MED526: Interactivity for Social Enterprise
Production Log
Georgia Davies

Contents

MED526: INTERACTIVITY FOR SOCIAL ENTERPRISE

This module is an opportunity to work with a community partner using design to enhance their communication to the wider public, moving the academic knowledge from the academy to the wider public arena.

Project Specification

To create a new and fresh visual identity and first point of communication with the public, for the proposed North Coast Geopark Working Group. Using information provided to us by the client, we will create a logo, website and promotional materials to get the word out to the local communities about said project.

Skills Required

Photoshop, InDesign, Illustrator, After Effects and a good understanding and knowledge on how to create and edit a Wordpress website.

Aims from the module guide

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

TIMELOGS

Throughout the project both Erin and I used Toggl to track our work. This allowed us to not only check on each other's progress, but also give us an idea of what we would have been charging a client if we were working either freelance or within an agency.

MEETINGS	12 hours 54 minutes
CREATIVE BRIEF	19 hours 22 minutes
DESIGNING	64 hours 44 minutes
ANIMATION	12 hours 22 minutes
DOCUMENTATION	23 hours 47 minutes

Total Hours Worked: 133 hours and 11 minutes

Research

DEMOGRAPHIC

The NCGPWG site will have a wide age demographics, but the primary audience will be the local community who will be looking more information on the Geopark, and eventually a secondary audience of tourists once the Geopark is up and running.

Using the bottom up approach, we will need to take into account the following groups:

- Local Communities
- Schools
- Tourists
- Local Authorities
- Governing Bodies

BENCHMARKING

Having done research into the local and international examples of both Geopark and tourism websites, I chose four of what I were the best examples of these websites.

North Pennines Geopark

The North Pennines Geopark website has a clear
motive to engage the audience and entice tourists
to visit the park. Using mostly natural hues in the
colour scheme, it reflects the landscape in which the
Geopark resides.

(Go Stargazing, 2020)

(Discover NI, 2020)

Discover Northern Ireland

Discover Northern Ireland have a clear and concise way of exhibiting information on their website. With colourful and bright pages, laid out neatly and coherently, the website is easy to follow. This allows for easy access to information regarding events, things to do and landmarks.

Copper Coast Geopark

The Copper Coast Geopark website is clearly aimed at the more educational side to a Geopark than other websites of a similar nature. This website is a good example of a local Geopark that has a clear indication of their audience.

(Copper Coast Geopark, 2020)

Red GeoLAC

Red GeoLAC

The site had a very dated look to it, containing a single homepage, with the links in the menu being linked to a certain area of the one page. Having all of this information in the one area made it difficult for the user to make any sense of what the purpose of the website actually was.

Category	Feature	North Pennines Geopark	Copper Coast Geopark	Discover Northern Ireland	Red GeoLAC
First Impression	Aesthetics	Use landscape images to represent tourist hotspots	Use landscape images to represent tourist hotspots	Use 'Experience' images to represent Tourists	Use landscape images to represent tourist hotspots
	Identifiable target audience	Not available	2 clicks away	On homepage	Not available
	Identifiable chief aim	On "What we do" page	On "About" page	On "Things to do" page	On "About the GeoLAC" page
Look and Feel	Retina (HD Ready)	Images are, logos are not	Some images are not	Images and logo are	Images are not
	Responsive	Yes	Yes	Yes	Yes
	Content in prime position	Image Slider	Image Slider	Image Slider	Image Slider
	Body text font	Sans Serif	Sans Serif	Sans Serif	Serif
	Logo placement	Top left	Top left	Centre	Top Left
Technical	Content management system	Wordpress	Bootstrap	Google Manager	Bootstrap
	Ability to sign up to a newsletter	No	No	Yes	No
Navigation	Primary menu format	Fully Exposed Click Through	Fully Exposed Click Through	Fully Exposed mini menu, with drop down menu	Fully Exposed Click Through
	Primary menu position	Horizontal Top	Horizontal Top	Horizontal Top	Horizontal Top
	Means of getting to the top of the page	Top of Page Function	None	None	None
	Site map	One click away	No	One click away	None
	Contact us	In the Footer	In the Footer	In the Footer	In the Footer
	No. of clicks to contact us	1	In the footer	1	In the footer
Content	Explanation of service	One click away	One click away	One click away	On Homepage
	Evidence of outdated content	None	None	None	None

	Social Media	Links in header	Links in header	Links in footer	Links in footer
	FAQ Section	None	None	In drop down menu	None
	Privacy policy	One Click Away in the Footer	None	One Click Away fixed at bottom right of screen	None
Search	Search	Embedded in Homepage	None	Embedded in Homepage	None
	Type of search button	Text and click	None	Text and click	None
Functionality	Load time	13.91s	6.13 s	11.30 s	8.93
	Multilingual	No	No	Yes – Google translate plugin	Site translates on Click in footer
	No. languages other than English	0	0	5 including English	3
Accessibility	How many font types	3	2	3	4
	Clear & Accurate Headings	Yes	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	Yes	Yes
	Link underlining	No	Yes	No	No
	Hyperlinks change colour if visited	No	No	No	No

Client Meeting 2.10.20

Those present:

Claire Mulrone
Georgia Davies
Erin Hanafin
Nikki Maguire
Kirsten Lemon

For our first client meeting, Erin and I met with Nikki Maguire from the Causeway Coast and Glens Heritage Trust, and Kirsten Lemon, a senior geologist. This meeting was used to outline the deliverables, aims and hopes for this project.

It was discussed that we would deliver:
• A new visual identity and logo
• A website
• A motion graphic in the form of an infographic
• Publicity materials e.g. pop ups

It was also discussed that the name of the proposed Geopark had not yet been decided, and that we could come up with a few names or continue with "North Coast Geopark" as planned. But this was entirely up to ourselves.

COMMUNITY PARTNER PROFILE

The North Coast Geopark Working Group were exploring the viability and public interest in establishing a UNESCO Geopark in the North Coast area. NCGPWG were exploring the possibility of introducing a Geopark into the area covering both the Mid and East Antrim Council and Causeway Coast and Glens Council areas. To be able to progress to the next stage of development, NCGPWG wanted to introduce the idea of a Geopark to get feedback and work it back into the proposal.

The NCGPWG at the time had no point of communication for the public and wanted a visual identity and logo, website and motion graphic to outline the purpose and benefits of the Geopark for the local community.

The NCGPWG desired outcomes from the Geopark project will be
- To introduce the proposed Geopark for to the communities of Causeway Coast and Glens council, and the Mid and East Antrim council.
- To be able to gauge the opinions and gain feedback from the communities in the surrounding areas on the proposed Geopark project.

Visual Identity and Logo

The idea is that the visual identity will be the first interaction the local communities will have with the proposed Geopark. The visual identity will need to be striking and memorable and the logo should be able to be used on its own, with the audience still aware of what it represents. We will provide the client with a easy to follow guide on the proper use of typeface, colour and layout.

Website

This website will need to include particular features such as a mailing list, so that subscribers can be informed of any updates or changes to the proposed project. Also the ability for users to be able to voice their ideas and/or concerns about the project, to the administrators of the website. The website will also have to follow the visual identity guidelines provided.

Motion Graphic

An infographic has been chosen as the appropriate form of motion graphic to be used in this project. The aim of this infographic is to not only promote the Geopark but to inform and educate.

Publicity Materials

These materials will take the form of posters, pop-ups for events, email templates and leaflets that will include information about the proposed project. All of course following the identity guidelines provided.

Initial Experiments

North Coast Geopark

RESEARCH

This was the first logo I attempted, before we had even spoken to the clients, so the name of the Geopark had not yet been discussed and so I continued to create with the initial name the clients had given us.

I wanted to try and revolve the logo around the most famous part of the North Coast. To me, this would be the Giants Causeway. To give this image a natural feel, I wanted to incorporate the rocks of the Causeway.

I took a few images of the stones in the Giant's Causeway, traced around random stones in Illustrator, and arranged the shapes in a way that flowed naturally.

This was the first design I came up with. The shapes reflect the individual shapes of the rocks in the Giant's Causeway. However, the client expressed their concern for the logo gearing too much towards one area within the Geopark.

All logos until the pitch will be in black and white, until I have decided which of these logos will be brought forward to the clients in Week 6.
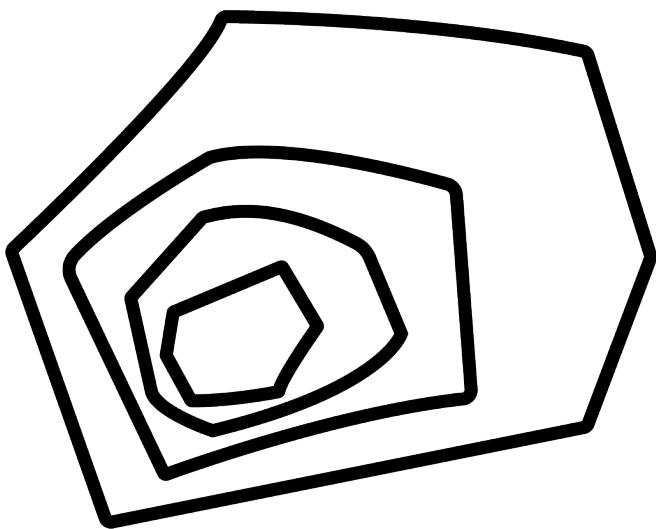
NORTH COAST
GEOPARK

REFLECTION

After the meeting with the client, they decided that they may not want the name of the Geopark to be misleading in the way of verging too much towards a certain area of the Geopark perimeter.

In my opinion, the logo was not striking enough to be used in the pitch. As well as this, the client has given us free reign to create logos and names for the Geopark, so I believe we, as a team, could come up with a more creative and catchy name.

As well as the name, with the feedback from the client stating that they did not want the logo to reflect one particular area, I now think that this logo is guiding the audience too much towards the Giant's Causeway, instead of the whole of the proposed Geopark area.

Go North Geopark

GO NORTH

GEOPARK

202

RESEARCH

The next few designs are for the "Go North" Geopark. The name came from a meeting with Claire and Adrian. Adrian suggested to create a name that came from the "say what you see" scenario. The proposed Geopark is in the north of the island, so we thought this would cover all bases when it came to the name of the park.

I wanted to take into consideration the directional aspect of the name. To incorporate this part, I looked into some compass designs.
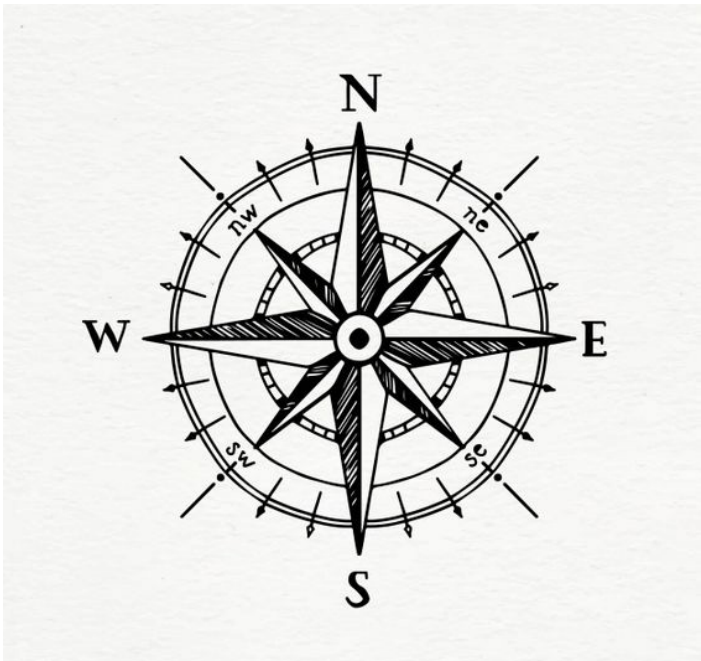
(Compass, 2020)

(Lighthouse, 2020)

To ensure past concerns were rectified, I chose to create a logo for the "Go North" Geopark which had been discussed in a meeting with Adrian and Claire. The lines that sit behind the compass outline reflect areas of outstanding natural beauty within the Geopark area, such as Giant's Causeway, Cushendun Caves, Slemish mountain and Ballintoy Harbour.

Giant's Causeway

Cushendun Caves

Slemish Mountain

Ballintoy Harbour
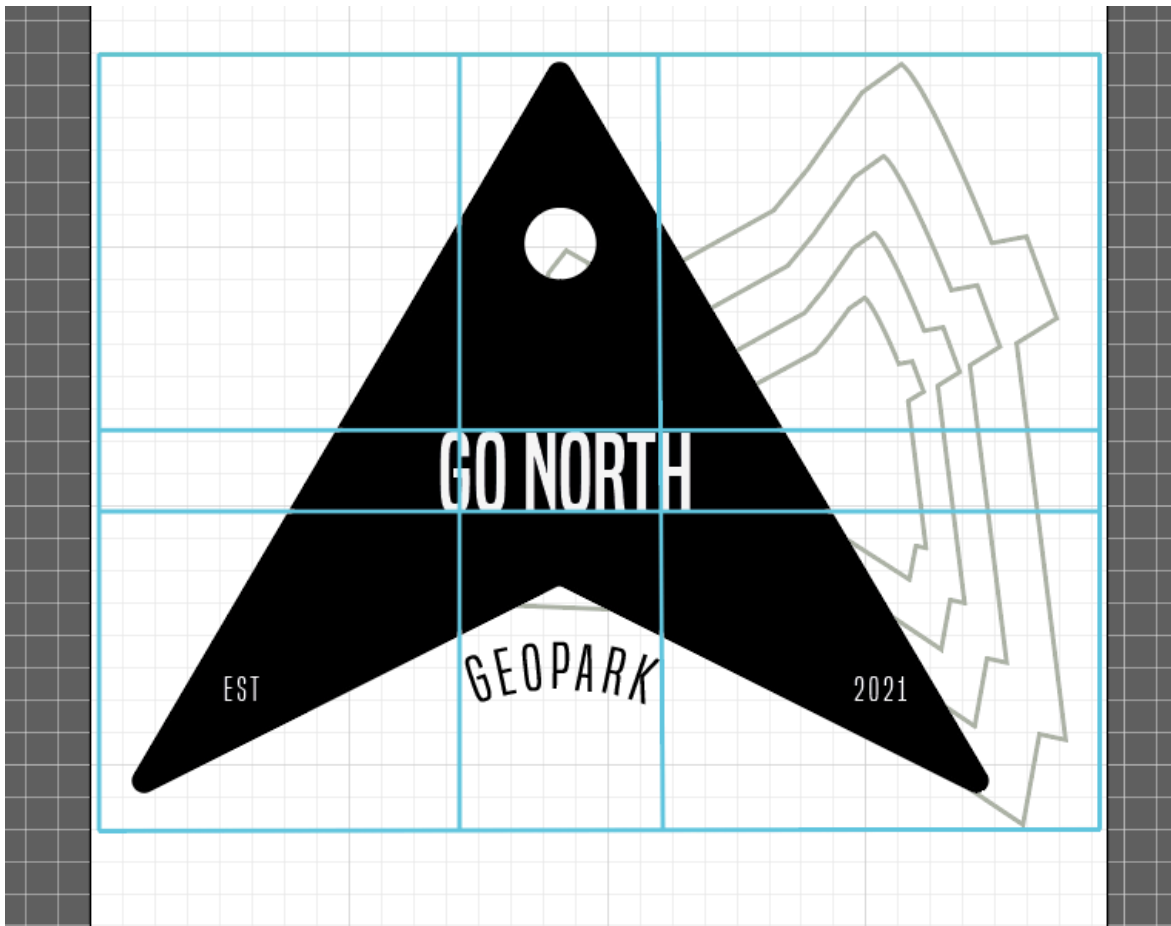
To ensure that there was some consistency in these logos as the background changes, I added this grid to ensure all logos were in the same position, with room around the edges for the illustrations to sit.

GO NORTH

GEOPARK
ESL   2021

VISIT
GONORTHGEO.ORG
FOR MORE INFO
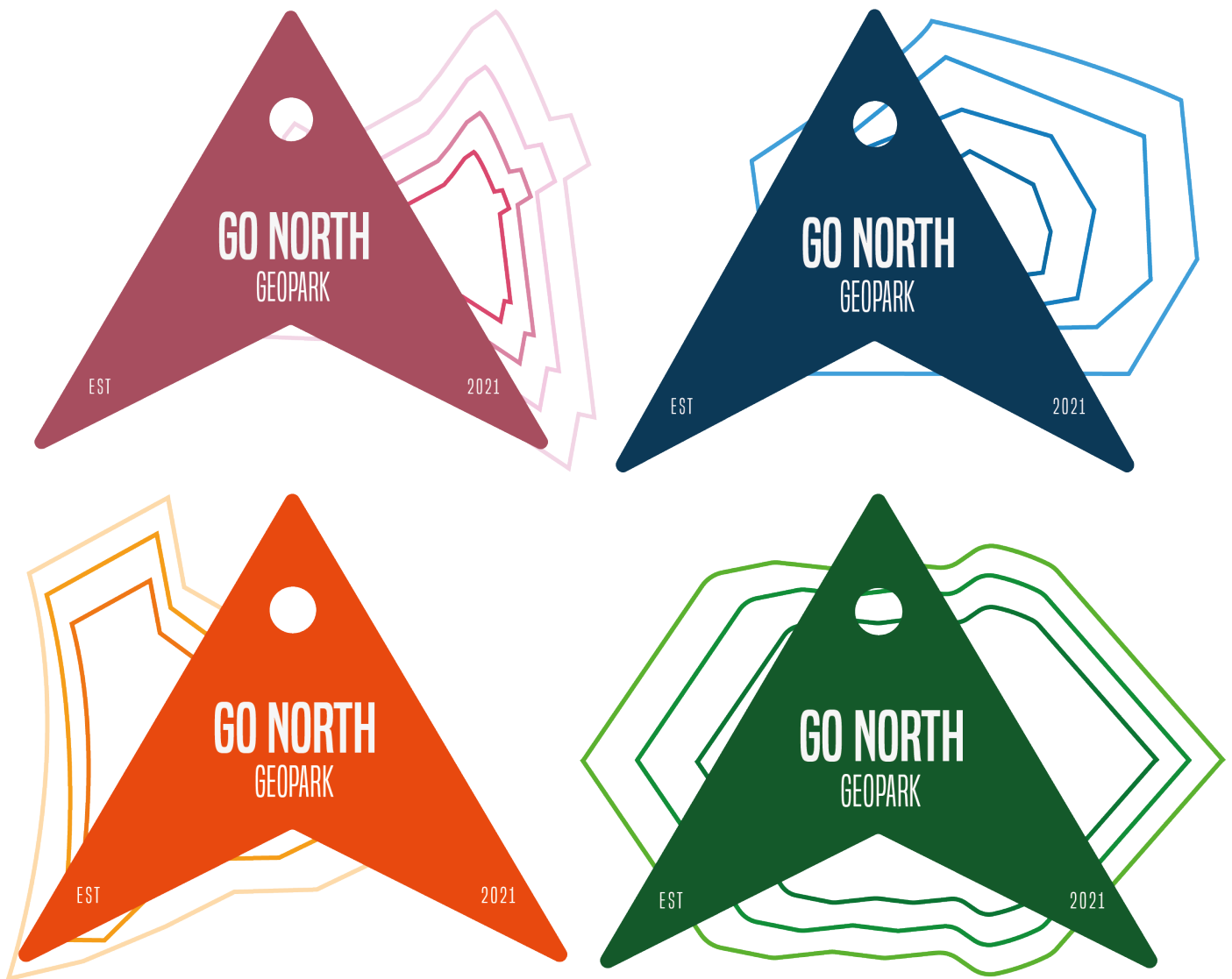
After meeting with Adrian and Claire, I got some suggestions to add some colour to the logo. We decided that it would be a good idea to have the lines in the background of the main compass to get lighter and lighter as they got further away from the compass. Due to this, the main compass needed to be quite saturated and dark for the gradient effect to work.

There was also a comment about the orange and green compasses looking as if they're edging too much towards the colours of the Irish flag. Regarding issues like this in Northern Ireland, I decided it would be better to change the orange compass completely.

This colour scheme suits the topic much better than the orange I believe, as it resembles more of an earth tone than the orange.

Erin and I also wanted to see what it would look like if we combined two of our logos together. For this to work, I moved the images into Photoshop, made a clipping mask out of the compass and centred the illustrated images.

REFLECTION

This logo works well as a dynamic logo, due to the fact that it subtly changes, depending on the area of the Geopark that is in focus. It communicates the new direction the Geopark project group are hoping to take in the next stages of developing the park.

Being able to change the colours of the logo can make it easier to incorporate it into different background and set ups. However, I do think setting the logo on top of busy backgrounds will make it harder for the audience to be able to distinguish the details, especially the lines outlining the landmark. The coloured logos work well for things like stationary and posters, due to the versatility of the colour. I thought the design with the two logos combines would be a good fit for a large print such as banners or posters, however, I don't feel the logo would scale well, and would look cramped if it was made any smaller.

Overall I do believe the logo is striking in a way that the audience, once they saw the logos and posters once or twice, would start to be able to recognise the logo quite easily, and be able to explain what the project is about.

GO NC

GEO

ORTH
PARK

There was not much research that had gone into this design. It was more of a quick fix up before I started moving on to some more complex ideas and designs.

For me, the design was simply too dull and a bit boring to look at, and for this reason I have decided not to take this design any further.

GONORTH
GEOPARK

RESEARCH

For this logo, I wanted to keep the idea of arrows and directional features, but move away from the literal kind of design. To begin research, I looked at icons used in activities like orienteering, where participants follow maps and icons to move through a route as quickly as possible.

Land forms

	Contour
	Index contour
	Form line
	Slope line
40-	Contour value
	Earth bank
	Earth wall
	Ruined earth wall
	Erosion gully
	Small erosion gully
	Knoll
	Small knoll
	Small elongated knoll
	Depression
	Small depression
	Pit
	Broken ground
	Very broken ground
	Prominent landform feature

As you can see from the image on the left, orienteering maps use icons to show different types of land forms such as banks and broken ground.

Using this as a base, I moved on to the proposed Geopark map looking for some inspiration as to what sort of prominent features there were. However, as the Geopark is going to cover a large piece of land, this was hard to pinpoint. But, what could clearly be seen from the maps? Land and sea.

This logo is a good example of a logo that can be used in different ways. The arrows obviously relate to the "North" part of the Go North Geopark, however, they can also be seen to represent not only the north of the Geopark, but the entire park as a whole. These arrows can be used on their own, with the text in this portrait format and also in a landscape format.

GONORTH
GEOPARK
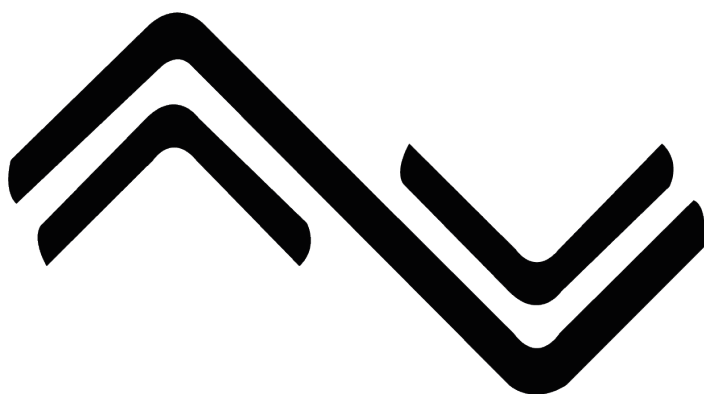
GONORTH
GEOPARK
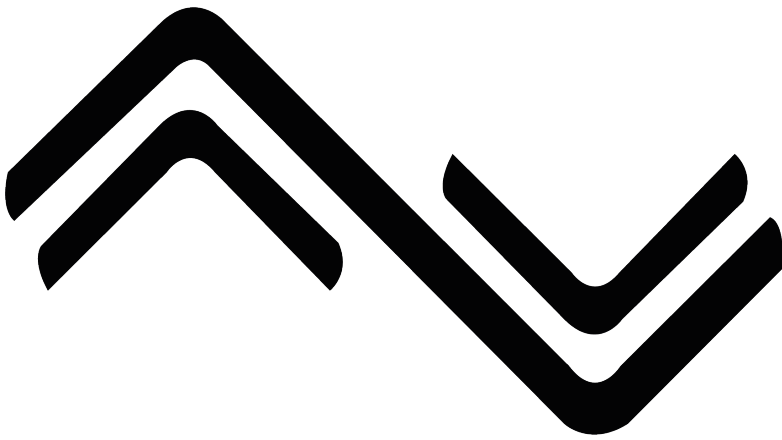
GONORTH
GEOPARK

After a check in with Adrian and Claire, a few comments suggested changing up the formatting of the design, to see of the landscape version could be made slightly shorter, as it is quite long.

GEOPARK

GONORTH

I carried out a few variations of the landscape logo, shown on the left.

I personally think the thicker italic version of this design is much more effective, not only due to the type being clearer and easier to read, but I also believe this style looks more natural than the thinner text.

GEOPARK

GONORTH

I think if I were to bring this forward into the pitch deck, I would change the colour of the "land and sea" aspect of the design, to create more of fun and fresh feeling to the design.

Coming up with a colour scheme was much harder than I initially thought it might be. In the first meeting, the client had commented on possible colour schemes and how they didn't want the colour scheme to verge too much towards either of the council colours.

I used Adobe Color to create colour palettes from photos areas to be included in the Geopark like Carrick-a-rede and the Glens of Antrim. However these palettes were either too blue or too dark. Not the lively and new feeling that I was looking to create by adding colour to this logo.

A	B	C	D	E
#0C273D	#88D0ED	#FA6A8A	#70B85D	#2C5E2E

GONORTH
GEOPARK

GONORTH
GEOPARK

GONORTH
GEOPARK

I took the main colours from both of these image references, changed the shades slightly and decided that the three lighter colours would be used for logos, while the darker colours would be used as background colours on leaflets and publicity material.

The blue, green and pink are staple colours, that give a good base for creativity when it comes to designing and layouts of posters etc.

REFLECTION

The land and sea logo works well in both the stacked and landscape formats, making this logo quite versatile in the ways it can be used for publicity purposes. I have slight worries that the client would think the colours used veer too much towards the Mid and East Antrim council colour scheme, but when used in conjunction with the other colours, I don't believe there would be an issue.

I do believe that if we were to use this logo on top of promotional material that involved images, a white version of the logo would have to be used, as the coloured versions would prove difficult to see against a busy background. But due to the unique shapes used in the logo, I think it would still be recognisable as a brand, even without the colours.

Overall, I believe this is one of the stronger logos I have created so far, especially with the incorporation of the colour versions of these logos for a more welcoming feel to the project.

Antrim Geopark

RESEARCH

After sending off the brief to the clients, they came back explaining that the group had met and decided on the name "Antrim Geopark Project". From this, I looked at the animals that surround the county of Antrim. I came across the deer park and decided to make an outline of a stag to make the focal point of the logo.

But after some thought, I decided I wanted to make a series of these logos, using the same style of illustration, but changing the main subject. For this to work, I had to research landmarks and things that would represent the area I was trying to show.

Some of the places I would like to feature somehow within these illustrations would be Ballypatrick Forest, the Dark Hedges, Cregagh Wood and the Giant's Causeway.

ANTRIM GEOPARK

project

To create this particular logo, I looked at the illustrated maps of the proposed area for the Geopark, that the client had provided us with. After picking out a few areas of the map that I wanted to represent, for instance this idea is to represent Ballypatrick Forest. I wanted to pick a feature of this forest that would be easily recognised, and aesthetically pleasing to look at. After some research, I discovered that the forest has a resident herd of deer, which I thought would be a cool icon to have.
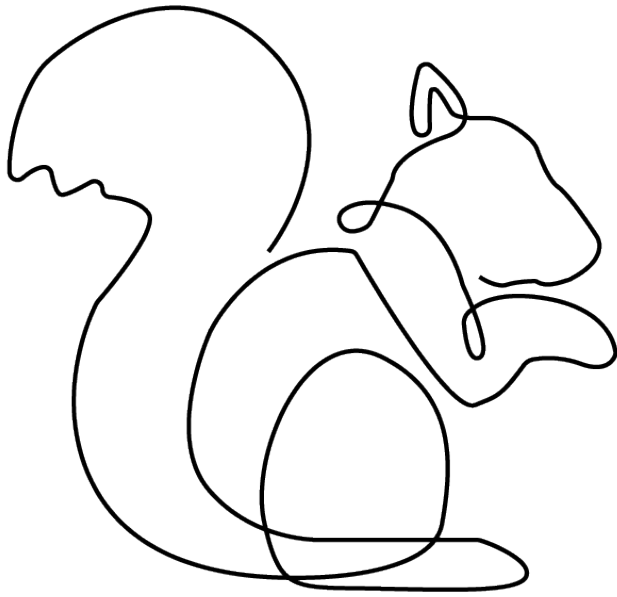
ANTRIM GEOPARK

project
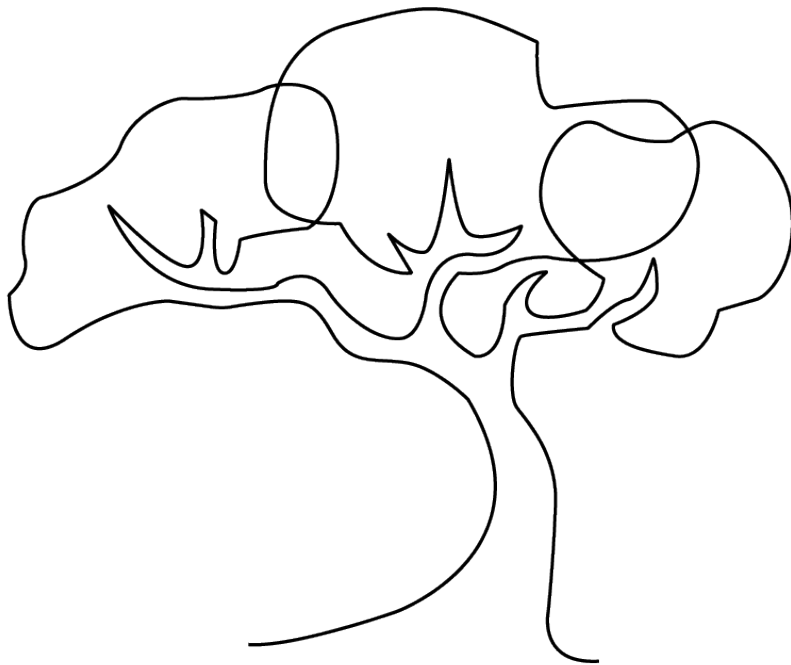
ANTRIM GEOPARK
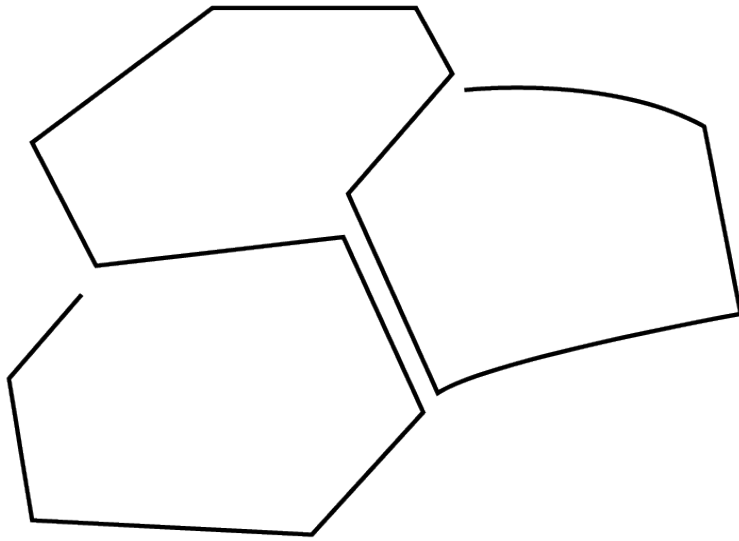
project

ANTRIM GEOPARK
project

The red squirrel idea was also brought on by the illustrated map provided by the client. There is actually a red squirrel depicted on the map, and so I thought this would be quite fitting as an image to symbolise Cregagh Wood. I found an image similar to this one, however it was quite costly to use it, so I decided to use the pen tool in illustrator to create the image myself.

This was the same with the image of the beech tree that I used to symbolise the dark hedges. As there was more detail in this design, I lowered the line weight to .75, rather than 1, as it made the overall logo too dark.

For the causeway logo, I used a close up image of the stones to trace around the shapes, to ensure they were authentic. To make sure the illustration followed the same still as the others, I made a few attempts at starting the line drawing, making sure that I didn't attach any of the lines or start anywhere else, so that the image was made up of one continuous line.

ANTRIM

GEOPARK

project
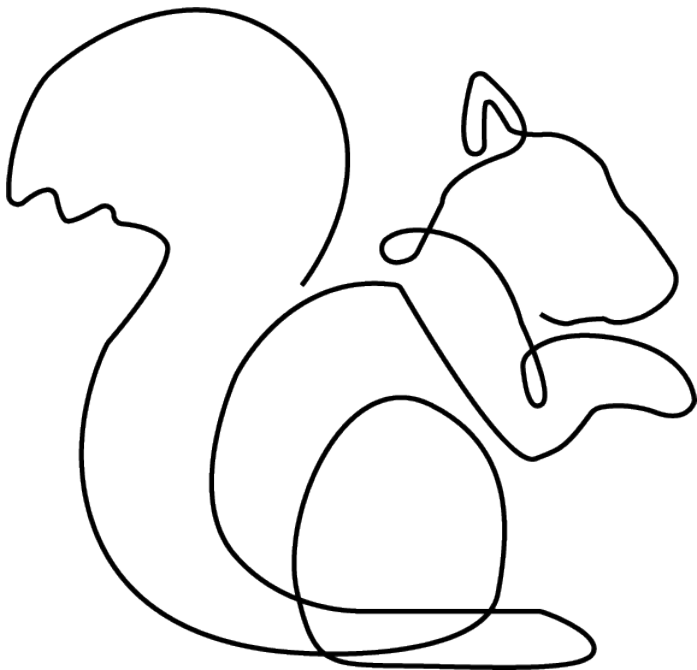
ANTRIM
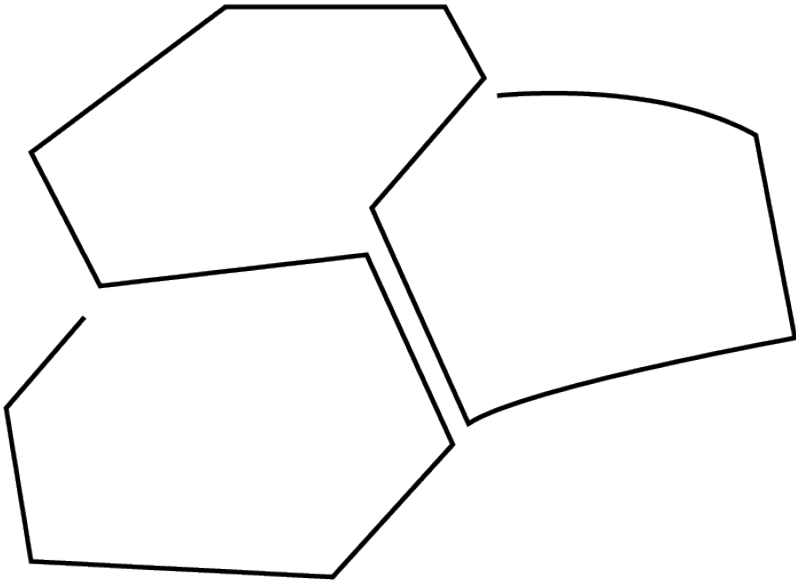
GEOPARK

project

ANTRIM
GEOPARK
project
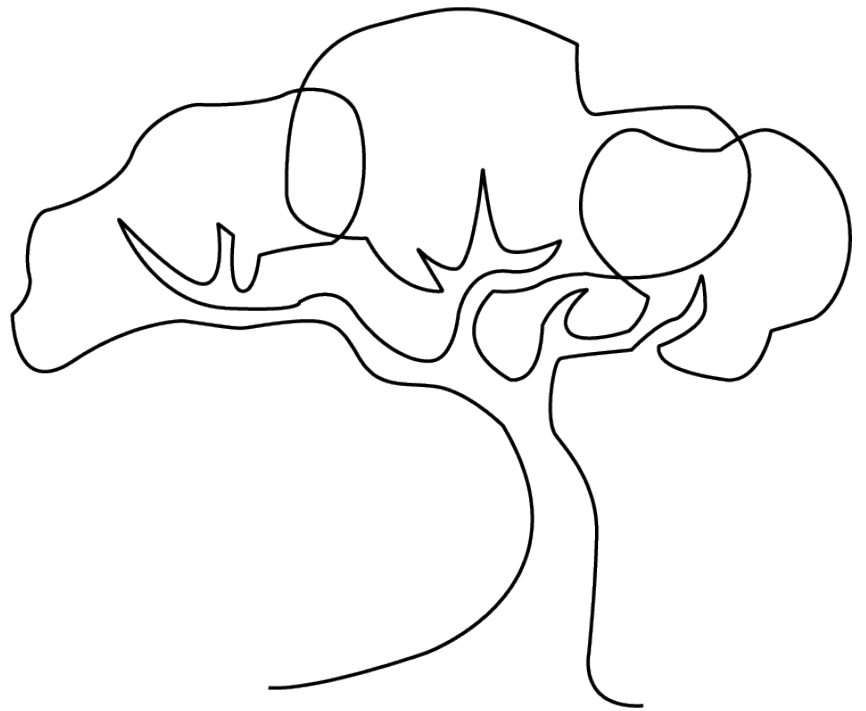
ANTRIM
GEOPARK
project
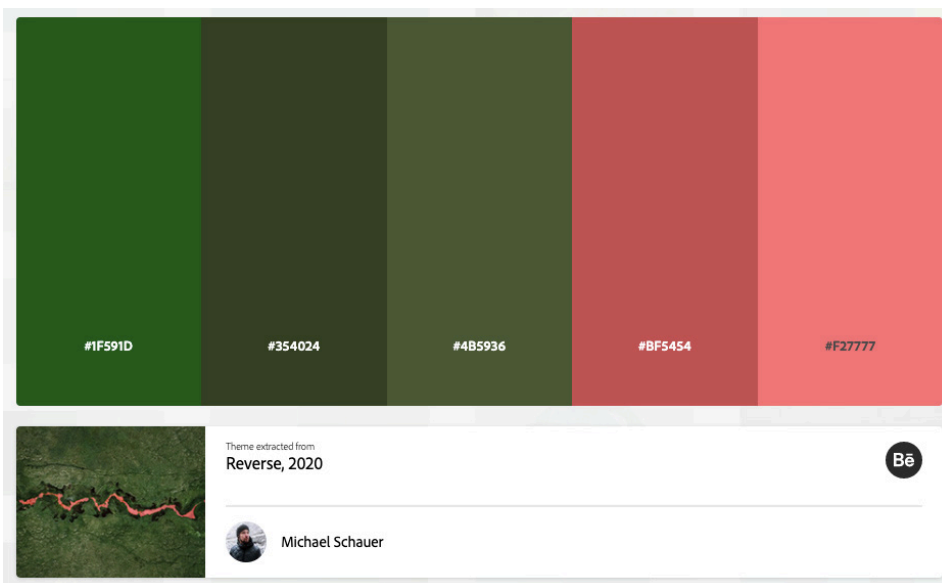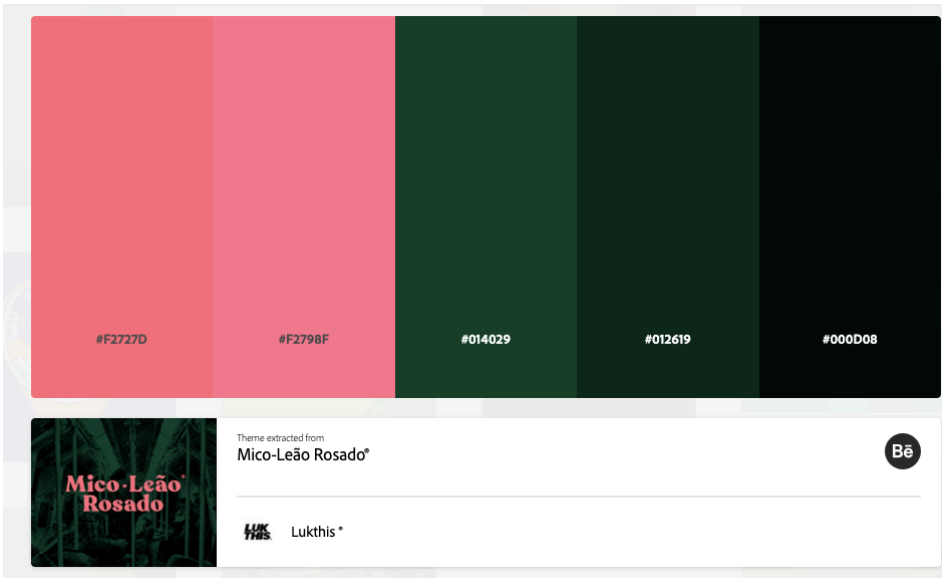
Again, for colour inspiration, I returned to Adobe Color, but instead of creating my own theme, I used the browse tool, to go through themes that other people had created. I knew for this logo, I didn't want there to be any blue, staying away from the Mid and East Antrim council colours. To avoid this, I simply searched "green" and was met with hundreds of themes.

I tried out the lighter green from the first theme, seen above. However, this was far too dark, and not as inviting as I had wanted. I moved on to the second theme and tried the khaki green seen in the middle of the 5 colours. This shade had a warmer tone to it, which I think suited the style of the logo a lot better. The darker pink also gave me another option, if the logo was to be used on a darker background.

ANTRIM
GEOPARK
project

ANTRIM
GEOPARK
project

Although I liked these green and pink designs, I didn't think they were strong enough to bring forward to our team meeting, so instead, I brought forward the black and white versions as a base for Adrian and Claire to make suggestions to ensure the best design possible.

After the meeting, Adrian suggested rotating the "project" 90 degrees and adding it to the end of the "Antrim Geopark" text. There was also a suggestion of adding a wash of colour behind the logo, just to add more dimension to the logo. I liked this idea and went ahead and did more research into the colour scheme I could follow to make the logo as approachable and memorable as possible.
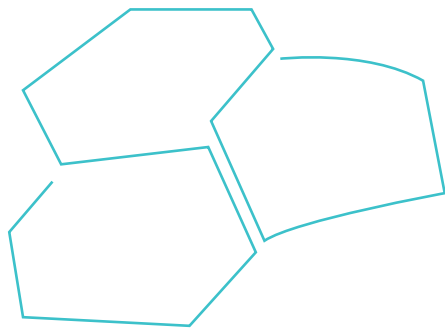
ANTRIM GEOPARK project
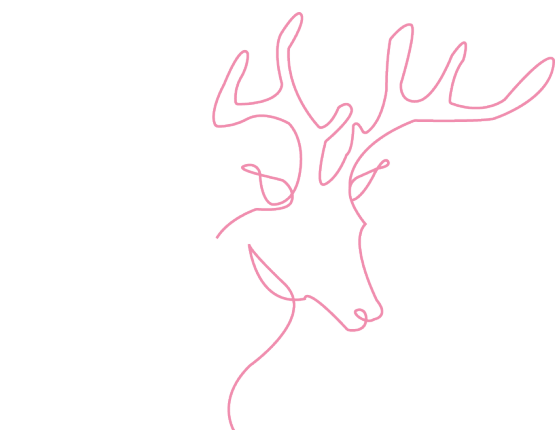
ANTRIM GEOPARK project

ANTRIM GEOPARK project

ANTRIM GEOPARK project
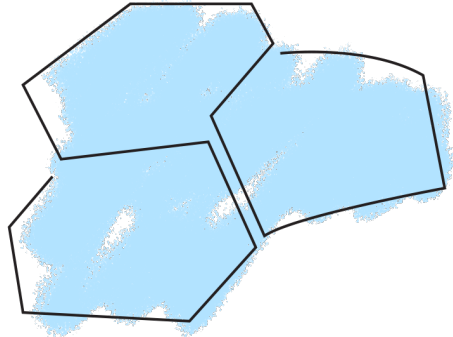
ANTRIM GEOPARK project
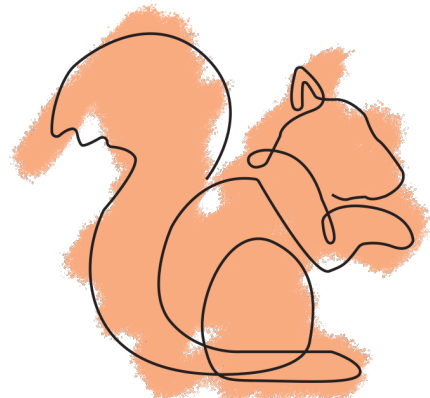
ANTRIM GEOPARK project
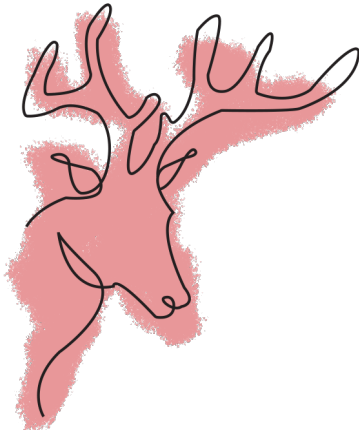
ANTRIM GEOPARK project

ANTRIM GEOPARK project

After creating these two designs, I couldn't decide which design I preferred. To help me decide, I asked the opinions of my two house mates to see which one they preferred. One house mate if quite short sighted, and said that if she wasn't wearing her glasses, the design with the "spray" colour easier to see than the design with the coloured lines.
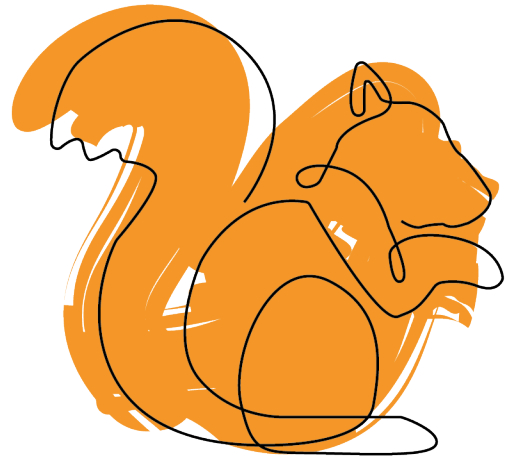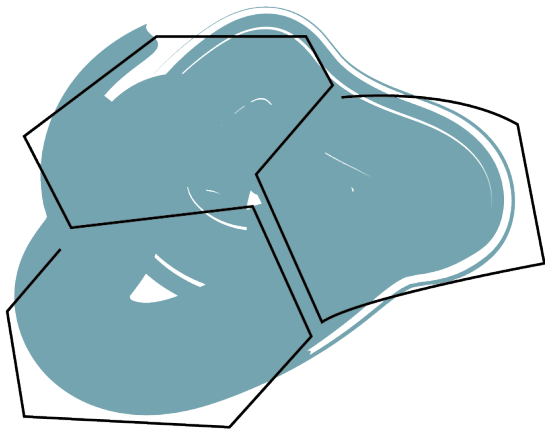
ANTRIM GEOPARK project

ANTRIM GEOPARK project
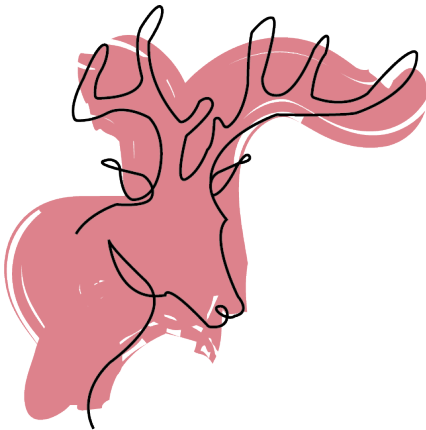
ANTRIM GEOPARK project

ANTRIM GEOPARK project

Once these changes had been made, we presented the changes to Adrian and Claire over Microsoft Teams. When I presented my corrections, Adrian thought that the "spray" design looked too much like spray paint and wanted to see it look more that like a paint brush. I took on this advice and made these corrections to the Antrim Geopark logo, using a soft brush and more saturated colours.

For the causeway design, I wanted to make sure it had a resemblance to the actual stones, so decided to use this blue/grey colour, as it's still bright but still realistic. For the squirrel, I wanted to follow this realistic theme, and use a bright orange to represent the red squirrel population around Antrim. The green for the tree was an obvious choice, so from there for the stag, I chose a colour that complimented the other colours nicely.

Who are we?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

What is a Geopark?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Where is the proposed park?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

ANTRIM GEOPARK project

Nikki Maguire
Antrim Geopark Project

ANTRIM GEOPARK

REFLECTIONS

When the clients first changed the name of the Geopark, I wasn't convinced that "Antrim Geopark Project" was going to be a strong enough name to grab the attention of the public. However, taking inspiration from other attractions in and around the Antrim area, I have created this sleek and classic logo, that will work well incorporated into all media types.

I would be happy for the client to choose this design, so I could develop it further, creating a GIF incorporating all of the illustrations. I believe a GIF used in promotional material like social media posts would be an effective way to grab the attention of the audience.

Overall, I am happy with how this logo has turned out. I think it looks professional and is easily recognisable. The use of the serif typeface gives it a timeless feel, meaning it will look newer for longer.

Initial Pitch

PITCH INFORMATION

12PM Microsoft Teams Meeting

In Attendance: Erin Hanafin
  Georgia Davies
  Claire Mulrone
  Nikki Maguire
  Patrick McKeever
  Kirsten Lemon (unable to attend)

In this meeting, both Erin and I presented a total of two designs each to the community partner. Unlike previous years, this event took place over Microsoft Teams, due to the current Coronavirus restrictions. Through teams, we were able to share our screen with the group and explain our ideas, using the mouse as a pointer tool.

As well the stationary logos used for print, I created a GIF showing how my design could be used on their own as icons, and reiterating the fact that they were strong enough to be used on their own.

For the pitch, I presented the "Antrim Geopark Project" design, as I knew I would be able to add more illustrations to the collection, if the community partner chose it. I also presented the "Go North" design, as I thought this would give the community partner a good indication of what names we had been thinking of.

The "Go North Geopark" design was up first. When I was presenting this idea, I explained where each design behind the compass came from and why I had chosen that landmark in particular. In my mockups, I was able to show that the design could be personalised i.e. you could pick and choose which design you wanted on you ID card, lanyard etc.

In the mockup section of my pitch, I communicated to the community partner that as well as the ability to make things like ID cards etc personalised; the designs lended themselves well to being put together in a way that created these obscure patters, seen here on the notebook.

Where Nikki enjoyed this design due to it being so eye-catching and modern, Patrick thought it was too abstract, and even he, former UNESCO head of earth science, could not recognise the landmarks.
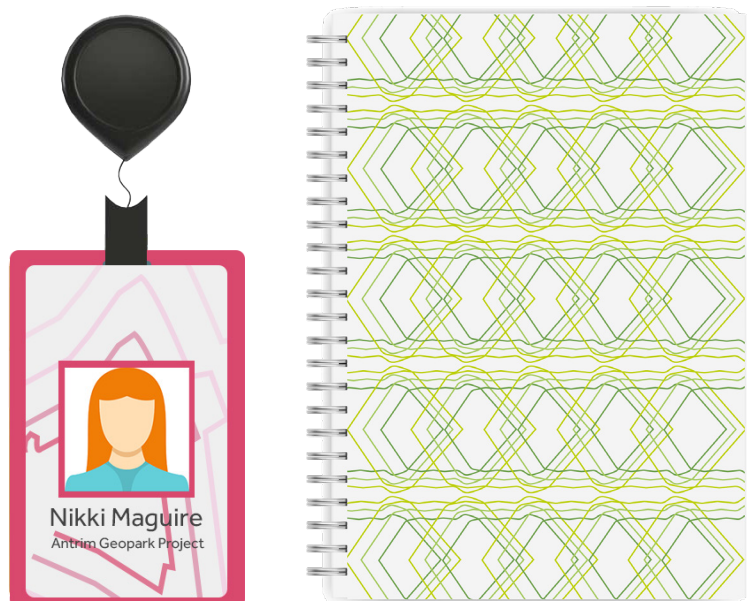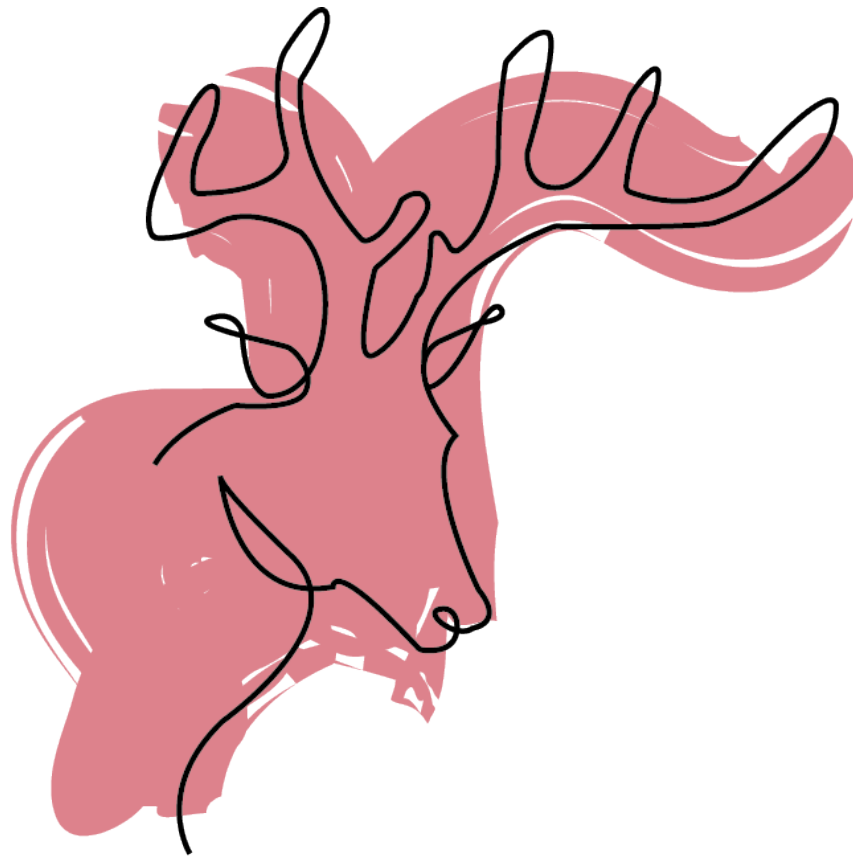
ANTRIM GEOPARK project

My "Antrim Geopark Project" design was second. This design was personally my favourite, as I enjoyed making the illustrations and being able to make them my own. I believe this carried through into my pitch, as I was able to communicate to the community partner that these designs were simple but effective, and the design style could be carried through to virtually any landscape, animal, or object.

I also made it clear that the purpose of the "project" being set at 90 degrees on the end of "Antrim Geopark" would mean for a quick and easy rebrand, with little to no interference, for when the Geopark eventually gets approved.

I explained how the design could be easily marketed through these mockups of hoodies. The community partner liked the warm colours used and the modern design was said to be "very fitting for the 21st Century". The client liked that the design didn't focus too heavily on the Causeway Coast, and incorporated many other features of the proposed Geopark area.

I was extremely pleased when both members of the community partner agreed that they would like to move forward with this design. We all agreed that the colour scheme from Erin's "Landmarks" design would be incorporated into future illustrations.

Who are we?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

What is a Geopark?

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Where is the proposed park?

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Maps   Contact Us

Home   The Project   Maps   Contact Us

Who are we?

What is a Geopark?

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ANTRIM GEOPARK project

Who are we?

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SELF REFLECTION

I was very pleased with the ideas I had brought forward to the community partner pitch meeting. I had tried hard to ensure that neither of the designs had a similar feeling, and were completely different, and I feel like I have achieved this goal.

Like I said previously, I was extremely happy when the client chose my design to be brought forwards to the development stage. It was a great feeling to see that my 30+ hours of design had all been worth it. I loved this style of logo, with the continuous line being used to illustrate the landmarks and animals native to the Geopark area and I look forward to developing this design further and creating an even more defined design with Erin, for the community partner.

OVERALL FEEDBACK

It was agreed at the end of the pitch that we would incorporate the colour scheme from Erin's "Landscapes" design into my "Antrim Geopark Project" design. They also wanted the pink used in the deer illustration to be a darker, more mauve colour, an easy fix.

The next step was for us to create publicity material. In the revised pitch document, they listed a few things they would like to see using the chosen design:
- Poster template
- Pop up banners
- Powerpoint template – corporate and community friendly
- Sticker for produce "this was grown", "this was made"
- More merch e.g. pen drives, lanyards, flasks
- Polo shirt for workers – embroidered design
- Hoodies in the colour of the designs
- More illustrations incl. the puffin from Erin's landmark design and The Gobbins

"I was really blown away by the quality and fresh ideas"

(Nikki Maguire, AONB/WHS Projects Manager)

"I like the way the brand is dynamic but still unified. We can have a logo for geological sites, another one for natural heritage sites, another one for built heritage but they are all still identifiable to the Geopark project."

(Antrim Geopark Working Group)

Revised Pitch

REVISED PITCH DOCUMENT

After the initial pitch, and taking on the comments of the community partner, we all agree that Erin and I would present them with a revised pitch document with all the changes and additions they were looking to see. As the initial pitch took place on Tuesday 10th November, Erin and I agreed that it would take us until Friday 13th November to get everything finished.

I took on the bulk of the work as it mostly revolved around the illustrations and adding more to the collection. As this was my own design, I was happy to do these illustrations, as we knew it would have taken longer for me show Erin how the illustrations were created, than if I just did them myself.

While I create the illustrations and further mockups such as the pen drives and flasks, Erin researched domain names, hosting and Wordpress themes that would match the layout we created in the mockups.

CHANGES TO ILLUSTRATIONS

This was the first and only real change that was to be made to the logos I had shown in the first pitch. I took on the comment about the pink used for the stag being "too pink" and changed it to this mauve colour.

Now that I have created this new logo, I completely understand why it looks better, against the bright pink. This colour allows the stag to look more natural, and definitely lends itself more to the earth tones of the other illustrations.

ADDITIONS TO ILLUSTRATIONS
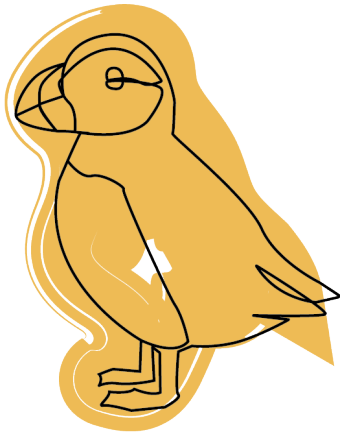
ANTRIM GEOPARK project

Rathlin Island Puffin
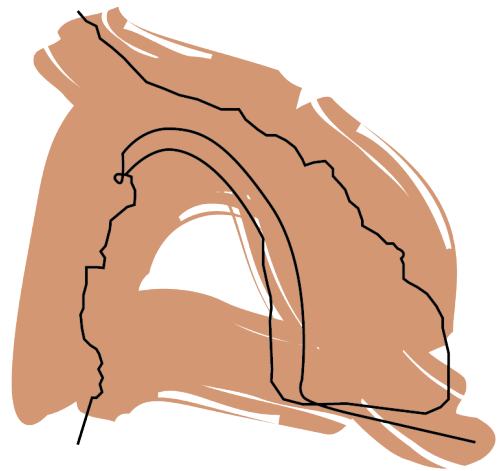
ANTRIM GEOPARK project

Red Arch, Cushendall

ANTRIM GEOPARK project

Whitehead Lighthouse
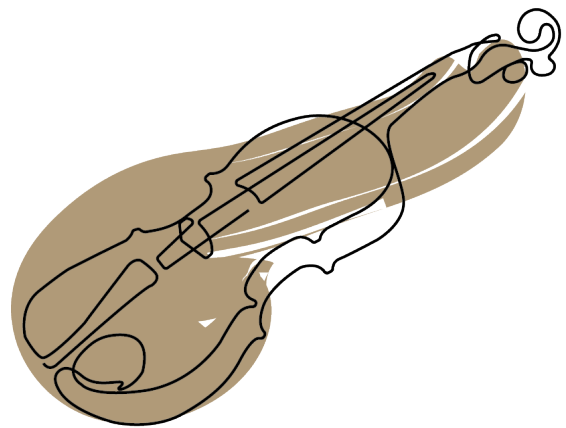
ANTRIM GEOPARK project

Fiddle

Between the pitch and the Friday
we agreed to have the revised pitch
completed for, I had created the Puffin,
Red Arch, Gobbins walkway, and Ossian's
grave illustrations.
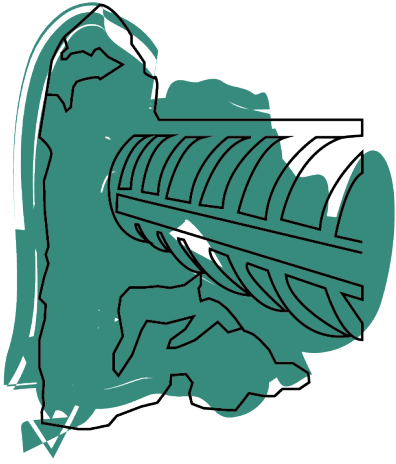
ANTRIM GEOPARK project

The Gobbin's Walkway
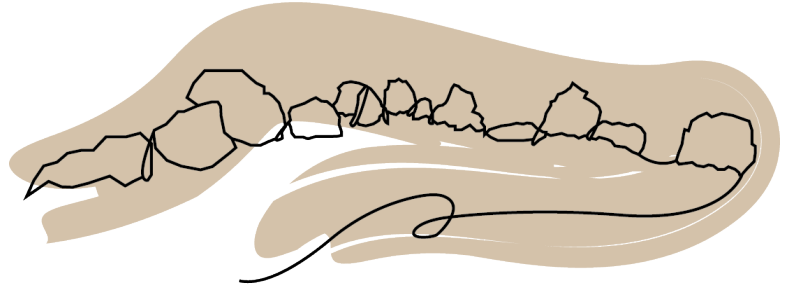
ANTRIM GEOPARK project

Ossian's Grave, Cushendall
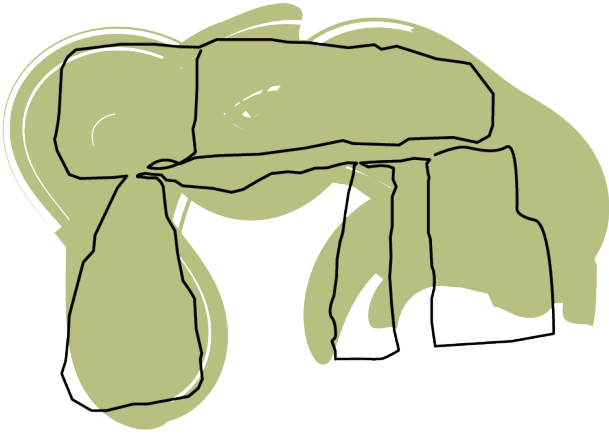
ANTRIM GEOPARK project

Dolmen
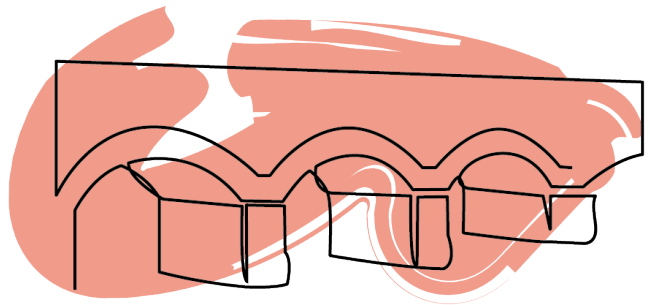
ANTRIM GEOPARK project

Viaduct

As we were about to send the email containing the PDF away, Nikki and the team came back with some more suggestions:

- Rathlin lighthouse, Whitehead lighthouse
- Lanyon-designed viaduct at Glendun
- Stylised dolmen or standing stone for archaeology
- Myths legends--- a Celtic spiral motif or perhaps a fiddle for myths and culture
- Crafts – a spinning mill?
- A waterfall. There are many in the area (Glenariff, cranny Falls, Glenone..) so one might tie in lots of areas
- A cliff face showing layers of rocks, like when you look to Rathlin or drive the coast road
- The uplands, so like rolling hills and field boundaries. E.g. Google map outside Broughshane

This made for a stressful Friday, especially when I thought I had created quite a few different illustrations. Erin and I sat together and chose four of the eight proposed designs. We did this by going through and deciding which ideas would transfer well to the style of illustrations as a single line drawing with a single wash of colour. For this reason, ideas like the rolling hills, waterfall and cliff face didn't make the cut, as you would have to make the drawing a lot more detailed in order to the audience to be able to tell what it is.

However, I got the work done, and with Erin completing the mockups for the popup banners and bus stop advertising, we managed to get the revised pitch document sent away before the end of the work day.

CLOTHING

This mockup was to show what an embroidered logo would look like on a polo shirt. This product would be aimed towards the workers, so a uniform, with the name of the Geopark clearly stitched into the chest.

This design was created using Illustrator's scribble tool, allowing me to create these "stitched" lines. It took some playing around with the variation until I got the look I was going for.
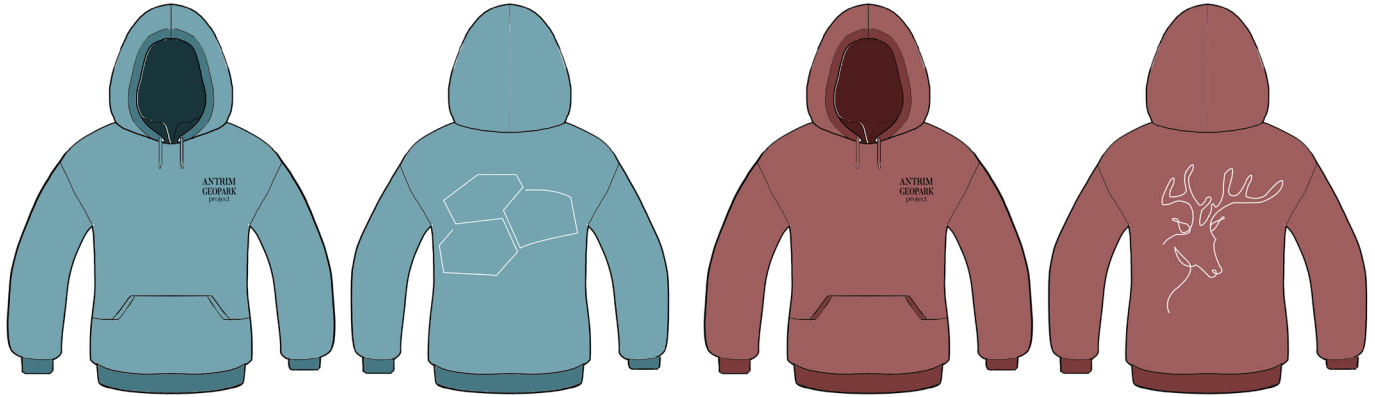
These were just quick and simple mockups created in Photoshop, WWW for the client to see what the hoodies would look like if they were the colour of the logo, with the logo appearing just as a white line. I still don't know if I prefer the grey and white from the original pitch, or these coloured hoodies.

It was discussed that these would not be brought into effect until there was more of a want for them within the community. However they may be distributed through the workforce.

MERCHANDISE AND PRODUCT LABELLING

The mockups I designed for the merchandise were much like the mockups for the hoodies. These were quick examples of how the logo and branding could be used on different items, and still be recognised as the same brand.

For example, there is no name attached to the pen drive, but when it's seen beside the flask, you can see that these designs are related to each other.

The same goes for the produce/product stickers. These would be used on items such as locally sourced food or local products like candles, bags and crafts.

VISIT RATHLIN ISLAND

WWW.ANTRIMGEOPARK.ORG
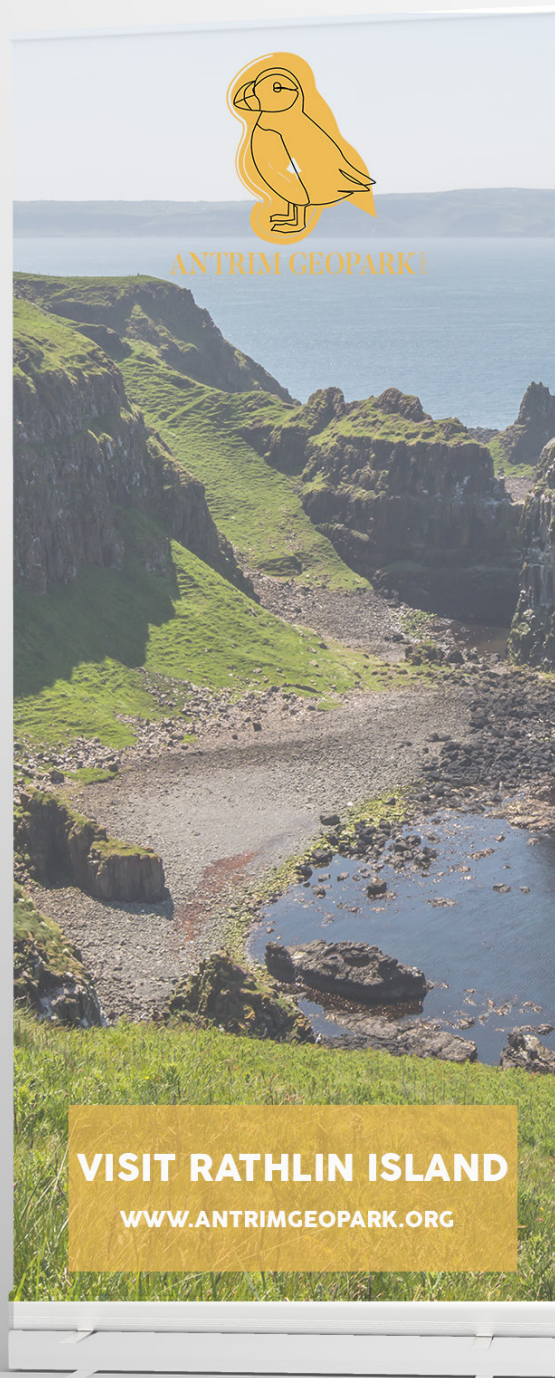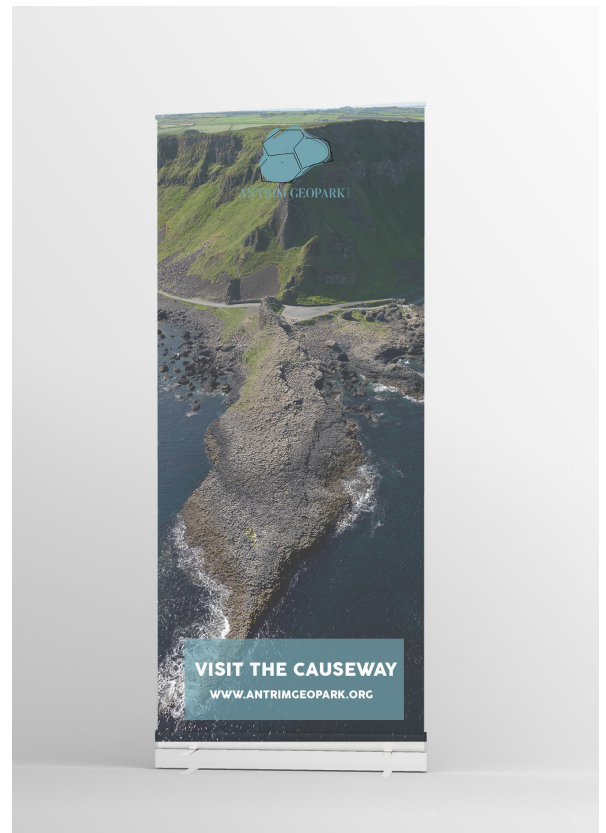
Here we have the mockups for publicity materials than Erin designed. Using the new logos, Erin was able to create bright and inviting pop up banners, as well as a bus stop advertisement creating interest into the Geopark coming to the area.

I really like how the pop ups look, using striking photos of the area that correlates with the logo used in each pop up. I think Erin did a fantastic job creating these materials, and I would assume the community partners would feel the same.

Animation

STORYBOARDS

In regards to who would do what in the next stage of development, Erin and I decided that we would split up the work for the website and animation. Erin would take on the role of web designer, whereas I would take on the role of designing and creating the infographic animation.

During meeting and emails with Claire, Adrian and Nikki, it was clear there was no real idea for the infographic, other than some facts we had been sent in a word document. There had already been a video made regarding "What is a Geopark?" by the group that had worked on the Mourne Strangford and Gullion Geopark. When I had emailed Nikki about this video, she suggested following the script of this video, but adding a new design and feel to it. This gave me a good base to go from, as I could work my animation round this script that was already laid out.

I created two storyboards, outlining the theme and style the animation would follow. I knew the animation of the logos and illustration could take some time, so instead of storyboarding the entire infographic, I decided it would be best to storyboard the first 30 second of the infographic, to give me something to work from. After creating these storyboards I soon came to realise that there was not much more to be said from the script.

ANTRIM GEOPARK project

WHAT IS A

IMAGE BAC

The area is important for its scientific value, rarity or for its educational purposes.

IMAGE BACKGROUND

Geology has to be managed holistically sustainable tourism protection and educ

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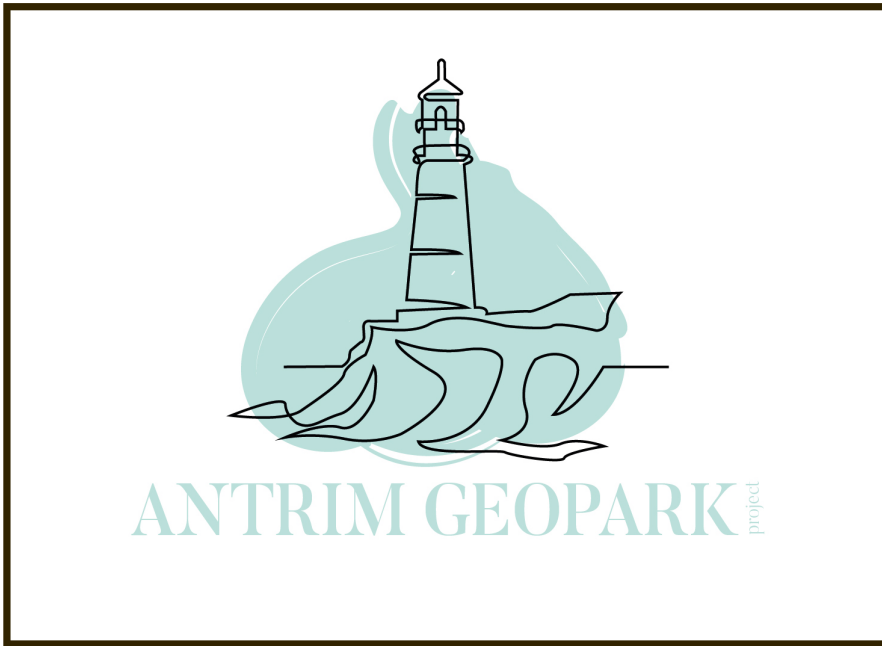
COLOUR WASH BEHIND LOGO DRAWS ITSELF ON SCREEN - GIVING THE AUDIENCE TIME TO READ THE NAME "ANRTIM GEOPARK"

COLOUR WASH CONTINUES OFF SCREEN TO NEXT FRAME
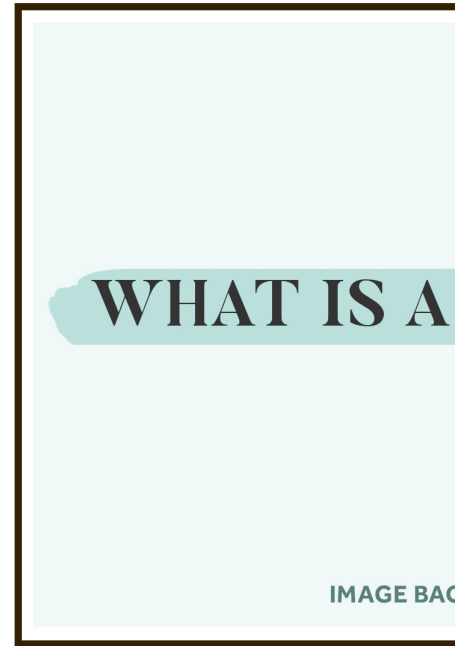
COLOUR WASH FROM PRE
OVER TITLE

FADED IMAGE OF ANTRIM
BACKGROUND

COLOUR WASH CARRIES A
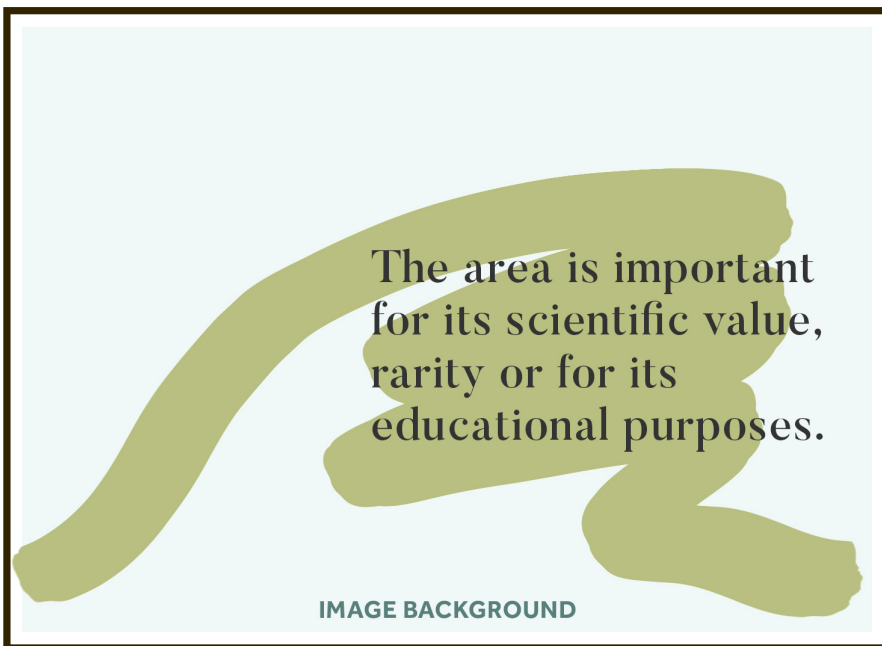
COLOUR WASH FROM PREVIOUS FRAME WASHES BEHIND TEXT

IMAGE BACKGROUND USED TO SPLIT UP THE ILLUSTRATIONS

FADED IMAGE OF ANTRIM GEOPARK AREA IN BACKGROUND

COLOUR WASH FOLLOWS ON TO NEXT FRAME

COLOUR WASH FROM PRE
BEHIND TEXT

IMAGE BACKGROUND USE
ILLUSTRATIONS

FADED IMAGE OF ANTRIM
BACKGROUND

COLOUR WASH FOLLOWS

GEOPARK?

CKGROUND

VIOUS FRAME WASHES

GEOPARK AREA IN

AUDIENCE TO NEXT FRAME

A UNESCO Global Geopark is an internationally important geological heritage
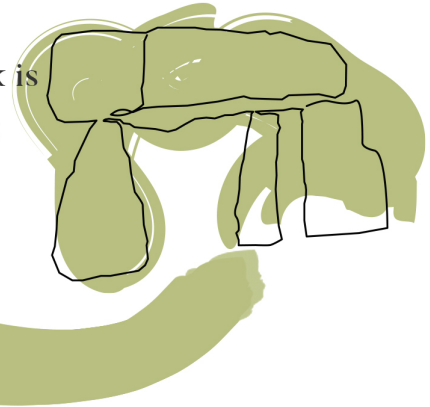
COLOUR WASH FROM PREVIOUS FRAME WASHES BEHIND TEXT

COLOUR FADES TO GREEN TO INCORPORATE DIFFERENT LOGO - STANDING STONE WILL DRAW ITSELF ON SCREEN

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y for

cation

VIOUS FRAME WASHES

D TO SPLIT UP THE

GEOPARK AREA IN

ON TO NEXT FRAME

WHAT IS NOT A GEOPARK?
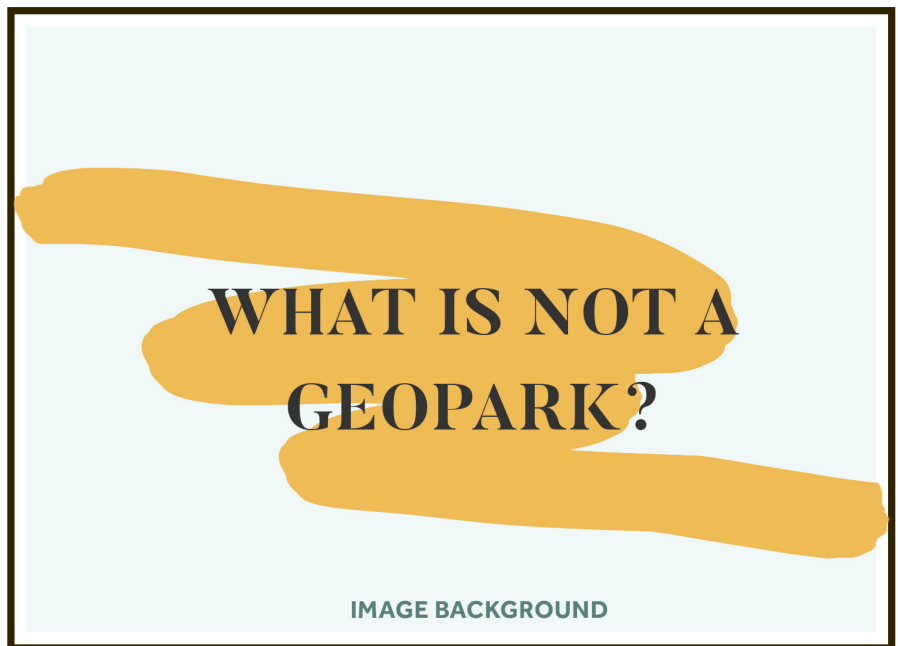
IMAGE BACKGROUND

COLOUR WASH FROM PREVIOUS FRAME WASHES BEHIND TEXT

NEXT SECTION OF THE INFOGRAPHIC

IMAGE OF ANTRIM GEOPARK AREA IN BACKGROUND

A Geopark is not
a geological park,
as some would
assume

"GEO" come
Greek word
meaning "mo

IMAGE B

Whether
that be
archeology,
history

folklore, or
biodiversity

es from the
GAIA
other earth"

OUS FRAME WASHES

THE NEXT FRAME

Geoparks not only include geological heritage but also include other aspects of hertiage
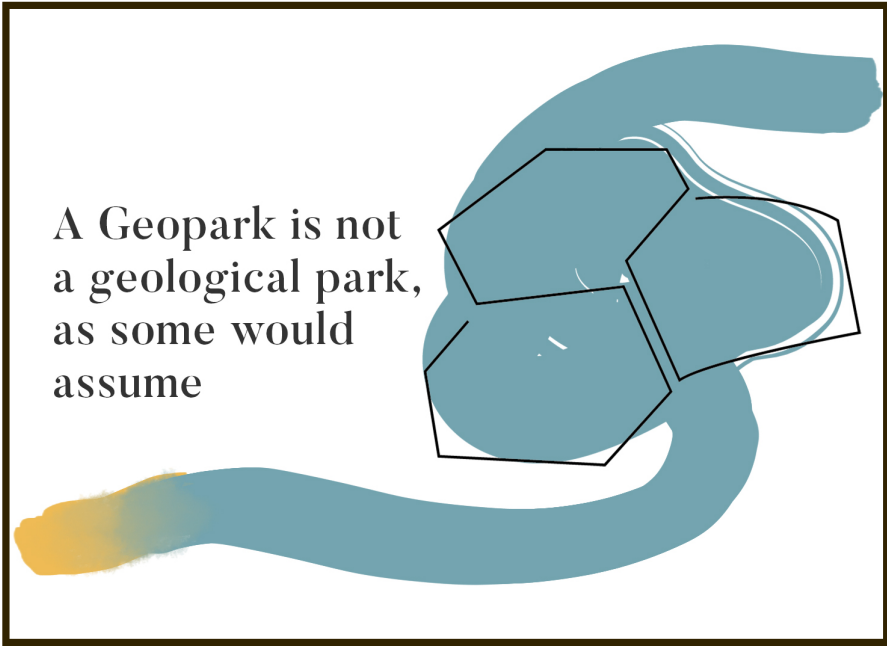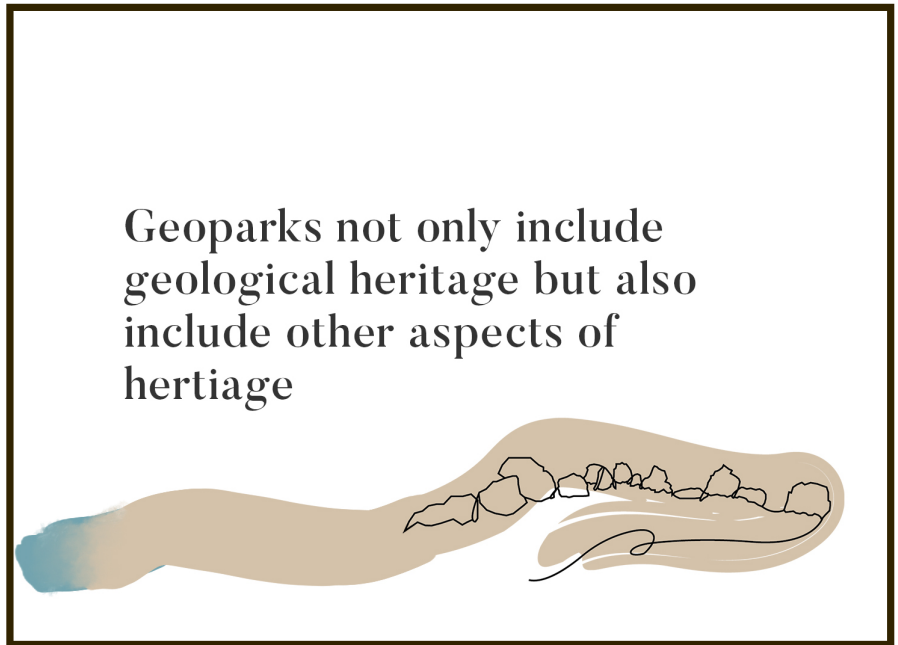
COLOUR WASH FROM PREVIOUS FRAME WASHES BEHIND TEXT

COLOUR FADES TO BROWN TO SHOW TH NEXT LOGO

COLOUR WASH BRINGS ON THE NEXT FRAME
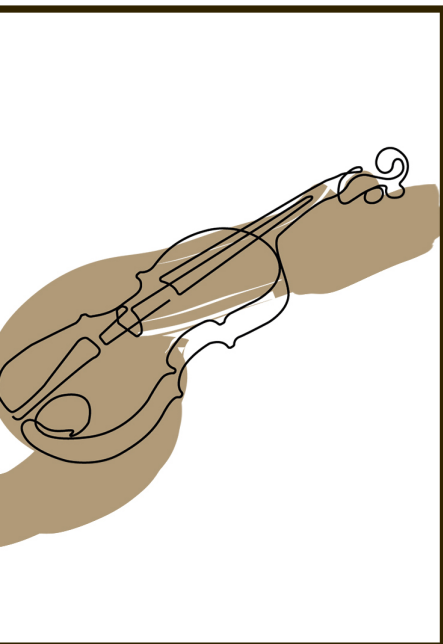
OUS FRAME WASHES

TO SHOW THE NEXT LOGO

THE NEXT FRAME

A Geopark is not just about geology

IMAGE BACKGROUND
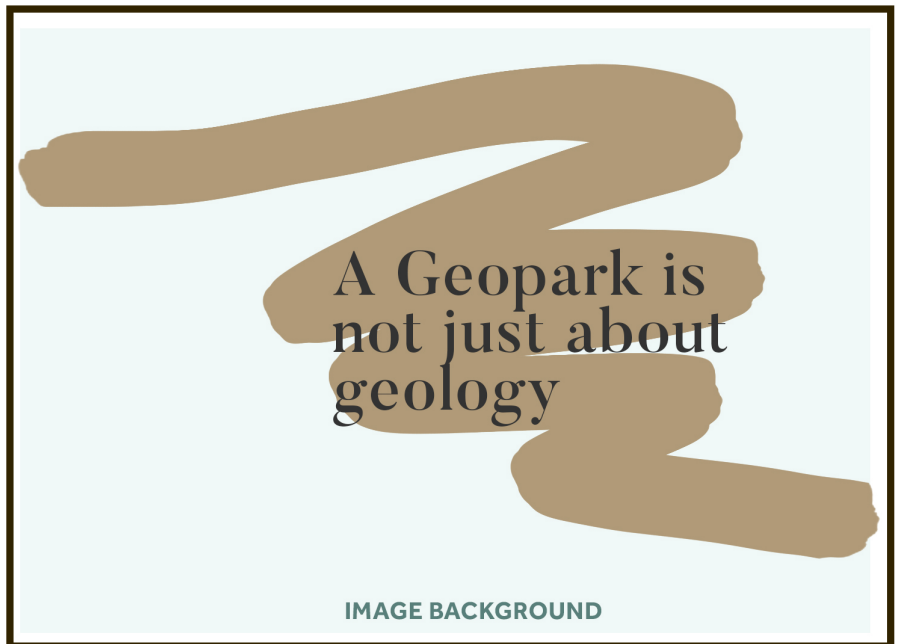
COLOUR WASH FROM PREVIOUS FRAME WASHES BEHIND TEXT

COLOUR WASH BRINGS ON THE NEXT FRAME

Once I had created the storyboard, I watched a few tutorials to refresh my memory on how exactly After Effects worked. I had created animations in the past that involved illustrations drawing themselves, but I couldn't be sure on how I had created them.

After some tutorials, I was able to start on the infographic itself. To be able to animate the illustration on its own, I had to create a new Illustrator file, setup for HDTV 1080p, as this would allow me to open the file in After Effects, with all the layers separated.
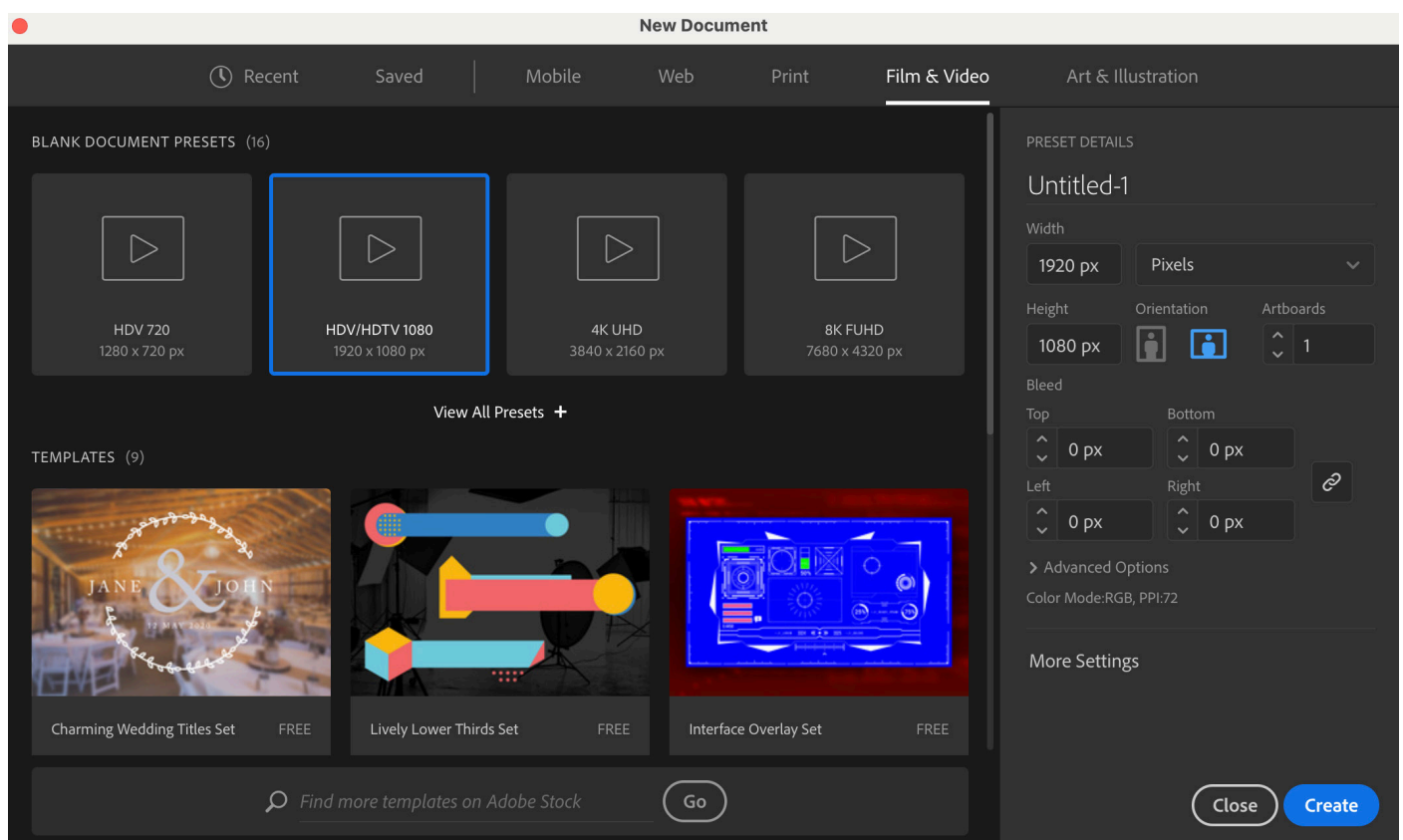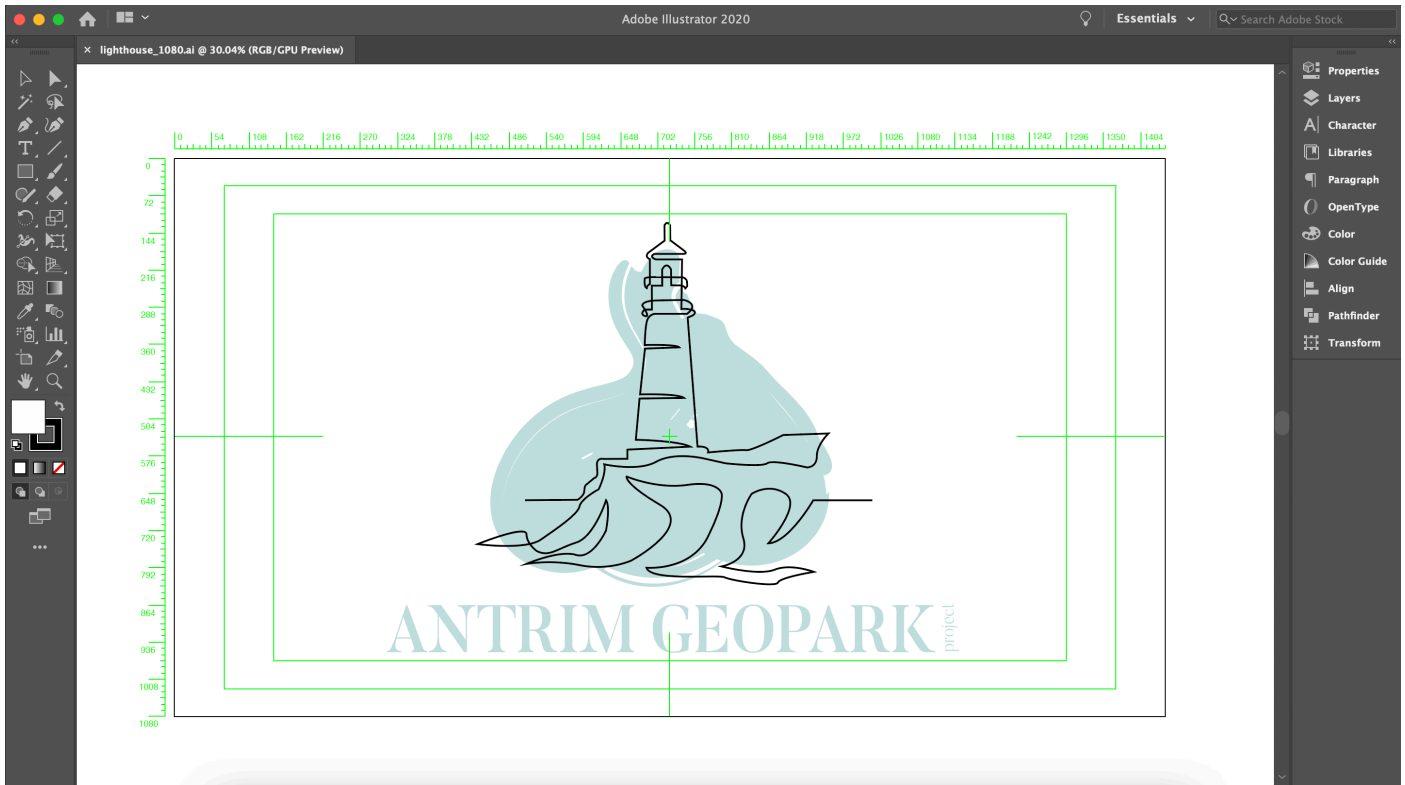
To make it easier on myself when working in After Effects, I named every layer, so I knew exactly where each element was in the project.

Once I had created this 1080p Illustrator file, I brought it into After Effects using the import tool. I imported the Illustrator file straight onto the timeline and created shape layers from the Illustrator files. Once these shapes were created, I deleted the Illustrator files from the timeline and got to work animating the illustration.
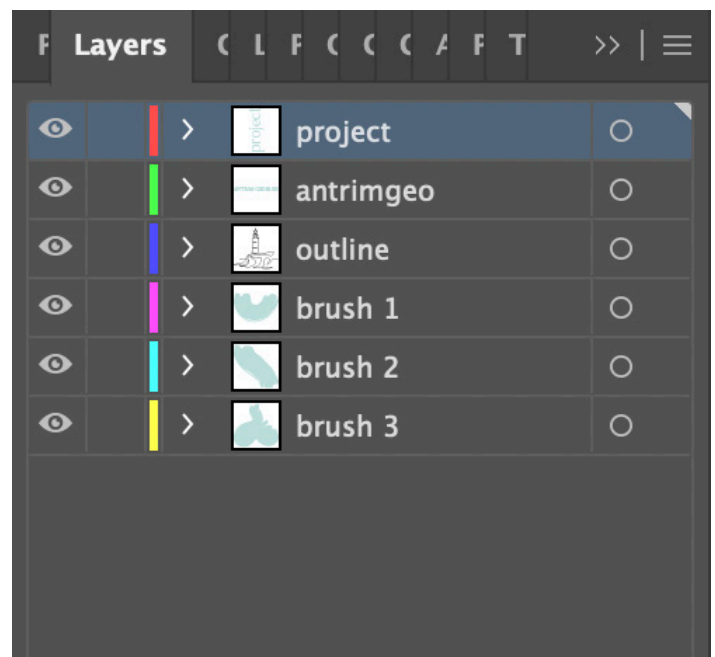
Once I had started working, I came to realise that After Effects did not hold the same brushes that I had used for the logo, making it difficult for me to create swirling lines with the same look and feel as those in the logos. I had to come to the decision to use the pen tool instead, as this still gave me the option to create the hand drawn shape that I had created when initially designing the logos.
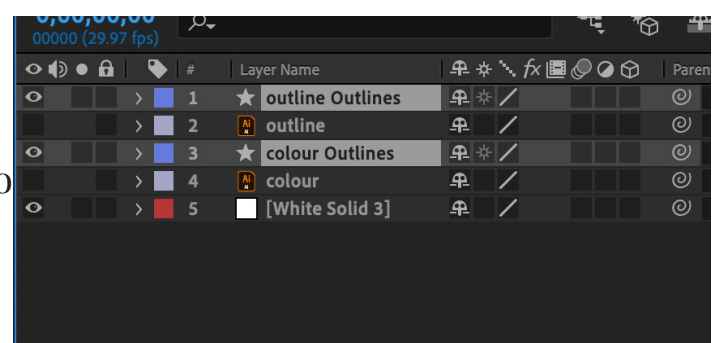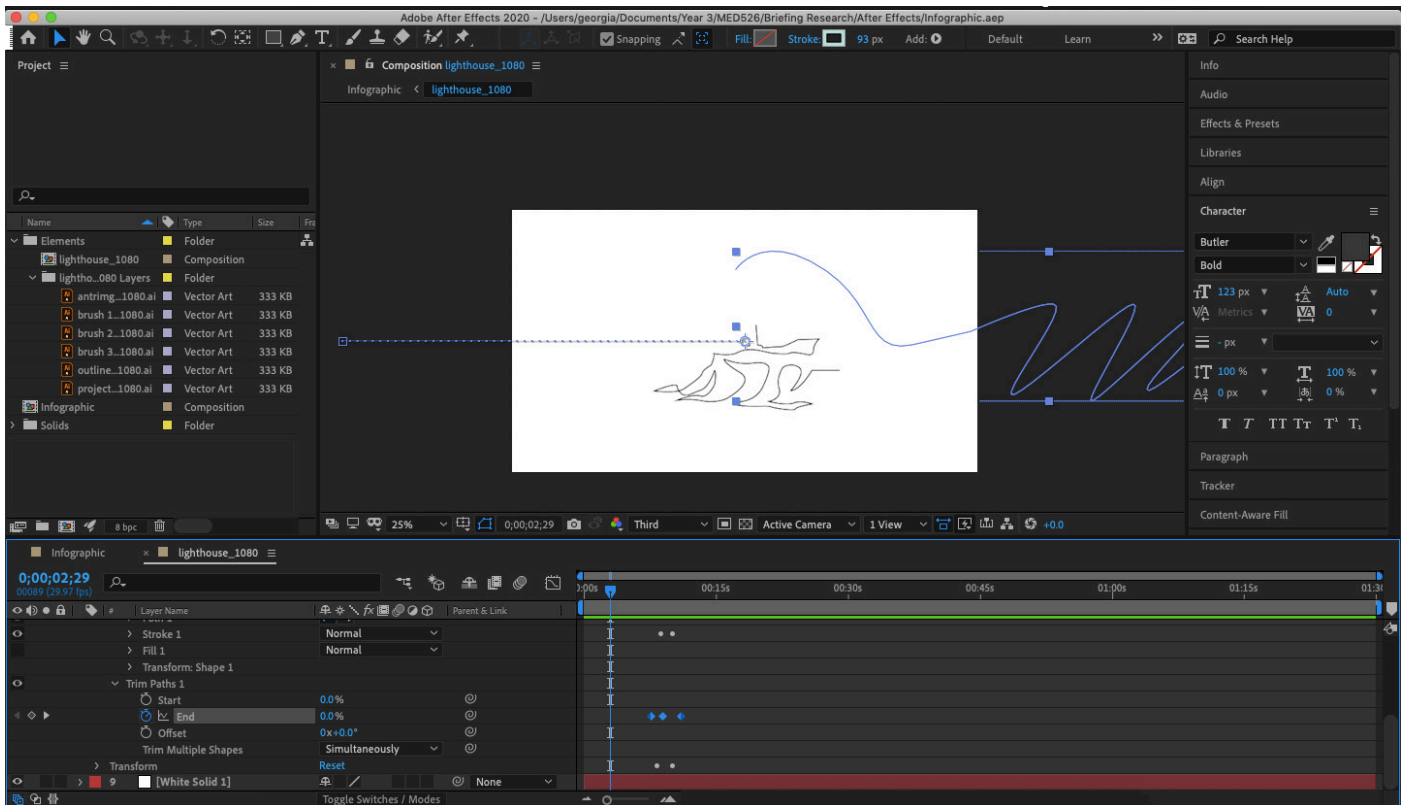
In this screenshot of my After Effects window, you can see the half drawn illustration of the lighthouse. To achieve this, I used the "trim paths" tool, turned down the end percentage to 0% to begin with, then over a period of about 1.5–2 seconds, changed the percentage to 100%. Because I have used the Illustrator files, this allowed me to import and animate the illustration as a path, instead of a whole shape, giving me control of each individual line.

The same could not be said for the wash of colour that I painted behind the logo in Illustrator. To create this, I had used the brush tool to create those lines, however, like I have said, the brushes used within the brush tool do not carry over to After Effects. I had tried using the trim paths tool on these lines, but where AE recognised the illustration as a line, it recognised the brush strokes as a shape, and would not let me change the Fill or Stroke. To work around this, I had to compromise and use the opacity tool, so that when the illustration was nearly complete, the brush strokes would fill in behind.

When creating my storyboard, I couldn't decide whether I wanted to have the line from the Illustration to carry through or have the paint brush to follow through. In the end, I chose the paint brush to carry through all the frames, to give a sense of consistency.

To create this paint brush path, I used the pen tool to create the initial line, then made the stroke bigger and rounded the ends to ensure there was no pointy corners or bends in the line. I intially wanted to use the same brush for the path that I had used for the paint strokes behind each illustration. However, even though both After Effects and Illustrator are made by the same company, Adobe, the types of brushes don't carry over to all programs. Therefore I had to compromise with this smooth brush stroke. In order to follow storyboard, I added a gradient to the stroke of the line, so that when the line moves through the frames, it changes from the colour of the previous illustration to the colour of the new illustration.

WHAT IS A GEOPARK?

A UNESCO Global Geopark
is an area of internationally
important geological heritage

To ensure there was no confusion when I was moving through the animation, I colour-coded the layers, so that each frame had a different colour. Naming all of the layers also made the editing process much easier.
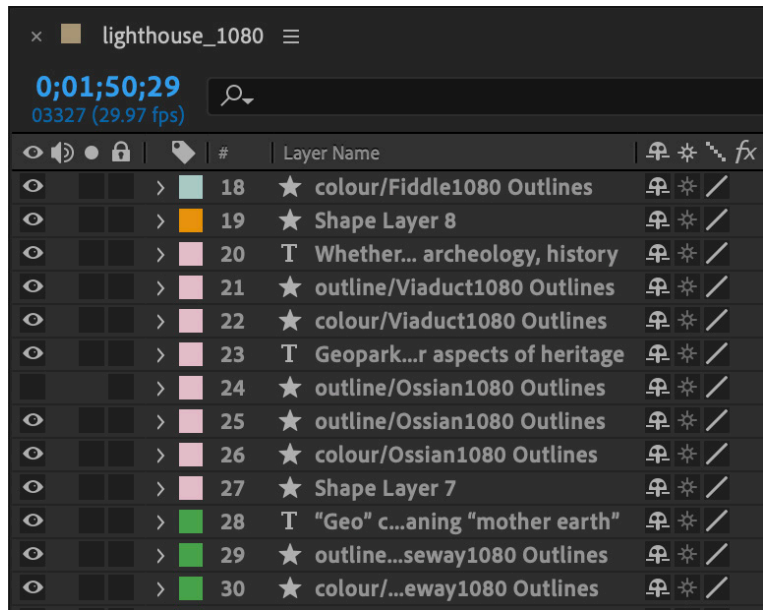
While creating the animation, I had to be sure that all elements in the same frame are set to move at the same time, to ensure a smooth transition from frame to frame. With the addition of new paths that help the transition from one frame to another, this was made a little more difficult trying to ensure that the path didn't move in a way that would show the line moving away from the illustration. In the screenshot below, you can see that I have lined up the keyframes for the position of the elements within the same frame, so that they move off screen at the same time.
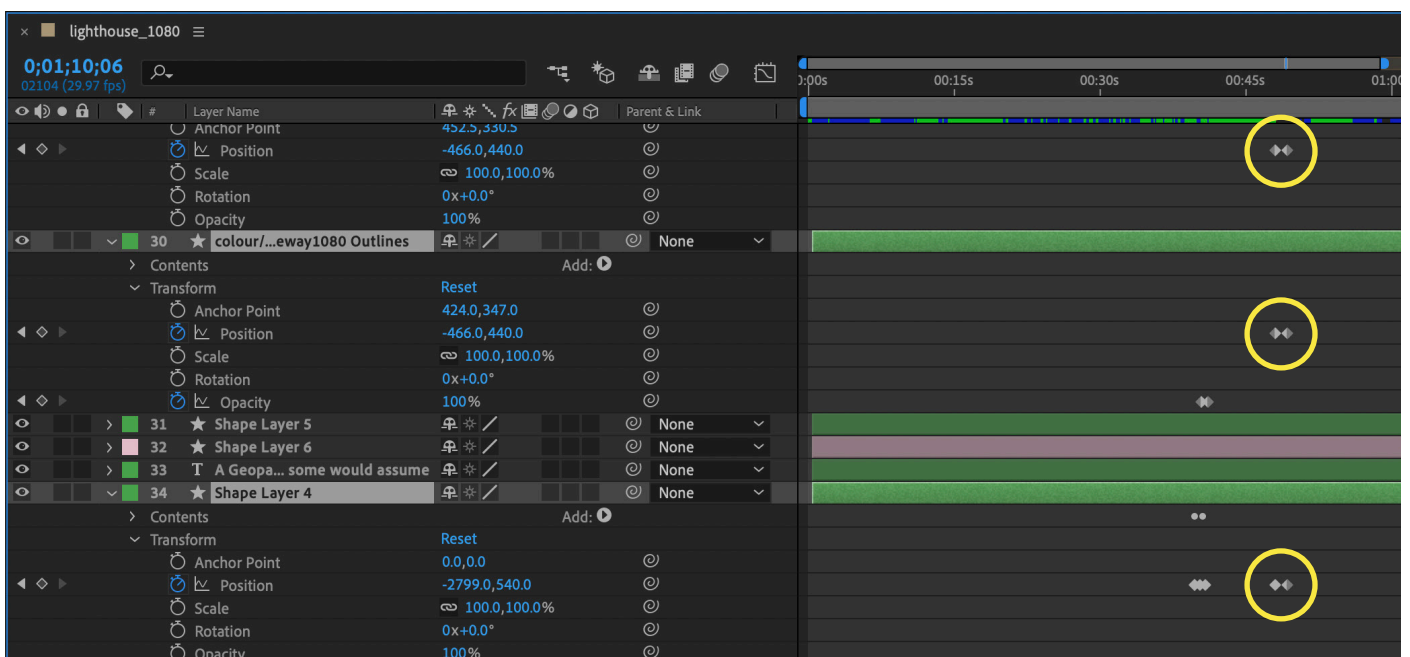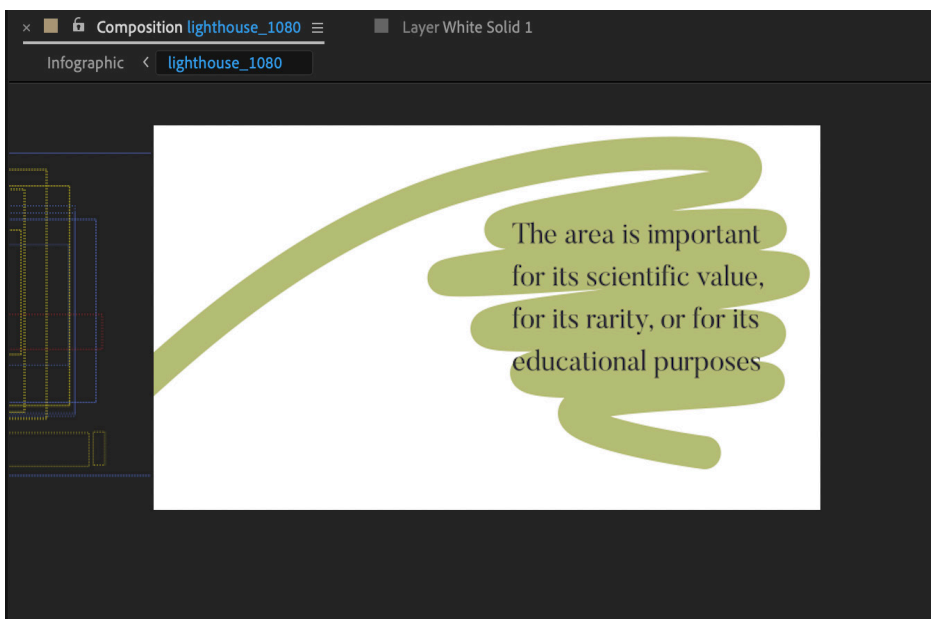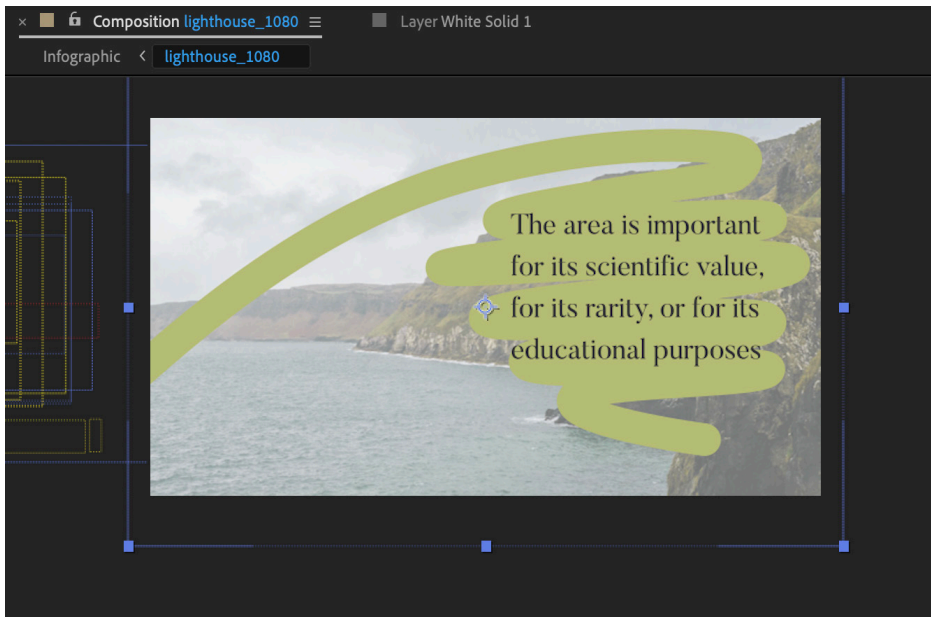
When I started creating the frames with no illustrations, I had planned on having an image to fill the background. However when I actually did this, it turned out it was quite hard to see, not only the writing, but the path of colour behind the text. Due to this, I decided it would be better to leave the images out of the animation all together, to keep the consistency throughout the entire piece.
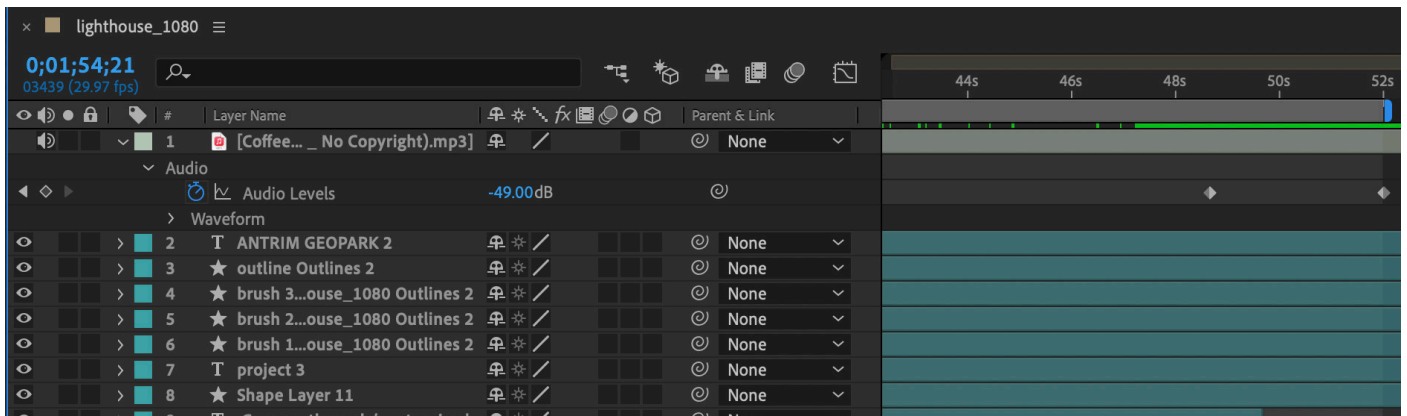
After creating the entire animation, I thought it would be a good idea to add some audio to the background of the piece. In the piece created for the Mourne Gullion Strangford Geopark, Kirsten Lemon, a geologist for with the Geological Survey of Northern Ireland, recorded a voice over, reading the text that was shown on screen.

While this made it easy for people to follow along, due to the Coronavirus restrictions and scheduling issues, Erin and I decided that we should add a light hearted song to the background, to move the animation along from frame to frame.

I found the song by searching "Royalty Free Background Music". This particular song was from Youtube, so I was able to easily download the song through a Youtube to MP3 converter. The song was a bit long, but due to the repetitive nature of the song itself, I was able to easily add a fade to the section I wanted the song to end on.

I think this addition of the song really helped bring the entire piece together. The chilled "coffee shop" feeling it gives the animation allows for a feel of smooth transitions, animations and fading in of text.

PRINT WORK

Erin created this piece leaflet that would run alongside the animation. I believe this piece of print work compliments the animation perfectly, as Erin has used some of the same information, the colours from the logos that I created, and the brand typography.

I think this leaflet will be a great resource for the client to be hand out to the community, allowing them to read deeper in to the meaning of a Geopark.

## Explore Educate Enjoy.

ANTRIM GEOPARK project

What is a Geopark?

A UNESCO Global Geopark is an area of internationally important geological heritage.

The area is important for its scientific value, for its rarity, or for its educational purposes.

A Geopark is more than a stamp, logo or just a prestigious recognition. It is a management structure that is able to implement a wide array of actions and a well-planned marketing and development strategy.

A Geopark Is not...

A Geopark is not a geological park, as some would assume.
The word "Geo" comes from the Greek word "GAIA" meaning "mother earth".

Geoparks not only include geological heritage but include other aspects of heritage.

❌ Not just about geology

❌ Not a legislative designation

❌ Not a permanent designation

After getting back into the way of using After Effects again, and the ways in which After Effects and Illustrator can work together, I believe I have created a nice addition to the publicity materials we have already created.

I made it one of the main aims of this piece of animation was to ensure that the text was first and foremost, legible, as this would be the main point of information between the client and the audience. Short videos like this one are much more inviting to an audience than a page of text. For this reason, I also wanted to ensure that the piece of animation that I produced would be accessible to a range of audiences. As I used the text given to us by the community partner, some words used it quite subject specific, however, with the use of images and the animation of the illustrations, I believe this will intrigued younger viewers just enough so that an older sibling or parent will be able to explain the idea to them.

The continued use of colour allows this piece to remain bright and light, without too much text on a single frame, again allowing for the quick intake of information in short bits.

I think the client will be pleased with the consistency between initial logo and the way in which I have animated the illustrations to fit the same hand drawn look.

FEEDBACK

After getting back into the way of using After Effects again, and the ways in which After Effects and Illustrator can work together, I believe I have created a nice addition to the publicity materials we have already created.

After getting the feedback from Nikki, there were only two small changes that had to be made to the animation. These included a slight change of the wording in one frame – from 'or for its educational purposes' to 'and for its educational purposes'; a spelling mistake which I had missed, in the word "archaeology" and also a change in formatting of a piece of writing. Nikki preferred if the words and phrases I had placed in quotations could be made italic instead.

For these to be the only corrections that were brought forward, I was very pleased with the level at which I had created this animation. I was quite shocked at how quickly I was able to create this piece, and at, for myself, quite a high standard.

"The music is good, the pace and style are great and allows the content to translate to the viewer without it feeling like an advert, overwhelming nor pushy. The animation suits the project very well."

(Antrim Geopark Working Group)

Website

OUR CLIENT'S THOUGHTS

In one of our first meetings with the client, they expressed the want for website that would allow their audience to search "Antrim Geopark Project" and find exactly what they were looking for.

This website would hold the information regarding "what is a Geopark", the proposed Geopark in the Antrim and North Coast area, and the team working behind the scenes.

Erin and I worked together to gather the information and images that would be included in the website, but the actual building of the website was taken on entirely by Erin.

The initial pitch showed a website with the menu along the top that, when viewed on a smaller screen such as a phone or tablet, would become a "burger menu" and be shown as three lines at the top right hand side of the screen. This was the look the client was trying to move towards, so in the early stages of picking a wordpress theme for the client to use, this was one of the main features we were looking.

The client also voiced their want for an area within the website that would allow the community to go to the website and be able to ask their questions directly to Nikki. This was introduced through a "Contact Us" page. The form allows the user to type their comments and when they click "Contact Us" button, the comments will be sent straight to Nikki's email, enabling her to speak directly to the community.

Again, Erin was left in charge of collating a word document full of potential packages and themes that would be easy for the client to use once we had passed on all the documents, but also effective.

After deciding to build the website through Go Daddy, a trusted wesbite building company, Erin started to look through their plans and packages, choosing the one that fit the needs of the clients desired wesbite. The plan that was picked was the "Basic Managed Wordpress Website".

This particular plan was chosen as it was:

–"available through WordPress which works best for people with little to no web experience/knowledge"
–will be able to add events etc to website
–is the most affordable
–covers the basics needed
–free domain name of choice i.e. antrimgeopark.org

Erin did not give the client another option for plans, as Adrian stated that if we believe this is the best plan, this is the only one we should show them, to ensure there is no confusion.

Basic

A great way to get started.

As low as

£2.97 /mo

On sale - Save 57%

£6.99/mo when you renew*

Pricing conditions apply ⑦
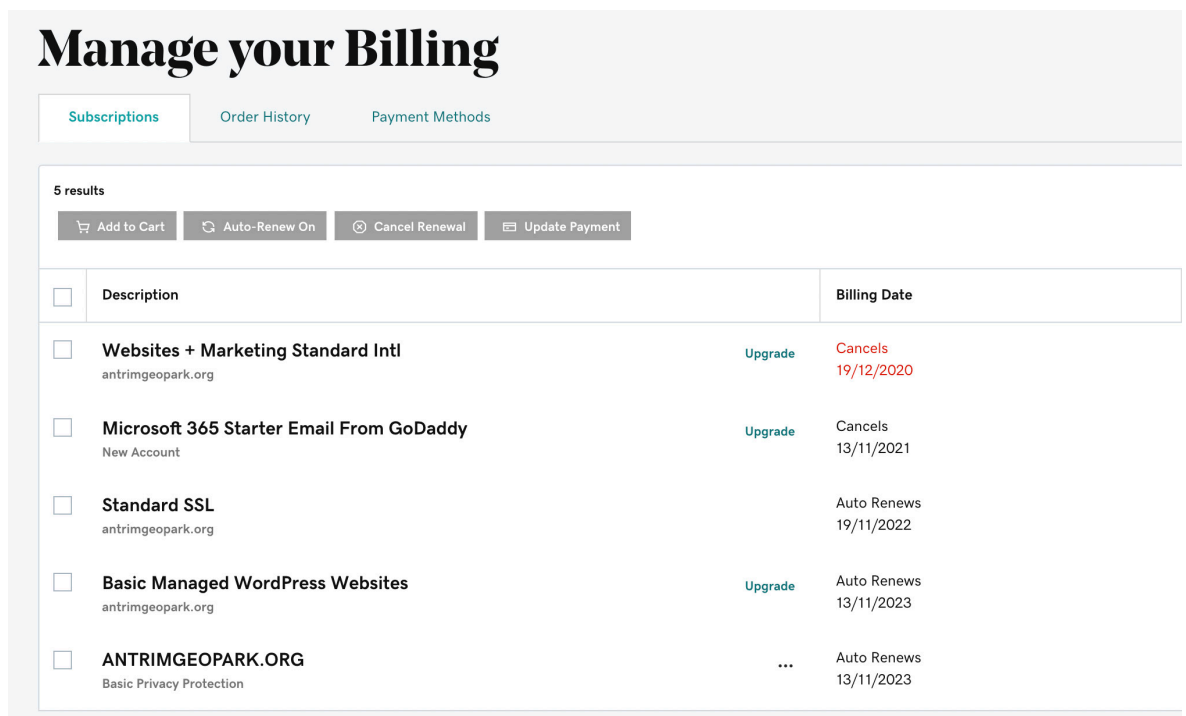
Add to Cart

✓ 1 website
✓ 30 GB storage ⑦
✓ Ideal for up to 25K monthly visitors ⑦
✓ Free business email - 1st year ⑦
✓ Website backup protection with 1-click restore ⑦
✓ Free domain ⑦
✓ Automatic daily malware scans ⑦

BUYING THE PLAN

Both Erin and I set up a Zoom meeting to walk Nikki through the purchase process of the chosen Wordpress plan. This was just to ensure that the correct products were chosen, and that both Erin and I and Nikki were happy with the final price of the plan.

Erin had links ready to make it easier for Nikki to head straight to the page of the chosen plan, but with a few slip ups moving through the site, Nikki had to start over from the homepage.

As you can see from the screenshot above, together we added the Standard SSL to the final total. The domain of ANTRIMGEOPARK.org was included with our plan, so this came at no extra cost. The overall cost for this plan of 36 months came to a total of £236.64. Considering everything that is included in this plan, and the easy nature of the managed Wordpress website, both Erin and I agreed that this was a good deal.

CHOOSING THE THEME

This was the last area of the website that I took part in, allowing for Erin to have free reign over making of the website, using the pitch document and feedback as guidance.

We had looked through the catalogue of themes available within the plan we had bought and found a theme called "Rinse and Wash". This theme would allow Erin to customise the header image and add whatever content she needed to be able to meet the brief.
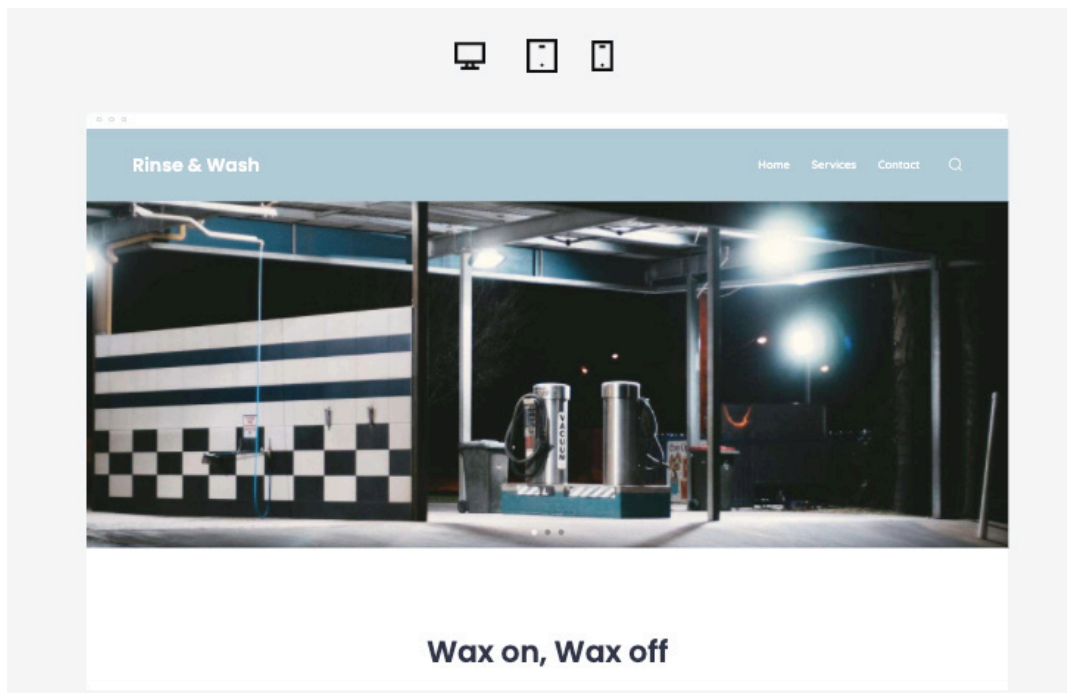
However once Erin started to change and customise the theme, we believe that because so many things were added and changed, the theme was taken away, and given a new name of "Go". Whether this is a theme that fits the layout we were going for more, or that Wordpress just renamed it because it didn't fit the layout of "Rinse and Wash" anymore, we do not know. That aside, the website looks perfect and is exactly what the client was looking.

DEVELOPMENT

Erin was able to research and find other Wordpress plugins that would bring the website to the next level. She added a countdown clock on the home page so that visitors would be able to see when the project was launching.

Coming Soon

Geopark Launch

10:08:26:08

DAYS   HRS   MINS   SECS

We are exploring establishing a Geopark in the north of County Antrim, taking in Rathlin Island, the outstanding coastline and uplands as well as the lively communities.

She was also able to add an interactive feature to the map of the proposed Geopark area, that was given to us by Nikki. This means that users can hover over the map to see which areas will be included in the Geopark area, and also states which area this falls in to, whether that be the Causeway Coast or the Antrim Coast and Glens.
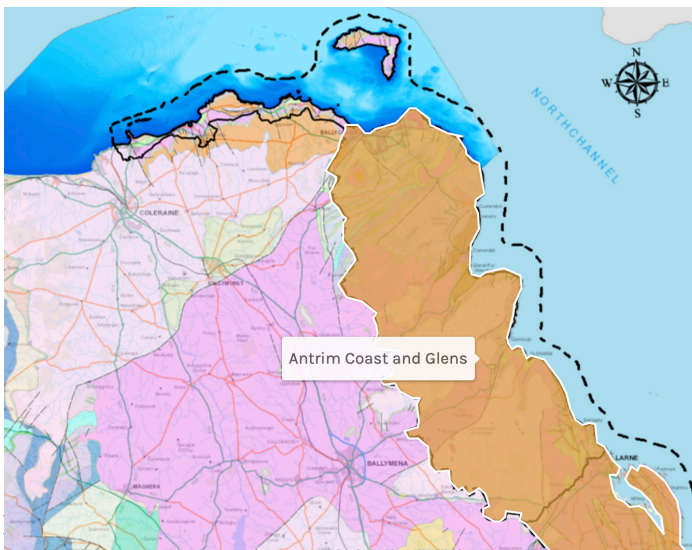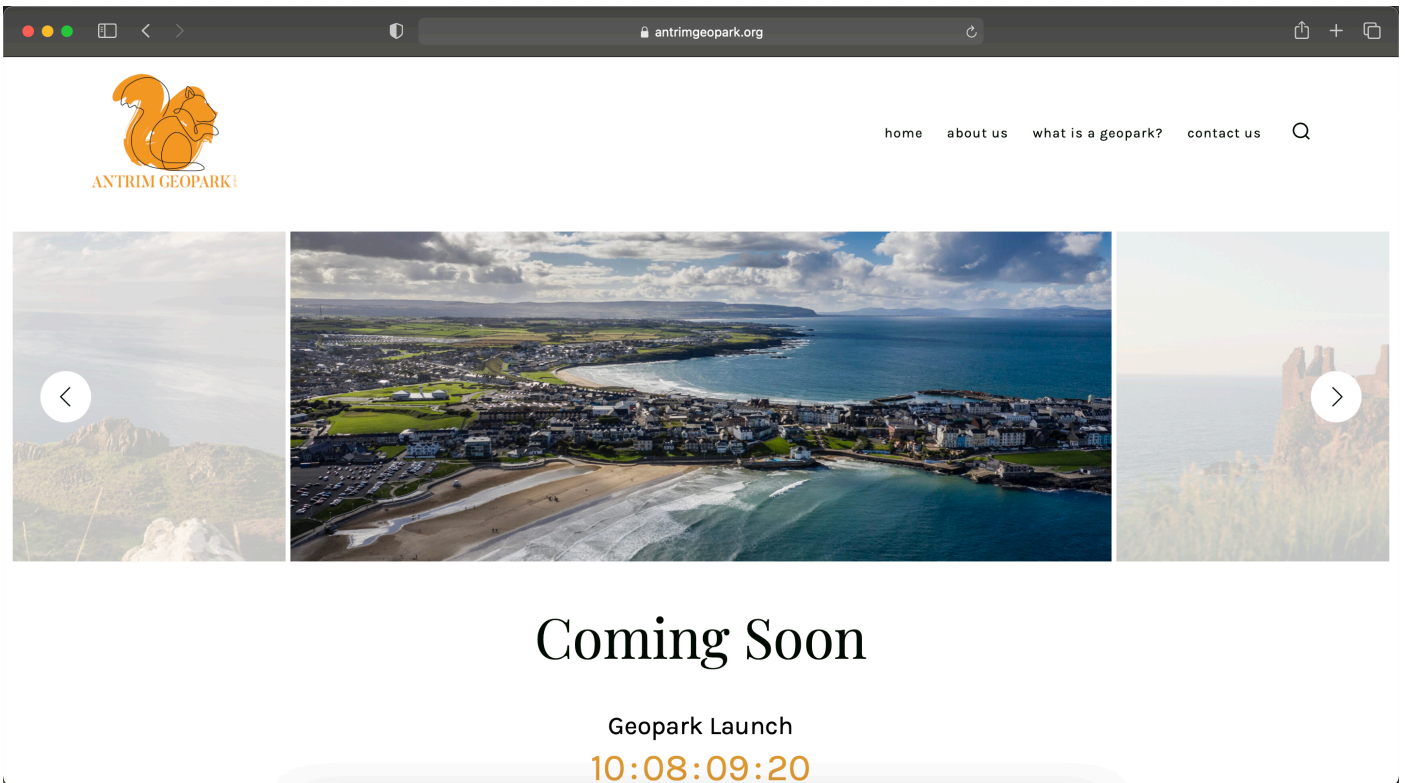
Coming Soon

Geopark Launch

10:08:09:20

About Us

Where might the Geopark be?

The clue is in the name, the Geopark is proposed to include an areas within County Antrim. Spanning from Portrush Town around the coast, taking in Rathlin Island and stretching south to Larne and possibly taking in Islandmagee. This is a proposed area, it might change and is up to local communities and Councils to help shape where will be in the future Geopark areas. This area includes some of the most geologically diverse landscapes on Earth. Over 650 million years of geological history are recorded in the rocks, landforms and landscapes. The variety of rocks, landforms and landscapes within the area provide evidence that continents and oceans have moved and continue move around the surface of our planet.

This area faces many challenges such as honey-pot tourism, geohazards such as bog burst and cliff failures however a cohesive management approach via a Geopark offers the opportunity to boost research, cohesive community action and diversification away from honey-pot tourism to build a tourism offering which builds in the geological foundations of the area while better benefiting residents.

Who is the working group?

A Working Group composed of four members has been exploring the opportunity to develop a Geopark in the north of County Antrim.

Nikki Maguire – A Project Manager with Causeway Coast and Glens Heritage Trust

Dr. Kirstin Lemon – A geologist with the Geological Survey of Northern Ireland

Richard Gillen – Countryside and Coast Manager with Causeway Coast and Glens Borough Council

Professor Patrick Mc Keever – An advisor to the Global Geopark Network.

home   about us   what is a geopark?   contact us

What is a Geopark?

" *A Geopark is more than a stamp, logo or just a prestigious recognition. It is a management structure that is able to implement a wide array of actions and a well-planned marketing and development strategy.* "

home   about us   what is a geopark?   contact us

Tell us your thoughts about the proposed Geopark

If you wish to be added to a mailing list for future Geopark news and updates, please submit your email contact address via the comments box. All enquiries and comments go directly to the working group.

name

email *

I personally believe Erin has done a fantastic job in creating a website that not only looks extremely professional and inviting, but making it easy enough for the client to be able to move in after us, and easily add content.

The consistency of the look of the website, taken from the print work that we had already created previously, allows for a obvious flow and again emphasise the brand that we have created.

The use of hints of colour throughout the website allows for the pages to look clean and easily navigated, but also allows for pieces of the brand to poke through.

I am extremely pleased with the final look of the website, and how it functions as a whole.

"Well presented and like the style. The map feature is very good."

(Antrim Geopark Working Group)

Brand Guidelines

For the brand guidelines, it was imperative that the essentials were written out for the clients to be able to follow along with for future endeavours. This included the types of logos we have created, when these logos should be used and also when the icon should be used instead of the full logo.

When I started creating these brand guidelines, I wasn't entirely sure how much detail I would have to go in to, for the client completely understand the brand that we had created. To ensure I got every bit of information into a document, I researched other brand guideline documents. In these documents they all followed the same sort of format which was:
- Main Logo
- Logo Variations e.g. Black and White/Icons
- Logo Spacing and Responsiveness
- Brand Typography and Colour
- Photography
- Social Media Assests

I tried to follow this format as much as possible to ensure all areas of the project were covered.
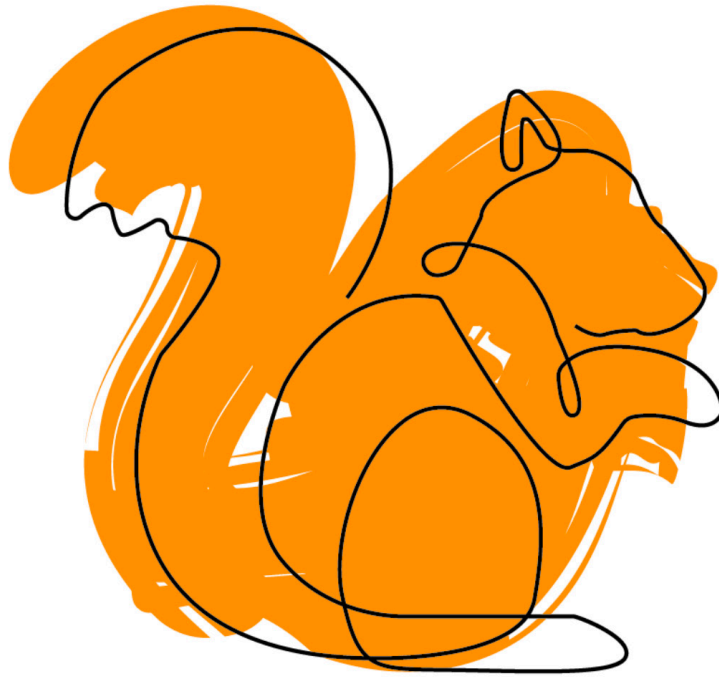
ANTRIM GEOPARK project

Brand Guidelines

ANTRIM GEOPARK PROJECT LOGO

Our logo is a key element of our brand identity - therefore it is essential that it is always reproduced correctly.

The full logo should always have the icon sitting above the text.

COLOUR AND B&W LOGOS

B&W Logos

B&W logos should be used when printing in full colour is not viable. These should never be used in documents to be circulated online, or on the website.

Full Colour Logos

These should be used in all other materials produced, such as promotional material, merchandising and webpages.

RESPONSIVE LOGOS

Our full brand logo should be used wherever possible, until it reaches the minimum sizes.

If the logo you're using drops below 70mm in print form, or 150px on web, you should replace it with the stand alone icon.

70mm
Minimum Logo Width

10mm
Minimum Logo Width

180px
Minimum Logo Width

60px
Minimum Logo Width

LOGO SPACING

When using the logo, we need to ensure that there is the correct amount of space around the perimeter of it.

FULL LOGO:

Print:
12mm Spacing

Web:
50px Spacing

ANTRIM GEOPARK project

ICON:

Print:
12mm Spacing

Web:
50px Spacing
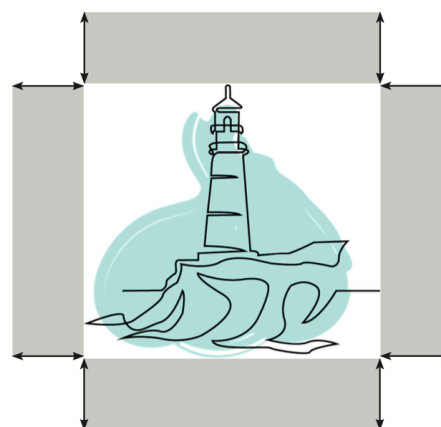
BRAND TYPOGRAPHY

Our brand identity revolves around a consistent approach to the use of typography. Each typeface was carefully chosen for its style relating to Antrim Geopark Project and what it represents, so we want to keep to these rules where possible.

Our headings and titles are usually in uppercase.

Butler is used for our logo, as well as titles in print documentation.

Effra is used for headings within documentation and main bodies of text in print.

Typeface One:

Butler
Butler UltraLight
Butler Light
Butler Regular
Butler Medium
Butler Bold
Butler ExtraBold
Butler Black

AbBbCcDdEeFf
abcdefghijklmnopqrstuvwxyz

Download:
https://www.behance.net/gallery/27753367/
Butler-FREE-FONT-14-weights

Typeface Two:

Effra
Effra Light
Effra Light
Effra Regular
Effra Medium
Effra Bold
Effra Heavy

AbBbCcDdEeFf
abcdefghijklmnopqrstuvwxyz

Download:
https://fonts.adobe.com/fonts/effra#fonts-section

WEBSITE TYPOGRAPHY

Due to the website being built through WordPress, a theme was selected. This theme was 'Go', meaning it comes with it's own default fonts.

The logo included on the website contains the font 'Butler'.

We were unable to add our own fonts, i.e. Butler and Effra to the typography options on Wordpress, however we found two replacement fonts which complement each other well.

Both the header and footer navigation menus are in lower-case. The titles on each page are capitalised appropriately.

Playfair Display is a serif font used for titles on each page, and the font size is 67px.

Default font or 'Karla' is a sans serif font used for both headings and content on each web page. With headings sized at 25px and the content sized at 16px.

These fonts provided by the theme 'Go' on WordPress are very similar to both Butler and Effra, so the style remains consistent.

Typeface One:

Playfair Display Regular
Playfair Display Bold
Playfair Display Extra Bold
Playfair Display Black

AbBbCcDdEeFf
abcdefghijklmnopqrstuvwxyz

Download:
https://fonts.google.com/specimen/
Playfair+Display?query=playfa

Typeface Two:

Karla Light
Karla Regular
Karla Medium
Karla Bold

AbBbCcDdEeFf
abcdefghijklmnopqrstuvwxyz

Download:
https://fonts.google.com/specimen/
Karla?query=karla

BRAND COLOURS

Our brand revolves around a set of 12 brand colours. It is important for brand identity that these are used correctly.

#f19b8a	#f49728	#eebb55	#73a4af	#9e5f5f	#d4c2aa
#368b7c	#80b527	#b09a78	#bbe0db	#d49774	#b8bf80

BRAND COLOURS

Our brand revolves around a set of 12 brand colours. It is important for brand identity that these are used correctly.

For the website logo, we have chosen the Squirrel, meaning the main colour for the website is the shade or orange used for the logo itself.

However the orange shade itself only features subtly in certain elements of the website, such as:
• the logo itself
• within the 'HurryTimer' plugin (countdown)
• header boxes on both About Us and What is a

Geopark pages
• within the interactive map, using hover click on

About Us page
• 'Contact Us' submit button on Contact Us page
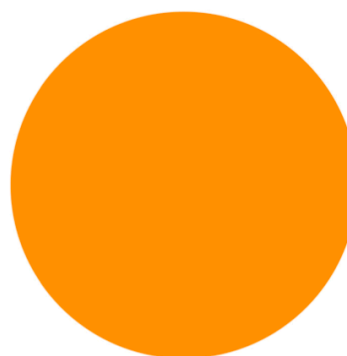
#f49728

GUIDELINES FOR PHOTOGRAPHS

When using photography within publicity materials and online, we need to ensure there is some consistency throughout all the documents.

DO USE:
Large images that will not blur or pixelate when made larger.

Images from the NI Tourism Content pool will best fit these needs:

https://northernirelandscontentpool.com/en/_/login?login.redirectlogin=/en

DO NOT USE:
Small pixelated or blurry images that cannot be made bigger to fix documents.

Images with copyright watermarks.

Images that are old and no longer reflect the current conditions or looks of each area within the Geopark.

GUIDELINES FOR PHOTOGRAPHS

When adding logos to photography, we need to ensure that the correct logo has been added and that it has been added in the right way.

LARGE LOGO:
Use the colour logo that compliments the image the most - orange in the castle brought out by the orange squirrel.

Do not use the B&W logo for images, as the line cannot be seen.

SMALL ICON:
Icons on images should always be on the right hand side of the image.

Use the colour icon that compliments the image the most.

Use the white line icon for lighter backgrounds and the black line icon for darker backgrounds.

IMAGE GUIDELINES

The size and quality of an image for use on a web page is determined by a variety of things; physical size, file size, resolution and file type.

Physical Size:
The physical size of the image is information needed to know in order to determine how much "space" will the image occupy on a web page.

File Size:
File size dictates the time it takes to load your page, the larger the file size, often increased because of a high image resolution quality, the longer it will take to load. Thus slowing down site loading time.

Resolution:
The resolution of the image dictates the clarity of the image. The higher the resolution, though, the larger the file size, so you have to make a compromise between quality and file size.

File Type:
The end of a file name (called the extension) tells what type of file it is.

Recommended Image Sizes for WordPress Content:

Blog posts: 1200 x 630px
Hero images (full screen images): 2880 x 1500px
Landscape feature image: 900 x 1200px
Portrait feature image: 1200 x 900
Fullscreen slideshow: 2800 x 1500px
Gallery images: 1500px x auto width

SOCIAL MEDIA ASSETS

We have a range of icons set up for social media use.

Here are some examples of how these icons should be used.

 @antrimgeoproject

 @antrimgeoproject

 @antrimgeoproject
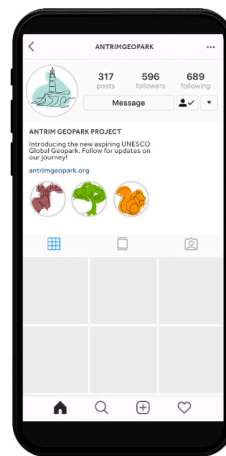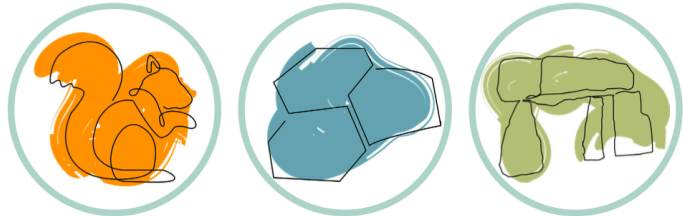
Web Guidelines

ESSENTIALS

As Erin was the one who had created the website, we thought it would make the most sense for her to create the guidelines for the site, as she would know and understand everything related to the website.

Erin sat down and decided what should be added to the document, and made sure to include things like the login information, how to edit content and add pages and also more complicated things like adding images or videos.

When Erin first presented the document in one of our weekly meetings, Adrian commented on maybe there was too much information about things that the client wouldn't be changing, as there was information about plugins etc. He also commented on some of the information should be moved over to the brand guidelines, as they fitted into the look of the brand, more so than the working of the website.

After this meeting, Erin and I worked together to make sure that the new corrections were made to both the website guidelines and the brand guidelines, and that all the information that needed to be included, could be found.

INTRODUCTION

The Organisation: Antrim Geopark Project Working Group
The working group are exploring the viability and public interest in establishing a UNESCO Geopark in the North Coast area, covering both the Mid and East Antrim Council and Causeway Coast and Glens Council areas.

Why is this project needed?
To be able to progress to the next stage of development, the working group want to introduce the idea of a Geopark to get feedback and work it back into the proposal.

Project Scope:
A brand new website which will act as the main point of contact between the working group and the local communities involved in the proposed Geopark. It should be contemporary, responsive and accessible by the working group to allow them to make ongoing updates as necessary.

Target Audience:
The website will have a wide age demographics, but the primary audience will be the local community who will be looking more information on the Geopark, and eventually a secondary audience of tourists once the Geopark is up and running. Using the bottom up approach, we will need to take into account the following groups: local community, schools, local authorities, tourists and governing bodies.

Project Team:
Students: Erin Hanafin and Georgia Davies
Working Group Representative: Nikki Maguire
Account Owner: Nikki Maguire / CCGHT

Goals:
- Receive feedback from the local community about the proposed Geopark
- Educate the local community about the proposed Geopark and its importance
- Educate the local community about UNESCO Global Geoparks
- Explain the application process for an aspiring Geopark
- Showcase the geological heritage and activities the proposed area has to offer

INTRODUCTION CONTINUED

Phases
An indication as to where the project fits in to the bigger picture.
- Phase 1: Basic, interactive and informative website
- Phase 2: Sleeker, more interactive website and addition of e-commerce
- Phase 3: Addition of CRM Integration

(A Customer Relationship Management (CRM) system helps manage customer data. It supports sales management, delivers actionable insights, integrates with social media and facilitates team communication)

Website Development:

When deciding how to develop a website it was agreed to use a user-friendly interface, which the client can easily use and update when needs be. The chosen management system was WordPress through GoDaddy, which is a publicly traded Internet domain registrar. The client requested to have the domain name 'antrimgeopark.org' which was available and secured successfully.

Link to GoDaddy WordPress Hosting Plans:
https://uk.godaddy.com/hosting/wordpress-hosting?isc=gocawpuk09&currencyType=GBP&countryview=1&gclid=CjwKCAiA-_L9BRBQEiwA-bm5ftG-0qRFwlwr8QI3X6L-qEemkWNzwfDVxwTqDZKr32iKn42dr0kbNxoCD1EQAvD_BwE&gclsrc=aw.ds

The account was created with Nikki Maguire, using her personal information and the CCGHT's credit card to purchase both the domain name and WordPress hosting. The WordPress Hosting Plan chosen was the basic plan.

This was the most suitable option for the Antrim Geopark Project as it:
- available through WordPress which works best for people with little to no web experience/knowledge
- is the most affordable
- will be able to add events etc to website
- covers the basics needed
- free domain name of choice i.e. 'antrimgeopark.org'
- it unlikely the website will have more than 25K monthly visitors

LOGIN INFORMATION

GoDaddy Login:
https://sso.godaddy.com/?realm=idp&path=%2Fproducts%3Fgo_redirect%3Ddisabled&app=account&auth_reason=1

Login Details:
Username: nikki@ccght.org
Email: nikki@ccght.org
Password: C@usew@y20

WordPress Login:
https://antrimgeopark.org/wp-admin/

Login Details:
Username: antrimgeoparkproject
Email: nikki@ccght.org
Password: WordPress generated
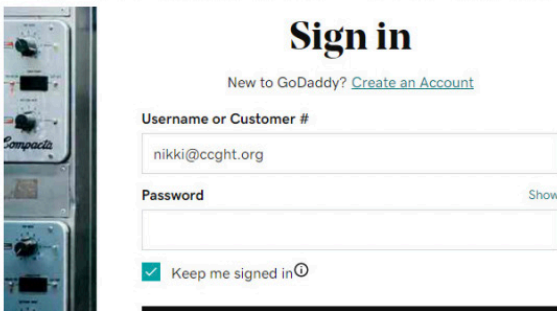
HOW TO CHANGE WORDPRESS LOGIN DETAILS

To make changes to the website, we had been logging in through GoDaddy as we only knew the username and email but didn't know the WordPress generated password for our site.

Steps to change administrator password:
1. Log in to GoDaddy account via link and GoDaddy details provided above
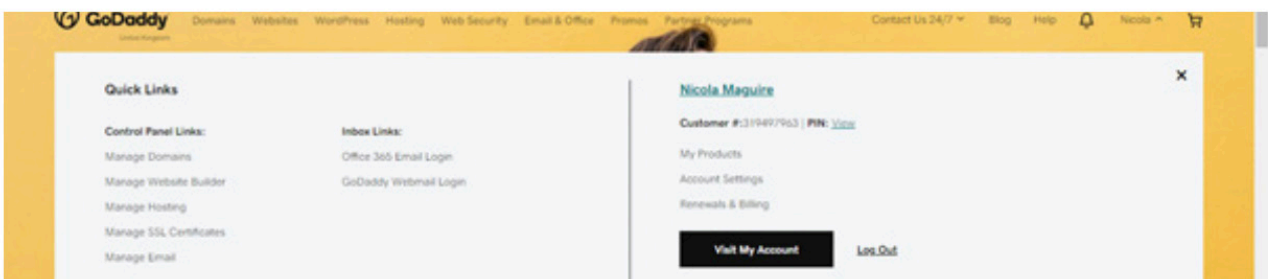
2. Hover over Profile name, from drop down menu select 'My Products'

HOW TO CHANGE WORDPRESS LOGIN DETAILS

3. Upon viewing Products, select 'Manage' on Managed WordPress option. You will be brought to a screen known as the 'Dashboard'.

This document was quite large as there are were a lot of areas of the website that had to be explained. Due to this, I have included the first few sections of the document as an example of the work Erin did for the document.

Project Management

GROUP WORK

I believe Erin and I worked extremely well together. Being house mates and friends first and foremost, this made it easier for us to make the big decisions, as we could have meetings together. As we had worked together on previous projects, we knew what each other's strengths. I feel this experience allowed us to assign roles to the person that was best suited to it, for example, while Erin is a great web designer and has the knowledge to create a professional website, my own strengths lie in the graphic design area.

Throughout the project, we made use of Basecamp, a project management system. This system allowed us to talk about our ideas, give feedback, ask for help, upload our documents and finished work, all in the one place. Being able to upload Illustrator and InDesign documents so that other members of the team could work on them was a bonus. As well as Basecamp, we made use of Toggl, a timesheet system that allows the user to create a team and effectively add activities to a combined timesheet.

The use of both of these platforms allowed us as a team to keep up to date with the progress of the project and kept the communication between everyone as clear and easy as possible.

North Coast Geopark Working Group

+ New list   To-dos   ● All done!   View as... ⇅

1/1 completed – Archive list
Week of 7th Dec 2020
Add a to-do
☑ Upload to Project Social Fri, Dec 11 Erin H. Georgia D.

12/12 completed – Archive list
Week of 24th Nov 2020
Add a to-do
☑ Develop Website Guidelines document Fri, Dec 4 Erin H.
☑ Create Leaflet Fri, Dec 4 Erin H.
☑ Create leaflet version of infographic Georgia D.
And 9 more completed to-dos...

4/4 completed – Archive list
Week of 16th Nov 2020
Add a to-do
☑ Add to Production Logs Erin H. Georgia D.
☑ Infographic design Fri, Nov 20 Erin H. Georgia D.
☑ Split web and infographic work between us Fri, Nov 20 Erin H. Georgia D.
And 1 more completed to-do...

+ New event   Schedule

Add this Schedule to your Google Calendar, Outlook, or iCal...

December   **Jan 2021**

SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5						1	2
6	7	8	9	10	11	12	3	4	5	6	7	8	9
13	14	15	16	17	18	19	10	11	12	13	14	15	16
20	21	22	23	24	25	26	17	18	19	20	21	22	23
27	28	29	30	31			24	25	26	27	28	29	30
							31						

Thu, Dec 10   ☑ **Upload to Project Social**
Completed Dec 10
Week of 7th Dec 2020
Add an event

Fri, Dec 11   **Brand Identity & Website due**
10:30am - 11:00am
Evidence submitted to project-social
10:30am - 11:00am

Fri, Dec 18   **Production Log due**
10:30am - 11:00am

Campfire

Update: I have updated the gallery with the more Antrim coast photos and the infographic up and running on the site too

we are now following your PDF and uploading to project-social :)

Adrian Hickey 1:33pm
Brilliant! Thanks both!

Erin Hanafin 2:13pm
I also emailed Patrick back to let him know we aren't changing the motion graphic but I have carried out the changes on the website

Claire Mulrone 3:32pm
Great. This is a sensible and proportion response given the time frame. they were given time respond unfortunately they delayed their response. I think the web site and motion graphic meet and exceed the brief. Did Patrick send a return email.

Erin Hanafin 3:37pm
No he hasn't, although Kristin Lemon sent us a response which was lovely :)

Erin Hanafin 4:14pm
🔴 Adrian DONE!

The Antrim Geopark project post is up and running!! The instructions are clear, simple and easy to follow! 🤗

Adrian Hickey 4:37pm
Brilliant! Thanks for testing it out for me

Claire Mulrone 9:18pm
Great work. Seen Kristin comments, very positive. See you tomorrow 😊

Within Basecamp, there were dedicated areas for to-do lists, schedules and a chat area, named "campfire". The to-do lists helped us keep on top of our goals for the week, and the schedule area kept us on the right path. Campfire acted as an instant messaging service, so we could quickly get feedback and clarity on the work that we uploaded.
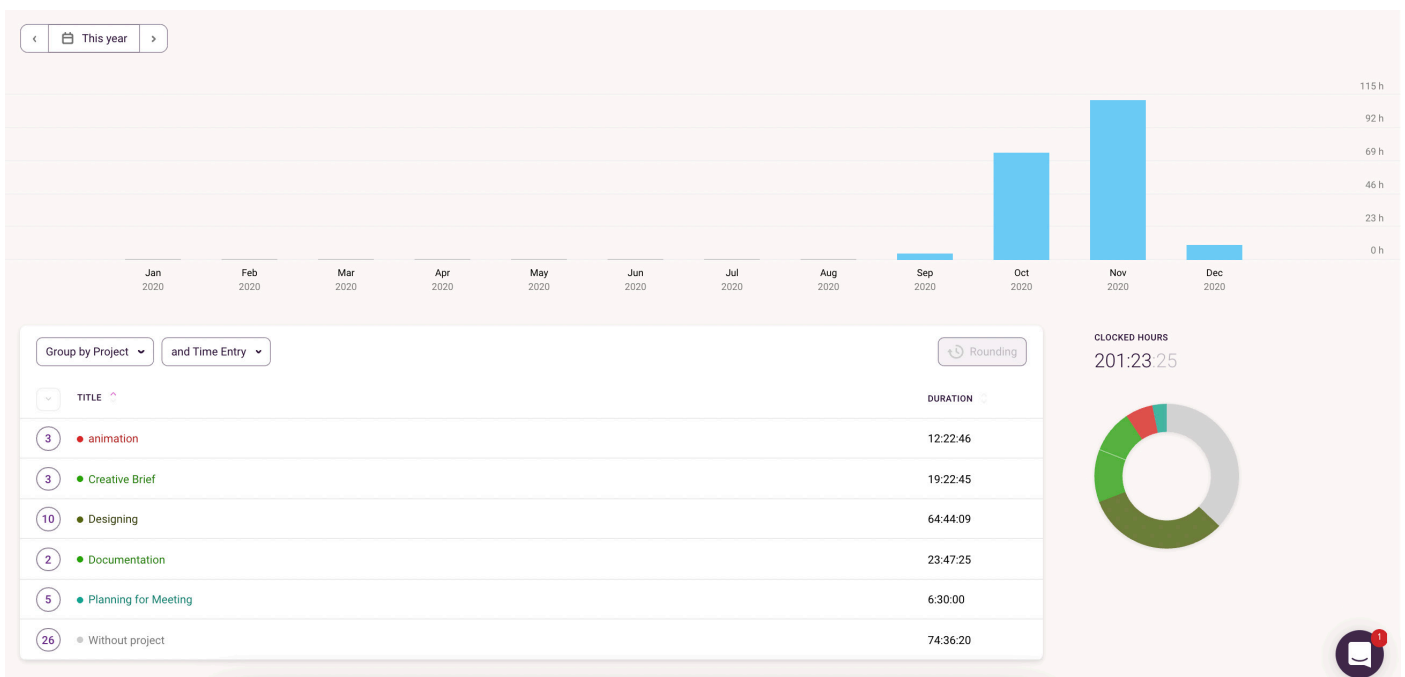
As I had said previously, Erin and I used Toggl to track the time we had spent on certain parts of the design stage. This was a great system to use as it brought us closer to how an agency would work in order to charge their clients accordingly.

Over the 12 weeks that we were working on this project, we clocked up 201 hours of work over design, animation, web design and creating documentation to back up our work. Of this 201 hours, I had dedicated a total of 64 hours to designing. This included initial designs, changes and corrections to chosen ideas and designing merchandise and promotional material.

I found using Toggl quite useful, as Erin and I could check in with each other as we could see what each other were spending more time on and suggest possibly shifting the focus to something else.

As you can see from the graph below, once we had gotten the go ahead for the final chosen design, the rate of work picked up. 111 hours of work were clocked in the month of November alone.

‹	This year	›		

(Graph showing clocked hours by month 2020, with bars rising in Sep, Oct, peaking in Nov, and small in Dec. Y-axis: 0 h, 23 h, 46 h, 69 h, 92 h, 115 h)

Group by Project ▾	and Time Entry ▾		Rounding	CLOCKED HOURS 201:23:25

	TITLE ↑	DURATION
3	● animation	12:22:46
3	● Creative Brief	19:22:45
10	● Designing	64:44:09
2	● Documentation	23:47:25
5	● Planning for Meeting	6:30:00
26	● Without project	74:36:20

CLIENT WORK

Due to the current Coronavirus restrictions, all communication with the clients was via Microsoft Teams, Zoom and email. As a team were ensured that we always communicated with the client in a professional way.
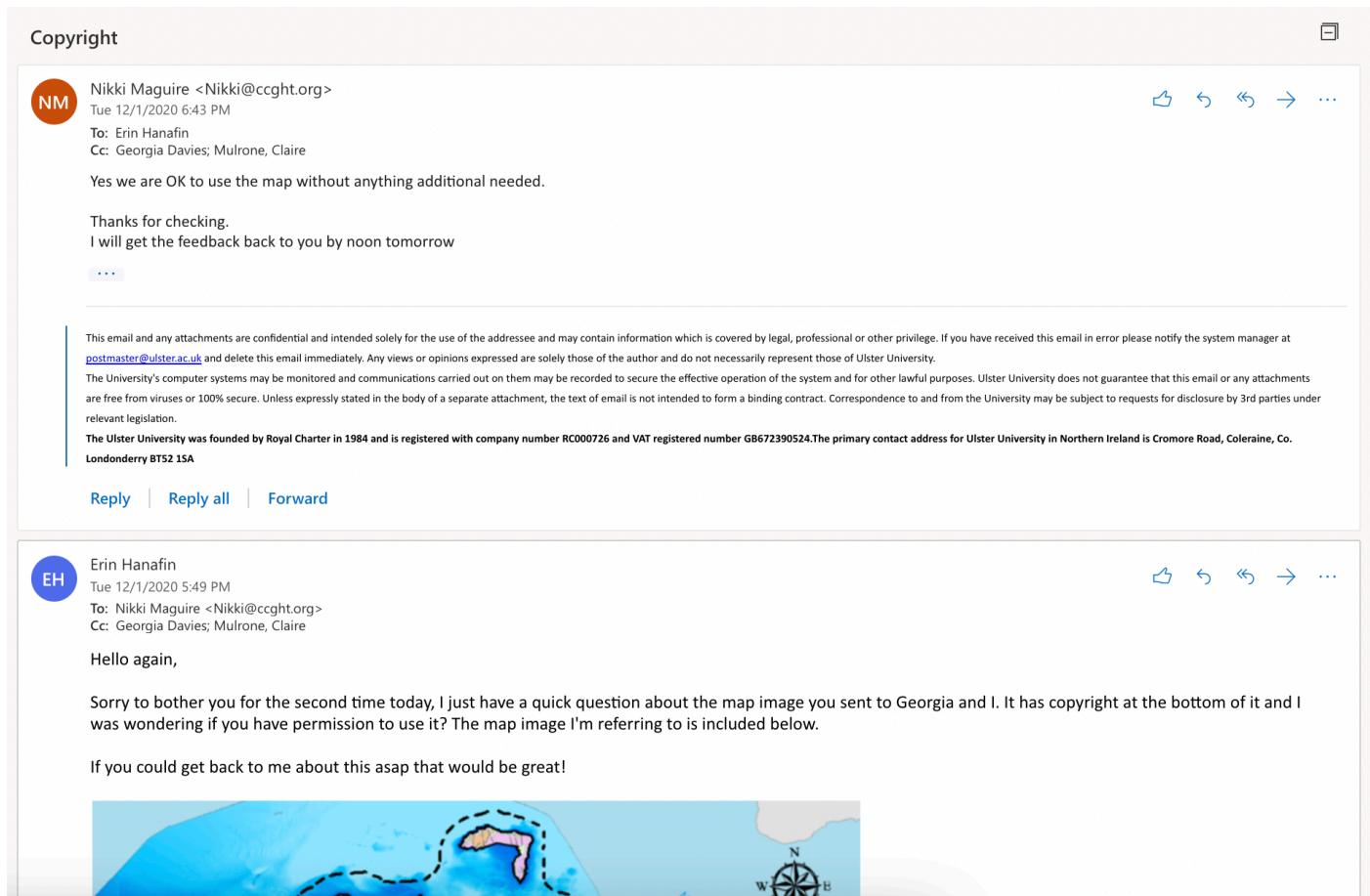
When it came to the emails between ourselves and the clients, we kept everyone in the loop by Ccing in the other members of the team – for example, if I were sending an email to Nikki, I Cced in Erin, Claire and Adrian, so everyone knew what was going on. This ensured that everyone was aware of changes or decisions that had been made.

Evaluation & Reflection

SELF EVALUATION

MED526 Interactivity for Social Enterprise has allowed me to gain and improve on skills that I had developed during my placement year even further. Skill regarding working with clients, time management and team work.

Throughout this group project, Erin and I worked efficiently, pushing each other to achieve our best. We started to work more closely after the intial pitch, and it was amazing to see that we had both created completely different designs to present the client with. This was great to see, as it showed that we could work as individuals and as a team very easily.

In my own personal development, my skills regarding team work improved massively, as we had to make important decisions quickly, give and receive contructive feedback and be able to give options and ideas when I felt the design was falling away from the inital plan. These types of communication skill will be paramount when working with potential clients and teams in the future.

"I'm really impressed with the work, especially in such a short space of time. I think this is a really strong start to the Geopark website and I look forward to working with Nikki to be able to add more"

(Dr Kirsten Lemon, Geologist at Geological Survey of Northern Ireland)

" I am genuinely blown–away by the quality of the materials you have both developed for this project. "

(Nikki Maguire, AONB/WHS Projects Manager)

REFLECTION

The Antrim Geopark Working Group Working has been a real learning curve for us as neither Erin or I had directly with clients before, so having these clients as our first client was a nice ease into the real world of work.

The working group trusted us to create this new visual identity, logo and website and gave us a lot of freedom when it came to the direction of the project. Although they had a general idea of what they wanted, from their feedback I believe we have been able to produce and hand back to them far more than they expected. There were initial communication challenges with regards to the Geopark location change and we made it clear that if a project like this were to come up in the future, we feel it would benefit the team to keep everyone up to date, even if the changes seem insignificant.

Overall, I am incredibly proud of the outcomes that we have produced from this project. Erin and I understood what needed to be achieved from the very beginning and the communication between her and I played a large part in the success of this project.

Looking back at what I had designed and created in previously years, I believe that my abilities to create professional, clean and interesting designs has vastly improved. This was the first project that I had created a motion graphic with such detail. I am extremely proud of the work that I have been able to achieve and how much my skills as a designer have improved over the last 12 weeks.

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Go Stargazing, 2020. [image] Available at: <https://gostargazing.co.uk/organiser/northpennninesaonb/> [Accessed 11 December 2020].

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