

Production log by Zoë Clarke

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CONTENTS

PAGE

Pg 4 - Interactivity for Social
Enterprise

Pg 10 - CCGHT Research

Pg 18 - Community Partner
Brief

Pg 28 - Initial Experiments

Pg 36 - Community Partner
Pitch

Pg 56 - Final Outcome

Pg 89 - Project Management

Pg 96 - Evaluation and
Reflections

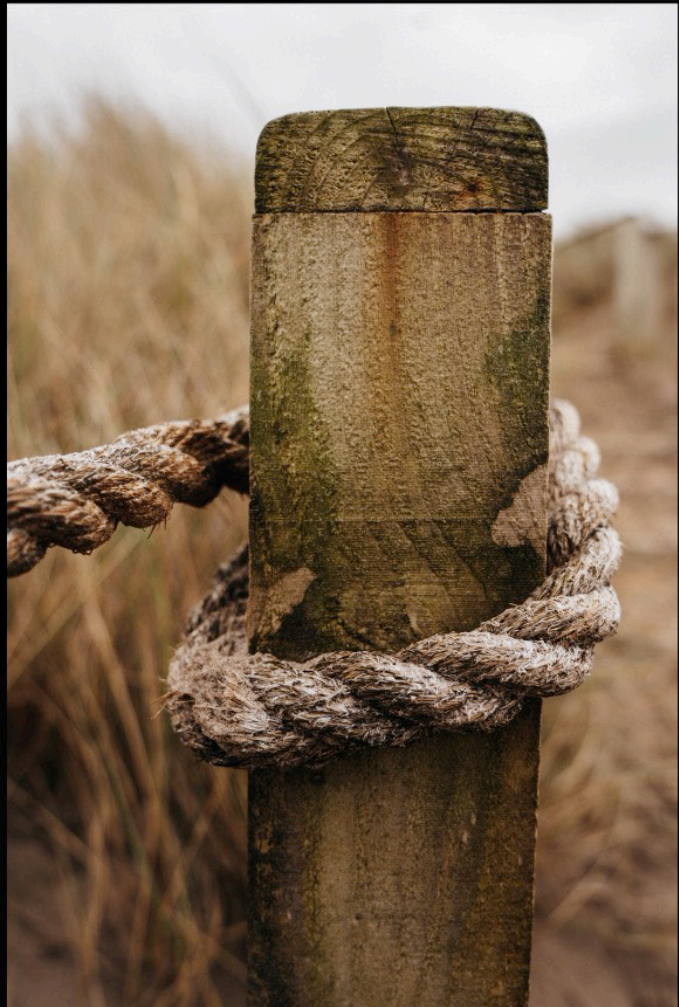
Pg 104 - Bibliography

▶ 10



▶ 11

SECTION



▶ 12

INTERACTIVITY FOR SOCIAL ENTERPRISE

MED 526 - INTERACTIVITY FOR SOCIAL ENTERPRISE.

This module is an opportunity to use developed skills back into society by working with a community partner to enhance their communication to the wider public. Developing a sustained interactive production as part of a live brief. Executing effective communication and teamwork between members will successfully combine knowledge and skills established from previous modules, as well as gaining an understanding of social enterprise and utilise Interactive media concepts and ideas to this area.

PROJECT SPECIFICATION

This project aims to create promotional videos that raise awareness of the unique and exquisite character in both heritage and landscape terms. This includes all-natural, built and cultural aspects of 3 Areas Of Outstanding Natural Beauty (AONB) and surrounding locations. The promotional videos will be distributed across various social media platforms, focusing on primarily Instagram content to reach existing and new audiences.

SKILLS REQUIRED

Video photography, Photography, Adobe Packages such as Premiere Pro and a great understanding of social media platforms.

MODULE GUIDE AIMS

-Demonstrate an understanding of key integrative practices in interactive media and ways of conceptualising creative practice in relation to an agreed live brief for a client.

-Demonstrate an understanding of how selected audio, video, photographic and textual practices can be combined to develop an interactive project that communicates the learner's intentions and furthers an agreed live brief for a client.

-Gather, organise and deploy ideas and information in order to complete a project to a high standard.

-Produce high quality work that demonstrates the effective manipulation of image, sound, interactive components in a form appropriate with intentions to meet the agreed live brief for a client.

-Effectively utilize a range of technical concepts and methods developed in other modules.

-Demonstrate a high level of achievement in project management skills, including structuring tasks, prioritising, showing initiative and delivering on time.

TIME LOG

For billing and productivity purposes, we logged our time spent on this module throughout the duration of twelve weeks using an application called Toggle. The purpose of using this particular app was that it categorised and tracked time as well as generating quantified reports that evaluate data collected. The toggle reports analysed productivity into the following categories that consisted of all MED 526 elements.

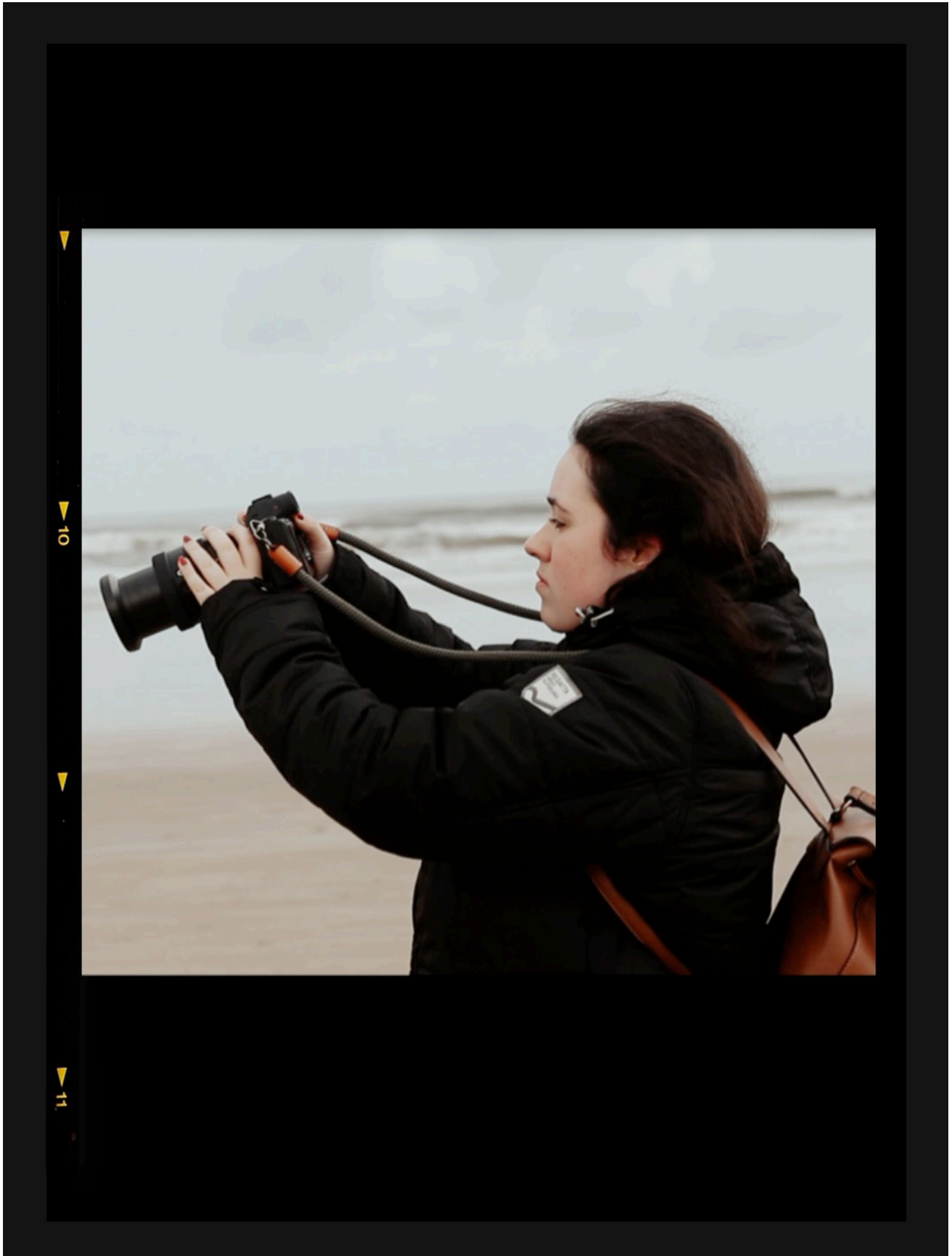
Project	Time (To the nearest 5 minutes)
Class Time	8 hours 15 mins
Client meetings	3 hours 25 mins
Editing	42 hours 30 mins
Filming	56 hours 45 mins
Creative Brief	20 hours 30 mins
Documentation	42 hours 20 mins
Team meetings	12 hours 45 mins
Total time spent	186.53 hours

MEET THE TEAM



ZOE CLARKE

During this project, I am focusing on theory, team organisation and assisting Lucy with videography and the editing of productions. My role as the team leader is to ensure all deadlines are met and kept to a high standard. I will create weekly schedules and conduct extensive research of CCGHT locations and social media platforms. Having a passion and enthusiasm for video production and photography combined with experience from previous studies I will be assisting Lucy on all filming and editing productions.



LUCY ARBUTHNOT

Lucy is a lover of all things visual and eye for detail, she is taking the lead on videography and editing. She has aspirations of becoming a full-time photographer which leads to a perfect fit as head director of visuals. This role will showcase her capabilities of capturing CCGHT promotional videos whilst highlighting the great detail that each location has to offer.



▶ 10



▶ 11

SECTION 10

▶ 12

**CCGHT
RESEARCH AND
BENCHMARKING**

CCGHT

The Causeway Coast and Glen Heritage Trust was selected to be our client for MED 526. I wanted to be prepared for our first client meeting with AONB/WHS Projects Manager Nikki Maguire. I decided to research who CCGHT was by exploring their established website and socials as well as gaining a better understanding of what the client's needs and wanted outcomes were before I entered the meeting.

The Causeway Coast and Glens Heritage Trust upholds the responsibility of promoting and enhancing the unique qualities of the Causeway Coast and Glen's domain. The trust's area which encompasses more than 3400km² proves popular as a tourism destination to Irish natives as well as international visitors. Due to the wide variety of scenic landscapes, important wildlife resources and rich cultural heritage, it is vital for the Trust to promote environmental management to protect the unique heritage of the Causeway Coast and Glens area. As well as advocating a sustainable development within the tourism industry, these areas of outstanding beauty benefit both visitors and residents.

I was able to ask Nikki prepared questions regarding their target audience and CCGHT's demographic. Nikki explained that their primary target audience was men in the age bracket of 40-55 years old who had enthusiasm in hiking and outdoor activities. A great team discussion during the meeting then opened the

opportunity to expand CCGHT's demographic to young adults between the ages bracket of 18-25 who lived in Northern Ireland.

The aim of this project is to create promotional videos that raise awareness of the unique and exquisite character in both heritage and landscape terms. This includes all-natural, built and cultural aspects of 3 Areas Of Outstanding Natural Beauty (AONBO and surrounding locations). The promotional videos will be distributed across various social media platforms, focusing on primarily Instagram content to reach existing and new audiences.

“The five objectives which constitute the Causeway Coast & Glens Heritage Trust’s Business Strategy are:

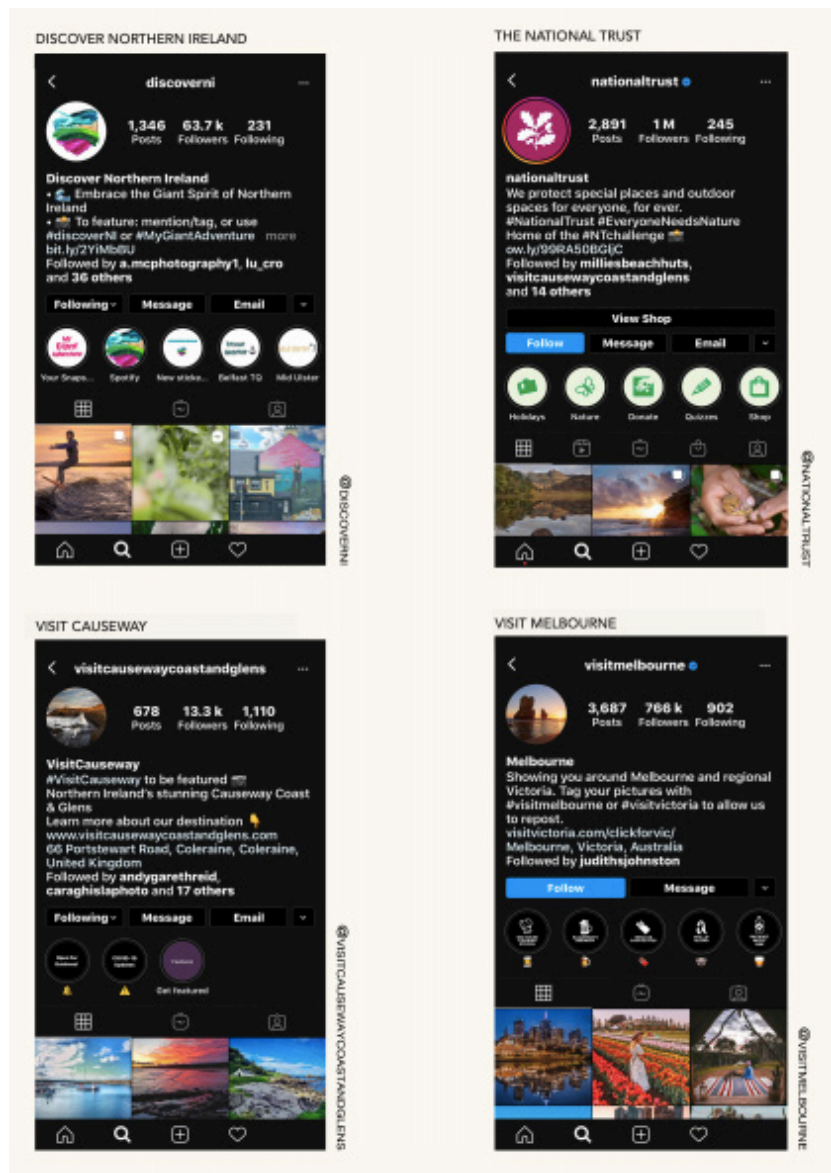
- To develop sustainable and effective partnerships*
- To raise awareness of the unique and special qualities/ character, in both landscape and heritage terms (natural, built and cultural) of the 3 AONBs and their surrounding area*
- To deliver an excellent protected area management provision for the CCGHT geographical area*
- To ensure best practice in sustainable development principles throughout the CCGHT geographical area*
- To deliver a sustainable, efficient and effective core activity/ management for CCGHT”*

(CCGHT 2020)

BENCHMARKING

During the development stage of the project, a benchmarking exercise was carried out on a variety of other tourism organisations. The social media profiles which were benchmarked are similar organisations to CCGHT that are located in Northern Ireland and internationally. The companies benchmarked demonstrated similar services to CCGHT highlighting natural, cultural and built locations within different areas of a country. Each

organisation promotes tourism to natives and international visitors through each social media platform, utilising media practices such as videography, drone footage, aquatic, experience and landscape photography.



BENCHMARKING - SOCIAL MEDIA GUIDE

CATEGORY	FEATURE	DISCOVER NI	NATIONAL TRUST	VISIT CAUSEWAY	VISIT MELBOURNE
FIRST IMPRESSION	AESTHETICS	USE 'EXPERIENCE' IMAGES TO REPRESENT TOURIST.	USE 'LANDSCAPE' IMAGES TO REPRESENT LOCATIONS.	USE 'LANDSCAPE' IMAGES TO PRESENT LOCATION.	USE BOTH 'EXPERIENCE' AND 'LANDSCAPE' TO REPRESENT LOCATION AND TOURISTS.
	INDENTIFIABLE TARGET AUDIENCE	IMAGES TO EXPERIENCE.	BIO	NOT AVAILABLE	THROUGH 'EXPERIENCE' PHOTOS.
	IDENTIFIABLE CHIEF AIM	BIO	HASHTAGS	BIO	BIO
THE LOOK AND FEEL	IMAGE QUALITY	PHONE AND HD	HIGH HD QUALITY	HIGH HD QUALITY	HIGH HD PHONE QUALITY PHOTOS.
	VIDEO CONTENT	IGTV	REELS AND IGTV	IGTV	IGTV
	COLOUR PALETTE	GREEN	EARTHY AND NATURAL TONES.	COLOURFUL AND EARTHY	COLOURFUL AND NATURAL
	HIGHLIGHT	COLOURFUL GRAPHICS	LOGOS ON BRAND	LACK OF	LOOO GRAPHICS
	IGTV	SIX SERIES	SERIES ON HOW TO AND EXPLORE	LACK OF	EXPLORE SERIES
	REELS	NONE	5 SECOND ASMR	NONE	NONE
CONTENT	EXPLANATION OF SERVICE	BIO	BIO	BIO	BIO AND HASHTAGS
	LIKES	300 - 800	1,500-70,000	200 - 500	7,000-30,000
	FOLLOWERS	63-7K	1 MILLION	13.3K	766K
	EVIDENCE OF UPDATED CONTENT	DAILY	TWICE DAILY	DAILY	DAILY
RANK		2ND	1ST	4TH	3RD

CONCLUSION AND SUMMARY

The overall ranking shows that The National Trust is the best example of contemporary social media content within this sector when measured against the metrics listed. The National Trust's Instagram page leads the way in clarity for users, as it is clear from the profile's bio who their identifiable audience is and an explanation of their service. Right from the first sentence the user reads on their page as well as creating their own business hashtags. Their use of all photos, reels, IGTV and tagged content proves the most diverse and best example that utilises all of the Instagram tools to promote and share content. Discover Northern Ireland is the next best in terms of contemporary features and visual engagement. The elements this account is advanced are at posting content daily onto their platform with high-quality photo updates and utilising their interactive hashtag #MyGiantAdventure.

Discover NI also share tagged images on their stories as well as other location updates. They also post regularly on their IGTV channel, promoting a range of different landscapes and tourism attractions through user experience. Discover Northern Ireland was ranked as the second favourite because of the experience in user engagement which is extremely visible through the Instagram profile, expressing authenticity creating natural photographic content.

Visit Melbourne is a very professional Instagram account. They post a larger scale of 'landscape' content than 'experience' content. The page showcases the sites of Melbourne City incredibly through while giving a very clear indication to tourists as to where to find such attractions. In terms of content Visit Melbourne shares a range of very high-quality images that are professionally taken compared to the other pages that were benchmarked that focused on sharing followers content. Like Discover NI, they also share daily reaching up to 7,000-30,000 per post. Visit Melbourne does not share a vast amount of content through the IGTV or reels channel, which is surprising due to the huge following and scale of this page.

Visit Causeway Coast and Glens finished last in the ranking of Instagram Social Media platforms. Although the page focused majorly on the one location of Northern Ireland and creates a sense of community by sharing followers content with the hashtag #visitcauseway. The lack of utilising other Instagram tools such as reels, IGTVs and highlights placed them at the bottom of the ranking scale. As well as there being no real attempt of a logo or creating a brand identity for the page itself.

During the benchmarking process, a range of elements of good practice in relation to all 4 Instagram Social Media Platforms. The National Trust proved to be the best which consistently performed in a variety of areas to be designated a brilliant example of contemporary and engaging social media platform which excels in the vast amount of content they produce online. Through extensive research and analysing the results from the social media platforms that were benchmarked and highlighting the most direct competitor, There are a lot of opportunities for CCGHT to thrive and become another content creator within the sector that could engage with the public on a larger scale.

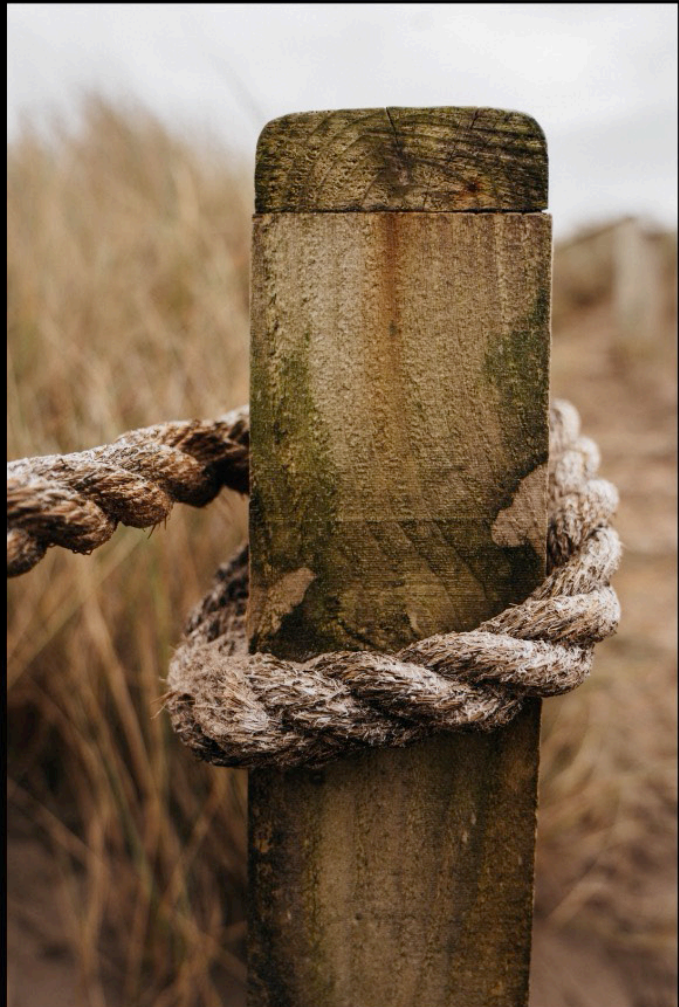


▶ 10



▶ 11

SECTION



▶ 12

COMMUNITY PARTNER BRIEF

NOTES FROM THE FIRST CLIENT MEETING

01/Oct/2020

Claire Mulrone
Lucy Arbuthnot
Zoe Clarke
Nikki Maguire

It was discussed that we will deliver:
4 stingers
Promotional video

Key words:

Target Audience

"The current target audience for Causeway Coast and Glens Heritage Trust (CCGHT) is 40-60 year old men who enjoy hiking and the outdoors. We're open for expanding our target audience to a younger crowd"

Inlands and uplands

"We have seen a lot of footage of the coast and drone work but we would like something different. Footage of the inlands and uplands would be amazing"

Nature sounds

"I don't mind what instrumental music is used but I would love some nature sounds of the wind, rain and sea"

COMPANY PROFILE

The Causeway Coast and Glens Heritage Trust upholds the responsibility of promoting and enhancing the unique qualities of the Causeway Coast and Glen's domain. The trust's area which encompasses more than 3400km² proves popular as a tourism destination to Irish natives as well as international visitors. Due to the wide variety of scenic landscapes, important wildlife resources and rich cultural heritage It is vital for the Trust to promote environmental management to protect the unique heritage of the Causeway Coast and Glens area. As well as advocating a sustainable development within the tourism industry, these areas of outstanding beauty benefit both visitors and residents.

The aim of this project is to create promotional


























videos that raise awareness of the unique and exquisite character in both heritage and landscape terms. This includes all-natural, built and cultural aspects of 3 Areas Of Outstanding Natural Beauty (AONB) and surrounding locations. The promotional videos will be distributed across various social media platforms, focusing on primarily Instagram content to reach existing and new audiences.

BUILDINGS

Causeway Coast and Glens Heritage Trust cover a large scale of areas ranging from Causeway Coast to Antrim Glens. CCGHT provided multiple locations that would be desirable to take footage of. However, due to the timescale and logistics of this project there had to be an elimination of locations. The final

areas were chosen based on how accessible they are to the team members, what would convey the best intentions of CCGHT and gather more people to visit and protect the land.

Untitled layer

-  Binevagh mountain
-  Martello Tower
-  Castlerock
-  Bushmills
-  Ballintoy
-  Whitepark Bay
-  Portballintrae
-  Broughshane
-  Slemish
-  Cregagh Wood
-  Breen Forest
-  Glenarm Forest Park
-  The Glens of Antrim
-  Glendun Road
-  The Curfew Tower
-  Red Bay Castle
-  Carnlough
-  Old Cushendun Road
-  Waterfoot
-  Waterfoot
-  Carnlough Harbor
-  Glenarm Castle
-  Broughshane
-  Slemish
-  Castlerock



BUILDINGS

LOCATIONS

- 📍 Binevenagh
- 📍 Martello Tower
- 📍 Castlerock
- 📍 Ballintoy
- 📍 Whitepark Bay Beach
- 📍 Portballintrae
- 📍 Glenarm Forest



PROJECT SUMMARY

As a team this production will create and capture videos designed for use on social media focusing on the work of Causeway Coast and Glen Heritage Trust and Areas of Natural Beauty at Binevenagh, Causeway Coast and Antrim Coast and Glens. The videos produced will include making heritage accessible to everyone including footage of natural, cultural

and built heritage across the operational area. Concentrating on inland and upland landscape away from the coast, as agreed at the first team meeting.

THE AIM

The aim is to showcase a range of special heritage locations and themes through both visuals and sounds of various CCGHT locations. The content created will communicate the necessary information in regards to how Causeway Coast and Glens Heritage Trust work to protect these areas for both wildlife and the public to enjoy. CCGHT has goals to expand its target audience to increase footfall and popularity. As a team, we have extensively researched a range of tourism organisations and trusts that promote their locations and company. The findings were that these businesses such as National Trust utilised their social media platforms and had a larger engagement through the app Instagram. The objective of CCGHT's videos will be tailored to be created for Instagram and broadcasted in this approach. CCGHT have a running

Facebook account which targets a specific demographic and harnessing Instagram as a new platform to broadcast content on it is hoped that it captures the imagination of a younger audience. Instagram's audience is predominantly young adults as they use this app daily for both entertainment and informational purposes. The goal is to work towards having increasingly better engagement with the public and audiences so that they will be informed of Causeway Coast and Glens Heritage Trust, the history of the areas and attract more footfall to the locations.

THE DELIVERABLES

The deliverable outcome is to create and capture three 'short snappy' promotional videos showcasing the key heritage themes within this Area of Outstanding Natural Beauty (AONB). A major film which connects all three locations will also be produced. These 'stinger' videos will be formatted precisely for Instagram reels and stories and the major film will be specifically for Instagram TV upload. There is an opportunity that these videos could be used to launch the Instagram platform for CCGHT by releasing one at a time to develop a week long campaign. Additionally, the team will

share content across multiple platforms such as Facebook and Twitter. The productions will highlight the heritages accessible to everyone; specifically the natural, cultural, and built heritage awareness across the operational domains. The team will engage with the sensory elements of the production through the use of both audio and visuals of wind, waves and rain. The goal is to produce an authentic 'stinger' showcasing that there is an invigorating activity for every weather condition in Northern Ireland.

TARGET AUDIENCE

The current target for CCGHT is both men and women in the middle age bracket of 35-44. The demographic is adults who are in full time employment and in their spare time enjoy exploring the outdoors through various activities such as hiking. CCGHT's areas of outstanding beauty also attract young families that want affordable activities that the whole family can enjoy and make memories to last. Having a meeting with all team members and Nikki present, there was a discussion about targeting a new audience of young adults in the age bracket between 18-25. Young people are stereotyped commonly for interests such as partying and socialising alongside studying or work. However, there is a vast amount of young people that are adventurous and seek activities that are affordable and provide opportunities for socialising with peers, exercise and benefit their mental health. The current pandemic in

2020 has highlighted more than ever among the communities that Northern Ireland has amazing scenery with lots of places to explore. During this time, areas like CCGHT were a lifeline for many as it was the only place that they could access during the lockdown. It encouraged everyone, especially young adults to reconnect with nature and their home country. Contrasting the need for technology, social environments such as bars and travelling abroad. The mental health of young people has been in a bigger decline than ever, with suicide and helpline rates at an all-time high and branded as 'the young who have lost their youth' Targeting CCGHT content to young adults will not only attract more to these areas, provide historical information but would contribute

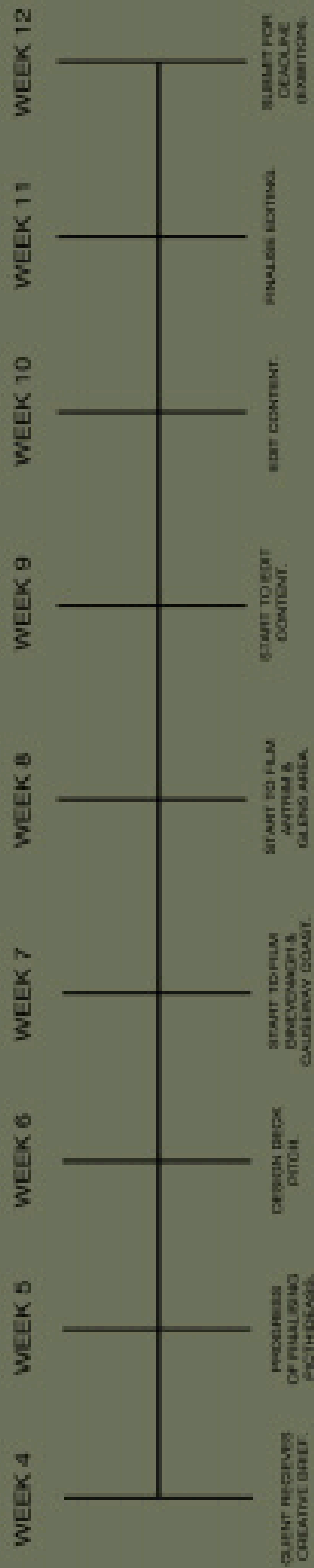
TONE, MESSAGE AND STYLE

The overall message of this project is to promote Causeway Coast and Glens Heritage Trust showcasing the Areas of Outstanding Beauty and expanding the target audiences to increase footfall and popularity. The tone and style of the promotional videos will be produced at a high quality combining both professional and creative elements. Creating

a sense of both calmness and adventure by keeping as close to the theme of nature and raw landscapes as possible. The videos will capture a broad content of both inland and upland to be promoted on social media platforms through short 1 minute clips and a 3-minute video production.

TIME FRAME

TIME FRAME





▶ 10



▶ 11

SECTION

▶ 12

INITIAL EXPERIMENTS

INITIAL IDEAS

Having completed the community partner's creative brief, it was then time to individually create ideas for the pitch. The first task I completed was to brainstorm ideas and think of creative outcomes that our team could produce for CCGHT. Due to the online learning adjustments, I pitched my three initial ideas on a video call with Adrian and Lucy. The three Ideas were;

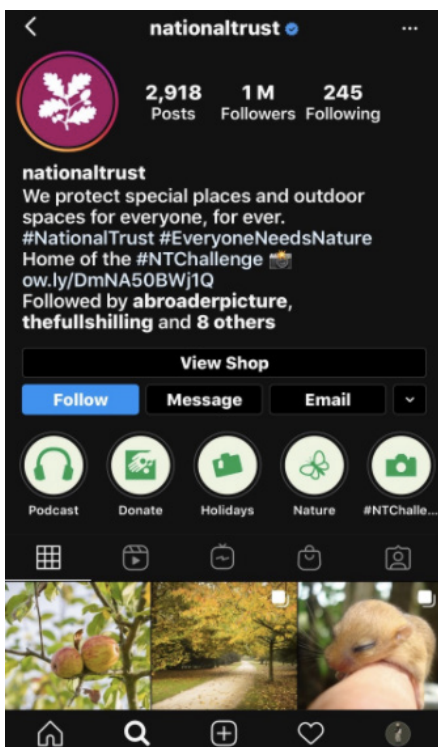
- 1. #chasingccght**
An Instagram campaign generated from a range of hashtags promoting vital elements of CCGHT.
- 2. Staycation Guides**
An IGTV series based on travel guides of causeway coast and glens locations.
- 3. Green space and Well-being**
Promotional Videos that highlight CCGHT areas as well as the main narrative stating the important benefits of Green space and well-being.

1. #CHASINGCCGHT

My first idea was inspired by the National Trusts Instagram profile (National Trust 2020). They have successfully built an online community with their target audiences. This is due to an extensive daily interaction they have with their followers by utilising hashtags. #EveryoneNeedsNature also highlights its target audience is a range of demographics from young to old. National Trust has created online weekly challenges where audiences submit their own photography and content under the hashtag #NTchallenge. Each week there is there a different theme with the example of 'Peaceful Pockets of Nature'.

Listening to the client's brief I created my first idea called #chasingccght. This concept is to create an Instagram campaign that not only promotes the areas of CCGHT that expands on the organisation's purpose but creates an online community while increasing engagement. The campaign involves target audiences of natives to areas as well as visitors. Hashtags are a vital

part of establishing a large volume of traffic to an online profile (Highfield and Leaver 2015). Gaining an understanding of the importance of utilising hashtags and how they can be the tool to increase engagement. I generated a range of different hashtags; #chasingpeace, #chasingadventure, #chasinghistory, #chasingsunsets. These diverse hashtags all have various meanings and themes. Users can explore and create their own posts that link to the hashtags for more audiences to view. A great benefit to this concept is that it provides a vast opportunity and expansion for CCGHT. It allows for the audience's posts to be reshared on CCGHT Instagram profile. Thus providing the organisation with free content to build a sustainable and active Instagram platform. This will mean that CCGHT will not have to create an extensive budget to create content yet still have an established social media presence.



(National Trust 2020)

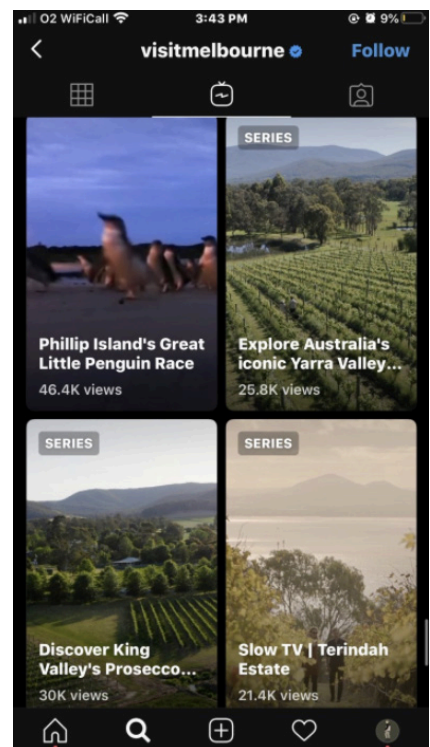
2. STAYCATION GUIDES

Inspired by today's global pandemic and the adjustments of tourist sectors, I explored a range of online content promoting staycations and visiting local attractions due to the restrictions of travel. The ultimate Belfast Staycation Guide was informative by dividing their guide into various demographics such as couples and girly weekends etc. (Visit Belfast 2020) An interesting Instagram IGTV series I researched was Visit Melbourne which was short promotional videos showcasing Melbourne's most favourite Attractions (Visit Melbourne 2020).

For my second idea, I wanted to create a staycation guide for the Causeway Coast and Glens. The concept would produce an IGTV series on Instagram that each episode would focus on an area for a certain demographic. The footage and information would include various locations with a range of attractions such as viewpoints and coffee shops. This idea of staycation guides is to focus on different demographics that would expand CCGHT's target audience and increase footfall.



(Visit Belfast 2020)



(Visit Melbourne 2020)

3. GREEN SPACE AND WELL BEING

My final idea is inspired by a range of academic sources that discuss the benefits of Green Space and the what the impact of exploring outdoors has on mental health. Jennings and Omoshalewa (2019) highlight that urban green space’s presence encourages positive social interactions, whilst cultivating social cohesion and enhancing health and well-being. A survey by The Land Trust (2016) provides quantitative data that proves the benefits green space has on society stating “9 out of 10 feel that our green spaces play a positive part in their happiness and well-being”. Many people are affected by mental health. I wanted to create a campaign that had a positive impact with the hope of helping others.

The concept is another Instagram campaign that highlights green space and well-being. The main aim is to bring mental health awareness by promoting CCGHT locations. This campaign brings more of a purpose than solely advertising locations. Furthermore, it provides information on how exploring outdoors is advantageous to someone’s mental and physical health.



(The benefits of green space 2016)

REFLECTIONS

Initially, I struggled to create three different ideas to meet the client's brief. The most significant thing I did to overcome this was to research relevant examples that sourced inspiration. I realised that gaining a better understanding of the brief and creative examples meant that I could brainstorm a range of creative outcomes effectively. For me, the most useful aspect of gaining feedback from my initial pitch was to eliminate my second idea.

- 1. #chasingccght**
Personally, I felt that this idea was my strongest. The aim was to create a campaign that was interactive and sustainable with followers. I researched the importance of hashtags and how effectively they created an online community. This was a great resource that was used to drive this idea. The feedback I received was positive with comments suggesting that this idea could provide the client with an abundance of free content after the collaboration ended.
- 2. Staycation Guides**
I questioned whether this was the most effective idea due to the logistics in the current Covid-19 climate. I created the idea to allow the client to expand their target audience by creating content for different demographics. The feedback on this idea raised the issue of current Covid-19 restrictions and that it would not be a wise decision. This is due to the fact that filming would involve close contact and create problems. This led to my decision to not choose this idea for the pitch as I felt it would not be a viable option for this project.
- 3. Green Space and Well-being**
For me, this idea is the most meaningful as it includes a personal element that viewers can connect with. I found it extremely interesting to read academic sources that discussed how beneficial green space is for well-being. I thought this idea was effectively executed by incorporating beneficial green space elements as well as promoting CCGHT locations. The feedback I received was both positive and constructive. I learned that this idea is relevant in today's society and could lead to a successful outcome of the brief.





COMMUNITY PARTNER PITCH

PITCH INFORMATION

01/Oct/2020

In attendance:

Claire Mulrone

Lucy Arbuthnot

Zoe Clarke

Nikki Maguire

In this meeting we presented our pitch to the community partner. Each team member presented their individual concepts which included storyboards and Instagram mockups. Presenting on Microsoft Teams meant we pitched virtually and shared our computer computer screen to the audience.

Each individual presented two different concepts:

-Lucy presented two ideas being 'Road Trips' and 'Hidden Gems'.

-I presented two ideas being '#chasingCCGHT' and 'Green space & Wellbeing'

THE PITCH

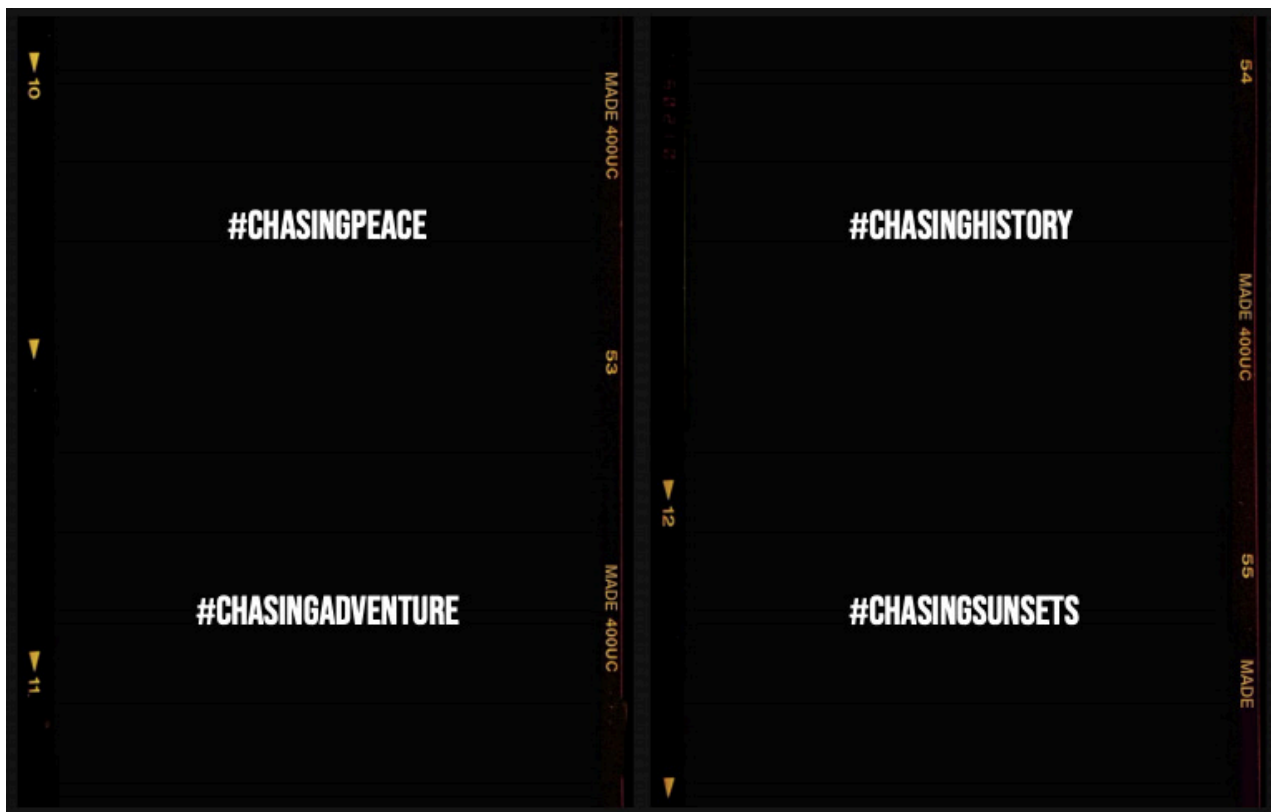
When discussing my first idea I give a brief summary explaining the Instagram campaign #chasingCCGHT.

-I highlighted the benefit of building an online community through utilising hash-tags.

-I elaborated on the opportunity of creating a sustainable and interactive social media platform.

-I showcased the graphics of individual hash-tags.

This allowed the community partner to visually see the hash-tags I created and further went into detail on the followings slides.



#CHASINGCCGHT

Whilst in the pitch;

-I communicated to the community partner the idea of an interactive aspect with regards to my concept.

-I presented storyboards for each individual hash-tag idea.

-I give context to the idea of providing a colour

palette, overall purpose and theme.

I wanted to convey that followers could interact with various hashtags as they had a range of themes being Peace, Adventure, Sunsets, and History.

Storyboard for #chasingpeace



Type of Shot: Medium Shot
Duration: 4 seconds
Description: Nature blowing in the wind with wind sounds in the background.



Type of Shot: Long shot
Duration: 5 seconds
Description: Beach with walkers and locations in the distance.



Type of Shot: Close up
Duration: 6 seconds
Description: Wood pieces with waves crashing in the background.



Type of Shot: Extreme closeup
Duration: 6 seconds
Description: Sand moving in the wind with soft tempo music playing.

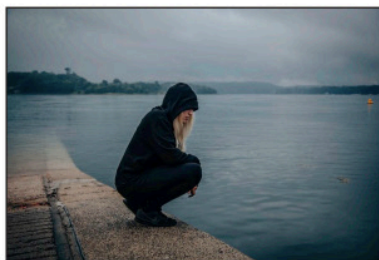


Type of Shot: Wide shot
Duration: 5 seconds
Description: Waves crashing on beach with walkers by.

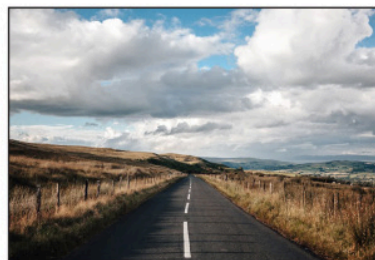


Type of Shot: Close up
Duration: 7 seconds
Description: Grass and sand moving with natural sounds in the background.

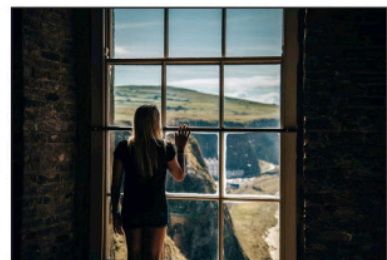
Storyboard for #chasingadventure



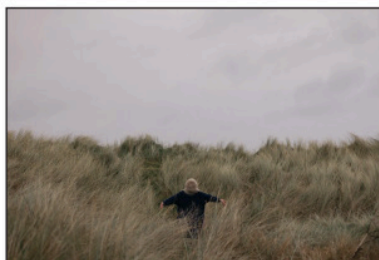
Type of Shot: Long shot
Duration: 4 seconds
Description: Model walking along pier with upbeat tempo music in the background.



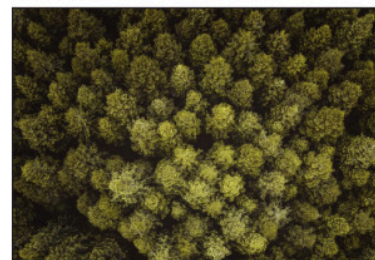
Type of Shot: Master Shot
Duration: 10 seconds
Description: Shot of the road and surrounding areas.



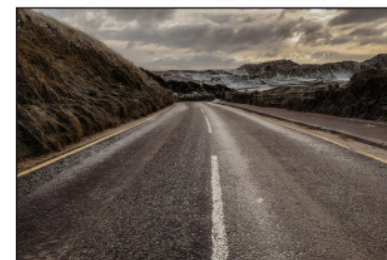
Type of Shot: Medium Shot
Duration: 7 seconds
Description: Model looking through Mussenden Temple.



Type of Shot: Pan/tilt
Duration: 5 seconds
Description: Model running through sand dunes.

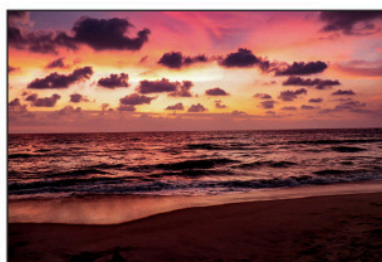


Type of Shot: Drone
Duration: 10 seconds
Description: Drone footage of inland with upbeat music in the background.

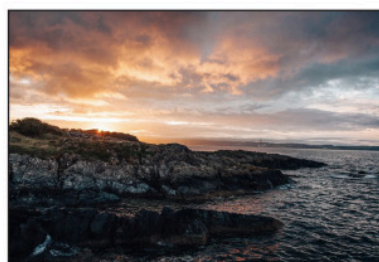


Type of Shot: Zoom
Duration: 8 seconds
Description: Zoom shot of road leading to mountains.

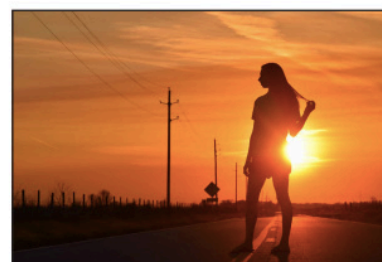
Storyboard for #chasingsunsets



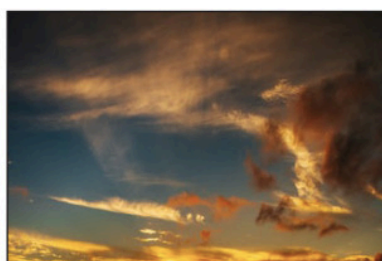
Type of Shot: Master shot
Duration: 5 seconds
Description: Footage of beach with sound affects of waves crashing.



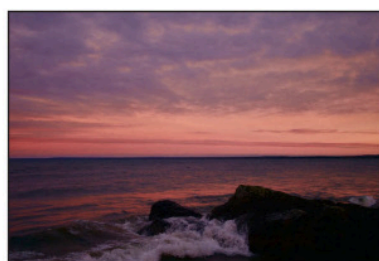
Type of Shot: Long shot
Duration: 6 seconds
Description: Waves crashing against the rocks with soft tempo music background.



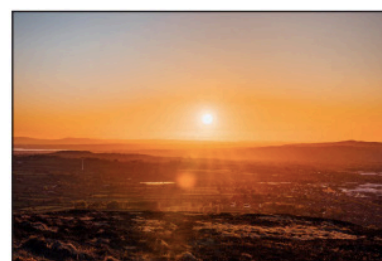
Type of Shot: Pan/tilt
Duration: 5 seconds
Description: Figure walking on the road with sun setting.



Type of Shot: Drone
Duration: 5 seconds
Description: Time lapse of sun setting.



Type of Shot: Zoom
Duration: 4 seconds
Description: Sunset with rocks and waves crashing.



Type of Shot: Master shot
Duration: 4 seconds
Description: Time lapse of sun setting.

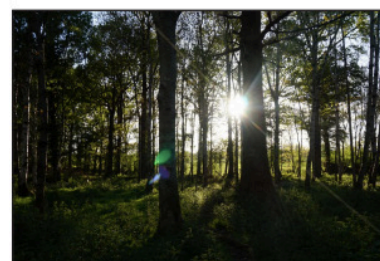
Storyboard for #chasinghistory



Type of Shot: Master shot
Duration: 4 seconds
Description: Old houses located in rural areas of Causeway Coast and Antrim Glens.



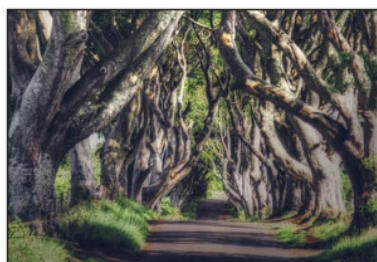
Type of Shot: Medium Shot
Duration: 5 seconds
Description: Ruins of castles and buildings following to close up shots of stone.



Type of Shot: Long shot
Duration: 6 seconds
Description: Showing trees that have been growing for decades.



Type of Shot: Drone shot
Duration: 4 seconds
Description: Drone shot circling ruins and buildings.



Type of Shot: Reveal
Duration: 5 seconds
Description: Revealing from road to the dark hedges.



Type of Shot: Long shot
Duration: 6 seconds
Description: Ruins while upbeat tempo plays in the background.

GRAPHICS

During my pitch;

- I showcased the graphics that were designed to be included in the promotional video.

- I explained that the usage of the font and banner was to educate the audience on these different locations whilst giving them a better understanding of what they are watching.

- I choose a simple and modern typeface so that it would be clear to read.

- I communicated that the banner colour palette would be determined by the previous storyboards. However, a universal colour palette was inspired by the visual aspect of sand and the roads at the CCGHT locations.

Typeface

Causeway Coast and Glens Heritage

Ubuntu

CAUSEWAY COAST AND GLENS HERITAGE

Bebas neue

Banners





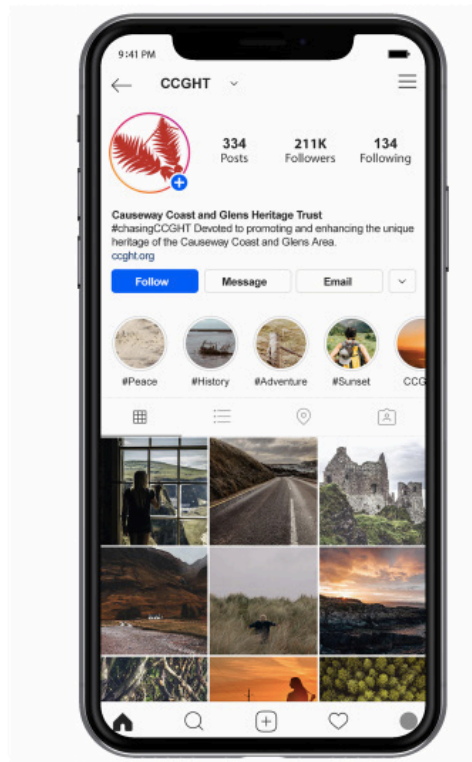
INSTAGRAM

In the first client meeting, it was discussed that the chosen social media platform would be Instagram as it was not being used by CCGHT.

I wanted to create a clean and minimalist Instagram profile. This would be executed by combining images and videos of various CCGHT locations. This Instagram design aims to reflect the natural beauty as well as the company's mission of being able to protect these areas.

I presented a mock-up of an Instagram story which is an interactive element of this social media platform. I explained that utilising Instagram stories can mean users will be more likely to view content due to Instagram algorithms.

My idea for Instagram stories was to keep short snappy videos posted. I believed posting through stories would be advantageous to the aspect of building community and networks.



#GREENSPACE AND WELL-BEING

When discussing my second idea;

-I give a brief summary explaining the concept of Greenspace and Well-being.

-I give factual information on the well-being benefits of urban green space which enabled me to give the community partner a better understanding of the topic.

-I communicated in my pitch that this concept's purpose is to help others while promoting CCGHT locations.

-I showcased my storyboard for my second idea.

-I went into detail about the calming theme.

-I mentioned the importance of a voice-over in all videos produced.

Presenting images and descriptions allowed the community to visualise my concept and gain a better understanding of my topic.

Storyboard for Green Space



Type of Shot: Long shot
Duration: 5 seconds
Description: A child running up the sand bank with soft tempo music.



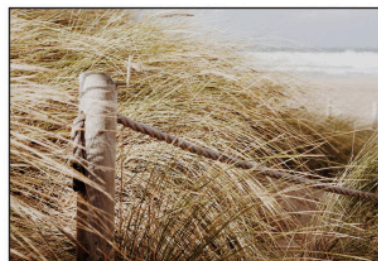
Type of Shot: Extreme close up
Duration: 7 seconds
Description: Focus on grass and waves crashing in background.



Type of Shot: Extreme close up
Duration: 5 seconds
Description: Railway with upbeat music in the background.



Type of Shot: Master Shot
Duration: 4 seconds
Description: Footpath with walkers and upbeat tempo music.



Type of Shot: Pan/tilt
Duration: 5 seconds
Description: Entrance to the beach panning from sand dunes to the sea.



Type of Shot: Medium Shot
Duration: 5 seconds
Description: Inland videography with upbeat tempo music.

GRAPHICS

Showcasing my second idea;

-I discussed the graphics that were designed to be included in the promotional video.

-I explained that the usage of the font and banner was to educate the audience on different locations, Whilst giving them a better understanding of what they are watching.

-I chose a serif typeface that brings character to the video visuals.

-I communicated that the banner colour palette is green inspired by Green Space and the tones of greenery outdoors.

Typeface

Causeway Coast and
Glens Heritage

Bitter Thin

**Causeway Coast and Glens
Heritage**

Crimson Text

Banners



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INSTAGRAM

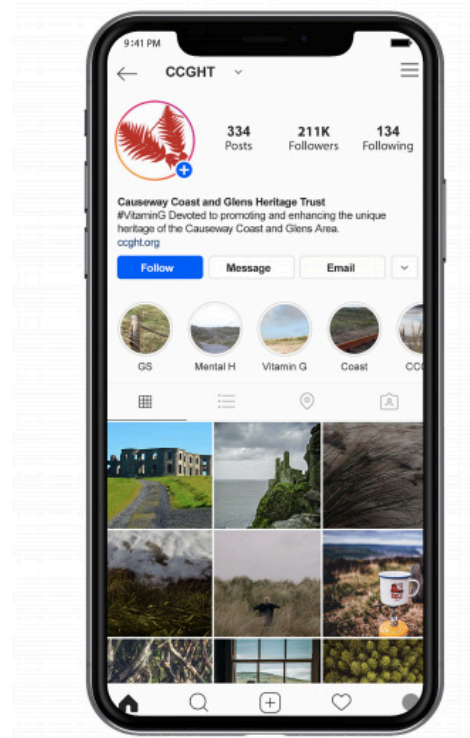
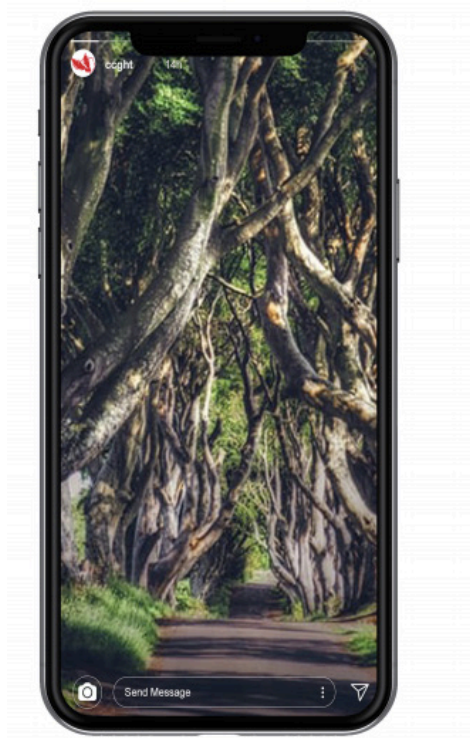
Finishing my pitch;

-I concluded with an Instagram mockup of Green Space and Well-being.

-I presented the profile as minimalistic and clean.

-Relating back to the previous mockups, I emphasised the importance of Instagram Stories and how it would be of great benefit to building community and networks.

-I finished the pitch by asking the community partner and team members if they had any questions regarding my pitch. In this instance, they did not.



PERSONAL REFLECTION

I felt that the two concepts I produced effectively met the brief for an interactive promotional video. On reflection, I think I would spend more time on storyboards and create a relevant narrative script.

I liked my idea of #chasingCCGHT as I felt it was both interactive and sustainable. However, my favourite aspect of this concept is the wide variety of content it involves.

I found the second idea to be the most difficult to execute. I struggled with creating something that could raise awareness of mental health and promote CCGHT. The use of storyboards, graphics, and voice-overs I think accomplished the aim of conveying a professional and engaging promotional campaign.

OVERALL FEEDBACK

The decision was made that the CCGHT Instagram campaign will be an amalgamation of Lucy's idea Hidden Gems and my idea Green Space. Nikki loved the use of geotags and white font in Lucy's concept and felt this should be incorporated in the final outcome. Nikki stated that she liked the colour palette of the well-being and use of natural sounds which she believed will go hand in hand.

The conclusion was that we will develop four stinger videos and a three-minute promotional

video. As a team, we would create an Instagram catalogue that includes a list of hash-tags.

Additionally, we will provide a list of organisations, influencers, and bloggers that CCGHT could be encouraged to follow. The catalogue will be attached with a portfolio of photographic material CCGHT can use with credits to both Lucy and myself.

“What stood out to me in terms of what I think could work really well together is the idea of hidden gems working with the idea of well-being. The idea of here’s a hidden gem that you can come to for some peace and solitude”

(Nikki Maguire 2020)

“Well done Lucy and Zoe. What a great pitch. Nikki was very impressed with the work you both presented. Your delivery was confident and professional.”

(Claire Mulrone 2020)

"Zoe for me your idea of #chasingCCGHT and the idea of four hashtags linking into CCGHT is great. I think it's bigger than anything we could keep up with. We have an hour a week for social media between us all. I think you should probably email it to the tourist board, as it would be amazing for that. I believe it's too big of a beast for us when you leave for us to do it justice"

(Nikki Maguire 2020)



FINAL OUTCOME



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FIRST STINGER VIDEO - DUNSEVERICK CASTLE

Location: Dunseverick Castle.

Geotag: 55°07'57.5"N 6°02'29.4"W

Videographers: Lucy Arbuthnot and Zoe Clarke.

Editor: Lucy Arbuthnot.

Sound Engineer: Zoe Clarke.

Caption: The time has finally come to show you the first teaser of our Hidden Gems Campaign. Inspired by finding solitude exploring the outdoors, we have discovered amazing hidden gems in the Causeway Coast and Glens. First up is Dunseverick Castle rich with history and breathtaking views. Have you got some hidden gems saved on your camera roll? Share them with us using #hiddengemscg for the chance to feature.

Script:

“Dunseverick Castle is situated in County Antrim, near the small village of Dunseverick and Giants Causeway. Where the causeway cliff path also runs past on its way to Dunseverick harbour to the east and to the giant’s causeway to the west.

Get lost in the rich history of this hidden gem and the stories these ruins hold. Walk the path Saint Patrick explored himself at the beautiful castle in the 5th Century AD where he baptized a local man called Olcan who later became a Bishop of Ireland.

Let your imagination run free as you create the memories these walls have seen. In the early 1600’s this castle was captured and destroyed by General Robert Munro and his troops. A small residential tower survived until 1978 when it eventually surrendered to the sea below. Today only the ruins of the gate lodge remain.”



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SECOND STINGER VIDEO - BANN ESTUARY

Location: Bann Estuary.

Geotag: 55°16'59.04"N 6°7469.06"W

Videographer: Zoe Clarke (Entire footage shot on iPhone)

Editor: Lucy Arbuthnot.

Sound engineer: Zoe Clarke.

Caption: Portstewart Strand beach is always a favorite spot here in Northern Ireland! Did you ever wonder where off beaten paths among the sand dunes would lead you? We explored the beautiful Bann Estuary. (A tip from one explorer to another - keep an eye out for Life buoy 10.) Have you got some hidden gems saved on your camera roll? Share them with us using #hiddengemscght for the chance to feature.

Script:

“Step into a hidden gem as you walk through the six thousand year old sand dunes at Portstewart strand, one of Northern Ireland’s best beaches. Walking to the river’s edge at the Bann Estuary explore the hidden scenery, crashing waves and journey off beaten paths to calm the soul. Climb the sand ladder at the lifebuoy 10 to leave the golden strand behind you. Soon, you will enjoy the tranquillity of the dunes where wildflowers dance in the breeze.”

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THIRD STINGER VIDEO - GLENARIFF WATER RESERVE

Location: Glenariff Water Reserve.

Geotag: 55°01'93.17"N 6°12'39.52"W

Videographer: Lucy Arbuthnot and Zoe Clarke.

Editor: Lucy Arbuthnot.

Sound engineer: Zoe Clarke.

Caption: Known as the 'Queen of Glens' we discovered the trails of Glenariff Waterfall Reserve. It is the largest and most spectacular of the Antrim Glens. As our third hidden gem location it's relaxing sounds of water and nature is sure to be enjoyed by all. Have you got some hidden gems saved on your camera roll? Share them with us using #hiddengemscgth for the chance to feature.

Script:

"Glenariff Waterfall Nature Reserve lies within the breath-taking Glenariff Glen, known as 'Queen of Glens' It is the largest and most spectacular of the Antrim Glens, located approximately 5km from the coastal village of Waterfoot. The deep wooded gorge contains a mixture of semi-natural upland oak and plantation wood with pools, rapids and waterfalls.

Allow your senses to guide you as you follow the marked trail into the Reverse, strolling through rich oak, hazel, ash and willow by the water's edge, with occasional shrubs of holly, elm, sycamore and rowan. The forest is vibrant with the sound of resident and migrant birds including wagtails and dippers.

The sharp-eyed individual may be able to spot St. Patrick's favourite plant called St. Patrick's cabbage. Look out for small woodland creatures including the Red Squirrel as you wander through the Reserve and listen to the water as it tumbles gracefully into the lower river, spraying the nearby rock walls. The light peeks through the trees onto the glistening rocks, home to various mosses and liverworts."



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FOURTH STINGER VIDEO - BALLYHACKET VIEWING POINT

Location: Ballyhacket Viewing Point.

Geotag: 55°12'45.10"N 6°8'427.68"W

Videographer: Lucy Arbuthnot and Zoe Clarke.

Editor: Lucy Arbuthnot.

Sound engineer: Zoe Clarke.

Caption: Go from a dry coastal drive to a snowy mountain in minutes. We explored fantastic views at this special place called Ballyhacket Viewing point. Have you got some hidden gems saved on your camera roll? Share them with us using #hiddengemscght for the chance to feature.

Script:

“Ballyhackett View Point is a hidden gem that is enjoyed in all seasons. Braving up the mountain road on a beautiful crisp winters day, take in the breathtaking view below. Situated only a few miles from the famous Mussenden Temple and local villages Articlave and Castlerock, the short drive up the mountain is rewarded with a stunning view of the land and sea. Bring a picnic and be present in the stillness and silence this hidden gem offers.”



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FINAL PROMOTIONAL VIDEO

Locations: Ballyhacket Viewing Point, Bann Estuary, Dunservick Castle and Glenariff Waterfall Reserve.

Videographer: Lucy Arbuthnot and Zoe Clarke.

Editor: Lucy Arbuthnot.

Sound engineer: Zoe Clarke

Caption: It's finally here! Our showcase of Causeway Coast and Glen's Heritage Trust's Hidden Gems. Even in a Pandemic, we have worked together virtually with a range of amazing creatives to create this wonderful video. In partnership with the Science Shop at Ulster University, we want to inspire others to look after their mental health by exploring the outdoors. Have you got some hidden gems saved on your camera roll? Share them with us using #hiddengemscg for the chance to feature.

Script:

“Far across yonder blue lies a true fairy land
With the sea rippling over the shingle and
sand

Where the gay honeysuckle is luring the bee
And the green glens of Antrim are calling to
me

If only you knew how the lamp of the moon
Turns a blue irish bay to a silver lagoon
You'd imagine the picture of heaven it would
be

Where the green glens of Antrim are calling
to me

Soon I hope to return to my own Cushendall
'Tis the one place for me that can outshine
them all

Sure I know ev'ry stone I recall every tree
Where the green glens of Antrim are calling
to me

I would halt at a cabin close down by the
shore

And I'd knock with my heart at that wee
cabin door

While the sun showered gold in the lap of
the sea

And the green glens of Antrim were smiling
at me

If only you knew how the lamp of the moon
Turns a blue irish bay to a silver lagoon
You'd imagine the picture of heaven it would
be

Where the green glens of Antrim are calling
to me

Now, I'd be where the people are simple and
kind

And there's one there for me who's been on
my mind

And I'd pray that the world would in peace
let me be

Where the green glens of antrim are heaven
to me

If only you knew how the lamp of the moon
Turns a blue irish bay to a silver lagoon
You'd imagine the picture of heaven it would
be

Where the green glens of Antrim are calling
to me”

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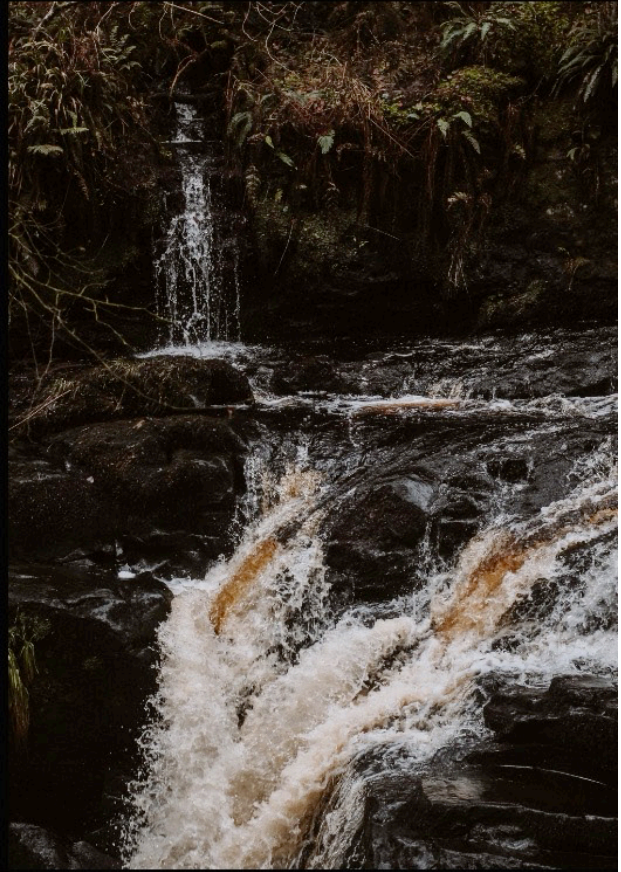


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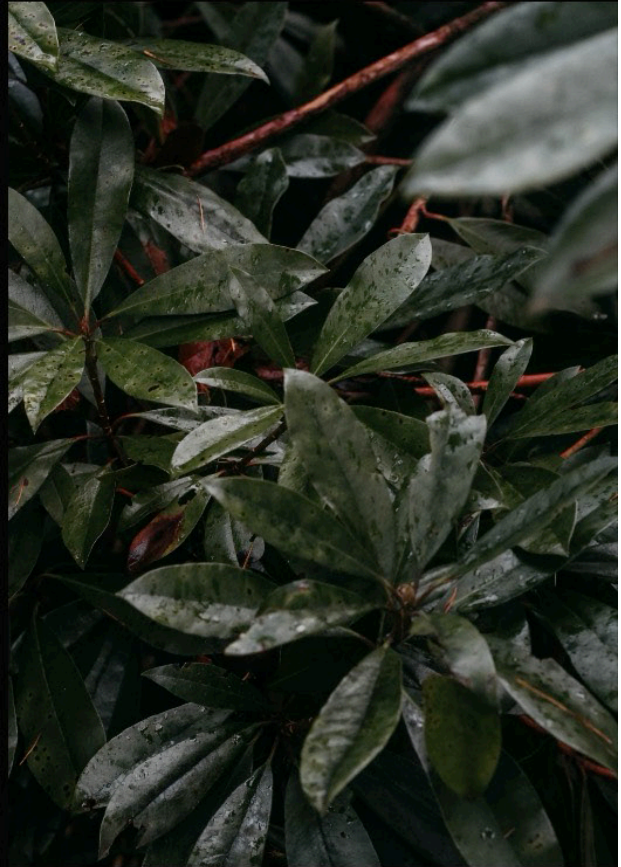
MADE 400UC



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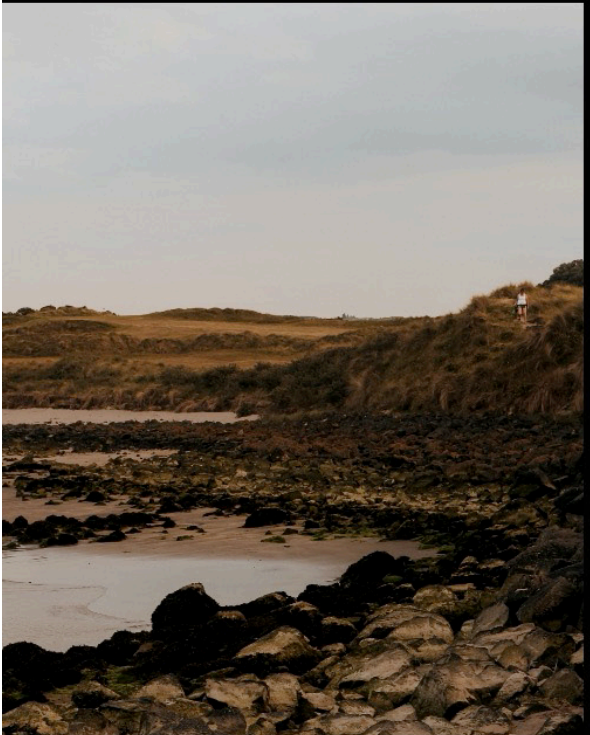




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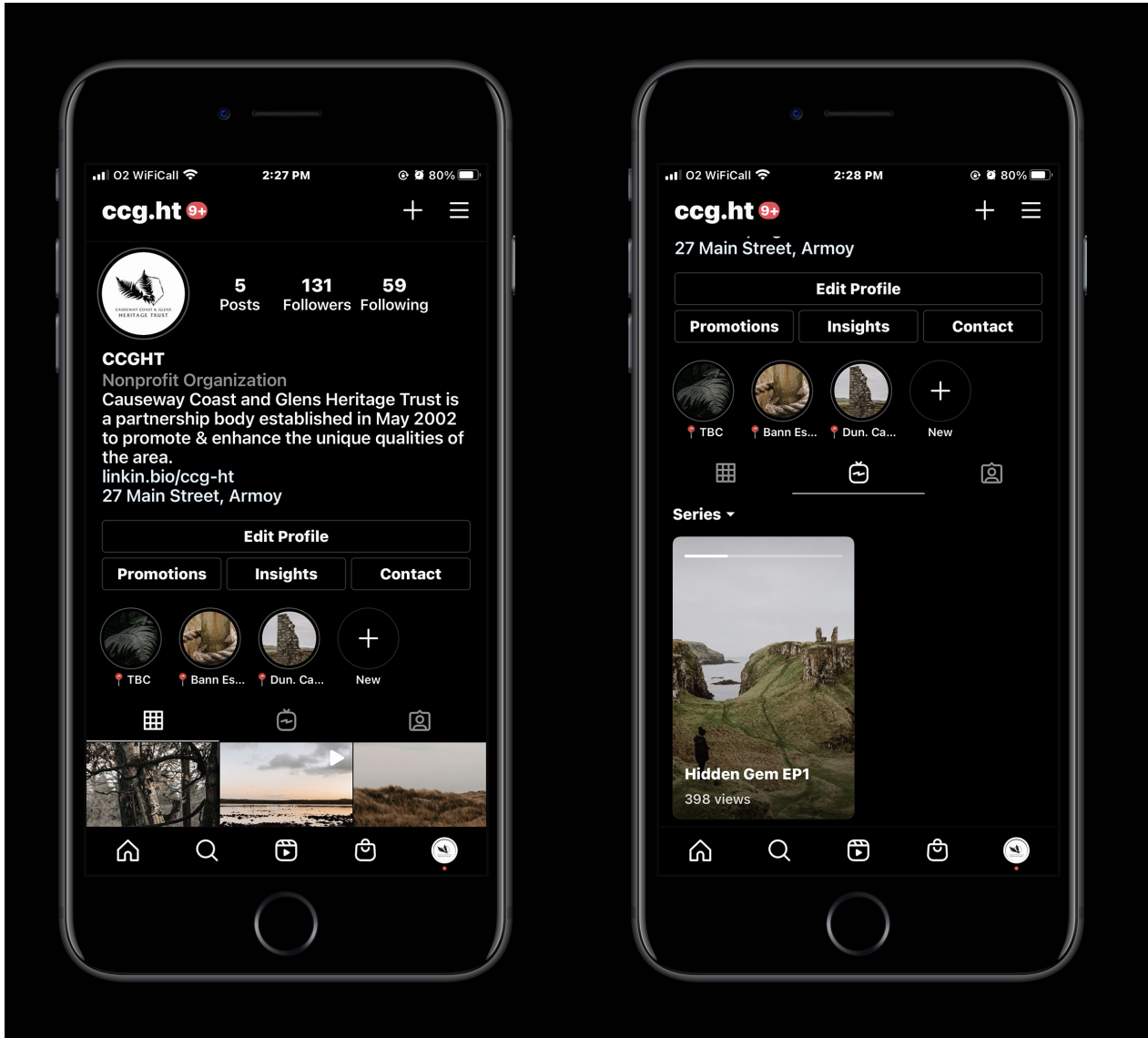


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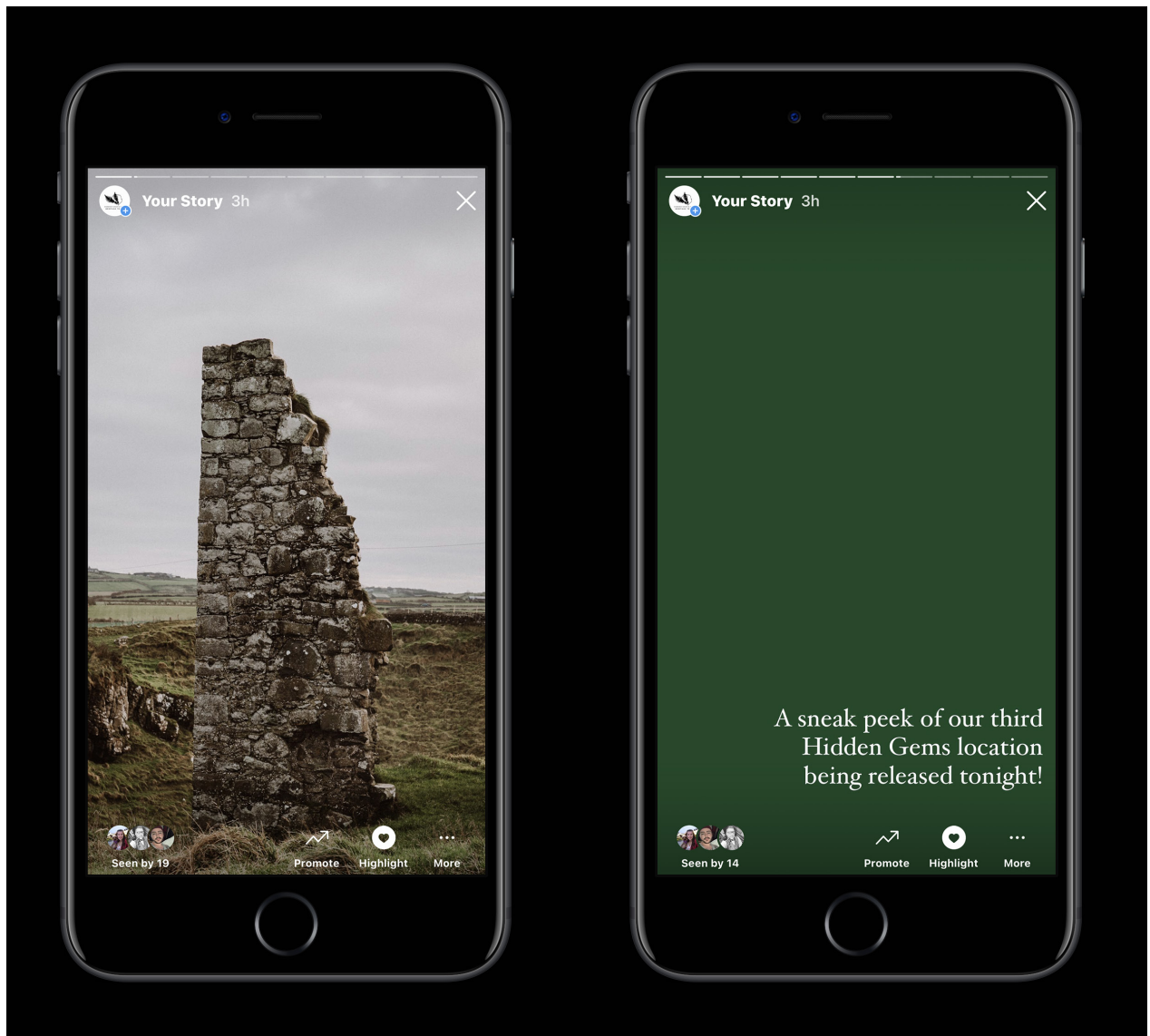


▲ 10

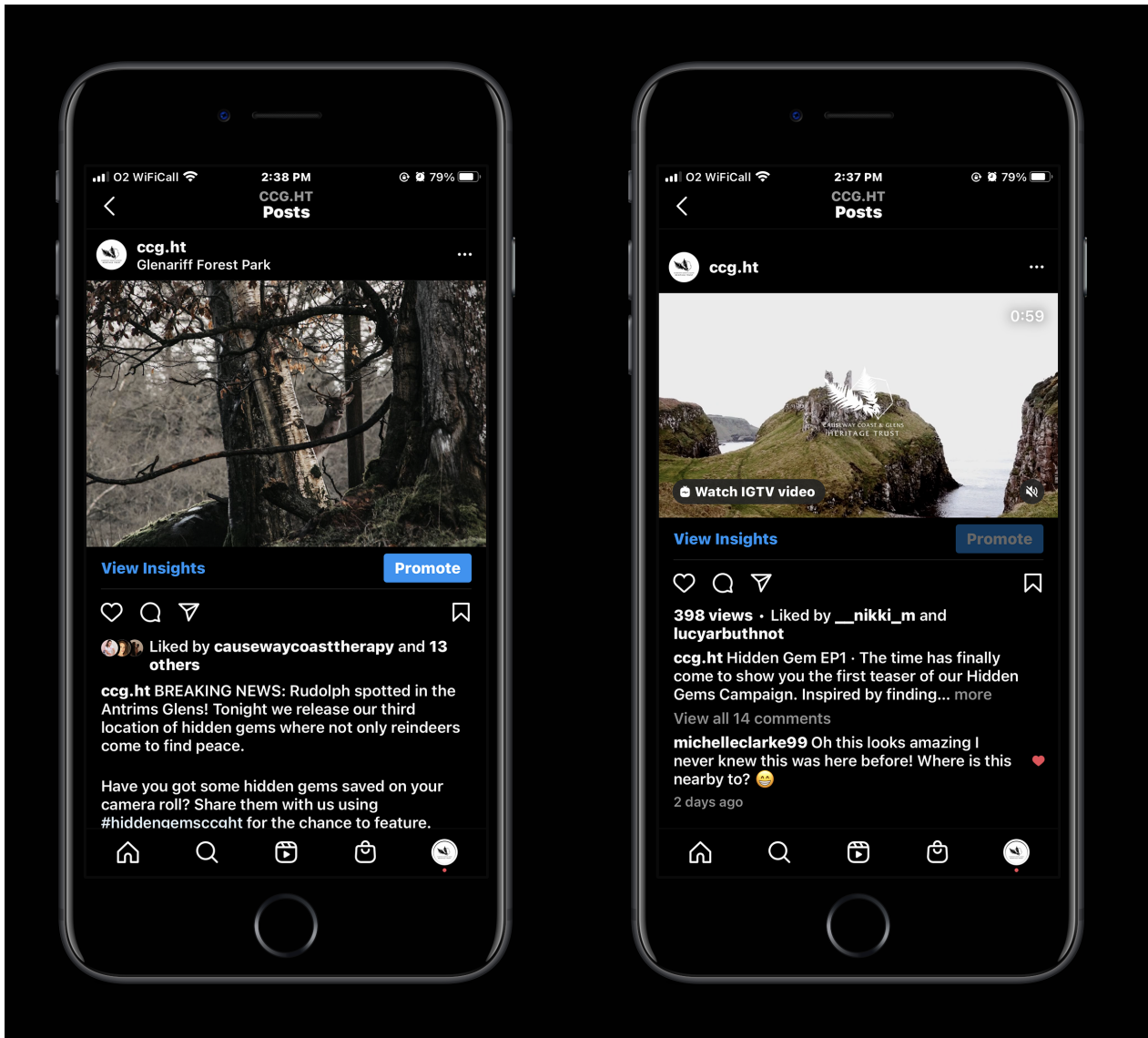
INSTAGRAM PROFILE & IGTV



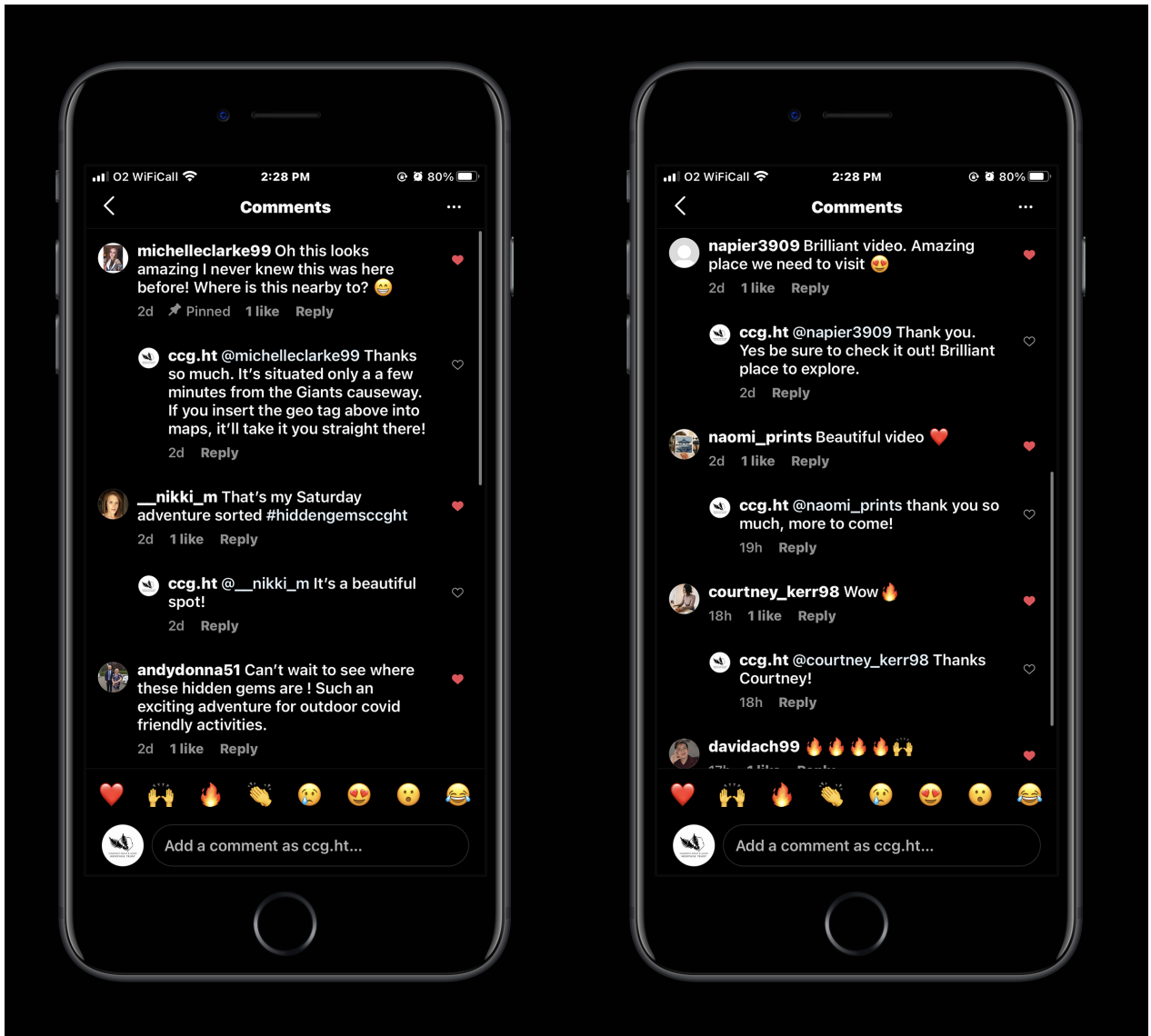
INSTAGRAM STORIES



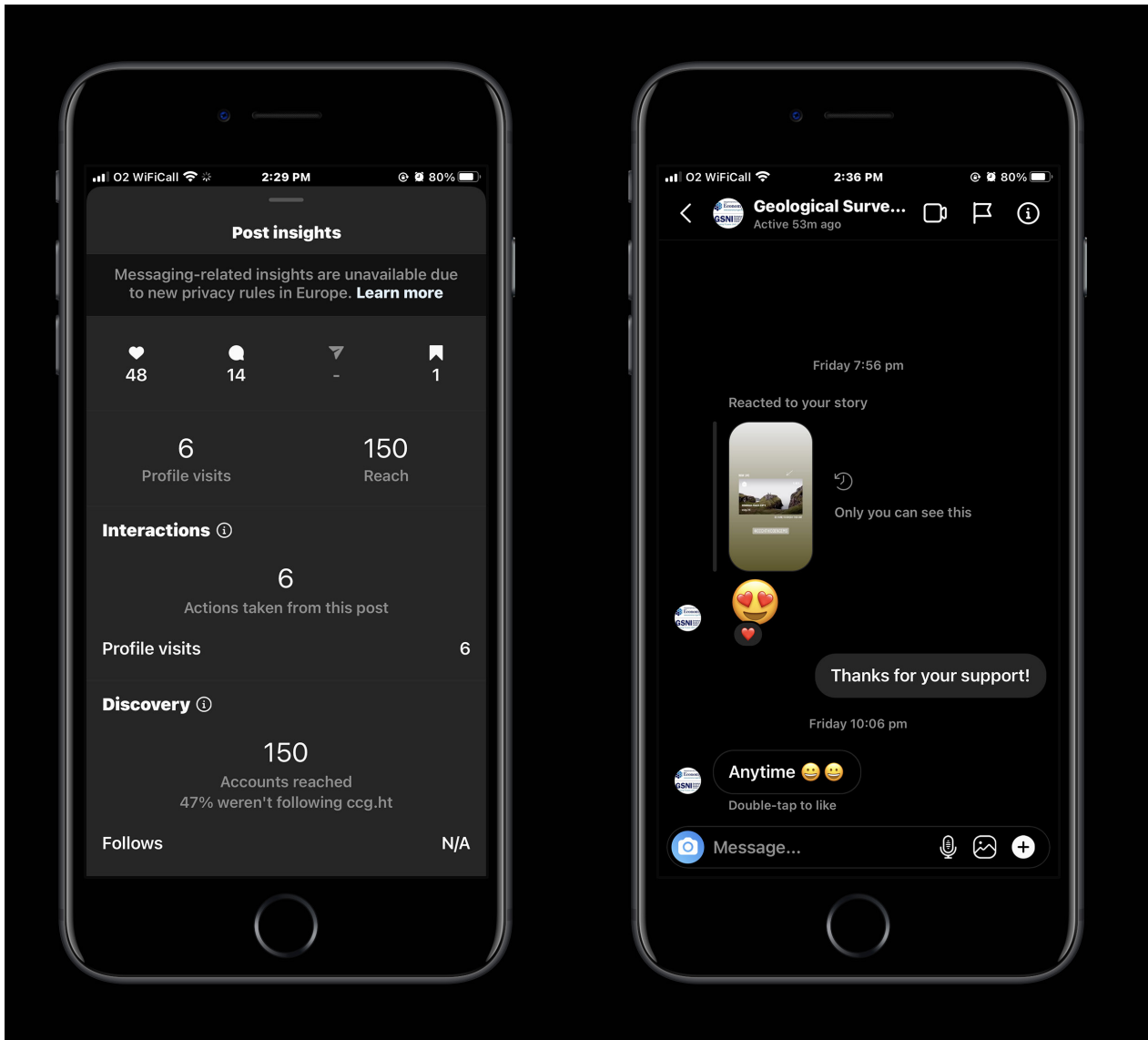
INSTAGRAM POSTS



INSTAGRAM COMMENTS



INSTAGRAM INSIGHTS AND DMS





CATALOGUE

In addition to the promotional videos, we agreed to create a catalogue for CCGHT. This catalogue was a marketing strategy document to advise and help CCGHT continue to grow its online presence.

This catalogue included various elements such as hashtags and inspiration. We also attached a portfolio of photographic material that CCGHT can use in future posts.

We identified each team member's name and Instagram links for identification and credit of content produced.

INSTAGRAM CATALOGUE

CAUSEWAY COAST AND GLENS HERITAGE TRUST



BY LUCY ARBUTHNOT AND ZOE CLARKE

CCGHT HASHTAGS

Hashtags are key elements to promote and engage with followers on Instagram. Here are suggestions of Hashtags that should be used in conjunction with all stinger videos, the three-minute promotional video and any other posts relating to the CCGHT Instagram Campaign. These hashtags should indicate the themes and relevant words in regards to the promotional videos and content posted.



CCGHT HASHTAGS

#greenspace

#inlandandupland

#hiddengemccght

#vitaminG

#hiddengemsNI

#AONB

#ccght

#adventuringccght

#careforcoast

#exploringccght

#areaofoutstandingnaturalbeauty

#positivemind

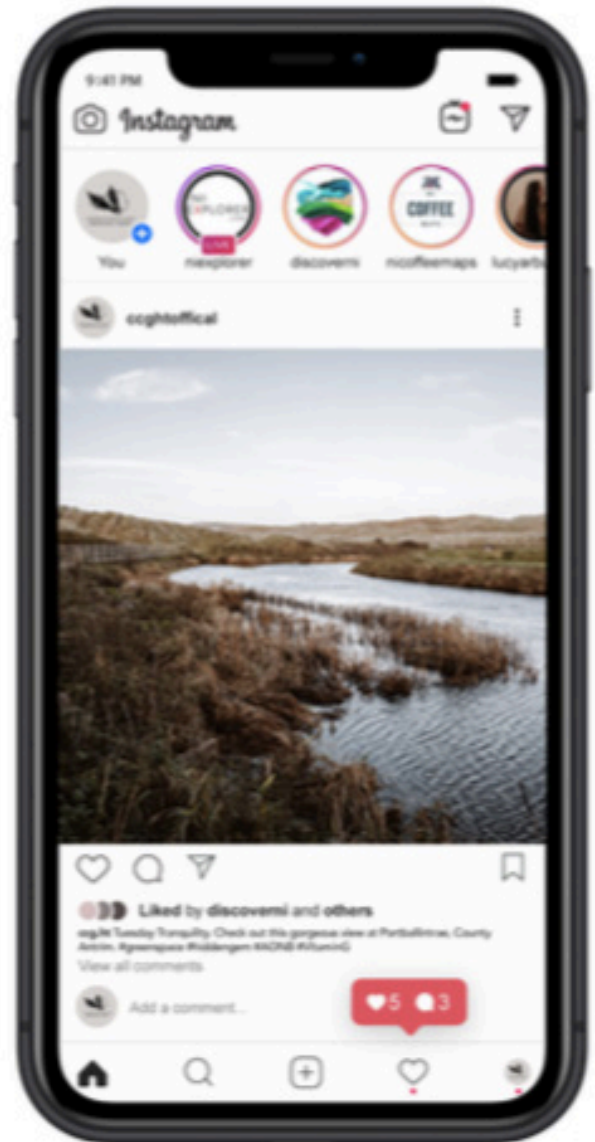
#mentalhealthccght

#greenspaceformind



INSTAGRAM MOCK UPS

EXAMPLES OF INSTAGRAM POSTS WITH HASHTAGS



CONNECT WITH

ORGANISATIONS AND OTHER ONLINE INFLUENCERS

Instagram is a community hub which should be explored. Connecting with many relevant organisations and influencers/bloggers. Supporting each other's online profile and brand can lead to many promotions, new followers and future collaborations. Networking on social media is just as important as in person. The realm of opportunities that can come from building strong communities is endless. The list below shows potential profiles to follow and interact with:



ORGANISATIONS

Causeway Coast and Glens Event
Causeway Coast and Glens Borough Council Managed
and Funded Events
[@causewayglensevents](#)

Discover Northern Ireland
Official NI Tourist Board
[@discoverni](#)

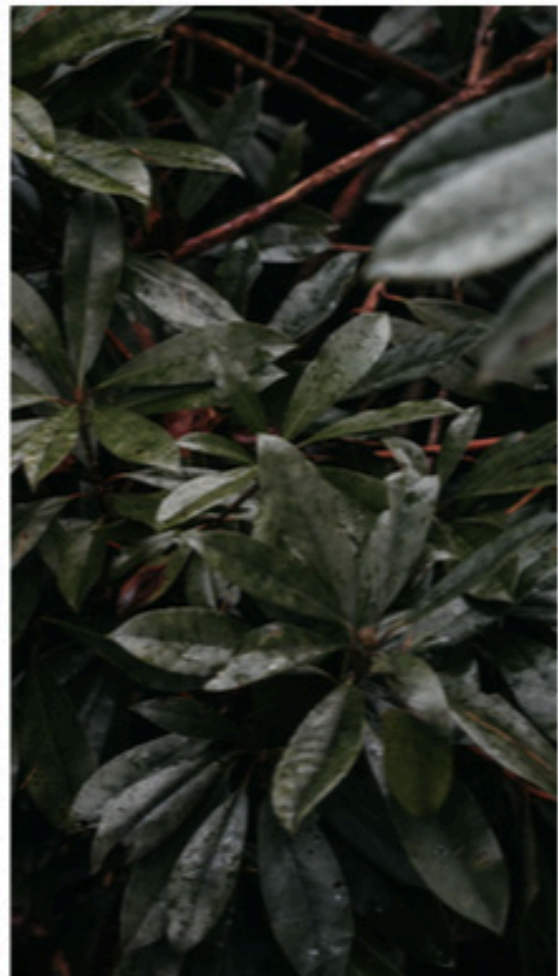
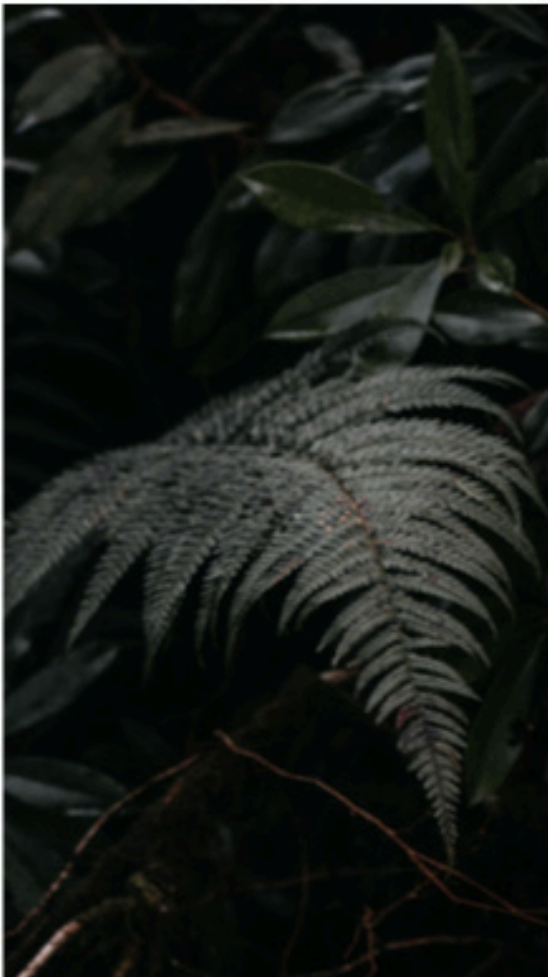
Explore Northern Ireland
Travel Company
[@explorenorthernireland](#)



Trek Northern Ireland
Family-run and eco-conscious brand and
community blog
@trekni

NI Explorer
Local and Travel Website
@niexplorer

Northern Ireland Travel
Travel company
@instanorthernireland



Influencers/Bloggers

Visit Causeway Coast and Glens
Causeway Coast and Glens Travel Blog
@visitcausewaycoastandglens

Causeway Coastal Routes
Causeway Coastal Travel Blog
@causewaycoastalroute

North Coast Hype
North Coast Travel Blog
@northcoasthype

Emily Mary McClean
NI Travel Blogger/Influencer
@sloopemc

Northern Ireland Feature Page
Photography page
@instani

Sasha Ferg
NI Travel and Urbex Influencer
@sashaferg

Insta Ireland
Irish roadtrip Guides
@instaireland

Robert Sanlon
Travel Photographer
@robert_sanlon

Ireland Passion
Travel blog
@ireland_passion

Mental Health by Lee
Mental health and community blog
@mentalhealthbylee

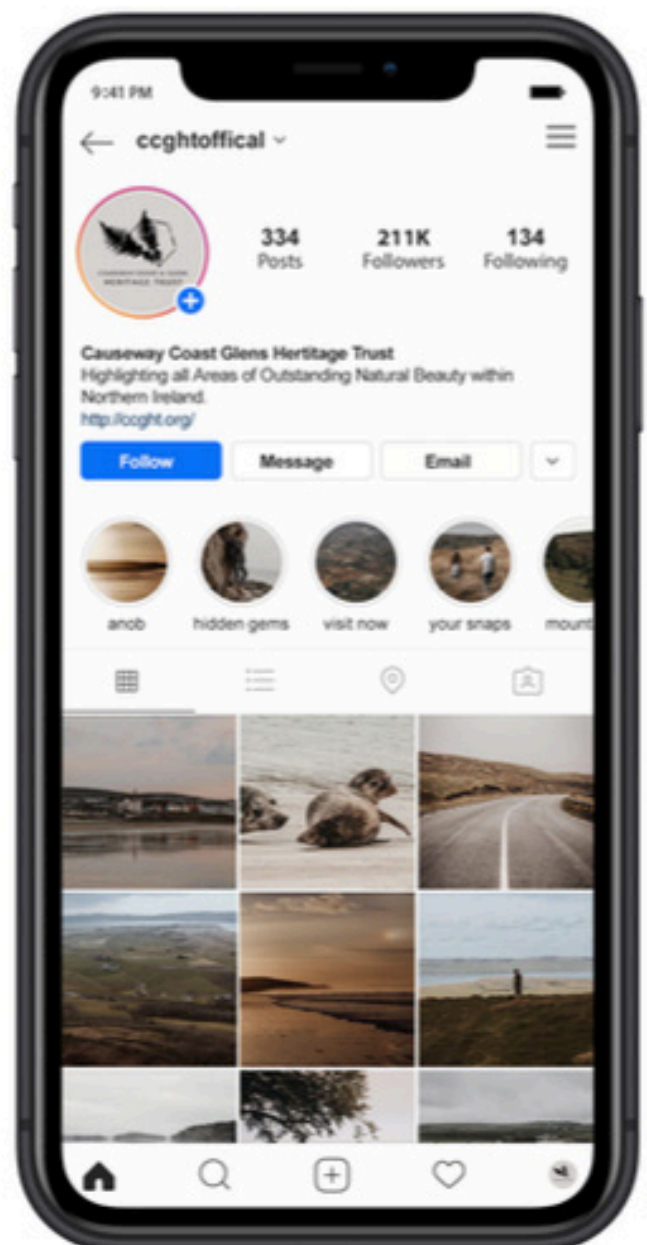
Mental Health UK
Charity Organization
@mhealthuk

Mind Charity
Charity Organization
@mindcharity

INSTAGRAM LOG IN DETAILS

username: ccg.ht

password: CCGHT\$\$2020



PHOTOGRAPHIC MATERIAL

Attached is a portfolio of photographic material by both Lucy Arbuthnot and Zoe Clarke which CCGHT can use on their social media platforms to promote CCGHT. Each image's name is identified who took the photography. Please ensure that credit is given to both creatives for each photograph in captions such as 'Photo by @missmediaphotography'.

Credit Given to

Lucy Arbuthnot @missmediaphotography

Zoe Clarke @clarkecreated



SELF- REFLECTION

As a team, we worked well together to produce a high-quality outcome. I was in charge of the audio with choosing music, sound effects, and scripts which I narrated myself.

I assisted Lucy at all locations with videography and photography skills. I filmed the entire Bann Estuary video on an iPhone 10s and a DJI Smartphone Gimbal. Deciding not to use a DSLR as I wanted a creative challenge and I learned that it was interesting to understand that high-quality videos can be executed with modern phones and technologies.

I managed the social media platform and ensured all posts followed my schedule that was agreed with Lucy.

I also created the content for the Instagram Catalogue and organised the portfolio of images for CCGHT.

Lucy executed an excellent job as Visual

Director. She was responsible for video production, photography and editing. She also was a great help to me with my tasks and gave her opinion and skills when needed.

I believe that the Instagram campaign was a huge success. There was a large interaction with followers and we increased the following by over 100 followers in the first two days of the campaign.

Both the followers and the client were satisfied with the campaign. Many comments praised the video as inspiring and creative which was a huge encouragement. Country Homes Magazine (2020) contacted the team to say "Looks a wonderful place and showcased beautifully in the video".



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▶ 11



▶ 12

PROJECT MANAGEMENT



Causeway Coast and Glen Heritage Trust

Add/remove people

Message Board

- Science Shop Animation** 1
Hi guys, Here is the Science
- CCGHT Questions**
Good afternoon, Lucy and I
- Great news** 1
Good evening Lucy and Zoe
- Untitled**
- New poem from friend in carnlough**

To-dos

Zoe's Todo

- Finish catalogue with updated corrections
- Gather files of Zoe's Photos
- Gather files of Lucy's Photos
- WeTransfer files of catalogue and photo files to Nikki and team by Friday

Stinger Videos

- Bann Estuary Video done and uploaded to basecamp

Docs & Files

- Stinger video drafts**
- Schedule for Posting**
We havent gotten access to the password of ccg.ht account to draft posts yet so I have made a timeline of what will be posted between the ...
- Instagram document**
- CCGHT DOCUMENT**

Campfire

- Claire Mulrone** 5:50pm
- Claire Mulrone** 5:51pm
Check this out. <https://eur0...>
- Claire Mulrone** 12:52pm
Do you launch the CCGHT i...
- Zoë Clarke** 12:53pm
Hi Claire, yes here is the foll...
- Zoë Clarke** 12:54pm
| First posts of the day will b

Schedule

- Fri, Dec 11**
Instagram campaign deadline (with docs attached) 🕒
11:00am - 11:30am
1 photo and video of Dun. Castle 🕒
12:30pm - 1:00pm
- Sat, Dec 12**
1 photo and Glenariff Video 🕒
12:30pm - 1:00pm

Automatic Check-ins


Create recurring questions so you don't have to pester your team about what's going on.


[Change tools \(add Email Forwards\)](#)

MESSAGE BOARD & CAMPFIRE

Campfire ⋮


Friday, October 2

 **Claire Mulrone** 9:01am
Morning, uploaded CCGHT logos, guidance docs and project over view from Nikki. Happy Friday 😊

... 9:56am **Me** 


Good morning! Brilliant, thank you so much. Have a good weekend 😊

Monday, October 5


... 10:33pm **Me** 




Hey lucy, Here is CCGHT's twitter page. <https://twitter.com/CCGHT>

Thursday, October 15

 **Adrian Hickey** 11:03am
https://teams.microsoft.com/j/meetup-join/19%3ameeting_Njgz7DAwNtctNzU3OC00YzE3LWVzGUtNDg2OWYxZjlmMDY1%40thredv2/O7context=%7b%221d%22%3a%226f0b9487-4fa8-42a8-ae4-bf2e2c22d4e8%22%2c%220d%22%3a%229ea57711-c441-4d38-89d8-0d0b0acb43a6%22%7d

See you at 11:30

 **Lucy Arbuthnot** 11:04am
Perfect, See you then.

 **Claire Mulrone**
Nov 19 · Notified 5 people 2

Lucy and Zoe
Are you two happy to put together a video for face book from the stingers including information about who you are and why you created the video.

Let me know if this is possible before I go back to Nikki. We could include this on the pen drive.

If you are happy I would suggest to Nikki not to post on face book out until January so it does interfere with your launch...let me know your thoughts.

Claire



2 Comments

 **Zoë Clarke**
Hi Claire Nov 19 ...

Lucy and I are out at location at the moment.

We would be happy to include a paragraph each about information of ourselves but don't think there is enough time to start planning and filming another video for a different platform. If we had of knew about it weeks ago we could of scheduled it in etc. We want to prioritise the Instagram campaign to a high standard and would prefer not take on more videos which would affect the plans in place.

Hope you understand our concerns!

Thanks
Zoë



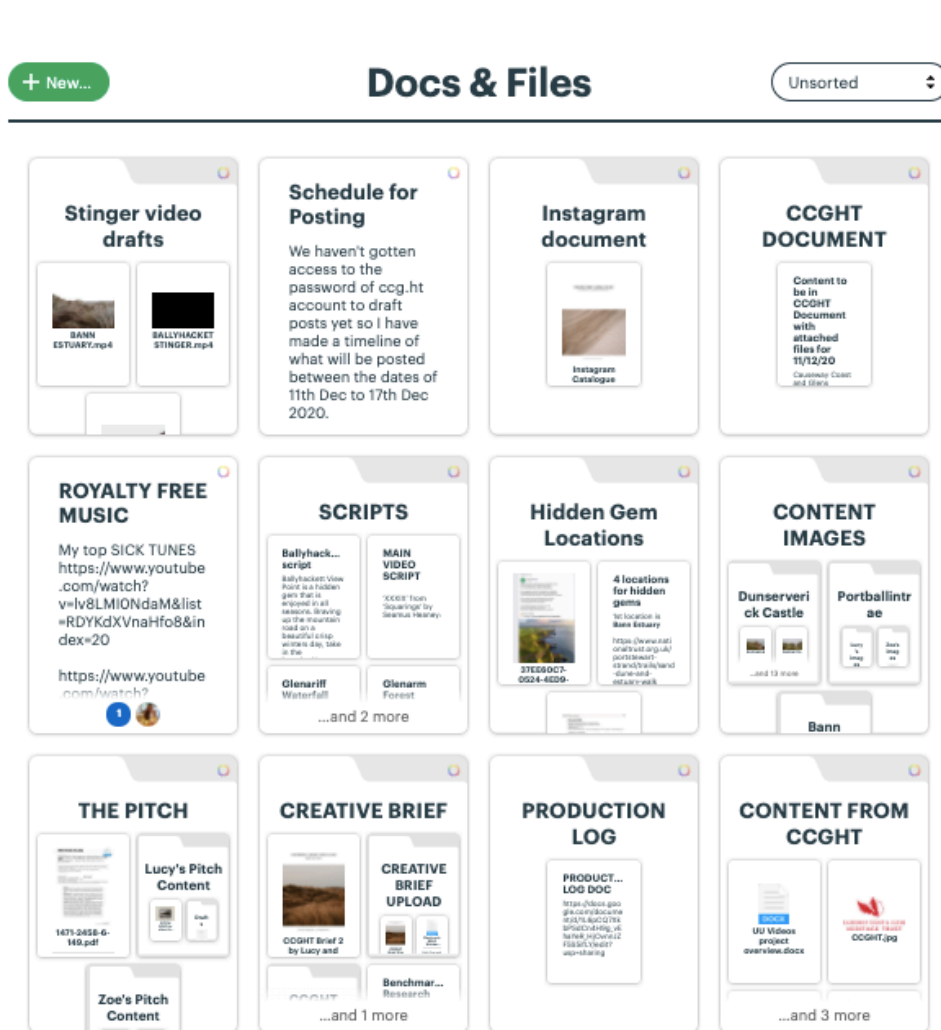
As a group, we utilised Basecamp effectively. Basecamp's Message Board and Campfire allowed us to communicate to a high standard.

As a team, we sent messages regarding every aspect of the project. We discussed ideas, deadlines, and schedules in both the message board and campfire.

I found communicating through these platforms to be extremely beneficial to the

team and individual members. It gave a sense of great team work with steady contributions from each team member. It meant no-one was left out in communication and avoided misunderstandings within the group.

DOCS AND FILES



The docs and files were extremely useful to upload each individuals work. It was particularly convenient to check and analyse other team members' content.

This allowed us to keep up to date and created for us seamless uploads of documents.

This section of basecamp kept all work in the same area which meant we could organise documents and see an overall impression of the project.

TO-DO LISTS & SCHEDULE

And 4 more completed to-dos...

5/5 completed - [Archive list](#)

Insta Campaign Document

Add a to-do

- ✓ Create portfolio of photographs 📍 Lucy A. 📍 Zoë C.
- ✓ Create Campaign Document 📅 Thu, Nov 12 📍 Lucy A.
- ✓ Create New Hashtags 📍 Zoë C.

And 2 more completed to-dos...

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

Week 6

Add a to-do

- ✓ Create story boards
- ✓ Work on creating first draft of Pitch Document
- ✓ Film at two locations

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

WEEK 5

Add a to-do

- ✓ week 4 timesheets
- ✓ Work on storyboards
- ✓ Brainstorm pitch idea

8/8 completed - [Archive list](#)

Week 4

Add a to-do

- ✓ Start brainstorming ideas for pitch 📍 Lucy A. 📍 Zoë C.
- ✓ Start gathering content
- ✓ Submit toggle hours

And 5 more completed to-dos...

+ New event

Schedule

[Add this Schedule to your Google Calendar, Outlook, or iCal...](#)

Nov 2020							December						
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7			1	2	3	4	5
8	9	10	11	12	13	14	6	7	8	9	10	11	12
15	16	17	18	19	20	21	13	14	15	16	17	18	19
22	23	24	25	26	27	28	20	21	22	23	24	25	26
29	30						27	28	29	30	31		

Wed, Dec 9 Nothing's on the schedule

Add an event

Fri, Dec 11 **Instagram campaign deadline (with docs attached)** 📌
11:00am - 11:30am
1 photo and video of Dun. Castle 📍
12:30pm - 1:00pm

Sat, Dec 12 **1 photo and Glenariff Video** 📍
12:30pm - 1:00pm

Sun, Dec 13 **1 photo and video of Bann Estuary** 📍
12:30pm - 1:00pm

Mon, Dec 14 **1 photo and video of Ballyhackett** 📍
12:30pm - 1:00pm

Tue, Dec 15 **Photo posted** 📍
1:00pm - 1:30pm

Wed, Dec 16 **Photo and final promotional video posted** 📍
1:00pm - 1:30pm

Thu, Dec 17 **final photo posted** 📍
1:00pm - 1:30pm

Fri, Dec 18 **Production log and project social deadline/ upload** 📌
11:00am - 11:30am

[Show everything up to Apr 30, 2021](#)

I was in charge of creating to-do lists for the team. Additionally, I organised the schedule which I found very helpful in setting reminders for deadlines.

The schedule was essential for us to keep on track with social media uploads in week 13.

I thrive on organisation and creating schedules

to help balance the workload. I felt that Basecamp was great to help me execute an organised and professional project.

EMAILS

This project involved regular emails that were sent between the group alongside Claire, Adrian and the community partner.

The emails were primarily used to communicate information about Causeway Coast and Glen's Heritage Trust.

When wanting to organise team meetings with Nikki, emails were sent to arrange suitable times.

We made it a priority as a group to CC all group members so that everyone understood the plan as soon as possible.

BB COLLABORATE AND MICROSOFT TEAMS

Due to the pandemic, all learning was online. Lucy and I were fortunate enough that we both lived together in student accommodation. This meant that we could form a bubble and be allowed to work together on this project at home.

We prioritised certain days on our Basecamp Schedule to study MED 526. To attend class we used Blackboard Collaborate to watch lectures and we found this is to be extremely helpful to learn. I believe we adjusted well to studying online and the given circumstances regarding

the Covid-19 Pandemic.

To communicate with Adrian and Claire we connected via Microsoft Teams. We used a webcam and a microphone on this software while also sharing our computer screen to discuss projects.

I felt that our weekly meetings were extremely beneficial in keeping us on track. It helped to solve any problems and issues that arose throughout the week.

BALLYHACKET LANE





EVALUATION AND REFLECTION

WORKING AS A GROUP

At the start of the semester, we had asked to become a team of two. Collectively we had the same level of determination and drive to complete a professional project at a high standard.

We were delighted to be given our first client choice being CCGHT. Individually, we both had a range of diverse skills as well as strengths and weaknesses which when combined balanced our team.

My responsibilities within the group were to take charge of team organisation and scheduling. I felt I had a strong commitment to ensuring our schedule was up to date. I successfully delegated 'to-do lists' and equally distributed jobs to each team member.

My role also included creating an array of documentation for the project and community partner. At the time, I noticed I struggled with balancing the documentation work with the practical aspect of the project. I thoroughly enjoyed exploring various locations as a team to film and photograph material.

We both listened to each other's opinions and vision. We had the ability to listen carefully to what we thought would best capture the client's

brief. Fulfilling the roles of Digital Marketer and Social Media Creator, I was in charge of organising the Instagram profile. For me, the most significant aspect of my responsibilities was creating exciting captions that were clear to understand for the target audience.

I learned vital marketing skills that arose from managing a business social media profile such as the best time to post and ensuring each comment and message was replied to. I gained a better understanding of the importance of interacting with followers. I feel I succeeded in all my roles. I excelled in both managing and producing a professional and engaging outcome for CCGHT.

As a group, we organised regular team meetings and kept open communication with each other. We worked together to create a positive space to listen to and understand each other. I realised the importance of communication in a group and actively tried to ensure we were both in a happy working environment. Working, Living and studying together in a pandemic did result in challenging moments. However as a team, I am extremely grateful and proud of how we navigated this project together.





COMMUNITY PARTNER

Causeway Coast and Glens Heritage Trust (CCGHT) were extremely open to our creative production ideas and our goals to reach a new target audience. Additionally, they agreed to use Instagram as our primary platform.

Nikki was extremely encouraging and supportive. She always made herself available to answer any questions via email. She also attended three meetings via Microsoft Teams to communicate with us as a team.

During the production, the community partner wanted to change certain aspects such as using Facebook instead of Instagram and creating new videos. This proved to be an issue as we had already finalised our plans for the project with the community partner previously.

Due to the time frame, we were unable to make such drastic changes so late in the production. As a team and with the help of Claire, we solved all issues with clear and open communication.

The overall experience of working with the client was very positive. I felt very fortunate to have the opportunity to work with CCGHT and enjoyed helping them to promote their organisation.



CAUSEWAY COAST & GLENS
HERITAGE TRUST



__nikki_m 1h



SO CHUFFED TO WORK WITH
THESE GIRLS WHO CREATED
THESE FANTASTIC VIDEOS - WFH
BUT FEELING LIKE I'M
OUTDOORS



10



11

INITIAL DESIGN IDEAS

When creating ideas for pitching to the community partner, all members of the team included various elements of each other's ideas.

As a team we wanted to incorporate ideas that had a purpose for the viewer. We also communicated from the start what our ideas were to ensure we would bring a diverse pitch with a variety of options for the community partner to choose from.

Together we took a great amount of time researching other promotional videos and

campaigns for inspiration. In group meetings we took time to communicate with each other regarding the main aims of the project. We executed a considerable amount of planning on how we could best approach the goals and create a successful final outcome.

FINAL OUTCOME

The final outcome I believe meets the aims of both MED 526 and CCGHT goals to create promotional videos.

The community partner entrusted us to produce high quality videos to enhance their social media presence and marketing strategies.

Receiving feedback from CCGHT and the online audience, I believe we have been able to produce exceptional results that CCGHT will be able to utilise to the advantage of their organisation.

Hidden gems allow members of the public to see Areas of Outstanding Natural Beauty (AONB) in action. It provides inspiration and education to explore Northern Ireland whilst creating awareness of how beneficial Green Space is for both mental and physical health.

I am proud of the final outcome that we have

created as a team, producing an extensive project in a short period of time whilst in a pandemic is an incredible achievement.

Having experienced working with CCGHT, I now realise the amount of time and professionalism it takes to produce a high-quality product for a client.

Additionally, I have learned that communication between members is of the utmost importance of productive and proactive teamwork.

I have significantly developed my skills in videography and digital marketing. Working in this project has improved my understanding of deadlines and my ability to keep an organised schedule. This knowledge is essential to me as a learner because it will be advantageous to me as I continue in education and my future career.

ccg.ht 9+



5
Posts

132
Followers

59
Following

CCGHT

Nonprofit Organization

Causeway Coast and Glens Heritage Trust is a partnership body established in May 2002 to promote & enhance the unique qualities of the area.

linkin.bio/ccg-ht

27 Main Street, Armoy

Edit Profile

Promotions

Insights

Contact



TBC



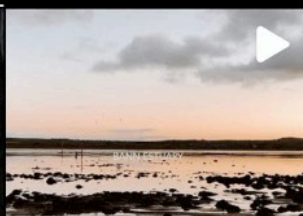
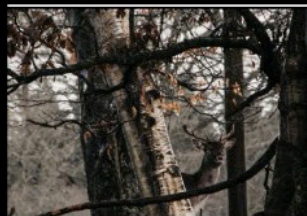
Bann Es...



Dun. Ca...



New





▶ 10



▶ 11

SECTION

▶ 12

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