



PRODUCTION LOG



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INTRODUCTION

In this module, our assignment was to form a team of three individuals to collaborate with an external company, aiding them in developing an interactive production solution tailored to the requirements of our designated community partner.

Our team swiftly came together, comprising myself, Ryan Redmond, and Jack Marshall. After thorough evaluation of various companies and necessary skill sets, we opted to partner with a small entity named 'Discover Groomspport.'

For this project, the following skills were required:

- Social Media Skills
- DSLR Skills / Video & Photography
- Premiere
- Photoshop
- InDesign
- After Effects
- Wordpress / Web Development

PROJECT SPECIFICATIONS

Discover Groomspport, situated in the village of Groomspport County Down, emerged in October 2022 and gained charitable status by January 2023. Its mission is to fortify the community by fostering increased participation, advocating for social inclusion, and enabling accessible communal engagements.

Their aims encompass celebrating, promoting, and safeguarding the village's profound history and heritage. This involves preserving the cherished Cockle Row Cottages and other architectural treasures within the village, ensuring that future growth and developments align harmoniously with its distinctive heritage.

BRIEF

The team and I were tasked with creating a Digital Archive intended to showcase diverse stories gathered from senior residents across various areas in Groomsport. Our overarching aim is to transport the younger generation of Groomsport through time by presenting these tales in an engaging, interactive format. To achieve this, we will develop a new Wordpress website dedicated to this interactive Digital Archive.

Additionally, our group proposed the creation of QR codes for accessing the archive, strategically placed across various points in Groomsport. Leveraging both collected and provided assets, our goal is to modernise the portrayal of Groomsport's history.

In conclusion, this initiative will furnish comprehensive facts and heritage details about the beach, derived from the newly established digital archive. It serves as an innovative and interactive method to educate new visitors about the beach while actively involving the younger generation. A series of Social Media Posts comprising videos and images will be deployed to inform and captivate younger audiences on social platforms, shedding light on the surrounding area and its significance.



MEET THE TEAM



TOM WILSON

Duties:

- Photography
- Videography/ Editing
- Equipment Manager
- Brief/ Production Log Designer



RYAN REDMOND

Duties:

- Web Development
- Client Communication
- Brief Writer
- Client Digital Asset Organiser



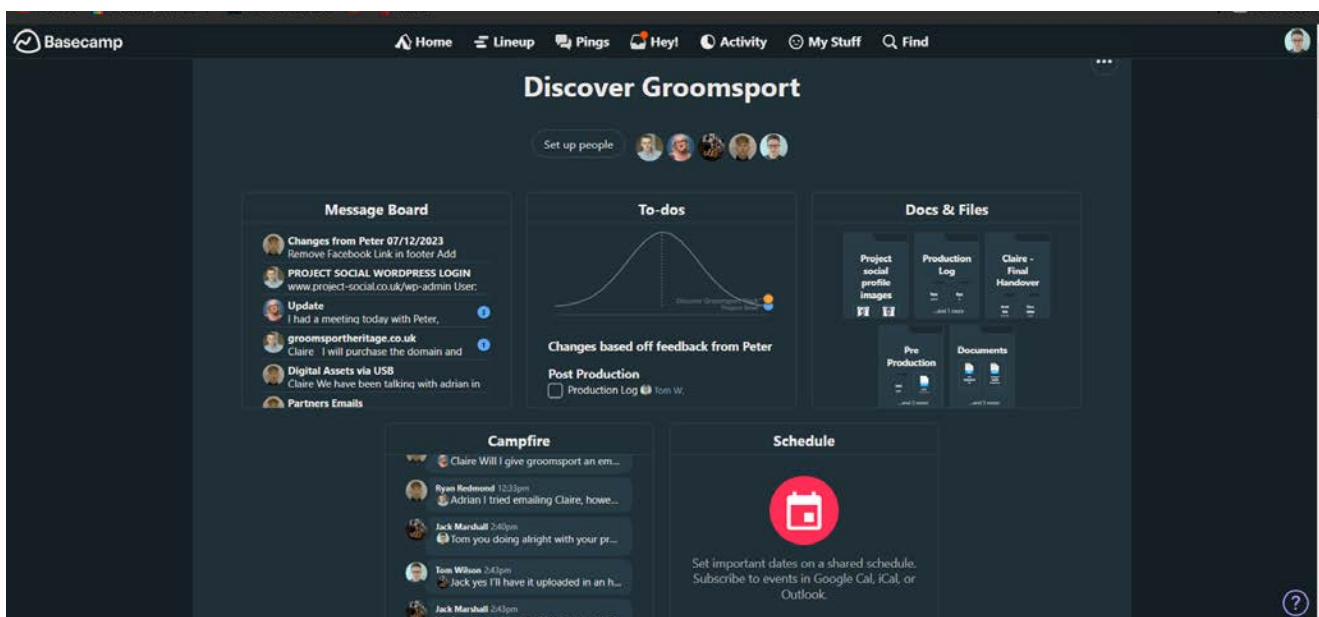
JACK MARSHALL

Duties:

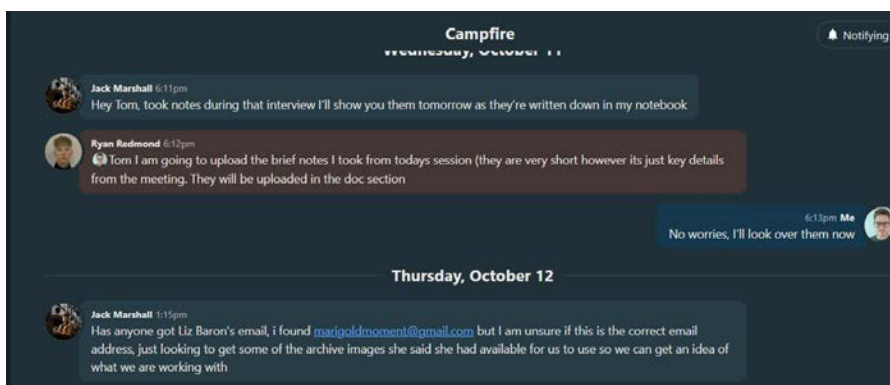
- 360° Photography/ Interactivity
- QR Code Development
- 360° Asset Organiser

BASECAMP

On September 28th, 2023, Adrain extended an invitation to me, along with Ryan and Jack, to join a Basecamp channel. Basecamp served as our primary communication and organising tasks outside of class. Throughout this project, the team and I would have consistent discussions within the campfire section of basecamp to ensure all work was underway to assign each other with vital tasks. We maximized the 'Docs & Files' Section for uploading our work, utilised the 'To-Do' section to allocate tasks and deadlines, and used the 'Message Board' for crucial project notifications.



3.basecamp.com



3.basecamp.com

A photograph of a stone tower with crenellations and a set of stone steps leading up to it, set against a blue sky. The tower is made of dark, rough-hewn stones. The steps are made of flat stones. The sky is a clear, light blue. The overall scene is a historical or archaeological site.

RESEARCH PHASE

BENCHMARKING

During the developmental phase, a comprehensive benchmarking activity was conducted, assessing a variety of regional organisations within the sector. The benchmarked websites represent areas throughout the UK and Ireland, showcasing exemplary methodologies. Additionally, we conducted a benchmark analysis of Discover Groomsport's own website, aiming to contrast and compare it with competitor platforms.

The sites assessed during the benchmarking are:

- Visit Donaghadee
- Discover Portrush
- Visit Cornwall
- Sunny Bangor
- Discover Groomsport
- Go Visit Donegal

I personally accessed both Discover Groomsport and Go Visit Donegal.

DISCOVER GROOMSPORT

At first glance, Discover Groomsport's website appeared promising, yet it seemed to lack certain refinements. The layout exhibited inconsistencies in spacing, presenting a dense concentration of textual information. Notably, it featured a header, a header title serving as a home button, a search function, a central main logo, content interspersed with images and text paragraphs, a gallery, and a footer encompassing a contact section, policies, and social media links. Despite this, the navigation proved to be straightforward and user-friendly.

Regarding its content, the website provided town-related details such as upcoming local events, tours, talks, and an extensive photo gallery.



BENCHMARKING

discovergroomsport.com

Discover Groomsport

Home Tours & Talks History of Groomsport Media Plans & Reports Constitution



ABOUT DISCOVER GROOMSPORT

DISCOVER GROOMSPORT IS RUN BY A GROUP OF TRUSTEES WHOSE BACKGROUNDS ARE FROM VARIOUS ROLES. THE TRUSTEES HAVE IN COMMON THEIR COMMITMENT TO THE WELL-BEING OF GROOMSPORT AND WILL:

- To celebrate and promote the advancement of the rich history and heritage of the village.
- To help preserve Cockle Row Cottages and some of the other important heritage buildings in Groomsport and to contribute to making the village an attractive and safe place for residents and visitors.
- To work to ensure that future plans and developments for Groomsport are considered with its heritage and uniqueness.
- To strengthen the local community of Groomsport by increasing community participation.



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- To work to ensure that future plans and developments for Groomsport are considered with its heritage and uniqueness.
- To strengthen the local community of Groomsport by increasing community participation.

The trustees are Elaine Nevin (Chair), Peter Gibson (Secretary), David Martin (Treasurer), Liz Barron, Sharon Cooke, Rex David Irwin, Maureen Irwin, Geoff Monkman, Jim McKellar, Ray McWhinney and Audrey Thomas. You can learn more about our trustees and their backgrounds by [clicking here](#).

LATEST NEWS!

CHRISTMAS LIGHTS SWITCH-ON



Friday 1st December, 7:00 pm, The village will celebrate the start of the festive season by switching on its Christmas tree lights. At 7:00 pm, there will be short, child friendly service in the Parish Church. This is followed by the lights switch on at the tree outside of the Presbyterian Church. Then come along to the Parish Halls for tea, coffee and snacks. Santa's Grotto will be set up and all of the children can say 'hello' to Santa and his elves. Music will be by the Springton Memorial Silver Band, there will be entertainment for the children and the visit is free of charge.



DISCOVER GROOMSPORT AGM

[Read More >](#)

VILLAGE ACT OF REMEMBRANCE

[Read More >](#)

HALLOWEEN IN GROOMSPORT

[Read More >](#)

[Read More](#)

GALLERY



USEFUL LINKS

- [DATA PRIVACY NOTICE](#)
- [SUPPORTING VULNERABLE ADULTS POLICY](#)
- [CHILD PROTECTION POLICY](#)
- [SOCIAL MEDIA](#)

© 2022 Discover Groomsport. All rights reserved.

Feel free to get in touch with us. We are always open to discussing new ideas about the village.

Name

Email

Message

BENCHMARKING

GO VISIT DONEGAL

Upon landing on Go Visit Donegal's website, vibrant colours and crisp, high-quality images greet you immediately. The layout is thoughtfully crafted for effortless navigation. The content itself is quite busy with images and is very text heavy

The site itself contains several functions, such as a prominent logo serving as the home button, accessibility options like language selection, text size adjustment, greyscale, and high contrast modes. Its header neatly houses links to various pages, details about local attractions, tourist guidance, upcoming events, business advertisements, guides, walk routes, and accommodation options.

Additionally, the footer section contains a newsletter signup, social media links, and a contact section for easy communication.



BENCHMARKING

Accessibility options Language Blog Offers Your favourites Plan Your Journey Profile Login

DONEGAL Explore Donegal Things To Do in Donegal Festivals & Events Accommodation Visitor Information Sustainable and Responsible Tourism Marketing Your Tourism Business

Current weather 11°C

Plan an authentic trip to wild, wonderful County Donegal

IRELAND

What is your next adventure for 2023? Donegal is calling you! Getting active in Donegal, Ireland's most northerly county, is a wonderfully fulfilling experience. Donegal's abundance of Waymarked Trails, local walks, mountain paths, rivers, lakes and beaches provide the backdrop for any activity holiday. Find peace on one of our islands where you will experience our Gaeltacht heritage & an opportunity to island hop if you so wish! Enjoy browsing our website for inspiration & experience an unforgettable holiday in Donegal.

Discover Donegal Offers

LIVE WEBCAMS FOR THE WEATHER ENTHUSIASTS!

Bundoran, Co. Donegal

Did you know you can check the surf or the weather live in Bundoran 24/7 via two webcams at Main Beach or at The Peak both looking over Donegal Bay?

Check it out now

Click here

Don't Fill Your ❤️ With Donegal



Explore Donegal

There are a million reasons to visit our wild and wonderful county, from the rich cultural heritage to the breathtaking adventures everyone can enjoy. You can be sure that quality is guaranteed on your holiday to Donegal, so prepare to be surprised and book now!



Places to See in Donegal

Find out more about our beautiful Blue Flag Beaches, Donegal Islands, Heritage Towns and Regions.



Visitor Information

Practical information about Donegal - getting here, tourist information points, local ferry services and more.

Activities in Donegal

FAMILY FUN



Inch Willow Reserve Park

BURT

Each winter the site hosts thousands of migratory birds, including geese, swans, ducks and other waders...

WEDDINGS



LoveLee Weddings

BUNDORAN

Elope or get married in Co. Donegal. There are no limits to the areas of breathtaking natural beauty...

SPA EXPERIENCES



Seascope Spa at The Silver Tassie Hotel

LETTERKENNY

Here at the boutique Seascope Spa we are dedicated to making you look & feel your very best. Whether...

SHOPPING




TRIONA

DONEGAL

A fifth-generation hand weaver, Davis Mulhain, had a strong desire to ensure that the tradition of h...

More things to do


Donegal - Your Wild Atlantic Way Starts Here



Free Donegal Guide

From the hills of Donegal to the Wild Atlantic Way coastline - enjoy the great outdoors & plan your next adventure in Donegal!

Learn more



Explore Donegal's hidden treasures along the Wild Atlantic Way.

Out on the very edge of Europe, the Wild Atlantic Way stretches for 2,000 km (1,250 miles) along Ireland's western seaboard from Malin Head in Co. Donegal to Kinshale in Co. Cork.

Click here to find out more

Accommodation

We have a huge range of quality accommodation to suit your taste and budget, from the traditional Irish Bed & Breakfast to the luxury of well appointed Donegal Hotels.

Hotels

Bed & Breakfast

Guest Houses


Hostels

Self Catering

Caravan & Camping

Unique Accommodation


View all Accommodation



Caravan, Camping, Campervan and Motorhome Services in Donegal

Are you touring the Donegal Coast along the Wild Atlantic Way? Immerse yourself in our community, stay in our local campsites and spend time to explore the offerings of our small towns and villages. Respect. Protect. Enjoy!


Find out more



Maritime Historical Virtual Reality Experiences in Donegal

These new maritime historical virtual reality experiences have been unveiled by Donegal County Council at Farnod Lighthouse, Fort Dunvee and Ishamwin Maritime Museum.

Explore more



#GoVisitDonegal

Enjoy Go Visit Donegal photos and videos on Instagram

@govisitdonegal_

Visitor Information

There are loads of ways to get around County Donegal. You can hire a car and explore at your own leisure, or take one of the many coach tours on offer. For the more adventurous, why not hire a bike from one of our Cycle Tour specialists. Whatever you decide, be sure to do it with a smile on your face.

Select an option

DONEGAL

www.govisitdonegal.com

Newsletter

Subscribe for latest news, updates & special offers.

Your email address

Explore

- Explore Donegal
- Things To Do in Donegal
- Festivals & Events
- Accommodation
- Visitor Information
- Sustainable and Responsible Tourism
- Marketing Your Tourism Business

Tools

- Bookings and Maps
- Travel Resources

About us

- About Us
- Privacy Policy
- Cookies
- Terms of Use
- Contact Us

Festivals & Events in Donegal

Whatever your interest, there's a festival for you! Donegal boasts a year-round programme of unique and exciting festivals and events with something to suit every taste. Check out our calendar of Festivals and Events in Donegal.



The Santa Express

with 10 participable tours



Donegal's Lapland Christmas Shows



Wild Arctic Experience

with 10 participable tours



Winter Wonderland

with 10 participable tours

BENCHMARKING

Category	Feature	Visit Donaghadee	Discover Por-trush	Visit Cornwall	Sunny Bangor	Discover Groomsport	Go Visit Don-egal
Initial Impres-sions	Aesthetics and Design	Interactive buttons (Not aligned) / Im-ages	Static website, not much inter-active content. Consistent branding and colour scheme	Interactive Website / fully responsive	Great imagery, horrible web-site features	Basic, clean design. Images too large, text heavy, low res pngs.	Great design and layout, high quality photographs, very respon-sive.
	Intention/pur-pose	Gain attraction / Give useful information on surrounding area and events and heritage	Gain attraction / Give useful information on surrounding area and events and heritage	Gain attraction/ help plan holi-days/ booking Promote Area	Promote Area List of key areas	Promote areas, landmarks and local events.	Promote areas, landmarks and local events.
	Aimed Target Audience	Tourist, Locals	Tourists, Locals	16+ Families	Tourists (self-claimed in opening para-graph)	Tourists, Locals.	Tourists, locals.
Interface and Feel	Text and Eligi-bility	All text eligi-ble, different fonts and font weights (bold etc) used throughout	All text eligible, all consistent using same font, differ-ent weights throughout	All text eligible, all consistent using same font, differ-ent weights throughout	All text eligible, all consistent using same font, differ-ent weights throughout	All text eligible, consistent fonts bar header and titles.	All text eligible, consistent font throughout using different weights.
	Logo and Branding place-ment	Logo placed in upper left corner - Visible	Logo placed in upper left corner - Visible	No actual logo just "Visit Corn-wall" in serif font	Logo placed top left, very busy with dif-ferent fonts	Logo placed large center.	Logo placed top left.
	Responsive-ness	Responsive, other elements such as button out of align-ment	Responsive, all elements also responsive	Responsive, all elements also responsive	It appears to be built for responsiveness originally how-ever it does not seem to work well	Header & im-ages contains hover functions. Mainly read only text.	Responsive, hover functions on header and dropdown for languages.
	Image/content quality	All content quality is HD. No blur and all clear	Image used on homepage slightly blurry / Other image HD	All content quality is HD. No blur and all clear	All content quality is HD. No blur and all clear Fantastic Vid-eography and photography	Hi quality photos, poor graphic design pngs.	High quality, professional photographs throughout the website.
Navigation	Primary menu functionality	Dropdown menus / ham-burger menu (Mobile Phone, Tablet).	Dropdown Hamburger menu	Laid out top menu, burger bar for mobile and tablet	Laid out top menu, burger bar for mo-bile and tablet (burger bar does not ap-pear to be func-tioning well)	Header placed top left with 6 links. Manual slideshow near footer.	Header top right, images used as links to advertise events.

BENCHMARKING

Category	Feature	Visit Donaghadee	Discover Portrush	Visit Cornwall	Sunny Bangor	Discover Groomsport	Go Visit Don-egal
	Ease of access from bottom to top	Button in right corner directing user back to top	Button in right corner directing user back to top	Button in right corner allows user to scroll down but no back to top	No.	No.	No.
	Sitemap	No.	No.	Yes .	Yes.	No.	Yes.
	Contact us	Yes	No	Yes.	No.	Yes.	Yes.
	Social Medias	Yes.	Yes.	Yes, Facebook, Instagram, YouTube.	No	No direct links but contains social media guidelines.	Yes.
	No. of clicks to Contact Us.	1 Click	Not Active	1 Click	Not Active	1 Click	1 Click
	No. of clicks to social media.	1 Click per social media	1 click per social media	1 click per social media	Not Active	Not Active	1 Click per social media
	Any form of search functionality?	Yes	Yes	No	Yes	No	Yes
	Search type	Search Bar	Search bar within hamburger menu.	N/A	Search bar under search button	N/A	Search bar
Functionality	Load time	Medium	Medium	Fast	Medium	Fast	Medium
	Email / Newsletter Subscription	Yes	No	Yes	No (can sign up for an account on site)	No	Yes
Content	Background of place/ area	Yes.	Yes.	Yes.	Yes.	Yes.	Yes.

BENCHMARKING

Category	Feature	Visit Donaghadee	Discover Por-trush	Visit Cornwall	Sunny Bangor	Discover Groomsport	Go Visit Don-egal
	FAQ or infor-mation page	No	No	Yes	No	No	No
	Social Media	Yes	Yes	Yes	No	No (not linked in site)	Yes
	Privacy Policy	No	Yes	Yes	Yes	Yes	Yes
	Disclaimers	No	Yes	Yes	Yes	Yes	Yes
Outdated con-tent	N/A	No	No	No	Semi- outdated	No	No
Interactive Content	N/A	Yes	Yes (menu)	Yes	Yes (imbedded videography)	Yes (header & images)	Yes (header and images)

Score		69%	78%	92%	61%	57%	86%
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BENCHMARKING

Discover Groom-sport	Category	Facebook	Twitter	Tiktok	Instagram	Youtube
	Interactive Content	No	No	No	Yes	No
	Links to website	N/A	N/A	N/A	Yes	N/A
	Branding and identity represented	N/A	N/A	N/A	Yes	N/A
	Active in comments	N/A	N/A	N/A	No	N/A
	Type of content	N/A	N/A	N/A	Photos, local events, advertising	N/A
Score	4/25					

Go Visit Donegal	Category	Facebook	Twitter	Tiktok	Instagram	Youtube
	Interactive Content	Yes	Yes	Yes	Yes	Yes
	Links to website	Yes	Yes	Yes	Yes	Yes
	Branding and identity represented	Yes	Yes	Yes	Yes	Yes
	Active in comments	No	No	No	No	No
	Type of content	Photos, local events, advertising	Photos, local events, advertising	Promotional Videos	Photos, local events, advertising	Promotional Videos
Score	20/25					

PARTNER MEETING

On the 11th of October 2023, our team was scheduled for our initial Partner meeting. Regrettably, I couldn't participate due to a sudden work-related training event with short notice. Fortunately, Jack and Ryan attended in my stead and diligently took notes, ensuring I gained insight into the client's expectations. During this virtual encounter, they acquainted themselves with the partners for the first time, enhancing their understanding of the project. Among the attendees were Liz Barron, who shared her background information and detailed her involvement in the Discover Groomsport project.

In the meeting the following notes were gathered based off of the direction Liz advised us to develop the project in:

In the meeting the following notes were gathered based off of the direction Liz advised us to develop the project in:


- Proposal to house a digital archive on the current site (this evolved into creating a separate site exclusively dedicated to the archive, designed to seamlessly integrate with the main site).
- Social History of the beach in Groomsport and how it has been used over the years.
- Interview locals from around the area and gather stories and potential assets from their experiences on the beach.
- Social Media campaign based on stories.
- Liz also emphasized on the importance of asking impactful questions in the interviews to get impactful stories that can be presented within the archive.



A blue-tinted photograph of a harbor scene. Several sailboats with tall masts and rigging are docked at a stone pier. In the foreground, two large, spherical buoys float in the water. The text "THE BRIEF" is overlaid in the center in a bold, white, sans-serif font.

THE BRIEF

THE BRIEF



After our meeting with Liz Barron, our team commenced the development of the brief. My responsibility within the brief was to design and assemble the document itself using InDesign. This involved refining the benchmarking table, designing the “meet the team” page, devising a project schedule, and presenting all content created by Jack and Ryan.

“The Discover Groomsport Digital Archive aims to convey diverse stories through the traditional method of oral narratives sourced from elderly residents across different areas in Groomsport. The project’s objective is to transport the younger generation through time by presenting these tales in an interactive digital format. This will be accomplished by establishing a new website dedicated to an interactive Digital Archive.

The initiative will utilise various creative media to build the digital archive, incorporating oral histories, published articles, artwork, photographs, maps, memories, poems, and short stories reflecting the village’s heritage. Additionally, we’ll explore how Discover Groomsport can leverage social media to attract and engage younger generations in curating the archive and conserving the village’s legacy.

Furthermore, we’ve proposed creating a digital archive accessible via QR codes, strategically placed across Groomsport’s surrounding areas. The objective is to create an easily accessible digital archive that aligns with the preferences of tech-savvy younger audiences. Complementing this digital archive, a series of social media posts (including video and imagery) will be developed to inform and engage younger audiences on social platforms about the area.”

THE BRIEF



DESIGN BRIEF



THE BRIEF

CONTENTS

3 - INTRODUCTION

4-10 - BENCHMARKING

11 - TARGET AUDIENCE

12 - MEET THE TEAM

13 - BEST PRACTICE

14 - EVALUATION

2.

THE BRIEF

INTRODUCTION

Discover Groomsport is a development group based in the village of Groomsport County Down, formed in October 2022 and achieving charitable status in January 2023. Its purpose is to strengthen the community by increasing community participation, promote social inclusion and facilitate open and accessible community activities.

To celebrate, promote, and preserve the rich history and heritage of the village. To help preserve Cockle Row Cottages and other built heritage in village. To ensure that future, and development are consistent with its heritage and uniqueness.

BRIEF

The Discover Groomsport Digital Archive sets out to deliver various stories by the traditional method of oral input by collecting stories from older residents based on various areas in Groomsport. The goal of the project is to take the younger generation through time by depicting these stories in an interactive format. This will be done by creating a new website for an interactive Digital Archive.

The project will use creative media to develop a digital archive, including the oral history of the village by recording stories from older residents, capturing published articles, artwork, photographs, maps, memories, poems and short stories. We will identify how Discover Groomsport can harness social media to promote, attract and engage the younger generation to curate the archive and preserve the heritage of the village moving forward.

Alongside this we have recommended that the Development Group allows me to develop a digital archive accessible through QR code meaning it can be put on various access points on the surrounding area of Groomsport.

The goal is to make an accessible digital archive with access in line with the expectations of younger, digital savvy audiences. Alongside this digital archive a series of social media posts (Video and Imagery) will be executed informing the younger audiences on social media about the surrounding area.

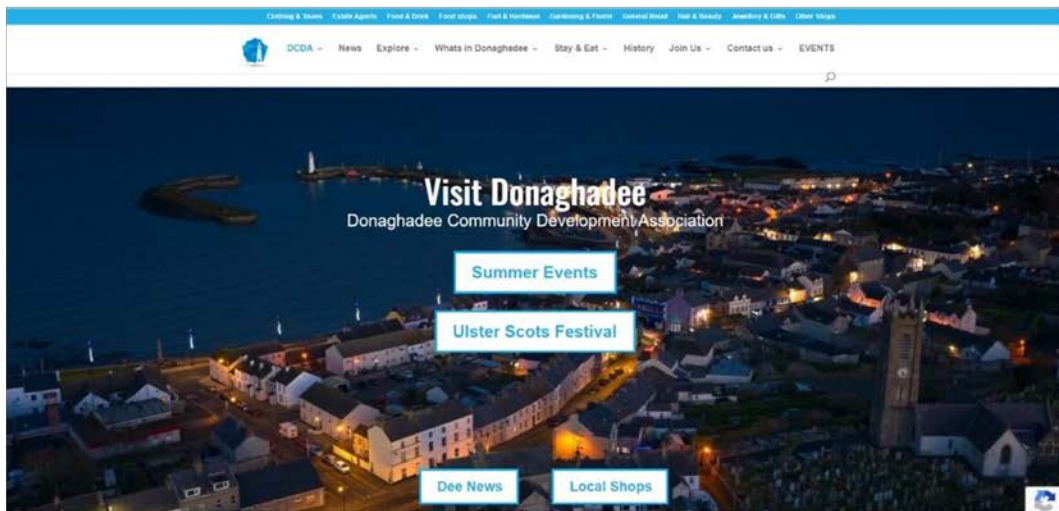
THE BRIEF

BENCHMARKING

As part of the development process, a benchmarking exercise has been undertaken on a range of regional organisations from across the sector. The websites benchmarked are all similar organisations from across the UK and Ireland that have been used to demonstrate methods of best practice. We have also benchmarked Discover Groomsports own website to compare and contrast to competitors.

The sites assessed during the benchmarking are:

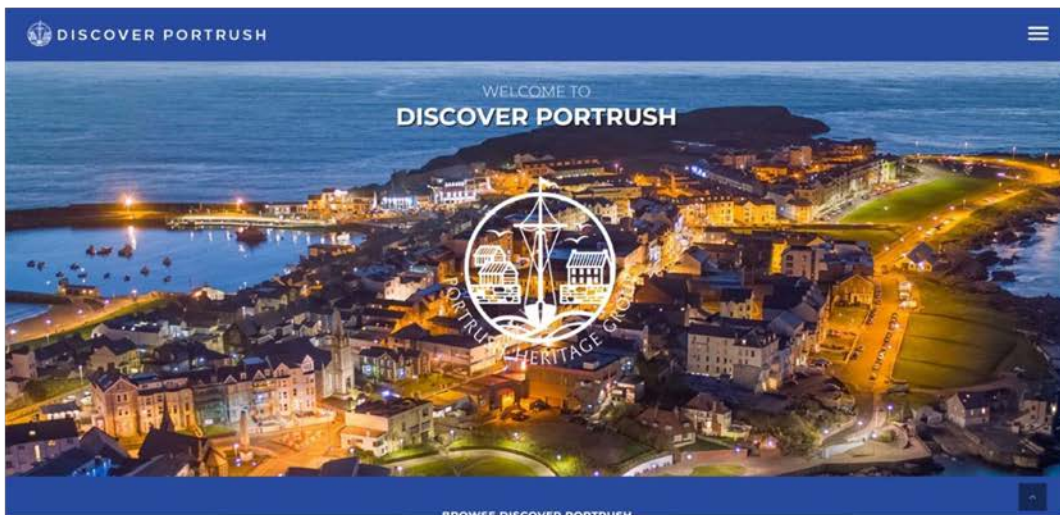
- Visit Donaghadee
- Discover Portrush
- Visit Cornwall
- Sunny Bangor
- Discover Groomsport
- Go Visit Donegal



<https://visitdonaghadee.com/>

THE BRIEF

BENCHMARKING



<https://discoverportrush.com/>



<https://www.visitcornwall.com/>

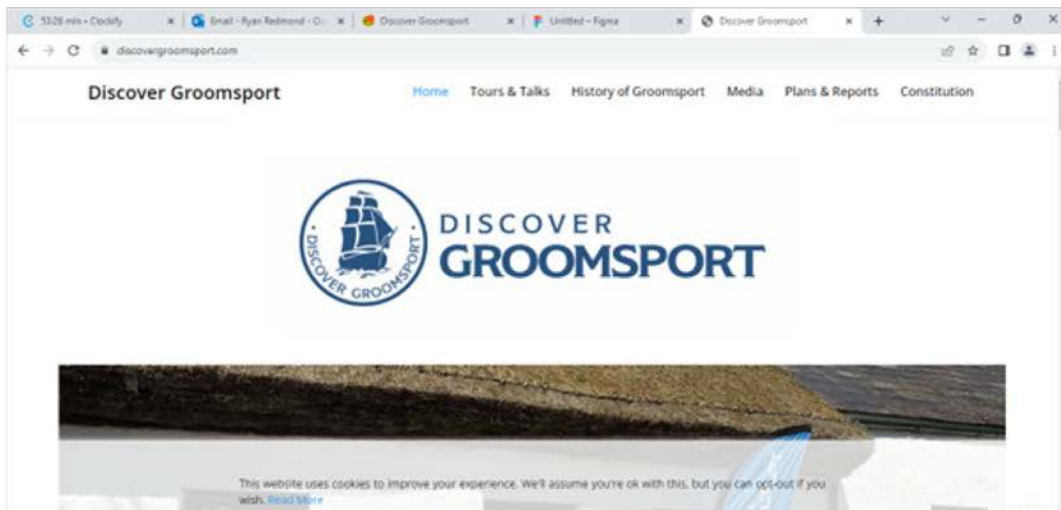
5.

THE BRIEF

BENCHMARKING



<https://sunnybangor.com/>

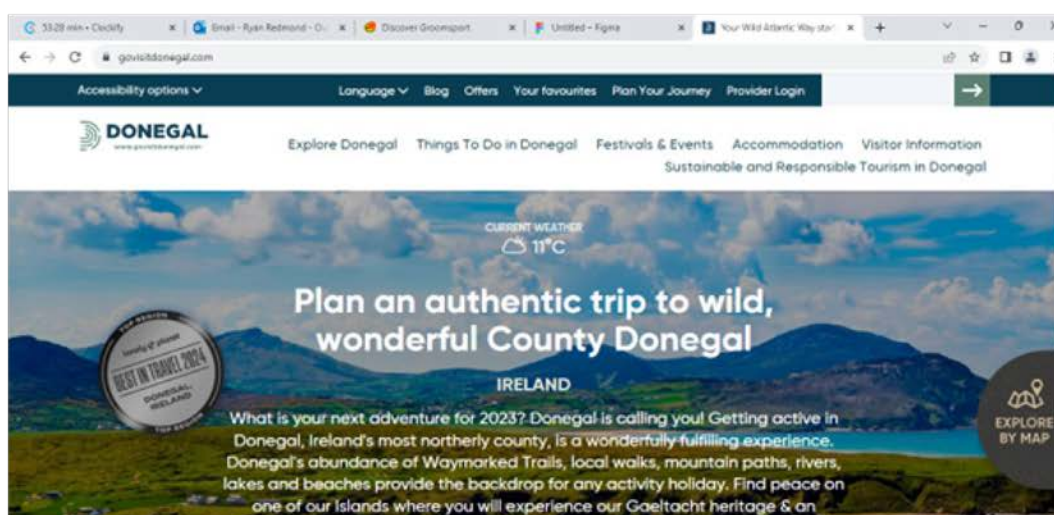


<https://discovergroomsport.com/>

6.

THE BRIEF

BENCHMARKING



<https://www.govisitdonegal.com/>



THE BRIEF

BENCHMARKING

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	Intention/purpose	Gain attraction / Give useful information on surrounding area and events and heritage	Gain attraction / Give useful information on surrounding area and events and heritage	Gain attraction/help plan holidays/ booking Promote Area	Promote Area List of key areas	Promote areas, landmarks and local events.	Promote areas, landmarks and local events.
	Aimed Target Audience	Tourist, Locals	Tourists, Locals	16+ Families	Tourists (self-claimed in opening paragraph)	Tourists, Locals.	Tourists, locals.
Interface and Feel	Text and Eligibility	All text eligible, different fonts and font weights (bold etc) used throughout	All text eligible, all consistent using same font, different weights throughout	All text eligible, all consistent using same font, different weights throughout	All text eligible, all consistent using same font, different weights throughout	All text eligible, consistent fonts bar header and titles.	All text eligible, consistent font throughout using different weights.
	Logo and Branding placement	Logo placed in upper left corner - Visible	Logo placed in upper left corner - Visible	No actual logo just "Visit Cornwall" in serif font	Logo placed top left, very busy with different fonts	Logo placed large center.	Logo placed top left.
	Responsiveness	Responsive, other elements such as button out of alignment	Responsive, all elements also responsive	Responsive, all elements also responsive	It appears to be built for responsiveness originally however it does not seem to work well	Header & images contains hover functions. Mainly read only text.	Responsive, hover functions on header and dropdown for languages.
	Image/content quality	All content quality is HD. No blur and all clear	Image used on homepage slightly blurry / Other image HD	All content quality is HD. No blur and all clear	All content quality is HD. No blur and all clear Fantastic Videography and photography	Hi quality photos, poor graphic design pngs.	High quality, professional photographs throughout the website.
Navigation	Primary menu functionality	Dropdown menus / hamburger menu (Mobile Phone, Tablet).	Dropdown Hamburger menu	Laid out top menu, burger bar for mobile and tablet	Laid out top menu, burger bar for mobile and tablet (burger bar does not appear to be functioning well)	Header placed top left with 6 links. Manual slideshow near footer.	Header top right, images used as links to advertise events.

THE BRIEF

BENCHMARKING

Category	Feature	Visit Donaghadee	Discover Portrush	Visit Cornwall	Sunny Bangor	Discover Groomsport	Go Visit Donegal
	Ease of access from bottom to top	Button in right corner directing user back to top	Button in right corner directing user back to top	Button in right corner allows user to scroll down but no back to top	No.	No.	No.
	Sitemap	No.	No.	Yes.	Yes.	No.	Yes.
	Contact us	Yes	No	Yes.	No.	Yes.	Yes.
	Social Medias	Yes.	Yes.	Yes, Facebook, Instagram, YouTube.	No	No direct links but contains social media guidelines.	Yes.
	No. of clicks to Contact Us.	1 Click	Not Active	1 Click	Not Active	1 Click.	1 Click
	No. of clicks to social media.	1 Click per social media	1 click per social media	1 click per social media	Not Active	Not Active	1 Click per social media
	Any form of search functionality?	Yes	Yes	No	Yes	No	Yes
	Search type	Search Bar	Search bar within hamburger menu.	N/A	Search bar under search button	N/A	Search bar
Functionality	Load time	Medium	Medium	Fast	Medium	Fast	Medium
	Email / Newsletter Subscription	Yes	No	Yes	No (can sign up for an account on site)	No	Yes
Content	Background of place/ area	Yes.	Yes.	Yes.	Yes.	Yes.	Yes.

THE BRIEF

BENCHMARKING

Category	Feature	Visit Donaghadee	Discover Por-trush	Visit Cornwall	Sunny Bangor	Discover Groomsport	Go Visit Don-egal
	FAQ or information page	No	No	Yes	No	No	No
	Social Media	Yes	Yes	Yes	No	No (not linked in site)	Yes
	Privacy Policy	No	Yes	Yes	Yes	Yes	Yes
	Disclaimers	No	Yes	Yes	Yes	Yes	Yes
Outdated content	N/A	No	No	No	Semi- outdated	No	No
Interactive Content	N/A	Yes	Yes (menu)	Yes	Yes (imbedded videography)	Yes (header & images)	Yes (header and images)
Score		69%	78%	92%	61%	57%	86%

On benchmarking the following websites, social media and heritage digital archive examples for the Groomsport Digital Archive Development group, we can conclude this is a sector in which younger audiences are not catered for and this gives us an opportunity to develop sector leading archive materials for this audience.

THE BRIEF

TARGET AUDIENCE

LOCALS / TOURIST

The project aims to bring in new tourists and target a younger audience through its new innovative approach of updated website and digital archive.

To achieve this, we recommend the Discover Groomsport group develop a new target audience for website and digital archive.

Based on the fact that the project is going to be using material to present the past of Groomsport in a modernized method, we are going to be aiming for the age groups of 16-30.

ADMINISTRATORS

Members of the Discover Groomsport carry out admin roles for the site. They typically update content and provide the site with any maintenance as necessary.

With the new website that will hold the new digital archive these admins will also hold responsibility for keeping content up-to-date and maintaining the site once project timescale has concluded.



THE BRIEF

MEET THE TEAM



JACK MARSHALL

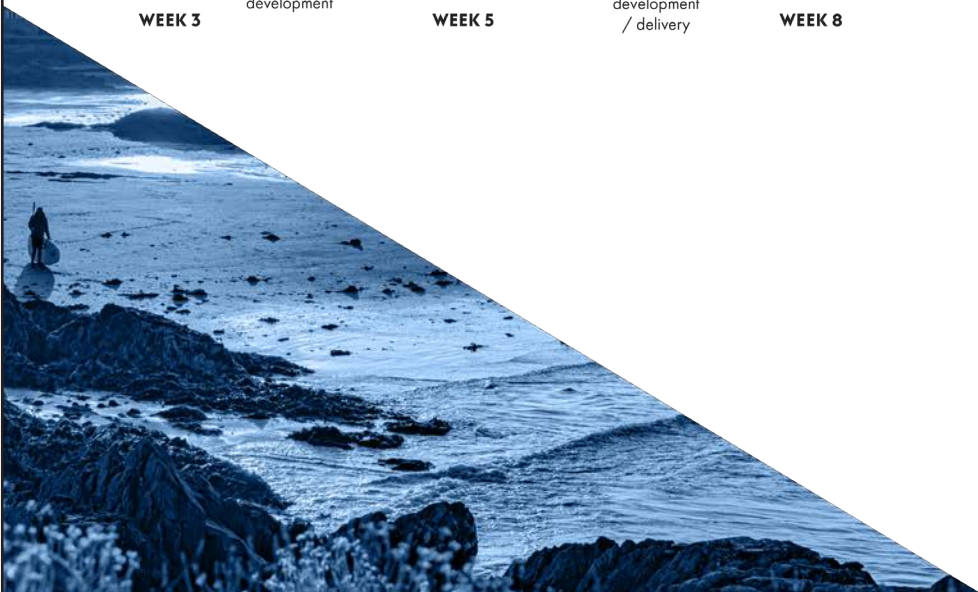
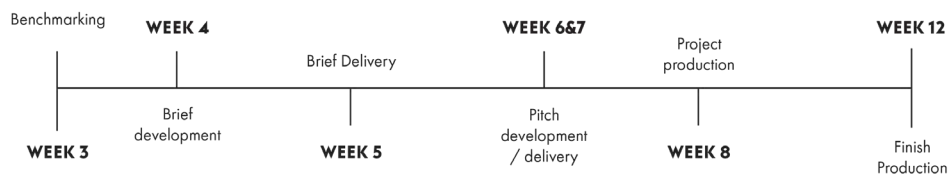


RYAN REDMOND



TOM WILSON

TIMEFRAME SCHEDULE



THE BRIEF

BEST PRACTICE

HAYWARD GALLERY AT 50

After benchmarking various websites and digital Archive Projects. We have concluded the two best projects that exhibit best practice in terms of functionality and deliverable content. The first example of best practice comes from 'Hayward Gallery at 50'. With strong core functionalities as a Digital Archive and innovative interactive features that keep the audience engaged through fluid and connected storytelling. This project is a strong example of the type of digital archive that we aim to achieve for Groomsport.



VISIT CORNWALL

The second example of best practice comes from the Visit Cornwall website with an overall website score of 92%. Visit Cornwall demonstrates stunning visuals and information to all visitors. This website is an excellent example of the interaction and storytelling that can be achieved. We will take best practice design and interaction from this into our digital archive development for Groomsport.



13.

THE BRIEF

EVALUATION

In this project we propose to develop a digitalised archive to celebrate, promote and preserve the rich history and heritage of the village. This will be executed with a new wordpress website under the Groomsport banner, we have examined the costs and tried to be as minimal as possible as instructed by client meeting. Below we have laid out the costs after researching different products available.

OPTIONAL PRICE CHART

Product	item	Price	Quality	Essential
Hosting	Wordpress Basic	£20/month (charged £240 annually) (+free domain for one year)	Best Value	Yes
	Wordpress Free	£0 (no domain)Try	Free but no Domain and very low storage (1GB low for content amount)	
Domain	www.discovergroomsport.co.uk	£1 First year (£10 annually after first year) (IONOS)		Essential with Wordpress Free
Stickers	Discover Groomsport QR Code Stickers	10 stickers £16.99 20 stickers £29.99 50 stickers £49.99 100 stickers £72.99 Via Vistaprint Free delivery on orders over £40	Best Quality for Value	No however would help drive traffic to website / socials



QR CODE MOCKUP



TARGET AUDIENCE

LOCALS/ TOURISTS

The project's objective is to attract fresh tourists and engage a younger demographic by employing an innovative approach through an updated website and digital archive.

To accomplish this, we suggest that the Discover Groomsport group establish a new target audience specifically for the website and digital archive. Given the project's focus on presenting Groomsport's history in a contemporary manner, our target demographic will primarily encompass individuals aged between 16 and 30.

ADMINISTRATORS

The Discover Groomsport members fulfill administrative duties for the website, regularly updating content and conducting necessary maintenance tasks. With the introduction of the new website housing the digital archive, these administrators will additionally be tasked with ensuring content remains current and overseeing site maintenance even after the project timeline has concluded.

BRIEF FEEDBACK

Upon finalising the brief and sharing it with the partners to provide them with a broader understanding of the project's direction, we received constructive feedback from Peter:

“GUYS

THANKS FOR THIS. IT IS A GREAT PIECE OF WORK FOR WHICH I HOPE YOU GET DUE CREDIT. IT IS THE SORT OF THING YOU WOULD EXPECT FROM A PROFESSIONAL CONSULTANCY.

I WAS REALLY IMPRESSED BY THE BENCHMARKING OF OTHER WEBSITES. IT WILL BE USEFUL TO REFER BACK TO THIS IN THE FUTURE WHEN WE NEED TO CRITICALLY ASSESS OUR OWN WEBSITE.

**LOOKING FORWARD TO WORKING WITH YOU.
PETER”**



THE PITCH

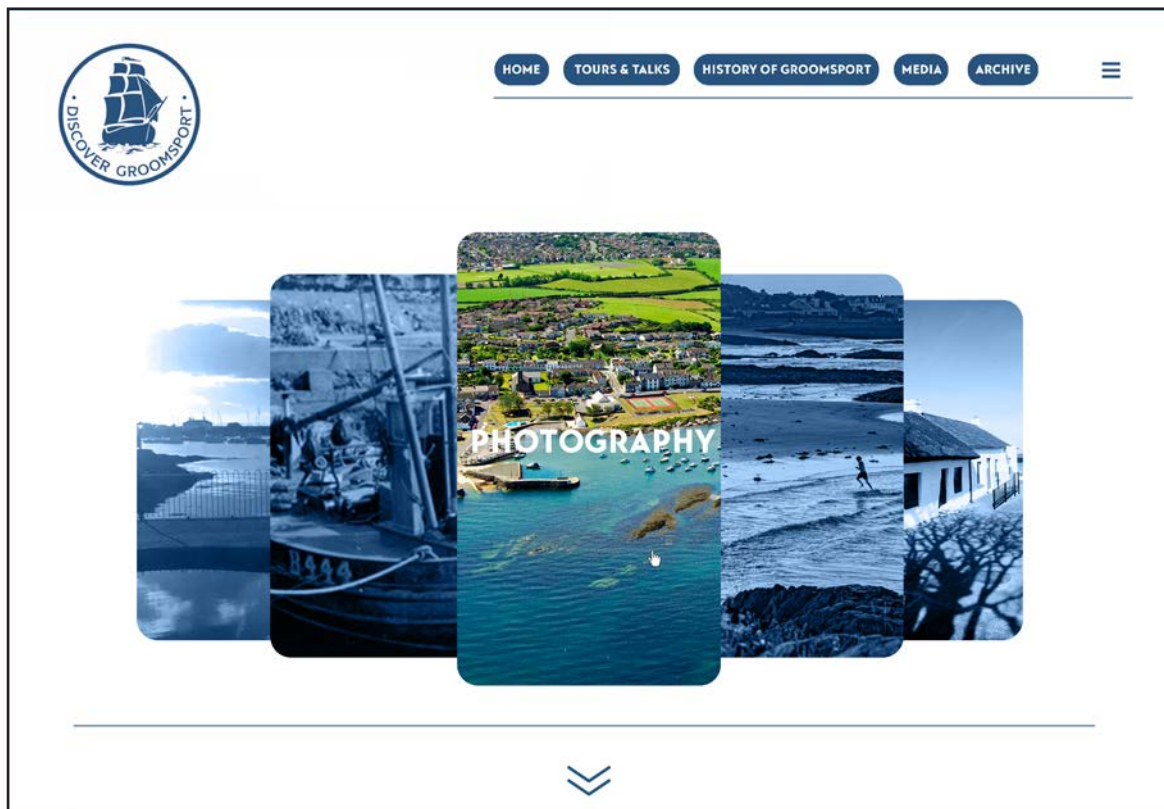
THE PITCH

Once the brief was completed, our team was tasked with the assignment of creating three unique design pitches based off the feedback we had received from the client. We encouraged each team member to devise three unique project approaches. During the design phase, I used Photoshop to visualise and develop my concepts for the website, aiming to provide the client with a clearer vision of my goal.

I aimed for archive site to have a simple yet captivating and interactive design, while retaining elements of the original Discover Groomsport website. Since we were advised that the archive would stand independently from the main site, I ensured to add identical links in both the header and footer to link back to the main website. This approach aimed to maintain seamless navigation experience for users, avoiding any confusion when browsing between the archive and the main webpage.

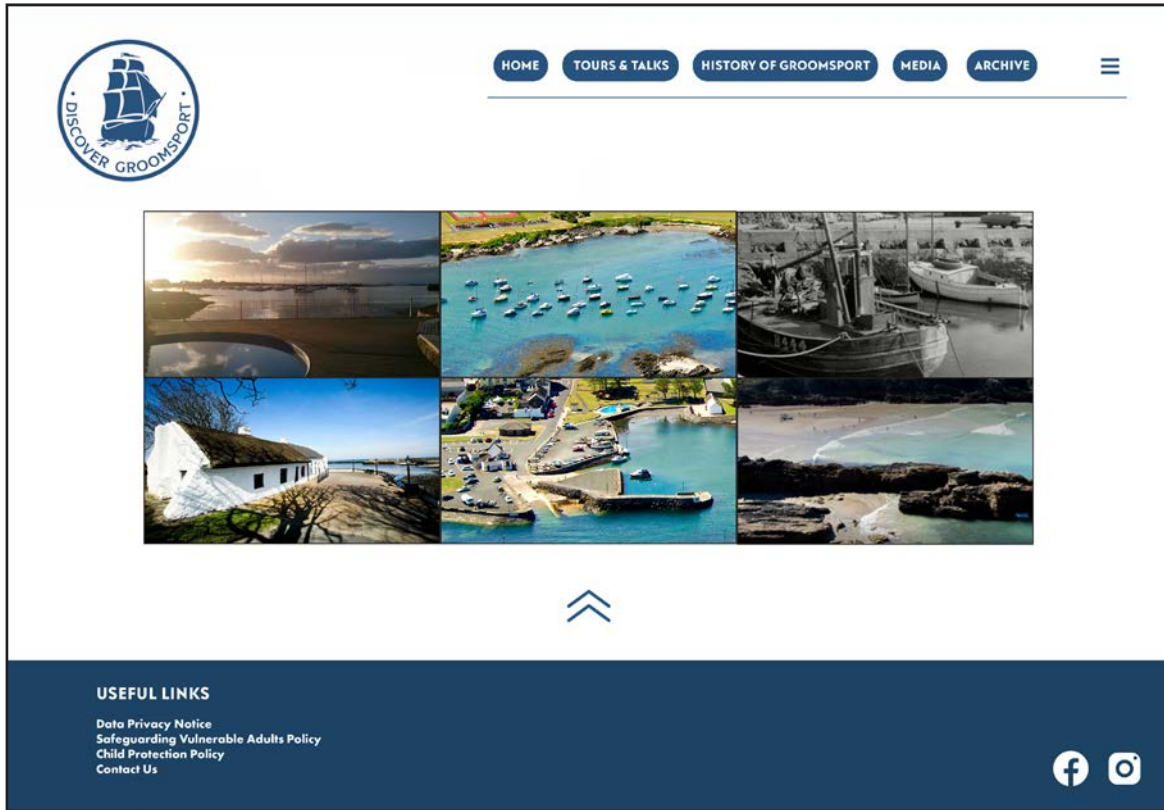
This is the design ended up going for created in Adobe Photoshop:

TOP OF PAGE:

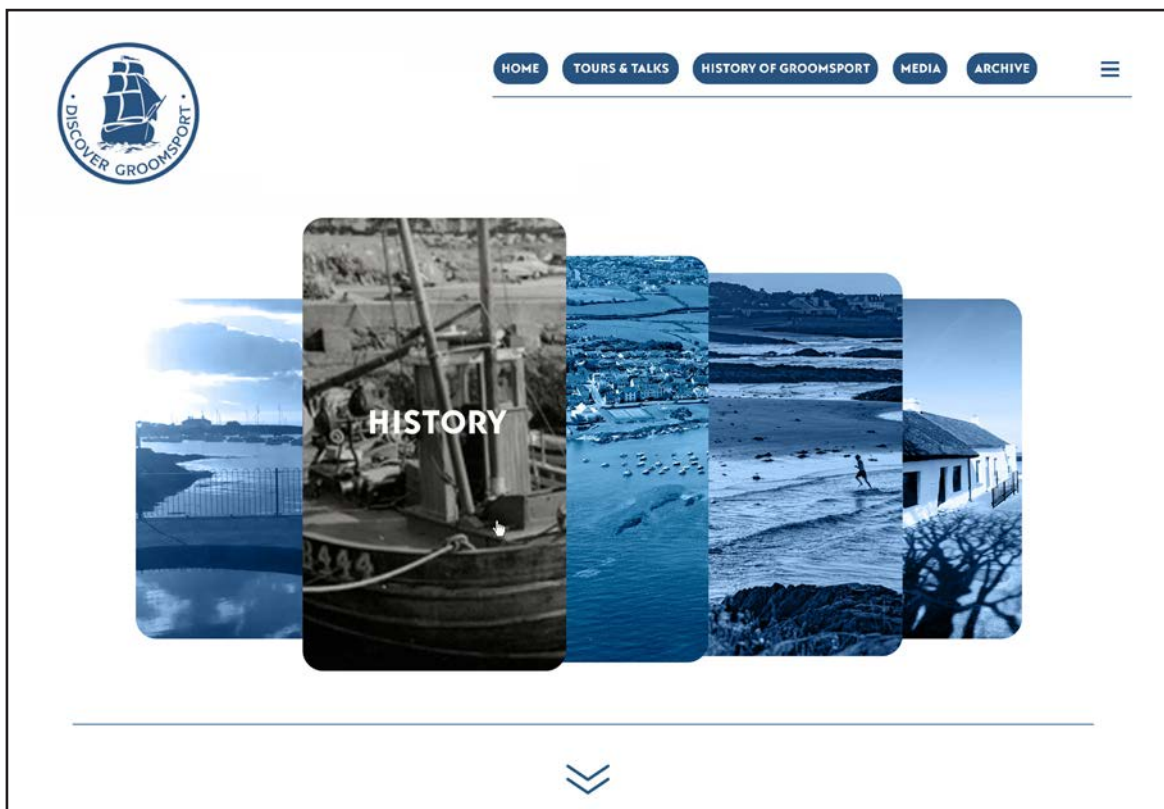


THE PITCH

BOTTOM OF PAGE:

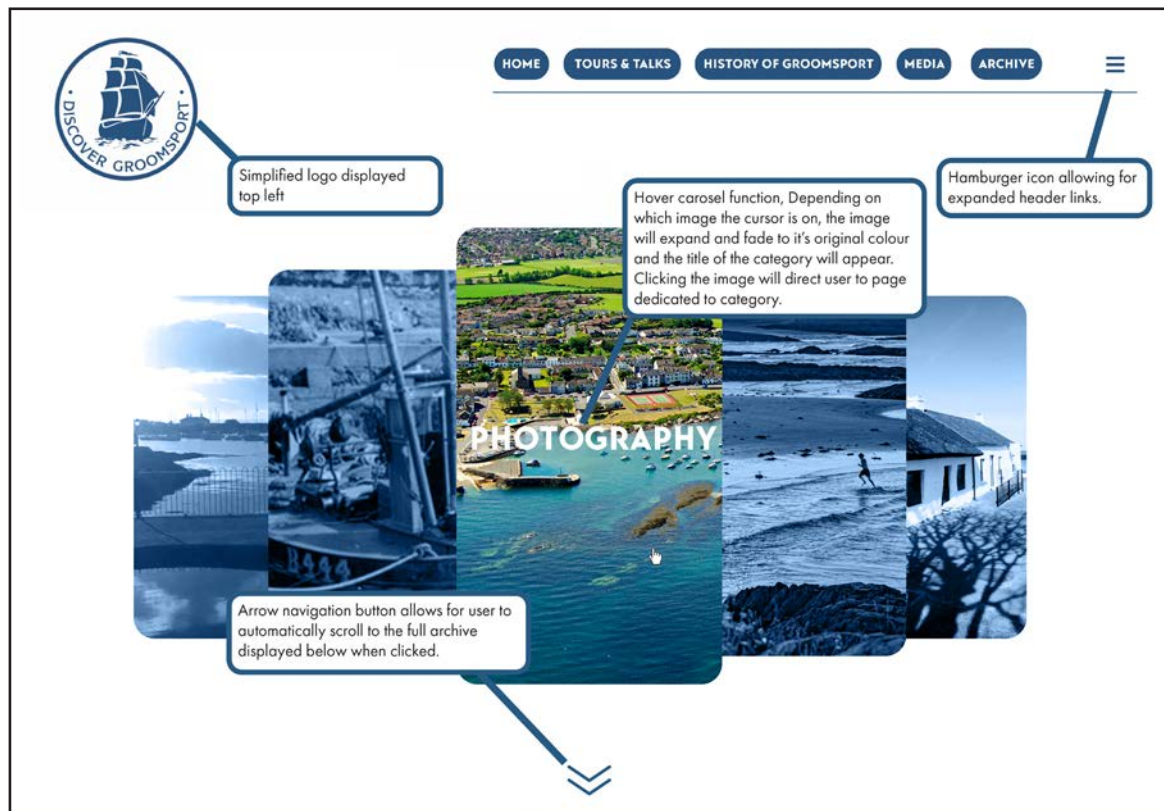


INTERACTIVITY DEMOMONSTRATION:



THE PITCH

ILLUSTRATED VERSION:



LIST OF FEATURES:

- Logo at top left of page which acts as a hyperlink to homepage.
- Header icons with hover elements linking to original website.
- Hamburger icon allowing for expanded header links.
- Carousel featuring images which act as hyperlinks, directing user to a range of categories for the archive. Includes hover element where if the cursor is hovering over an image, it will expand, return to it's original colour from the blue and display the title of the category as shown in the demonstration image.
- Full archive of images located near the bottom of the page.
- Animated arrow icon at bottom of the screen allowing for user to automatically scroll to the full archive when clicked.
- Footer containing policy's, contact us and social media links.

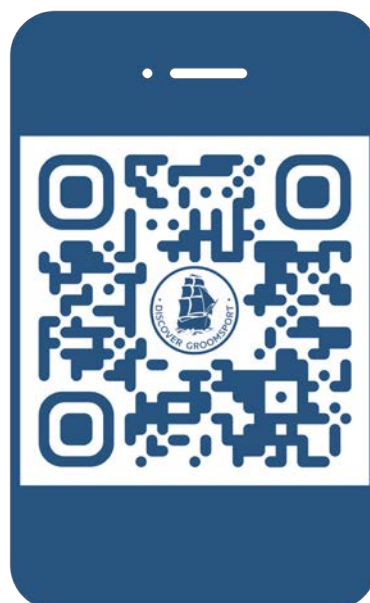
THE PITCH

To show how this web design would appear across a range of devices, including mobile, tablets and laptops, I used a device template from Freepik and edited it in Photoshop, creating a new layout for the design suitable for each device.

This also gives the client a better visualisation of the final product:



Finally, I created a custom QR code using QR.io which directs users to the archive when scanned through a mobile device. I included the company logo, colours and a phone template to encourage members of the public to scan the code:



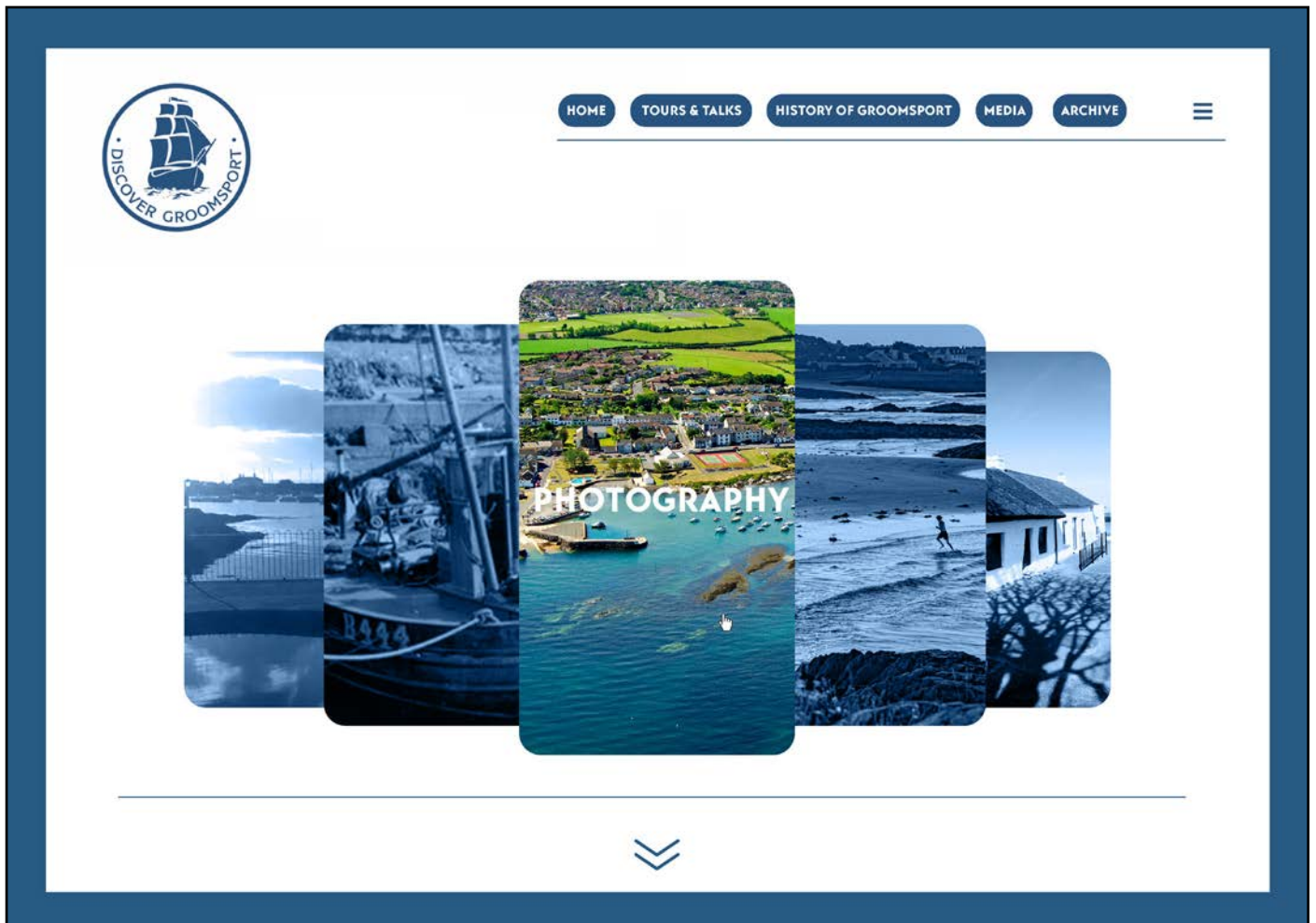
THE PITCH

Once my designs were finalised, I arranged them within a pitch document using InDesign, allowing for a clear presentation and thorough explanation of my concepts to the clients. After that, myself and the rest of the team compiled all of our pitches in the one document so that when in a teams meeting with the client, one person with the strongest broadband (myself) could share their screen for all pitches to avoid complications with connectivity issues while on call.

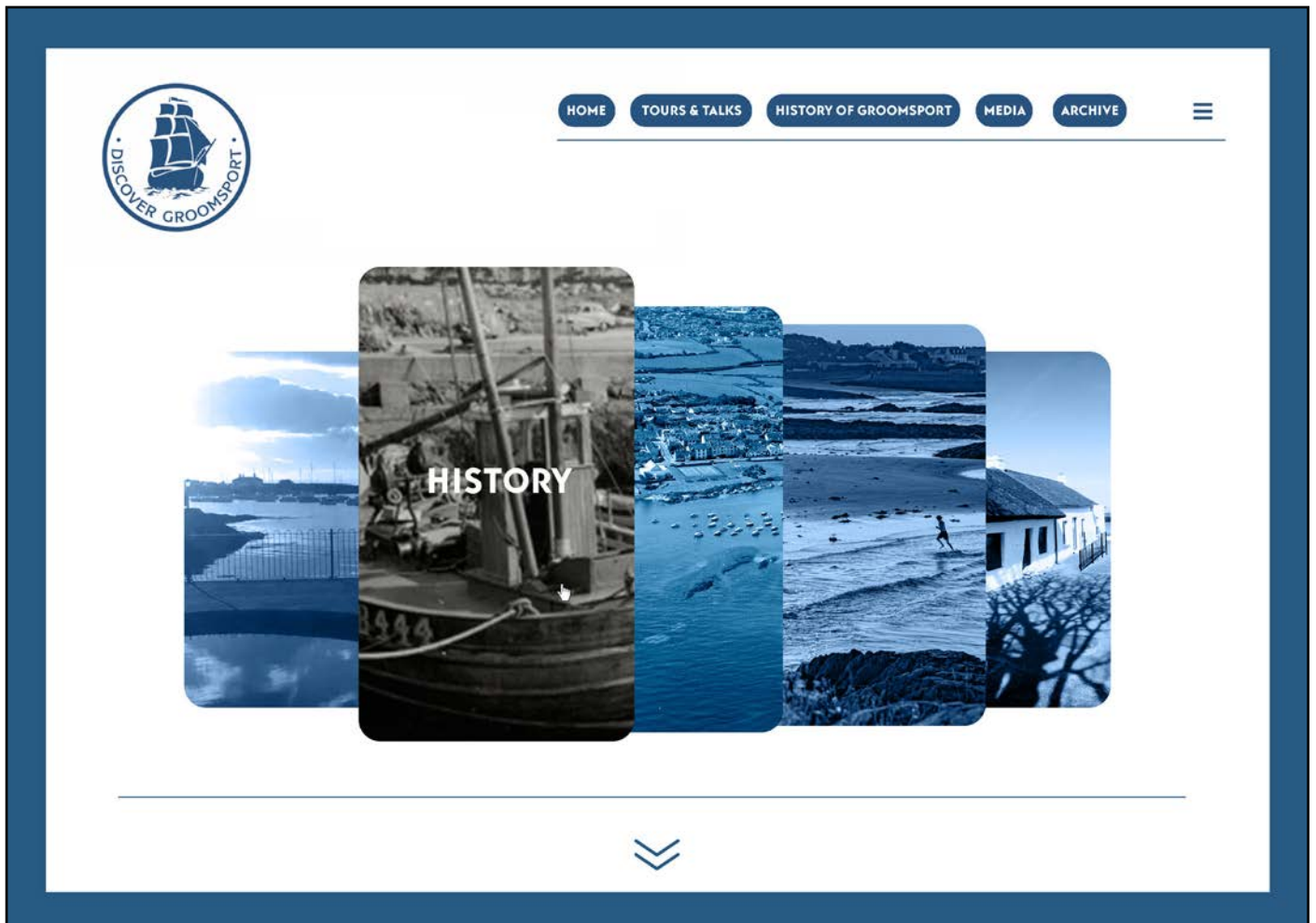
MY PITCH:



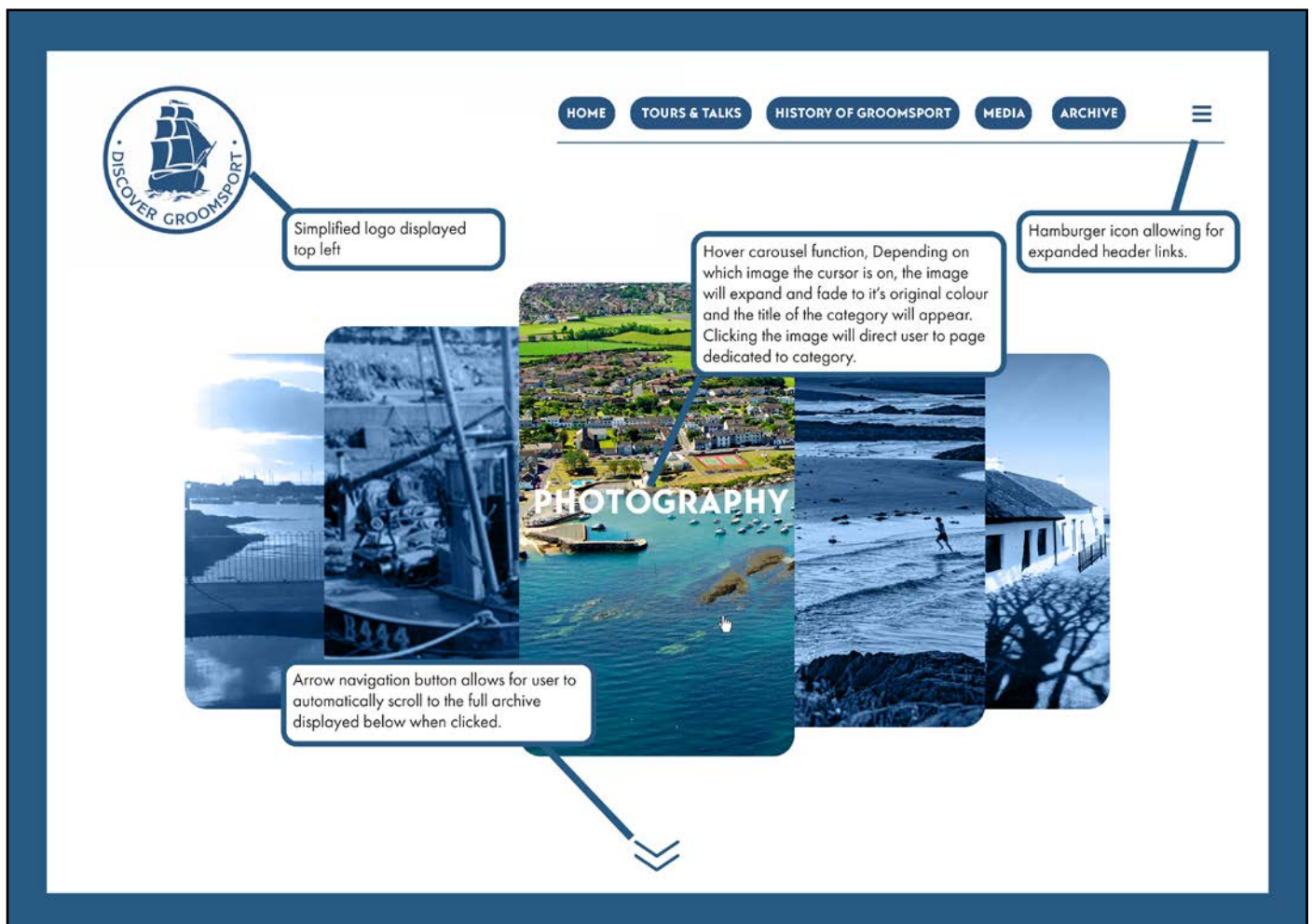
THE PITCH



THE PITCH



THE PITCH



THE PITCH



HOME

TOURS & TALKS

HISTORY OF GROOMSPORT

MEDIA

ARCHIVE



USEFUL LINKS

[Data Privacy Notice](#)
[Safeguarding Vulnerable Adults Policy](#)
[Child Protection Policy](#)
[Contact Us](#)



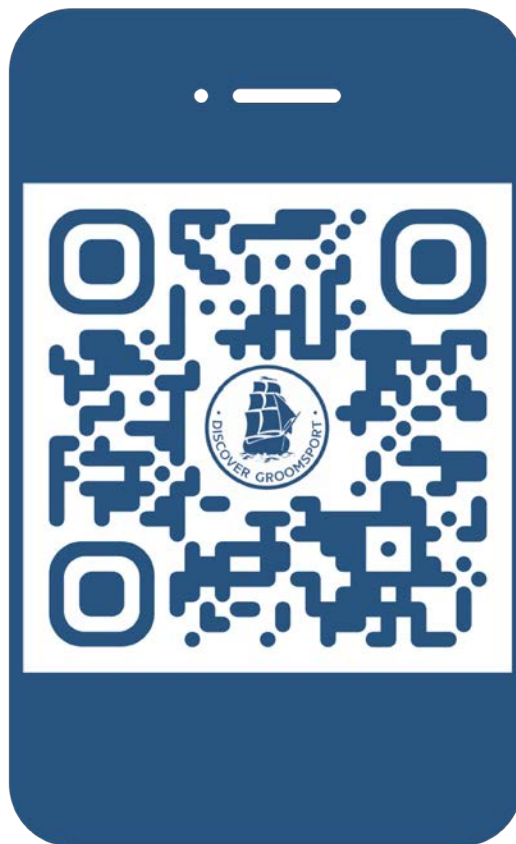
THE PITCH

MOCKUPS



THE PITCH

QR CODE



THE PITCH

RYAN'S PITCH:

DISCOVER GROOMSPORT
RYAN REDMOND

CONCEPT 1:
New Discover Groomport Website/Digital Archive (Coloured and Black/White)

Digital Archive
GROOMSPORT BEACH GROOMSPORT GENERATIONS COCKLE ROW SARA OWEN'S BOOK

Explore the village

Walk the history of the Beach

HOVER CONCEPT:
Hover concept on coloured version and Black/White iterations

Digital Archive
GROOMSPORT BEACH GROOMSPORT GENERATIONS COCKLE ROW SARA OWEN'S BOOK

Explore the village

Explore the Beach
Learn more about all our different areas that we have to offer. From our beautiful coastline to our historic buildings, there is something for everyone.

Walk the history of the Beach

Explore the Architecture

MOCKUPS

QR CODE

QR STICKER MOCKUP
Stick on various information /notice boards



THE PITCH

JACK'S PITCH:



GROOMSPORT DIGITAL ARCHIVE

COLOUR PALETTE



NAVAL BLUE

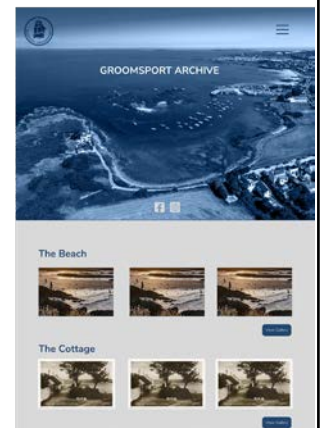


GROOMSPORT GREY



KEY AREAS

- ORGANISED HIERARCHY
- VISUALLY CLEAR SECTIONS
- BURGER BAR DROP DOWN NAVIGATION
- INTERACTIVE BUTTON TO ENTER GALLERY
- PROMINENT SOCIAL BUTTONS



DIGITAL MOCK-UP



QR CODE

- QUICK NAVIGATION TO DIGITAL ARCHIVE
- REPRESENTS GROOMSPORT WITH COLOUR AND EXISTING LOGO
- CAN BE POSTED DIGITALLY OR PRINTED DEPENDING ON NEEDS
- REPRESENTED IN GROOMSPORT COLOUR PALETTE



SCAN ME



DISCOVER



DISCOVER



DISCOVER

PITCH FEEDBACK

Following the presentation of our pitches, the partners, Liz, Peter, and Audrey opted not to select a single solution. Instead, they expressed interest in combining different design elements from each pitch into one comprehensive design. Our team welcomed this approach as it gave us an opportunity put our heads together and create a new design containing the best elements of each. Here's a summary of the elements they want in the final design:

"They want to make sure that there is a button that links from the archive to the Discover Groomsport main site"

- Tom's carousel design.
- Jack's colour scheme.
- Jack's website theme.
- Ryan's search function.
- QR code Linktree.
- They settled on four categories for the archive being Cockle Row Cottages, The Beach, The Village and The Harbour.
- Peter wanted us to reference a pre-existing walking tour as a highlight.
- Peter wants "History of the village through the Presbyterian Church" also informed "The Parish Church may be another issue as the archivist may be difficult to get a hold of".

REFINED PITCH

After the feedback the team and I got together to create a refined version of the pitch document to create a new visualisation based off the feedback we had received. Below is the refined design:





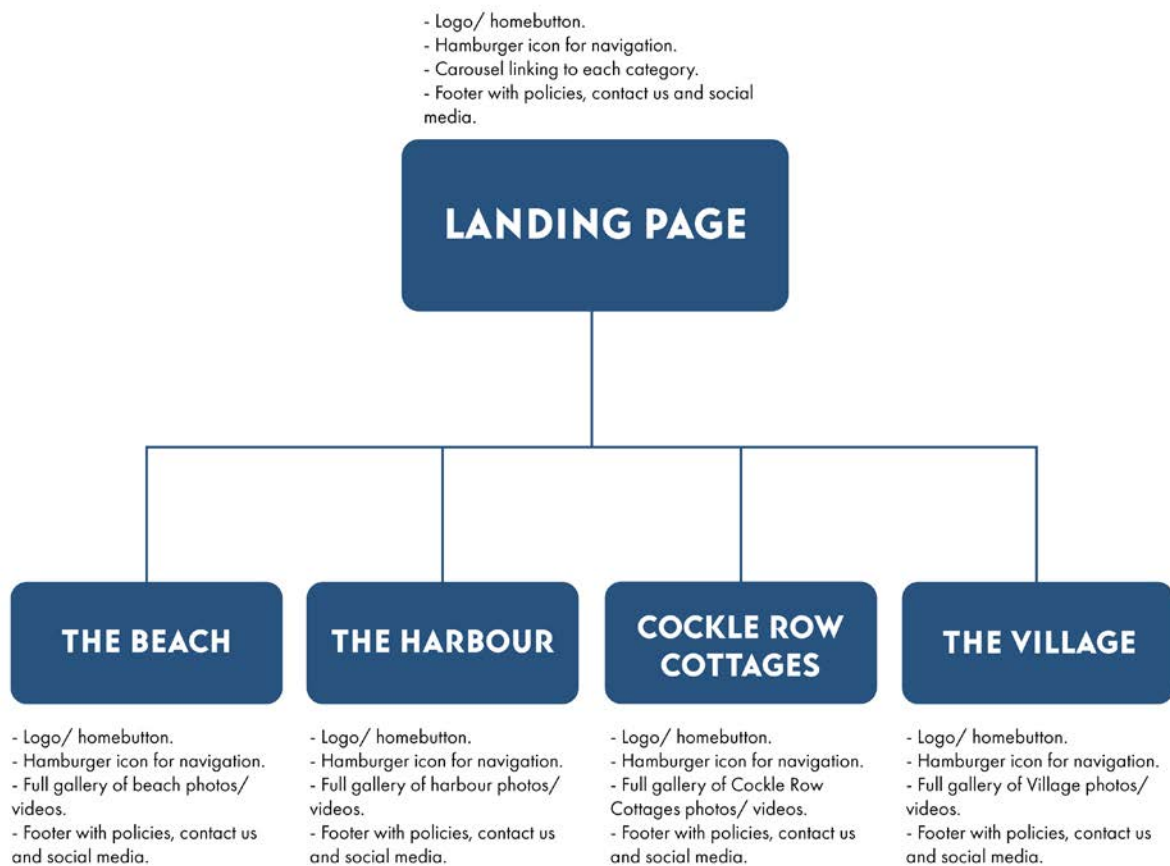
PRE PRODUCTION

PRE-PRODUCTION

After the pitch I got to work on creating a site map for better preparation of the creation of the archive. Using the feedback I split the site into 5 pages:

- Landing Page.
- Cockle Row Cottages.
- The Harbour.
- The Village.
- The Beach.

Below is a visualation of the site map created in Adobe Photoshop:



PRE-PRODUCTION

Before we started development of the archive, Liz had send through a link to some images she though would be suitable for the website. But the team and I came to a decision that the photos weren't of great quality for our website and weren't suitable for the selected categories. Some of the photos also included children which we couldn't use without official written consent from a parent/ guardian as it goes against GDPR.

After this I suggested the idea that I go to Groomsport personally and take photos and videos of the surrounding areas connected to the chosen categories to bulk up the archive content and to have consistent high quality content for each page.

To fulfill this goal, I needed to book the required equipment from the University and complete a risk assessment before commencing the production to ensure all members and equipment are safe.

EQUIPMENT

When discussing the equipment we would need we first decided what content we wanted to create for the site. Below is the list of required content:

- High quality photos relating to each category.
- High quality videos relating to each category and for archive banner.
- 360° photos for each category to immerse user into the village.

To fulfill these goals the following equipment was required:



CANON EOS 750D DSLR CAMERA



RICOH THETA V 360 DEGREE SPHERICAL CAMERA



INSTA 360 X3 ACTION CAM KIT



CALUMET PHOTOGRAPHY TRIPOD WITH BALL HEAD



UGREEN SD CARD READER

RISK ASSESSMENT

In order to book this equipment I needed to create a risk assessment form to ensure that the equipment and crew would be safe during production.

On the 18th of November I travelled to Groomsport to conduct this risk assessment and survey the surrounding area to recognise and identify any potential hazards:

School of Media, Film and Journalism
coleraineequipment@ulster.ac.uk

Location Risk Assessment Form 1



Opening Hours
Monday to Friday
9:00am to 12:30pm

Equipment Collection Room i045 off the Atrium Faculty of Arts building

--

Student(s) Thomas Wilson Ryan Redmond Jack Marshall	Student Number(s) B00809449 B00786723 B00805870
Course and Tutor: Interactive Media, Adrian Hickey	Production Title: Groomsport Digital Archive
Date of collection: / /	Date of return: / / Time:
Equipment: List all equipment required to be taken on this shoot:	
Canon EOS 750D DSLR Camera	
Calumet Photography Tripod with Ball Head	
Card Reader	
RICOH THETA V 360° Camera Kit (Camera,Mic+Tripod)	
Insta 360 X3 Action Cam Kit	

Storage: Describe how equipment will be securely stored, especially overnight: Secured safely in dry cupboard space.

--

Location:
Has a full recce been carried out? **YES / NO** (circle) If **NO**, please give reasons:

--

Location contact:
Location address: Groomsport Village
Location phone no:

POLICE – contact the nearest police station to alert them if filming in public or re-enacting crimes or any event that could trigger public concern	Please record here details of the logging of filming with local police Date and time of logging: Officer alerted: Police Station:
Nearest Hospital: Bangor Hospital	Phone no.:

Give a detailed description of the location and environment, for example - Coleraine Showgrounds, with 2,000 fans: Coleraine FC vs Cliftonville FC or Students' Union, with 100 students.	Groomsport village/ beach. 3 students.
Describe in detail what and who you will be recording, for example - football match from stands, or vox pop interviews on alcohol abuse.	Gathering images/ footage of village and beach for digital archive.

Please turn over

Please note: Late returns may result in a financial penalty, since it inconveniences other students.

RISK ASSESSMENT

School of Media, Film and Journalism Location Risk Assessment Form 2

Likely/very likely	M medium	H high	H high
Quite Possible	L low	M medium	H high
Not likely/possible	L low	L low	M med
	Trivial	Significant	Severe

Hazard	Anticipated hazard	Initial Risk			Precautions you will apply to control the hazard	Residual Risk		
		L	M	H		L	M	H
Transport / Travel /	Equipment could be damaged.		X		Ensure all equipment is safely secured when being transported.	X		
Weather / Temperature:	Could weather/ rain can affect		X		Ensure crew wear appropriate attire and weather forecast is checked.	X		
Terrain:	Uneven surfaces can be tripping hazard.		X		Ensure all routes are safely accessed and necessary.	X		
Working at heights:	N/A all locations at ground level.	X			N/A all locations at ground level	X		
Working in / near water:	Crew or equipment could get wet.	X			Can all members of the cast & crew swim? Ensure production takes place at low tide.	X		
Working alone:	N/A 3 people will be present.	X			N/A 3 people will be present.	X		
Glass / Sharp Objects:	Crew could be injured.		X		Ensure all locations are safe and clear of hazardous objects.	X		
Fire:	Low risk as production is outdoors.	X			Ensure no equipment is visibly faulty (batteries etc.)	X		
Wildlife / Pets:	Dog walkers could interfere with production		X		Ensure location is clear before continuing.	X		
Children / Public:	Public could interfere with production		X		Ensure location is clear before continuing.	X		
Falling Objects:	Equipment could fall on crew.		X		Ensure equipment is safely setup and secured.	X		
Theft / Violence:	Equipment could be stolen.		X		Ensure equipment is always in sight and accounted for.	X		
Cables / Electricity:	Crew/ public could trip on cables.	X			Ensure there are no exposed wires. (unlikely as wireless equipment)	X		
Equipment / Lighting:	Equipment could fall on crew/ public.		X		Ensure equipment is safely setup and secured.	X		
Ladders / Steps	Crew could fall down steps.		X		Ensure all routes are safe and crew isn't carrying too much.	X		
Use of (imitation) weapons	N/A no props being used.	X			N/A no props being used.	X		
Other: specify								

Permissions: You will need permission to record on private property. This includes railway or bus stations, National Trust, churches, graveyards, etc.

Name	Position held (e.g. Station Master)	Company	Reference number (if given)

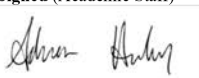
You will need written permission if you intend to film anyone under the age of 16. For Release Forms speak to your tutor.

Crew: Please ensure each crew member has a copy of this document. It is also crucial that we have as many points of contact as possible.

Name: Thomas Wilson	Contact No. (mobile) 07808863859
Name: Ryan Redmond	Contact No. (mobile) 07487372404
Name: Jack Marshall	Contact No. (mobile) 07522232902
Name:	Contact No. (mobile)
Name:	Contact No. (mobile)

Declarations

I/we have been trained by the School of Media Film and Journalism in location safety risk assessment and take responsibility for implementing safety precautions on this project, as described in this form, which is to the best of my knowledge, accurate. If the safety risks are found to be higher than expected, I/we will suspend recording activity and seek instruction from a trained member of school staff

Signed (students) T.W J.M R.R	Date: 27/11/23
I hereby state that I have examined the information in this form and agree to this student to taking the specified equipment on this project	
Signed (Academic Staff) 	Date: 27/11/23

(Only low to medium risk is acceptable)

School of Media, Film and Journalism Location Risk Assessment Form 3

Review date (if applicable)	
-----------------------------	--

RISK ASSESSMENT

School of Media, Film and Journalism Location Risk Assessment Form 2

Likely/very likely	M medium	H high	H high
Quite Possible	L low	M medium	H high
Not likely/possible	L low	L low	M med
	Trivial	Significant	Severe

Hazard	Anticipated hazard	Initial Risk			Precautions you will apply to control the hazard	Residual Risk		
		L	M	H		L	M	H
Transport / Travel /	Equipment could be damaged.		X		Ensure all equipment is safely secured when being transported.	X		
Weather / Temperature:	Could weather/ rain can affect		X		Ensure crew wear appropriate attire and weather forecast is checked.	X		
Terrain:	Uneven surfaces can be tripping hazard.		X		Ensure all routes are safely accessed and necessary.	X		
Working at heights:	N/A all locations at ground level.	X			N/A all locations at ground level	X		
Working in / near water:	Crew or equipment could get wet.	X			Can all members of the cast & crew swim? Ensure production takes place at low tide.	X		
Working alone:	N/A 3 people will be present.	X			N/A 3 people will be present.	X		
Glass / Sharp Objects:	Crew could be injured.		X		Ensure all locations are safe and clear of hazardous objects.	X		
Fire:	Low risk as production is outdoors.	X			Ensure no equipment is visibly faulty (batteries etc.)	X		
Wildlife / Pets:	Dog walkers could interfere with production		X		Ensure location is clear before continuing.	X		
Children / Public:	Public could interfere with production		X		Ensure location is clear before continuing.	X		
Falling Objects:	Equipment could fall on crew.		X		Ensure equipment is safely setup and secured.	X		
Theft / Violence:	Equipment could be stolen.		X		Ensure equipment is always in sight and accounted for.	X		
Cables / Electricity:	Crew/ public could trip on cables.	X			Ensure there are no exposed wires. (unlikely as wireless equipment)	X		
Equipment / Lighting:	Equipment could fall on crew/ public.		X		Ensure equipment is safely setup and secured.	X		
Ladders / Steps	Crew could fall down steps.		X		Ensure all routes are safe and crew isn't carrying too much.	X		
Use of (imitation) weapons	N/A no props being used.	X			N/A no props being used.	X		
Other: specify								

Permissions: You will need permission to record on private property. This includes railway or bus stations, National Trust, churches, graveyards, etc.

Name	Position held (e.g. Station Master)	Company	Reference number (if given)

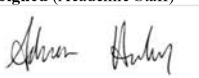
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Signed (Academic Staff) 	Date: 27/11/23

(Only low to medium risk is acceptable)

School of Media, Film and Journalism Location Risk Assessment Form 3

Review date (if applicable)	
-----------------------------	--



PRODUCTION

PRODUCTION

After the equipment was booked and collected, the team and I planned to visit Groomsport on Friday the 1st of December to gather any assets we needed for the digital archive.

Below is the list of crew, duties and equipment required:

TOM:

Duties: Photography, Videography.

Equipment: Canon EOS 750D DSLR Camera, Calumet Photography Tripod with Ball Head, UGREEN SD Card Reader.

JACK:

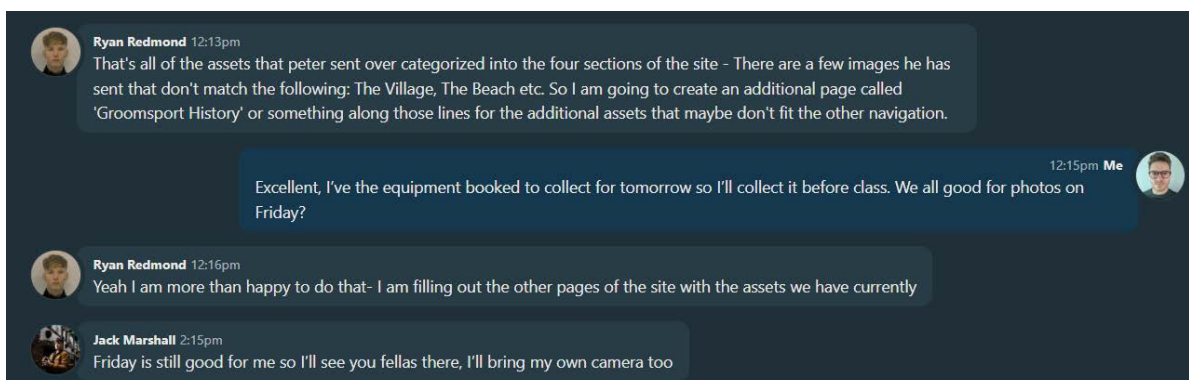
Duties: 360° Photography.

Equipment: RICOH THETA V 360 Degree Spherical Camera, Insta 360 X3 Action Cam Kit.

RYAN:

Duties: Creative input on 360° Photography

Equipment: N/A



PRODUCTION

Upon arrival to Groomsport, I immediately started working on gathering photographic assets using the DSLR. Thankfully the weather was excellent and there were low wind levels so the water around the village and harbour was very reflective, providing excellent photo opportunities

I wanted to capture images of the landmarks throughout Groomsport to be used as the main category images on the archive itself, ensuring high quality resolution. Whilst gathering these images I also took photos at any opportunity I had to provide the client with a wide selection of images for them to choose what to include in the finished website.

As well as photos, I also captured plenty of footage using the DSLR and tripod, recording 45 second clips of areas around the village, beach and harbour to include in the banner of the homepage.

While working, I noticed a group of people racing remote control sailboats outside the harbour. With their permission I captured excellent footage/ photos to include in the archive.



PHOTOGRAPHY

After a long day of gathering assets I exported all footage from the camera totalling in 135 assets overall and filtered through all footage/ photos I had taken, deleting any that were blurry/ low quality and editing them to make them more visually appealing/ professional.

With my selected photos, I organised them into 4 folders, Cockle Row Cottages, The Harbour, The Village, and The Beach as to make it easier when imbedding them into the archive.

These were the photos I had chosen that were suitable for the archive

COCKLE ROW COTTAGES:



"Cockle Row across the bay 1"



"Cockle Row across the bay 2"



"Cockle Row 1"



"Cockle Row 2"

PHOTOGRAPHY

COCKLE ROW COTTAGES:



"Cockle Row 3"



"Cockle Row sign 1"



"Cockle Row sign 2"



"Shore at Cockle Row"

PHOTOGRAPHY

THE HARBOUR:



"Harbour view 1"



"Harbour view 2"



"Harbour view 3"



"Harbour view 4"



"Harbour 1"



"Harbour 2"

PHOTOGRAPHY

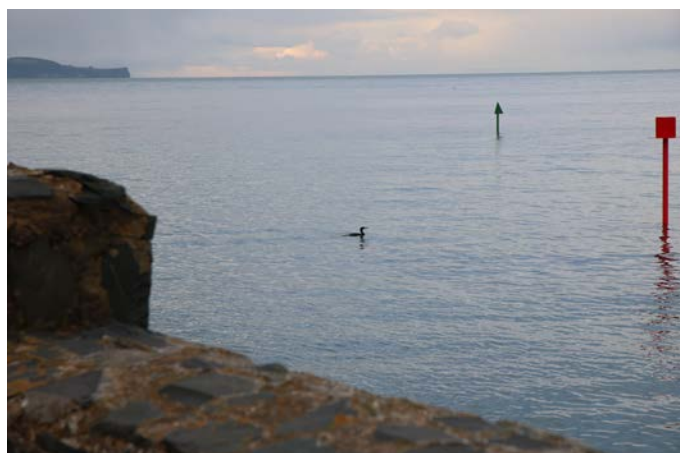
THE HARBOUR:



"Harbour 3"



"Boat Club flag mast"



"Cormorant at marker 1"



"Cormorant at marker 2"



"Diving Cormorant"



"End of the pier"

PHOTOGRAPHY

THE HARBOUR:



"Dog at slipway 1"



"Dog at slipway 2"



"Harbour & Cockle Row 1"



"Harbour & Cockle Row 2"



"Harbour at dusk"



"Harbour bay"

PHOTOGRAPHY

THE HARBOUR:



"Harbour slipway"



"RC Boat Club 1"



"RC Boat Club 2"



"Rowboats at pier"



"Up-turned rowboat"



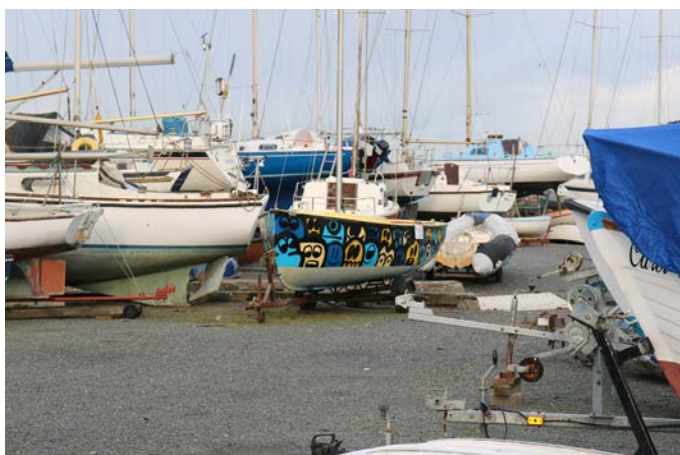
"Seawall at slipway"

PHOTOGRAPHY

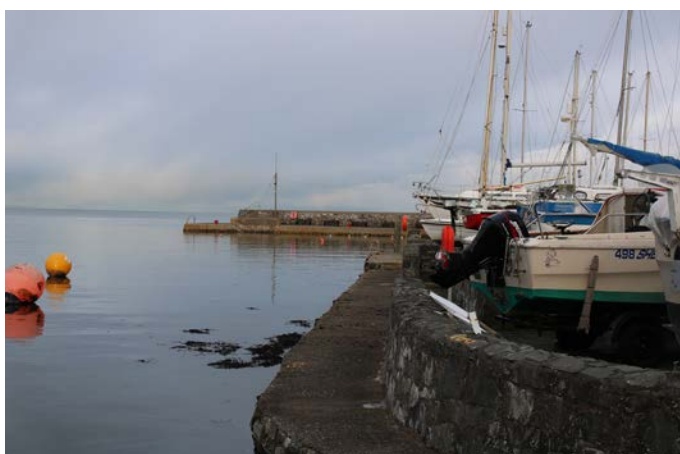
THE HARBOUR:



"North Down Council plaque"



"Doodle Yacht"



"Sealine at harbour"



"Seagull atop flag mast"

PHOTOGRAPHY

THE BEACH:



"Beach shoreline 1"



"Beach shoreline 2"



"Beach shoreline 3"



"Beach shoreline 4"



"Oyster Catcher on rock 1"



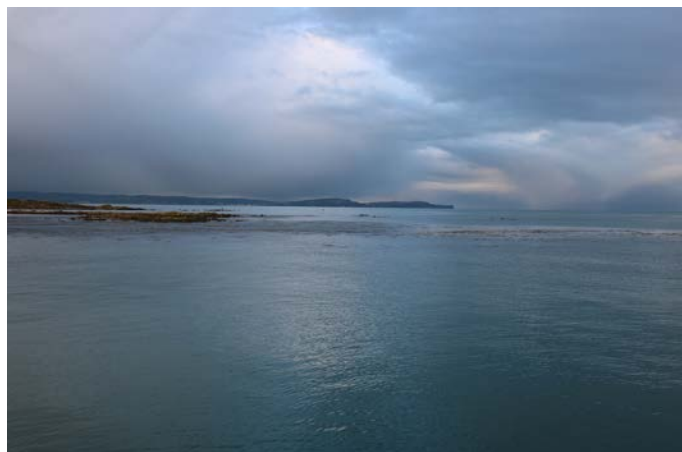
"Oyster Catcher on rock 2"

PHOTOGRAPHY

THE BEACH:



"Bay view 1"



"Bay view 2"



"Rocky shore 1"



"Rocky shore 2"



"Seabirds at shore 1"



"Seabirds at shore 2"

PHOTOGRAPHY

THE BEACH:



"Seabirds at shore 3"



"Seawall 1"



"Seawall 2"



"Seawall walking path"



"Shore at seawall 1"



"Shore at seawall 2"

PHOTOGRAPHY

THE BEACH:



"Shore at seawall 3"



"Shoreline at Cockle Row"



"Seawall at slipway"

PHOTOGRAPHY

THE VILLAGE:



"Church across the bay"



"Ship Sculpture"



"Groomsport at dusk"



"Shells in The Village Boat"



"Smugglers Cove"



"The Village Boat"

PHOTOGRAPHY

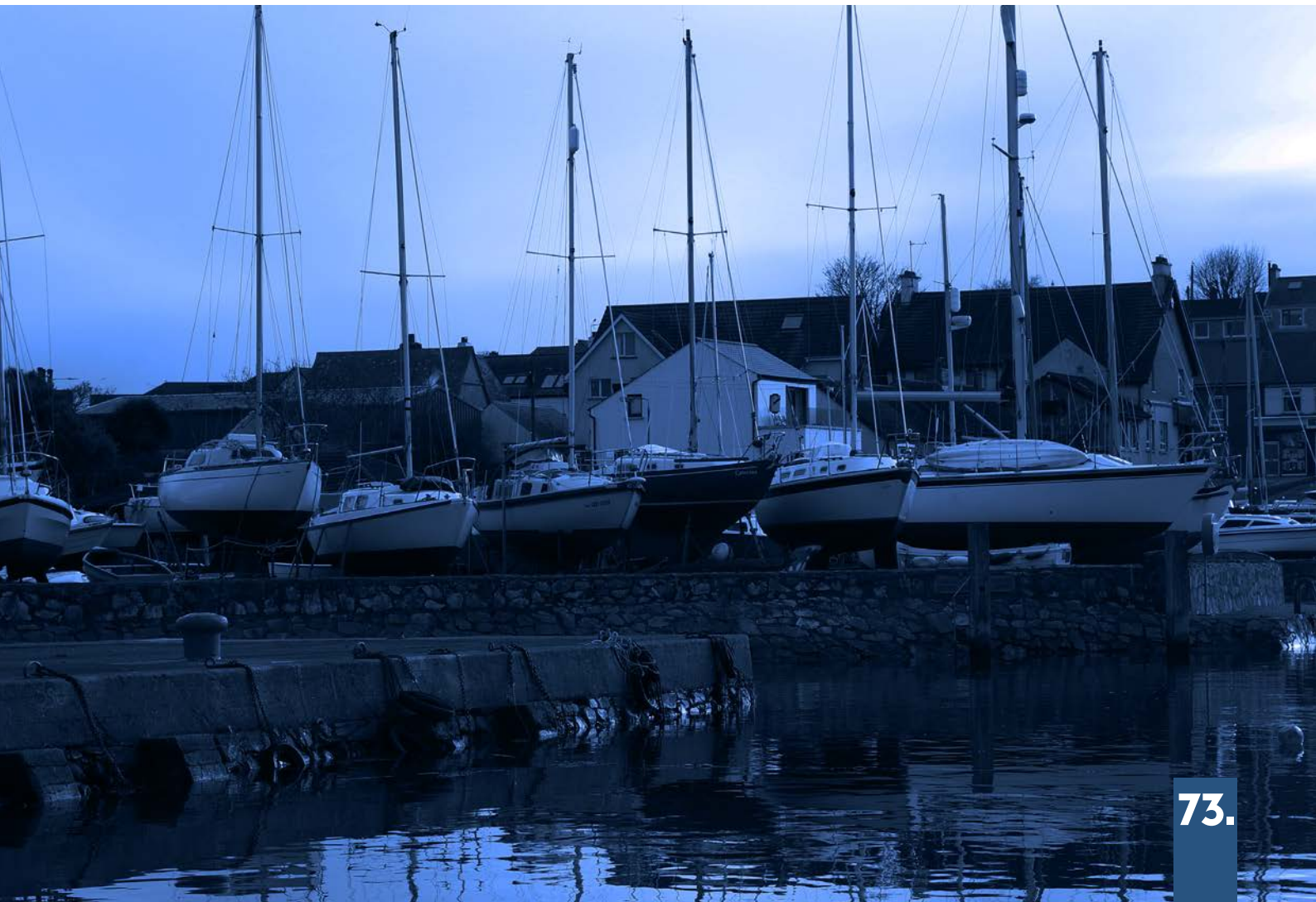
THE VILLAGE:



"Thomas Ronald Irvine Monument 1"

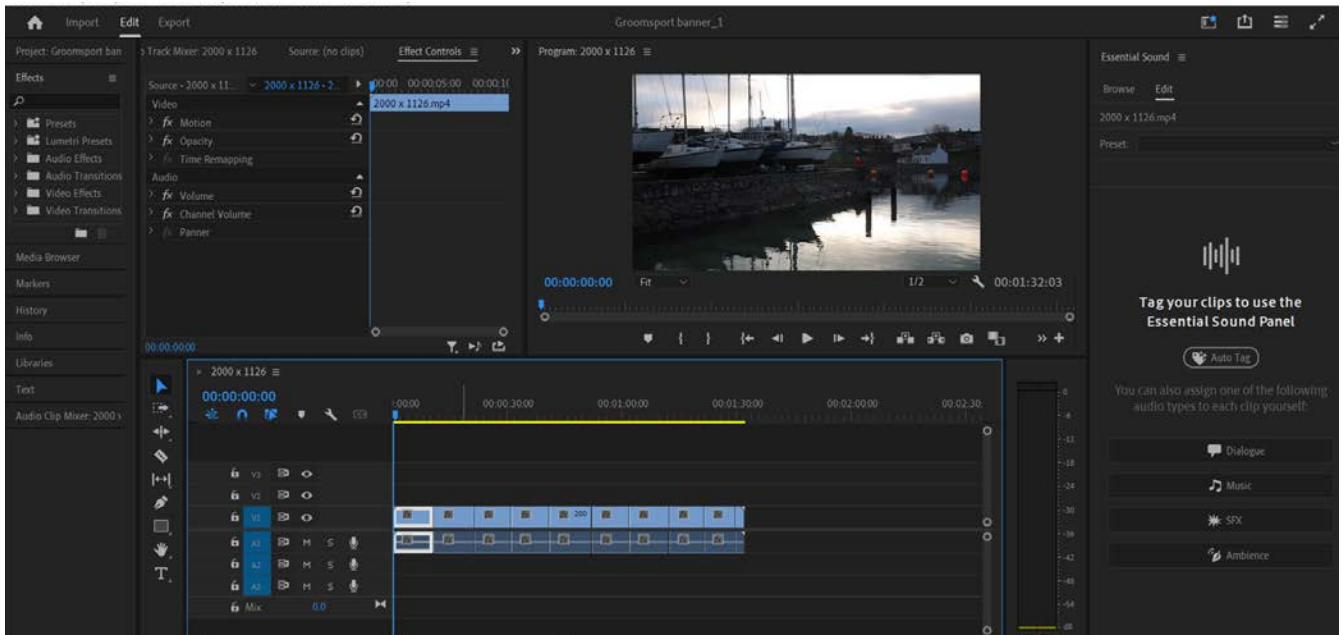


"Thomas Ronald Irvine Monument 2"

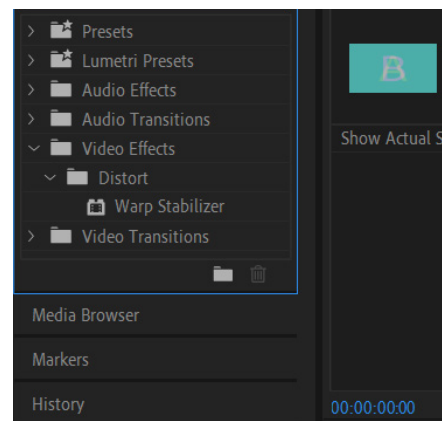
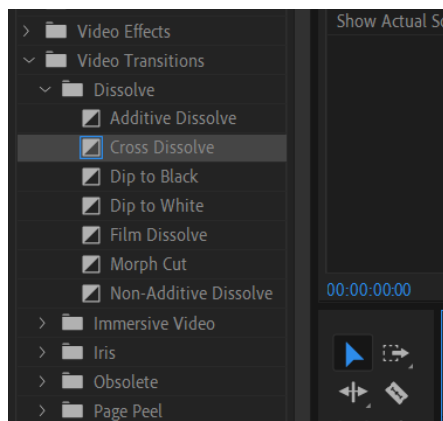


VIDEOGRAPHY

To make the banner video for the archive homepage, I imported all footage I deemed appropriate into Adobe Premiere Pro. In total I selected seven clips and cut them down to roughly 10 seconds each.

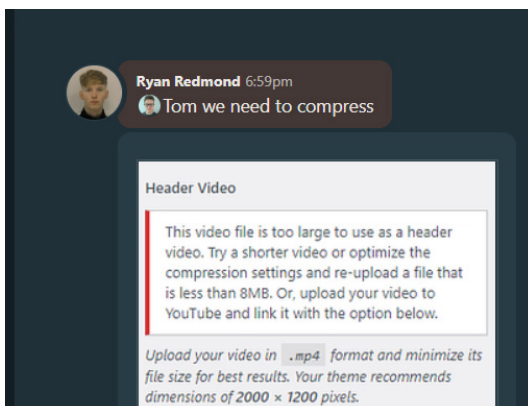


I cut the first clip of the sequence into two parts, placing the second part at the start of the sequence and the 1st part at the end in order to make a seamless transition for when the video loops on the website. I then proceeded to remove all sound from the clips as it was not necessary for the banner and to also free up space on the file. To create a seamless transition between clips I inserted the "Cross Dissolve" transition in between each clip. Finally I added "Warp Stabilizer" To all clips with shaky camera movements in order to create a seamless and steady camera motion.



VIDEOGRAPHY

After ensuring the video was of high enough quality I exported it as an .MP4 file at 1920 x 1080p resolution and sent it to Ryan to be uploaded to the archive. Unfortunately he informed me that the file size was too large and needed to be maximum 8mb and recommended resolution 2000 x 1200.

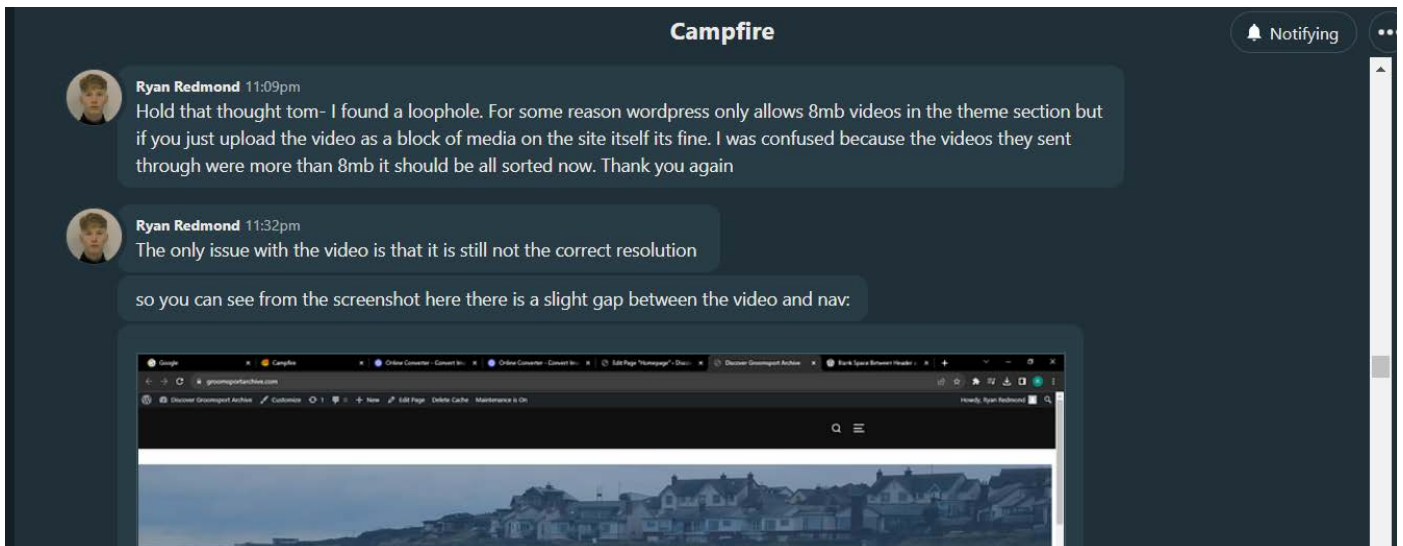


In order to meet the requirements of 8mb, I cut the whole video down to one clip lasting 15 seconds. But unfortunately it is impossible for a clip with the resolution of 2000 x 1200 to be less than 8mb, so I had to reduce the resolution to 1000 x 600p to fit the same frame at half the resolution, but again the file size was still too large at 22mb and did not work.



Fortunately, Ryan found a work around to allow larger size videos to be imported into the banner. but the resolution still needed adjusting as it left a blank space between the video and the header and we wanted this to be seamless.

VIDEOGRAPHY



To fix this, I exported the original video as 2000 x 1200p but this left a black border at the top and bottom of the video, but was fixed when I set it to 2000 x 1126p. Thankfully Ryan was able to import the 2000 x 1126p file which fit seamlessly in the banner space.





POST PRODUCTION

PRESENTATION

Once all content was added to the archive and the design was complete, we had a teams meeting with Peter on the seventh of December to present our version of the finished digital archive and receive feedback on anything he might want changed.

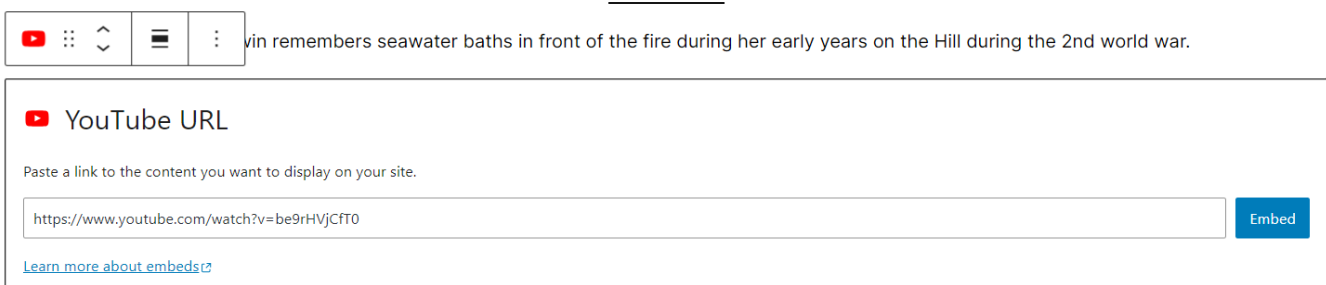
Overall he was very impressed with the work we had produced and only had a few suggestions for us to look into:

- Add a clearer description to images in each category including credit to photographer.
- Have the videos in each section be imbedded in the site itself rather than a hyperlink to the YouTube upload.
- Edit social media links in footer.

I took on the responsibility of editing the videos for each category, ensuring that Peter's demands were met.

In order to meet Peter's expectations with the category videos, I deleted the original video format on the archive and re-added the video using the YouTube embedded link function. This allows for the video to be played within the archive without having to manually import the video file itself

BATHTIME

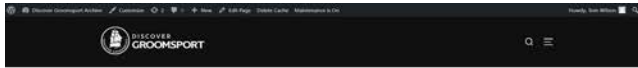


The screenshot shows a YouTube video player interface. At the top, there is a video player with a red play button icon and a description: "vin remembers seawater baths in front of the fire during her early years on the Hill during the 2nd world war." Below the player is an embed form with the heading "YouTube URL" and the instruction "Paste a link to the content you want to display on your site." The form contains the URL "https://www.youtube.com/watch?v=be9rHVjCfT0" and an "Embed" button. A link "Learn more about embeds" is also visible.

I repeated this process for each video in the archive as well as adding the title and a brief description above each video.

UPDATED ARCHIVE

BEFORE:



THE BEACH

Groomspoint has two beaches. The first, smaller, one, beside the harbour, is James Bay beach. This is an inclusive beach with facilities for people with disabilities to use the beach and access the sea. Through the gap in the wall that Robert Perceval-Maxwell had controversially built in 1856 for privacy, is the much larger Cove Bay beach which backs onto Groomspoint House and the recent Cove Bay development. The beaches have been popular with residents, holiday makers and day trippers since Victorian times. As well as being popular with families in the summer, the beaches are used for a range of water sports including wild water swimming, kayaking and stand up paddle boarding. Groomspoint beaches have been given the Seaside Award in recognition of the water quality and because they have been judged to be clean, attractive and well-managed.

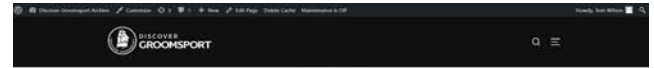


A view of James Bay beach and the wall built by Robert Perceval-Maxwell in August 1856 which led to the Right-of-way dispute. People can be seen using the flight of steps from the beach to the gap in the wall that the Admiralty obliged Perceval-Maxwell to make in February 1857. Groomspoint House can be seen in the top-right of the image.

A view of part of James Bay beach and the wall built by Robert Perceval-Maxwell in August 1856 which led to the Right-of-way dispute. The concrete pathway, which was constructed from the harbour, along James Bay and part of Cove Bay in the 1970s, created a wide passage through the wall. Some of the steps to and from the much narrower passage provided by Perceval-Maxwell in 1857 can still be seen. The Cove Bay development (2000 onwards) can be seen in the background.

A view of James Bay beach and the wall built by Robert Perceval-Maxwell in August 1856 which led to the Right-of-way dispute. A flight of steps can be seen from the beach to the gap in the wall that the Admiralty obliged Perceval-Maxwell to make in February 1857.

AFTER:



THE BEACH

Groomspoint has two beaches. The first, smaller, one, beside the harbour, is James Bay beach. This is an inclusive beach with facilities for people with disabilities to use the beach and access the sea. Through the gap in the wall that Robert Perceval-Maxwell had controversially built in 1856 for privacy, is the much larger Cove Bay beach which backs onto Groomspoint House and the recent Cove Bay development. The beaches have been popular with residents, holiday makers and day trippers since Victorian times. As well as being popular with families in the summer, the beaches are used for a range of water sports including wild water swimming, kayaking and stand up paddle boarding. Groomspoint beaches have been given the Seaside Award in recognition of the water quality and because they have been judged to be clean, attractive and well-managed.



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THE PAST AND THE PRESENT



OF 1 FIRST SHORE, GROOMSPOINT

THE PAST AND THE PRESENT



FIRST SHORE, GROOMSPOINT

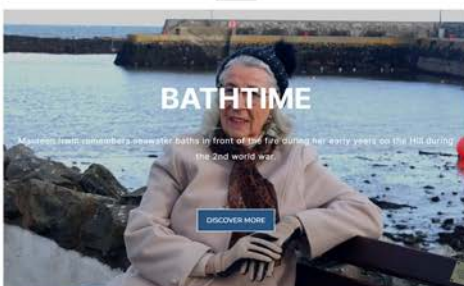
DISCOVER THE BEACH



DISCOVER THE BEACH



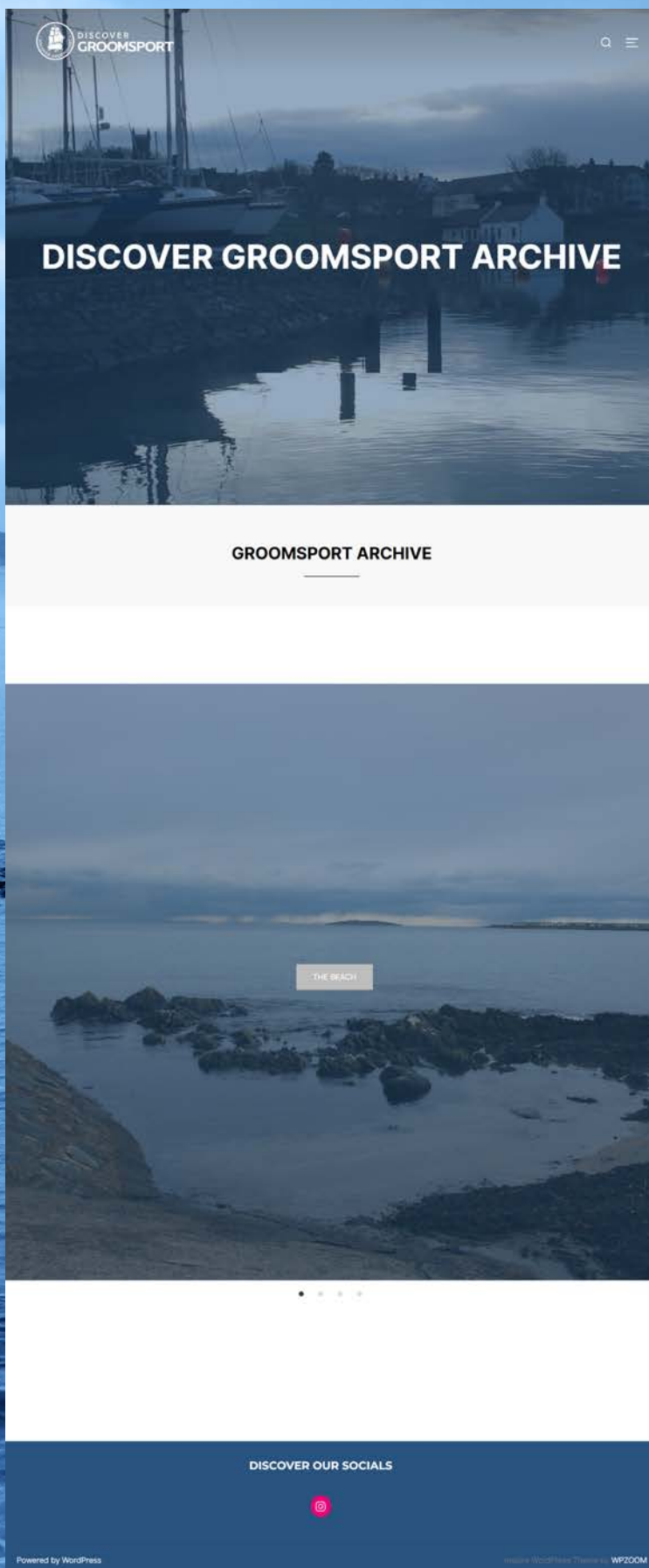
EXPERIENCE THE STORY



BATHTIME



FINAL DESIGN




FINAL DESIGN

DISCOVER GROOMSPORT

COCKLE ROW COTTAGES

Cockle Row Cottages are the oldest buildings in the village. Probably dating from the 18th century, they are a pair of fishermen's cottages that were built to be sheltered from the prevailing wind and weather. All of the other cottages in the village were demolished as part of the redevelopment of Groomport in the 1960s. Cockle Row was saved from demolition when the Rev. Dr David Fearn, the Presbyterian Minister, and his wife, Maureen, stood in front of the bulldozer that was about to knock them down. For some years, the cottages were used by Groomport Art Club. Today, one is used as a Visitor Information Centre and the other is a small heritage centre, reflecting the history of the cottages and the village.



These cottages, which probably date from the 18th century, are the only cottages still standing in the village. They were last occupied in the 1960s. John and Peggy Barrows were the last occupants of the published cottage. Miss O'H lived in the other cottage. Cockle Row can be seen to the right of the cottages and the Walsh house to the left.


This detail from a Tuck's postcard shows Cockle Row Cottages and, behind them, Groomport School (the second National School) which operated from 1895 until 1962. When a new Primary School opened in Springwell Drive, the old school became the Presbyterian Church's Water Nelson Hall.

The Water Nelson Hall, on the left of the image, has been the church hall of Groomport Presbyterian Church since 1962. At the rear of the present building, you can see the rectangular form of Groomport's second National School which operated from 1895 to 1962.

THE PAST AND THE PRESENT




DISCOVER COCKLE ROW



SAVING COCKLE ROW

Maureen and David Ivelin remember the day in the late 1960s when bulldozers turned up at Cockle Row. Find out how the cottages were saved.



Watch on YouTube

DISCOVER OUR SOCIALS



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Theme: [Discover](#) by WPZOOM


FINAL DESIGN

The Villager

DISCOVER GROOMSPORT

THE BEACH

Groomsport has two beaches. The first, smaller, one, beside the harbour, is James Bay Beach. This is an inclusive beach with facilities for people with disabilities to use the beach and access the sea. Through the gap in the wall that Robert Percival Massey had constructed built in 1858 for privacy, is the much larger Cove Bay Beach which backs onto Groomsport House and the recent Cove Bay development. The beaches have been popular with residents, holiday makers and day trippers since Victorian times. As well as being popular with families in the summer, the beaches are used for a range of water sports including wild water swimming, kayaking and stand up paddle boarding. Groomsport beaches have been given the Seaside Award in recognition of the water quality and because they have been judged to be clean, attractive and well-mapped.




A view of James Bay Beach and the wall built by Robert Percival Massey in August 1858 which led to the right-of-way dispute. A flight of steps can be seen from the beach in the gap in the wall that the Admiralty ordered Percival Massey to make in February 1857.

A view of James Bay Beach and the wall built by Robert Percival Massey in August 1858 which led to the right-of-way dispute. People can be seen using the flight of steps from the beach in the gap in the wall that the Admiralty ordered Percival Massey to make in February 1857. Groomsport House can be seen in the top right of the image.


A view of part of James Bay Beach and the wall built by Robert Percival Massey in August 1858 which led to the right-of-way dispute. The concrete pathway, which was constructed from the harbour, along James Bay and part of Cove Bay in the 1970s, included a wide passage through the wall. Some of the steps to and from the much-summer passage provided by Percival Massey in 1857 can still be seen. The Cove Bay development (2000 onwards) can be seen in the background.

THE PAST AND THE PRESENT




FIRST SHORE, GROOMSPORT

DISCOVER THE BEACH



BATHTIME

Museum beds reassemble summer boats in front of the sea during her early years on the hill during the 2nd world war.



Watch on YouTube

DISCOVER OUR SOCIALS

Presented by Woodman

FINAL DESIGN



THE VILLAGE

The village of Groomsport was first mapped by Thomas Bowen in 1825, showing a number of houses near the harbour. Several important buildings were built in the 18th century. These included the Water House (1731), the Parish Church (1843), the Presbyterian Church (1843), the first National School (1843), Groomsport House (1848) and the Lifesaver House (1858). In the latter half of the 20th century the village expanded with the building of the Springpark estate and other developments. In the early 21st century, the Cove Bay development added about 150 houses and the village now has about 750 dwellings.



St. James Hamilton commissioned Thomas Bowen to map the lands he had acquired in 1804. The map shows that Groomsport was being used as a port 400 years ago. It shows boats in the harbour and a number of houses in the village.

The public house, on the left, the site of the Maxwell Hall, a single storey building, it was replaced by a two storey building in 1905. It is therefore likely that this photograph was taken in 1905. In the 30s it was demolished and is listed as 1900.

The first National School was built behind the Presbyterian Church in 1843. When it was replaced by the second National School in 1895 it was converted into six dwellings. The building was demolished in the 1970s when the church was extended. The artist painted the School House from the memory of her mother who lived in one of the six dwellings.



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David Percival Maxwell developed the harbour site in the grounds of Groomsport House. The Cove Bay development, which commenced in 2000, replaced the seawall site.

When the second National School (1895 to 1943) was replaced by the Primary School on Springpark Drive the building became the Presbyterian Church's hall and was named after the Rev. Walter Nelson. Although it had been extended several times, the original rectangular school building is at the heart of the hall.



Groomsport House was built in 1848 by John Waring Maxwell for his nephew and heir, Robert Percival Maxwell. Designed in the 'Gothic Revival' style by James Spence, it cost £8,000 to build using sandstone from Rathfriland. It was converted into apartments at the start of the 21st century.

Groomsport Church was built in 1841 as a 'Chapel of Ease' for Bangor Parish. The parish of Groomsport was created in 1863. The church was designed by Sir Charles Lanyon and was originally a simple rectangular building with a tower. It was extended twice. In 1909, the interior was added (on the left) in memory of Robert Percival Maxwell and in the 1930s the transepts were added to create more space for the congregation.

The Lodge was built in 1865, opposite the Parish Church, to accommodate the first visitor of Groomsport. After his visit the village in 1862, the Lodge was the home of Mrs. Betty Percival Maxwell the widow of Robert Percival Maxwell's eldest son, JAMES. After his death in 1938 the Percival Maxwell family sold the Lodge.



When Robert Percival Maxwell built the Maxwell Hall in 1894, it was recorded as being a Sunday School. The Maxwell Hall has been the home of Groomsport Masonic Lodge since 1911. After the death of the Maxwell Percival Maxwell, who was the brother of the Hall, in the 1920s, it was gifted to the Parish Church. The painting shows the original hall for which a number of extensions have been added over the years.

The Presbyterian Church was built in the centre of the village in 1843. The Clock tower was added about 20 years later and the church was extended to the rear in the 1930s.

THE PAST AND THE PRESENT



DISCOVER THE VILLAGE



ESCAPING THE PRAM

Museum train shares her first memory of life on The Hill. She was daring and outgrowing even in the early 1940s!



MEMORIES OF MAIN STREET

David and Museum train recall the people and places that made Groomsport special when they first arrived in 1966.



MEMORIES OF THE MANSE

David and Museum train remember the Manse that was their Groomsport home from 1960-1991. They recall good times and a big bonfire.



DISCOVER OUR SOCIALS

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THE VILLAGE OF GROOMSPORT

FINAL DESIGN



CONTACT US

ADD YOUR HISTORY

Do you have photographs or videos that you think should be in this archive? Do you have any suggestions about what should be included in the archive? If so, please contact us using the form below. We will get back to you as soon as possible.

First Name *	Last Name *
<input type="text" value="Enter your first name here..."/>	<input type="text" value="Enter your last name here..."/>
Image / Video description *	
<input type="text" value="Enter your subject here..."/>	
Email *	
<input type="text" value="Enter your email here..."/>	
Message	
<input type="text" value="Enter your message here..."/>	
<input type="submit" value="Submit"/>	

DISCOVER OUR SOCIALS



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Impress WordPress Theme by WPZOOM

FEEDBACK

**“THE SITE IS LOOKING VERY
GOOD NOW - GREAT JOB!”**

- LIZ BARRON

PARTNER OF DISCOVER GROOMSPORT

“GREAT JOB AND THANK YOU”

- AMANDA MCWHINNEY

WEB DEVELOPER FOR DISCOVER GROOMSPORT

**“THE BOYS HAVE DONE A
GOOD JOB”**

- AUDREY THOMAS

PARTNER OF DISCOVER GROOMSPORT

PROJECT SOCIAL

Project social is an ongoing programme that works in collaboration with students to identify their individual role and responsibilities as part of the design team and work on the client's final chosen design.

Under the supervision of Senior Lecturer, Adrian Hickey, and Community Engagement Manager, Claire Mulrone, Interactive Media students complete compulsory interactive media projects with Science Shop community partners.

All work we have done for Discover Groomsport will be displayed on Project Social, including our research, brief, pitch, production logs and final web design.

**PROJECT
SOCIAL**
.AGENCY

project-social.co.uk



The Science Shop
Knowledge • Ideas • Results

project-social.co.uk

CLOCKIFY

During the entire project, the team and I utilised 'Clockify' as our project management tool, using it to track individual time spent on each project segment. This approach proved more effective than a traditional 'Project Management' sheet, enabling us to precisely record our time contributions per project section. This method provided valuable insights into each team member's contributions and their specific roles within the project.



REFLECTIONS

COMMUNICATION

For communication purposes, I found Basecamp to be an exceptional platform for our project. It facilitated task assignment and efficient communication within a well-structured program. However, managing communication with partners proved difficult at times due to the need to track emails and requests from various clients. Fortunately, Ryan adeptly managed this aspect, ensuring smooth handling of these communications

DESIGN PROCESS

The design phase presented its challenges, particularly in aligning with the client's expectations during the initial pitch and envisioning the ultimate goal. However, as the plan evolved, it gradually became more defined and focused. I believe creating my own assets for the website was a great decision as it added a higher level of professionalism to the design such as high-quality photographs and a custom-made video banner. The clients were notably impressed by these personalised elements.



CONCLUSION

In conclusion, I believe that the final result of this project turned out way better than we originally anticipated.

The entire team pulled together and utilised our skillsets throughout the development of the website and with the guidance from both of our lecturers, Adrian, and Claire, we were able to overcome the obstacles that presented themselves.

Without the help of the team and lecturers, this project would not have been possible and for that I have the upmost gratitude.

I really enjoyed this project towards the end when everything started to piece together into a professional standard piece of work, and I'm extremely pleased that the clients are happy with the product and service that we have provided.

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