PRODUCTION LOG

VI

1711

WITCHES OF ISLANDMAGEE

JOHN ALLEN

CONTENTS

INTRODUCTION

In this production log I will outline the creative process and every step taken to achieve the final outcomes set for our community partner which can be found in the deliverables in our brief.

In this class we have the opportunity to develop our communication and design skills in the real world working coherently with our community partners and using the knowledge we have learned to build an effective, working piece of interactive media for them. Not only do we have the chance to work with a community partner but also MED 526 hosts the opportunity to work alongside a classmate and build on our teamwork skills. This comes with a variety of new challenges and opportunities to improve and enhance our professional skillset.

We had a scheduled meeting with the community partners that would be led by the project manager Claire Mulrone and discussed the project to learn more about it and get a grasp of all the ideas and directions they wanted to go. We then set out deliverable goals and created a brief to send them to see if they approved. This included a set timeframe, the community partners needs, designs and benchmarking. Once they signed off on the brief and approved our design ideas me and my colleague began to work on our own individual design decks to create a single design pitch that we would present to them.

After presenting these brand new project proposals they mix and matched our designs to create a final design that we would in unison create for them.

This production log will include all creative processes and steps that were taken to create the final product with clear labelling to who designed what.

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

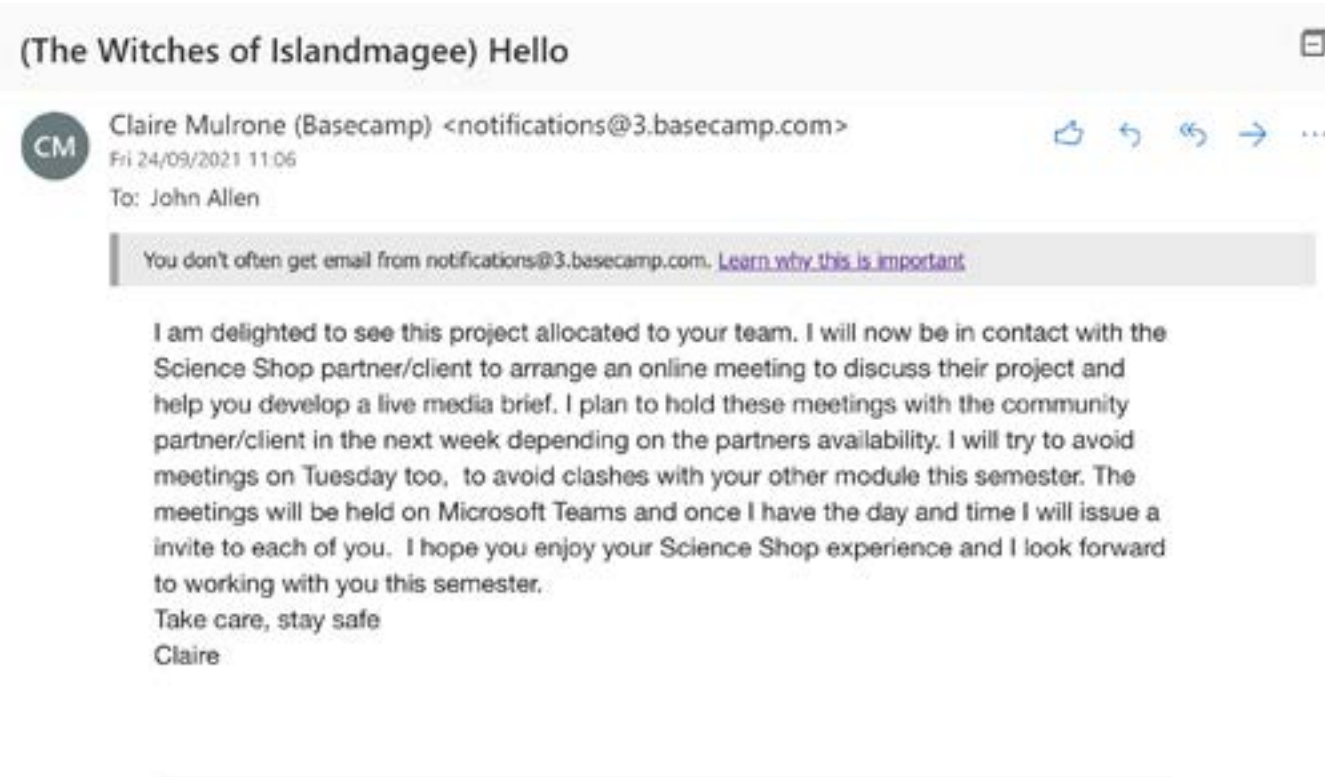Wordpress/
HTML/CSS/
Photoshop/
Illustrator/
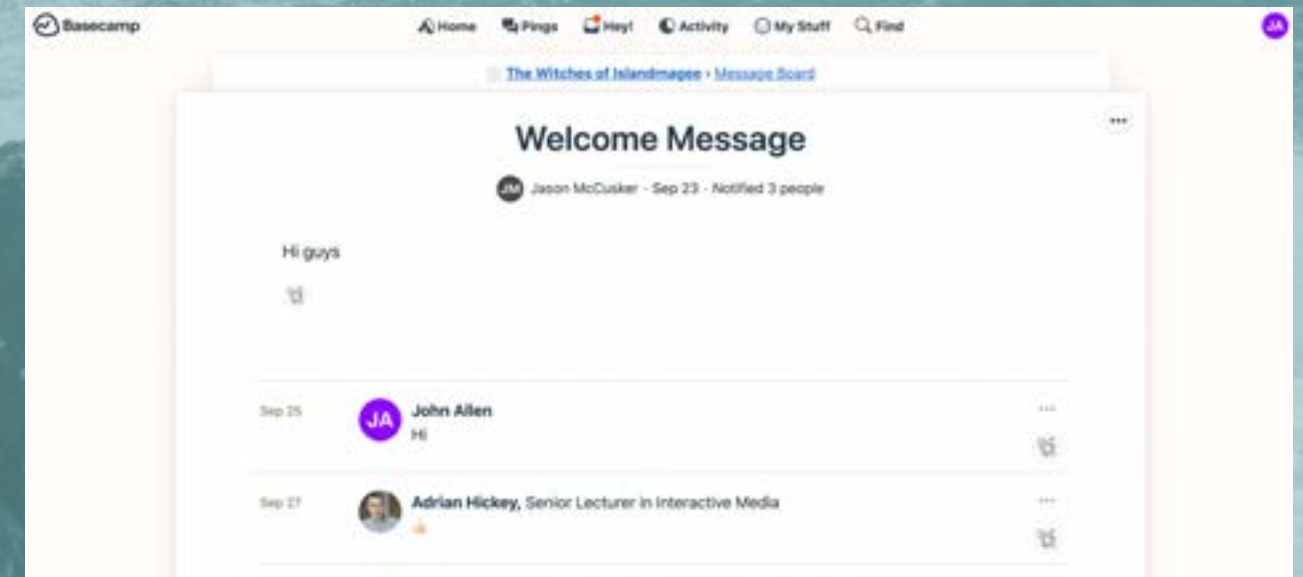Maybe Drone cinematography from storyboard to final cut

PROJECT ALLOCATION

On the 24th of September we received an email from Claire allocating us the Witches of Islandmagee project. We were really happy with this project as it sounded fun and meant we could get creative with something we knew was exciting.

It was our second option out of the project choices. Although, looking back now we are thankful we got it as it was a fun project to create for and the community partners Andrew Sneddon and Victoria McCollum were a pleasure to work with.

(The Witches of Islandmagee) Hello

Claire Mulrone (Basecamp) <notifications@3.basecamp.com>
Fri 24/09/2021 11:06

To: John Allen

You don't often get email from notifications@3.basecamp.com. Learn why this is important

I am delighted to see this project allocated to your team. I will now be in contact with the Science Shop partner/client to arrange an online meeting to discuss their project and help you develop a live media brief. I plan to hold these meetings with the community partner/client in the next week depending on the partners availability. I will try to avoid meetings on Tuesday too, to avoid clashes with your other module this semester. The meetings will be held on Microsoft Teams and once I have the day and time I will issue a invite to each of you. I hope you enjoy your Science Shop experience and I look forward to working with you this semester.
Take care, stay safe
Claire

THE WITCHES OF ISLANDMAGEE

We then became acquainted with Basecamp

The Witches of Islandmagee project is lead by two enthusiastic Dr.s from Ulster University. Dr. Andrew Sneddon of History and Dr. Victoria McCollum of Cinematic Arts. They were such enjoyable and helpful partners to work alongside, as they were easy going and clear in what they wanted. The Witches of Islandmagee is a story from 1711 based in Islandmagee during the witch trials. It follows the story of women being accused of witchcraft and being sentenced to death by the infamous Mary Dunbar. There are many credible sources of evidence to support that this is historically accurate and this project was designed to help educate and inform the public of these happenings.

The story is well documented and thanks to Dr. Andrew Sneddon has been professionally researched so the purpose is to draw the much deserved attention to it and all the wonderful media being created for it. There are a number of elements in motion to help showcase the story. **So what was our job?**
Well a musical score is being recorded, a video game is in development and a graphic novel is being written with the help of Marvel and DC illustrator David Campbell. So all of this content needed a home to be showcased. It was our assignment to create a hub in the form of a website to hold and show off these works.

Dr. Andrew Sneddon
Andrew Sneddon is the leading expert on the history of the Islandmagee witch trial of 1711, and has published widely on Irish witchcraft and magic, including four books. He has spent the last decade taking the untold story of the Islandmagee witches and Irish witchcraft to new, diverse, international audiences. He has worked with numerous libraries, archives, museums, community, educational, and women's groups, and regularly appears on local and national TV and Radio, including BBC, ITV, TG4 and RTE.

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.

John Allen
Relevant experience:
Media co-ordinator for Studiorogers Architects and freelance work for 2 years.

I enjoy the practical side of media which means filming and photography are where I show my skills off best. During my time in Studiorogers I had to produce a lot of design proposals and have became much better at Photoshop and graphic design. I will head up the majority of raw content shot and used to create the project. I will use all my creative knowledge of capturing and editing to design effective materials for the project.

Project roles:
Lead Graphic Designer
Social Media Director
Video and Photo Editor
Pitch Designer
Web Designer

Jaosn McCusker
Relevant experience:
Jason worked for Ulster University as a content creator and editor for a year on placement and has picked up a plethora of new skills and has taken his ability to the next level.

Jason enjoys to come up with quirky design ideas and has always had a niche style. This will help his designs stand out and be unique. During his time on placement he has became very effective in speedily creating stimulating designs through Illustrator and Photoshop. This will be of great benefit to the team and more importantly the project. He has great communication skills and as he already works along side Ulster staff he will head up communications with the partners.

Project roles:
Lead Brand Designer
Client Manager
Visual identity
Brief Designer
Web Designer

FIRST MEETING

Our first meeting with the community partner went great. They were super friendly and started off by briefly explaining the story to us. Then we asked for what they are looking for as a brand. They both have us their design ideas and we took notes. Then we addressed any problems and highlighted boundaries where the designs would be too ambitious. Below are the notes I took.

What theme are you wanting?

Most desired outcomes?

Who are your target audience?

Logo ideas?

"

History sites are boring

Andrews historical articles

less is more, keep it minimal

video content is really desired

David Campbell Marvel and DC illustrator

video timeline would be nice

50,000 'witches' were killed between 1400-1780

Drone shot of Islandmagee as landing page

Paralell was used to create the other elements

Use #gettinggraphicwithhistory

Maps are of interest

there were 4 trials in Islandmagee

prompt to the history page

Hazelette house and Ulster Folks Park

"

DELIVERABLES

We then created the deliverables, a set list of goals set to achieve by the end of the project.

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

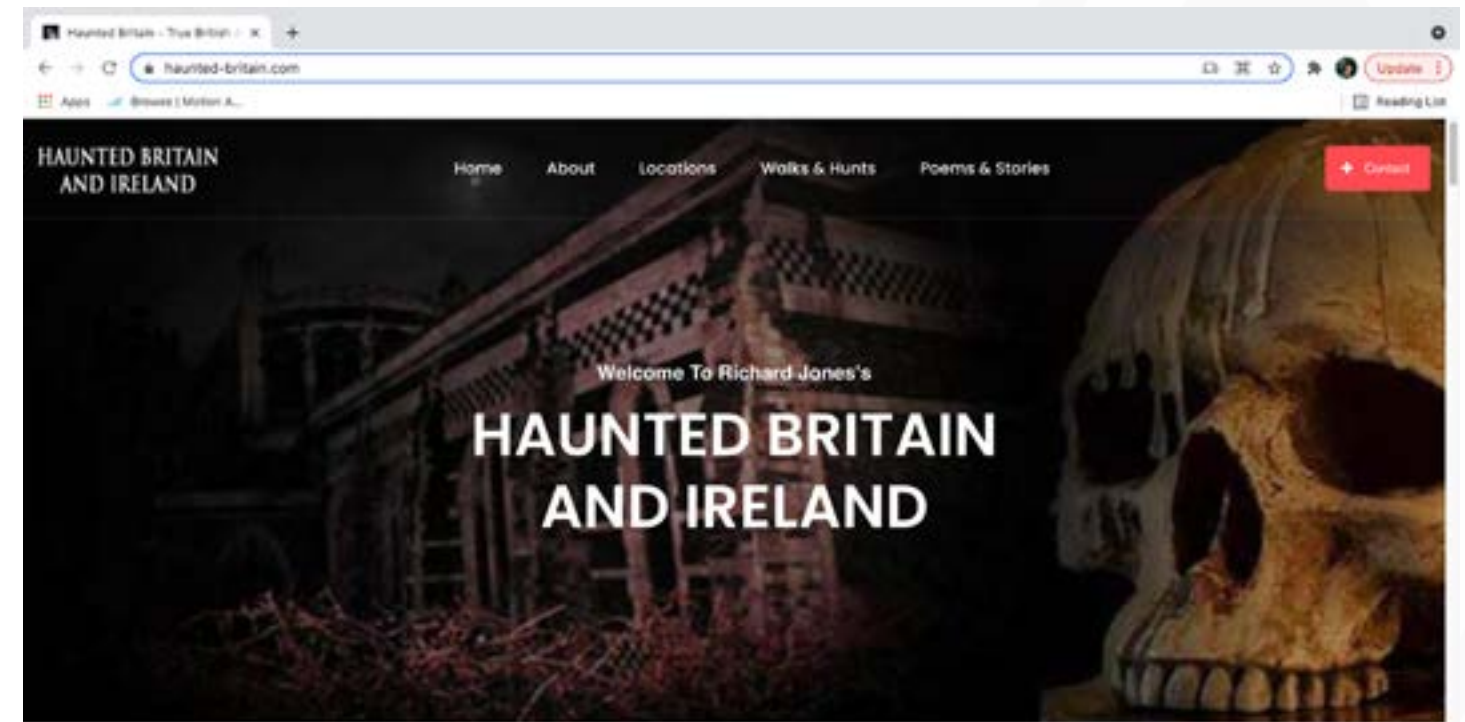**4** Create promotional/educational Video-based media

5 Photographs related to the historical Witches theme

6 Create promotional material

7 Assist in marketing their hashtag: #gettinggraphicwithhistory
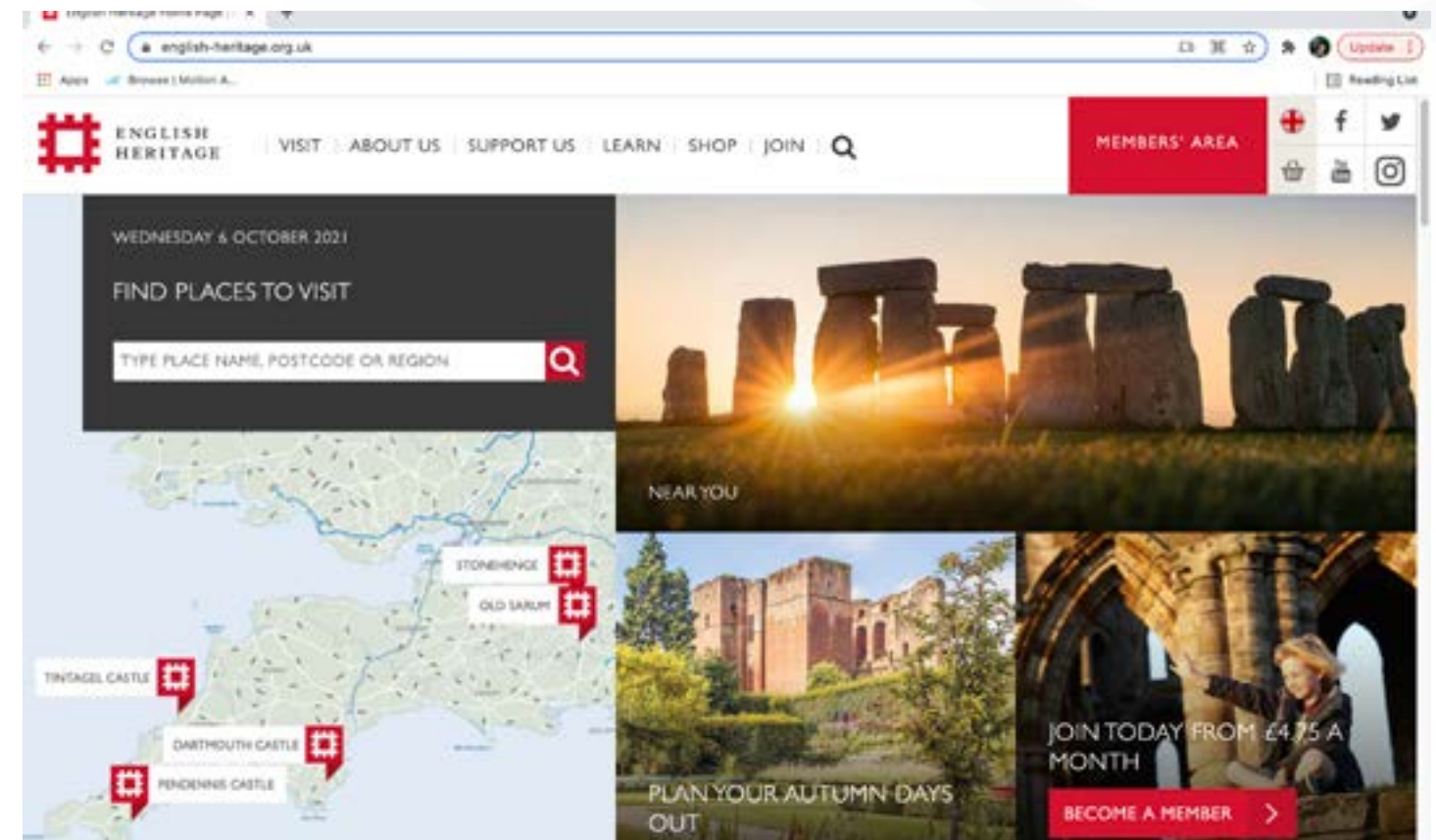
BENCHMARKING & BEST PRACTICE

After finding out what the community partners wanted we moved on to scoping out the competition. Part of the research process requires us to search for similar websites and find which ones are best practices of the relevant field. After analysing them we benchmarked these witch/history themed websites based in the UK in the form of a table to give them scores. These sites share similar components to what we intend to design and will reveal both good and bad examples of elements for the final site.

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 GRAPH

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
Functionality	Tab Placement	Top and Centre	Top, slightly left alligned	Top, slightly right alligned	Top and centred
	Scroll Bar	Yes	Yes	Yes	Yes
	Search Bar	No	Impressive	Yes, not as effective	No
	Deadlinks/ Broken Code	Tabs code sometimes faulty	Mobile responsiveness as 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

Highlighted boxes in the graph represent good practice, this is what we will try to achieve when it comes to creating our own site.

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
Initial Perception	Articles	None	None	None	Limited
	Target Audience	Haunted location sightseers	Families	Amateur folklore enthusiasts	Witchcraft enthusiats
	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%

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 above. 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 we have also identified opportunities to improve.

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 all of its social 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. Thus it only scored **38%.**

R O L E S

We both took on equal roles making sure workloads were shared. We both found 2 similar best practice sites each to bench mark and then it was my job to create a graph in which we put the information. Jason filled out the scores and calculated the end results. We took it in turns to write about each site, meaning we once again halved the responsibility and then read over each others work to correct.

R E F L E C T I O N S

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

We developed a better an idea of the platform we wanted to create together, alongside the academics to help bring the Witches of Islandmagee theme to life. We aimed to do this whilst 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 allowed us to identify areas of good practice that we aimed to replicate and provide the desired user experience for The Witches of Islandmagee.
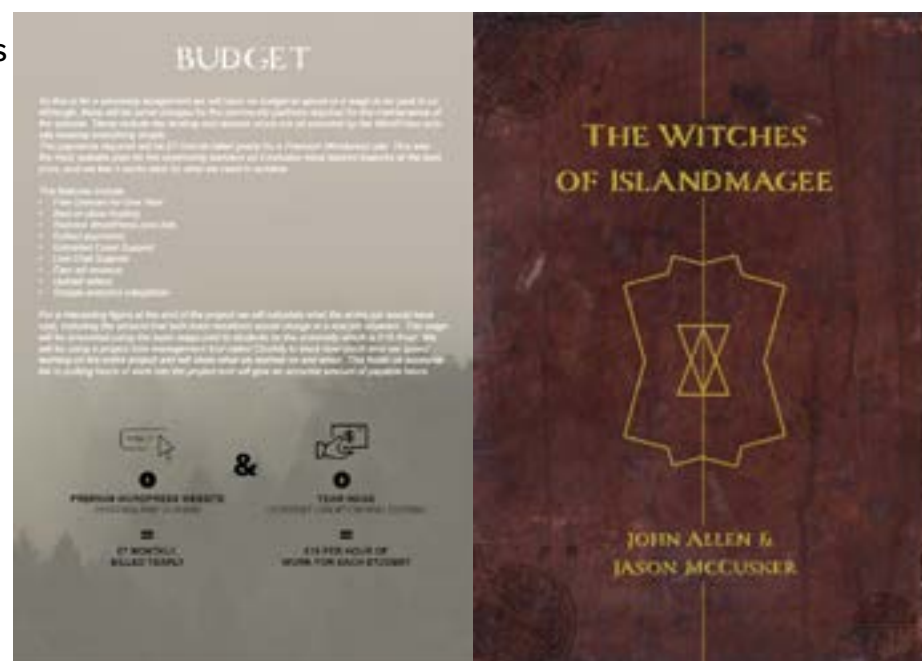
THE BRIEF
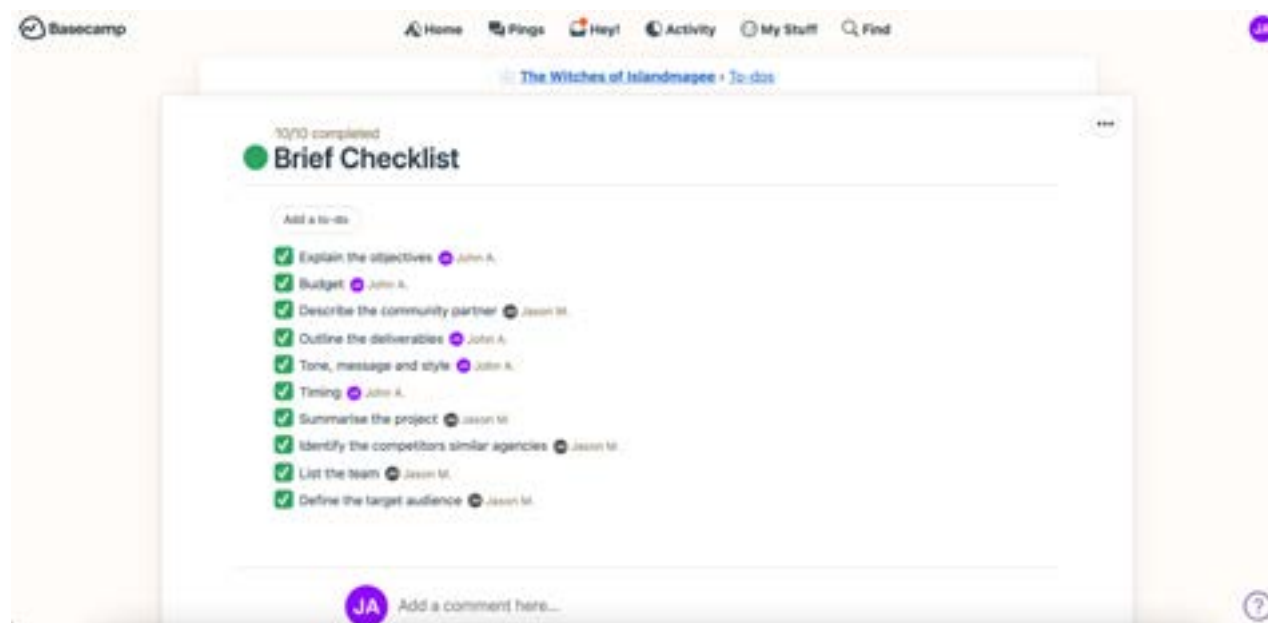
Using Basecamp Jason and I both designated an even amount of sections to write and got to work. I worked on my parts of the checklist whilst sitting beside him so we could keep a close eye on how the other was doing. This turned out to be much more effective than when we worked from home and wasted huge amounts of time with glitching video calls, Wetransfering files and trying to screenshare to show progress. We successfully and collectively created the brief in Indesign and sent it off to the partners. Using the checklist feature was great as it held us both accountable to what we agreed to do. We wanted to show the client that we have extensively researched the field and design it in as visually appealing to them as we could.

I designed the timeframe and budget graphics

Jason designed the lovely cover

MY 3 DESIGNS

After delivering the brief we received really positive feedback from Andrew and Victoria. This meant it was time to get to work on our pitch deck individual designs. As Jason and I were in a group of 2 we each created 3 designs and Adrian whittled these down to our best 2 so that we had a solid 4 strong designs to present in the pitch. Below is a screenshot of the tweet Victoria posted praising us. I was pretty chuffed to see that she was so pleased.
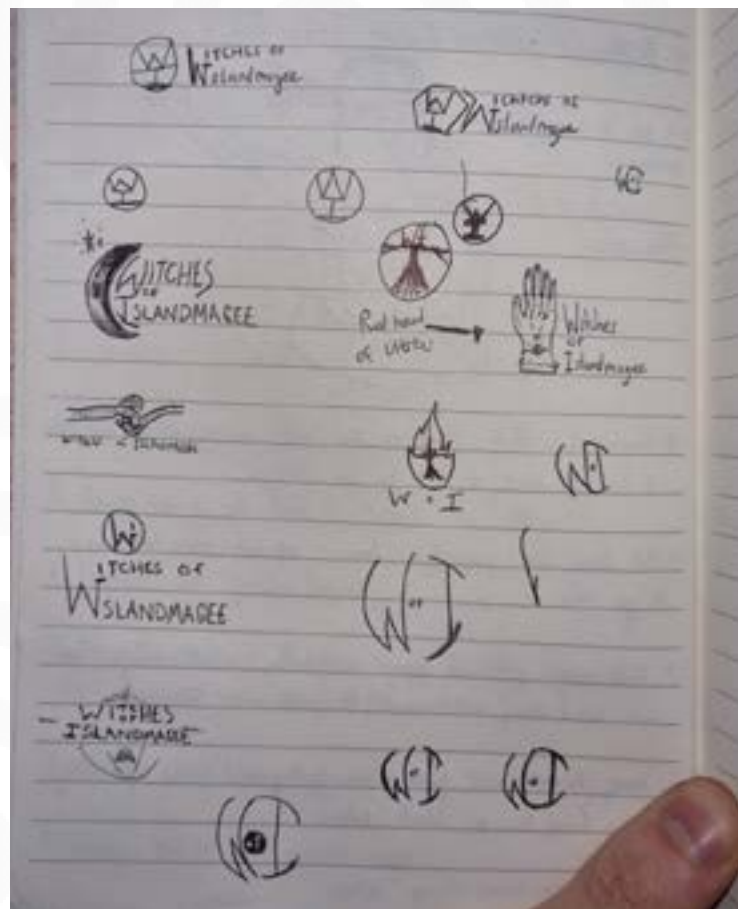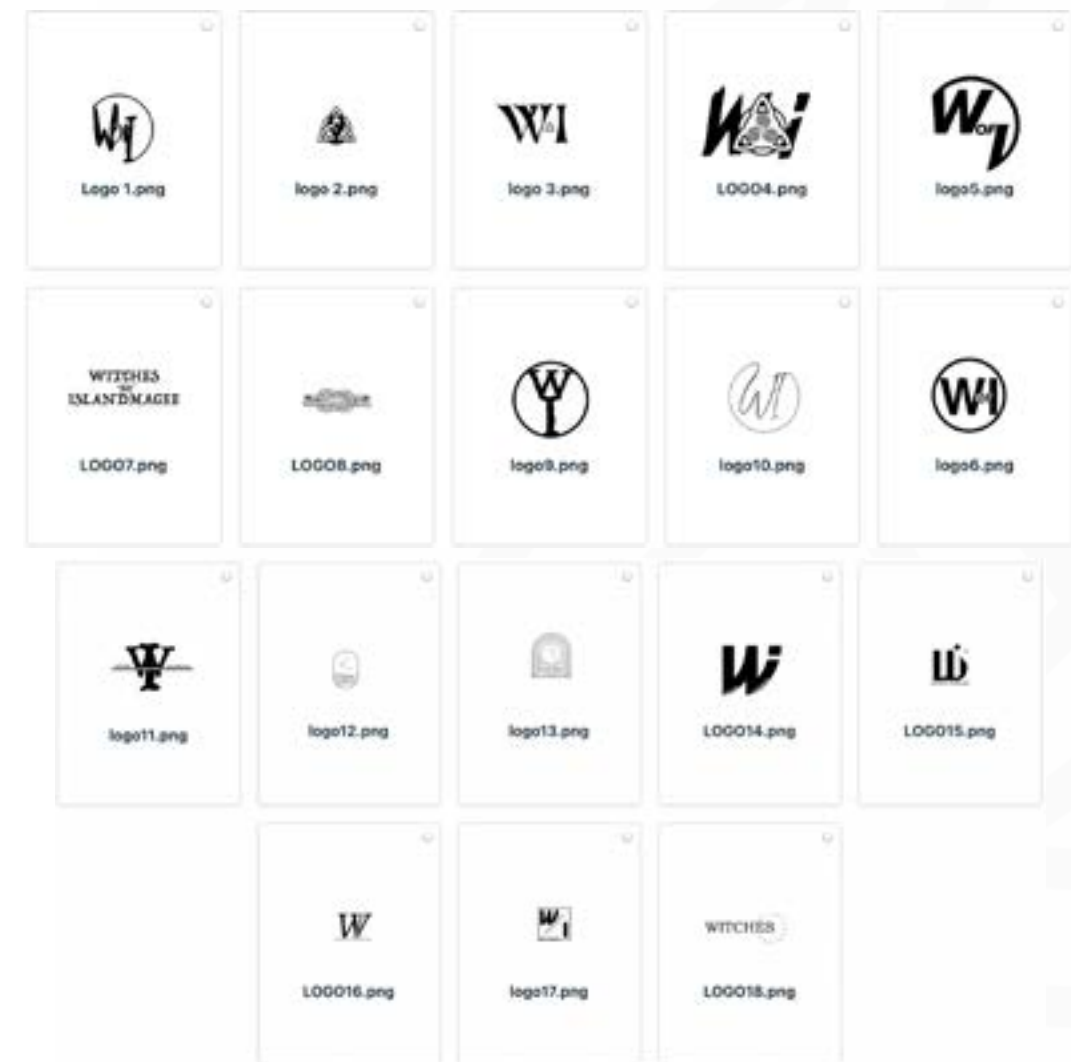
I then began to brainstorm and doodle every idea that I could think of. I made a spider diagram and drew lots of different logos trying to spark inspiration. Once I decided on a few paths I could go down I created the logos in Photoshop and posted them on basecamp so that Adrian could approve on which he felt had potential.

1
logo12.png

2
logo 3.png

3
LOGO8.png

Adrian then condensed them down to these 3 and I took my designs from there, basing the designs off the look and feel of the logo.

I experimented with a few different fonts I thought would fit this logo, one of them being the font used in the title as I thought it would look good matching. It was called ᴀʟᴛᴇɴʙᴜʀɢ, but as you can see it is a horrible typeface which only looks good in the logo.

The Witches of Islandmagee

The next font I tried was the one i stuck with, I feel it brings a minimal professionalism to the look of the site. It's called **Marion Bold** and is very simple but brings a nice order to the website look and lays out information neatly in an easy to read way.

The Witches of Islandmagee

C O L O U R

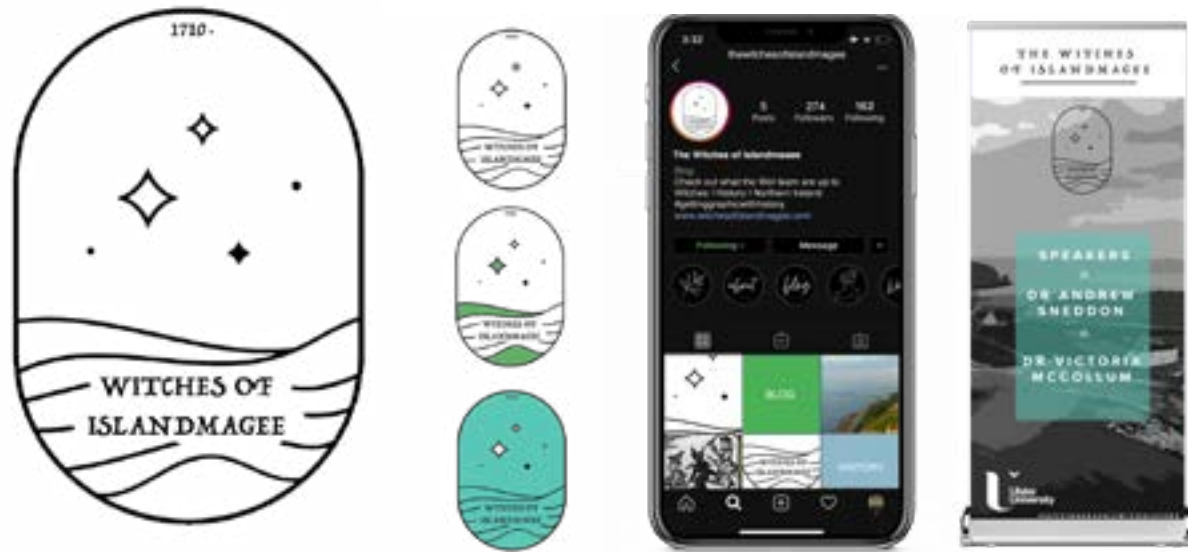| Crimson	Iron	Shadow
Named after the commonly seen colour of blood and rust.	Named after the metal used more than any other back then.	Named after the colour only seen in the darkness

I searched through a lot of fonts and I accidentally kept finding myself looking at this one. It's called TRATTATELLO and I feel it gives an old gothic vibe whilst still being exciting and easy to read. I tested it out and discovered that it looks best in all caps. I used it as the titles and logo font.

THE WITCHES OF ISLANDMAGEE
The Witches of Island magee

For the main body text I needed something with like the logo a simplistic minimal style and easy to read. So I tried **Helvetica Bold** but it was too plain and the design world is saturated with it. So then I tried a font I have used before called **PROXIMA NOVA BOLD** and it stood out really well. I feel like it was very effective and it looked clean.

The Witches of Islandmagee
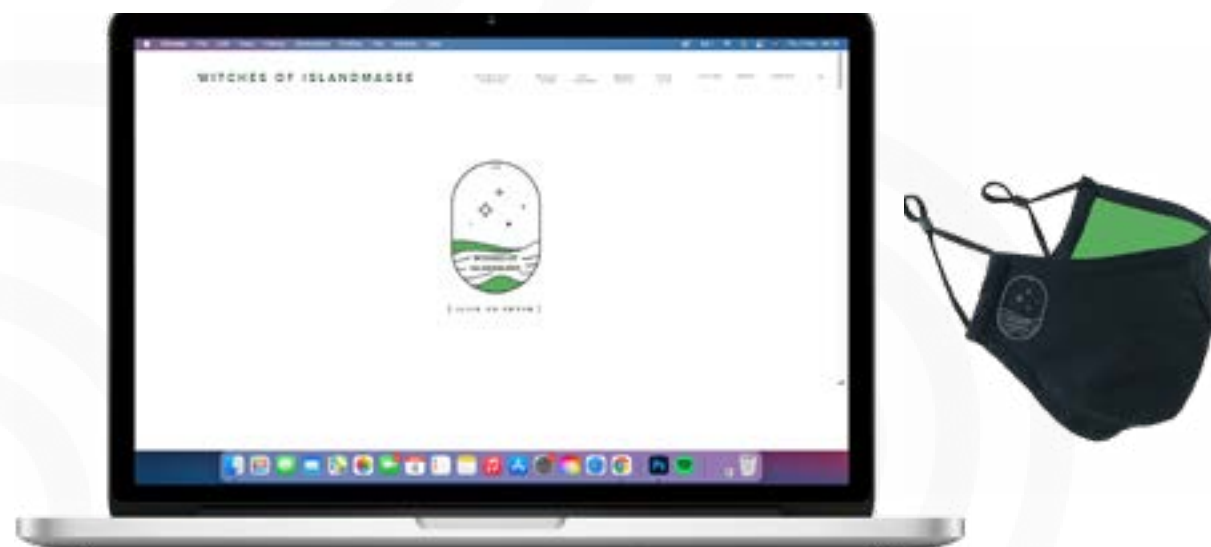## THE WITCHES OF ISLANDMAGEE

C O L O U R

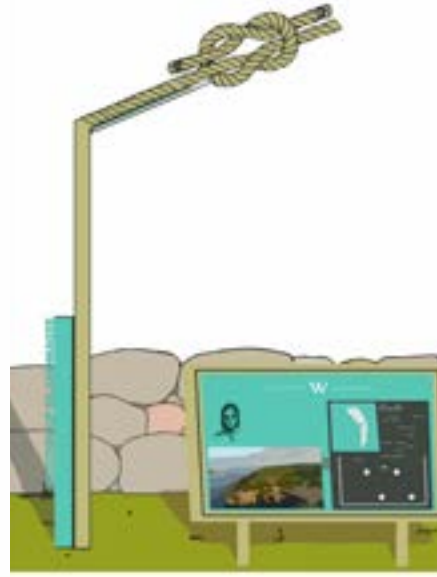**Eclipse black** represents the colour of evil and suits the theme of witches

Fern green represents the fact Islandmagee is mostly hills and fields

Sea breeze represents the temperature and weather they would experience

Sea foam represents the off white colour of the ocean and helps balance out the colours

D E S I G N   3

F O N T S

Much like design 2 I searched for a lot of different fonts but kept getting drawn back to Trattatello and I don't think it's wrong to use the same font twice because if it is the best fit for the design then why not use it?

THE WITCHES OF ISLANDMAGEE
The Witches of Island magee

C O L O U R

ECLIPSE BLACK   COASTAL SAND

SEA BREEZE   SEA FOAM

Eclipse black represents the colour of evil and suits the theme of witches

Coastal sand represents the fact Islandmagee is situated beside the ocean

Sea breeze represents the temperature and weather they would experience

Sea foam represents the off white colour of the ocean and helps balance out the colours

DESIGNS OVERVIEW

Design 1 is a simple yet effective logo in telling you that it is something to do with history with the celtic logo. It is always associated with Ire-lands history. The letters can help you recognise what it stands for or just peak enough interest to draw you into find more about the project.

Design 2 is a modern yet cultural tablet logo which maintains a minimal style like Victoria asked for but also holds a lot of meaning in it. The sty-listic stars suggest magic or night time which can both relate to witches. The hills and contouring land represents the hilly, field filled landscape that surrounded them back in 1711. Then the project title and year clearly state what the logo is leaving no room for confusion.

 Design 3 is a unique design with a deeper meaning behind it. In the story one of the signs of being possessed was knots being tied in string/yarn/rope and this represents that. Not only was Islandmagee a coastal town with rope symbolising ships and sea but also a time where rope was one of the most popular materials to use. Claire made a great sug-gestion as to there not being any tourism or road signs directing or alert-ing the public to where this great story took place. So she reminded us of the famous Wild Atlantic Way Beacon signs used all down the west coast and this is what inspired the design of the tourism beacon. I took inspiration from the WAW signs and made it my own.
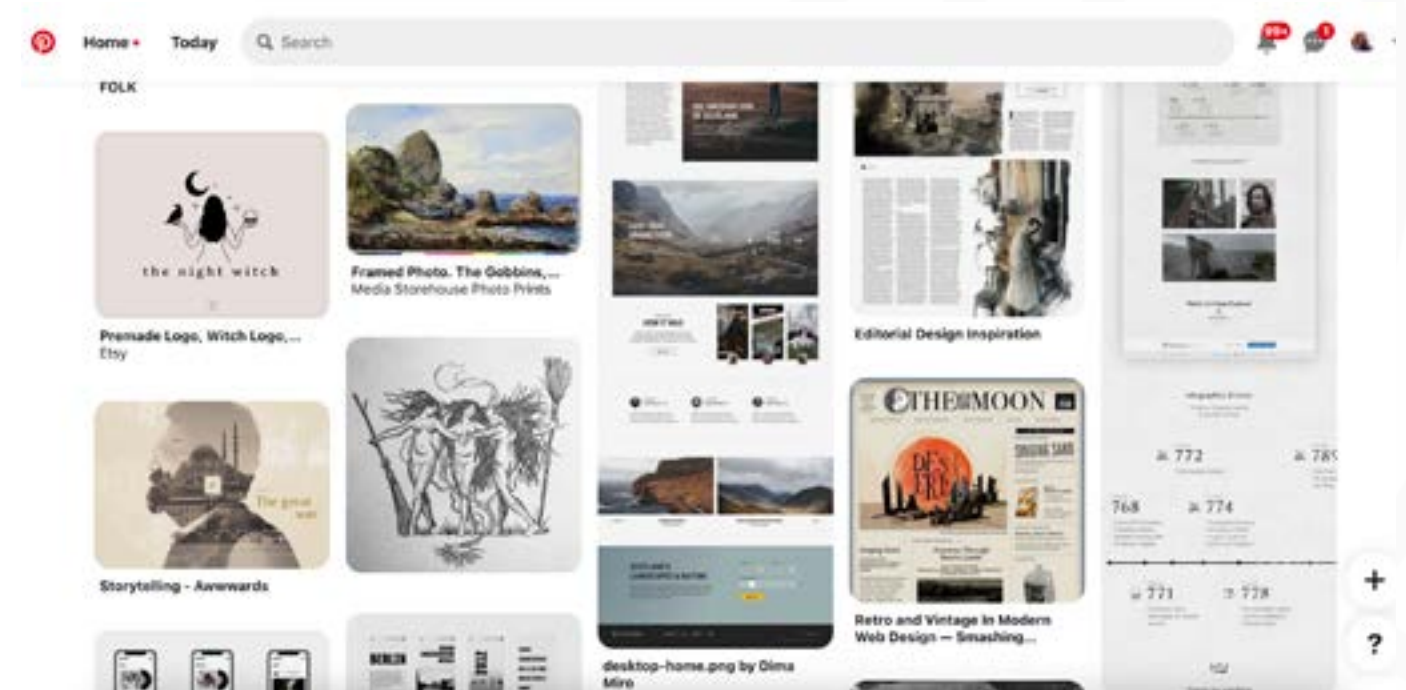
Most of my designs sparked inspiration from this mood board Victoria sent us. She had saved a fantastic amount of content with a huge variety of creative directions.
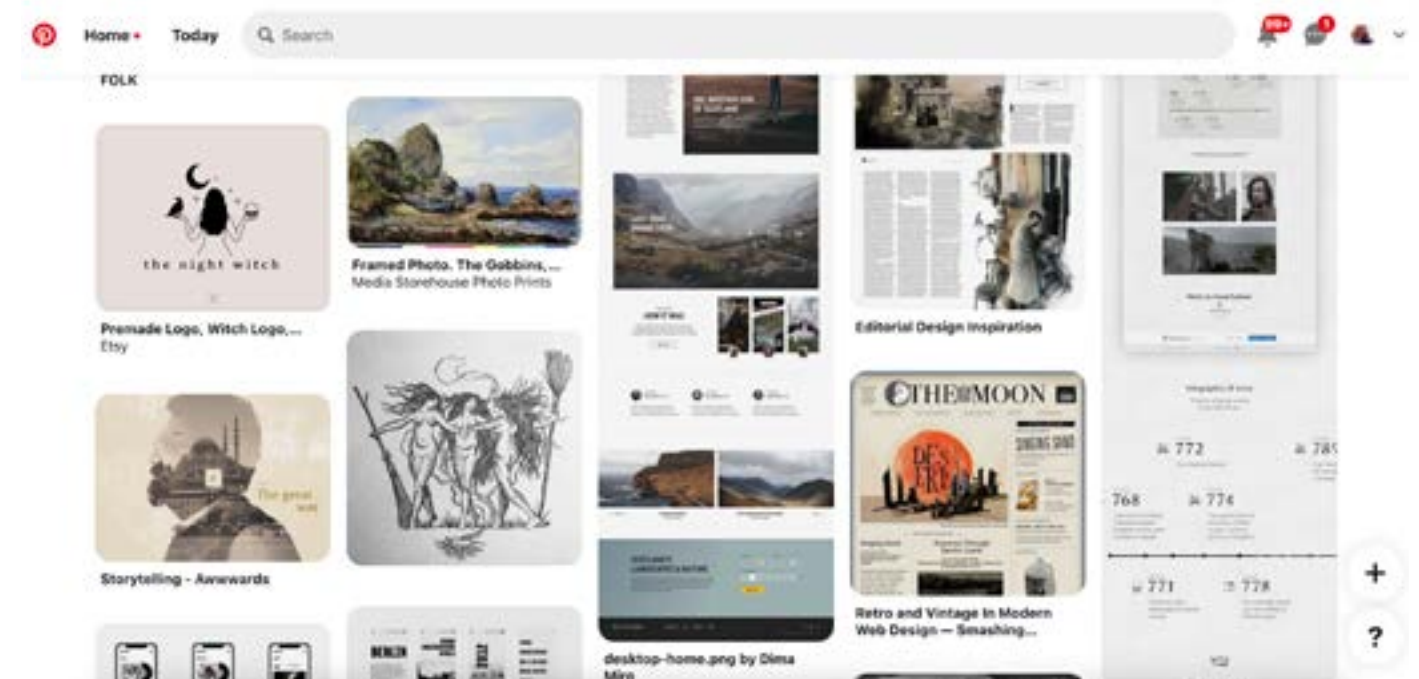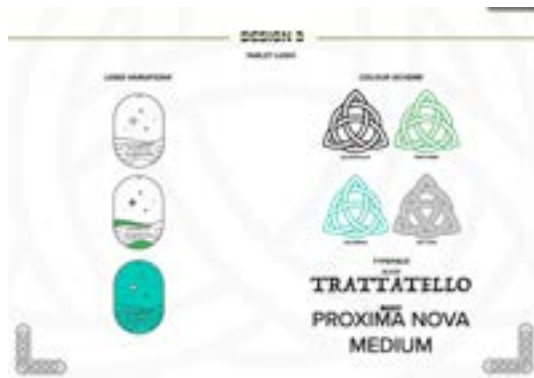
BRAND PROPOSALS

DESIGN 1
John

DESIGN 2
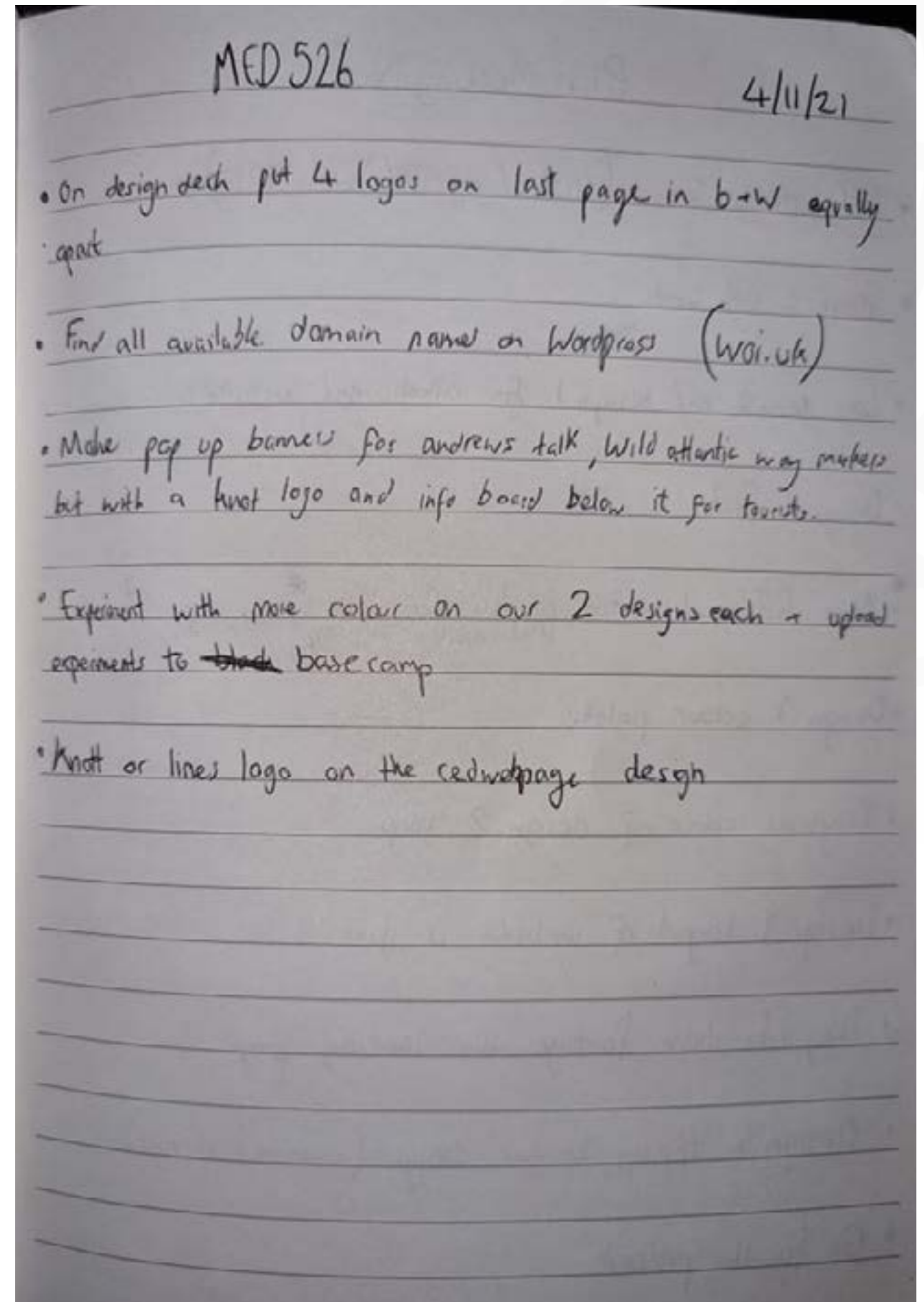### Jason

B R A N N D   P R O P O S A L S

We pitched our fresh designs on a Microsoft teams meeting taking alternating turns to describe and show off our designs. We then proceeded to ask if they had any questions and what elements of which designs they liked the most. They both were pretty similar in opinions and agreed on their final favourite. Might I add, very impressively as Victoria was commuting to another meeting so she was engaging with the meeting through her phone whilst taking a train, walking and a taxi.

The final design they chose was a mixture between Jasons' logo of design 2 and my digital structure and colour palette of design 1. They felt these were the most appropriate combinations of our work. Jasons' logo was exactly what they were looking for in the sense that it screams history whilst also effectively telling you exactly who they are in a stylish, slick manner. They chose my digital/social designs and palette as they felt it represented the feel of what they wanted to convey to the users.

It was a win-win as both our designs were able to be show cased and no one was left out. They gave great feedback and really praised us highly, they even went as far to write it down for us in the comments.

MED 526   4/11/21

- On design deck put 4 logos on last page in b+w equally apart

- Find all available domain names on Wordpress (woi.uk)

- Make pop up banners for andrews talk, Wild atlantic way markers but with a knot logo and info board below it for tourists.

- Experiment with more colour on our 2 designs each + upload experiments to ~~black~~ basecamp

- Knott or lines logo on the cedwebpage design
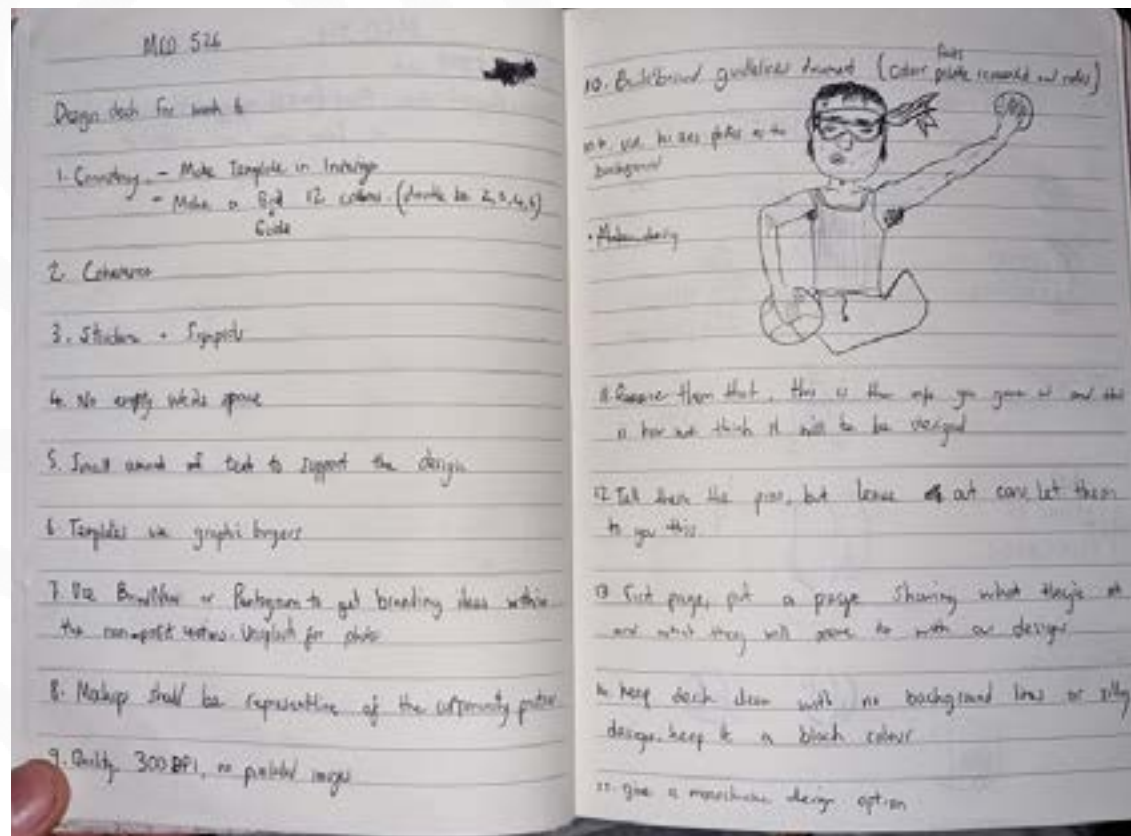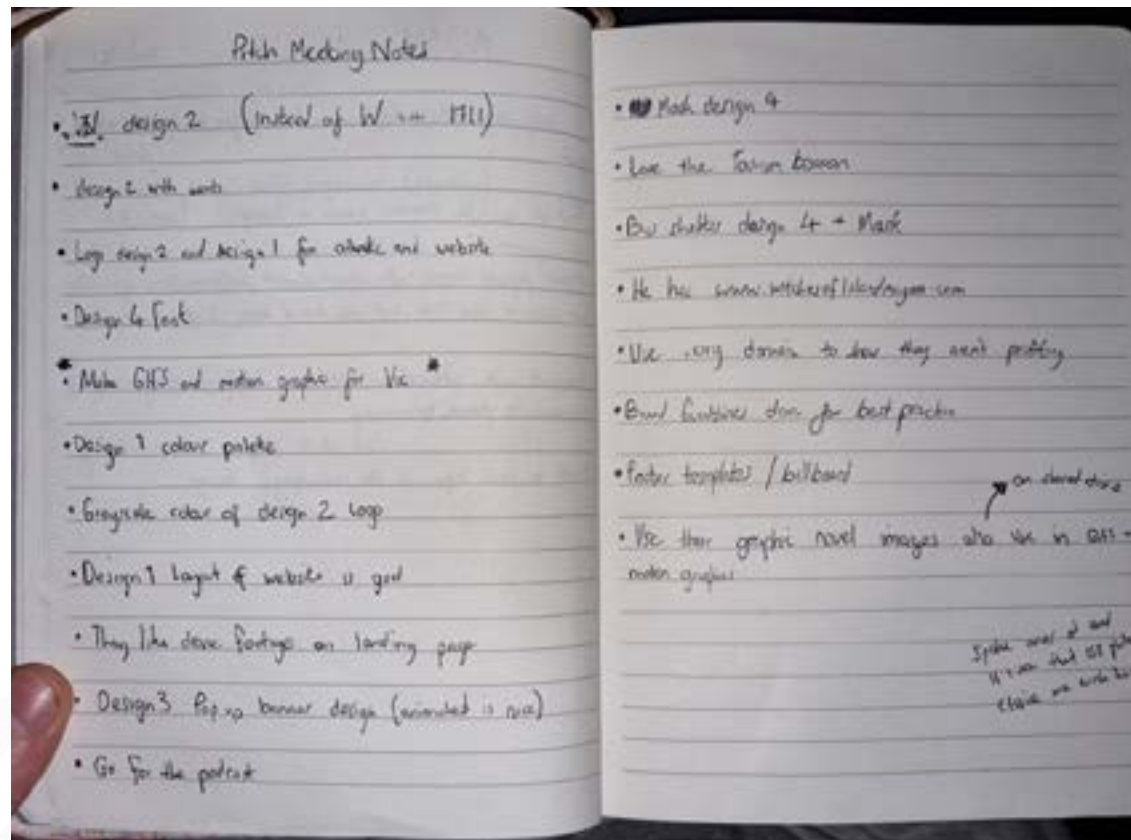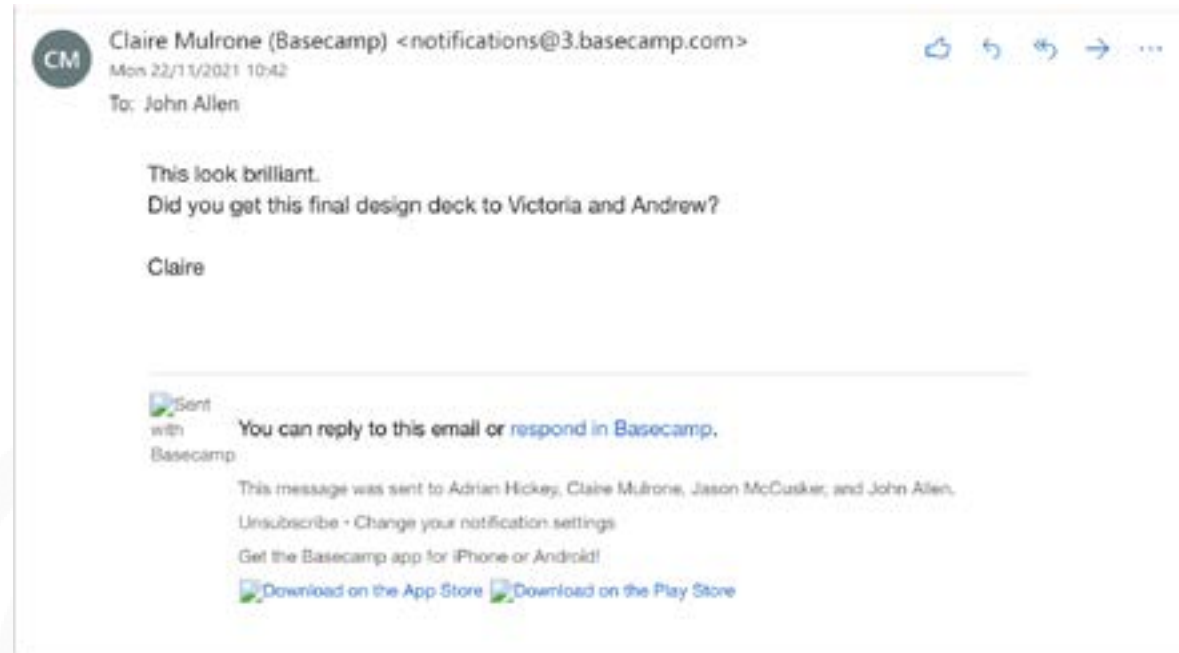
FINAL PITCH

We took on all the advice we received and quickly began to craft our final pitch deck that would be the document we would use to create the final product. This was exciting to see our design finally take shape and enter the final developing stage of the planning process.

We made all the amendments and pushed ourselves for time which lead to us not getting the final deck signed off by Adrian but we still uploaded it to Basecamp before we emailed them over the final design. We anxiously waited to hear back to see if they were happy hoping they wouldn't ask to change it and to our hopes, they loved it!

CM — Claire Mulrone (Basecamp) <notifications@3.basecamp.com>
Mon 22/11/2021 10:42
To: John Allen

This look brilliant.
Did you get this final design deck to Victoria and Andrew?

Claire

Sent with Basecamp — You can reply to this email or respond in Basecamp.

This message was sent to Adrian Hickey, Claire Mulrone, Jason McCusker, and John Allen.
Unsubscribe · Change your notification settings
Get the Basecamp app for iPhone or Android!
Download on the App Store Download on the Play Store

This event occurred 1 month ago (Thu 11/11/2021 09:00 – 10:00)
teams TBC; Teams meeting
Mulrone, Claire invited you Accepted 4

Messages Meeting Details

SA — Sneddon, Andrew
Thu 11/11/2021 10:07
To: Mulrone, Claire; McCollum, Victoria; Jason McCusker; John Allen

Hi all, thanks so much again for such a professional and accomplished pitch, really enjoyed it. The website is going to look amazing.
Just a thought, I think, for accessibility, could we have a transcript put up of the pod-cast. I will provide this but sometimes people just want to read it as well as listen to it, thanks again, best wishes, Andrew

Ulster University

Dr Andrew Sneddon, FRHistS, FHEA

EXTRA DESIGNS

I not only created my own designs in the pitch but I also helped Jason by using my templates to design some of his proposals too. We felt this would save time rather than sending countless files back and forth.

I created the layout and filled both the Brand proposals pitch deck and the Final pitch deck. This entailed me coming up with a theme and layout suited to the project and keeping a professional theme throughout. I then used Jasons files to fill his parts of the pitches and make sure we hadn't missed anything. This process was repeated when we made amendments to the deck and I continued to fill it up with our collaborative work.

Below are some pictures of the designs I helped Jason create with the templates I had already made, not including my own designs and both pitch decks.

PLAN OF ACTION

1 Shoot content in Islandmagee

2 Get Godaddy and Wordpress bought

3 Begin building the site

4 Upload everything we were using to Baecamp

We contacted Andrew and Victoria and gave them a run down of prices and packages on offer for domain and hosting then asked them to pick one and set up an account. It took a number of days for them to reply so Claire kindly swooped in and gave them a push. In their next email they sorted all accounts out.

As we waited on the hosting and domain to be set up we thought it would be a good idea to go down to Islandmagee during the bad weather in a storm to shoot moody looking content that would match the brief... In hind sight this was a mistake as it was blowing 70mph winds and made it very difficult to work. This also meant no drone shots were going to be achievable and we would fail to deliver one of the things asked for. The reason we couldn't go down to shoot again was partly due to my car being at the mechanic for 3 months!

What was my role exactly?
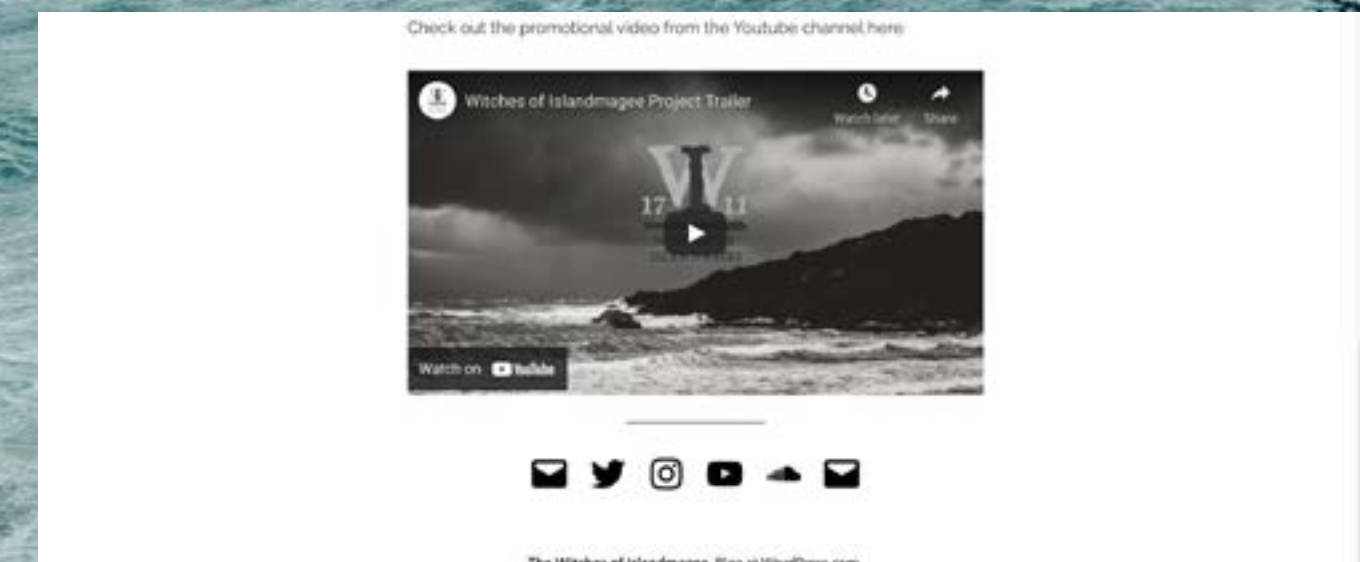I shot all of the video and photo content in Islandmagee and made sure to edit it all.

Jason then got straight to work on figuring out how to build the website whilst I edited images and made the video.

We then gathered all the content and materials we needed for the site and uploaded them all to Basecamp.
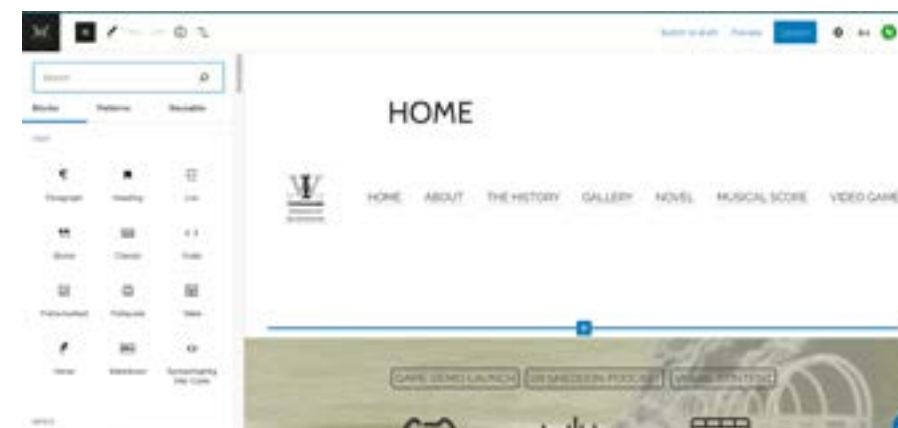
MY CONTRIBUTIONS

- Building a graph for benchmarking and writing conclusions for each best practice

- Co designing of the brief, writing 50% of the sections

- Build my own design deck of 3 designs

- Designing and filling out the first pitch deck and also the final deck to bring all our work together

- Created the new brand mock ups by adding Jasons' logo to my templates and colour palette

- Shot all of the raw media used

- Website imagery

- Edited the photos and video used on the site (Jason did the words on the video)

- Created them an Instagram page and posted for them

- Uploaded all of the new designs to Basecamp

- Designed the landIng page, nav bar, home page and socials

TIMELINE

WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10	WEEK 11	WEEK 12	WEEK 13

BRIEF WAS DUE (Week 4)

PITCH DUE (Week 8)

FINAL PITCH (Week 9)

PRODUCTION LOG (Week 13)

PROJECT INTRODUCTION

BENCHMARKING AND BRIEF

BRAINSTORMING & DESIGN IDEAS

PITCH WORK

CONTENT SHOOTING

WEBSITE DESIGN

PRODUCTION LOG

PROJECT MANAGMENT & BASECAMP
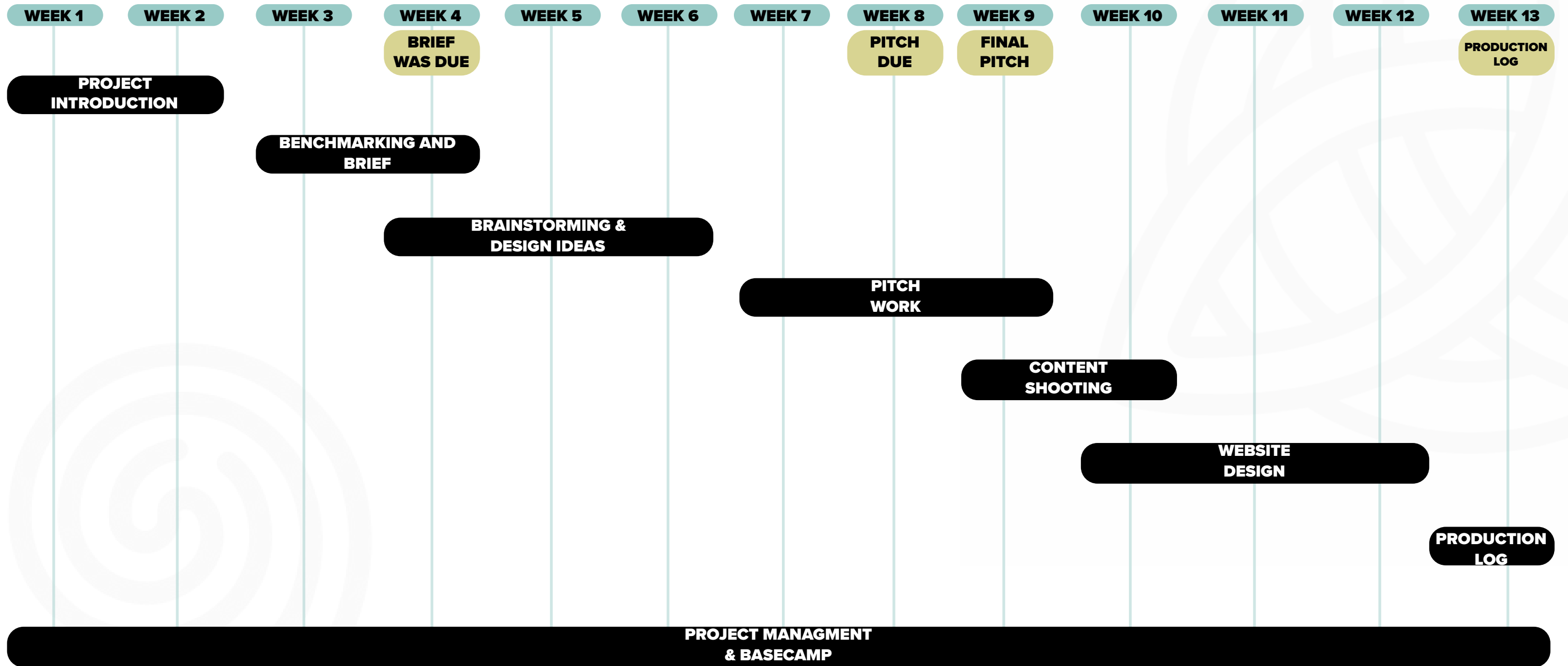
The time spent on this project absolutely flew by and I feel we needed longer. The class as a collective were working at a slower pace than was intended so Adrian had to push the pitch deck meetings back for 2 weeks but apart from that, myself and Jason both met every deadline we set ourselves.

Adrian Hickey (Basecamp) <notifications@3.basecamp.com>
Thu 11/11/2021 10:10
To: John Allen

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.

Jason McCusker (Basecamp) <notifications@3.basecamp.com>
Thu 11/11/2021 11:52
To: John Allen

Hi guys,

We were really pleased with their reactions to our pitch deck and are grateful for the feedback we have received moving forward. We hope to get the revised pitch on basecamp early next week, and we will carry on from there.

thanks

Jason

TIME MANAGEMENT

Throughout the project we tracked every piece of work we did using Clockify as a time management tool. It held us accountable when not together to see if the other was actually working just as hard. We collectively put in 222:54:50 hours of work recorded on Clockify. Below on the left the graph shows the amount of work we put in as a team each month and on the right is my personal hours at 100:11:52.
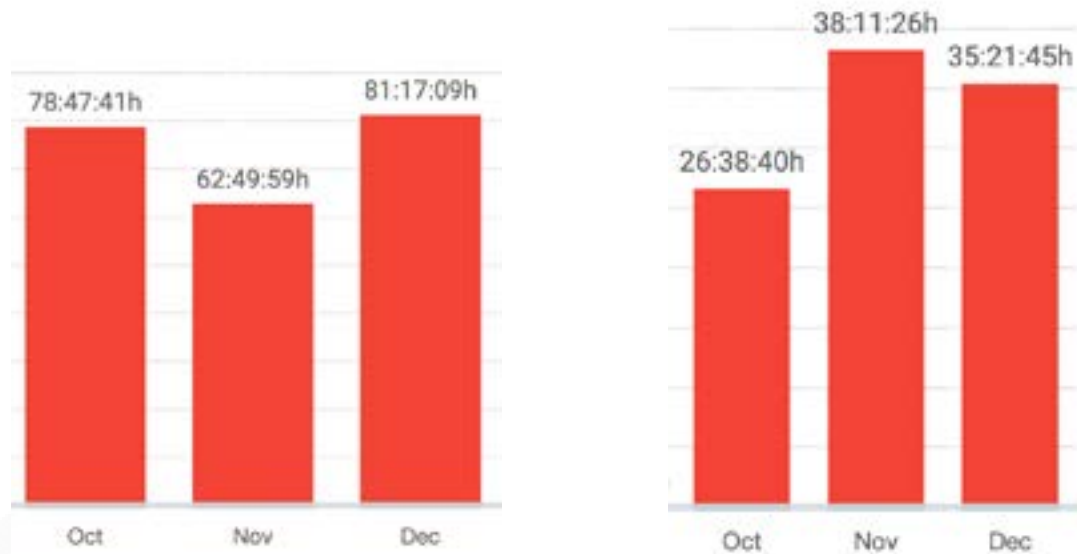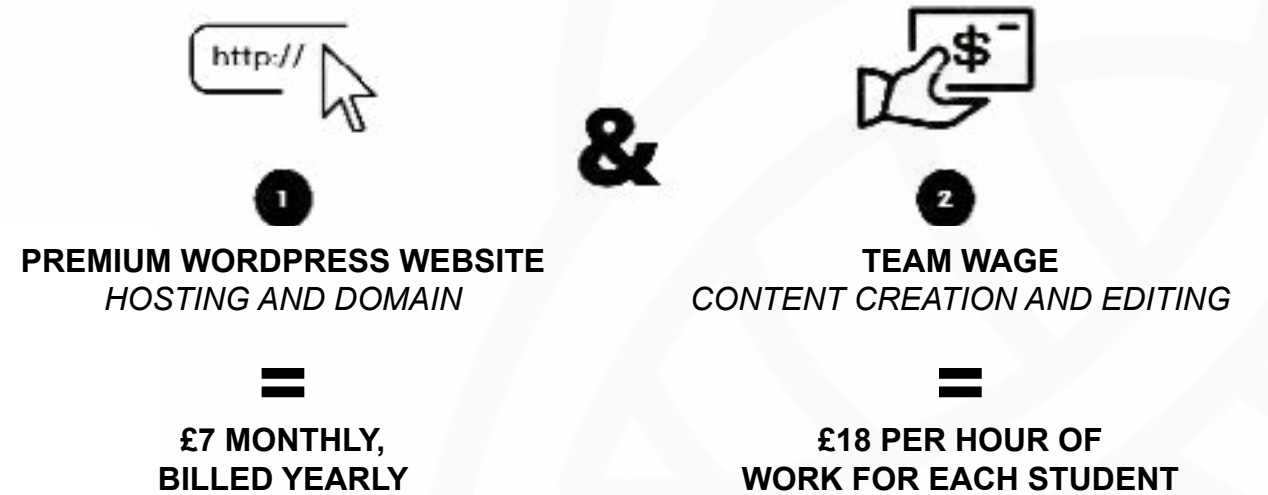

Clockify was really effective because it gave us the ability to split our worked time into sorted sections. Below you can see how much work I individually put into each element of the project.

WEBSITE 36:01

BRAND PROPOSALS PITCH 22:38

FINAL PITCH 18:21

BRIEF 13:56

BENCHMARKING 9:58

BUDGET

If this work was to be paid for in the real world then based off the Clockify time management hours we would calculate the cost by using the basic wage the University pay students, which is £18 /hour. This is a fair way to give an idea of how much it would really cost in payable hours.

PREMIUM WORDPRESS WEBSITE
HOSTING AND DOMAIN

&

TEAM WAGE
CONTENT CREATION AND EDITING

=

**£7 MONTHLY,
BILLED YEARLY**

=

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

For the collective 222 hours and 54 minutes of work that was put into this project not including the hosting and domain, the price would be

£ 4 0 1 2 . 2 0

£ 4 0 1 2 . 2 0

£ 4 0 2 1 . 2 0

£ 4 0 1 2 . 2 0

£ 4 0 1 2 . 2 0

£ 4 0 1 2 . 2 0

D I F F I C U L T I E S

We encountered a few problems along the way. There were a few things we were unable to deliver. Here I will go over what issues we faced and how we worked around them.

Hosting and domain
This was a small issue that delayed the start of our website build. We had emailed the partners asking them to set up the hosting and domain with prices and recommendations. It then took over a week for them to reply to various emails. This held us back but wasn't a significant issue. We notified Claire and she quickly resolved it.

Podcast
This was an exciting element pitched in our designs and agreed upon by Andrew. We planned to get him to record himself talking about the history for 60 minutes and then we would chop it up into 6 x 10 minute mini podcasts for the website. This would add another dimension to the website but unfortunately this wasn't achieved. He simply didn't have enough time with teaching and the strikes going on.

Weather / Drone
One of the things they got excited about was getting to see Islandmagee from the sky and the use of drone shots for not only a video landing page but also videos and imagery. The fact I had no car to travel down and the weather was so horrible when we did get the chance to go down meant we were faced with the decision to fly and most definitely crash the drone or take shots that look like they could be drone shots. So thats what we did, the landing page and some of the other images used are drone like showing a wide scope of the landscape whilst looking high enough to be flying.
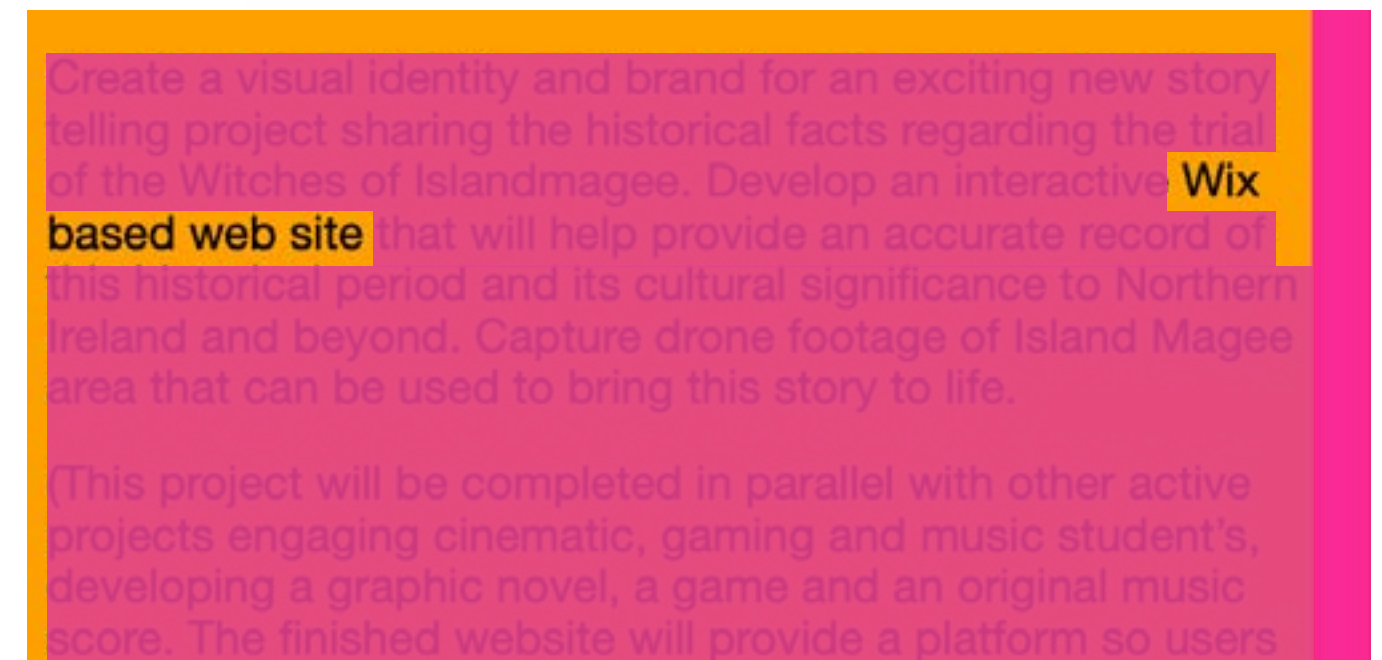
Wordpress
When being assigned the Witches of Islandmagee project I was so excited as it said Wix was one of the options for website design. I have used it lots before and know my way around it so was very confident in knowing what level I could take the project to and all the elements I could deliver. Although, when I asked Adrian if that would be ok to use he let me know about the strong dislike he holds towards it (much like Minion Pro) and would much prefer us to use Wordpress. The interactive timeline would have been achievable on Wix and the layout would have been much easier to replicate from our designs. Wordpress was a completely new program for me and Jason both. Whilst trying to learn how to use it I felt like I was taking 1 step forward and 2 steps back. So this slowed the speed of the design process but we learned from videos and trial and error what worked best to achieve as similar a site as we proposed to make.

yes I can see this says Wordpress

But this is what I seen, meaning I made more ambitious creative decisions.

Evaluation

I am proud to look back at what we have created as we stuck to a brief and successfully designed a functional working website with conjoining documents and files to maintain it.

We were faced with a lot of different issues, some not project related and we didn't let it effect us. Jason and I worked very effectively in a team and I feel we both equally and fairly contributed the same amount of effort in the project. I believe I would make a valuable member to media teams in the future as I am not only willing to help in every way that I can but I can listen to my peers and take constructive criticism as well as respectfully give it. I tried to encourage and praise Jason as best I could anytime we were under pressure or he delivered professional designs or ideas.

I feel Jason and I bounced ideas off one another effortlessly throughout and wer'e able to have healthy disagreements in design opinions and use these chances to compromise and grow closer as a team. This lead us to successfully creating a bold new brand for the community partners and greatly developing our skills for the professional workplace.

My previous experience in photography and video I feel really benefited the group. I gave the project some core, up to date documents that can be used now for future developments. I know one of my greatest weaknesses in the course is my coding skills and this held me back. I wanted to be able to style the site more but I struggled to do this in the restricted time we had left.

I can confidently say that I gave it my best effort and that the work put in was a significant help to the team. Jason was an excellent team member and was great at designing new concepts. He was easy to work with and he contributed just as much as I did.

I felt this class was a great learning experience as it gave great opportunity for real world learning and practice. It was an enjoyable module with a lot of freedom. I believe this is the best way to improve as you learn from your mistakes in your own way.

Neither Jason or I were the team leader. We had assigned an even amount of roles and responsibilities to each other and we agreed on most things so worked great together.

I believe we succeeded in meeting the brief and deliverables. We created a working website that will lay host to the variety of other elements in the making.

We maintained a professionalism throughout the project in our communications with the partners, our team work, the designs and the sorting of our important documents on Basecamp.

When we faced challenges we were able to take them in our stride and stay on track with what was required in order to deliver what we agreed upon.

If there was anything I could change then I would have went to Islandmagee multiple times on both nice and stormy days to make sure we can get the best variety of shots for the partners so they can use them in future for whatever feel they are going for. This would have allowed us to use the drone and create more visually appealing work. I also would have start work much earlier as we tend to leave it slightly late meaning we didn't have the chance to achieve our best potential. We always worked to the best of our abilities but between Helens class, 3 jobs and other commitments I feel I was stretched for time and could have made even more visually effective work.

However, I will learn from this for future work and prepare for hurdles like these. We are proud of the work we submitted and both thoroughly enjoyed the experience.

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