MOUNTSANDEL

Our History Starts Here

PRODUCTION LOG

MED 526 | INTERACTIVITY FOR SOCIAL ENTERPRISE

TEMIDIRE BRITTO | B00821202

Contents

Introduction

Coursework 1 Assessment Tasks

GROUP PRODUCTION: Media Output(s) for Social Enterprise

Coursework 1a – BRIEF

a) The assignment takes form of a sustained piece of group production work.

b) Detailed assessment guidance will be given throughout the semester and aims to provide advice on the use of media/technologies, project management, shared decision making and high production value.

c) Completed assignments must be submitted in the media format appropriate to the individual brief via the Basecamp Project Management software by the specified date and time outlined in the Key Assessment Information Table above.

d) Specific guidance on how to submit these files in a professional manner that can be shared with community partners will be given in Week 12.

The Module MED526 (Interactivity for social enterprises) is a coursework which involves working in collaboration with a team to produce content and designs for an assign community partner.

I was then introduced to Basecamp, which was used as a form of communication with the team. As well as a platform for sharing information and documents regarding our project.

My group was assembled to provide benchmarking, brief, branding / brand guidelines and deliverables for our chosen community partner.

Our lecturer Adrian Hickey and Claire Mulrone were essential to helping me and the rest of the team to keep us on schedule, manage our deliverables and serve as a bridge between our team and the community partner.

Meet the team

Ian Lennox

Temidire Britto

Michael Morrisey

Claire Mulrone
Communications

Adrian Hickey
Project Manager

Time Line

Research		2 Hours
Benchmarking		3 Hrs 28 mins
Brief		8 Hrs 17mins
Pitch and designs		64 Hrs 49mins
Revised Pitch		6 Hrs 30mins
Meetings		3 Hrs 15mins
Production Log		3 Hrs 15mins
Total time on project		3 Hrs 15mins

Client Research

Before taking this module I had no prior knowledge of who Mountsandel discovery and heritage group (MDGH) was. Moreover I had no knowledge of what the Mountsandel was nor knowledge about its history.

When my group and I were selected to take the Mountsandel discovery and heritage group as our client. I then started my research to learn more about the organisation and what they stood for, their history, aims, objectives, and values. I analysed the information on their website as well as their Facebook to allow myself to get a sense of their design style and what kind of content they produced.

During this research I learnt, that the Mountsandel was the oldest known settlement in Ireland dating back 10,000 years, making it an important archaeological site. I also learnt that the Mountsandel discovery and heritage group is a volunatary community that joined together to preserve the history of the site as well as spread awareness and educate about the significance of the Mountsandel site.

Their reach in educational resources in local communities spans across primary secondary and higher education.
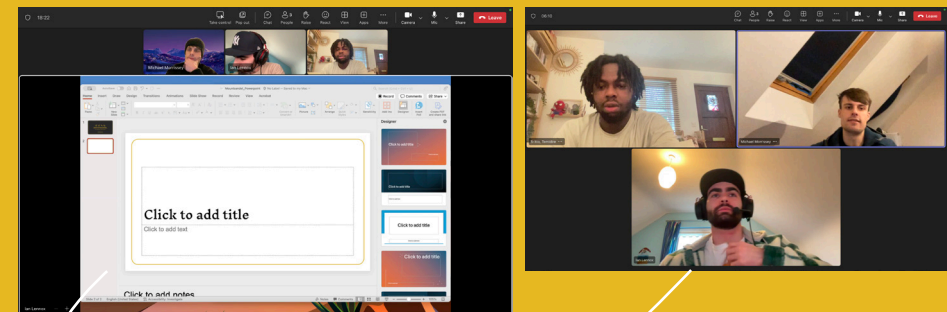
Meetings

We had our first meeting with Patrick Lennon on the 2nd of October via Microsoft teams to discuss the brief and narrow down what was expected of our team to produce. Patrick, was our main contact to Mountsandel discovery and heritage group. Claire Mulrone was very important in putting the team and I in contact with Patrick and organising our first meeting.

Patrick explained more about the Mountsandel organisation, gave more details about the organisations history as well as their aims, objectives, target audiences, and values. Patrick then listed the potential deliverables / assets he wants our team to create for their organization.

This meeting allowed us to acquire information needed in the creation of the brief and narrow down what was possible for us to create in the deliverables. Patrick informed us that Mountsandel discovery and heritage group main message for us to convey was to acknowledge, preserve and promote Mountsandel.

patrick also informed us that our work on this project was to be commited to engaging a wider audience of a younger generation as well as remaining accessible to a corporate organisation.

first meeting
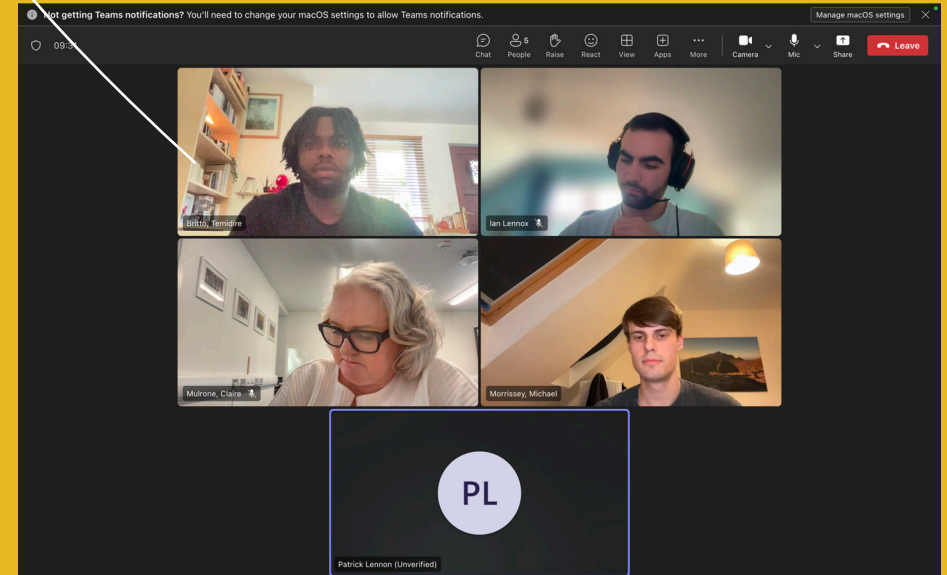
Meeting to give feedback and discuss project

Takeaways

After the our first meeting with Patrick via microsoft teams. The team and I organised an in person meet up with Patrick at Nero cafe in Coleraine on the 4th of October to clarify / finalise the deliverables the organisation wants us to produce.

The key takeaways from that meeting was that they wanted us to create two visual Identities, one to appeal to a younger audience and the other for corporate use. It was also clarified that we were to create branding, social media assets and develop their website.

Patrick the informed us that he would like the team and I to attend an event MDHG was holding on the 16th of October. He informed us that he would like us to take photography / videography of the River bann talks event at the Sandel Centre in Coleraine.
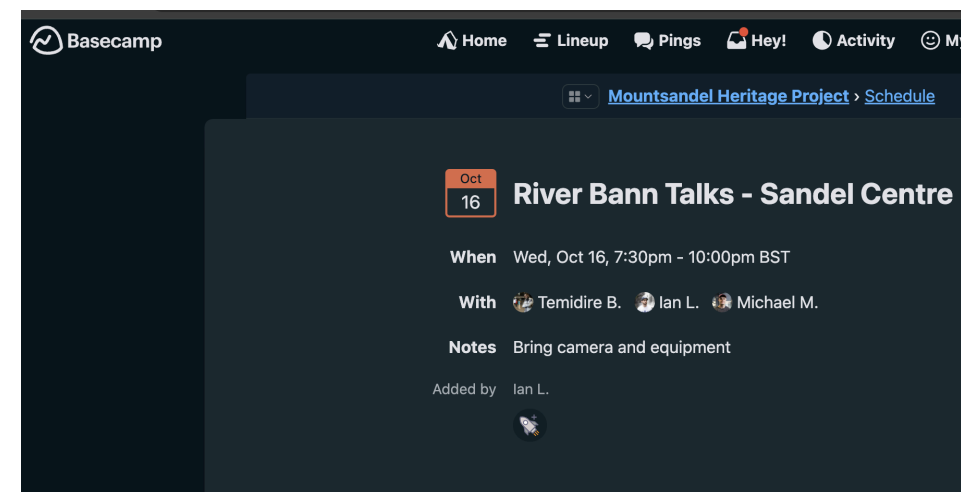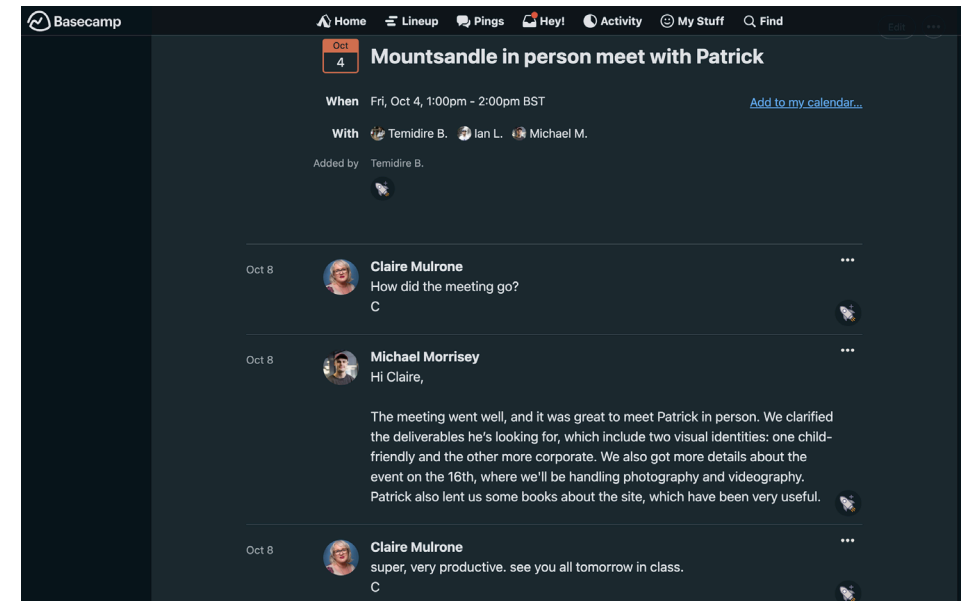
Brief

In the lead up to the event on the 16th, Our team prepared a brief document to provide an overview of the deliverables we were going to present for the Mountsandel discovery and heritage group. My team decided on nine main sections which were evenly split with each member developing three.

I was assigned the following sections; Target audience, deliverables, tone message and style. As a team we collectively worked on the benchmarking. Each of us selected three institutions to compare and contrast the best practices between other heritage sites and our client.

Upon completion of our assigned sections and benchmarking, we compiled our work into Basecamp so as to put all the information in one document.

Sections

Benchmarking Doc

Basecamp

Home Lineup Pings Hey! Activity

Mountsandel Heritage Project

Chat

Thursday, October 10

Michael Morrisey 7:30pm
Hi everyone,

Just confirming our assigned sections of the Brief

Michael:
Community Partner
The Project
Objectives

Dre:
Target Audience
Deliverables
Tone Message and Style

Ian:
Similar Organisations/Benchmarking
Budget
Timeframe

Sunday, October 13

Basecamp

Chat

Notifying

Ian Lennox 12:44pm
Hi everyone, I have attached the benchmarking for my three websites below

Benchmarking.xlsx
11.1 KB · Download

1:02pm **Me**
T.B benchmarking.xlsx
10.8 KB · Download

Hi everyone, I have attached my benchmarking for my three websites below.

I mean above.hahaha

3:58pm **Me**
Please find the added fields to my benchmark

T.B benchmarking.xlsx
10.9 KB · Download

If theres anything i need to change or add please let me know

Michael Morrisey 9:50pm
Mountsandel Benchmarking.indd

Benchmarking

I was assigned to research three websites, which were Causeway coast and glenns, Ulster museum and English heritage. While in the benchmarking process analysing best practice, I was comparing them to the current Mountsandel website to evaulate what areas the website could be improved.

I analysed different heritage websites and highlighted best practice sections with calculations of which website had the best score.

My research indicated Ulster museum and English heritage tied for the score of 59% for best practice. Where as, Causeway coast and glenns had a score of 56% for best practice.

After benchmarking, the Mountsandel website had a score of 24% for best practice, which was the lowest score for best practice compared to the other websites I benchmarked. Luckily, due to the benchmarking it was clear what sections we needed to improve / update on the Mountsandel website.

Category	Feature	Causeway Coast and Glenns	Ulster Museum	English Heritage
First impressions	Aesthetics	Uses images, animating stats and transitions to showcase site	Uses hero images to represent the museum	Uses experience images
	Identifiable target Audience	On front page	One click away	On the homepage
	Identifiable Chief aim	One click away	On visit page	One click away
Look & Feel	**Retina (HD Ready)**	logo is not	yes	yes
	Responsive	Yes	Yes	Yes
	Content in Prime Position	Uses image silders to show content with texts	Images showcasing museum	uses image sliders
	Body text font	San serif	Sans Serif	Sans Serif
	Logo placement	Top Left	Top Left	Top Left
Technical	**Book Online**	No	Yes	Yes
	Content Management System	Wordpress	next.js	Episerver
	Analytics Embeded	Yes	Yes	Yes
Navigation	**Primary Menu Format**	Exposed click through	Exposed click through	Click and roll over
	Primary Menu Position	Horizontal Top	Horizontal Top	Horizontal Top
	Means of getting to top of page	None	None	None
	Sitemap	One click away	One click away	One click away
	Breadcrumbs	Yes	Yes	Yes
	Contact us	In the main menu	Exposed in footer	In the main menu
	No. of clicks to Contact Us	One click away	None	One click away
Content	**Explanation of service**	On homepage	In footer	On homepage
	Evidence of outdated content	None	None	None
	Social Media	Facebook link in Footer	Links in Footer	Links in Primary Menu
	FAQ Section	None	In learn menu	In Contact page
	Privacy policy	None	In the footer	None

| Serach	Search	Embedded in menu	Embedded in menu	In main menu
	Type of search button	Drop down	Drop down	Drop down
Functionality	Load Time	5.64 seconds	2.89 seconds	1.12 seconds
	Email subscription	None	Yes, newsletter	None
	Multilingual	None	No	No
	No. languages other than English	0	0	0
Accessibility	How many font types	3	3	5
	Clear & Accurate Headings	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	Yes
	Link underlining	No	No	Yes
	Hyperlinks change colour if visited	Yes	No	No
Overall Score		56%	59%	59%

Brief document

The brief document consisted of a compilation of all the section each team member researched and prepared separately. The brief was designed in InDesign, My role was in design the front page of the brief document, along with my assigned sections. The image I used in the background of the front page was gotten from the mountsandel drop box folder Patrick shared with the team, along with the old Mounsandel logo.
I then added a white gradient effect to make the cover visually appealing.

I then added text to my assigned section based off the information Patrick shared with the team and my person research into the organisation.

The icon design I added to the deliverable sections were created in adobe illustrator and placed in InDesign. I did this to add a visual representation to the deliverables.

Front page

MOUNTSANDEL
DISCOVERY & HERITAGE GROUP
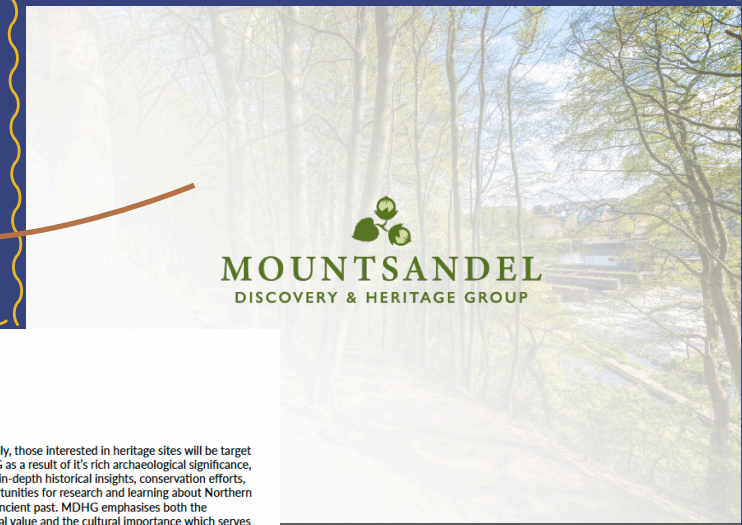
MOUNTSANDEL DISCOVERY & HERITAGE GROUP

TARGET AUDIENCE

The target audience for the MDHG Discovery and Heritage Group in Northern Ireland includes school children, tourists, and individuals interested in heritage sites.

SCHOOL CHILDREN

The focus will be on engaging educational content that teaches the history of MDHG to primary and post-primary children.

TOURISTS

Tourists will also be a target for MDHG as Northern Ireland's oldest known settlement, making it a must-visit heritage site.

LOCAL COMMUNITY

The local community of Coleraine will also be a desired target audience of MDHG with an age demographic of 20 - 40. As the next generation, the influence of this demographic will play an important role in securing the future of Mountsandel as a significant cultural and historical attraction.

Additionally, those interested in heritage sites will be target for MDHG as a result of it's rich archaeological significance, providing in-depth historical insights, conservation efforts, and opportunities for research and learning about Northern Ireland's ancient past. MDHG emphasises both the educational value and the cultural importance which serves as a great tool blending history, tourism, and learning into a compelling narrative.

Assigned Sections

MOUNTSANDEL DISCOVERY & HERITAGE GROUP

DELIVERABLES

WEBSITE   BRANDING   SOCIAL MEDIA

• Images: High-quality images showcasing Mountsandel and scenic views.

• Photography: Photography/ videos to capture events.

• Website redesign to be more interactive and visually appealing to attract a wider audience.

• Redesign to include a future digital archive

Requires access to current domain name and hosting.

• Improved colour palette: Develop a colour scheme with colours reflecting the essence Mountsandle discovery and heritage group.

• Logo design: Creating a new logo that properly represents MDHG as well as attracting younger audiences.

• Brand Guidelines: an explanation of the brand and visual identity work to ensure appropriate future implementation.

• Social Media & Digital Presentation Templates: We will create customised social media & digital presentation templates with instructions on how to use and edit them for use across all platforms.

• Short-form video content: Producing short form video clips to highlight events, activities and showcase MDHG.

8

MOUNTSANDEL DISCOVERY & HERITAGE GROUP

TONE, STYLE & MESSAGE

MDHG's message is to acknowledge, preserve and promote. The goal for the tone and style is to uphold and communicate this message while reaching a broader audience.

MDHG is particularly committed to engaging audiences, from younger generations. After discussions with the group, it became clear that attracting school-aged children is a key priority due to the educational and historical significance of the site. To support this, we propose shifting away from a corporate tone in favor of a more vibrant and approachable style. This will create a visually appealing design tailored to resonate with younger demographics.

To achieve this, this we will analyse how the brand is currently being delivered and identify new avenues for both brand communication and visual identity.
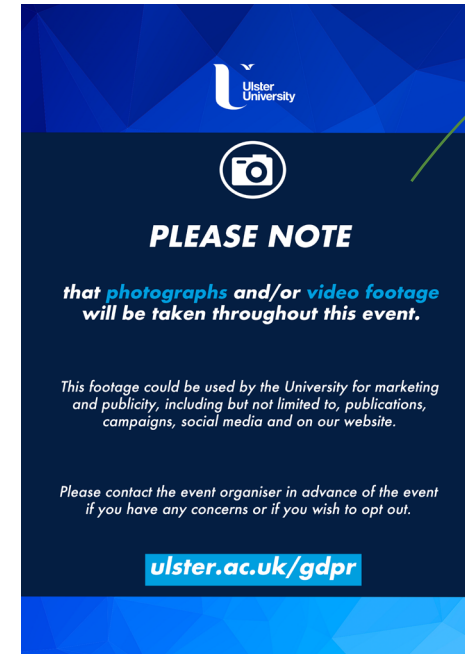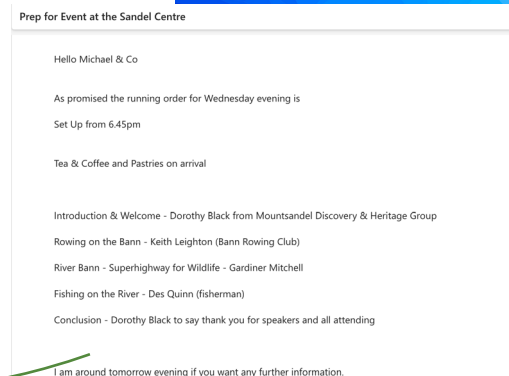
Preparation for visit

In preparation to the River bann talk event at the Sandel centre, I designed a photo consent poster that was used to inform the people attending the event, that my team and I will be take photos around the event in case any attendee would not like to be on camera.

I made my poster design to look as close as possible to the photo consent poster Ulster university photographers use for events in order to make it look as professional as possible. I also had to make my design from scratch because i did not have the templates or assets used in creating the official Ulster university consent poster.

Also, on the lead up to the event, we exchange emails with Patrick about the details of the event, in order for us to have an idea of what to expect on the day. Patrick then responded with a run down of what time we needed to arrive at the centre to set up, as well as a list of all the activities happening on the day.
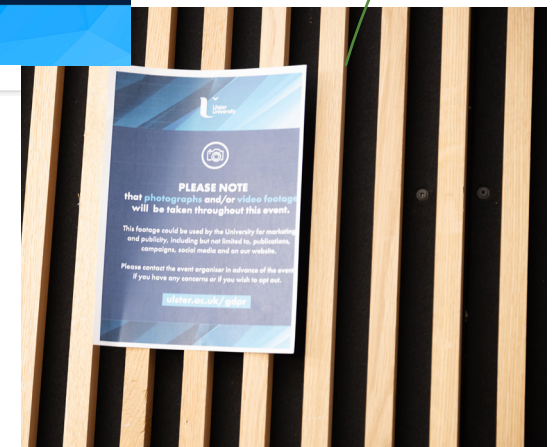

My poster design

Ulster offical poster

Prep for Event at the Sandel Centre

Hello Michael & Co

As promised the running order for Wednesday evening is

Set Up from 6.45pm

Tea & Coffee and Pastries on arrival

Introduction & Welcome - Dorothy Black from Mountsandel Discovery & Heritage Group

Rowing on the Bann - Keith Leighton (Bann Rowing Club)

River Bann - Superhighway for Wildlife - Gardiner Mitchell

Fishing on the River - Des Quinn (fisherman)

Conclusion - Dorothy Black to say thank you for speakers and all attending

I am around tomorrow evening if you want any further information.

Email with Patrick

Sandel centre visit

The visit to the Sandel centre for the River bann talk event was a very important chance for me to learn more about the client and their audience. I also enjoyed the experience of meeting more members of MDGH and photographing the event. I was very happy with the shots I captured and so did the client.
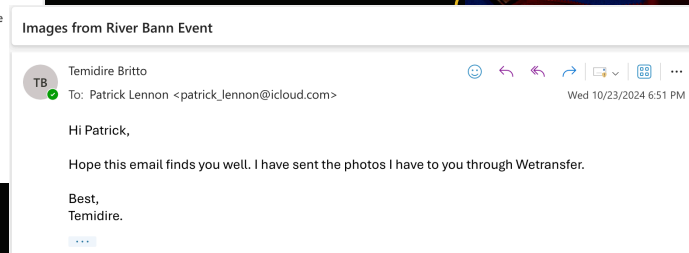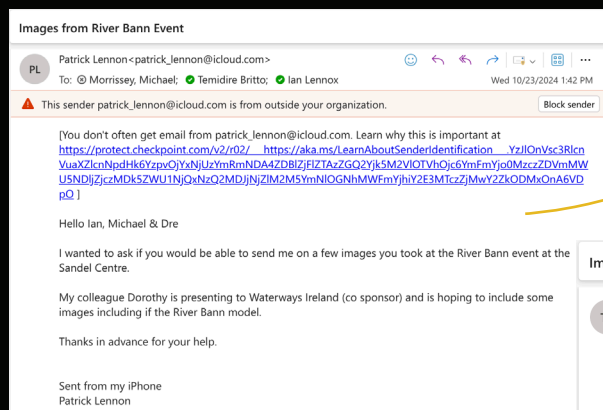
During the event, various speakers came up to highlight the importance and relevance of preserving the spreading awareness about the River bann.

After the event was over, I then edited the photos and sent them over to Patrick in a WeTransfer folder. As he stated that the photos would be used in a presentation to Waterways Ireland which is their co sponsor.

Event photos

Emails with Patrick

Images from River Bann Event

Patrick Lennon <patrick_lennon@icloud.com>
To: Morrissey, Michael; Temidire Britto; Ian Lennox
Wed 10/23/2024 1:42 PM

This sender patrick_lennon@icloud.com is from outside your organization.   Block sender

[You don't often get email from patrick_lennon@icloud.com. Learn why this is important at https://protect.checkpoint.com/v2/r02/___https://aka.ms/LearnAboutSenderIdentification___YzJlOnVsc3Rlcn VuaXZlcnNpdHk6YzpvOjYxNjUzYmRmNDA4ZDBlZjFlZTAzZGQ2Yjk5M2VlOTVhOjc6YmFmYjo0MzczZDVmMW U5NDljZjczMDk5ZWU1NjQxNzQ2MDJjNjZlM2M5YmNlOGNhMWFmYjhiY2E3MTczZjMwY2ZkODMxOnA6VD pO]

Hello Ian, Michael & Dre

I wanted to ask if you would be able to send me on a few images you took at the River Bann event at the Sandel Centre.

My colleague Dorothy is presenting to Waterways Ireland (co sponsor) and is hoping to include some images including if the River Bann model.

Thanks in advance for your help.

Sent from my iPhone
Patrick Lennon

Images from River Bann Event

Temidire Britto
To: Patrick Lennon <patrick_lennon@icloud.com>
Wed 10/23/2024 6:51 PM

Hi Patrick,

Hope this email finds you well. I have sent the photos I have to you through Wetransfer.

Best,
Temidire.

Pitch

Design concept 1 | Inspiration

During my research in my first concept design, I drew inspiration from the following logo designs. The first inspiration design, I liked the way the waves were represented in the logo and I thought I can implement that into my design to represent the River bann.

My main thought process was to design a logo that represent both the Mountsandel and the River bann, as those are the main key things that holds the most historical relevances to the site, as well as make the site stand out from other heritage sites. I also thought of including the chestnut from the old Mountsandel logo as a way to retain some of the properties of the previous logo. To achieve this I researched various logo designs with elements I thought I could use as inspiration to create my own logo design.

Concept 1

I designed my logo in adobe Illustrator, I incorporated the inspiratiion I got from the first inpiration design in the waves, and I incorporated the design of the mountain in the fourth inspiration design. I then added the Chestnut from the Previous Mountsandel Logo.

However, upon reflection my first concept design was probably my worst one . As I feel like I tried to implement too much into this one design which made it look crowded.

Design concept 2 | Inspiration

1

2

3
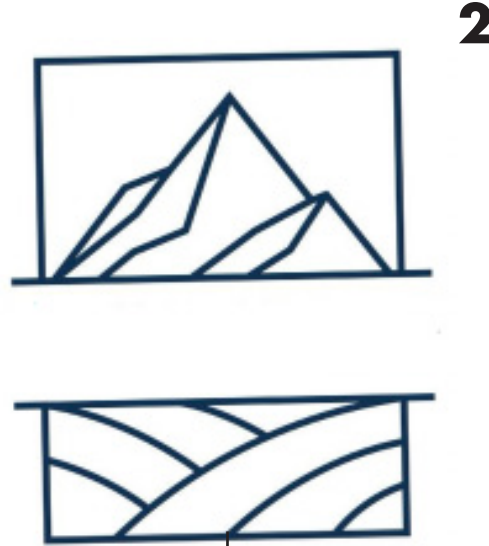
For my second logo design, I still wanted to incorporate the wave element of my logo inspiration in the logo 3. I did more research into logos with mountain elements, so I could have a visual idea of how I would design the unique shape of the Mountsandel in my logo. The logo icon layout in picture 2 was very inspirational to my second logo idea.

Concept 2

I used the layout of logo inspiration 2 to serve as the bones of my logo design. Then I traced out the shape of the Mountsandel on an Ipad with the procreate app. I tried to emulate similar line work used in the inspiration logo to keep it as neat as possible. Then I added trees around the mountain to represent the forest in Mountsandel. I then add in my colour fill and used the space in the middle to place my text.

On the bottom half of the logo, I added a blue colour fill to represent the River bann and the green colour at the sides of the river to represent the forest the River bann flows through.

One of the feedback I got on this piece from my lecturer was that the logo was geographically inaccurate. Because the bottom half of my logo gives the impression that their are ploughed grass which the River bann flows through, which is inaccurate.

Upon further reflection, I am glad for the feedback because it put me in the head space to come up with a different approach. In all honesty, now that I look at this piece I don't really like it because it does not look neat, its obvious it was hand drawn and it feels crowded.
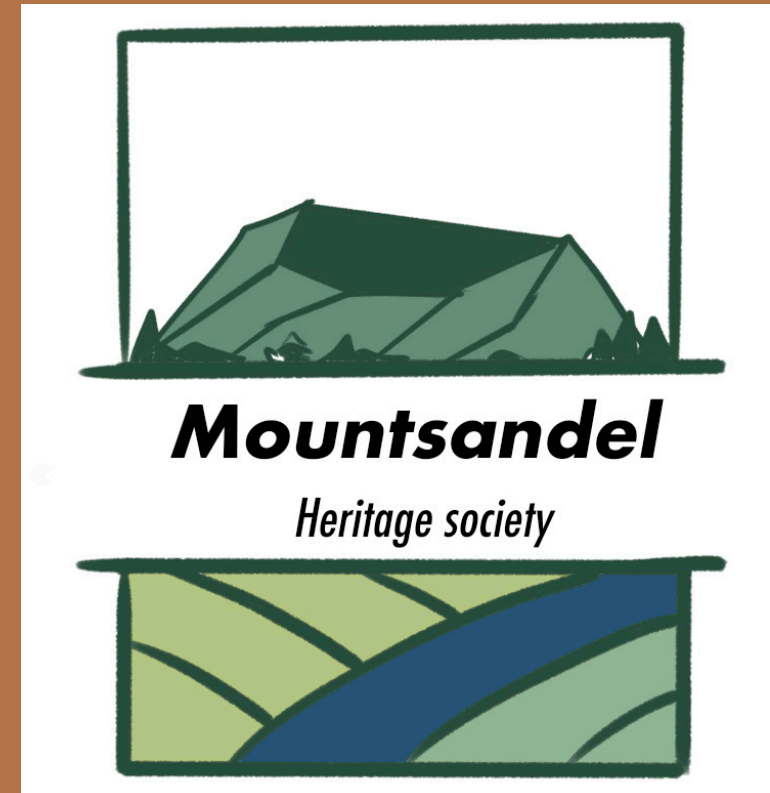
Design concept 3 | Inspiration

The previous feedback put me in the head space of thinking about geographical accuracy. As a result, I started thinking about the world, then I began thinking about the globe. Then my train of thought went into how Mountsandel can be represented on the world globe. Which was what got me thinking of the topography of Mountsandel and how I could apply that to my design.

Then I thought More about what Mountsandel is and what makes it unique. The shape of Mountsandel is what truly makes it stand out, but I could not figure out a way to focus on the design of the unique shape of the Mountsandel as well as incorporate the River bann into the design. As a result, I decided to do away with the River bann representation and focus only on the topography of the shape of Mountsandel on a world view.

I then did research on the top view of the Mountsandel so as to get a view representation of how to emulate its curves in my design and really make them stand out. Unlike the other mountain logo designs I had been using as inspiration up to this point. My lecturer pointed out in class that the Mountsandel has more curves that edges. So I leaned into using curves to outline and capture the shape of Mountsandel.

Concept 3

I then came up with this logo design. I hand drew this on an Ipad using the procreate app. I used the picture of a globe to trace out the roundness of the world. After I had gotten the shape outlined I then erased the globe picture and focused on using curvy lines to the topography of Mountsandel and its unique shape.

I designed the bottom half first to be what the Mountsandel would look like from an elevated view and then flipped it so the top design would be what Mountsandel looks like upside down. My Imagery for this is Mountsandel opened up for the world to see which is why I made a top and bottom design for symbolism.

I also focused on making the logo as neat as possible. I was very difficult for me to draw the curves my hand, I tied using the pen tool on illustrator but that was even more difficult for me to get the curves the way I wanted it, so I gave up on the pen tool and just continued hand drawing it. Once I was done, I imported my finished drawing to Illustrator and used the image trace tool to turn my logo to a vector.

On reflection, I believe this logo took me the longest to create and it one of my favorite logo design. The only thing I don't really like is how shaky some of the curves I made are, because if you inspect closer you can see the lines my hands were shaky trying to curve.
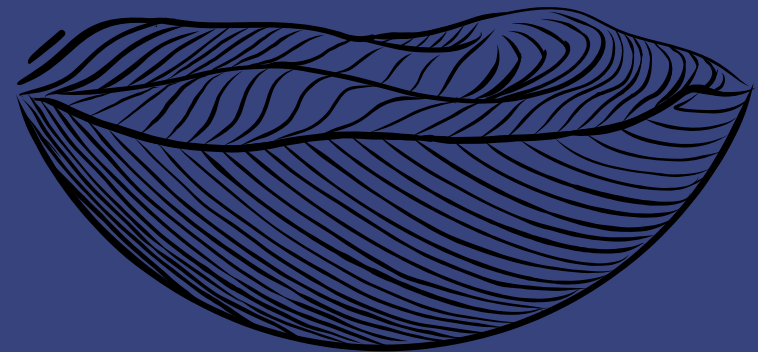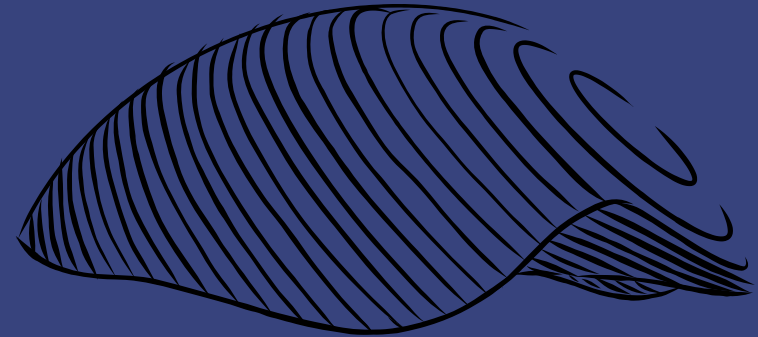
Brand Colours

My team visited Mountsandel and I selected colours from photos taken in Mountsandel and pictures of the River bann.

#94b81b

#228B22

#33440D

#718fb7

#007BA7

#F2F0EF

#4f534b

#000000

#f4ce86

#e49430

Typography

I then did various research on a series of typeface that would suit my logo design. Here are the list of typefaces I used / tried using for my logo designs.
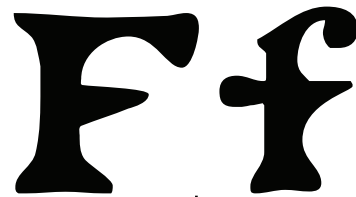
PHOSPHATE

Curve

p22 Festiva

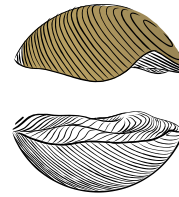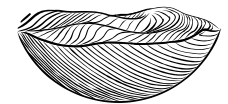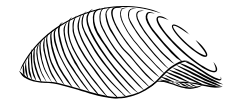CONTEST MN

Korolev

Flower power

Salo

Logo Variations

I then created various layouts the logo could be used in and I tried different typefaces to see what one fix the style of the logo. I then created mock-ups to illustrate how the logo design could be used in a real world setting.

However, due to the complexed nature of the logo caused for the implementation of it to prove quiet difficult for me as I did not fully know how the logo and its assets can be used long term for MDGH.

Design concept 4 | Inspiration

For my next logo concept, I was looking for a very simple logo idea that could capture what Mountsandel is, and I liked this logo design because it had the letter "M" which could stand for Mountsandel as well as the depiction of a mountain inside the letter. So I thought it was perfect to use as base for my next logo design.

Concept 4

I designed this Logo in the Procreate app on an Ipad. I then traced out the frame of the letter "M" of the inspiration photo as the structure for my layout and erase the mountain in the design.

I then drew out the shape of the Mountsandel and erase the space inbetween, so the logo would have a transparent effect similar to the inspiration photo.

On reflection, this logo design was my safest options, as it looked the most professional in all my logo concepts. However, I could not help but feel it was too corporate and some what plain.

MOUNTSANDEL

Logo Variations

I made different variations for the logo, ones with a circle around the "M" and ones without. I decided the logo looked better without the circle behind the "M".

I also tried making variants using the logo to form part of the text as I felt that was a creative way of using the logo. I like this logo design because of how clean and professional it looked.

However, I was not in love with it because I felt it was too safe and it did not stand out as visually as I would have liked.

MOUNTSANDEL
HERITAGE SOCIETY

OUNTSANDEL
HERITAGE SOCIETY

MOUNTSANDEL HERITAGE SOCIETY

OUNTSANDEL
HERITAGE SOCIETY

Design concept 5 | Inspiration

For my final design concept, I went back to my initial idea of incorporating the River bann and the Mountsandel into my logo. I found this picture design very inspirational to my final logo idea. My idea was to use the curvy bottom half to represent the River bann and use the shape to outline the world globe topography similar to my third logo concept. Then instead of using the sharp edges of the mountain in the picture, I would redraw it to have the curved shape of Mountsandel.

Concept 5

This logo design was my favourite and i felt it looked professional, modern and could be used in a corporate setting. I stayed on the theme of using curved lines instead of sharp edges, and I feel like I did a better job in drawing the curves in this logo than in my concept 3 logo.

For the typeface I decided to use "Contest MN" as I felt it was the typeface that best suit the logo because of its curves. My lecturer then gave me the feedback to stretch out the logo a bit and I feel like that was a good Idea that perfectly completed the logo.

MOUNTSONDEL

Logo Variations

I then made various logo variants with different colours I took from pictures of Mountsandel. I also tried using different typefaces, but ultimately I felt that "Contest MN" was the one that best suited my logo design. I then made some mock ups of how the logo can be implemented in a real world setting.

I used the curvy lines from the logo to act as a design device and branding to make products of Mountsandel stand out.

MOUNTSANDEL
HERITAGE SOCIETY

MOUNTSANDEL
SINCE 10000 BCE

MOUNTSANDEL
HERITAGE SOCIETY

MOUNTSANDEL
EST. 10,000 BCE

MOUNTSANDEL
HERITAGE SOCIETY

Pitch document

I created the template for the team pitch document and my member Ian helped me with some Mock up templates. The pitch document included the following sections; Primary logo section which was the main logo Idea I was pitching to the client, I also included a monochrome version of my logo Idea.

The pitch also included named colours for the brand, names of the typefaces I selected and what they would look like. Social media template mock ups were also included. I also decided a website mockup and stationary mock ups. I also design a mock up for how my brand pitch for their organisation can be implemented on a pull up banner. As well as, clothing items, tote bags and advertisement.

MERCHANDISE

LOCAL ADVERTISING

LOCAL ADVERTISING

Deliverables

After I pitched my Idea to the client, they stated that they liked my design but they were going to proceed with Micheals pitch instead. Then I was assigned the following deliverables to produce for the client using the logo branding and designs created by Michael.

I was assigned to create social media templates on canva, as well as an instruction guide of how to use the template. I was also assigned to create educational engagement certificate templates for print, three pull up banners, gilet and soft jacket mock up for staff, featuring the new Mountsandel monochrome logo and a mock up for a high visibility vest with logo branding.
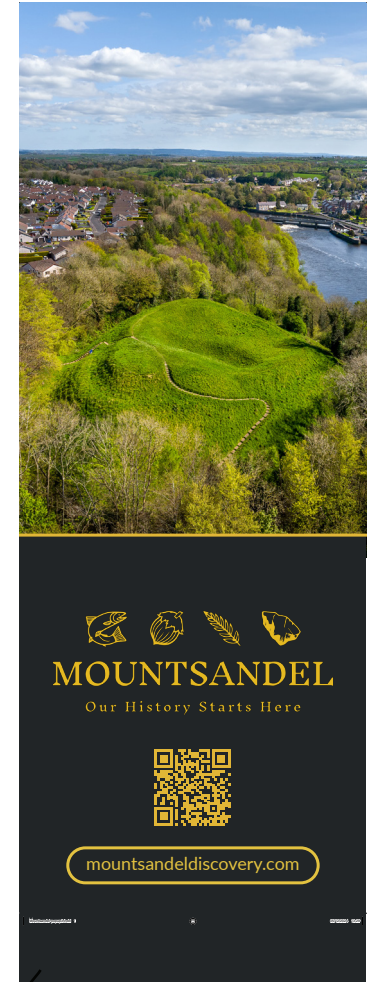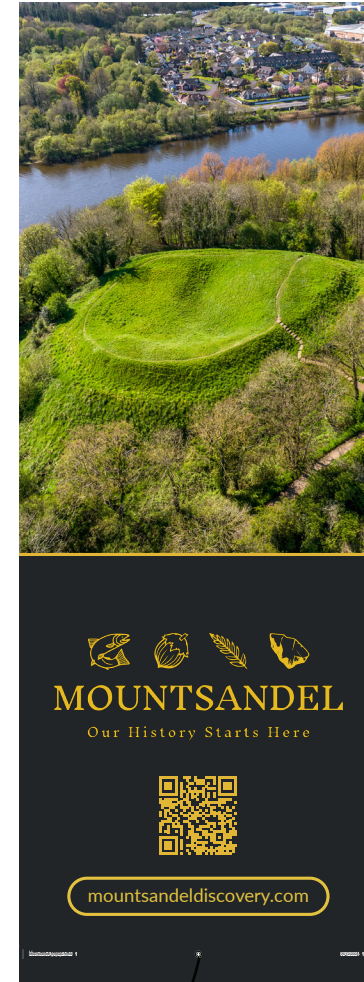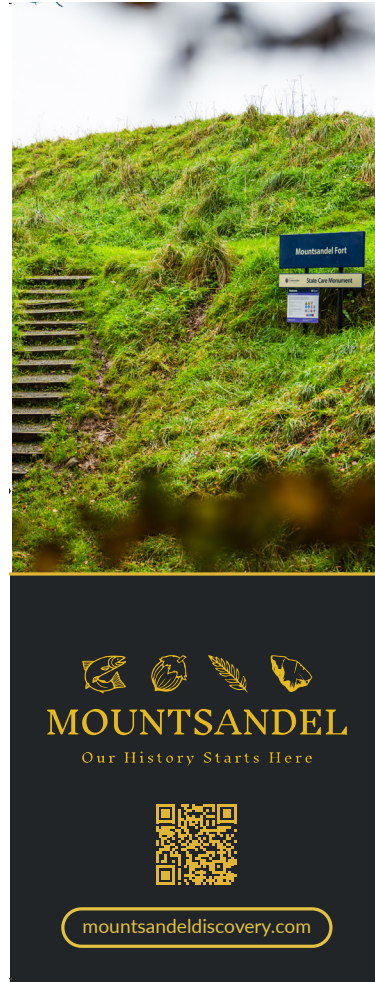
Deliverables | Pull up banner

I made my pull up banner design to remain consistent with the mock up design Michael pitched to the client.
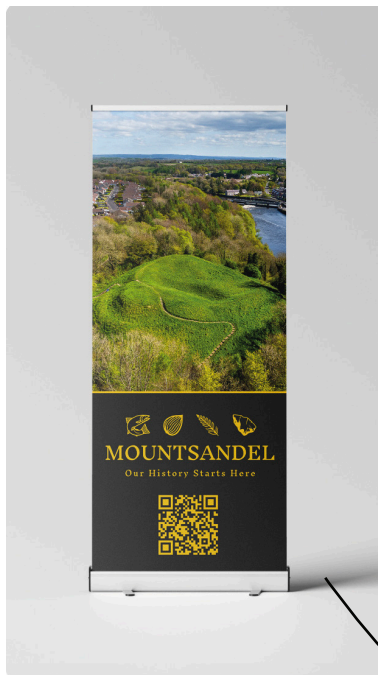
Michael pitch design

My implementation

Deliverables | Mock ups

Gilet Monochrome logo version

Gilet gold logo version

Staff High visibility vest

Soft jacket Monochrome logo version

Soft jacket gold logo version

Deliverables | Certificates

I created a landscape and a portriat version of the certificate. I also created a word document template of the certificate so as to make it as easy as possible for the client to edit on.
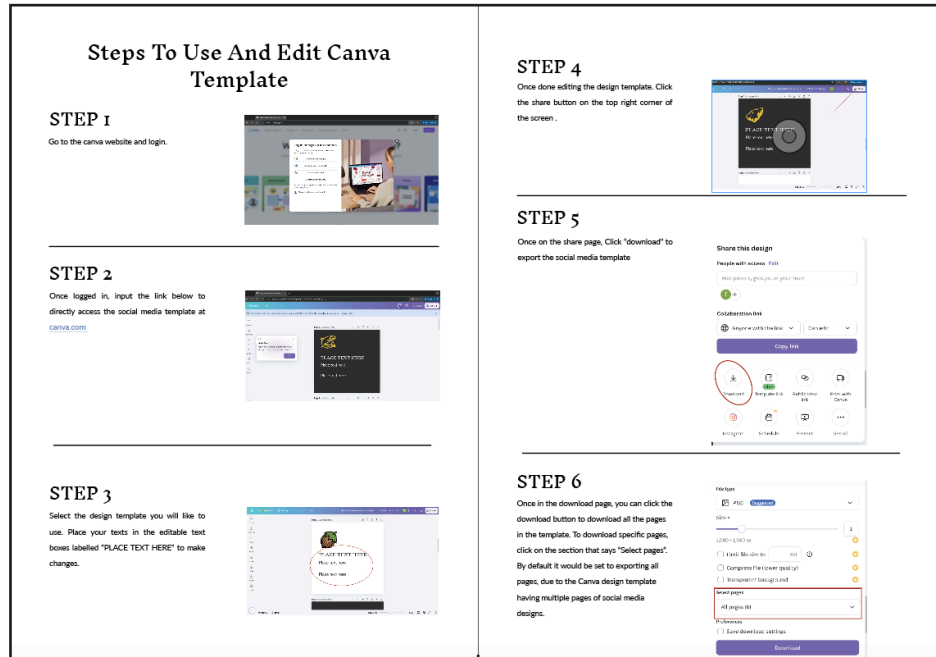

MOUNTSANDEL

Our History Starts Here

CERTIFICATE OF ACHIEVEMENT

_____

HAS COMPLETED THE MOUNTSANDEL PROGRAM IN EXCELLENCE.

_____   _____
Date   Signature

MOUNTSANDEL

Our History Starts Here

CERTIFICATE OF ACHIEVEMENT

_____

HAS COMPLETED THE MOUNTSANDEL PROGRAM IN EXCELLENCE.

_____   _____
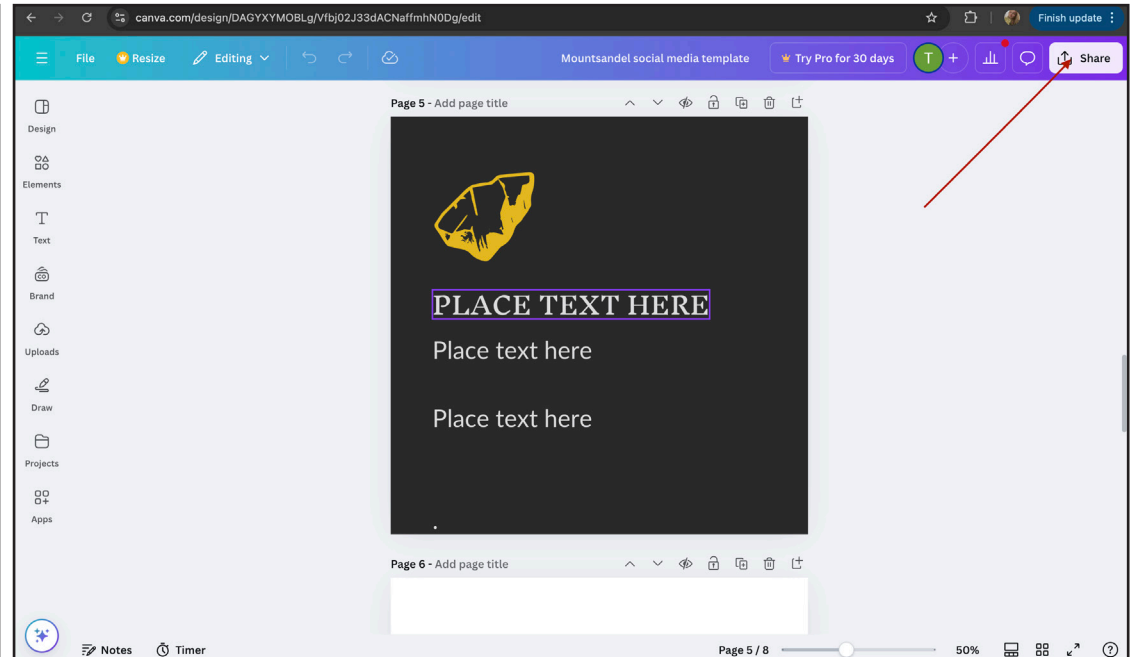Date   Signature

Deliverables | Social Media Template

Instruction guide

Canva template

Client Feedback

"Thank you for the time effort and diligent manner in which you have worked with Claire and the team, to produce such professional creative designs which will now be synonymous with MD&HG."

- Maura Hickey

"I would have no hesitation in saying that the pitches provide by you, Dre and Ian were as good if not better than those from creative/design agencies that I have worked with including such names as Publicis."

- Patrick Lennon

Reference

Adobe Stock. (n.d.) Stock images, royalty-free photos & graphics. Available at: https://stock.adobe.com/uk/