



MED 526

Production Log

Jack Marshall

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INTRODUCTION

Within this module we were tasked with assembling a group of three people to work along side an external project in order to assist them in producing an interactive production solution that fits the needs of our chosen community partner.

We formed our group consisting of Tom Wilson, Ryan Redmond and myself and began looking at the available projects we decided to work on Discover Groomsport

For this project, the following skills were required:

- Photography
- Videography
- Adobe Premiere Pro
- Adobe Photoshop
- Adobe InDesign
- Wordpress / Web Development
- Project Management
- Communication

Project Specifications

Discover Groomsport is a development group based in the village of Groomsport County Down, formed in October 2022 and achieving charitable status in January 2023. Its purpose is to strengthen the community by increasing community participation, promote social inclusion and facilitate open and accessible community activities.

To celebrate, promote, and preserve the rich history and heritage of the village. To help preserve Cockle Row Cottages and other built heritage in village. To ensure that future, and development are consistent with its heritage and uniqueness.

INTRODUCTION

After meeting our client in our initial client meeting, with Discover Groomsport, we moved forward to create and deliver a Digital Archive, which would be capable of sharing stories, videography and archive imagery of the village of Groomsport.

The client wanted to preserve these artifacts for the younger generations online in an easily accessible, interactive format. This will take the form of a wordpress website for their all new Digital Archive

The website will contain not only archive material, such as photos, drawings, short stories and dated articles, provided by Discover Groomsport. The new website will also contain new content produced by ourselves such as new imagery, 360 degree imagery as this will be a great place to house archive and new current imagery to capture how the town has changed but also to invite younger audiences to be able to relate to the archive material they are seeing

To help people towards the new website, we also wanted to create a QR code to access the website, we also proposed the idea of stickers that could be placed in prominent places around the village that people could scan with their phones.

PRE-PRODUCTION



MEET THE TEAM



TOM WILSON
PHOTOGRAPHY
VIDEOGRAPHY



JACK MARSHALL
DESIGNER
360 PHOTOGRAPHY



RYAN REDMOND
WEB DESIGNER
CLIENT
COMMUNICATION

BENCHMARKING

OVERVIEW

As part of the development process, a benchmarking exercise has been undertaken on a range of regional organisations from across the sector. The websites benchmarked are all similar organisations from across the UK and Ireland that have been used to demonstrate methods of best practice. We have also benchmarked Discover Groomsports own website to compare and contrast to competitors.

The sites assessed during the benchmarking are:

- Visit Donaghadee
- Discover Portrush
- Visit Cornwall
- Sunny Bangor
- Discover Groomsport
- Go Visit Donegal

SUNNY BANGOR

Initial impressions of Sunny Bangor website were not great, however the imagery used on the site was quite good. The responsiveness of the site seemed to have died after a while as it stopped being responsive on mobile devices as, we wanted to make sure that when we produced the archive for Discover Groomsport that ours would be responsive to all media devices such as desktops, laptops, tablets and mobile devices.

VISIT CORNWALL

First impression of this website was great, it seemed to be quite consistent with branding. The website was fully responsive and had great interactive features, however this website was more meant to promote the area for tourist needs rather than a digital archive. But it did help us come to decisions on features that we wanted to implement such as a burger menu. It also out of all the websites we tested had the fastest load time which was impressive for the amount of content that was available on the website.

BENCHMARKING

Category	Feature	Visit Donaghadee	Discover Por-trush	Visit Cornwall	Sunny Bangor	Discover Groomsport	Go Visit Don-egal
Initial Impressions	Aesthetics and Design	Interactive buttons (Not aligned) / Images	Static website, not much interactive content. Consistent branding and colour scheme	Interactive Website / fully responsive	Great imagery, horrible website features	Basic, clean design. Images too large, text heavy, low res pngs.	Great design and layout, high quality photographs, very responsive.
	Intention/ purpose	Gain attraction / Give useful information on surrounding area and events and hertiage	Gain attraction / Give useful information on surrounding area and events and hertiage	Gain attraction/ help plan holidays/ booking Promote Area	Promote Area List of key areas	Promote areas, landmarks and local events.	Promote areas, landmarks and local events.
	Aimed Target Audience	Tourist, Locals	Tourists, Locals	16+ Families	Tourists (self-claimed in opening paragraph)	Tourists, Locals.	Tourists, locals.
Interface and Feel	Text and Eligibility	All text eligible, different fonts and font weights (bold etc) used throughout	All text eligible, all consistent using same font, different weights throughout	All text eligible, all consistent using same font, different weights throughout	All text eligible, all consistent using same font, different weights throughout	All text eligible, consistent fonts bar header and titles.	All text eligible, consistent font throughout using different weights.
	Logo and Branding placement	Logo placed in upper left corner - Visible	Logo placed in upper left corner - Visible	No actual logo just "Visit Cornwall" in serif font	Logo placed top left, very busy with different fonts	Logo placed large center.	Logo placed top left.
		Responsive, other elements such as button out of alignment	Responsive, all elements also responsive	Responsive, all elements also responsive	It appears to be built for responsiveness originally however it does not seem to work well	Header & images contains hover functions. Mainly read only text.	Responsive, hover functions on header and dropdown for languages.
	Image/content quality	All content quality is HD. No blur and all clear	Image used on homepage slightly blurry / Other image HD	All content quality is HD. No blur and all clear	All content quality is HD. No blur and all clear Fantastic Videography and photography	Hi quality photos, poor graphic design pngs.	High quality, professional photographs throughout the website.
Navigation	Primary menu functionality	Dropdown menus / hamburger menu (Mobile Phone, Tablet).	Dropdown Hamburger menu	Laid out top menu, burger bar for mobile and tablet	Laid out top menu, burger bar for mobile and tablet (burger bar does not appear to be functioning well)	Header placed top left with 6 links. Manual slideshow near footer.	Header top right, images used as links to advertise events.

BENCHMARKING

Category	Feature	Visit Donaghadee	Discover Por-trush	Visit Cornwall	Sunny Bangor	Discover Groomsport	Go Visit Don-egal
	Ease of access from bottom to top	Button in right corner directing user back to top	Button in right corner directing user back to top	Button in right corner allows user to scroll down but no back to top	No.	No.	No.
	Sitemap	No.	No.	Yes .	Yes.	No.	Yes.
	Contact us	Yes	No	Yes.	No.	Yes.	Yes.
	Social Medias	Yes.	Yes.	Yes, Facebook, Instagram, Youtube.	No	No direct links but contains social media guidelines.	Yes.
	No. of clicks to Contact Us.	1 Click	Not Active	1 Click	Not Active	1 Click	1 Click
	No. of clicks to social media.	1 Click per social media	1 click per social media	1 click per social media	Not Active	Not Active	1 Click per social media
	Any form of search functionality?	Yes	Yes	No	Yes	No	Yes
	Search type	Search Bar	Search bar within hamburger menu.	N/A	Search bar under search button	N/A	Search bar
Functionality	Load time	Medium	Medium	Fast	Medium	Fast	Medium
	Email / Newsletter Subscription	Yes	No	Yes	No (can sign up for an account on site)	No	Yes
Content	Backgroud of place/ area	Yes.	Yes.	Yes.	Yes.	Yes.	Yes.

BENCHMARKING

Category	Feature	Visit Donaghadee	Discover Portrush	Visit Cornwall	Sunny Bangor	Discover Groomsport	Go Visit Don-egal
	FAQ or information page	No	No	Yes	No	No	No
	Social Media	Yes	Yes	Yes	No	No (not linked in site)	Yes
	Privacy Policy	No	Yes	Yes	Yes	Yes	Yes
	Disclaimers	No	Yes	Yes	Yes	Yes	Yes
Outdated content	N/A	No	No	No	Semi- outdated	No	No
Interactive Content	N/A	Yes	Yes (menu)	Yes	Yes (imbedded videography)	Yes (header & images)	Yes (header and images)
Score		69%	78%	92%	61%	57%	86%

SUMMARY

Overall we thought that Visit Cornwall was the best built site out of them all and decided to include many features such as the burger menu navigation, social media links on the homepage and especially we wanted to limit the load time of the website.

CLIENT MEETING

MEETING NOTES

CLIENT OUTLINE

Discover Groomsport is a community group, based in the village of Groomsport County Down, formed in October 2022 and achieving charitable status in January 2023. Its purpose is to strengthen the community by increasing community participation, promote social inclusion and facilitate open and accessible community activities. To celebrate, promote, and preserve the rich history and heritage of the village. To help preserve Cockle Row Cottages and other built heritage in village. To ensure that future plans, and development are consistent with its heritage and uniqueness.

Families who live in Groomsport, go back generations, each has a story to tell, and memories to share. The custodians of the memories are the older generation, and there is a real risk that unless active steps are taken to capture the village's history and heritage it will be lost for future generations.

PROJECT OUTLINE

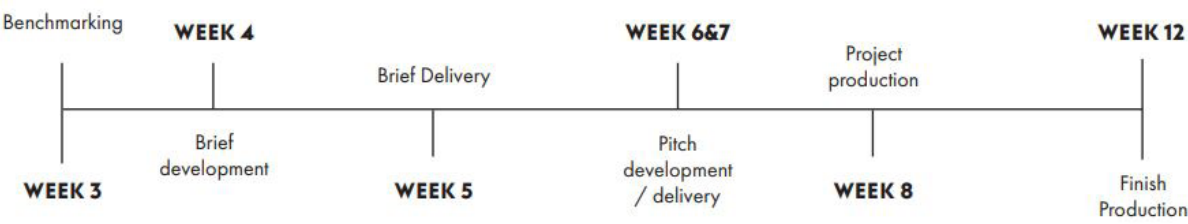
Using creative media develop a digital social history archive, capturing published articles, artwork, photographs, video/audio/text, maps, memories, poems etc. illustrating the lives of Groomsport's residents and visitors today and in the past. Identify how Discover Groomsport can harness social media to promote, attract and engage the younger generation to curate the archive and preserve the heritage of the village moving forward.

A small group to be set up of trustees and volunteers to take ownership of the project.



BRIEF

TIMEFRAME SCHEDULE



This was our schedule that was produced and presented to the community partner, we proposed this as we knew building a website and getting the content for this site would more than likely be the most time consuming part as we were dealing with many people from the community partner that all had different assets and wanted different things for the project.

PRICING CHART

PRODUCT	ITEM	PRICE	QUALITY	ESSENTIAL
HOSTING	Wordpress Basic	£20/month (charged £240 annually) (+free domain for one year)	Best Value	Yes
	Wordpress Free	£0 (no domain)Try	Free but no Domain and very low storage (1GB low for content amount)	
DOMAIN	www.discovergroomsport.co.uk	£1 First year (£10 annually after first year) (IONOS)		Essential with Wordpress Free
STICKERS	Discover Groomsport QR Code Stickers	10 stickers £16.99 20 stickers £29.99 50 stickers £49.99 100 stickers £72.99 Via Vistaprint Free delivery on orders over £40	Best Quality for Value	No however would help drive traffic to website / socials

In our initial meeting with Liz Barron, she requested that we use a different wordpress website and hosting for the Digital Archive project, after I completed pricing research, we made sure to include this in our pitch about the pricing and we also suggested stickers for the QR code in order to increase the amount of people that would find the archive out of curiosity.

BRIEF



DESIGN BRIEF



BRIEF

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13 - BEST PRACTICE

14 - EVALUATION

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BRIEF

INTRODUCTION

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BRIEF

The Discover Groomsport Digital Archive sets out to deliver various stories by the traditional method of oral input by collecting stories from older residents based on various areas in Groomsport. The goal of the project is to take the younger generation through time by depicting these stories in an interactive format. This will be done by creating a new website for an interactive Digital Archive.

The project will use creative media to develop a digital archive, including the oral history of the village by recording stories from older residents, capturing published articles, artwork, photographs, maps, memories, poems and short stories. We will identify how Discover Groomsport can harness social media to promote, attract and engage the younger generation to curate the archive and preserve the heritage of the village moving forward.

Alongside this we have recommended that the Development Group allows me to develop a digital archive accessible through QR code meaning it can be put on various access points on the surrounding area of Groomsport.

The goal is to make an accessible digital archive with access in line with the expectations of younger, digital savvy audiences. Along side this digital archive a series of social media posts (Video and Imagery) will be executed informing the younger audiences on social media about the surrounding area.

3.

15

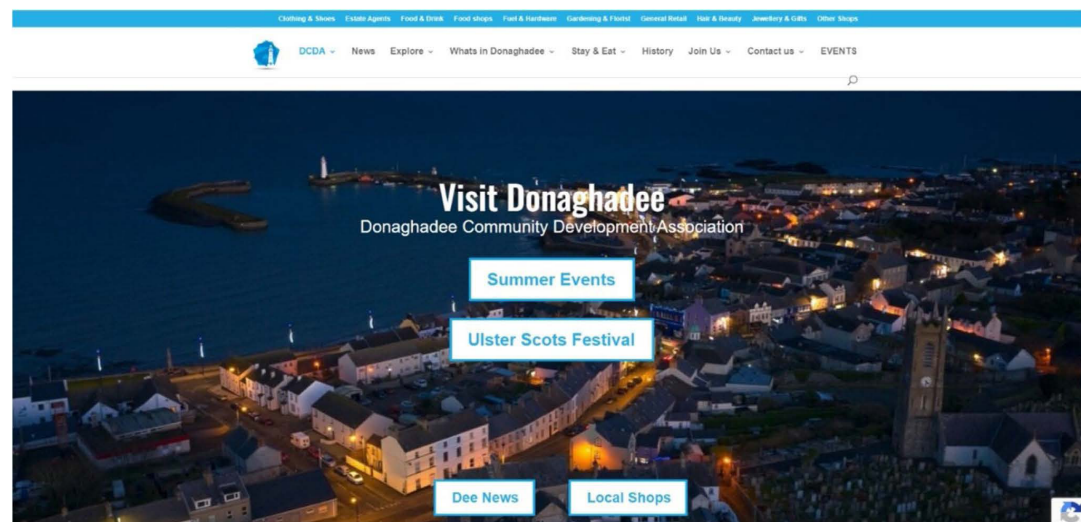
BRIEF

BENCHMARKING

As part of the development process, a benchmarking exercise has been undertaken on a range of regional organisations from across the sector. The websites benchmarked are all similar organisations from across the UK and Ireland that have been used to demonstrate methods of best practice. We have also benchmarked Discover Groomsports own website to compare and contrast to competitors.

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<https://visitdonaghadee.com/>

4.

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BRIEF

BENCHMARKING



<https://discoverportrush.com/>



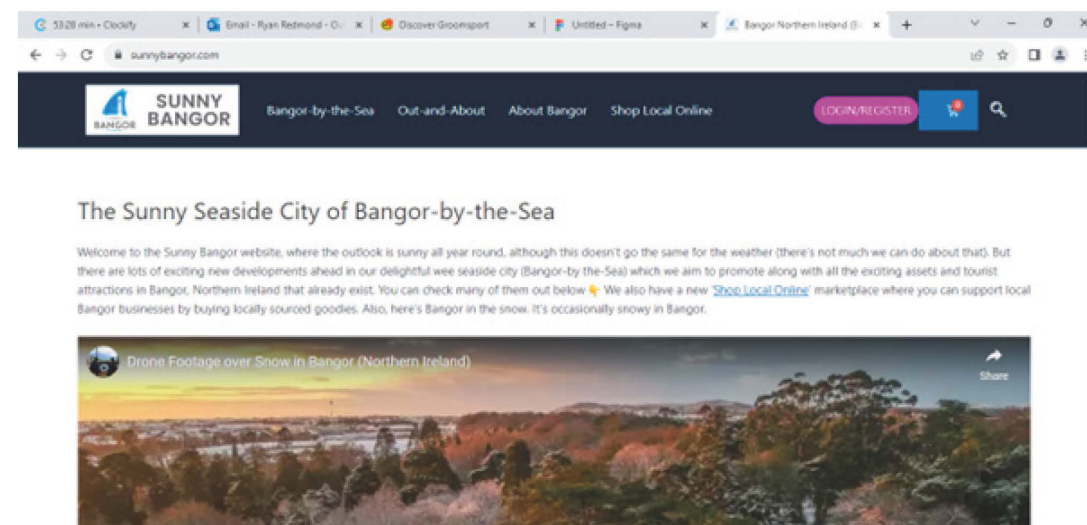
<https://www.visitcornwall.com/>

5.

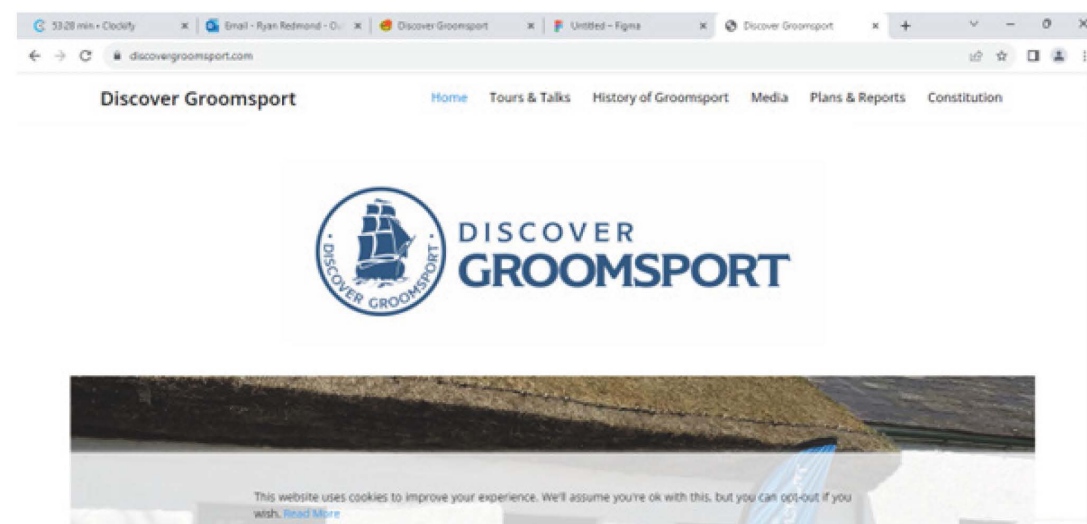
17

BRIEF

BENCHMARKING



<https://sunnybangor.com/>



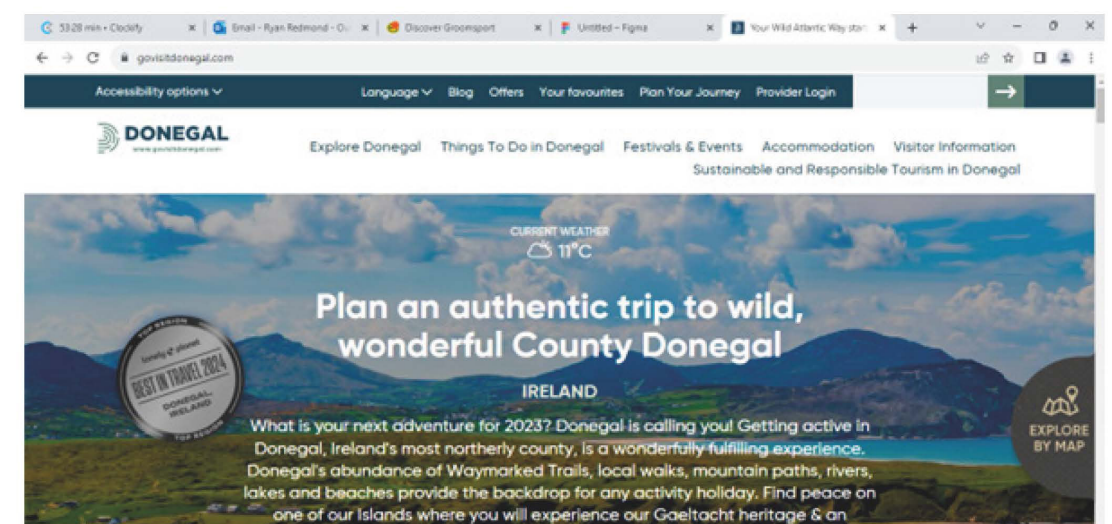
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6.

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BRIEF

BENCHMARKING



<https://www.govisitdonegal.com/>



7.

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BRIEF

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	Search type	Search Bar	Search bar within hamburger menu.	N/A	Search bar under search button	N/A	Search bar
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	Email / Newsletter Subscription	Yes	No	Yes	No (can sign up for an account on site)	No	Yes
Content	Bacground of place/ area	Yes.	Yes.	Yes.	Yes.	Yes.	Yes.

BRIEF

BENCHMARKING

Category	Feature	Visit Donaghadee	Discover Portrush	Visit Cornwall	Sunny Bangor	Discover Groomsport	Go Visit Don-egal
	FAQ or information page	No	No	Yes	No	No	No
	Social Media	Yes	Yes	Yes	No	No (not linked in site)	Yes
	Privacy Policy	No	Yes	Yes	Yes	Yes	Yes
	Disclaimers	No	Yes	Yes	Yes	Yes	Yes
Outdated content	N/A	No	No	No	Semi- outdated	No	No
Interactive Content	N/A	Yes	Yes (menu)	Yes	Yes (imbedded videography)	Yes (header & images)	Yes (header and images)
Score		69%	78%	92%	61%	57%	86%

On benchmarking the following websites, social media and heritage digital archive examples for the Groomsport Digital Archive Development group, we can conclude this is a sector in which younger audiences are not catered for and this gives us an opportunity to develop sector leading archive materials for this audience.

10.

BRIEF

TARGET AUDIENCE

LOCALS / TOURIST

The project aims to bring in new tourists and target a younger audience thought its new innovative approach of updated website and digital archive.

To achieve this, we recommend the Discover Groomsport group develop a new target audience for website and digital archive.

Based on the fact that the project is going to be using material to present the past of Groomsport in a modernized method, we are going to be aiming for the age groups of 16-30.

ADMINISTRATORS

Members of the Discover Groomsport carry out admin roles for the site. They typically update content and provide the site with any maintaince as nesscessary.

With the new website that will hold the new digital archive these admins will also hold responsibility for keeping content up-to-date and maintaining the site once project timescale has concluded.



11.

BRIEF

MEET THE TEAM



JACK MARSHALL

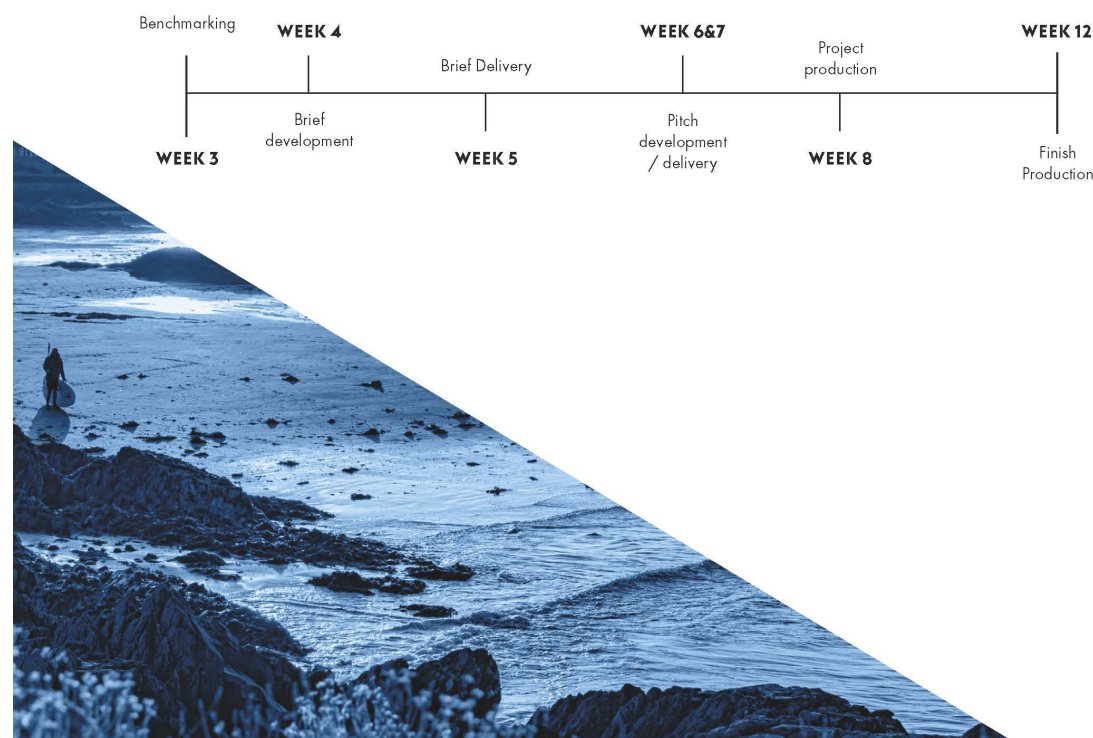


RYAN REDMOND



TOM WILSON

TIMEFRAME SCHEDULE



12.

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BRIEF

BEST PRACTICE

HAYWARD GALLERY AT 50

After benchmarking various websites and digital Archive Projects. We have concluded the two best projects that exhibit best practice in terms of functionality and deliverable content. The first example of best practice comes from 'Hayward Gallery at 50'. With strong core functionalities as a Digital Archive and innovative interactive features that keep the audience engaged through fluid and connected storytelling. This project is a strong example of the type of digital archive that we aim to achieve for Groomsport.



VISIT CORNWALL

The second example of best practice comes from the Visit Cornwall website with an overall website score of 92%. Visit Cornwall demonstrates stunning visuals and information to all visitors. This website is an excellent example of the interaction and storytelling that can be achieved. We will take best practice design and interaction from this into our digital archive development for Groomsport.



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EVALUATION

In this project we propose to develop a digitalised archive to celebrate, promote and preserve the rich history and heritage of the village. This will be executed with a new wordpress website under the Groomsport banner, we have examined the costs and tried to be as minimal as possible as instructed by client meeting. Below we have laid out the costs after researching different products available.

OPTIONAL PRICE CHART

PRODUCT	ITEM	PRICE	QUALITY	ESSENTIAL
HOSTING	Wordpress Basic	£20/month (charged £240 annually) (+free domain for one year)	Best Value	Yes
	Wordpress Free	£0 (no domain)Try	Free but no Domain and very low storage (1GB low for content amount)	
DOMAIN	www.discovergroomsport.co.uk	£1 First year (£10 annually after first year) (IONOS)		Essential with Wordpress Free
STICKERS	Discover Groomsport QR Code Stickers	10 stickers £16.99 20 stickers £29.99 50 stickers £49.99 100 stickers £72.99 Via Vistaprint Free delivery on orders over £40	Best Quality for Value	No however would help drive traffic to website / socials



QR CODE MOCKUP

“Guys

Thanks for this. It is a great piece of work for which I hope you get due credit. It is the sort of thing you would expect from a professional consultancy.

I was really impressed by the benchmarking of other websites. It will be useful to refer back to this in the future when we need to critically assess our own website.

Looking forward to working with you.

Peter” SECRETARY OF DISCOVER GROOMSPORT

PITCH

POST BRIEF

Following the brief meeting with the client we began to start designing our own ideas for the pitch where we would show off our designs. We worked mostly independently from each other at this point as we wanted to have different enough concepts as we were being kept fairly constrained on what we could do in terms of design as the community partner didn't want a rebrand or for us to change the colour of the logo.

COLOUR PALLETE



NAVAL BLUE

#28537F



**GROOMSPORT
GREY**

#D9D9D9

Sampling their logo gave us the blue which I named Naval Blue. I then used colour theory to test out different monochrome shades of the same blue, however I ended up deciding that a contrasting grey would work better and therefore came to this grey which I have called Groomsport Grey.

PITCH

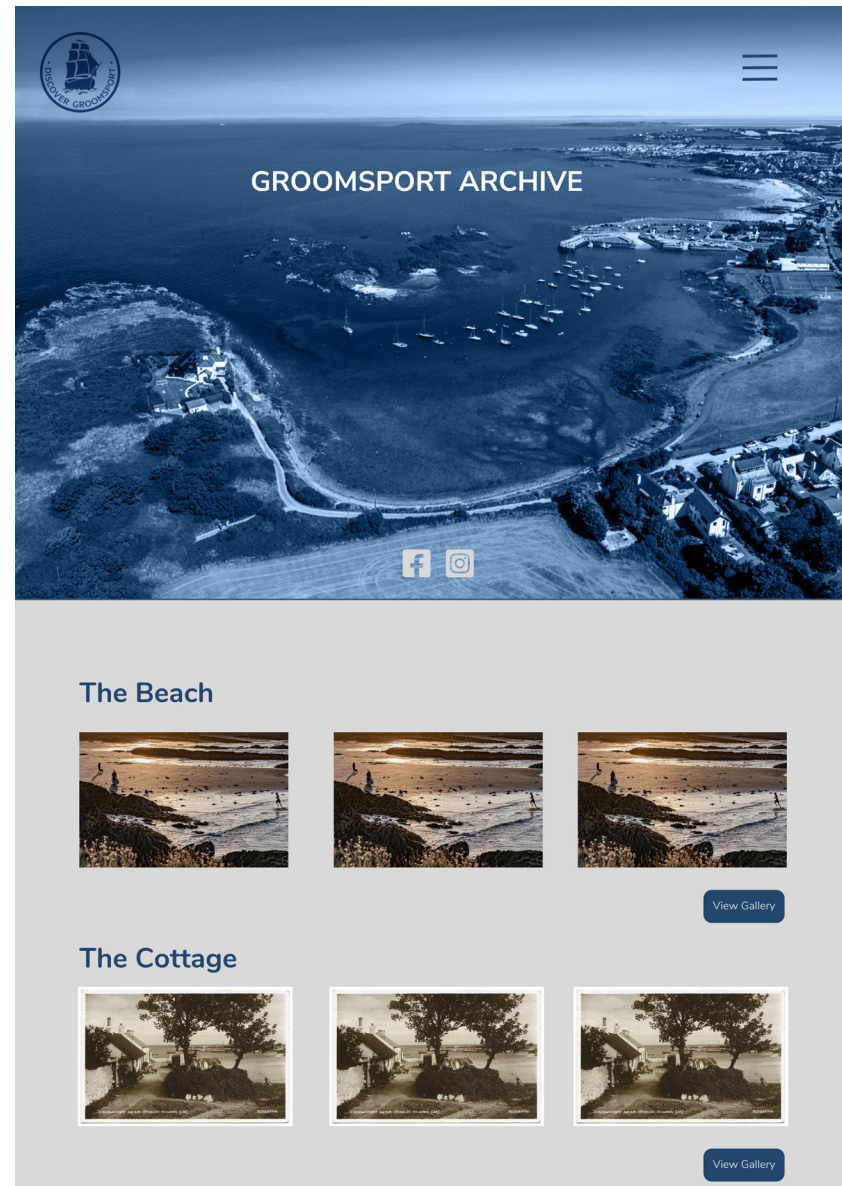
MOCKUPS



These was the mock up I created for my concept of the Discover Groomsport Archive, I wanted to go for a simplistic approach with a large 100vh home page with a burger menu, their logo in the top left and the name "Groomsport Archive" directly in the center of the blue colour overlay background but using a contrasting white text in order to let it stand out. The header area would fill the entire screen on device, the mockup shown above shows the entire page.

The section below the header labelled Groomsport Gallery would be a way for the user to enter different sections of the gallery using the slide of images if they decided not to use the navigation in the burger bar. Each slide would contain information about the section and below this would be the social links for the Discover Groomsport community.

PITCH



This iteration was my second mockup, I wanted to make the social icons available without having to scroll, I also changed my gallery design as after a team meeting I discovered we all had fairly similar designs so I wanted to offer something slightly different in order to give the community partner a different choice.

Each section would have been clearly labelled displaying three main images with a button directing the user to the full gallery of that section where they can see more imagery, stories and the backgrounds of the images.

PITCH

QR CODE



This was the initial QR Code concept that was presented to the Discover Groomsport, this would be the paid option as most QR providers don't allow for graphics in the centre of them without some form of subscription.



I also created this iterations where instead of "Scan Me" the QR code would say "Discover" to play on the name of Discover Groomsport, when presented to the clients during our meeting they loved the idea.

PITCH

MY PITCH



GROOMSPORT DIGITAL ARCHIVE

COLOUR PALETTE



NAVAL BLUE



GROOMSPORT
GREY

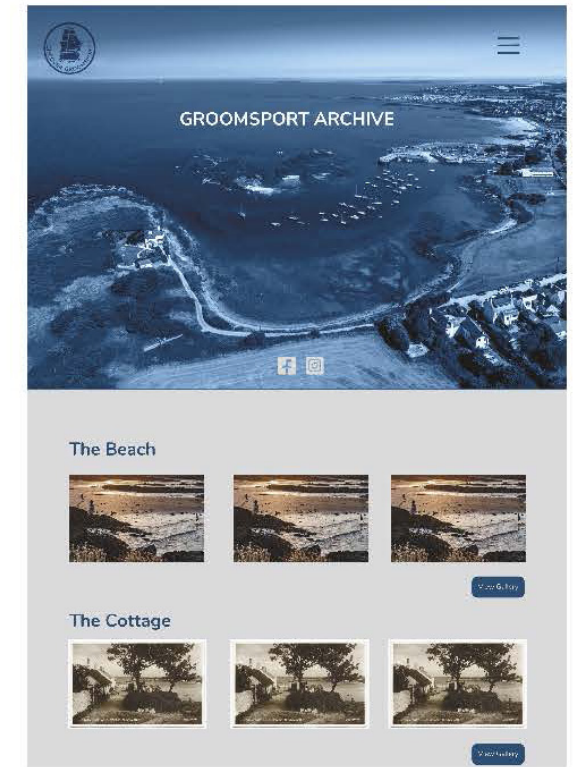


PITCH



KEY AREAS

- ORGANISED HIERARCHY
- VISUALLY CLEAR SECTIONS
- BURGER BAR DROP DOWN NAVIGATION
- INTERACTIVE BUTTON TO ENTER GALLERY
- PROMINENT SOCIAL BUTTONS

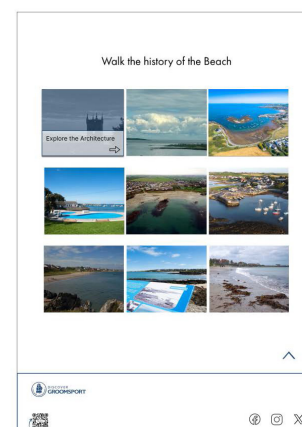
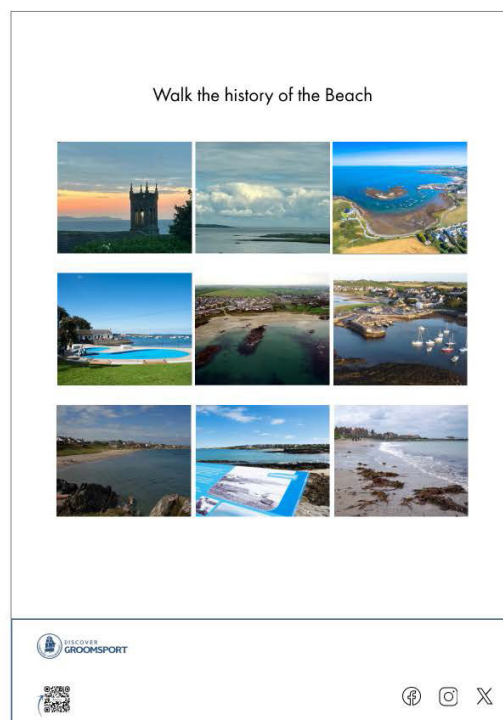
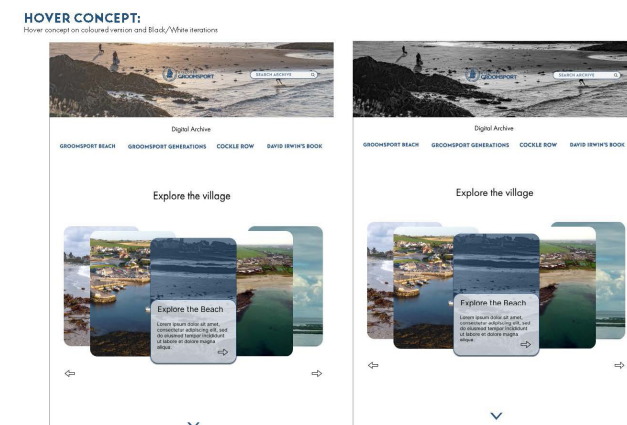
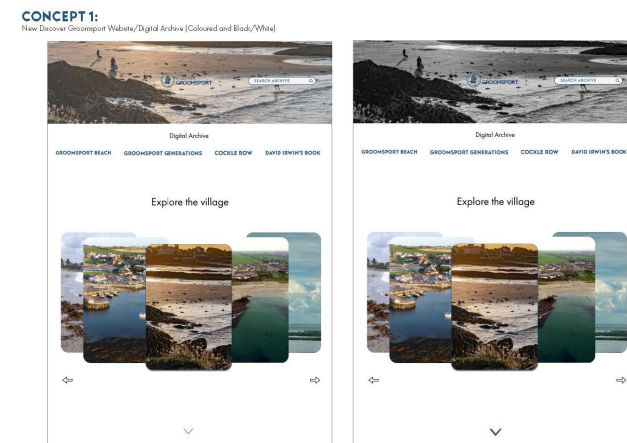


DIGITAL MOCK-UP ON APPLE DEVICES



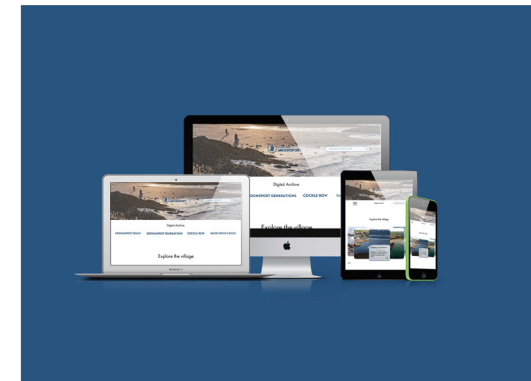
PITCH

RYAN'S PITCH



PITCH

MOCKUPS ON VARIOUS DEVICES



QR CODE



QR STICKER MOCKUP

Stick on various information /notice boards

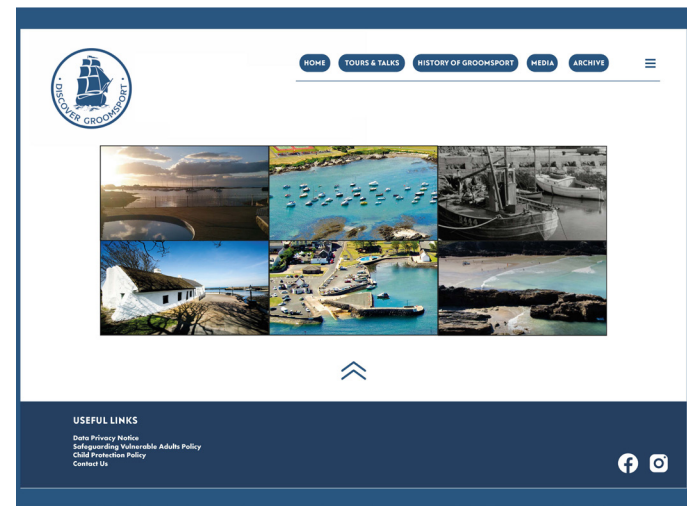
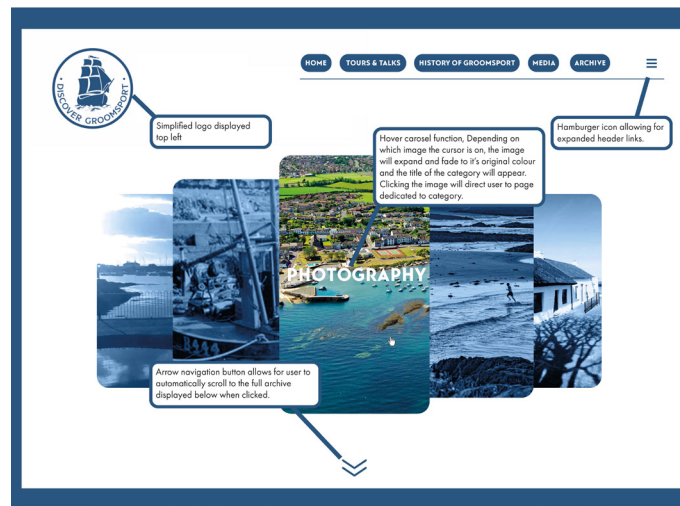
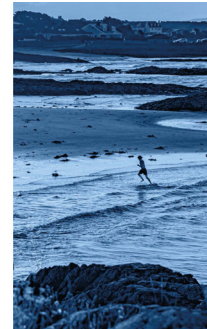


PITCH

TOM'S PITCH



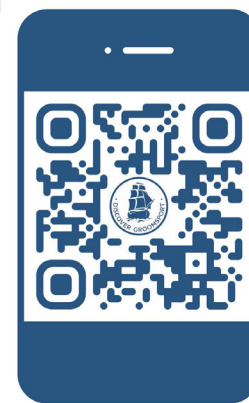
DESIGN PITCH



APPLE MOCKUPS



QR CODE



PITCH

REFINED PITCH



GROOMSPORT DIGITAL ARCHIVE

COLOUR PALETTE



NAVAL BLUE



GROOMSPORT GREY

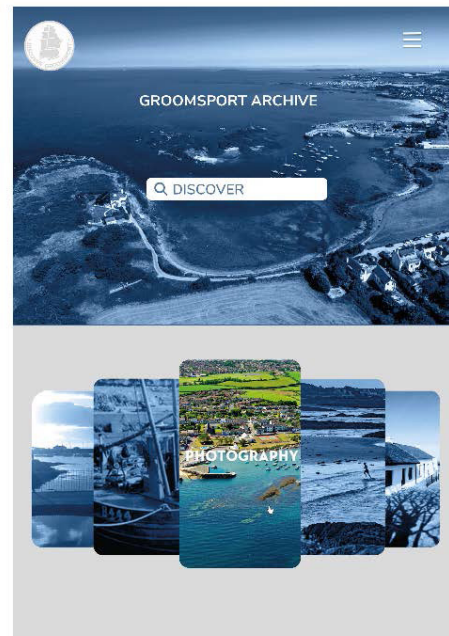
These main colours will be supported with white

PITCH



KEY AREAS

- ORGANISED HIERARCHY
- VISUALLY CLEAR SECTIONS
- BURGER BAR DROP DOWN NAVIGATION
- INTERACTIVE CAROUSEL TO ENTER SECTIONS
- PROMINENT SEARCH BAR



DIGITAL MOCK-UP



PITCH

QR CODE

- QUICK NAVIGATION TO DIGITAL ARCHIVE
- REPRESENTS GROOMSPORT WITH COLOUR AND EXISTING LOGO
- CAN BE POSTED DIGITALLY OR PRINTED DEPENDING ON NEEDS
- REPRESENTED IN GROOMSPORT COLOUR PALETTE



This was our refined pitch deck after the feedback we received during our pitch meeting with the client, they mostly picked my design aspects such as the large header and general colour scheme and style they also chose my QR code design which I was extremely pleased with, they did as expected choose to go with Tom's carousel idea for below the header area and they also chose Ryan's search function idea.

I also decided to change the logo and the burger bar to white to follow the theme of contrasting against the background as I felt that it was hard to see against the blue overlayed background as some of the clients in the meeting were concerned about things being visible.

You can also see in the mockups it was changed to have a more mobile friendly version of the website.

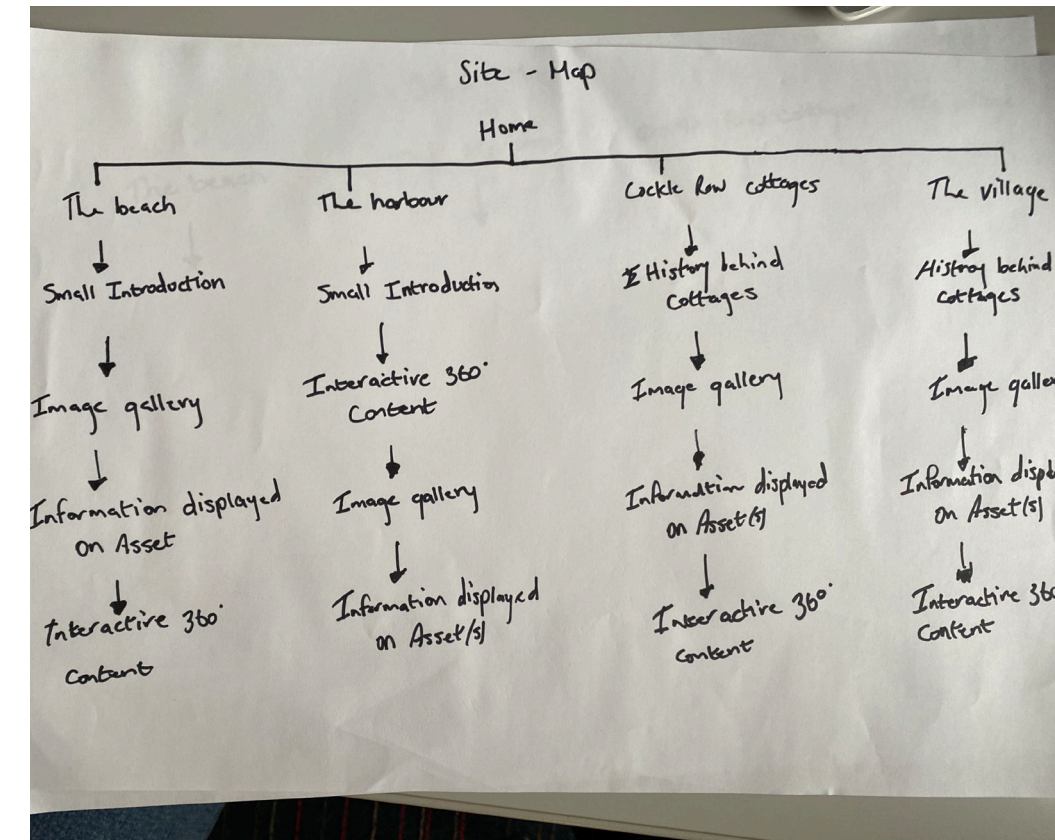
REFLECTION

Looking back at the design, I was overall pleased with the look of it, I tried to also push the Discover theme into the search bar in the mockup as the clients really liked the idea of the Discover below the QR code.

PRODUCTION

SITEMAP

We started off our production phase building out a sitemap for the project as we wanted to know how the site would look before we began to develop the website.



This was one of our original paper based mockups for the sitemap, we played around with the layout and what order we wanted the content in.

Friday, November 17

Ryan Redmond 9:11pm
Guys we need to make a micro decision for the sitemap- Are we putting the content as the following:

- Small Introduction
- Image Gallery
- Information for each asset displayed when clicked/hovered on
- 360 Interactive content
- //////////

Or would you like to put the content in a different order? 🙋 Jack 🙋 Tom

Me 9:13pm
I'm assuming the ////////// is the footer? Or what is it

Me 9:14pm
And yeah I thought that's what we drew up in class

Ryan Redmond 9:14pm
thats me just breaking up my text

sorry - my thought process can be disturbing at times

Me 9:14pm
All good lol 😊

Nah yeah sure we thought about putting the 360 to the top but then that would take away from the image gallery and they might not scroll down

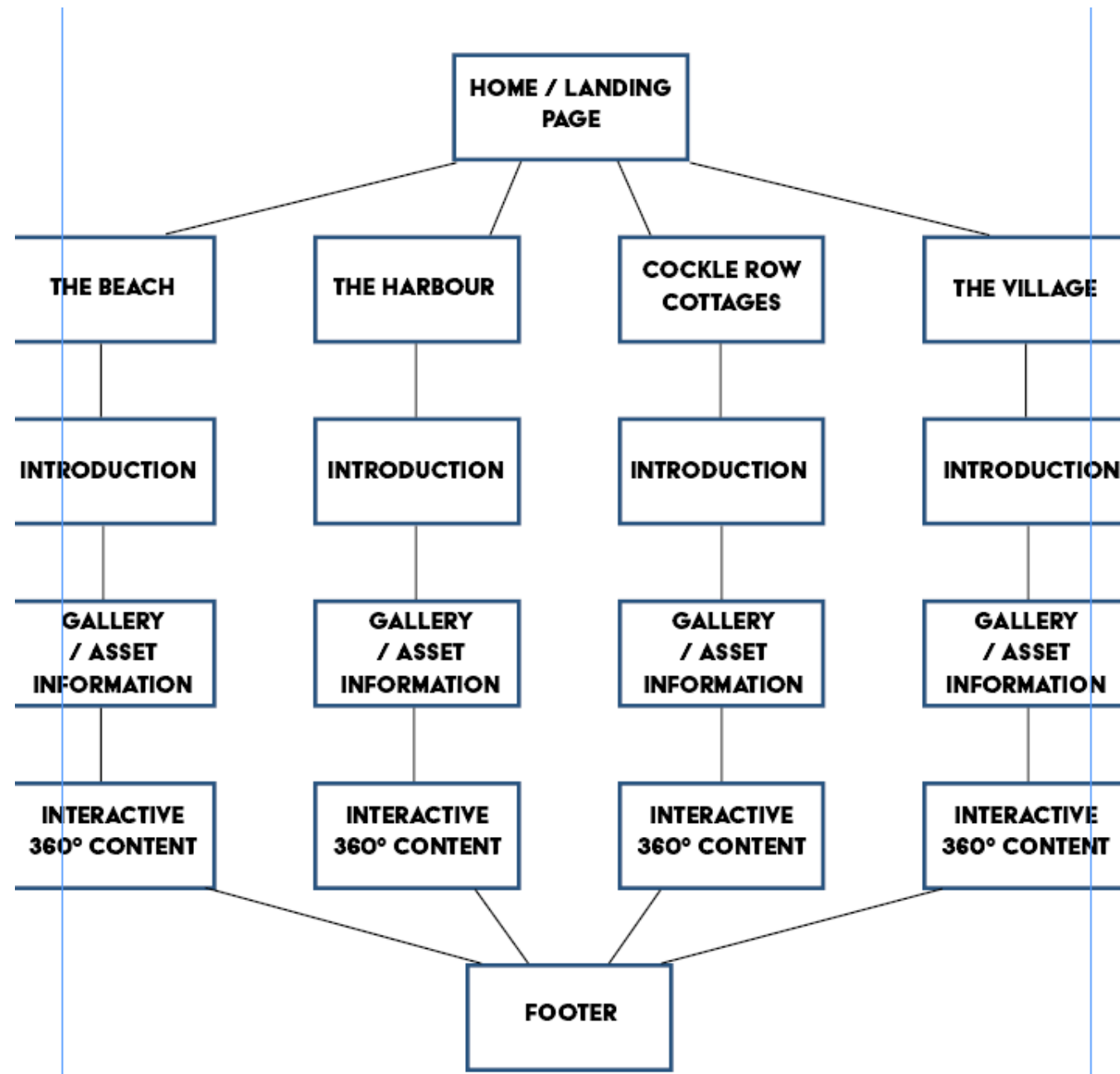
Whereas if we have it below the images they'll be naturally scrolling through them

Ryan Redmond 9:17pm
yeah so do the following then Information > Gallery/Asset Info > 360 footage?

Me 9:37pm
Aye under each of the 4 sections they wanted; the beach, the harbour, cockle row cottages, the village

We discussed it in person and also through the basecamp when we weren't in person working on the project together, we ended up deciding that the information and the photo gallery should take priority over the 360 images as I thought they might take away from the rest of the page and some people may not scroll down past them.

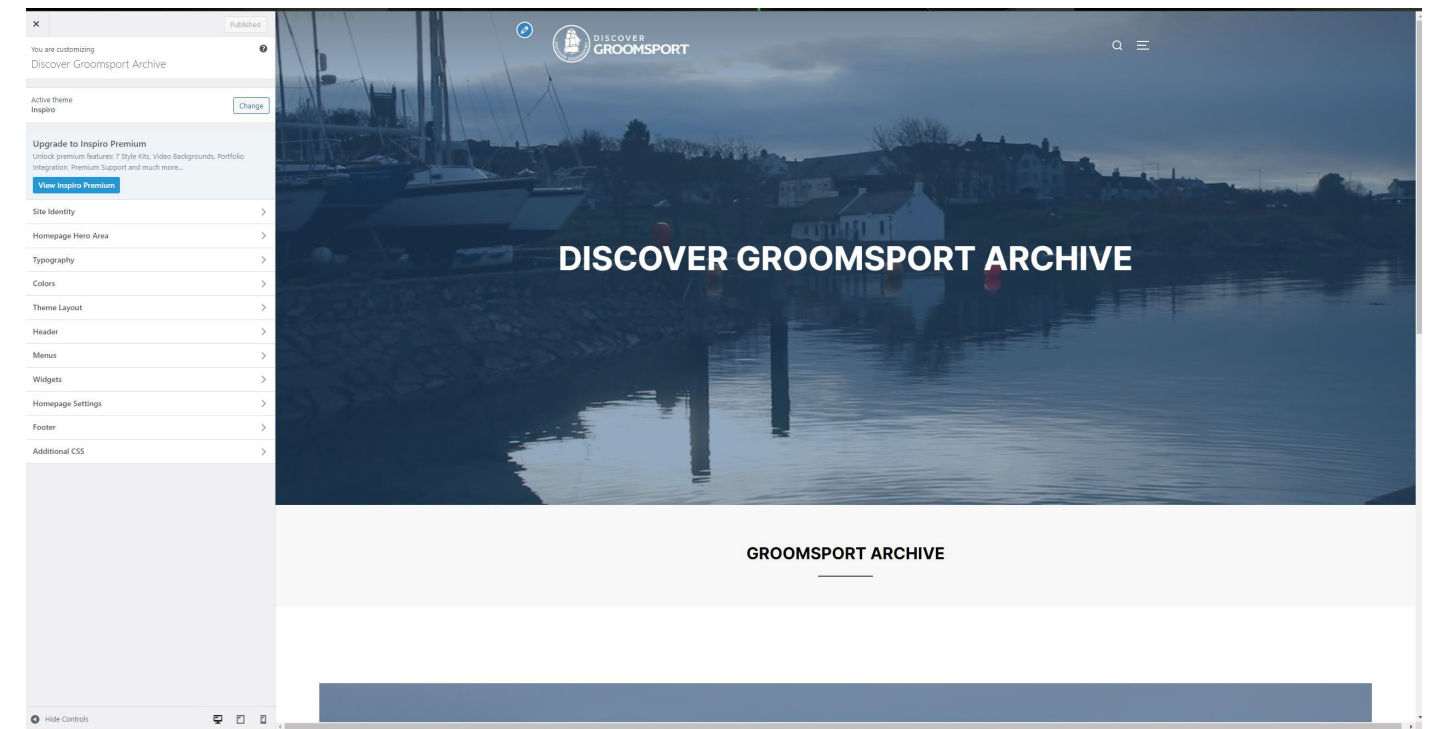
SITEMAP



This was our final sitemap that has been digitalised, each page has 4 main sections. Each page starts with an introduction to that area, it then goes on to show of that areas archive assets such as old imagery or drawings along with information supplied with each asset. Below that we would then include the third section as each page would have its own 360 image content so that people could view the area on their own. After that each page has the same footer that would align each page to the same central theme and keep the site consistent.

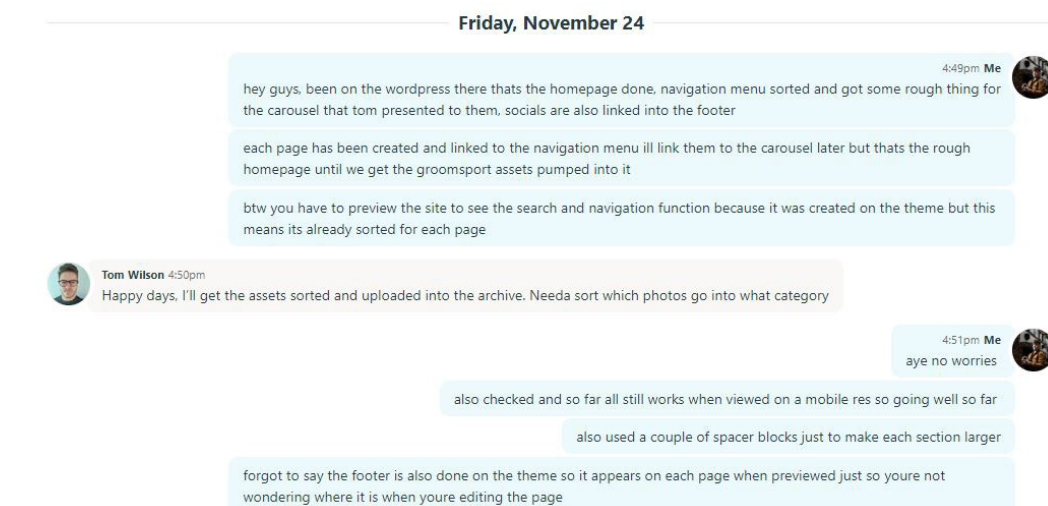
DESIGN

THEME



I started off by choosing a good theme for the style we wanted to build the site with, after researching different themes, I ended up choosing to use the Inspiro theme, this worked great with a full header area and came with a pre made search function that would be easy to make work. By simply adding in a menu widget to go under the burger menu I was easily able to link up the pages. I also added Discover Groomsports social button for their instagram into the footer of the website which was placed in the theme so that it was automatically added on every webpage.

COMMUNICATING DESIGN



I made sure to communicate with the team using basecamp what I had done with the wordpress site in order to avoid confusion as I had done this outside of class. This was around the time we began having issues with consistency of the pages.

DESIGN

DIVISION OF ROLES

Ryan and I were originally going to take on the website together however as web production was ramping up we began having issues where we both were doing things differently and it was affecting the consistency of the website as mentioned before, after a team meeting we decided that Ryan would take over as primary web developer and I was on standby to help resolve any issues or to help with the workload.



LOGO REDESIGN

With this split, I decided to help with the project management side of things to keep the basecamp and clockify organised, I also took over the designing of elements such as the QR code, redesigning the logo for our use and organising assets.

The main issue with the logo was that this was the only version that existed and it was a png. with a white background, it also had the text to the side which made things harder to fit together when for example putting the logo onto the website.

Luckily when creating the colour scheme for my pitch deck, I had already created a file for just the logo without the text and had a recoloured version I just had to make the backgrounds turn transparent. After many attempts I ended up with these two, I decided to keep the area within the ring white to ensure the logo would contrast well with either a dark or light background.



DISCOVER
GROOMSPORT



DESIGN

QR CODE



This was the QR code that was completed for the final deliverables.

Sadly it was discovered the tool used to make the first one required a payment and the Discover Groomsport committee decided that they would prefer to use a free one.

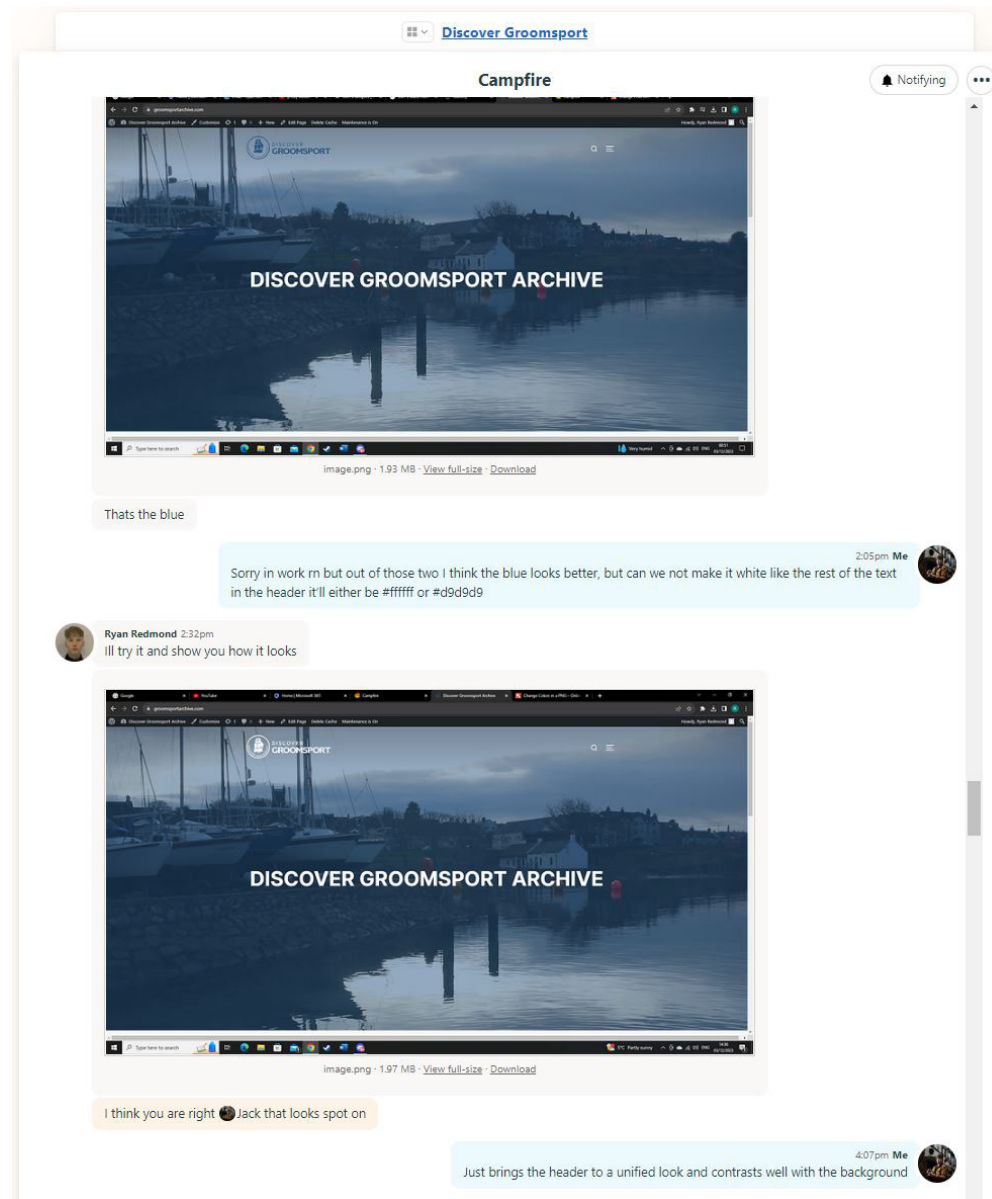
I produced this QR code through Adobe QR codes, I chose to make it in their blue in order to help it be recognisable with the branding that they already have.



DISCOVER

This was the second iteration of the QR code, I decided to add the words "DISCOVER" to the bottom of the QR code as during the pitch meeting Peter, the secretary of Discover Groomsport and one of our key contacts, said that he really liked that it said Discover and that it was in their colour.

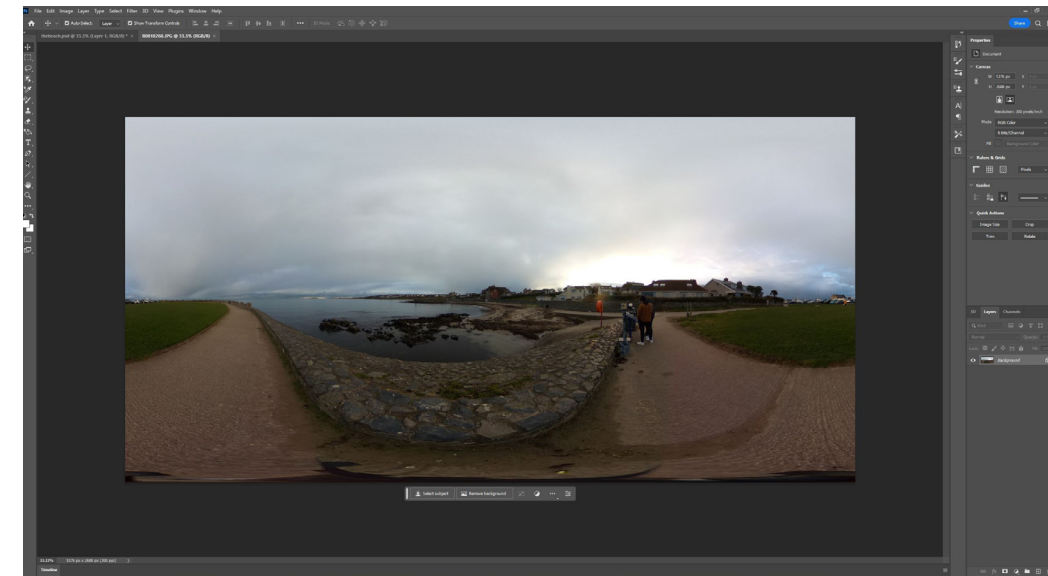
360 IMAGERY



Throughout the web development process I helped Ryan where I could either in person, over a phone call or through the basecamp.

This worked much better for us as it kept the website to a consistent design with one main developer instead of us developing a page each independently and then ending up looking different as I explained on page 41, I also believe that sometimes after staring at a design for too long you begin to focus in on some areas and then when you become stuck a fresh set of eyes always helps to either spot the issue or even help form a solution to the problem.

360 IMAGERY



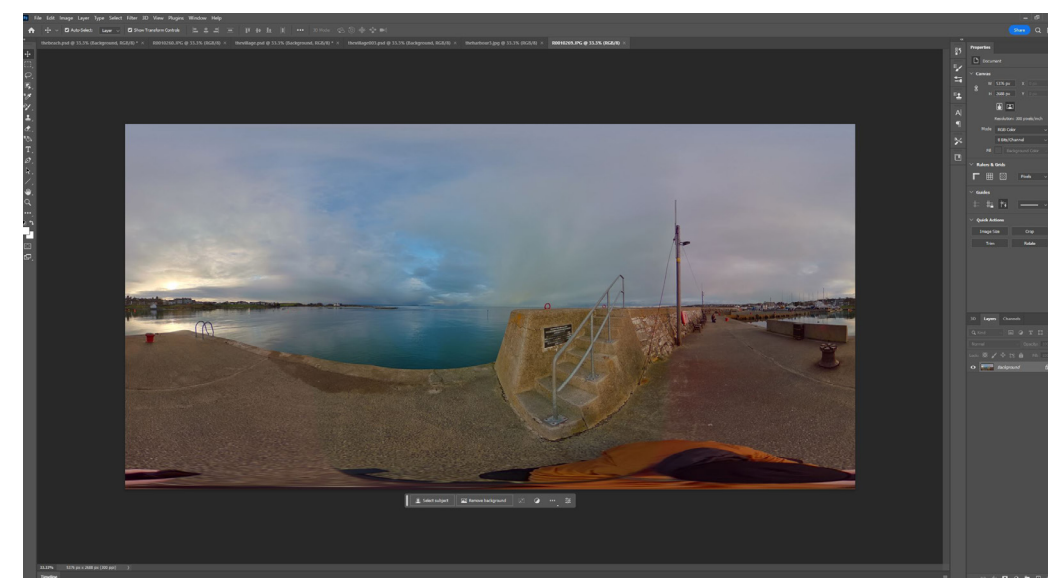
I tested out using two different 360 cameras, between the Insta 360 X3 and the Ricoh Theta V.

I chose to go with the Ricoh Theta V as I was more sure of its capabilities having used it before to capture high quality videos.



This was me setting up the tripod with the Ricoh Theta V in order to get a shot of the harbour in Groomsport.

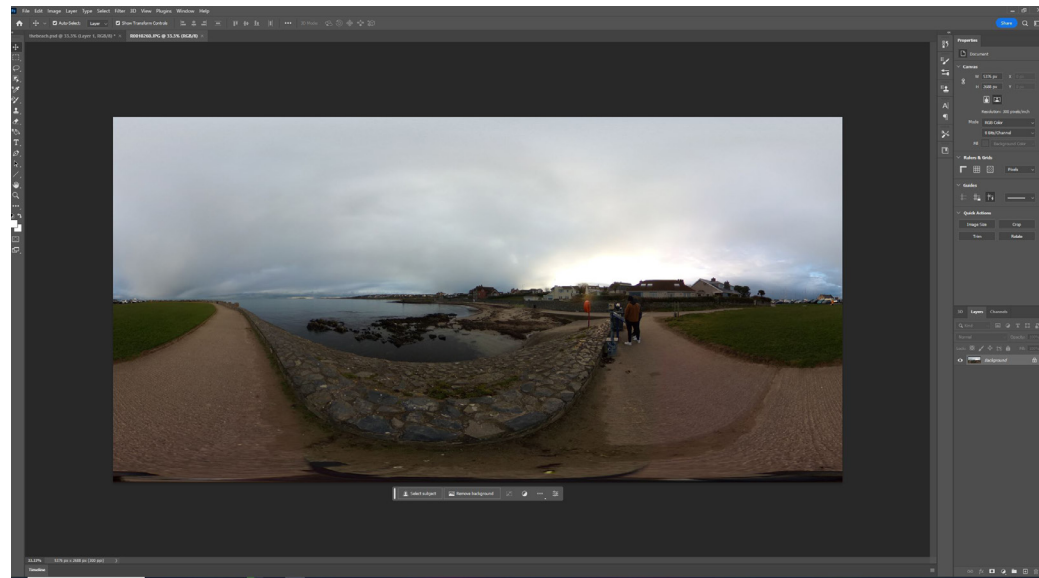
This shot had to be a tad higher than the others due to the high sea wall and the smaller wall to the inside of the harbour.



This is what that shot looked like before I began editing in using Adobe Photoshop.

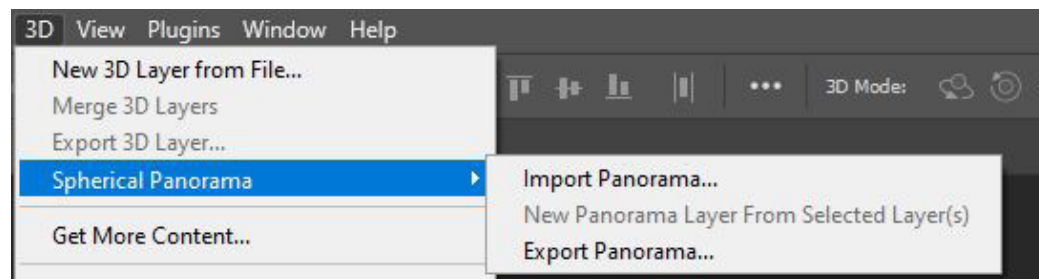
Here we can see the sea wall and the smaller wall with the bin I was talking about before.

360 IMAGERY

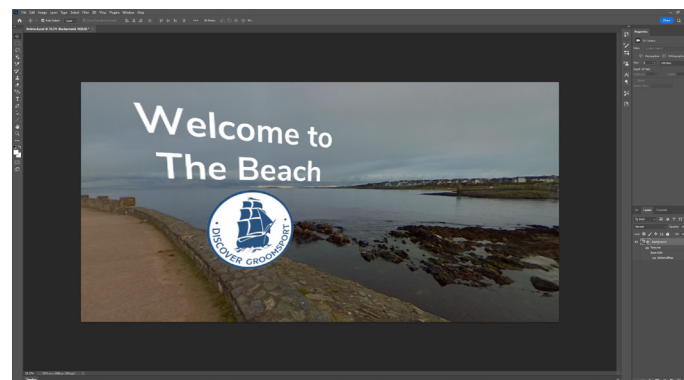
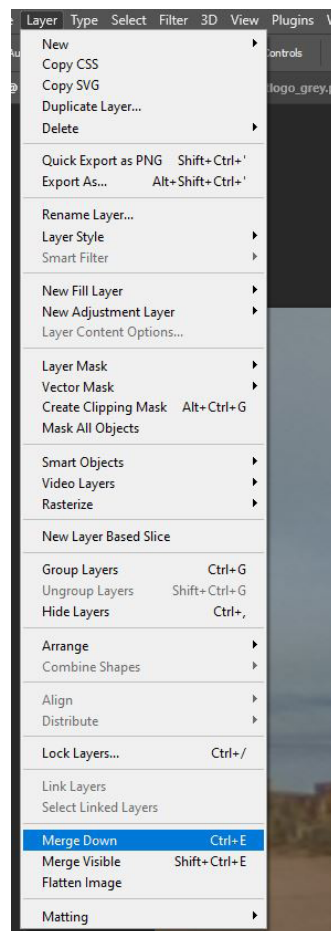


Here is a raw 360 image of the beach in Adobe Photoshop before I turned it into a 360 Panorama.

This was achieved by going to 3D in the toolbar, Spherical Panorama and then creating a new Panorama from the selected layers.

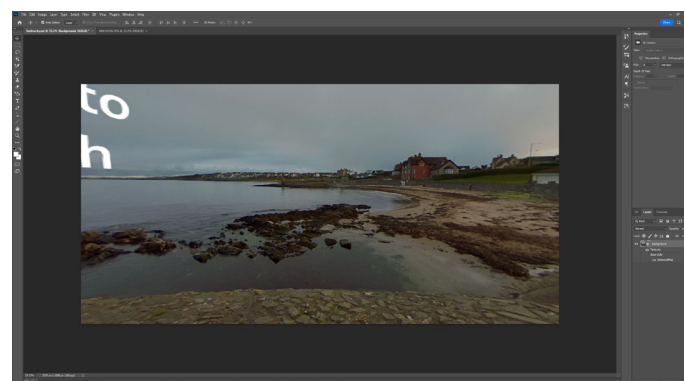


I touched up some of the images as the day we visited the area it did become quite dull.

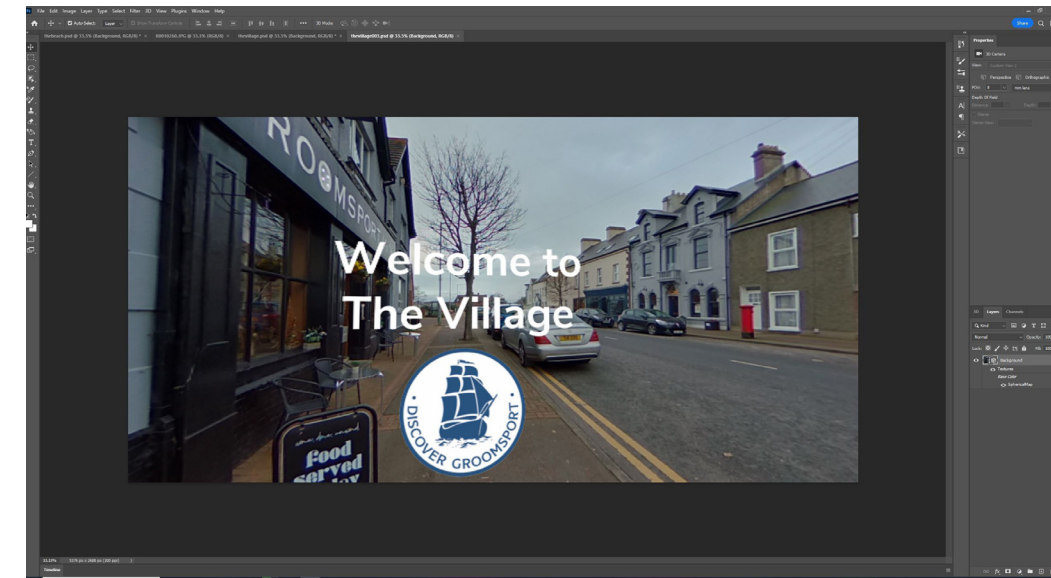


Here is the 360 imagery when it is turned into a Spherical Panorama

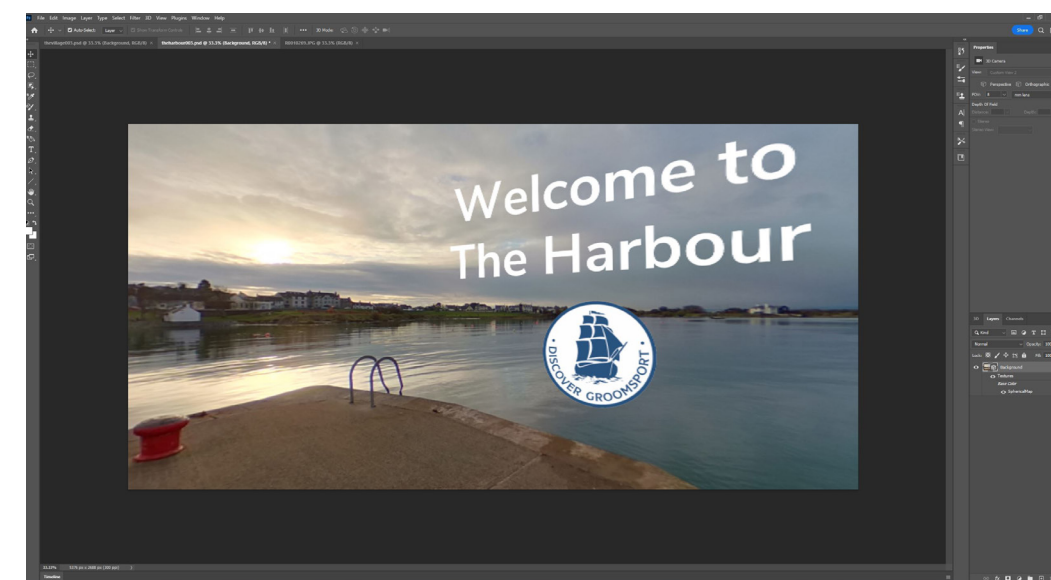
I added text and the logo that I had updated and selected merge down to merge them to the 360 layer as if you tried to export them or turn the camera without merging them they would be stuck on the frame and not to the layer.



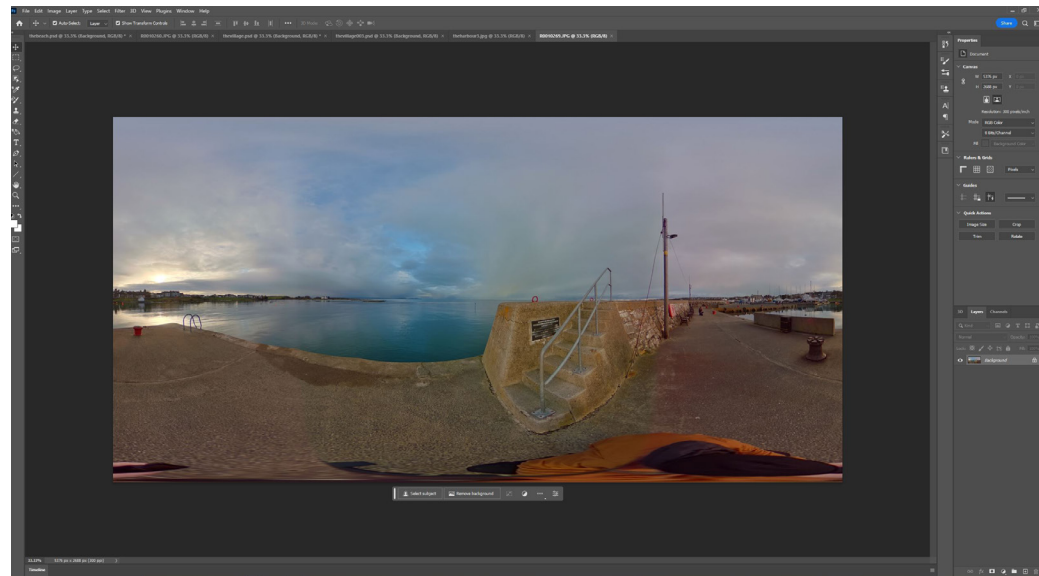
360 IMAGERY



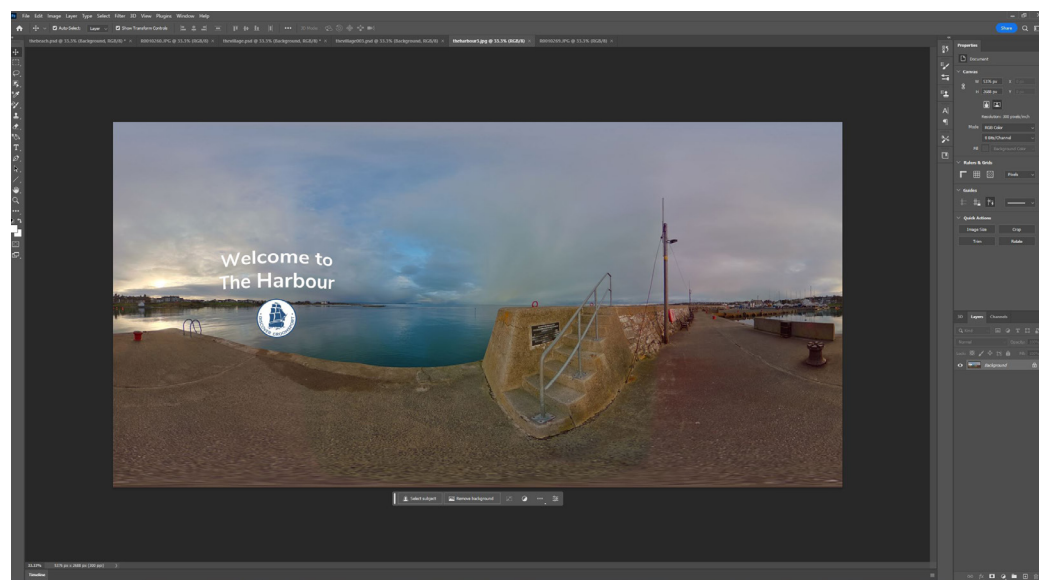
Each one was completed like this, I have turned some of them away from the text in these screenshots to show that they are 360 images in Spherical Panorama.



360 IMAGERY



As mentioned before I had to use tools such as the clone stamp tool in order to remove the tripod, sometimes myself hiding under the camera as shown here and Tom in the background of this shot.

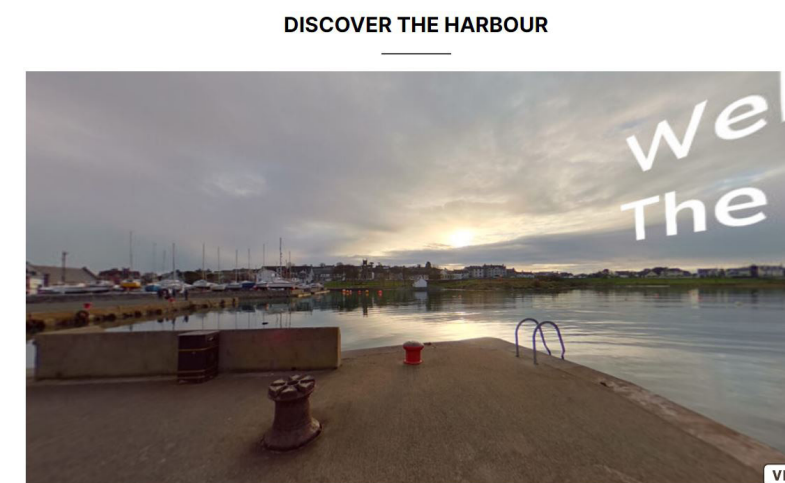
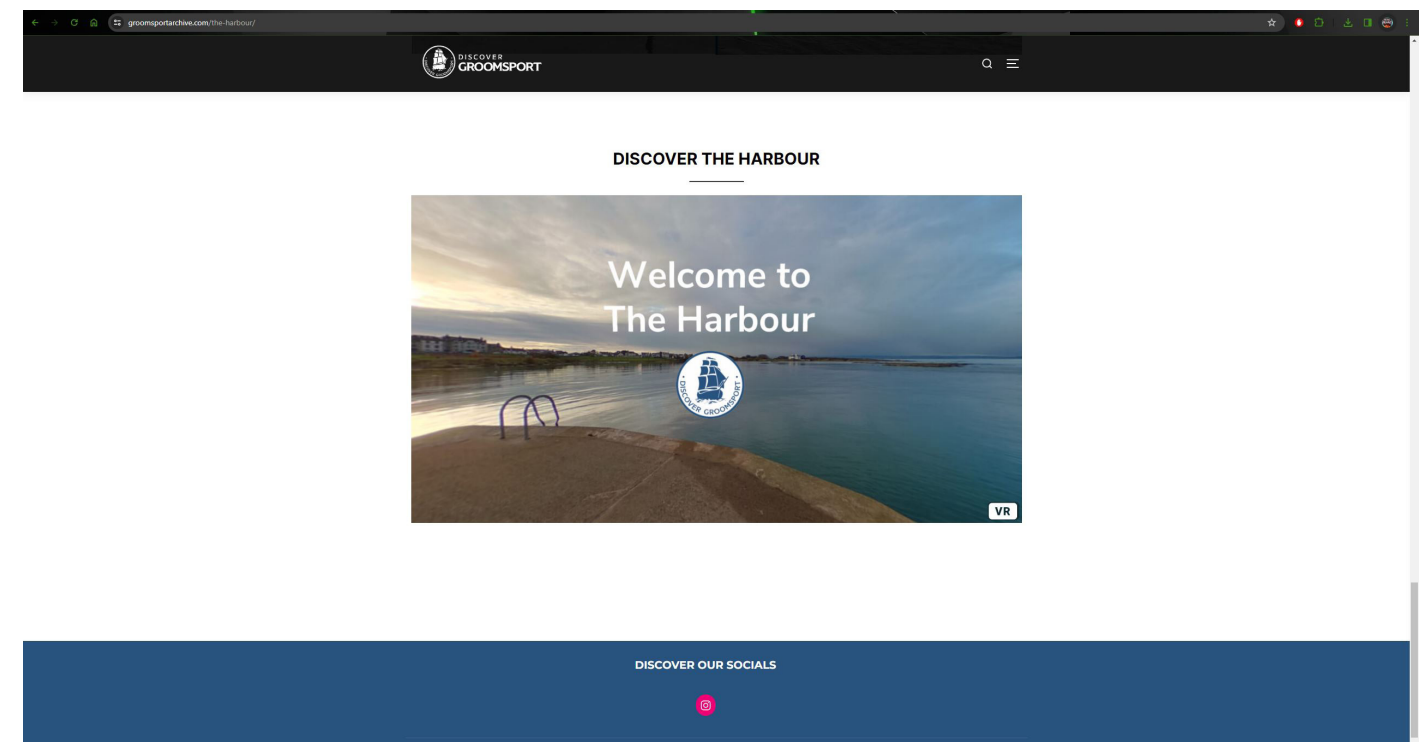


This ensured that the 360 images looked smooth as shown in the examples here especially when it came to adding the text and logo of the community partner.

Each section of the site got its own 360 Image that the user can use to explore the area of Groomsport, we thought this would also help a younger target audience or even tourists as was originally proposed to be able to have a look around the area with this interactive feature on the website.

I decided adding the logo and some text would be a great way for the user to recognise each area that they are in and to also tie it back to the Discover Groomsport brand.

360 IMAGERY



This is the finished result when it is placed onto the website, it can be used on all devices such as desktops, laptops and even mobile devices.

Each page has it's own dedicated 360 image with accompanying text and Discover Groomsport logo to ensure that the asset is associated with the Discover Groomsport brand.

POST-PRODUCTION

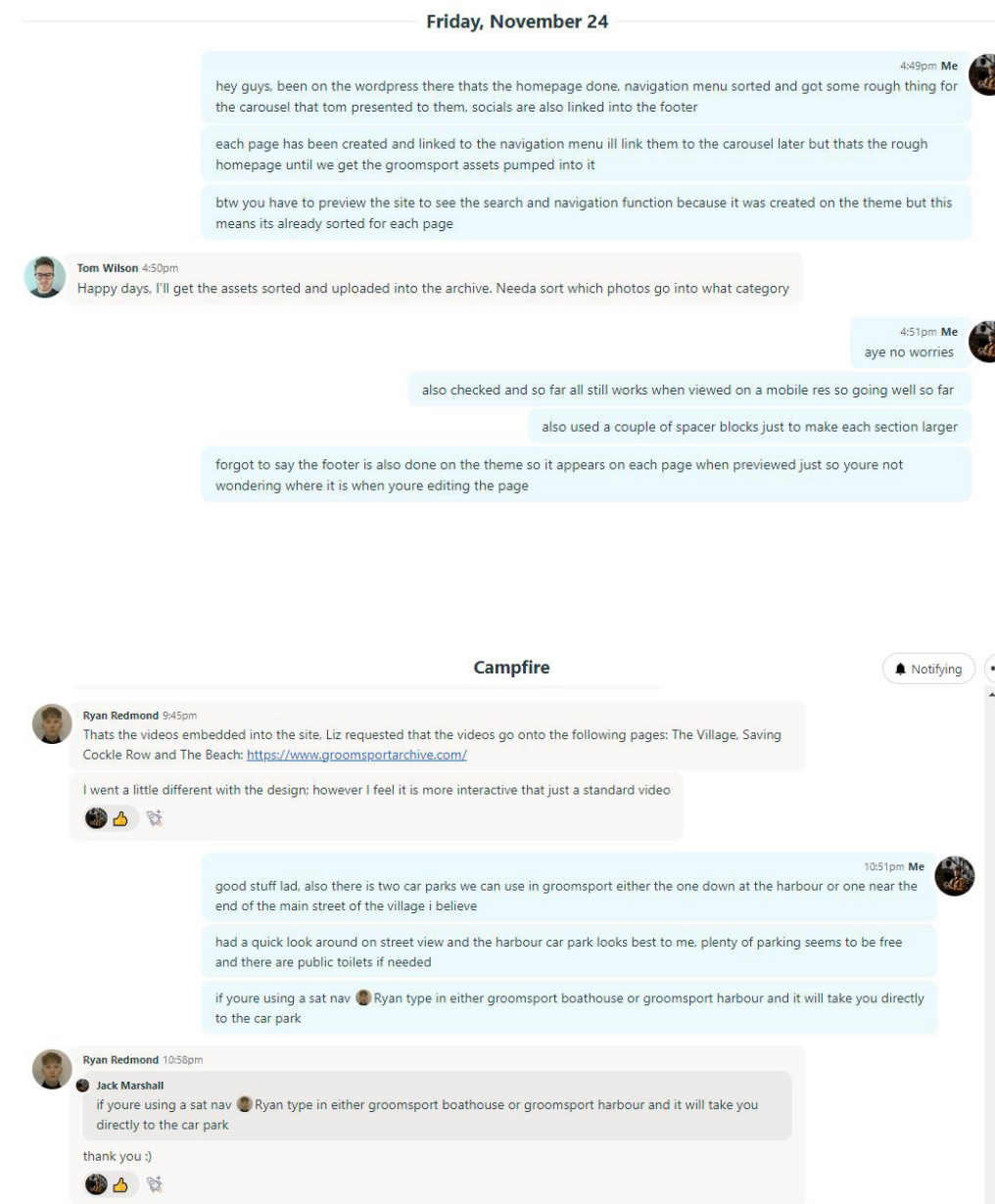
BASECAMP



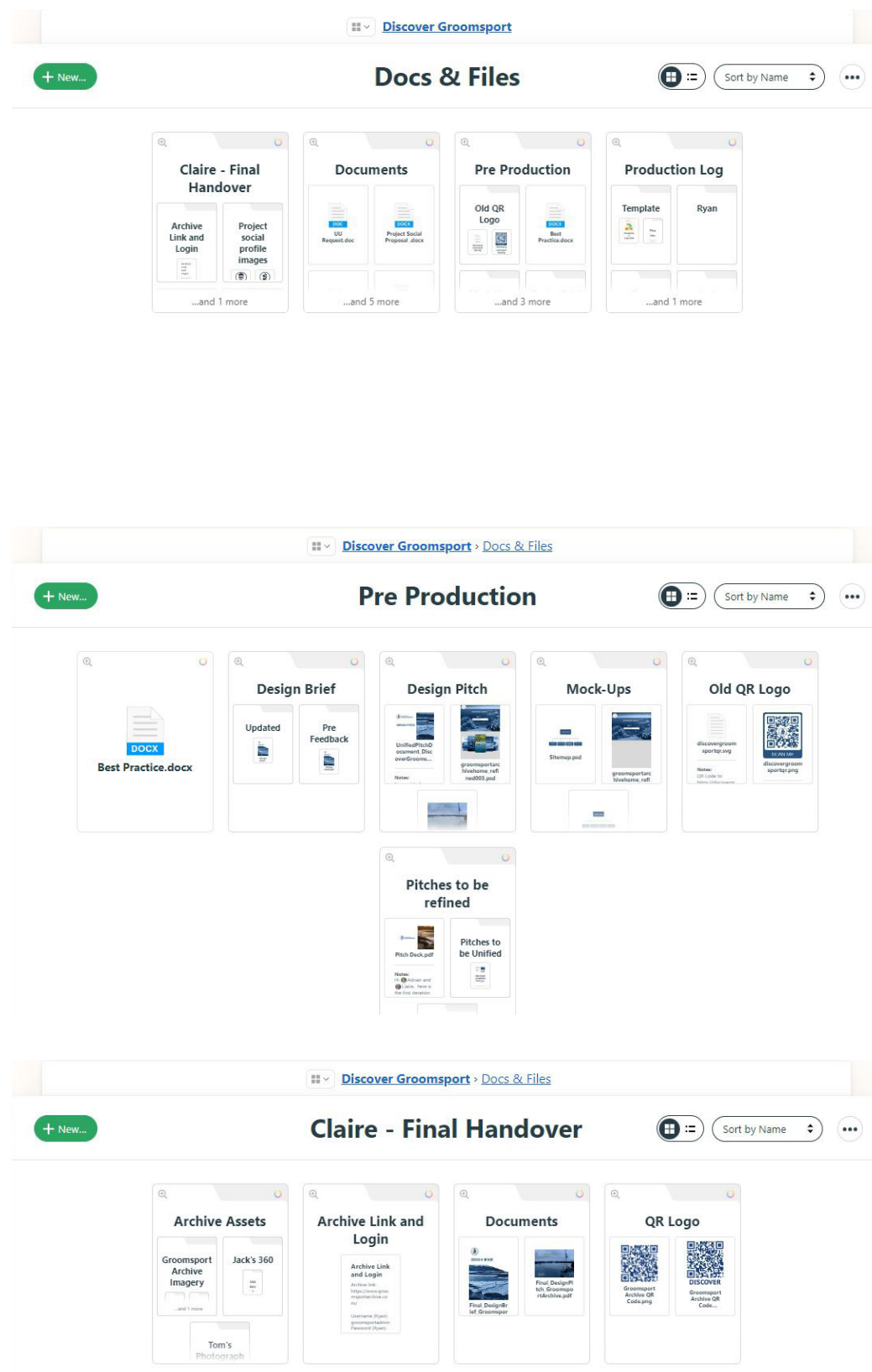
We primarily used Basecamp as a means for organisation and communicating as it kept everything together whether it was files, to-do list or just message to each other.

Here we can see me communicating with the team about how I started the wordpress website and how the theme worked with the webpages, the menu was built and working and that the social media was linked in the footer.

After researching the area for key places and also somewhere to park, I communicated with the team about our visit to Groomsport to get our own assets for the archive such as the 360 Imagery and the motion graphic from Tom in the header for the website.



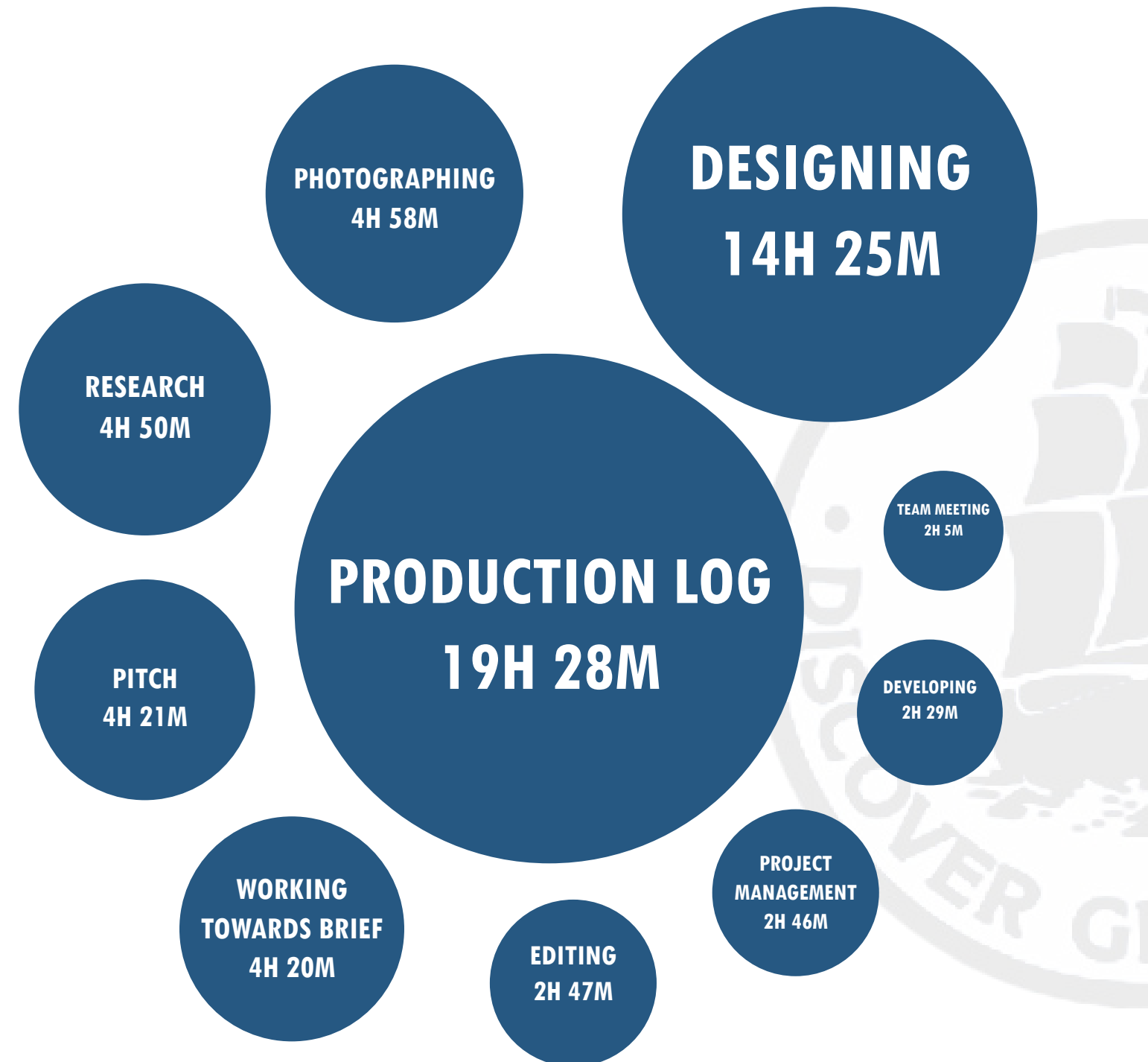
BASECAMP



I also took my time to organise a folder structure for our basecamp as originally we were just uploading documents and photos to the basecamp with random names and not into any folders. After a few hours a new folder structure with everything named and where it belonged began to take shape, I updated my team to the new organisation and we have stuck to it for the remainder of the project as it became rather efficient, we even made sure to keep assets that were used or created in the Pre-Production of the project.

I then created a folder for the final handover to the client and ensured that anything in there was to be sent to the client in the final deliverables.

CLOCKIFY



These were my final times for the project and for each section, I missed around a weeks work due to illness around late October and have been trying to keep my time up to the rest by providing help where I was able to with the website as I have prior knowledge of coding and wordpress sites. I also helped with Project Management to keep everything organised on the basecamp and selected new sub project names in order to help with the timekeeping when it came to transferring it to the production log.

FEEDBACK

PARTNER FEEDBACK VIA GROOMSPORT CONTACT

Peter

Please note the following comments are not criticism. The students have done very well and that is especially with limited time and resources.

Please pass on to them "great job & thank you".

These are suggestions only and are entirely up to the developers on what to add or not.

It is good overall and easy to navigate; it might have been nice for a splash of colour on the main page or pop-out hamburger menu bar.

Some points to note - on the mobile site (only), front page ... on the slider, I would do away with the left/right arrows and just keep the carousel dots at the bottom; that way you can fill your mobile screen with more image ... when you have bad eyesight like me, the bigger images and less wasted space around them is better.

Not essential: I would consider moving the lonely social icon(s) into the menu bar at the top; this in turn, will give you a smaller footer.

Don't forget the cookie bar & relevant legal things, charity number etc (we can add them later if necessary). Maybe some contact details other than the form; some people like to click on an email link or their browser will not allow a form.

It is worth installing Google captcha; they are easy now and the website visitor does not even need to click an image puzzle now and saves you getting lots of spam.

The following, again, is NOT a criticism of the site or its build, but if you notice the payload is high, consider using Smush (if your version of WordPress allows it) to reduce it. Smush is available for free or if you would like the Pro version, I can share ours. Smush optimises the images and will enable you to have a faster site.

URL	TRANSFER SIZE
• https://www.groomsportarchive.com/wp-content/uploads/2023/12/2000-x-1126.m4	51.1MB

This was the feedback we received from Amanda via Peter, overall she gave us great feedback, especially when it came to using the Smush plugin to lighten the payload of the asset heavy website.

Stay Alert - I think before you click - stop a potential Cyber Attack

Guys

The feedback form trustees has been very positive. Only Audrey and Liz have gone into detail and I have copied their comments below.

Please do not hesitate to get in touch if you have any queries as you finish the project. You can contact me on 07979 335 265. Amanda's number is 07841 650 173.

Peter

Audrey:
I have just had a good look at the work done by the UU boys on my ipad and have enjoyed looking at the information, the site is easy to navigate. The boys have done a good job. To Be honest I don't have the technical knowledge to comment on Amanda's suggestions for improvement but as time is limited for the boys to complete their assignment they might not all be possible. Well done to everyone

Liz:
Peter, if you look at the logo top left on the student site you can see that the circle and shop have been elongated slightly. We should use the correct circular logo and in my view it should be slightly bigger to allow Discover Groomsport to be read.

As there are going to be a lot more videos very soon with multiple titles in each meta category I think it would also make sense to have a Groomsport Stories tab where all the videos/poems etc can be housed as they come online. Of course they should also be available in the relevant meta category too.

As you know, my concern is either the search ability of the site. Hopefully Ryan's proposed tags will be in place soon and we can then continue this practice as we add new materials once the archive is transferred to our own domain

The site is now looking very good— great job!

[Reply](#) [Reply all](#) [Forward](#)

Between the three of us we worked together to implement the feedback into the website, I personally helped Tom to change the videos to be imbedded into the website, as they did not like the idea that we had the user go to their socials, they preferred instant viewing to analytics at this time so we made sure to amend this before final delivery to the client.

FEEDBACK

“Great job and thank you”

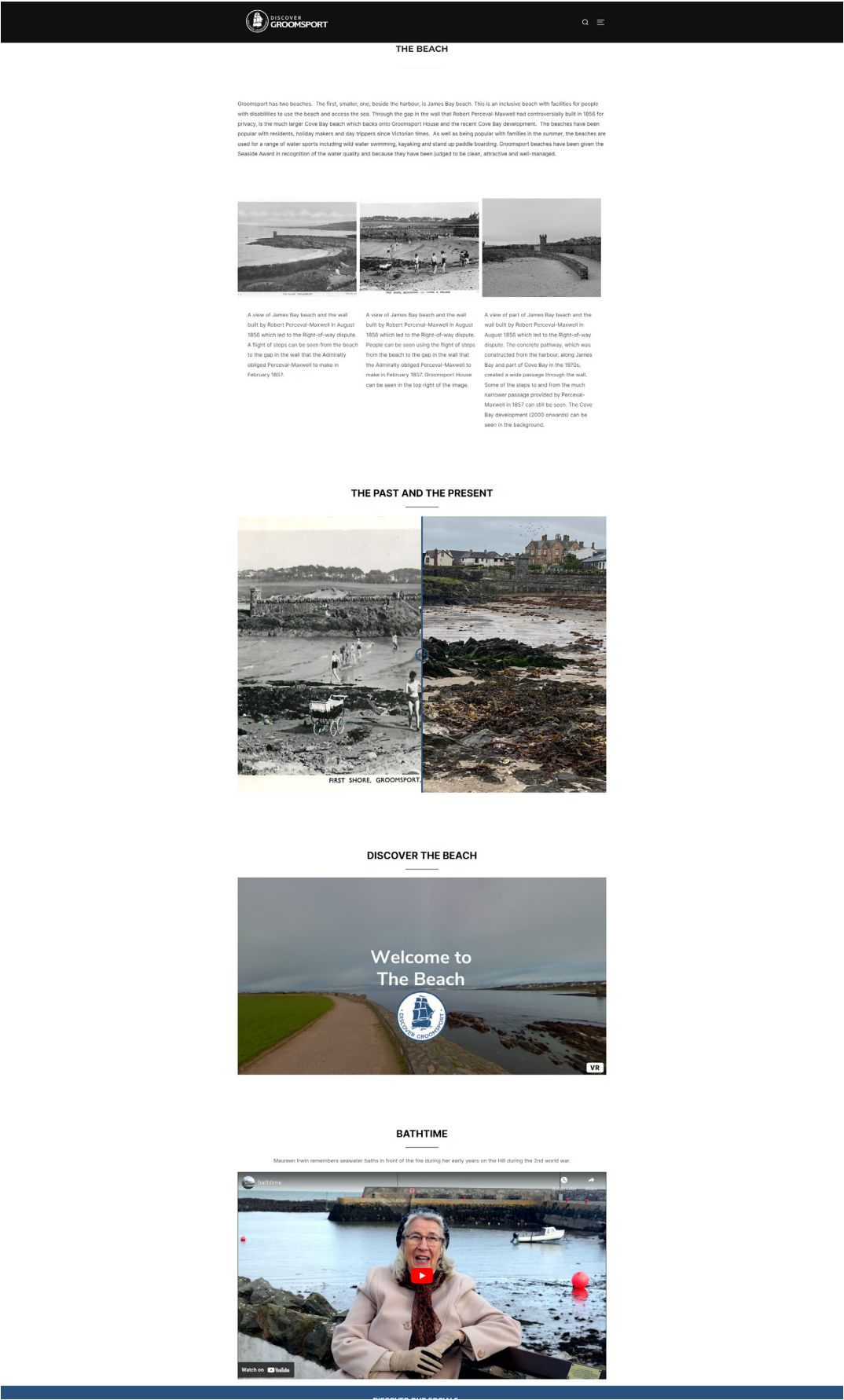
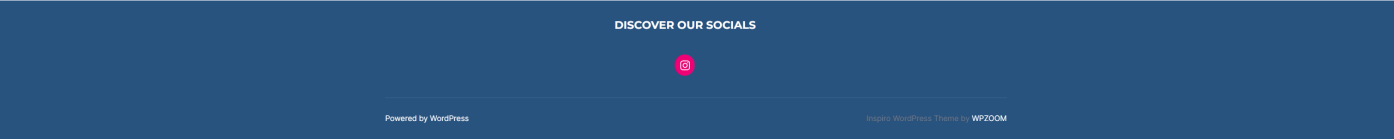
- Amanda McWhinney
WEB DEVELOPER FOR DISCOVER GROOMSPORT

“The boys have done a good job”

- Audrey Thomas
PARTNER OF DISCOVER GROOMSPORT

“The site is now looking very good - great job!”

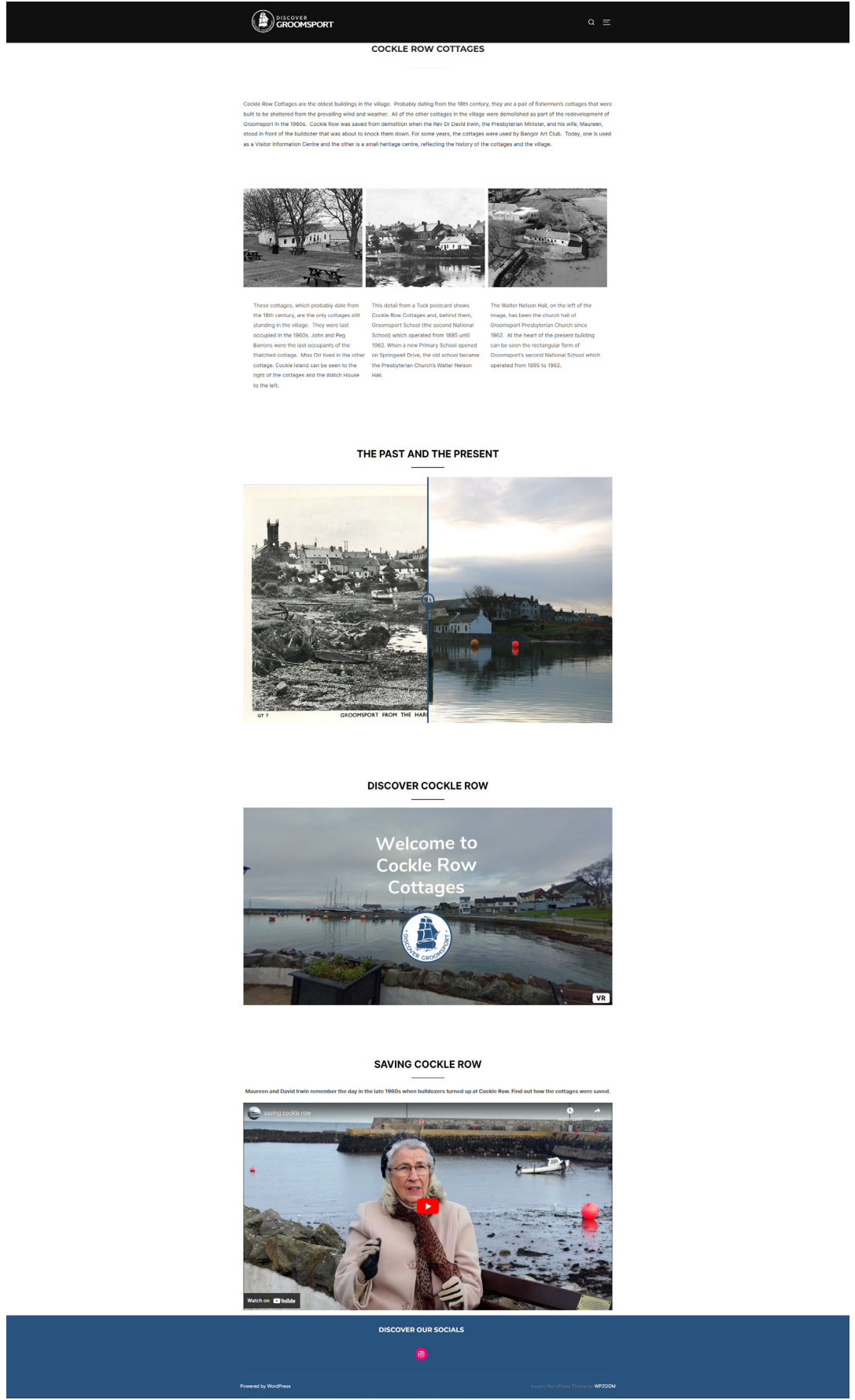
- Liz Barron
PARTNER OF DISCOVER GROOMSPORT FROM INITIAL CLIENT MEETING



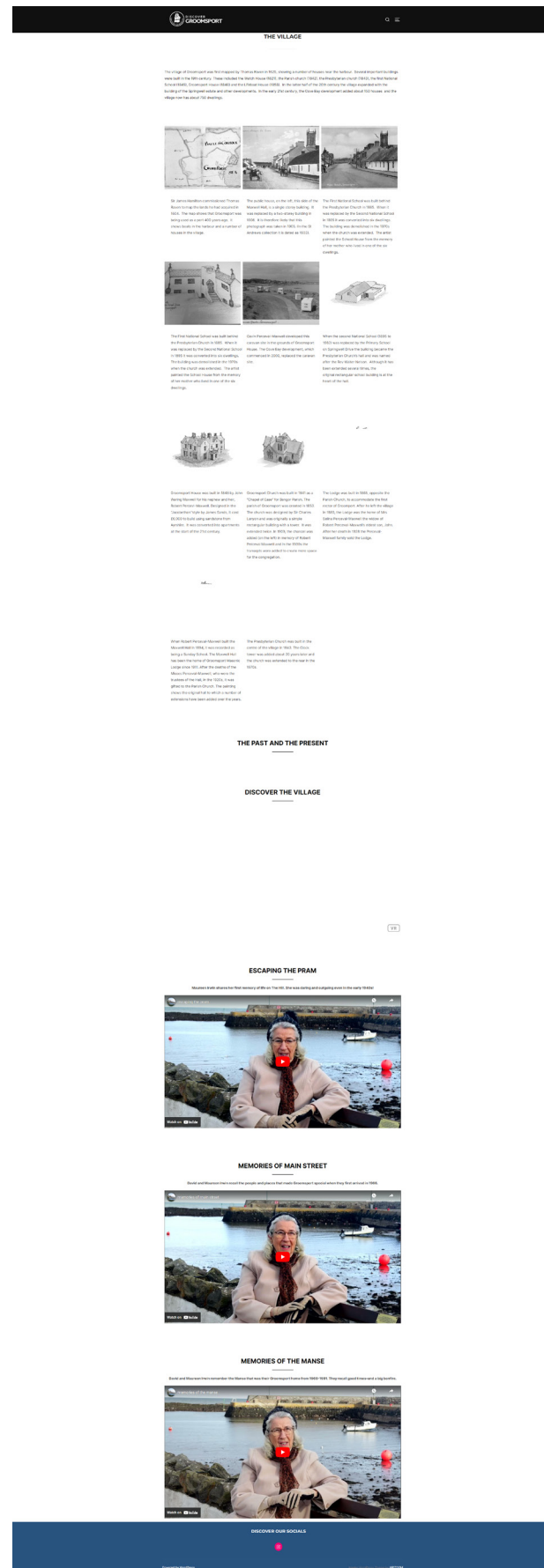
FINAL ARCHIVE



FINAL ARCHIVE



FINAL ARCHIVE



These are full page screenshots of the final archive that we produced, in these screenshots, it is shown how all of the assets produced came together for the archive whether that was archive assets we received from the client, the motion graphics, and the 360 Images for each section

(Redmond and Marshall, 2023)

REFLECTION

Overall, I believe that the project was a great success, we came together as a team and leant on our strengths whether that was Tom's motion graphics talent, Ryan's web design knowledge or my design skills.

If I could have gone back I would have liked to change the 360 imagery I made to be more interactive so that the user could travel between each location within the Virtual Reality display,

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Redmond, R. and Marshall, J. (2023). Discover Groomsport Archive. [online] Discover Groomsport Archive. Available from: <https://www.groomsportarchive.com/> [Accessed 20 Dec. 2023].



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(Project Social, n.d.)