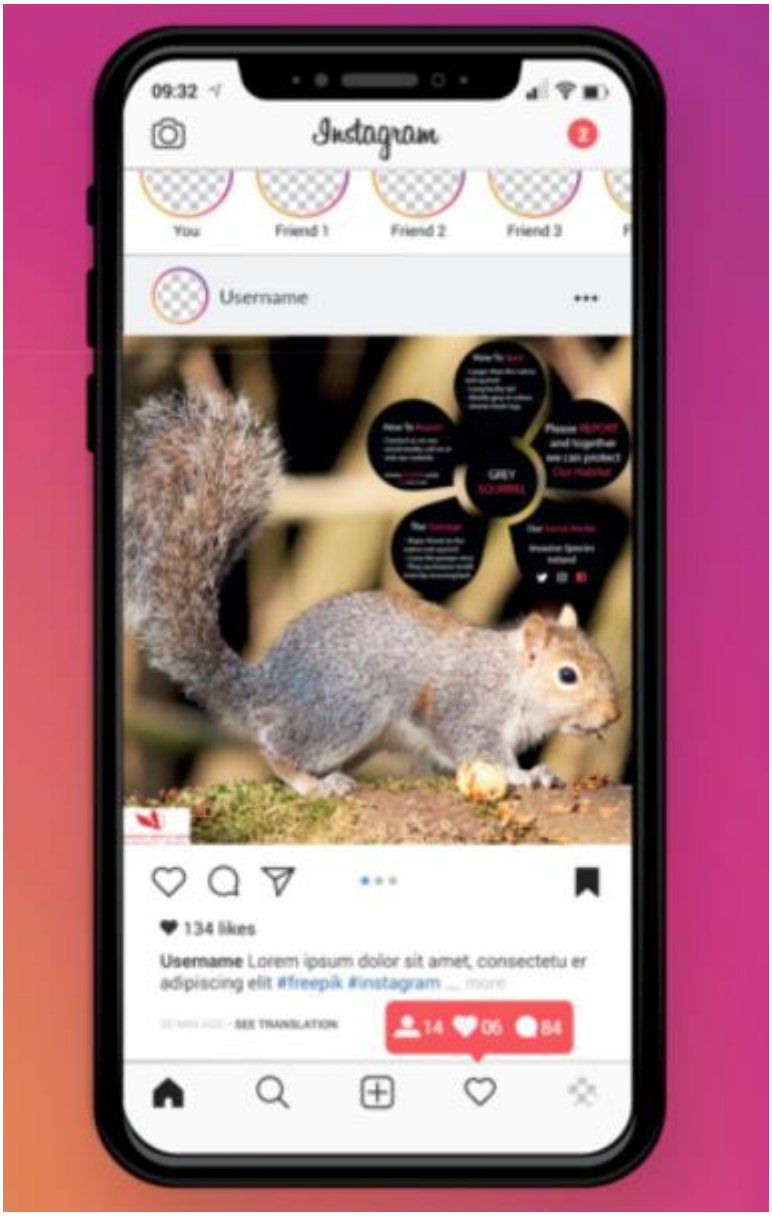
CAUSEWAY COAST & GLENS
HERITAGE TRUST
Causeway Coast &
Glens Heritage Trust
Information Video

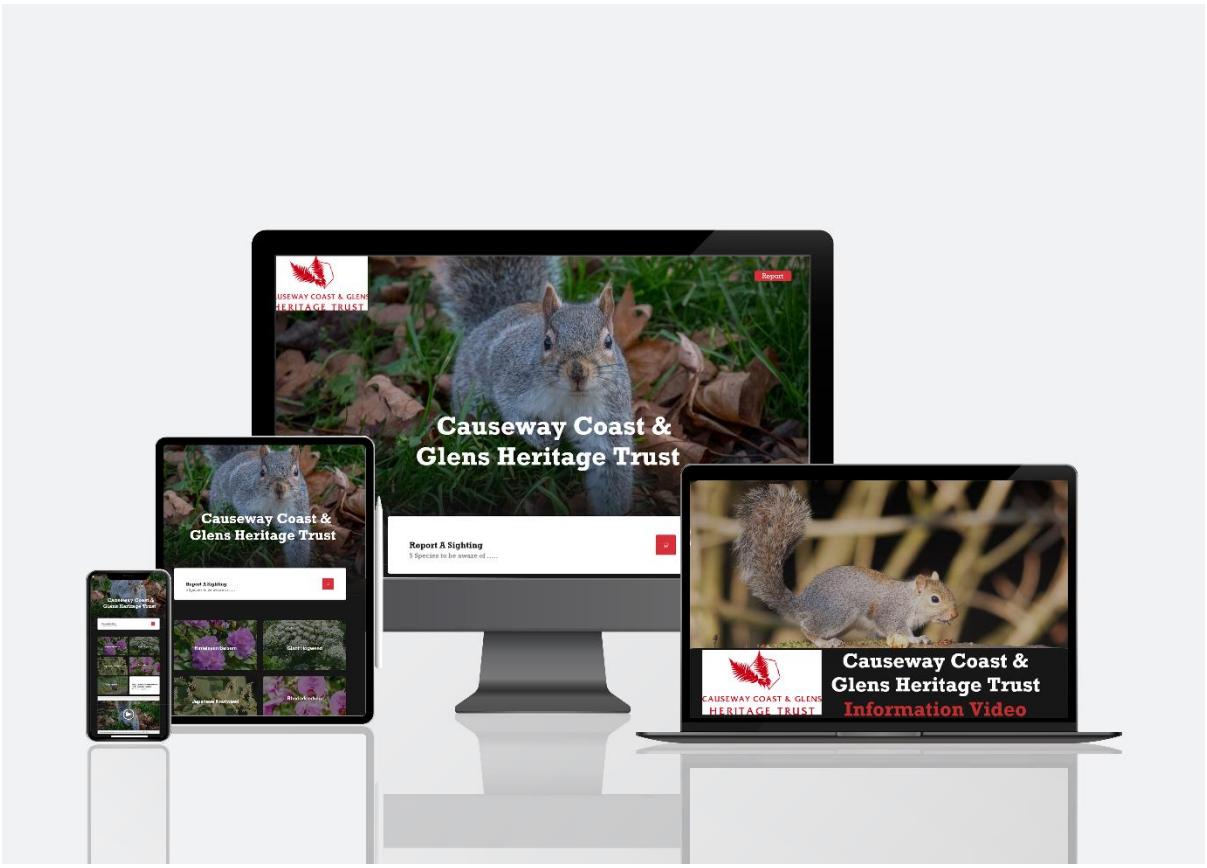
The Grey
Squirrel
How to Spot
- Larger than the native red squirrel
- Long bushy tail
- Mostly grey in colour
- shorter front legs

The Grey
Squirrel
The Damage
- Major threat to the native red squirrel
- Carry the parapx virus
- They are known to kill trees by revoving bark

The Grey
Squirrel
How To Report
Contact us on our social media,
call us or visit our website
www.CCAGH.com
Our Social Media
Invasive species ireland
028 2075 2100

Initial mock-ups




Causeway Coast &
Glens Heritage Trust
Report A Sighting
Causeway Coast &
Glens Heritage Trust
Causeway Coast &
Glens Heritage Trust
Information Video

Pitch Doc

Typography

I have included the font we are using know as Bahnscift as its clean minamlist and can be used for diffrent sizes for main titles sub titles and body texts. While keeping the same flow across all the designs and documents.

Bahnschrift - 14pt

Bahnschrift - 24pt

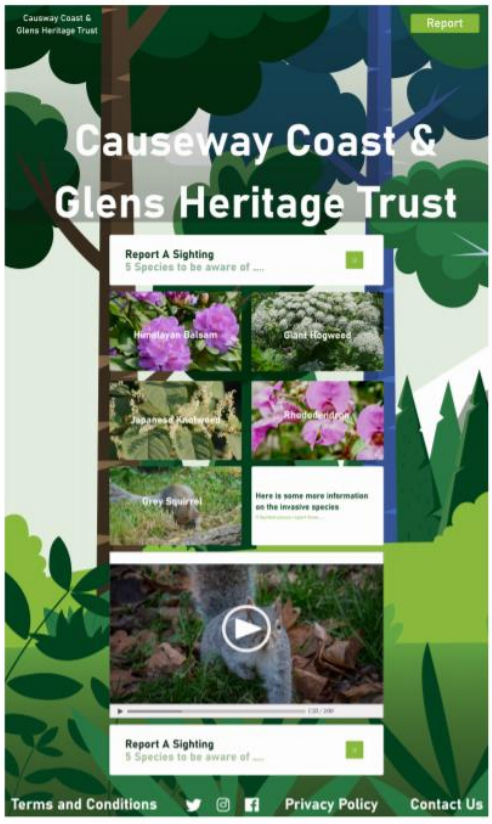
Bahnschrift - 30pt

Bahnschrift - 48pt

Bahnschrift - 72pt

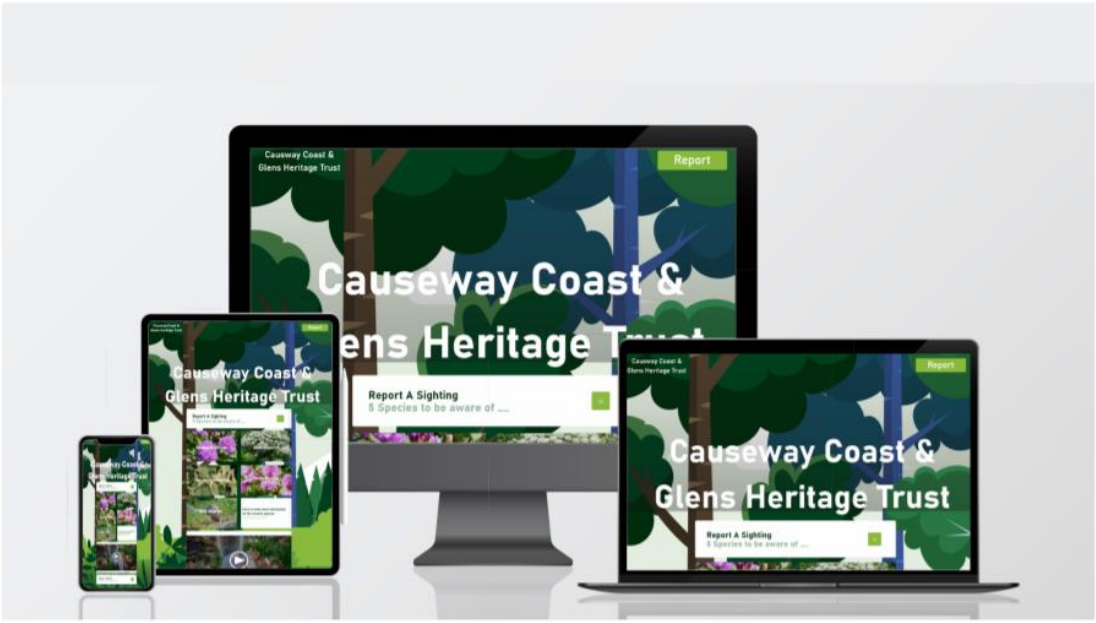
Bahnschrift - 100pt

Website



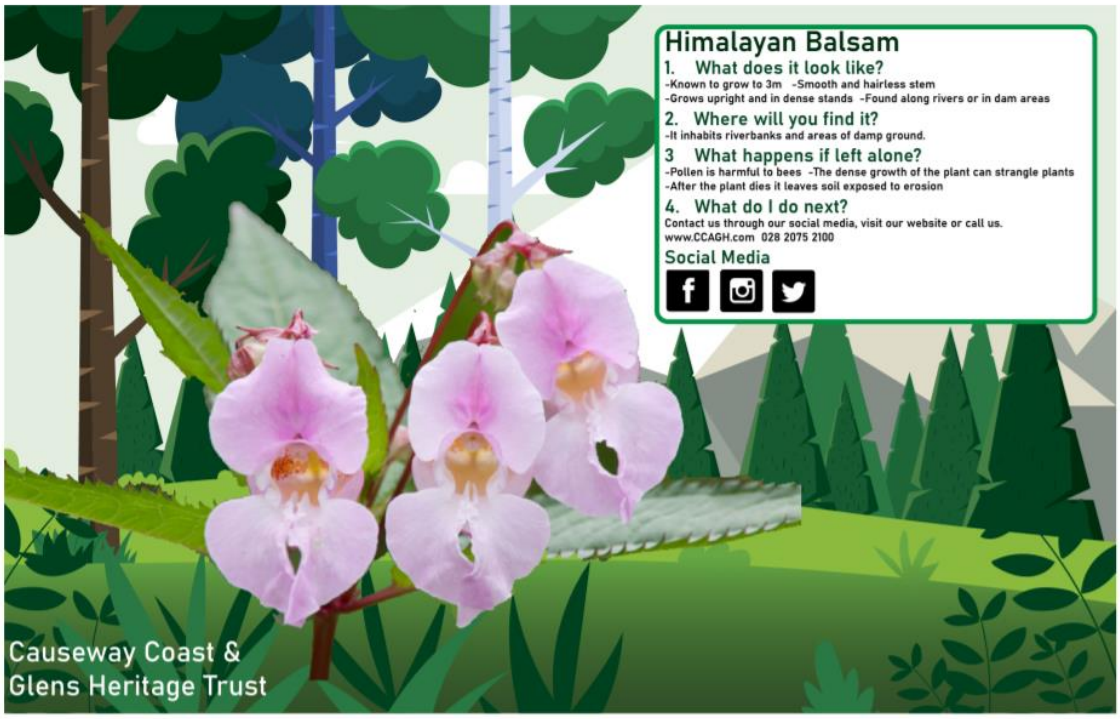
Causway Coast &
Glens Heritage Trust
Report
Grey Squirrel
Report A Sighting
Help us keep our Causeway safe .....
What Happens?
What Does it Look Like?
What do I do Next
028 20752100
What do I Find It?
Report A Sighting
5 Species to be aware of .....
Terms and Conditions
Privacy Policy
Contact Us

Mock-Ups

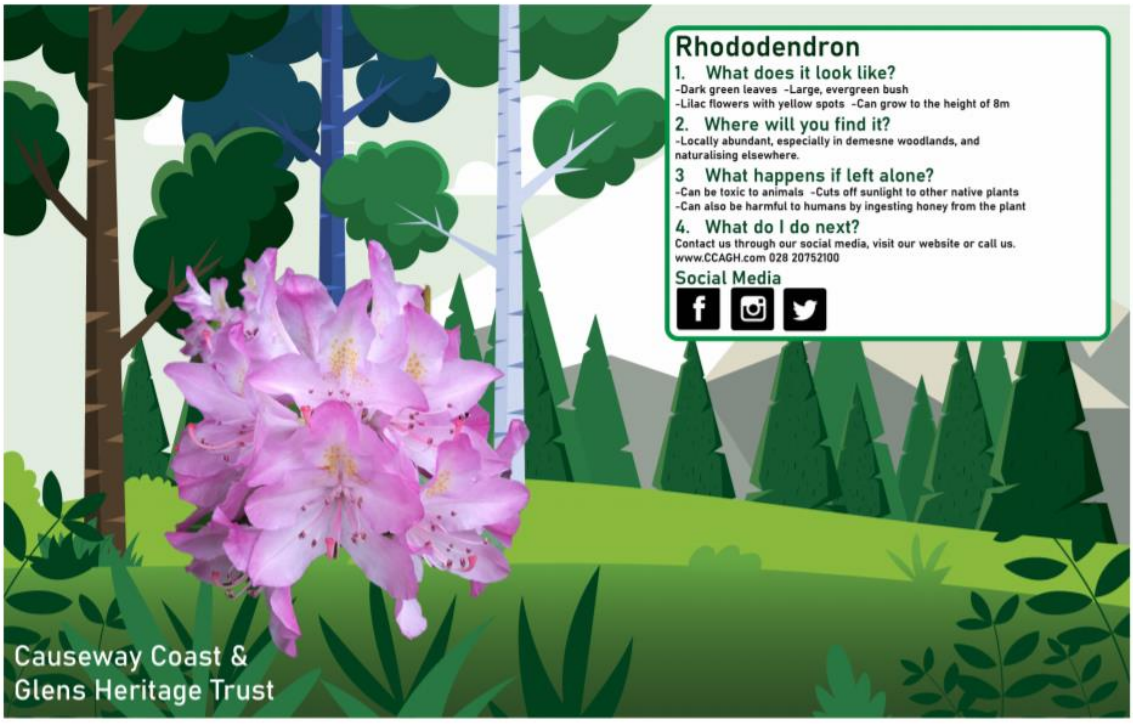

Causway Coast &
Glens Heritage Trust
Report
Causeway Coast &
Report A Sighting
5 Species to be aware of .....
Causeway Coast &
Glens Heritage Trust
Causeway Coast &
Glens Heritage Trust

Contrasting Box Styles

Static Infographics



Grey Squirrel
1. What does it look like?
-Long bushy tail -Shorter front legs
-Mostly grey in colour -Larger than the native red squirrel
2. Where will you find it?
-Grey squirrels are widespread in all counties in Northern Ireland except County Antrim.
3 What happens if left alone?
-Carry the parpax virus -Major threat to the native red squirrel
-They are known to kill trees by revolving bark
4. What do I do next?
Contact us through our social media, visit our website or call us.
www.CCAGH.com 028 20752100
Social Media
Causeway Coast &
Glens Heritage Trust


Rhododendron
1. What does it look like?
-Dark green leaves -Large, evergreen bush
-Lilac flowers with yellow spots -Can grow to the height of 8m
2. Where will you find it?
-Locally abundant, especially in demesne woodlands, and naturalising elsewhere.
3 What happens if left alone?
-Can be toxic to animals -Cuts off sunlight to other native plants
-Can also be harmful to humans by ingesting honey from the plant
4. What do I do next?
Contact us through our social media, visit our website or call us.
www.CCAGH.com 028 20752100
Social Media
Causeway Coast &
Glens Heritage Trust

Giant Hogweed
1. What does it look like?
-Green hollow stem -Known to grow to 5m
-Flowers grow in large clusters
2. Where will you find it?
-Found in bogs, grassland, woodland and agricultural areas
3 What happens if left alone?
-Often overpowers native flowers and plants
-Can cause severe burns and blisters to humans that can last years
4. What do I do next?
Contact us through our social media, visit our website or call us.
www.CCAGH.com 028 20752100
Social Media
Causeway Coast &
Glens Heritage Trust

Japanese Knotweed
1. What does it look like?
-Cream coloured flowers -Heart or shield shaped leaves
-Large weed that grows up to 3m
2. Where will you find it?
-Particularly roadsides, riverbanks, railways and derelict land.
3 What happens if left alone?
-Can cause drought -Can cause high temperatures
-Can cause structural damage
4. What do I do next?
Contact us through our social media, visit our website or call us.
www.CCAGH.com 028 20752100
Social Media
Causeway Coast &
Glens Heritage Trust

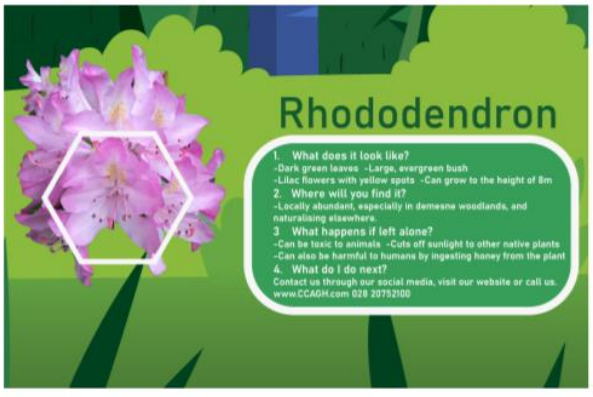
Mock-Ups

Motion Graphic Storyboard

In the motion graphic we will have narration that will talk about alot more information on the invasive species than the text on the screen shows as having to much text changing will cause the reader to miss information where as with a narration they can read and listen and not mis any important details.

Allowing the narration to include more details on the key 4 topics:

1. What does it look like?
2. Where will you find it?
3 What happens .....
4. What do I do next?



Notes from Client Meeting

nikki
-combind them
-keep species at photographs
-call for action repeated is good(ben's and matthews)
-narration
-bens videos that expands into a full image

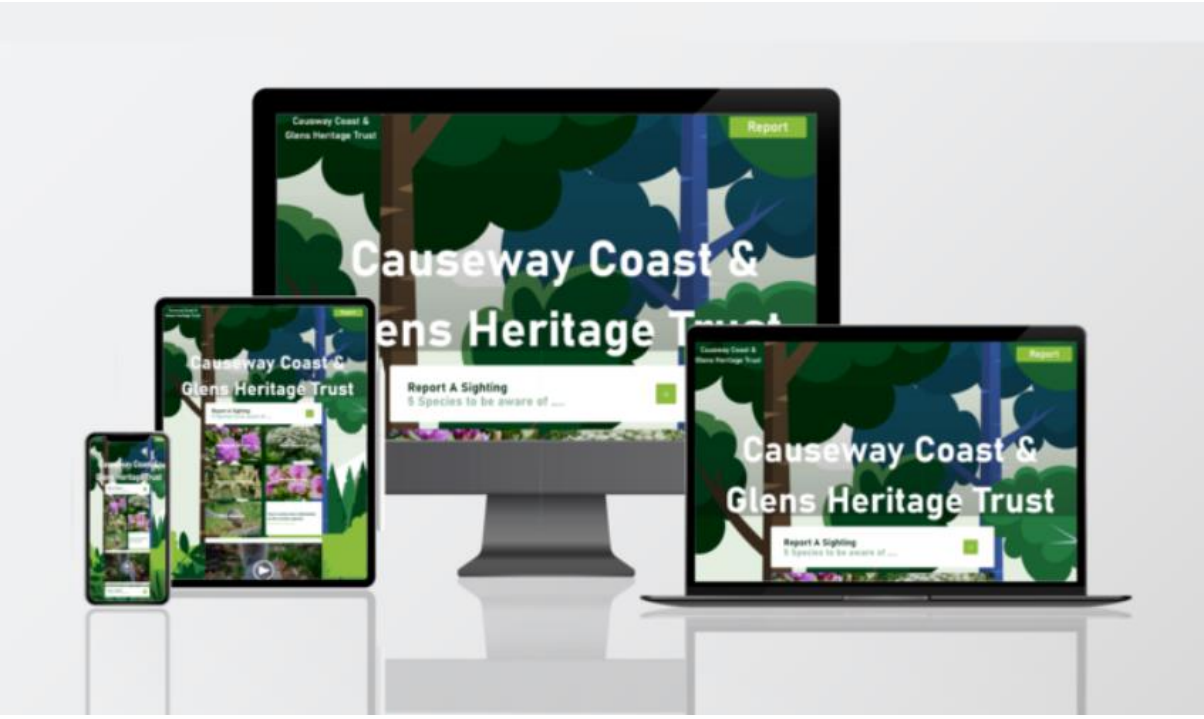
rachael 1
-combind
-matthews clean design for website
-change landing image to locations, landscape instead of squirrel
-infographics good too
-narration good
-feeging information in and out
-not found of colours
-not sure of carton style
-background cartoon okay
-pitch to a 12
-landing image good
-call to action good
-not sure of mixed graphics
-font colours were difficult to read
-motion grpahics, one for each

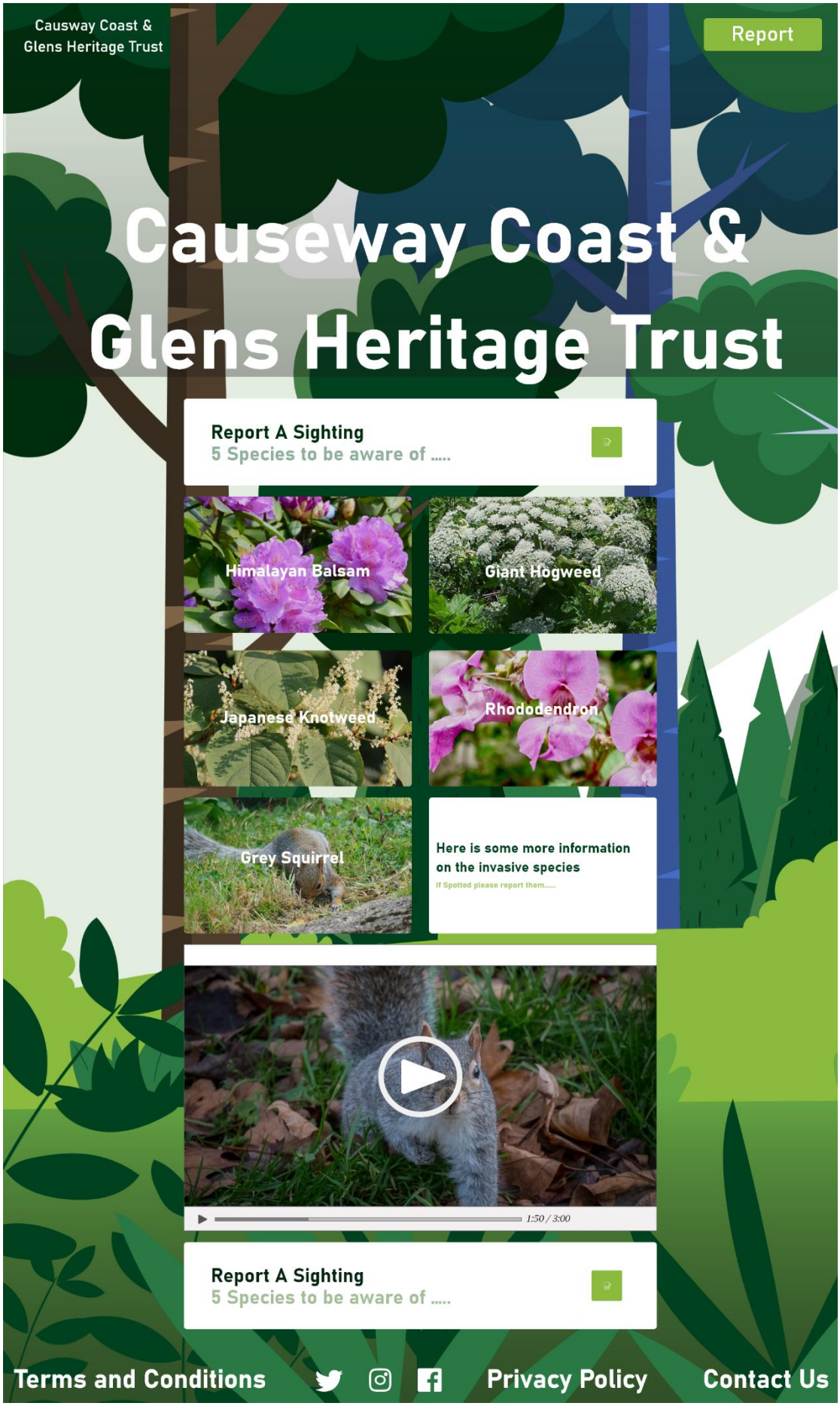
rachael 2
-combine
-can't get website
-ben's background info graphic
-causeway design at the back
-also used as a circle to identify
-narration
-call to action from ben
-matthews website
-pictures were good from matt
-info graphic background (ben)
-font needst o be biggers
-less text
-in text box or bullet points
-links to more information
-Matthew's petals, maybe change to ben's layout

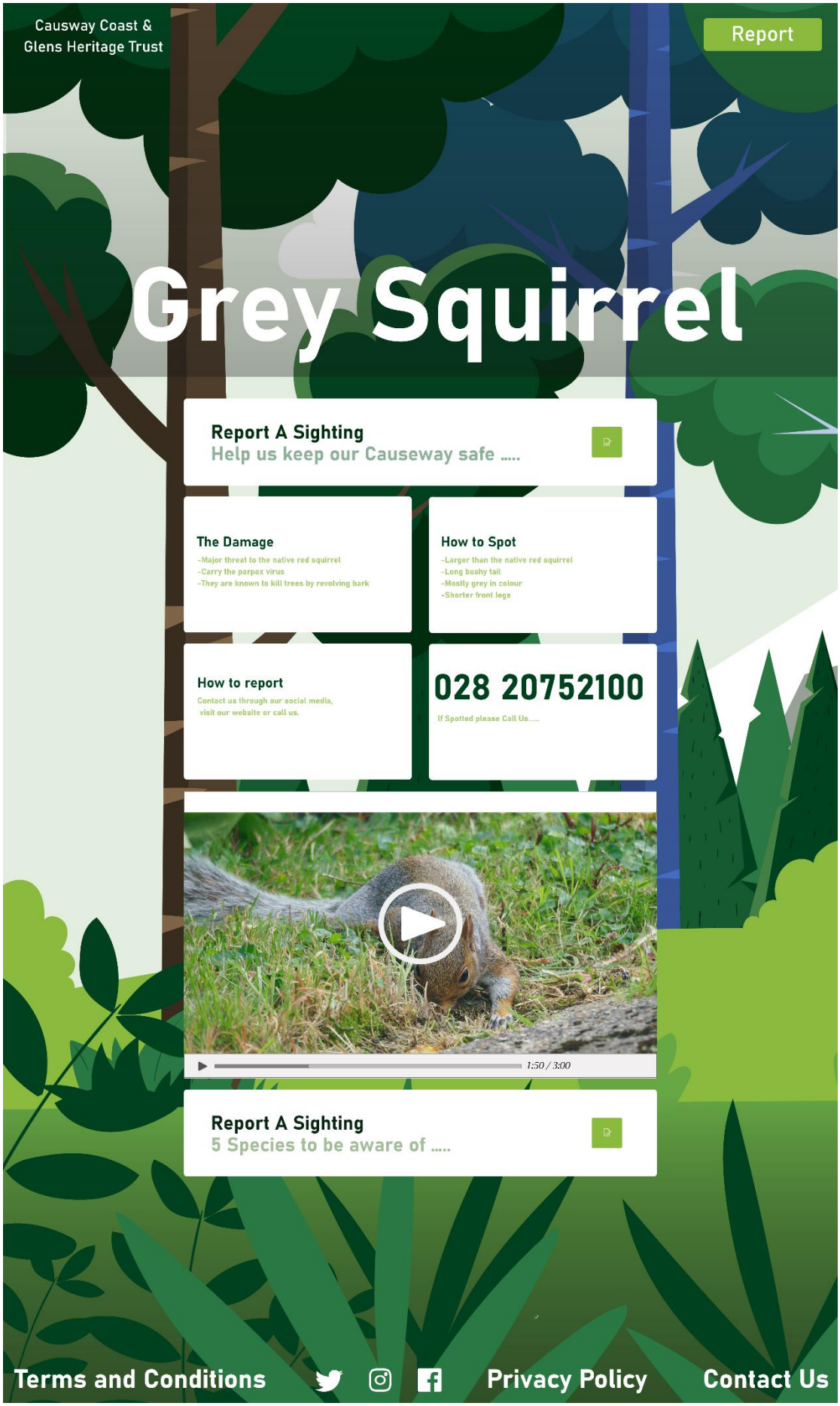
-matthew is too corporate
-text needs to be clearer, bullet points,
-pdf the info graphics
-infographic to enage people online
-link to more sources
-pdf for printing and downloading

photographis style, ben's infographic/background, narration, call to action, generic landing image,
natural colours, bright, eye catching, ben and i colours
a1 size 250 words

Updated Designs after Client Feedback




Causway Coast &
Glens Heritage Trust
Report
Causeway Coast &
Glens Heritage Trust
Report A Sighting
5 Species to be aware of .....
Himalayan Balsam
Giant Hogweed
Japanese Knotweed
Rhododendron
Grey Squirrel
Here is some more information
on the invasive species
If Spotted please report them.....
1:50 / 3:00
Report A Sighting
5 Species to be aware of .....
Terms and Conditions
Privacy Policy
Contact Us


Causway Coast &
Glens Heritage Trust
Report
Grey Squirrel
Report A Sighting
Help us keep our Causeway safe .....
The Damage
-Major threat to the native red squirrel
-Carry the parpax virus
-They are known to kill trees by revolving bark
How to Spot
-Larger than the native red squirrel
-Long bushy tail
-Mostly grey in colour
-Shorter front legs
How to report
Contact us through our social media,
visit our website or call us.
028 20752100
If Spotted please Call Us.....
1:50 / 3:00
Report A Sighting
5 Species to be aware of .....
Terms and Conditions
Privacy Policy
Contact Us

Self-Reflection

It had been a while since I had coded a website, so it took me some time to get back into the swing of things. My initial designs for the site were not as detailed as I would like but I believe that the outcome of my site was of a good standard. I think that it took me a while to get my head around the concept of ensuring that all the parts of the project would flow together seamlessly and that initially my designs were too different from the other 2 members of my group. I felt like the main thing with the site was to ensure that there was a definite and constant “call to action” as the whole goal of the site was to raise awareness, to help identify the species and to make sure they can report the sightings.

I wanted to make sure that the site was as accessible to the audience while still following the styling and flow of the project. The initial plan was to have a one-page scroller, but I found that having one home page and then a page for each of the species as this flowed well and allowed me to follow a consistent style and theme.

The use of the jungle background that ben created allows my site to follow the same style as the other sections of the project. This also gave me a colour pallet to work from, the vibrant and bright colours were something that was mentioned during the client meetings, so I made sure to use this to my advantage.

I will say that it is slightly demotivating at times when you know that the client is having doubts about their ability to host and maintain a website, however I did not let this deter me and I strived to produce a professional and useful site that may change their minds. I think the clients will be incredibly pleased with the project overall and that even if they do not use the site that they will still be impressed by it.

.

The Team

I think as a team the three of us functioned quite well at times, however I believe it took us some time to adapt to the new way of learning and working as a team with online learning. As it was our first time working as a team without being able to see each other in person. Another issue we had was members of our team having large work commitments which at times made meetings and completing tasks difficult. Despite this however I believe that in the last few weeks we really came together and produced a good project that the client will be happy with and have done the university proud.

I believe that we should have been more active at times on basecamp, made better use of its features. In my opinion we started towards the end to do this much more effectively by using features such as the to-do lists and message boards.

I believe that we utilised each other's skills quite well and did the right thing by dividing the three different segments between us, Bethany's design skills for the infographics, Ben's experience with aftereffects and my web design skills. We found that having a Facebook group chat and regular calls to talk about issues and the project was a great way of staying on top of things.

The Clients

The clients were as good as a group could have coped for, they provided us with all the information we needed for the project, images, logos and feedback that we required in a timely and professional manner. Receiving all this allowed us to work fluidly and to bring their vision to life, I also really liked how they have us an outline and wanted to see what we could create and I believe that giving us this creative vision made the project infinitely more enjoyable to work on.