

**THE WITCHES  
OF ISLANDMAGEE  
WEB DESIGN BRIEF**



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# CONTENTS

MEET THE TEAM



THE WITCHES OF ISLANDMAGEE PROJECT



PROJECT OUTLINE



THE DELIVERABLES



OBJECTIVES



TARGET AUDIENCE



TONE, MESSAGE & STYLE



TIMEFRAME



SIMILAR ORGANISATIONS

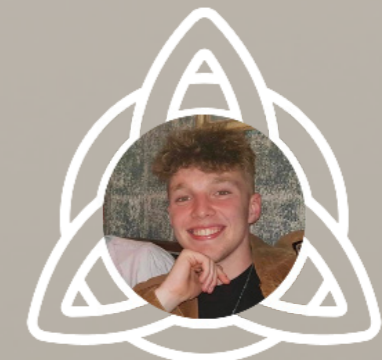


BUDGET

# MEET THE TEAM



John Allen



Jason McCusker

*We will be creating content within a two-man dynamic team, consisting of John Allen and Jason McCusker. Since joining the Interactive Media course together back in 2018, we have collaborated on multiple projects in the past, which has allowed us to understand each of our strengths to work as efficiently as possible within our team. Having both been on placement and working freelance last year, our skills have expanded in new directions, including working with external clients and increasing our expertise when it comes to handling projects linked to design.*

## THE WITCHES OF ISLANDMAGEE PROJECT

*The Witches of Islandmagee project was brought together by a team of academics within Ulster University who share a common interest and have a passion for witch trials throughout the British Isles in and around the 18th century. The project will feature components developed by creative students across multiple departments of the university, including an original musical score, an indie video game, and an illustrated novel. The academics we will be in contact with are Dr Andrew Sneddon, Lecturer in International History and Dr Victoria McCollum, Lecturer in Cinematic Arts, who each have a vision of what they want from us in order to aid in bringing this wider project to life.*

*The Witches of Islandmagee project is a unique case as they aren't a pre-existing company with a logo and previous branding which needs re-worked. Instead we are starting from scratch and only using pre-existing imagery to the taste of the academics as a base to build off of. In everything we will create, it is key that we focus on 5 main things:*

- *Providing clear and concise information*
- *The website and all associated content is attention grabbing*
- *Maintaining brevity*
- *The creative work output is imagery driven*
- *We provide access to all content that is able to be accessed using a range of devices*

# PROJECT OUTLINE

This project aims to bring together multiple creative talents working on different aspects of a larger experience. This will include a video game, an illustrated novel, and a musical score. To achieve a successful outcome, we will need to first create an enticing and new visual identity for the experience which blends well with the creations of the wider project team as a whole. The website will be created and developed through the use of WordPress, and this will have to work with the typeface, art style and logo that we design. Our project team has also made aware the desire for multiple videos to be made, both in the form of monologues and with the use of drone footage, which will be on display as content within the website. Photographs on site in places such as Islandmagee will need to be captured and presented online, and must reflect the articles they coexist within. Promotional material may also be created for the project, but this will need to be discussed through further meetings with the partner. The academics have flagged the fact that the topic of witches shouldn't be overbearing as the 'Halloween-esque' look and feel of witches is not the direction they wish for us to take. Rather, they have emphasised that the historical representation of witches at the time period provide the look and feel for the creative work delivered. The colour scheme and design we run with should aim to capture the artistic style on display through the Pinterest page supplied to us by our project team and push the narrative of the harsh reality that this is history. This was, and in some ways still is very real.



Sea Wall, English's Bay, Islandmagee <https://www.geograph.ie/photo/470542>

## DELIVERABLES

- 1 Create a visual brand for the Witches of Islandmagee project
- 2 Create a logo for the project
- 3 Create an online hub for the wider project in the form of a website
- 4 Create promotional/educational Video-based media
- 5 Photographs related to the historical Witches theme
- 6 Create promotional material
- 7 Assist in marketing their hashtag: #gettinggraphicwithhistory

# OBJECTIVES

The main aim for this project is to successfully create a professional brand alongside an exciting new website that can be easily navigated and understood. This will be an exciting history themed and witch-based website that hosts an array of content designed by both the team and other collaborators. This will require us to design logos, pick a typeface and provide a clear visual identity. The other components we aim to deliver are videos and relevant and intriguing photos that can be used as promotional content for socials or for enhancing the online visual experience.

The Witches of Islandmagee has been poorly represented and reported online apart from extensive book and articles written by Dr Andrew Sneddon. The only information we could source was a few paragraphs on [shapedbyseaandstone.com](http://shapedbyseaandstone.com). We feel that we have fresh ideas that can put this story on the virtual map and create a hub for both local and international users to learn and explore.

We will make the site as engaging and interactive as we can with a clean design that prompts the user to explore independently without shoving huge amounts of text heavy information. This means we have to accurately plot enticing prompts for the user to decide what they wish to learn, including the following;

- Watch educational videos
- See photos of both illustrations from the graphic novels and present photos of Islandmagee
- Listen to the musical score
- Learn more about the game or learn more about the history of the story and read the facts and articles they have to offer.

## TARGET AUDIENCE



The target audience for this project is to reach as wide a range of people as possible, as requested by the project team. This campaign's purpose is to provide a unique witchcraft-themed experience for anyone and everyone who is interested in the topic matter. The site will host elements all under the same umbrella theme of witchcraft, but for users who may have differing interests. Some users may be historians and will want to spend time reading through the articles featured on the website, others may only be interested in the novel or the game, and may range from students at the university, to an older demographic.

# 1 TONE, MESSAGE & STYLE

The Witches of Islandmagee is a topic rich in both history and folklore. It's not a well known story so the goal for our designs are to interest and educate users in the story of this and showcase the wealth of media on offer to help this process. These will include the musical score, video game, illustrated novel, academic articles and of course videos and photos. Our job is to promote these in an exciting way that encourages the user to fall down the virtual rabbit hole and engage with the website. To achieve this the website will need to be stylised in a way that matches the clean aesthetic that Victoria asked for, whilst we keep the tone of the website light and interesting with the option of delving deeper into the information Andrew asked for. We want to stay away from the generic, seasonal witch theme that portrays a tacky approach and aim to give a professionally styled interactive website. We will develop a brand guideline document to ensure the look and feel of the website is maintained in the future.



# 2 TIMEFRAME

There are a few key checkpoints both team members are required to stick to whilst working on this project. The first is week 6. We need to present a design pitch to the Witches of Islandmagee team of 3 final designs. This will allow the team to choose their favourite elements from these designs to decide on a final brand for us to work towards. After agreeing on the final design we can move to the next phase, which is designing the brand and all of the media outputs such as the videos, website and photos. This will take us up until Friday 10th of December 2021. By then we should have finished the proposed brief and the Witches of Islandmagee team should have all the designed content.

WEEK 6  
DESIGN DECK PITCH

6

WEEK 12  
PROJECT DEADLINE

12

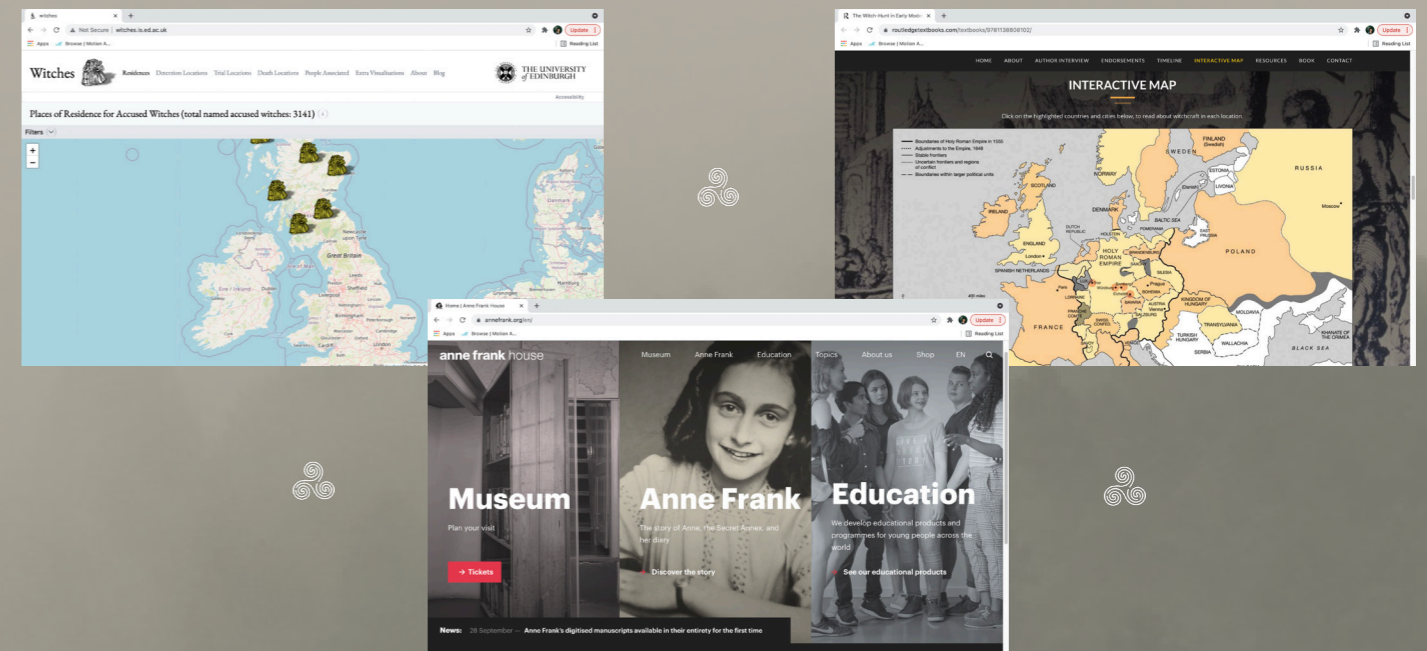
JANUARY  
ONLINE EXHIBITION

JAN

# 3 ANALYSING COMPETITORS

We have carried out a benchmarking process in which we reviewed examples of websites that appear in some ways similar to what the academics from The Witches of Islandmagee Project have outlined as desires for their final product. Whilst there were no sites out there we felt were entirely aligned with the creative work we aim to accomplish by the end of the semester, we chose a well-rounded group of sites to analyse, each containing some components we feel would work with the project we are creating and to bring a better experience to users of the site. The academics we're working alongside want something that feels clean and open, they have expressed that a crowded site would only give off the wrong impression to any users.

Whilst each of the examples researched was far from perfect, we still learned a lot about what kind of product we are looking to create. We found that interestingly, each of the sites was missing key interactive features. We then found and examined examples of best practise in a similar field to the websites from before. These included sites such as The University of Edinburgh, Witches (<http://witches.is.ed.ac.uk>), Anne Frank House (<https://www.annefrank.org/en/anne-frank/>), and Routledge Textbook (<https://routledgetextbooks.com/textbooks/9781138808102/>).



The University of Edinburgh's site is clean and responsive, and has a clear theme when the site is accessed. The sources for the historical information available on here are reliable as it is a university site, and this is something we would be proud to say about the website when it is live. Routledge Textbooks' site provides the ideal theme our team hopes to achieve with a nice eery look with old photos, yet bright interactive features to keep the user engaged. And finally, Anne Frank House's website was the website that caught our eye the most. This site is simplistic and fresh, yet carries the disturbing theme well through using the correct imagery. The timeline interactive feature is something we think could be utilised within the final website and bring to life the witches' theme through a historical context.

A further in depth analysis and more detail on how we reached this conclusion can be found in the benchmarking document attached alongside this brief.

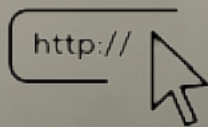
# BUDGET

*As this creative project is part of a community partnership, there will be no charges for the creative work that is designed and output from the team. However, there will be some charges for the community partners required for the maintenance of the website developed over the course of the project. These include the hosting and domain which are all provided by the WordPress website keeping everything simple.*

*The payments required will be £7 /month billed yearly for a Premium Wordpress site. This was the most suitable plan for The Witches of Islanmagee Project as it includes most desired features at the best price, and we feel it works best for what we need to achieve.*

*The features include:*

- *Free Domain for One Year*
- *Best-in-class hosting*
- *Remove WordPress.com Ads*
- *Collect payments*
- *Unlimited Email Support*
- *Live Chat Support*
- *Earn ad revenue*
- *Upload videos*
- *Google analytics integration*



**1**

**PREMIUM WORDPRESS WEBSITE  
HOSTING AND DOMAIN**

**=**

**£7 MONTHLY,  
BILLED YEARLY**

**&**



**2**

**TEAM WAGE  
CONTENT CREATION AND EDITING**

**=**

**£18 PER HOUR OF  
WORK FOR EACH STUDENT**