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BRIEF

INTRODUCTION

The Northern Ireland Fishery Harbour Authority (NIFHA) is an executive non-departmental public body (NDPB) sponsored by the Department of Agriculture and Rural Development (DARD). The Authority was formed in 1973 under the Northern Ireland Fishery Harbour Authority Order (Northern Ireland) 1973 and the Harbours Act (NI) 1970.

The Authority has a statutory responsibility for improving, managing and maintaining the three fishery harbours and harbour estates of Ardglass, Kilkeel, and Portavogie and for operating the facilities which are provided at these harbours. The Authority's mission is to facilitate sustainable wealth creation in the harbour areas for which it is responsible. The Authority has requested a brand revamp in order to give the organisation a more contemporary, polished look.

PROJECT SCOPE

Our initial meeting with the client occurred on Wednesday, January 20th. This meeting let us determine the scope of the project and allowed us to collaborate with the client in order to devise a suitable brief for the project.

We agreed that the new brand should empathise the harbours role as part of the wider communities they belong to, the educational services developed in collaboration with local primary schools as well as providing general information for fishermen. This was to be done by undertaking a complete rebrand of all the organisations media materials. The following deliverables are to be updated:

Brand

The overall brand and identity of the harbour authority needs to be updated to reflect a more modern, outward facing organisation. The new brand should focus on key values of community, education and environmental impact in regards to the three harbours. All materials will be consistent and developed with these key values in mind.

Logos & Graphics

Client has developed a new logo prior to the initial briefing, client is happy with the outcome but open to adopting a new logo. The clients newly developed logo will taken into consideration when pitching logo designs. New logo designs have been requested for usage on the website, as well as for other promotional material for the website and social media. Logos must be clean and modern, client expressed interest in having the logo display the full or partially full name of the company as having the abbreviated 'NIFHA' on its own may be confusing. Client has indicated that they would like the colour blue to be incorporated in the logo to reflect the sea. When using multiple colours care should be taken to ensure the colours are non-political and don't resemble country flags.

Website

Client has requested a new website that is aesthetically pleasing and functional, the site must serve the primary and secondary target audiences well. Client specifically stated that the site must be easy to update, as such the site will be hosted on WordPress. Features and pages to be included: Members only

'Group' or Log in area. A calendar with information and dates about upcoming events around the harbours. Customer facing page promoting the harbours as tourist destinations. A page focusing on education for schoolchildren which promote the harbours as an integral part of the wider communities they are situated in, this page will also include online materials for teachers. As the harbour is a public body a page displaying official/government information must also be included.

Photography & Video

Client has requested updated promotional materials in the form of new photographs of the harbours as well as promotional video. Videos will include testimonials from those who work at the organisation, facilitators, teachers and harbour masters. This will be combined with general harbour footage, as well as footage of events and the education programme run by the harbour. Key themes to be focused on are the harbours influence in the wider community, education and outreach to schools.

Animation

Short animated videos explaining the harbours environmental efforts as well as a focus on safety around the harbours. Animations would be used as a means to engage with younger audiences and explain complicated

concepts to them in a simple way.

Social Media

Client has expressed interest in social media as a means to promote their business and further their outreach to younger audiences. This would primarily take the form of a Facebook page but could be expanded to further include Instagram or Twitter if the client indicated that they wish to do so.

Training Manuals

Short training manuals to be developed to explain the process of updating the wordpress site and using the social media pages effectively.

Miscellaneous

Client has requested a 'Virtual Tour' of the harbours, the form this will take is to be confirmed. The client has organised drone footage of the harbour to be filmed, client is to confirm whether this footage will be showcased as part of the overall promotional video or as a stand-alone video.

Target Audience

The authority expressed an interest in reaching out to a number of specific audiences through the rebrand.

Primary Target Audiences: Fishermen & Members

The authority's mission is to facilitate sustainable wealth creation in the harbour areas for which it is responsible. This is done partly due to the efforts of the fishermen who rent out harbour space and bring back fish to be sold. As such the authority has a duty to provide accurate, up to date information for both its members and the fishermen.

Tourists

Tourism is essential to the long term opportunity of the harbours and towns, attracting outside visitors to the harbours increases revenue and contributes to the local economy. In order to attract more visitors to the harbours, the authority would like to greater empathise the harbours roles in the wider community as well as promoting each harbour as a scenic, fun location.

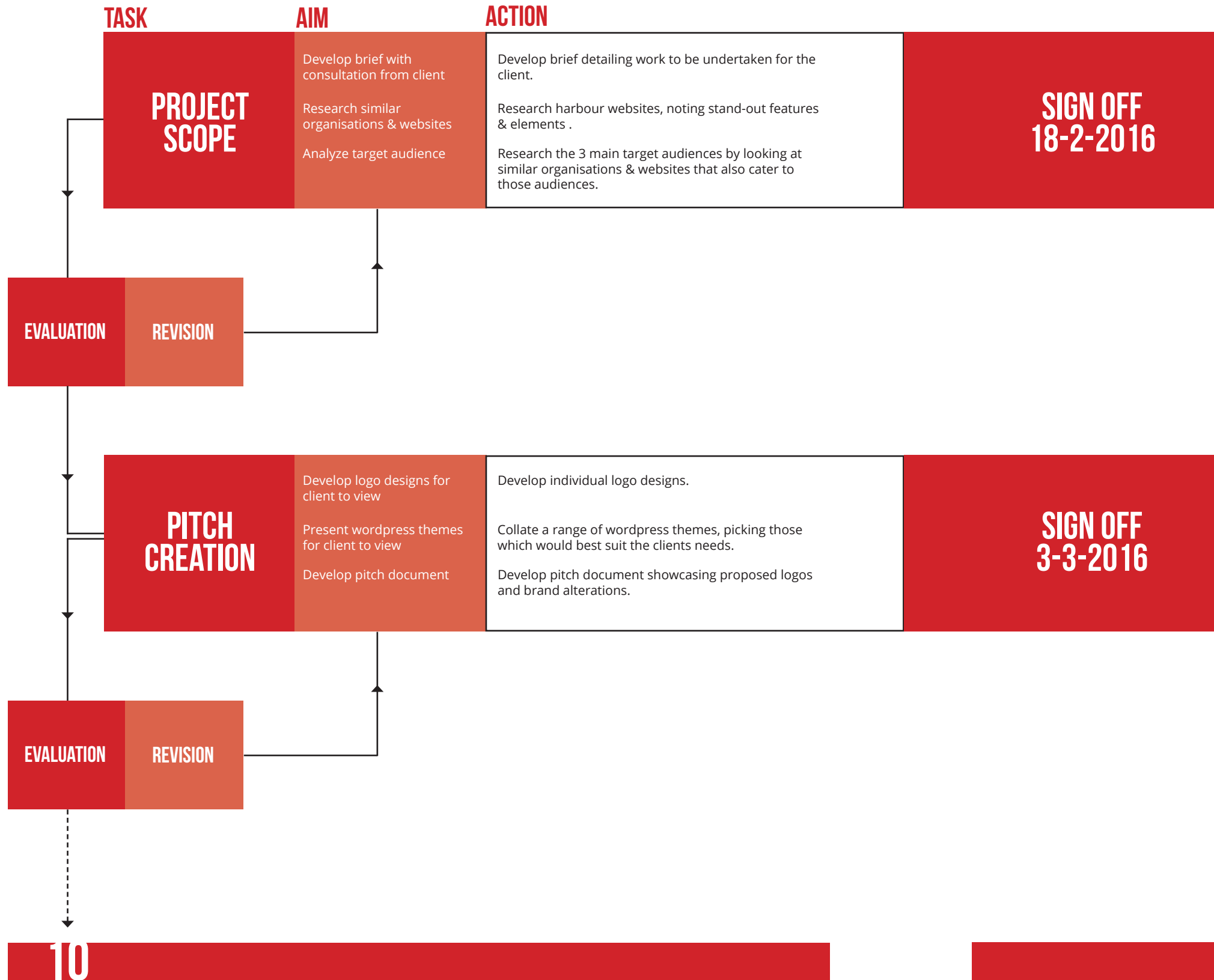
Secondary Target Audiences: Youths [6 – 11 Years, Primary]

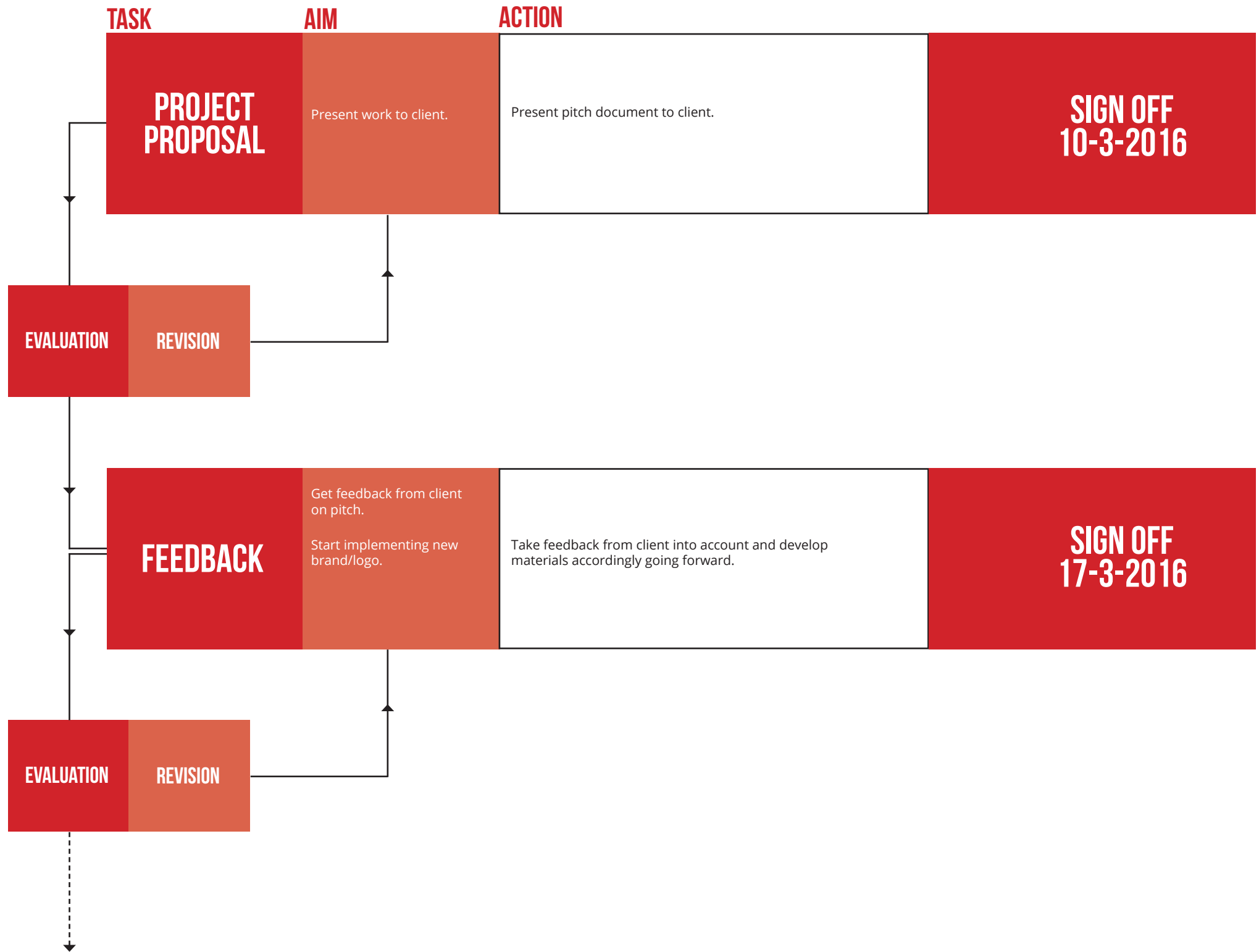
The authority wishes to reach out to a younger audience to increase its overall likeability and to promote the educational benefits the harbours provide. The authority wishes to highlight the work done with local primary schools and showcase how the harbours educational programmes can fit into and enhance the environmental curriculum currently studied by the primary school pupils.

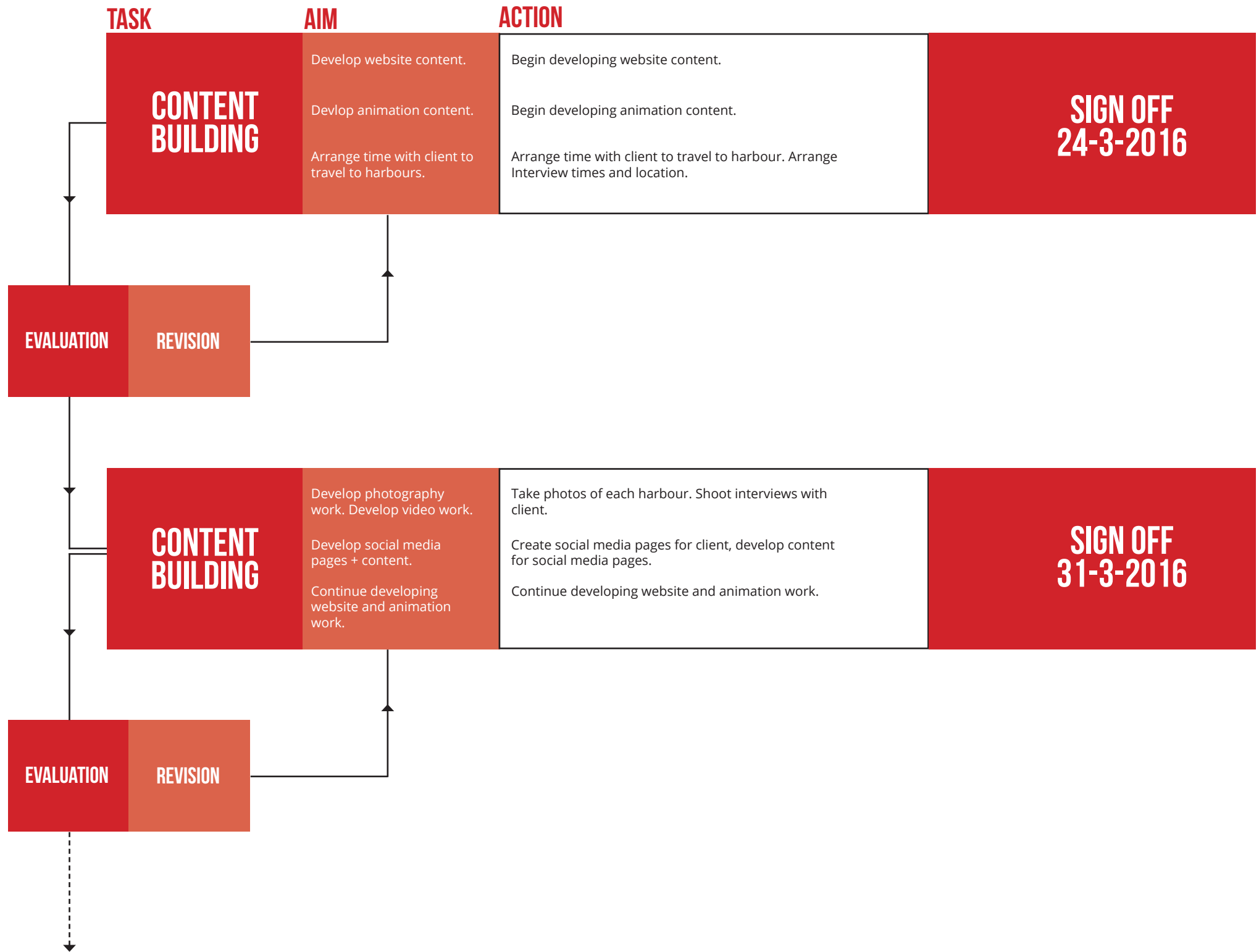
Government

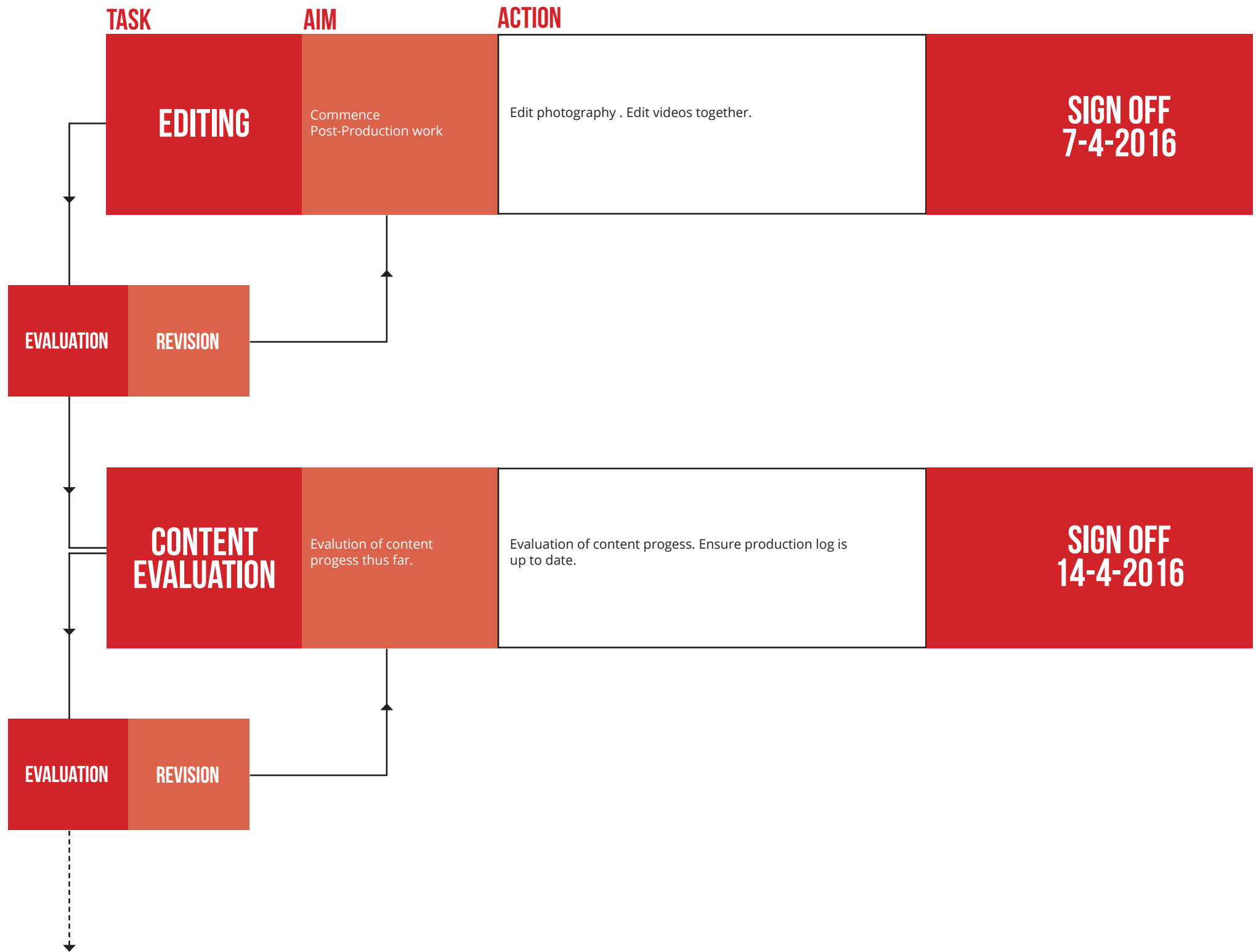
The authority's aim is to fulfil its statutory duties by safely, efficiently and sustainably providing a range of facilities and services which meet the needs and aspirations of its key stakeholders.

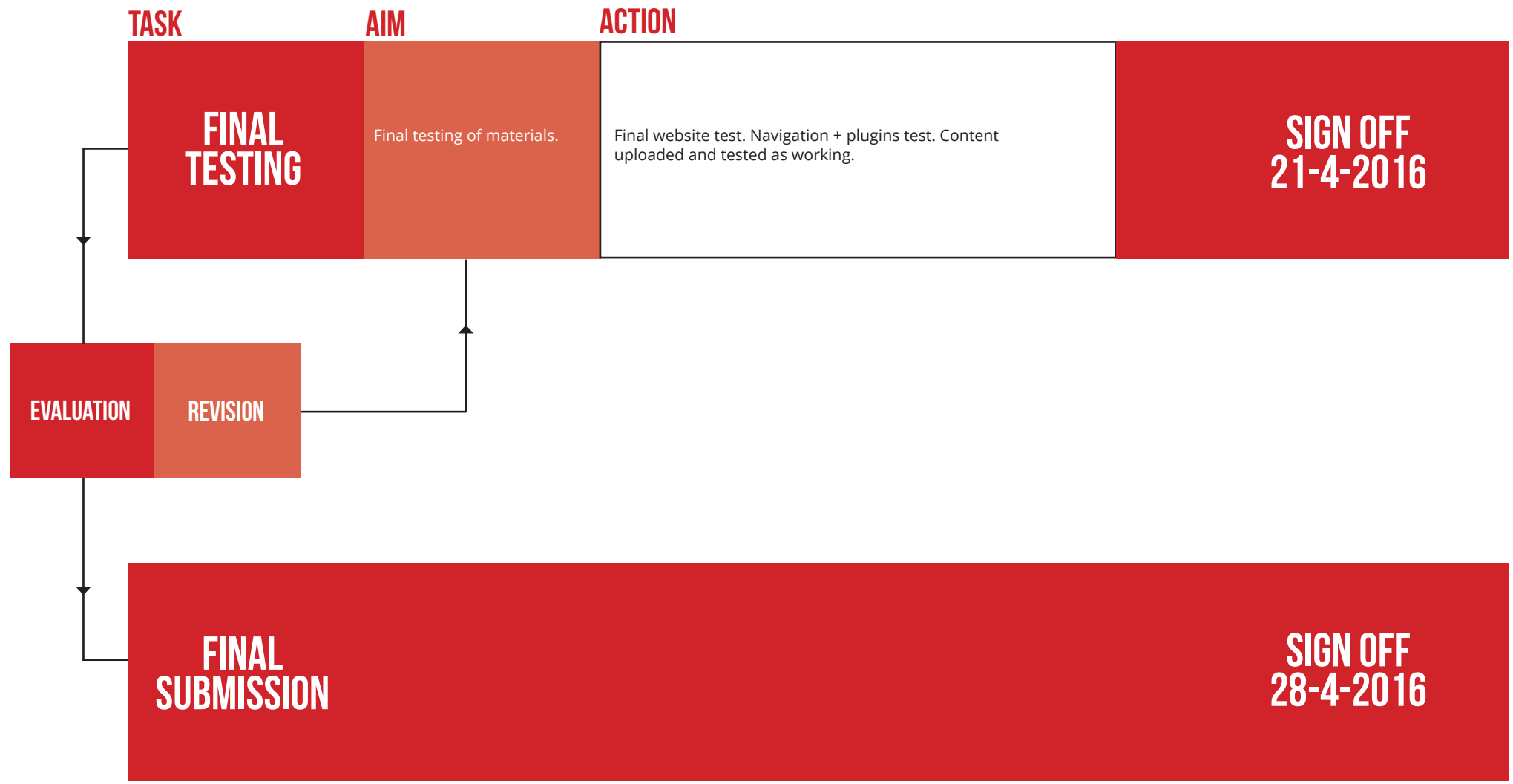
PRODUCTION SCHEDULE











LABOUR ALLOCATION

Work has been allocated based on each members skillset, there is some overlap in skills and as such team members will provide logistical and technical support in those areas.

PATRICK FEARON

LOGOS & GRAPHICS: 33%
SOCIAL MEDIA: 33%
PHOTOGRAPHY, VIDEO & EDITING: 100%

BRYAN HUNT

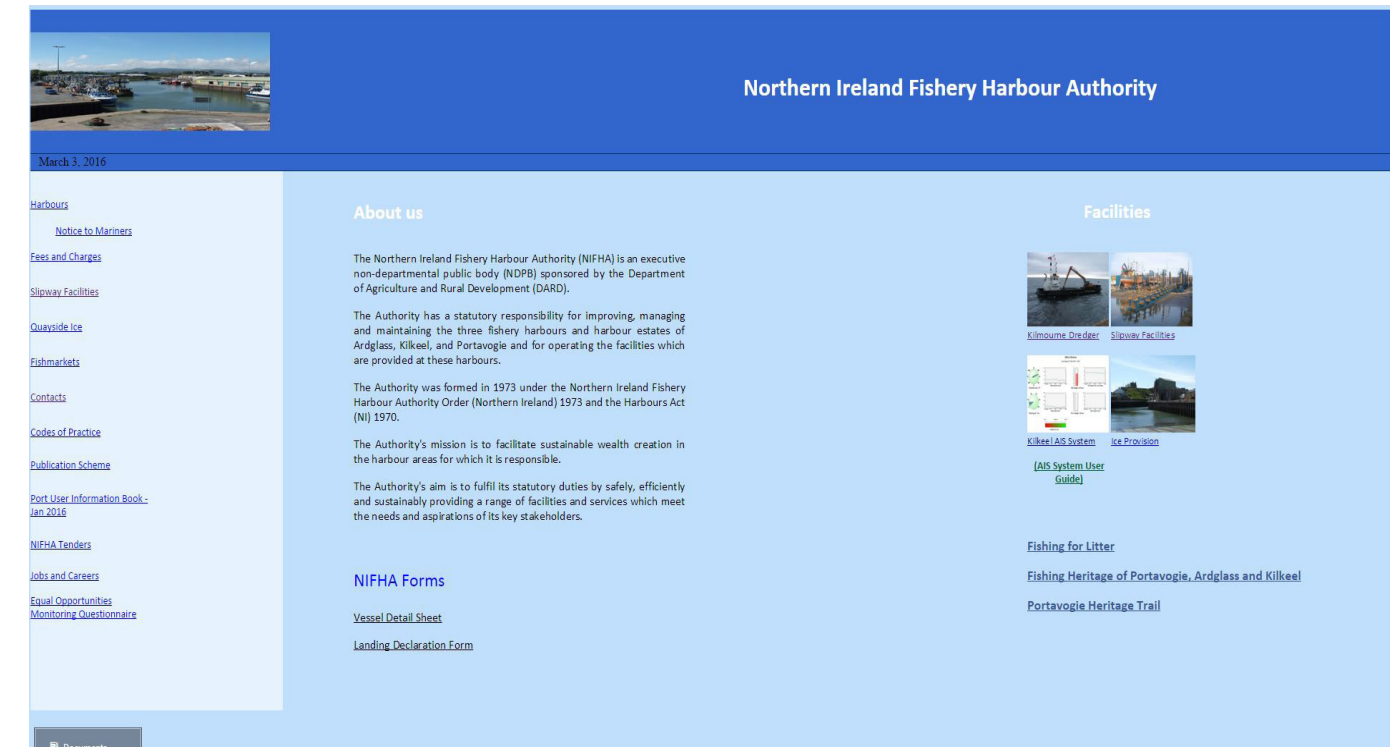
LOGOS & GRAPHICS: 33%
SOCIAL MEDIA: 33%
ANIMATION & INFOGRAPHICS: 100%

JOHN MCKENNA

LOGOS & GRAPHICS: 33%
SOCIAL MEDIA: 33%
WEBSITE: 100%

RESEARCH

CONTENT ANALYSIS



Website Layout & Navigation

In order to meet the clients' expectations a number of improvements need to be made to the NIFHA website. Certain elements of the text and navigation are not organised well or consistently, the website is too cluttered with many links on different parts of the page. The website would benefit from a simplified navigation system located at the top of the page as opposed to the list of links at the left-hand side. There are also a few dead links and sparsely populated pages, a lot of these could be consolidated into smaller sections and some could be removed entirely.

Colour Scheme

The colour scheme consists of a few variations of blue and white hues. Overall the colour scheme is largely fine and expected of this kind of organisation. Some variation on the white and blue hues could brighten up the page. On certain pages (such as “Slipway Facilities” and “Quayside Ice Supplies”) the text colour is green instead of the blue colours used elsewhere on the website, the shades of green used are not consistent between pages. This aspect of the colour scheme can be removed entirely.

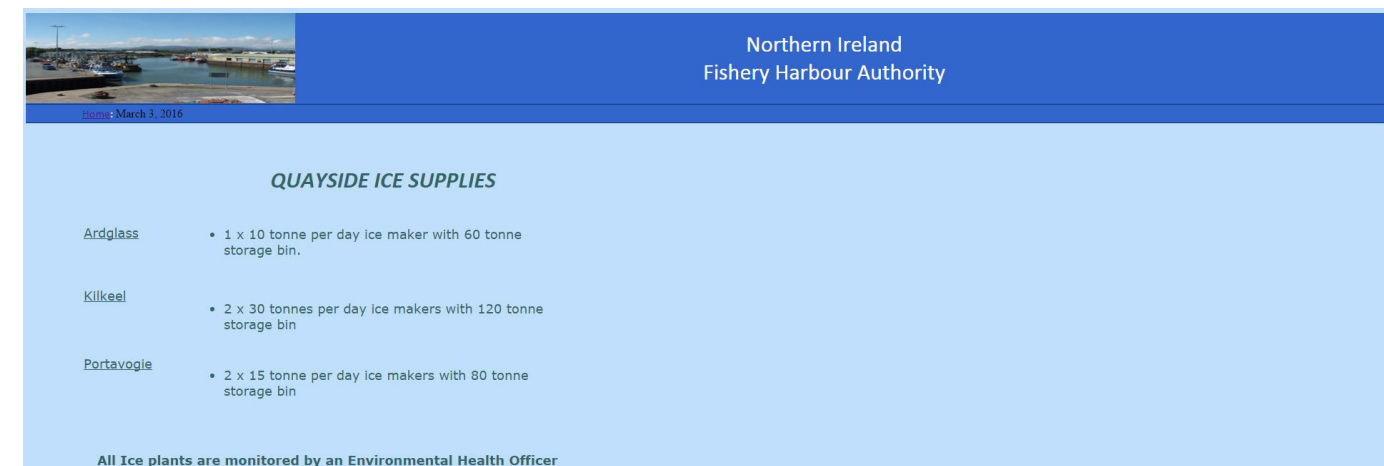
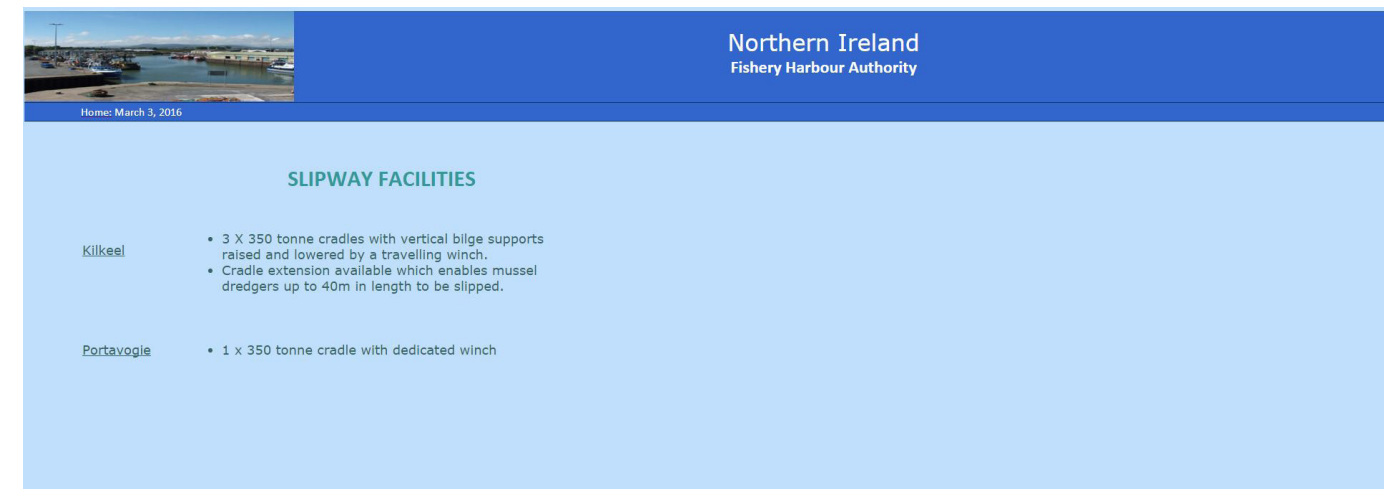
Logo

Although there is an existing logo for NIFHA it doesn't seem to feature on the website. In place of a logo a photograph has been placed. This should be removed entirely and replaced with a logo that fits into the new brand. The original logo is a wireframe trawler, the image is black and white and not particularly eye catching, the logo also does not feature the organisations name. The newly commissioned logo is aesthetically pleasing and simple. It features a trawler as well as an abbreviation of the authorities' name (NIFHA). The colour palette featured here (shades of blue and white) could be altered slightly and if

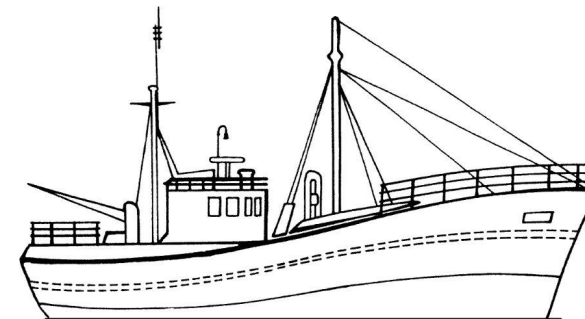
possible the full organisation name could be worked into the logo. Below left: original logo. Below right: Newly commissioned logo.

Photography & Video

The photography featured on the website is aesthetically sound but the positioning and the size of the photographs fails stand out. Some reorganisation of photo positions and a greater variety of photographs would help in keeping viewers on the page. The site is largely text based and looks dull on some pages, one possible solution could be to incorporate photographic backgrounds instead of a blue hue. The site features no video content, links to video content or embedded video content could help promote certain aspects of the authority.



Above: “Slipway Facilities” and “Quayside Ice Supplies” pages.
Below-left: Original logo of wireframe trawler.
Below-right: Newly commissioned logo.



AUDIENCE



Navan Fort

The Navan Fort's Education page contains information on their achievements, the page also contains a downloadable PDF that features a calendar of the year with different activities that occur within that month. Information on these activities are listed in the PDF with attractive photos on each page. Site is targeted for Kids of all ages.



Ulster Folk and Transport Museum

The Ulster Folk and Transport Museum contains a lot of information in the Schools and groups page, some of them are special needs information that could be useful. The site also has PDFs for primary and secondary schools with activities and information for these age groups. The site is targeting Kids age range from primary to secondary.



Planetarium

The Planetarium's Education page includes nine other lines to vary different education needs, from kids to adults. The primary school page includes a small amount of information in each Key stage section. Key stage 1 covers Years 3 & 4 and Key stage 2 covers Years 5, 6 and 7. They also include a risk assessment with details of any possible health risks. Discover primary science page presents itself as a primary school curriculum. Free stuff page in the list contains app that may not be focused ages 6-11 but there are PDFs containing activity books and activity sheets for the kids to learn from.

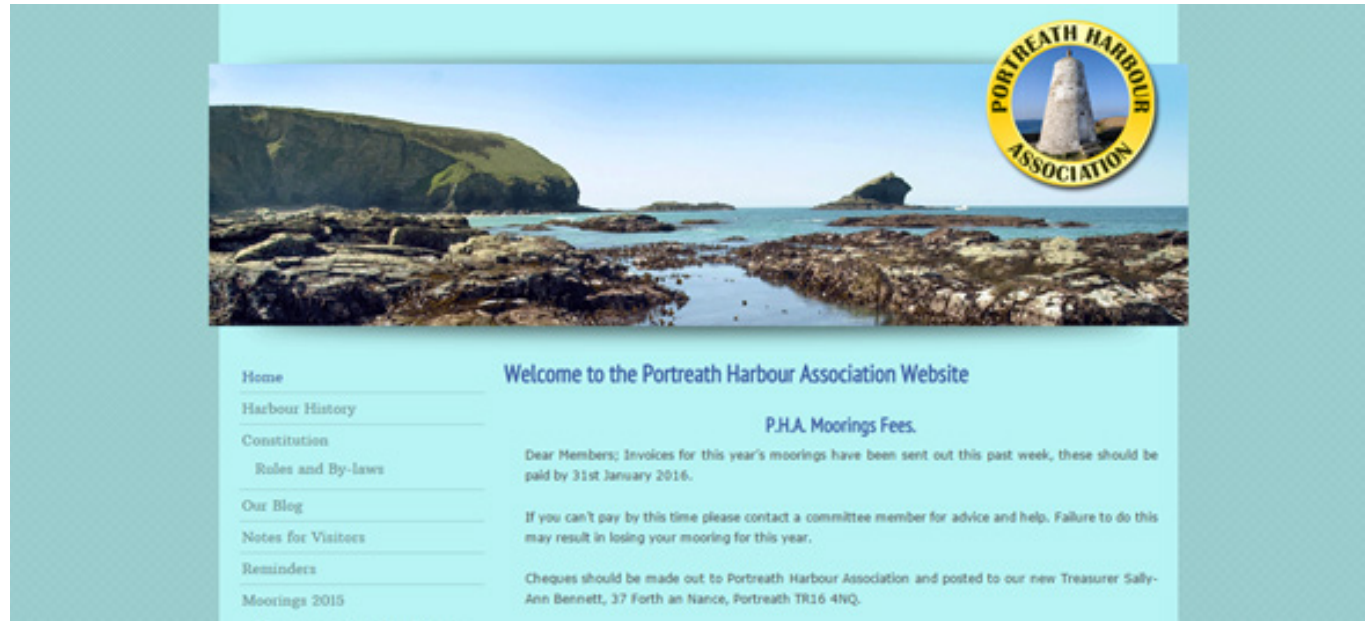
Similar elements

Navan Fort and Ulster Fork and Transport Museum both have brochures that focus on activities that are aimed at the target audience they have listed. All three websites list primary schools, except for the Ulster Fork and Transport Museum which lists both primary and secondary schools. The education pages of the other sites are mainly for the adults than for the kids viewing pleasure.

Notable elements

The Planetarium supplies activity books and sheets for the kids learn from, the other sites don't include any of these contents. The Planetarium includes a risk assessment that presents any potential hazards and health risks that the kids could be exposed to.

SIMILAR ORGANIZATION



Portreath Harbour

The Portreath Harbour Association site colour scheme consists of various blue hues. The header contains a wide landscape photograph of the harbour with the logo placed on the top right of the image. The logo deviates from the colour scheme as it features a golden circle with the organisations name placed within the border. The navigation bar displays links on the left of the site. Both the navigation and layout of the site is similar to the clients'. The colour of the font matches the blue colour palette used on the site, the websites background also contains a subtle diamond pattern.



Tobermory Harbour

The Tobermory Harbour site has a colour palette which consists of solid blues, whilst the logo colours consist of red, white, yellow and blue hues. The header contains a basic button layout with light blue text, the text featured on the rest of the site is white. The website uses photographic material featuring the harbour as the background. The 'News' page features an image slider, a range of links and a singular social media button.

LOGO REBRANDS



Abbey/Santander went through a minor rebrand, they kept every aspect of the old brand but with a different name. The symbol in the logo seems to demonstrate a flame, this could symbolize the long life of the Santander Company. The rebrand was commissioned on 2010.



Pepsi have redesigned their logo since the birth of the company, this new iteration of the original Pepsi logo looks self-explanatory and the white seems to be the smile or laugh, hoping maybe to seem more fun in the consumer's eyes. The simplistic design is fitting with the contemporary design compared with the last logo. Rebranding seem have been done in 2008.



The Maxol oil company went through a minor rebrand by adding a new symbol. The circular flame effect makes the brand stand out than the old logo, oil companies such as BP and Shell use an attractive symbol. After researching the main site it seems that they rebranded in 2013.



BANBRIDGE
DISTRICT COUNCIL



CRAIGAVON
Borough Council

These logos on the left, that represent each of the councils had been discarded in an effort to combine the three councils into one massive council. The logo below is the new council logo as of 2015. The colours used are similar but are not directly associated with the three logos. Some colours from all three of the logos seems to match the new logo in some way, except for the purple. A post on the council website provides information on the reasons for using these colours and overall design. They state that the interconnecting of the three colours or elements reflect on the partnership formed by the three councils. They address the colours as being strong and ensures a corporate identity. The colours themselves do not clash and fit well with in the shape of the logo.



The Argos rebranding is not a big change but the smile is more obvious than it was in the old logo. The font choice is simpler in design, but they chose to keep the subtle Italic text in the new logo. The logo is contemporary and shows the business is keeping up with the times as well as keeping note of its past. Keeping the same colour scheme is ideal and lets audiences know who they are, having the colours inverted from text to background is unnecessary but pleasing. The rebrand was gradual in 2010.

ANIMATION



- HOW CAN YOU HELP?**
- ⌚ Note the date, time, exact location, and type of animal(s) involved.
 - 📄 Jot as many details as possible before contacting animal control or local law enforcement with your complaint.
 - 🔔 Follow up in a few days if the situation has not been remedied.



ASPCA

The aspca.org uses animated infographics to inform pet owners the dangers during the winter season. The infographic is split into five images that inform different situations that could happen or what you, as a pet owner should do and know. The graphics design is simplistic with combinations of solid and gradient colours. The fonts are very simple and clean, easy to read. The dark grey tones of the text blends in well with the image. The light blue colour scheme is present throughout the five gifs, the choice of colour would be used to reflect on the winter theme of the infographic. Animation is subtle, the black lines that surround the brown dog, on the left image, move slightly. Snow is also moving from top left to bottom right. <https://www.aspca.org/news/battling-frigid-temps-and-icy-conditions-our-cold-weather-infographic-will-help>



ASPCA Giant Owl

Giant Owl productions is a UK based, independent production company that develops TV programs, commercials and other content. I tracked down an animated version of their logo that is not featured or presented in there site, but was included in a branding design site. The animated logo is very creative itself, the owl eyes in the logo blink to affirm the animal characteristic, but they are also identified as a reel to reel tape, like a video tape or cassette. The logo spools the tape to the left and right reel in a very quick succession in the animation and then a 360 rotation. The contemporary logo sparks imagination that connects the film medium with an animal. The background colour is a bit bland but acceptable, it does not make the logo stand out to much, though the yellow does take over. <http://bpando.org/2014/02/18/logo-giant-owl-productions/>



FiveFootSix

Five Foot Six is a branding and design agency based in the UK. Their website opens to a bright red screen with an animated video interlaced within the sites homepage. The word bigger is placed in the centre of the screen by six hands with one letter in each hand. The doubled sided arm flows in like a snake from the right, wrapping itself around the word, then hugging the word before re-treating back to the right. The word is dismantled by the six hands in the same way the word was put together. The video is in a loop without any pause option. The use of red and blue conflicts with each other but not as much one would think. The position of the word together makes sense and is quiet imaginative.

<http://www.fivefootsix.co.uk/#home>

Style

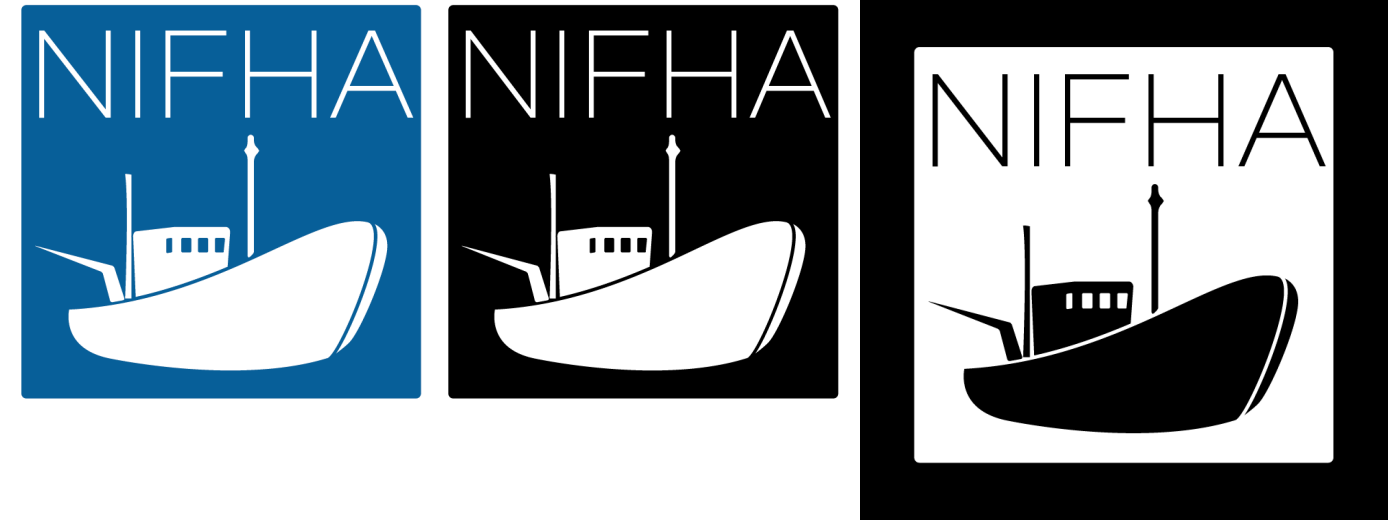
The style of the graphics across all of these animations are flat and simple. Most of the colours are simple with little or none existence of shading, except for the use of gradient in the ASPCA infographic. This style comes in line with what we has a team are aiming for.

Conclusion

I chose three different types of animation that could be deployed in a website to get a sense of what could be done, infographics does not have to stay within the realm of GIFs, videos can be created within the same style. The animated logo could be integrated in the website as a GIF and using a whole page for an animated homepage could be useful if it can be done right.

LOGOS

FIRST DRAFTS



Northern Ireland
Fishery Harbour Authority

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HARBOUR
AUTHORITY

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FISHERY
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AUTHORITY
NORTHERN IRELAND



SECOND DRAFT







NI FISHERY
HARBOUR AUTHORITY



NI Fishery
Harbour Authority

THIRD DRAFT





