MED526: INTERACTIVITY FOR SOCIAL ENTERPRISE

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social enterprise

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What is Interactivity for Social Enterprise?

"A social enterprise is defined as an organization that applies commercial strategies to maximize improvements in financial, social and environmental well-being, this may include maximizing social impact alongside profits for co-owners."

(Social enterprise, 2020)

This module provides students with the opportunity to utilise their skills for a different purpose, by putting these skills back into the society they came from.

Through this module students have the opportunity to develop critically informed creative group projects for the Social Enterprise they are partnered with.

The students must develop a creative brief which allows them to develop a sustained interactive production. This interactive production will be defined the needs of the Social Enterprise client, involving one or more of the following media: *video, photography, motion graphics, social media, audio, visual design, computer gaming and interactive installation.*

By working with a community partner, students can achieve the goal of putting their skills back into the community. This is achieved by utilising design and their skills to enhance their communication to the wider community, thus moving the academic knowledge from university to the wider public.

Overall Aims of the Module (taken from Module Guide):

The aim of this module is to give students:

• ***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.***

Social Enterprise Client/Community Partner: North Coast Geopark Working Group

Project Specification:

* *Develop a new visual identity and logo for the proposed UNESCO North Coast Geopark in the north coast area protecting local geology, landscapes and communities of the area.*
* *Develop a Website*
* *Develop a portfolio of media outputs including marketing and publicity materials.*
* *Develop a short animation showcasing the Geopark area, geological activities, landscapes and features present in the area today.*

Skills Required:

* *Photoshop, InDesign, Illustrator, After Effects*

*Sensitivity towards Northern Ireland's complicated and sensitive history.

* Branding must remain neutral with regards to any political/religious/minority issues

time tracking

Throughout the project Georgia and I used Toggl for time tracking and management. Logo designs and pitch work fall under design process, as well as the Production Log, however I broke down how many hours were spent on the log separately also.

Design Process	*-64 hours, 44 minutes*
Production Log	*-40 hours, 50 minutes*
Documentation	*-23 hours, 47 minutes*
Creative Brief	*-19 hours, 22 minutes*
Meetings	*-14 hours, 15 minutes*
Website	*-13 hours, 23 minutes*

Total: 149 hours and 36 minutes.

meet the team

ERIN HANAFIN

GEORGIA DAVIES

The team of Erin Hanafin and Georgia Davies will have different roles throughout the project as we have a range of different skills which have developed over the past three years in Interactive Media.

Not only we have a range of different skills in our course, we also have developed our skills which we have gained during our Placement year in both the BBC and Applied Systems in Belfast.

We will be supervised by Claire Mulrone, Project Manager & Adrian Hickey, Creative Director.

geopark & heritage

2.

Audience Research

Once myself and Georgia were assigned our community partner, North Coast Geopark Working Group, we set ourselves the task of carrying out individual research into Geoparks prior to our first meeting with our client. It was important to have some sort of understanding of what a Geopark was and what it involved as before being assigned our client we didn't know much about the general concept of a 'Geopark'. It was also essential to research other Geopark's and their brand identities to see how similar agencies/competitors brand themselves. Our initial research allowed us to participate in the meeting more and ask the right questions to further develop our knowledge and understanding, thus keeping us on the right track for the brief process. A main question we needed answered was:

Who is the target audience for this proposed Geopark?

A Geopark aims to reach a wide audience, however the primary audience for the proposed Geopark is the local community. Once the local community is educated and involved with the up and running Geopark, a secondary audience of tourists will take interest. To develop an understanding of the target audiences and how to engage with them through the creation of this brand identity, we used the bottom-up approach, allowing us to take into account the following groups:

Local community
This refers to the people in contact with proposed Geopark most frequently. The website to be created must include an anonymous comment section allowing the community to express how they feel about the proposed Geopark, the potential job prospects and how they feel the community will benefit or be disadvantaged by the proposals.

Schools
The educational take on the proposed website is important to the community partner, as this is one of the key characteristics of a Geopark, educating the community and young people of the outstanding geology and how much can be made from these natural
foundations, and how they need to ensure they are managed responsibly to protect them and derive the maximum sustainable benefits from them.

Tourists

Geotourism is landscape-based tourism that sustains or enhances the natural character of a place - its environment, culture, aesthetics, heritage and the well-being of its residents. Thus Geotourism is an essential feature of a successful Geopark, by having a brand identity which successfully advertises the geological landscapes and heritages site, tourists are attracted and wish to visit proposed Geopark. Due to the Covid-19 pandemic, tourism in Northern Ireland has suffered as tourists that would have been flocking to the North Coast have had to postpone their visits, by having a brand/visual identity that showcases the beauty and interests of the proposed Geopark, it will encourage tourists to visit when it is safe to do so. As well as encouraging local tourism from the rest of Ireland and the UK.

Local Authorities

Local authorities will have the responsibility to protect and enforce rulings around the Geopark areas, for example antisocial behaviour. The proposed website, along with meetings with local councils, could act as a good indicator of how the proposed Geopark is received by the surrounding communities and how the local authorities could be involved.

Governing Bodies

The proposed website will allow the governing bodies, such as the Causeway Coast and Glens Council and the Mid and East Antrim Council, a way of anticipating how their local communities respond to the proposed Geopark.

This audience research is key to progress successfully and accurately with the development of a brand/visual identity for the community partner, apart from NCGWG, the target audiences are those who will interact with the brand identity the most.

What is a Geopark?

"A geopark is defined as a unified area that advances the protection and use of geological heritage in a sustainable way, and promotes the economic well-being of the people who live there."
(Geopark, 2020)

The Global Geoparks Network (GGN) is supported by United Nations Educational, Scientific and Cultural Organization (UNESCO). However there are many national geoparks and other local geoparks projects which are not included in the Global Geoparks Network.

UNESCO Global Geoparks are single, unified geographical areas where sites and landscapes of international geological significance are managed with a holistic concept of protection, education and sustainable development. A UNESCO Global Geopark utilises its geological heritage, other aspects of the area's natural and cultural heritage, to increase awareness and understanding of key issues facing society. For instance, using our earth's resources sustainably, therefore mitigates the effects of climate change and reduces natural disaster-related risks.

Geoparks and Communities

UNESCO Global Geoparks benefit their local people in many ways; by raising awareness of the importance of the area's geological heritage in history and society today, this gives local communities a sense of pride in their region and strengthens their identification with the area. The creation of innovative local enterprises, new jobs and high-quality training courses is stimulated as new sources of revenue are generated through geotourism, while the geological resources of the area are protected.

This empowerment of local communities, provides them with the opportunities to develop cohesive partnerships with the shared goal of promoting their area's significant geological processes, features, periods of time, historical themes linked to geology, or outstanding geological beauty.

(UNESCO Global Geoparks, 2020)

Geoparks and Communities (Continued)

UNESCO Global Geoparks are established through a bottom-up approach involving all relevant local and regional local communities the area (e.g. schools, governing bodies, land owners, community groups, tourism providers, indigenous people, and local organizations). This process requires commitment by the local communities, a strong local multiple partnership with long-term public and political support, and the development of a comprehensive strategy that will meet all of the communities' goals while showcasing and protecting the area's geological heritage.

Fundamental Features of a UNESCO Global Geopark

In order to achieve the status of a UNESCO Global Geopark, an areas must meet fundamental features; these features are an absolute prerequisite. These fundamental features include:

- *Geological heritage of international value*
The area must have geological heritage of international value. This is assessed by scientific professionals, as part of the *'UNESCO Global Geopark Evaluation Team'.* They carry out a globally comparative assessment to determine whether the geological sites constitute international value.

- *Management*
UNESCO Global Geoparks are managed by a body having legal existence recognised under national legislation. This management body should be appropriately equipped to address the entire area and should include all relevant local and regional actors and authorities. A management plan is required also, agreed upon by all the partners, providing the social and economic needs of the local populations, protects the landscape in which they live and conserves their cultural identity. This plan must incorporate the governance, development, communication, protection, infrastructure, finances, and partnerships of the UNESCO Global Geopark.

(UNESCO Global Geoparks, 2020)

Fundamental Features of a UNESCO Global Geopark (Continued)

- ### *Visibility*
Visibility is crucial for UNESCO Global Geoparks, as they rely heavily on geotourism through the promotion of sustainable local economic development. Visitors as well as local people need to be able to find relevant information on the UNESCO Global Geopark. Therefore UNESCO Global Geoparks need to provide information via a dedicated website, leaflets, and detailed map of the area that connects the area's geological and other sites. A UNESCO Global Geopark should also have a corporate identity.

- ### *Networking*
A UNESCO Global Geopark is not only about cooperation with the local people living in the area, but also about cooperating with other UNESCO Global Geoparks through the Global Geoparks Network (GGN), and regional networks for UNESCO Global Geoparks. This allows them to learn from each other and, as a network, improve the quality of the label UNESCO Global Geopark. Membership of the GGN is obligatory for UNESCO Global Geoparks. By working together across borders, UNESCO Global Geoparks contribute to increasing understanding among different communities and as such help peace-building processes.

Focus Areas of UNESCO Global Geoparks

- ### *Natural Resources*
UNESCO Global Geoparks inform people about the sustainable use and need for natural resources, whether they are mined, quarried or harnessed from the surrounding environment, while at the same time promoting respect for the environment and the integrity of the landscape.

- ### *Geological Hazards*
 Many UNESCO Global Geoparks promote awareness of geological hazards, including volcanoes, earthquakes and tsunamis, and many help prepare disaster mitigation strategies among local communities.

- ### *Climate Change*
UNESCO Global Geoparks hold records of past climate change and are educators on current climate change as well as adopting a best practise approach to utilising renewable energy and employing the best standards of "green tourism.

(UNESCO Global Geoparks, 2020)

Focus Areas of UNESCO Global Geoparks (Continued)

- ### *Education*
It is a pre-requisite that all UNESCO Global Geoparks develop and operate educational activities for all ages to spread awareness of our geological heritage and its links to other aspects of our natural, cultural and intangible heritages.

- ### *Science*
UNESCO Global Geoparks are encouraged to work with academic institutions to engage in active scientific research in the Earth Sciences, and other disciplines as appropriate, to advance our knowledge about the Earth and its processes

- ### *Culture*
UNESCO Global Geoparks are fundamentally about people and about exploring and celebrating the links between our communities, our practices and the Earth.

- ### *Women*
UNESCO Global Geoparks have a strong emphasize on empowering women whether through focussed education programmes or through the development of women's cooperatives.

- ### *Sustainable Development*
Even if an area has outstanding, world-famous geological heritage of outstanding universal value it cannot be a UNESCO Global Geopark unless the area also has a plan for the sustainable development of the people who live there.

- ### *Local and Indigenous Knowledge*
UNESCO Global Geoparks actively involve local and indigenous peoples, preserving and celebrating their culture.

- ### *Geoconservation*
UNESCO Global Geoparks are areas that use the concept of sustainability, value the heritage of Mother Earth and recognize the need to protect it.

(UNESCO Global Geoparks, 2020)

UNESCO Global Geoparks

The Application Process for Aspiring UNESCO Global Geoparks

The UNESCO Global Geoparks Secretariat at UNESCO Headquarters coordinates the proposal submissions, if existing in your country, National Geopark Committees may also be able to assist.

Successful UNESCO Global Geopark applications will have demonstrated that, already in the planning phase, they discussed and exchanged with other UNESCO Global Geoparks as well as the Global Geoparks Network (this usually starts several years before the actual submission of a dossier). It is important to seek advice in the preparation phase, participate in international or regional Geopark meetings, conferences, or short courses.

Before any application, any aspiring UNESCO Global Geopark must submit an expression of interest via the official channel as set out in the Statutes and Operational Guidelines for UNESCO Global Geoparks. The application must be comprehensive and carefully formatted, including supporting material to demonstrate that the area has already been functioning as a Geopark for at least one year.

The aspiring UNESCO Global Geopark must have geological heritage of international value and be managed by a body having legal existence recognised under national legislation with a comprehensive management plan. It must also be visible to both visitors and local people through a dedicated website, leaflets etc

(UNESCO Global Geoparks, 2020)

UNESCO Global Geoparks Timeline of Proposals and Evaluations

UNESCO Global Geopark proposals and evaluation procedure

TIMELINE

LETTER OF INTENT
Aspiring UNESCO Global Geopark sends a letter of intent, ideally by 1 July

SUBMISSION OF APPLICATIONS
Submission of applications between 1st October and 30th November

VERIFICATION CHECKS
Verification check on completeness of documents after 1st December

DESKTOP EVALUATIONS
Desktop evaluations until 30th April

FIELD EVALUATIONS
Field evaluation missions starting 1st May

RECOMMENDATIONS ON APPLICATIONS
Recommendations on applications by the UNESCO Global Geoparks Council in September

DECISION MAKING
Decision by the Executive Board of UNESCO during its spring session

UNESCO Global Geoparks and their contribution to the Sustainable Development Goals

Goal 1: End poverty in all its forms everywhere

"By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters"

Disaster risk reduction is essential to ending poverty and fostering sustainable development. The bottom-up approach of the UNESCO Global Geopark reduces the vulnerability of local communities to extreme events and other shocks and disasters through active awareness and resilience training.

Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

"By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development"

UNESCO Global Geoparks actively educate their local communities and their visitors of all ages. UNESCO Global Geoparks are outdoor classrooms and incubators for sustainable development, sustainable lifestyles, appreciation of cultural diversity and the promotion of peace.

Goal 5: Achieve gender equality and empower all women and girls

"Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life"

UNESCO Global Geoparks strongly emphasize the empowerment of women through educational programmes or the development of women's cooperatives. Such cooperatives provide an opportunity for women to obtain an additional income in their own area and on their own terms.

Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

"By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and product"

The promotion of sustainable local economic development through sustainable (geo)tourism is one of the key pillars of a UNESCO Global Geopark. This creates job opportunities for the local communities through tourism, but also through the promotion of local culture and products.

Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable

"Strengthen efforts to protect and safeguard the world's cultural and natural heritage"

Protection, safeguarding and celebrating our cultural and natural heritage are the foundation of the holistic approach of the UNESCO Global Geoparks. UNESCO Global Geoparks aim to give local people a sense of pride in their region and strengthen the identification with the area.

Goal 12: Ensure sustainable consumption and production patterns

"By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature"

UNESCO Global Geoparks educate and create awareness on sustainable development and lifestyles. They teach the local communities and visitors to live in harmony with nature.

Goal 13: Take urgent action to combat climate change and its impacts

"Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning"

All UNESCO Global Geoparks hold records of past climate change and are educators on current climate change. Through educational activities awareness is raised on the issue and people are provided with knowledge to mitigate and adapt to the effects of climate change.

(UNESCO Global Geoparks, 2020)

Goal 17: Strengthen the means of implementation and revitalize the global partnership for sustainable development

"Enhance North-South, South-South and triangular regional and international cooperation on and access to science, technology and innovation and enhance knowledge sharing on mutually agreed terms, including through improved coordination among existing mechanisms, in particular at the United Nations level, and through a global technology facilitation mechanism"

"Enhance international support for implementing effective and targeted capacity-building in developing countries to support national plans to implement all the sustainable development goals, including through North-South, South-South and triangular cooperation"

"Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries"

UNESCO Global Geoparks are all about partnership and cooperation, not only between local stakeholders, but also internationally through regional and global networks were knowledge, ideas and best practices are shared. Experienced geoparks guide aspiring geoparks to reach their full potential.

(UNESCO Global Geoparks, 2020)

Part of the development process for this proposed Geopark is to carry out benchmarking. Benchmarking is a process of measuring the performances of similar competitors and identify opportunities for improvement. For the proposed Geopark, a benchmarking exercise was undertaken across a range of regional organisations from across the sector. Due to the location of the proposed North Coast Geopark, being in the North of Ireland, it would be the only one of its kind. Thus we looked further afield for Geopark competitors as well as competitors in the tourism sector.

Geoparks and Tourism Sector in UK and Ireland

We began looking at existing Geoparks and Tourism sectors across the UK and Ireland and their brand identities, including their websites.

North Pennines (www.northpennines.org.uk)

Located in the North of England, The North Pennines is a stunning landscape of open heather moors and peatlands, dales and hay meadows, tumbling upland rivers, woods, welcoming communities, intriguing imprints of a mining and industrial past, distinctive birds, animals and plants and more.
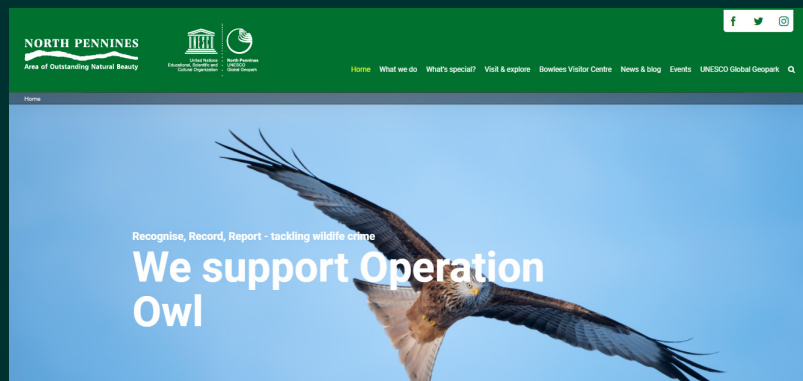
Copper Coast (www.coppercoastgeopark.com)

Located in Co. Waterford, Ireland, The Copper Coast Geopark grew out of the Copper Coast Tourism Group which had been formed in 1997. The Geosites tell the story of the different environments that created the bedrock of the Copper Coast, the Copper which formed within the rocks.

Geoparks and Tourism Sector in UK and Ireland

Discover Northern Ireland *(www.discovernorthernireland.com)*
Discover Northern Ireland is part of the Tourism sector and is a Tourist Information Centre.

Geoparks and Tourism Sector Abroad

Red GeoLac *(www.redgeolac.org)*
The UNESCO World Geoparks Network for Latin America and the Caribbean - hereinafter GeoLAC Network - was founded in May 2017 by four UNESCO World Geoparks: Araripe - State of Ceará, Brazil, Grutas del Palacio - Department of Flores, Uruguay, Comarca Minera - State of Hidalgo, Mexico, Mixteca Alta - State of Oaxaca, Mexico.
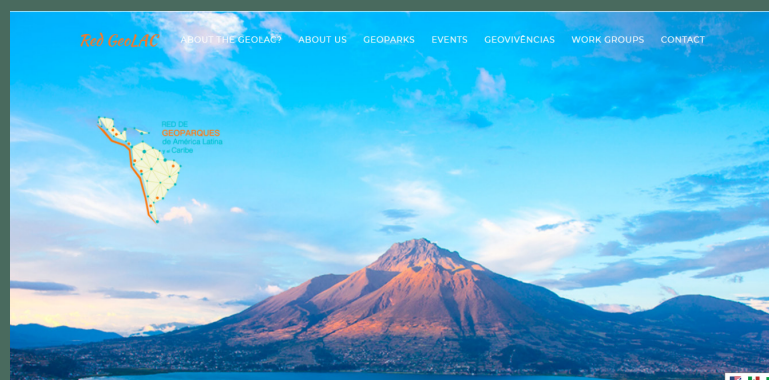
NCGWG have requested a website to be developed as part of their new visual identity, so the next step in the benchmarking process was evaluating similar competitors websites. Green represents the best practice in the tables included.

BENCHMARKING GLOBAL GEOPARK AND TOURISM WEBSITES
(GREEN BOXES REPRESENT BEST PRACTICE)

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
Overall Score		51.6%	41.9%	61.2%	25.8%

Website Reflections

After carrying out the benchmarking process on these prominent websites for both Global Geoparks and the tourism sector in Northern Ireland, it was concluded from the overall scoring that the Discover Northern Ireland website ranked the highest.

Discover Northern Ireland Website

The Discover Northern Ireland website is the best example of contemporary web design within the tourism sector. The website itself scored the highest on Aesthetics, with the use of 'experience' images to represent tourists, as well as being HD and clear. It also scored the highest against Navigation, with the fully exposed mini menu as well as a drop down menu, horizontal across the top. The content itself on the website is all up to date, clearly explained and easily accessed. The functionality of the website consists of a Google Translate plug-in, as well as 5 languages other than English. While leading the way in being the most user-friendly and clear, the Discover Northern Ireland website scored 61.2% against all the features, therefore despite the good points of this website, it is important to look at where it can be improved. The 'Look and Feel' of the website could be improved by placing the logo in the top left-hand side of the web pages. With regards to navigation, despite scoring the highest, the website lacks a means of getting to the top of the page and could benefit from including a means of contact and social media in the footer of the web pages. Finally, the accessibility of the website could be improved slightly by making links included more distinct and having hyperlinks change colour when visited.

The North Pennines Geopark Website

After The Discover Northern Ireland website, the North Pennines Geopark website scored second best in terms of contemporary features and functionality. However, there are areas where this website could be improved as it only score 51.6% overall. The website itself wasn't very aesthetically pleasing, nor was it a pleasant user experience, and the features it does have are extremely basic. The site contains a heavy body of text which isn't common for websites, this was also the slowest site to load on broadband connection in Google Chrome. This website also lost marks for the lack of clarity on who the target audience is, and having to click off the homepage to find an explanation of its services.

Reflections Continued

Copper Coast Geopark Website

The Copper Coast website placed third overall, it is a good example of a local Geopark that has a clear indication of their target audience. This site had the quickest loading time using broadband connection in Google Chrome. However with a score of 41.9% overall, there is still room for improvement. The information regarding the target audience is two clicks away from the homepage, therefore this is not as accessible as it could be for the user to find. The site also lacks a translation function, thus making it harder to appeal to a larger audience of non-English speaking tourists.

Red GeoLac Website

In last place was the Red GeoLac website with an overall score of only 25.8%. This website falls behind on many of the basic features that the other sites had. First impressions of the website are that it is too busy, with far too much to take in. It is a battle for the user to find their desired information from the many changes in formatting, fonts and images. As well as this, the site's appearance is dated, containing only a single homepage, with links only to other parts of this same page instead a new page. Having all of this information within the same page makes it an unpleasant user experience, thus it is difficult for the user to make any sense of what the purpose of the website actually is.

Website Benchmarking Conclusion

Throughout the benchmarking process we have identified elements of good practice in all of the websites assessed. However only Discover Northern Ireland performed consistently in enough areas to be designated a good enough example of contemporary web design. Analysing the results from the websites benchmarked and assessing the most direct competitor there is a clear opportunity for North Coast Geopark Working Group to become the benchmark in their own territory and perhaps even further afield.

Visual and Brand Identity Benchmarking

NCGWG have requested a visual identity to be developed so the next step in the benchmarking process was evaluating similar competitors visual identities. Green represents the best practice in the tables included.

| Category	The North Pennines Geopark	The Copper Coast Geopark	Discover Northern Ireland	Red GeoLac
Clear Purpose and Positioning	It is clear what their purpose is, their positioning is not as clear	Clear purpose and positioning	Very clear purpose and positioning	Clear purpose and positioning
Likeable Brand Personality	Friendly, welcoming feel	Welcoming and informative feel	Very informative and welcoming feel	Professional feel, overly informative
Memorable Logo	Basic logo based on landscape, not overly memorable	Eye-catching, and based on landscape memorable logo	Eye-catching, colourful logo based on landscape	Text-based, no graphics, not engaging or memorable
Attractive Colour Palette	Makes use of Earthy greens against white. 1-3 primary colours used	1-3 primary colours, two shades of blue and white	Mainly white, also uses colours from logo	Use of 3 primary colours, black, white, and orange
Professional Typography	Serif typeface on logo, san serif on website etc	Sans serif typeface on logo, giving a modern feel. Both sans serif and serif fonts used on website	Sans serif typeface on logo, both serif and sans serif fonts used across website	Serif typeface for logo, san serif on website
On-brand Supporting Graphics	Uses landscapes images and community engagement photos to represent geosites available to tourists	Uses landscapes images and community engagement photos to represent geosites available to tourists	Uses landscape, community engagement and 'experience' images to represent tourists	Uses landscapes images and community engagement to represent geosites available to tourists
Social Media presence	Consistent across Instagram, Facebook, and Twitter	Consistent across Facebook and Twitter	Consistent across Facebook, Twitter, Instagram, and YouTube	Consistent across Facebook, Twitter, Instagram, and email
Overall Score	60%	70%	80%	40%

Visual and Brand Identity Reflections

Discover Northern Ireland Visual and Brand Identity

Discover Northern Ireland has the best example of visual and brand identity within the tourism sector as it scored the highest with an overall score of 80%. Their identity has the clearest purpose and positioning of all competitors, as well as the best on-brand supporting graphics showcasing landscapes, community engagement and 'experience' images to represent tourists. As well as this Discover Northern Ireland has the most consistent social media presence, with accounts across a range of platforms including Facebook, Twitter, Instagram and YouTube. A key element of their social media presence is their own hashtag '#MyGiantAdventure' which engages the community in a positive way, encouraging them to take part and get involved. Discover Northern Ireland also makes use of a good mix of typography which complement each other. However, while Discover Northern Ireland has scored the highest there is still room for improvement with regards to the mainly white colour palette, as this isn't eye-catching. While the overall colour palette isn't that eye-catching, the logo featured on their website is colourful but it is not as memorable as other competitor's logos. There is also another Discover Northern Ireland logo which is more simple, however the two logos may confuse audiences. To conclude, Discover Northern Ireland has the most likeable brand personality as it very informative yet welcoming.

Copper Coast Geopark Visual and Brand Identity

The Copper Coast Geopark's visual and brand identity placed second, with an overall score of 70%. Scoring the highest with their logo, which is based on their main landscape, making it the most appropriate logo for the concept of a Geopark, it is also memorable and eye-catching. Their identity also has the most attractive colour palette, consisting of a couple of variations of blues and greens against white, which best represents the geological aspect of the Geopark, while also allowing for the blues and greens to stand out. On the logo there is a sans serif typeface, which is the clearest typeface used compared to the other competitors. There is still room for improvement for this identity, it lacks much of a social media presence, only having two accounts across two platforms; Facebook and Twitter. The purpose and positioning could be made more clear, through expanding the use of on-brand graphics such as including 'experience' images to represent tourism. Overall, Copper Coast Geopark has a likeable brand personality which is welcoming and informative.

Reflections Continued

The North Pennines Geopark Visual and Brand Identity

Placing third overall with a score of 60%, The North Pennines Geopark scored the highest on their attractive colour palette, consisting of variations of earthy greens against white. Similarly to the Copper Coast colour palette, it is representative of what the Geopark is. It is also the second most consistent competitor across social media, with accounts on Instagram, Twitter and Facebook. The Geopark's identity also consists and promotes on-brand graphics and images such as landscapes and community engagement images. This identity could be improved as it is not very clear what their purpose and positioning is, as well as this, their use of typography could be improved as their logo's typeface is serif which is harder to read. The logo itself is quite basic and not overly memorable however it is based on a principle landscape in the Geopark but this is not very clear. Overall, the Geopark's identity has a friendly and welcoming feel but is not overly informative.

Red GeoLac Visual and Brand Identity

The visual and brand identity did not score well, placing last against the competitors with an overall score of only 40%. Red GeoLac scored the highest on their social media presence, with accounts across Facebook, Twitter and Instagram, and the option to communicate and/or provide feedback through email. While the Red GeoLac has a wide social media presence, much like their website, their social media presence is often overly informative and cluttered, sharing posts which are heavily text-based rather than showcasing the beauty of their Geoparks. The on-brand supporting graphics showcase landscapes to represent geosites available to tourists and community engagement images, however this could be improved by also having 'experience' images. The logo itself is text-based, with no image or graphics, thus it is not engaging nor memorable. However the text on the logo is serif, meaning it is easy to read, while the text on the website uses a sans serif typeface. The colour palette for Red GeoLac consists of three colours; black, white and orange, this is somewhat attractive, the orange stands out against the black and white. The purpose and positioning for Red GeoLac is somewhat clear, to conclude the overall feel for the identity is professional and overly informative.

Visual and Brand Identity Reflections Conclusion

Throughout the benchmarking process we have identified elements of good practice in all visual and brand identities assessed. After carrying out the benchmarking process for both Global Geoparks and the tourism sector in Northern Ireland, it was concluded from the overall scoring that the Discover Northern Ireland visual and brand identity ranked the highest. Discover Northern Ireland performed the most consistently throughout and is a good enough example to follow for visual and brand identity. Analysing the results from the identities benchmarked and assessing the most direct competitor there is a clear opportunity for North Coast Geopark Working Group to become the benchmark in their own territory and perhaps even further afield.

Twitter @DiscoverNI
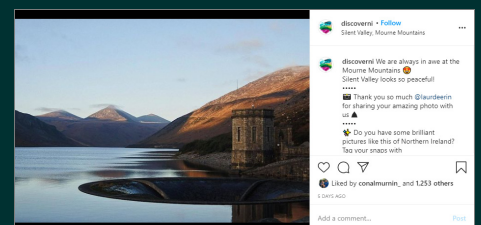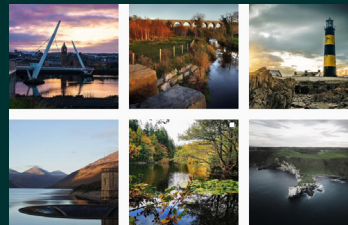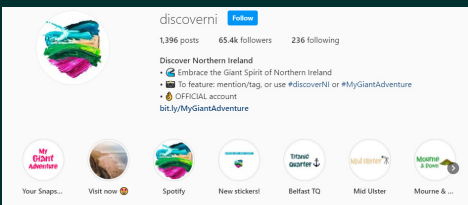
Instagram @DiscoverNI
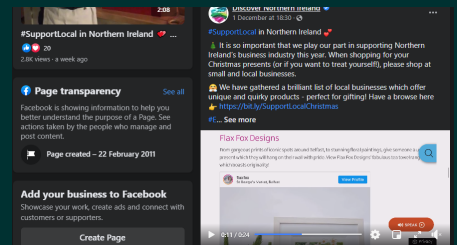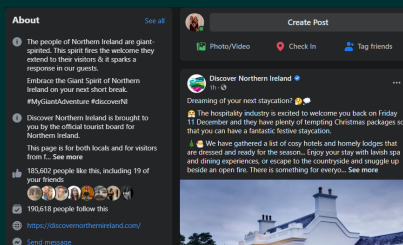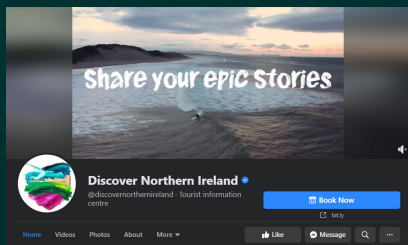
Facebook @DiscoverNorthernIreland
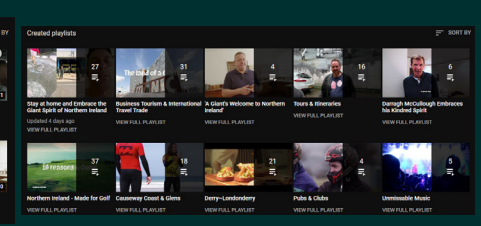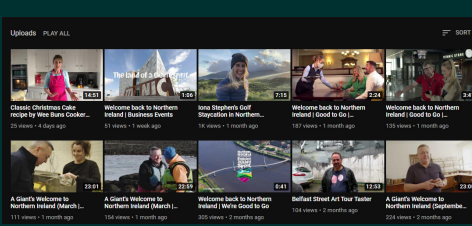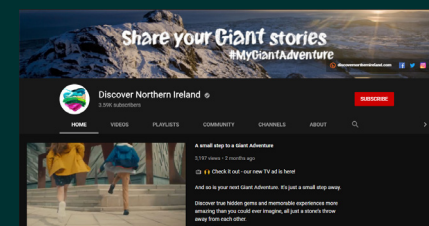
community partner brief

3.

(© Brian Morrison)

Week One Lecture

Coursework 1: Group Production
A sustained piece of group production work (60%). The group production and exhibition materials are assessed in Assessment 1.
The assignments break down as follows:

Assessment Task 1a
Final Media Output(s)
(Website, Video, Motion Graphics, Game, Visual Identity, etc)

The group production will demonstrate that:
- The members of the group have contributed fully to the media output(s) developed
- The members of the group have fulfilled their role within the proposal/brief
- The members of the group have worked as a team to draw together knowledge and skills developed in previous modules and to apply these to this major project

Assessment Task 1b
Online Exhibition of the Project
Each project group will present themselves, their final project and their individual contribution to the project online at www.project-social.co.uk
Each student will be given a username and password to log in to the site and collectively build your project presence online.

The online exhibition of the project will demonstrate that:
- The members of the group can produce media for exhibition
- The members of the group can produce media to communicate complex ideas
- The members of the group can communicate how they resolved the brief for their client

Week One Lecture

In our week one lecture, we were introduced to the 'Science Shop Projects' for 2020 and to Claire Mulrone. Claire's role within the project is Community Engagement Manager. Within this lecture, all the potential projects were presented with the project specifications and the required skills. Prior to this lecture, Georgia and I had agreed to be in a group together for this project. At the end of the presentation, Adrian asked us to pick our groups and rate the projects and pick our preferences. Together we took notes on each community partner then followed up by ranking the projects from 1-7, 1 being the project that interested us the most, and 7 being the project that interested us the least. From our rankings, it was found that we were both the most interested in working with the 'North Coast Working Group' and their proposed geopark.

Once we had decided our preferences we had to fill in the 'Science Shop Survey' to get allocated our community partner, this was the most fair method of assigning projects to the groups.
Fortunately, Georgia and I were assigned our first preference: the North Coast Geopark Working Group.

Week One

Meeting Minutes from First Group Meeting
Thursday 24th September 2020 14:30pm-15:00pm

Participants:
- Erin Hanafin (myself)
- Georgia Davies

A discussion on our community partner and questions for our first meeting with the client.

Project Specification:
- Develop a new visual identity and logo
- Develop a portfolio of media outputs including marketing and publicity materials
- Develop a short animation showcasing the Geopark area, geological activities, landscapes and features present in the area today.

Questions for Client:
- Is there a particular colour scheme you would like? e.g. earth tones, sea and/or land colours or a set colour scheme?
- What kind of media outputs would you like? e.g. leaflets, brochures, posters, advertisements in local newspapers, short social media posts/graphics etc.
- What are the specifics for the proposed geopark in the North Coast?
- What do they want to achieve from this?
- How will the geopark work in a Covid-19 society?
- When is the proposed opening of the geopark?
- How many meetings would you like/how often?
- Would you like us to have a client check in once a week to discuss the work that has been carried out and the work set out for the following weeks?

Preparation for Meeting Community Partner

After we were assigned the North Coast Geopark Working Group as our community parter, Claire got in touch with us via the message board on Basecamp to provide us with additional information and the first meeting time.

Hello

Claire Mulrone
Sep 25 · Notified 3 people

I am delighted to see this project allocated to your team. I will now be in contact with the Science Shop partner/client to arrange an online meeting to discuss their project and help you develop a live media brief. I plan to hold these meetings with the partner/client on Thursday 1st (from 11.30am once Adrian has competed his lecture) and Friday 2nd October depending on the partners availability. The meetings will be held on Microsoft Teams and once I have the day and time I will issue a invite to each of you. I hope you enjoy your Science Shop experience and I look forward to working with you this semester. Take care, stay safe
Claire

Thank you!   Great, thank you

Client meeting

Claire Mulrone
Sep 29 · Notified 3 people

Good morning team, here a a copy of your current project title.

Your meeting with your client has been arranged for | Friday 2nd October 2020 | 9.30-10.30 | Geo Park | with Nikki Maguire Rachel Garrett

I will issue you a Microsoft Teams invite. Please accept.

North Coast Geopark Working Group

Using the Project Social module in Interactive Media develop a new visual identity and logo for the proposed UNESCO North Coast Geopark in the north coast area protecting local geology, landscapes and communities of the area. Develop a portfolio of media outputs including marketing and publicity materials. Develop a short animation showcasing the Geopark area, geological activities, landscapes and features present in the area today.

Additional Information

Claire Mulrone
Sep 29 · Notified 3 people

I have posted below the information the client put forward to the Science Shop for the geo park project. I thought they might be a useful insight to read before we attend the meeting. It is important to know that we may not get to do everything they want within the 12 weeks and especially during COVID19. We will be guided by the client and Adrian to determine what will be included in the brief. Claire

| Geopark logo
| The North Coast Geopark Working Group are exploring the viability and public interest in establishing a UNESCO Geopark in the north coast area. A logo is needed to represent the group and the potential geopark. The logo should reflect the outstanding geology, landscapes and communities of the area. It should be striking and identifiable. More information on Geoparks, the area and partners logos can be provided.   Tag line? Likely to include a mini-session with the working group

| Geopark PR materials or campaign
| A variety of communications materials are needed based on the Geopark logo. This includes powerpoint, letter head and various other materials.

| Geopark animation
| A short animation showcasing the Geopark area and the geological activities which have created the landscapes and features present in the area today. The animation, or series of animations, should present in a simple format, key geological activities such as continental movements, the opening of the mid Atlantic ridge and the creation of special features such as the Giant's Causeway, Ramore Head and others

Second Team Meeting

Meeting Minutes from Second Team Meeting
Thursday 1st October 2020 12:30pm-2:45pm

Participants:
- Erin Hanafin (myself)
- Georgia Davies

A meeting focused on preparation for our first client meeting the following day, including further discussion of potential questions and our time management system.

We began this meeting reviewing the questions we had set out for the community partner in our previous meeting, ensuring we were asking the right questions to get answers that will benefit the development process for the project the most. After the questions had been reviewed and approved of, our next step was to agree on a time management system for the project, to allow us to keep track of what we will be spending time on, meetings and the process of designing.

Time Management Tools

Monday.com
Monday.com is project management tool that enables organisations to manage their tasks, team work and projects.

Pros:
- Visually pleasing
- Templates available to get started
- Easy to keep tasks scheduled

Cons:
- A learning curve on how to use it
- Too expensive, not cost effective for our project
- Too complicated for the needs of our project

Second Team Meeting

Meeting Minutes from Second Team Meeting
Thursday 1st October 2020 12:30pm-2:45pm

Time Management Tools

Toggl.com
Toggl Track is a time tracking tool that allows users to track their daily activities across different platforms, also providing users with detailed insights and opportunities to optimise their work flow. There are three Toggl products to choose from; Toggl Track, Toggl Plan and Toggl Hire.

Pros:
- Intuitive User Interface
- Desktop application-no switching between screens to toggle time on and off
- Ability to organize work by client and/or project
- Feature to record time on the application

Cons:
- Lack of integration with other applications and programs
- Some features require additional payment

Conclusion:
After reviewing both tools, it was decided that the most appropriate tool for our project was Toggl Track as this focuses specifically on time tracking. Toggl Track is also the most cost effective for us, as with the features we require it is free for us to use. We decided against Monday.com as it was too complicated for what we require and too expensive.

Going forward we will be using Toggl Track to manage our time keeping.

Toggl Usernames:
- Hanafin-E
- Davies-G

Preparation for First Community Partner Meeting

Marketing: Publicity Materials
- Designing outputs for target audiences
- Different marketing strategies e.g. outputs targeted towards tourists/ families/schools/local communities etc.
- Find out from client who their target audience is
- Find out which publicity materials would the client like
- Leaflets, brochures, pop-banners, posters etc.

Geopark Campaign Materials
- A variety of communications materials based on the Geopark logo
- Create PowerPoint templates, letter head and various others

Logo Design
- Needs to represent the group and the potential Geopark
- Identify the biggest 'selling points' e.g. The Giant's Causeway
- Reflect the outstanding geology, landscapes, local communities etc.
- Needs to be striking and identifiable

Tag line
To be determined after discussion with community partner

Background Research
- The Giant's Causeway is Northern Ireland's only UNESCO (United Nations Educational, Scientific and Cultural Organisation) World Heritage Site status.
- Global Geoparks Network (GNN) is supported by the UNESCO

Other Areas of Interest
- Ramore Head, Portrush
- Rathlin Island
- Dunluce Castle
- Carrick-a-rede

Tone, Message and Style
- It has to reflect the target audience
- Include many pictures showcasing the areas of the proposed geopark
- Not completely text-based
- Earthy tones
- Family friendly, welcoming, inviting, informative

Preparation for First Community Partner Meeting

Background Research Continued: Competitors/Similar Agencies
- National Trust
- Tourism NI
- Discover Northern Ireland
- Northern Ireland Tourist Board
- UNESCO Geoparks
- The North Pennines Geopark
- International Geoparks- GeoLac

Timing
- Aiming to deliver a creative brief by week six
- If printing, estimates for getting print work printed out

Creative Brief
- Will be developed using InDesign and then converted into a PDF.

Questions for Community Partner Meeting
- Do you want to raise awareness of the proposed Geopark? i.e. promote existing sites of interest/heritage as a collective Geopark
- Who is your target audience?
- What demographic is the audience for these media outputs?
- Will the animation be used as a promotional video?
- Do you want shorter versions of the animation for social media?
- What is the client's opinion on social media platforms?
- Due to the Covid-19 pandemic, are they planning to promote all online or via print work? Or both?
- What funding is available for this project?
- How much are they willing to spend on print work?

First Community Partner Meeting

Meeting Minutes from Community Partner Meeting
Friday 2nd October 2020 9:30am-10:30am

Participants:
- Erin Hanafin (myself)
- Georgia Davies
- Claire Mulrone
- Nikki Maguire
- Dr Kirstin Lemon

Getting to know our community partner and the specifics of the deliverables for the projects.

At the beginning of the meeting we all introduced ourselves and our roles within the project:

- Adrian Hickey: Creative Director
- Claire Mulrone: Community Engagement Manager and Project Manager
- Nikki Maguire : Representative for Community Partner (with Causeway Coast and Glens Heritage Trust)
- Dr. Kirstin Lemon : Geologist (with the Geological Survey of Northern Ireland)

We then moved on to discuss the specifics and scope of the project.

What is a Geopark?
- An area with outstanding geological heritage
- Must use geological heritage for sustainable development
- About the people who live, work and visit within the proposed area/ landscapes
- Folklore
- Biodiversity
- No legal protection
- Recognition of the landscape

First Community Partner Meeting

Meeting Minutes from Community Partner Meeting
Friday 2nd October 2020 9:30am-10:30am

Information about the Proposed Geopark
- The proposed Geopark will cover two council areas: Causeway Coast and Glens and Mid and East Antrim
- Geoparks are for everyone, using the bottom up approach the audience will consist of local community, schools, local authorities, tourists and governing bodies
- The outstanding geology in the areas is why as of now, the geopark covers 70 miles inland
- Areas of Outstanding Natural Beauty- Antrim Coast and Glens AONB and Causeway Coast and Glens AONB

Further Information Provided
- The Marble Arch Caves Geopark covers both Northern Ireland and the Republic of Ireland
- Mourne and Strangford have applied to become a UNESCO geopark

Visual Identity Specifications
- Not permitted to use the UNESCO logo until the geopark has the status
- Will require a website- happy to use WordPress
- Keen for visual identity not to look too much like either council's colours
- Avoid bright reds/yellows- reminds them of warning signs instead of welcoming signs
- £100 cost approved
- Make use of Media Library from Tourism NI for any images used within the project
- Will consider a possible name change from North Coast Geopark
- Want an animation/motion graphic to showcase what the proposed Geopark is and what it is not
- PowerPoint templates for both cooperate and community
- Possible template for letterhead
- Nikki happy to use her email
- Develop Brand Guidelines for appropriate visual identity use

First Community Partner Meeting and Reflections

Meeting Minutes from Community Partner Meeting
Friday 2nd October 2020 9:30am-10:30am

Nikki's email for communication: nikki@ccght.org

Towards the end of the first community partner meeting, it was agreed that Nikki Maguire would be the main contact between myself, Georgia and Claire. Due to the Covid-19 pandemic causing local lockdowns and restrictions, all of our learning took place online. Unfortunately this would be the same situation for working with the North Coast Working Group, meaning that any communication or future meetings would take place over Microsoft Teams, Zoom and email. While we were disappointed that everything would have to take place online, we were thankful we were still able to experience working with a client, even if we didn't get to officially meet.

The original project specification did not specifically mention developing a website for the client, the need for a website was brought up for the first time in this meeting. I personally felt a bit nervous about developing a website as I'm not overly confident with web design and code, however I know if I have any issues I can ask for help.

Despite the pandemic being a cause for concern, Georgia and I know we will have as much as support as we need from both each other, as well as Adrian and Claire. The key to a successful group project always, and especially in the middle of a pandemic, is effective communication, no matter how big or small. We must keep each other in the loop, as well the client and vice versa.

 Both Nikki and Kirstin were friendly and pleasant, providing us with lots of information within our first meeting. We are eager to begin the designing and development process and put our skills to the test and show what we can produce.

The next stage in this project is to develop a creative brief for the client to approve, from there we can properly begin the designing process.

Developing the Brief

After our first meeting with the community partner, it was time to get started on developing the brief using the specifications and information provided. Nikki, from the NCGWG had said in the meeting that she was going to forward on documents to Claire with additional information for myself and Georgia regarding the proposed geopark itself, target audiences and visual identity preferences.

Claire also provided us with Nikki's contact information if we needed any further help, as well a reminder that Nikki gave us the tip to use the Tourism NI website for access to images. Once Claire had provided us with the documents from the client, we created a folder in Basecamp called 'Client Docs' where we agreed to put any documentation or information provided to us by the client.

Nikki has provided us with multiple different documents to help us begin to understand what a geopark is and what a geopark is not. As well as information regarding the proposed geopark's target audiences, visual identity specifications and maps outlining where the proposed geopark will be. Below I have included the content from the 'What is a Geopark?' document from NCGWG.

Overview Document for UU Science Shop project || 2.10.2020 || CCGHT and GSNI

(20) 8. 37 Project 3 North Coast Geopark Working Group Placed IMA student Team
Using the Project Social module in Interactive Media develop a new visual identity and logo for the proposed UNESCO North Coast Geopark in the north coast area protecting local geology, landscapes and communities of the area. Develop a portfolio of media outputs including marketing and publicity materials. Develop a short animation showcasing the Geopark area, geological activities, landscapes and features present in the area today.

What is a Geopark?
UNESCO Global Geoparks are single, unified geographical areas where sites and landscapes of international geological significance are managed with a holistic concept of protection, education and sustainable development. Their bottom-up approach of combining conservation with sustainable development while involving local communities is becoming increasingly popular. At present, there are 161 UNESCO Global Geoparks in 44 countries.

(UNESCO Global Geoparks, 2020)

What's happening locally?
Northern Ireland has outstanding geology and much can be made from these natural foundations, however we need to ensure they are managed responsibly to protect them and derive the maximum sustainable benefits from them. Geoparks are not just about geology, they are about helping local people, communities and businesses to make the most from their brilliant natural resources. Geoparks encourage research at all levels and seek to protect special features.

A Working Group have been exploring if a Geopark would be suitable for the area, what benefits this might bring and exactly what area it might cover. To be able to progress, get out there and start talking to people the Working Group needs a brand for the potential Geopark.

Although the area isn't defined yet we have an idea of roughly where might be included.

(© Causeway Coast and Glens Heritage Trust)
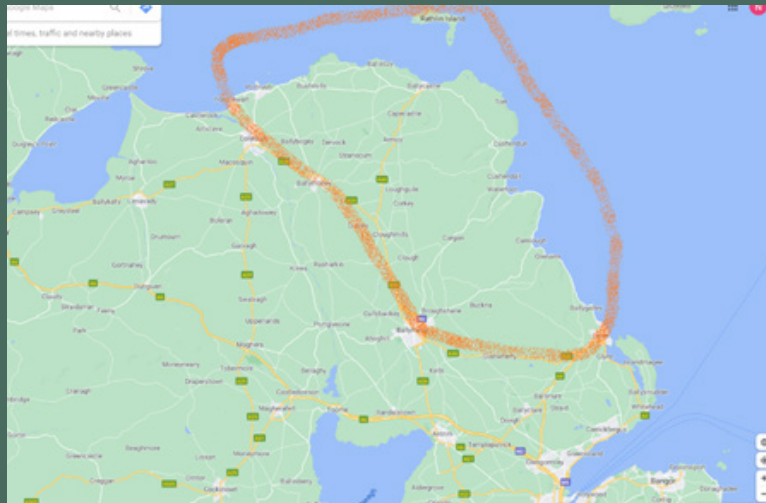
The brand should reflect the unique character of the area; the geological features, the landscape etc. It may be used on social media, in presentations, clothing, publications and signage.

The process to become a UNESCO Global Geopark has a few phases:

-       First you explore the concept and viability – this is where we are – and during this time you are called a XX geopark project, or aspiring geopark. It is not capitalised.

-       After this you become officially Aspiring so, XX Aspiring Geopark.

-       If successful you become a UNESCO Global Geopark.

The branding should be able to be amended for these changes.

Examples of UNESCO Global Geoparks (note there are many examples globally):

-       Marble Arch Caves UNESCO Global Geoparks

-       Mournes Strangford Gullion Aspiring Geopark

-       Burren UNESCO Global Geoparks

-       Copper Coast UNESCO Global Geoparks

-       Joyce Country Aspiring Geopark

Audience:

Not necessarily for scientists- for everyone, the public, schools, people who work and live in the area.

Animation

Great to have something which presents a geological occurrence, such as the creation of Slemish, the glaciation which created the Glens of Antrim or similar.
Example: https://www.youtube.com/watch?v=JH-iDVOLAd8
Could be a set of infographics linked together via video...? Translate fact sheet of what a Geopark is and isn't?

Contact: Nikki@ccght.org
Time frame and what's next?

Note for branding
-        Colours should not align to strongly to either Mid and East Antrim Council or Causeway Coast and Glens Council nor CCGHT
-        It should work well in mono-colour too and remain clear when scaled up or down.
-        It should not focus too heavily on the Causeway

(© Causeway Coast and Glens Heritage Trust)

Developing the Brief

Team Meeting
Tuesday 6th October 2020

Participants:
- Erin Hanafin (myself)
- Georgia Davies

A discussion into how the development of the brief would be spilt between the two of us, what was to be included etc.

Writing the Brief:
1. Introduction
2. Aims
3. Audience
4. Benchmarking
5. Outline the Deliverables
6. Tone, Message and Style
7. Timing
8. Meet the Team

Georgia and I will split the workload between the two of us, as this will be the most time effective way to do so, while also ensuring a high quality standard.

Key Notes:
- Use visual identity to convey what words cannot
- The tone is family friendly, welcoming and informative
- Proposed Geopark covers two council areas: Causeway Coast and Glens, Mid and East Antrim
- Causeway council colours= purple and white
- Antrim council colours= blue and white
- Causeway Coast & Glens Heritage Trust colours= red, blue and white
- Aim to pitch ideas in Week Six (22nd October 2020)

NCGWG Team Meeting
Thursday 8th October 2020 2:30pm-3:00pm

Participants:
- Erin Hanafin
- Georgia Davies
- Adrian Hickey
- Claire Mulrone

After completing a draft brief for this meeting, we presented it to both Adrian and Claire for feedback.

Corrections and feedback:
- Fix introduction
- Include councils
- Fix cut off text-boxes
- Fix bottom-up approach: administrators not included in target audience
- Public responsibility to canvas
- Need website to bring traffic to allow people to comment and give feedback
- Take out logos and mood boards: too ahead of ourselves
- Include a conclusion
- Design something that changes i.e a gif
- Research into what a dynamic logo is
- Use Pentagram.com to research dynamic logos

Corrections and feedback:
- Can create a gif using Illustrator and After Effects
- Change layout from portrait to landscape
- Include how the geopark will affect local authorities
- Local authorities: their job is to protect it, prevent and/or stop antisocial behaviour and encourage people to act responsibly within the geopark areas
- Governing bodies: local MLAs and local councils, their responsibility is to pass laws and regulations protecting the local geology

The Brief

After completing the corrections and feedback given to us, Georgia and I successfully developed an updated version of the brief. We sent the corrected version of the brief into Basecamp to await Adrian's feedback. A few days later Adrian got back to us with additional corrections including removing a few unnecessary sentences, fixing grammar errors and expanding on certain aspects. We had the changes carried out within the hour and later on in the day both Adrian and Claire approved the corrected brief and we got it sent off to Nikki on Tuesday 13th October 2020.

> **Georgia Davies** 5:09pm
> Hi 😊Claire just wondering if you've had a look over the corrections we've made to the brief. I know erin and I are anxious to get the brief to Nikki so we can get started on any changes the group would like to make as well as the design aspect of the project☺
>
> **Claire Mulrone** 6:35pm
> This reads very well Georgia, Adrian are you happy to sign this off?
>
> **Adrian Hickey** 8:20pm
> Yes. Work away.

First Brief

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GD Georgia Davies
Tue 13/10/2020 09:00
To: nikki@ccght.org <Nikki@ccght.org>
Cc: Erin Hanafin; Mulrone, Claire; Hickey, Adrian

[pdf] North Coast Geopark Correcti...
22 MB

Hi Nikki,

Hope you're keeping well. Erin and I have completed this brief for the North Coast Geopark Working Group, outlining aims, goals etc for the project. If you would like to give it a read and send any feedback our way that would be great! We're excited to move on to the next stage of design!

Kind Regards,

Georgia Davies

First Brief

NM Nikki Maguire <Nikki@ccght.org>
Fri 16/10/2020 12:55
To: Georgia Davies
Cc: Erin Hanafin; Mulrone, Claire; Hickey, Adrian

Georgia, Erin,

Thank you for your brief, it looks fantastic and reflects what we spoke about in our first meeting. It is clear to understand and I get a better idea of the project from this.

The working group investigating the Geopark met on Monday and we agreed a new name for the Geopark 'Antrim Geopark Project'. The group has a copy of your brief and commended the quality of the brief.

One small point. The anonymous comment section proposed on the website- can that be where a person submits a comment which feeds in the back of the website, not necessarily posted on the website. There is a concern this could become a negative comments section on which we couldn't respond and address concerns effectively and in a timely way.

Let me know the next steps, specifically if you need me to provide anything further or join a meeting.

Have a great weekend, Nikki

Nikki and the rest of the working group were very impressed by our brief with one minor correction to make, which we amended immediately.

NORTH COAST GEOPARK

(© Tourism Ireland)

BRIEF
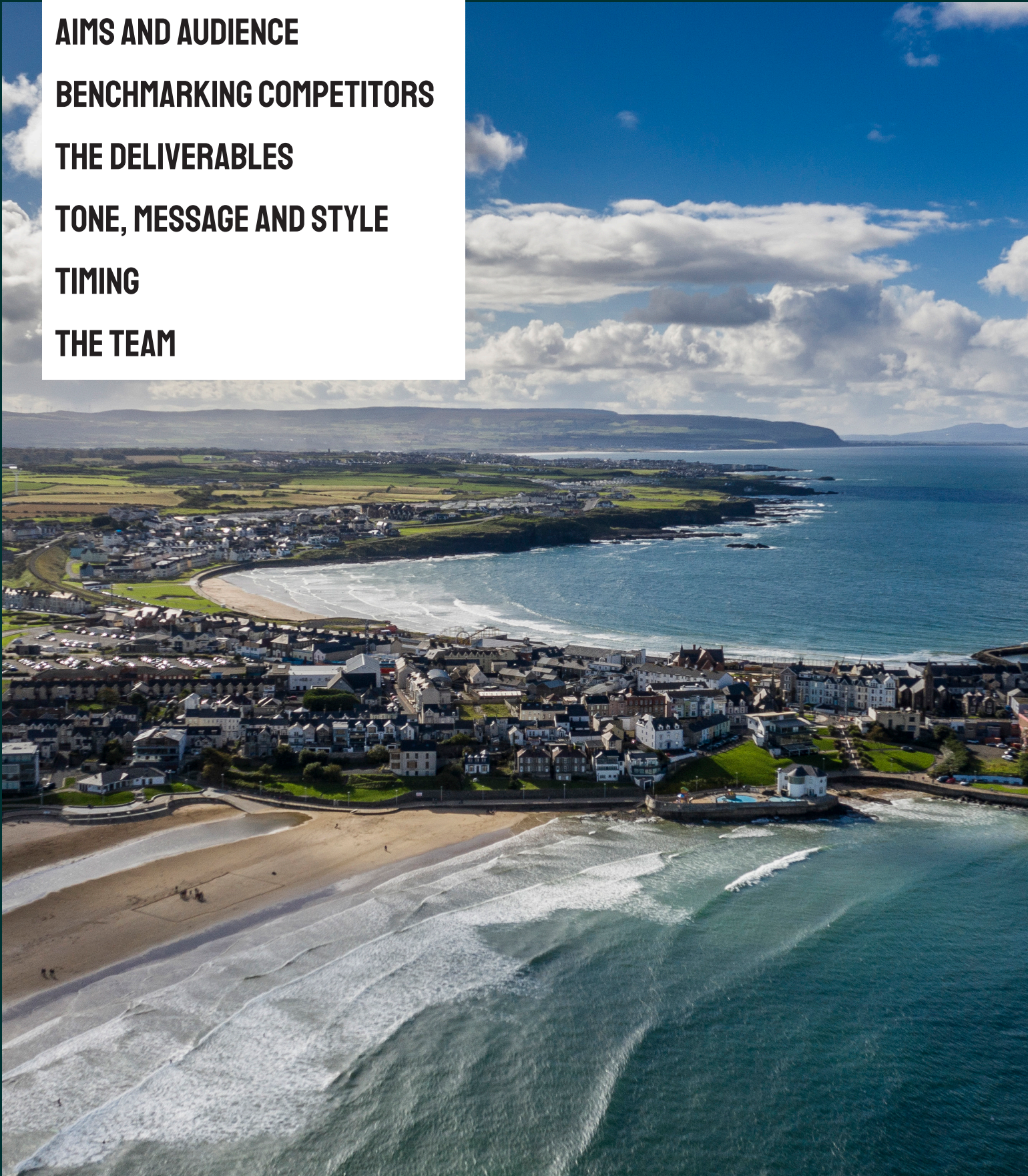
INTRODUCTION

The North Coast Geopark Working Group are exploring the viability and public interest in establishing a UNESCO Geopark in the North Coast area.

NCGPWG are 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 want to introduce the idea of a Geopark to get feedback and work it back into the proposal.

The NCGPWG currently have no point of communication for the public.

The NCGPWG want a visual identity and logo, website and motion graphic to outline the purpose and benefits of the Geopark for the local community.

The successful proposal should include:

- New Visual Identity and logo
- Portfolio of media outputs including marketing and publicity materials
- A website with a manual that explains how to make updates and add ongoing media as the Geopark develops
- Short infographic showcasing the Geopark area, geological activities, landscapes and features present in the area today

(© Tourism Ireland)

THE BRIEF

AIMS

New Visual Identity and logo
The visual identity and logo should reflect the unique character of the area such as the geological features and the landscape.

Portfolio of media outputs
These should include Powerpoint templates, posters, pop-ups, leaflets and a website set up to be used by the NCGPWG.

Website
The website will act as the main point of contact between NCGPWG and the local communities involved in the proposed Geopark. It should be contemporary, responsive and accessible by NCGPWG to allow them to make ongoing updates as necessary.

Infographic
Short motion graphic in the form of an infographic showcasing the Geopark area, geological activities, landscapes and features present in the area today.

AUDIENCE

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 community
This refers to the people in contact with proposed Geopark most frequently. NCGPWG have asked for the website to include an anonymous comment section allowing the community to express how they feel about the proposed Geopark, the potential job prospects and how they feel the community will benefit or be disadvantaged by the proposals.
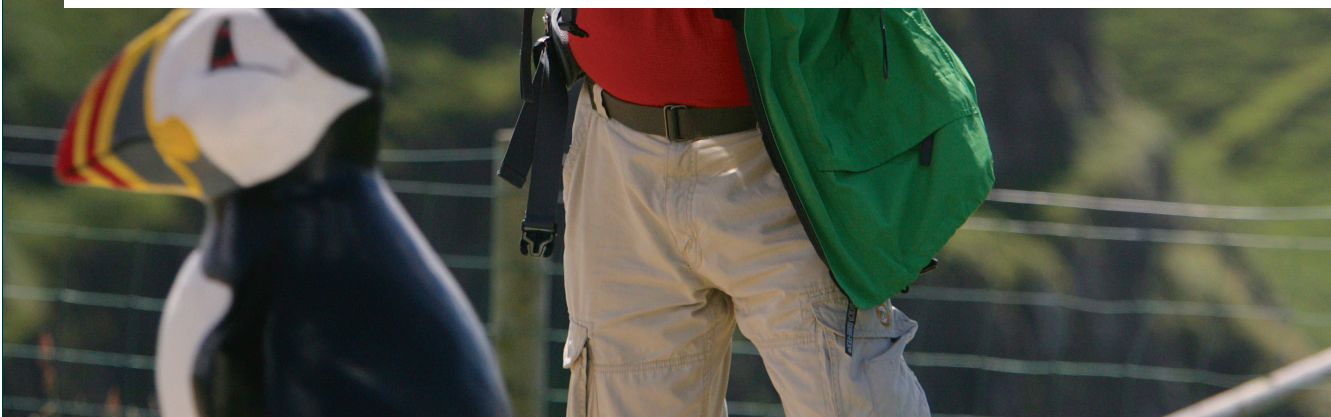
Schools

The educational take on the website is extremely important to the community partner, as this is one of the key characteristics of a Geopark, educating the community and young people of the outstanding geology and how much can be made from these natural foundations, and how they need to ensure they are managed responsibly to protect them and derive the maximum sustainable benefits from them.

Tourists

Tourism in Northern Ireland is a booming sector, but during the Covid pandemic, tourists that would have been flocking to the North Coast have had to put their plans on hold. Geotourism is landscape-based tourism that sustains or enhances the natural character of a place - its environment, culture, aesthetics, heritage and the well-being of its residents.

Local Authorities

Local authorities will have the responsibility to protect and enforce rulings around the Geopark areas, for example antisocial behaviour. This website, along with meetings with local councils, could act as a good indicator of how the proposed Geopark is received by the surrounding communities and how the local authorities could be involved.

Governing Bodies

The website will allow the governing bodies, such as the Causeway Coast and Glens Council and the Mid and East Antrim Council, a way of anticipating how their local communities respond to the proposed Geopark.

BENCHMARKING

BENCHMARKING COMPETITORS

As part of the development process, a benchmarking exercise has been undertaken on a range of regional organisations from across the sector. As the proposed North Coast Geopark would be the only one of its kind in the North of Ireland, we have had to look into Geopark competitors further afield and competitors in the tourism sector.

North Pennines Geopark
www.northpennines.org.uk

Copper Coast Geopark
www.coppercoastgeopark.com

Discover Northern Ireland
www.discovernorthernireland.com

Red Geo LAC
www.redgeolac.org
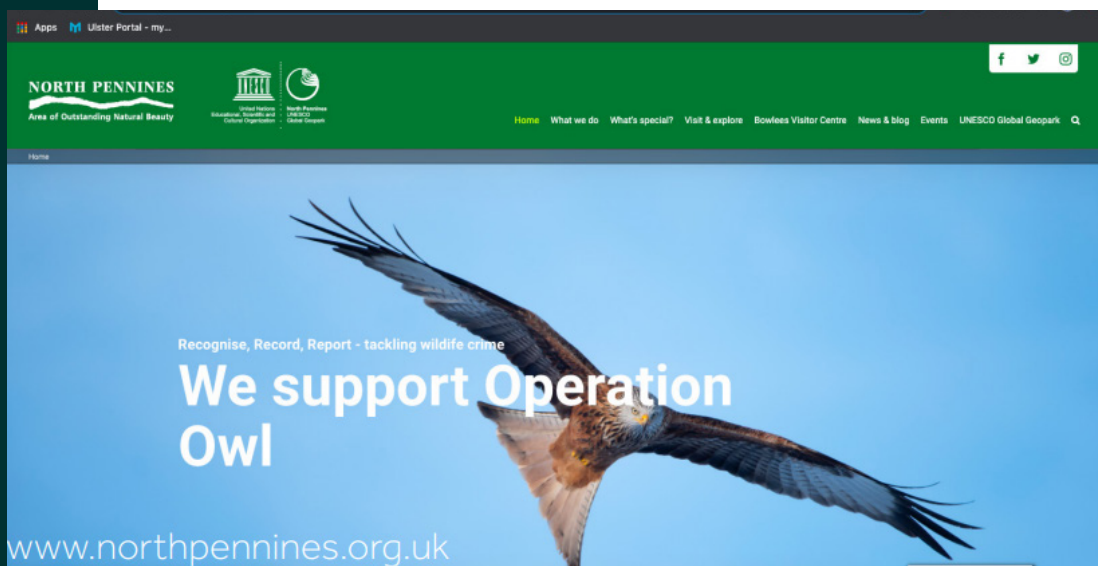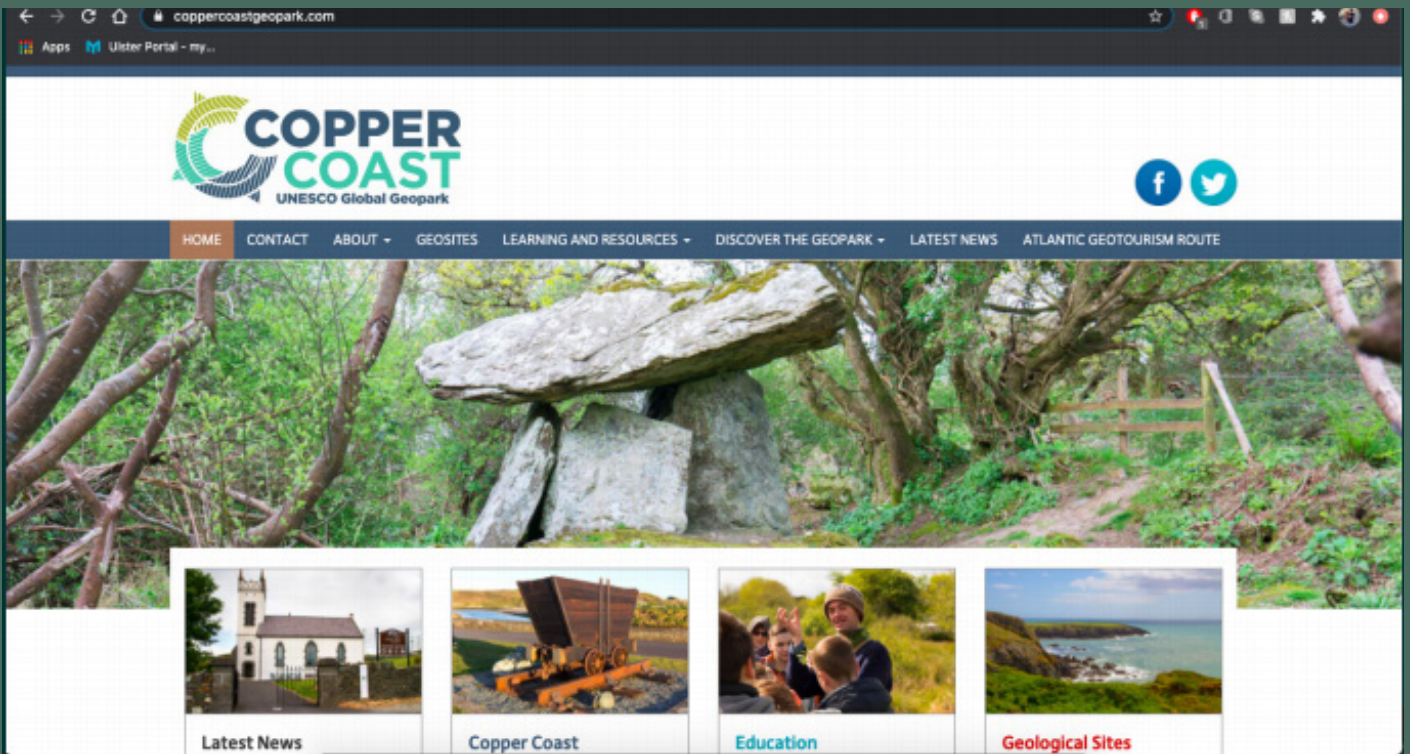
www.coppercoastgeopark.com
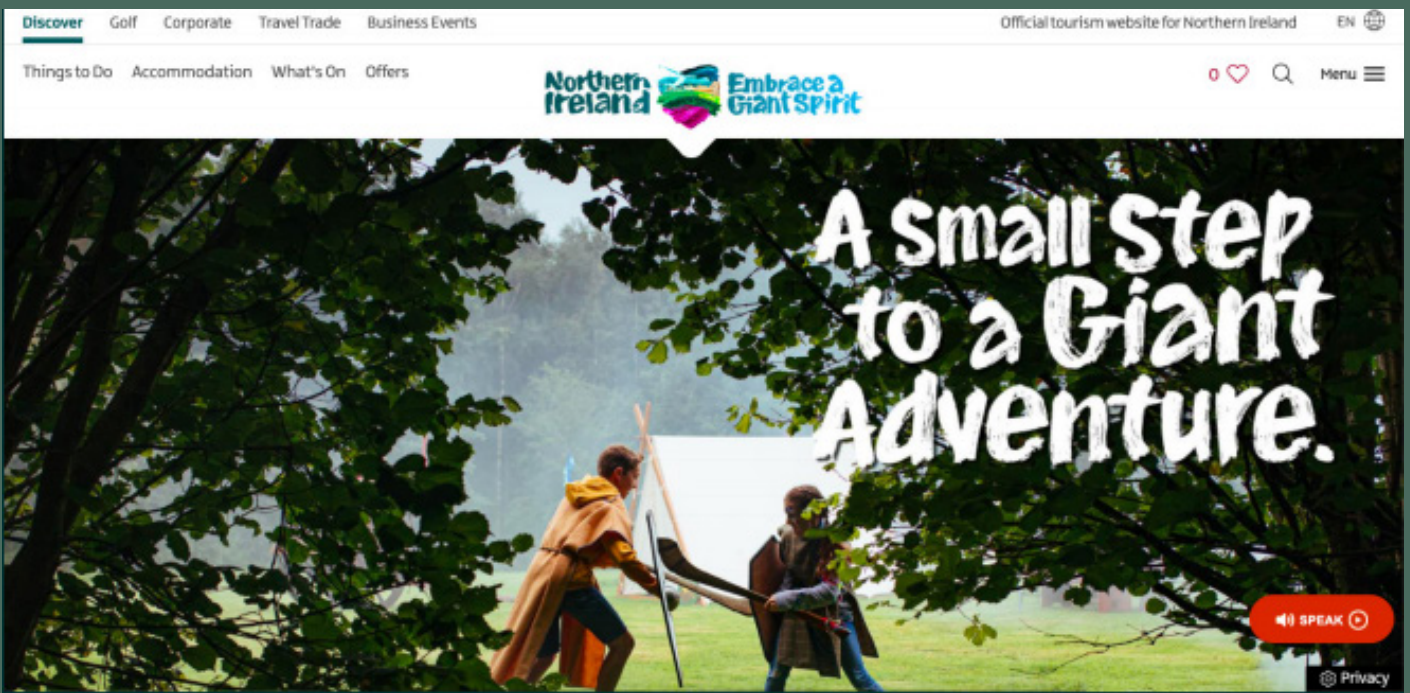
www.discovernorthernireland.com
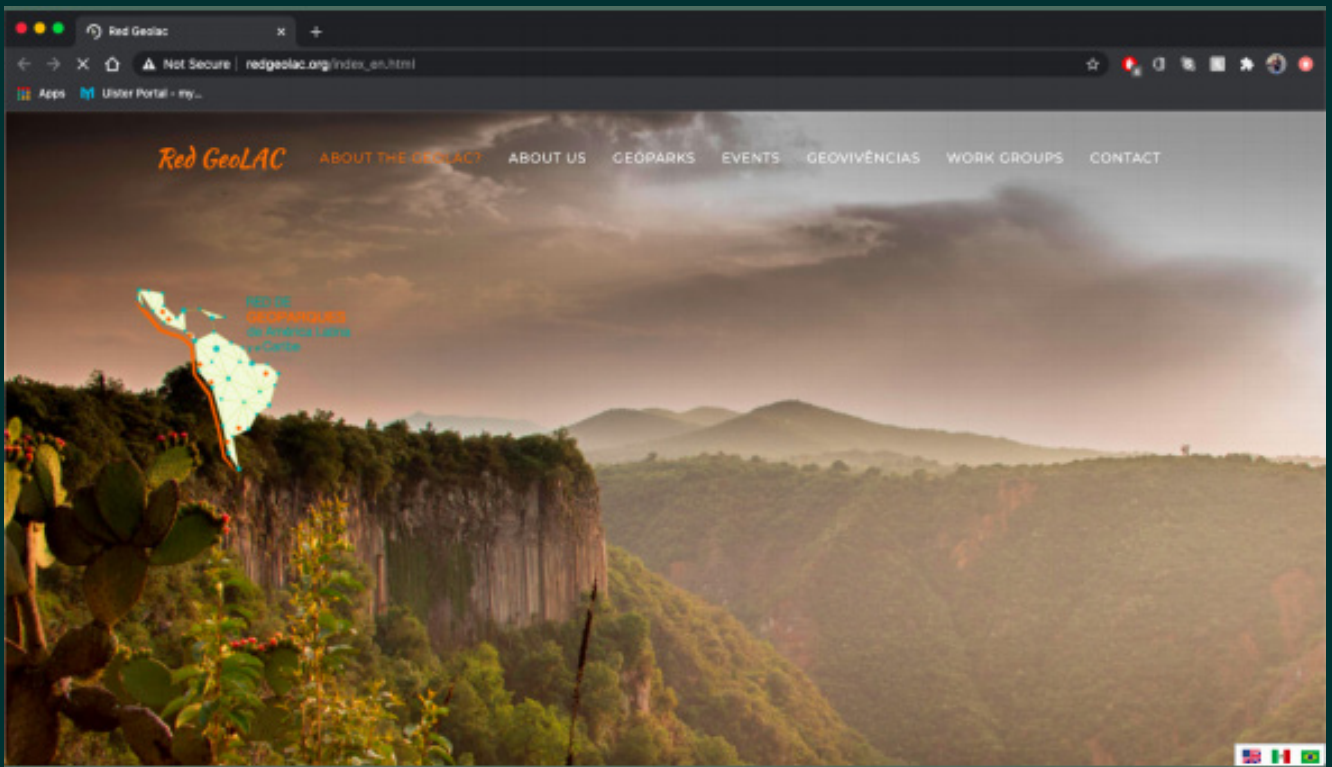
www.redgeolac.org

BENCHMARKING GLOBAL GEOPARK AND TOURISM WEBSITES
(GREEN BOXES REPRESENT BEST PRACTICE)

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
Overall Score		51.6%	41.9%	61.2%	25.8%

BENCHMARKING GLOBAL GEOPARK AND TOURISM WEBSITES

Summary

On benchmarking these prominent wesbites for global Geoparks and tourism websites across Northern Ireland, Ireland, Scotland and Latin America, it is clear from the overall scoring that Discover Northern Ireland is the best example of contemporary web design in this sector when measured against the metrics above. This example leads the way in clarity for the user. It is clear from the homepage the purpose of the website, who it is for and the overall look and feel of this site was best too. However with a final score of 61.2% against all the features we would expect to see, there is still room for improvement.

North Pennines Geopark

The North Pennines Geopark website is second best in terms of contemporary features and functionality but isn't very aesthetically pleasing, nor is it a pleasant user experience. With a score of 51.6%, the features it does possess are extremely basic. There aren't many areas of the site that don't contain a heavy body of text. This was also the slowest site to load on a broadband connection in Google Chrome. The site also dropped marks for not making it clear 'who it's audience is', or an explanation of it's service without having to click away from the homepage.

Copper Coast Geopark

The third best rated website was Copper Coast Geopark. This website is a good example of a local Geopark that has a clear indication of their audience. This being said, the information regarding target audience is two clicks away from the homepage, making it slightly more difficult for the user to find out this information. The site also failed to include a translate function, making it harder to include a larger audience of non English speaking tourists. This site was the quickest site to load on a broadband connection in Google Chrome.

(© Tourism Ireland)

Red GeoLAC

With a final score of only 25.8%, Red GeoLAC website falls behind on many of the basic features that the other sites had. On first sight there is a sense that this website is very busy, but that quickly becomes a battle for the user to pull the correct information from all the changes in formatting, fonts and images. 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.

Benchmarking Conclusion

Throughout the benchmarking process we have identified elements of good practice in all of the websites assessed. However only Discover Northern Ireland performed consistently in enough areas to be designated a good example of contemporary web design. Analysing the results from the websites benchmarked and assessing the most direct competitor there is a clear opportunity for North Coast Geopark Working Group to become the benchmark in their own territory and perhaps further afield.

THE DELIVERABLES

The North Coast Geopark Working Group have outlined that they require a visual identity, including a logo, website, publicity materials and an infographic outlining the purpose and benefits of the proposed Geopark.

What is a visual identity?

A visual identity is how a brand develops and creates both a perception and an impression of itself, using the visible elements, which act as the face of the brand. Regarding branding and the public, what you see is what you get. If a brand provides a visual identity which is unimpressive visually, people are less likely to give the brand a chance or time of day. A visual identity expresses who the brand is, and differentiates it from others, through imagery, shapes, and colours. With the proposed Geopark being an attraction for not only local communities, but global communities in the forms of tourists, the visual identity must convey what words may not be able to.

Logo

It is essential to have a logo which is easily identifiable and memorable, the statement 'a picture is worth a thousand words' couldn't be more apt; the logo itself is the visual trademark which identifies the brand. The logo is intimately related and complementary to the rest of the visual identity as it makes use of the same graphics, colours, and typography, thus making the visual identity recognisable.

Website

As NCGPWG does not have any point of communication with the public, they have proposed developing a website, detailing all necessary information as well as including a method of communication. The inclusion of the mailing list feature provides an outlet to communicate effectively with the public with regards to important updates, information, and events regarding the proposed Geopark. Similarly, to the logo, the website

(© Tourism Ireland)

must match and complement the overall visual identity, thus making it recognisable even as a standalone website. The website will focus more on visual aspects and key information, rather than making it a heavily text-based platform, as the Geopark itself needs to be showcased.

Publicity Materials

To reach wider audiences, brands rely heavily on marketing and advertising. Publicity materials can come in the form of leaflets, brochures, posters, TV/newspaper/magazine adverts and billboards to name a few. The target audiences for brands/groups rarely seek out advertising, meaning the brand must outperform competitors/similar agencies using their visual elements to impress and persuade their audience to 'buy into 'the brand. i.e. the public will see the impressive publicity materials and be inclined to visit the proposed Geopark. Currently this is only a proposed Geopark, and there is a process to become a UNESCO Global Geopark, which has

a few phases. These phases include exploring the concept and viability of the aspiring geopark which is not yet capitalised, followed by officially becoming the aspiring geopark and then finally becoming an official UNESCO Global Geopark. Given this process, it is imperative that the branding should be amended given the changes.

Leaflets and Brochures

Leaflets and brochures are very similar materials, the main difference being their purpose; leaflets are used to inform and educate the public, whereas brochures are used to promote brands and their services, in this case what the proposed Geopark would bring to local communities, for example the creation of new jobs. As well as being informative, these materials must also be eye-catching and easy to read, an excess or lack of information can be off-putting so finding the balance is key.

(© Tourism Ireland)

THE DELIVERABLES

Posters

Posters are either permanent or temporary promotions of the focus on it, displayed in public for mass consumption. Tying in with the visual identity, the poster will focus on graphic elements, while also textual elements to promote the proposed Geopark, designed to be eye-catching and informative. For the proposed Geopark ideal posters would focus on showcasing the beauty of the areas included, while also providing the relevant information on the area.

http://www.petrifiedforest.gr/interreg%20new%20portal/Info%20-%20Publications/European_Geoparks_Magazine_Issue_2.JPG

https://issuu.com/serenewrites/docs/geopark_gazette-compressed

Highlights beauty of Geopark, however there may be too much text.
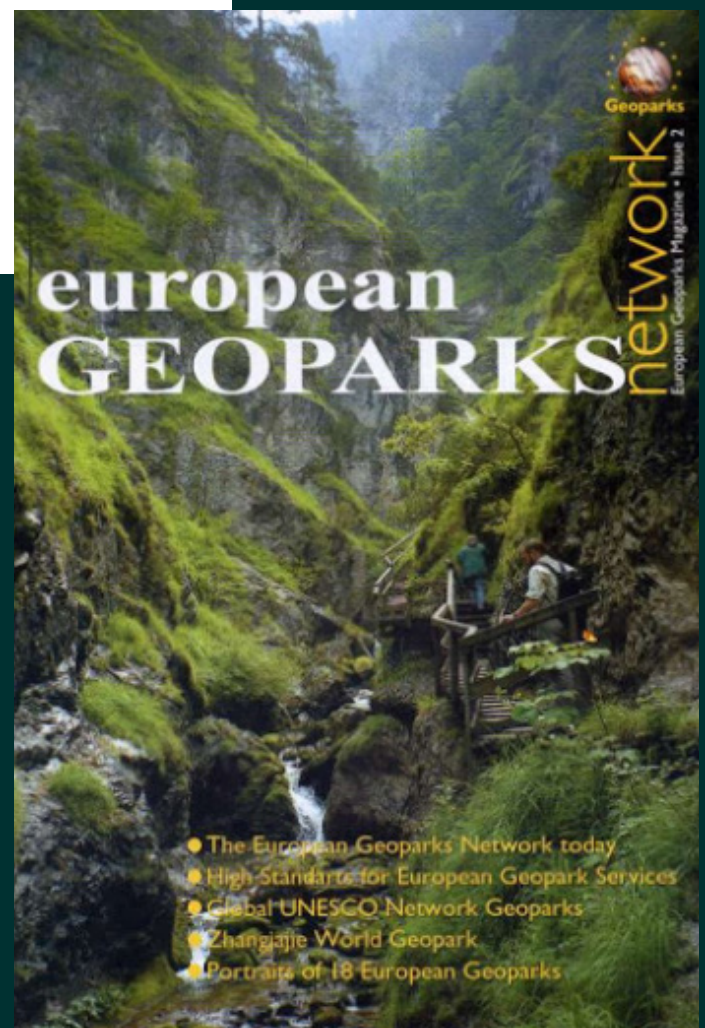
Highlights beauty of Geopark, however the text is not easily read due to placement and colour chosen.

TONE, MESSAGE AND STYLE

We will be creating a visual identity and logo for the proposed UNESCO North Coast Geopark, situated across the north coast area of the island, which protects local geology, landscapes and local communities. As well as a new identity we aim to develop a portfolio of media outputs including publicity materials and a short infographic showcasing the local geology, landscapes, and geological activities.

'Geo' comes from the Greek word for earth. A UNSECO Global Geopark focuses on all aspects of the area's heritage, wildlife, landscapes, history, local communities and so on. The aim is to raise awareness of the importance of each area's own geological heritage, its history, and its current society. We also want to spread the feeling of pride amongst local communities in each region and strengthen their identity. Given Northern Ireland's complicated and sensitive history, which involves division and differences, having local areas and communities become part of UNESCO Global Geopark would allow unification without the implications of politics and religion. It is imperative that the tone of the branding must remain neutral with regards to any political/religious/minority issues.

NCGPWG aim to bring the local communities on board with the proposed Geopark, and potentially reap the benefits from it. The aim for the audience is to take part in the protection of the local geology, landscapes, and local communities, this requires the overall tone and message of the project to be welcoming, friendly and eye-opening.

With regards to the branding it is imperative to recognise that the proposed Geopark covers two councils: Causeway Coast and Glens Council and Mid and East Antrim Council. Therefore, the colours of the branding must not align strongly to either the Mid and East Antrim Council or the Causeway Coast and Glens Council nor the CCGHT (Causeway Coast and Glens Heritage Trust). The colours of the branding for Causeway Coast and Glens Council are purple and white, the CCGHT's colours are red and white, and both the Mid and East Antrim Council and the Antrim Coast and Glens AONB are different shades of blue and white. NCGWG has outlined that the branding must work well in mono-colour and remain clear when scaled up or down. NCGWG have also requested that their branding must not focus heavily on the Causeway to avoid overshadowing the areas in Mid and East Antrim.

As the aspiring Geopark is based upon geological heritage and landscapes etc, we believe an earth tone-based colour scheme might suit best for branding, as it represents the Geopark better than bright primary colours for example.

North Coast Geopark

TIMELINE

23RD SEPTEMBER 2020

First online lecture for MED526. Read through all potential projects and put NCGWG as our first preference, we successfully got assigned NCGWG.

2ND OCTOBER 2020

First meeting with community partner, 9:30am-10:30am

9TH OCTOBER 2020

First presentation of draft brief

29TH OCTOBER 2020

Week Six pitch

ERIN HANAFIN AND GEORGIA DAVIES

ERIN HANAFIN

GEORGIA DAVIES

The team of Georgia Davies and Erin Hanafin will have different roles throughout the project as we all have a range of different skills which have developed over the past three years in Interactive Media. Not only we have a range of different skills in our course, we also have developed our skills which we have gained during our Placement year in both the BBC and Applied Systems in Belfast.

We will be supervised by Claire Mulrone,
Project Manager & Adrian Hickey, Creative Director.

(© Tourism Ireland)
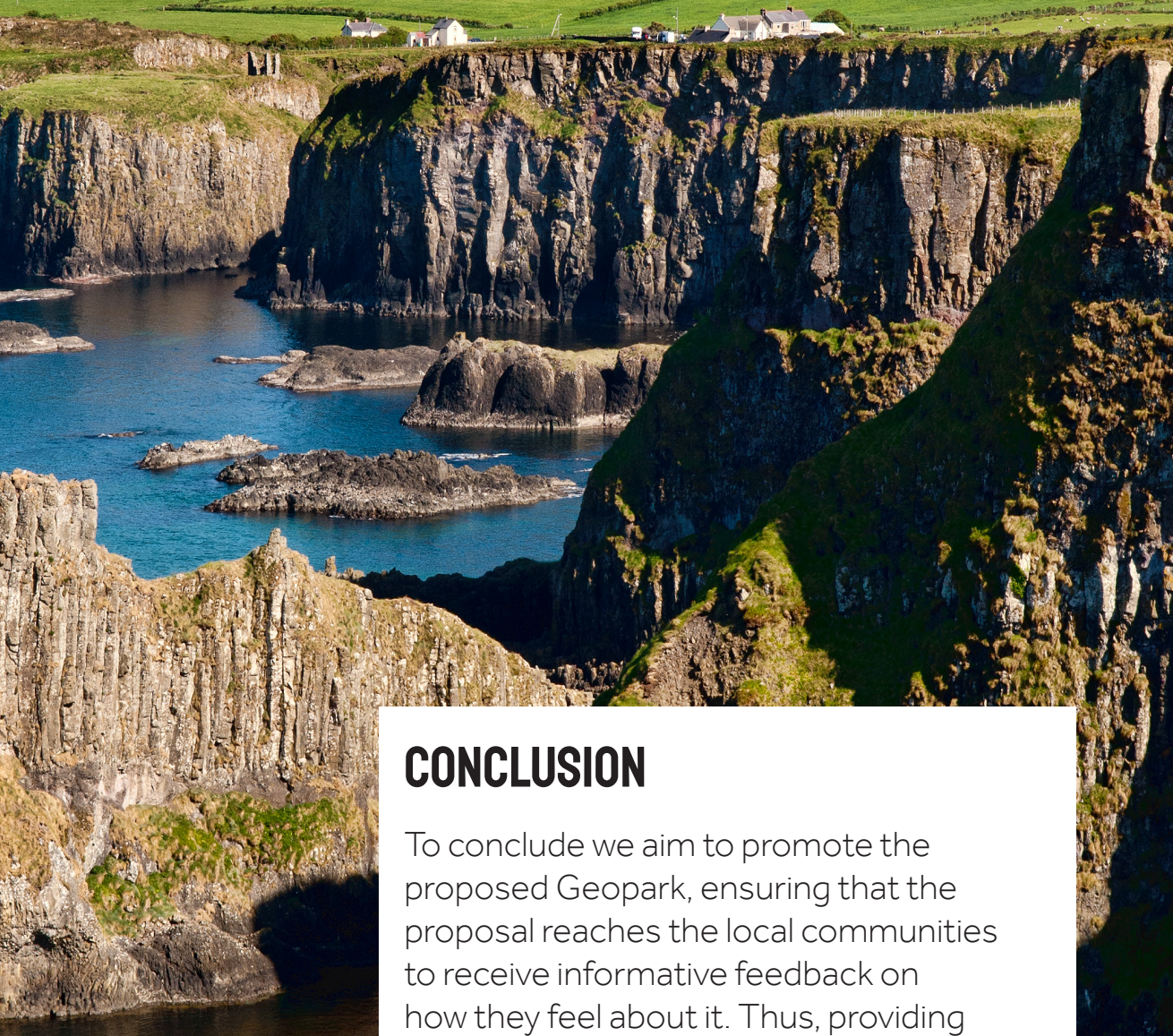
CONCLUSION

To conclude we aim to promote the proposed Geopark, ensuring that the proposal reaches the local communities to receive informative feedback on how they feel about it. Thus, providing NCGWG with the required information to determine whether the proposed Geopark will become a realisation or not.

"It looks fantastic and reflects what we spoke about in our first meeting"

Nikki Maguire, Causeway Coast Project Manager: feedback on our brief.

initial designs

(© Tourism Ireland photographed by Brian Morrison)

4.

North Coast Geopark
Design 1

Before even speaking with the client, both Georgia and I eager to get started, went off and came up with a few initial designs for the proposed geopark. At this point, the final name of the proposed geopark hadn't been agreed on yet so I was used the initial name of 'North Coast Geopark' given to us by the client.

When coming up with this first idea, I thought about what Northern Ireland's most famous tourist spot is, and the Giant's Causeway came to mind. What makes the Giant's Causeway infamous is the shapes of the rocks there, so I decided to base this logo design on the hexagonal shapes of the rocks.

(© Tourism Ireland)

To get the most accurate idea of what the rocks look like, I researched lots of images of them, at different angles and shapes. This gave me the best scope of the infamous rocks.

(© Tourism Ireland)

Before beginning the design process on the likes of Illustrator or Photoshop, I first began making rough sketches of logo ideas.
As shown below I first considered a logo based entirely on the initials 'NCG', however upon reflections I realised it did not convey what the Geopark was.

The second sketch consists of 5 hexagons, placed in a sort of pyramid formation, surrounded by a ring, with the name of the proposed geopark below it. I wasn't overly fussed on this idea, as the formation felt a bit flat, which didn't accurately reflect the Causeway itself.

With the third idea I went further with the hexagons, this time making them appear more 3D, placing each part of the proposed geopark's name on different rocks. I liked this design as it stood out more on the page.
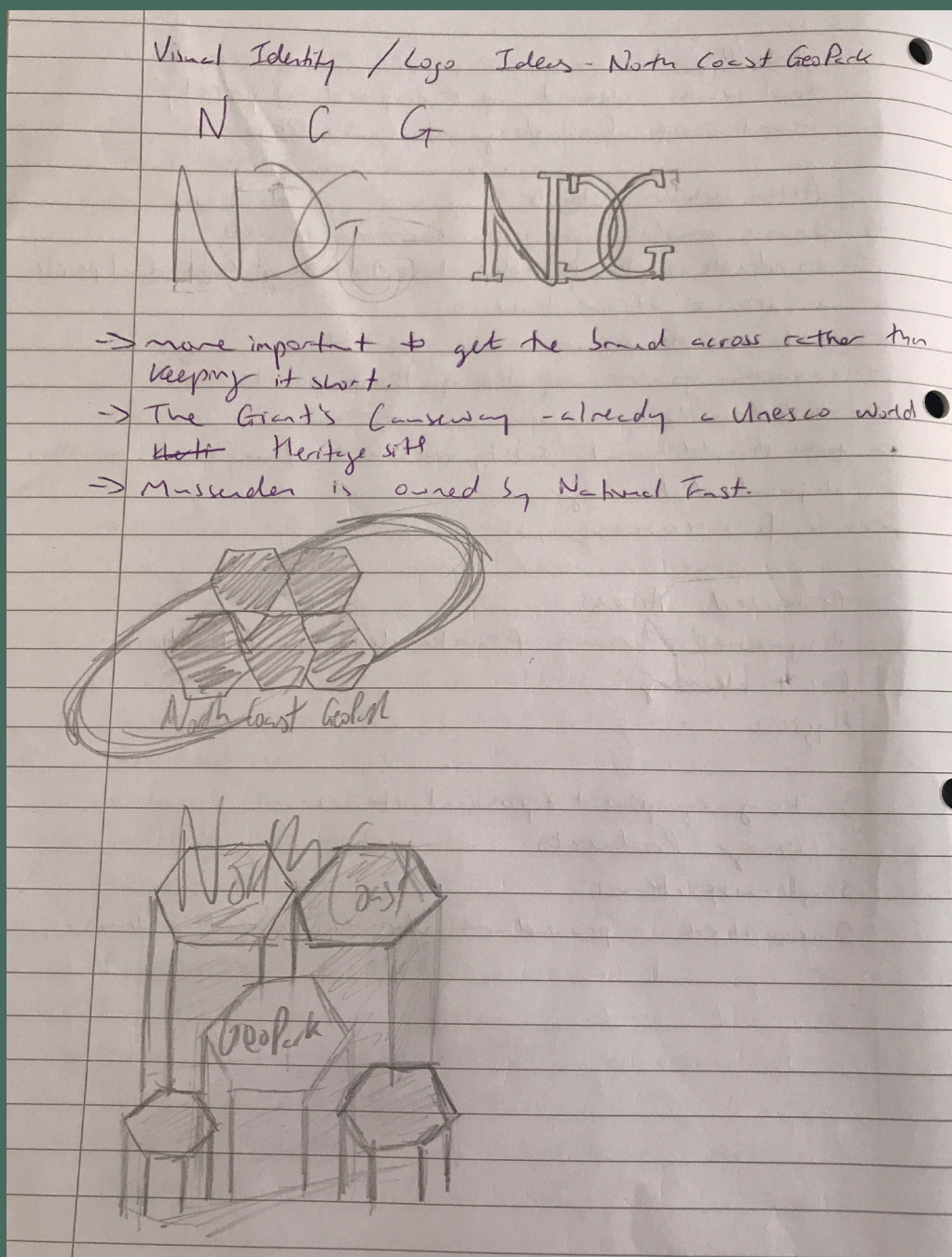
I began playing around on Illustrator, tracing over an hand-drawn image I saw online from a video The National Trust posted.

Then I took the trace and added a few different colours to it in order to show the 3D aspect of it. As well as adding colours to the idea, I removed all colour from them and just had an outline of the hexagonal rocks against a black background as well as a gradient background using the colours from the second idea. I also played around with the position of the 'North Coast Geopark' title, placing it below the design and to the right of it. I did like how the design turned out, I liked the outline against the coloured background. However I wanted to change the hexagonal rocks themselves.

I tried changing the position and styles of the rocks against the same gradient background, as well as just using a white outline and then using a black outline on the coloured version. However in the end I did prefer the initial layout of the rocks, but it was fun to experiment with it.
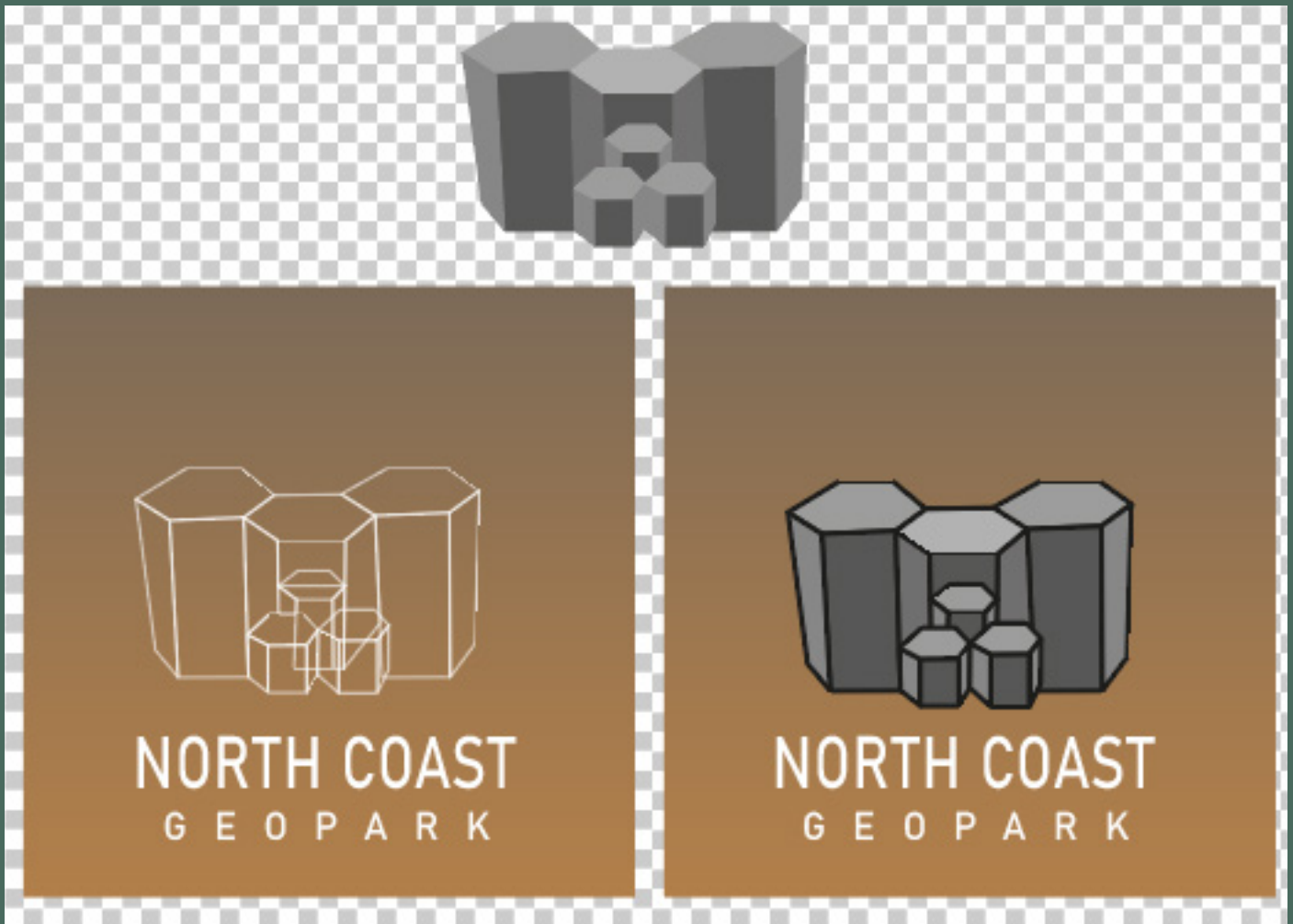
Reflections

Overall I liked the used of earthy brown tones and greys to represent the geological aspect of the geopark, as well as this I enjoyed focusing on such an infamous place and putting my own spin on it. This design was also carried out before meeting the client, so at this point I did not know they wished not to focus too much on one area of the proposed geopark.

While I liked the designs, I knew I could do better so I decided not to go forward with this design and experiment more.

North Coast Geopark
Design 2

Using my original sketches I decided to expand on the 'NCG' logo idea. Instead of just leaving it as the initials I wanted to incorporate the hexagonal shapes. To begin I drew 3 hexagons on Illustrator using the shape tool and aligned them with two hexagons on top and one on the bottom, similar to an upside down triangle. Once I had set out the hexagons, I then drew 3 smaller ones and placed them inside the original hexagons.

Once I had created the hexagon, I changed the colours to be bright and eye-catching, I then used the pen tool to create outlines of the letters 'N', 'C' and 'G' on top of and using the original hexagons.

Reflections

I did like this logo, it felt modern, eye-catching and contemporary. However it still felt too flat, and 2D. The colours chosen also reminded me of the colours used in the Google logo, and I don't want people to make that connection as the geopark should be looked at on its own. Despite not liking how flat it is, I did like shaping the letters around the hexagonal shapes, which I experimented further with.

North Coast Geopark
Design 3

By changing the angle of the 'NCG' it already made it look more 3D, to make it appear more 3D I then added smaller shapes/sides to the original hexagon. Directly below is this idea with and without stroke and the coloured changed to variations of the original green shade used in the first 'NCG' idea.

Without stroke.

With stroke.

I then added more points inside the letters to make shapes that reflected each letter to replicate the flatter tops on the actual hexagonal rocks at the Giant's Causeway.

Reflections

Due to this being made before meeting the client, I had no information on what they wanted their logo to be. After the first meeting, we discovered that the client did not want to focus too much on one particular area of the proposed geopark. As well as this, the final name hadn't been settled on at this point and I believed myself and Georgia could come up with a better name.

Upon reflections, while this logo is a positive start, it is based too heavily on one aspect of the proposed geopark and may lead the target audience to believe the geopark only involves the Giant's Causeway.

North Coast Geopark
Design 4

In Week Four, we had our weekly meeting with Adrian and Claire and in this meeting we discussed the possible name change for 'North Coast Geopark'. The client suggested 'Antrim Geopark Project' and Adrian suggested 'Go North Geopark'. In this meeting we were encouraged to branch out and work on the different names suggested including other names such as:

• The Glens Geopark
• Coastal Route Geopark
• Wild Atlantic Geopark

As the client suggested 'Antrim Geopark Project' I decided to base my next design idea on this name.
Similarly to before, I researched geoparks and national parks to get an idea on what their logos were like.

https://www.pinterest.co.uk/
pin/745627282038093906/

http://www.englishrivierabid.co.uk/unesco-global-geopark/

I loved this style of logo, showcasing the beauty of the landscapes using both graphics and colours. These types of logos are very aesthetically pleasing and eye-catching, which is how I would like my logo to look.
Especially with the location of the proposed geopark, consisting of some of Northern Ireland's most beautiful landscapes, I wanted to try and incorporate these in a logo design.

As before, I began sketching any ideas I had before bringing them to life. In the sketch shown below I thought of what the proposed North Coast Geopark was going to consist of, land, sea, animals and man-made heritage sites. Which is how I ended up with Mussenden Temple, Downhill beach beneath it, the Giant's Causeway, birds, and the Glens of Antrim overlooking the Irish sea. Similarly to the National Park logos, I made the outline a hexagon, which was a subtle nod to the Causeway also.

I took the original rock formation from my first design to incorporate it in my newer design, alongside the Causeway, I also drew the silhouette of Mussenden Temple with the sun setting in the background. I used warmer colours with are associated with playfulness, the use of yellow, orange and light purple is vibrant against the deep richness of the red. I also attempted a similar silhouette logo, however this time I only focused on Mussenden Temple and the Glens of Antrim in black, white and grey.
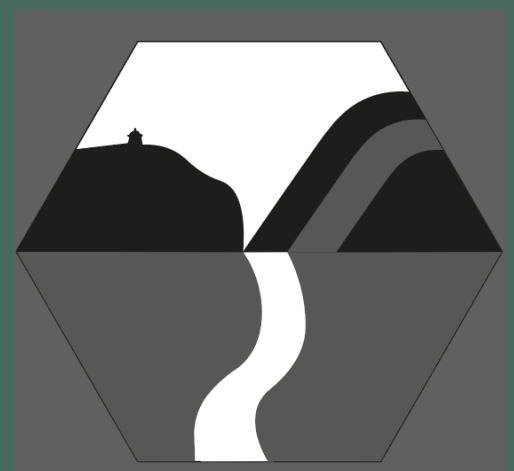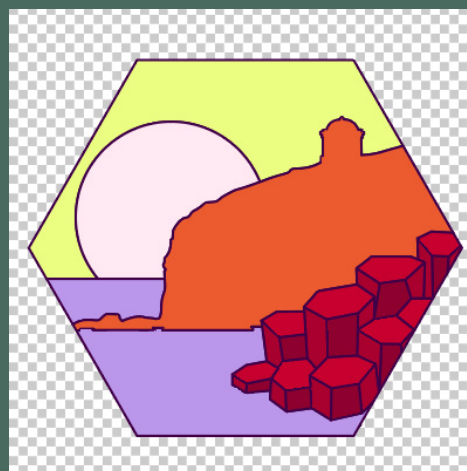
Reflections

I liked the potential of this logo style, however I knew I could take this further and make it better and more aesthetically pleasing. Personally I find the likes of graphics-based logos much more eye-catching than initial or word based logos so this was how I decided to move away from the fully word/text-based logo.

Antrim Geopark Project
Design 4 Continued

From the last time I had looked at design 4, we had met with the client and developed the brief. As well as this, Georgia and I found out via an email from Nikki that the working group had settled on name: 'Antrim Geopark Project'.
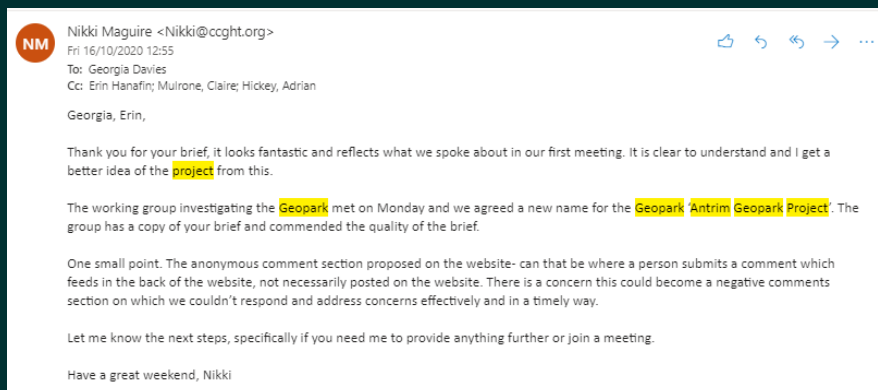
The client had provided us with more specificity with regards to their visual identity, we now knew that they didn't want to heavily focus on the Giant's Causeway and that the name had been settled on, which we now had to base our ideas and designs around.

After deciding to continue and better the national park inspired logo, I had began looking into other aspects of the proposed geopark I wished to incorporate in the logo. I began with looking back at my previous designs to see if I could take any inspiration , which I did. Design 2 gave the foundations for my new logo, three hexagons in a triangle formation, however this time the layout is one hexagon at the top with the two below it.

https://www.earlbishopstrail.com/downhill-demesne-mussenden-temple/

After I had settled on my foundations, next was to fill each hexagon. I wanted to fill each hexagon with famous landmarks across the geopark. I already knew the first landmark would be Mussenden Temple, but the next step was to choose how to represent it within the logo. I took to Google to find the inspiration I needed. I chose an image of Mussenden from the front, to get a detailed look at the temple itself, I also like this image as you also see the path leading up to it as well as the water behind it, within the water I plan to showcase wildlife such as dolphins. Mussenden will be going at the top of the layout.

The next step was to fill the remaining two hexagons, as I had focused on a man-made place of beauty, I decided to look at the key wildlife within the proposed geopark. An area not to be forgotten about is Rathlin Island, just off the coast of County Antrim. Rathlin Island may be small, but it is full of geological heritage and wildlife, including puffins. Rathlin Island therefore became my second landmark, with the puffins representing it. I made Rathlin Island's puffins the wildlife focus of my new logo, I decided to place the puffin in the bottom left hexagon.

https://www.birdspot.co.uk/bird-identification/puffin

For the final hexagon and third landmark, I wanted to focus on nature. I chose the infamous beech trees, also known as 'The Dark Hedges'. To incorporate wildlife in this image, I plan to include a silhouette of a stag, as Antrim is know to have a population of deer, in particular at Shane's castle. 'The Dark Hedges' landmark will take place in the final hexagon on the bottom right.

(© Tourism Ireland)

The next step was to find inspiration for the wildlife I planned to add to the landmarks. As Mussenden overlooks the sea, I decided to incorporate dolphins as the wildlife, as the puffin was the main focus for the second landmark, I decided to have puffins flying in the background, as well as adding Ballycastle in the background to convey the puffin overlooking there from Rathlin Island. Finally I settled on including a stag in the centre of the Dark Hedge's landmark.

Antrim Geopark Project
Design 4 Continued

Extras Inspirations

Below are the inspirations for the both the wildlife extras and the Ballycastle feature within the landmark designs.

(© Mark Colombus)

(https://colourfastgraphics.co.uk/shop/vehicle/boat/boat-stickers-and-decals/dolphin-silhouette-pair/)

https://www.embroideryshristi.com/
fr/silhouette-embroidery/5547-deer-
silhouette-embroidery-design.html
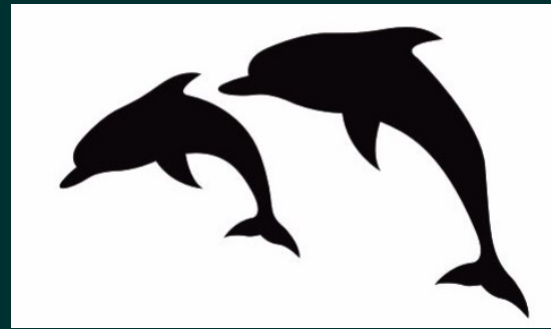
(© Tourism Ireland)

In order to put these into my designs, I traced over the image using the pen tool on Illustrator to get a general idea of what I wanted my final design to look like, after I traced the images I then began drawing my own version with bits added in order to make the image my own. I knew I wanted to make each hexagon have its own colour scheme, however all colours used would be complementary to each other. To do so, I edited the images with a colour overlay on Photoshop, then put the images into the hexagon layout.

Next I used the likes of Adobe Colour and SchemeColour.com to make various colour schemes to try for this logo.
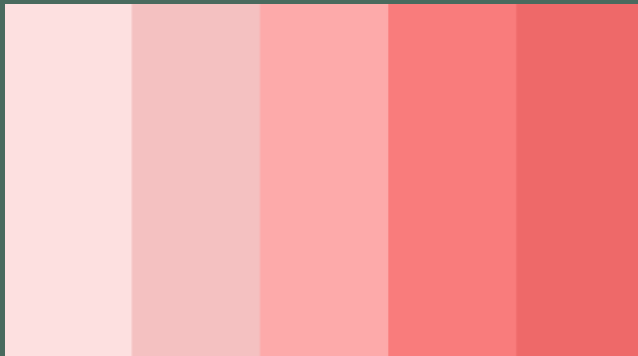
Potential Mussenden Landmark colour scheme
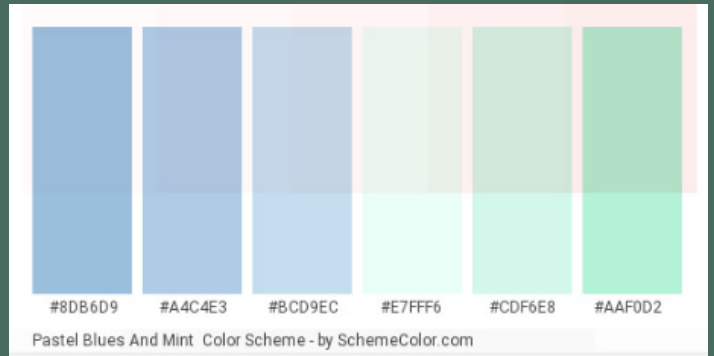
Potential Rathlin Puffin Landmark colour scheme

https://www.xmple.com/wallpaper/white-green-gradient-linear--c2-ffffff-228b22-a-255-f-14-image/
Potential Dark Hedges Landmark colour scheme
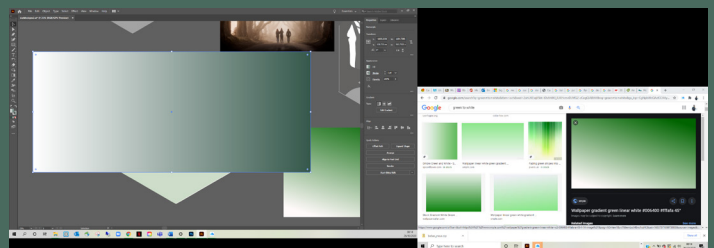
I then opened Photoshop to make the greens deeper, as I didn't like how bright the greens were.

Potential Dark Hedges Landmark colour scheme version 2
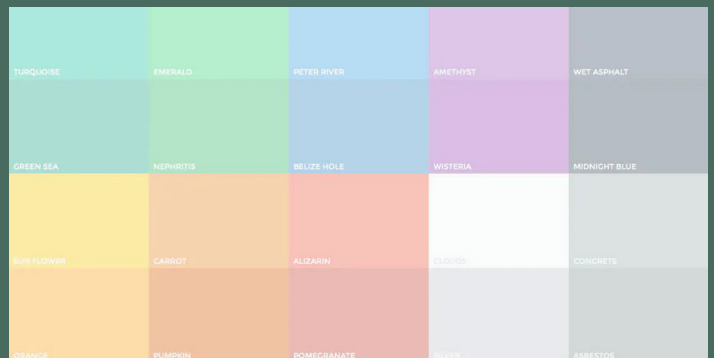
Potential overall pastel colour scheme

Potential Dark Hedges Landmark colour scheme version 3

Potential Dark Hedges Landmark colour scheme version 4

Dark Hedges Landmark

To begin designing the landmarks logo, I first used the shape tool to draw a hexagon outline, then duplicated it twice. The first landmark logo I made was the Dark Hedge's, after getting the general idea of how the beech trees are structured, I used the pen tool to draw my own versions. Once I had spent the time drawing each tree, I drew a path which fit the shape of the stumps, then added my stag into the centre of the trees and path, before adding the green colour schemes to it I wanted to see how it look in plain black, grey and white. Then I tried the dark green colour scheme.

Reflections

I was very pleased with the placement of all elements, however I was not overly pleased with either colour scheme. Both colour schemes were too dark and not eye-catching enough.

Reflections

Using a blend of the two lighter, more pastel green colour schemes, I produced this version of the Dark Hedges landmark. I loved this colour scheme, it wasn't too bright to the point it was unappealing, but bright enough to be eye-catching. Out of the three versions of the Dark Hedges landmark, this one was my favourite and was in contention to be the final choice for the final logo.

Puffin Landmark

To begin designing the Puffin landmark, I first used the shape tool to draw a hexagon outline. After getting the general idea of an appearance of the puffin from the image I saved, I used the pen tool to draw my own version. Once I had spent the time drawing the puffin, I then drew the two flying puffins in the background and the silhouette of Ballycastle.

For the first version, I didn't apply any blue colour schemes, I just used regular colours to see how it looked.

Reflections

I was very pleased with the placement of all elements once they were placed within the hexagon. However I was not keen on the colour scheme, there were too many separate colour groups.
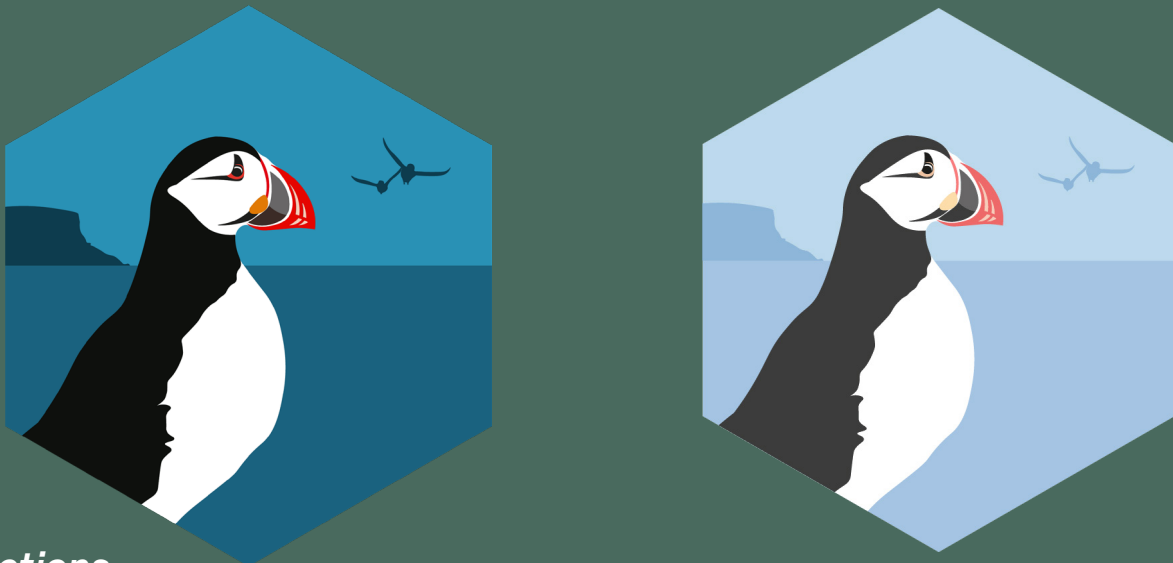
Reflections

While I liked having the puffin in colour against the dark blue background, I much preferred the pastel blues version. The pastel blue version was my favourite, and was in the running for my final choice.

Mussenden Temple Landmark

To begin designing the Mussenden Temple landmark, I first used the shape tool to draw a hexagon outline. After studying the Mussenden Temple image for inspiration, I began tracing the structure of the building. This design took the longest, closely followed by the Dark Hedges logo. Once I had traced the building I used the pen tool to add further details. Once I had spent the time drawing the temple itself, I then drew the two dolphins in the background. For the first version, I didn't apply any red/pink colour schemes, I just used regular colours to see how it looked.
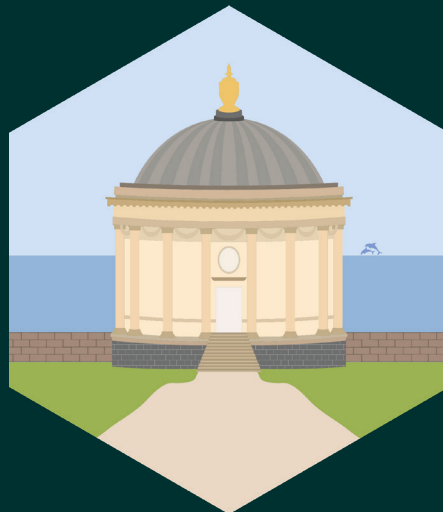
Reflections

I was very pleased with the placement of all elements once they were placed within the hexagon, the temple felt inviting and intriguing. However I was not keen on the colour scheme, as there were too many separate colour groups, especially in comparison to the final choices from the previous landmark designs.
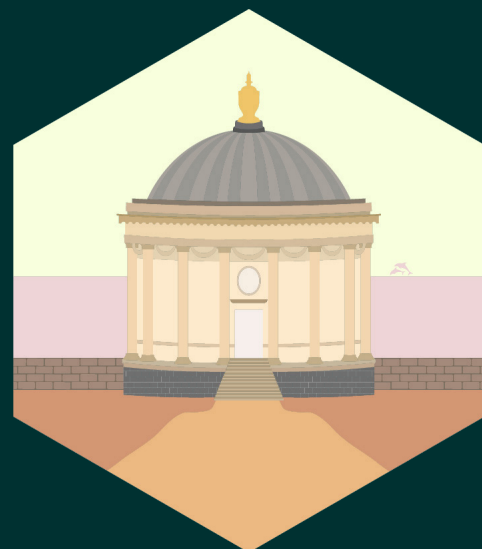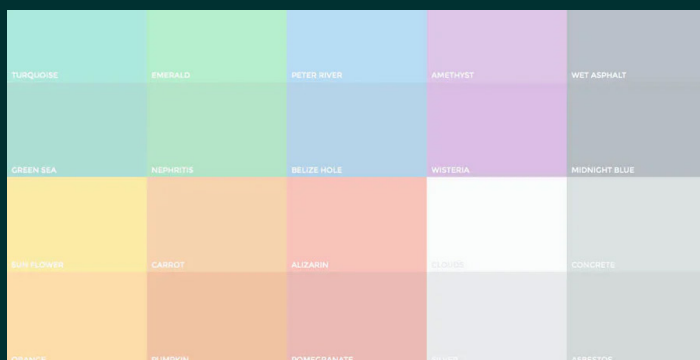
Reflections

Using the pastel colour scheme, I was able to use different colours to create the Mussenden Temple landmark into its own colour scheme. As well as this, it was now consistent with the two other pastel colour schemes used. This version was my final design choice.

Antrim Geopark Project
Design 4 Continued

Once my final choices had been chosen, it was then time to place them together.

Reflections

I was extremely pleased with how it turned out, each element has its own colour scheme yet they all complement each other perfectly. It turned out better than I had anticipated, the final logo is eye-catching, modern and family friendly. Therefore this idea will be presented at our pitch. The next stage is to chose typography to go alongside the logo itself.

Typography

Before even looking at different typefaces, I knew I would prefer a sans serif font as it is easier to read and modern. After showing Adrian the design with 'Bebas Neue Regular' as the typeface, he suggested a more saturated colour scheme for the fonts, so I used the darkest colours from that pastel colour scheme. Adrian also suggested looking at other fonts before settling on my first choice. To find fonts I used 'dafont.com', the fonts I chose from included two sans serif typefaces and two serif typefaces:

- Bebas Neue Regular
- Chapaza Regular
- Atlane Regular
- Ace Sans Demo

Typography

Bebas Neue Regular
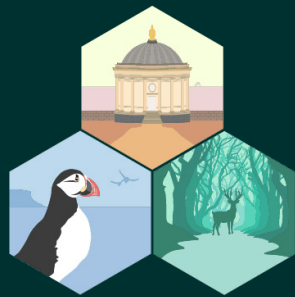
Atlane Regular

Chapaza Regular

Atlane Regular
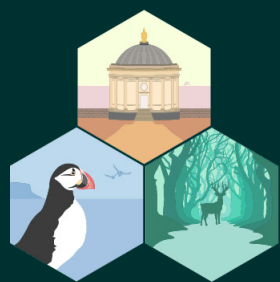
Typography
Reflections
After taking Adrian's feedback into consideration, I made my final decision on the typeface, I chose to go for my original choice of Bebas Neue Regular, as it was the most eye-catching, modern and clear, with the more saturated colours as they stood out more than the paler colours. Below was my final logo which I included in my pitch.

Antrim Geopark Project
Design 4 Variations
Another suggestion from Adrian was to create versions of the Landmarks logo using the colour scheme from each element, this way the client could see the range of the logo.

Reflections
I enjoyed seeing how each colour scheme would look as a whole, it also showed how the logo is dynamic. Overall, my favourite version is still the original but it was interesting to see.

Design 4 Variations

Again to show how dynamic the logo can be, I made a version where I shaped the letters 'A', 'G' and 'P' to the hexagon. In this version I also had the Temple popping out from the letter 'A' and the puffin popping out from the letter 'G' this made the logo appear 3D. The logo can also be presented without the title.

Reflections

I enjoyed showing how dynamic the logo can be, depending on what the client is producing they can interchange between the logos I have produced, reflecting how dynamic the logo itself is.

Design 4/ Landmarks Logo Mockups

For the pitch I also designed some mockups of the Landmarks logo to show the client how it would look on the likes of clothing, stationery and on web etc.

Clothing and Accessories Mockups

Clothing and Accessories Mockups
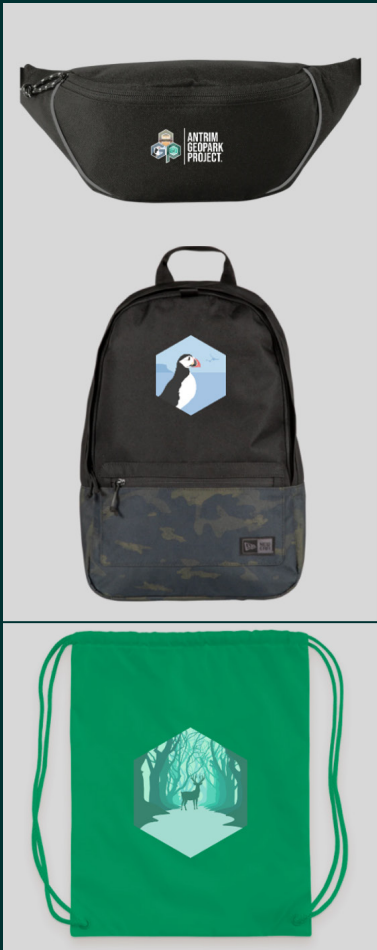
Design 4/ Landmarks Logo Mockups

Web Concepts
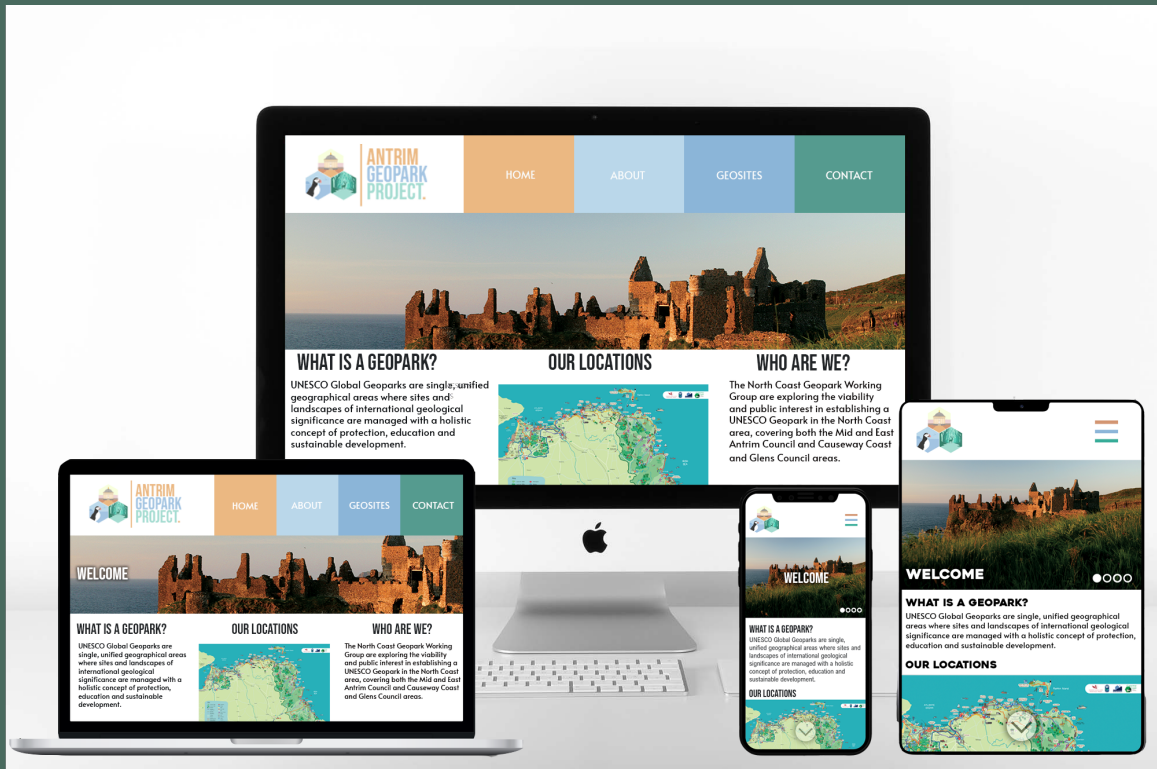
Stationery Concepts
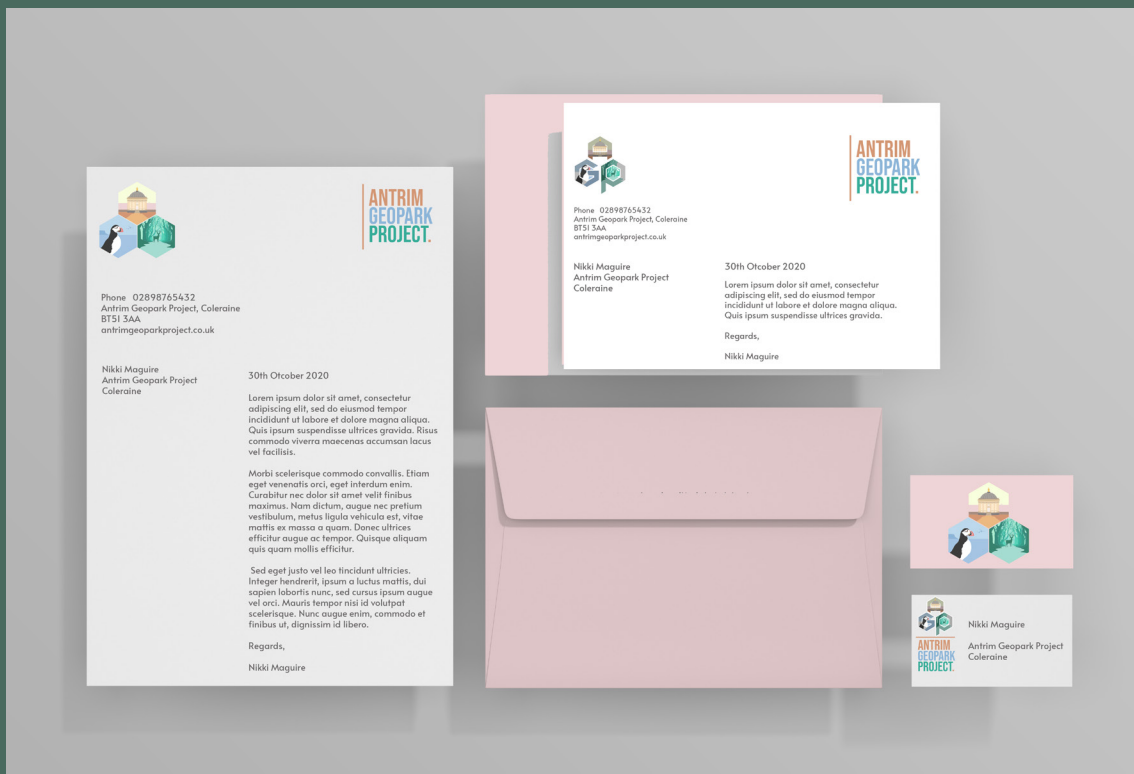
Reflections

Due to how dynamic the landmark logo is, it was very enjoyable to create all the different mockups and showcase just how versatile the logo is. Creating the mockups really brought the design to life, and I throughout enjoyed this designing process.

Design 4/ Landmarks Logo Animation and Storyboard

Part of the visual identity specification was to develop an animation showcasing the proposed geopark. I did this before the pitch so I didn't spend too much time on this storyboard concept as I wanted to see what design the client wanted to continue further with. My animation idea centred around the proposed geopark having a mascot to show you around some of the geosites, because my landmark logo featured a puffin I decided to make the mascot a puffin. Not only is this fitting with the logo, it is also very engaging for children and family friendly. I named the mascot 'Paddy the Puffin' as it uses alliteration so is easy to remember and Paddy is an Irish name. I wanted the animation to engage with families the most, as families are a huge part of local communities within and around the proposed geopark area. As well as this, children tend to listen and absorb more when they are interested in what is being shown/spoken about, by having a cartoon mascot this caters more to children, he is colourful as are the images and footage of the geosites I planned to showcase. Paddy the Puffin is a cartoon version the feature puffin in the landmarks logo, he is wearing a mockup of a potential geopark based on the logo also, I developed him by tracing a puffin using a graphics pen and added features such as bigger eyes and eyebrows to make him more of a cartoon, as well as drawing on the uniform.

Reflections

I thoroughly enjoyed creating Paddy the Puffin, it was a fun design to develop. I think he will appeal to children as they can look to him as their friend to show them around the geopark.

Design 4/ Landmarks Logo Animation and Storyboard

Storyboard

Similar to how I began to workshop the initial logos, I took to pen and paper first, for me this is the most effective to formulate ideas, and move them from my head into reality. The majority of my drawings are very quick sketches which I am able to follow.
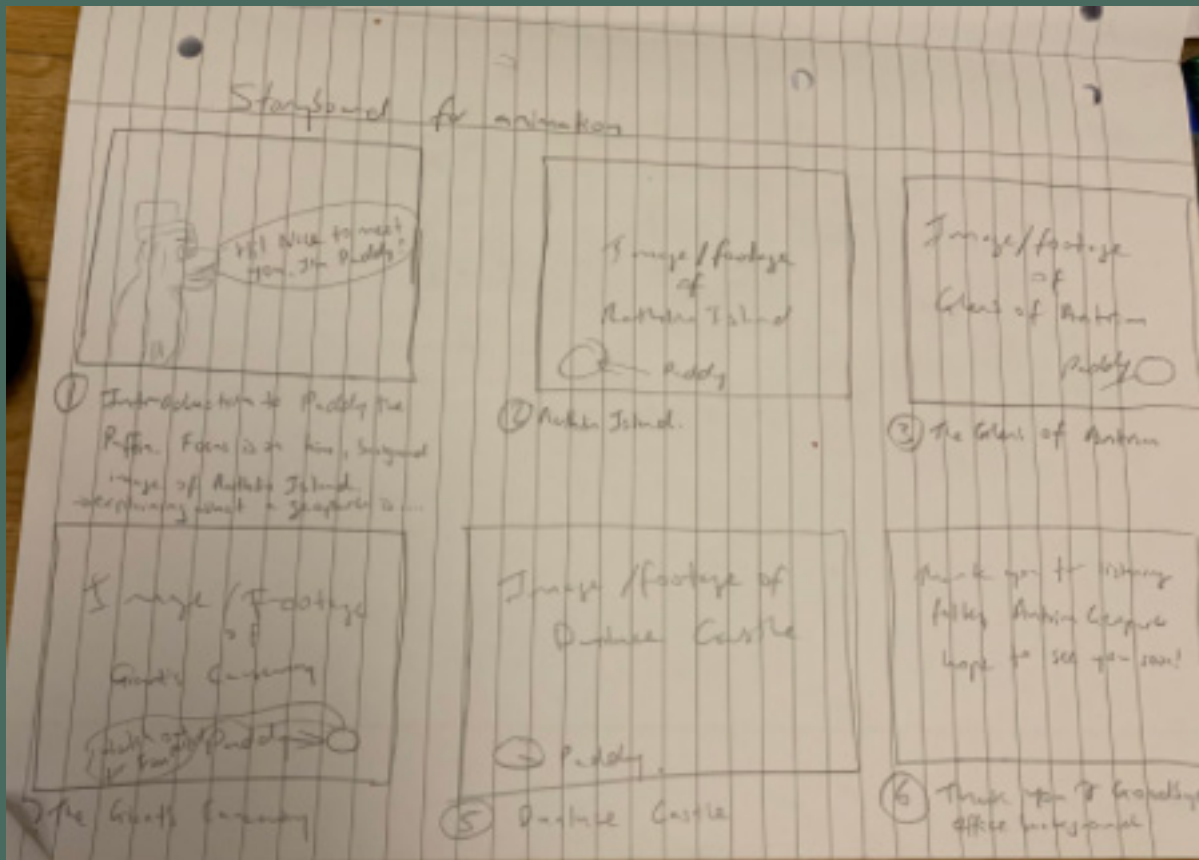
Reflections

This was a solid start to the storyboard for the animation, it helped me put together a structure and story for the animation to follow.

Design 4/ Landmarks Logo Animation and Storyboard

Reflections

It was fun to plan Paddy showcasing the different areas of the proposed Geopark, if this logo is chosen the storyboard would be expanded upon and made more detailed and informative.

Design 4/ Landmarks Logo Gif

I also further developed the landmark logo to produce a gif using Illustrator and After Effects. To do so, I saved out the landmark logo elements onto separate layers, and then composited it back together in After Effects using animations to transition it to the final logo. Finally I masked out the elements to keep them within the compound of the hexagons. Unfortunately I am unable to show the gif properly in this log as it will only be a still image, however I took a few screenshots to show the start frame and the end frame. The gif begins without the wildlife featuring in it, the puffin and dolphins enter first followed by the stag, then the title 'Antrim Geopark Project' appears.

Start frame- Puffin emerging
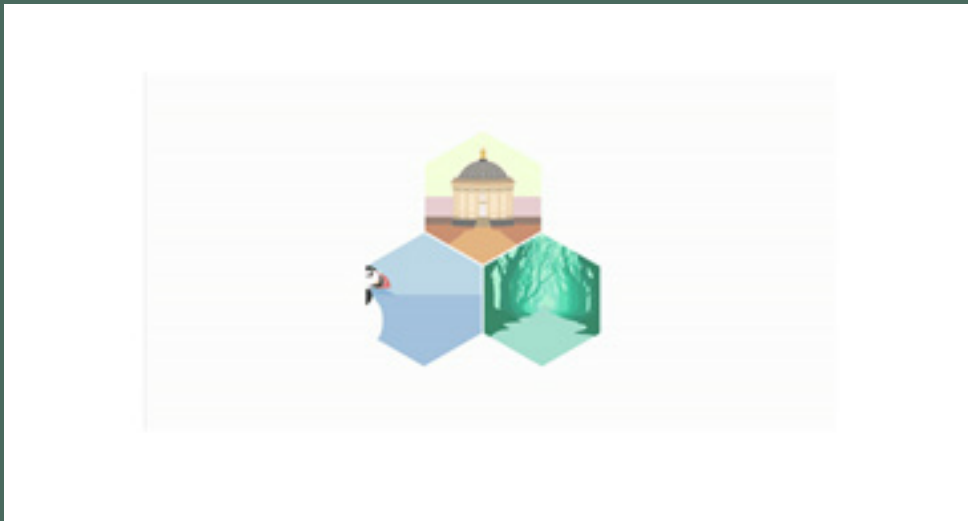
End frame- all elements and title

Reflections

This was quite difficult to make as the timing had to be just right but I was very pleased with the end result. I believe gifs are an effective way to engage audiences through the likes of social media.

Overall Reflections

The design process was as stressful as I had imagined it to be, however while it was stressful it was also extremely rewarding. To see the designs that started off as an idea in my head or a quick sketch in my notebook come to life was very interesting and fulfilling. At first I was worried I wouldn't be able to come up with any ideas let alone the amount I did, I'm very proud of my work and feel as though I improved every time I went to design. I would be very happy for either of my designs to be chosen by the client, as I can further develop them to make the mockups and website become a reality.

After the community partner confirmed that the name for the proposed geopark was going to be 'Antrim Geopark Project', both myself and Georgia were worried it wouldn't be a strong enough name to appeal to audiences. However after experimenting and developing the designs to go alongside the title, it soon grew on me and I realised it was straight to the point and wouldn't confuse audiences.

To conclude, I am very happy with what I've produced, I worked extremely hard on these designs and I feel as though they are encompass what the geopark is all about, while also being modern, eye-catching and family friendly. Even if my designs are not chosen, I will respect this decision and continue to work hard for this project.

Antrim Geopark Project
Design 5

For the pitch we were required to produce two separate designs each to present to the client, this way Georgia and I were doing had a more equal workload and it gave the client a variety of choices, without it being an abundance of choices. Much like before with the landmarks logo, I began researching many different logos to provide me with some inspiration. To narrow down my research I ruled out doing another design based on an existing geosite within the proposed geopark. I started to think of another way to represent the geopark, this lead me to realise this would be the first geopark in Northern Ireland (aside from Marble Arch Caves which is a cross border geopark with the Republic of Ireland). From this realisation I started to brainstorm how to reflect how this is a geopark based entirely in Northern Ireland. This thought lead to research into logos based on countries. Oddly enough, because of the global pandemic, I happened to see the World Health Organisation's logo more then ever before, upon closer inspection it includes outlines of countries within the logo, this is when I thought of basing a logo on the outline of Northern Ireland.

(© World Health Organisation)

(© World Health Organisation)

Despite knowing I wanted to base the design on the outline of Northern Ireland, I still wanted to somehow put focus on the proposed geopark, this is when I came up with the idea to highlight the location of the proposed geopark within the outline itself. This lead me back to the heritage map provided to us by the Causeway Coast and Glens Heritage Trust, from here I went onto their website and found another version of the map of Northern Ireland with all areas of interest and heritage highlighted. I then scaled the heritage map provided to us on top of the second map I found to get my outline for the design.

(© Causeway Coast and Glens Heritage Trust)

Design 5 Continued

The next step of the design process was to get an outline of Northern Ireland, to do this I searched for vectors of Northern Ireland, from this I was able to find a royalty free vector to use.

I opened this vector on Photoshop and removed the writing across the middle of it. Next I opened the heritage trust map and outlined the where the proposed geopark is using the pen tool.

Next I placed the map vector over the heritage map, and then changed the colour of the geopark outline to highlight it.

Using Illustrator I made my own vector of the outline of Northern Ireland, and placed it within a simple circle. I also experimented with the map outline on its own, I increased the stroke just to give it more definition. With my third experiment, I consulted a green colour scheme from Adobe Colour, and applied it to the design, I also used the pen tool to outline the shape of the vector again to provide more definition.
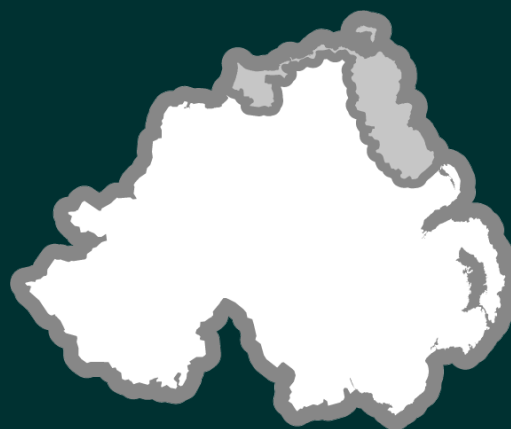
Adobe Colour
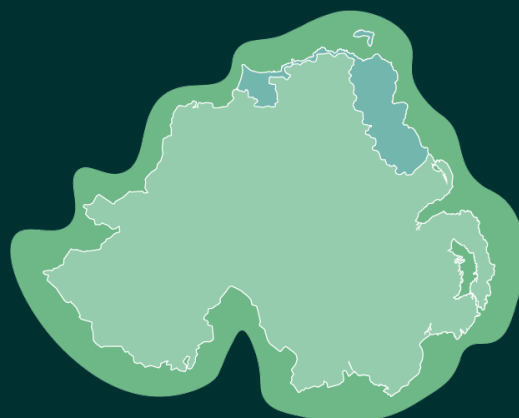
This was a solid start but it still had a lot of work to be done. To make the vector as accurate as possible, I then opened an image of the map of Northern Ireland and placed it on it, I then turned down the opacity of the vector on top of the map and used the pen tool to outline Northern Ireland, including Lough Neagh, which wasn't included in the original vector.

Design 5 Continued

Reflections

So far in the design process I liked what I had produced, however I knew I could improve it. I looked back at the WHO logo and took inspiration from how the countries are surrounded by a circle, and while I liked the circle around the map outline, I wanted to make it more related to the proposed geopark. This is when I referenced back to the landmarks logo, or more specifically the hexagon outline.

As well as adding the hexagon outline to the design, I also added a white stroke and coloured the hexagon shape with a blue fill to represent water. I preferred the hexagon outline to the circle outline, however it still didn't seem right. So I then rotated the hexagon until it looked right.

Reflections

I much preferred the hexagon outline being rotated this way, also the map outline inside felt less cramped. I decided to further the design process with this version, however due to sensitivity issues with regards to Northern Ireland's history I decided to also create a version with the hexagon shape filled with green instead of blue, so as not to represent water.

Reflections

This is the version without blue fill, and with green instead. This complemented the greens within the map much better than the blue also. I decided this was the design I would take further.

Typography

From my previous design, I knew the typeface 'Bebas Neue Regular' was a solid one to use. As stated before it is easy to read, slick and modern. However I did want this logo design to have a typeface of its own, so I went back to 'dafont. com' and found another san serif font which was just as modern, easy to read and bold. The typeface I found was 'Heavitas Regular'.

Reflections

I liked how both typefaces complemented each other and the design itself, in the second version I incorporated a plain white rectangle and cut the word 'project' out of it. This showed just how dynamic the logo could be already in the beginning stages.

Design 5 Continued

To see what it looked like, I rotated the hexagon shape back to the original way to see if it looked better. As well as just using one typeface and putting it to the right of the logo instead of below. For the second version of this I also put the white rectangle and cut the word 'project' out of it.

Reflections

The rectangle behind the word project makes the title stand out more, so I decided to experiment further with this on Illustrator by making use of the green colour scheme and mixing it up with the different versions.

Reflections

I loved how the different variations of the rectangle turned out, I decided these will be presented as part of my pitch to the client. To further show how dynamic the logo can be, I created a few more versions of this logo.

To further vary the design, I moved the title to align with the outline of the hexagon using the type on a path tool on Illustrator, using the 'Heavitas Regular' typeface.
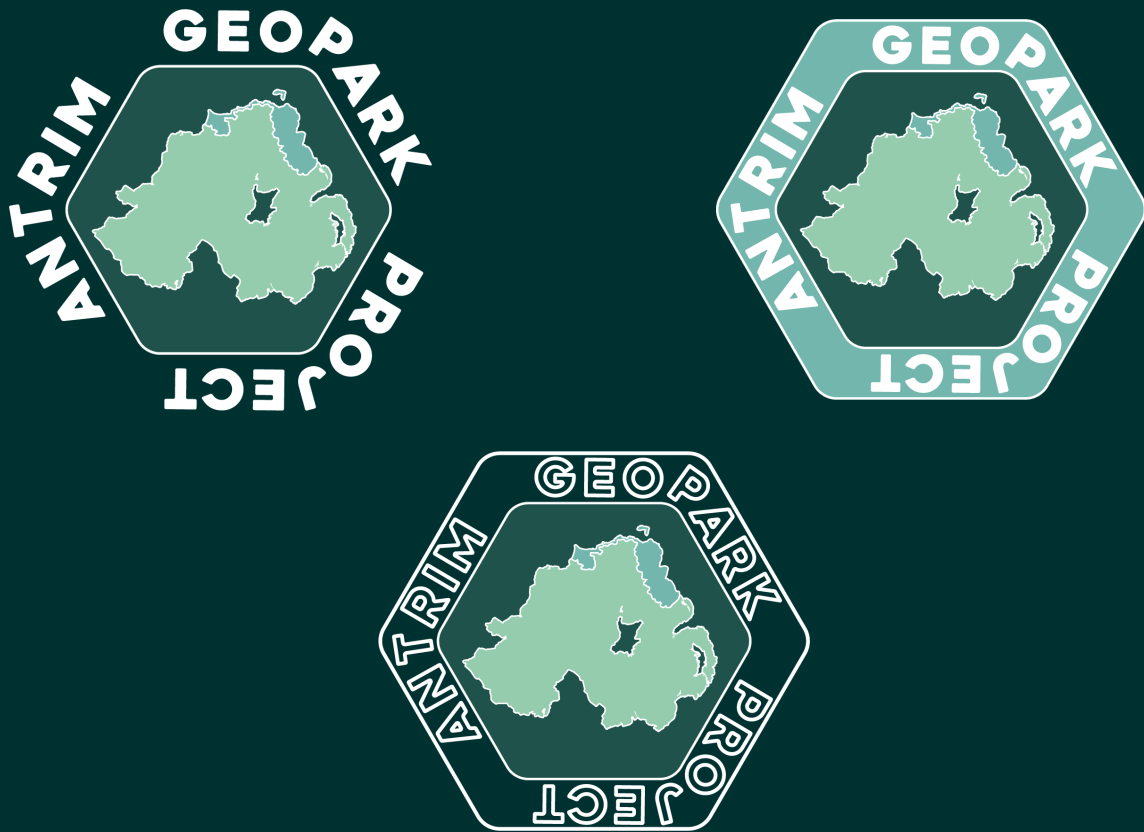
Reflections

For these versions I created another hexagon and scaled it to be bigger than the original hexagon, then I gave it a white stroke to highlight it more, the next step was to use the type on a path tool and type 'Antrim Geopark Project'. I removed the type fill and only had white stroke. I was very pleased with how my designs turned out, they convey just how dynamic the logo can be and are aesthetically pleasing and eye-catching.

Design 5 Continued
Dynamic Map

To make it easier for the client to show all the variations of the logo I put them all together, I also did this for the blue versions of the logo.

Reflections

I very pleased with how this dynamic logo turned out, what first appear as something very simple, proves to be more than that and change given the purpose. It is also eye-catching, family friendly and consistent.

Design 5/ Dynamic Map Logo Mockups

For the pitch I also designed some mockups of the Dynamic Map logo to show the client how it would look on the likes of clothing, stationery and on web etc.

Clothing and Accessories Mockups

Clothing and Accessories Mockups
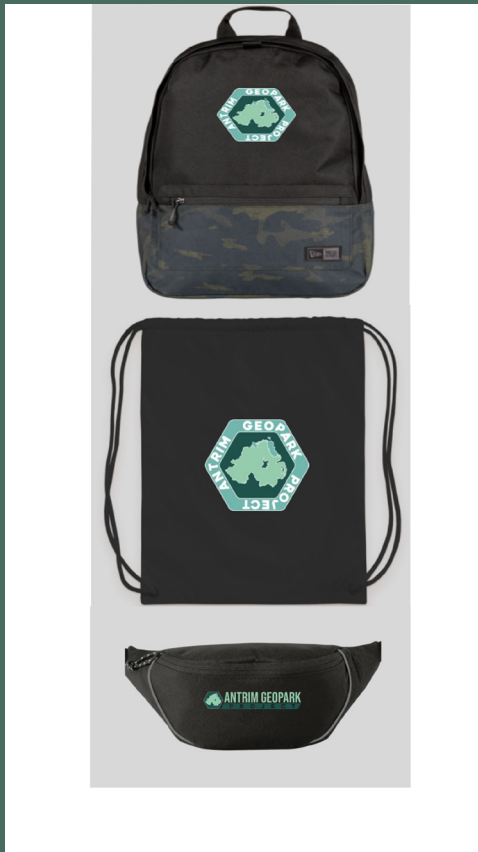
Design 5/ Dynamic Map Logo Mockups
Web Concepts

Stationery Concepts

Reflections

Due to how dynamic the map logo is, it was very enjoyable to create all the different mockups and showcase just how versatile the logo is. Creating the mockups really brought the design to life, and I throughout enjoyed this designing process.

pitches

5.

(© Tourism Ireland)

Initial Pitch

Tuesday 10th November 2020 12pm-13:00pm (actual 12pm-13:15pm)

Participants:
- Erin Hanafin (myself)
- Georgia Davies
- Claire Mulrone
- Nikki Maguire
- Patrick McKeever
- Dr Kirstin Lemon (unfortunately unable to attend)

A presentation pitching both my designs and mockups and Georgia's designs and mockups, with the client choosing which design to move forward with.

Within this meeting, both Georgia and I presented two designs with relevant mockups each to the community partner representatives. Due to the pandemic, this meeting had to take place over Microsoft Teams. To show our designs, Georgia and I developed a combined pitch with our designs and used the screen share option to allow the community partner to view it.

The final designs I presented were the Landmarks logo and its initial overlay variation, as well as the Dynamic Map logo. I chose these designs as I knew I could take these designs and develop them further successfully.

ANTRIM GEOPARK PROJECT.

The first design I presented was the Landmarks logo, this is personally my favourite out of the two designs I presented. When I presented these designs to the community partner, I explained the meaning behind each individual element and how overall this design was family friendly. As well as this I highlight that the use of hexagons as the outline was a subtle nod to the Giant's Causeway.
I further explained how the logo is dynamic by presenting the variations of the logo, including the initial overlay and colour variations. I also showcased how the logo could be brought to life and personalised through the mockups such as the different t-shirt and hoodie designs. I explained to the client that t-shirts and hoodies could be used effectively as merchandise for the both the target audience and geopark representatives. Where Nikki said that my landmark design stood out the most to her and she loved the use of lovely, warm colours, Patrick was of the opinion that hexagons were overdone.

Concept 1: Landmarks
Colour Variations

Initial Overlay

Landmarks Mockups

Web Concepts
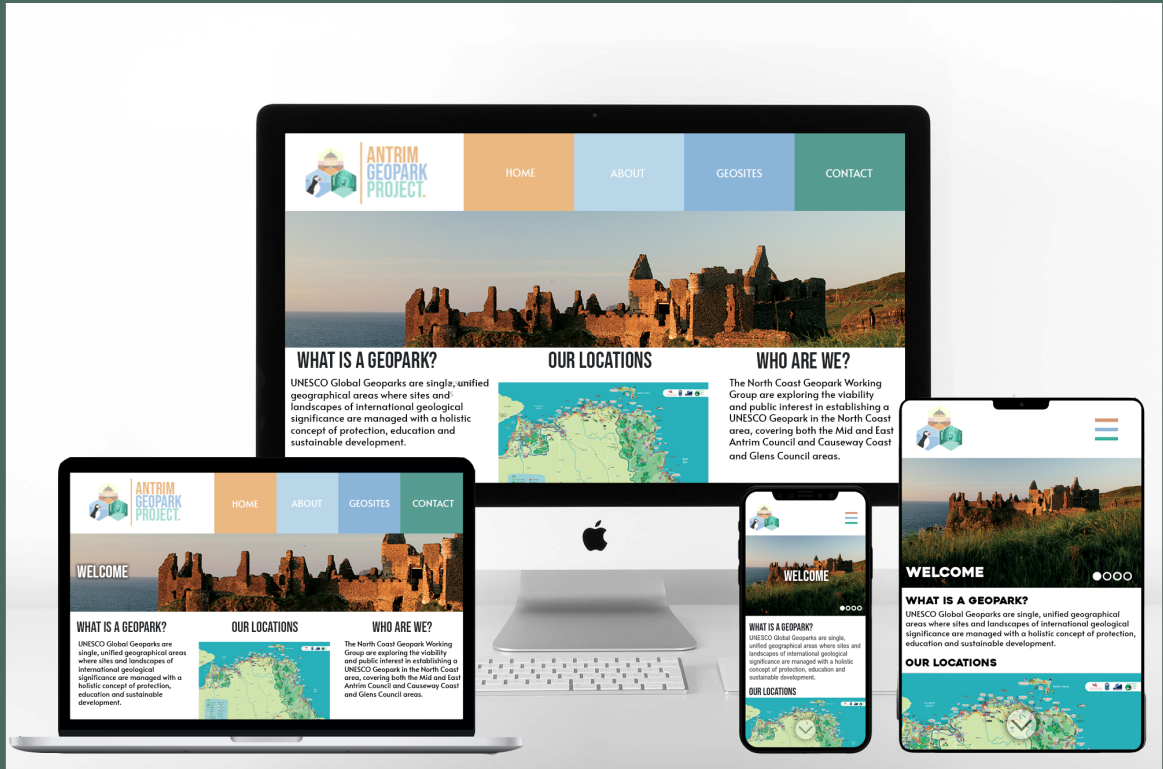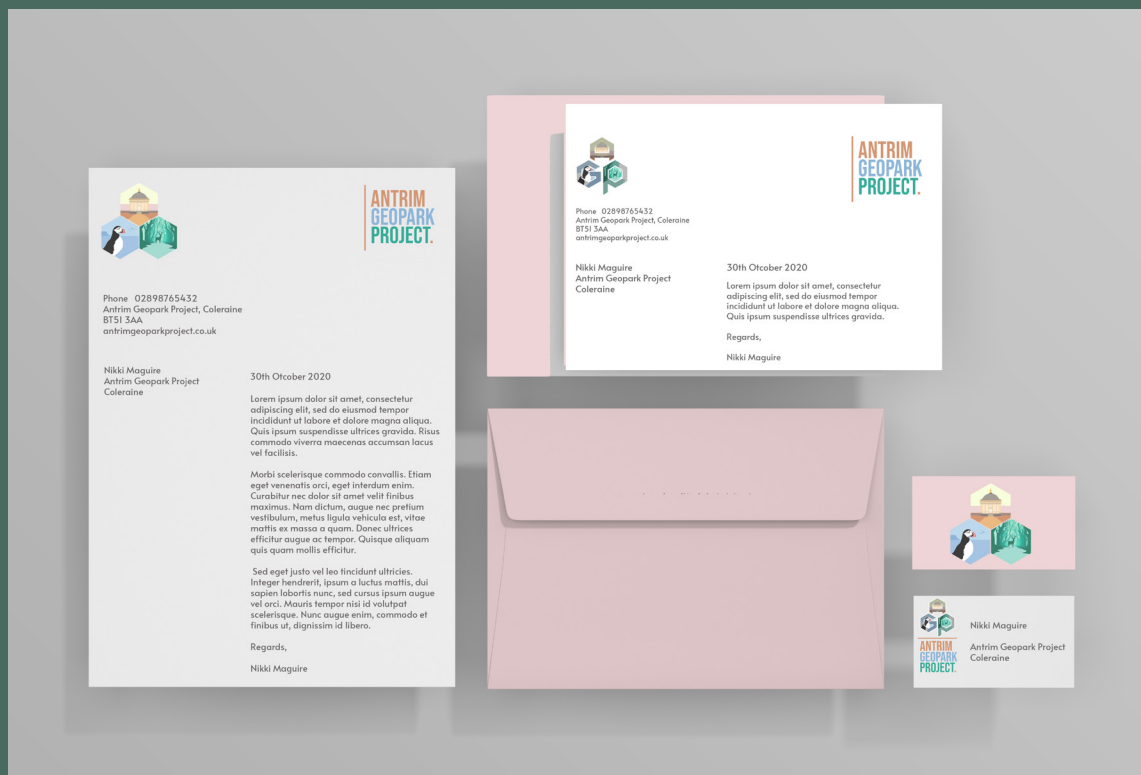
Stationery Concepts

Landmarks Mockups
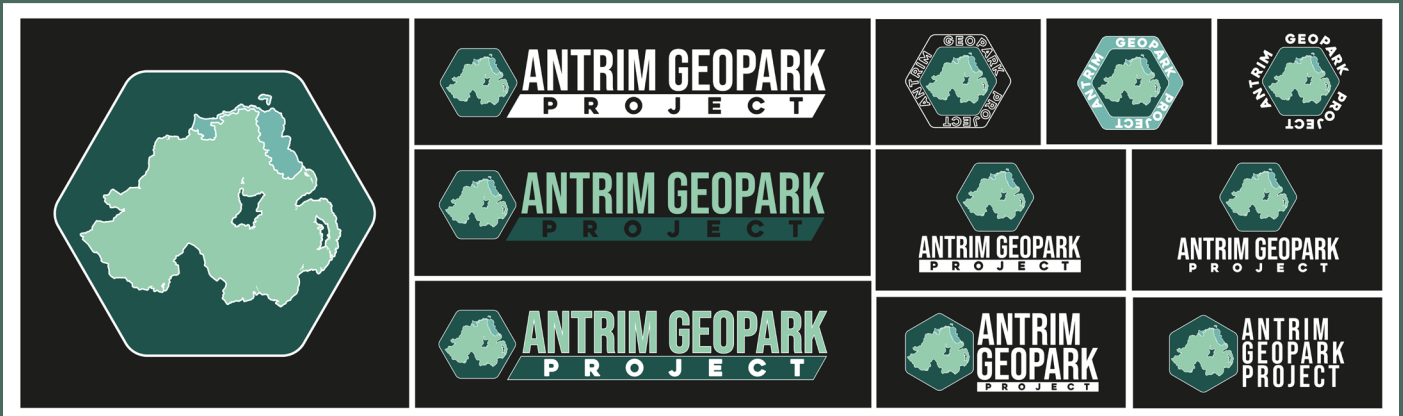
When I presented these designs to the community partner, I explained the meaning behind each individual element. As well as this I highlight that the use of hexagons as the outline was a subtle nod to the Giant's Causeway. I further explained how the logo is dynamic by presenting the variations of the logo, including the different positions of the title, colour schemes and positions of the hexagon. I also showcased how the logo could be brought to life and personalised through the mockups such as the different t-shirt and hoodie designs. I explained to the client that t-shirts and hoodies could be used effectively as merchandise for the both the target audience and geopark representatives. And that the website is the key in attracting attention to the proposed geopark as this is the main communcation to their audiences. Both Nikki and Patrick appreciated how dynamic this logo was, however Patrick again stated how hexagons have been over used.

Dynamic Map Mockups
Web Concepts

Stationery Concepts

Dynamic Map Mockups
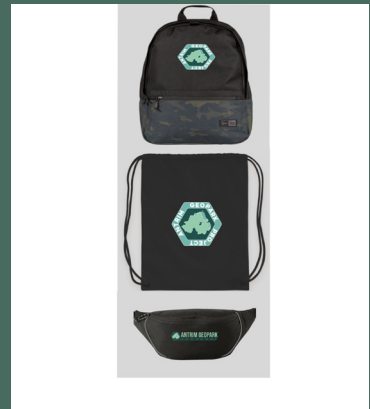
Reflections

No matter the end client choice, I was very proud of my work and how much my skill set had improved. Unfortunately there had been a communication issue on Nikki's part where neither Georgia nor I had been informed that the original location of the proposed geopark had been changed. This therefore meant that both of the designs I had presented weren't appropriate anymore. In the moment I felt very embarrassed and let down, I felt as though my hard work had amounted to nothing as due to this location change both my designs were no longer an accurate representation of the proposed geopark. While this wasn't my fault I couldn't help but feel as though I had let myself and Georgia down, but most of all I felt let down by the client as I had spent a long time working on these designs and the oversight in letting us know of the location change left my decisions not appropriate to continue further with. Nikki was very apologetic and we could see she was also embarrassed about the oversight.

In the end Georgia's Line Drawing logo was chosen to move forward with, which given the location change was the right choice, however it was agreed that my colour scheme from the Landmark logo would be used for further illustrations. I was very pleased for Georgia as I knew how hard she worked on her designs, and I looked forward to working alongside her to further develop her illustrations and the deliverables as a whole.

Overall Feedback

Throughout the meeting Georgia and I were provided with lots of helpful feedback and constructive criticism.

Feedback Notes:
- Liked the highlighting of the different wildlife
- Landmarks logo stood out the most to Nikki
- Lovely warm colours
- Modern designs
- Great to see how a geopark, which is based on rocks, can be reflected in different ways
- Hexagon shapes overdone in Patrick's opinion
- Look into folklore and geodiversity

Once it was decided that Georgia's illustrations would be the design to move forward with, it was then time to specify any further improvements to the original illustrations and any additional ones the community partner would like.

Colour Palette:
- Likes the splashes of colour in illustrations
- Likes the use of warmth in the Landmarks logo: use this colour palette for further development of designs
- Using the Landmarks colour palette will warm up the illustrations
- Colour on deer is too light, needs to be darker

Concepts/Mockups:
- Liked that the home page is dominated by an image: use image carousel
- Would like a poster template
- Would like a pop-up banner template
- Would like two PowerPoint templates; one for community and one for corporate
- Would like a bus stop poster template
- Develop mockups for USB drives
- Develop mockups for lanyards
- Sustainable flasks
- Polo shirt for staff- look at embroidery
- Potentially develop stickers for micro businesses e.g. 'this product was locally grown'

"The Landmarks logo stood out the most to me"

Nikki Maguire, Causeway Coast Project Manager: feedback from initial pitch

Revised Pitch

After our initial pitch Georgia and I received further feedback and ideas to further develop her illustrations designs from the working group via email.

Reflections

This further feedback provided Georgia and I with geosites we wouldn't have either known nor considered otherwise, the likes of Ossian's Grave, a stylised dolmen and a motif such as a fiddle for myths and culture.

After reviewing this feedback, we decided to further develop illustrations including:

- Ossain's Grave
- Fiddle
- Stylised dolmen
- The Gobbins
- The Red Arch
- Puffin (inspired from Landmarks logo)
- Whitehead lighthouse
- Viaduct at Glendun

This feedback proved to be very useful and allowed us to broaden the scope of the geopark illustrations. Georgia and I agreed to develop a revised pitch document consisting of the changes, further developments and improvements. We agreed to have this revised pitch sent off to Nikki by Friday 13th November 2020. It was agreed that Georgia would take on further developing the illustrations as this was more time effective rather than teaching me how to carry them out. I took on developing mockups for pop-up banners and a bus stop poster. As well as this I began researching into domain names, hosting and WordPress themes available through certain plans.

Revised Pitch
Further Developments to Illustrations

This is the only change that was required from the initial designs, which was Patrick stating that the original deer logo was too light. So Georgia took this original design and made it darker.

Upon reflection the darker colours makes the deer stand out a lot more than the lighter pink.

Original design

Updated design

ANTRIM GEOPARK project

ANTRIM GEOPARK project

ANTRIM GEOPARK project

ANTRIM GEOPARK project

ANTRIM GEOPARK project

ANTRIM GEOPARK project

Additions to Illustrations
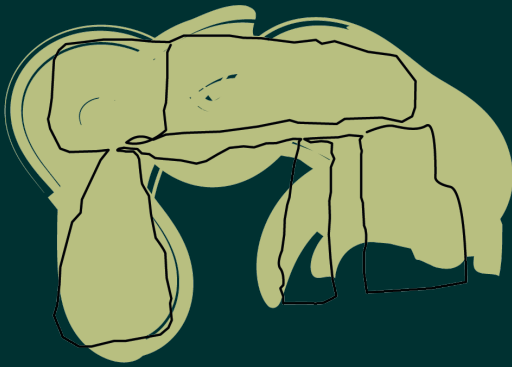
ANTRIM GEOPARK project
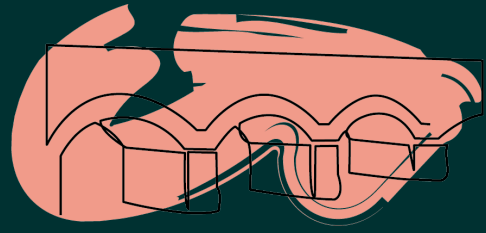
ANTRIM GEOPARK project

After the email from Nikki with the further proposed designs, we sat together and went through the proposed designs, eventually settling on four out of the eight designs. We went through each proposed design and decided on which ideas would transfer the best to Georgia's style of design, with the single line drawing structure.

We decided not to further develop the rolling hills, cliff face and waterfall, as these ideas would not transfer well with Georgia's single line drawing.

Despite the stress, Georgia did an amazing job quickly designing the new ideas within the day they were suggested. I focused on developing pop-up banners and bus advertisements, we managed to get this revised pitch to Nikki before the end of the day, meeting out deadline successfully.

Addition to Clothing Mockups

Polo shirt design
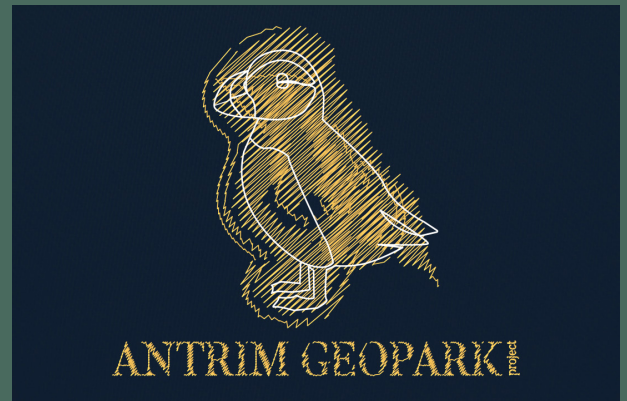
Closer look at the embroidery logo

In the pitch meeting Claire suggested designing a polo shirt with an embroidered logo, this clothing option would be for the workers and representatives of the geopark as their uniform. Georgia used the 'scribble' tool on Illustrator to create this design.
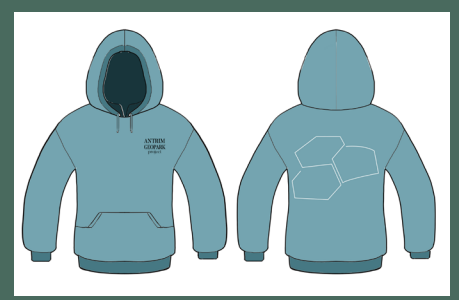
Simple hoodie mockups by Georgia showcasing how the illustrations would look on clothing. It was agreed however that these wouldn't be brought into existence until there was enough of a demand for them, so these are not for the initial stages of the proposed geopark.

Merchandise
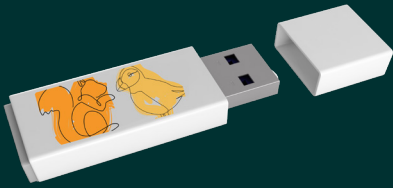
Georgia designed these merchandise mockups to showcase how the logos can be used in a variety of ways.

The stickers were developed after the suggestion by the community partner in the pitch, these are produce stickers to be used for locally sourced products.

Publicity Materials
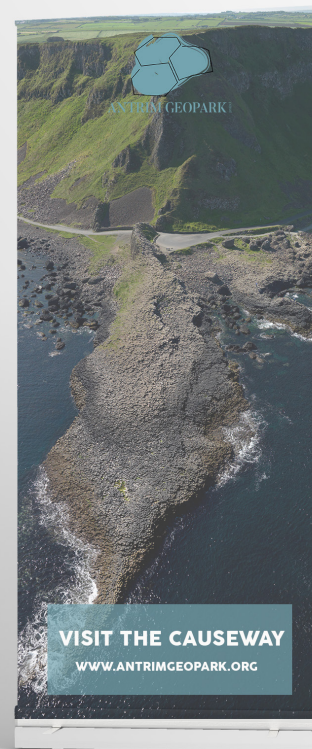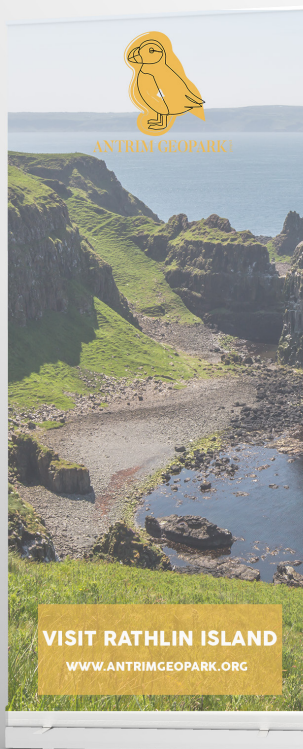
I developed these pop-up banners on Photoshop. I wanted to really showcase the beauty of the geopark sites and not make them overly text-based, this way they are far more eye-catching. I placed the corresponding logo at the top of the image, again showing just how dynamic the logo is. Despite it changing design, it is always consistent with the brand.

For the text I kept it simple, stating the name of the area and a link to the website for the audiences to research and find out more.

Publicity Materials

I developed the bus advertisement on Photoshop. I wanted to really showcase the beauty of a geopark site so I chose The Gobbins. I did not make it overly text-based, as it is far more eye-catching being mostly image-based. I placed the corresponding logo at the top of the image, again showing just how dynamic the logo is. Despite it changing design, it is always consistent with the brand.

For the text I kept it simple, stating the name of the area and a link to the website for the audiences to research and find out more.

deliverables

6.

(© Tourism Ireland)

Deliverables

Animation

For the deliverables Georgia and I decided to split the work between the two of us, as this would be more time effective and produce a higher standard of work. It was decided that I would take on the website as well as the website guidelines documentation and print work for the leaflet, this would leave Georgia to take on the animation and brand guidelines documentation.

Georgia began the development of the animation by creating storyboards for her to follow along with based on the information we were given from the client in both documents and through meetings.
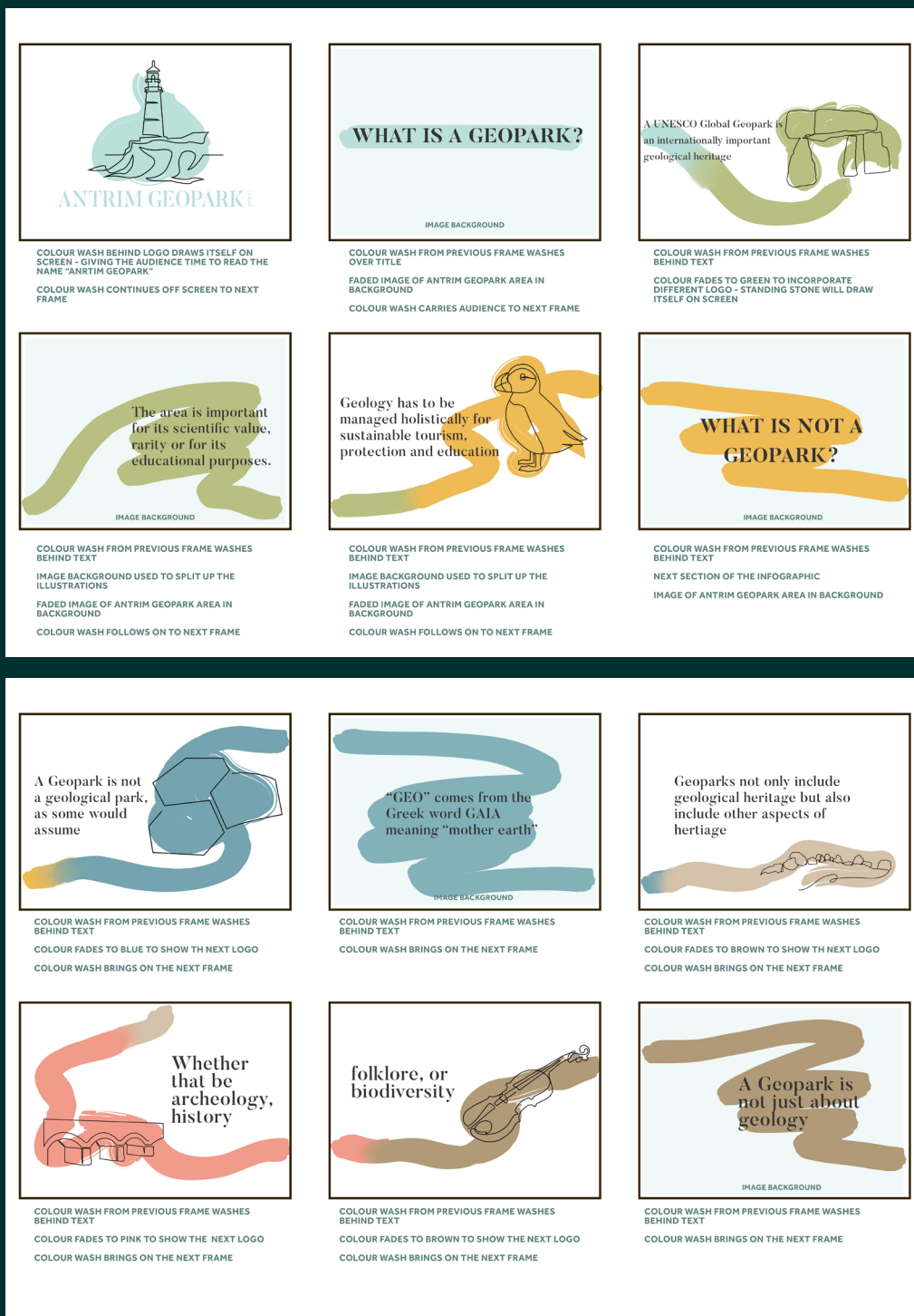
Animation

Georgia used After Effects to create the animation after watching a few tutorials to refresh her memory on how to use this software. To start the infographic she complied her chosen illustrations, her next step was to then animate them. To do so Georgia created a new Illustrator file, set it up for HDTV 1080p and this allowed her to open the file within After Effects using the import tool with the layers separated.

Using the pen tool Georgia was able to create brush strokes to transition each logo to the next. To have the images appear as though they are being drawn in the infographic, Georgia use the 'trim paths' tool, this involved a lot of experimenting with the timings to get it just right. Creating the animation was tricky as she has to ensure that all the elements including the text in each frame were set to move at the same time to ensure a smooth transition from frame to frame.

Once the animation itself had been created, it was then time to add the audio, we decided on a light hearted smooth song to reflect the feeling of the animation. Georgia found the song by searching 'Royalty Free Music' online and then came across a song on YouTube that we agreed was perfect for the animation. Using YouTube to MP3 Converter, it was easily downloaded and edited to fade out towards the end of the animation. The song was the perfect finishing touch to the animation, Georgia worked very hard on this and it turned out even better than we had hoped, she should be very proud of herself for this wonderful piece of work.

Starting frame
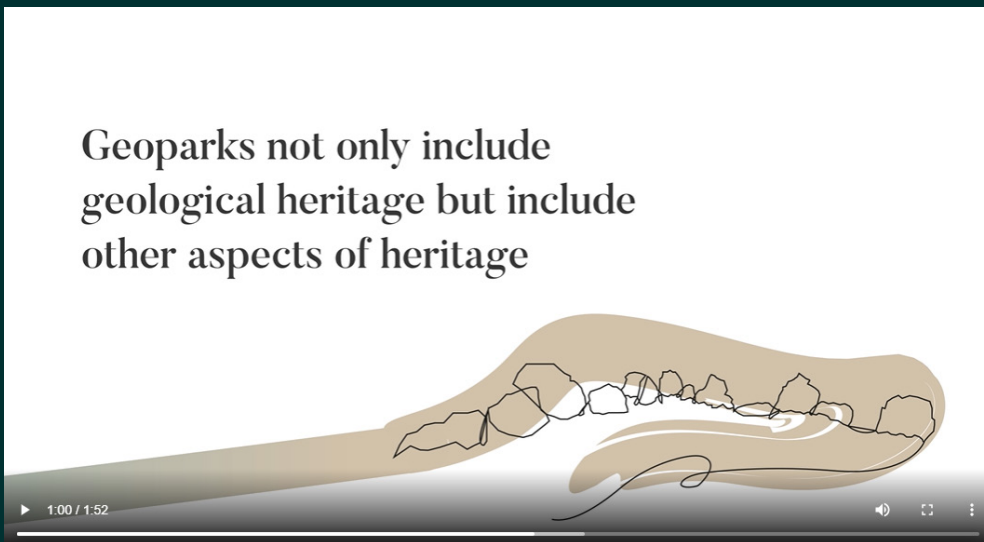
Half way through animation

End frame

Print Infographic

Once Georgia had produced the motion graphic infographic, I then got stared designing the print infographic/leaflet. I wanted the leaflet to accurately represent the beauty of the geopark areas, while also being welcoming and family friendly.

To begin the design the process I first started looking for inspiration online, specifically looking at other geopark leaflets or similar agencies.

http://www.severnstudios.co.uk/english-riviera-geopark-trails

http://www.jamescroftdesigns.com/national-trust/4592392346

https://www.seaxburh.com/yorkshire-dales-national-park-authority/
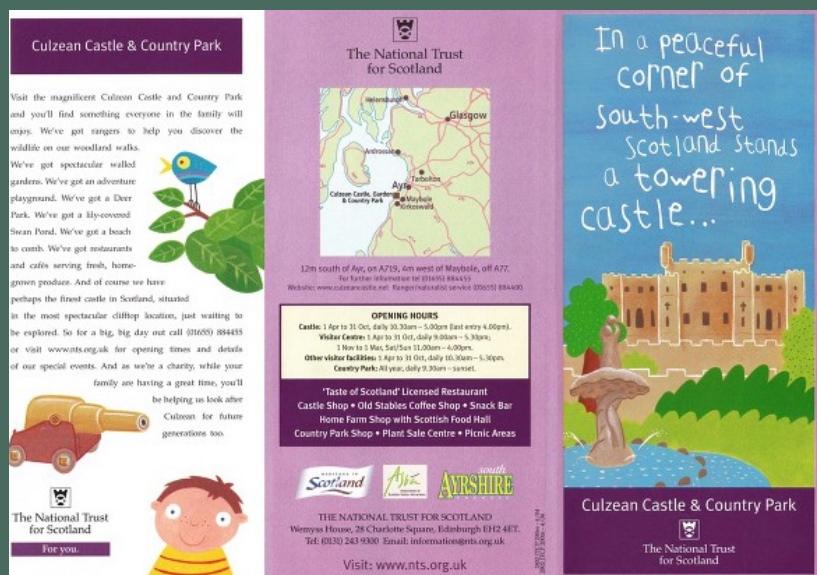
Reflections

The leaflet designs from the Yorkshire Dales was the main inspiration behind the print infographic I designed. I liked how the main focus was a landscape image with minimal text and their logo in the bottom left-hand corner. I decided to use this leaflet design as the inspiration for mine, as it is aesthetically pleasing while also being informative.

Print Infographic

Upon deciding the overall layout of the leaflet I then began designing it using a combination of mostly InDesign as well as Illustrator. I first created a document with three pages along the top and then three along the bottom. All graphics included (not the logo) were made by me on Illustrator. To get an idea of what content goes on what page I found a leaflet from Watertop Farm in Ballycastle to use for reference.

Watertop Farm

Initial Design

Reflections

For this initial design I used the colour from Whitehead Lighthouse logo as well as white, as I think they blue and white complemented each other well. For the typography I went for something that would be more child friendly, I wanted to get across how the geopark is family friendly and fun, which is why I used a more relaxed font than 'Butler'. The typeface I went for was 'Ginger Soda' which I found on 'dafont.com'.

Georgia loved this design as did I, however Adrian had some constructive feedback including changing the font to be consistent with the brand typeface (Butler) and using more colours from the colour scheme, as well as a few spacing issues here and there and the order of the pages. I took on his feedback to produce a new and improved version.

Print Infographic

Explore Educate Enjoy.

ANTRIM GEOPARK

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

Where might the Geopark be?

The clue is in the name, the Geopark is proposed to include 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.

Potential Areas in the Geopark

Red Arch, Waterfoot, County Antrim

Glens of Antrim, County Antrim

West Strand, Portrush, County Antrim

Contact Us

Please feel free to get in contact with us to let us know your thoughts on this aspiring Geopark, we would love to hear what you have to say! Or if you would like to find out more please contact us here:

- Phone: 02820752100
- Email: nikki@ccght.org
- Web: www.antrimgeopark.org

ANTRIM GEOPARK

Reflections

After taking on Adrian's feedback I much preferred this version of the leaflet as it was far more eye-catching and colourful, while still being family friendly, fun and informative. I was very pleased with the final outcome.

Potential Poster

After making the leaflet it inspired to see what other print work I could design for the client to potentially use. I did some research and found an interesting poster by Marble Arch Caves Geopark, titled Geopark Code, depicting a code for visitors of the geopark to follow. I decided to put my own spin on this for Antrim Geopark following the style of the logo illustrations using Photoshop.

https://www.marblearchcavesgeopark.com/geopark-events/geopark-code/

Reflections

Although this design never got shown to the client it was still fun to produce.

Brand Guidelines

Georgia developed the brand guidelines as she was responsible for the logo so it made sense for her to do this. Brand guidelines are essential for the end users, i.e. the client to ensure they use the logos, typography and images appropriately.

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.

ANTRIM GEOPARK ANTRIM GEOPARK ANTRIM GEOPARK

ANTRIM GEOPARK ANTRIM GEOPARK ANTRIM GEOPARK

ANTRIM GEOPARK

ANTRIM GEOPARK ANTRIM GEOPARK ANTRIM GEOPARK ANTRIM GEOPARK ANTRIM GEOPARK

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.

ANTRIM GEOPARK

ANTRIM GEOPARK

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.

ANTRIM GEOPARK

70mm
Minimum Logo Width

10mm
Minimum Logo Width

ANTRIM GEOPARK

180px
Minimum Logo Width

60px
Minimum Logo Width
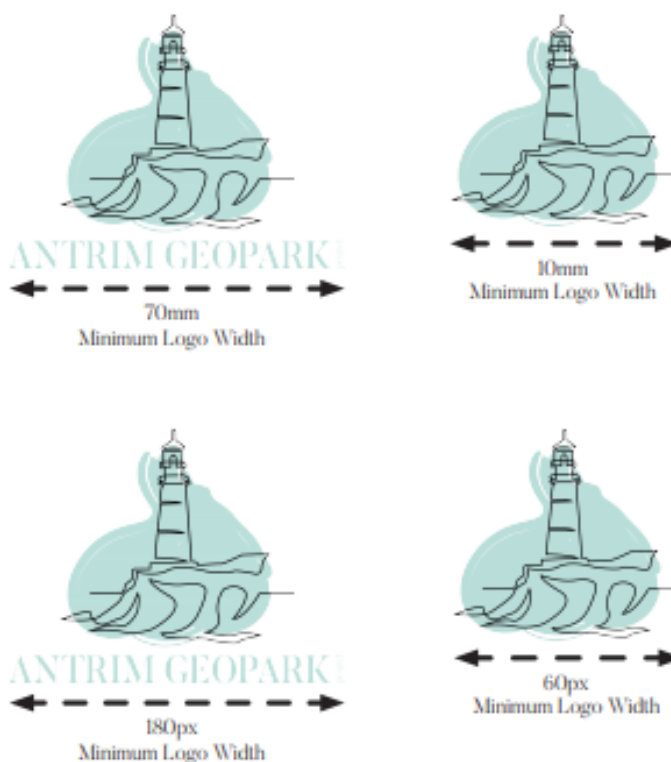
LOGO SPACING

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

FULL LOGO:

ICON:

Print:
12mm Spacing

Web:
50px Spacing

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.

#f09b8a	#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

Reflections
I think Georgia did a great job developing these brand guidelines, this document is clear, consistent and most importantly informative.

Developing the Website

Despite developing a website not being one of the project specifications, in our first meeting with the community partner they expressed their wish for a website, thus providing a point of communication between themselves and the local community. This point of communication would be found on the 'Contact Us' page. As one of my strengths is web design, it was decided I would take on the task of developing the website, and therefore develop the website guide-lines for the client.

I had to take into consideration that the working group would have little to no experience with web design and development, therefore instead of develop-ing a website from scratch using code, I decided that the best idea would be to use WordPress. I already knew from the pitch meeting that they wished to have 'antrimgeopark.org' as the domain name. As well as this I knew the client liked the web concepts from the pitch, where an image carousel was the main focus, and the use of hamburger menus in the mobile version of the website.

To begin the website development I first had to look at domain names and hosting after some research I produced a document to send to Nikki detailing the choices of domain names, hosting plans and potential themes, as well as a quick mokcup of what their site could look like with the theme.

Website Information for AGP

Domain Name

-Client has requested to have domain name as: 'antrimgeopark.org' and/or 'antrimgeopark.com' if it is available

GoDaddy Inc- publicly traded Internet domain registrar

'antrimgeopark.org'

-is available through 'GoDaddy'

'antrimgeopark.org' is a great domain because:

-'Park' is a widely used keyword

-'antrimgeopark' is 15 characters or less

'antrimgeopark.com'

-is available through 'GoDaddy'

'antrimgeopark.com' is a great domain because:

-'Park' is a widely used keyword

-'antrimgeopark' is 15 characters or less

WordPress Hosting Plans and Pricing:

Basic Plan:

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 ⓘ

[Add to Cart]

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

This could be 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

-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

-it unlikely the website will have more than 25K monthly visitors

Payment Plan Methods:

Basic Plan for *36* months:

Includes: 30 GB storage – Ideal for up to 25k monthly visitors – Daily Malware Scan, Daily Backup, Free Domain

Total: **£106.77**

Managed WordPress Basic is selected

Basic Plan for *24* months:

Includes: 30 GB storage – Ideal for up to 25k monthly visitors – Daily Malware Scan, Daily Backup, Free Domain

Total: **£57.50**

Basic Plan for *24* months:

Includes: 30 GB storage – Ideal for up to 25k monthly visitors – Daily Malware Scan, Daily Backup, Free Domain

Total: **£57.50**

Managed WordPress Basic is selected

Basic Plan for *12* months:

Includes: 30 GB storage – Ideal for up to 25k monthly visitors – Daily Malware Scan, Daily Backup, Free Domain

Total: £12.00

Managed WordPress Basic is selected

Basic Plan for *1* month:

Includes: 30 GB storage – Ideal for up to 25k monthly visitors – Daily Malware Scan, Daily Backup, Free Domain

Total: £6.99

Managed WordPress Basic is selected

Themes

'The website should be contemporary, responsive and accessible by NCGPWG to allow them to make ongoing updates as necessary.'

After reviewing many different themes available through WordPress and comparing them to the client's wishes including wanting to have a main cover image, this theme has been selected, which is called '*Morden*'. This theme is available through WordPress, which is user-friendly even for beginners, flexible and has plugins extended functionality. This allows for a basic website to be upgraded, by adding features such as shopping carts, galleries, contact forms, and more to any compatible WordPress site. Plugins can be activated or deactivated and uninstalled as needed as a site evolves.

Morden:

Morden is a functional and responsive multi-purpose theme that is the perfect solution for your organisation's online presence.

Using a plain white background, the main cover image draws the attention of visitors whilst also showcasing the beauty of the chosen Geopark area. The white background allows for the content to stand out more, it keeps it simple and clean.

The navigation bar at the top of the page is a darker colour allowing for more definition to the page. This layout utilises images to attract visitors, this would be ideal for the proposed Geopark website. There is little text which readers may enjoy as quick skim provides them with all the information they need. Large blocks of text can be off-putting and disappointing as a visitor may not want to spend time reading it all. Minimal text and more graphics to convey the message in a short and concise manner.

This theme is simple, clean, and consistent across different devices.
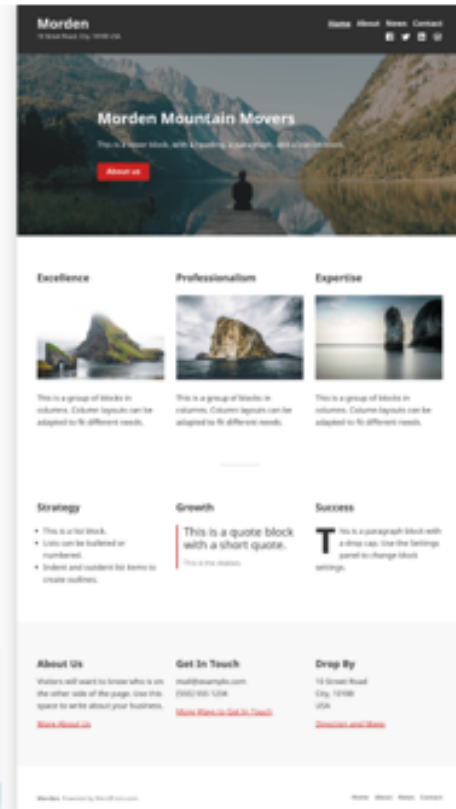
A website mockup using the WordPress customisation tool based on the mockups included in the pitch, just to give a rough idea as to what the Morden theme could translate to. This theme is clean, aesthetically pleasing, and consistent across different devices. The content will be filled when available, can be more text-based or more visual-based. The cover image can be included in an image carousel and display up to three more images for visitors to enjoy.

Site icon is shown directly below.

Developing the Website

Nikki reviewed my document and responded with the decisions via email.
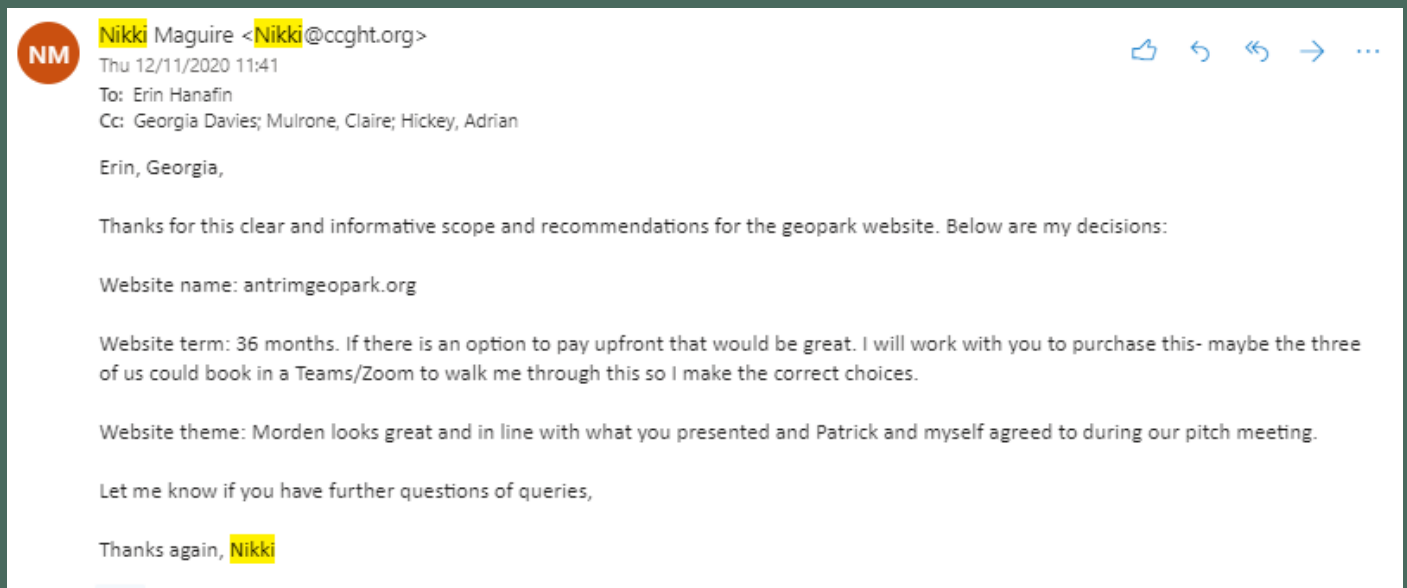
The next step in the website development was organising a call with Nikki to sort out the account information for the domain name and hosting (for GoDaddy and WordPress). I arranged a meeting with Nikki over Zoom on Friday 13th November at 11:30am.
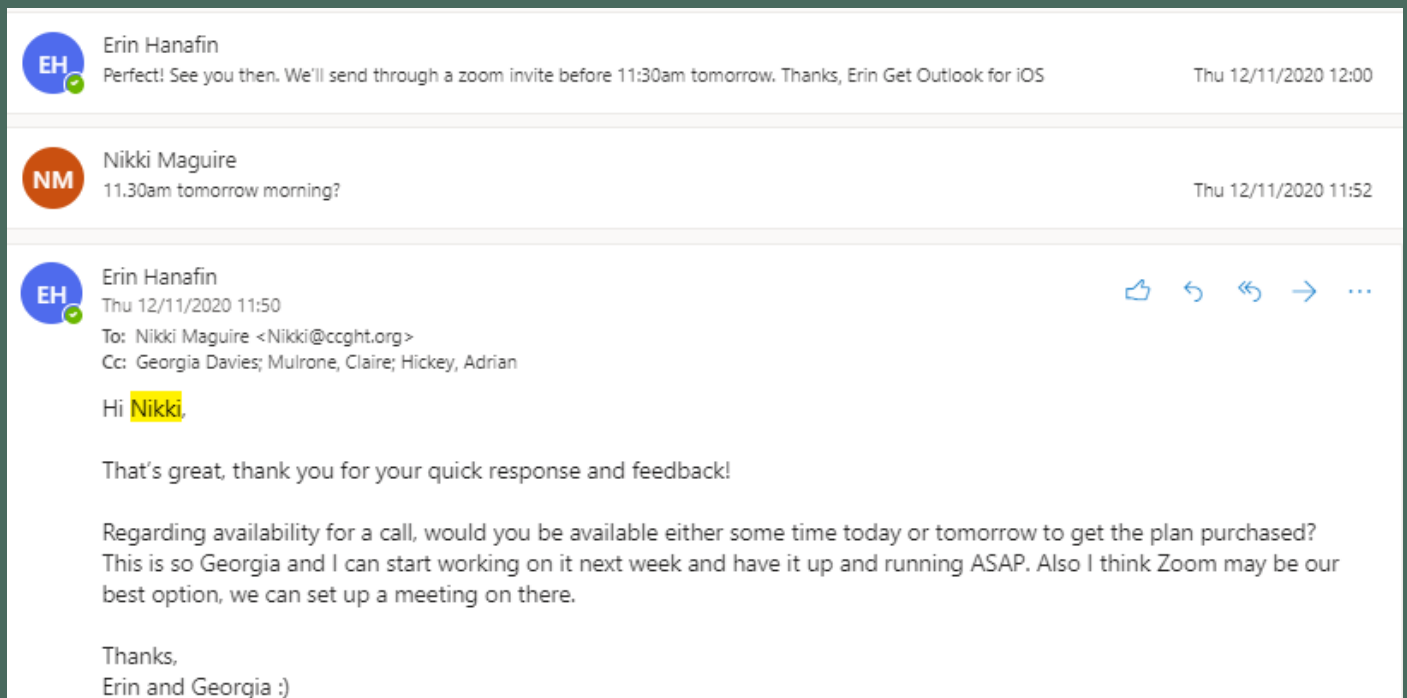
I walked Nikki through the process of purchasing the domain name and hosting plan, this ensured that the correct purchases were made. The meeting with Nikki was a success and we got the plan of 36 months purchased, this included the domain name of 'antrimgeopark.org', and purchased additional add-ons such as a SSL certificate which encrypts the data that goes from a user's computer to the website and back. We also decided on a username and password.
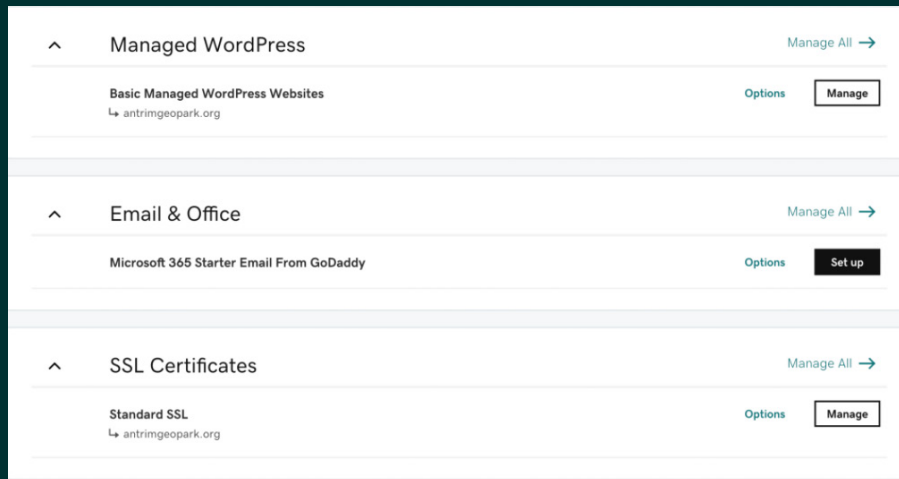
The overall cost of the plan of 36 months with the add-ons came to £236.64, with the domain name coming at no cost. Due to contents of this plan, this price is good value for money, and Nikki agreed with this.

Designing the Website

Now that the plan had been purchased it was time to start the design and customisation of the website. The theme I had included in the website information document 'Morden' was no longer available with the plan purchased. This meant we had to look for other similar themes to replicate the same layout that Nikki liked. We had a extensive look through the catalogue of themes available within the purchased plan, and narrowed down to the choices to a theme called 'Rinse and Wash'.
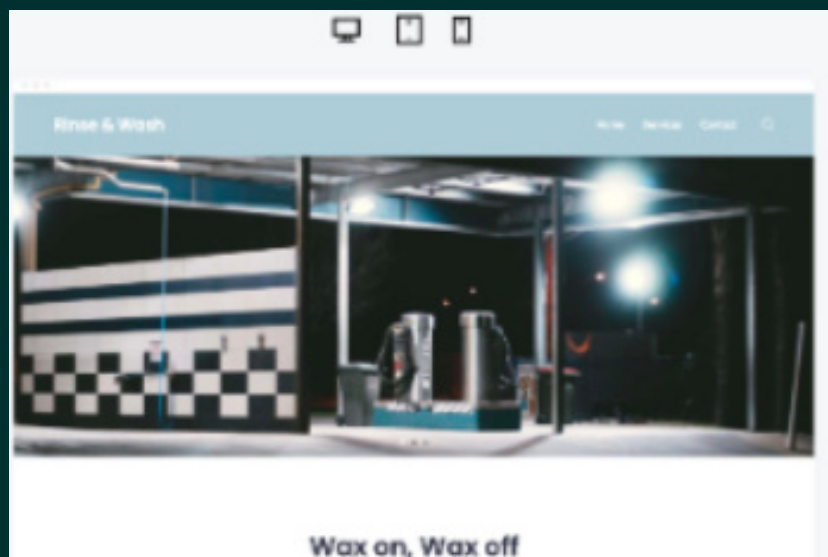
Designing the Website

Georgia and I agreed that the logo used on the website was going to be the squirrel illustration as it is eye-catching and clean. Unfortunately once I began customising this theme when designing the 'Antrim Geopark' home page, something went wrong. After making a few changes to the 'Rinse and Wash' theme, I noticed when I hit preview the website looked as I expected, however once I hit publish and viewed the website via a search engine and URL it did not look like it should have, as well as this there was a problem with the navigation structure too. When clicking on the site logo, instead of bringing you back to the home page it brought me to a combination of all three pages in one.

To solve these issues I went onto the dashboard on WordPress to look at the theme, what was happening after any changes had been published was the original content that came with the 'Rinse and Wash' theme was there, as well as the content which I had added. No matter what I tried the original content could not be removed, I'm not sure if this was a glitch within the theme or not but I made the decision that to avoid any further issues with the 'Rinse and Wash' theme, I had to change it to another similar theme. Before I changed the theme however, I had to fix the navigation issue. I went onto the WordPress dashboard for the 'antrimgeoparkproject' site, and looked at the menu structure of the site. To do so, on the dashboard I went to 'Appearance' and then 'Menus'. The issue was with the header navigation menu not the footer menu. I soon solved two issues when I had only intended to solve the one, all the appearance changes that I had been making were taking place on the home page, not the *front page.*

Then what was happening was when I hit publish, I had published both the home page and front page. The home page contained the original content that came with the theme 'Rinse and Wash', whereas the front page consisted of all the changes and customisations for the Antrim Geopark site. I then solved the navigation issue by linking the 'Home' page with **front page** instead of the home page, as well as linking the 'About Us' page to the 'About Us' page, and the 'Contact Us' page to the 'Contact Us' page.

Despite solving the issue of the mixed appearances, I had already decided on a new theme which I preferred to 'Rinse and Wash' as it was more simple and clean. The new theme I had settled on was called 'Go'.

https://en-gb.wordpress.org/themes/go/
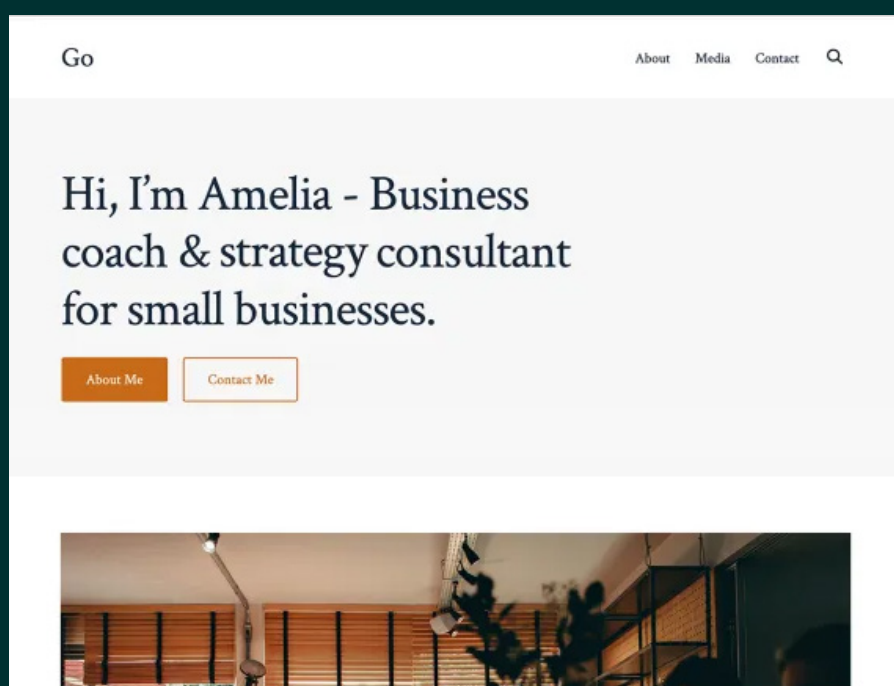
The theme 'Go' is clean cut, professional, simple yet powerful. 'Go' is an innovative, Gutenberg-first WordPress theme, hyper-focused on empowering makers to build beautifully rich websites with WordPress. With an average rating of 4.5 stars out of 5, and over two thousand daily downloads I was confident in my choice.

https://en-gb.wordpress.org/themes/go/
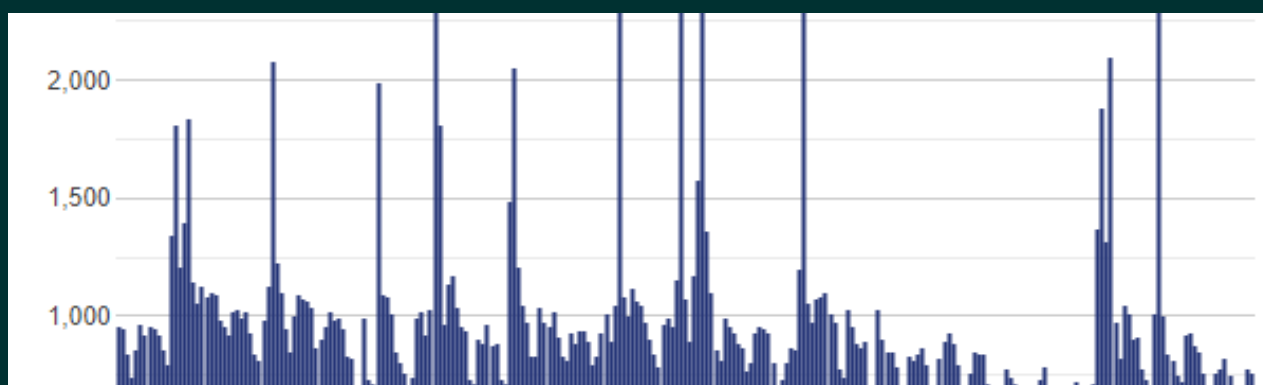
Designing the Website

The next step was the install the 'Go' theme and start designing the site.
Another positive of this theme is the easy installation:
1. Navigate on the dashboard to 'Appearance'
2. Click on Themes
3. On Themes screen, search 'Go' in the search bar provided
4. Once 'Go' theme is found, click 'Install'
5. The begin customising

This was my favourite part of the website development process, I spent a long time experimenting with different colour schemes, images and blocks.

Colour Scheme:
For the colour scheme I decided to keep it simple, consisting of two colours; white and the orange from the squirrel illustration. This kept the colour scheme consistent with the visual identity while also being eye-catching.

#f49728
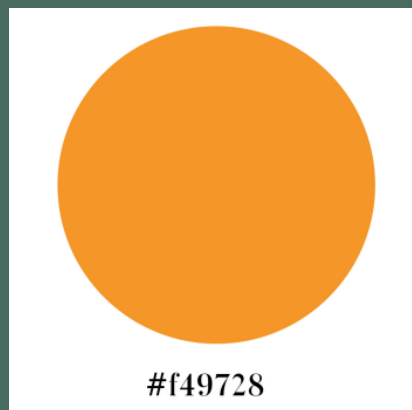
Site Logo/Image:
As I stated previously we decided to use the squirrel illustration as the site logo as not only is it clean and modern, it is also family friendly and eye-catching.
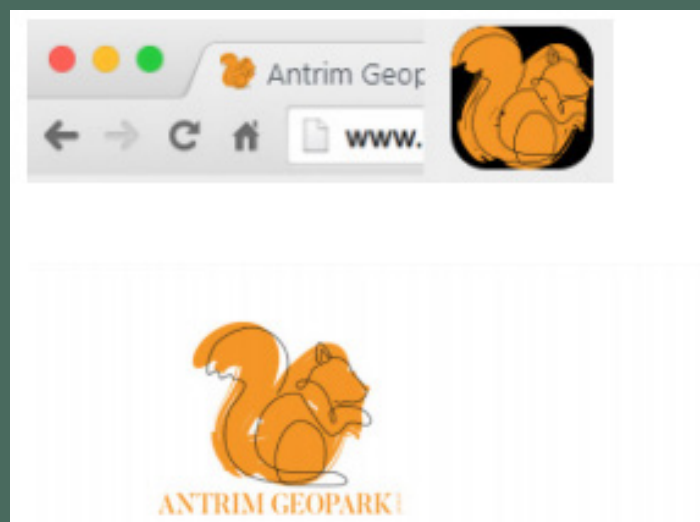
Typography:
After a lot of hassle with various plugins trying to install 'Butler' and 'Effra' as typefaces for the site, I settled on two fonts that were very similar. For the headings I had intended to use 'Butler' but I ended up using the serif typeface 'Playfair Display'. For all other content on the site, I looked for an alternative to 'Effra' which is a sans serif typeface, I found that the default typeface with this theme, also known as 'Klara', was the perfect alternative.

Playfair Display

About Us

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

Default or 'Klara'

Images:
I decided to keep consistent with the images I had used throughout the process from the NI tourism Content Pool as they images are free to use.
I created an image carousel on the home page to showcase the audience the breathtaking areas of the proposed geopark. I also created a masonry gallery on the 'About Us' page showcasing further images, as well as the inclusion of an interactive map based on an image Nikki sent me.

Designing the Website

Plugins:

The first plugin I added was the 'HurryTimner' one, this is a countdown feature I have included on the home page, counting down the days until the geopark launch.

The second plugin I installed was 'DrawAttention' this plugin allowed me to make the map image of the proposed geopark interactive, so that when a user hovered over different areas of the map it would be highlight in the orange from the logo, and display which area it was in, as well as this I was then able to add links to the different areas which will bring the user to the Causeway Coast and Glens Heritage Trust site for further information.
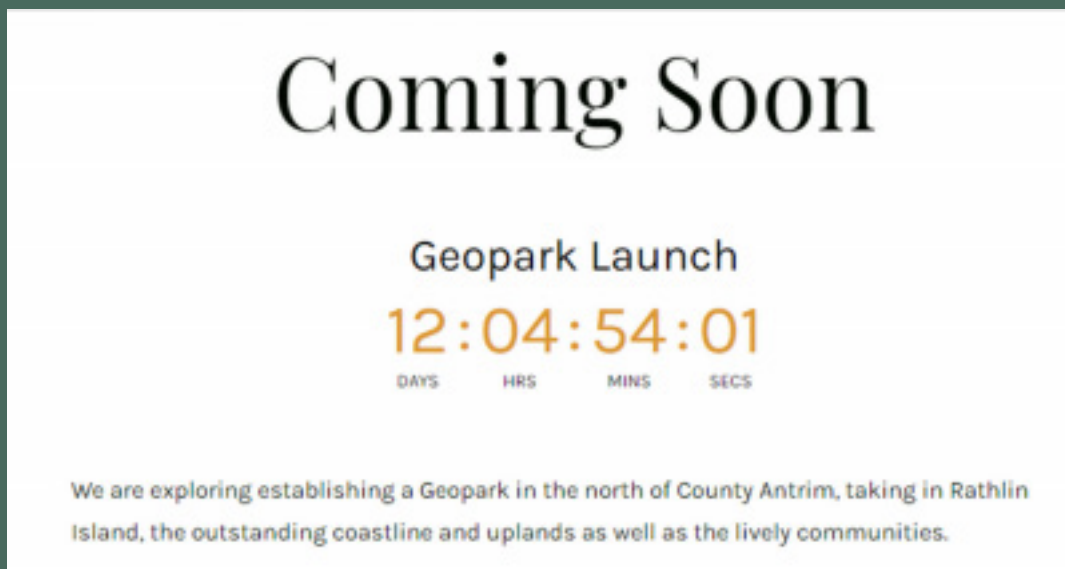
HurryTimer plugin

DrawAttention plugin

Social Media:

I added two links to the proposed geopark's social media pages:

- Facebook- Causeway Coast and Glens Heritage Trust
- Instagram- to be determined
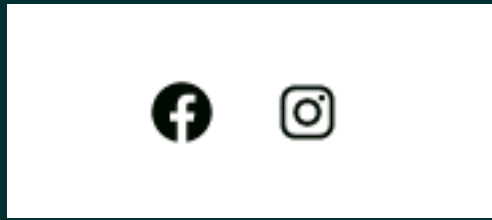
Custom HTML:

I added customised headers to the 'What is a Geopark?' page using html.

```
<h2 style="background-color: #ffb154; padding: 20px; border-radius: 5px; border-bottom: 21px solid #ffc682; font-size:25px;">What is a Geopark?</h2>
```

```
<h2 style="background-color: #ffb154; padding: 20px; border-radius: 5px; border-bottom: 21px solid #ffc682; font-size:25px;">Other Geoparks</h2>
```

What is a Geopark?

A UNESCO Global Geopark is an area with internationally important rocks and landscapes, all of which are managed responsibly for tourism, conservation, and education. Whilst geology may be their foundation, UNESCO Global Geoparks build upon that by bringing it together with other aspects of heritage, such as archaeology, history, culture and biodiversity, all of which are intricately linked with the ground beneath our feet. The Global Geopark network provides a platform for cooperation and exchange between experts and practitioners in geological heritage and its protection, education, and sustainable development.

Other Geoparks

There are three UNESCO Global Geoparks on the island of Ireland, eight in the UK and at present there are 161 UNESCO Global Geoparks in total across 44 countries around the world. All of which are members of the Global Geoparks Network. Through cooperation with Global Geoparks Network partners, important local and national geological sites gain worldwide recognition and benefit from the exchange of knowledge and expertise with other UNESCO Global Geoparks, and improve the quality of the UNESCO Global Geoparks label.
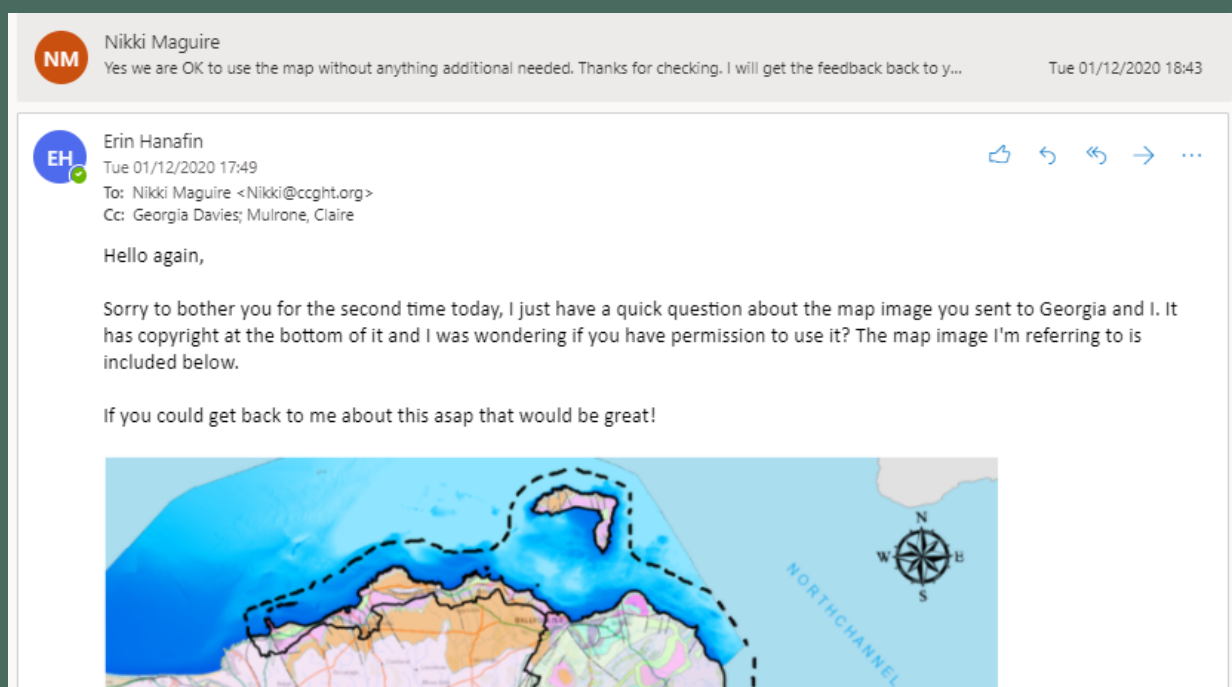
Initial Website Layout

Home Page:
- Header navigation: Home, About Us, What is a Geopark and Contact Us
- Image carousel displaying three images of the geopark: East Strand Portrush, Dunluce Castle and Glens of Antrim
- Title: 'Coming Soon'
- Below title is the Geopark Launch countdown feature
- Below countdown feature is a small introductory sentence: '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.'
- Footer navigation: Home, About Us, What is a Geopark and Contact Us
- © 2020 Antrim Geopark

About Us Page:
- Header navigation: Home, About Us, What is a Geopark and Contact Us
- Title: 'About Us'
- Accordion drop down menu providing information about the working group and the proposed geopark
- Below title is the interactive map of the proposed geopark
- Masonry gallery showcasing more beauty spots within the proposed geopark
- Footer navigation: Home, About Us, What is a Geopark and Contact Us
- © 2020 Antrim Geopark

Initial Website Layout

What is a Geopark Page:
- Header navigation: Home, About Us, What is a Geopark and Contact Us
- Title: 'What is a Geopark'
- Below title is a quote: "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."
- Below quote is two columns titled 'Phase One' and 'Phase Two' explaining the process to become a UNESCO geopark
- Footer navigation: Home, About Us, What is a Geopark and Contact Us
- © 2020 Antrim Geopark

Contact Us Page:
- Header navigation: Home, About Us, What is a Geopark and Contact Us
- Title: 'Contact Us'
- Brief introduction sentence to the form: '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.'
- Contact Us form to provide feedback on the proposed geopark
- Footer navigation: Home, About Us, What is a Geopark and Contact Us
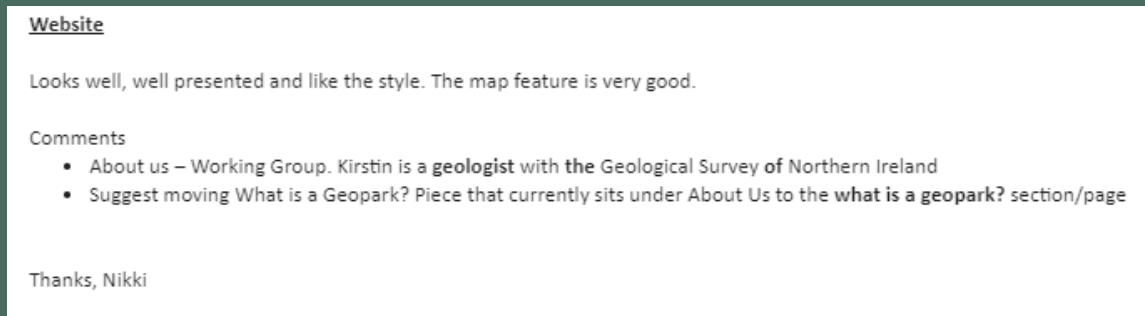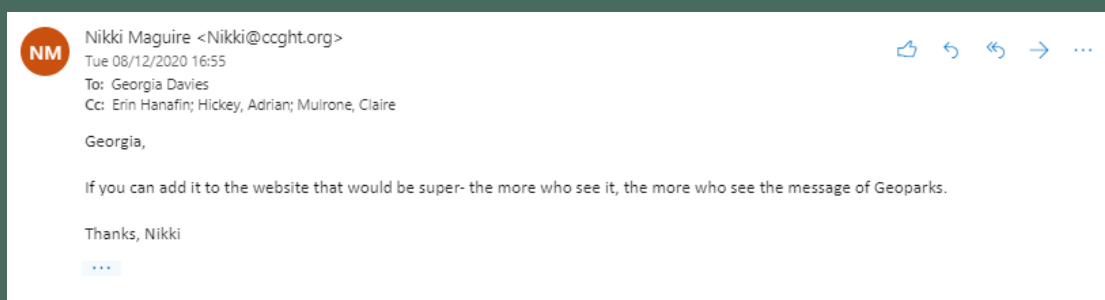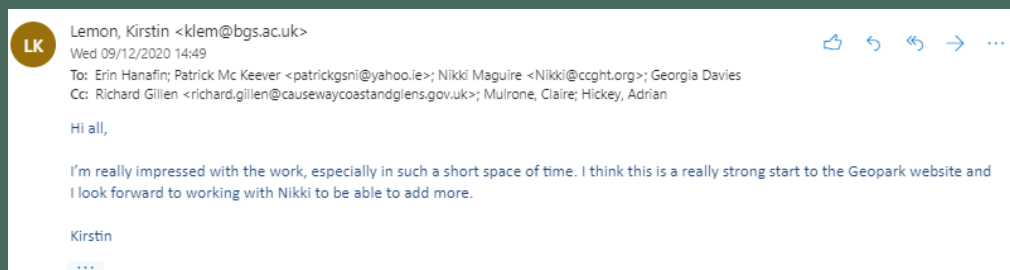- © 2020 Antrim Geopark

All text-based content and the map image of the proposed geopark was provided by the client after I emailed asking for it.

Reflections
I was very pleased with how well the initial design of the website turned out, especially with the added plugins which make the website more interesting and interactive.

Feedback on Initial Web Design

I put into the 'Campfire' chat on Basecamp that the website was live and had been customised so I could receive feedback from Georgia, Adrian and Claire. Georgia and Claire were very pleased with my work, as was Adrian however he did have some constructive criticism.

Adrian Hickey 10:50am
A few thoughts on the website:

1. Is gif logo possible?

2. Can you confirm ownership of the images? If not, do we have permission to use these? And if so we should credit wherever/whoever they came from

3. About Us - Not crazy about drop downs - can this be edited to be paragraphs with headings?

4. Interactive Map? Again, copyright - there is something there about Crown copyright so confirm with comm partner this is ok to use? If so put the credit in whitespace under the map - if not - we need to rethink

5. About Us images - need confirmation of ownership and accreditation where permission is granted

6. What is a Geopark - I like it - use those style of headers (phase one, phase two) for the About us headings - No 3 above

7. Contact us. - Confirm who the enquiries go to and let the comm partner know how they will receive these emails - can be part of the how-To manual for handover

Otherwise - great work

Reflection

I trust Adrian's opinion and agreed with what he had to say, once I had read over the feedback I then went to get started on the changes however I encountered a problem: I could no longer get access to the website through 'GoDaddy', and that same week, Nikki the account holder, had gone on annual leave. Georgia still had access to the website through 'GoDaddy' however she did not have the same knowledge and experience with WordPress to carry out these changes, as well as this she was busy working on the motion graphic and developing the brand guidelines.

Issue with GoDaddy Login and Solution

After discovering the issue with the 'GoDaddy' login where it wasn't letting me sign in without a verification code which was only sent to Nikki, who was on annual leave, I emailed her immediately to try and resolve this issue. While waiting Georgia and i try everything we could to get my access back, including changing the email address to mine which didn't work and granting my email access which also didn't work. I also spent around an hour in a chat helpline with GoDaddy to try and find a solution but they provided any options we already hadn't tried. As well as this Claire even sent her a text message to try and get Nikki to help but with no reply.
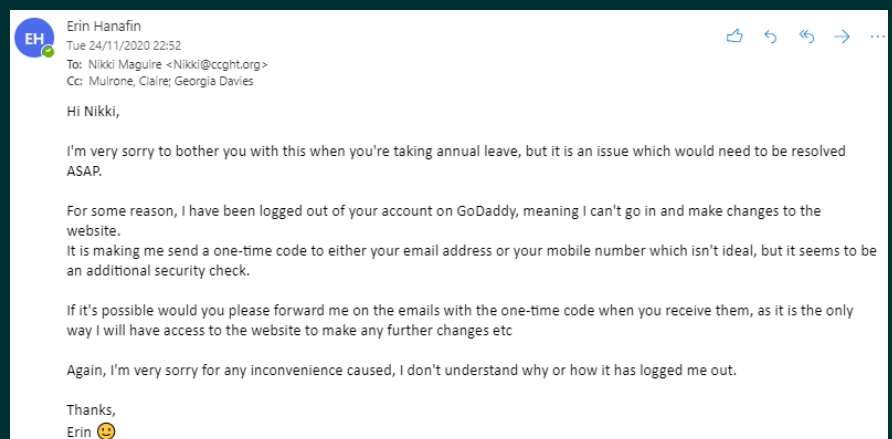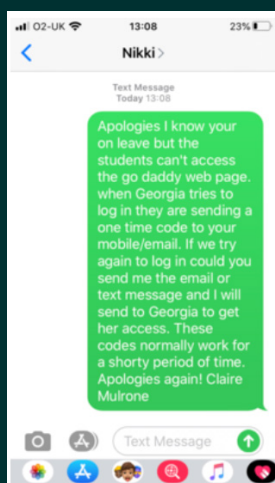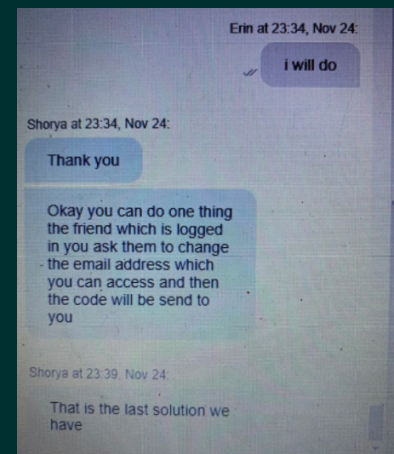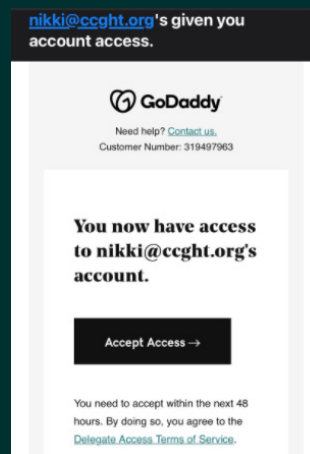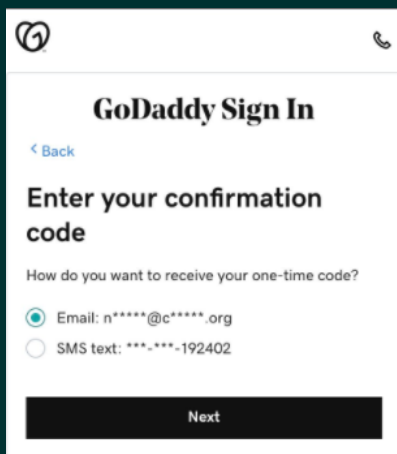
Fortunately two days later in our next team meeting on Thursday 26th November 2020, Adrian saved the day by showing us an alternative way to access the WordPress site which was via www.antrimgeopark.org. We then added myself and Georgia as administrators on the site to avoid this from happening again. Once I had access again I got stuck in with the changes Adrian had requested.

Reflection

While this stressed me out highly at the time, it made me realise that there will always be a solution to everything or someone there to help.

Updated Website Layout

Home Page:
- Header navigation: Home, About Us, What is a Geopark and Contact Us
- Image carousel displaying three images of the geopark: East Strand Portrush, Dunluce Castle and Glens of Antrim
- Title: 'Coming Soon'
- Below title is the Geopark Launch countdown feature
- Below countdown feature is a small introductory sentence: '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.'
- Footer navigation: Home, About Us, What is a Geopark and Contact Us
- © 2020 Antrim Geopark

About Us Page:
- Header navigation: Home, About Us, What is a Geopark and Contact Us
- Title: 'About Us'
- Replicated the column layout on the What is a Geopark with headers for each section instead of the accordion layout
- Below title is the interactive map of the proposed geopark this time with copyright
- Masonry gallery showcasing more beauty spots within the proposed geopark including confirmation of copyright for these images
- Footer navigation: Home, About Us, What is a Geopark and Contact Us
- © 2020 Antrim Geopark

NM Nikki Maguire
Yes we are OK to use the map without anything additional needed. Thanks for checking. I will get the feedback back to y...   Tue 01/12/2020 18:43

EH Erin Hanafin
Tue 01/12/2020 17:49
To: Nikki Maguire <Nikki@ccght.org>
Cc: Georgia Davies; Mulrone, Claire

Hello again,

Sorry to bother you for the second time today, I just have a quick question about the map image you sent to Georgia and I. It has copyright at the bottom of it and I was wondering if you have permission to use it? The map image I'm referring to is included below.

If you could get back to me about this asap that would be great!

What is a Geopark Page:
- Header navigation: Home, About Us, What is a Geopark and Contact Us
- Title: 'What is a Geopark'
- Below title is a quote: "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."
- Below quote is two columns titled 'Phase One' and 'Phase Two' explaining the process to become a UNESCO geopark
- Gif showcasing logo variations
- Footer navigation: Home, About Us, What is a Geopark and Contact Us
- © 2020 Antrim Geopark

Mostly stayed the same

Contact Us Page:
- Header navigation: Home, About Us, What is a Geopark and Contact Us
- Title: 'Contact Us'
- Brief introduction sentence to the form: '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.'
- Contact Us form to provide feedback on the proposed geopark
- Footer navigation: Home, About Us, What is a Geopark and Contact Us
- © 2020 Antrim Geopark

Stayed the same
Reflection
I trust Adrian's opinion and agreed with what he had to say, so applying these changes didn't decrease my confidence in my own abilities. However I chose not to make the site logo a gif version of the logos, as it would've been too distracting and it also kept appearing as a still image no matter what I did. Although I did include the gif at the bottom of the What is a Geopark page. The final step was getting the approval from the client.

Feedback on Website From Client

I emailed Nikki to get the final thoughts on the website. Once I had received the feedback I carried out the changes immediately. For the movement of content from one page to another, I ended up installing a new plugin, Kadence Blocks: Gutenberg Blocks for Page Builder Features, which allowed for more advanced block features, this allowed me to improve the layout of the content on the 'What is a Geopark' page. Including the advanced gallery where I was able to add captions to each image.

I took Patrick's feedback on and added more images from the Antrim Coast in the advanced gallery.

I then took on Nikki's feedback and embedded the motion graphic to the 'What is a Geopark' page.

About Us Page

What is a Geopark Page

Contact Us Page

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 *

message *

contact us ⟶

home   about us   what is a geopark?   contact us

© 2020 Antrim Geopark

Website Guidelines

For the website guidelines it was essential I successfully showed the user how to make changes to the website, as well as a walk through of WordPress, site map, original layouts and places to find further information should they get stuck. As the document is 29 pages long, I have included highlights of the guidelines to outline what the document contains.

LOGIN INFORMATION

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

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

**To edit the website, use the WordPress Login.**

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

CONTENT STRUCTURE

Content structure, or Information Architecture (IA), is comprised of various elements and will depend on the complexity and size of the website content. Below is the main navigation of the website displayed in a site map.
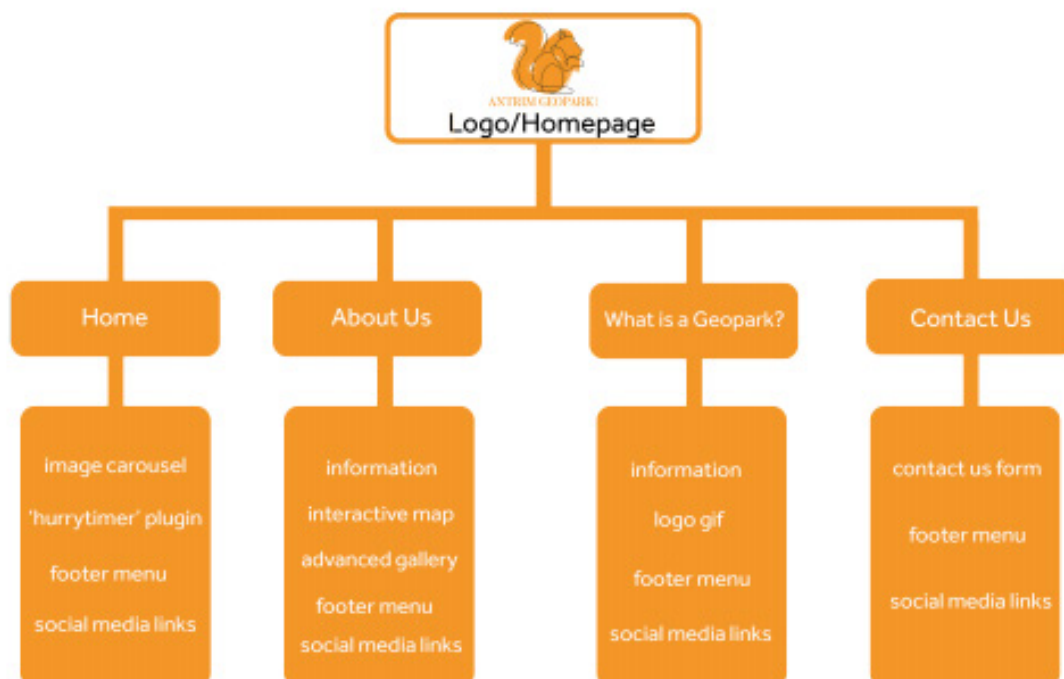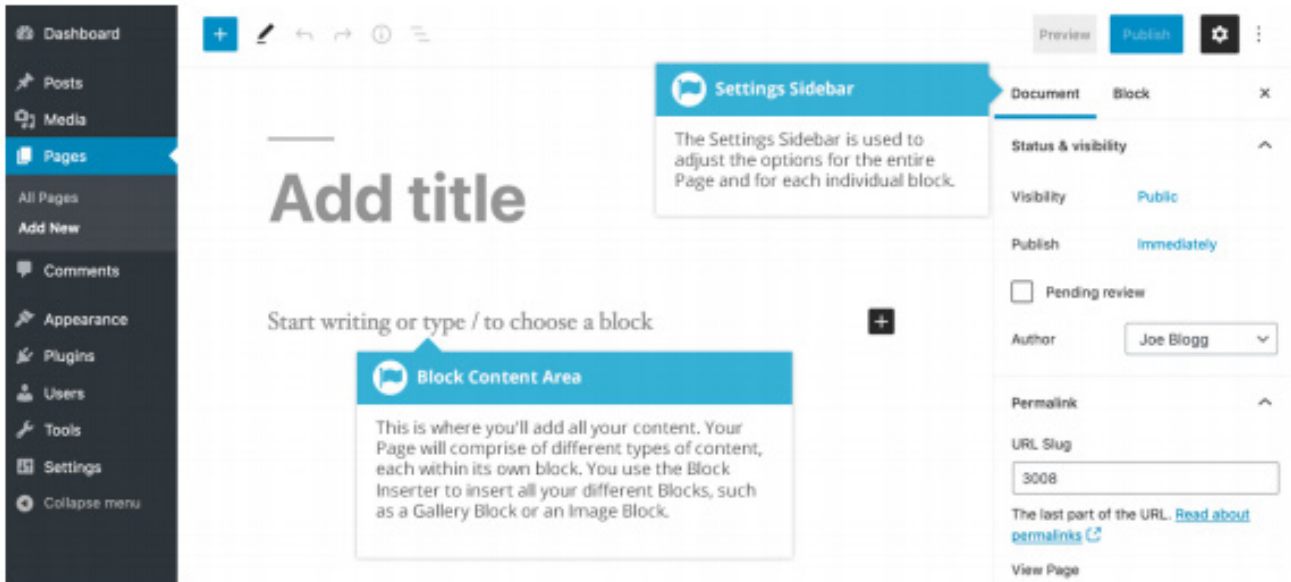
USER GUIDE FOR WORDPRESS

How to Add a New Page

To add a new Page, move the cursor over the 'Pages' menu option in the left-hand navigation menu and in the fly-out menu, click the Add New link. You can also click the Pages menu option and then click the Add New link underneath, or the Add New button at the top of the page.
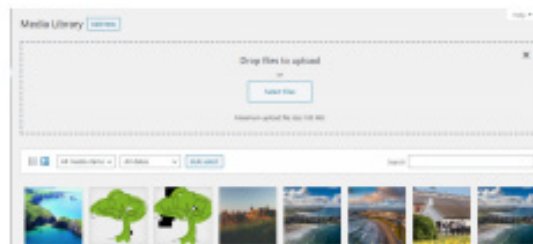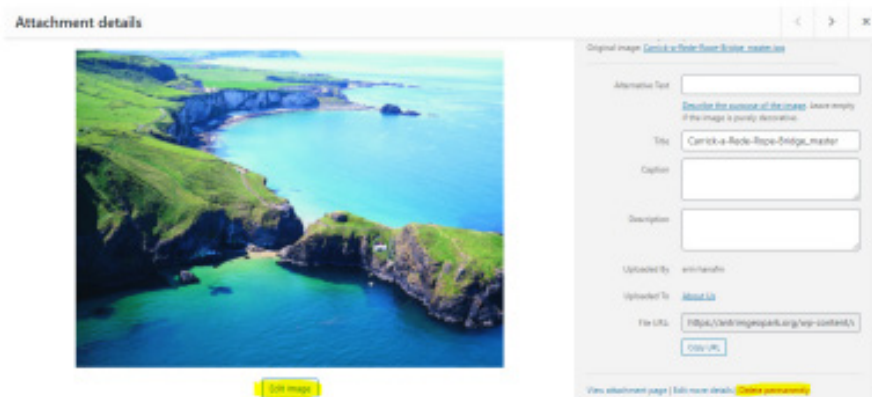

USER GUIDE FOR WORDPRESS

How to Edit the Appearance of a Page

For instance, say you wanted to add a new image to the 'Home' page, once you have selected an image, navigate to the dashboard. Select 'Media' followed by 'Library'. The 'Media Library' screen should be displayed, at the top of the page click 'Add New', select the desired image from your files and upload it, alternatively you can drag and drop the image from your files onto the page, as shown below.

The image you have selected can be edited or removed also, if you click on the image in the 'Media Library' and select 'Edit Image'.
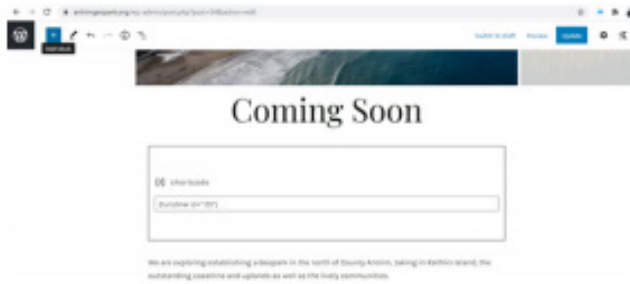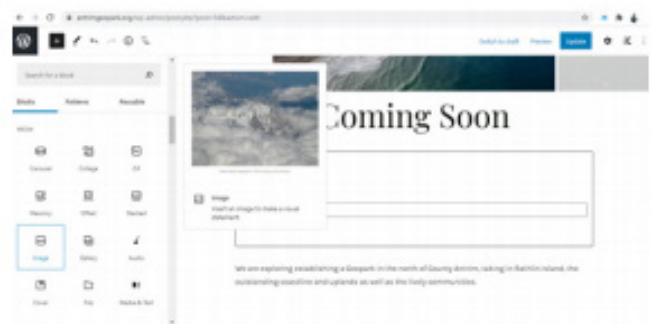
USER GUIDE FOR WORDPRESS

How to Edit the Appearance of a Page Continued
After your image has been added to your 'Media Library' navigate to the dashboard and select 'Pages' then 'All Pages' and select the page you want, in this case the 'Home' page, and click 'Edit'.
You should be brought to the 'Home' page where you can then edit it.

To add your image, hover your cursor over the blue box at the top left-hand corner of the page and click it. This also allows you to add things known as 'blocks', the features within blocks range from headings to paragraphs, to images and columns etc. Alternatively you can add blocks by hovering your cursor over anywhere on the page and clicking on the black box which says 'Add Block'.

To add your image, scroll down to the Media section of the block options and click it. This will bring up the image block settings, where you can select your image from the 'Media Library'. As shown below.
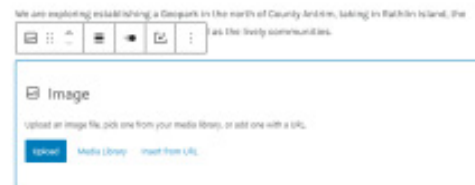
USER GUIDE FOR WORDPRESS

Main header navigation, when adding new pages make sure to add the new page to both the main header navigation and the footer menu navigation.

USER GUIDE FOR WORDPRESS

On your Dashboard you will see a toolbar. The options of the toolbar are explained below.

Posts
This option is where you can create a new Blog Post, as well as the option to update your Categories and Post Tags.

Media
This is where you can upload and store images, documents or files. You can browse through your 'Media library', as well as edit and update the files.

Pages
This is where you create and maintain all your Pages.

Comments
This is where you can manage all your 'Comments', including the options of replying to comments or marking them as spam.

Appearance
This menu is where you control how your site looks. The option 'Customise' allows you to customise your individual web pages within your site. You can also choose a new Theme, manage your site Widgets or Menus and even edit your site theme files.
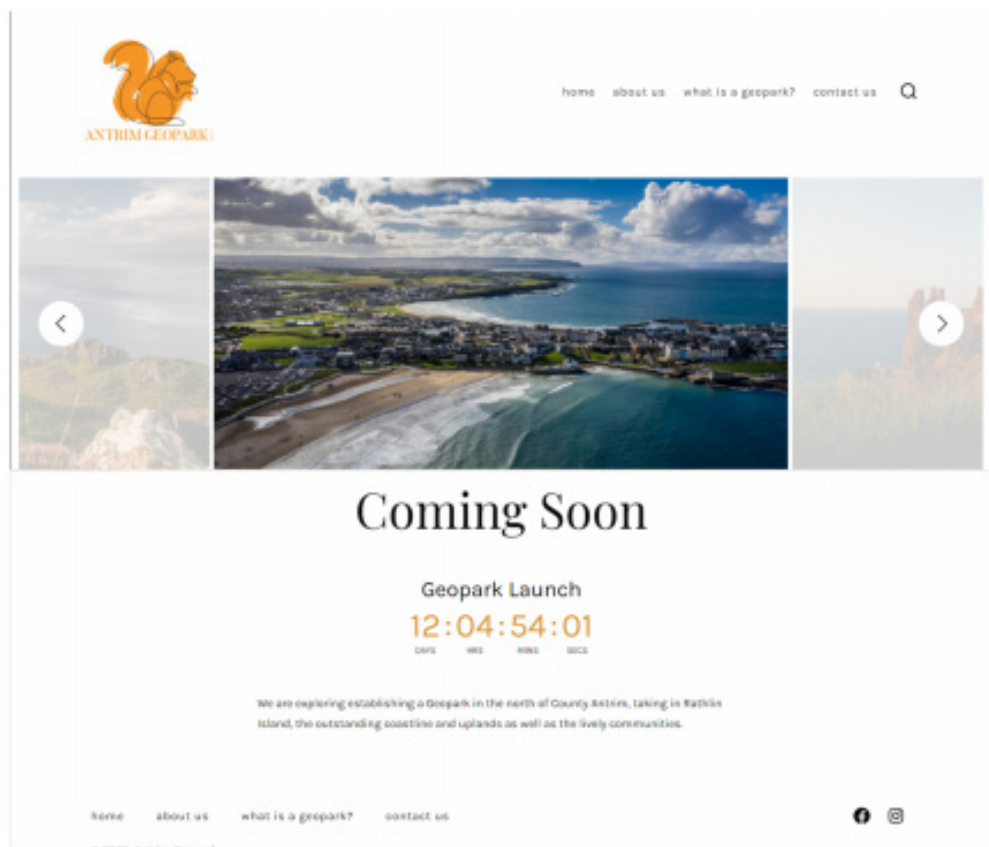
Plugins
Plugins extend and expand the functionality of WordPress. You can also add or delete plugins, as well as activate or deactivate them within this section.

Users
This screen lists all the existing users for your site. Depending on your Role, you can also add new users as well as manage the user's Roles.

HOME PAGE LAYOUT ON DESKTOP

Reflections and Feedback

I am very proud of the website I produced, considering I did it on my own as well. I feel as thought it fits in perfectly with the brand identity, and will appeal to all types of audiences. It is aesthetically pleasing, informative and sleek. I am pleased that the clients were just as happy with what I've produced, as well as the website guidelines to keep them right once the 12 weeks is up.

www.antrimgeopark.org

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

Antrim Geopark Working Group

project management

7.

(© Tourism Ireland)

Group Work

I think the key to Georgia and I's team work is the fact that we are friends to begin with, as well as this, we are house mates. This allowed for a very smooth development process as being friends, we were able to be completely honest with each other throughout, as well as leaning on each other for support and advice when needed. Being house mates allowed us to have meetings together easily, we were also able to make big decisions and be physically beside each other if the other needed help on anything.

Having worked on group projects before in previous university years, we already knew each other's strengths and abilities. This allowed us to split up the work much more effectively, for example Georgia's strengths lie mostly in graphic design while my strengths are more focused in web design and print work.

Our main source of communication (if we weren't physically together) was Basecamp, which is a project management tool. This tool allowed us to effectively manage our project using all the provided features such as 'Campfire', 'Docs and Files' and 'Schedule'. I will discuss Basecamp further on in this chapter. We also used Toggl for time management, this was a very effective tool as it allowed us to see how much time we were spending on different aspects of the project.

Both management tools greatly helped with the project process, as they allowed us to communicate and manage our tasks effectively as a team.

Basecamp

Fortunately for myself and Georgia we are living together in a student house in Portstewart, so the majority of our communication can happen face-to-face, without breaching any Covid-19 restrictions. However there will be times where face-to-face communication isn't possible, as part of this project the main communication point between us and Adrian and Claire is Basecamp.

Basecamp

Basecamp is a web-based real-time communication tool allowing teams to communicate and manage projects. It is best used for working collaboratively on projects, and consists of many standard features for project management including to-do lists, file sharing and a milestone management. Another useful feature of Basecamp is the 'Campfire', this expands on group messaging functionality. Basecamp is also supported on mobile, with the Basecamp mobile application.

Pros and Cons

Pros:
* Supports unlimited users
* Intuitive interface
* No professional experience required to operate within the platform
* Ability to manage users
* Great organisation features
* Inexpensive
* Easy to track progress of project

Cons:
* No rating system
* No defined structure on how to use the software
* Not as advanced as other project management tools

As well as using Basecamp to communicate, we will be using email and Microsoft Teams.

Basecamp

Georgia and I both made accounts within Basecamp using our university emails and were added into the North Coast Geopark Working Group alongside Adrian and Claire. Below is an overview of what our Basecamp looked like.
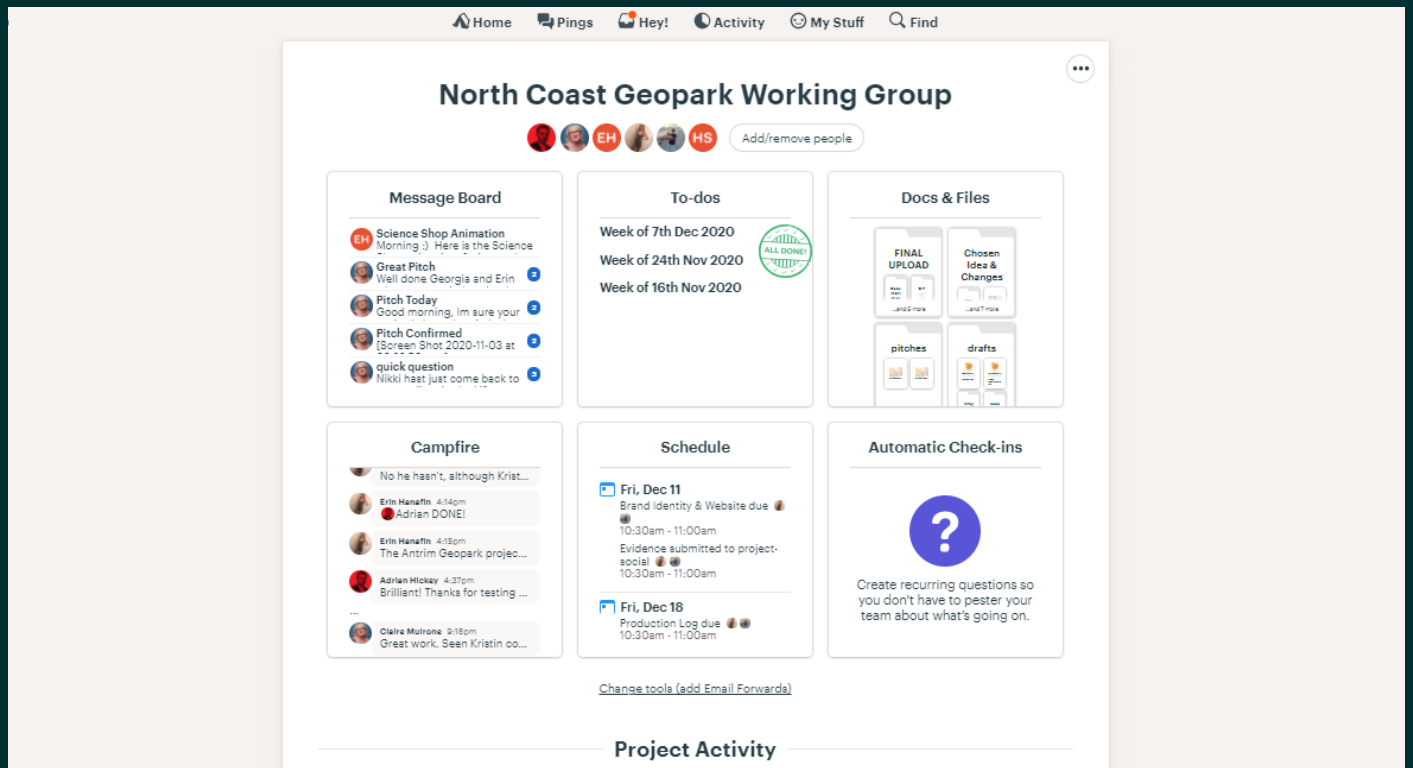
The same day we got assigned the NCGWG project, we began communicating with Adrian and Claire through the 'Campfire'. 'Campfire' was our main way of communicating with Adrian and Claire, as well as sending in files etc.
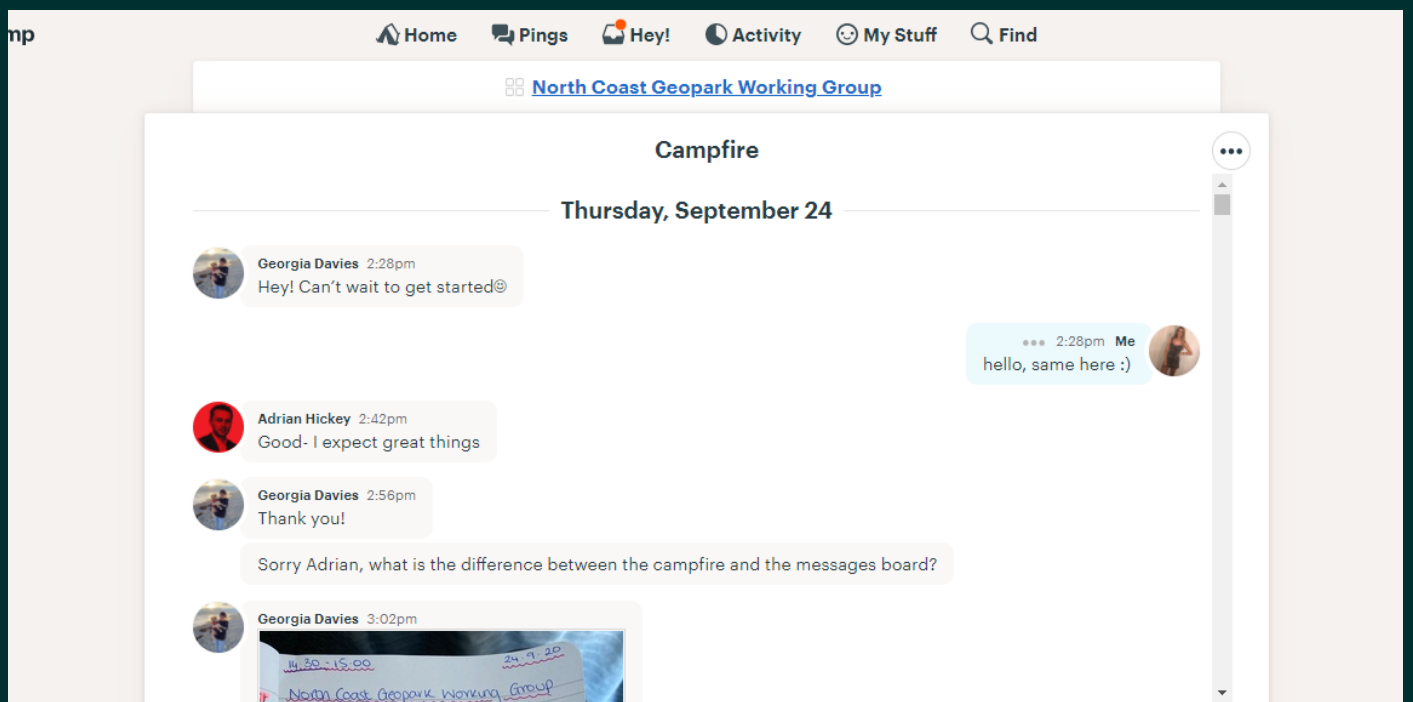
Basecamp

'Docs and Files' is where we uploaded all of designs, mockups, documents and Adobe files. This was a very effective organisational tool, allowing us to create folders and then sub folders.
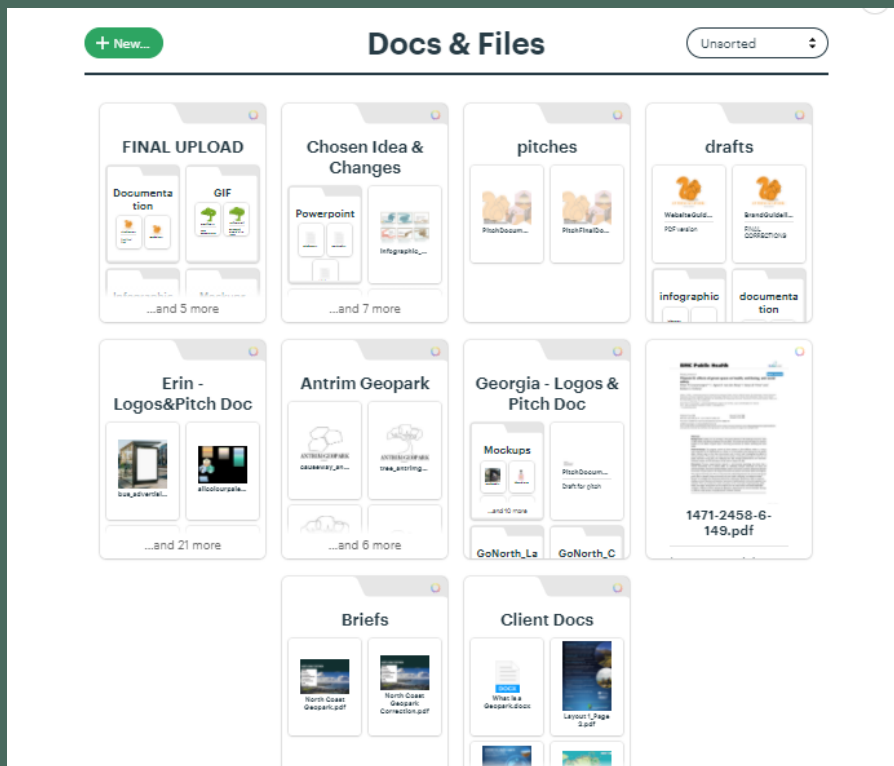
'To-dos' allowed us to make lists and assign tasks to ourselves or one another and due dates. This was a useful tool as we were able to use it to keep on top of things and be efficient.
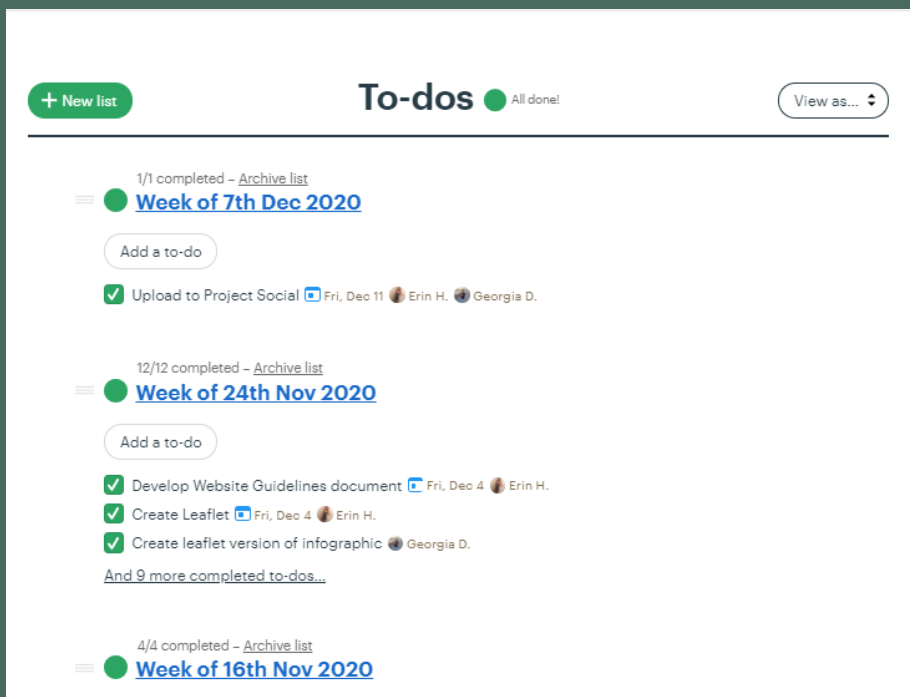
Basecamp

'Schedule' this was essentially a calendar where we could add upcoming meetings and deadlines to, again this allowed for effective organisation.
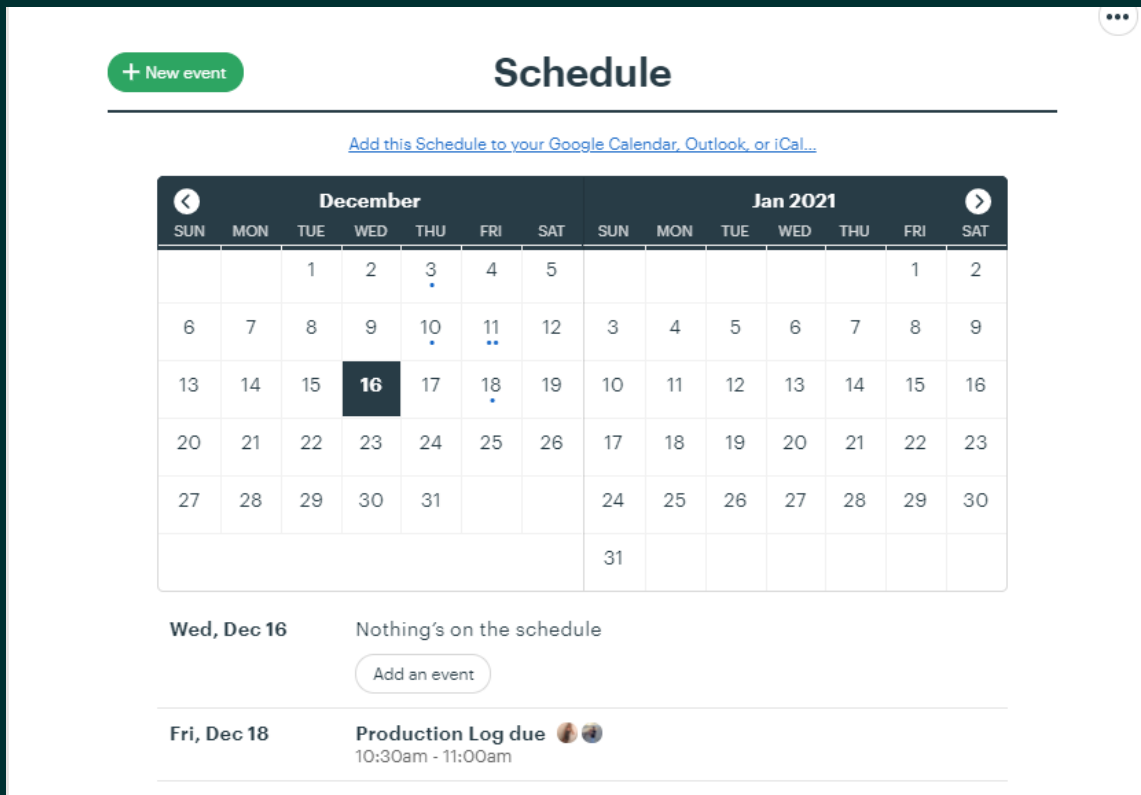
'Message Board' out of the group, Claire used this the most. This is where she would post updates for us as well as upload client documents.
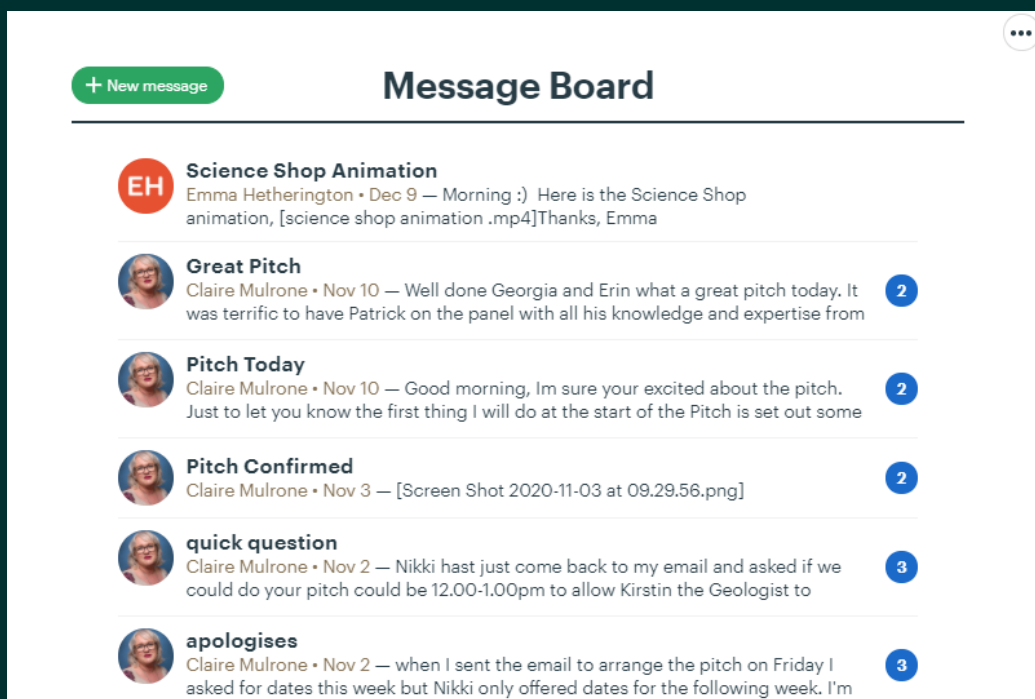
Toggl

As stated previously, Georgia and I used Toggl as a time-management tool. Toggl provides a timesheet system where a team can be created and members of the team can add their timings to the timesheet.
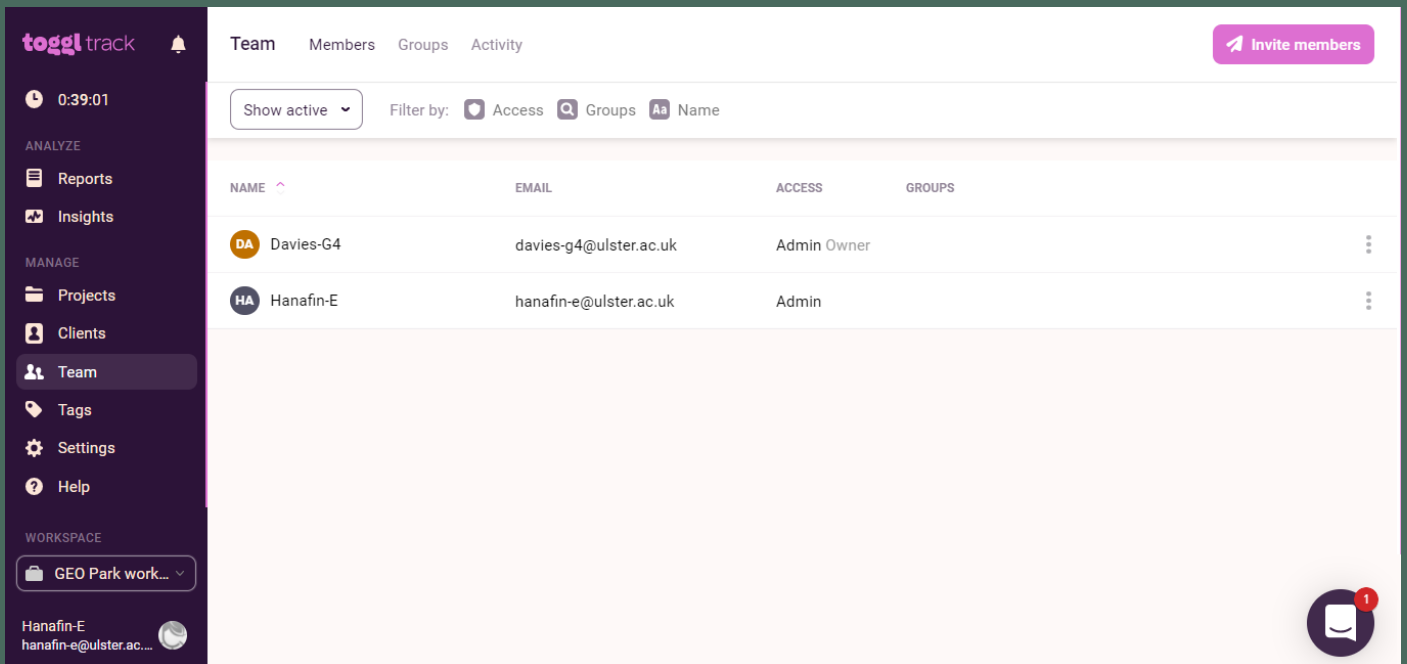
As of this week, (week 13) we have clocked up a total of 149 hours and 36 minutes over the last 13 weeks.
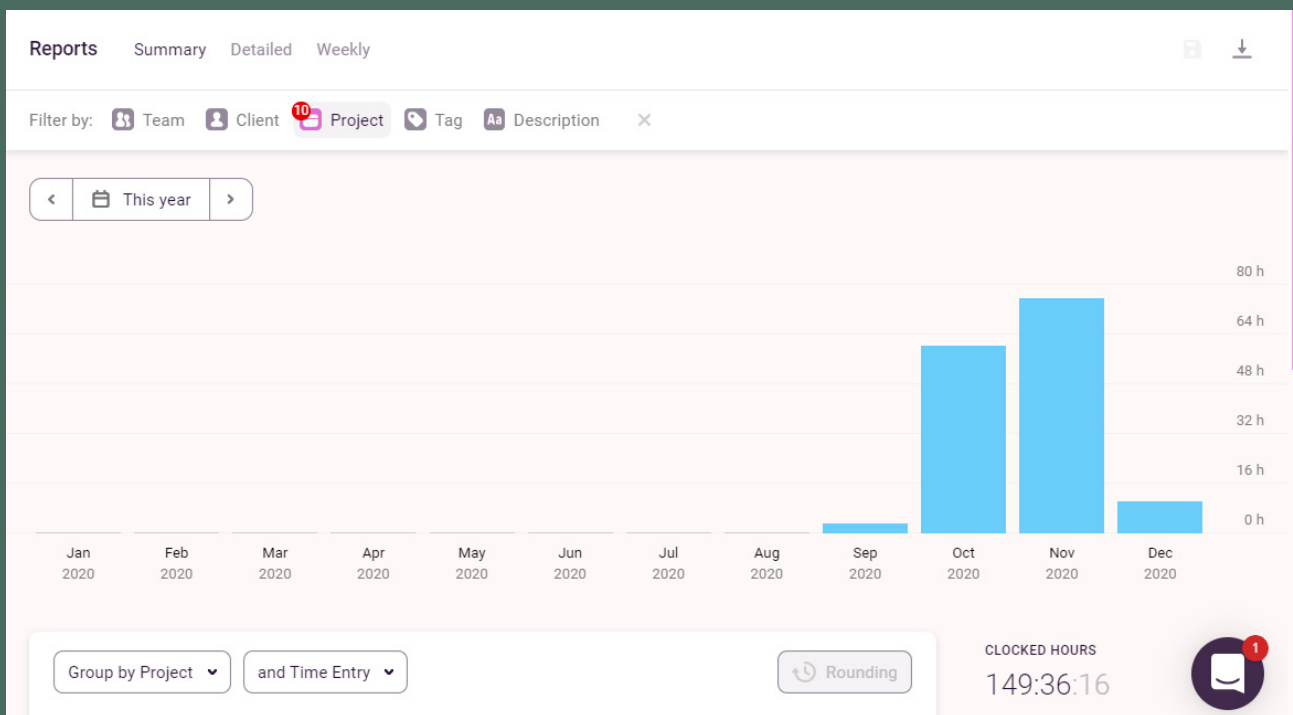
Toggl

As shown from the Toggl insights and reports, the most time was spent on the Design process, with a total of 64 hours and 44 minutes. with the Production Log taking 40 hours and 50 minutes. This is unsurprising as this is what we felt took the longest.

	TITLE	DURATION
10	● Designing	64:44:09
2	● Documentation	23:47:25
3	● Creative Brief	19:22:45
11	● Meetings	14:15:29
5	● Website	13:23:57
2	● Project Social	5:37:00
4	● Planning for Meeting	5:30:00
1	● Templates	1:30:17
1	● leaflet	1:25:14

CLOCKED HOURS
149:36:16
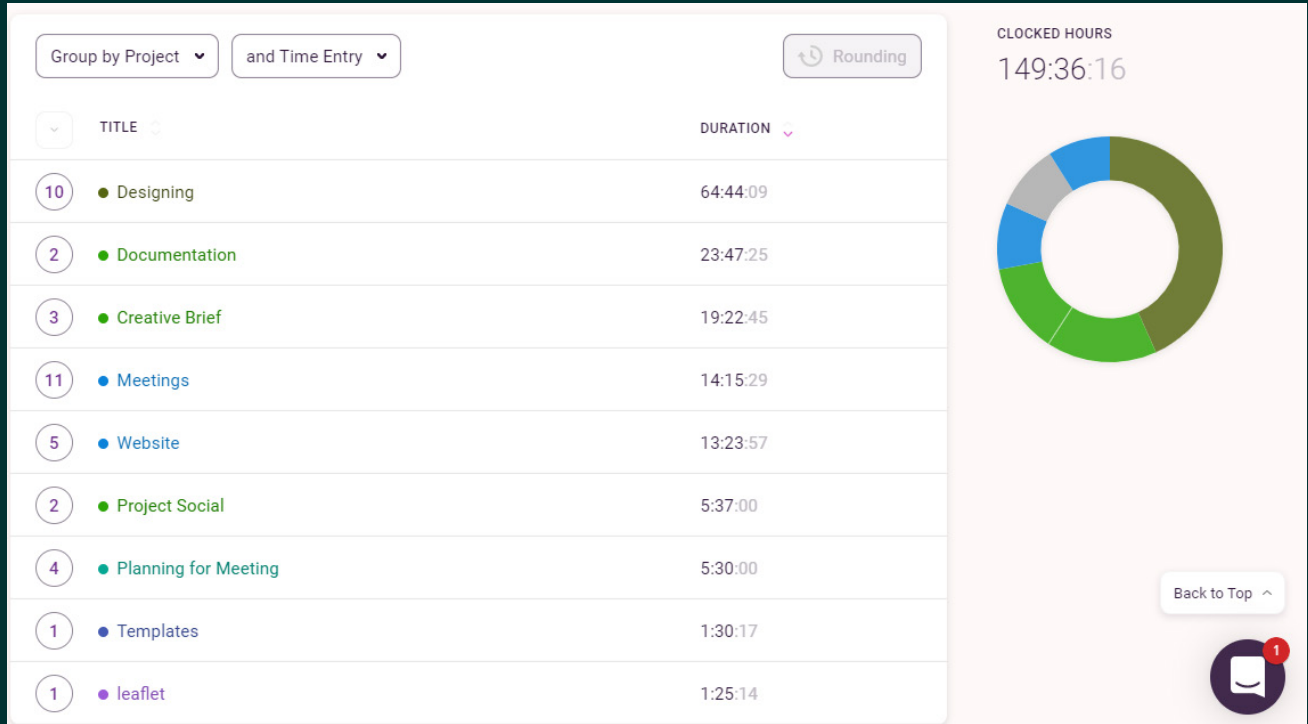
Communication with the client

Our main point of communication with the client was email, this is due to the Covid-19 pandemic and the many restrictions we are currently dealing with. The next point of communication was Microsoft Teams for meetings followed by Zoom. Despite the pandemic preventing us from physically meeting with the community partner, we communicated effectively and professionally anyway.
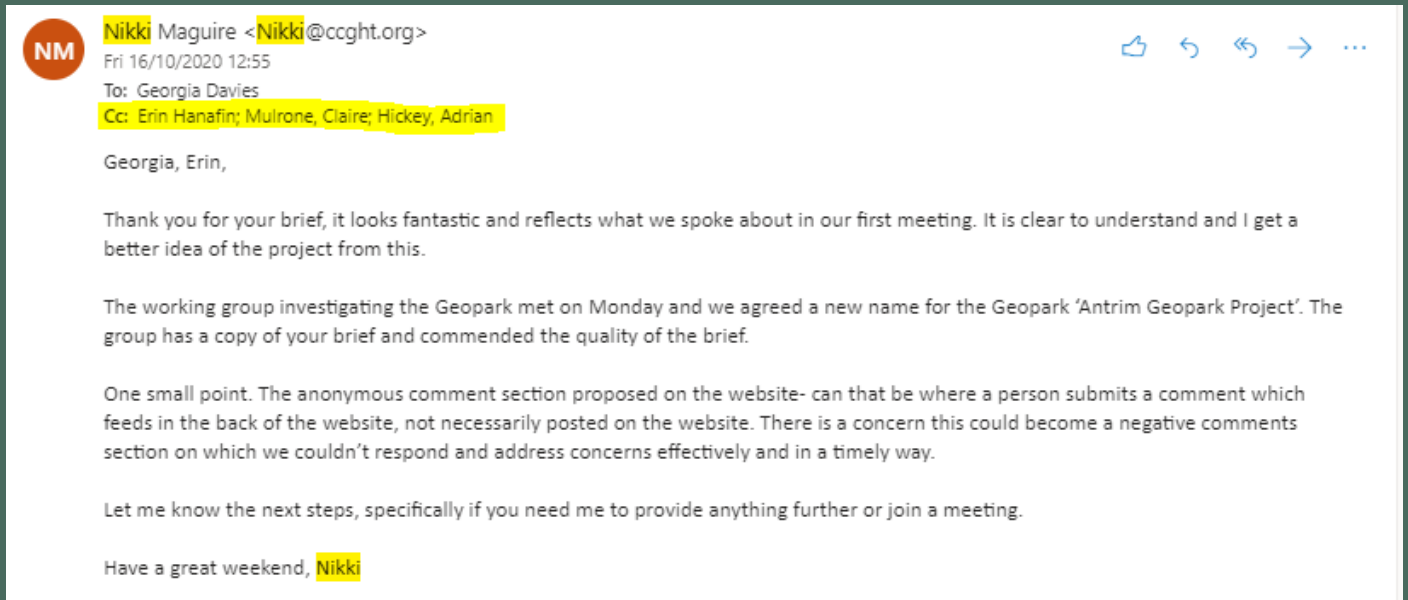
In order to keep everyone in the loop and properly up to date, we made use of the CC option on email. Depending on the topic of communication, whoever was sending the email, who CC in everyone else who needs to be part of the conversation.

Reflections

Despite all the complications due to Covid-19, I feel as though as a team we communicated and managed the project as effectively as possible. I am very proud of our work and from Toggl and Basecamp you can see how much time we put into this project in all aspects.

"Your approach and communication was professional throughout and was certainly in-line (if not more enjoyable) than working with external contractors."

Nikki Maguire, Causeway Coast Project Manager

evaluation & reflections

8.

(© Tourism Ireland)

Self-Evaluation

At the beginning of this module I felt very nervous but excited to see what it was like to work with a client. MED526 has enabled me to gain experience I wouldn't have had otherwise, and it has been a very eye-opening experience over the last 13 weeks. One thing I have always been told since I was a child is that I lack self-esteem and confidence within my own abilities, and this module was no different. Adrian, Claire and Georgia were all very patient with me and helped me keep a level head, all the while encouraging me and giving me praise I wouldn't give myself. In the end, this module ended up boosting my self-esteem, as even though my designs were picked, I saw how much just how much my skills had improved over a short amount of time and this boosted my self-confidence.

This module allowed me to further develop the skills that I acquired through my placement year, skills such as team work, time management and overall organisation. Working in the industry on my placement year also taught me how to communicate professional with other people, which I then applied to this project. I feel as though my personal development skills have improved greatly, and these improved skills will be used to my advantage when I'm fully in the working world.

Working alongside Georgia was a great experience and I think it even made us closer as friends. After developing the brief together we went our separate ways with regards to logo and mockup designs for the initial pitch, but once this was over we got to work more closely together. It was amazing to see what the two of us ended up producing. Thinking back to an email we got from Adrian before the semester started stating that groups of 2 were not advised...and then seeing what only the two of us managed to produce was a very proud moment for us both. Especially when we were the first group out of our class to complete our project.

"I'm really impressed with the work, especially in such a short space of time."

Dr Kirstin Lemon, Geologist with the Geological Survey of Northern Ireland

"I am genuinely blown-away by the quality of the materials you have both developed for this project. Each pitch could have been taken forward but the one chosen certainly brings a freshness and variety that will suit the Geopark and its many activities."

Nikki Maguire, Causeway Coast Project Manager

Overall Reflection

Working on the Antrim Geopark Project alongside the working group has been a great experience. I have learnt so much over the last 13 weeks, back in week 1 whenever Georgia and I first got assigned this project we didn't even know what a geopark was! Fast forward to now and we are now full versed in geoparks. Not only have Georgia and I learnt all about geoparks and UNESCO, we also learnt what it was like to work directly with a client, as neither of us had done so before.

We are extremely grateful that the working group trusted us with their project, it was a learning curve for both Georgia and myself and the client themselves. When it came to developing the visual identity for the project, the client gave us a lot of freedom which was appreciated as we weren't stuck thinking inside one box. While they did us a lot of freedom, they did have their general idea of what they wanted and what they didn't want, taking on their feedback allowed us to tailor the deliverables to meet their specifications and exceed their expectations. Although at times there were a few communication issues such as neglecting to tell us the change in the Geopark location and then Nikki taking annual leave thus being unable to get in contact with her regarding the 'GoDaddy' login challenge. We bounced back from these issues and were stronger than before, this also proved to us that we are capable of working around whatever was thrown at us. Towards the end of the project Nikki asked us for feedback on her end to see where she could improve, this is where Georgia and I made it clear that if they were to work with students or designers again that communication must be completely equal and transparent, even if the reason for communication seems insignificant, it is still important.

To conclude I am extremely proud of both myself and Georgia for all the hard work we put into this project. This module wouldn't have been easy in the best of times but doing it in the middle of a global pandemic definitely made it a lot more difficult, but this made the end result even more rewarding. Working with Georgia was a great experience as well, our communication and closeness played a large part in the success of the project.

To think back to what I created in my earlier years of university, I have improved massively. My skill set and abilities have flourished from first year of university with regards to graphic design and web design, this is the first client-based project I have worked on and the first website I have designed and developed of this standard. I am very pleased with everything we produced and I couldn't be more proud of myself.

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