



Michael Morrissey
Production Log





The Mountsandel Discovery and Heritage Group (MDHG) Project, developed as part of the university module MED526: Interactivity for Social Enterprise, focused on applying interactive media skills to create impactful solutions for a community partner. The project aimed to establish a cohesive brand identity and enhance digital resources for Ireland's oldest known settlement site, Mountsandel. Dating back to the Mesolithic period around 10,000 years ago, Mountsandel is located near the River Bann in Coleraine and holds immense historical and archaeological significance. MDHG, a constituted voluntary community organisation founded in March 2017, seeks to increase public understanding and awareness of the history and heritage of Mountsandel, Coleraine, and the River Bann corridor. Since its founding, MDHG has led numerous outreach activities and local projects, working with various stakeholders to deliver learning resources and experiences for local communities.

Supporting Staff



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Senior Lecturer



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Community Engagement Manager



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Lecturer

Student Team



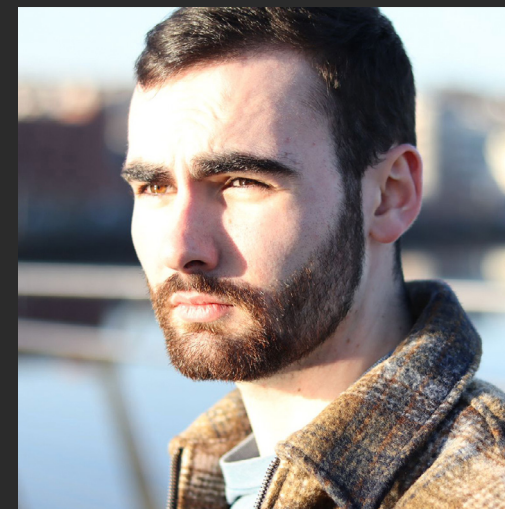
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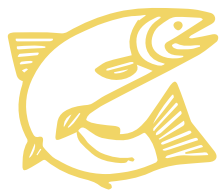
Brief

/briːf/

noun

1. **DESIGN**

a document that outlines the details and expectations of a design project.



Choosing the Partner

In the first week of this module we had to choose which community partner we'd like to work with from a list of options. Our team selected MDHG as our community partner after learning about the site's historical significance and realising that its importance was relatively unknown to the public, including ourselves. This lack of awareness highlighted the value of the project in raising the profile of Mountsandel, especially among local communities and younger generations. We learned that MDHG sought a refreshed website and cohesive visual identity to engage local audiences, inspire the younger generation, and promote the preservation of this natural and historical heritage.

Additionally, the new website will eventually host a significant digital archive and integrate a live feed from social media platforms. MDHG also requested potential digital media outputs, alongside brand guidelines and website instruction manual to ensure consistency in their future materials.

The first phase of the project involved brief development where our team had to create a written document that serves as a clear and

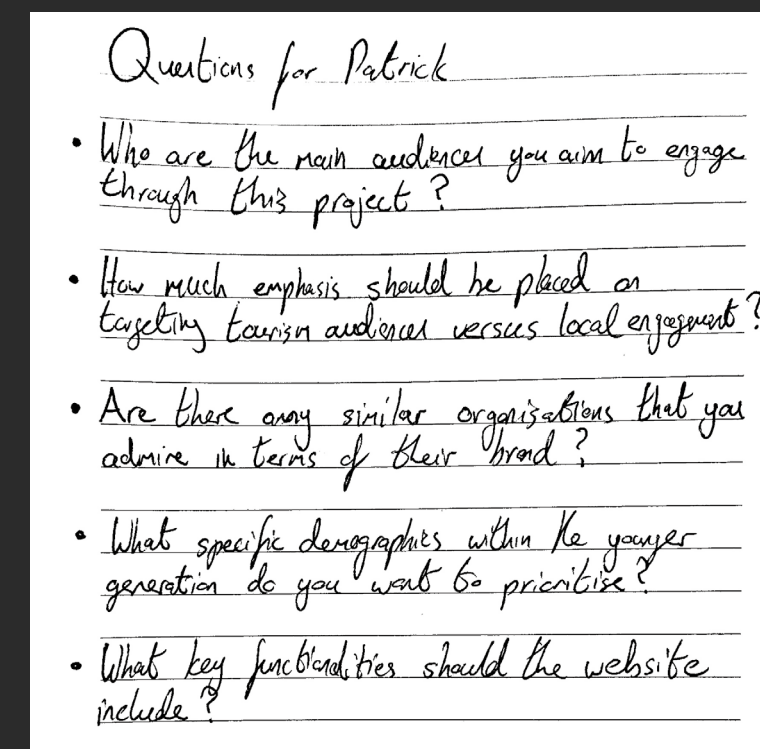
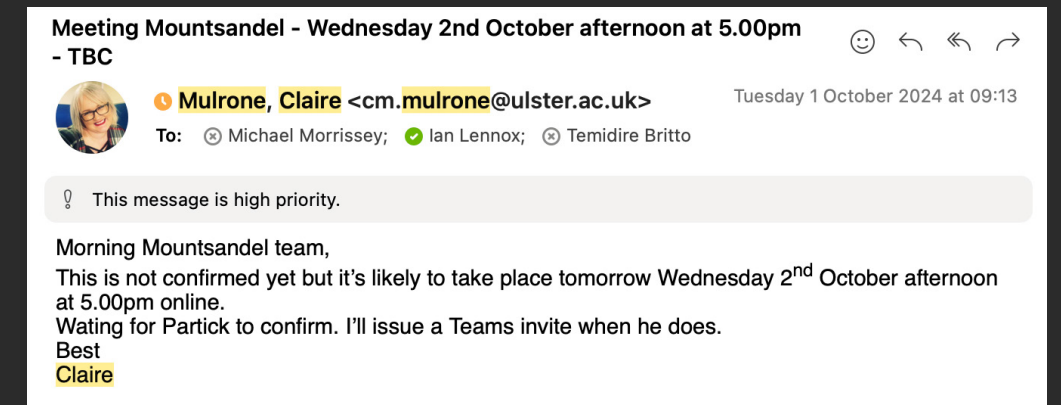
concise roadmap for the project. This brief ensures that both the team and the community partner, Mountsandel Discovery & Heritage Group (MDHG), have a shared understanding of the objectives, expectations, and deliverables, setting the foundation for the project's success.

"A problem well stated is a problem half solved"
- John Dewey (Ingledew, 2011)

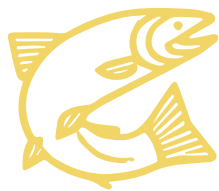
Claire organised an initial meeting with us and Patrick, MDHG's representative, to better understand the project requirements to inform the development of the brief. To prepare, I conducted research on MDHG's mission, existing website, and related resources, so that I was familiar with their current positioning and potential areas for improvement. I also prepared some potential questions for the meeting



Email from Claire
scheduling the
initial meeting



Questions written
for meeting



Initial Meeting

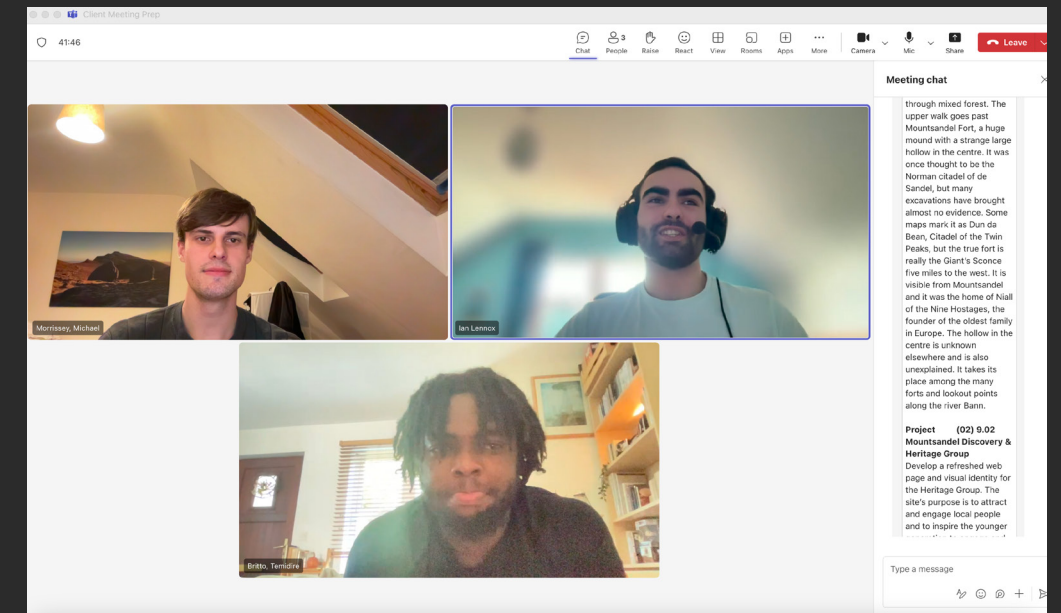
Before our meeting with Patrick, our team scheduled a call to review the research we had conducted about MDHG. This ensured we were fully prepared to make the most of our time with Patrick.

The meeting with Patrick was productive and provided a lot of information about MDHG and their expectations for the project. I took notes throughout the conversation, which I later summarised and shared with the rest of the team. This allowed us to have a clear and consistent understanding of the key points discussed.

The main takeaways from the conversation were that MDHG currently lacks a consistent visual identity, with multiple logos and varying approaches to public-facing materials. Patrick explained how MDHG operates across diverse contexts, such as educational settings with school-age children and corporate environments like council presentations. He suggested we consider creating two distinct brand approaches to effectively address the needs of both audiences.



'the meeting before the meeting'



Mountsandel is the oldest known settlement site in Ireland, dating back to the Mesolithic period (10,000–20,000 BC).

The site was discovered during housing developments in 1969 and excavated by archaeologist Peter Woodman.

Carbon dating revealed the site to be 5,000 years older than initially thought. Its significance is better recognised in the Republic of Ireland, where it is included in the school curriculum.

MDHG promotes education about Mountsandel at primary, secondary, and tertiary levels, focusing on history and archaeology.

Recent initiatives include a school day event in September 2024, with over 95 pupils from local schools participating.

The group aspires to have the site included in the Northern Ireland school curriculum to mirror its importance in the Republic.

Developing the site could improve local tourism infrastructure, encouraging longer stays and providing economic benefits to the region.

The group's aim is to attract visitors beyond day trips to nearby landmarks, such as the Giant's Causeway, potentially boosting local accommodation and services.

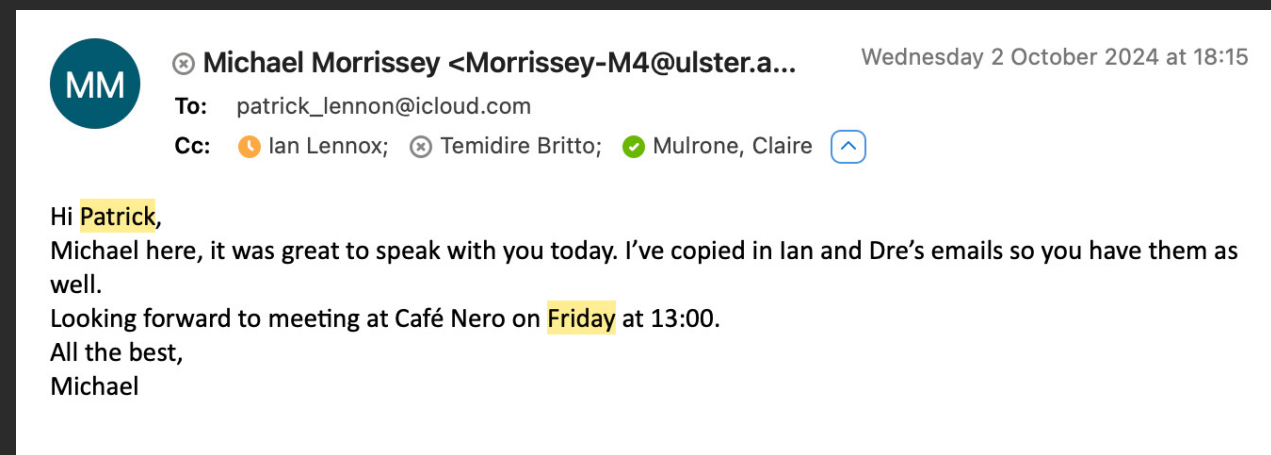
Recent funding from Peace Plus and the Causeway Coast & Glens Borough Council has enabled the site to come under public ownership.

Development plans include clearing the site, adding interpretive resources such as information boards, and landscaping to enhance visitor experience.

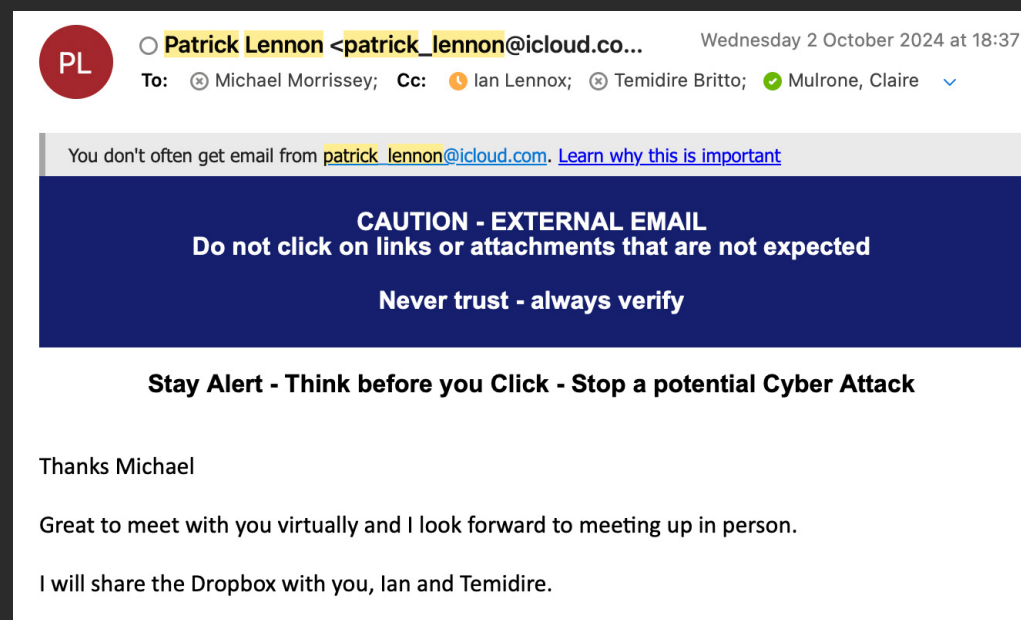
MDHG currently lacks a consistent brand identity, with disparate logos and presentation styles. There is a need for brand guidelines to ensure a cohesive representation across all platforms. The group is exploring viable templates for presentations and other materials to streamline their operations.

Notes from the meeting

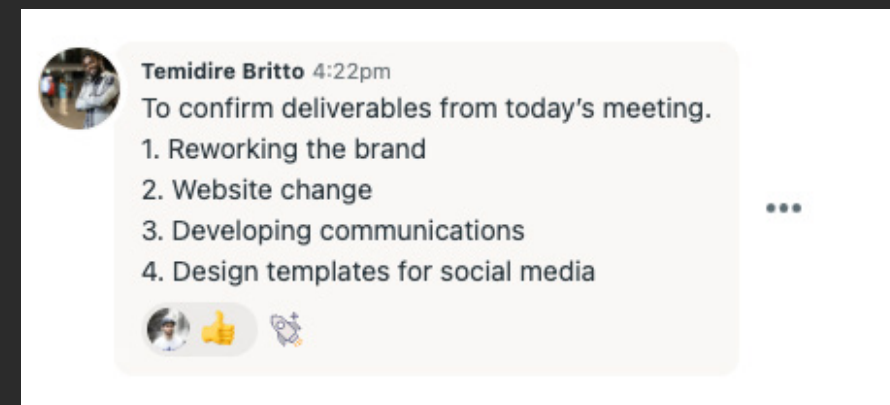




Followed up with Patrick via email after our initial meeting to confirm the in-person follow-up meeting we discussed at the end of our first conversation.

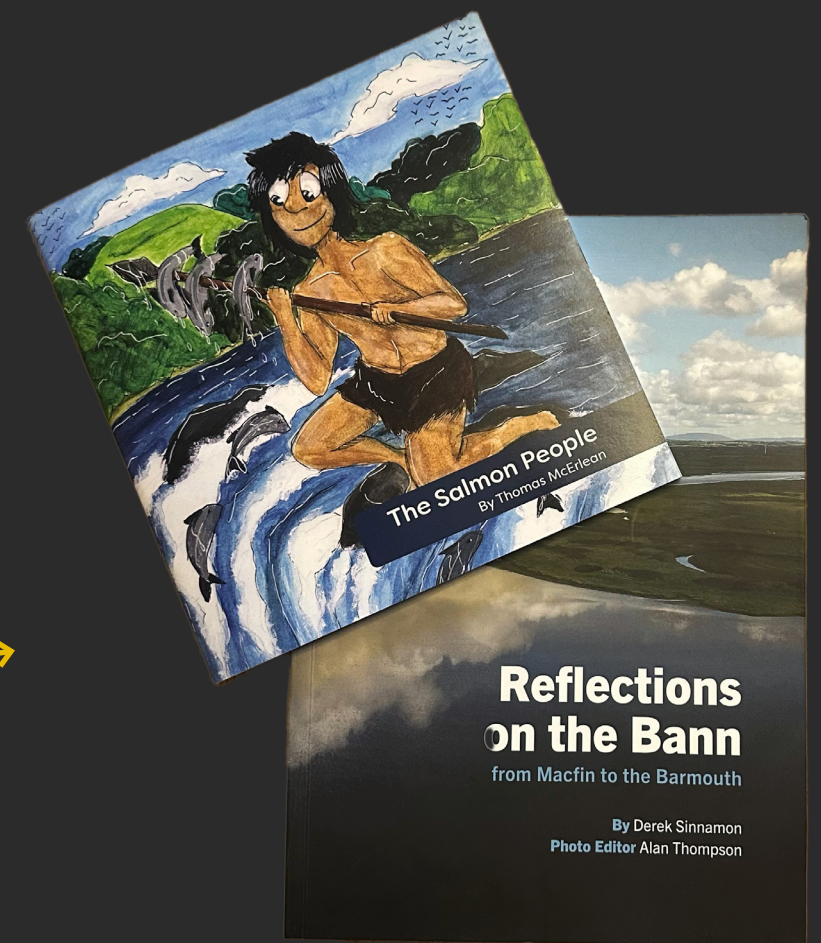


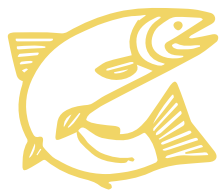
Patrick shared a Dropbox folder containing MDHG's existing brand assets, including photography, logos, and presentation templates.



Throughout the project, we utilised the project management software Basecamp. Here, you can see where Dire shared notes from the in-person meeting with Patrick.

During this meeting, Patrick gave each of us books about the site, which were valuable for drafting the brief and developing the rebrand. The books included The Salmon People by Thomas McErlean, as well as reflections on the Bann by Derek and Ali Sinnamon.





Benchmarking

The first section of the brief we focused on was benchmarking websites from similar organisations. In web design, benchmarking involves analysing and comparing websites to identify best practices, trends, and features that improve functionality, user experience, and visual appeal (Krug, 2014). This approach helps designers understand industry standards, assess competitor strengths and weaknesses, and gather insights to create more effective and engaging designs (Krug, 2014). To structure our benchmarking process, we used an example provided during class. Each team member identified and analysed three similar organisations, and we combined our findings into a single document. I was responsible for consolidating the data and designing a benchmarking table. Additionally, I benchmarked the current MDHG website to enable clear comparisons with the other organisations' websites.

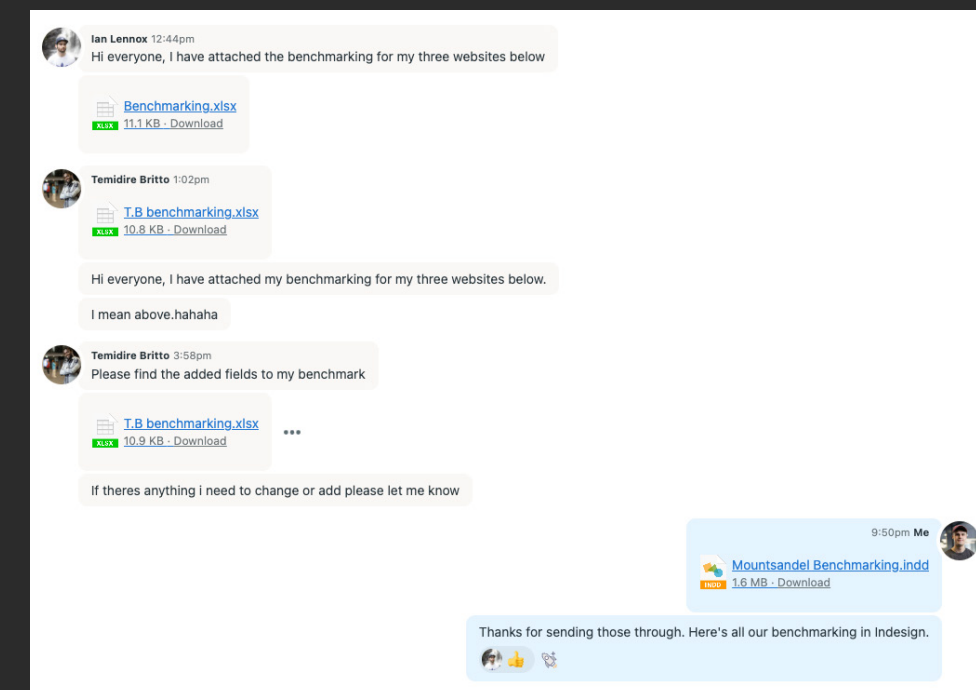
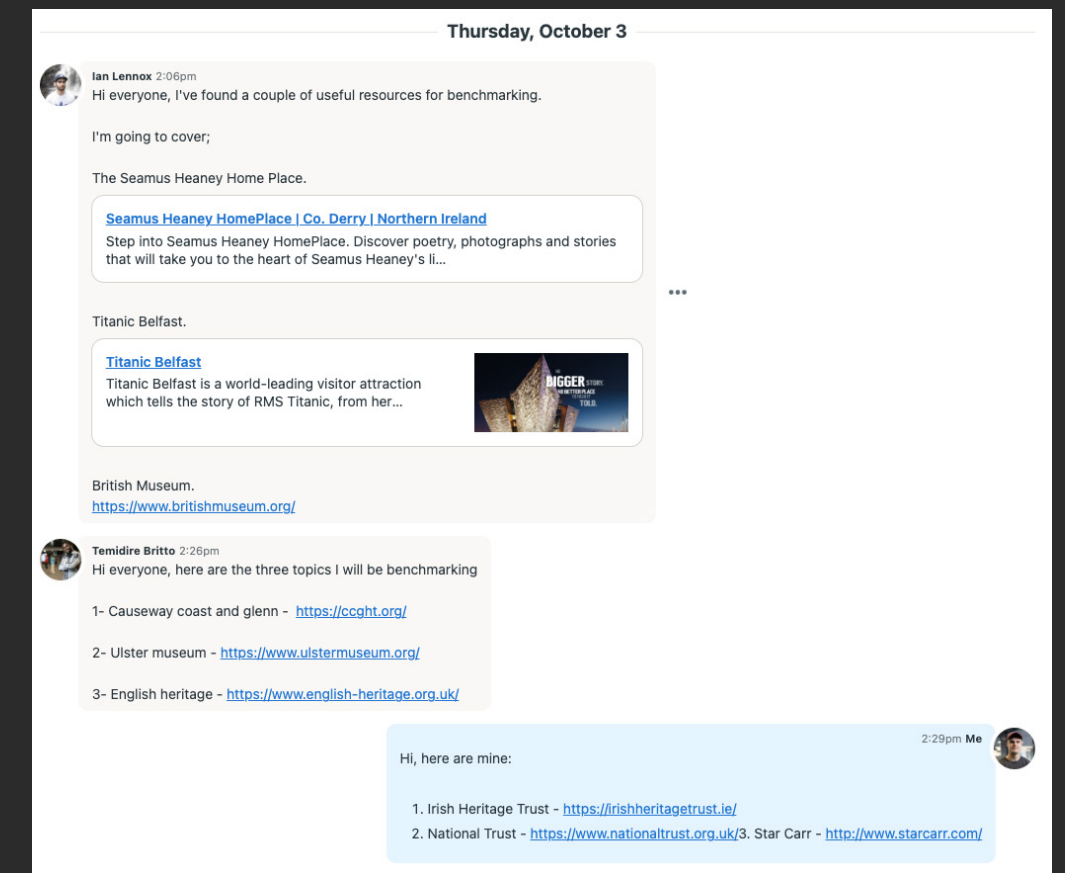
From the benchmarking process, we determined that the Seamus Heaney HomePlace website was the strongest performer, achieving a score of 76%. This website included several standout features

not present in others, such as offering up to ten language options for non-English speakers, significantly broadening its audience in the history and tourism sector. It also demonstrated the best optimisation, with the fastest load time of 0.83 seconds.

In comparison, the current MDHG website scored 24% in the benchmarking. While it included some basic features such as a responsive layout, a navigation bar, and a sitemap, it lacked components such as high-quality images, a consistent layout and multilingual options.



Our team confirming which sites we will be benchmarking



Here, the team shared their benchmarking results, which I combined with my own and organised into a single InDesign document.



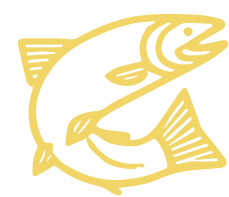


BENCHMARKING

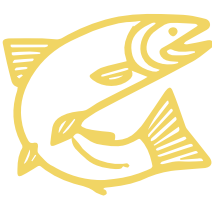
Category	Feature	Mount Sandel
First impressions	Aesthetics	Bare website no images
	Identifiable target Audience	None
	Identifiable Chief aim	On homepage
Look & Feel	Retina (HD Ready)	No
	Responsive	Yes
	Content in Prime Position	Test
	Body text font	Nunito Sans
	Logo placement	None
Technical	Book Online	None
	Content Management System	Wordpress
	Analytics Embedded	None
Navigation	Primary Menu Format	Clickthrough
	Primary Menu Position	Horizontal Top
	Means of getting to top of page	None
	Sitemap	None
	Breadcrumbs	None
	Contact us	Exposed in header
	No. of clicks to Contact Us	One click away
Content	Explanation of service	On homepage
	Evidence of outdated content	Image links broken
	Social Media	Links in Primary Menu
	FAQ Section	None
	Privacy policy	None
Serach	Search	Embedded in home-page
	Type of search button	Text
Functionality	Load Time	0.73 seconds
	Email subscription	None
	Multilingual	No
	No. languages other than English	0
Accessibility	How many font types	2
	Clear & Accurate Headings	Unclear
	Are links visually distinct	Yes
	Link underlining	No
	Hyperlinks change colour if visited	No
Overall Score		24%



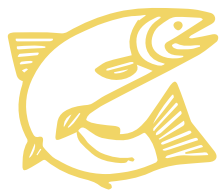
Category	Feature	Irish Heritage Trust	National Trust	Star Carr
First impressions	Aesthetics	Use Hero image slideshow to represent Heritage	Uses hero images to represent heritage	Uses images to represent archaeology
	Identifiable target Audience	On front page	On front page	On front page
	Identifiable Chief aim	On homepage	On homepage	One click away
Look & Feel	Retina (HD Ready)	Some images are	Yes	No
	Responsive	Yes	Yes	Yes
	Content in Prime Position	hero Image slideshow	hero Image Slideshow	Image showing archaeology
	Body text font	Breve News Book Serif	Arial Sans Serif	Open Sans
	Logo placement	Top Left	Top Left	Top Left
Technical	Book Online	No - link to external booking site	No	No - link to external booking site
	Content Management System	Wordpress	RIPE	Go Daddy
	Analytics Embedded	Google Analytics	Adobe Analytics	Google Analytics
Navigation	Primary Menu Format	Drop down	Drop down	Drop down
	Primary Menu Position	Horizontal Top	Horizontal Top	Horizontal Top
	Means of getting to top of page	None	None	None
	Sitemap	Two clicks away	One click away	None
	Breadcrumbs	None	On top of header image	None
	Contact us	Exposed in header	Exposed in footer	In the primary menu
	No. of clicks to Contact Us	One click away	One click away	Two clicks away
Content	Explanation of service	On homepage	On homepage	On homepage
	Evidence of outdated content	None	None	Site has been archived
	Social Media	Links in Footer	Links in Footer	Links in Primary Menu
	FAQ Section	In primary menu	In primary menu	On homepage
	Privacy policy	In the footer	In the footer	None
Serach	Search	Embedded in home-page	Embedded in home-page	Embedded in home-page
	Type of search button	Drop down	Drop down	Drop down
Functionality	Load Time	1.04 seconds	1.29 seconds	1.13 seconds
	Email subscription	Yes, newsletter	Yes, newsletter	None
	Multilingual	No	No	No
	No. languages other than English	0	0	0
Accessibility	How many font types	2	2	1
	Clear & Accurate Headings	Yes	Yes	Unclear
	Are links visually distinct	Yes	Yes	Yes
	Link underlining	No	No	Yes
	Hyperlinks change colour if visited	No	No	No
Overall Score		59%	62%	26%



Category	Feature	Seamus Heany HomePlace	Titanic Belfast	British Museum
First impressions	Aesthetics	Use hero slideshow im-ages to represent tours	Uses hero images to represent tours	Uses images to repre-sent tours
	Identifiable target Audience	On front page	One click away	On front page
	Identifiable Chief aim	On homepage	On homepage	On front page
Look & Feel	Retina (HD Ready)	Some images are not	Some images are not	Some images are not
	Responsive	Yes	Yes	Yes
	Content in Prime Position	Image slider	Video and text	Video and text
	Body text font	Sans Serif	Sans Serif	San Serif
	Logo placement	Top Left	Top Left	Top left
Technical	Book Online	No - link to external booking site	Yes	Yes
	Content Management System	Wordpress	Wordpress	Wordpress
	Analytics Embedded	Google Analytics	Google Analytics	Google Analytics
Navigation	Primary Menu Format	Drop Down and Rollover	Click Through and Rollover	Drop Down and Rollover
	Primary Menu Position	Horizontal Top	Horizontal Top	Horizontal Top
	Means of getting to top of page	None	None	None
	Sitemap	None	In footer	In footer
	Breadcrumbs	Yes	Yes	No
	Contact us	In the primary menu	In the primary menu	In the primary menu
	No. of clicks to Con-tact Us	One click away	One click away	One click away
Content	Explanation of service	On homepage	On homepage	One click away
	Evidence of outdated content	None	None	None
	Social Media	Links in Footer	Links in Footer	Links in Footer
	FAQ Section	In Contact section	In Visitor Info section	In Contact section
	Privacy policy	In the footer	In the footer	In the footer
Serach	Search	Homepage (embedded)	None	Homepage (embedded)
	Type of search button	Drop down	None	Text
Functionality	Load Time	0.83 seconds	1.23 seconds	1.33 seconds
	Email subscription	Yes	Yes	Yes
	Multilingual	Yes	No	Yes
	No. languages other than English	10	0	1
Accessibility	How many font types	2	2	1
	Clear & Accurate Headings	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	Yes
	Link underlining	No	No	No unless clicked
	Hyperlinks change colour if visited	Yes	No	Yes
Overall Score		76%	73%	70%



Category	Feature	Causeway Coast and Glenns	Ulster Museum	English Heritage
First impressions	Aesthetics	Uses images, animating stats and transitions to showcase site	Uses hero images to represent the museum	Uses experience images
	Identifiable target Audience	On front page	One click away	On the homepage
	Identifiable Chief aim	One click away	On visit page	One click away
Look & Feel	Retina (HD Ready)	logo is not	yes	yes
	Responsive	Yes	Yes	Yes
	Content in Prime Position	Uses image silders to show content with texts	Images showcasing museum	uses image sliders
	Body text font	San serif	Sans Serif	Sans Serif
	Logo placement	Top Left	Top Left	Top Left
Technical	Book Online	No	Yes	Yes
	Content Management System	Wordpress	next.js	Episerver
	Analytics Embedded	Yes	Yes	Yes
Navigation	Primary Menu Format	Exposed click through	Exposed click through	Click and roll over
	Primary Menu Position	Horizontal Top	Horizontal Top	Horizontal Top
	Means of getting to top of page	None	None	None
	Sitemap	One click away	One click away	One click away
	Breadcrumbs	Yes	Yes	Yes
	Contact us	In the main menu	Exposed in footer	In the main menu
	No. of clicks to Con-tact Us	One click away	None	One click away
Content	Explanation of service	On homepage	In footer	On homepage
	Evidence of outdated content	None	None	None
	Social Media	Facebook link in Footer	Links in Footer	Links in Primary Menu
	FAQ Section	None	In learn menu	In Contact page
	Privacy policy	None	In the footer	None
Serach	Search	Embedded in menu	Embedded in menu	In main menu
	Type of search button	Drop down	Drop down	Drop down
Functionality	Load Time	5.64 seconds	2.89 seconds	1.12 seconds
	Email subscription	None	Yes, newsletter	None
	Multilingual	None	No	No
	No. languages other than English	0	0	0
Accessibility	How many font types	3	3	5
	Clear & Accurate Headings	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	Yes
	Link underlining	No	No	Yes
	Hyperlinks change colour if visited	Yes	No	No
Overall Score		56%	59%	59%



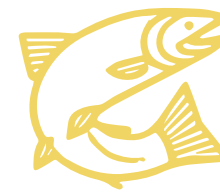
Brief Writing

After finishing the benchmarking process, we divided the remaining sections of the brief among the team.

I was tasked with writing the sections titled Community Partner, Project, and Objectives. To develop these, I relied heavily on notes taken during our meetings with Patrick. A particularly useful piece of advice from Adrian during class was to directly incorporate the client's statements into the brief for accuracy and alignment. Additionally, I drew content from the existing MDHG website and the books Patrick provided during our in-person meeting.

Another valuable suggestion from Adrian was to approach the brief from the perspective of someone with no prior knowledge of the project. Adopting this mindset during the writing process helped me create content that was clear, comprehensive, and easy to understand. To refine this further, I had friends and family, who had no background knowledge of the subject, proofread my sections

Once we had all completed the brief we were able to receive feedback in class from Adrian and Claire. Overall, their feedback was positive. However, they pointed out some inconsistencies in how we referred to MDHG throughout the brief. For example, in some sections, we used the full name "Mountsandel Discovery and Heritage Group," while in others, we shortened it to "MDHG." This highlighted that when collaborating on a document, it's essential for everyone to adhere to consistent naming conventions to maintain clarity. Additionally, they suggested including more images of the existing brand when it was referenced in the text. This helped to visually illustrate what the brief described.



Thursday, October 10

7:30pm Me

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

Confirming which sections of the brief each person we will be writing





MOUNTSAND DEL DISCOVERY & HERITAGE GROUP

COMMUNITY PARTNER

In 1973, archaeologist Peter Woodman led an excavation at MDHG 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 MDHG Discovery and Heritage Group (MDHG), a voluntary community organisation, was formed to preserve this important history and promote education about the MDHG 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. The history of MDHG is part of the curriculum in the Republic of Ireland and 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 MDHG. 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 MDHG'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 MDHG 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.

The Community Partner section provided a general overview of MDHG, detailing who they are, what they do, where they operate, and why their work matters.

The Objectives section focused on framing the broader, long-term impact of the project. Writing this part involved not only addressing the immediate deliverables but also considering MDHG's potential as a cultural and historical attraction.

MOUNTSAND DEL DISCOVERY & HERITAGE GROUP

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 MDHG as a key cultural and historical attraction, making it a focal point for education and tourism.

Combined with the MDHG 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 MDHG, the River Bann corridor, and the broader Coleraine area for the long term.



MOUNTSAND DEL DISCOVERY & HERITAGE GROUP

THE PROJECT

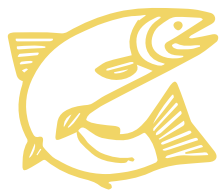
As it stands, MDHG lacks a consistent visual identity with multiple logos and disparate approaches to public facing material. Therefore, to prepare for the future development of the site, MDHG is seeking a refreshed website and updated visual identity. This will ensure that, once the site is ready to 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 an adaptable visual identity for these contexts.

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. Finally the project will include the re-brand of the educational pack to coincide with the new visual identity.

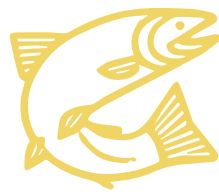
Additionally, photography and videography will be captured during upcoming events in October and November, which will be used for social media and future promotions.

4

The Project section required presenting MDHG's current challenges with the proposed solutions our project would deliver. One of the most significant issues raised during the meetings was their fragmented visual identity. It was important to frame the refreshed branding and website as tools for unifying MDHG's presence across both educational and corporate contexts.



Full Brief

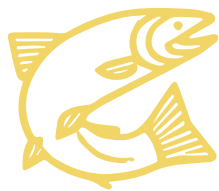


MOUNTSANDEL DISCOVERY & HERITAGE GROUP

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MOUNTSANDEL DISCOVERY & HERITAGE GROUP

COMMUNITY PARTNER

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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.

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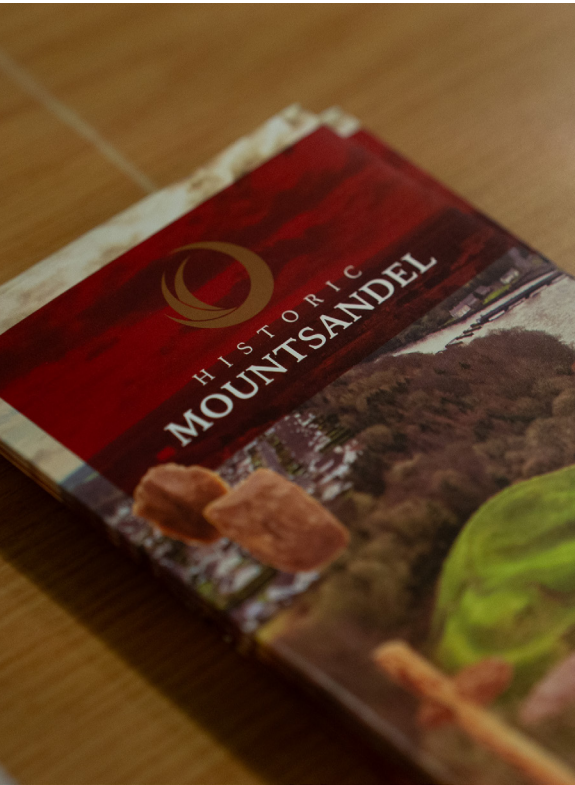
MOUNTSANDEL DISCOVERY & HERITAGE GROUP

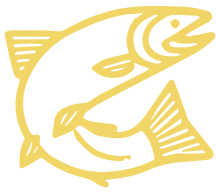
THE PROJECT


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









MOUNTSANDEL GATHERING ART COMPETITION 2023

Mountsandel Discovery & Heritage Group in partnership with the Ulster University Invite all P7 pupils in the Triangle area to take part in our first-ever *Art Competition*.

You can depict the story of Mountsandel down through the ages, its beautiful environment or a visit you made to the area. It is also the 50th anniversary of the "Excavation of the Mountsandel Mesolithic Site".

Let's get creative P7s and submit a piece of your own design to celebrate this unique place and occasion.

WE'RE ASKING YOU TO:

- Create an A4 page of original artwork using whatever medium you wish ie watercolour / oils / pastel / charcoal / pencil / collage / montage

SUBMITTING YOUR WORK:

Individual entries are to be collected and delivered by your school to the [Riverside Theatre Coleraine](#).

Closing date: Monday 24 April 2023

The winning artwork will be judged by a panel of art teachers, members of the Mountsandel Group and Ulster University. The winning entry will be announced on Friday 19 May 2023.

Entries will be displayed in the Riverside Theatre Foyer as well as an online virtual gallery.

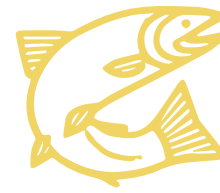
PRIZES

1st - Amazon Voucher £80
Riverside Voucher for the Family

2nd - Amazon Voucher £50

3rd - Amazon Voucher £30

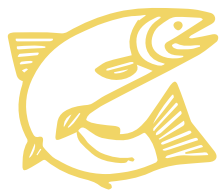
www.facebook.com/MountsandelDiscoveryAndHeritageGroup



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 Mountsandel as a key cultural and historical attraction, making it a focal point for education and tourism.

Combined with the Mountsandel site 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 MDHG, the River Bann corridor, and the broader Coleraine area for the long term.



MOUNTSANDEL DISCOVERY & HERITAGE GROUP

TARGET AUDIENCE

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

SCHOOL CHILDREN

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

TOURISTS

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

LOCAL COMMUNITY

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

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



MOUNTSANDEL DISCOVERY & HERITAGE GROUP

DELIVERABLES



WEBSITE

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

Requires access to current domain name and hosting.



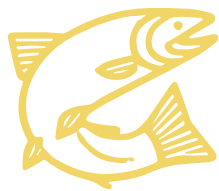
BRANDING

- Improved colour palette: Develop a colour scheme with colours reflecting the essence Mountsandle discovery and heritage group.
- Logo design: Creating a new logo that properly represents MDHG as well as attracting younger audiences.
- Brand Guidelines: an explanation of the brand and visual identity work to ensure appropriate future implementation.



SOCIAL MEDIA

- Social Media & Digital Presentation Templates: We will create customised social media & digital presentation templates with instructions on how to use and edit them for use across all platforms.
- Short-form video content: Producing short form video clips to highlight events, activites and showcase MDHG.



MOUNTSANDEL DISCOVERY & HERITAGE GROUP

TONE, STYLE & MESSAGE

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

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

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



MOUNTSANDEL DISCOVERY & HERITAGE GROUP

BENCHMARKING

As part of the development process for the MDHG project, we used a technique called benchmarking that allowed us to research similar organisations in the tourism and historical sector and compare them to the current MDHG website. We chose to research these chosen sectors as they align most with the MDHG and give us a greater understanding of best industry practice.

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 MDHG 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.



BENCHMARKING

The Seamus 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.

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 MDHG 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.

The current MDHG website scored **24%** in the benchmarking. It includes a few essential features, such as a responsive web layout, navigation bar, and sitemap. However, it lacks images, a consistent web layout, multilingual features, an FAQ section, an email subscription, and Google Analytics. These are essential features to help grow the website and allow it to rank higher in search algorithms.

WEBSITES USED FOR THE BENCHMARKING:

- <https://www.MDHGdiscovery.com/>
- <https://irishheritagetrust.ie/>
- <https://www.nationaltrust.org.uk/>
- <http://www.star.carr.com/>
- <https://seamusheaneyhome.com/>
- <https://www.britishmuseum.org/>
- <https://www.canterburycastledigress.gov.uk/>
- <https://www.silberrug.com/eng/>
- <https://www.english-heritage.org.uk/>

Category	Feature	MDHG
First impressions	Aesthetics	Bare website no images
	Identifiable target Audience	None
	Identifiable Chief aim	On homepage
Look & Feel	Retina (HD Ready)	No
	Responsive	Yes
	Content in Prime Position	Test
	Body text font	Nunito Sans
	Logo placement	None
Technical	Book Online	None
	Content Management System	Wordpress
	Analytics Embedded	None
Navigation	Primary Menu Format	Clickthrough
	Primary Menu Position	Horizontal Top
	Means of getting to top of page	None
	Sitemap	None
	Breadcrumbs	None
	Contact us	Exposed in header
	No. of clicks to Contact Us	One click away
Content	Explanation of service	On homepage
	Evidence of outdated content	Image links broken
	Social Media	Links in Primary Menu
	FAQ Section	None
	Privacy policy	None
Serach	Search	Embedded in homepage
	Type of search button	Text
Functionality	Load Time	0.73 seconds
	Email subscription	None
	Multilingual	No
	No. languages other than English	0
Accessibility	How many font types	2
	Clear & Accurate Headings	Unclear
	Are links visually distinct	Yes
	Link underlining	No
	Hyperlinks change colour if visited	No
Overall Score		24%

Category	Feature	Irish Heritage Trust	National Trust	Star Carr
First impressions	Aesthetics	Use Hero image slide-show to represent Heritage	Uses hero images to represent heritage	Uses images to represent archaeology
	Identifiable target Audience	On front page	On front page	On front page
	Identifiable Chief aim	On homepage	On homepage	One click away
Look & Feel	Retina (HD Ready)	Some images are	Yes	No
	Responsive	Yes	Yes	Yes
	Content in Prime Position	hero image slideshow	hero Image Slideshow	Image showing archaeology
	Body text font	Breve News Book Serif	Arial Sans Serif	Open Sans
	Logo placement	Top Left	Top Left	Top Left
Technical	Book Online	No - link to external booking site	No	No - link to external booking site
	Content Management System	Wordpress	RIPE	Go Daddy
	Analytics Embedded	Google Analytics	Adobe Analytics	Google Analytics
Navigation	Primary Menu Format	Drop down	Drop down	Drop down
	Primary Menu Position	Horizontal Top	Horizontal Top	Horizontal Top
	Means of getting to top of page	None	None	None
	Sitemap	Two clicks away	One click away	None
	Breadcrumbs	None	On top of header image	None
	Contact us	Exposed in header	Exposed in footer	In the primary menu
	No. of clicks to Contact Us	One click away	One click away	Two clicks away
Content	Explanation of service	On homepage	On homepage	On homepage
	Evidence of outdated content	None	None	Site has been archived
	Social Media	Links in Footer	Links in Footer	Links in Primary Menu
	FAQ Section	In primary menu	In primary menu	On homepage
	Privacy policy	In the footer	In the footer	None
Serach	Search	Embedded in homepage	Embedded in homepage	Embedded in homepage
	Type of search button	Drop down	Drop down	Drop down
Functionality	Load Time	1.04 seconds	1.29 seconds	1.13 seconds
	Email subscription	Yes, newsletter	Yes, newsletter	None
	Multilingual	No	No	No
	No. languages other than English	0	0	0
Accessibility	How many font types	2	2	1
	Clear & Accurate Headings	Yes	Yes	Unclear
	Are links visually distinct	Yes	Yes	Yes
	Link underlining	No	No	Yes
	Hyperlinks change colour if visited	No	No	No
Overall Score		59%	62%	26%



Category	Feature	Sheamus Heany HomePlace	Titanic Belfast	British Museum
First Impressions	Aesthetics	Use hero slideshow images to represent tours	Uses hero images to represent tours	Uses images to represent tours
	Identifiable target Audience	On front page	One click away	On front page
	Identifiable Chief aim	On homepage	On homepage	On front page
Look & Feel	Retina (HD Ready)	Some images are not	Some images are not	Some images are not
	Responsive	Yes	Yes	Yes
	Content in Prime Position	Image slider	Video and text	Video and text
	Body text font	Sans Serif	Sans Serif	San Serif
Technical	Logo placement	Top Left	Top Left	Top left
	Book Online	No - link to external booking site	Yes	Yes
	Content Management System	Wordpress	Umbraco	Wordpress
	Analytics Embedded	Google Analytics	Google Analytics	Google Analytics
Navigation	Primary Menu Format	Drop Down and Rollover	Click Through and Roll-over	Drop Down and Rollover
	Primary Menu Position	Horizontal Top	Horizontal Top	Horizontal Top
	Means of getting to top of page	None	None	None
	Sitemap	None	In footer	In footer
	Breadcrumbs	Yes	Yes	No
	Contact us	In the primary menu	In the primary menu	In the primary menu
	No. of clicks to Contact Us	One click away	One click away	One click away
Content	Explanation of service	On homepage	On homepage	One click away
	Evidence of outdated content	None	None	None
	Social Media	Links in Footer	Links in Footer	Links in Footer
	FAQ Section	In Contact section	In Visitor Info section	In Contact section
	Privacy policy	In the footer	In the footer	In the footer
Serach	Search	Homepage (embedded)	None	Homepage (embedded)
	Type of search button	Drop down	None	Text
Functionality	Load Time	0.83 seconds	1.23 seconds	1.33 seconds
	Email subscription	Yes	Yes	Yes
	Multilingual	Yes	No	Yes
	No. languages other than English	10	0	1
Accessibility	How many font types	2	2	1
	Clear & Accurate Headings	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	Yes
	Link underlining	No	No	No unless clicked
	Hyperlinks change colour if visited	Yes	No	Yes
Overall Score		76%	73%	70%



MDHGTSANDEL 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



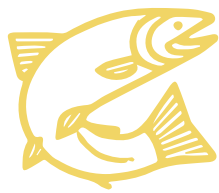
BUDGET

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



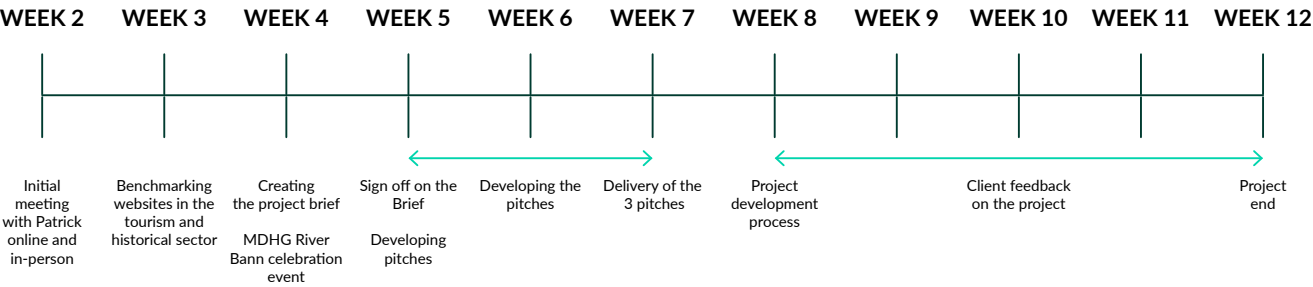
BUDGET

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 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



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.



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



P

patrick_lennon@icloud.com <patrick_lennon@icloud.com>

Monday 21 October 2024 at 15:34

To: Morrissey, Michael

EXTERNAL EMAIL - This email was sent by a person from outside your organization. Exercise caution when clicking links, opening attachments or taking further action, before validating its authenticity.

Secured by Check Point

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.

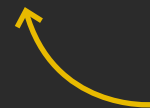
The text is highlighted in the attached image and I have noted a change in text below.

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 was pleased with the brief, with the only revision being a correction regarding the funding received and the parties involved



...

Mountsandel Discovery & Heritage Brief.pdf · 9.18 MB · [View full-size](#) · [Download](#)

Here's the version that was sent off to Patrick

Friday, October 18

Claire Mulrone 11:25am

This looks terrific team, very professional. Looking forward to feedback from Patrick. Now you get to be creative, enjoy. Have a great weekend.



With the brief submitted, it was time to move into the creative phase, developing designs to pitch to the client.



Pitch

/pʰtʰ/

noun

1. **DESIGN**

the process of creating designs based on a brief and presenting them to the client



Design Process

The pitch phase required each member of the group to develop individual design solutions that would address the goals outlined in the brief. Each of us would then deliver separate pitches to the community partner, providing them an opportunity to explore a range of perspectives and ideas.

Throughout this phase, we participated in weekly design crits, where we shared our work for feedback and iteration. This process created a cycle: generating designs, receiving feedback, refining designs, and repeating the process. Epstein (2019) highlights the importance of experimentation and failure as critical components of growth, suggesting that if you're not failing at least 15–20% of the time, you're not pushing your boundaries enough. He describes this “zone of failure” as an optimal space for learning and progress, where individuals are encouraged to test limits, embrace setbacks, and continually improve. The lecturers actively reinforced this mindset, encouraging us to experiment, take creative risks, and accept failure as an inevitable part of the design process.



Images showing the setup of the crit sessions in 'Agency,' a teaching space designed to replicate the environment of a professional design agency.





First Design Crit

The first logo I presented featured a Mesolithic hut at its centre, surrounded by elements of foliage, water, and hazelnuts. The hut symbolised the site's historical significance, the water represented the River Bann, and the foliage conveyed the natural environment of Mountsandel Forest.

What initially stood out to me about MDHG was the discovery of the Mesolithic site, and I wanted this to be the focal point of my design. To appeal to a younger demographic, I sought to create something dynamic, vibrant, and visually engaging.

When I presented this concept during the first design crit, the feedback highlighted that the design did not fully capture the scope of MDHG's work. The lecturers referenced a 2020 Project Social project for Antrim Geopark, an organisation with a similarly broad focus. To address the challenge, the 2020 team developed an adaptable logo with a series of icons to represent the various aspects of the organisation. This example provided valuable insight into how a similar approach could be used for MDHG's logo to reflect its diverse activities while maintaining consistency.

Another suggestion was to incorporate the Mountsandel mount more prominently in the design. Although Dire and Ian explored this direction, feedback indicated that their designs did not resemble the distinctive landscape of Mountsandel. A suggestion was to abstract the mount's unique concave, heart-like shape into the logo, symbolising MDHG as the organisation that "loves" and preserves the heritage of Mountsandel.

It was also recommended that a tagline, such as "Established 10,000 BC," be included to emphasise the site's rich history. This addition would reinforce Mountsandel's status as Ireland's oldest known settlement.

However, the most valuable piece of feedback I received was that I wasn't creating enough logo variations and needed to produce a larger volume of designs for the next crit.



MOUNTSANDEL
— DISCOVERY & HERITAGE GROUP —

Primary logo of my first concept

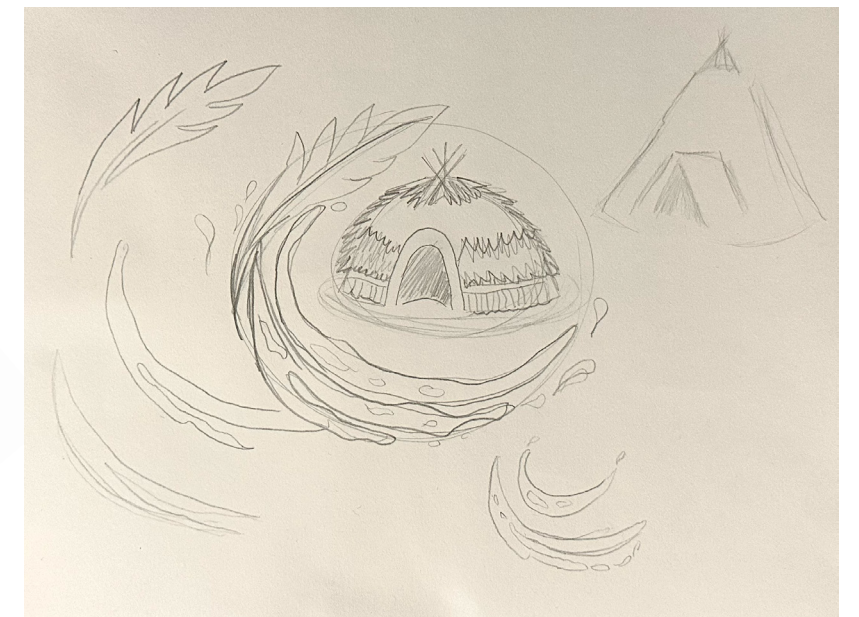




Various proposed variations of the logo



The initial logo design was inspired by superimposing an image of a Mesolithic hut with the Firefox logo. I was drawn to the dynamic tail of the fox and could see it reinterpreted to represent water and foliage.



Sketch of primary logo





Second Design Crit

For the second crit, I created a significantly larger range of logos, I presented what I felt were the two best logos during this session.

The first logo focused on abstracting the mount into a heart shape, surrounded by trees, to better represent the landscape of Mountsandel. I included the tagline “Irish History Starts Here – Est. 10,000 B.C.E.” aimed to reinforce the historical significance of the site. I also retained a bright and colourful palette to appeal to a younger demographic.

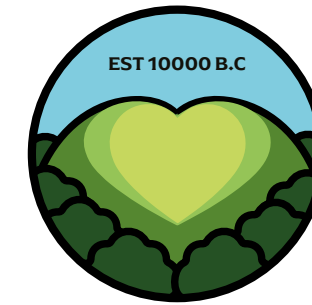
The second logo adopted the concept of incorporating multiple icons to represent the different aspects of Mountsandel. I retained the Mesolithic hut as an icon and added four others: a fern, a flint stone, a salmon, and a hazelnut. These icons were inspired by my reading of “Reflections on the Bann”, one of the books Patrick provided early in the project.

During the crit, the design with multiple icons received the most positive feedback; however, it was also noted that the design

felt too busy and could be improved by simplifying it. One suggestion was to remove one of the icons. I decided to remove the Mesolithic hut, as it was the most complex icon and didn’t fit as well with the simpler, natural artefacts represented by the other icons.

Feedback was also given on the colour palette, particularly the salmon blue, which was described as unnatural looking.

looking at my work during this crit I realised I had been using a colour palette solely with the younger demographic in mind. I recognised the need to revise the palette to better suit an older audience in more corporate settings.



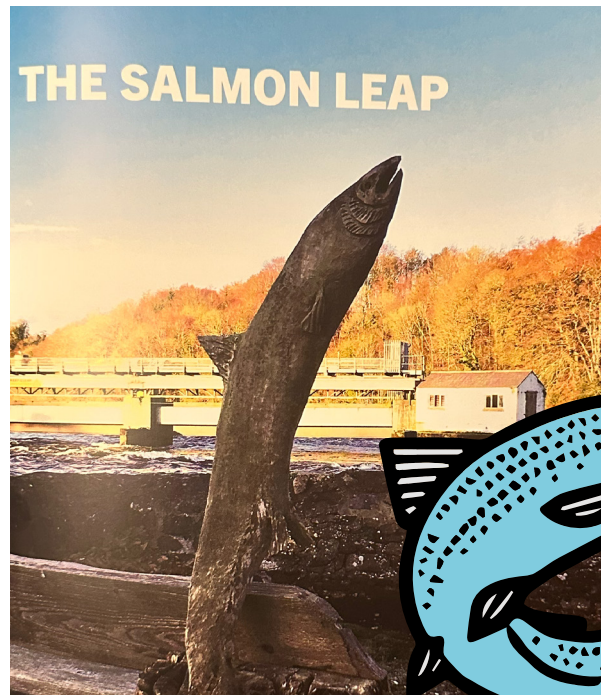
MOUNTSANDEL

Irish History Starts Here

First logo



Second logo



The Salmon represented the River Bann, a key reason Mesolithic people settled there, as it provided an abundant food source.



The Fern reflected the lush woodland of Mountsandel, it is also a plant that has existed for hundreds of millions of years.



The Flint Stone highlighted the Mesolithic tools unearthed during excavations.



The hazelnut was part of the Mesolithic diet, hazelnut trees still exist in Mountsandel Wood, which linked the past to the present.





Different variations of the heart logo



MOUNTSANDEL
IRISH HISTORY STARTS HERE
EST 10000 B.C



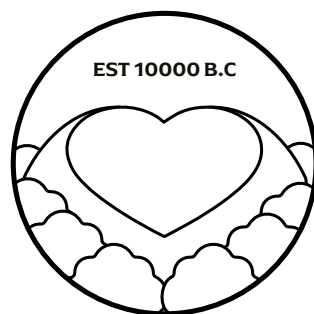
MOUNTSANDEL
IRISH HISTORY STARTS HERE
EST 10000 B.C



MOUNTSANDEL
IRISH HISTORY STARTS HERE
EST 10000 B.C

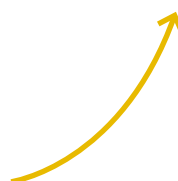


MOUNTSANDEL
Discovery & Heritage Group

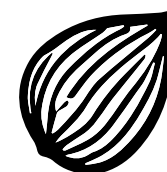


MOUNTSANDEL
IRISH HISTORY STARTS HERE

Claire highlighted that the tagline "Irish History Starts Here" could be contentious when pitched, given the complex and sensitive history of Northern Ireland. I took this feedback into consideration for my next design.



The icons I created enabled me to design patterns.



For the icon designs style I was inspired by the botanical drawings found in "Reflections on the Bann"





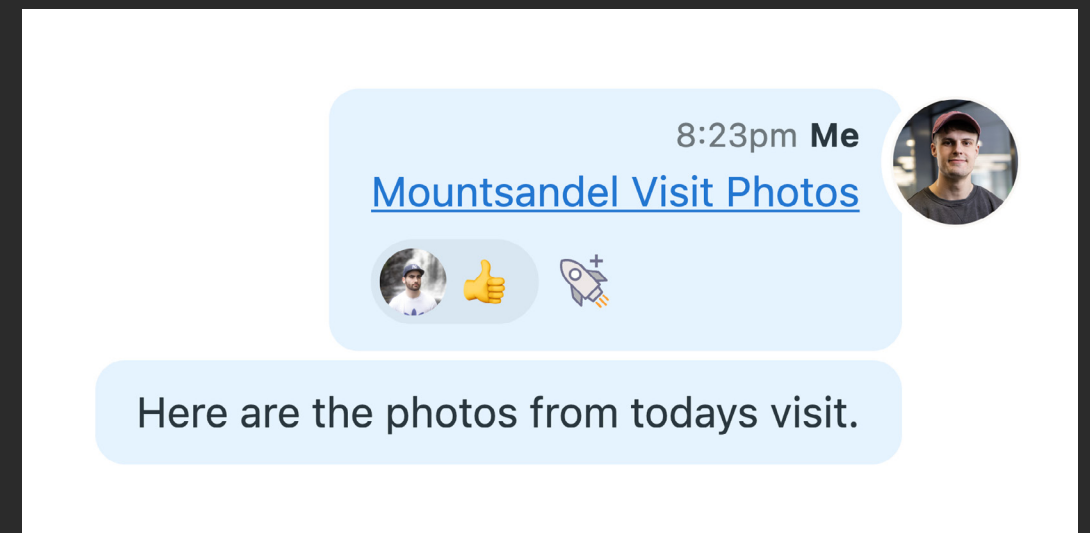
Visiting Mountsandel

Up until this point, We hadn't yet visited the Mountsandel site. Recognising the importance of experiencing the location firsthand, we decided to visit the site to get further inspiration for our final designs ahead of the pitch. During the visit, I captured photos to use in our work.

I was particularly inspired by the interpretive signs, which featured a gold and dark grey colour palette. I felt these colours conveyed a sense of prestige and history, which I thought could be effective for a colour scheme aimed at older audiences.









Third Design Crit

For this logo, I took the inspiration from the site visit and revised my previous logo with a gold and grey colour palette. I also simplified the design by removing the semi-circle line and positioning the icons along the top of the "Mountsandel" name, creating a cleaner and more streamlined layout. I also added the tagline "Our History Starts Here".

During this crit, I introduced the idea of using two distinct colour palettes to appeal to both the younger educational audience and the older corporate demographic, using a gold and grey palette for corporate settings a multi-coloured palette would be utilised to engage the younger educational audience.

The feedback I received for this concept was very positive, and I was given approval to proceed with this design for my pitch to the client.

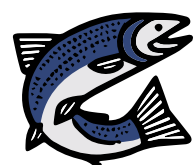


MOUNTSANDEL

Our History Starts Here

Primary logo, to determine the size ratio between the group of icons, "Mountsandel," and "Our History Starts Here," I applied the golden ratio (approximately 1.618) to achieve a balanced composition.





MOUNTSANDEL

Our History Starts Here



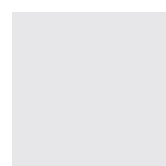
Bann Blue



Fern Green



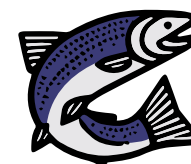
Hazelnut Brown



Flint Grey

Primary logo featuring the colour palette designed for the younger demographic. My sister noted that the icons resembled videogame icons

I took inspiration from the site itself, blending the earthy tones of the forest with the deep blue of the River Bann.



MOUNTSANDEL

Our History Starts Here



MOUNTSANDEL

Our History Starts Here



MOUNTSANDEL

Our History Starts Here



MOUNTSANDEL

Our History Starts Here

I designed a series of secondary logos with interchangeable icons.



To select a typeface, I compared several options side by side. I ultimately chose Inknut Antiqua. I went with a serif typeface because I felt it did a better job in conveying a sense of heritage.



Monochrome versions of the brand. It was important to ensure the logo remained visually appealing without colour, allowing for use in situations where colour printing wasn't an option.



Pitch Deck

For the pitch, we created a pitch deck. In design, a pitch deck is used to present creative concepts, demonstrate the value of the proposed design, and convince the audience of the solution's potential effectiveness (Draplin, 2016).

In class, we were shown several best practice examples of pitch decks from previous Project Social projects as well as from industry sources.

As a group, we identified the following sections for our pitch decks: Inspiration, primary logo, secondary logo, monochrome versions, colour palette, typefaces, social media mockups, website mockups, stationery and merchandise mockups, and local advertising mockups.

Although we would be delivering three separate pitches to the client, it was important to follow the same general structure across all presentations to make it easier for the client to compare the different approaches.

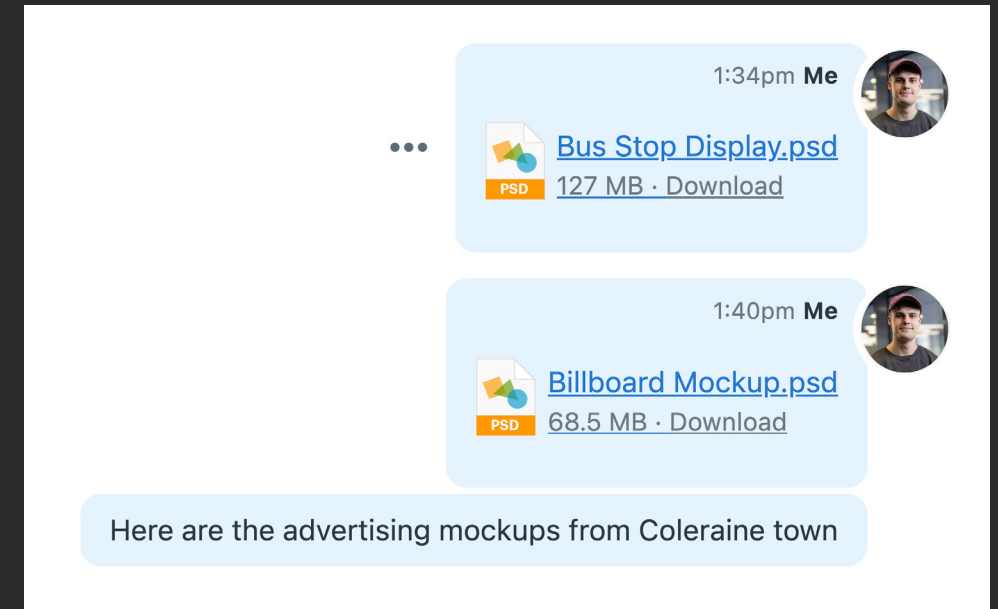
We delegated the task of sourcing mockups among the team. I was assigned the responsibility of sourcing the local advertising mockups for the pitch.

I visited Coleraine city centre to photograph a bus display and a billboard, aiming to create mockups that showcased local advertising. Using local settings helps the client better visualise how their brand could appear in real world contexts.



I brought the photos into photoshop and masked out the poster so it could be replaced





I uploaded the Photoshop files to Basecamp, ensuring everyone had access to them for use in the pitch.



I renamed some of the colours in the palette, drawing inspiration from directly from the writings of “Reflections on the Bann”. For example, “Ban-Dia Blue” references the Irish goddess after whom the River Bann is named, as discussed in the book.



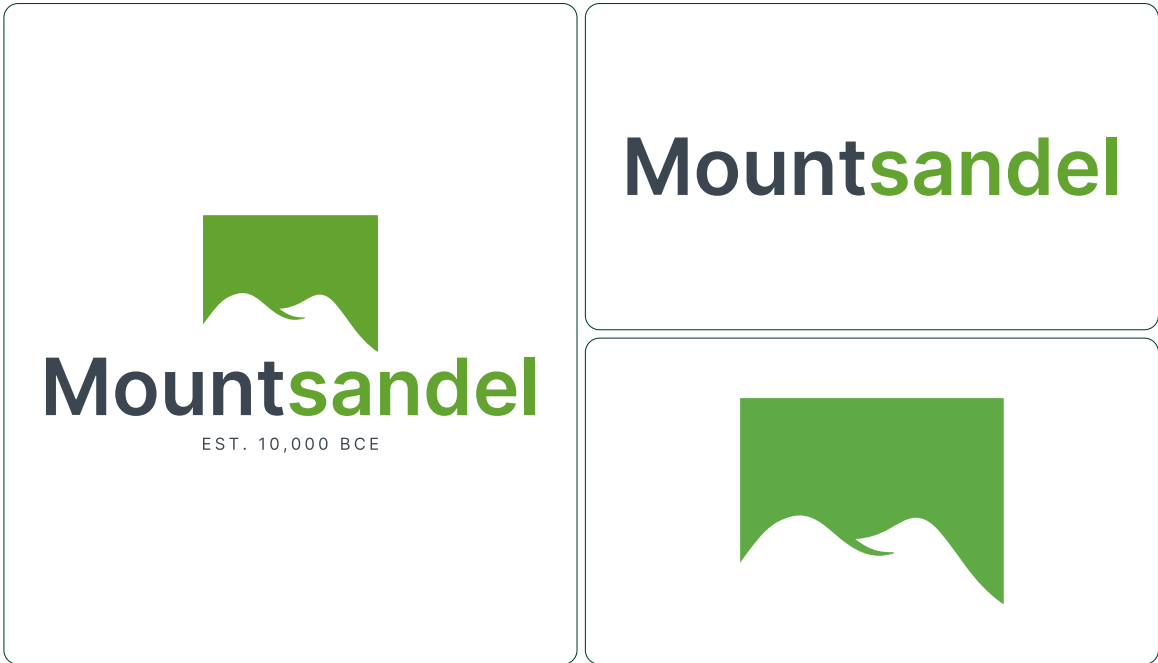
BAN-DIA BLUE CMYK: 91, 84, 22, 8 RGB: 58, 67, 125 HEX: #3A437D	HAZELNUT BROWN CMYK: 25, 58, 79, 9 RGB: 178, 114, 71 HEX: #B27247	MOUNTSANDEL GREEN CMYK: 71, 26, 100, 10 RGB: 86, 136, 26 HEX: #56883D
FLINT GREY CMYK: 12, 8, 8, 0 RGB: 222, 223, 224 HEX: #DEDFE0	NORMAN GOLD CMYK: 11, 26, 100, 0 RGB: 230, 185, 34 HEX: #E6B922	NIGHT GREY CMYK: 70, 64, 63, 65 RGB: 43, 43, 43 HEX: #2B2B2B

LOGO INSPIRATION



2

LOGO VARIATIONS



3

PRIMARY LOGO



4

SECONDARY & ICON LOGO



5

COLOUR PALETTE

MOUNTSANDEL
GREEN

CMYK: 67, 12, 100, 1
RGB: 96, 168, 69
HEX: #60A845

CHARCOAL
BLUE

CMYK: 77, 57, 47, 46
RGB: 55, 69, 79
HEX: #37454F

RUST
RED

CMYK: 30, 77, 60, 33
RGB: 140, 65, 66
HEX: #8C4142

FADED
CYAN

CMYK: 68, 34, 42, 18
RGB: 82, 124, 128
HEX: #527C80

GENTLE
IVORY

CMYK: 6, 4, 6, 0
RGB: 243, 242, 241
HEX: #F3F2F1

6

LOGO COLOUR VARIATIONS

EST. 10,000 BCE

EST. 10,000 BCE

EST. 10,000 BCE

EST. 10,000 BCE

EST. 10,000 BCE

7

TYPEFACE

PRIMARY TYPEFACE

INTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY TYPEFACE

OPEN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

8

SOCIAL MEDIA

ABOUT

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

LOCATED

Northern Ireland, 2 Mountfield Dr, Coleraine BT52 1TW

EVENT

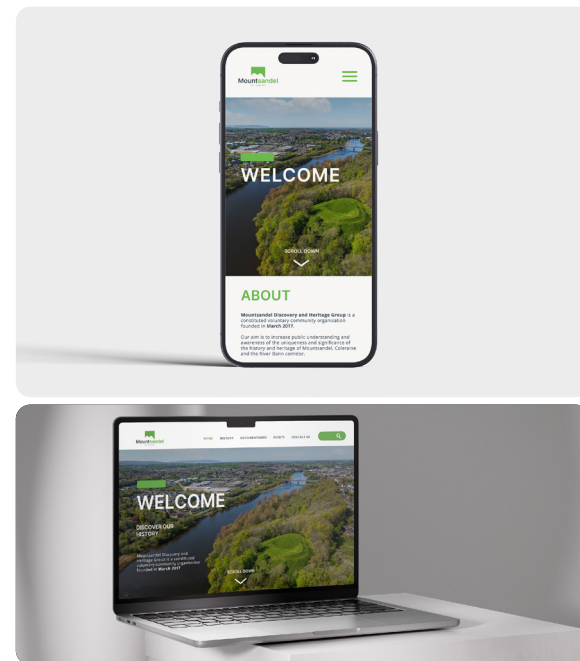
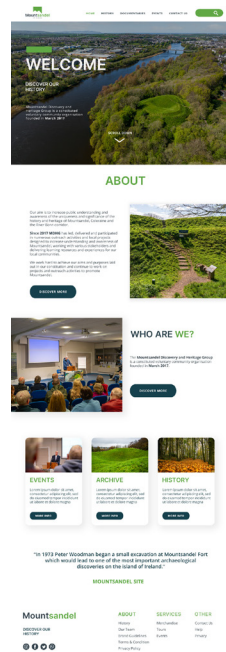
Event: Mountsandel Short Talks
Time: 13:00 - 14:30
Location: Main Floor

AIM

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.

9

WEBSITE MOCKUP



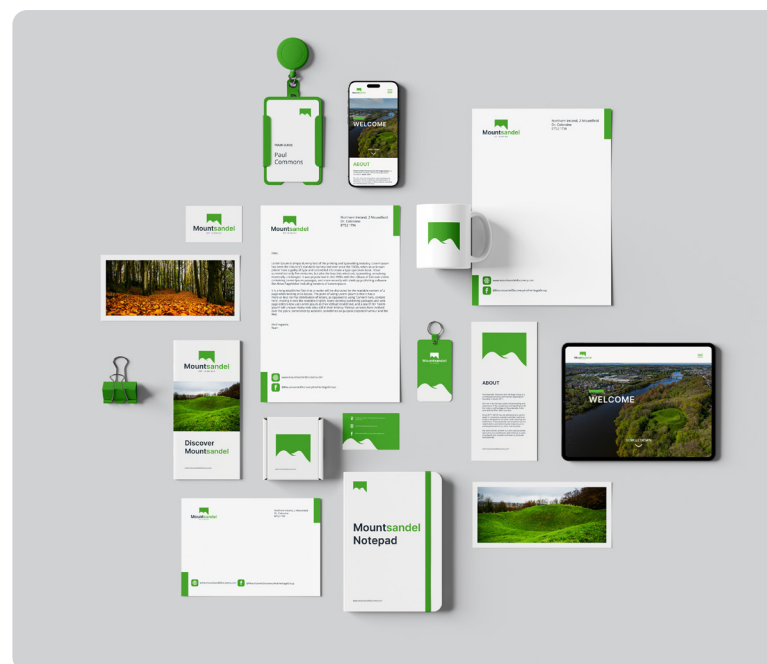
10

MERCHANDISE



12

STATIONARY & MERCHANDISE



11

LOCAL ADVERTISING



Timidire's Concept

MOUNTSANDEL DISCOVERY & HERITAGE GROUP

LOCAL ADVERTISING

2024/25



14

MOUNTSANDEL DISCOVERY & HERITAGE GROUP

LOGO VARIATIONS

2024/25



2

MOUNTSANDEL DISCOVERY & HERITAGE GROUP

PRIMARY LOGO

2024/25



3

MONOCHROME LOGO



4

COLOUR PALETTE



5

TYPEFACE

PRIMARY TYPEFACE -
CONTEST MN

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

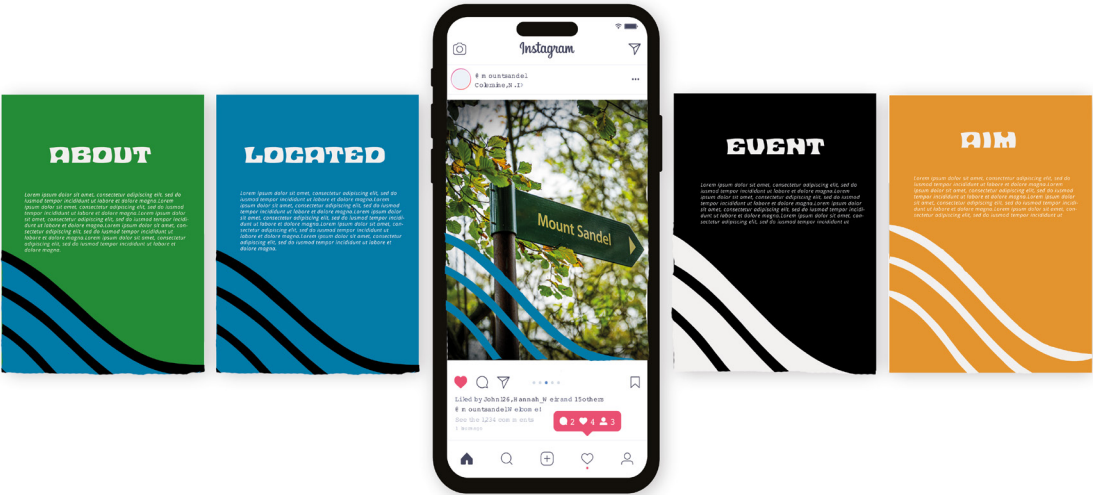
SECONDARY TYPEFACE

OPEN SANS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

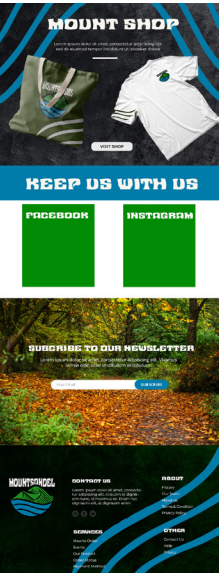
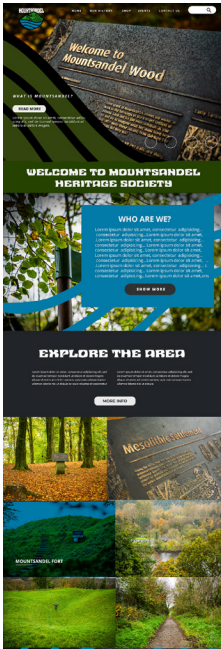
6

SOCIAL MEDIA

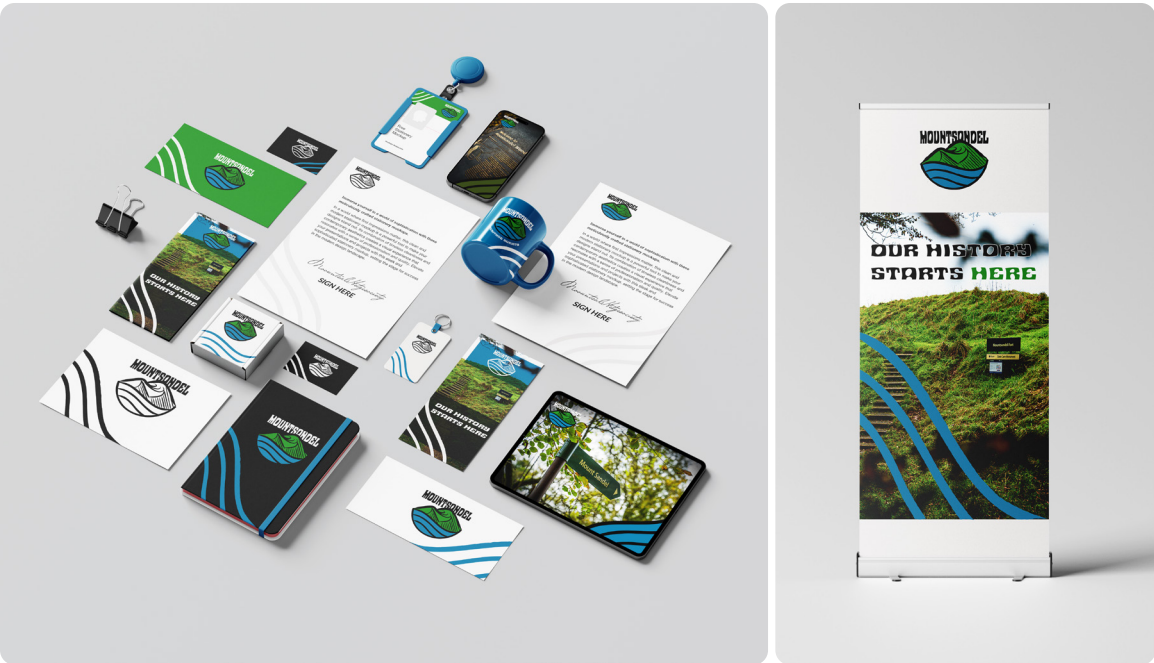


7

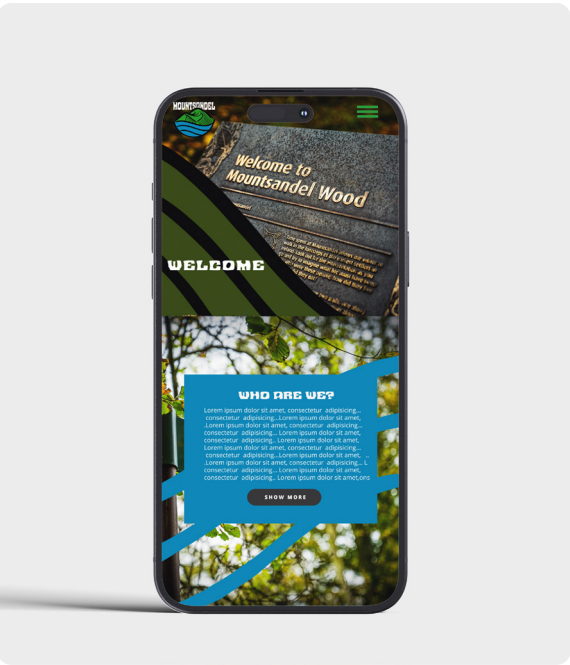
WEBSITE HOMEPAGE



STATIONARY & MERCHANDISE



WEBSITE MOCKUP



MERCHANDISE



Timidire's Concept

MOUNTSANDEL DISCOVERY & HERITAGE GROUP

MERCHANDISE

2024/25



12

MOUNTSANDEL DISCOVERY & HERITAGE GROUP

MERCHANDISE

2024/25



13

MOUNTSANDEL DISCOVERY & HERITAGE GROUP

LOCAL ADVERTISING

2024/25



14

MOUNTSANDEL DISCOVERY & HERITAGE GROUP

LOCAL ADVERTISING

2024/25



15

My Concept

MOUNTSANDEL DISCOVERY & HERITAGE GROUP

LOGO INSPIRATION



MOUNTSANDEL DISCOVERY & HERITAGE GROUP

PRIMARY LOGO



MOUNTSANDEL DISCOVERY & HERITAGE GROUP

SECONDARY



MOUNTSANDEL DISCOVERY & HERITAGE GROUP

PRIMARY LOGO MONOCHROME



SECONDARY MONOCHROME



MOUNTSANDEL
Our History Starts Here



MOUNTSANDEL
Our History Starts Here



MOUNTSANDEL
Our History Starts Here



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Our History Starts Hvere



MOUNTSANDEL
Our History Starts Here



MOUNTSANDEL
Our History Starts Here



MOUNTSANDEL
Our History Starts Here



MOUNTSANDEL
Our History Starts Here

COLOUR PALETTE

BAN-DIA
BLUE

CMYK: 91, 84, 22, 8
RGB: 58, 67, 125
HEX: #3A437D

HAZELNUT
BROWN

CMYK: 25, 58, 79, 9
RGB: 178, 114, 71
HEX: #B27247

MOUNTSANDEL
GREEN

CMYK: 71, 26, 100, 10
RGB: 86, 136, 26
HEX: #56883D

FLINT
GREY

CMYK: 12, 8, 8, 0
RGB: 222, 223, 224
HEX: #DEDFE0

NORMAN
GOLD

CMYK: 11, 26, 100, 0
RGB: 230, 185, 34
HEX: #E6B922

NIGHT
GREY

CMYK: 70, 64, 63, 65
RGB: 43, 43, 43
HEX: #2B2B2B

TYPEFACE

PRIMARY TYPEFACE

Inknut Antiqua

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

SECONDARY TYPEFACE

Lato

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

SOCIAL MEDIA



About

Lorem ipsum dolor sit
amet, consectetur
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tincidunt ut laoreet



Location

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nonummy nibh euismod
tincidunt ut laoreet



Event

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amet, consectetur
adipiscing elit, sed diam
nonummy nibh euismod
tincidunt ut laoreet



Aim

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed diam
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tincidunt ut laoreet

LOCAL ADVERTISING



14



I showed my pitchdeck that week for feedback, no corrections were needed. I then uploaded a ready for print PDF of the pitch to Basecamp for Adrian to print.



Once all the pitchdecks were approved the pitch day meeting was confirmed by Claire. We would be pitching to Patrick as well as Maura Hickey, the Chairperson of MDHG.



This appointment occurs in the past.

99 **Mountsandel Pitch**

🕒 Friday 15 November 2024 from 15:00 to 16:00
1 hour

📅 You accepted [Edit RSVP](#)

📍 [The Agency](#)

🔔 None ▾

[Meeting Details](#) 💡 Meeting Insights (8)

Good afternoon, everyone.
Delighted this date works for you.
I'll meet Patrick and Maura at the main entrance at 3.00pm and bring you to I Block.

I look forward to seeing you all then.
Best
Claire



In addition to my designs, I created a short animated identifier for the logo. This animation could serve as an intro or outro for video content and enhance interactive displays, adding a dynamic element to the brand's digital presence. The animation can be viewed [here](#)



I created a general script to outline the key points I wanted to cover. This script wasn't meant to be referenced verbatim but served as a guide to ensure I effectively communicated my ideas. To refine my delivery I practiced the presentation in front of friends and family.

Pitch Script

My concept for the rebrand is "Mountsandel: Our History Starts Here." This new identity seeks to celebrate the site's rich history while creating a versatile brand that seeks to appeal to the diverse target audiences for MDHG

My concept was inspired by the botanical illustrations featured in Reflections on the Bann and also the gold and black interpretive signs at the Mountsandel site.

The logo incorporates four symbols, each representing a historically significant natural artefact from Mountsandel:

Salmon – Symbolises the River Bann, which was key to the Mesolithic settlement due to its abundant food supply.

Hazelnut – Highlights an element of the Mesolithic diet and retains a connection to the original logo's hazelnut.

Fern – Reflects Mountsandel Wood, a plant that has existed for hundreds of millions of years and carpets the woodland floor.

Flint Stone – Represents the Mesolithic tools unearthed during the Mountsandel excavation.

These symbols are designed to spark curiosity and encourage conversations about Mountsandel's history, connecting visitors to its story.

To appeal to both younger educational audiences and older, corporate demographics, the brand incorporates two primary variations. The colour logo features vibrant, earthy tones inspired by the site's natural beauty, Flint Grey, Hazelnut Brown, Norman Gold, and Ban-Dia Blue. This version is engaging and playful, my sister even mentioned that they looked like video game icons.

There are also monochrome options for the logo for scenarios like when colour printing isn't an option.

The secondary logo is dynamic, allowing symbols to interchange. For instance, the website could refresh with a new symbol each time.

The primary typeface is called Inknut Antiqua and was selected for its historical aesthetic, ideal for titles and headers. The secondary typeface is called Lato, which is a clean, legible sans-serif that ensures readability for body text, whether on websites or printed materials. Both of these typefaces are freely available on Google Fonts, ensuring they can be integrated into the website and accessed by all parties after handoff.

The website mockup uses the black and gold colour palette. Key features include an Image Slider showcasing beautiful images of Mountsandel and event highlights, capturing the essence of the site and its activities. Followed by an about us section which consists of a concise explanation of the phrase "Our History Starts Here," alongside the organisation's mission. Additionally a live social media feed, as mentioned in the initial meetings, ensures dynamic and up-to-date engagement with the audience.



Pitch Presentation

Going into the pitch I honestly didn't mind which concept the partners would go with, My primary focus was that they received a solution that they were happy with and aligned with the brief. Knowing that each of us would be presenting very different concepts gave the partners a variety of options to consider, which was reassuring.

The pitch overall went extremely well. The clients were delighted and commented on the professionalism of each concept. Ultimately, they chose my concept, noting that it best fit the brief. I believe what set my design apart was the meaning I put into it.

A surprising moment came when, during the discussion of the meaning behind the fern icon, Maura pointed out that the Irish name for Coleraine, Cúil Raithin, translates to "nook of ferns," further reinforcing the connection between the design and the local heritage.

The only aspect of my pitch deck they didn't choose was the website mockup. They preferred Ian's design, which featured a lighter colour palette. I agreed with this decision, as I had suspected my darker theme wasn't as visually appealing but wanted to provide a range of options for them to choose from.

"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."

- Patrick



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



Message from Claire after the pitch. She let us know that MDHG would be presenting at Stormont and asked that we prepare presentation templates using the new branding.



Pitch Revisions

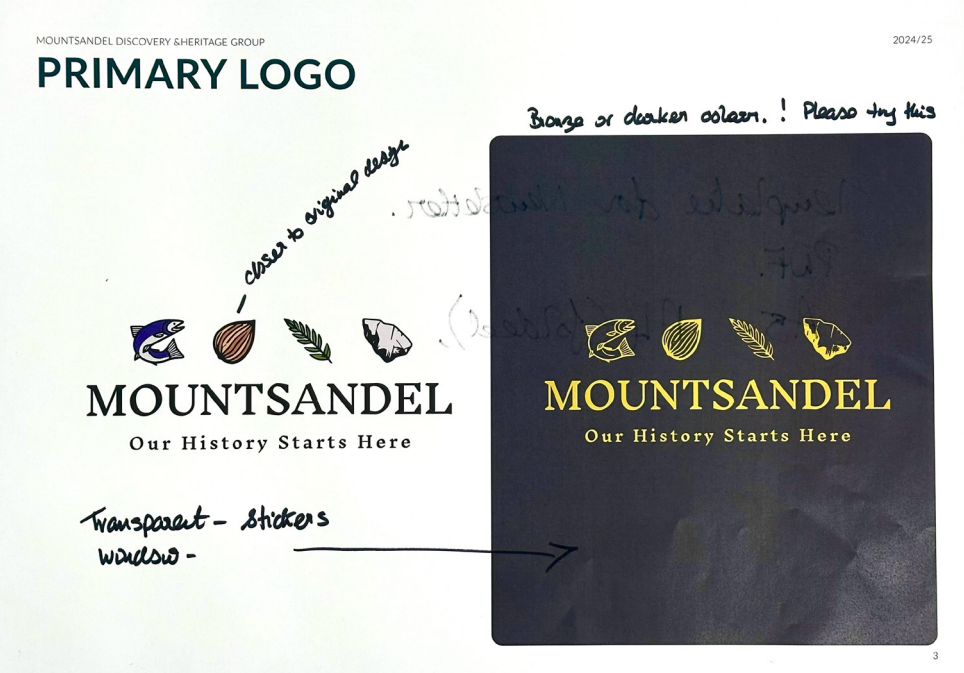
Although they were very pleased with my concept, they did provide some feedback and additional suggestions. They suggested adjusting the hazelnut icon to more closely resemble the original design and considering bronze as an alternative to gold, as the new interpretive signs planned for the site would likely be bronze due to its resistance to rust. They also asked us to design an A5 newsletter template and create a children’s certificate to support educational engagement.

For the mockups, they suggested replacing the T-shirt with a gilet or soft jacket for staff and developing the A5 spiral notebook mockup as a standalone item. For the tote bag, they recommended redesigning it using sustainable paper materials instead of fabric. They also requested adding the Mountsandel name to the local advertising mockups to strengthen the branding.

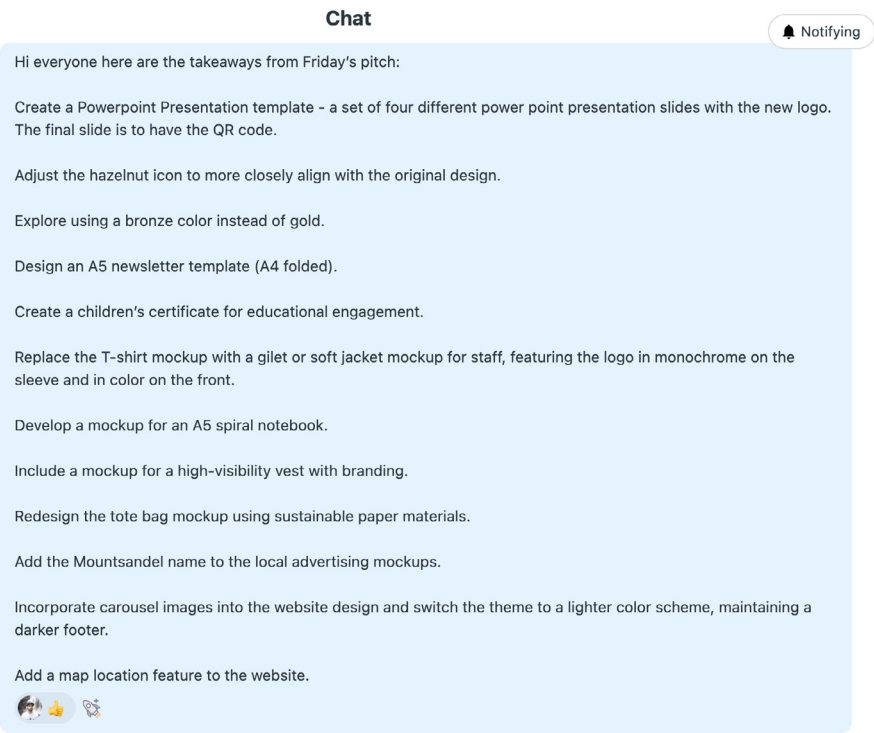
Regarding the website, they suggested incorporating carousel images and a map location feature to improve usability and help visitors find the site more easily.

This feedback provided a clear path for refinement and further development of the revised pitchdeck.

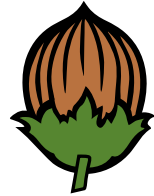
I chose to work on redesigning the hazelnut and testing the bronze colour over the weekend to avoid delaying progress. Since all the revisions depended on finalising the hazelnut design and confirming the bronze colour, this step was essential for moving forward with the updates.



During the meeting Claire annotated the pitch deck with the feedback from the client.



I summarised and shared the feedback with the rest of the group to ensure everyone was on the same page.



For the redesign of the hazelnut, I incorporated the shape and leaves from the original design to maintain its recognisability while keeping with the style of the other icons. This strengthened the connection between the old and new designs.

Hazelnut redesign integrated into the primary logo



MOUNTSANDEL

Our History Starts Here

I created a bronze version of the logo



MOUNTSANDEL

Our History Starts Here



Patrick Lennon <patrick_lennon@icloud.com>

Sunday 17 November 2024 at 18:27

To: Michael Morrissey

EXTERNAL EMAIL - This email was sent by a person from outside your organization. Exercise caution when clicking links, opening attachments or taking further action, before validating its authenticity.

Secured by Check Point

Hello Michael

Thanks for sharing the bronze version of the logo.

I shared with Maura and we feel that the gold works best.

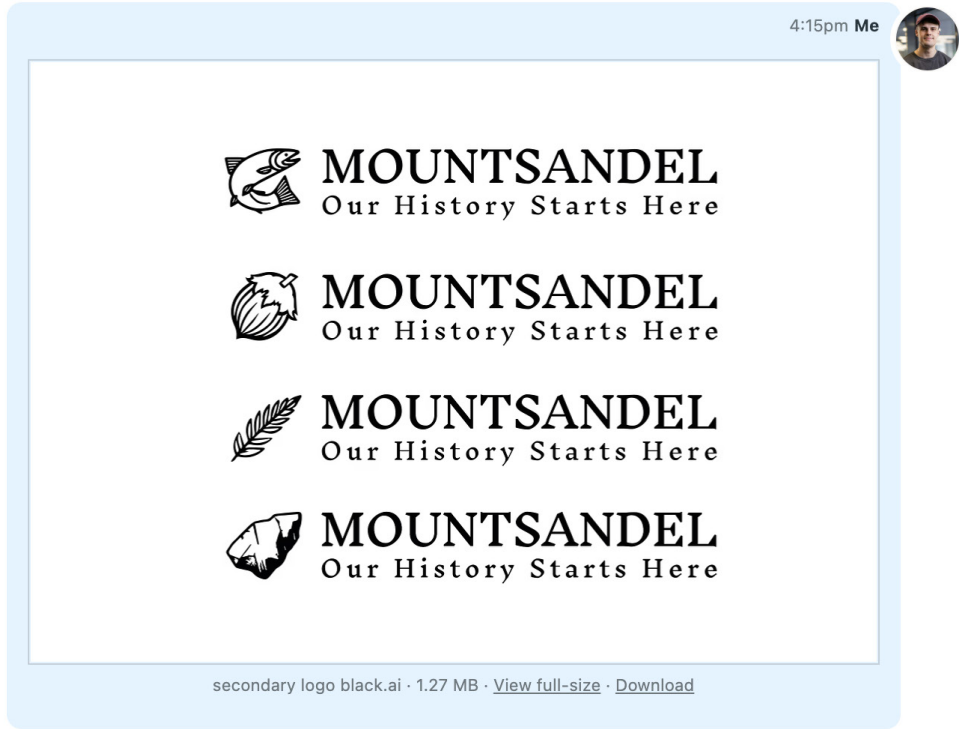
The new version of the hazelnut works best.

Thanks

I shared the bronze version of the logo and the redesigned hazelnut icon with Patrick for approval before incorporating them into the rest of the assets for the revised pitch.

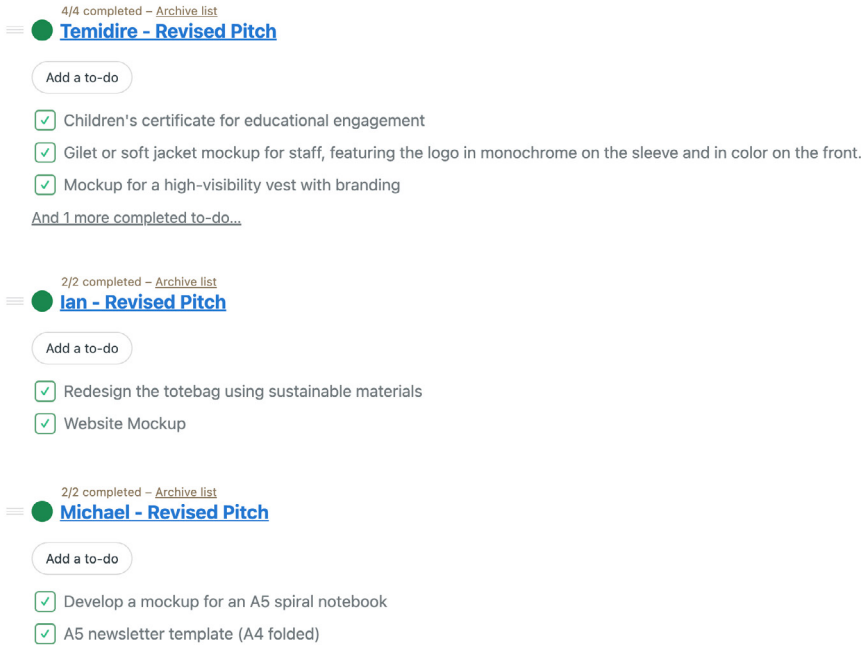


Monday, November 18



After receiving Patrick's approval for the redesign, I updated all the logo variations and shared the assets with the group to move forward with the revisions.

We divided the tasks for the revised pitch deck and used Basecamp's to-do feature to monitor progress.



I designed the newsletter template





I added the Mountsandel name to the local advertising mockups



After everyone completed their assigned revisions, I compiled all the assets into a single document for the revised pitch.

I sourced a mockup for the notebook from [mockups-design.com](https://www.mockups-design.com)

Revised Pitch



MOUNTSANDEL DISCOVERY & HERITAGE GROUP

LOGO INSPIRATION



PRIMARY LOGO



3

PRIMARY LOGO MONOCHROME



5

SECONDARY



4

SECONDARY MONOCHROME



6

COLOUR PALETTE

BAN-DIA
BLUE

CMYK: 91, 84, 22, 8
RGB: 58, 67, 125
HEX: #3A437D

HAZELNUT
BROWN

CMYK: 25, 58, 79, 9
RGB: 178, 114, 71
HEX: #B27247

MOUNTSANDEL
GREEN

CMYK: 71, 26, 100, 10
RGB: 86, 136, 26
HEX: #56883D

FLINT
GREY

CMYK: 12, 8, 8, 0
RGB: 222, 223, 224
HEX: #DEDFE0

NORMAN
GOLD

CMYK: 11, 26, 100, 0
RGB: 230, 185, 34
HEX: #E5B922

NIGHT
GREY

CMYK: 70, 64, 63, 65
RGB: 43, 43, 43
HEX: #2B2B2B

7

TYPEFACE

PRIMARY TYPEFACE

Inknut Antiqua

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY TYPEFACE

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

8

SOCIAL MEDIA

About

Location

Event

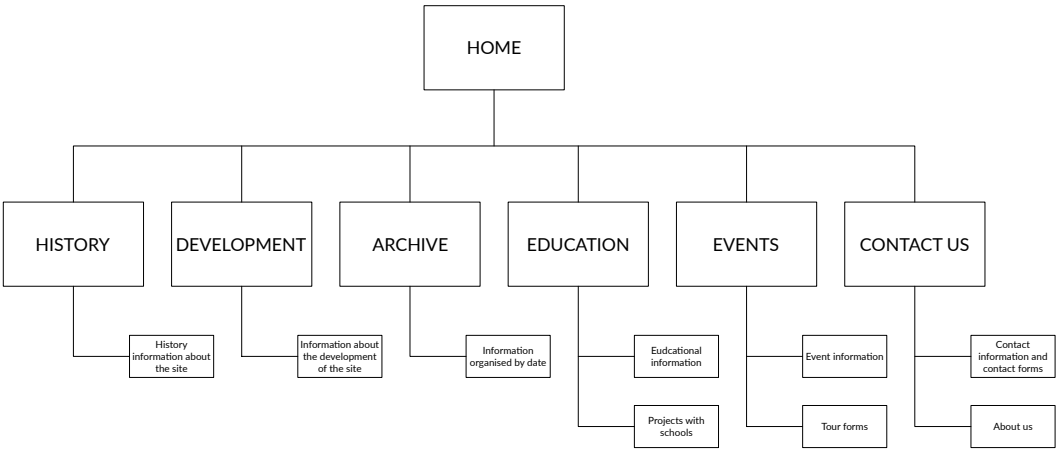
Aim

9

WEBSITE MOCKUP

10

WEBSITE SITEMAP



NOTEBOOK & POP UP STAND



STATIONARY & MERCHANDISE

FRONT



BACK VARIATIONS



GILET & HIGH VIS



JACKET



NEWSLETTER



CERTIFICATE



LOCAL ADVERTISING



LOCAL ADVERTISING



MM

Michael Morrissey <Morrissey-M4@ulster.a...>

Monday 25 November 2024 at 10:25

To: Patrick Lennon; Cc: Ian Lennox; Temidire Britto

Mountsandel Revis...
28.6 MB

Download All Preview All

Hi Patrick,

Find attached the revised pitch for the Mountsandel rebrand. Let me know if you have any issues.

Also, are you able to hand over the logins for the WordPress site?

Many thanks,
Michael

Once the revised pitch had been approved by Claire and Adrian I sent it over to Patrick

External

Re: Revised Pitch

PL

Patrick Lennon <patrick_lennon@icloud.co...>

Monday 25 November 2024 at 21:36

To: Michael Morrissey; Cc: Ian Lennox; Temidire Britto; +3 more

EXTERNAL EMAIL - This email was sent by a person from outside your organization. Exercise caution when clicking links, opening attachments or taking further action, before validating its authenticity.

Secured by Check Point

Hello Michael

The broadband has been down in Ballycastle all evening so this is the first opportunity to respond after work.

The pitch works really well. Thanks for taking on the suggestions and comments that Maura and I voiced at the meeting last Friday.

The presentation design is inspired that Ian has send through; the bag design, instagram and website layouts are very professional.

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.

Well done to each of you.

P.S. I am getting access to and gathering the content for the new improved website. I will set up folders on Dropbox for the content.

Take care and speak soon

Message from Patrick after receiving the revised pitch. Patrick's approval allowed us to move forward into the deliverables stage.



Deliverables

/dɪlɪv(ə)rəbl/

noun

1. **DESIGN**

the tangible and intangible outputs
produced during the design process.



Deliverables

This marked the final stage of the project, focusing on creating the final outputs and delivering them to the client. We began by identifying all the tasks that needed to be completed and delegating them among the team. My assigned responsibilities included:

Creating the newsletter template

Revising the logo animation

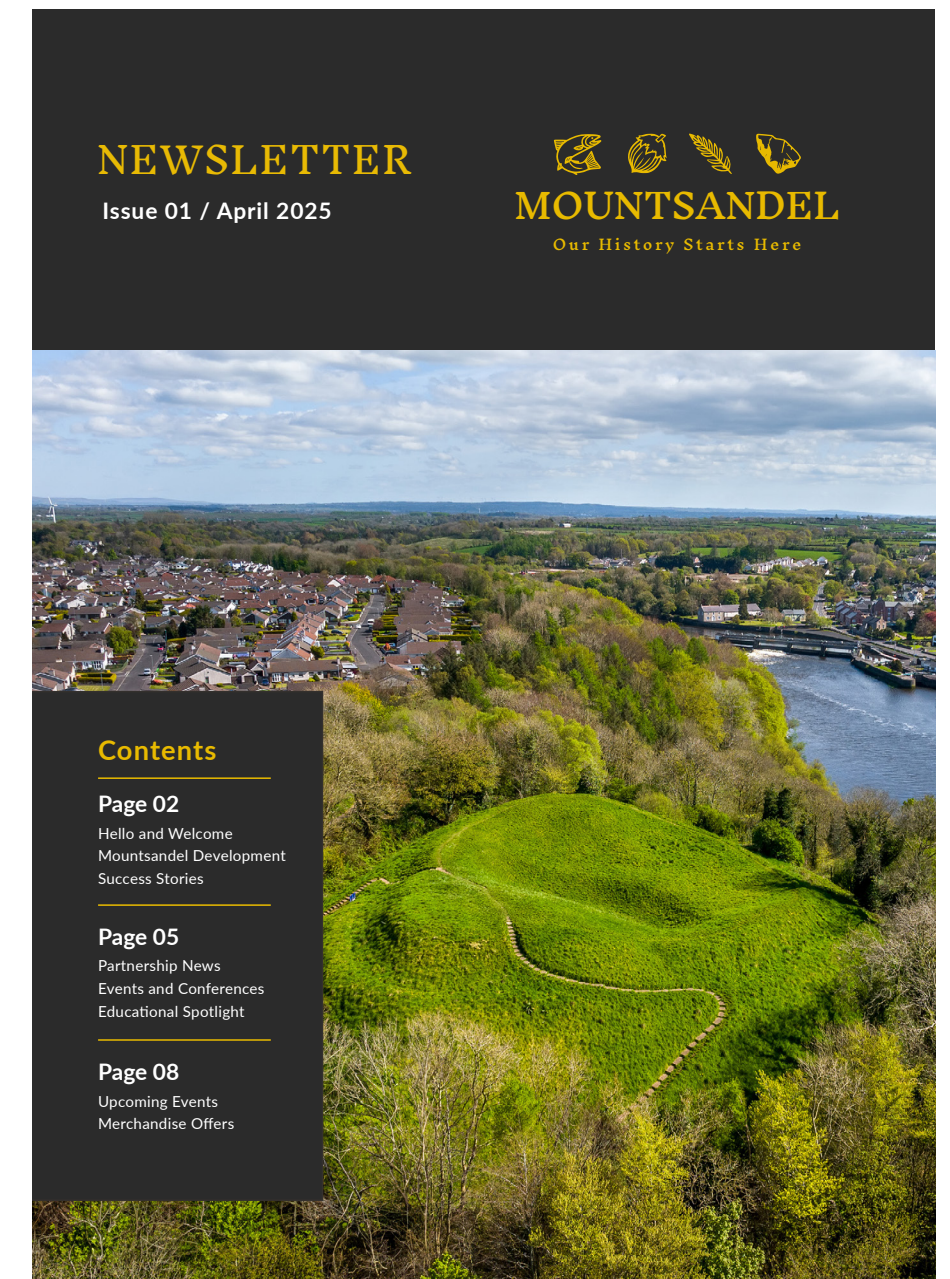
Creating the brand guidelines

Packaging and organising assets for handover



The newsletter template was created in both InDesign and Microsoft Word. During previous meetings with Patrick, we had discussed that he would likely be the primary person designing the newsletter and would use InDesign, an industry-standard document editor. However, to accommodate other members of MDHG who might need to edit the newsletter, I also created a version in Microsoft Word, which is more accessible.

I improved upon the previous design by tailoring each section to reflect MDHG's activities, making it easier for members editing the document to visualise its practical use and explore different options.





MISSION STATEMENT

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 MDHG 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.

Our History Starts Here



ABOUT THE BRAND



MOUNTSANDEL

Our History Starts Here

Our History Starts Here

The MDHG brand is designed to reflect the rich history, natural beauty, and cultural significance of Ireland's oldest known settlement. At its core, the brand's main logo combines four icons alongside the title "Mountsandel" and the tagline "Our History Starts Here." Each icon has been chosen to represent key aspects of the Mountsandel area. The purpose of these icons is not only to enrich the visual identity of the brand but also to serve as conversation starters, encouraging curiosity and education about Mountsandel's history.

2025



ABOUT THE BRAND

2025



The Salmon: Represents the River Bann, a key reason Mesolithic people settled here, as it provided an abundant food source.



The hazelnut: Part of the Mesolithic diet, hazelnut trees still exist in Mountsandel Wood, linking the past to the present.



The Fern: Reflects the lush woodland of Mountsandel, tying to Coleraine's Irish name, Cúil Raithin ("Nook of Ferns").



The Flint Stone: Highlights the Mesolithic tools unearthed during excavations.

Our History Starts Here



PRIMARY LOGO GOLD

2025



MOUNTSANDEL

Our History Starts Here

Our History Starts Here

Designed for corporate audiences, this version uses the colour Norman Gold to convey a sense of professionalism, prestige, and timeless heritage.



PRIMARY LOGO COLOUR

2025



Our History Starts Here

A vibrant and engaging version created for younger audiences, particularly in educational settings, to inspire curiosity and connect with children through a playful, accessible aesthetic.



PRIMARY LOGO MONOCHROME

2025



Our History Starts Here



PRIMARY LOGO MONOCHROME

2025



Our History Starts Here



PRIMARY LOGO CLEAR ZONE

2025



Our History Starts Here



SECONDARY LOGO GOLD

2025



Our History Starts Here



SECONDARY LOGO COLOUR

2025



Our History Starts Here



SECONDARY LOGO MONOCHROME



Our History Starts Here

2025



SECONDARY LOGO MONOCHROME



Our History Starts Here

2025



SECONDARY LOGO CLEAR ZONE

2025



Our History Starts Here



LOGO MISUSE

2025



Don't distort the logo.

Our History Starts Here



Don't use the logo on a background that makes it hard to read



Don't change the logo colour.



COLOUR PALETTE

2025

PRIMARY COLOUR	PRIMARY COLOUR	ACCENT COLOUR	ACCENT COLOUR	ACCENT COLOUR	ACCENT COLOUR
NORMAN GOLD	NIGHT BLACK	BAN-DIA BLUE	HAZELNUT BROWN	MOUNTSANDEL GREEN	FLINT GREY
80%	80%	80%	80%	80%	80%
60%	60%	60%	60%	60%	60%
HEX: #E5B922 R: 230, G: 185, B: 34 C: 11, M: 26, Y: 100, K: 0	HEX: #2B2B2B R: 43, G: 43, B: 43 C: 70, M: 64, Y: 63, K: 65	HEX: #3A437D R: 241, G: 191, B: 117 C: 91, M: 84, Y: 22, K: 8	HEX: #B27247 R: 178, G: 114, B: 71 C: 25, M: 58, Y: 79, K: 9	HEX: #56883D R: 86, G: 136, B: 26 C: 71, M: 26, Y: 100, K: 10	HEX: #DEDFE0 R: 222, G: 223, B: 224 C: 12, M: 8, Y: 8, K: 0

Our History Starts Here

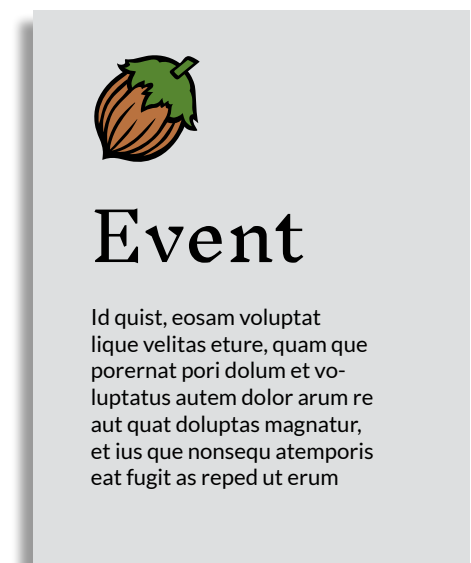


ICONOGRAPHY

2025



Our History Starts Here



The icons are versatile design elements that can be used individually or combined for various applications, such as creating patterns or adding visual accents.



TYPOGRAPHY

PRIMARY TYPEFACE

Inknut Antiqua

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Our History Starts Here

Inknut Antiqua conveys a sense of historical heritage, reflecting Mountsandel's rich cultural significance. This typeface is to be used in titles and headings



TYPOGRAPHY

SECONDARY TYPEFACE

LATO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Our History Starts Here

Lato is a highly legible sans serif typeface is used for body text, ensuring ease of reading in longer content such as website text, brochures, and educational materials.



MERCHANDISE EXAMPLES

2025



Our History Starts Here



MERCHANDISE EXAMPLES

2025



Our History Starts Here



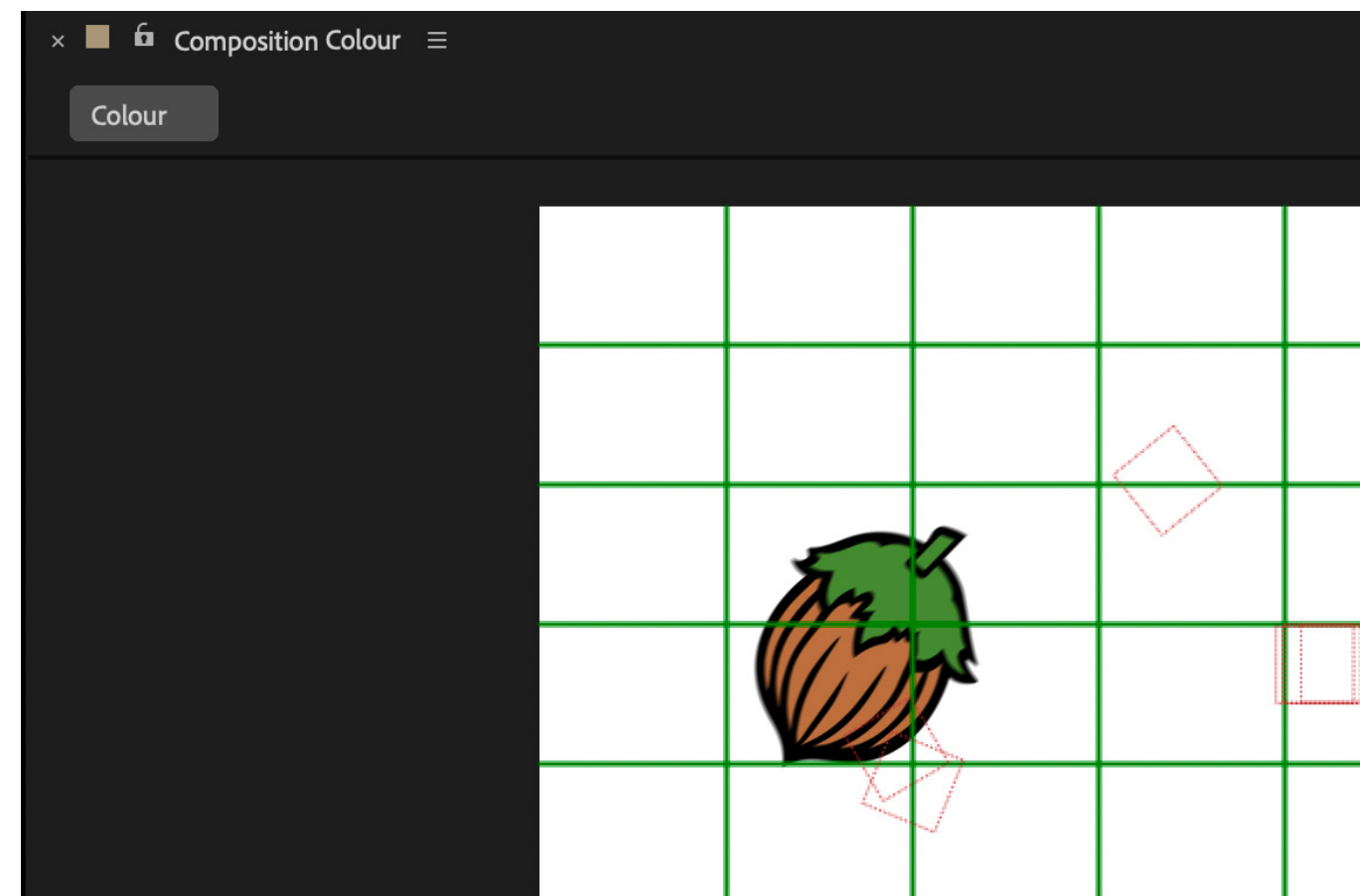
MERCHANDISE EXAMPLES



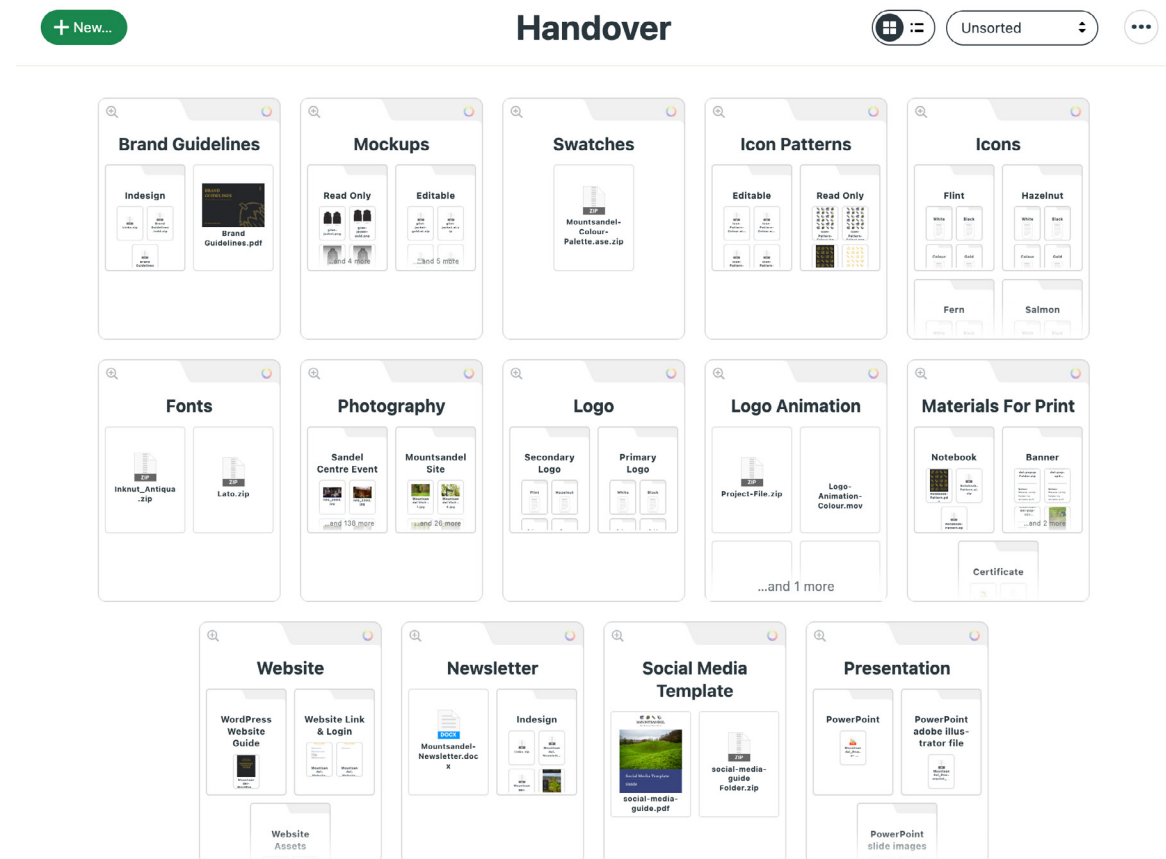
Our History Starts Here



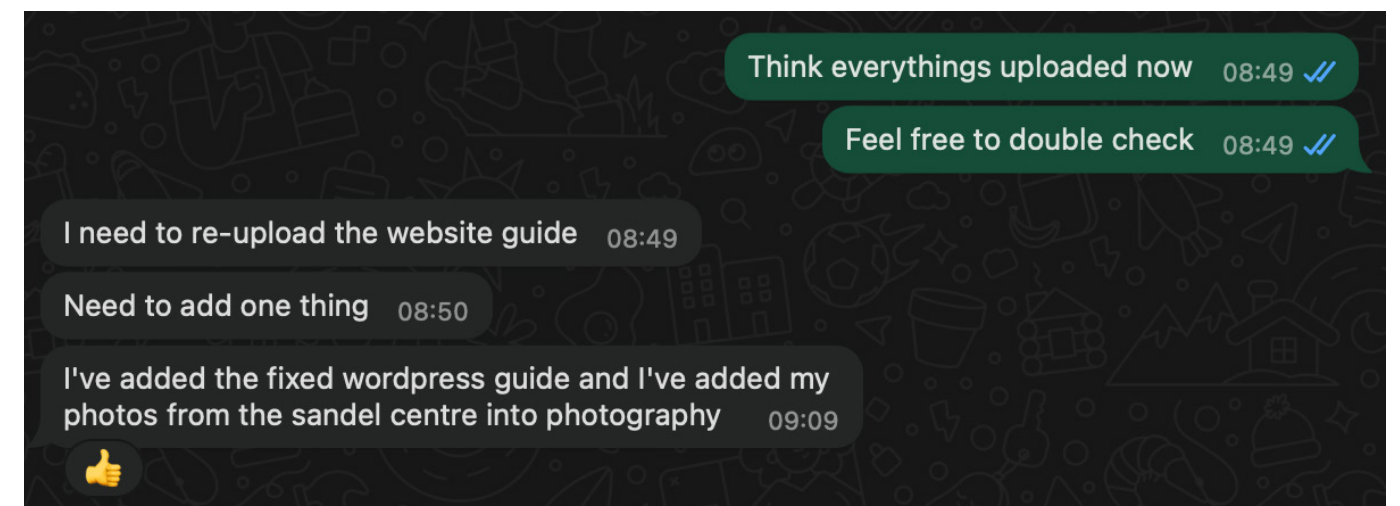
2025



With the hazelnut redesign, I updated the logo animation to include the new version. In addition to the gold version, I created a colour version, giving MDHG flexibility to use either variation depending on their target audience. I exported both an alpha version for transparency and a standard MP4 version.



As part of the final deliverables, we compiled all the assets into a structured folder titled Handover. On my placement and in previous projects, I learned the importance of file organisation for future usability. I created a naming convention for everyone to use. Through group discussions and past project examples, We determined the essential file types AI, EPS, PSD, SVG, PNG, and JPG. I created and packaged all the design assets. This was a repetitive and time-consuming process, but was essential to provide MDHG with a comprehensive and organised asset package for future use.



All of the handover materials were due on Friday, 13th December, at 12:00 noon. I uploaded everything a few hours in advance of the deadline to allow time to address any potential issues that might arise.



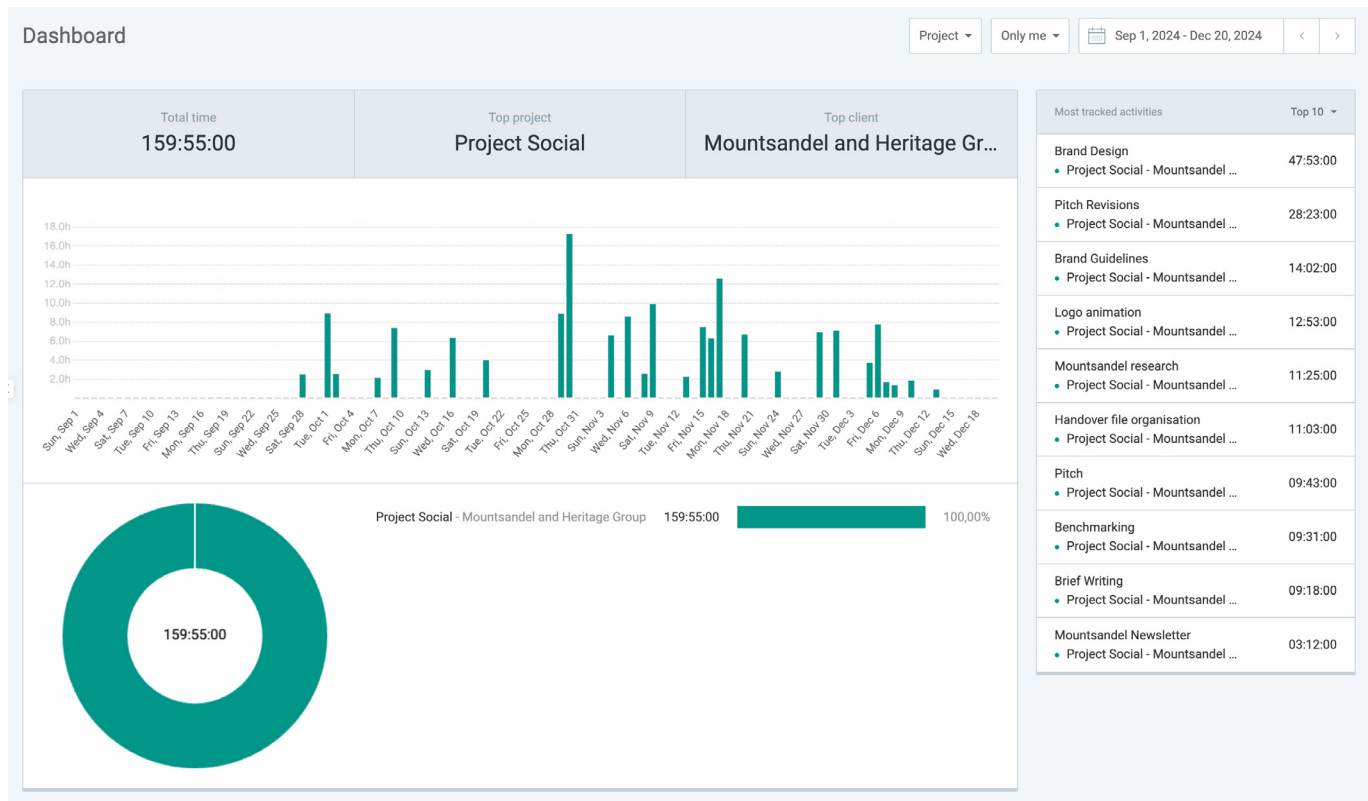
End Notes

/ɛnd nɔʊts/

noun

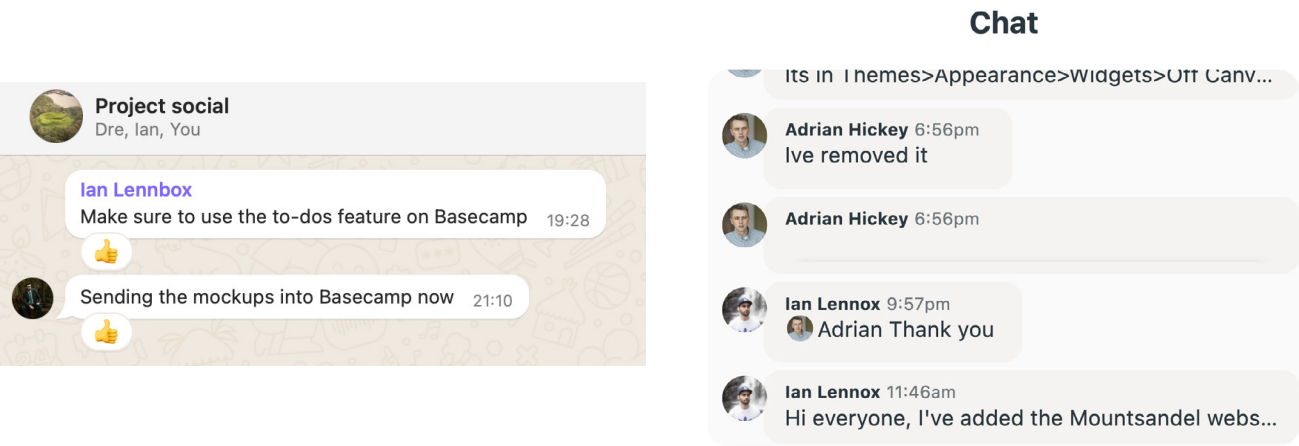
1. **ACADEMICA**

Notes at the end of academic writing that provide additional information.



The hours for this project were tracked using the Clockify app, with a total of 160 hours dedicated to this project outside of class time.

Total: 159:55:00 Billable: 159:55:00 Amount: 3.628,51 USD



For communication on this project, we used a mix of platforms, including Basecamp's chat feature and WhatsApp. In hindsight, I wish we had consolidated all communication onto a single platform to streamline our workflow and maintain a clear record of discussions. Additionally, being more mindful about documenting in-person conversations would have helped create a consistent trail of evidence, as information is currently scattered across different platforms.



Conclusion

I was a bit apprehensive about going into a design heavy project after spending the past year on placement focusing primarily on photography and videography. However, the structured process outlined by the lecturers, coupled with weekly feedback, provided the guidance and support needed to succeed. Working with a real client to create materials that addressed tangible, real-world challenges was particularly fulfilling.

Balancing this project alongside another module and part-time work from my placement was challenging at times. However, by implementing strategies from “How to Manage Your Day-to-Day” (Sinnamon, 2021), such as practising deep work, identifying high-impact tasks, and embracing a growth mindset, I was able to manage my time effectively.

This project not only resulted in a strong case study for my portfolio but also significantly improved my understanding of client work, collaborative processes, and design principles. The experience of this project was incredibly rewarding and has been my favourite module of the course so far.



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