



THE WITCHES OF ISLANDMAGEE PRODUCTION LOG



MED 526
INTERACTIVITY FOR
SOCIAL ENTERPRISE





*"Being a witch means living in this world consciously, powerfully,
and unapologetically." - Gabriela Herstik*

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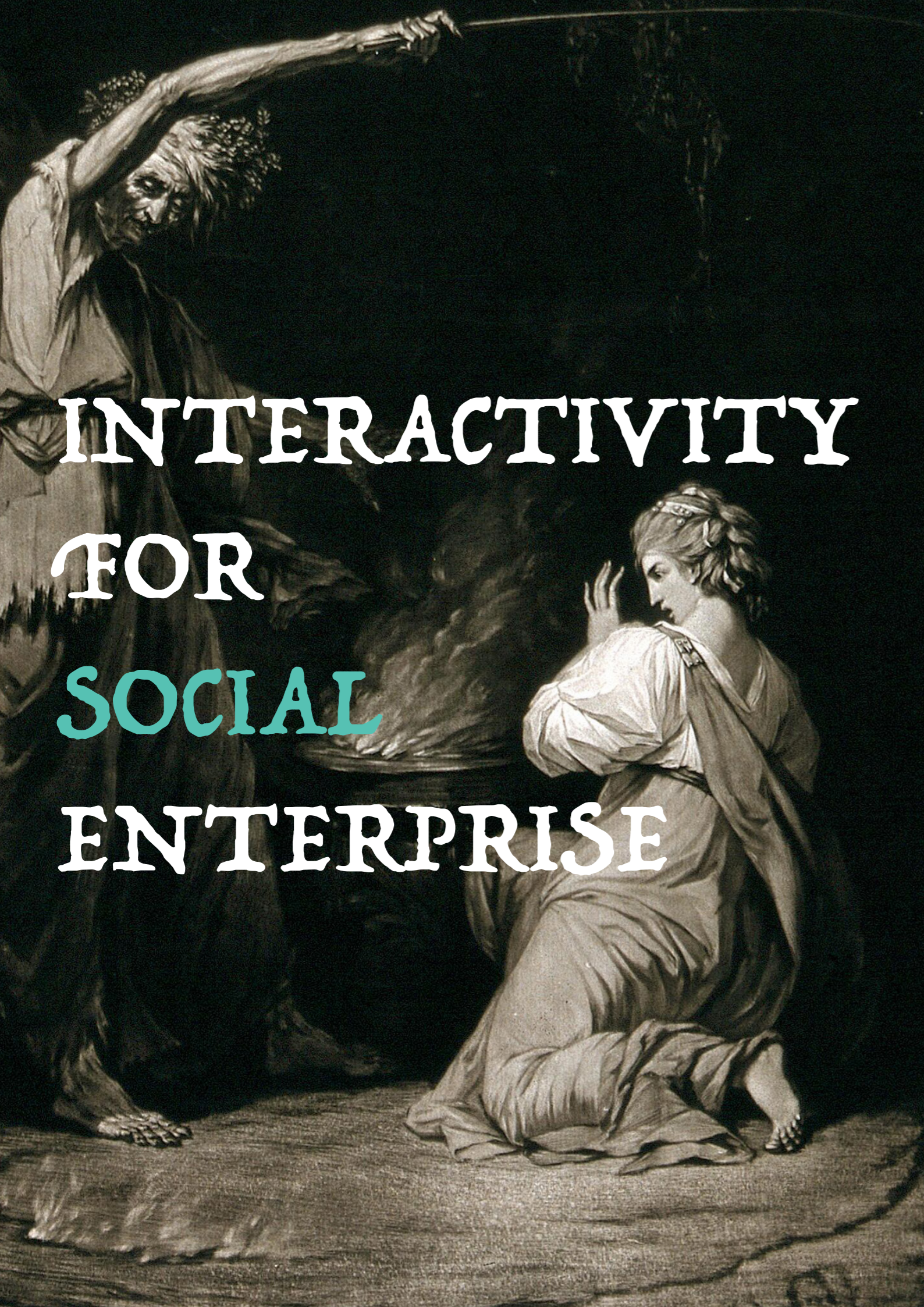


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INTERACTIVITY FOR SOCIAL ENTERPRISE

This module, MED526 Interactivity for Social Enterprise, has been all about using the techniques gathered from my past three years with Ulster University and putting them into practice for a community partner. We will be working in teams, in this case a team of two, and will combine everything the Interactive media course has taught us with our own individual skills to meet the deliverables agreed with the community partner. The desired outcome is to have developed a sustained interactive production as part of a live brief delivered to the partner.

Other aims of this module include:

- An opportunity to draw together knowledge and skills developed in previous modules and to apply these to a major project.
- Gain knowledge of Social Enterprise and how to apply interactive media ideas and concepts to this area.
- Demonstrate a high level of achievement in project management skills, including structuring

We got to choose which Community partner we worked with and the one which caught our eye the most was the mysteriously labelled 'The Witches of Islandmagee' project. Here is a bit more about the partner:

PROJECT SPECIFICATION

Create a visual identity and brand for an exciting new story telling project sharing the historical facts regarding the trial of the Witches of Islandmagee. Develop an interactive Wix-based web site that will help provide an accurate record of this historical period and its cultural significance to Northern Ireland and beyond. Capture drone footage of Island Magee area that can be used to bring this story to life.

(This project will be completed in parallel with other active projects engaging cinematic, gaming and music student's, developing a graphic novel, a game and an original music score. The finished website will provide a platform so users can access this exciting content too.)

SKILLS REQUIRED

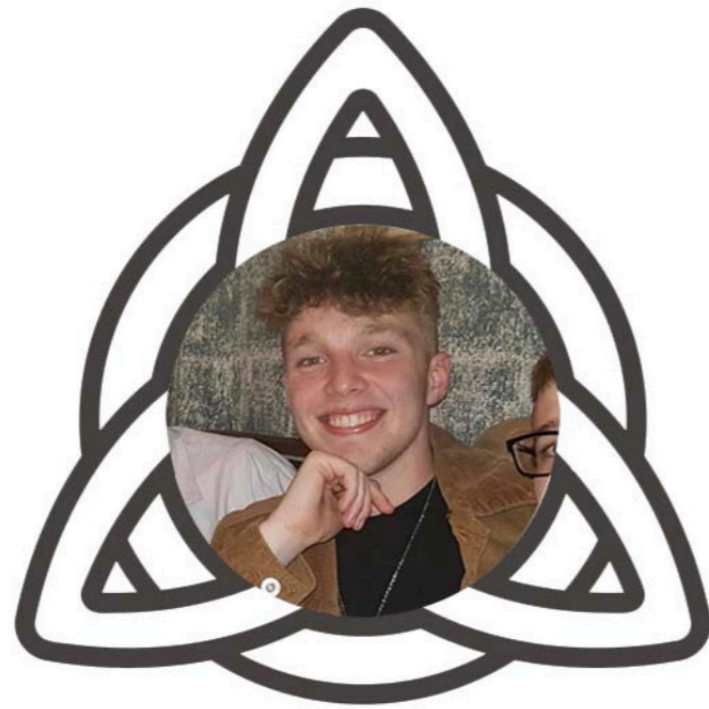
- Wordpress
- HTML/CSS
- Photoshop
- Illustrator
- Drone Cinematography/Photography

MEET THE TEAM

JASON MCCUSKER

Jason is level headed yet is intrigued by adventure and the unknown. His skills and professionalism gained from the industry following placement for a design team last year will be just what the duo needs as they prepare to deliver creative work for the client.

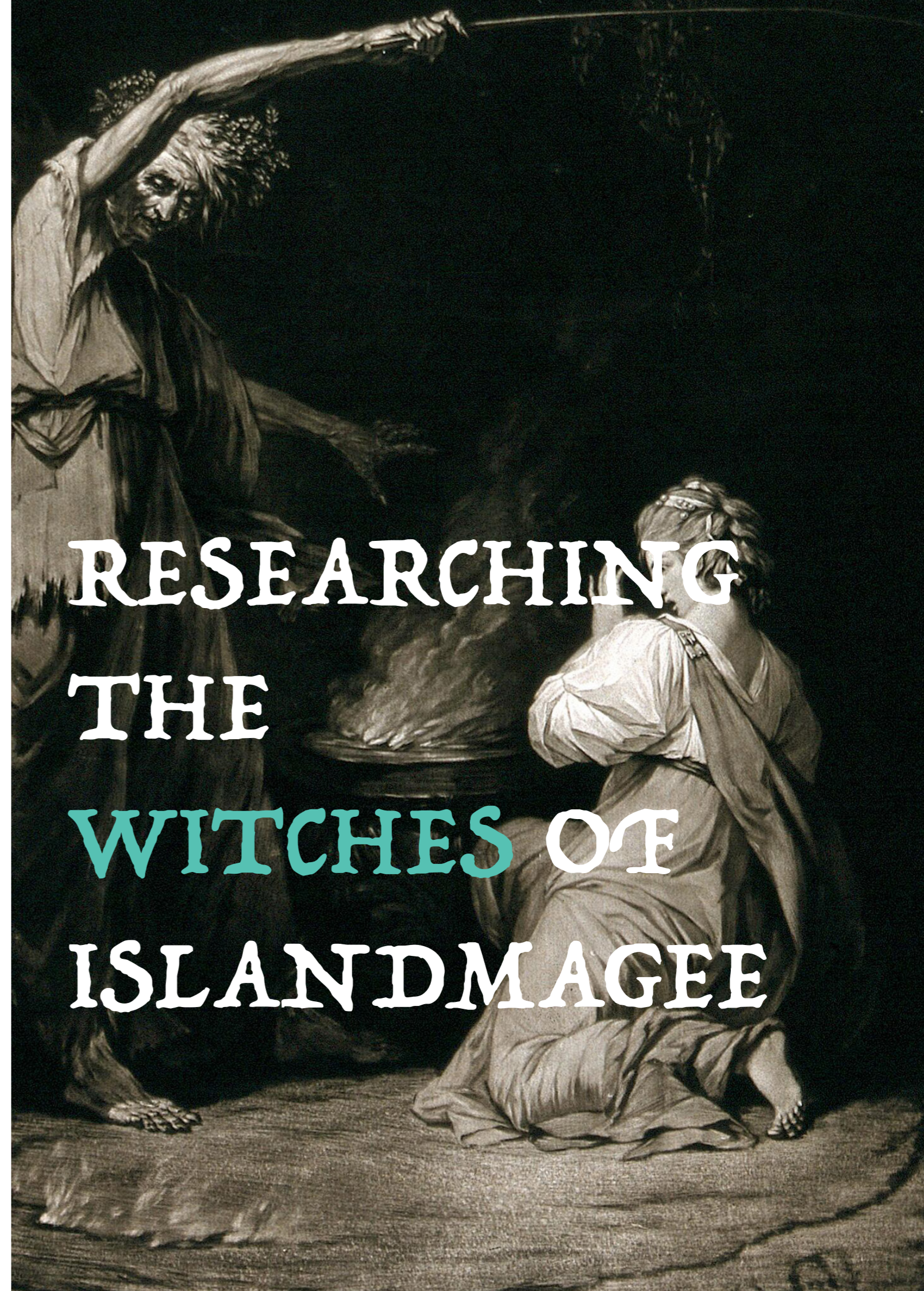
He always has a vision and a plan to carry it out, and with the right team around him, he can accomplish greatness. Graphics and Design is where Jason is strong. Meeting deadlines and allocating necessary time for different project stages are crucial skills for managing this project.



JOHN ALLEN

John is in love with surfing, exploring and adventuring. When the time comes to put in the work he is your guy. Having worked freelance for multiple creative design agencies he knows exactly how to approach a project such as this one.

He has a keen interest in Photography and Videography. He also has a great grasp on the 'ins and outs' of Instagram alongside similar social media, but most importantly he is great at keeping team morale high which will be key for getting the deliverables to the client on time.



RESEARCHING THE WITCHES OF ISLANDMAGEE

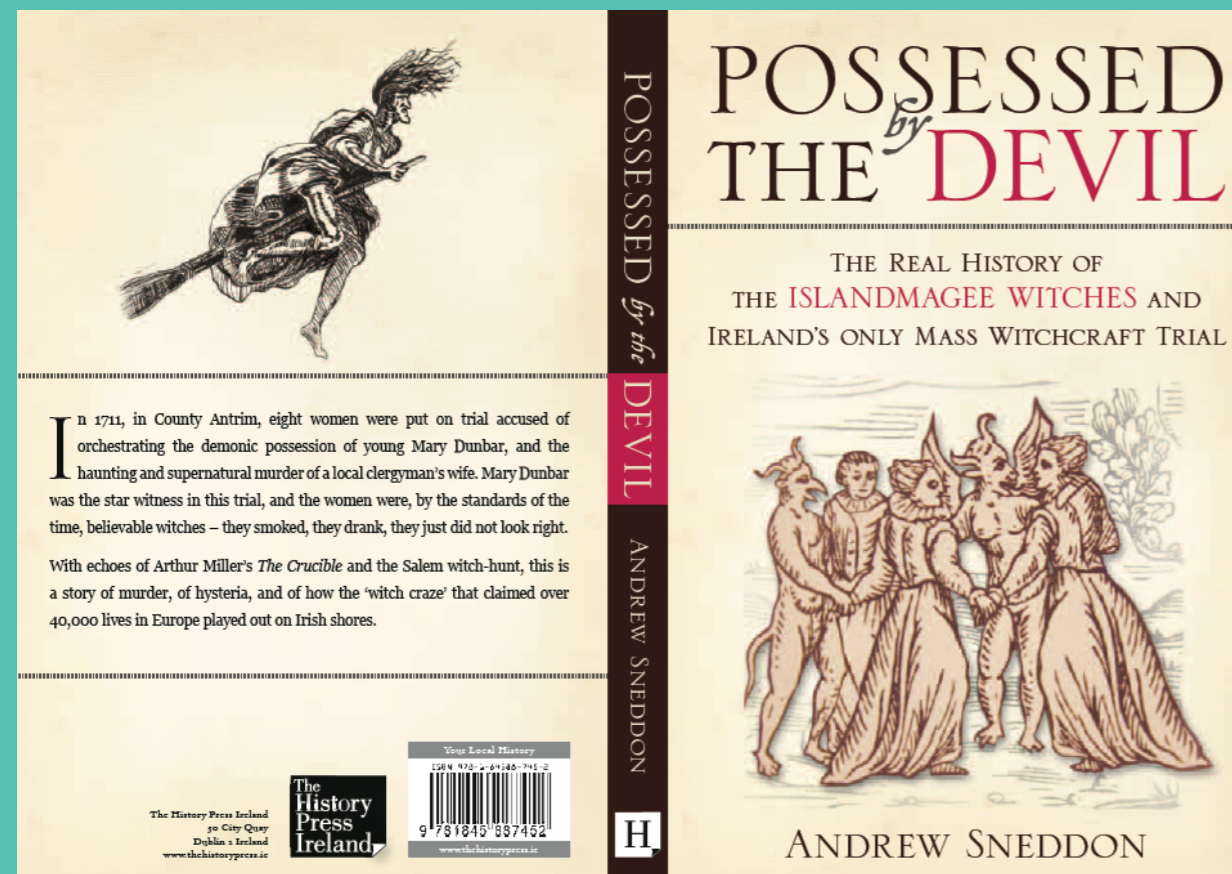
MEETING PREPARATION

When it came to meeting with the client, I had to do a little bit of preparation beforehand on who we were meeting up with and the project that we would be engaging with for some background. This would help visualise what myself and John would be creating for them across the semester.

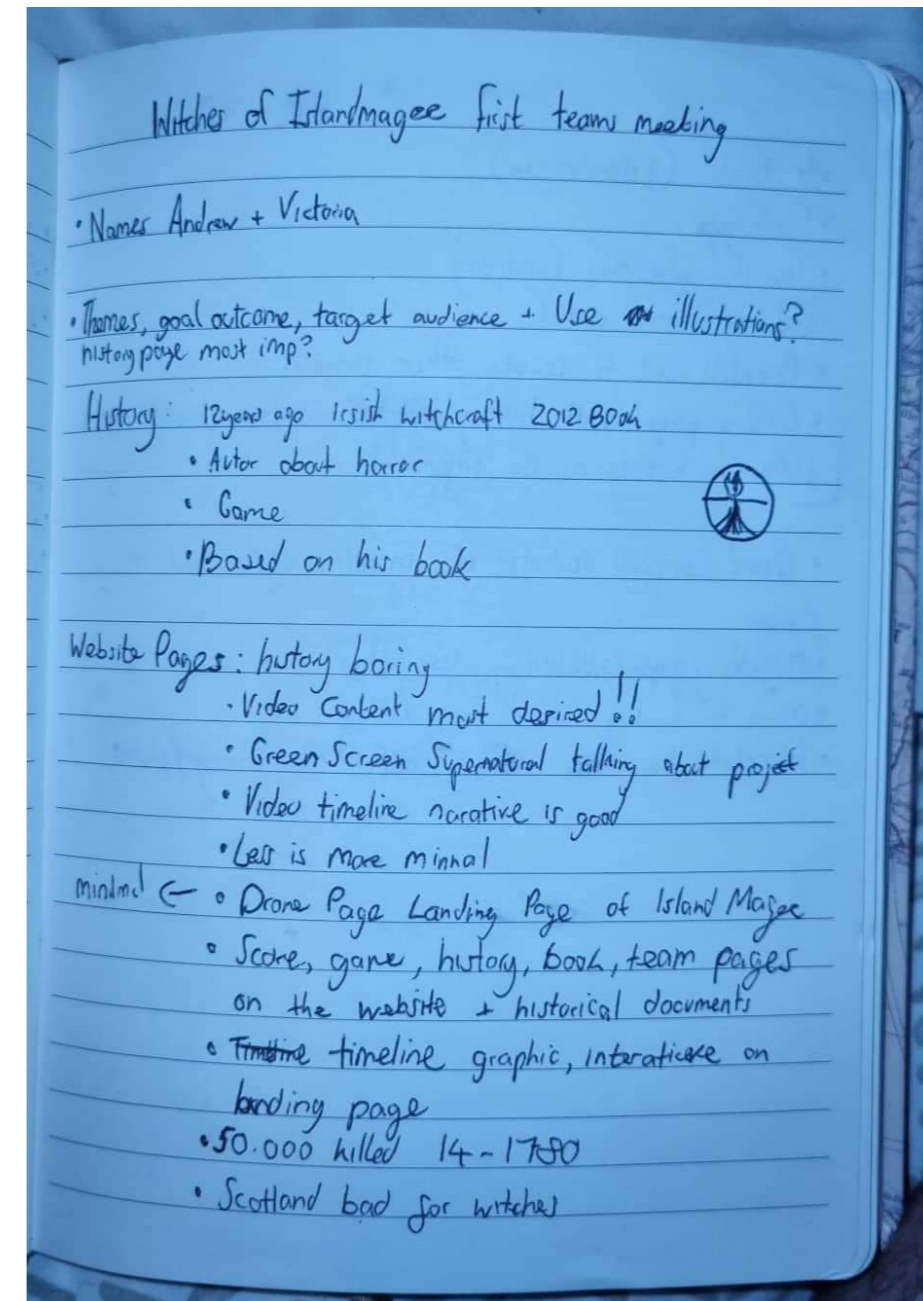
We found that Andrew and Victoria are two professors working for Ulster University. Dr Andrew Sneddon is a lecturer in International History and the current leading expert on the history of Islandmagee witch trial of 1711. He has published four books plus a plethora of articles on Irish witchcraft and magic. So when it comes to the topic at hand, this guy really knows what he's talking about.

On the other hand, Dr Victoria McCollum is a senior lecturer in Cinematic Arts, and an internationally recognised educator and researcher who writes books on films, TV shows and video games, having collaborated with big name brands such as Apple, Cartoon Network, Facebook, Twitter, HBO and more.

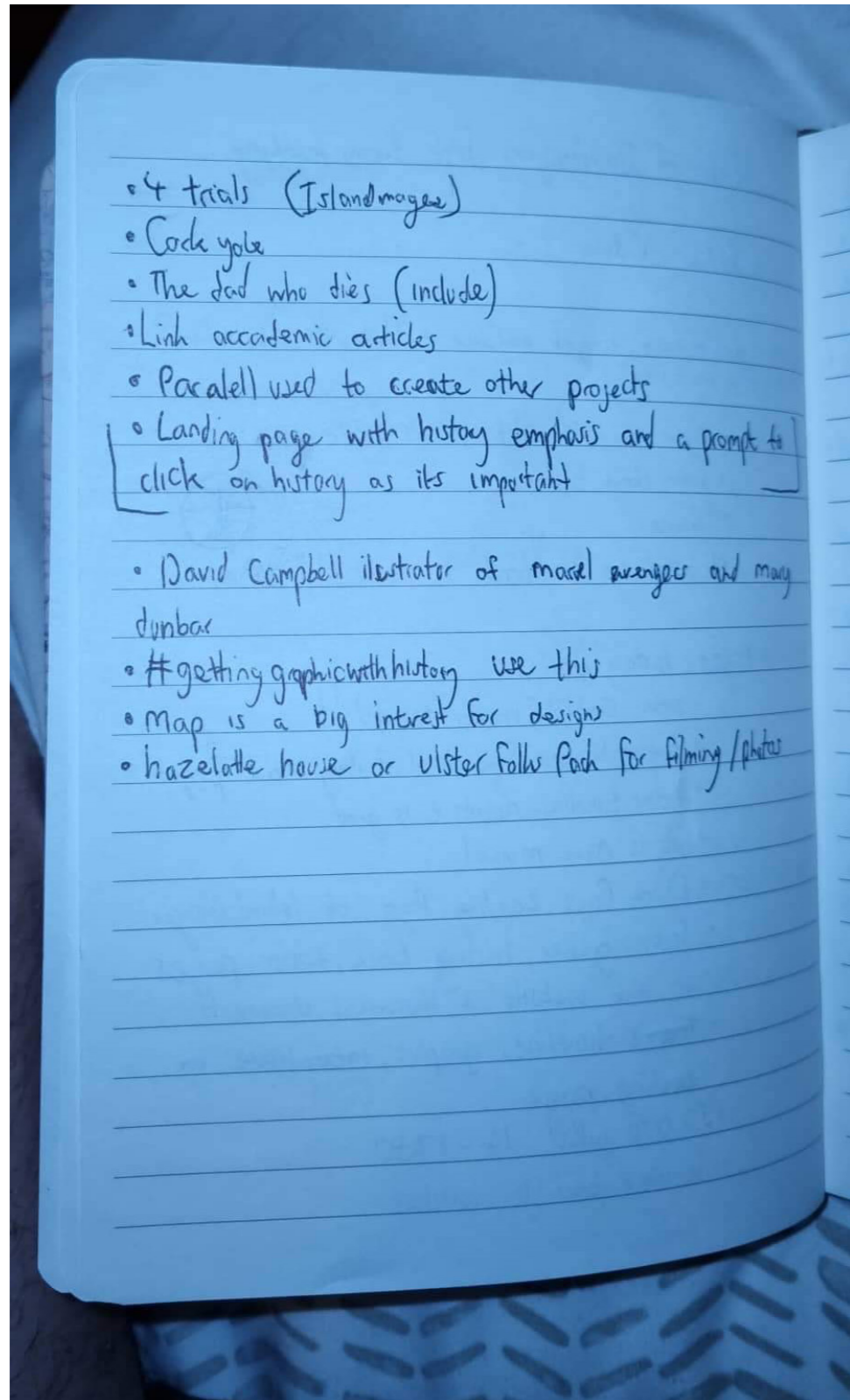
We also had a read of part of Andrew's book on the Islandmagee witch trials, *Possessed by The Devil* (pictured below) for a better understanding of the topic before the meeting got underway.



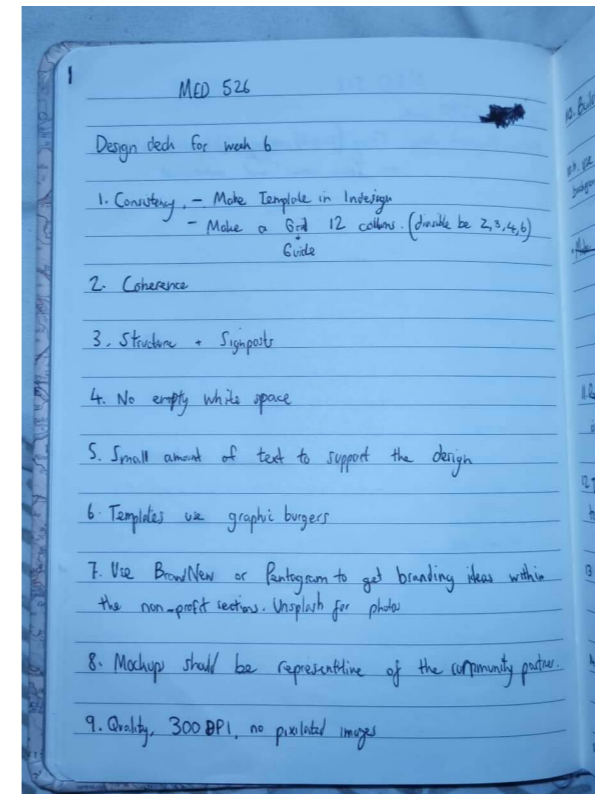
MEETING NOTES



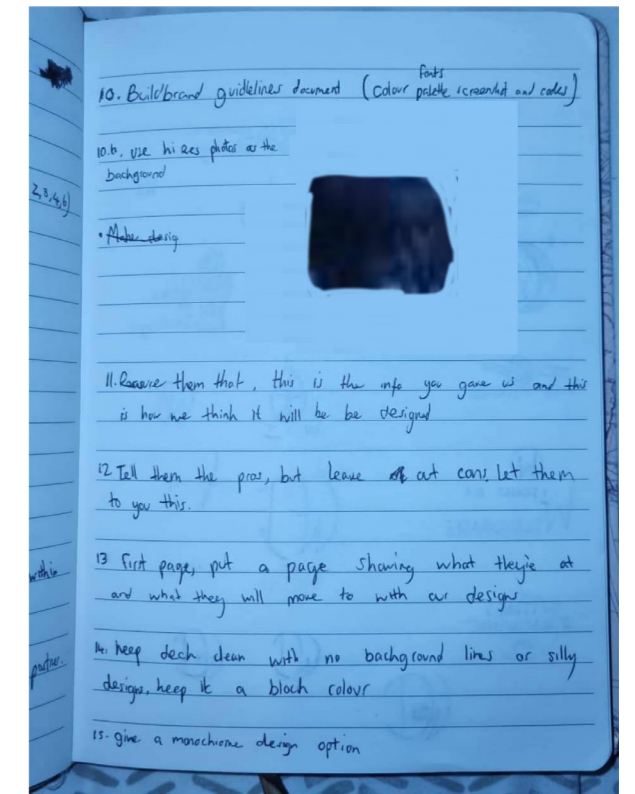
Here is an idea of the kind of notes we were taking during our first meeting with Andrew and Victoria. We were getting a strong grasp on the kind of site they wanted created for them and their project: minimalistic but gets the feel for the project across quite strongly. They also made it clear in this meeting that they really did not want the theme to get confused with the 'Halloween-style broomstick and pointy hat type' of witches, that we were representing true historical events and they should be presented with that in mind.



- 4 trials (Island/mages)
- Cork yoke
- The dad who dies (include)
- Link academic articles
- Paralell used to create other projects
- Landing page with history emphasis and a prompt to click on history as its important
- David Campbell illustrator of macbeth avengers and many dunbar
- #gettinggraphicwithhistory use this
- Map is a big interest for designs
- hazelton house or ulster folks Park for filming/photos



- MED 526
- Design deck for week 6
1. Consistency - Make Template in Indesign
- Make a Grid 12 columns (divide by 2,3,4,6)
Grid
 2. Coherence
 3. Structure + Signposts
 4. No empty white space
 5. Small amount of text to support the design
 6. Templates via graphic burgers
 7. Use BrownNew or Pantogram to get branding ideas within the non-profit sectors. Unsplash for photos
 8. Mockups should be representative of the community partner
 9. Quality, 300 DPI, no pixelated images



10. Build/brand guidelines document (colour palette, rounded and codes)
10.a. use hi res photos as the background
• Make design
11. Reassure them that this is the info you gave us and this is how we think it will be designed
12. Tell them the pros, but leave off art cars, let them to you this.
13. First page, put a page showing what they're at and what they will move to with our designs
14. keep deck clean with no background lines or silly designs, keep it a black colour
15. give a monochrome design option

REFLECTION

One thing that comes to mind to take away from the initial meeting is that we wish it could have lasted longer! We acknowledge however that our community engagement manager Claire had to be present for all the other meetings within the class as well as Andrew and Victoria are very busy during the semester. This prompted us to instantly start sending emails back and forth to gather more research into the project we were beginning with them.

EXAMPLES OF EMAILS

JM Jason McCusker
Fri 01/10/2021 13:18
To: Sneddon, Andrew; McCollum, Victoria
Cc: John Allen

Hi guys,

Just to follow on from yesterdays meeting, Andrew or Victoria if either of you have any websites in mind that you would like me and John to draw inspiration from for our own site,

Alternatively if theres any sites out there you've came across with features you would like me and John to include, that maybe there wasn't time to bring up in yesterdays meeting, please do send them our way so that we can start to plan our first draft of our product around this,

We cannot wait to get lost in the theme of Witchcraft for this project and to make something amazing together

Many Thanks,
Jason & John

From: John Allen <Allen-J29@ulster.ac.uk>
Sent: 13 October 2021 22:41
To: McCollum, Victoria <v.mccollum@ulster.ac.uk>; Sneddon, Andrew <a.sneddon@ulster.ac.uk>
Subject: Re: References for Witchcraft Website

Hey guys, just a quick question to you both, who would you say the target audience is exactly so we know we are hitting the nail on the head with the brief?

MV McCollum, Victoria
Mon 04/10/2021 10:36
To: Jason McCusker; Sneddon, Andrew
Cc: John Allen

Hi Guys,

Delighted to work with you guys on this project.

I've included several pins to website design templates on the Pinterest board. Can you take a look at those?

As for actual sites, I can't find many dynamic history sites. Here's a few interesting ones, however, the stuff pinned to the board is a truer image of the flavour we're after.

<https://histography.io/>
<https://www.annefrank.org/en/anne-frank/the-timeline/>
<https://www.tweedewereldoorlog.nl/100voorwerpen/en/>
<http://sonsofgallipoli.com/>

It doesn't have to sign or dance, it just has to look clean and dynamic, with show don't tell approach.

Best wishes,
V

Sent from Victoria's iPad.

From: McCollum, Victoria <v.mccollum@ulster.ac.uk>
Sent: 14 October 2021 10:01
To: Sneddon, Andrew <a.sneddon@ulster.ac.uk>; John Allen <Allen-J29@ulster.ac.uk>
Subject: Re: References for Witchcraft Website

Hi Guys,

Great question.

For me, this is an opportunity for a broad market strategy as opposed to a smaller, niche segment. Think in terms of Millennials (18 – 34 years old) and Generation X (35 – 50 years old).

Thus, here's what's important:

- Clear and concise information
- Attention grabbing
- Brevity
- Imagery driven
- Likely mix of mobile, tablet and desktop consumption

Best wishes,
V

Sent from Victoria's iPad.

From: Sneddon, Andrew <a.sneddon@ulster.ac.uk>
Sent: Thursday, October 14, 2021 9:27:48 AM
To: John Allen <Allen-J29@ulster.ac.uk>; McCollum, Victoria <v.mccollum@ulster.ac.uk>
Subject: Re: References for Witchcraft Website

Hi John, Victoria will have more to say on the graphic novel and game, and I know I am being vague but I think we are aiming for as wide a reach as possible, but the history pages will bring those einetrested in history of witchcraft or history in general, best wishes, Andrew.

SA Sneddon, Andrew
Mon 04/10/2021 15:26
To: McCollum, Victoria; Jason McCusker
Cc: John Allen

Hi all, I like Victoria's very much.

You are right about interactive sites, thin on the ground for academic history. Most academic history sites look like this, now for historians this is top-notch, for the general public, not so much:

<https://www.oldbaileyonline.org>

These are the most innovative witchcraft ones I can find: the second one was produced in conjunction with a book release but it is still good: it has an interactive map, author's interviews and a timeline etc:

<http://witches.is.ed.ac.uk/>
<https://routledgetextbooks.com/textbooks/9781138808102/>

best wishes, Andrew



THE PROJECT BRIEF

BENCHMARKING

"The designer does not begin with some preconceived idea. Rather, the idea is the result of careful study and observation, and the design a product of an idea." - Paul Rand

Benchmarking is the practice of researching and comparing against competitors already in the market so that you know the standard of the creative work you are setting off to make should compare to. In our case for this project however, nothing like this had ever been done beforehand. Other groups in the class could compare to similar charity sites etc but we were starting a project from scratch.

So, we initially began by writing down key words to do with the project and finding sites focused on these key words to see if there was anything similar to what we were trying to make already out there on the internet. We managed to narrow it down to these four, all displaying elements we had considered already to be useful featured in the final product for Andrew and Victoria.

Haunted Britain and Ireland

<https://www.haunted-britain.com/>

English Heritage

<https://www.english-heritage.org.uk/>

Shaped by Sea and Stone

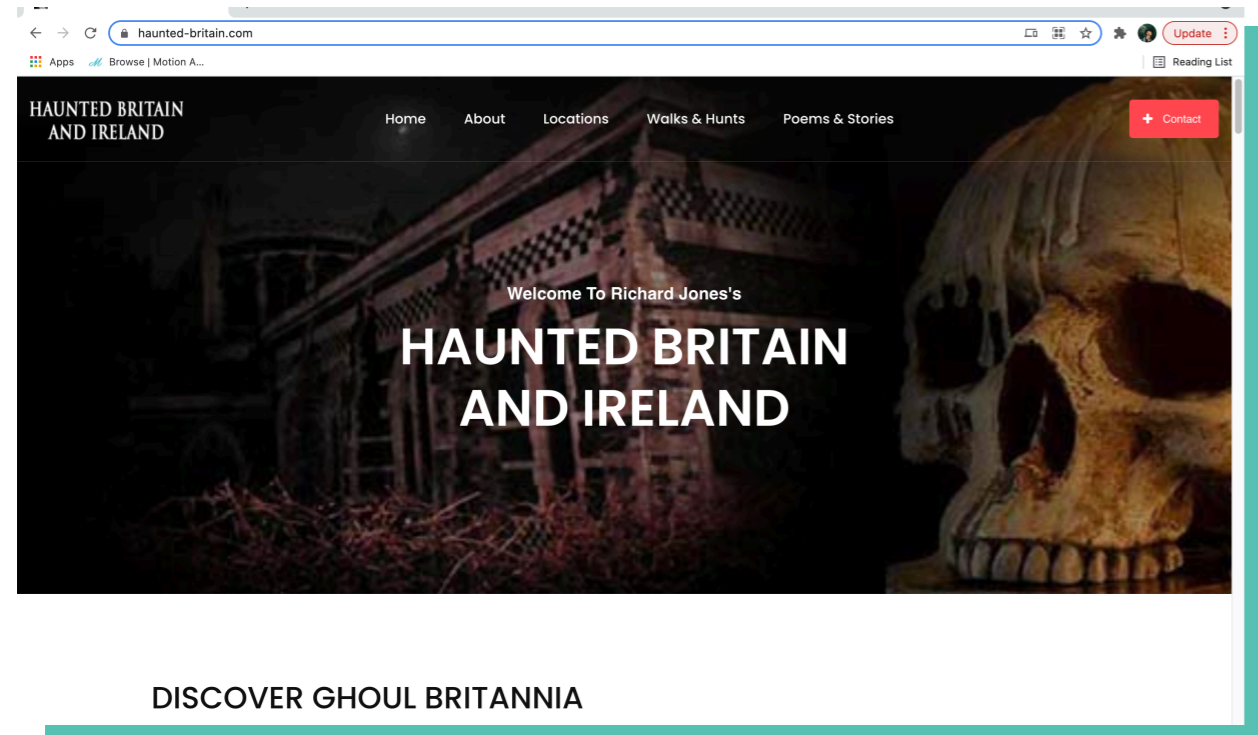
<https://shapedbyseaandstone.com/editorials/witches-islandmagee/>

Museum of Witchcraft and Magic

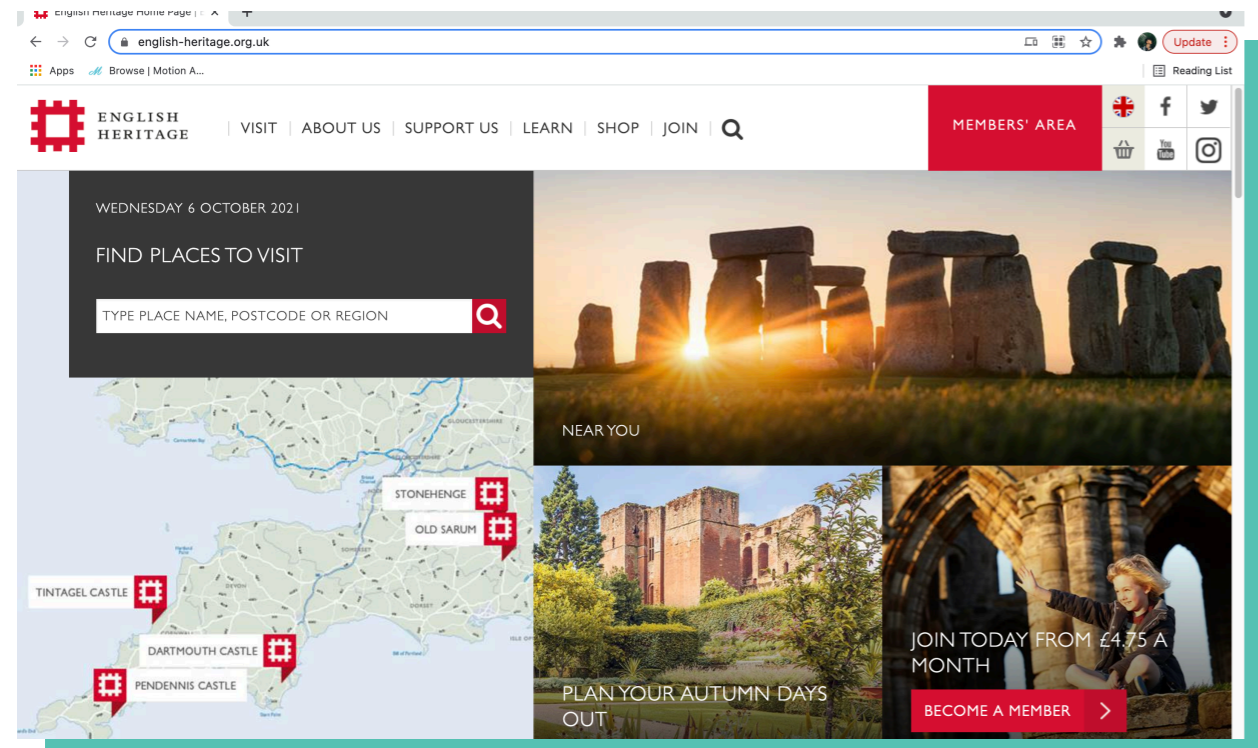
<https://museumofwitchcraftandmagic.co.uk/>

SITE HOMEPAGES

Referring back to what Andrew and Victoria said in the initial meeting, we knew our site had to have an eye-catching landing/homepage. Here are the sites we've chosen to benchmark's homepages for reference and comparison.



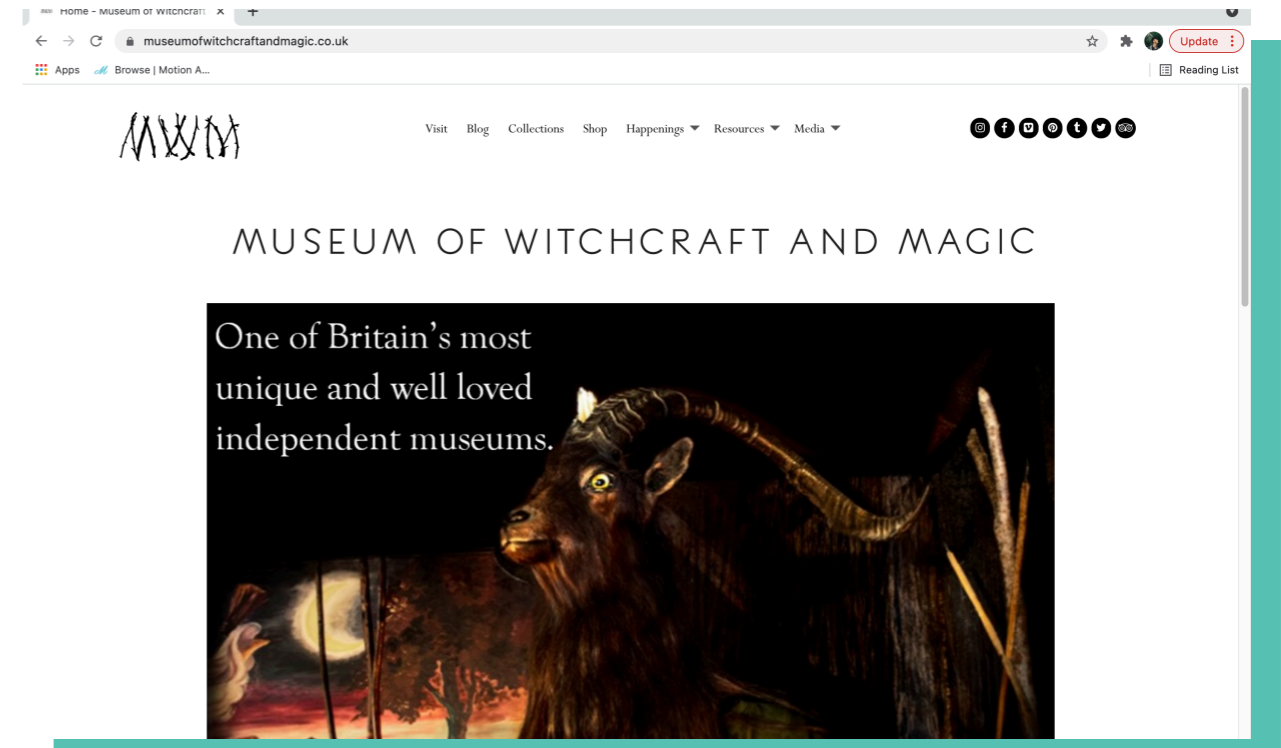
Haunted Britain and Ireland
<https://www.haunted-britain.com/>



English Heritage
<https://www.english-heritage.org.uk>



Shaped by Sea and Stone
<https://shapedbyseaandstone.com/editorials/witches-islandmagee/>



Museum of Witchcraft and Magic
<https://museumofwitchcraftandmagic.co.uk/>

BENCHMARKING TABLES

The easiest way to benchmark these chosen sites and analyse what was missing was to write a list of everything we thought our website should contain and then format it into a grid for easy comparison between them. This would then be divided into different categories with further subsets labelled attributes allowing for an easy analysis of each feature, and whether it was present or not. The results of this table can be found below:

Category	Attribute	Haunted Britain and Ireland	English Heritage	Shaped By Sea and Stone	Museum of Witchcraft and Magic
Navigation	Tab Functionality	Tab lists Sometimes collapse	All work fine	Fast and hyperlinks change	Not aesthetically pleasing, not responsive
	Navigation Bar	Yes	Yes	Yes	Yes
	Breadcrumbs	No	Good	Basic	Missing
	Contact Page	Useful and easy access, 1 click away	Harder to find but still present	Harder to find but still present	Page missing, email present
	Tab Placement	Top and Centre	Top, slightly left aligned	Top, slightly right aligned	Top and centred
	Scroll Bar	Yes	Yes	Yes	Yes
	Search Bar	No	Impressive	Yes, not as effective	No
Functionality	Deadlinks/ Broken Code	Tabs code sometimes faulty	Mobile responsiveness is unreliable	Works as it should	Works as it should
	Mouse-Hovering Responsiveness	Effective and eye catching	Basic level	Stylish	Minimal
	Site Loading Speed	Very fast	Very fast	Very fast	Slow
	Hyperlink Interactivity	Colour change, highlights	Colour change	Hovering effect	None
	Navigation Bar Type	Fixed	Sticky, responsive	Sticky, responsive	Fixed
	Back to top shortcut	Yes	No	No	No

Category	Attribute	Haunted Britain and Ireland	English Heritage	Shaped By Sea and Stone	Museum of Witchcraft and Magic
Content	Links to Socials	Minimal, at footer	Easily accessed, plenty	Minimal, at footer	Easy access, abundant
	Site Description	Lengthy and detailed	None	One paragraph, good summary	One sentence
	Privacy Policy	On page footer	On page footer	None	Hard to find
	FAQ's	None	Two clicks away	None	None
	Interactive Features on site	Limited	None	None	None
	Burger Menu Shortcuts	When minimised	When minimised	When minimised	When minimised
	Articles	None	None	None	Limited
Initial Perception	Target Audience	Haunted location sightseers	Families	Amateur folklore enthusiasts	Witchcraft enthusiasts
	Image Resolution	Poor	Average	Above average	Average
	Responsive to Mouse	Good	Good	Good	Good
	Aestheticness	Nice layout, poorly executed	Crowded, still nice	Stylish, clear theme	Standard, Minimalistic
	Obvious Purpose	Yes, tourist information hub	Yes, charity	Yes, educational	Yes, museum
	Optimal Positioning of Features	Yes, clean	Yes	Yes	No
	Logo Attractiveness	Awful	Basic, fits the theme	Nice, clean	Decent

Category	Attribute	Haunted Britain and Ireland	English Heritage	Shaped By Sea and Stone	Museum of Witchcraft and Magic
	Site Arrangement	Average	Well arranged, but busy	Well arranged	Poor
	Strength of Theme	Strong	Strong	Strong	Strong
Technicality	Contact Section	Decent	Decent	Average	Very Poor
	Analytics	None	Unsure	Unsure	None
	Book / Purchase Options	Through client sites	Numerous	None	Witchcraft themed shop
Accessibility	Alt Text	Yes	Sometimes	Yes	All empty
	Visited Hyperlink Colour Change	Yes	No	None to click	No
	Visibility of text/ font	Clear	Clear	Clear	Too small
	Mobile Responsive	Yes	Yes	Yes	Yes
	Dark Mode	None	None	None	None
Overall Score		54%	57%	62%	38%

REFLECTION

From the data collected we could see that there wasn't really a clear winner of this benchmarking process, but there was a standard of websites within the same theme we were trying to out-score if you added our website into our benchmarking table once published. I liked the way we chose a range of sites to benchmark, from museums to charities and I think we covered everything that Andrew and Victoria had in mind for our own site at the very least. If I had to re-do this process however I think I would have spent more time thinking outside the box for features that most sites probably wouldn't have already, just to be different.

ORIGINAL SUMMARY FOR THE BENCHMARKING PROCESS

This was the conclusive summary written for this benchmarking process which was then put into the brief for the community partner to read through.

Through this benchmarking analysis we were really able to grasp the strengths and weaknesses of websites in a similar field to the one we will be creating for "The Witches of Islandmagee" project. The '*Shaped by Sea and Stone*' website narrowly edged out a few of its competitors using the criteria we outlined in the table prior. The fact that this site, and the two directly below on the ranking were so close would lead us to believe that sites created in this area have a similar standard, but one we know can be improved given the right time and effort.

Coming in at 62% using our scoring system, *Shaped by Sea and Stone's* website was direct, beautifully laid out, and had the best imagery out of all its benchmarked competitors. This clean look is something we have discussed with our partners for the Witches of Islandmagee project, and the nice flowing feel of the site is something we will aim to replicate with our own. The way they've presented their activities and articles will come in handy for us in providing some educational purpose. The main issue for us, as with all of the sites benchmarked, was that there isn't much interactivity to keep users on the site to explore. Knowing the site's purpose instantly may come in handy for some users but for others, once they know this is a booking platform, and realistically not much more, there is no other reason for them to stay and the want to find out more disappears.

Next at 57%, or second place to sound more optimistic, was *English Heritage*. This website did feel quite a bit busier than the winner, but it just has a lot of information it wants to get across to the user. It's actually easier to find out where abouts in the website you are, with the help of more detailed breadcrumbs and a sticky navigation bar to keep you in check as you work your way around the site. Another positive for this site is the fact that links to all of its social media and web presence are easy to find and the contact page is pretty detailed. A few things to note on this site are the fact that the imagery used can be

sub-optimal, and it can be a bit overwhelming with how much content there is, where we are looking for a layout that is a bit more open. Also some features are just lacking, including alt-text for images and a nice description of the sites purpose, which is something we aim to not miss.

Haunted Britain and Ireland came in just behind with a score of 54%. Although this site had a clean look and wasn't far behind its competitors, there just felt like there was something missing when you visit their site. The logo text they've decided to use just hasn't worked as effectively as it could and the imagery looks impressive at first but appears blurred. It doesn't help that the navigation bar's tabs just collapse randomly, and poor functionality is something we really do not want to replicate in order to give our users the best experience online we can.

The Museum of Witchcraft and Magic's site had so much promise for us, with its eerie logo and haunting Imagery used, it was clear that this site was directed at Witchcraft enthusiasts. Apart from effective at first glance there was just a lot we felt was missing from this site also. Slow loading times, combined with bad arrangement and a poor level of interactivity would make the user want to click off and find something else similar, but better to meet their needs. Exploring this site was an important learning experience for us and not much more.

In *conclusion*, we have developed more of an idea of the online platform we wish to create together with the academics, to help bring the Witches of Islandmagee theme to life, while also maintaining a strong, professional online presence. None of the sites analysed met all our desired criteria, with there being a consistent average-standard across the board, and each lacking interactivity. This process has allowed us to identify areas of good practice that we will aim to replicate, if not improve on to provide the desired user experience for The Witches of Islandmagee.

BEST PRACTISE

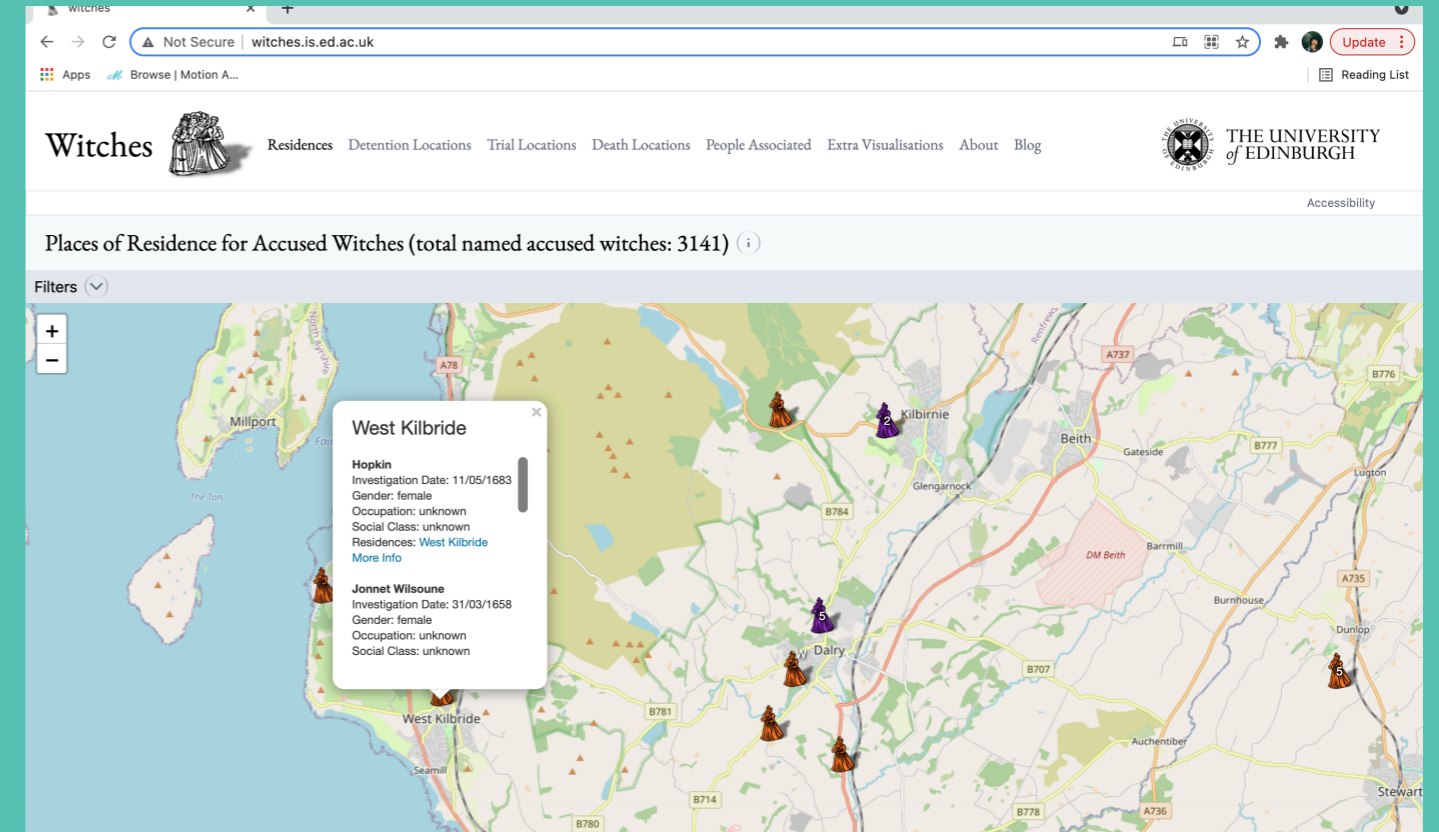
It was then time for best practise, which is essentially websites we think are impressive and within the same sort of category as our hypothetical one. These are the sites we are trying to emulate, they are one step ahead compared to the ones we benchmarked so if we come close to these standards we can be proud of ourselves. There were no sites directly aligned with the creative artwork we hoped to accomplish by the end of the semester, but we chose a trio of well rounded sites, each containing components we aimed to replicate in some shape or form whilst also trying to be innovative in creating a unique experience for viewers and users of the site.

The examples of best practise used are listed here and then the research that took place for each of them will follow:

The University of Edinburgh, Witches
<http://witches.is.ed.ac.uk/>

Routledge Textbook
<https://routledgetextbooks.com/textbooks/9781138808102/>

Anne Frank House
<https://www.annefrank.org/en/anne-frank/>



The University of Edinburgh, Witches
<http://witches.is.ed.ac.uk/>

The University of Edinburgh

The Witches section of The University of Edinburgh website portrays our theme in best practice. They demonstrate a great example of responsive interactivity on a clean effective website. This is achieved through the use of a minimal colour palette, easy to use navigation bar and most importantly excellent interactive map.

Aesthetic

At impression this site gives a clean and professional look and feel. The minimal colour used helps to draw attention to the content they're providing. The Witches and University Logos are well placed and match the theme of the page. Through the icons used in the top left and on the map you can easily tell the theme or topic in question.

Interactive Feature

The interactive feature is a well designed map that allows you to plot where witches from history were located across the whole of the UK over the past couple hundred years. The map allows you to scroll closer into any part of the UK and the bigger the

cluster of witches the more witches were there. When you get down to the scale of villages and towns you can now see the individual witches and click on them to find out all about them.

Historical Information

The information on this site is reliable as it is a University page so we know it is sourced but its limited in depth of information as they only provide short descriptions such as dates, names, occupation etc. This could be improved by adding a tad more narrative to what happened to the witches.



Routledge Textbook

<https://routledgetextbooks.com/textbooks/9781138808102/>

Routledge Textbooks

We chose Routledge Textbook's website a best practice for many reasons, as we will state below. It is an educational website stemming from the books; *The Witch-Hunt in Early Modern Europe* and *The Witchcraft Sourcebook*, both written by Brian P. Levack. It gives a great introduction and furthers knowledge in witchcraft back in early modern Europe.

Aesthetic

At first glance when you arrive on the home page can see a graphic of old textured buildings with clear titles linking to the 2 books the site uses as its resources. This fits the subject well and instantly gives an eerie witch theme. Both the colour scheme being consistent and the use of fading the background with a bright interactive map/timeline really help draw your eye to what matters.

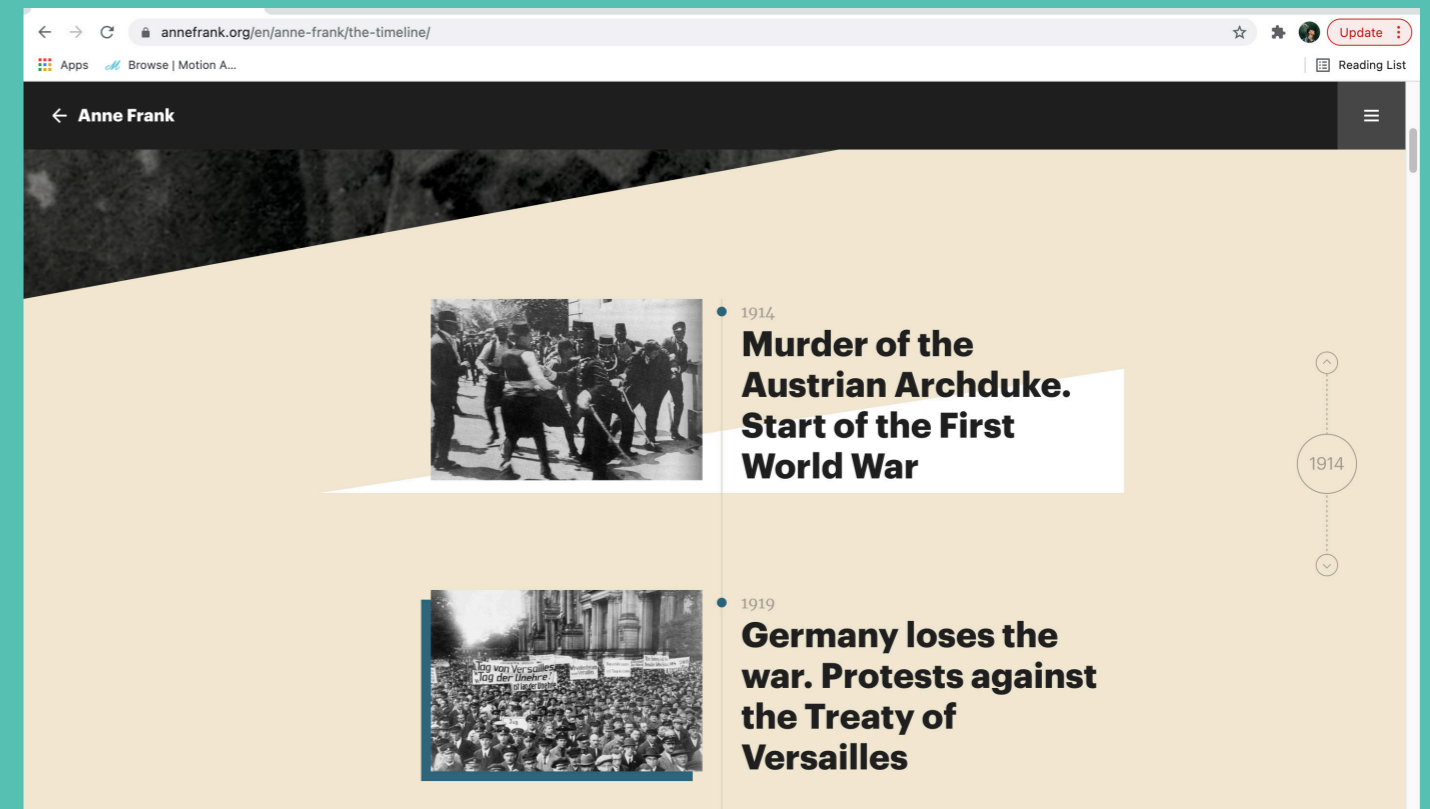
Interactive Feature

This website has a few interactive elements. Some of these being an interactive map, scrollable and responsive timeline and also an embedded video of the author.

The map is the key interactive feature of the page. This is something that has inspired us in the planning of our website. It gives detailed and educational writings for each of the countries provided upon clicking and in turn proves effective in educating.

Historical Information

This is a great example of historical accuracy and referencing as they not only have a glossary and bibliography included but also have based the whole site on the findings of 2 historical education books. It gives reliable and helpful information to the user and has been a big help in giving us ideas for our design.



Anne Frank House

<https://www.annefrank.org/en/anne-frank/>

Anne Frank House

This website took the lead in terms of level of coding and standards of website. You can see from the speed of responsiveness that it is a professional historical site. The website is the online presence for the Anne Frank House Museum in Amsterdam. They use it as an educational tool to help teach about the history of Anne Frank's story but also use it as an informational hub for those wishing to find out about where they are based, how to visit and a lot of other information.

Aesthetic

The aesthetics of this site are really eye-catching as the use of genuine historic photos as backgrounds coupled with the muted neutral block colours bring a comforting and effortless use of the site. They have designed it with a diagonal line reoccurring as a stylistic feature throughout. We have taken note of this for our designs as the use of a simple geometric shape or angle can really help the look and feel of a page. Especially when Victoria has asked for a minimal approach to our site.

Interactive Feature

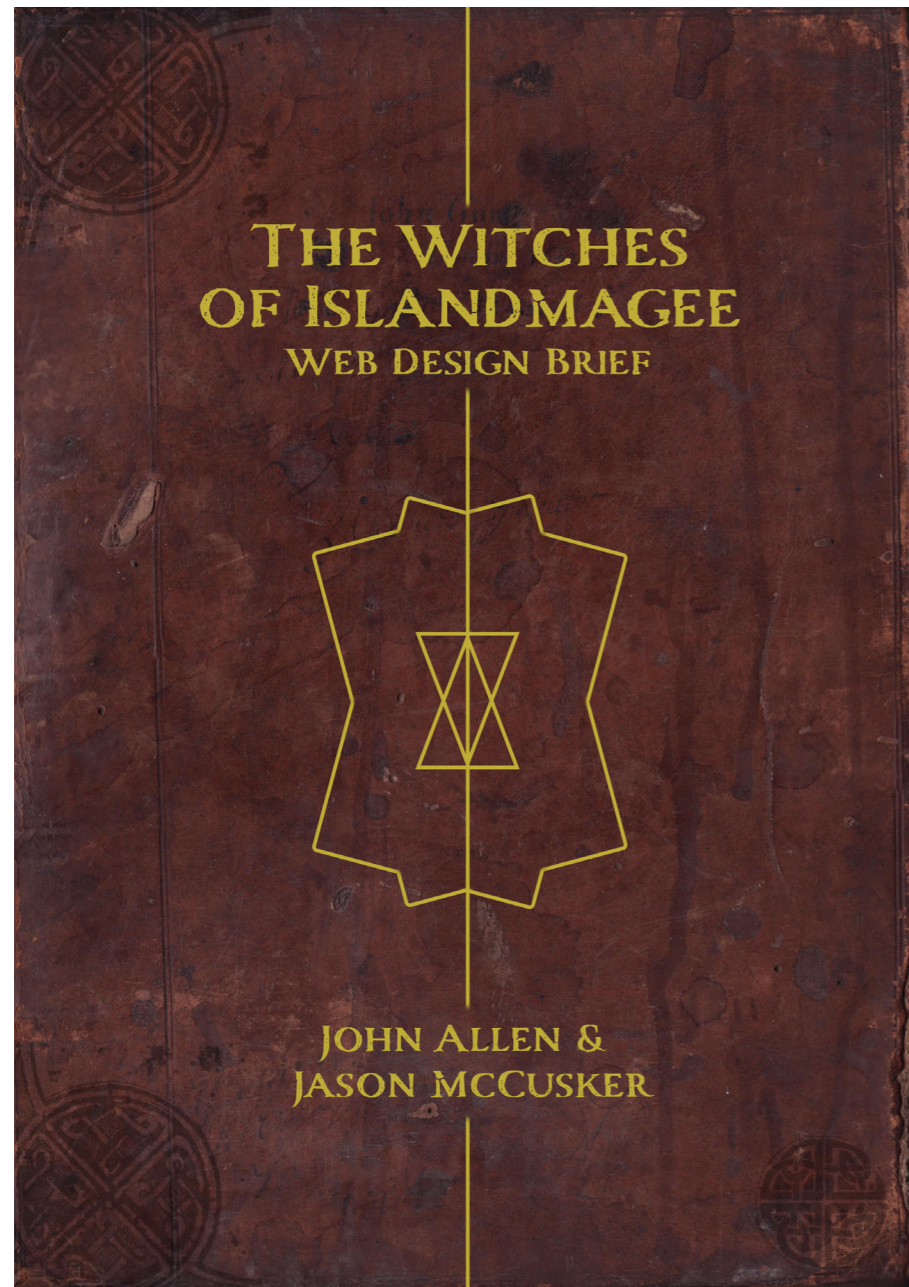
The interactive timeline is the standout feature when it comes to this site. It has a very stylish layout with a very useful scrollbar on the side. The responsive animation when hovering over certain events on the

timeline really make it stand out from any other one we have researched. This helps us not only stay focused on the information but stay intrigued and want to learn more.

Historical Information

All the information used in this site is well-known fact so very reliable but the depth in which they allow you to dive into is great. Especially in the timeline as you can not only read in a chronological order but when clicked it expands with more intricate facts and dates, and then again when any of these are clicked, a large pop-up page with rich paragraphs full of information and photos appear for a deeper read. The amount of historical information on this page is outstanding and probably the best we found.

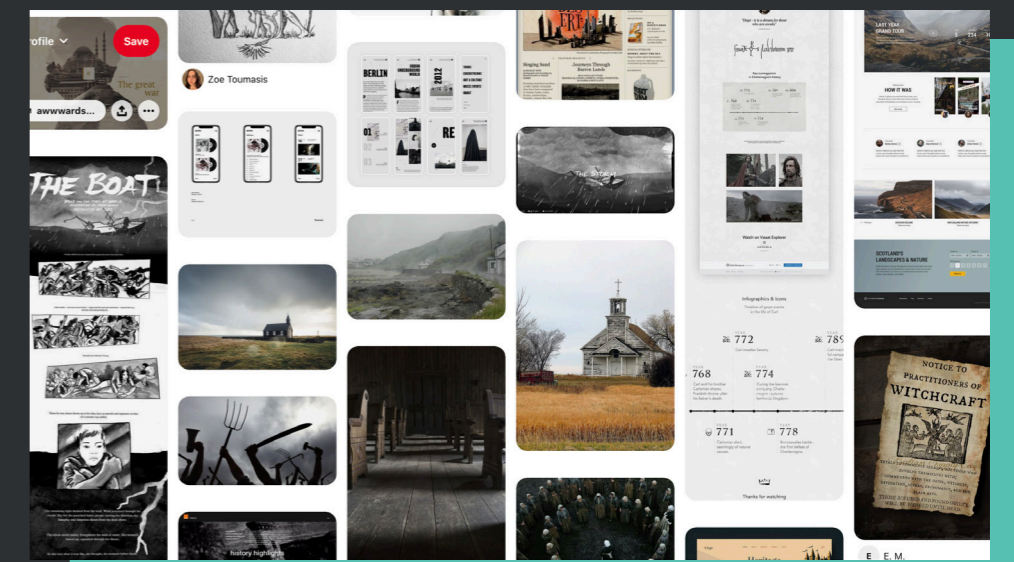
WRITING THE BRIEF



Now that the benchmarking and best practise section was complete, we had a clear vision of what standards we were going to need to meet, but what where we going to create for the partner? All this was compiled into this pdf booklet; our project brief for the Witches of Islandmagee. What was contained within goes as follows...

As you can see from the cover page of the brief we made shown on the page adjacent to this one, we are beginning to take heavy influence from witchcraft themes as well as themes from the early 1700's when these trials in Ireland were taking place. A lot of ideas we had when creating designs and brainstorming ideas for the brief and even for the site we created later on came from Victoria's Pinterest pin which can be found here:

<https://www.pinterest.co.uk/ToriskiFaith/witch-project/>



A BRIEF DESCRIPTION OF THE WITCHES 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 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

THE 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.



PROJECT 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. 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.

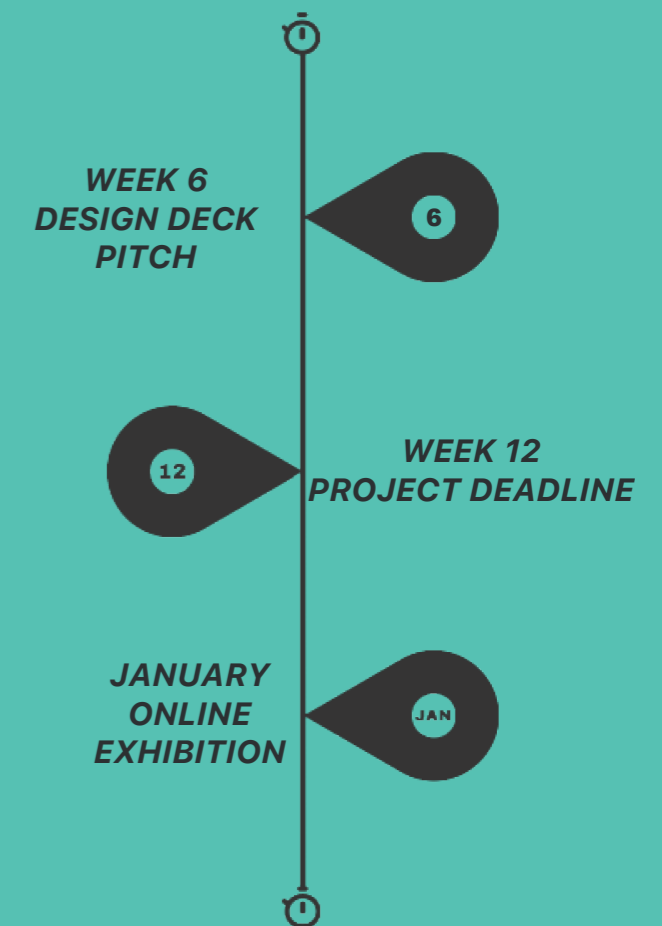
TONE, MESSAGE & STYLE

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.

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.



BUDGETING

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 Islamagee 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

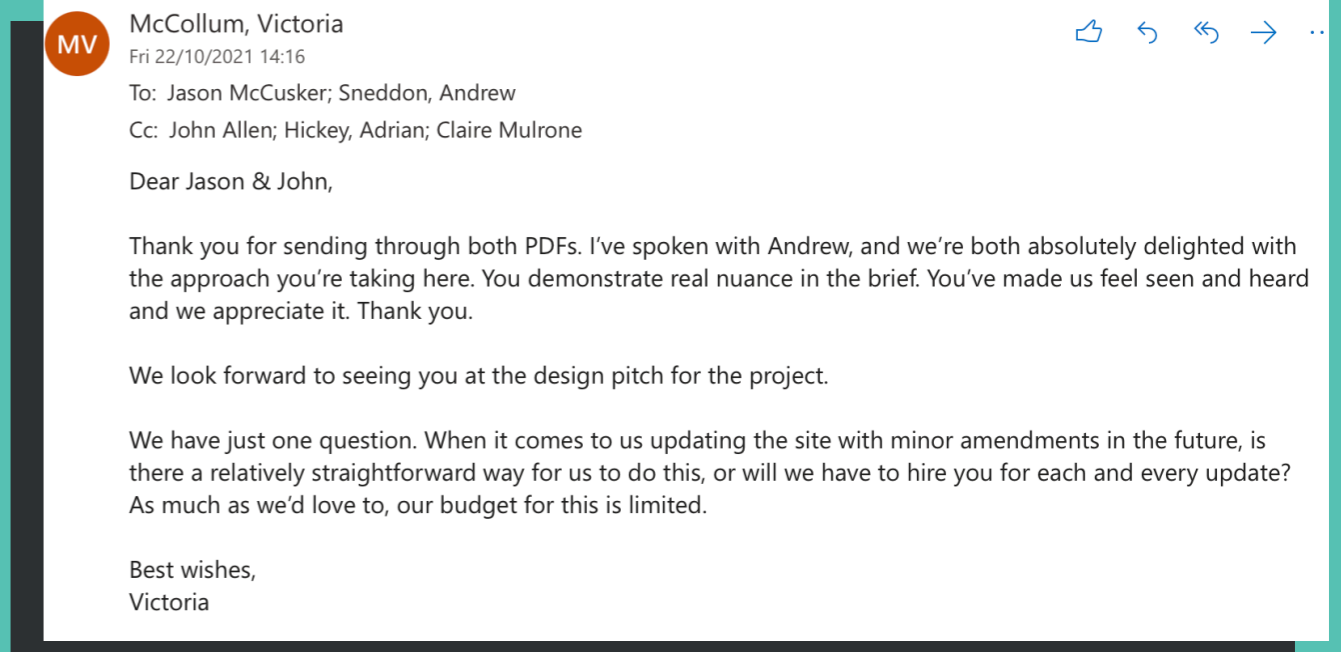


REFLECTION

A benchmarking section was also included which I have outlined above. The next thing to do was send it off to the community partners Andrew and Victoria for their thoughts on the brief and to see whether we were along the right lines for what they wanted created this semester for the Witches of Islandmagee project. Once received, it was evident they were thrilled with the work we had put in and the vision we had for their deliverables were along the right lines.

If I had to make the brief again, I think we overlapped on what we were saying in multiple different sections and kind of ran out of things to say, and we ended up just rewording the same points we were trying to get across. Regardless, I'm glad we made the impressed our community partners so much with the time and effort we had put in thus far.

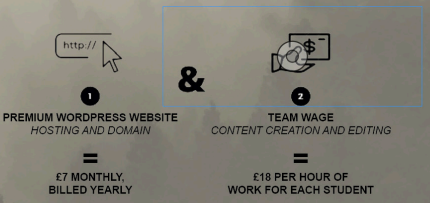
FEEDBACK ON THE BRIEF




Here is what their feedback looked like. Victoria was so delighted with our work in fact, that she decided to tweet about us! This gave us a huge boost in confidence and made us really believe in the project we were working on.

This is what the final Brief turned out like:

<p>CONTENTS</p> <p>MEET THE TEAM</p> <p>THE WITCHES OF ISLANDMAGEE PROJECT</p> <p>PROJECT OUTLINE</p> <p>THE DELIVERABLES</p> <p>OBJECTIVES</p> <p>TARGET AUDIENCE</p> <p>TONE, MESSAGE & STYLE</p> <p>TIMEFRAME</p> <p>SIMILAR ORGANISATIONS</p> <p>BUDGET</p>	<p>MEET THE TEAM</p>  <p>John Allen Jason McCusker</p> <p>We will be creating content within a two-man dynamic team, consisting 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. 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.</p> <p>THE WITCHES OF ISLANDMAGEE PROJECT</p> <p>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.</p> <p>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:</p> <ul style="list-style-type: none"> • 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
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<p>TONE, MESSAGE & STYLE</p> <p>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 styled 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.</p>	<p>ANALYSING COMPETITORS</p> <p>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.</p> <p>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 practice 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/).</p>  <p>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 every 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.</p> <p>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.</p>
<p>TIMEFRAME</p> <p>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 finalised the proposed brief and the Witches of Islandmagee team should have all the designed content.</p> 	<p>BUDGET</p> <p>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 this project. These include the hosting and domain which are all provided by the WordPress website keeping everything simple.</p> <p>The payments required will be £7 /month billed yearly for a Premium Wordpress site. This was the most suitable plan for The Witches of Islandmagee Project as it includes most desired features at the best price, and we feel it works best for what we need to achieve.</p> <p>The features include:</p> <ul style="list-style-type: none"> • 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 

<p>PROJECT OUTLINE</p> <p>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.</p>  <p>Sea Wall, English's Bay, Islandmagee https://www.geograph.ie/photo/470542</p>	<p>OBJECTIVES</p> <p>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.</p> <p>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. 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.</p> <p>We will make the site as engaging and interactive as we can with a clean design that prompts the user to explore independently without showing 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:</p> <ul style="list-style-type: none"> • 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.
<p>DELIVERABLES</p> <ol style="list-style-type: none"> 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: #gettinggraphichistory 	<p>TARGET AUDIENCE</p> <p>The target audience for this project is to reach as wide a range of people as possible, as requested by the project team. The 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.</p> 

<p>THE WITCHES OF ISLANDMAGEE WEB DESIGN BRIEF</p>  <p>JOHN ALLEN & JASON MCCUSKER</p>

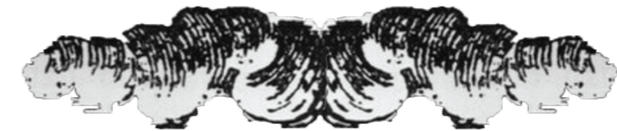


DESIGNING FOR THE PITCH

INITIAL LOGO CONCEPTS



WITCHES
OF
ISLANDMAGEE





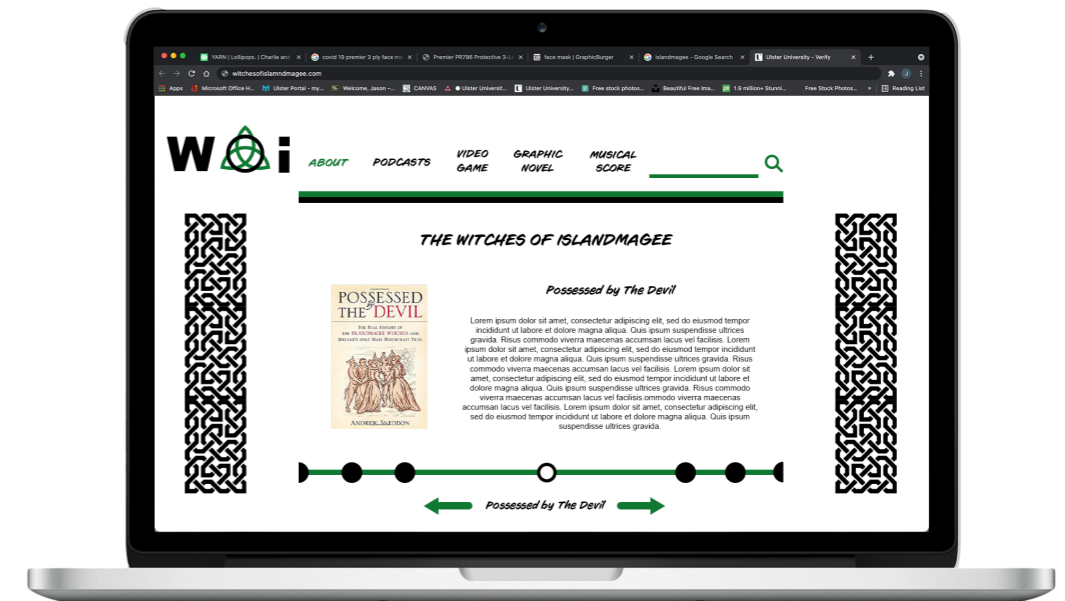
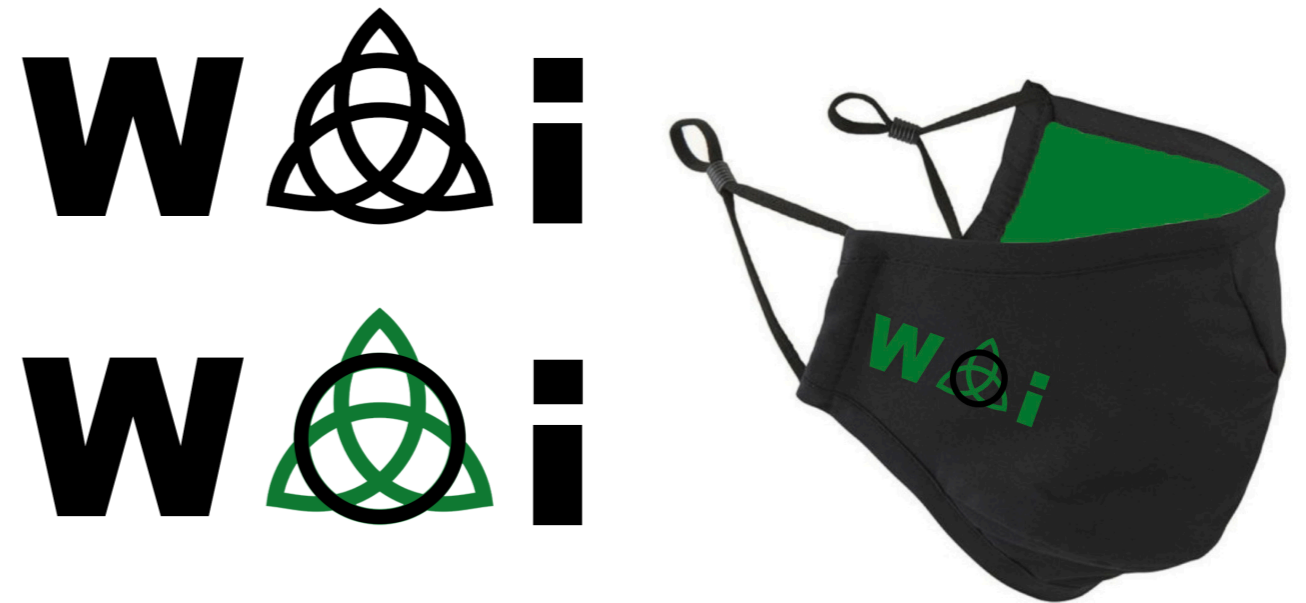
Here I tried to make tarot cards to fit in with the realistic witchcraft theme. I traced the outside on the Islandmagee peninsula and surrounded it with other demonic looking symbols but it just didn't sit right as a logo for the project at hand. One thing I did like about this was the typeface used. It is called

CARTA MARINA

and it is the same font we chose when making our design brief as it has that middle ages sort of scuffed feel, rough around the edges but still looks like it could fit the eerie witchcraft theme.



For this pitch deck, myself and John would each have to come up with three separate design proposals each as there are only two of us in this group. John would focus more on imagery when creating the logo and the brand whereas I agreed to focus more on typography-styled designs to get a range of ideas on the board. From our three proposals each, the weakest of the three will be dropped and the stronger two ideas will be developed into the pitch deck. This means that we would have 4 strong designs in total for the deck. Any designs I had made for the dropped proposal are below:



Something about this style just didn't feel right to me, it appeared too blocky and as though it didn't represent the theme enough. Looking back, I think the biggest weakness is the choice of font. I needed something more creative, yet related more to the topic of the trials of 1711.

CHOSEN DESIGN 1



WITCHES OF
ISLANDMAGEE

WITCHES OF
ISLANDMAGEE



REFLECTIONS

I was instantly drawn to the typeface for this one after a lot of searching. It is called Trattatello. It is used for both the logo and the writing associated alongside when necessary. I like it so much I even used it for the title font in this production log! I was playing about with the letters in Photoshop and when overlapping the letters W (for witches) and I (for Islandmagee), I found they sit quite nicely upon one another. I then thought why don't I put the year of the trial either side of the letters and found it complimented the shape quite nicely. I then went with a light gray to reflect the miserable time this witch trial was set in and added a rough line underneath to round it off. I found that when experimenting with colour however, at the time I was struggling to find one that sat right with me. Nothing seemed to work right the way I wanted it to. Luckily once put in the deck this would change.

FURTHER DESIGNS

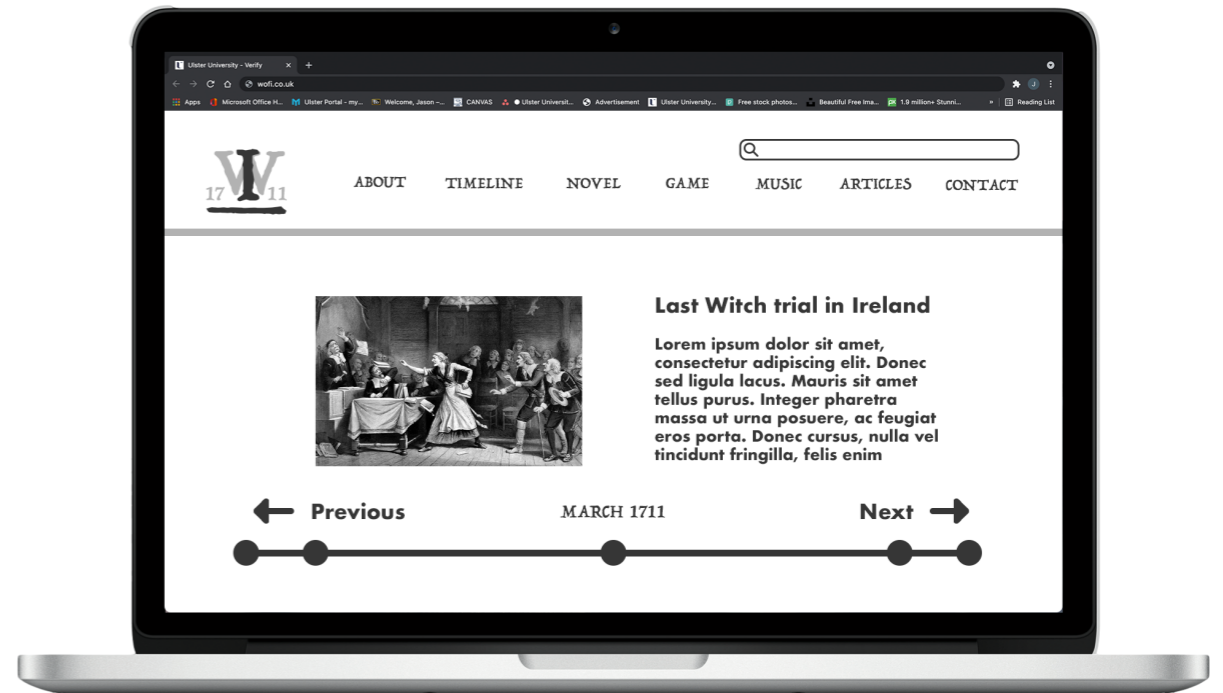
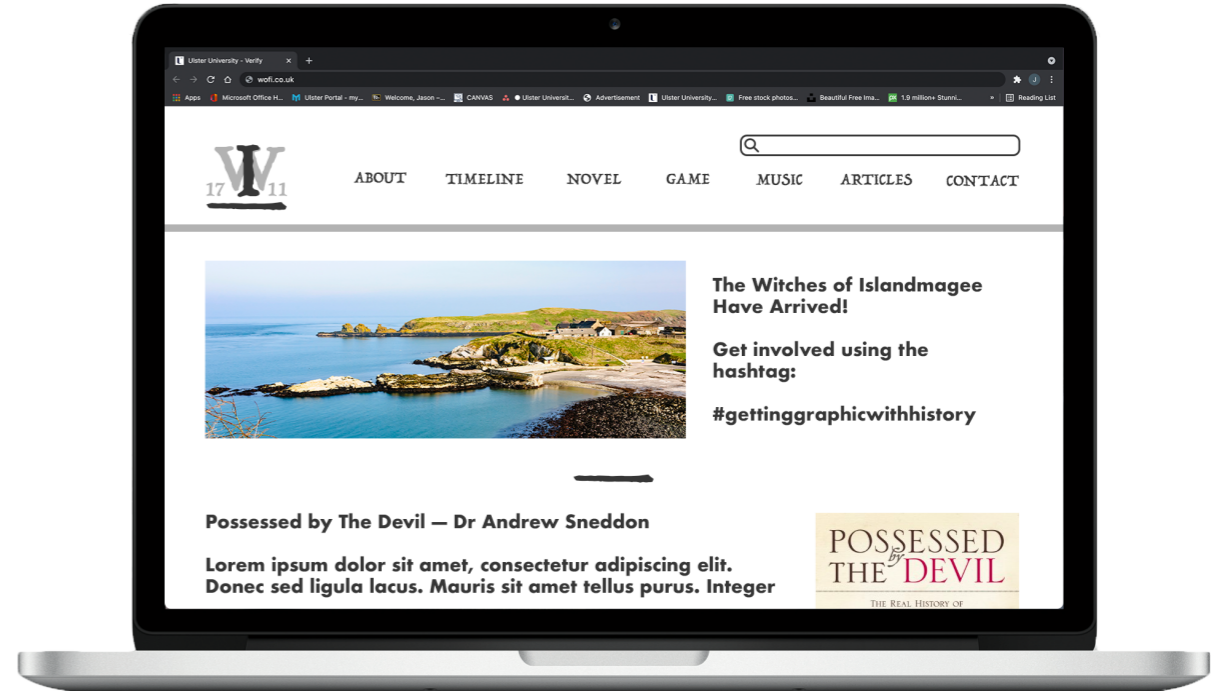


Try the new Witches of Islandmagee themed website, complete with an original video game, graphic novel and musical score. It's developed fully within Ulster University by students, alongside academics:

DR ANDREW SNEDDON
DR VICTORIA MCCOLLUM



#gettinggraphicwithhistory



FURTHER REFLECTIONS

I quite liked the logo for this idea, I think it was and still is really strong. It's memorable and gets the idea across, plus it references the year of the trial. It doesn't look out of place on masks or on posters so that was a plus. The minimalistic feel of the site feels right but there's something missing. I notice that I'm not the greatest at web design until I'm actually there doing it, when creating an initial concept off the top of my head I don't think it turns out quite the way I had originally planned. I think this is a skill I could work on improving. As well as this, I tried to get the logo to meet the university branding with the Futura typeface and Ulster logo, but I don't think they sit very well together.



CHOSEN DESIGN 2

WITCHES
OF
ISLANDMAGEE

—1711—



REFLECTIONS

For this design I really wanted to find a way to make the Carta Marina typeface work as it just stood out and I knew Victoria and Andrew would like it used in a design. I began by writing out the Witches of Islandmagee and playing about with the positioning until I was satisfied and threw in a few extra shapes to mix it up. I liked the idea of having something else relevant nearby also which is where the W beneath comes from. I feel like the letter looks more in place than the year on this occasion. I felt like the shape would look nice graphically in other contexts so I began to experiment with colour.



WITCHES
OF
ISLANDMAGEE
—W—

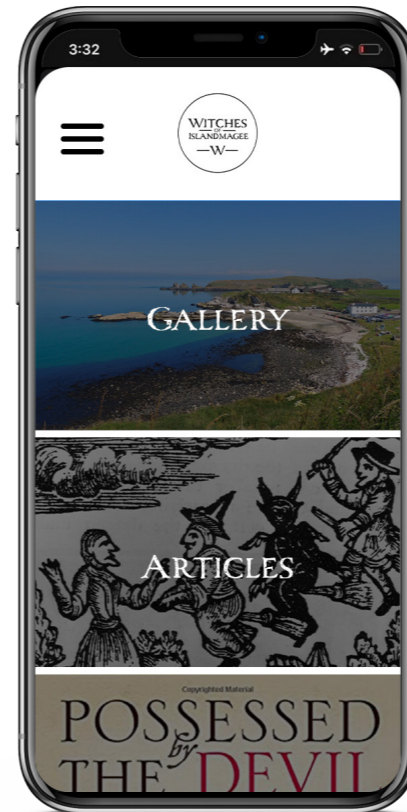
WITCHES
OF
ISLANDMAGEE
—W—

WITCHES
OF
ISLANDMAGEE
—W—

WITCHES
OF
ISLANDMAGEE
—W—

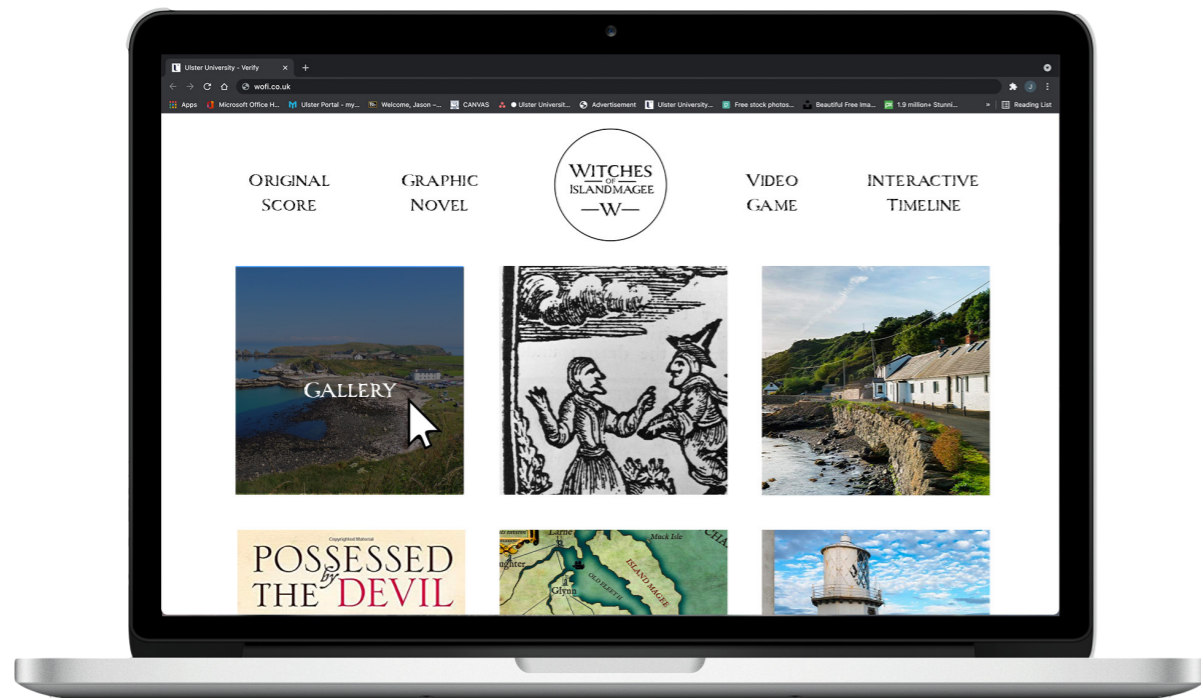
WITCHES
OF
ISLANDMAGEE
—W—

WITCHES
OF
ISLANDMAGEE
—W—



FURTHER REFLECTIONS

For this second design I feel like I got the design part more in tune with what I wanted and more aligned with what I thought Andrew and Victoria would have wanted. The spacious blocky format of the homepage is nice and clean looking. The idea I'm proud of is having a video playing in the background of the landing page, I just thought of having nice sweeping drone footage and the waves crashing against the shore of Islandmagee would be a nice way to set the tone before someone entered the website. The design for the banner I think works quite well also, featuring a map of Islandmagee, an aerial shot of the peninsula and some artwork from the graphic novel part of the project designed by the illustrator. The colour scheme I chose for this design I felt was stronger also, calm yet powerful colours that set the tone of the experience well.



PRESENTING THE DECK

Myself and John met up for a few days in University discussing ideas and helping to finalise work for each other's pitch in preparation for meeting with Victoria and Andrew again to present what we had come up with. We were aware going into this pitch meeting that they may not like any of our designs, but would most likely pick and choose bits and pieces of our designs, which we would then have to combine into a final deck to send to them once more for approval before we could start making the content.

With our ideas combined into one pdf in a uniform layout. We would then take it in turns, John with designs 1&3 and me with designs 2&4 to talk Andrew and Victoria through everything we had created. We would start by mentioning how we came up with the idea for the logo, discussing colour schemes for each design, how the designs would look on Instagram, on a mask or even as an advertisement on a bus stop. The layout of the website would be discussed followed by how it would look on mobile. We even suggested the idea of a mini podcast series for Andrew to talk through, which could be put on Youtube and the idea of a tourism beacon for adventurers wanting to find out more whilst on site around Islandmagee. This is how the initial pitch deck turned out:

WITCHES OF ISLANDMAGEE

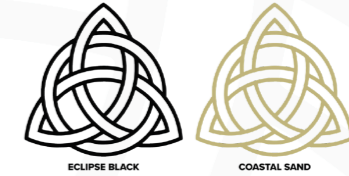
Brand proposals

DESIGN 1 KNOT LOGO

LOGO VARIATIONS



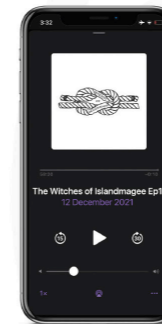
COLOUR SCHEME



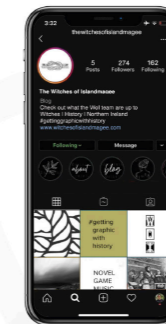
TYPEFACE

MAIN
TRATTATELLO
BODY
PROXIMA NOVA
BOLD

DESIGN 1 DIGITAL MOCKUPS



PODCAST



INSTAGRAM PAGE



LANDING PAGE



WEBSITE

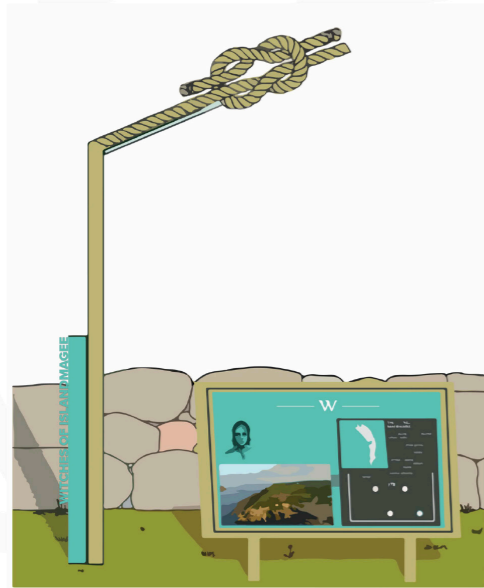


HISTORY PAGE

DESIGN 1

ADVERTISEMENT PART 1

TOURISM BEACON



BUS STOP ADVERTISEMENT



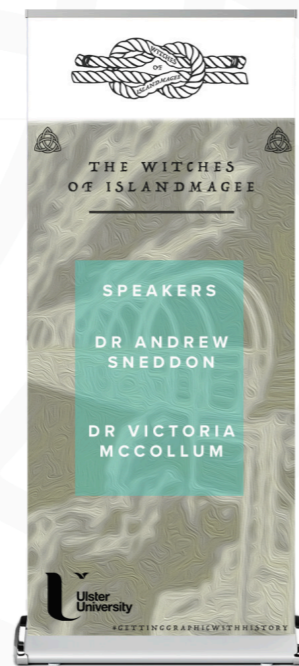
DESIGN 1

ADVERTISEMENT PART 2

MASK DESIGN



ROLL UP BANNER



DESIGN 2

MERGED LOGO

LOGO VARIATIONS



COLOUR SCHEME



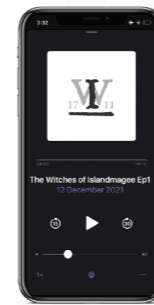
TYPEFACE

MAIN
TRATTATELLO
BODY
FUTURA BOLD



DESIGN 2

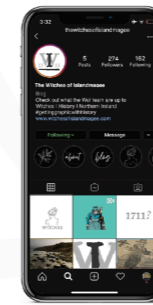
DIGITAL MOCKUPS



PODCAST



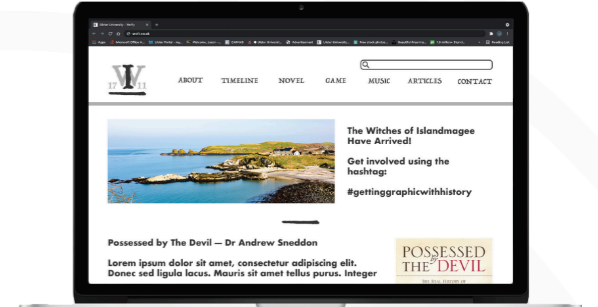
WEBSITE



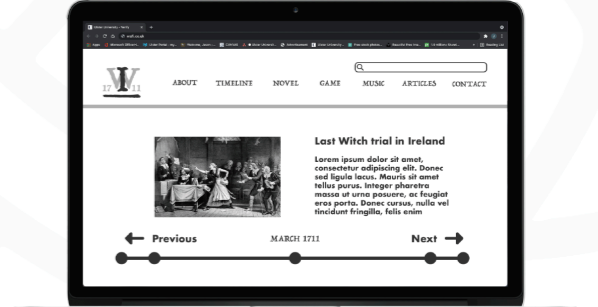
INSTAGRAM PAGE



HOME PAGE



INTERACTIVE TIMELINE



DESIGN 2
ADVERTISEMENT

ROLL UP BANNER



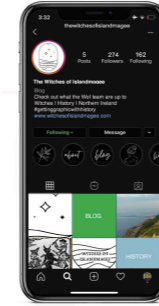
MASK DESIGN



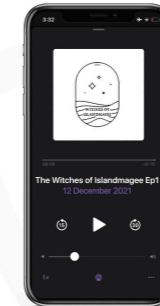
BUS STOP ADVERTISEMENT



DESIGN 3
DIGITAL MOCKUPS



INSTAGRAM PAGE



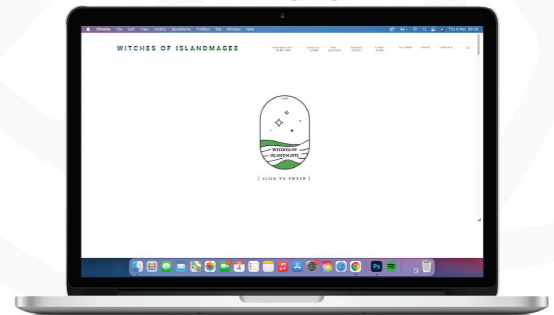
PODCAST



HOME PAGE



WEBSITE



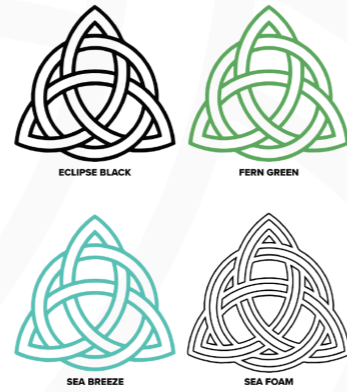
LANDING PAGE

DESIGN 3
TABLET LOGO

LOGO VARIATIONS



COLOUR SCHEME



TYPEFACE

MAIN
TRATTATELLO
BODY
PROXIMA NOVA
MEDIUM

DESIGN 3
ADVERTISEMENT

ROLL UP BANNER



MASK DESIGN



BUS STOP ADVERTISEMENT



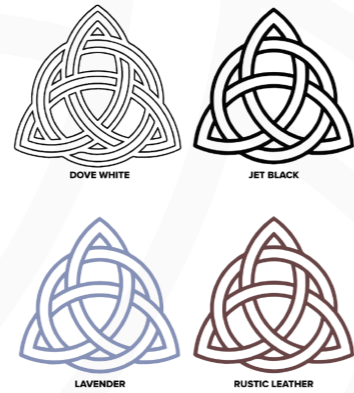
DESIGN 4

CIRCLE LOGO

LOGO VARIATIONS



COLOUR SCHEME



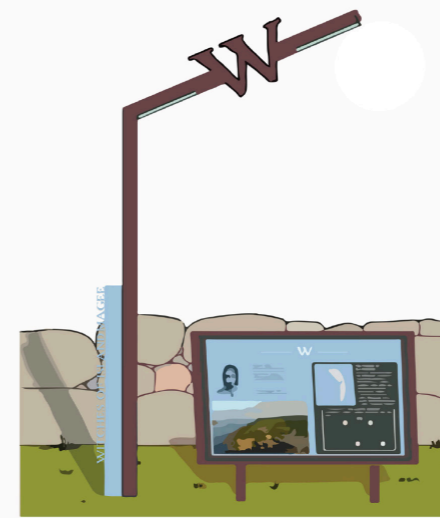
TYPEFACE

MAIN
CARTA MARINA
BODY
OPTIMA BOLD

DESIGN 4

ADVERTISEMENT PART 1

TOURISM BEACON



BUS STOP ADVERTISEMENT



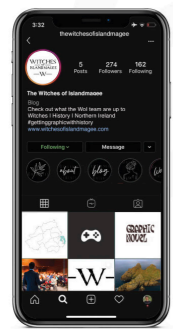
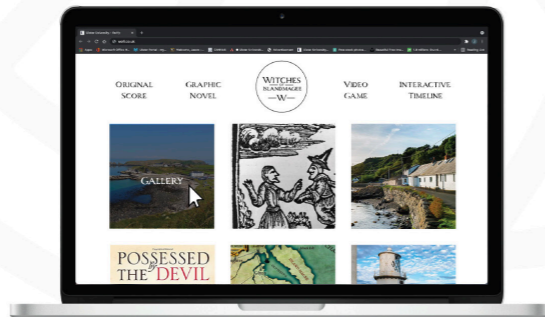
DESIGN 4

DIGITAL MOCKUPS

LANDING PAGE



HOME PAGE



INSTAGRAM PAGE



PODCAST



WEBSITE

DESIGN 4

ADVERTISEMENT PART 2

MASK DESIGN



ROLL UP BANNER







DOMAIN NAME

AVAILABLE DOMAINS

PRICE

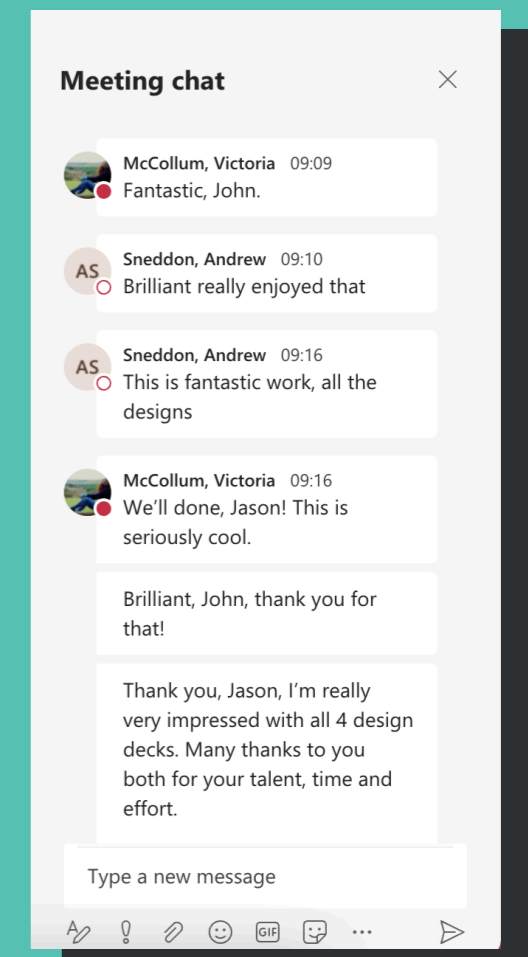
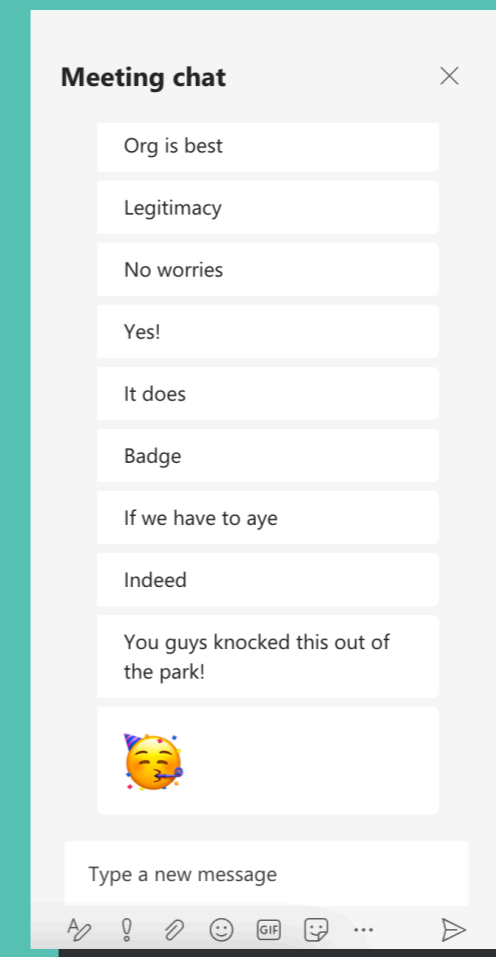
WWW.WOFI.UK **£16 PER YEAR**

WWW.WOFIS.CO.UK **£16 PER YEAR**

FEEDBACK ON THE DECK

Feedback from Andrew and Victoria was overwhelmingly positive once again. As we predicted, they picked bits and pieces from all four of our ideas and wanted us to combine them into one new design with all the best bits. Whilst Andrew was in the call and could express his opinion vocally on what we had created, Victoria was travelling throughout and put what she thought in the chat. Even our module lecturers liked our deck which was encouraging. Here are some examples of what they said:



 Claire Mulrone · Nov 11 · Notified 3 people

What a brilliant pitch and amazing feedback. Their feedback was so positive. the blog was definitely very well received. I think the elements they both chose from across the design decks will make a terrific new visual identity and logo for the project.

That's a first delivery of a pitch while a partner was on the train to Belfast. Great to have all the text feedback too from Victoria. Let get this new design deck back to them ASAP and access the link to the onedrive for new and historical imagery to use. looking forward to the GIF and the motion graphic of the new logo.

Well done again!! and as Victoria and Andrew said.....

"You knocked it out of the Park !!"



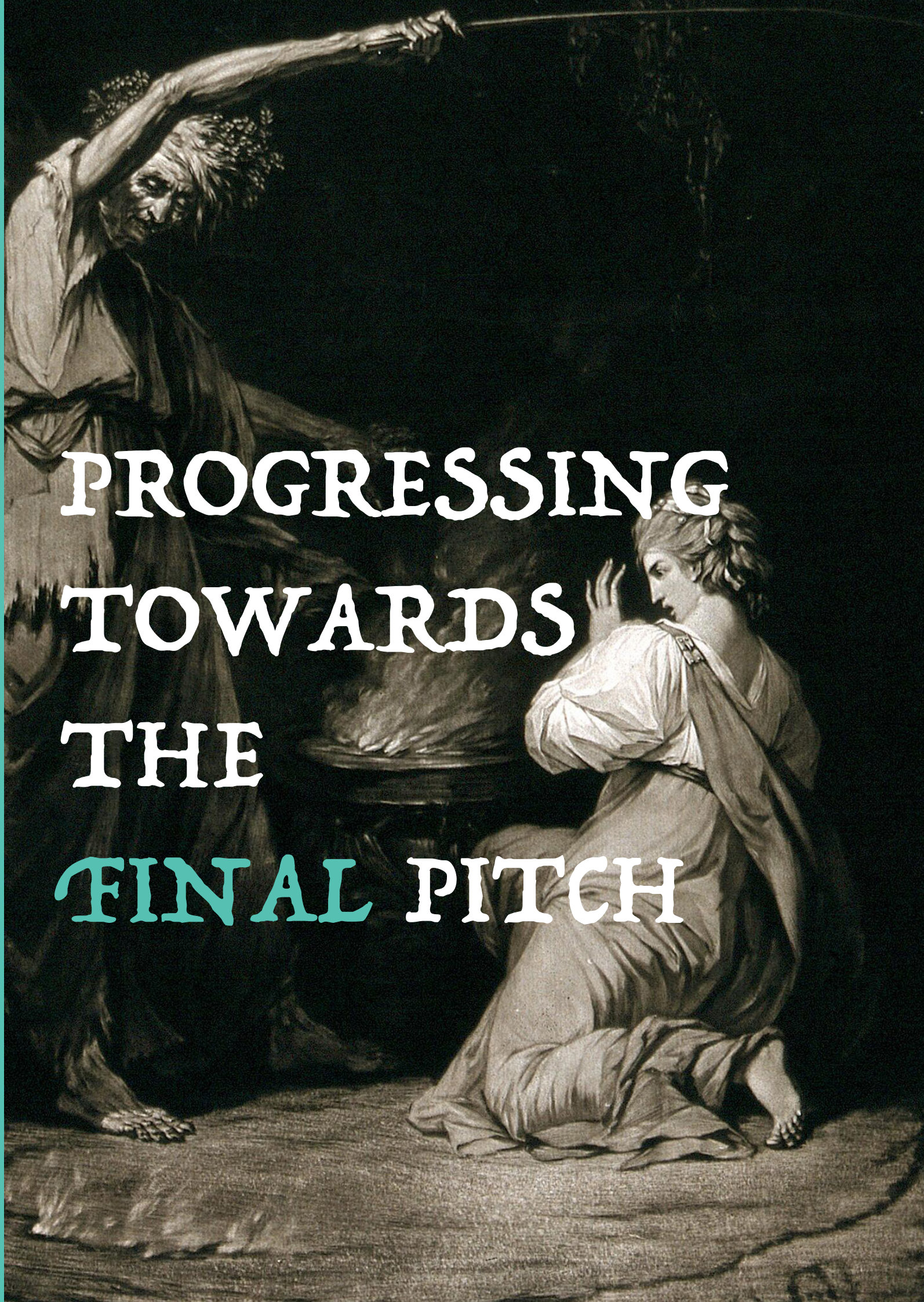
Nov 11



Adrian Hickey, Senior Lecturer in Interactive Media

Well done. Congratulations. The final deck was excellent. Look forward to seeing and hearing what was agreed. And you can now hopefully see a clear path to delivering the media content.

...



PROGRESSING
TOWARDS
THE
FINAL PITCH

NOTES FROM THE PITCH MEETING

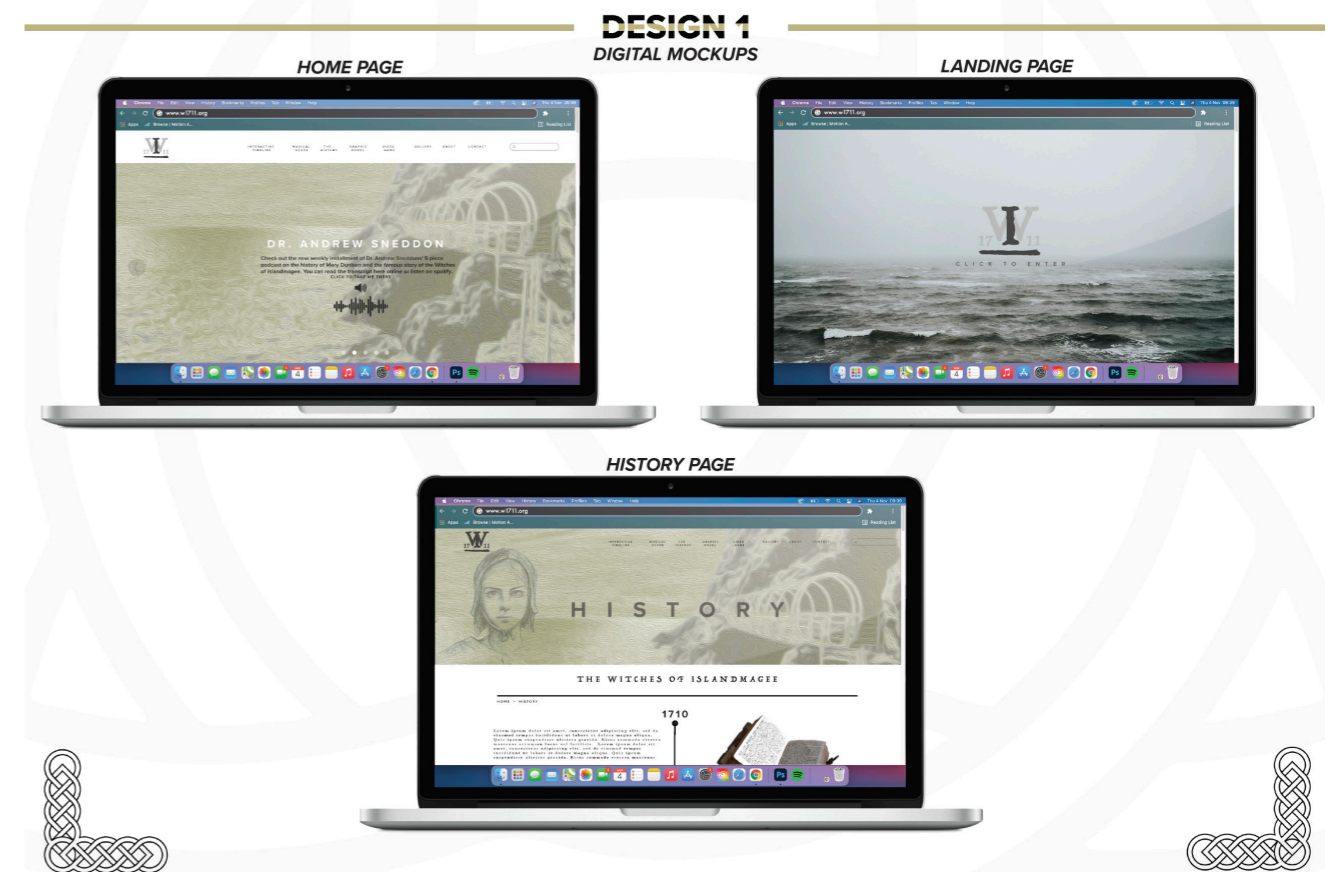
These are the notes we recorded during the pitch meeting to work from to deliver a better final pitch deck for the community partners.

Logo: Jason's WI with a grey scale option
 Text Font: Jason's Catra Marina
 Website ; find responsive site to support photo and drone footage, logo on top of the banner
 Podcast: yes would really support this idea.
 Social Media: Jason
 # getting graphic with History, can develop others to support social media posts
 Pop ups : create three designs, image & web page
 Bus shelters 4 different designs, image & web page
 Domain name purchase by Andrew but want you to source .org address
 Pallet: John Design 1

Merchandise
 Poster Templates
 Billboard
 Social media template
 Gif or motion graphic of new logo
 How to use web guide
 Brand guidelines
 Explore designs of tourism beacon for the new logo for coastline
 design tourism information board

Andrew has selected 12 historically accurate and royalty free images and has put them on one drive to be used in graphic outputs.

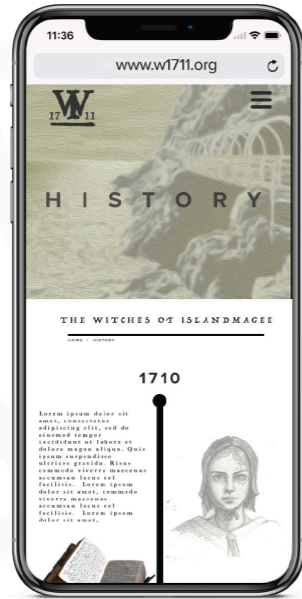
So using this as a guide, we refined the deck and proseed a new one. Somethings we didn't alter according to the notes as they just didn't compliment each other or work as well as the community partner may have pictured in their minds when describing what they wanted from us. The good news is, they liked this new pitch even more. This is how it turned out:



DESIGN 1
DIGITAL MOCKUPS



PODCAST



WEBSITE



INSTAGRAM PAGE



DESIGN 1

ADVERTISEMENT PART 2

MASK DESIGN



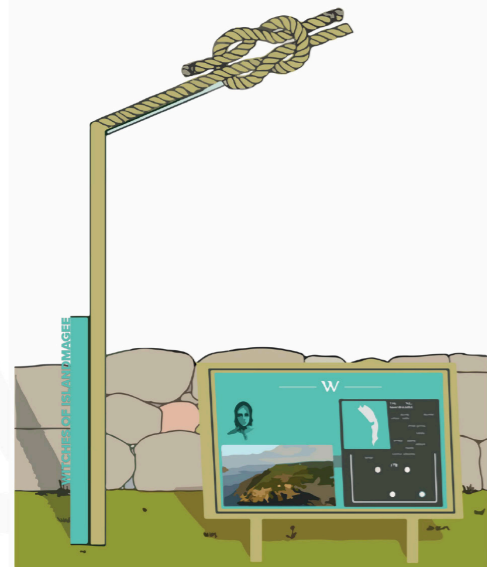
ROLL UP BANNER



DESIGN 1

ADVERTISEMENT PART 1

TOURISM BEACON



BUS STOP ADVERTISEMENT



DESIGN 1

COMMERCIAL PROMOTION
POSTER



BILLBOARD



FEEDBACK ON THE FINAL DECK

MV

McCollum, Victoria

Tue 23/11/2021 15:10



To: John Allen; Sneddon, Andrew; Jason McCusker; Claire Mulrone

Hi John / Jason,

I am absolutely DELIGHTED with this. Andrew might also wish to add some comments.

Can't wait to see the final outcome.

Best wishes,
Victoria

SA

Sneddon, Andrew

Tue 23/11/2021 15:17



To: McCollum, Victoria; John Allen; Jason McCusker; Claire Mulrone

Hi Jason, John, looks great, really pleased with it, you've done a great job.

One small thing, and probably a daft question, but can I just check that the final logo on the website (not the podcast) has the text, 'Islandmagee witches' under it?

Thanks again for this, best wishes, Andrew

Looking through this finalised deck, you should be able to see where we took inspiration from each others work and combined all our efforts into a final design. I think we blended our ideas quite professionally for the partner.

Now that everything we have to make has been approved, it's now up to us to just make everything we can for the community partner to the best of our ability. If obstacles get in our way or limit us somehow, we have to try and overcome them. It is important to not that our community partners haven't asked for us to actually make merchandise or make the advertisements a reality, as these are only plans for the future once the project is fully up and running long after we have made the site next year.



CONTENT
CREATED
FOR THE
COMMUNITY
PARTNER

CREATING THE WEBSITE

One of the things we struggled with was getting a suitable domain name for the site. Originally, they had wanted one of the following:

www.woi.org
www.wofi.org
www.witches.org
www.witchesoi.org

These were all a bit too ambitious however, some of these even getting taken away as we were discussing which domain to choose. They wanted to ensure the domain ended in .org as this is a non profit organisation.



Jason McCusker

Thu 18/11/2021 14:26

To: Sneddon, Andrew

Cc: McCollum, Victoria; John Allen; Claire Mulrone



Hi Andrew,

wofi.org isn't available as a domain name at present, we can find alternatives for you or if you would prefer we can use the domain you have already purchased.

When it comes to hosting the wordpress site to make it live on the web, would either of these options work for you financially for the project?

Please see the image attached for godaddy's hosting services.

We're eager to hear back to get this project initiated.

Many thanks

Jason



We also had to discuss which payment plan they would go for in terms of hosting as well as the domain so this took a while. Finally we settled on a name and got it up and running with the hosting set up on GoDaddy. Simple yet effective, and live online for 3 years, we went for:

w1711.org

So the first and most important thing once we had the right web address was to create for the partner the base of their website. This was going to be the hub for their project, from which, users could access information regarding the upcoming graphic novel, musical score and video game, as well as read articles, listen to podcasts and find out more about the fascinating history of these bazaar witch trials in Ireland. We had a rough idea of a layout thanks to designing ideas for websites in the pitch deck, but what content were we going to actually put on those pages?



Jason McCusker

Mon 06/12/2021 15:26

To: Sneddon, Andrew; McCollum, Victoria

Cc: John Allen

Hi Andrew and Victoria,

Hope you are both keeping well!

As we are approaching the delivery date of the site, we would greatly appreciate if you could send us any of the following to help us populate the structure for the site we have been creating for you:

- An about section to sum up the experience provided by the project and each of its components
- Any other important information you would like expressed on the site for viewers such as contact details or important upcoming dates for releases
- Any illustrations or articles you have that you want displayed within the site
- Any information or images you have on the graphic novel
- Any information or images you have about the relative video game
- Any information or images you have related to the musical score
- Andrew if you could send us some audio of you speaking about witches we can make this into a mini podcast series and put it on youtube for and, and then imbed it into the site for users also

If you could send us this via email, WeTransfer or dropbox etc at your earliest convenience if possible, it would be greatly appreciated.

Many Thanks

Jason and John



This email sent to Andrew and Victoria would be crucial in getting what information needed to be on the website in there first and foremost before we started to customise it to look how we wanted, and added all the extra features as discussed with the community partner in the weeks prior. They would constantly update a google doc with information we would keep updating the site with until they were satisfied with the content up there.



Sneddon, Andrew

Wed 08/12/2021 11:39

To: McCollum, Victoria; Jason McCusker

Cc: John Allen

Hi John, Jason, see Victoria's link below, I have finished my sections, provided the requested images etc, and reworded the intro a bit, along given a longer summary of the case to be placed elsewhere. Get back if you need anything more, thanks for this, best wishes, Andrew



Below is shown some examples of ways the information was sent to us to be inserted into the site. Here you will see it is directly linked to the enquiry email I sent out previously for the content:

[Any information or images you have on the graphic novel:](#)

A brand new supernatural graphic novel that is absolutely loaded with haunting visuals set in a misty isolated town off the coast of County Antrim. It's 1711, a woman with demons of her own - has begun a quest to root the evil out of her village. The stakes are real. The Devil is real. This is a spine-tingling feminist folktale of fear, 'freaks' and faith set in Northern Ireland. Based on the successful history of Islandmagee witches by A. Sneddon, *Possessed By the Devil .. the Islandmagee Witches And Ireland's Only Mass Witchcraft Trial* (Dublin 2013).

Victoria McCollum and Andrew Sneddon explore how dark and difficult heritage can be creatively retold with an ethical impulse through the curation of this dark supernatural graphic novel, illustrated by Marvel and DC Comics illustrator David Campbell.

Please click here to see recent images:

https://ulster-my.sharepoint.com/:f/g/personal/v_mccollum_ulster_ac_uk/Eiwwayl9rotJsMnqhmFCRQcBLO52Wekky2Cr0E747cTfHQ?e=ZJ8g0U

[Any information or images you have about the relative video game:](#)

Demonised: The Islandmagee Witches is a choice-driven game in which you play the role of a witch Hunter in 1700's Ireland. It's your job to find and accuse female outcasts of witchcraft. Whether you lead with evidence and empathy, or convict suspects for in-game rewards and financial gain, is entirely up to you. Grim yet affecting, this is a nerve-racking sleuthing game with relentless pacing and dozens of compelling characters. It will present you with constant moral choices, which make it really hard to be a good person... You have to decide if you want to create a better world or just look after you and yours.

Please click here to see recent images:

https://ulster-my.sharepoint.com/:f/g/personal/v_mccollum_ulster_ac_uk/EmXySPTUS6NBrzvg1jejuZABDgM771r9r5AGNGZUthF1vw?e=jnUFpR

We were gutted we couldn't record and edit a podcast of Andrew speaking due to him being so busy this semester. Luckily he has plenty of material already out there so technically there still is an easily accessible podcast of Andrew discussing material on the witches of Islandmagee on our website.

[Andrew if you could send us some audio of you speaking about witches we can make this into a mini podcast series and put it on youtube for and, and then imbed it into the site for users also:](#)

Andrew to add here

[Hi John and Jason, instead of sound clips, which at this point in the semester I am struggling to complete. I have included links to blogs, my journal articles, primary source material from the time, and Radio TV appearances will allow viewers to access the story in different ways that will suit them, visually, aurally and via the written word]

For Andrew Sneddon speaking on BBC2 about the Islandmagee witch trial, watch:

<https://www.bbc.co.uk/programmes/p029n9dy>

For Andrew Sneddon speaking on BBC Radio Ulster about the Islandmagee witches, listen. Requires signing into BBC sounds:

<https://www.bbc.co.uk/programmes/p01kc102>

For the story of the Islandmagee witches on BBC1's The One Show:

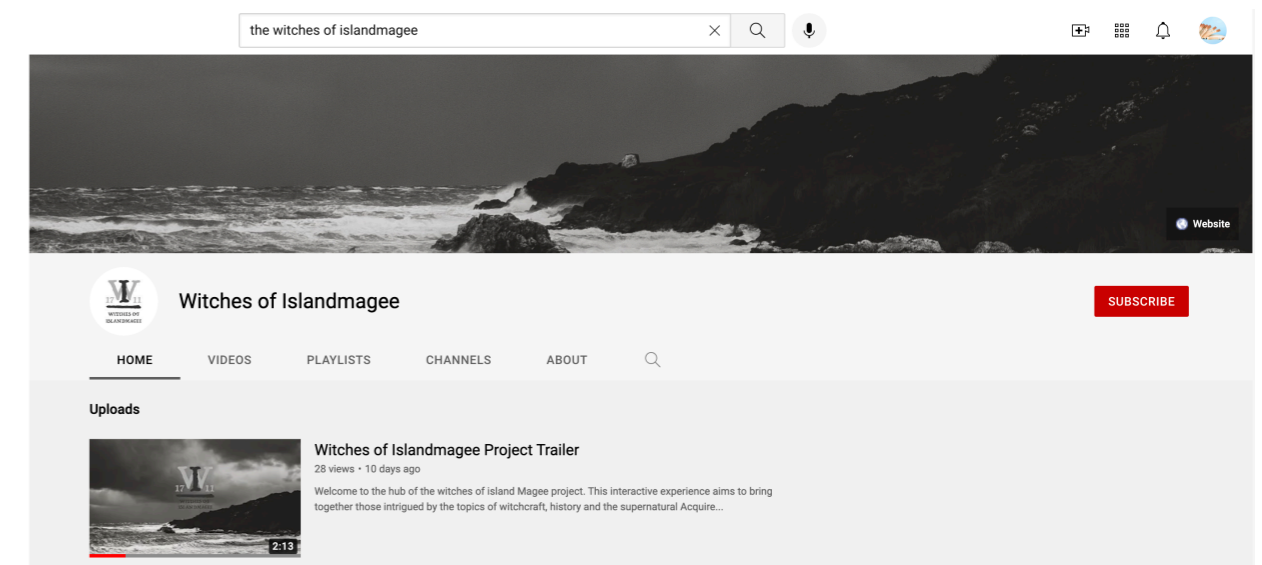
<https://www.youtube.com/watch?v=ydGrD0ODp2w&t=2s>

CREATING THE PROMO VIDEO

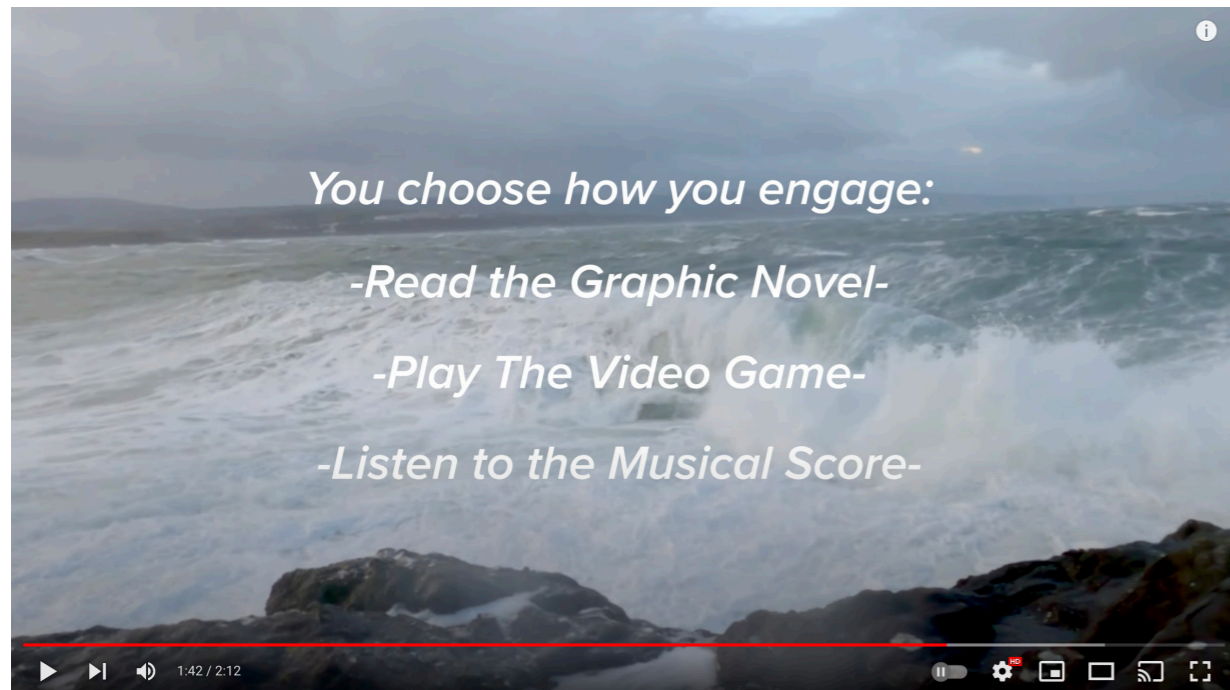
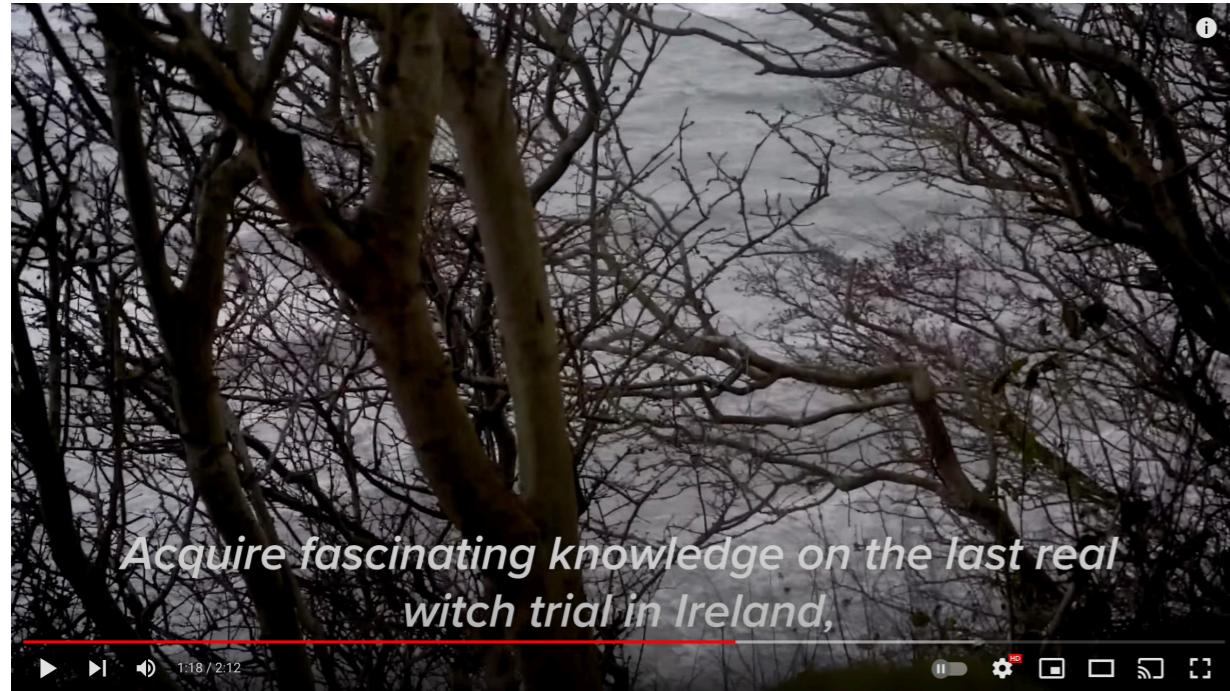
We found that through the purchasing plan for Wordpress that the community partner had purchased, making a video landing page wouldn't be possible without upgrading to a far more expensive plan. So to overcome this issue, we made the landing page picturesque, and then made a trailer for the project using footage captured from filming days in Islandmagee. Unfortunately, we couldn't capture drone footage despite renting them from Ulster University, as every time we tried to use them, it was far too windy and the drone could have easily got damaged or blown into the sea. We captured quite a bit of footage, and were able to compile it into a short video which promotes the project and everything Andrew and Victoria are doing with it.

To make the video live and be able to embed it within our site, I had to create a YouTube channel for the project, which we gave the login details to the community partners once the site went live. You can find it here:

<https://www.youtube.com/channel/UCNjgLOLW05YYO9XaCO2h7gw/featured>



Here is some screenshots from the video found on the YouTube page. I took the raw footage into Premiere pro to add the captions which, alongside the background music, really set the tone well for the experience in my opinion.



We got plenty of nice photos too, which we were able to populate the site with to beef out the gallery.

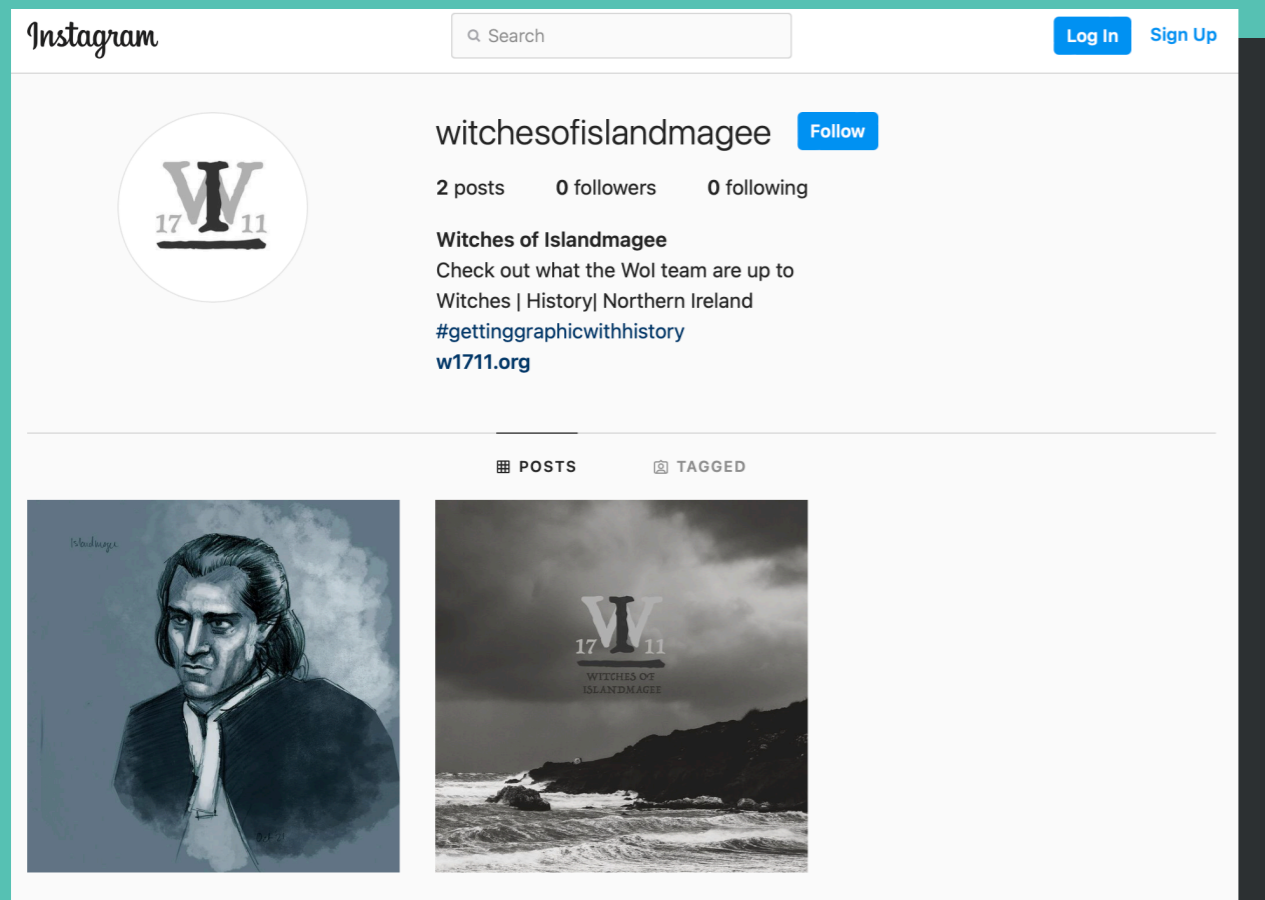




INSTAGRAM FOR THE WITCHES

We have even made an Instagram for the Witches of Islandmagee project to help promotion wise. Featured on this page can be anything from updates of the game development to sketches from the graphic novel, even just promo for launch dates, it's completely up to the partner. We wanted to give them the option of using it just in case. We have posted a few times already to start them off, and made sure the hashtag #gettinggraphicwithhistory is one of the main focuses throughout. This can be linked to through Victoria's following on Twitter.

<https://www.instagram.com/witchesofislandmagee/>

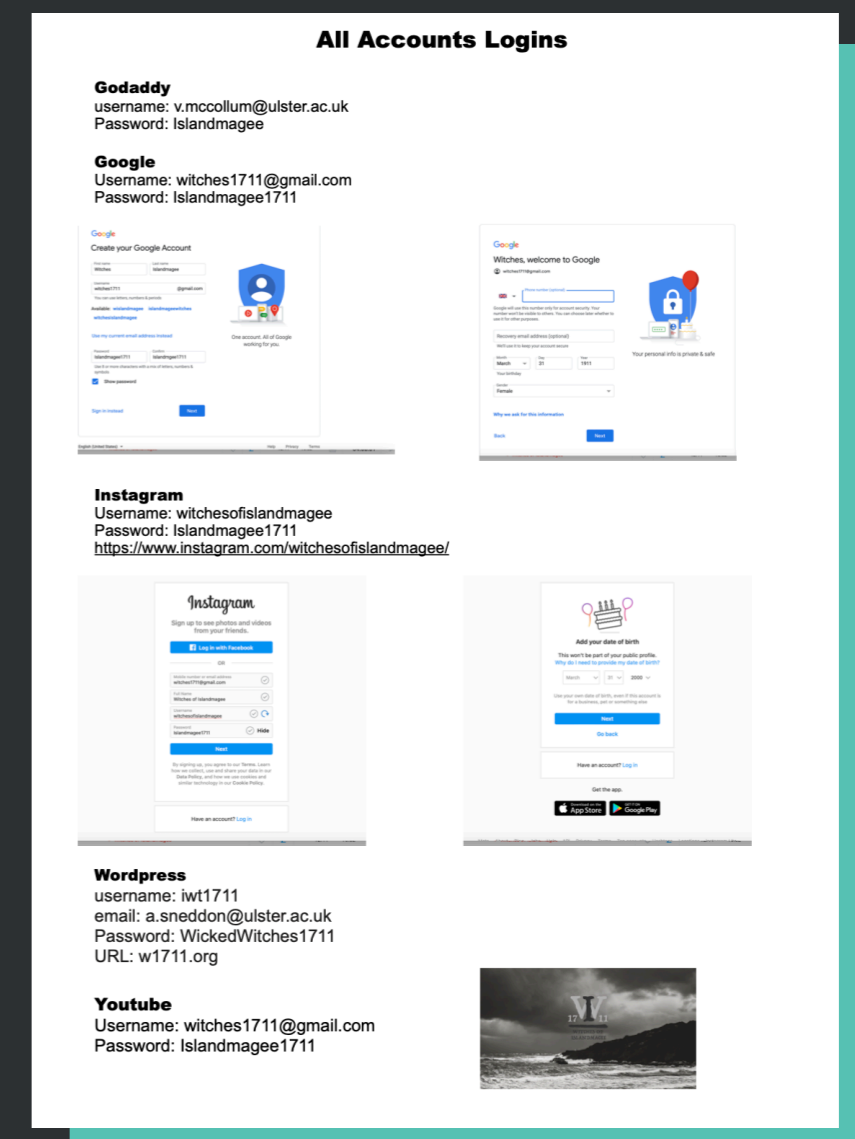


WEBSITE

In the end, the website was full of all the content the community partner had provided us with and more, including:

- A picturesque landing page
- A project trailer
- A plethora of articles and podcasts to engage with
- Links to various related social media
- A gallery of both witchcraft themed images and Islandmagee photography
- Information on the project and the team
- Future release dates and information on upcoming parts of the project

A user manual was given to the community partner also, along with all of their login details for the WordPress site, the Instagram page, the YouTube, and the GoDaddy hosting.





For the story of the Islandmagee witches on BBC1's The One Show:



Ulster University Articles

For those wishing to read more and how the Islandmagee trial was represented and remembered, see this advanced draft of Dr Sneddon's journal article, 'Witchcraft Belief, Representation and Memory in Modern Ireland' (2019):

<https://pure.ulster.ac.uk/en/publications/witchcraft-belief-representation-and-memory-in-modern-ireland>

For free to access a number of journal article by Andrew Sneddon on Irish witchcraft and the Islandmagee trials, click on the relevant publication:

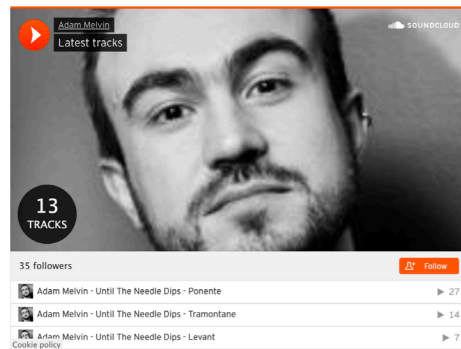
<https://pure.ulster.ac.uk/en/persons/andrew-sneddon/publications/>



Victoria McCollum and Andrew Sneddon explore how dark and difficult heritage can be creatively retold with an ethical impulse through the curation of this dark supernatural graphic novel, illustrated by Marvel and DC Comics illustrator David Campbell.

Very Terrible Noises

This original score orchestrates the noises associated with an outbreak of demonic possession and accusations of witchcraft in Ireland. The score features abstract field recordings from Islandmagee to imply the landscape is active, observing, waiting. Listen now..



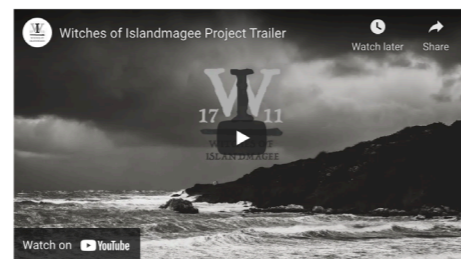
Key Composer

Adam Melvin is an educator, composer, writer, saxophonist in Popular Music and Composition at the Ulster University. His music has received performances worldwide, including performances by the Composers

ABOUT THE WITCHES OF ISLANDMAGEE PROJECT

On 31 March 1711, in County Antrim, eight women were convicted of bewitching and orchestrating the demonic possession of teenager Mary Dunbar. A few months later a local man, husband to one and father to another, was convicted and likely executed for using witchcraft to kill Dunbar. The 'Islandmagee Witches' were, by the standards of the time, believable witches – they smoked, they drank, they challenged authority, some dabbled in magic and just did not look right. This is a story of murder, magic, the devil, and a community in crisis. It offers a unique glimpse into how the 'witch hunts' that claimed over 40,000 lives in Europe played out on Irish shores.

Check out the promotional video from the Youtube channel here:



Studies.

Dr Victoria McCollum

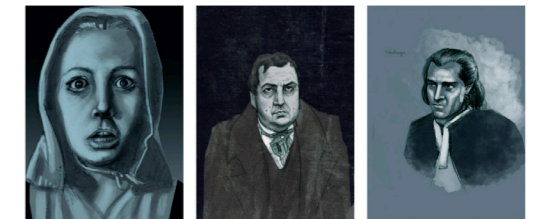
Victoria McCollum is an internationally recognised educator and researcher from Ulster University who writes books on films, TV shows and video games (especially horror), to explain why popular culture matters in helping us gain a deeper understanding of our moment in time. She has collaborated on projects with Apple, Cartoon Network, Cinemax, Facebook, HBO, New Line Cinema, RTE, Telltale Games, Time Warner, Twitter and Universal Music Group.

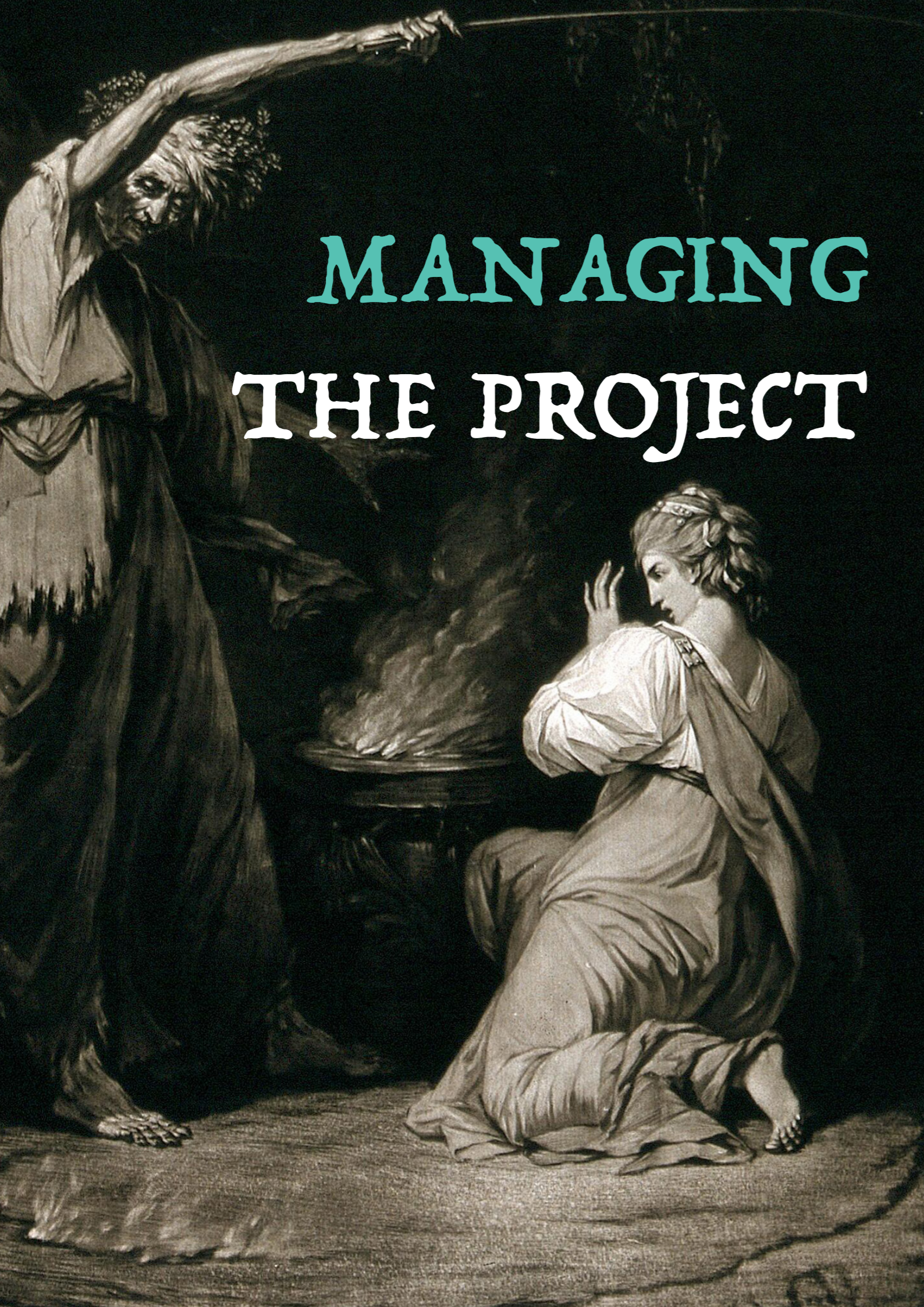


For general questions and press enquiries: a.sneddon@ulster.ac.uk / vmccollum@ulster.ac.uk



Recent Images From the Illustrator:





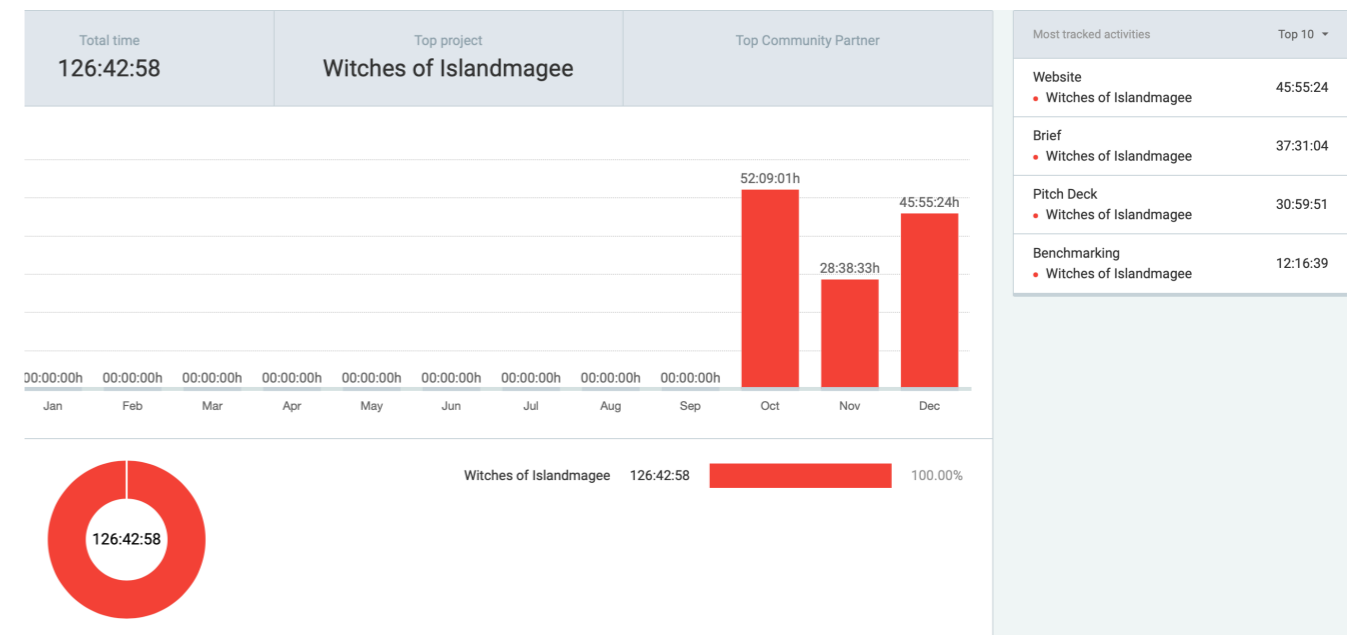
MANAGING THE PROJECT

TIME MANAGEMENT

To manage the time spent on a weekly basis on this project, we used the web tool Clockify to track how many hours we would spend each week on each part of the process of delivering the community partner the content for their site, including researching, the benchmarking process, compiling the brief, creative work for the multiple pitch decks and filming etc.



A breakdown of my hours tracked through Clockify can be found below. I found that this tool was really useful for seeing whether we needed to put more in at a particular time or when we weren't doing enough we could push for more hours from week to week. Something I would try and improve on would be remembering to actually track the hours as sometimes, I would be an hour or two into a session of research and then remember to activate my Clockify. Therefore, the numbers may be off slightly, but overall I'm happy with the time spent on the project and the work we as a team were able to create during this time period.

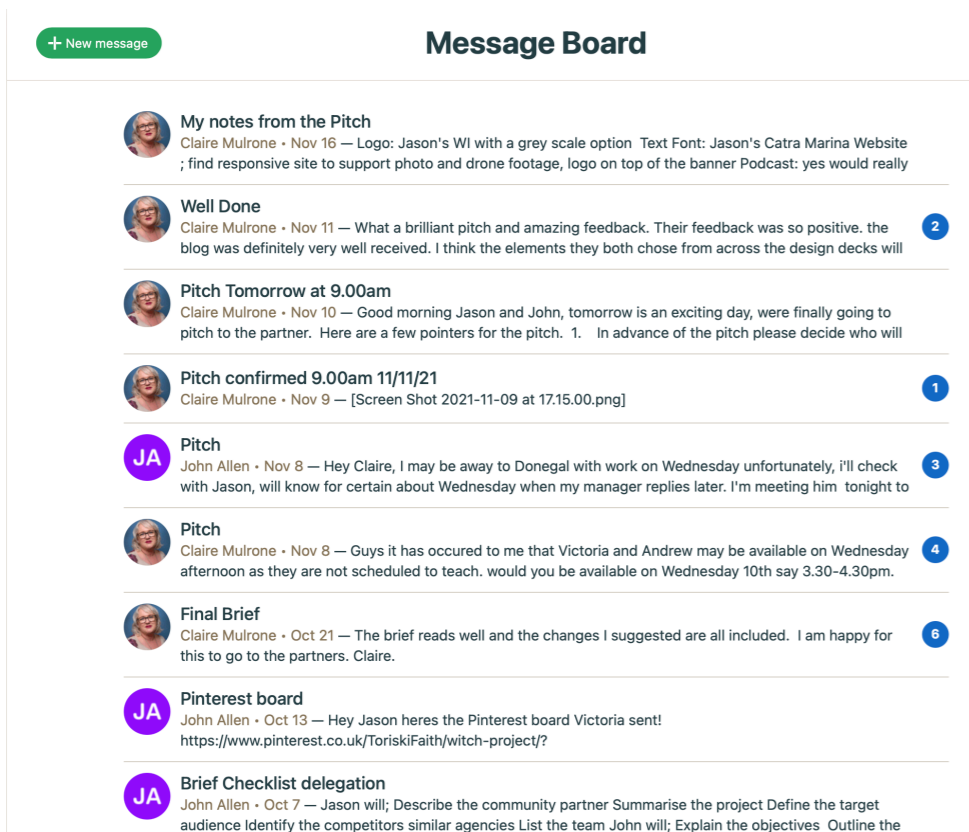


USING BASECAMP

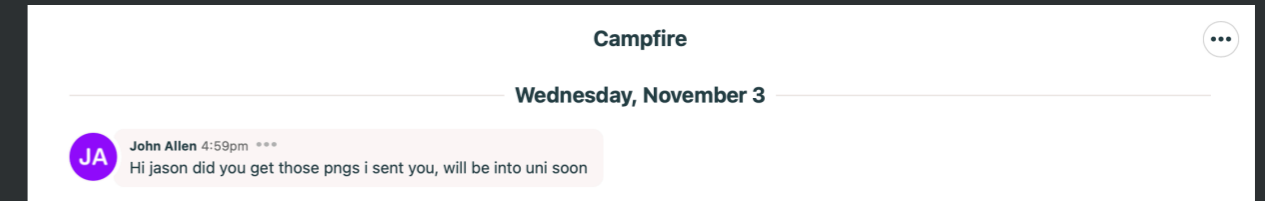
Alongside Clockify, we had to have a way of communicating to one another within the team and to the Lecturers when we weren't together. For this we used the Basecamp tool, which is an informal, project managing system in which team members can put up posts and share ideas, exchange files to one another. There are multiple useful sections within basecamp to talk through:



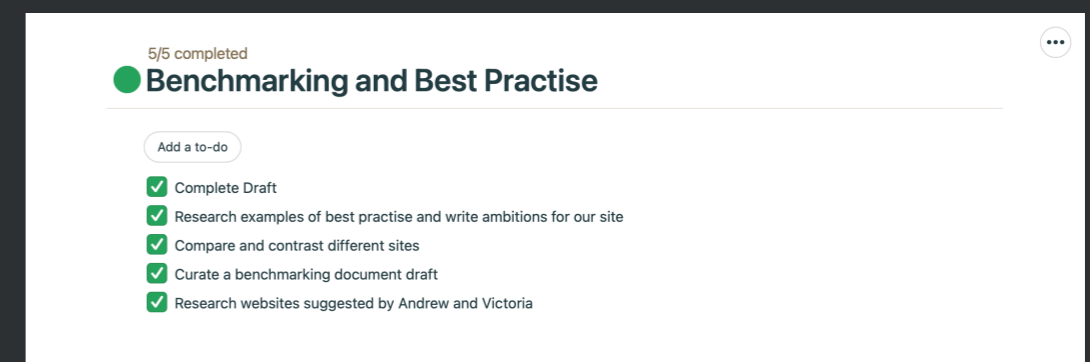
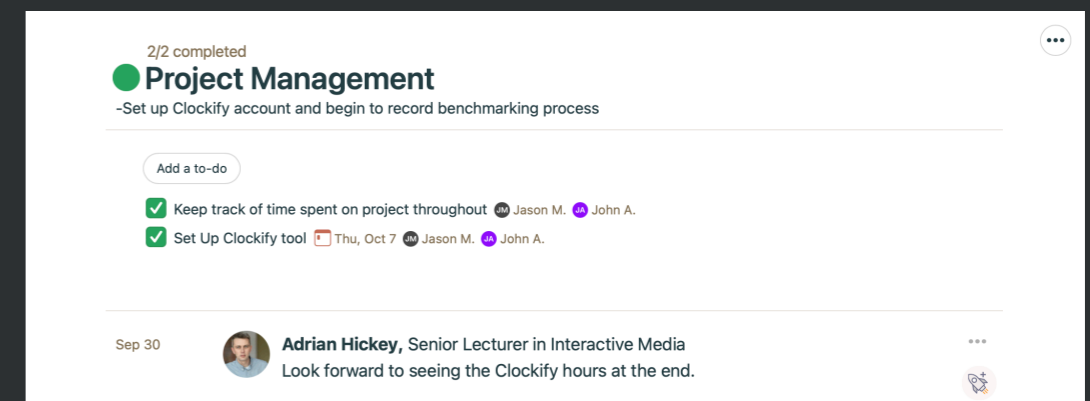
The message board was a useful way for us to keep track of important up and coming events such as when we were pitching to the client and any formal queries we had for our lecturers to answer and discuss with us. This was also a useful way to gather content such as screen grabs of the community partner praising the work we had done.



The campfire was a useful tool for informal chat to see how the team was getting on, and to boost morale. Although we didn't use it much as we seen each other nearly every day, myself and John still found ways of making use of it to keep on track with our project.



To-do lists were really helpful in that we could keep track of everything we had yet to create in a checklist format, which was really easy to set up and use. We could allocate different tasks to different team members and comment below if something didn't sit right with one of us or if we were content with the tasks allocated to us at the time.



10/10 completed

Brief Checklist

Add a to-do

- ✓ Explain the objectives John A.
- ✓ Budget John A.
- ✓ Describe the community partner Jason M.
- ✓ Outline the deliverables John A.
- ✓ Tone, message and style John A.
- ✓ Timing John A.
- ✓ Summarise the project Jason M.
- ✓ Identify the competitors similar agencies Jason M.
- ✓ List the team Jason M.
- ✓ Define the target audience Jason M.

Finally, the docs & files section was probably the most important part of the site for us. Throughout the semester we were able to store, archive, and exchange files whenever we wanted. It was an easy way to transfer about creative work which can be easily accessed and downloaded at any time.

It was key to remember to keep it tidy and in order so when could find what we were looking for whenever we needed it to reduce the chances of a last minute panic. It was particularly useful in that we could store everything for the community partner in one place at the end of the semester so that the folder labelled for them could be directly transferred and that way we knew nothing would be forgotten or left out.

+ New...

Docs & Files

Sort by Name

BRIEF

BENCHMARKING COMPARISON TABLE

Benchmarking...

CONTENT DOCS & FILES

IMAGES

All Account's Login Details.pdf

...and 1 more

FOR THE COMMUNITY PARTNER

WEBSITE IMAGES

POSTERS AND PRINTS

...and 5 more

PITCH WORK

SCREENSHOTS

INDIVIDUAL WORK

PITCH DECKS

PITCH IDEAS & ...

PRODUCTION LOG

PRAISE SCREENSHOTS

...and 1 more

+ New...

BRIEF

Sort by Name

BENCHMARKING COMPARISON TABLE

graph woi 2.pdf

graph woi pages

THE WITCHES OF ISLANDRANCE

Benchmarking.pdf

THE WITCHES OF ISLANDRANCE

Brief.pdf

+ New...

PRODUCTION LOG

Sort by Name

JOHN'S LOG

JASON'S LOG

PRAISE SCREENSHOTS

Screenshot 2023-11-02 at...

Screenshot 2023-11-11 at 09:45:50.png

...and 1 more

6/6 completed

Final Delivery of Project

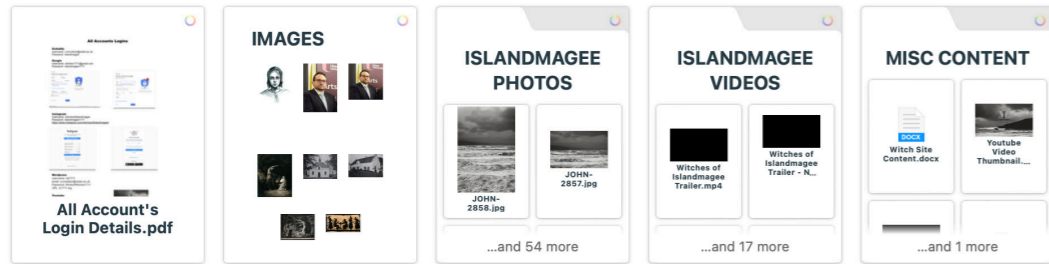
Add a to-do

- ✓ Youtube Channel Created
- ✓ Instagram page created
- ✓ Site Completed
- ✓ Wordpress Site Ready for User Testing Jason M. John A.
- ✓ Create User Manual for Site
- ✓ Filming on location for video and imagery Jason M. John A.

+ New...

CONTENT DOCS & FILES

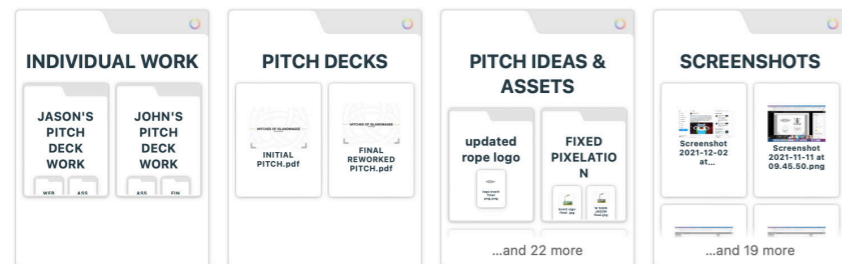
Sort by Name



+ New...

PITCH WORK

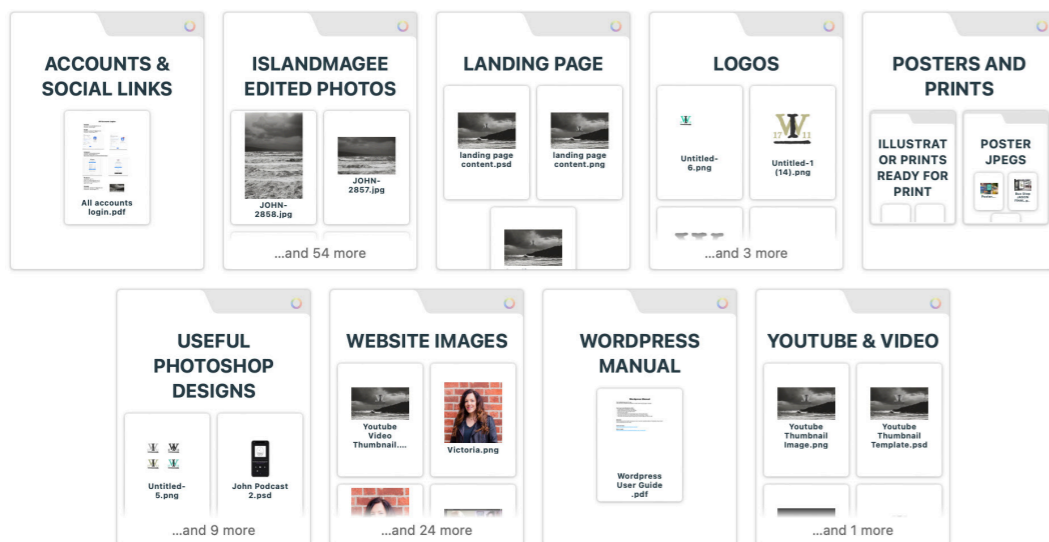
Sort by Name



+ New...

FOR THE COMMUNITY PARTNER

Sort by Name



OTHER USEFUL TOOLS

EMAILS

Emailing proved to be crucial when it came to communicating with the community partner. Luckily thanks to my placement within Ulster University last year, I had been in contact with Andrew before, which I think may have increased his faith in me to deliver something along the lines of the vision he had for the project. Victoria was quite timely with her responses too, and it was easily to keep track of what had previously been sent to each other in conversations with the use of email threads.

CLASS TIME

Being in class for this module, where everyone was working on similar things, in a productive environment I found to be really helpful. We could discuss our projects with other groups in the class and even share ideas with one another. It was a reassuring atmosphere to be a part of.

Additional to this was the fact Claire and Adrian, who supervised the module, would come round and discuss current progress in our projects and kept us on the right track and I would just like to say a thank you to them because without them I'm doubtful we would've been as successful as we were with our partner. Especially for allocating us this fantastic community partner in the first place. They would answer any queries we had about events along the module timescale and help us explore what possibilities we could expand upon when creating content for our pitch decks.





REFLECTING BACK

EVALUATION

SELECTING GROUPS

At the beginning of the semester we were told the ideal number of people for a group would be a three, but we decided to work as a two. This I feel increased our workload and slightly negatively impacted the production of the content created for the client in the end. If we had another member on the group it would've been an extra pair of hand and an extra brain working on other additional things to produce for our community partner in the end. More ideas and unique styles would have been applied to the pitch deck to provide even more choice for Andrew and Victoria. I think given the circumstances we performed quite well for the only duo in the class.

MISSED OPPORTUNITIES

I think we could have created more additional content for our community partner, even things they didn't specifically ask for initially, including a brand guideline book just in case they would have required it. I am also disappointed in the fact some content we were unable to deliver in the format that was initially promised. This includes the podcasts for Andrew due to his busy schedule, the video landing page due to the nature of the WordPress package purchased, and the lack of drone footage captured due to scheduling filming unexpectedly the same time Storm Sebastian was in full effect across the British Isles.

I would have also liked to do some proper motion graphics for this module as it is one of the things I enjoy producing the most, or creating a short film to aid in the advertisement and promotion for the experience.

DESIGN CONCEPTS

I wish I had experimented more and put as much time into this as I did with initial research into the project. I think this was the part of the module I put the least time and effort into which was a really poor decision on my part as it was the foundation for everything to come after words. So if I had to redo the module again this would be the main thing to improve on my behalf.



"A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away."

- Antoine de Saint-Exupéry, French writer and poet



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