

A photograph of a man in a dark jacket speaking at a podium in a lecture hall. The room is dimly lit, with the speaker and the podium area being the primary light source. The audience is seen from behind in the foreground. The ceiling has a grid pattern with recessed lights. A projector screen is visible in the background.

Mountsandel Discovery & Heritage Group

Ian Lennox

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THE INTRODUCTION

MOUNTSANDEL DISCOVERY
& HERITAGE GROUP

00

WELCOME,

This production log documents the creative design journey that I spent on the Mountsandel Discovery & Heritage Group. The production log will showcase the creative journey of the re-branding of the Mountsandel visual identity.

TEAM

The team includes Ian Lennox, Michael Morrissey and Temidire Britto. We are all final year students who have undertaken a placement as Michael and Temidire both worked for Ulster University, and I work for a community and voluntary organisation called North-west Community Network, at which I worked on a range of tasks involving web design, branding and video editing during my placement year.



IAN LENNOX

Skills include:

- Graphic design
- Web-design
- Photography



MICHAEL MORRISSEY

Skills include:

- Graphic design
- Photography
- Video editing



TEMIDIRE BRITTO

Skills include:

- Graphic design
- Photography
- Social media


PROJECT CHOICE

Before meeting the client, we had to decide what project to pursue. As a group, we decided that we wanted to pursue the Coleraine Academy client as the skills we had developed throughout university and on placement aligned with the skills needed for the project. However, it was decided that we would not get the project and instead were given our backup choice of Mountsandel Discovery and Heritage group.

Overall, I was happy with this decision as my technical skills aligned with the required skills needed for the project. The technical skills I learned during placement with the North-west Community Network allowed me to learn branding, logo, and website design, which will be a great help when designing the visual identity and website for the Mountsandel project.

<p style="text-align: center;">Coleraine Academy</p> <p>Project Specification:</p> <p>This Coleraine Academy is an exciting new development for Post Primary education in Coleraine. This Academy needs a new contemporary and responsive website to help navigate this transition for parents, pupils and staff.</p> <p>The new integrated Academy will see the amalgamation of three existing schools with three individual identities so will need a new visual identity and logo created. This identity/logo will also need to be represented in a school badge. To help inform this design process a small representative sample of pupils at the school will be available to join this creative conversation. The development of a complimentary colour scheme and the colour of the school uniform will also play a key part in developing their identity and forging its place in the local community.</p> <p>Develop a portfolio of photographs, social media template, merchandise, uniform designs, sports gear designs, letterheads, annual report template, extra/ newsletter and certificate of achievements template for the school. Develop an instruction manual for the website and a brand book for the visual identity.</p> <p>https://www.ncic.org.uk/ https://www.dunlucepschool.com/ https://www.coleraineccollege.co.uk/</p> <p style="text-align: center;">PROJECT SOCIAL</p>	<p style="text-align: right;"></p> <p>Skills Required:</p> <p>Wordpress/ HTML/CSS/ Photoshop/ Illustrator/ InDesign/ Social Media Skills</p>
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(First choice)

<p style="text-align: center;">Mountsandel Discovery & Heritage Group</p> <p>Project Specification:</p> <p>Develop a refreshed web page and visual identity for the Heritage Group. The site's purpose is to attract and engage local people and to inspire the younger generation to engage and protect this amazing local natural heritage. The new website will in the future hold a significant digital archive currently being collated.</p> <p>The Heritage Group are happy for the student team to explore the development of a media campaign or digital media output to raise the profile of Mountsandel. They would like to refresh the use of existing and new social media ensuring social media posts provide a live feed on the new website. Develop an instruction manual for the website and a brand book for the visual identity.</p> <p>http://www.mountsandeldiscovery.com/ https://niarchive.org/projectitems/mountsandel-website/ https://binevenaghaonb.coght.org/mountsandel-forest-fort/</p> <p style="text-align: center;">PROJECT SOCIAL</p>	<p style="text-align: right;"></p> <p>Skills Required:</p> <p>Wordpress/ HTML/CSS/ Photoshop/ Illustrator/ InDesign/ Premiere/ Social Media Skills</p>
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(Second choice)

DISCOVERY CALL

Before the online meeting with the client, we had a Microsoft Teams call to identify our strengths and how we could collaborate on the project. Before the call, I did a thorough background check on the client to determine what type of audience, colour palette and design style they use to identify any areas that might need to be improved. I searched for the client's website and discovered that the website lacked basic features such as mobile view, poor navigation, lack of images and no coherent branding on the website. The Mountsandel Facebook page included the logo on marketing material and branding. However, the Facebook banner had a pixelated image as the banner, and the Facebook icon didn't include their existing logo therefore, it could confuse people who aren't familiar with the Mountsandel Discovery and Heritage as the correct logo isn't used.

From conducting this research, I identified what areas the client would need to improve going forward with the project, as the branding and website design needed improvement. The research has allowed me to think of questions I can ask before the initial meeting with the client.



Organising a Microsoft Teams meeting before meeting the client.



Mountsandel Development
Mountsandel Discovery & Heritage Group (MDHG) continues to work on projects to promote Mountsandel and to lobby and work with local authorities and stakeholders to
Image of the Mountsandel website

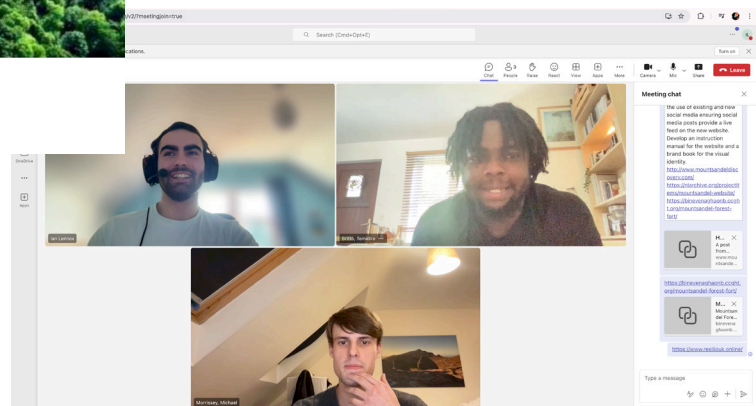


Image from Microsoft Teams meeting

DISCOVERY CALL

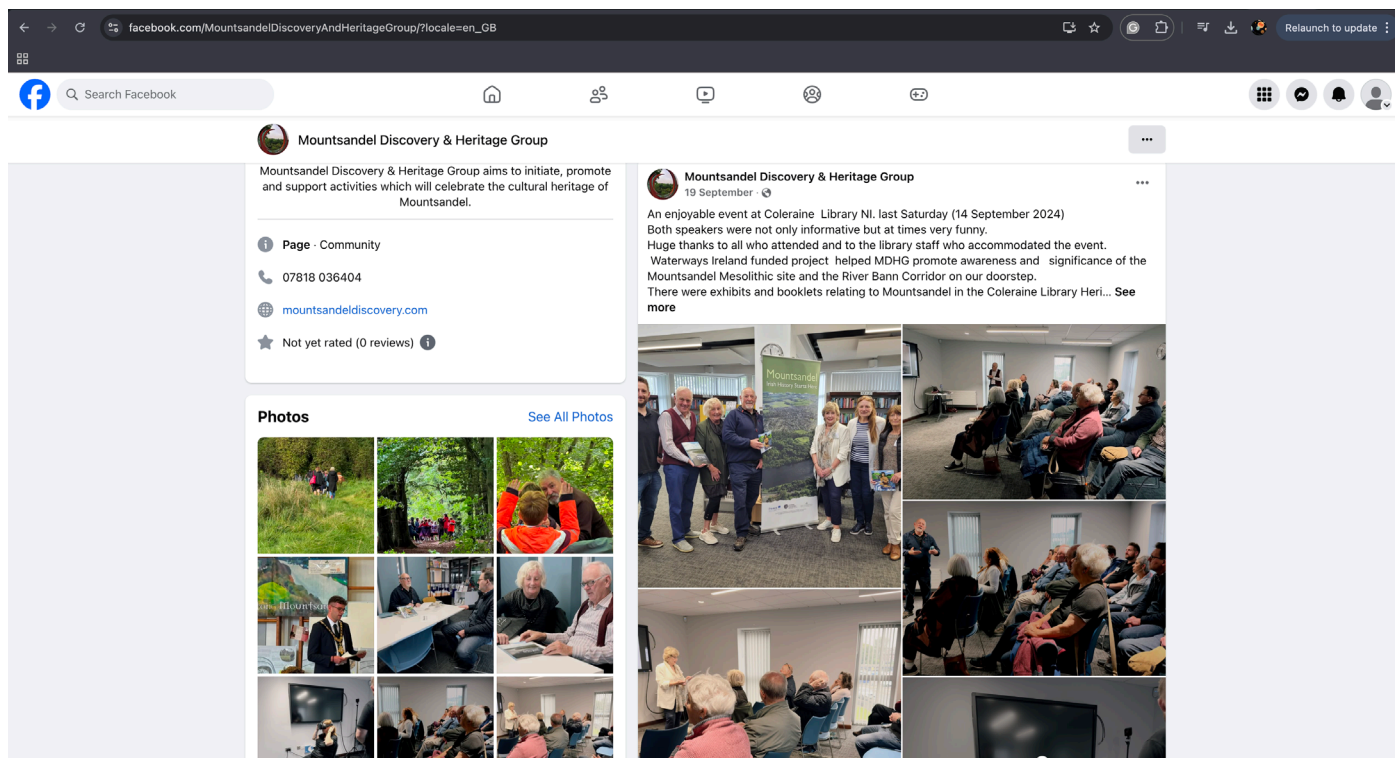


Image of the Mountsandel Facebook

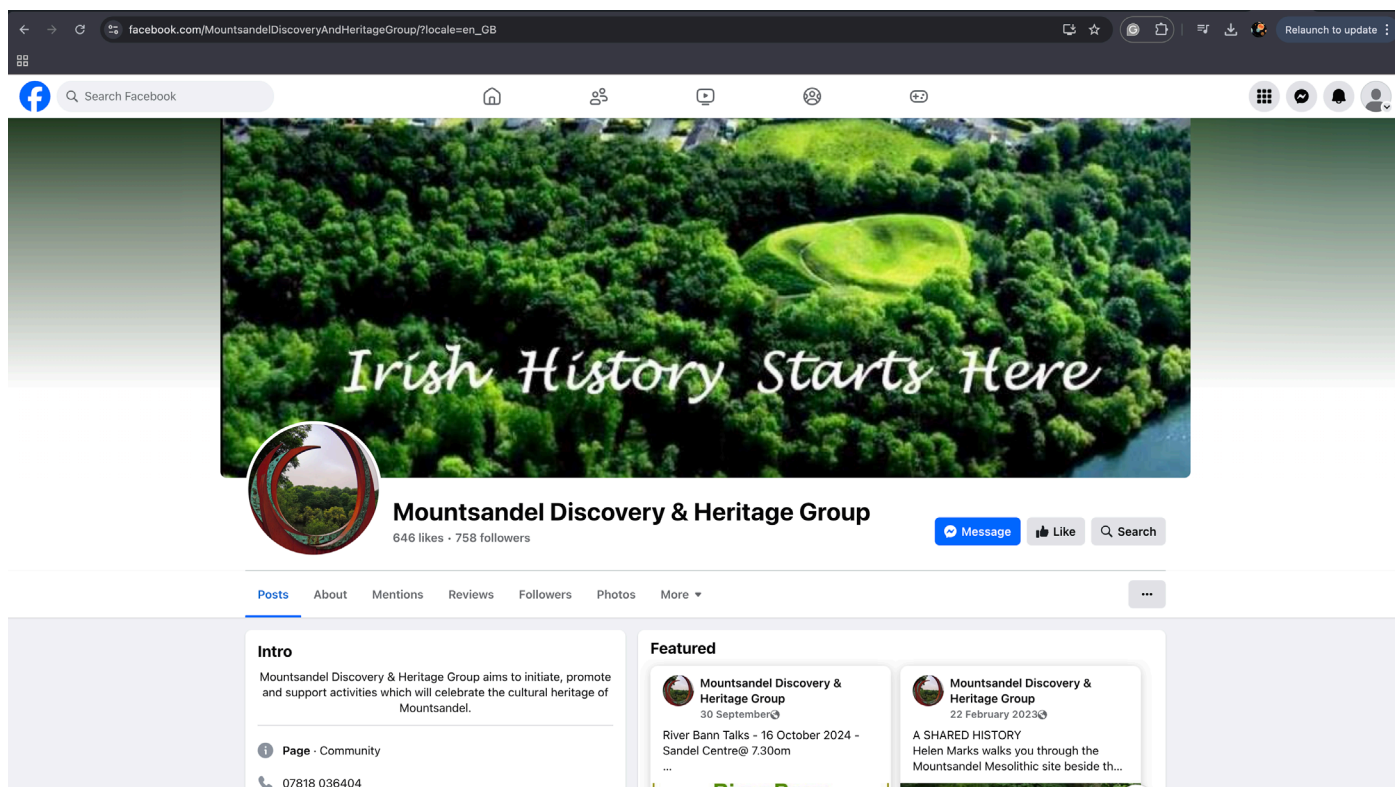


Image of the Mountsandel Facebook

THE RESEARCH

MOUNTSANDEL DISCOVERY
& HERITAGE GROUP

01

ABOUT

Mountsandel Discovery and Heritage Group (MDHG) is a voluntary community organisation in Coleraine and was founded in March 2017. The Mountsandel area is home to natural plant and wildlife that connects to the River Bann and contains a rich historical site that dates to 10,000 BCE during the Mesolithic era and is considered the oldest settlement in Ireland. The Mountsandel Fort was uncovered by Professor Peter Woodman in 1973, discovering the existence of ancient artefacts that are centuries old, which gave an insight into early settlers in Ireland.

CLIENT MEETING

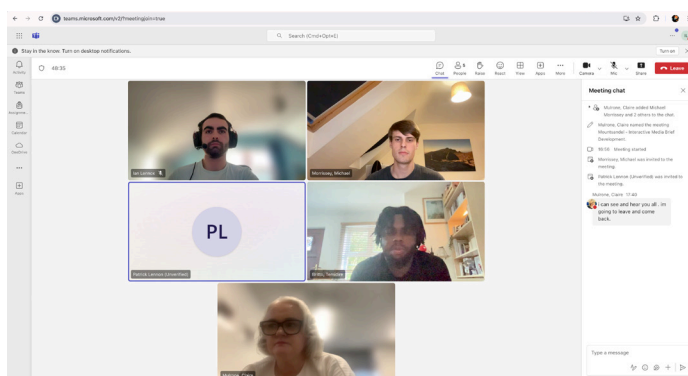
On October 2nd, Claire organised an online meeting with Patrick Lennon (community member). At the beginning of the meeting, Patrick gave us the history of the Mountsandel Discovery and Heritage Group as he explained to us that MDHG has been around since 2017 and has led, delivered and participated in many outreach activities and local projects that are designed to increase awareness of Mountsandel's history. He also mentioned that the Mountsandel team educate people about the Mountsandel area by working with various members of the community involved in other projects, and they also provide learning resources and events within the local communities in the area.

Patrick also mentioned in the call that they are trying to push for the history of Mountsandel to be taught more in schools located in Northern Ireland, as only schools in Ireland are teaching the history of Mountsandel.

From the call, Patrick explained how the website was outdated and needed a visual redesign, as he continued explaining that the new and improved website would be used to attract the younger generations and tourists. He discussed on the call that people worldwide have come to visit the Mountsandel site and, therefore, need a place to access information about the Mountsandel site.

Furthermore, Patrick explained how he would be happy for a new visual brand identity and a marketing campaign to refresh the current social media channels. He also mentioned that he would want a live social media feed on the website with a website guide to help any members access and navigate around the new Mountsandel website.

At the end of the meeting, I got to ask Patrick about the River Bann event at the Sandel Centre and asked if we could attend. Patrick agreed for us to attend the event at the Sandel Centre. Patrick asked to meet up with us in person on October 4th to go into more detail in the type of content he would like for the Mountsandel project.



Microsoft Teams meeting with client

Meeting today at 5.00pm

Claire Mulrone · Oct 2 · Notified 4 people

Good morning everyone, I have sent to you at TEAMS invite for meeting today at 5.00pm. please accept the invite.

I have included the additional notes for your project for information

See you all later

Claire

Hi Claire,

Thank you for organising the teams meeting.
Looking forward to discussing the project.

Many thanks,
Ian

CLIENT MEETING

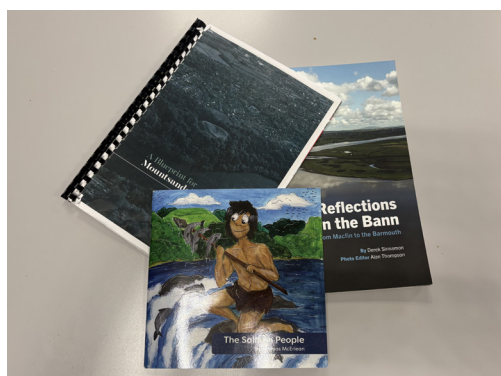
After the meeting, we met with Patrick in person in a café on October 4th. This gave us the opportunity to ask questions in person and get further insight into what type of content Patrick will be looking for during the handover.

Patrick gave us a selection of books that showcase the history of Mountsandel. He each gave us a selection of books that helped inspire our creative designs as I received Mcerlean, T The Salmon People and The Blueprint for Mountsandel. Michael received the Sinnamon, D. (2021) Reflections on the Bann.

Patrick further expanded upon what he said from the meeting on October 2nd about how he wants the Mountsandel history to be taught more in schools in Northern Ireland as he explained that he's currently trying to add the history of Mountsandel into the school specification in the future. He mentioned that he wanted a corporate and educational logo that would work in both areas. Patrick then discussed the future of the project by explaining how, in the future, they would eventually consider getting merchandise when they acquire more funding. I asked further questions about what type of merchandise he would like, and he explained how he would like to start small by including pens, books and pencils so that if he has any events in the future, he can spread more awareness about the Mountsandel Discovery and Heritage project.

I then asked questions to Patrick regarding the logo design. Patrick explained that the existing logo was of a hazelnut design which is local to the Moutsandel and River Bann area. I then asked if he liked any specific logo design styles, such as a wordmark, character or icon, and he mentioned that he is open to all ideas. We then asked about the website at which Patrick gave us good suggestions on what places to look as he recommended to look into the Sheamus Heaney Homeplace website as it includes the features that he'd like the Mountsandel website to include.

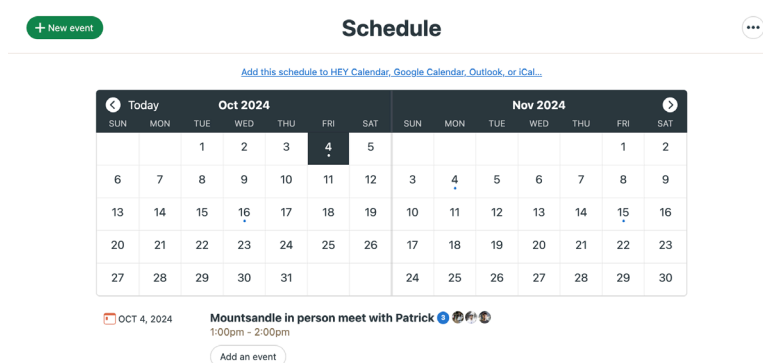
The key takeaway from the meeting was that Patrick is looking for a logo that is both corporate and child-friendly and reflects the values of the Mountsandel Discovery and Heritage team. He also gave us other examples of websites that include good web design practice by mentioning the Sheamus Heaney website and how it included a language feature which could be incorporated into the new and improved Mountsandel website.



Sinnamon, D. (2021) Reflection on the Bann

Mcerlean, T. (n.d.). The Salmon People

1440 Design (n.d.). A Blueprint for Mountsandel



Scheduled date to meet Patrick on Microsoft Teams

THE BRIEF

MOUNTSANDEL DISCOVERY
& HERITAGE GROUP

02

BREIF DEVELOPMENT

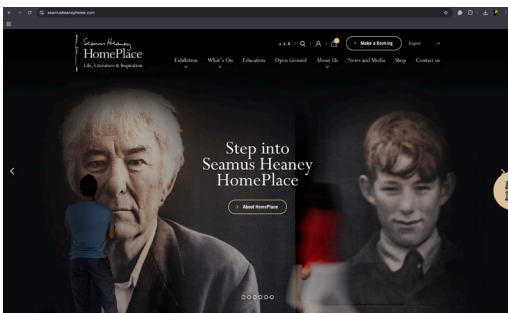
In this chapter I will showcase the development of the brief from researching websites in the same niche, benchmarking a comparison between the websites and to creating the brief.

BENCHMARKING

As a group, we conducted a benchmarking exercise to see how competitors in the tourism and history niche have presented themselves. The benchmarking allowed us to ideas areas of good practice which we would take into consideration when creating the new Mountsandel visual identity and website. As a group, we decided to look into three websites each to ensure that we have a strong understanding of good web design practice and identity any areas of similarity between the websites.

For the benchmarking, I covered the websites of Titanic Belfast, the British Museum and Sheamus Heaney Homeplace, recommended by Patrick. These websites are in the history and tourism niche, and therefore, I can identify areas of strengths and weaknesses within each of the websites.

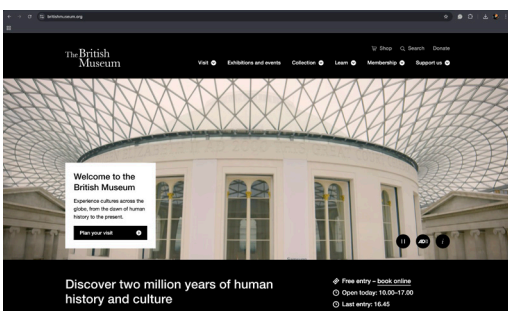
I designed my benchmarking on Microsoft Spreadsheets as it is easy to navigate and input information into the sheet. Michael then compiled our results and designed them in Adobe InDesign to later use in the brief.



WebsiteNI (2024). Seamus Heaney HomePlace



Titanic Belfast (2024). Titanic Belfast.



The British Museum (2024). Welcome to the British Museum

Thursday, October 3

Hi everyone, I've found a couple of useful resources for benchmarking.

I'm going to cover;

The Seamus Heaney Home Place.

[Seamus Heaney HomePlace | Co. Derry | Northern Ireland](#)

Step into Seamus Heaney HomePlace. Discover poetry, photographs and stories that will take you to the heart of Seamus Heaney's li...

Titanic Belfast.

[Titanic Belfast](#)

Titanic Belfast is a world-leading visitor attraction which tells the story of RMS Titanic, from her...



British Museum.

<https://www.britishmuseum.org/>

Areas to cover for the benchmarking

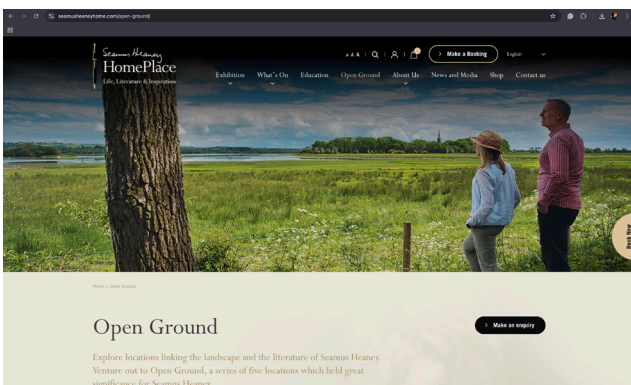
Benchmarking results

BENCHMARKING RESULTS

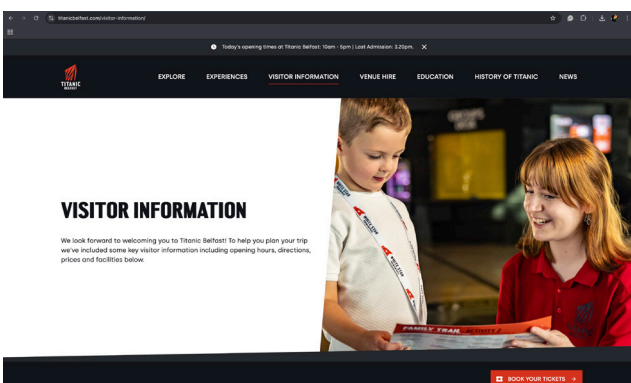
From the benchmarking, I was able to identify the best website, as the Seamus Heaney Homeplace website scored the highest of the three websites and included the most notable features. The Seamus Heaney Homeplace website includes a fast load time that showcases that the website is well-optimised with images. The website also included a language-changing feature, which is an element I would incorporate into the Mountsandel website, as Patrick has mentioned that he has tourists from all over the world who visit Mountsandel.

The other websites included good features such as high-resolution images, and they also use the WordPress CMS to allow content to be easily added to the website. The websites also include Google Analytics, which allows the websites to track where the users are coming from and how long the user spends on the website.

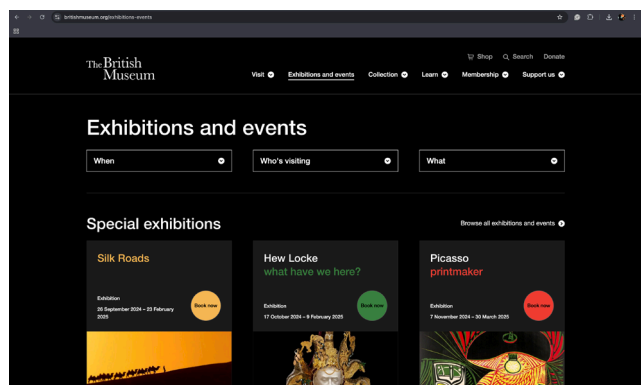
Overall, this has been beneficial research that has allowed me to identify areas of good web design practice that can be incorporated into the new Mountsandel website. I will look into how I can have a fast web page load speed and a feature to change languages on the website to improve the user experience on the Mountsandel website.



WebsiteNI (2024). Seamus Heaney HomePlace



Titanic Belfast (2024). Titanic Belfast.



The British Museum (2024). Welcome to the British Museum


RIVER BANN TALKS

As a group, we attended the River Bann talks presentation at the Sandel Centre to better understand what the area of Coleraine offers and identify areas with which the Mountsandel Discovery and Heritage teams need help when creating a new visual identity and deliverables. People in the local community welcomed us to help run various clubs around Coleraine, such as the owner of the Coleraine Rowing Club. The talks were very informative, discussing in detail the video footage of the local wildlife in the River Bann and Mountsandel area, including the woodland and waterfowl birds that comprise the forest's ecosystem. The presentations showcased what life is like on the River Bann, giving me some ideas for the Mountsandel visual identity redesign.

FUTURE PROOF

Temidire and I captured moments from the event, including images of the audience, presentation and baked goods that can later be used for the website photos. I want to ensure that the website includes relevant images related to the MDHG instead of using stock images that don't relate to the organisation. These images were also shared with Patrick so that if he decides to host an event in the future, the MDHG volunteers will have a collection of photos to showcase to help market future events.

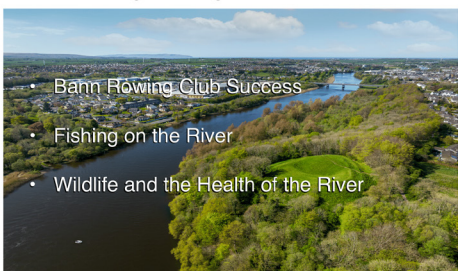
(Images on the next page were taken by me)





**An Evening Celebrating the
River Bann**

Sandel Centre, Coleraine
Wednesday 16th October 2024

Mountsandel Discovery and Heritage Group invite you an information evening celebrating the River Bann



- Bann Rowing Club Success
- Fishing on the River
- Wildlife and the Health of the River

[+ New event](#)

Schedule

[Add this schedule to HEY Calendar, Google Calendar, Outlook, or iCal...](#)

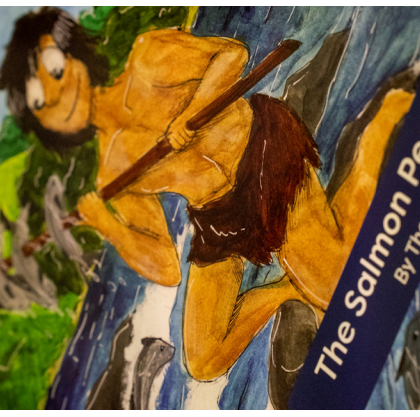
Oct 2024							Nov 2024						
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5						1	2
6	7	8	9	10	11	12	3	4	5	6	7	8	9
13	14	15	16	17	18	19	10	11	12	13	14	15	16
20	21	22	23	24	25	26	17	18	19	20	21	22	23
27	28	29	30	31			24	25	26	27	28	29	30

OCT 16, 2024 **River Bann Talks - Sandel Centre** 7:30pm - 10:00pm

[Add an event](#)

I noted the date of the event onto Basecamp to ensure that everyone was aware of what time and where the event is.

The Mountsandel River Bann event at the Sandel Centre post from the Mountsandel Facebook page



BRIEF

As a group, we divided up the areas of the brief to ensure that everyone had an even workload as we decided Michael would cover the areas of the community partner, project and objectives. Temidire would cover the target audience, deliverables and tone, message and style. I would cover the areas of designing the brief document, analysing the benchmarking information, budgeting, timescale and team members.

I covered the areas of analysing the benchmarking, timescale, budgeting and timeframe. I analysed the best websites to compare the Mountsandel website. I identified that the Sheamus Heaney Homeplace website included the best examples of web-design practice by including notable features such as a fast webpage load time and language translator.

For the budgeting, I explored local and online print shops that the Mountsandel team could help support and reduce carbon emissions in the future. I also found print shops that covered most of the printing needs to ensure that orders can be compiled into one shipment to reduce carbon emissions.

I then designed the timescale with the project in mind by labelling each week and what tasks would be completed by that week to ensure that the project would run effectively and the client can identify what we are doing each week.

I designed the brief document to ensure that the brief was presented professionally and had an organised layout as I compiled the areas covered by my team into the document. I decided to go for a modern design to inspire Patrick and the Mountsandel team to go for a modern approach, as I decided to use the typeface Lato from Google fonts and a colour palette of modern green colours to modernise the brand from the existing green. I designed Temidire's deliverables section to include an icon to help visualise what the deliverables for the project would be and to make the document visually interesting.



LATO

Google Fonts. (n.d.). Google Fonts.

Thursday, October 10



Michael Morrissey 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



Tasks to complete for the brief

BRIEF DOCUMENT



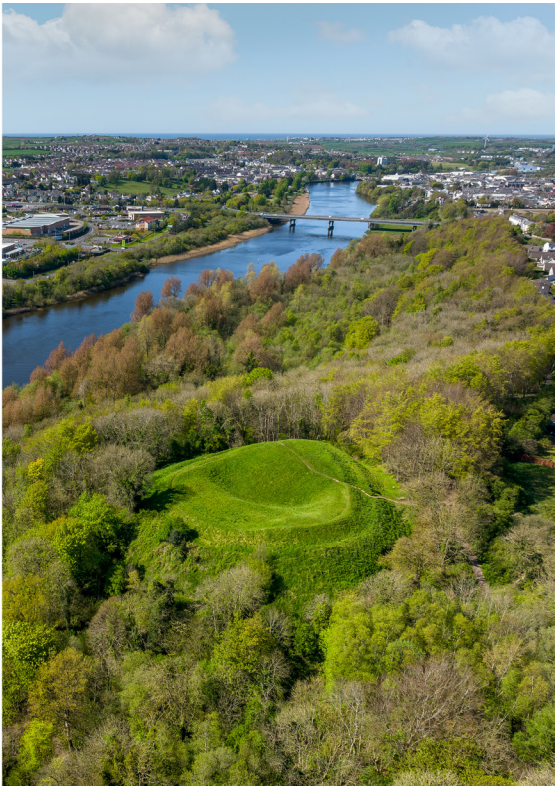
Ian’s section

MOUNTSANDEL DISCOVERY & HERITAGE

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TEAM MEMBERS	20

Ian’s section



BRIEF DOCUMENT

MOUNTSANDER DISCOVERY & HERITAGE

COMMUNITY PARTNER.

In 1973, archaeologist Peter Woodman led an excavation at Mountsandel Fort, uncovering a Mesolithic community that existed around 10,000 years ago, making it the oldest known settlement in Ireland and one of the country's most significant archaeological sites. The Mountsandel Discovery and Heritage Group (MDHG), a voluntary community organisation, was formed to preserve this important history and promote education about the Mountsandel site, the River Bann corridor, and the broader Coleraine area.

MDHG provides educational resources and experiences for the local community. Their outreach spans across primary, secondary, and higher education, with the history of Mountsandel already part of the curriculum in the Republic of Ireland. The group is currently working to include the site in Northern Ireland's curriculum as well.

MDHG also organises various events to highlight the historical importance of Mountsandel. These include community heritage evenings that offer project updates and feature interactive elements like virtual reality displays. The group hosts symposiums that bring together academics and community members to discuss Mountsandel's legacy and future potential. For younger audiences, MDHG runs art competitions for local schools, encouraging creative

interpretations of the site's history. In addition, annual workshops provide hands-on educational experiences for schoolchildren, while regular guided tours are offered for both local and international visitors. All these initiatives support MDHG's mission of raising awareness and promoting education about the site.

Recently, MDHG secured funding through Peace Plus and the Causeway Coast & Glens Borough Council, enabling the transfer of the Mountsandel site into public ownership. This funding also supports the development of the site, including clearing, adding interpretive resources, and landscaping to enhance the visitor experience.

3

Michael's section

MOUNTSANDER DISCOVERY & HERITAGE

THE PROJECT.

To prepare for the future development of the site, MDHG is seeking a refreshed website and updated visual identity. This will ensure that, once the site is ready to be promoted, it will have a professional, cohesive, and functional presentation. The group operates in both educational settings (with school-age children) and corporate settings (such as presentations to local councils), so they are requesting a visual identity for each context.

To ensure the successful integration of these new identities, brand guidelines will be created, ensuring consistency across all platforms. The updated website will feature a multimedia digital archive currently in development, and MDHG aims to integrate its social media platforms with the website to provide a live feed of updates. The project will also include creating presentation and social media templates to maintain brand consistency and make it easier for group members to create and share content.

Additionally, photography and videography will be captured during upcoming events in October and November, which will be used for social media and future promotions.

4

Michael's section

BRIEF DOCUMENT

MOUNTSANDER DISCOVERY & HERITAGE

OBJECTIVES.

The primary objective of this project is to establish a strong and recognisable brand identity that is consistently applied across all platforms and a functional and informative website. The ultimate aim is to position Mountsander as a key cultural and historical attraction, making it a focal point for education and tourism.

Combined with the site's development, this project has the potential to enhance tourism infrastructure in the area, encouraging longer stays and providing economic benefits to the wider region. Helping people learn about local history and traditions makes the past more tangible and relevant, particularly for younger generations. Raising awareness and encouraging engagement with the site also supports greater sustainability efforts, safeguarding Mountsander, the River Bann corridor, and the broader Coleraine area for the long term.

5

Michael's section

MOUNTSANDER DISCOVERY & HERITAGE

TARGET AUDIENCE.

The target audience for the Mountsander Discovery and Heritage Group in Northern Ireland includes children, tourists, and individuals interested in heritage sites. For children, the focus will be on engaging educational content that teaches the history of Mountsander. Tourists will also be a target for Mountsander as Northern Ireland's oldest known settlement site, making it a must-visit heritage site. Additionally, those interested in heritage sites will be target for Mountsander as a result of its rich archaeological significance, providing in-depth historical insights, conservation efforts, and opportunities for research and learning about Northern Ireland's ancient past. Mountsander emphasizes both the educational value and the cultural importance which serves as a great tool blending history, tourism, and learning into a compelling narrative.

6

Temidire's section

BRIEF DOCUMENT

MOUNTSANDLE DISCOVERY & HERITAGE

DELIVERABLES.



WEBSITE

- Images: High-quality images showcasing Mountsandle and scenic views.
- Photography : Photography/ videos to capture events.
- Website redesign to be more interactive and visually appealing to attract a wider audience.



BRANDING

- Improved colour palette: Develop a colour scheme with colours reflecting the essence Mountsandle discovery and heritage group.
- Logo design: Creating a new logo the properly represents mountsandle as well as being stylish enough to attract younger audiences.



SOCIAL MEDIA

- Social Media Templates: We are to create customized social media template with instruction on how to use and edit them for use across all social media platforms.
- Short-form video content: Producing short form video clips to highlight events, activities and showcase Mountsandle.

7

Temidire's section

MOUNTSANDLE DISCOVERY & HERITAGE

tone, style & message.

The aim is to continue to preserve the message of Mountsandle discovery and heritage group's core values. After a meeting with Mountsandle discovery and heritage group, we have come to understand that part of their aim to attract a younger audience such as school kids is due to the educational and historic significance of Mountsandle. As a result, we have decided to make the tone and style appear less corporate in its look and presentation. This will result in a more visually attractive design to appeal to a younger demographic. To achieve this we will analyse how the brand is currently being delivered and identify what they are doing right and where changes need to be made.

8

Temidire's section

BRIEF DOCUMENT

MOUNTSANDER DISCOVERY & HERITAGE

BENCHMARKING.

As part of the development process for the Mountsander Discovery & Heritage project, we used a technique called benchmarking, which allowed us to research similar organisations in the tourism and historical sector and compare them to the current Mountsander Discovery & Heritage website. We chose to research these chosen sectors as they align most with the Mountsander Discovery & Heritage and give us a greater understanding of how others in the industry have designed a web experience.

As a group, we decided to research nine websites to get the best possible results before the development process. Out of the nine websites, only three of the websites showcased good design practices, which allowed us to see what best practice is and identify areas of strengths and weaknesses within the websites to ensure that in the future, in the development and design stage, we won't end up making the same problems.

The British Museum scored 70% in the benchmarking. The website included many notable features, such as videos and a responsive layout. However, the website could be improved

by adding features like breadcrumbs to enhance the user experience by showcasing the user journey on the website.

The Titanic Belfast scored 73% in the benchmarking. The website includes many notable features that will be included within the refreshed Mountsander website, such as Google Analytics, high-resolution videos and a content management system to allow the website owner to easily add content without the need for any design experience. However, the website isn't multilingual and doesn't offer other languages besides English. This will impact the website's SEO and restrict non-English speakers from accessing the website.

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Ian's section

MOUNTSANDER DISCOVERY & HERITAGE

BENCHMARKING.

The Sheamus Heaney Homeplace website was the best we researched, scoring 76% in the benchmarking. The website included many notable features that the other websites didn't include, such as having up to ten different language options for users who don't speak English, allowing the website to reach a much larger audience in the history and tourism sector. The website also had the fastest load time at 0.83 seconds, which shows that the website is optimised with images loading almost instantaneously without needing a load time. However, the website could be improved by adding features that could enhance the user experience, such as adding a button that allows the user to go from the bottom to the top of the webpage with one click. Another feature that would enhance the SEO and user experience of the website would be to include a sitemap in the footer of the website to allow the user to navigate the website easily.

In conclusion, the benchmarking has shown us that a website needs to include optimised high-resolution images and graphics to ensure a quick webpage load time, which can improve the website's SEO and rank higher on search engines. The website must also be multilingual to allow non-English

speakers to interact with the content and attract people to the Mountsander site. Finally, the website should be easy to navigate and include a content management system, allowing content to be added easily without needing technical design skills.

10

Ian's section

<https://www.MDHxGdscoversy.com/>
<https://irishheritagetrust.ie/>
<https://www.nationaltrust.org.uk/>
<http://www.stancarr.com/>
<https://thesmashheavenyhome.com/>
<https://www.iklarkwellast.com/>
<https://www.britishmuseum.org/>
<https://www.causewaycoastandplains.gov.uk/>
<https://www.ulfstermuseum.org/>
<https://www.english-heritage.org.uk/>

1112

Ian's design & Michael's section

1314

Ian's design & Michael's section

BRIEF DOCUMENT

MOUNTSANDAL DISCOVERY & HERITAGE

BUDGET.

The Mountsandel Discovery & Heritage project has no budget. However, merchandise was discussed as an option for the project's future. We have sourced local printing shops in the UK that produce stationery and merchandise. The website for the project doesn't require a domain or web hosting, as the Mountsandel Discovery & Heritage team has an existing domain name and hosting. However, the website builder WordPress will cost money with a variety of options to access certain features. We have also looked into WordPress themes that could be used when designing the website.

<https://www.4imprint.co.uk>

4 Imprint			
Product	Duration (days)	Quantity (no.)	Cost (inc. VAT)
A4 Sticker Sheet - Circle	15	100	£135.00
38mm Button Badge	10	100	£135.00
Escocia Waterproof Jacket - Printed	5	25	£269.75
Rectangular Shaped Keyring	20	250	£302.50
Supermini Telescopic Umbrella	15	25	£192.25

15

Ian’s section

MOUNTSANDAL DISCOVERY & HERITAGE

BUDGET.

<https://belfastprintonline.com>

Belfast Print Online			
Product	Production time (days)	Quantity (no.)	Cost (exc. VAT)
Luxury Matt Business Cards	4-5	250	£35.99
A4 Letterheads 120gsm	5-6	250	£69.00
A5 Mole Notebooks	7	25	£215.00
Clip Personalised Pens	6-7	100	£85.00
Plastic ID Card	6-7	20	£50.00
Lanyards with Buckle	4-5	100	£185.00
850 X 2000MM Pull Up Roller Banner (PREMIUM)	4-5	1	£115.00

16

Ian’s section

BRIEF DOCUMENT

MOUNTSANDER DISCOVERY & HERITAGE

BUDGET.

<https://wordpress.com/pricing/>

WordPress			
Pricing plan	Cost (per month)	Cost (per year)	Features
Premium	£7	£84	13 GB storage Unlimited pages, posts, users, and visitors Free Domain for One Year Ad-free browsing experience for your visitors All premium themes Fast support from our expert team Customise fonts and colours sitewide Connect Google Analytics and Cloudflare Web Analytics
Business	£20	£240	50 BG storage Unlimited pages, posts, users, and visitors Free Domain for One Year Ad-free browsing experience for your visitors All premium themes Priority 24/7 support from our expert team Customise fonts and colours sitewide Connect Google Analytics and Cloudflare Web Analytics Install plugins SFTP/SSH, WP-CLI, Git commands, and GitHub Deployments

17

Ian's section

MOUNTSANDER DISCOVERY & HERITAGE

BUDGET.

<https://theforest.net/>

Theme Forest		
WordPress theme	Lisence type	Cost (USD)
LandPress - Marketing Landing Page Elementor WordPress Theme	Regular License	\$59
Avada Website Builder For WordPress & eCommerce	Regular License	\$69
Eduma - Education WordPress Theme	Regular License	\$69
Edusion - Education LMS WordPress Theme	Regular License	\$29
Escada - Kids School & Education LMS Elementor WordPress Theme	Regular License	\$39

18

Ian's section

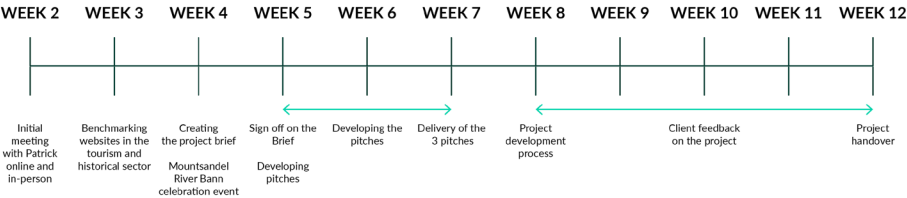
BRIEF DOCUMENT

Mountsandel Discovery & Heritage

TIMESCALE.

The timescale is an essential step in the design process as it can ensure that the deliverables are created on time, showcasing the development process each week to ensure the client's expectations are met. We designed a detailed timeline from weeks 2 – 12, which showcases important dates from the initial meeting to the project handover of the Mountsandel project. Starting in week 2, we had an initial online and in-person meeting with Patrick to discuss the Mountsandel project in detail. In week 3, we researched other businesses in the history and tourism sector and completed a benchmarking comparison to identify areas of good design practice. In week 4, Mountsandel has a River Bann celebration event, which will be used for content on the website and social media pages.

The brief will also be completed within the week 4. In weeks 5 - 6, the brief will be signed off by Mountsandel Discovery & Heritage, and the pitches will begin to be developed. In week 7, the three pitches will be presented to the client, and the client will decide on what creative designs to go forward within the development process. In weeks 8 - 9, the project will begin to be developed and finalised before feedback from the client. In week 10, the client will provide any feedback or changes needed before the project is handed over. In week 12, the deliverables will be handed over to the client.



Ian's section

Mountsandel Discovery & Heritage

TEAM MEMBERS.

Our team includes Michael Morrissey, Temidire Britto and Ian Lennox. Each team member has developed their creative design skills through Ulster University and has undergone a professional placement in the creative industry. Each team member will be assigned a task, and the workload will be evenly distributed among the team members.



MICHAEL MORRISSEY



TEMIDIRE BRITTO



IAN LENNOX

Ian's section

BRIEF REVISION

Adrian and Claire gave us feedback on the brief and told us to change Mountsandel Discovery and Heritage Group to MDHG. They also suggested that I clean up the design by making the budgeting tables all the same size and adding the links of the websites used in the budgeting into the paragraph to allow Patrick to have easy access to the printing websites when reading the brief.

I sent my brief changes to Michael and he compiled the groups changes from the feedback and sent the revised brief to Patrick for review.

MEMOUNTSANDER DISCOVERY HERITAGE GROUP

BUDGET

The MDHG project has no budget. However, merchandise was discussed as an option for the project's future. We have sourced local printing shops in the UK that produce stationery and merchandise ([4imprint](#) and [belfastprintonline](#)). The website for the project doesn't require a domain or web hosting, as the MDHG team has an existing domain name and hosting. However, the website builder [WordPress](#) will cost money with a variety of options to access certain features. We have also looked into WordPress themes from [Theme Forest](#) that could be used when designing the website.

4 Imprint			
Product	Duration (days)	Quantity (no.)	Cost (inc. VAT)
A4 Sticker Sheet - Circle	15	100	£135.00
38mm Button Badge	10	100	£135.00
Escocia Waterproof Jacket - Printed	5	25	£269.75
Rectangular Shaped Keyring	20	250	£302.50
Supermini Telescopic Umbrella	15	25	£192.25

MDHG changed and links added

15

MEMOUNTSANDER DISCOVERY HERITAGE GROUP

BUDGET

Belfast Print Online			
Product	Production time (days)	Quantity (no.)	Cost (exc. VAT)
Luxury Matt Business Cards	4-5	250	£35.99
A4 Letterheads 120gsm	5-6	250	£69.00
A5 Mole Notebooks	7	25	£215.00
Clip Personalised Pens	6-7	100	£85.00
Plastic ID Card	6-7	20	£50.00
Lanyards with Buckle	4-5	100	£185.00
850 X 2000MM Pull Up Roller Banner (PREMIUM)	4-5	1	£115.00

Table resized

16

MEMOUNTSANDER DISCOVERY HERITAGE GROUP

BUDGET

WordPress			
Pricing plan	Cost (per month)	Cost (per year)	Features
Premium	£7	£84	13 GB storage Unlimited pages, posts, users, and visitors Free Domain for One Year Ad-free browsing experience for your visitors All premium themes Fast support from our expert team Customise fonts and colours sitewide Connect Google Analytics and Cloudflare Web Analytics
Business	£20	£240	50 GB storage Unlimited pages, posts, users, and visitors Free Domain for One Year Ad-free browsing experience for your visitors All premium themes Priority 24/7 support from our expert team Customise fonts and colours sitewide Connect Google Analytics and Cloudflare Web Analytics Install plugins SFTP/SSH, WP-CLI, Git commands, and GitHub Deployments

Table resized

17

MEMOUNTSANDER DISCOVERY HERITAGE GROUP

BUDGET

Theme Forest		
WordPress theme	Lisence type	Cost (USD)
LandPress - Marketing Landing Page Elementor WordPress Theme	Regular License	\$59
Avada Website Builder For WordPress & eCommerce	Regular License	\$69
Eduma - Education WordPress Theme	Regular License	\$69
Edusion - Education LMS WordPress Theme	Regular License	\$29
Escada - Kids School & Education LMS Elementor WordPress Theme	Regular License	\$39

Table resized

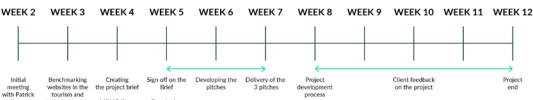
18

MEMOUNTSANDER DISCOVERY HERITAGE GROUP

TIMESCALE

The timescale is an essential step in the design process as it can ensure that the deliverables are created on time, showcasing the development process each week to ensure the client's expectations are met. We designed a detailed timeline from weeks 2 - 12, which showcases important dates from the initial meeting to the project handover of the MDHG project. Starting in week 2, we had an initial online and in-person meeting with Patrick to discuss the MDHG project in detail. In week 3, we researched other businesses in the history and tourism sector and completed a benchmarking comparison to identify areas of good design practice. In week 4, MDHG has a River Bann celebration event, which will be used for content on the website and social media pages.

The brief will also be completed within the week 4. In weeks 5 - 6, the brief will be signed off by MDHG, and the pitches will begin to be developed. In week 7, the three pitches will be presented to the client, and the client will decide on what creative designs to go forward within the development process. In weeks 8 - 9, the project will begin to be developed and finalised before feedback from the client. In week 10, the client will provide any feedback or changes needed before the project is handed over. In week 12, the deliverables will be handed over to the client.



MDHG changed

19

Hello Michael

Thanks for sending on the brief. I had a look over the weekend and reviewed it again this morning. Great work by the team.

There is one change that I would like to make.

The text is highlighted in the attached image and I have noted a change in text below.

I want to make sure that if anyone outside of MDHG has visibility of this document the information in the text is as correct as possible. Would you kindly update and resend?

I am still in Jury Service cycle until next week so I can set up a meeting but it may change with only 15hrs notice. I will be attending Antrim Courts.

I am in Belfast on Friday (ex Jury Service) but I may be available late afternoon on Thursday if it is of any help.

Over the last two years the work of MDHG has helped in securing the Mountsandel site into public ownership in cooperation with Causeway Coast & Glens Borough Council (CC&GBC). Earlier this year an application for Peace Plus under the auspices CC&GBC with assistance from MDHG has secured funding to supports the development of the site, including clearing, adding interpretive resources, and landscaping to enhance the visitor experience.

Patrick's feedback

THE PRODUCTION

MOUNTSANDEL DISCOVERY
& HERITAGE GROUP

03



PRODUCTION DEVELOPMENT

In this chapter, I will showcase my development process when designing my logos for the Mountsandel brand re-design and present my design process from inspiration to the final logo design

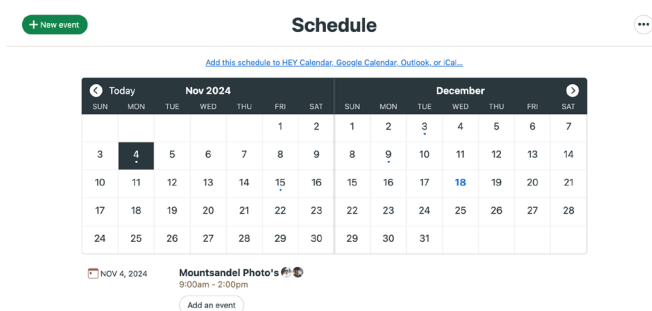
MOUNTSANDEL TOUR

Adrian and Claire recommended that we go visit the Mountsandel site to inspire our ideas when designing the new visual identity for the logo. On November 4th, Michael and I visited Mountsandel site to better understand the location's history and inspire our creative ideas with the logo design process.

The location gave me a new perspective and inspired me to use the Mountsandel natural green colours and the River Bann's deep blue as a logo colour palette. Going to Mountsandel gave me a better idea of how the Mount of Mountsandel actually looks in person and how I can incorporate the idea into my logo design process. I will concept the idea of combining the River Bann and the Mountsandel site into a logo design with the colours of the area.

After reading the information from the information signs, I was inspired to incorporate the ideas of using flint and hazelnut, as mentioned on the information signs. I will also include the idea of implementing the date into the design to showcase how long the site has been around.

Michael took all the photos from the Mountsandel visit to showcase the natural beauty of the Mountsandel site.



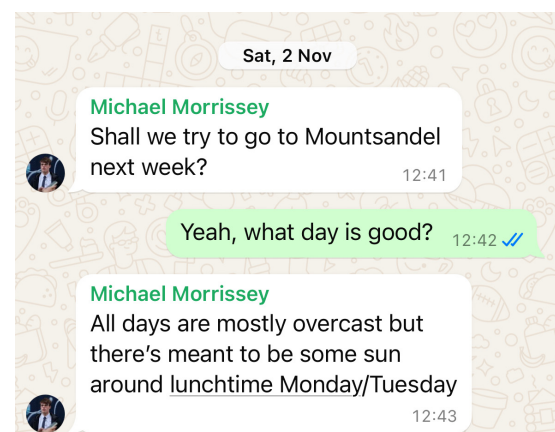
Mountsandel visit on Basecamp



Image taken by Michael



Image taken by Michael



Organising the Mountsandel site visit on WhatsApp

TEAM COLLABORATION

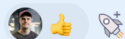
Adrian and Claire suggested that we collate our ideas when designing logos to share the inspiration behind our colours, typefaces and design process.

I designed a Miro board and pasted the link into Basecamp to help us share our ideas to inspire each other when designing our Mountsandel logos. The collaboration inspired me to make a new design with the inspiration from Michael's section, as I was inspired to create a logo design using the hazelnut design.

Wednesday, October 30

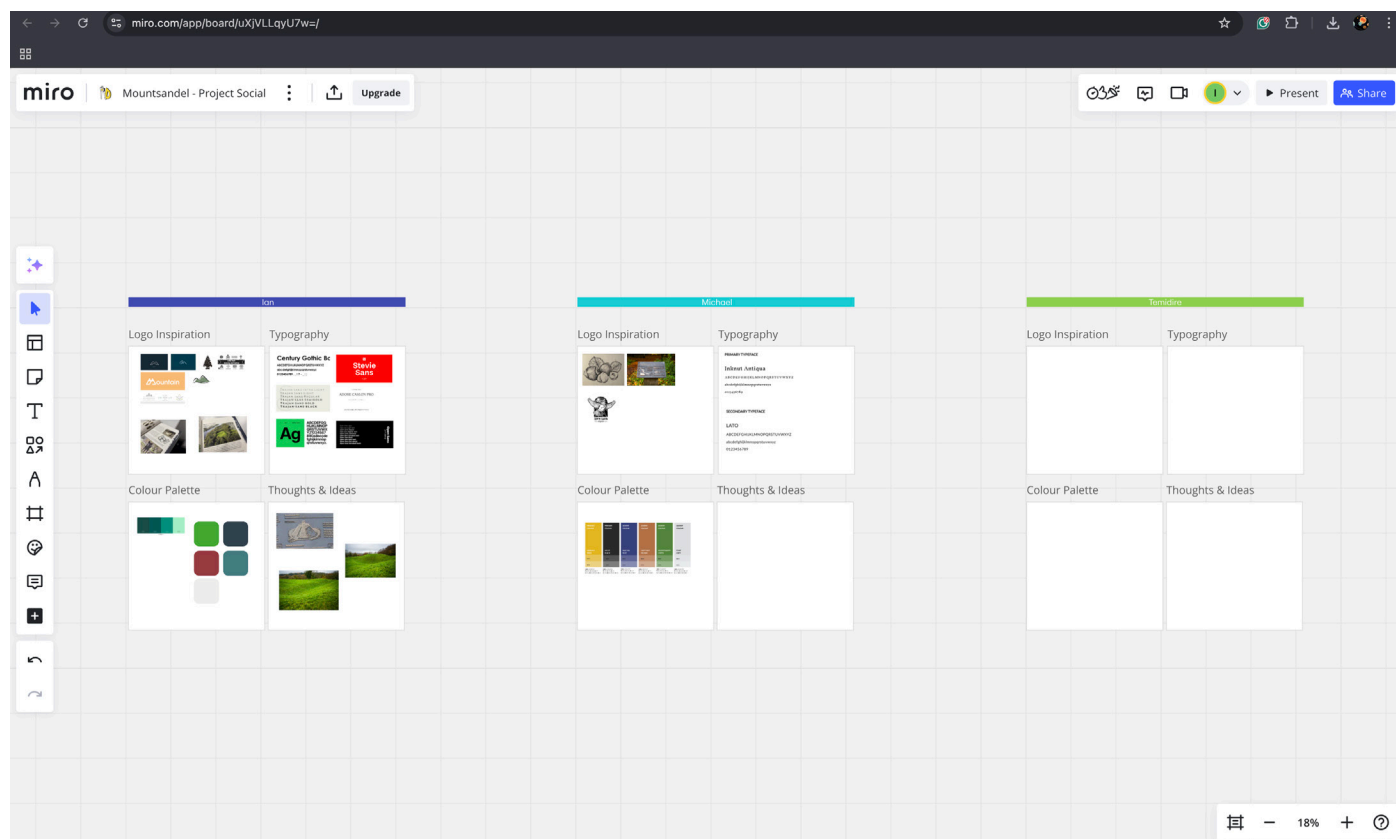
Hi everyone, below I've attached a link to a Miro collaboration board that we can use to share our logo designs and ideas.

11:49am Me



https://miro.com/welcomeonboard/T1h1WG9xT091UnJCZ1BzUzRSbXBBrTFNRTXBJVGNpajNUejM0UTg1c1VBTVl0cmtscEZhanVFV202SVl2dk5CNXwzNDU4NzY0NTYzNjQwODY1NjM0fDI=?share_link_id=964147080999

Link to the Miro collaboration board on Basecamp



Team collaboration on Miro

LOGO IDEAS



Images taken by Michael



Images taken by Michael



Sinnamon, D. (2021) Reflections on the Bann



Minimal-Mountain-Logo vector (2019).
Minimal-Mountain-Logo Vektorbild



Minimal-Mountain-Logo vector (2019). Minimal-Mountain-Logo Vektorbild



Mountain (2020). Mountain illustration logo template vector. [online] iStock.

I was inspired by these elements for my logo design as I wanted to incorporate these elements seamlessly into the design to make the logo relevant to the logo and to add a new perspective on the logo. The current logo uses a hazelnut design, and I want to incorporate the idea of adding a flint arrowhead into the hazelnut to give the logo a fresh, modern feel.

TYPOGRAPHY

CENTURY GOTHIC PRO BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Open Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

INTER

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

LATO

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

ADOBE CASLON PRO

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

HEDVIG LETTERS SERIF

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

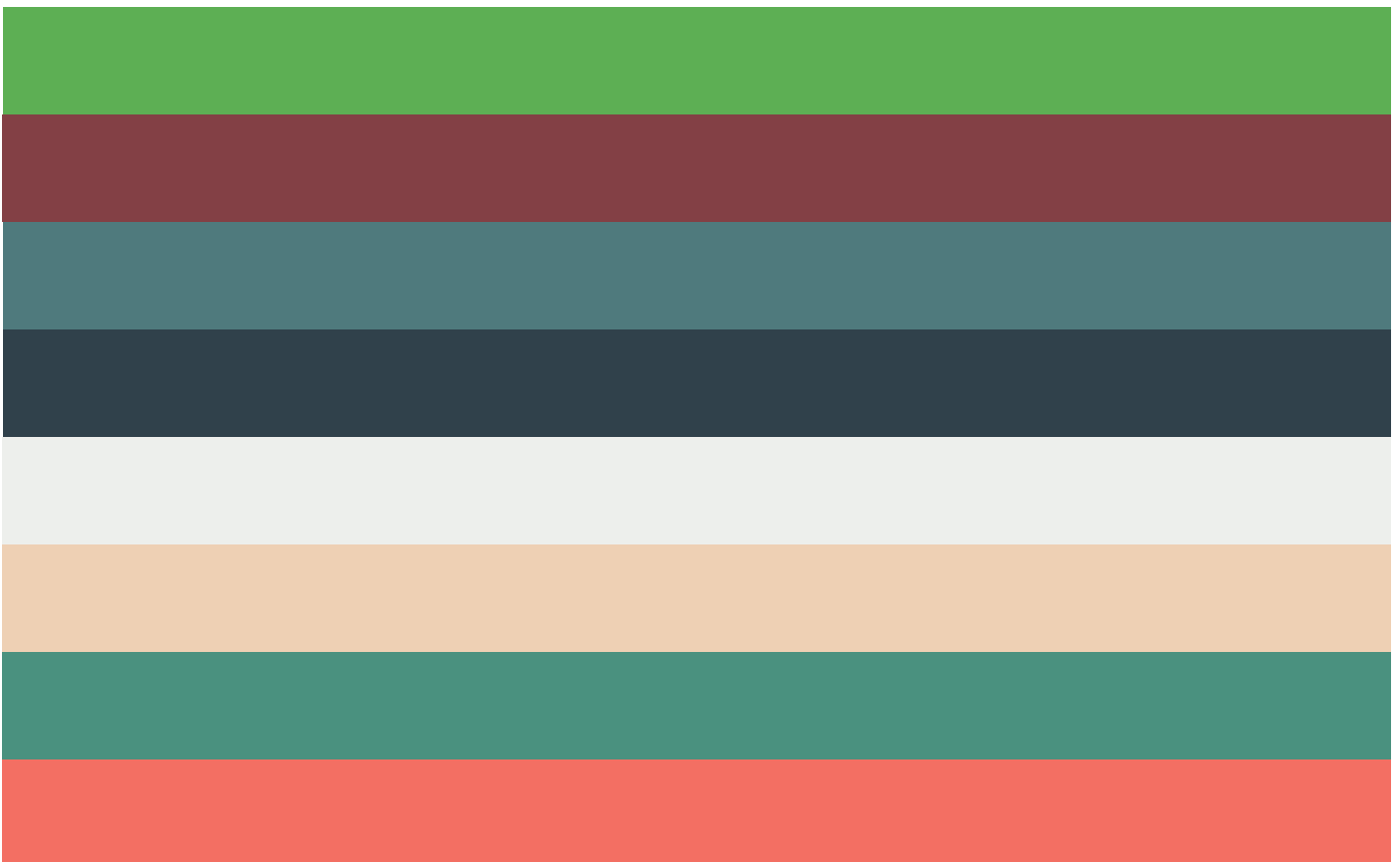
For the typography I wanted to experiment with both serif and sans serif fonts to identify how I want to design the brand. I want to test the logos using these fonts as the sans serif fonts are used to make the brand look more modern and contemporary, while the serif fonts would make the brand more dated and give character to the design.

COLOUR PALETTE

For the colour palette, I used the eye dropper tool in Adobe Illustrator to pick key colours from the images we took from the Mountsandel area. I wanted my logo design to include elements from the Mountsandel area by incorporating the colours of the local area into the design, including the blues, greens and brown colours from the surrounding area. I also wanted complementary colours that contrast these colours, so I looked into using red colour and teal colours to make the design more unique with its complementary colours.



Photos taken by Michael



LOGO EXPERIMENTATIONS



LOGO EXPERIMENTATIONS

After showcasing my logo designs, Claire and Adrian gave good constructive criticism, mentioning that I should look more into the ideas of using natural resources in the Mountsandel area, such as flint and hazelnuts.

From the feedback, they said they liked the idea of the established date on the design, but I wasn't sure what date to put as different sources provided different results online as one website said "7000BC" (The Old Mount Manner, 2024) and another source said, "between 7600 and 7900BC" (Discover Northern Ireland, 2024). I decided to go for 10,000 BCE so that Patrick could provide feedback and correct the mistake so that an easy change could be made.

From the feedback, Claire and Adrian suggested that I further my design process with the hazelnut design and the square Mountsandel logo as, they wanted me to refine the logo design to see alternative designs and identify which logo would suit going forward to the pitch .

When designing the logo, I make sure to use the golden ratio when designing the text size for the logo as "the golden ratio (GR) is an irrational number (close to 1.618) that repeatedly occurs in nature as well as in masterpieces of art." (De Bartolo et al., p. 729). Including the golden ratio in the logo design can help improve the visual balance and hierarchy of the logo, as the icon in the logo does not overshadow the wordmark.



Hazelnut logo



Square Mountsandel logo

LOGO REVISIONS



FINAL DESIGN

For the design, I'm going forward with the square Mountsanel logo as it is a logo that can be used both for education and corporate scenarios, which can minimise confusion for people who aren't familiar with the brand. The logo is simplistic and utilises white space to showcase the design of the Mount and the wavy lines to represent the River Bann, making it more memorable to people who aren't familiar with what the Mountsandel Discovery & Heritage team do. For the typography, I decided to go with Open Sans as the primary font and Inter as the secondary font. I chose these fonts in particular as these are fonts from Google fonts, which means that the fonts are commercial and free to use without the need for a licence.

The logo can be easily incorporated into merchandise as a pattern can be made with the design to enhance the overall visual representation of the logo. The logo captures the area with the colours of Mountsandel, with the blue colour from the River Bann and the green colour from the Mountsandel site. The complementary colours can be used in creative ways which gives the client options when working with the logo.

INTER

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Open Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789



Colour palette

LOGO REFLECTION

Overall, I'm happy with my design. I put a lot of effort into it, using the technical skills I developed over my three years at university. My goal for the logo was to make a design that stands out from others and modernises the brand. The new design can attract people who have never heard of Mountsandel as from asking around I identified from asking people that not many people know what Mountsandel Discover and Heritage is and therefore having a new modern logo will attract a new generation to learn about the history of Mountsandel.

After designing the logo, I realised that having the established text wouldn't be a great addition to the logo as I think including the text "Discovery and Heritage" would be a better addition. This would allow the brand to make a seamless transition from the old logo to the new one, as existing members will be familiar with the text and will know that the logo has changed.

THE PITCH

MOUNTSANDEL DISCOVERY
& HERITAGE GROUP

04

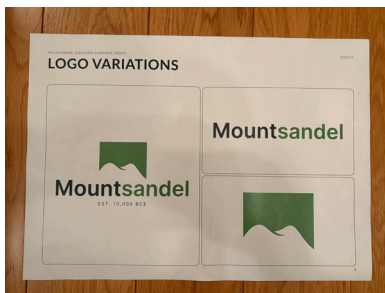
PITCH DEVELOPMENT

In this chapter I will showcase the development process of the pitches from fixing printing errors, using generative AI and my reflections on the overall pitch.

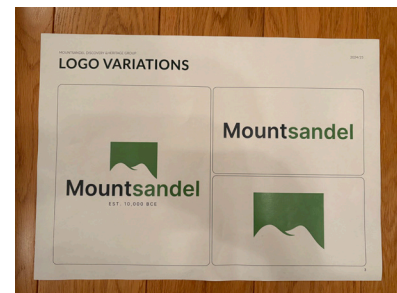
PITCH

I helped Temidire the pitch to ensure that the brief and pitches were connected to showcase professionalism and a coherent branding identity. I helped Temidire source high-quality mockups online and suggested changes to the tote bag mock-up as the quality on Temidire's original version was pixelated.

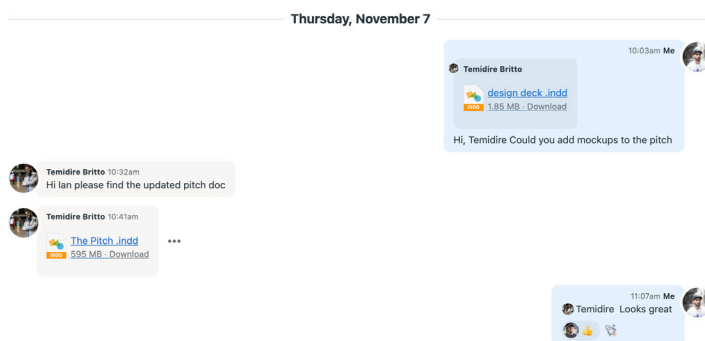
The pitches were printed out in A3 at 300 dpi to ensure that the colours and image quality were the same as the digital versions of the PDFs. I sent my pitch for Adrian to print before the meeting with Patrick and Maura. However, after reviewing the printed copies, I noticed that the logo page wasn't the same colour as the digital version. Therefore, I went into the InDesign document, changed the green shade to the correct CMYK value and reprinted the document to ensure the colours were all the same on the digital copy.



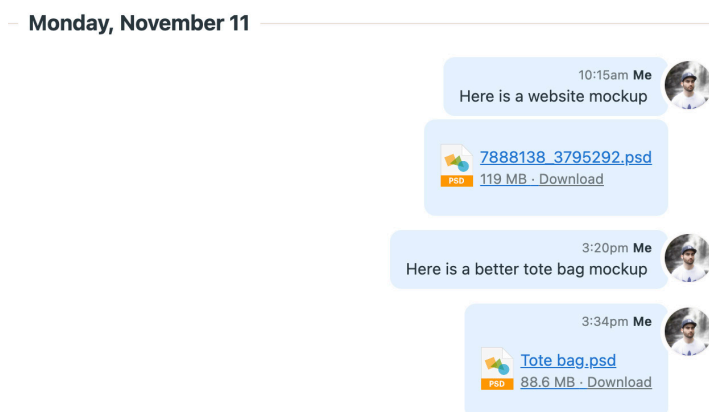
Old pitch deck



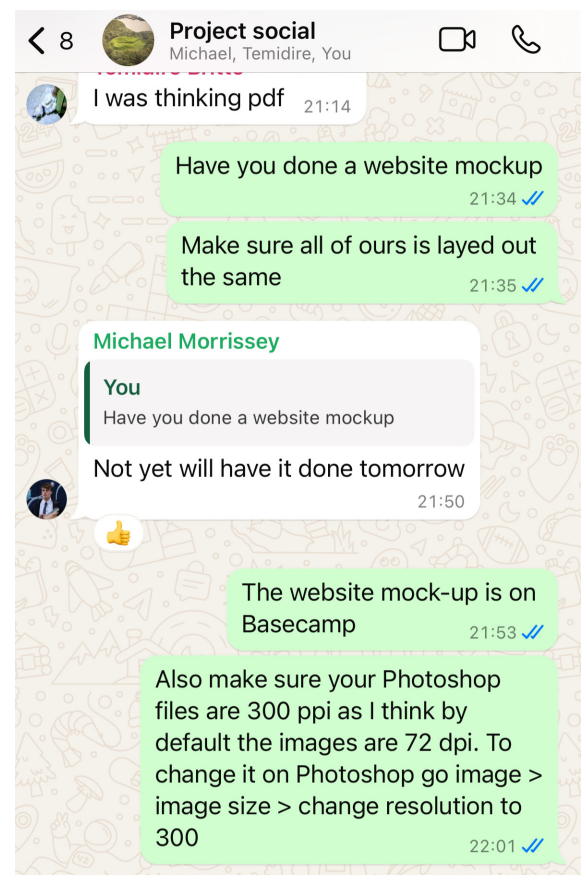
New pitch deck



Feedback on the pitch deck



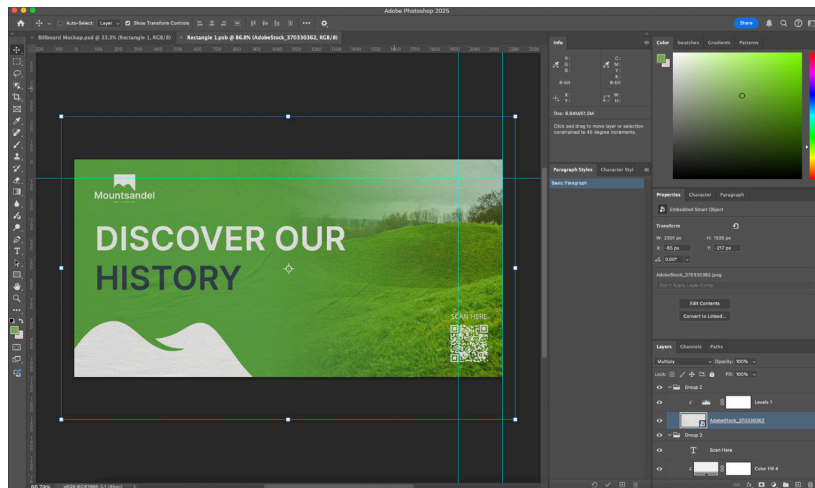
Mockups for the pitch deck



Making sure everyone's mockups are for print quality

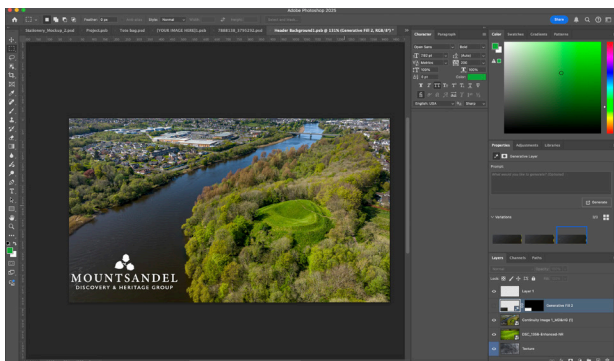
PITCH MOCKUP

For the billboard mockup for the pitch, I wanted to include a more realistic look to the mockup, so I added a creased paper texture (Adobe Stock, 2024) to the design. I also incorporated a QR code (Qr-code-generator.com, 2020) that links the user to the Mountsandel website.

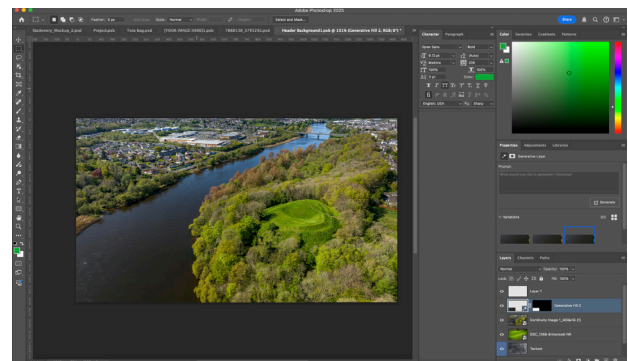


USING GENERATIVE FILL AI (PHOTOSHOP)

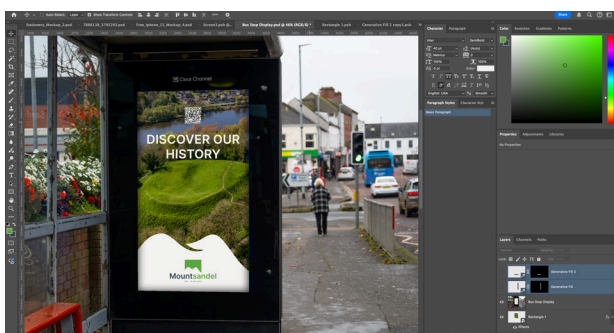
I used generative fill to remove the old logo from this image of the Mountsandel site. I then used AI to fill in the gaps in the bus stop as a blue line was showing, and I wanted to remove it to make the mockup more realistic.



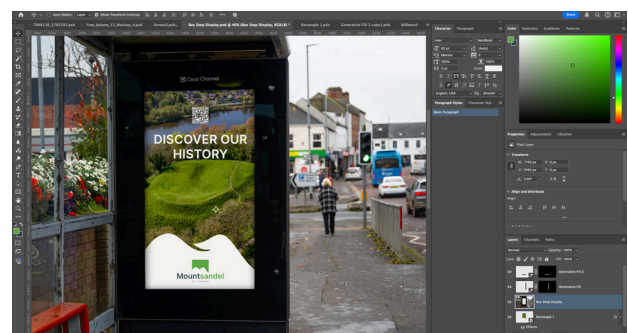
Before



After



Before



After

PITCH DOCUMENT



MOUNTSANDEL DISCOVERY & HERITAGE GROUP

2024/25

LOGO INSPIRATION

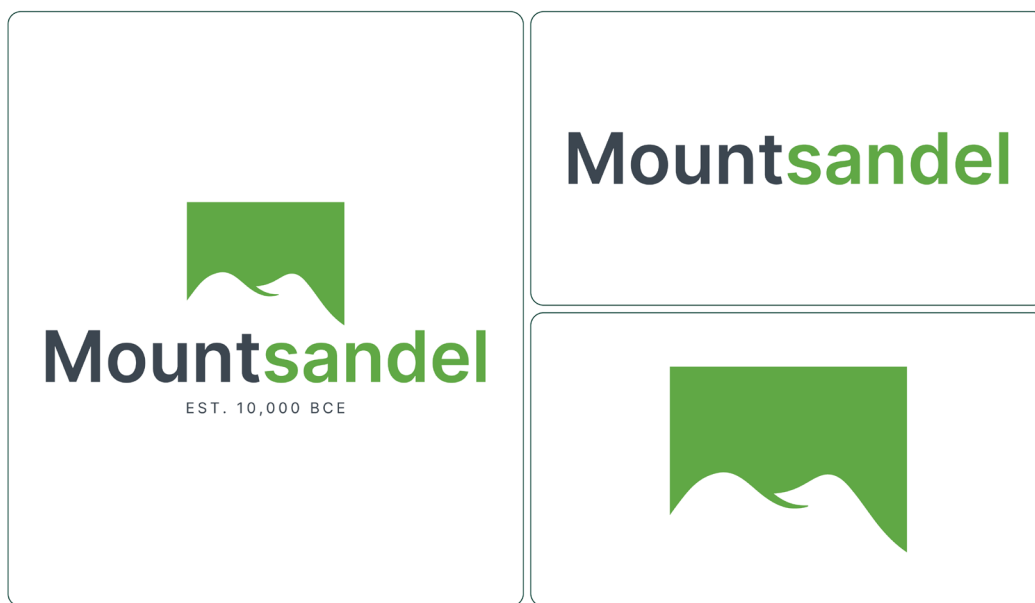


PITCH DOCUMENT

MOUNTSANDEL DISCOVERY & HERITAGE GROUP

2024/25

LOGO VARIATIONS

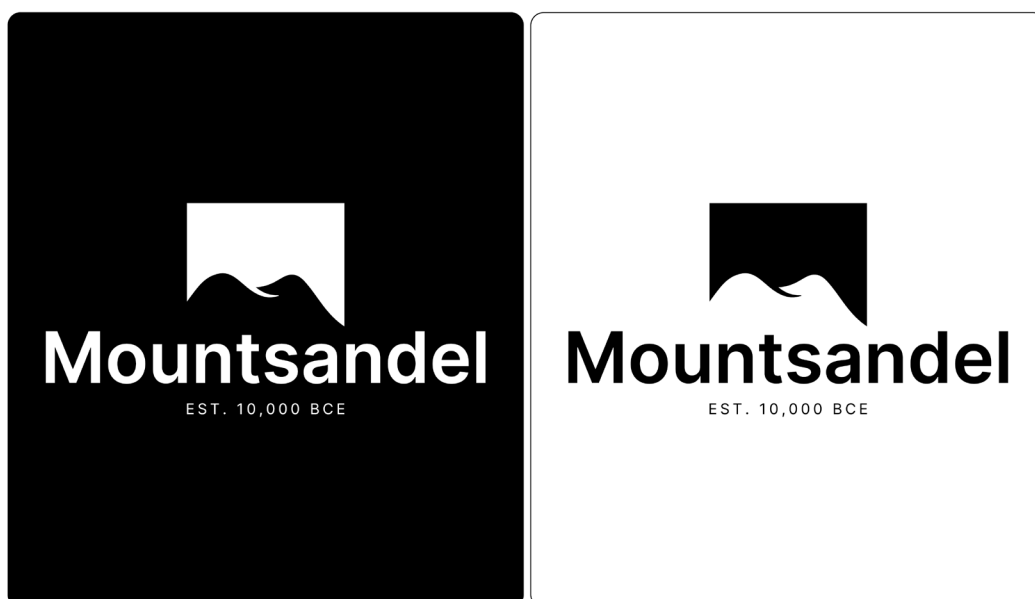


3

MOUNTSANDEL DISCOVERY & HERITAGE GROUP

2024/25

PRIMARY LOGO



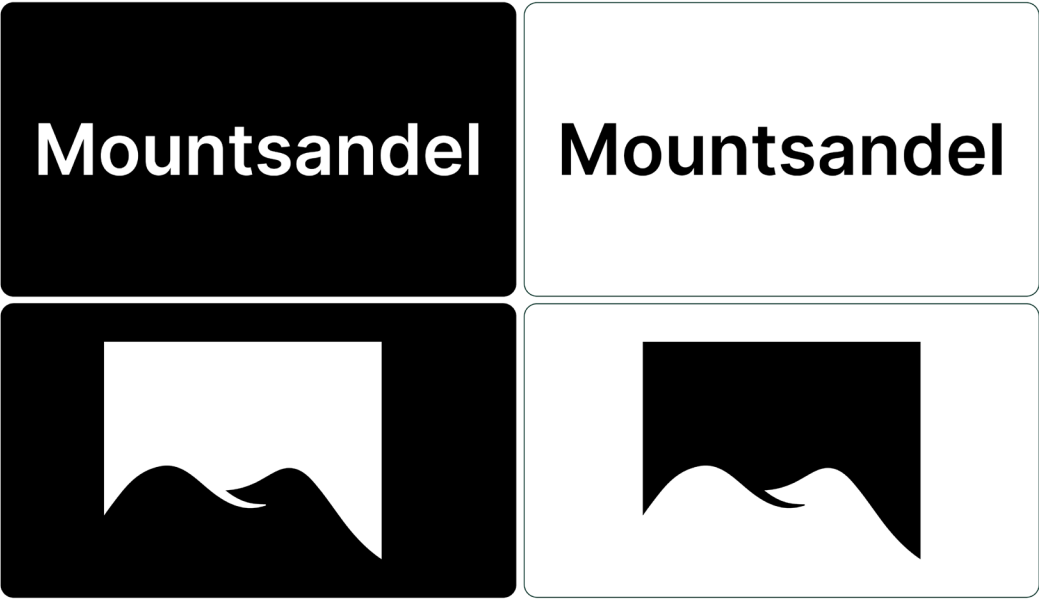
4

PITCH DOCUMENT

MOUNTSANDEL DISCOVERY & HERITAGE GROUP

2024/25

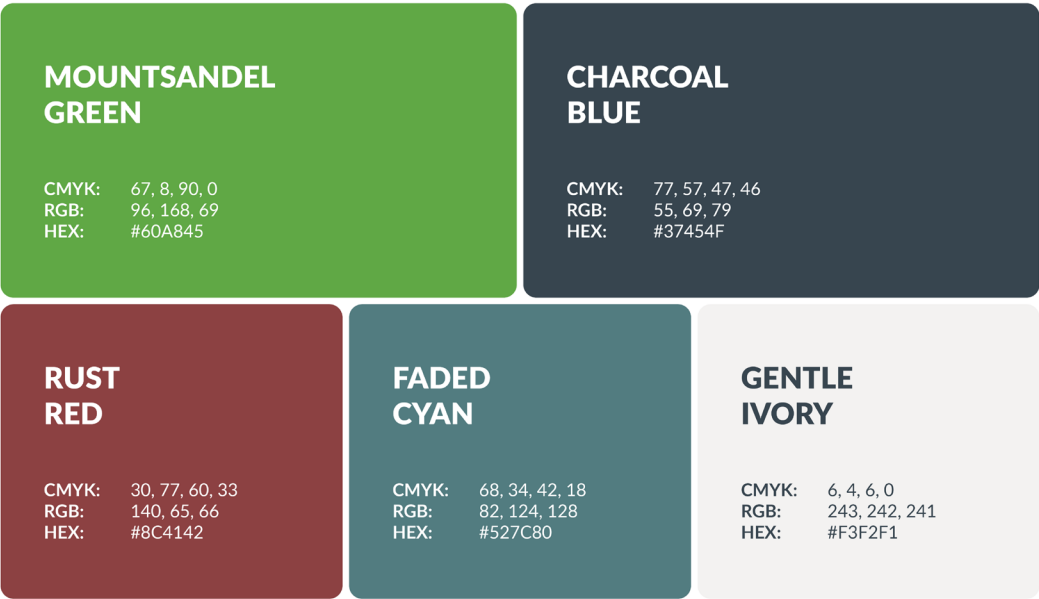
SECONDARY & ICON LOGO



MOUNTSANDEL DISCOVERY & HERITAGE GROUP

2024/25

COLOUR PALETTE

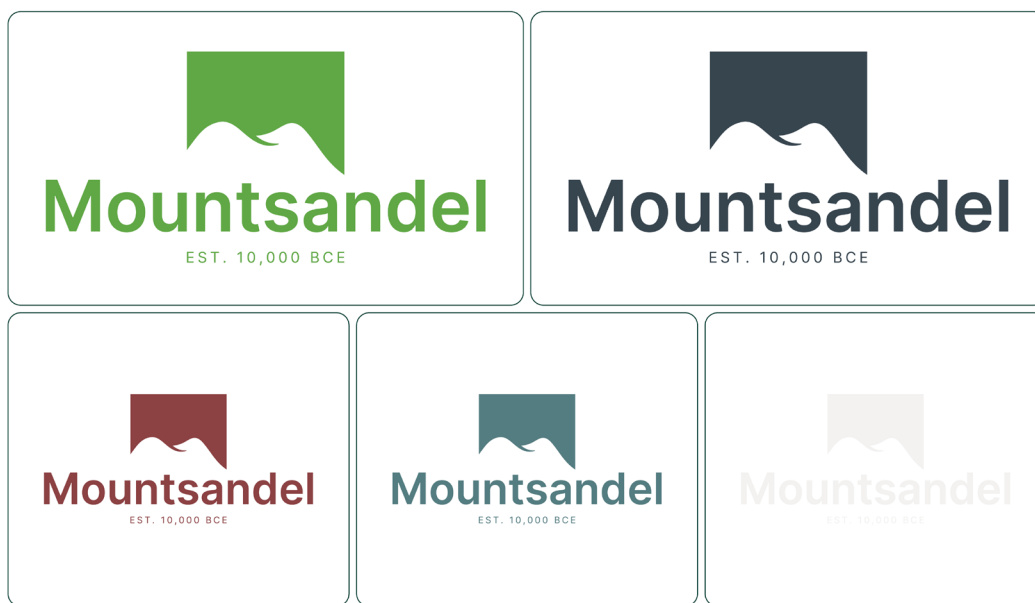


PITCH DOCUMENT

MOUNTSANDEL DISCOVERY & HERITAGE GROUP

2024/25

LOGO COLOUR VARIATIONS



7

MOUNTSANDEL DISCOVERY & HERITAGE GROUP

2024/25

TYPEFACE

PRIMARY TYPEFACE

INTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

SECONDARY TYPEFACE

OPEN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

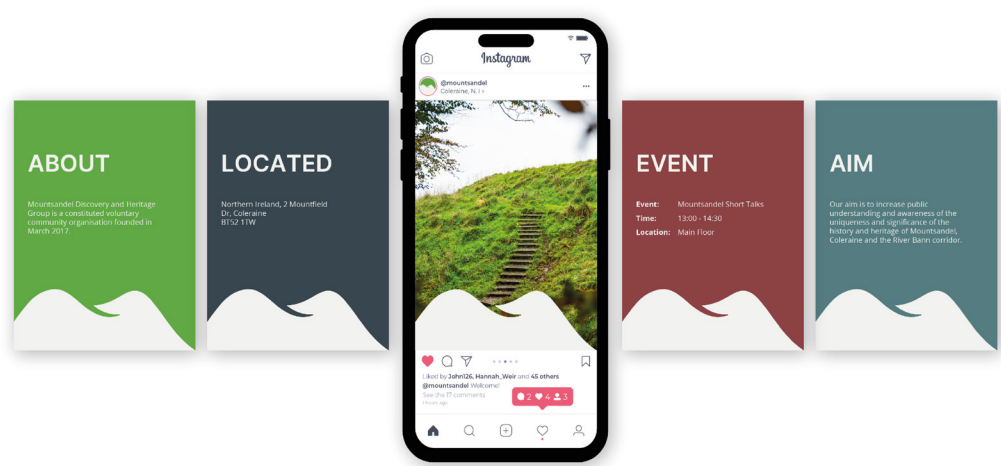
8

PITCH DOCUMENT

MOUNTSANDEL DISCOVERY & HERITAGE GROUP

2024/25

SOCIAL MEDIA



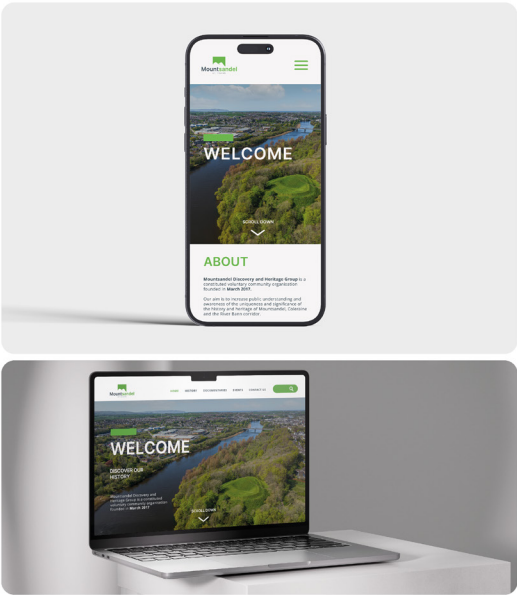
9

Freepik. (2020). Free Vector | Instagram carousel templates

MOUNTSANDEL DISCOVERY & HERITAGE GROUP

2024/25

WEBSITE MOCKUP



10

Freepik.com. (2024). , Andrew (2024). MacBook on a table mockup - Mockups Design, Andrew (2023). Free iPhone 15 mockup - Mockups Design

2024/25

STATIONARY & MERCHANDISE



MOUNTSANDER DISCOVERY & HERITAGE GROUP

2024/25

MERCHANDISE



Short (2024). Short Sleeve T Shirt Mockup With Transparent Background and Customizable Colors Stock Template., bag, C. tote (2024). Tote Bag Images – Browse 148,211 Stock Photos, Vectors, and Video.

PITCH DOCUMENT

MOUNTSANDEL DISCOVERY & HERITAGE GROUP

2024/25

LOCAL ADVERTISING



13

Michaels billboard photo, image texture - Adobe Stock. (2024). Stock photos, royalty-free images, graphics, vectors & videos.

MOUNTSANDEL DISCOVERY & HERITAGE GROUP

2024/25

LOCAL ADVERTISING



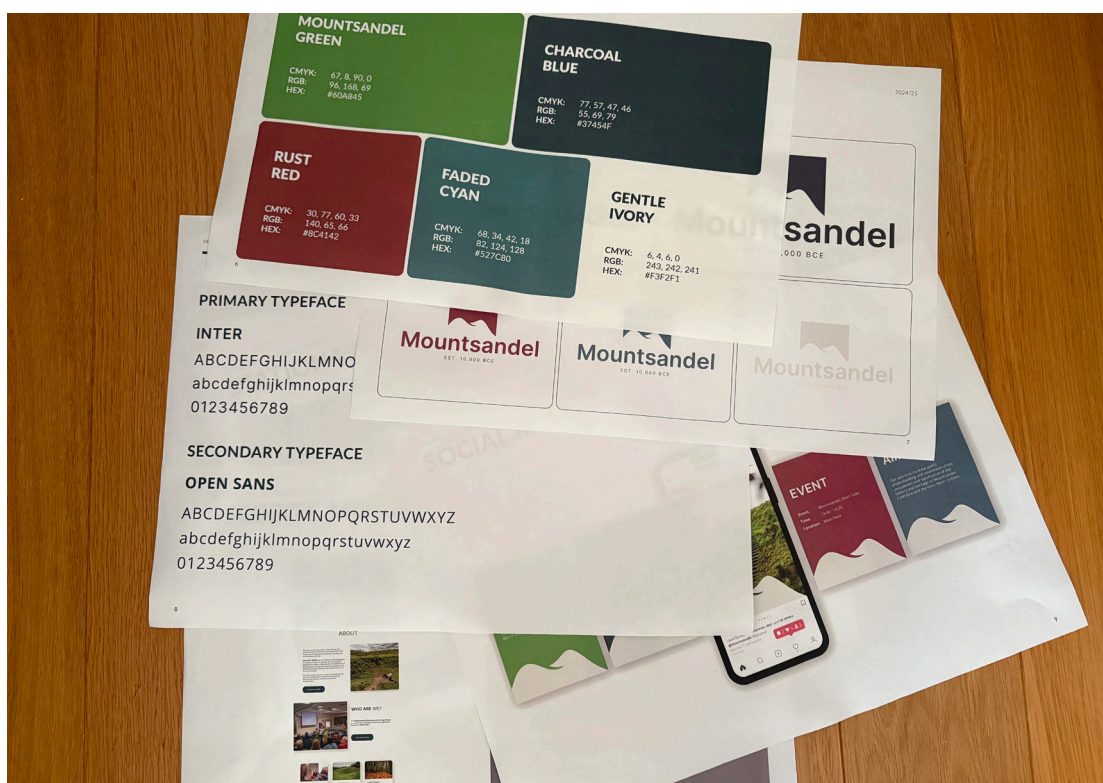
14

Michaels bus stop photo

PITCH DOCUMENT



Printed copy of the pitch deck in A3 paper



Printed copy of the pitch deck pages in A3 paper

PITCH DECISION

Patrick and Maura made a decision to continue with Michael's design as it aligned with the vision they had for the future of Mountsandel, with the ability to represent the brand both in a corporate and educational style. Michael's design creatively used iconography, which is a feature that I will take into account in the future when designing logos in the future, as the icon designs can be used on merchandise which in turn can elevate the brand.

Patrick gave me good feedback on my presentation, mentioning that the pitch reflected a modern approach and incorporate the logo efficiently. Patrick also explained how he liked the modern website design with the layout design features and would like Michael's website to be re-designed. However, they didn't want to pursue a modern style as Maura explained that they wanted a logo that would last for many years, and she explained further that the issue with my logo is that it could become outdated in the future, which they wouldn't want.

Patrick and Maura also liked the tote bags however, they would like me to look into more renewable bags by designing mockups that use jute bags. During the pitch feedback, I made sure to ask questions about what type of features the Mountsandel website could include as, I asked Patrick if he would like a newsletter feature and language translator on the website and he said that he would like those features included in the final website design.

Michael's logo



EDUCATIONAL

Michael's logo



CORPORATE

PITCH FEEDBACK

CLAIRE MULRONE

"What a fantastic pitch! The narratives were detailed and professional . You all presented confidently!!

The partner were decisive in their decision making. They also gave great feedback! You should all be very proud."

PATRICK LENNON

"I have worked as the head of a design agency (small) and worked with a number of design agencies (small and large - internationally renowned).

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."

PITCH REFLECTION

I was happy with how the pitch went as I presented my vision for how the logo could look and showcased the variety of ways the logo can be utilised with its range of colours and de-sign. Patrick mentioned how he liked the idea of the logo on the tote bag and how it didn't look forced and felt natural. He also appreciated the modern website design as it aligns with modern websites today, and therefore, he wants the website design to go forward with Michael's logo design.

However, after the pitch, I felt that my design didn't align with my client's brief, as the client would've much preferred my hazelnut and flint design with a serif typeface to align with the site's history. I envisioned the Mountsandel brand having a more modern appeal to attract a new audience who aren't familiar with the area, and its simplistic design makes it more memorable, making it work as a logo both for corporate and education purposes.

If I were to present the logo again, I would use the hazelnut and flint design and change the "est. 10,000 BCE" to "Discovery & Heritage" to seamlessly transition from the current logo to the new logo as the current logo showcases three hazelnuts and my latest version would reflect modernism and change.

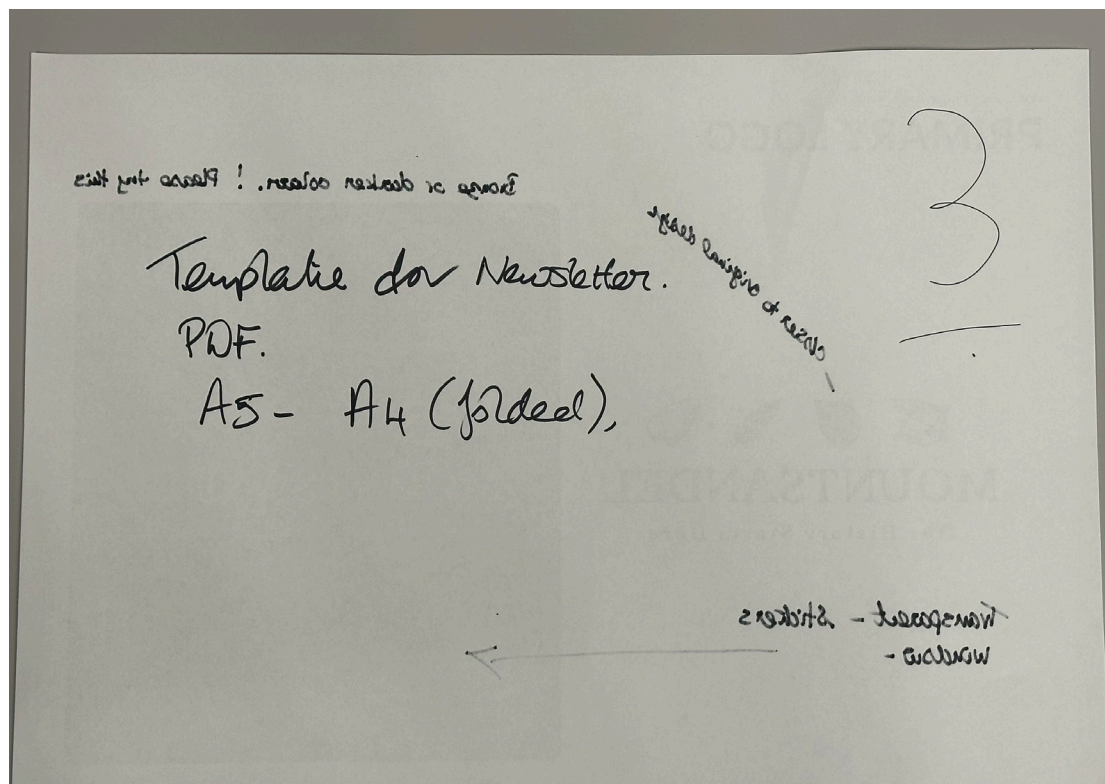


OLD

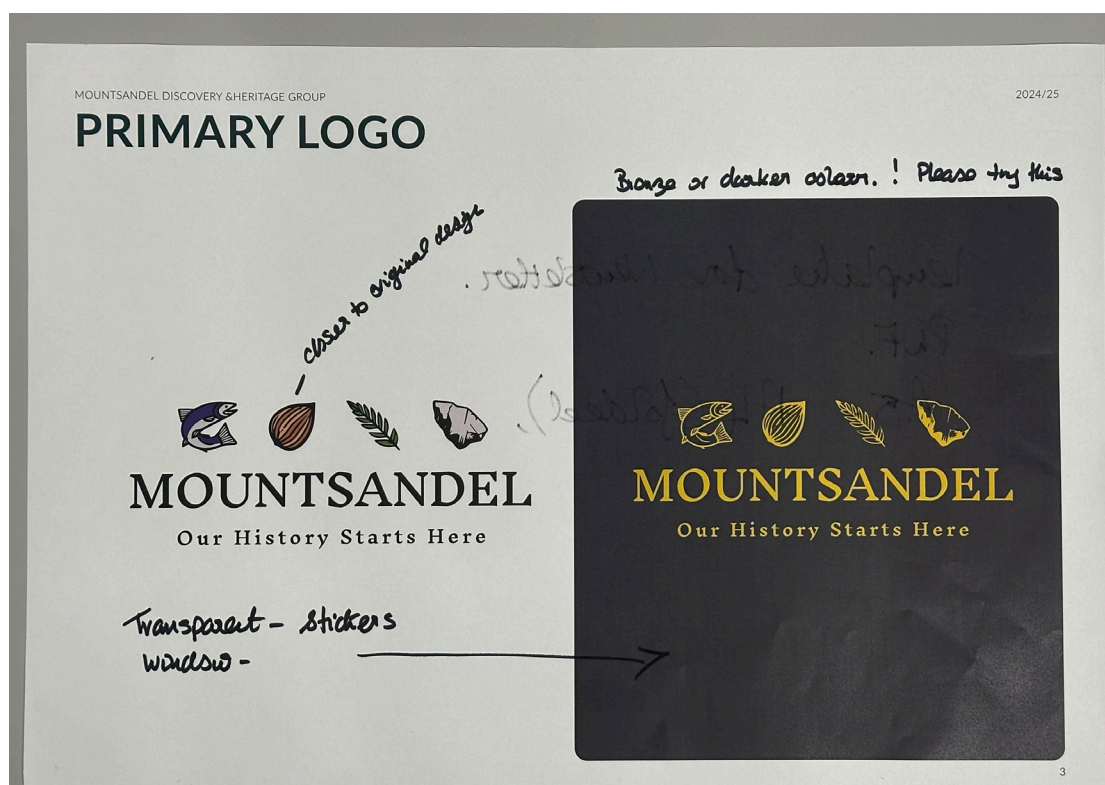


NEW

PITCH NOTES

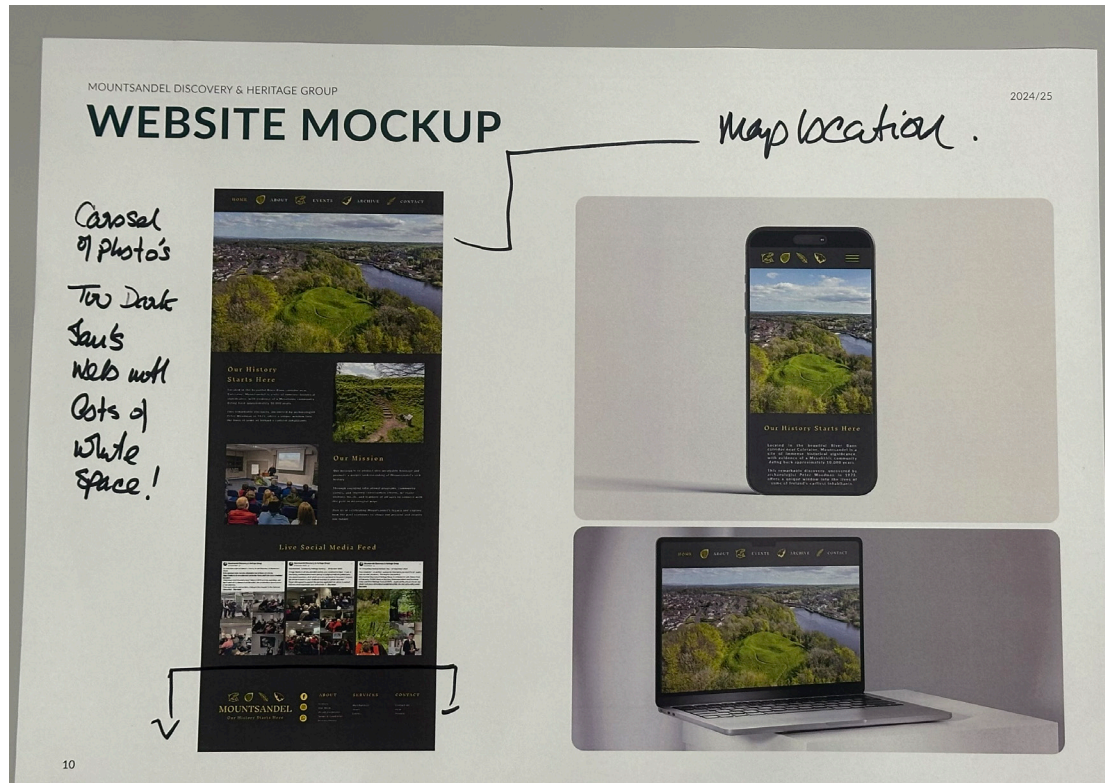


Michael's pitch feedback



Michael's pitch feedback

PITCH NOTES



Michael's pitch feedback

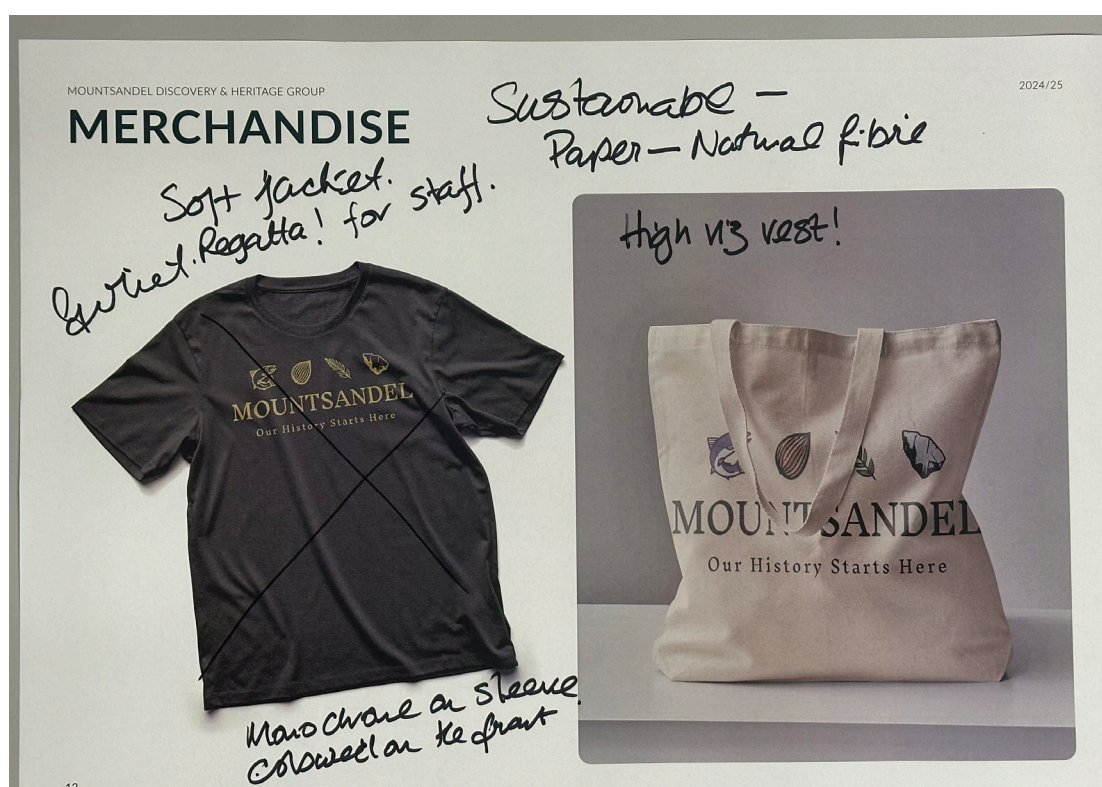


Ian's pitch feedback

PITCH NOTES



Michael's pitch feedback



Michael's pitch feedback

REVISED PITCH

After the pitch was completed, Claire sent a message for us to make presentation slides incorporating the new Mountsandel branding into the design of the PowerPoint slides.

After the pitch, we organised the work and set our tasks to complete on Basecamp. For the revised pitch, I was tasked to redesign the website on desktop and mobile using the mockups that were used for the pitch. I also had to design new presentation slides using the corporate style of Michael’s branding, and I also had to find a sustainable alternative for the tote bags and incorporate the Mountsandel icons into the bag design.

Hi everyone here are the takeaways from Friday's pitch:

Create a Powerpoint Presentation template - a set of four different power point presentation slides with the new logo. The final slide is to have the QR code.

Adjust the hazelnut icon to more closely align with the original design.

Explore using a bronze color instead of gold.

Design an A5 newsletter template (A4 folded).

Create a children's certificate for educational engagement.

Replace the T-shirt mockup with a gilet or soft jacket mockup for staff, featuring the logo in monochrome on the sleeve and in color on the front.

Develop a mockup for an A5 spiral notebook.

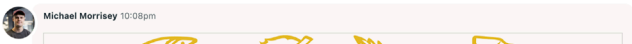
Include a mockup for a high-visibility vest with branding.

Redesign the tote bag mockup using sustainable paper materials.

Add the Mountsandel name to the local advertising mockups.

Incorporate carousel images into the website design and switch the theme to a lighter color scheme, maintaining a darker footer.

Add a map location feature to the website.



Content needed for the revised pitch

4/4 completed - [Archive list](#)

Temidire - Revised Pitch

Add a to-do

- ☒ Children's certificate for educational engagement
- ☒ Gilet or soft jacket mockup for staff, featuring the logo in monochrome on the sleeve and in color on the front.
- ☒ Mockup for a high-visibility vest with branding

[And 1 more completed to-do...](#)

3/3 completed - [Archive list](#)

Ian - Revised Pitch

Add a to-do

- ☒ Presentation
- ☒ Redesign the totebag using sustainable materials
- ☒ Website Mockup

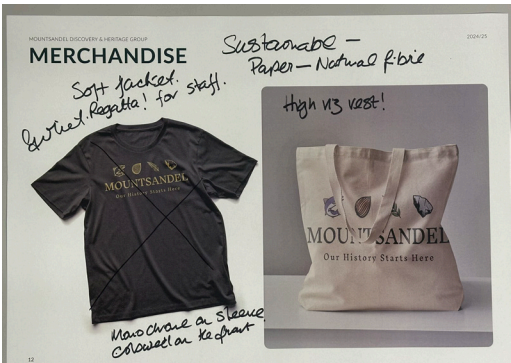
2/2 completed - [Archive list](#)

Michael - Revised Pitch

Add a to-do

- ☒ Develop a mockup for an A5 spiral notebook
- ☒ A5 newsletter template (A4 folded)

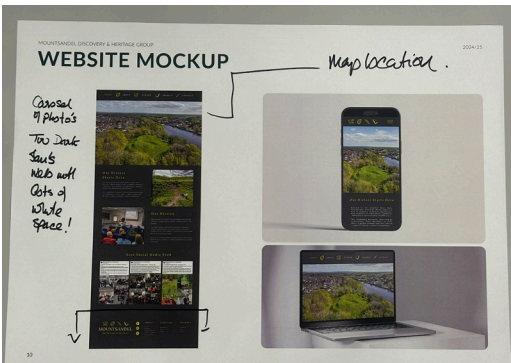
To-do's list of what needs completed for the revised pitch



“Sustainable - Paper - Natural fibre”



“Keep dark footer with gold”



“Carousel of photo's, white space, map location”

PRESENTATION SLIDES

After the pitch presentation was completed, it was time to work on the deliverables for the Mountsandel handover. Claire sent a message into Basecamp congratulating us on the presentations and mentioned Patrick needed presentation slides for his meeting with the minister in Stormont. I decided to design the presentation slides as I was familiar with using PowerPoint, and I had an idea of what the presentation slides would look like.

I decided to incorporate the icons into the corner of the presentation slide designs to ensure that the brand's colours, type and iconography are included to distinctly represent the new visual identity of the Mountsandel Discovery and Heritage team. From feedback from peers and Adrian, they suggested adding a website link on the title page to bring a call to action to the presentation. On the closing presentation slide I used a QR code from Qr-code-generator.com so that when an individual scans the QR code, they are sent to the new Mountsandel website.

For the deliverables, I'm responsible for designing the website on WordPress, WordPress website guide and the PowerPoint presentations. I noted my to-dos on Basecamp to ensure that I know what I need to complete in the following weeks.

Congratulations

Claire Mulrone · Nov 15 · Notified 5 people

What a fantastic pitch! The narratives were detailed and professional . You all presented confidently!!

The partner were decisive in their decision making. They also gave great feedback! You should all be very proud.

Let's get the revised pitch deck ready asap!

On the walk back to the main entrance they told me that in two weeks they have an audience with a minister in Stormont.

Could we get the partner a set of four different power point presentation slides with the new logo. Can you create a final slide with the QR code .

Have a great weekend you delivered today 🍷

Claire

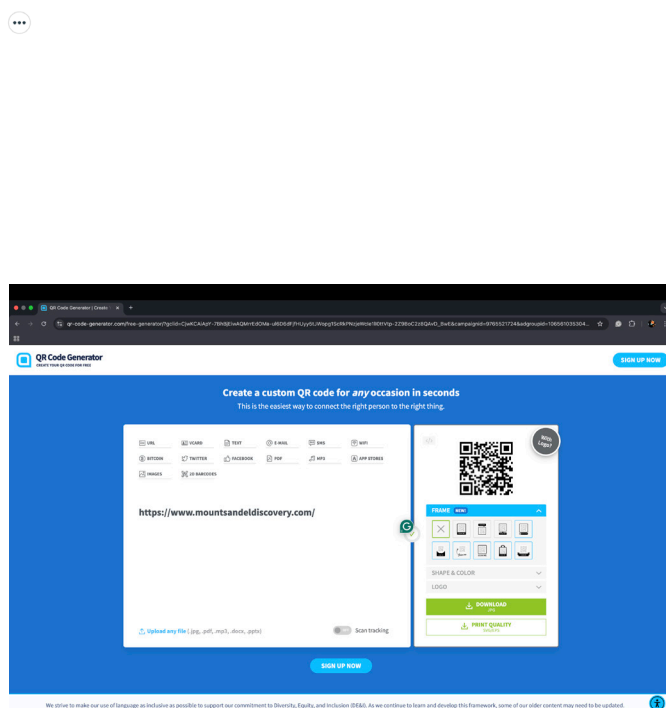
Feedback from Claire

3/3 completed – [Archive list](#)
Ian - Revised Pitch

Add a to-do

- ☒ Presentation
- ☒ Redesign the totebag using sustainable materials
- ☒ Website Mockup

Revised pitch to-do's noted on Basecamp



Mountsandel QR code (QR code Generator, 2014, QR Code Generator)

PRESENTATION SLIDES



Title slide



Hazelnut content slide



Flint content slide



Salmon content slide



Fern content slide

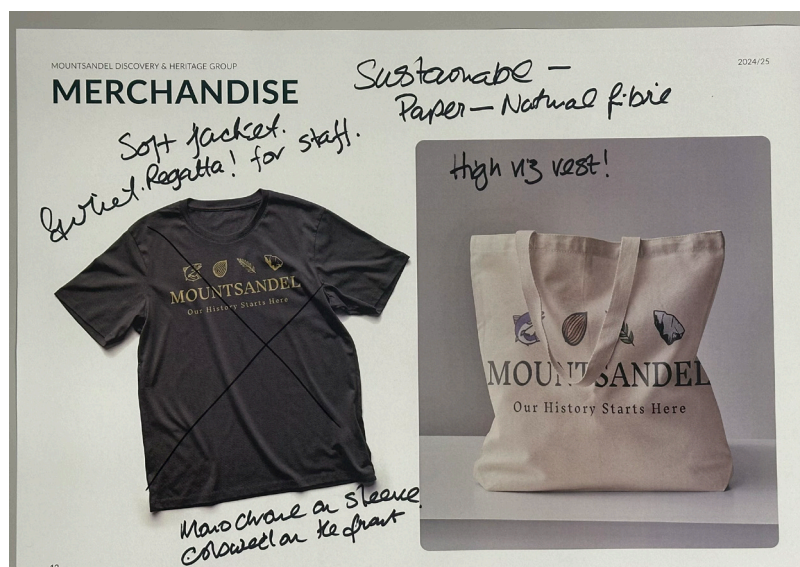


Ending slide

JUTE BAG DEVELOPMENT

After the pitch meeting, I took feedback from Patrick and Maura on the tote bags and researched sustainable mag materials. I discovered that the jute bag was a sustainable bag that uses natural fibres and is eco-friendly.

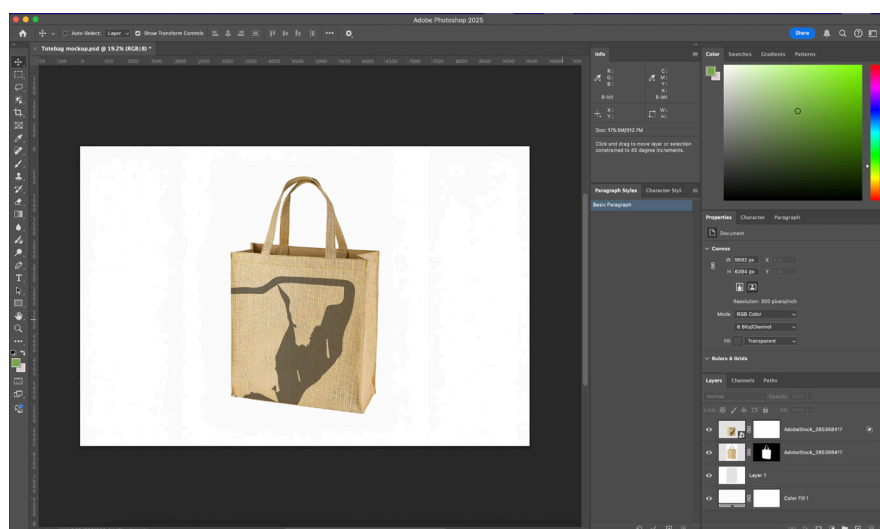
I was looking for jute bag mockups, but I wasn't able to find any, so I took a jute bag (bag, C. tote (2024). Tote Bag Images – Browse) image from Adobe stock images and decided to make my own mockup on Adobe Photoshop. I wanted to make the design look as realistic as possible so that in the future, Patrick can showcase an example of how the brand can be used in action on a jute bag design.



Claire's tote bag feedback



bag, C. tote (2024). Tote Bag Images – Browse



An image of the Adobe Photoshop mockup I made using the Adobe stock image jute bag.

JUTE BAG DESIGN



Hazelnut with logo on a jute bag



Flint with logo on a jute bag



Salmon with logo on a jute bag



Fern with logo on a jute bag

JUTE BAG DESIGN



Hazelnut icon on a jute bag



Fern icon on a jute bag



Flint icon on a jute bag



Salmon icon on a jute bag

JUTE BAGS FEEDBACK

After designing the jute bags, I showcased my designs to Adrian and Darren, and they both agreed that it would be better if the logo was on one side of the jute bag and the icon was on the other side of the jute bag. Darren mentioned that the salmon and flint were difficult to identify on the bag, so Darren suggested making the icons on the bag more visible and to make them bigger to be more recognisable.

Taking this feedback allowed me to improve the design by making the icon on the jute bag a more visually interesting design that is realistic and easily distinguishable with the Mountsandel branding.



BEFORE



AFTER

JUTE BAG REDESIGN



Logo (font of the bag)



Hazelnut (back of the bag)

JUTE BAG REDESIGN



Fern (back of the bag)



Salmon (back of the bag)

JUTE BAG REDESIGN

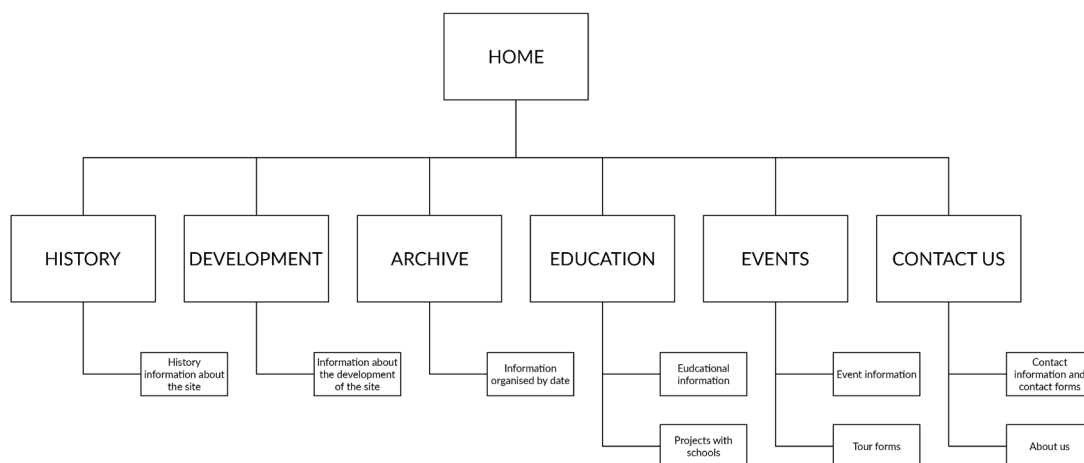


Flint (back of the bag)

WEBSITE MOCKUP

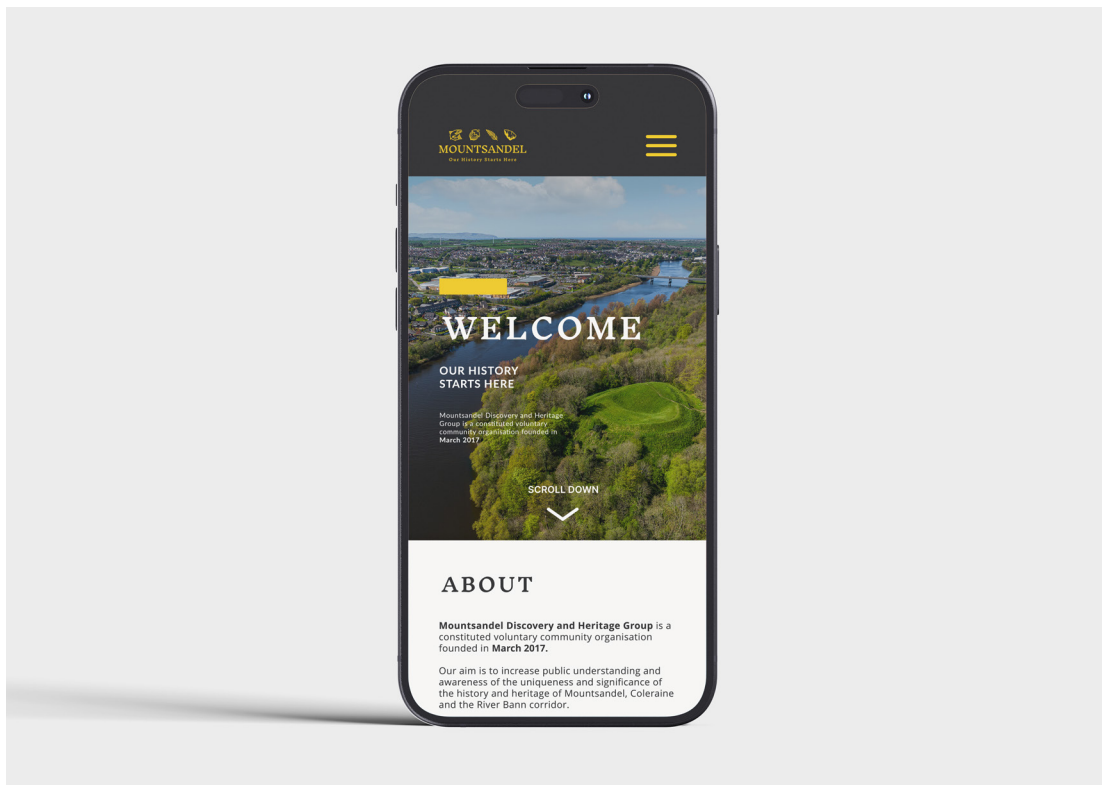
The feedback on the pitches gave me an insight into what I need to change for the mockups of the new Mountsandel website. I used the same mockups that were used for the pitches and incorporated the Mountsandel corporate design. I suggested to Patrick that I could incorporate the branding colours and typography into the navigation bar and in the footer to align with the new branding. I also included the features discussed by Patrick, such as the newsletter feature and a live social media feed to make the website as close to the real version of the website.

I designed a website sitemap to showcase the user's journey through the website. Each page links to a subsection of the content that will be included within that page. I designed the sitemap to showcase to Patrick to get a better understanding of what pages need included within the new Mountsandel website.

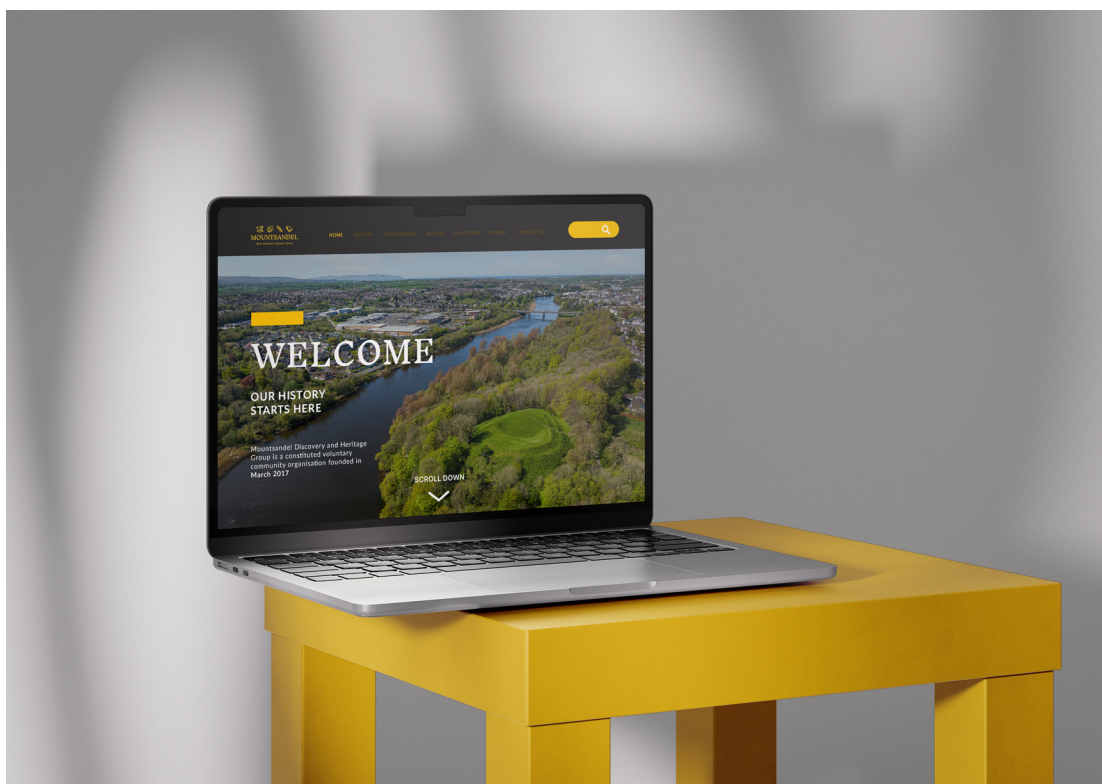


Sitemap overview of the website

WEBSITE MOCKUP

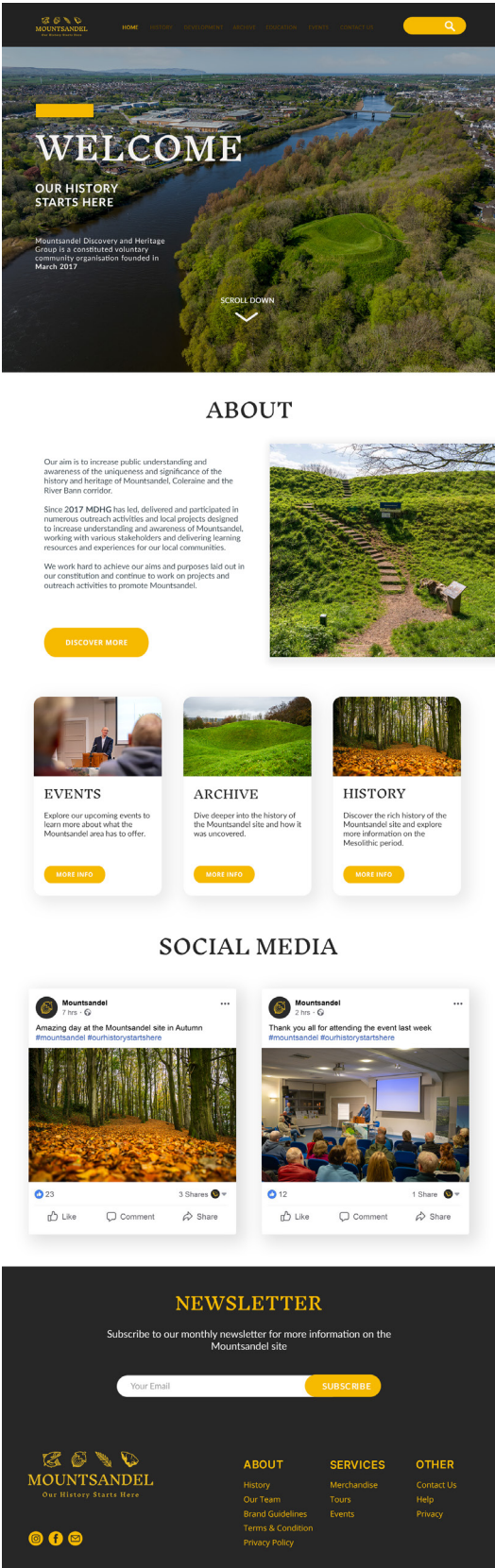


Andrew (2023). Free iPhone 15 mockup - Mockups Design.



Andrew (2024). MacBook on a table mockup - Mockups Design.

WEBSITE MOCKUP



WEBSITE MOCKUP REFLECTION

Overall, I'm happy with the look of the mockups. However, after designing the website mockups I forgot to add a map feature into the mockup which is a feature requested by Patrick. If I had more time I would have found a way to incorporate the map into the mockup design

If I was to design the mockups again, I would include website wireframes to give Patrick a good idea into how the website would look visually. I would also add more detail into the sitemap as the sitemap that I designed included a limited amount of information and therefore, doesn't give a good representation of the website. Wireframes would be beneficial in the design stage of the website and speed up the design process of the website without needing to think about how to lay the content out.

THE HANDOVER

MOUNTSANDEL DISCOVERY
& HERITAGE GROUP

05

DELIVERABLES

This chapter explore the content that will be sent over to the client in the handover. This area will explore the development of the PowerPoint presentation slides, WordPress website development and WordPress website guide.

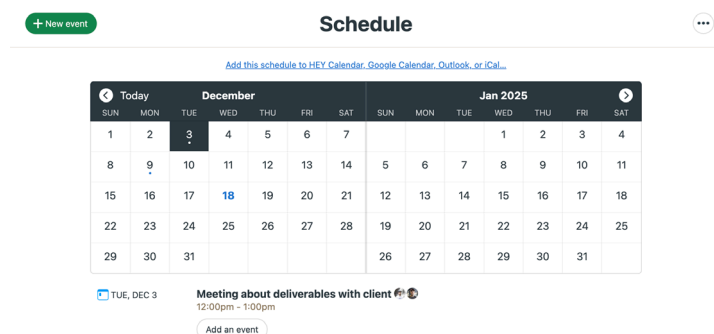
CLIENT MEETING

Michael and I met with Patrick at Ulster University on December 3rd to discuss the deliverables for the handover. Patrick mentioned that he couldn't give me access to the website as the website was under attack from hackers but he did mention that he was working on it and that he imagines to get the issue sorted as soon as possible.

Patrick also gave me feedback on the presentation slides, mentioning that he liked the design and how is incorporated the corporate colours of the Mountsandel logo, but the issue he mentioned with the presentation slides is that the icons in the corner were too big and therefore, he had difficulty adding content onto the slide.

Patrick suggested lowering the scale on the icons and adding more presentation slides, as he mentioned including slides without borders and lowering the opacity of some of the slide designs to more variety when he uses the PowerPoint slides in the future. He also suggested having the QR code in different positions on different slides, as he wasn't sure if everyone was able to scan the QR code.

I took the feedback onboard and made the needed changes to the presentation slides right away. I took the feedback into account, edited the designs on Adobe Illustrator, and reduced the sizes of the icons by 50% to allow for more content on the page. I also included the lower opacity presentation slides and set the opacity at 25% so that it becomes less distracting. For the closing slides, I took Temidire's QR code, as it's guaranteed to work, as I took my original QR code from Qr-code-generator.com.



Date set on Basecamp



old design

DELIVERABLES

After the pitch was completed and Patrick was happy with the changes, we started working on the deliverables for the handover. Each team member was given a section of the project to ensure all areas were covered. I covered the areas of fixing the presentation, designing the website and creating a WordPress website guide.

I decided to cover the Website as I had previous experience with a different web-building software that I learnt during my placement when designing a website. I decided to take the lead on developing the website as my team members had little experience with web-building software, so I decided to take the responsibility of creating the website. I will also redesign the Mountsandel PowerPoint slides discussed with Patrick in the meeting and make the necessary adjustments to ensure that the presentation slides are exactly how Patrick envisioned. Finally, I will be designing the WordPress website guide as I will have experience with using the software already and know how to make a comprehensive and simple to use website guide for the client.

4/4 completed – [Archive list](#) **Temidire - Deliverables**

Add a to-do

- ☒ Canva instruction guide
- ☒ Social Media Canva Templates
- ☒ Certificate for print

[And 1 more completed to-do...](#)

3/3 completed – [Archive list](#) **Ian - Deliverables**

Add a to-do

- ☒ Website Guidelines
- ☒ Website
- ☒ Presentation

5/5 completed – [Archive list](#) **Michael - Deliverables**

Add a to-do

- ☒ Package and organise assets for handover
- ☒ Newsletter
- ☒ logo animation revisions

[And 2 more completed to-dos...](#)

Deliverables to-do's on Basecamp

REVISED POWERPOINT



Title slide



Salmon title slide



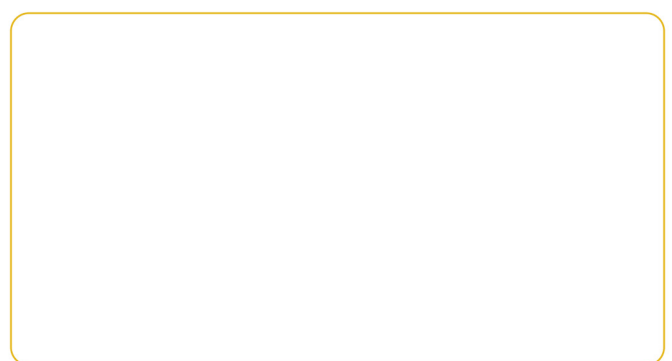
Hazelnut title slide



Flint title slide



Fern title slide



Empty slide

PRESENTATION SLIDES



Fern slide without border



Salmon slide without border



Flint slide without border



Hazelnut slide without border

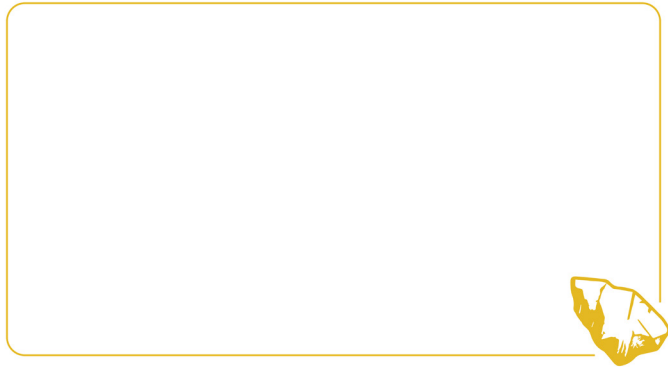


Fern slide border

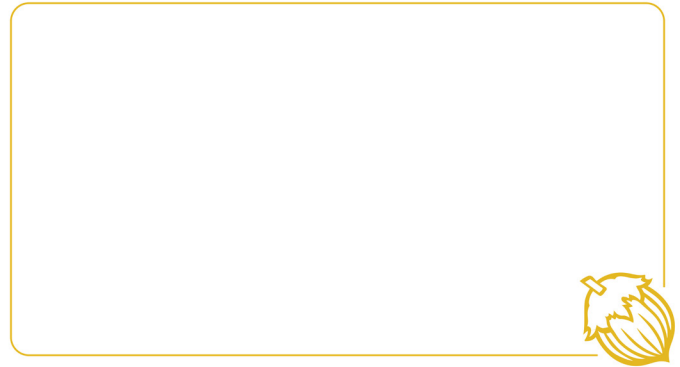


Salmon slide border

PRESENTATION SLIDES



Flint slide border



Hazelnut slide border



Right closing slide



Left closing slide



Middle closing slide

WEBSITE

The current Mountsandel website lacked in many areas from the benchmarking as the current website includes an inconsistent website layout, low-resolution images and no mobile support. The website doesn't have a mobile view which instead the mobile view of the website is the desktop view.

When designing the website, I researched WordPress themes that align with the features that Patrick and Maura were looking for from the pitches. I found a theme called Loquet, which included all the desired features, such as a map, live social media feed, newsletter and carousel. Before starting to design the website, I had to get permission from Patrick to set the website under construction to ensure that I could work behind the scenes when making the website.

After Patrick gave me permission to put the website into maintenance mode, I could start designing the website. I started removing the content from the old pages and started designing the content in Elementor as Patrick discussed in his meetings that the team would like Elementor to be used because of its simplistic design and ease of use. I designed each page with a hero image that includes the images captured by Micahel in the carousel design and then I added text to showcase what page the user is on to improve user experience. I then added the content in that Patrick provided me with a Word document of the type of information he would like included within the website. This made adding the content easy as Patrick sorted the information into pages, making it easy to identify what content needed to be included in each section. After I included the information, I started adding the features discussed in the pitch. I added a map to the home page, high-resolution images on each page, favicon, an interactive button and downloadable PDFs to the website.

To make sure the webpage loads fast, I uploaded the image to imagecompressor.com to ensure that each image had a small file size so that the SEO of the website could be improved to rank higher in Google searches.

Hello Claire

I sent permission to Michael Morrissey yesterday to put the website into maintenance.

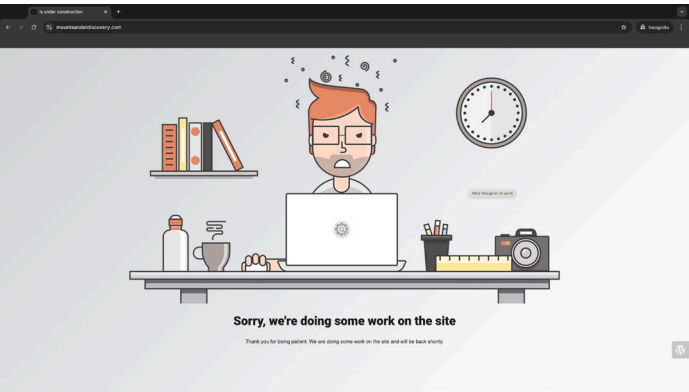
You have my permission to put the website into maintenance mode whilst the new design is built.

Thanks

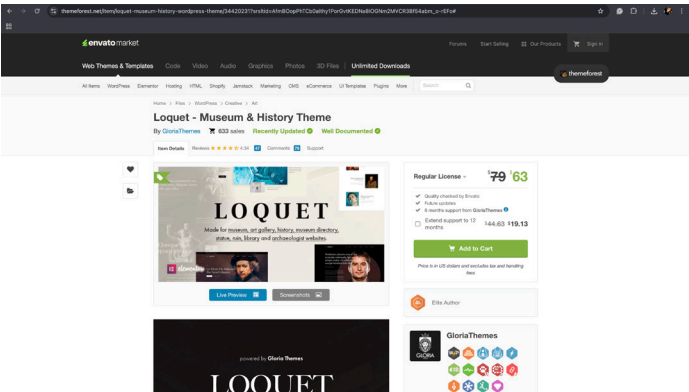
Sent from my iPhone
Patrick Lennon

Permission to put the website into maintenance from Patrick

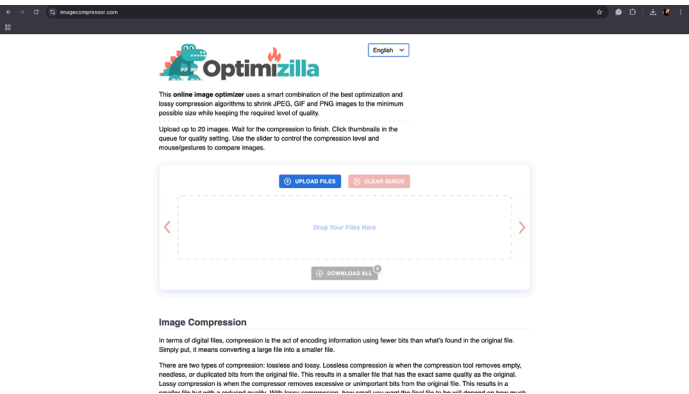
WEBSITE



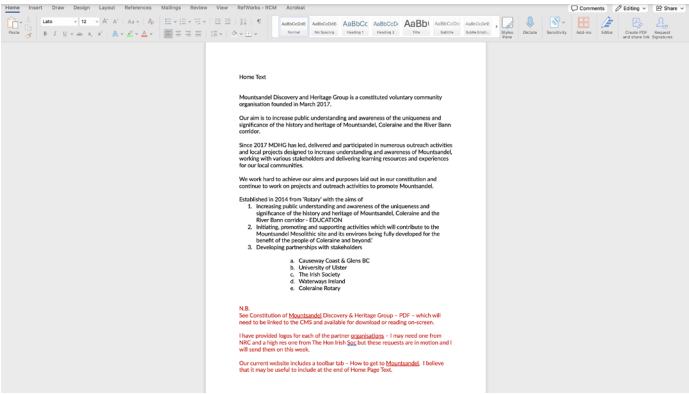
Website under construction



GloriaThemes (2024). Loquet - Museum & History Theme



Optimizilla. (n.d.). Online Image Compressor.



Patrick's notes for the website content

OLD WEBSITE



Irish History Starts Here



Mountsandel Fort inside the Mesolithic excavation site

[Learn More](#)

"Our Work"

Mountsandel Discovery and Heritage Group is a constituted voluntary community organisation founded in March 2017.

Our aim is to increase public understanding and awareness of the uniqueness and significance of the history and heritage of Mountsandel, Coleraine and the River Bann corridor.

Since 2017 MHDG has led, delivered and participated in numerous outreach activities and local projects designed to increase understanding and awareness of Mountsandel, working with various stakeholders and delivering learning resources and experiences for our local communities.

We work hard to achieve our aims and purposes laid out in our constitution and continue to work on projects and outreach activities to promote Mountsandel.

[Link to our Constitution Document](#)

Upcoming event – Saturday 14 September 2024

Mountsandel & River Bann Talks
in Coleraine Library
Saturday 14th September 2024

Mountsandel Discovery and Heritage Group invite you to the Library in Coleraine to hear some short talks about the discoveries at Mountsandel from two Local Authors.

Thomas McEneaney,
The Salmon People

Derek Sinnott,
Reflections on the Bann

Both Authors will be happy to sign and dedicate copies of their books.

Find out about the ancient Mesolithic Settlement at Mountsandel and about the importance of the River Bann to these fine writers.

What did the people of Mountsandel eat 10,000 years ago and where did they live?

You will have a chance to listen to the Authors, attend the book signing and have a demonstration of a Virtual Reality Experience of a Mesolithic home.

Members of Mountsandel Discovery & Heritage Group will be on hand at the event to hear your stories of Mountsandel and the River Bann and encourage further reading on our Heritage.

Mountsandel Short Talks	12 noon	Meeting room 1st floor
Meet the Authors, book signing	1.20 to 3pm	Main Foyer
Virtual reality demonstration	1.30 to 3pm	Meeting room 1st floor

The model exhibit and reading material will be available in the Library on 14th September and from the bookshop 14th to 21st September.

Supported by the Department of Culture, Heritage and the Arts
Northern Ireland

For more information on our programme and for updates see 'Upcoming Events and Ongoing Projects' link below.

[Events and Projects](#)



MOUNTSANDEL HISTORY

In 1973 Peter Woodman, now Emeritus Professor of Archaeology, University College Cork began a small excavation at Mountsandel Fort which would lead to one of the most important archaeological discoveries on the island of Ireland. This dig would reveal the existence of an ancient community, from c.10,000 years ago, at 'Mesolithic' Mountsandel. Most importantly, the site would uncover a wealth of information, giving a tantalising glimpse into the ancient people of Ireland and their way of life.

A unique feature of Mountsandel's Mesolithic community is that they appear to have lived at one location throughout much of the year. This is indicated by the remains of delicately constructed homes discovered at the site. These were near circular huts, roughly 5 meters wide and made for long-term use, unlike the temporary shelters used by many other groups in Mesolithic Europe.

The ancient settlement was ideally situated in prehistoric woods of Birch, Hazel and Willow, overlooking the rapids in the area now known as the Cuts and close to the location of the Lower Bann Estuary, as it was 10,000 years ago. The combination of the forests, river and the estuary supplied a bounty of natural resources that could sustain the community throughout the year.

One of the biggest discoveries made was definitive archaeological evidence of the foods enjoyed at Mesolithic Mountsandel. Hints for fire and hunt remains dug up in pits showed that the inhabitants had caught Salmon, Trout and Eels from the river, while they also relied heavily on hunting or trapping animals such as Wild Boar, Hares, Mink and Woodpigeon. Fish was the most important protein resource accounting for 81% of the animal remains found. Seasonal items such as seeds, nuts, fruits and berries would have been routinely foraged to form a rich and varied diet and they were also preserved to provide vital sustenance during long and harsh winters.

Hazelnuts were a staple food and once cured, could be stored for 12 months. The Bann Valley, with its rich natural resources, has enabled these ancient settlers to thrive.

Archaeology has revealed that the inhabitants may have sat around a fire while they made or repaired tools. Many of these tools would have been made from flint. This type of stone was perfectly suited for crafting into the arrowheads and blades that Mesolithic man would have hunted with. Other tools were also made from bone and wood. Through the ages, Mountsandel has been a haven, supporting life, building communities and a driver for the establishment of a remarkably rich history for Coleraine and its surrounding area. We have only just scratched the surface... there are many more Mountsandel discoveries just waiting to be uncovered!

Home Mountsandel Development Mountsandel History Documentary Visit Mountsandel Events

© 2024 Mountsandel Discovery & Heritage Group

Mountsandel History page (desktop view)

The current Mountsandel website includes a visually uninteresting layout and a lack of images to improve the overall user experience as the website is very text heavy.

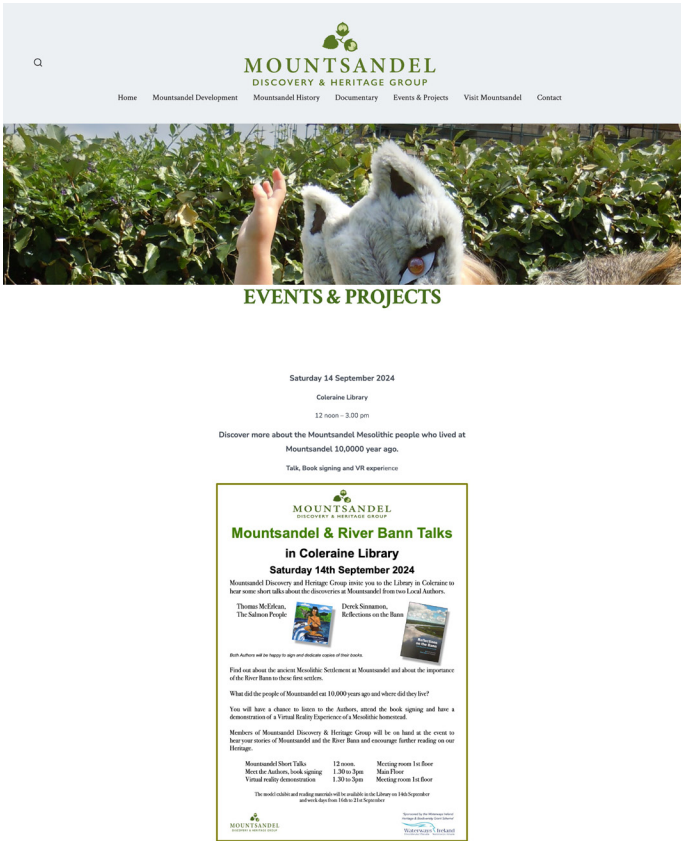
The website has an inconsistent layout and buttons that do not work which can affect the users experience.s

Home page (desktop view)

OLD WEBSITE



Visit Mountsandel page (desktop view)



Events page (desktop view)

The website includes a banner image to signify what page the user is on. The website includes low-resolution images and a poor layout which in turn affects the user experience on the website.

Some website page include very little information and therefore, don't serve a purpose on the website and should instead be removed to make the website easier to navigate around.

The website includes a footer and search bar which are needed features for a website to improve the user experience.

WEBSITE PROBLEMS

During the development of the website, I couldn't add features to the website such as the newsletter and live social media feed, as I needed the information from Patrick. Patrick explained in an email that he liked the idea of me working on possible future additions to the website, but he explained that he couldn't get access to Facebook and therefore, I couldn't add the live social media feature to the homepage of the website. Patrick also mentioned that he didn't have a Mailchimp Api key, which didn't allow me to add the newsletter feature to the website. The Loquet WordPress theme allows Patrick to add a newsletter and live Facebook feed in the future when he gets access to the login information.

Another problem with the website development was that I didn't receive any feedback from the client as I had emailed Patrick throughout the week asking for feedback on the website. However, Patrick didn't provide any feedback before the website submission date, and I therefore sought feedback from lecturers and peers. Feedback from the client would be very beneficial in the development process as it can allow me to make changes early and the client would be happy with the final website outcome.

Hello Ian

I have sent you a higher res version of the River Bann evening event via We Transfer.

The posters for the past events were created by a colleague who has just had her first child in September and has stepped back from the committee and any involvement.
I can check through colleagues to see if I can reach out but I doubt that Rachael has the time to look out the original posters at this time.

I hope to have the image of Loretto this evening and I will send it along.

I have not been ignoring your wider asks but it has been difficult to find some of the admin accounts for Facebook and/or Mountandel.com email addresses.

Unfortunately, in spite of my efforts I cannot find anyone to provide me with the Facebook Email and Password.
It was set up at some time in the past and I cannot find anyone who has the information and I do not have access to a Mountandel email address that will allow me or our tech person to set up a Linked-In account or a Mailchimp account for the API key.

I applaud your industry in trying to set these up within the updated Website but without the admin emails/passwords I am restricted in what I can do at the moment. I hope that once the new Website goes live they will allow me to manage the communications and provide me with the necessary admin user credentials. Some committee members who have information have not been as involved with the group over the last year.

Let me have a look at the update site in the morning for my thoughts.

You, Michael and Timedre have produced excellent works over the last 3 months and I appreciate your professionalism in bringing the overall project to fruition. I would be happy to provide references if and when you each go out into the workplace if you believe worthwhile.

Take care

Patrick Lennon

Hello Ian

Thanks for the update.

The image you shared is the same one that I found but I do not have a higher resolution version.

I have asked again this morning and hope that Loretto sends one through.

I will share the website with colleague tomorrow. Some of the committee are meeting from 1.30pm.

P.S. The Facebook account is linked to personal accounts so no admin. I will try to revise Mountandel coms.

Thanks

Hi Patrick,

I hope you are doing well. I need to add content to a few pages.

I need features for the website, including:

- The Facebook Email and Password (used for the live social media feed)
- The NRC and Hon Irish Society Logo (for the partnership section)
- I need the link to the Mountandel LinkedIn and Instagram

You can check the progress on the website, but I will continue to update it this week

Kind regards,
Ian

Hi Patrick,

I hope you are doing well. I appreciate your support in the development of the new Mountandel brand.

The website will go live tomorrow, Friday 13th, at 12 noon.

I've also found an image of Loretto Blackwood online, and I wanted to ask if you had a better photo of Loretto.

Please view the attached image.

Kind regards,
Ian

WEBSITE PROBLEMS

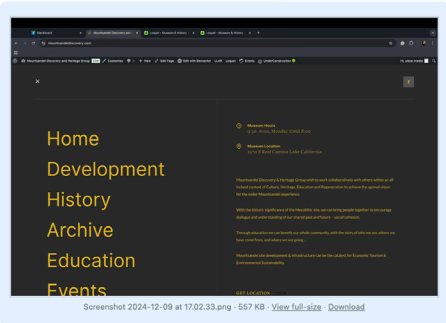
I received help from Adrian with the website, and I wasn't able to remove a piece of text from the hamburger menu as the text was from the Loquet theme. Therefore, I couldn't find a way to remove it from the menu. Adrian helped me locate the problem and explained how he found the issue. From experimenting with Elementor I learnt that I could use shift + click to identify where an item is being held within the editor which in turn has improved my productivity using WordPress.

Adrian I can't remove

5:04pm Me

Museum Hours
9:30-6:00, Monday Until 8:00

Museum Location
2270 S Real Camino Lake California



Screenshot 2024-12-09 at 17:02:33.png · 557 KB · [View full-size](#) · [Download](#)

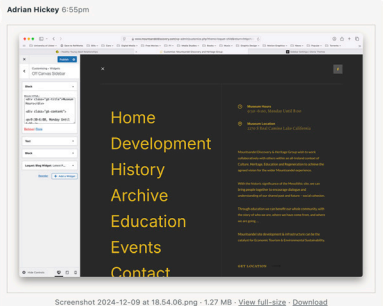
Adrian Hickey 5:42pm

OK thanks lan

Chat

Have you used the inspector in Chrome, Firefox or Safari to identify what folder this text sits in which should allow you to navigate through to find where to edit it?

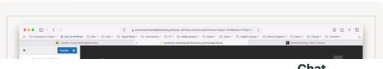
Adrian Hickey 6:55pm



Screenshot 2024-12-09 at 18:54:06.png · 1.27 MB · [View full-size](#) · [Download](#)

Its in Themes>Appearance>Widgets>Off Canvas Sidebar> first Block

Ive removed it

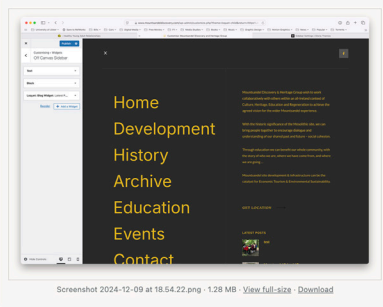


Screenshot 2024-12-09 at 18:54:06.png · 1.27 MB · [View full-size](#) · [Download](#)

Chat

Its in Themes>Appearance>Widgets>Off Canvas Sidebar> first Block

Ive removed it



Screenshot 2024-12-09 at 18:54:22.png · 1.28 MB · [View full-size](#) · [Download](#)

Adrian Thank you

9:57pm Me

88

WEBSITE FEEDBACK

After designing the website, I asked my team to give me feedback on the website. I asked Michael to text the website, and he clicked the explore button on the website, but the page didn't link to the history page. I went into the Elementor and realised that the link wasn't correct, so I made the changes and tested the button again, which now the explore button links to the history page.

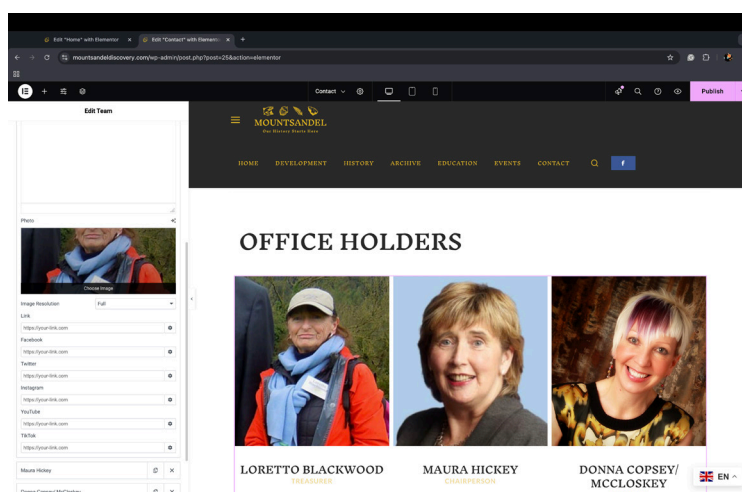
I then got feedback from Temidire about the website design as I had used a lato typeface for the sub-headings on the website, and he recommended that I instead use the primary font of the branding which is Inknut antiqua. I took the feedback onboard and changed throughout the website to ensure that each sub-heading used the inknut antiqua font. This was a great change suggestion as it ensures that the branding stays consistent and incorporates the brands typeface into the design.

I asked Darren to review the website and to ask him to take a look at the footer on the website. Darren liked the footer and said that I didn't need to make any changes as he said to keep the footer simple and easy to understand.

Claire and Adrian suggested that I add a placeholder image for Loretto Blackwood as I was waiting for Patrick to give me an image of her, but he couldn't find an up-to-date image of Loretto. Claire suggested finding an image of Loretto Blackwood on Google Images and using it as a placeholder image for the website so that in the future, Patrick can add a high-resolution image of Loretto Blackwood.



Culkin, U. (2023). School pupils explore 10,000 years of human settlement in Mountsandel Woods.



Placeholder image

MOUNTSANDEL EVENTS

UPCOMING EVENTS

Mountsandel Schools Day 2025 – Sept

RECENT EVENTS

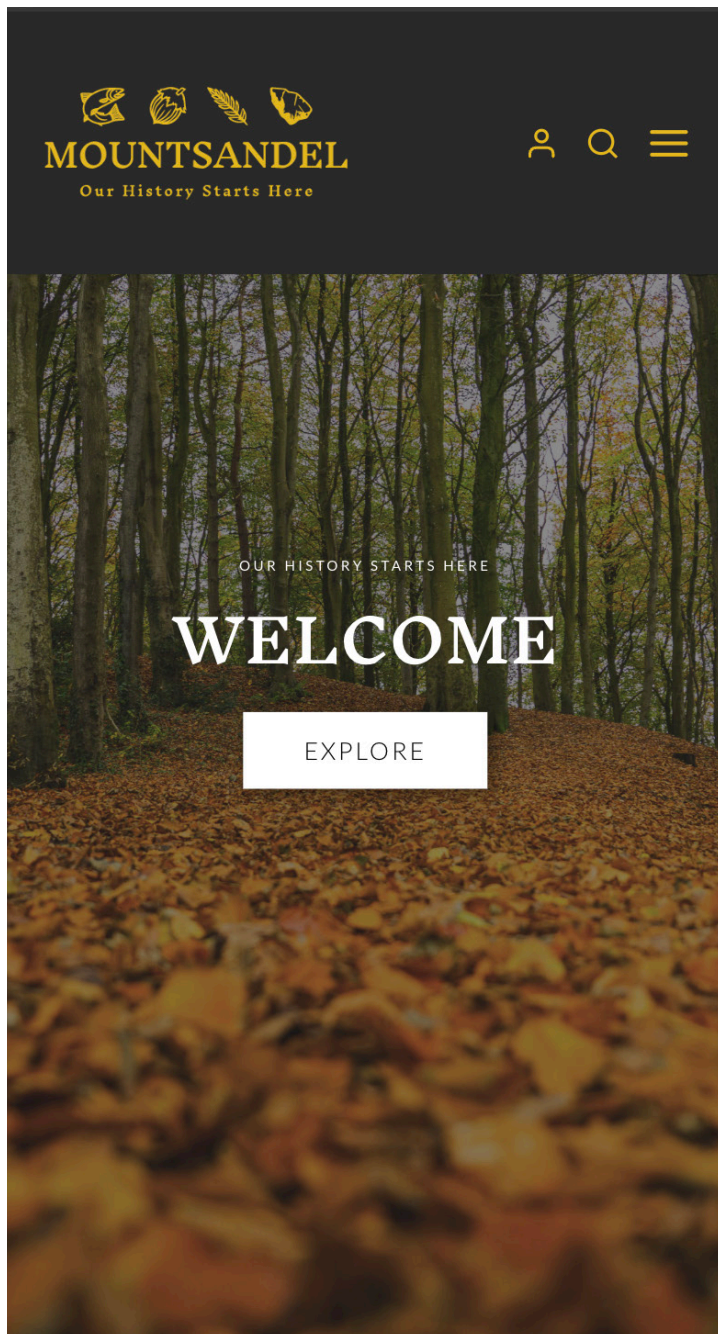
Temidire's suggestion to change the sub-heading

WEBSITE

I designed each web page to ensure that it would work both on desktop and mobile. The text and content has been formatted so that any device that can access the website can see the website without the content overlapping or not working.

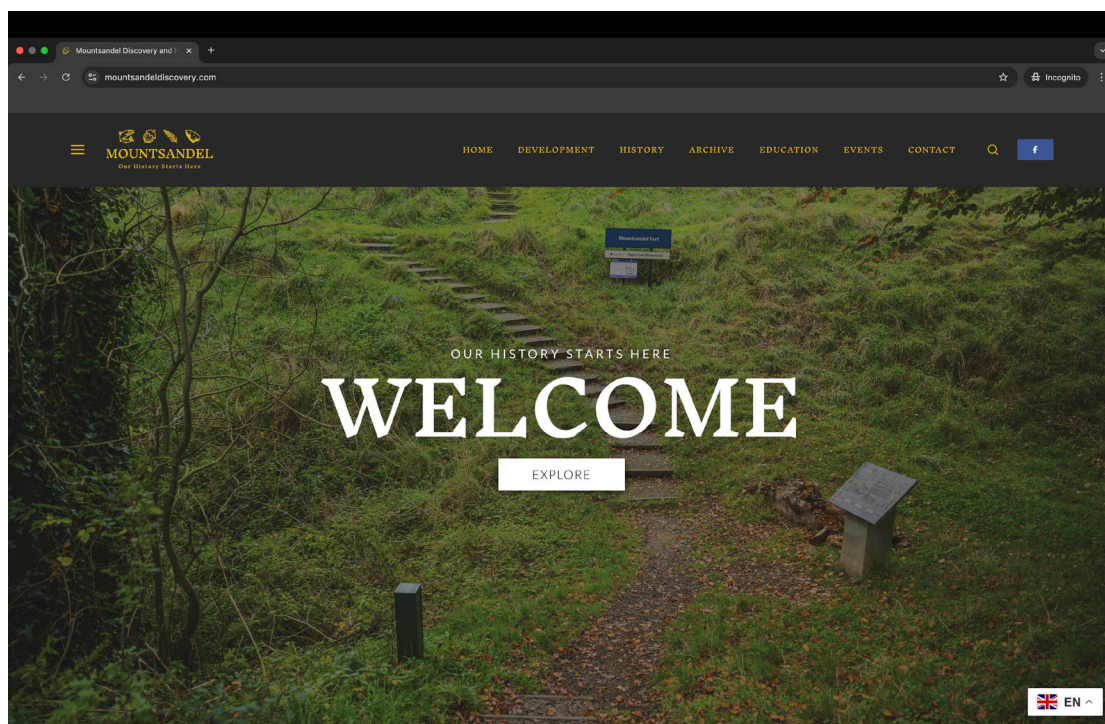
The hamburger menu and the navigation menu works on mobile view which can allow the user to easily navigate around the website.

The documents on mobile view can be viewed and downloaded to the users files.

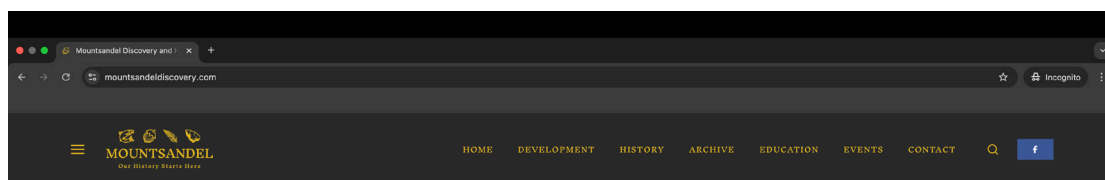


Home page (mobile view)

WEBSITE

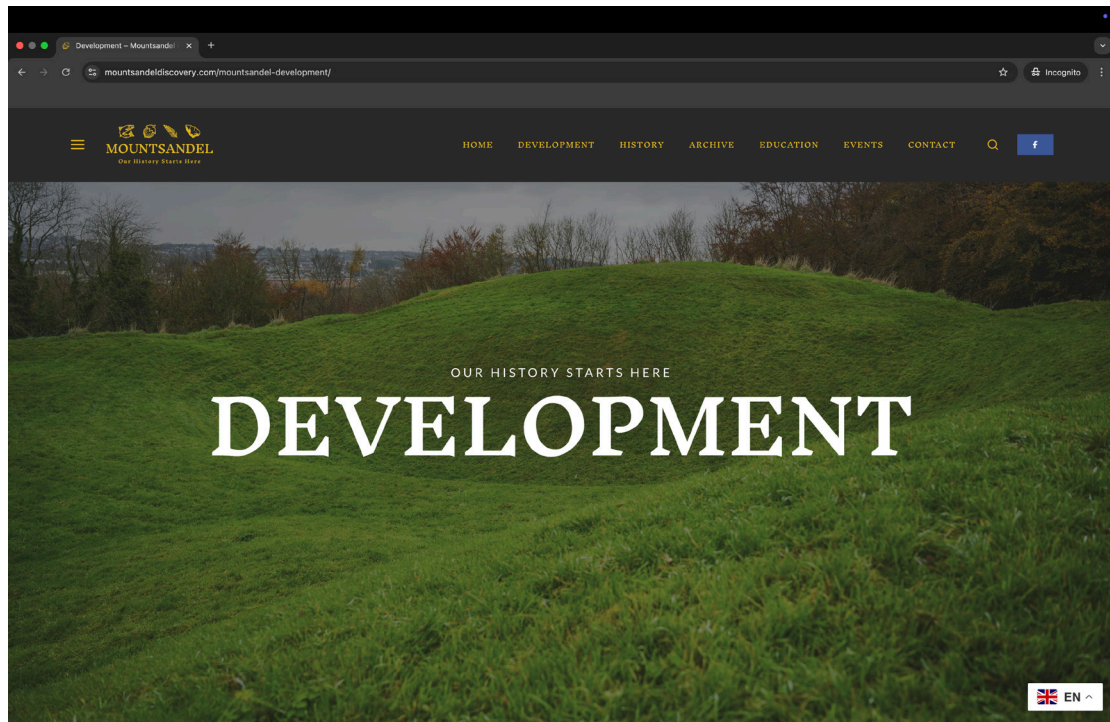


Home page (hero image)

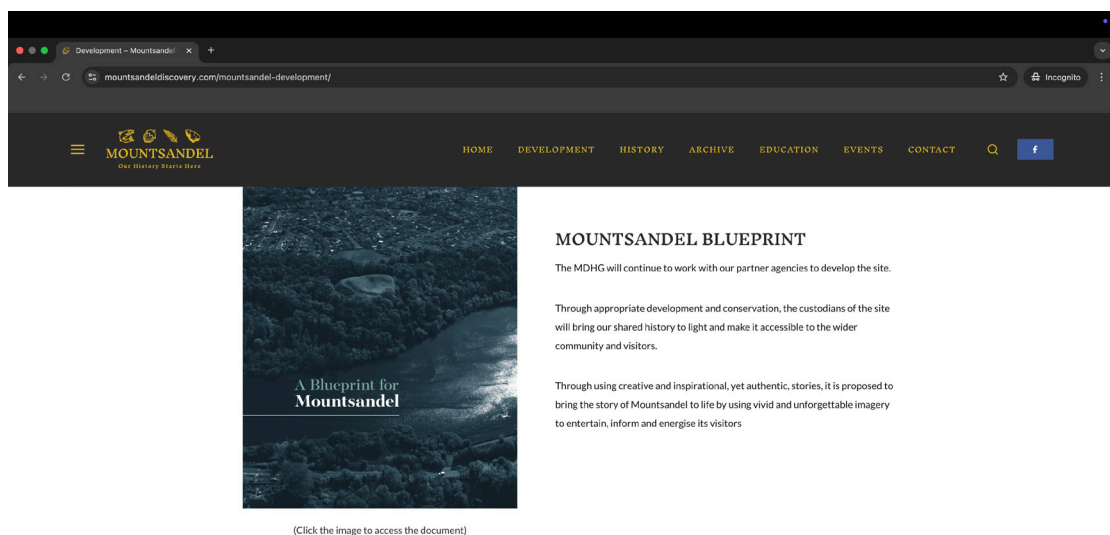


Home page (content)

WEBSITE

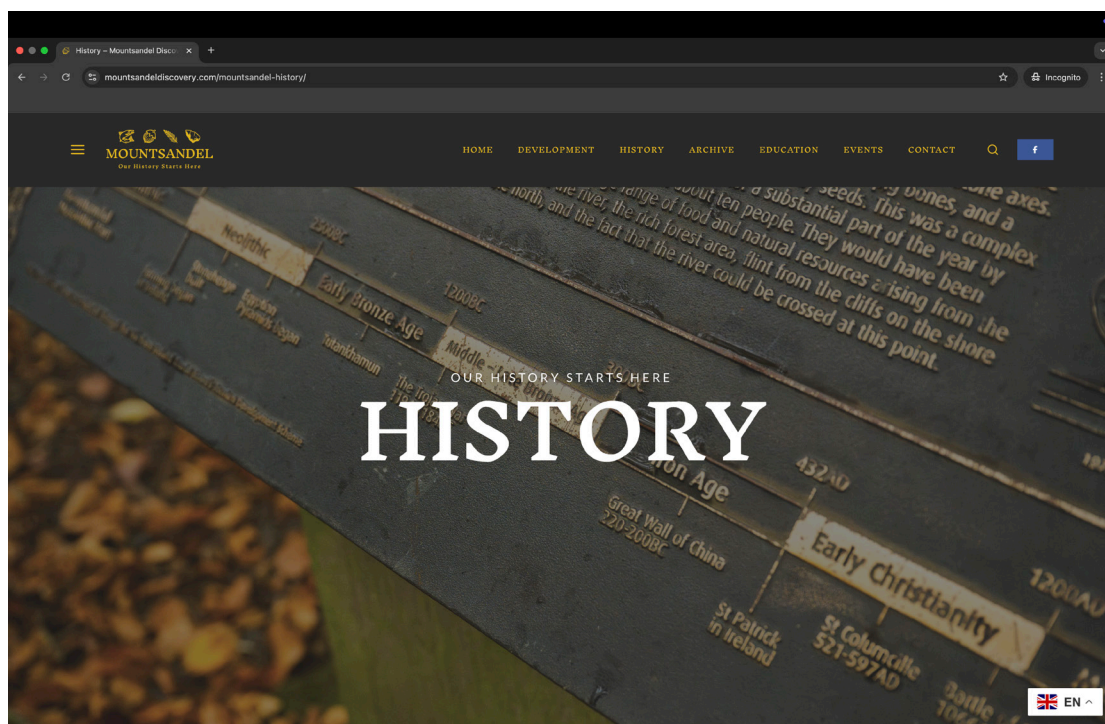


Development page (hero image)

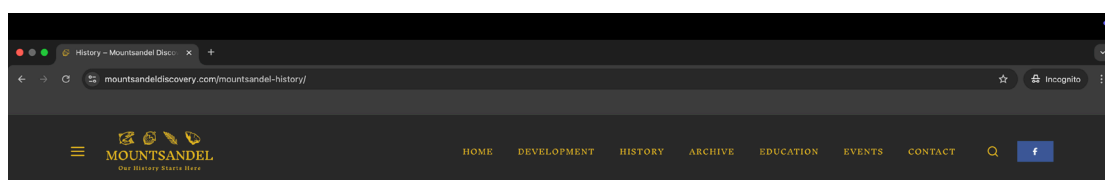


Development page (content)

WEBSITE



History page (hero image)



DISCOVERY

In 1973 Peter Woodman (now Emeritus Professor of Archaeology, University College Cork) began a small excavation at Mountsandel Fort which would lead to one of the most important archaeological discoveries on the island of Ireland. This dig would reveal the existence of an ancient community, from c.10,000 years ago, at 'Mesolithic' Mountsandel. Most importantly, the site would uncover a wealth of information, giving a tantalising glimpse into the ancient people of Ireland and their way of life.

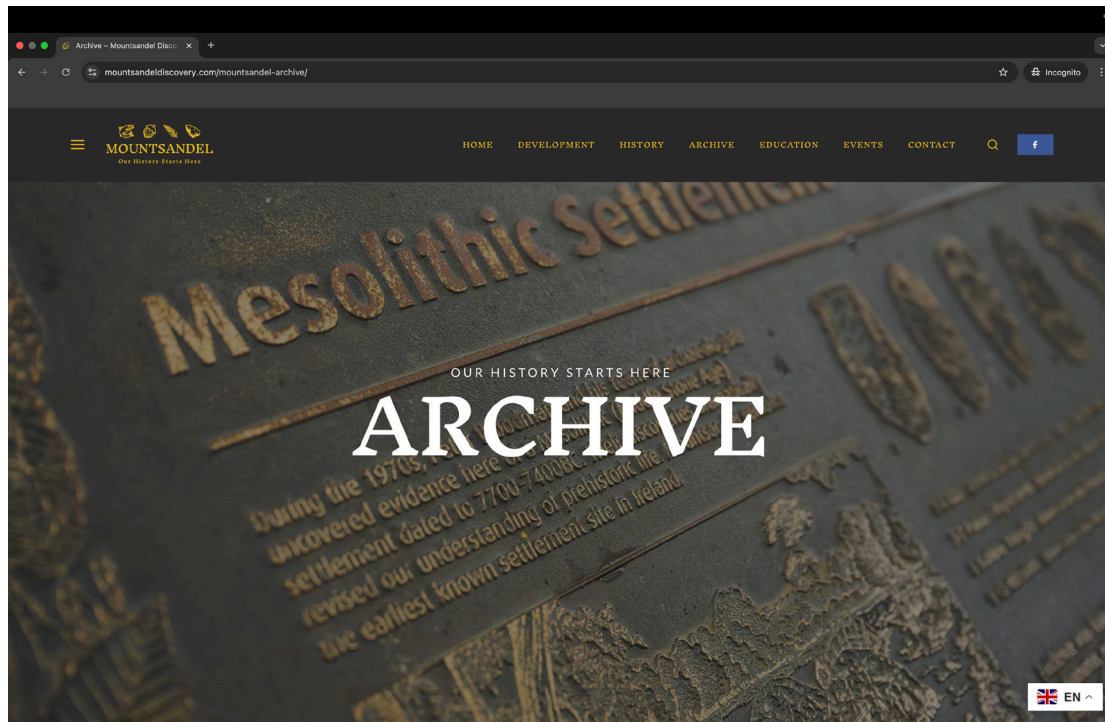
A unique feature of Mountsandel's Mesolithic community is that they appear to have lived at one location throughout much of the year. This is indicated by the remains of delicately constructed homes discovered at the site. These were near circular huts, roughly 5 meters wide and made for long-term use, unlike the temporary shelters used by many other groups in Mesolithic Europe.

The ancient settlement was ideally situated in prehistoric woods of Birch, Hazel and Willow, over-looking the rapids in the area now known as the Cutts and close to the location of the Lower Bann Estuary, as it was 10,000 years ago. The combination of the forests, river and the estuary supplied a bounty of natural resources that could sustain the community throughout the year. The Bann Valley, with its rich natural resources, had enabled these ancient settlers to thrive.

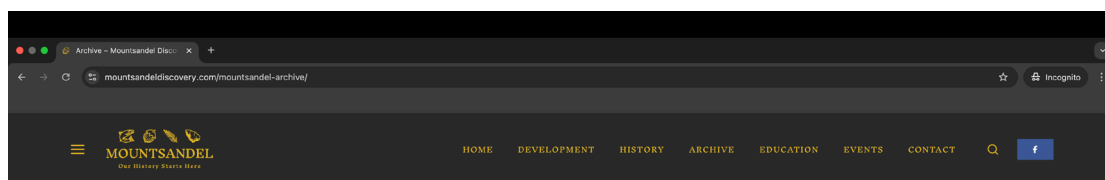


History page (content)

WEBSITE



Archive page (hero image)



THE CRADLE OF CIVILIZATION IN IRELAND

Peter wrote his undergraduate degree on a lithics collection from North Africa and then, while employed as the Assistant Keeper of Antiquities in the Ulster Museum, he conducted the now famous Mountsandel excavations. These formed the basis for his doctorate on the Irish Mesolithic which was published in 1978. This was followed by publication of a British Archaeological Report in Oxford, The Mesolithic in Ireland. After his appointment as Professor of Archaeology in Cork in 1983 he published Excavations at Mountsandel, 1973-77, a detailed account of the earliest dated Mesolithic settlement in Ireland.

Before the 1970s most experts believed that Ireland was first settled by Neolithic farming people about 5,000 years ago but Mountsandel confirmed that people were living here as far back as 9,700 years ago. The principal artefacts of the Mesolithic are microliths, tiny blades of razor sharp flint which were used as the hard sharp edges for many different types of tools and weapons. Flint has an edge like broken glass.

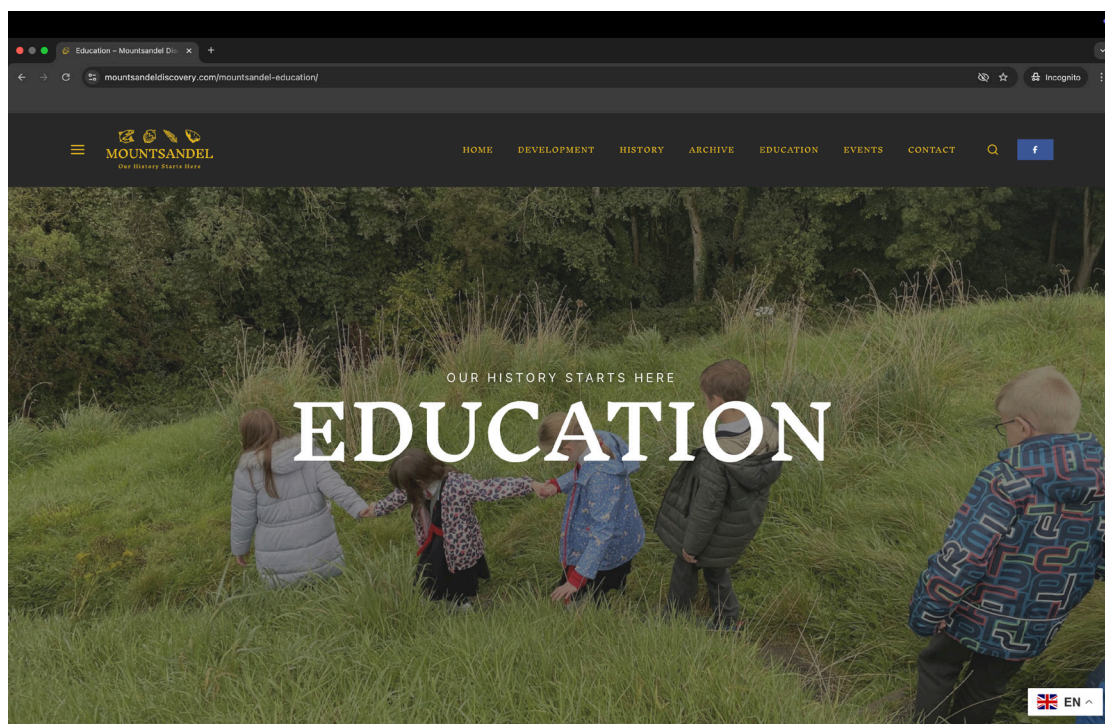
Microliths had been found in other sites before, but their significance and age was not understood. The organic remains at Mountsandel made all the difference. They showed a gourmet diet of suckling pig, waterfowl, eel, salmon, sea bass, fruit, nuts and other wild root vegetables including wild garlic and bulbs - the early types of onion and fennel. The diet showed that the site was occupied in all seasons and the sophistication of making a single blade type for use in many diverse implements showed an advanced intelligent



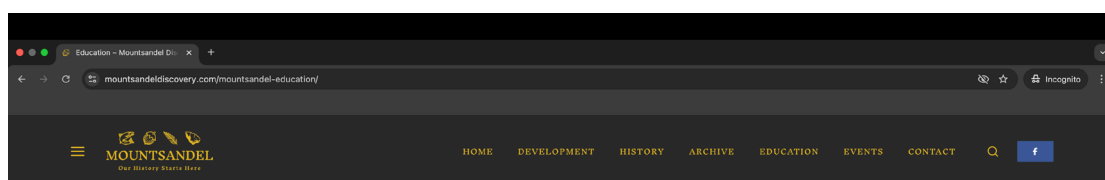
– Prof. Peter Woodman –

Archive page (content)

WEBSITE



Education page (hero image)



CASE STUDY

This Mountsandel documentary was developed in partnership with students from Northern Regional College.

MDHG, as part of Peace IV, worked with media students at Northern Regional College, Ballymoney to develop a short documentary on Mountsandel.

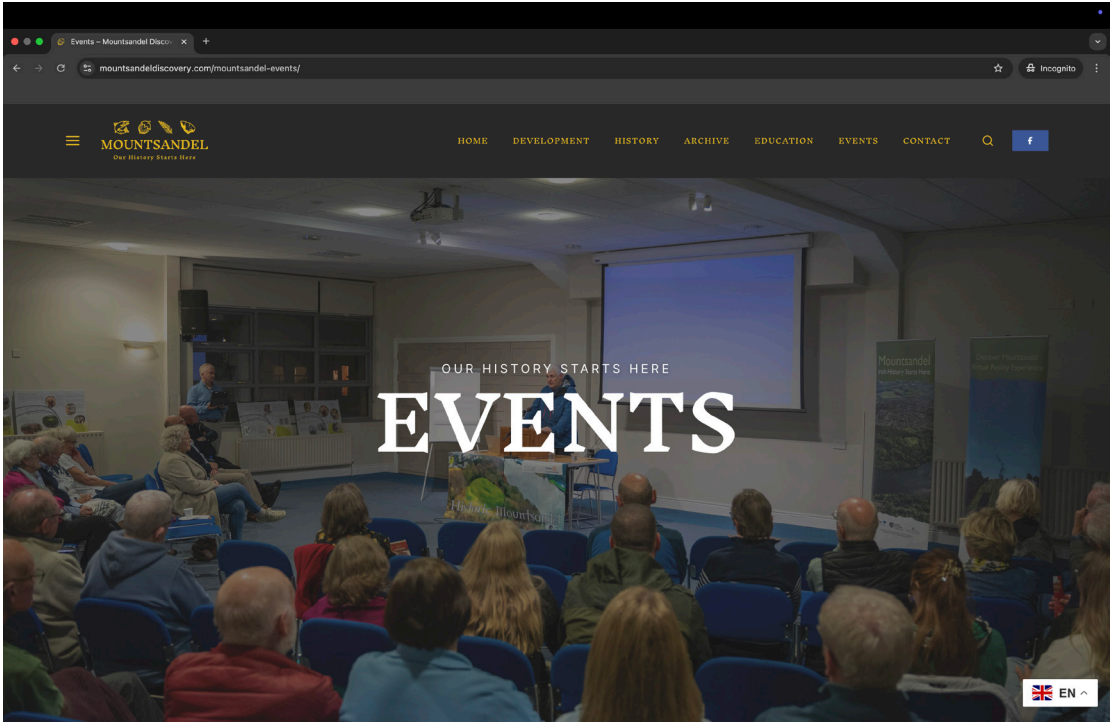
This project was incorporated into the students' curriculum for 2018-19 and allowed them to learn more about Mountsandel's history, while also gaining first-hand experience of developing a learning resource for the local community.

The broadcaster Helen Marks (BBC Radio 4 & Radio Ulster) walks you through the Mountsandel Mesolithic site beside the River Bann, describing the history of the area from Mesolithic time to the present and talks about its current potential economic, educational, health and recreational benefits this area has to offer.

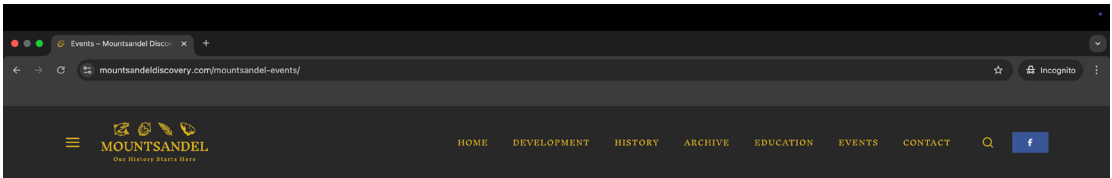


Education page (content)

WEBSITE



Events page (hero image)



MOUNTSANDEL EVENTS

UPCOMING EVENTS

Mountsandel Schools Day 2025 - Sept

RECENT EVENTS

MOUNTSANDEL
DISCOVERY & HERITAGE GROUP

An Evening Celebrating the River Bann

Sandel Centre, Coleraine
Wednesday 16th October 2024

Mountsandel Discovery and Heritage Group invite you an information evening celebrating the River Bann

Bann Rowing Club Success

MOUNTSANDEL
DISCOVERY & HERITAGE GROUP

Mountsandel & River Bann Talks
in Coleraine Library
Saturday 14th September 2024

Mountsandel Discovery and Heritage Group invite you to the Library in Coleraine to hear some short talks about the discoveries at Mountsandel from two Local Authors.

Thomas McEldan,
The Salmon People

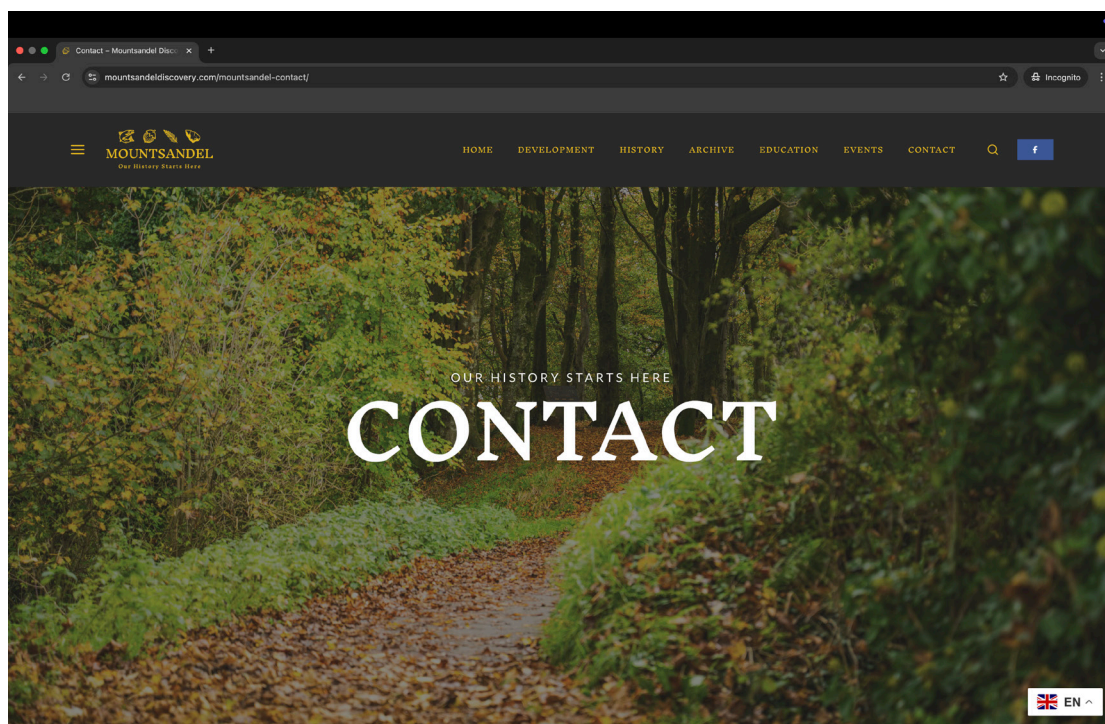
Derek Sinnam,
Reflections on the Bann

Both Authors will be happy to sign and dedicate copies of their books.

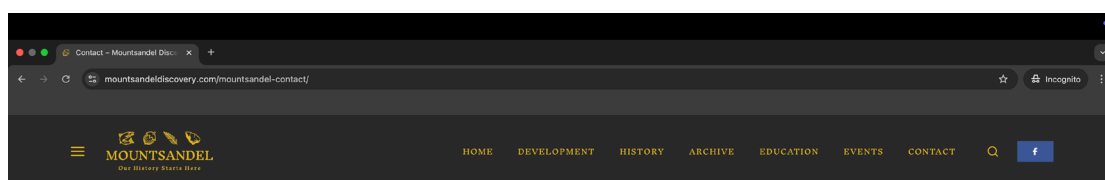
Find out about the ancient Mesolithic Settlement at Mountsandel and about the importance of the River Bann to these first settlers.

Events page (content)

WEBSITE



Contact page (hero image)



OFFICE HOLDERS



LORETTO BLACKWOOD
TREASURER



MAURA HICKEY
CHAIRPERSON

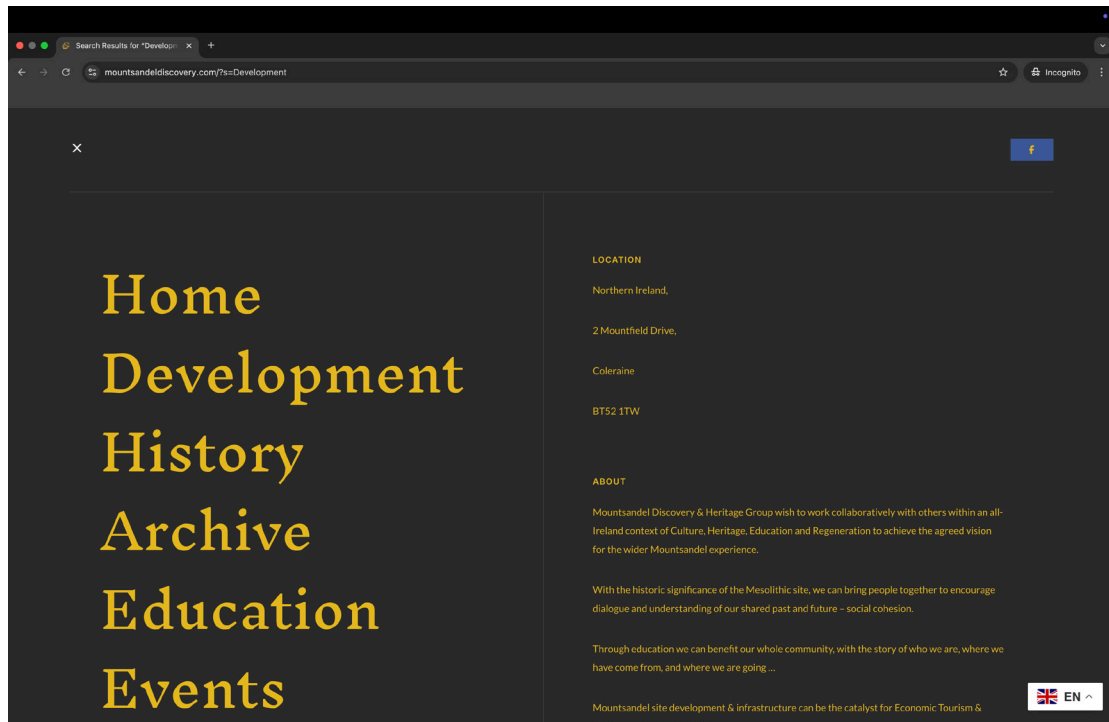


**DONNA COPSEY/
MCCLUSKEY**
SECRETARY

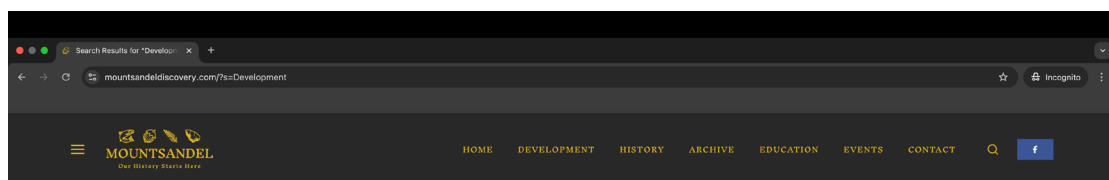


Contact page (content)

WEBSITE



Side navigation bar (desktop/ mobile)



Search results for: Development

Development

ADMIN | JUNE 15, 2020

our history starts here Development Mountsandel development Mountsandel Discovery & Heritage Group (MDHG) continues to work on projects to promote Mountsandel and to lobby and...

CONTINUE READING

SOCIAL MEDIA LINKS

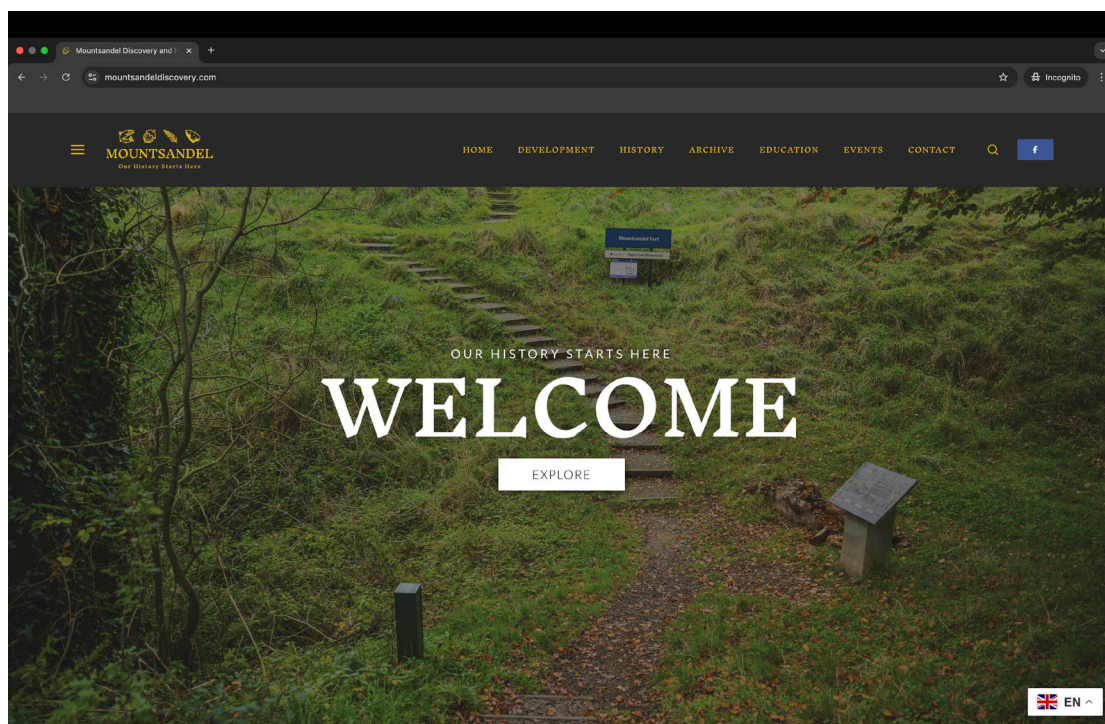
Facebook



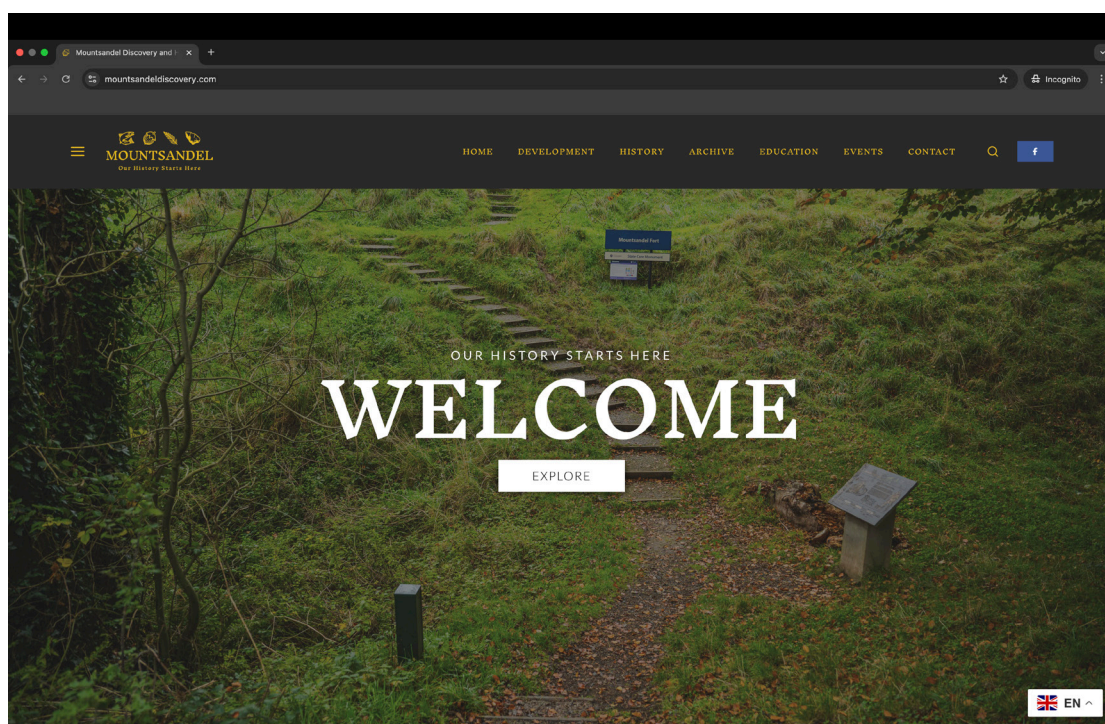
EN ^

Search bar (results)

WEBSITE

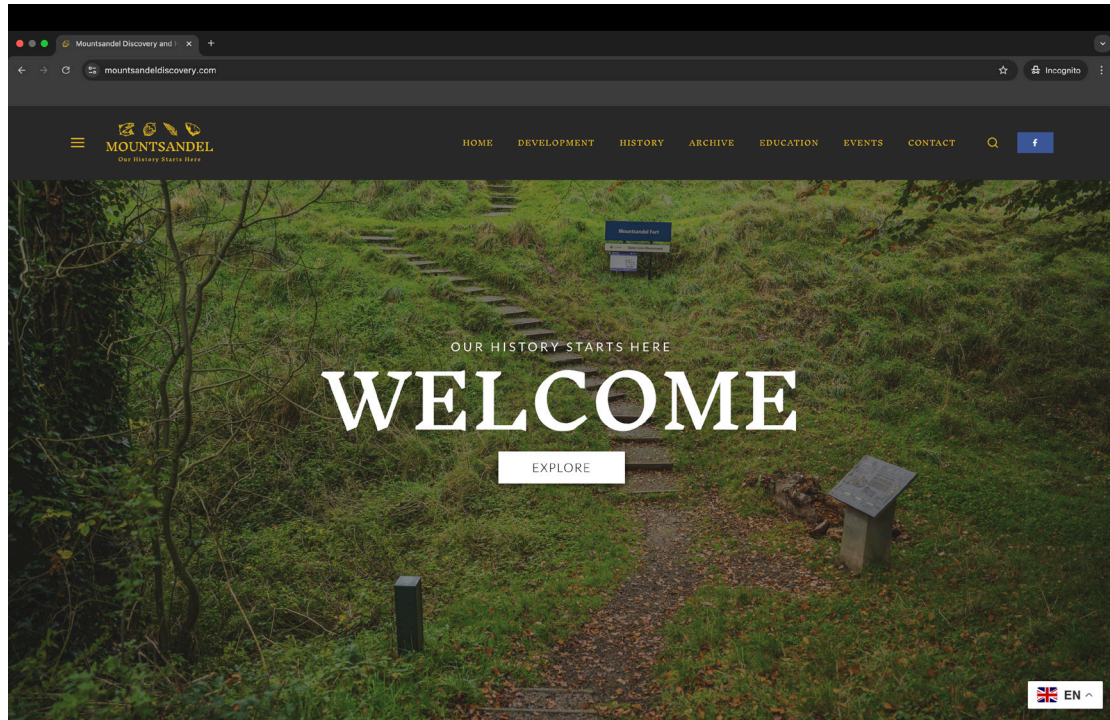


Fern content slide

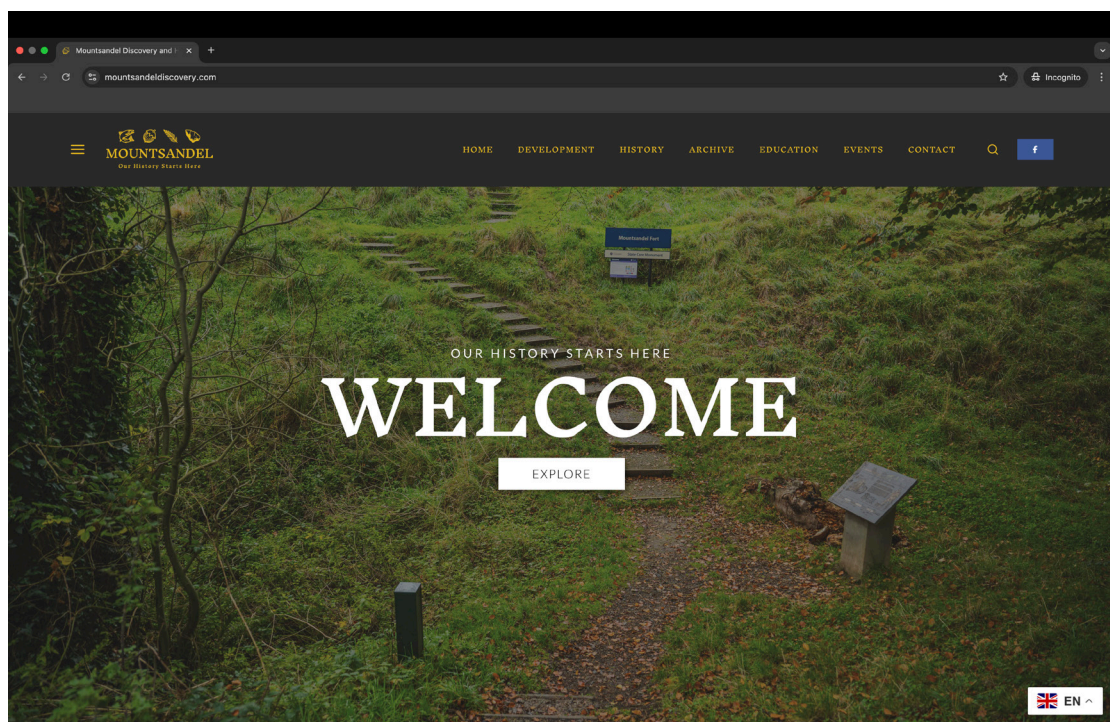


Fern content slide

WEBSITE

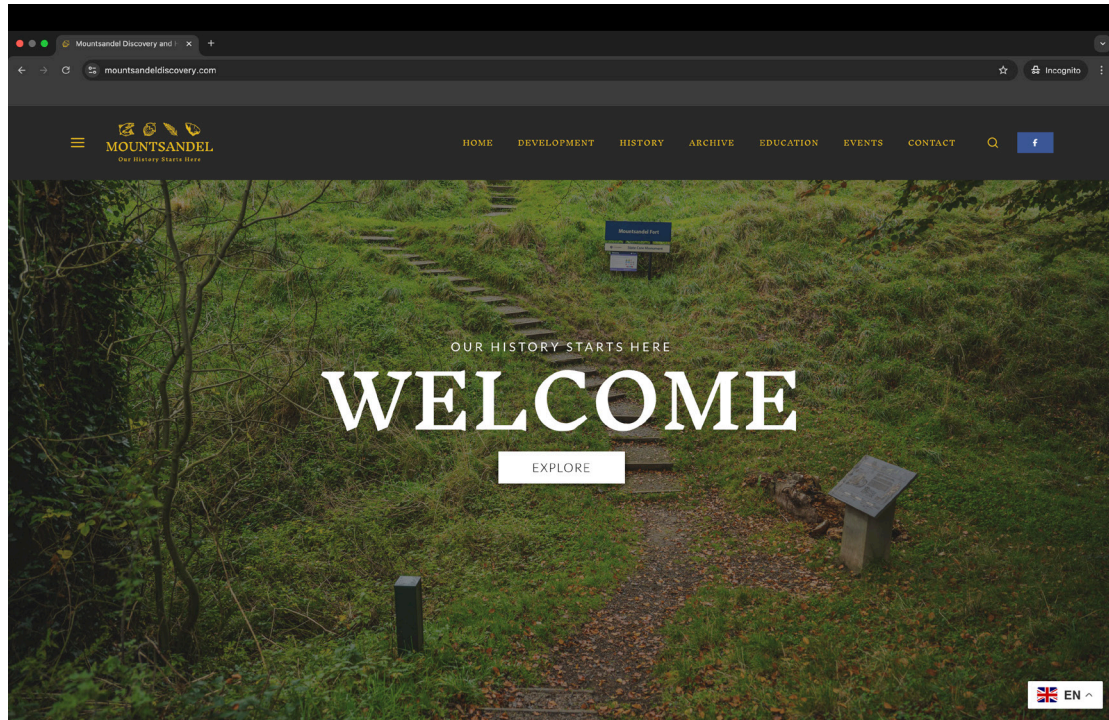


Fern content slide

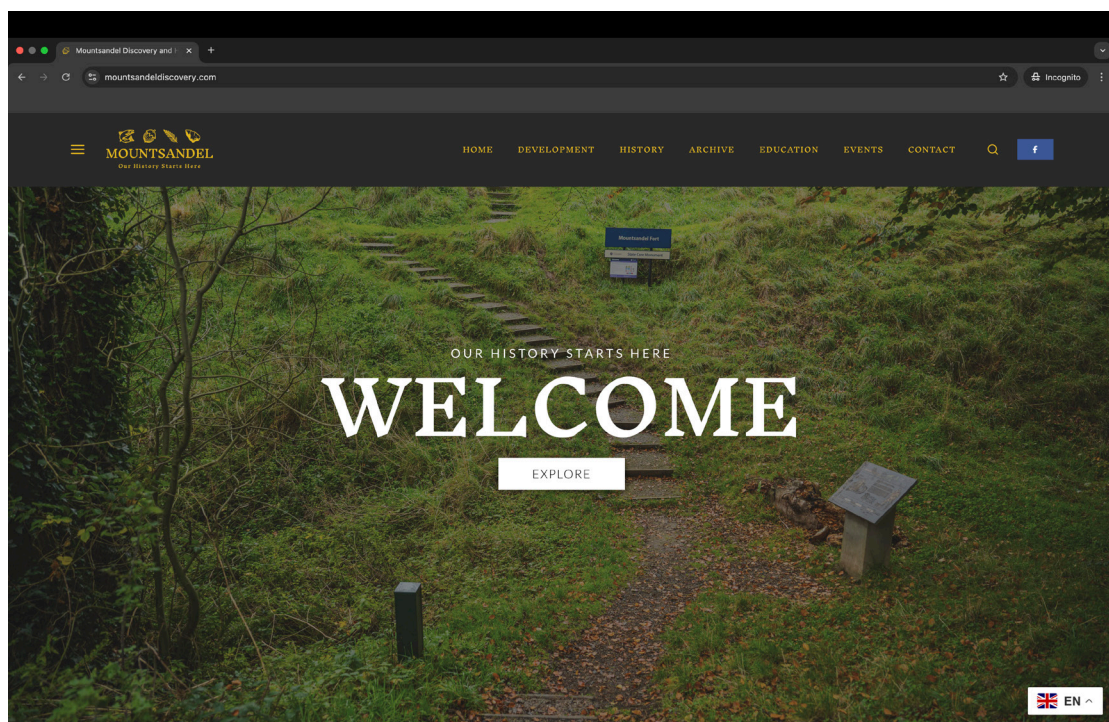


Fern content slide

WEBSITE

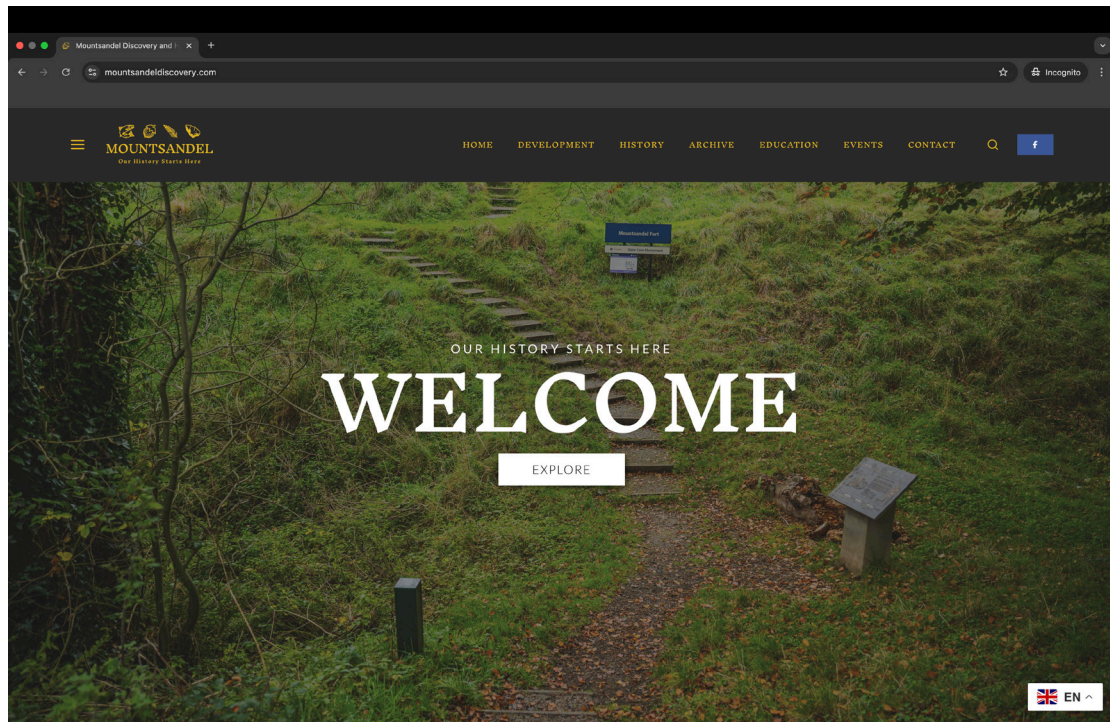


Fern content slide

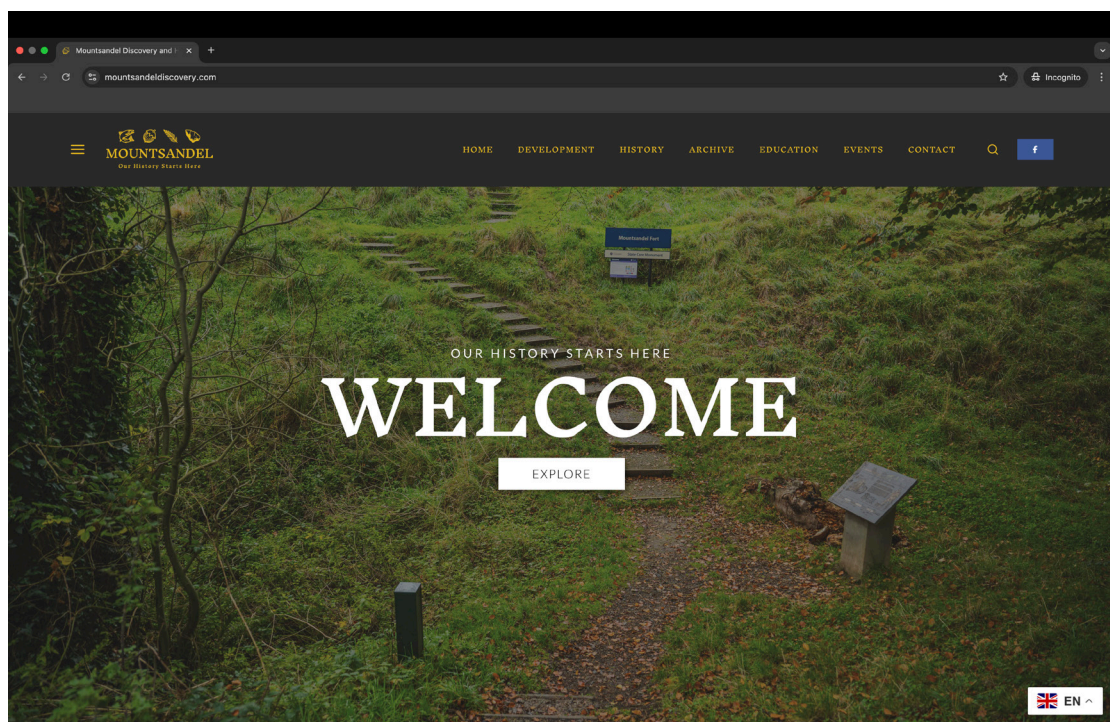


Fern content slide

WEBSITE



Fern content slide



Fern content slide

WEBSITE REFLECTION

Overall, I'm pretty happy with the design of the website, as it included all the notable features that Patrick required, including mobile view, optimised images, image carousel and features that are available in the future when Patrick wants to add content, such as a live Facebook social media feed and a newsletter feature that links with Mailchimp. The website went live on December 13th and Patrick was happy with the website's design on mobile view.

However, I only had a week to design the website with very little experience using WordPress, so it was a difficult journey learning to experiment with the software to understand how to use it fully. Eventually, I got my confident with the software and began to understand how to use it which allowed me to make changes quickly. The website was initially going to go live on December 9th but my expectations were unrealistic as I only gained access to the website and WordPress theme on December 6th.

The problem with the website is that it has misaligned text only in the tablet view on the hero image, and the footer on the mobile and tablet view is aligned to the left. If I had more time on the website, I would have found a way to fix the changes, but with the time constraint and limited knowledge of the WordPress software, I spent a long time learning how to use it, which took up development time.

Time was lost for the development of the website as the website got hacked. Therefore, Patrick had to install plugins and spend time removing accounts that shouldn't have access to the website, affecting the development time on the website as he couldn't send over a hacked WordPress website.

It was difficult to receive feedback from the client as I requested multiple times for constructive feedback on the website, but I didn't receive any. Therefore, I only received feedback from peers and lecturers on the design and functionality of the website. If I had more time on the website, I would contact the client and organise a Microsoft Teams call for quick feedback and note down any additional changes so that there would be no communication errors.

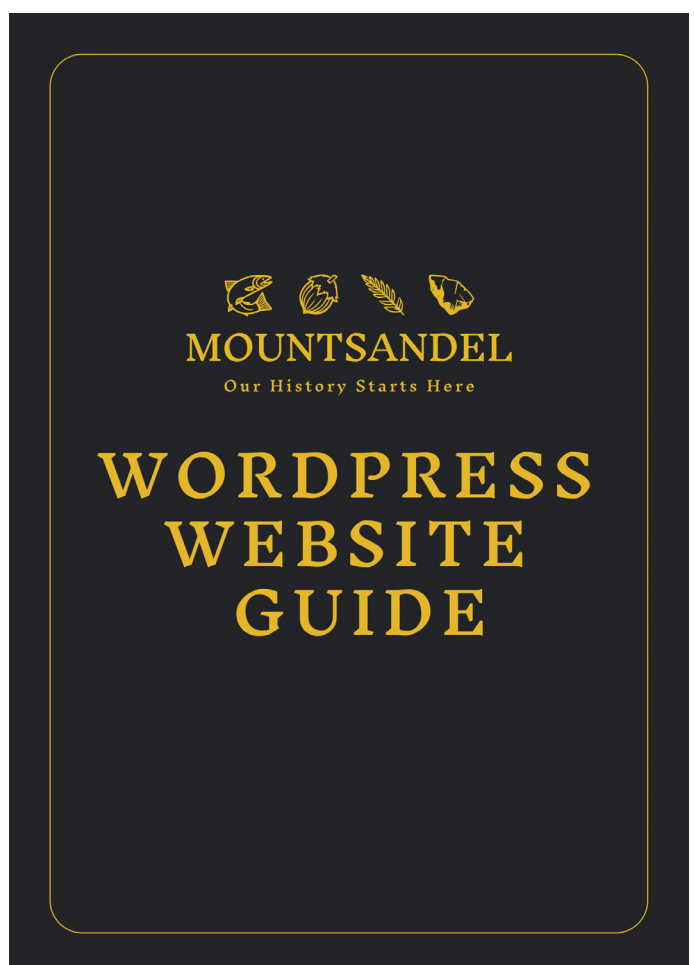
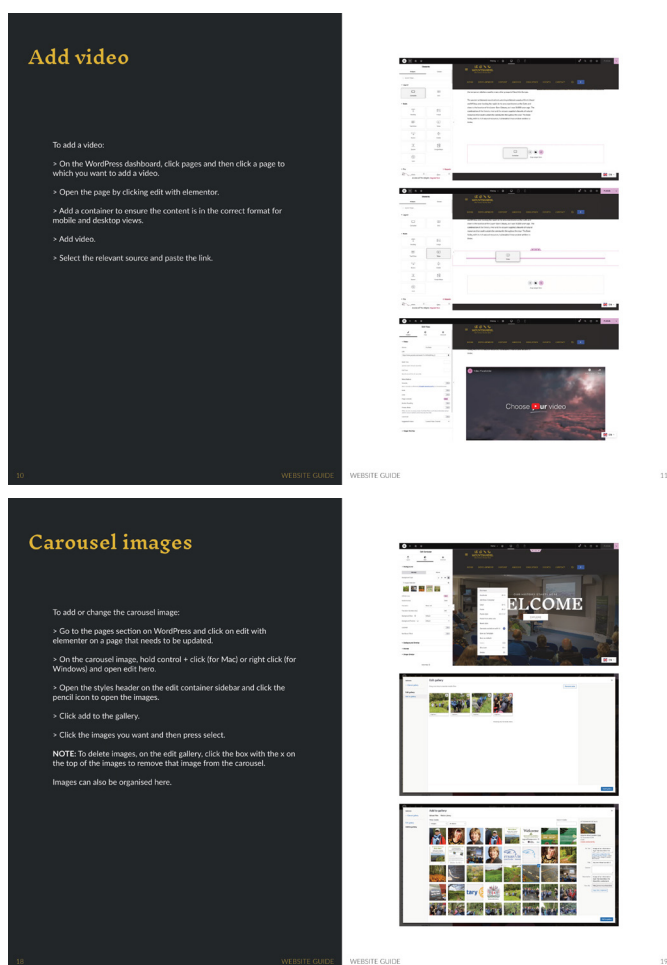
If I were to make the website again with the skills I have now, I could make it quicker as I've learnt how the software works, so I know how to use Elementor and WordPress Editor to add content to the website. If I were to do the project again, I would research more into WordPress themes on Themeforest as I didn't realise that web presets didn't come with my theme and therefore, I had to design the website from scratch instead of using an existing preset. If I was to make the website again I would've designed a wireframe for each webpage beforehand to get an idea of what I need to include in the website and where content needs to be placed.

WEBSITE GUIDE

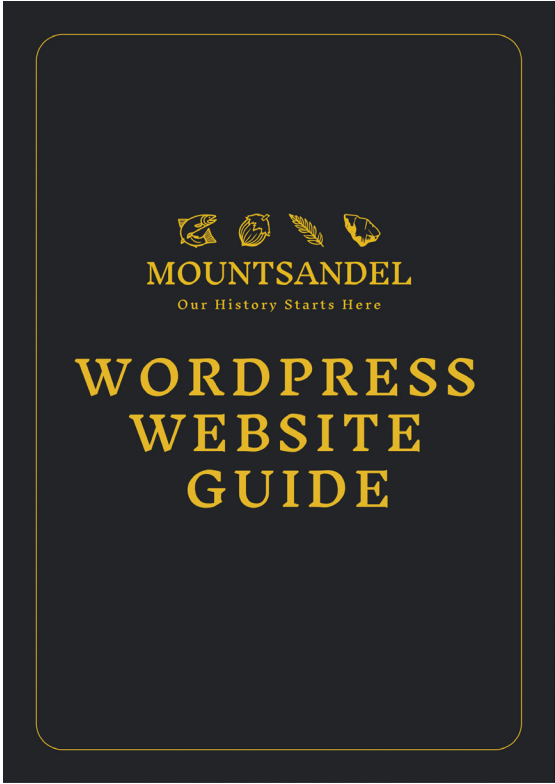
After designing the website, it was my responsibility to design the WordPress website guide as, originally, Michael was going to create the website guidelines. However, he didn't feel confident in making the guidelines as he wasn't familiar with WordPress software and therefore suggested that I design the WordPress guidelines as I was familiar with how to make and design the content for the Mountsandel website.

The WordPress website guide includes the necessary features to help the client navigate around the website as the website guide offers the client the opportunity to change and edit certain content. I made the guide simple to understand, documenting each section in a step-by-step way to ensure that if the client hands the project over to another team member with little to no WordPress experience, they can understand how to make changes and adjustments to the site.

The guide is divided into sections where the client can read the contents page and navigate to the desired area. Each page covered a new area of the website with images to help the client visualise what they need to change and how.



WEBSITE GUIDE



Contents	
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Add text	08
Add video	10
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Edit navigation bar	16
carousel images	18
Edit video	20
Edit button	22
Translate	24
Social media	26
Office holders	28
Off canvas sidebar	30

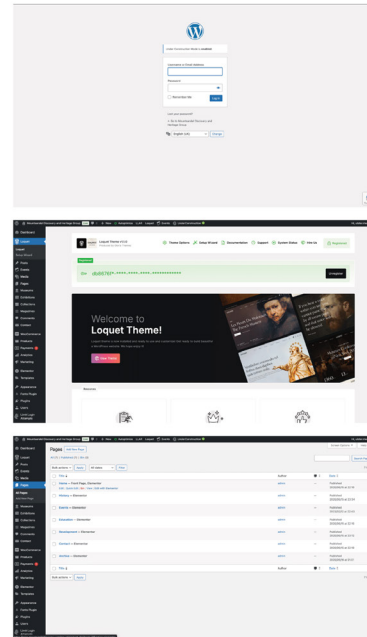
WEBSITE GUIDE

Login, theme & editing

To begin logging in to www.mountsandiscovery.com/mdhg-login, use the details in the login document.

- > Ensure that the Loquet WordPress theme is installed. The Loquet theme key is attached to the login document.
- > You can now begin changes on the site when you have logged into the account.
- > Click on the pages sections on the sidebar see the current active pages on the website.

NOTE: When editing the content on the pages, click edit with elementor to make changes on that page.



4

WEBSITE GUIDE

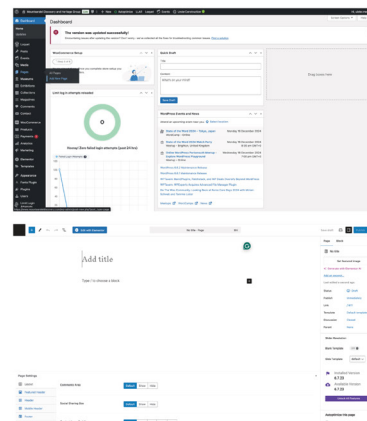
WEBSITE GUIDE

5

Add pages

To add pages:

- > On the WordPress dashboard, hover over pages and click add pages
- > Name the page and click publish.
- > To add content to the new page click edit with elementor.



6

WEBSITE GUIDE

WEBSITE GUIDE

7

WEBSITE GUIDE

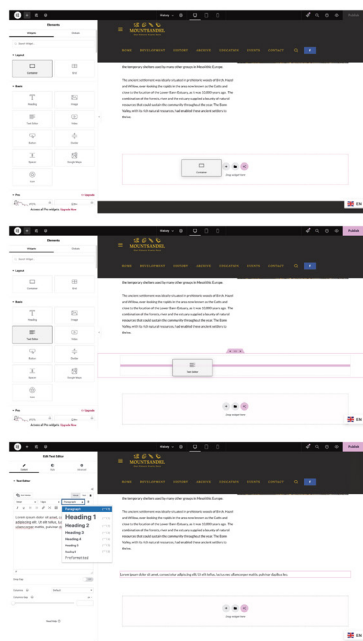
Add text

To add text:

- > On the WordPress dashboard, click pages and then click a page to which you want to add text.
- > Open the page by clicking edit with elementor.
- > Add a container to ensure that the content is in the correct format for both mobile and desktop views.
- > Add the text editor.
- > Add your text in the text box and change the style of the text by clicking the paragraph button and selecting the appropriate style.

8

WEBSITE GUIDE



WEBSITE GUIDE

9

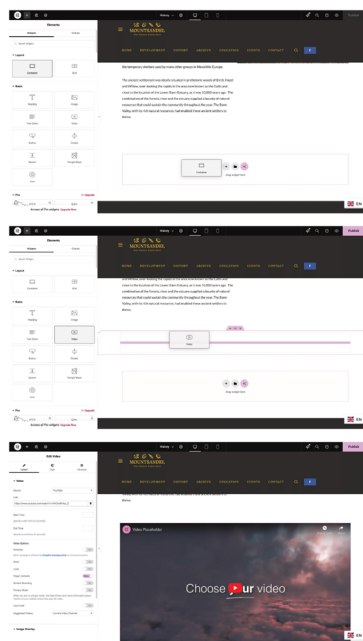
Add video

To add a video:

- > On the WordPress dashboard, click pages and then click a page to which you want to add a video.
- > Open the page by clicking edit with elementor.
- > Add a container to ensure the content is in the correct format for mobile and desktop views.
- > Add video.
- > Select the relevant source and paste the link.

10

WEBSITE GUIDE



WEBSITE GUIDE

11

WEBSITE GUIDE

Header style

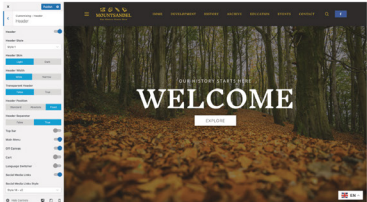
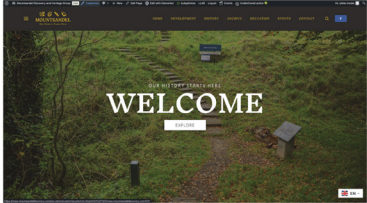
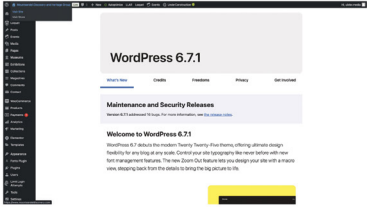
To edit the header style:

- > Hover over Mountsandel Discovery and Heritage group and then click visit site.
- > Next, click customise, which will bring you to the WordPress editor where the footer, header and social media links can be changed.
- > On the side menu, click the header and then click the header.

NOTE: The header style can be changed, and other features can be added here.

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Footer style

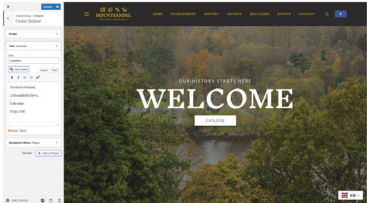
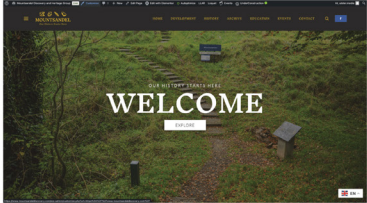
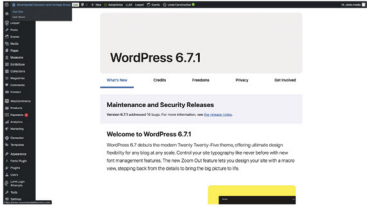
To edit the footer:

- > Hover over Mountsandel Discovery and Heritage group and then click visit site.
- > Next, click customise, which will bring you to the WordPress editor where the footer, header and social media links can be changed.
- > On the side menu, click widgets, and then click the footer sidebar.

NOTE: The footer layout and content can be changed here.

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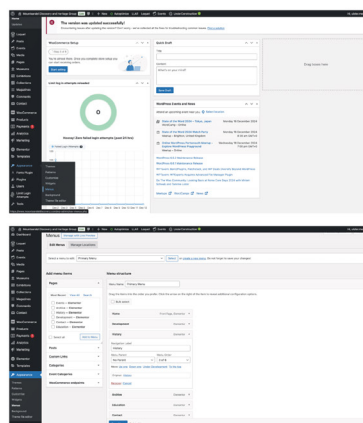
WEBSITE GUIDE

Edit navigation bar

To edit the navigation bar:

- > On the WordPress dashboard, click appearance and then menus.
- > Add or remove pages to the menu.
- > Click the save menu to update the changes on the website.

NOTE: The page order on the navigation bar can be changed here.



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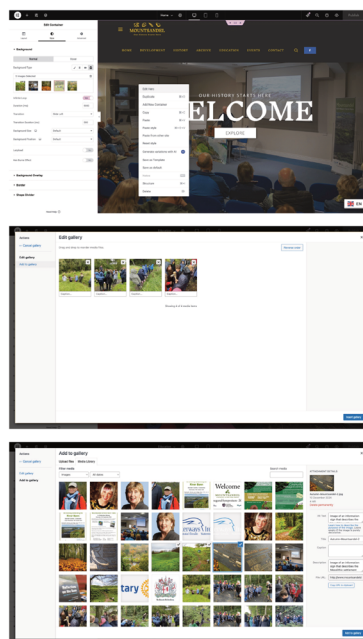
Carousel images

To add or change the carousel image:

- > Go to the pages section on WordPress and click on edit with elementor on a page that needs to be updated.
- > On the carousel image, hold control + click (for Mac) or right click (for Windows) and open edit hero.
- > Open the styles header on the edit container sidebar and click the pencil icon to open the images.
- > Click add to the gallery.
- > Click the images you want and then press select.

NOTE: To delete images, on the edit gallery, click the box with the x on the top of the images to remove that image from the carousel.

Images can also be organised here.



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To edit the video on the education page:

Note: Videos on different platforms can be added by changing the source drop-down menu.

WordPress also accepts videos located in the media library folder.

To edit the button on the home page:

NOTE: The style of the button can be changed by clicking the style icon to change the appearance of the button

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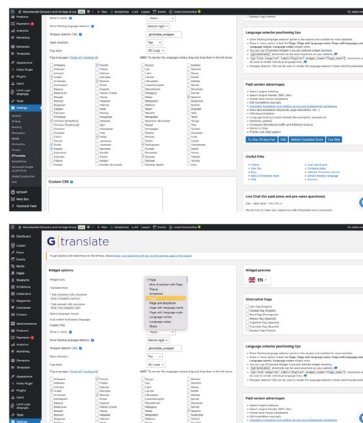
Translate

To edit the translator:

> On the WordPress dashboard, click settings and then click GTranslate.

> The style of the widget can be changed, and more languages can be added.

NOTE: To remove the Google translator, click the dropdown menu called show floating language selector and select no



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Social media

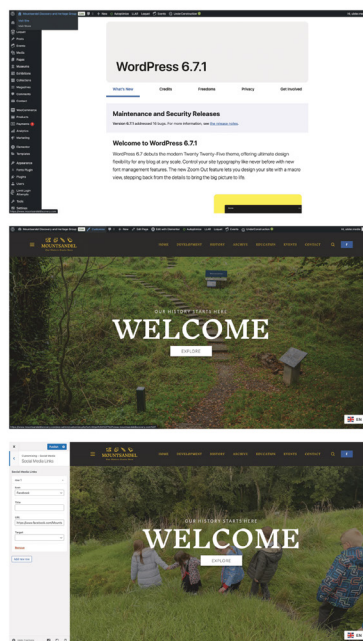
To edit the social media:

> Hover over Mountsandel Discovery and Heritage group and then click visit site.

> Next, click customise, which will bring you to the WordPress editor where the footer, header and social media links can be changed.

> On the side menu, click social media and then social media links.

NOTE: More social media platforms can be added by clicking add new row



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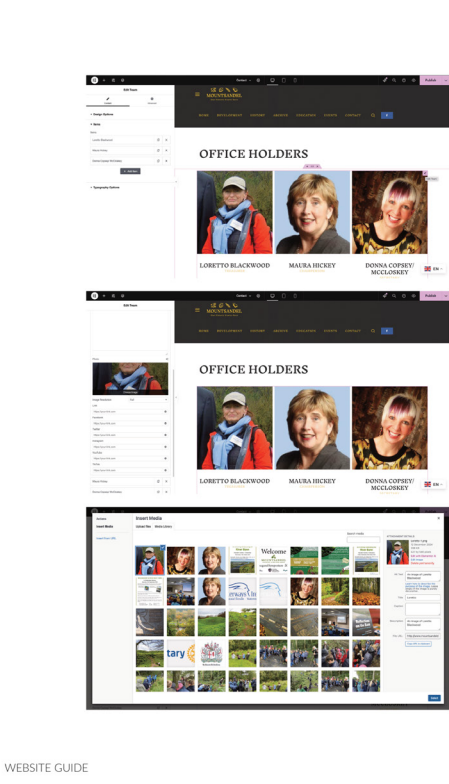
Office holders

To edit the office holder images:

- > On the WordPress dashboard, click pages and then click edit with elementor on the education page.
- > Click the pencil icon on the images and scroll down to find items in the edit teams sidebar.
- > To change the text, click on the name or job title.
- > To change the image, click change image and select an image from the image library.

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WEBSITE GUIDE



Off canvas sidebar

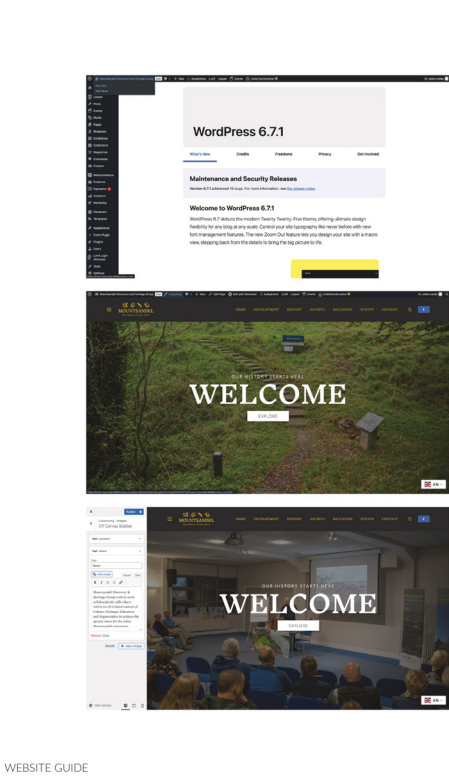
To edit the off canvas sidebar/ mobile menu.

- > Hover over Mountsandel Discovery and Heritage group and then click visit site.
- > Next, click customise, which will bring you to the WordPress editor where the footer, header and social media links can be changed.
- > Click the widget, and then click off the canvas sidebar.

NOTE: Features that can be added will appear on both the desktop and mobile versions of the website.

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WEBSITE GUIDE



WEBSITE GUIDE REFLECTION

Overall, I'm happy with the website guide as it includes the needed features for any changes to be made to the website. The document is organised so that a user with no WordPress experience can use the guide as a path to the desired change using the guide and images provided. I designed the document to include a step-by-step guide allowing the user to work at their own pace and make the necessary adjustments.

If I had more time, I would test the website guide on someone who isn't familiar with the WordPress software to identify any areas that might need to be changed to ensure that the document would be easily understood by anyone, no matter their technical skills. I would also add videos alongside the text guide to the document to make it easier, as videos allow for more insight and give the user a visual idea of what and where they need to access certain content.

THE EVALUATION

MOUNTSANDEL DISCOVERY
& HERITAGE GROUP

06



PERSONAL REFLECTION

This chapter explores the time spent on the project and my personal reflections on any changes that could be made in the future on developing projects.

CLIENT FEEDBACK

PATRICK LENNON

"You, Michael and Temidire have produced excellent works over the last 3 months and I appreciate your professionalism in bringing the overall project to fruition. I would be happy to provide references if and when you each go out into the workplace if you believe worthwhile."

EVALUATION

CLIENT EVALUATION

Overall, working with Patrick has been a good experience as Patrick was very helpful in providing the information needed for the website and gave us quick feedback on our documents. Patrick had a clear vision of what he wanted for the Mountsandel project, and he was open to all ideas, which made him a pleasure to work with on the project. He also gave great feedback regarding the pitches and brief to ensure the project was delivered accurately and professionally.

However, it was difficult to get feedback on the website as I had requested Patrick to review it multiple times. I couldn't get any feedback before the website deadline and therefore, I had to go to my peers and lectures for feedback on the layout and functionality of the website.

HANDOVER CONTENT

Overall, I'm happy with the content I produced in the handover as I had the opportunity to learn WordPress, which is a software that I had briefly used before and has allowed me to develop a weak design skill of mine in web design that will be beneficial to me in the future. I was happy with the presentation designs and working with PowerPoint, as the presentation slides were updated with Patrick's feedback from the meeting. The website guide includes a detailed step-by-step guide to change and access certain features in the new Mountsandel website, and the website guide makes it easy for the client to make any changes in the future.

TEAM MEMBERS

As a team, we worked effectively and helped each other by giving valuable feedback in person. We ensured each task was completed on time as every team member provided their best work and made an effort to ensure that Patrick would be happy with the final project handover. However, as a team, we didn't utilise the features of Basecamp early in the development of the project as we used the chat feature to share our files, which we instead should've been sharing our files in the docs & Files section of Basecamp to make it easy to identify what section of the project we need and to locate it quickly. Near the end of the project's development, we started using the docs and files sections, which made the design process very easy to locate the needed logos for the handover part of the project.

PROJECT REFLECTION

If I were to do the project again, I would utilise all the features in Basecamp and use it as the primary source of the project discussion instead of having conversations on WhatsApp and Basecamp to ensure that every team member was aware of what they needed to do for the project development. The deliverables on the brief were mentioned however, the timescale on the brief was inaccurate and in the future the project would be analysed from start to finish to ensure that each project was completed that week.

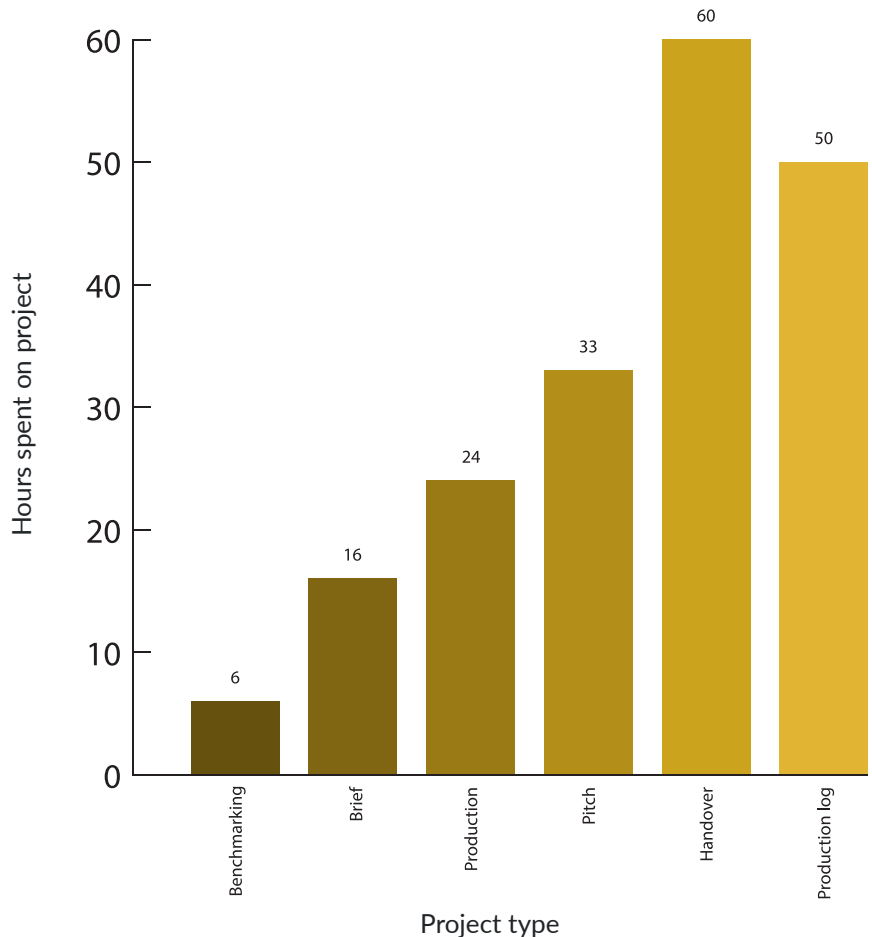
PROJECT TIME

BENCHMARKING:	6 HOURS
BRIEF:	16 HOURS
PRODUCTION:	24 HOURS
PITCH :	33 HOURS
DELIVERABLES :	60 HOURS
PRODUCTION LOG:	50 HOURS
TOTAL:	189 HOURS

The project development time was done using Clockify to help track how much time was spent on the project's development process. I tracked the time I spent on each project area to identify areas I could improve in the future. I spent a significant amount of time on the handover section designing the Mountsandel website because I was learning how to use WordPress.

This module has taught me important life skills that I will transfer into the workplace. As with future projects, I will be able to work more efficiently with the skills that I have strengthened and developed in this module, such as working with a real-life client, designing a website, taking criticism, working with a team and designing a brand.

PROJECT DEVELOPMENT



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