THE DAILY MILE

Darragh McNamee – B00761607

Introduction:

Part 1:

Part 2:

Part 3:

Part 4:

Introduction

The Module

This module prompts me to use my acquired skills over the previous years and redirect these skills back into society through a collaboration with a community partner. This is important as it benefits not only me and the community partner that my team works with, but also Ulster University. 'The Closed Shop of Academia Poyner' asks an important question: why does a significant portion of knowledge cultivated within academic realms fail to reach the general public? So, this module therefore tries to bridge this gap, by using design to communicate academic work to the wider public, through the community partner.

This production log will show my individual contribution and my team's contribution to the creation of ideas, concepts and the finalised designs based of what the community partner had envisioned.

MED 526 Interactivity for Social Enterprise

My team were partnered with The Daily Mile NI and we created a design brief on their ideas and requests, and followed through with creative designs from a wide range of knowledge and skills developed from our previous years on the course. The aim of this module was to give students:
-An opportunity to work as a team
-Apply skills and knowledge from previous years
-Apply Interactive media concepts to Social Enterprise
-Create a sustained interactive production as part of a live brief

The Team

The team consisted of Darragh McNamee, Kyle Cochrane, and Jamie Stewart. Each team member contributed to the project in different ways, as they had different skills in different areas such as graphic design, videography, photography, web design, and social media marketing. These skills have been developed across their previous three years of study both in class and in our placement years.

Darragh McNamee

My main passion lies in videography and photography. Unfortunately my skills in these areas weren't needed in this project, but I enjoyed getting a chance to do more graphic design work, which I took the lead on as my graphic ideasfor the socail media posts were chosen from the pitch.

Kyle Cochrane

Kyle's skills lied within the sam areas as myself, but he he also appreciated the chance to work on his graphic design skills. He helped me with the second half of the social media posts and took the lead on the social media scheduling.

Jamie Stewart

Jamie's skills lied again in the same area as myself but he enjoyed web design, which is why he took the lead on the creation of the interactive scroller.

The Project

Our community partner was The Daily Mile. We specifically worked with the Northern Ireland part of the Charity. We were communicating with two representatives from the Daily Mile NI, Barbara McConnell, and Brenda McKay-Redmond and also a representative from the Belfast City Marathon, Eimear Degan.

They wanted us to create a Social Media Campaign based around the 8 weeks leading up to the Belfast City Marathon. The campaign was to promote the 26-mile challenge which is where children in mainly primary schools would try and reach an overall 26 miles of activity over 8 weeks, so that they have in way ran a marathon. The campaign was to be made up of only graphic design posts. The campaign was made for the dedicated Northern Ireland Facebook page, but we made sure the dimensions were suited so that they can be used a for Instagram, if they choose to create a Northern Ireland Instagram page.

Due to there being 5 days of content per each week, of the 8 weeks, we decided it was best to create a social media schedule so that the community partner had what date each graphic design should be uploaded, along with captions, tags, and hashtags. To have an engaging element for primary school children to view and track progress, we created an interactive scroller for them to view what stage they would be at in the actual Belfast marathon, corresponding with what miles they had reached in the school.

The main skills required in this project are:
-Photoshop
-InDesign
-WordPress

The Client

The Daily Mile aims to improve the physical and mental wellbeing of children by getting schools to participate in the 'Daily Mile'. This involves the children going outside to run, jog, walk or wheel for one mile. The Daily Mile hopes to encourage as many schools as possible all over the world to take part in the 15-minute activity every day.

The Daily Mile has extensively researched the benefits of the effects of daily exercise on young people and concluded that the exercise has a wide range of values for young people. This includes things outside of physical health such as improving children's social skills, reducing anxiety, and improving their concentration in class, setting great habits for them when they grow up.

In this particular project they want to encourage schools to sign up to The Daily Mile NI and compete in their 26-mile daily challenge in partner with the Belfast City Marathon. Within this challenge they wanted to be entirely inclusive, so that SEN schools will be encouraged to get involved as well.
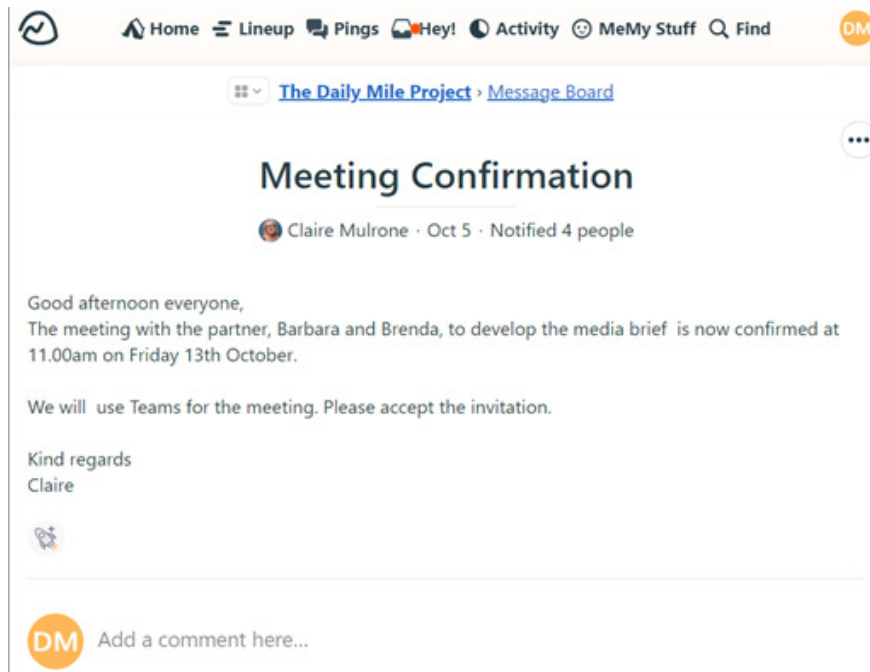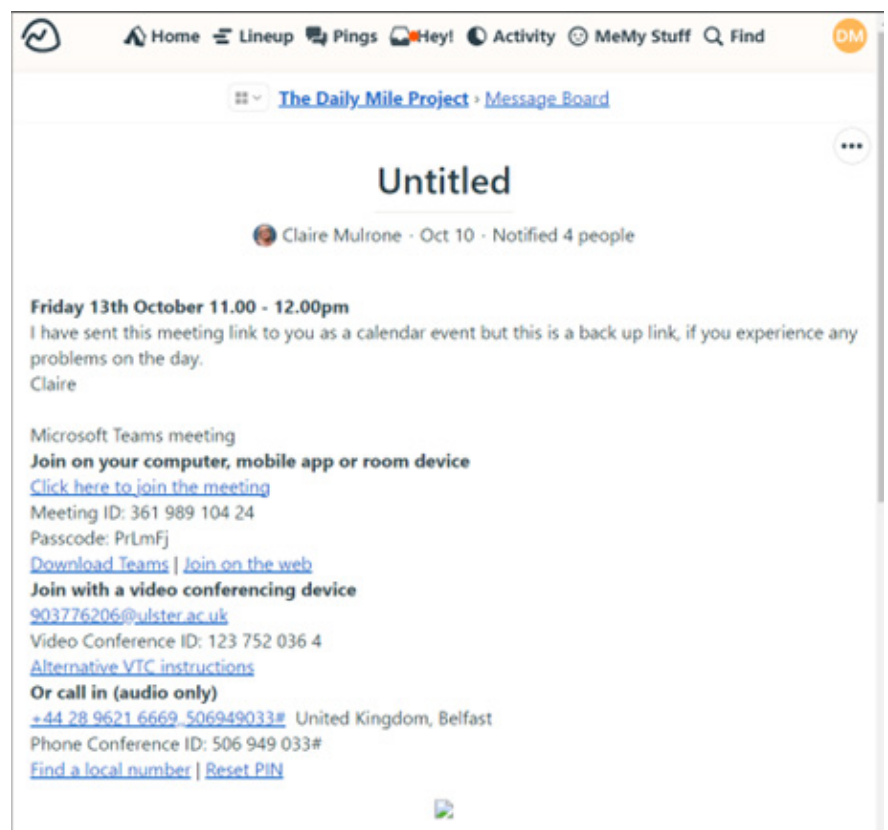
Part 1

Client Meeting One:

Claire notified us when our meeting was and what time it was with the community partner through the use of Basecamp:

Home   Lineup   Pings   Hey!   Activity   MeMy Stuff   Find   DM

The Daily Mile Project › Message Board

Meeting Confirmation

Claire Mulrone · Oct 5 · Notified 4 people

Good afternoon everyone,
The meeting with the partner, Barbara and Brenda, to develop the media brief is now confirmed at 11.00am on Friday 13th October.

We will use Teams for the meeting. Please accept the invitation.

Kind regards
Claire

DM   Add a comment here...

Home   Lineup   Pings   Hey!   Activity   MeMy Stuff   Find   DM

The Daily Mile Project › Message Board

Untitled

Claire Mulrone · Oct 10 · Notified 4 people

Friday 13th October 11.00 - 12.00pm
I have sent this meeting link to you as a calendar event but this is a back up link, if you experience any problems on the day.
Claire

Microsoft Teams meeting
Join on your computer, mobile app or room device
Click here to join the meeting
Meeting ID: 361 989 104 24
Passcode: PrLmFj
Download Teams | Join on the web
Join with a video conferencing device
903776206@ulster.ac.uk
Video Conference ID: 123 752 036 4
Alternative VTC instructions
Or call in (audio only)
+44 28 9621 6669 506949033# United Kingdom, Belfast
Phone Conference ID: 506 949 033#
Find a local number | Reset PIN

Client Meeting One:

Basecamp messages where we discussed the upcoming meeting with the community partner:

The Daily Mile Project

Campfire

🔔 Notifying   •••

Monday, October 9

12:24pm **Me**   DM
> So from the conversation with Claire, it seems that we'll be trying to encourage schools to join the daily mile. We will then need to encourage schools to get each pupil to run a total of 26 miles over the period of a month or two leading up to the Belfast marathon

KC **Kyle Cochrane** 12:26pm   •••
> We need find on Friday if this is a social media campaign or do they just need content made up?

JS **Jamie Stewart** 12:27pm
> It will need to be a social media campaign but need to find out what nature of content they are looking e.g. the motive behind the content and style (videos, photos, graphics etc.)

12:29pm **Me**   DM
> Posters and motion graphics will probably be the main bulk of the content, as getting permission from parents could be a problem

> We will clear that up on Friday

JS **Jamie Stewart** 12:31pm
> Main platforms we need to use would be Facebook and Instagram I'd say for not many parents or schools would engage in the likes of Twitter or Threads and them types of platforms, but we'll ask them that just to be sure

A ☺ 📎

The Daily Mile Project

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12:31pm **Me**   DM
> It could still be beneficial to promote on all platforms

KC **Kyle Cochrane** 12:32pm
> Need to ask how long do they want the campaign needs to run

12:37pm **Me**   DM
> So far; What social media platforms?, Types of content e.g. posters/videos etc, how long does the campaign need to run?, what's the aim of the campaign? By the end of the campaign, what results do they expect for it to be successful?

KC **Kyle Cochrane** 12:39pm
> I presume it'll be to get schools to take part but we'll clear that up on Friday

JS **Jamie Stewart** 12:40pm
> Yeah need to clear up with them who their target audience is as well

12:41pm **Me**   DM
> Perfect, everyone happy with the questions we are going to ask so far?

KC **Kyle Cochrane** 12:45pm
> Aye sounds good, if there's anything else that comes to mind before I'll let you know sure

12:46pm **Me**   DM

A ☺ 📎

Client Meeting One:

The first meeting with the community partner was on the 13th of October at 11:00am. Claire had spoken to them before the meeting and we had discussed there could be a potential chance of doing mostly videography and photography work.

We met with Barbara McConnell and Brenda McKay-Redmond from The Daily Mile and also a representative from the Belfast City Marathon, Eimear Degan. This meeting was held on Microsoft Teams. They had an idea of running the 26 mile challenge and wanted our help to promote it but were happy to leave the creative process up to us with a few pointers to stick with.

The main points that we took away from the meeting were:
-We need to be inclusive
-To keep in mind the main sponsor of the Belfast City Marathon, which is Moy Park. The colours of Moy Park were one of the ideas to keep an element of the sponsor involved in this project.
-Involve footprints or some type of this element
-They loved the idea of using the slogan, "Go The Extra Mile"

From this we began to work on our Brief to send back to the community partner, while taking on board the key points from the first meeting and it was decided that we would run a social media campaign.

Client Meeting One:

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Campfire   🔔 Notifying   •••

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A ☺ 📎

Client Meeting One:

The Daily Mile Project

Campfire

Notifying

12:46pm Me DM
Brand guidelines and the main purpose of the daily mile

https://thedailymile.co.uk/wp-content/uploads/2020/07/Benefits-of-Physical-Activity-How-The-Daily-Mile-Can-Help.pdf

KC **Kyle Cochrane** 12:48pm
Need to clear up the tone about the work, I presume it's gonna be positive but clearing in up would be beneficial

12:48pm Me DM
The link above seems to be their main purpose

100% Kyle

From the style of their social media posts it seems to be capturing the smiles and laughter

KC **Kyle Cochrane** 12:50pm
The website seems to reinforce this with the bright colour scheme and it's quirkiness

12:50pm Me DM
I'd say it'll be focused on being light-hearted and fun

KC **Kyle Cochrane** 12:51pm
In reinforce to how long it'll run I presume it has to wrap up by the time the marathon starts

A ☺ 📎

The Daily Mile Project

Campfire

Notifying

12:53pm Me DM
I will list the questions and send them across email for the meeting on Friday

KC **Kyle Cochrane** 12:54pm
Tomorrow after class we could sit and finalise the questions
DM 👍 🎉

Thursday, October 12

KC **Kyle Cochrane** 11:30am
Questions to ask tomorrow

1. What is the aim of the project?

2. Why do you need this project/what are you hoping to achieve

3. Who are you trying to reach with this project/what is the target demographic

Those are the main things to clear up

Friday, October 13

A ☺ 📎

Research & Benchmarking:

After the first meeting with the community partner, we knew that we had to create a social media campaign. With the knowledge that the community partner was a charity promoting physical activity and health, we knew to go off and research similar and relevant charities. We researched for these particular charities on social media platforms and scored them on a criterion of who had the best practice. I researched Youth Sport Trust and Active fusion, as we researched 2 charities each.

Youth Sport Trust:

Youth Sport Trust is a charity that promotes fitness in young people through play and sport. They have a well-designed website, but have inconsistent posting and activity on their Twitter, Facebook, and Instagram. Their YouTube is consistently uploading monthly which is a good standard for a YouTube Charity channel. Youth Sport Trust uses good photographs, which is captured by a professional photographer, and they have good use of graphic design, although it is basic, they are consistent with colours and logo dimensions. They also have good use of videography with some videos being at a professional standard and other which appear to be captured on a mobile phone. The inconsistent quality is a problem in this area. Motion graphics are implemented but they are very basic and are similar to a slideshow. The Daily Mile NI needs help in all of these areas as well, apart from their website, as it is high end website that's easy to navigate, user friendly and engaging.

Active Fusion

Active Fusion is a charity that helps children develop positive active habits. They have a basic website which appears to have been made on WordPress, but it is easy to navigate and functional. Active Fusion are very active and post regularly on Facebook and Instagram, with YouTube becoming quiet in the past few months and Twitter being completely inactive for a few years. Active Fusion uses good photographs from a professional photographer, and they make good use of graphic design through infographics, posters (which are few) and keep their logos and colour pallet consistent when branding their photos. They make no use of videography or motion graphics which is a huge disadvantage, as video content is key for engaging audiences. Their consistency of posting high quality images and their call to actions on their posts, give them a massive advantage over competitors. The Daily Mile NI can match Active Fusion with more consistent posting and activity and make better use of video content.

Research & Benchmarking:

These are the two charities that I had researched. Overall Active Fusion had the best practice in the criteria we made. They scored 50%, compared to Youth Sport Trust's 33%.

Category	Social Media Feature	Youth Sport Trust	Active Fusion
First Impressions	Photography	Good use of imagery	Good use of imagery
	Hashtags	Limted	None
	Video content	Limited	None
	Regularity of posts	Irregular and no consistency	Regular, kept up to date
	Motion Graphics	Poor use of motion graphics	No use of motion graphics
	Graphic Design	Satisfactory use of graphic design	Satisfactory use of graphic design and infographics
Content qualilty	Photography	HD qualitly, with photography from a professional outside source	HD qualitly, with photography from a professional outside source
	Hashtags	Limited and irrelevant	No usage of hashtags
	Video content	Inconsistent quality	No usage of video content

	Regularity of posts	Inconsistent across platforms	Good consistency
	Motion Graphics	Poor qualitly, similair to slide show	No usage of Motion graphics
	Graphic Design	Good qualitly	Good qualitly
Variety of content	Photography	Good use of imagery	Good vairety of imagery from different sports and events
	Hashtags	Poor variety	None
	Video content	Good vairety	None
	Regularity of posts	Inconsitent across platforms	Good variety of posts
	Motion Graphics	Poor variety	None
	Graphic Design	Good use of different graphic design elements	Good vareity of graphic design, with infographics as well

Research & Benchmarking:

The following are the other charities Jamie and Kyle researched and scored:

Category	Social Media Feature	Sport In Mind	Sported UK	Greenhouse Sports	The Daily Mile UK
First Impressions	Photography	Poor use of imagery	Good use	Satisfactory use of imagery	Inconsistent quality
	Hashtags	Regular	Minimal	Good use of popular hashtags	Good use and often
	Video content	Next to none	Limited	Most recent video was 4 months ago	Not many videos posted but TV adverstisement is very good
	Regularity of posts	Regular , kept up to date	Limited facbook, Primarily X	Good in the early summer months. Dries up around July time	very good
	Motion Graphics	No use of Motion Graphics	No use of Motion Graphics	Recent rebranding makes use of slick motion graphics, but sparse use previously	infrequent but good quaity
	Graphic Design	Very Basic	Satisfactory	Recent rebranding has good graphic design on display	satisfactory quality irregular use
Content qualitly	Photography	Very poor quality	High Quality	High quality, some phone pictures taken but taken at a satisfactory level	some professional shots, some low quality phone captures
	Hashtags	Revelant use	Poor	Good relevancy with athletes also using personal hashtag	Frequent use of #DailyMile which is generic and has 17,000+ posts
	Video content	Poor, shot on phone	High Quality	Okay quality in places, poor self taken videos mostly	Very little
	Regularity of posts	Good consistency	Poor on Facebook. Good on X	Consistent across platforms but inconsistent in general	very good usually 2-3 days between but no longer than a week

Research & Benchmarking:

	Motion Graphics	Irregualr and poor use	Minimal use	Rebranding motion graphics are good. No use beforehand	very good quality slick use of motion graphics
	Graphic Design	Basic	Good	Low quality	fairly good use
Variety of content	Photography	Poor	Good	Wide range of styles	a lot of imagery but varying in quality
	Hashtags	Good use of hashtags	Poor use of Hashtags	good variety	good variety
	Video content	Poor - Filmed on phone	Good - High Quality	very little videos posted	very little video content
	Regularity of posts	Posting regularly	Poor on Facebook, X is priority	Many posts in short spaces of time but not a consistent stream	great variety and frequency
	Motion Graphics	Little Motion Graphics	No Motion Graphics	Could see great variety in the coming months but as of now very little	infrequent
	Graphic Design	Basic	Good Variety	very poor and little use	irregular
Score%		**33%**	**44%**	**50%**	**50%**

The Brief:

The brief's purpose was to show that we have taken on what the community partners wanted and have created a solution to the creative problem. The work we create will be entirely based of the Brief, as it will be clear and concise on what the community partner wanted. With the Brief being a large enough task, we decided to split the task up between the team. I completed 'The Project and its Aim' and 'Target Audience'. Jamie completed 'The Deliverables, 'Tone and Message Style' and 'Meet the Team'. Kyle completed 'Community Partner' and 'Timeframe'. The brief was set that we would run a social media campaign that will include social media posts and a way of tracking the progress of schools.

Once it was completed, Adrian and Claire read over it in class and made a few changes, more vocabulary and grammatical changes. After that we sent it off to the community partner.

The Brief Response:

These are the corrections and things to add to our Brief before sending it to the community partner:
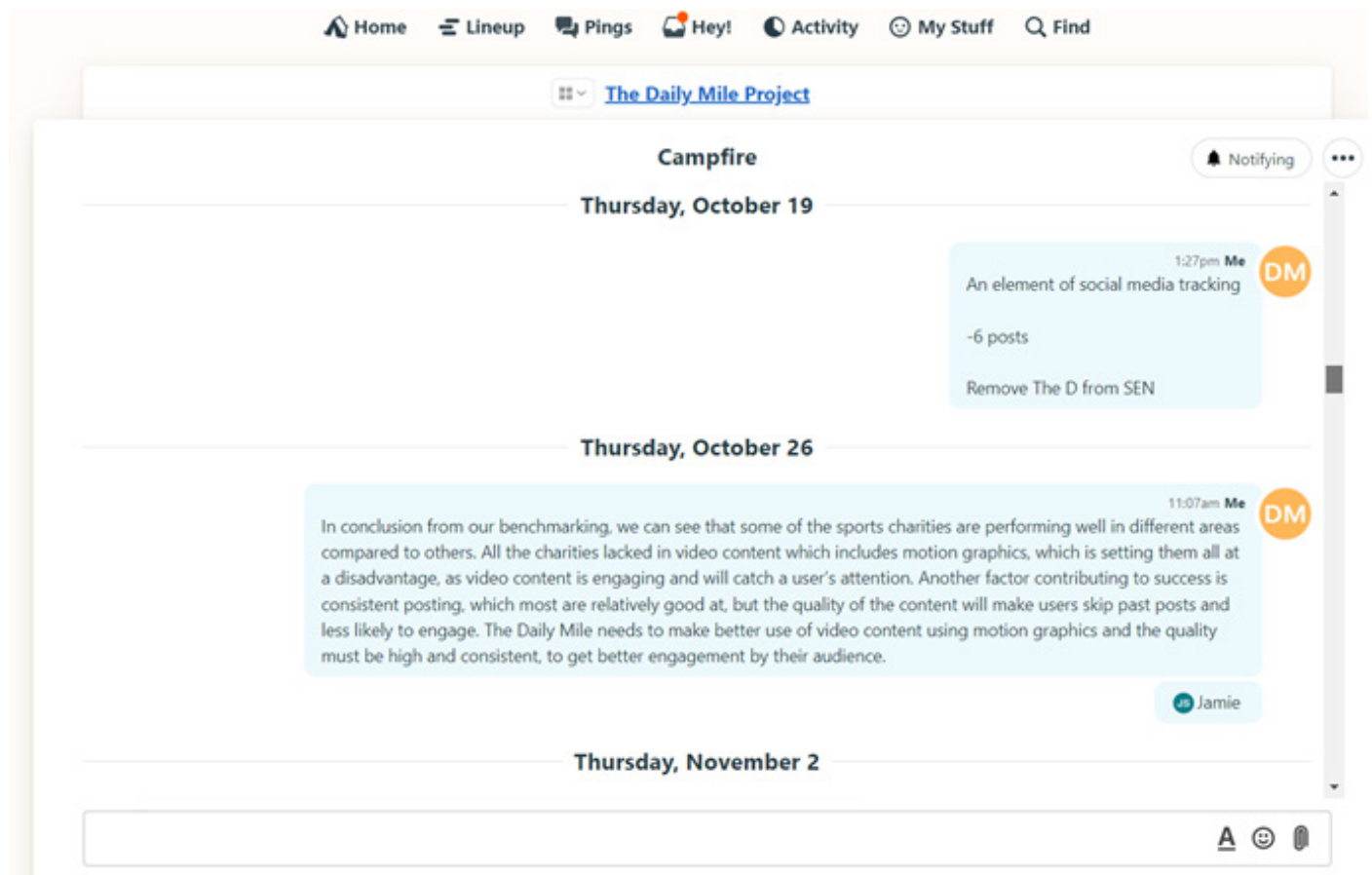
Once we finished the collective Brief and made the corrections, we sent it to the community partner which they approved and were happy to move on to our pitch ideas:
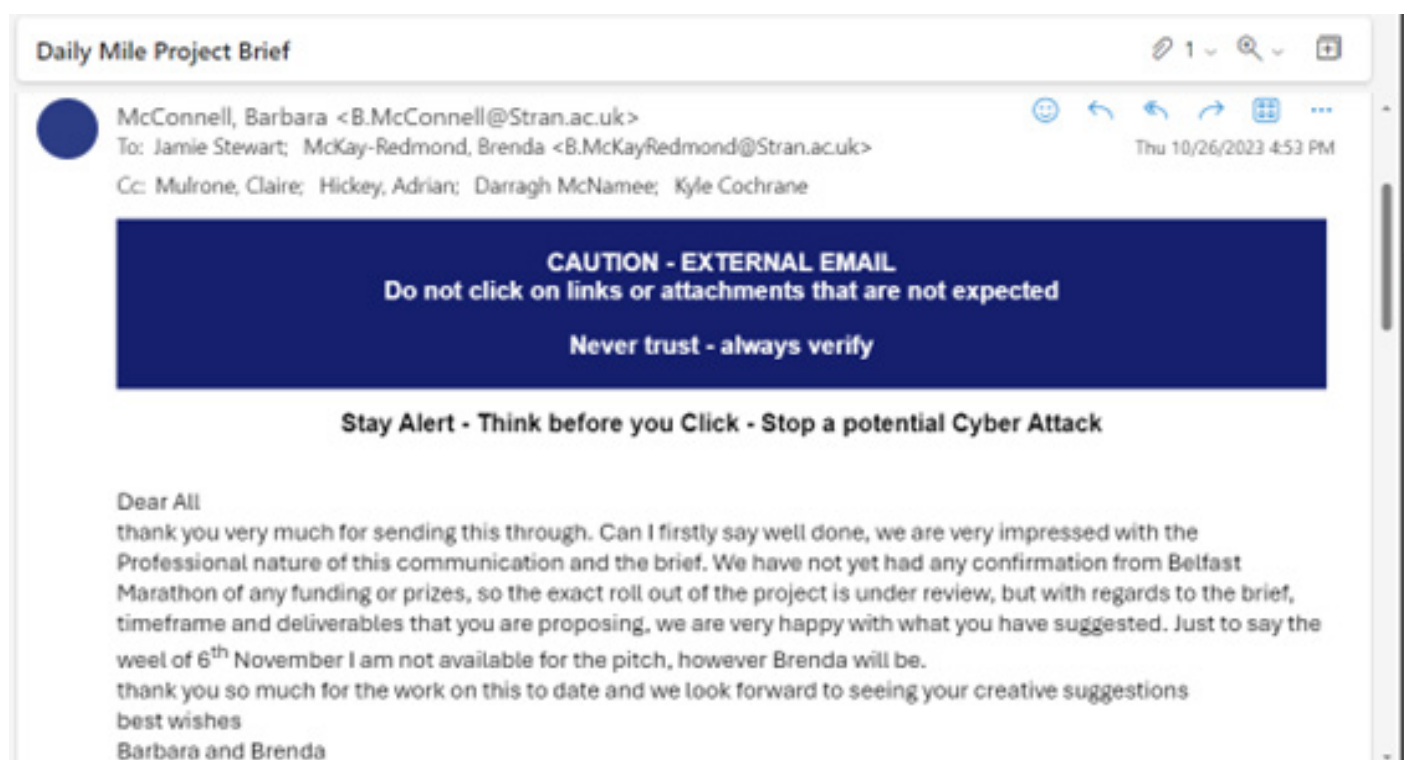
Part 2

Design Deck Part 1: Design Process

After finding out the community partner were happy with the brief, I began to work on my designs based of the brief. My thought process behind the designs was that I wanted to keep the appeal to children, so that was adding elements like paper rips and paint splashes and using the bright vibrant colours of The Daily Mile colour pallet. All of my designs were based around the 'Go the Extra Mile' slogan.

Design 1:

For my first design I went with the paper rip element. This gives an impression of art and design classes children take in school, ripping up paper and cutting drawings out and sticking them on coloured paper etc. So, I wanted to bring that same feeling to my first design. The colour design was picked because it is a part of The Daily Mile colour pallet but also because they are traditional gender colours, which helps to convey inclusivity of gender. The font was 'Back to School' which was the font used for headings by The Daily Mile and the 4 outlines were used to show that everyone can take part in the 26-mile challenge. The community partner liked the idea of footsteps being used in the graphics, but I felt that it wasn't inclusive for those with disabilities, so the full outlines of people helped to convey inclusivity better because I was able to use an outline of someone walking, a male and a female running and a wheelchair user with carer. I chose this particular of green because it is the colour of the Moy Park logo. I then wanted to keep full colour photos, to better show the real people taking part in The Daily Mile.
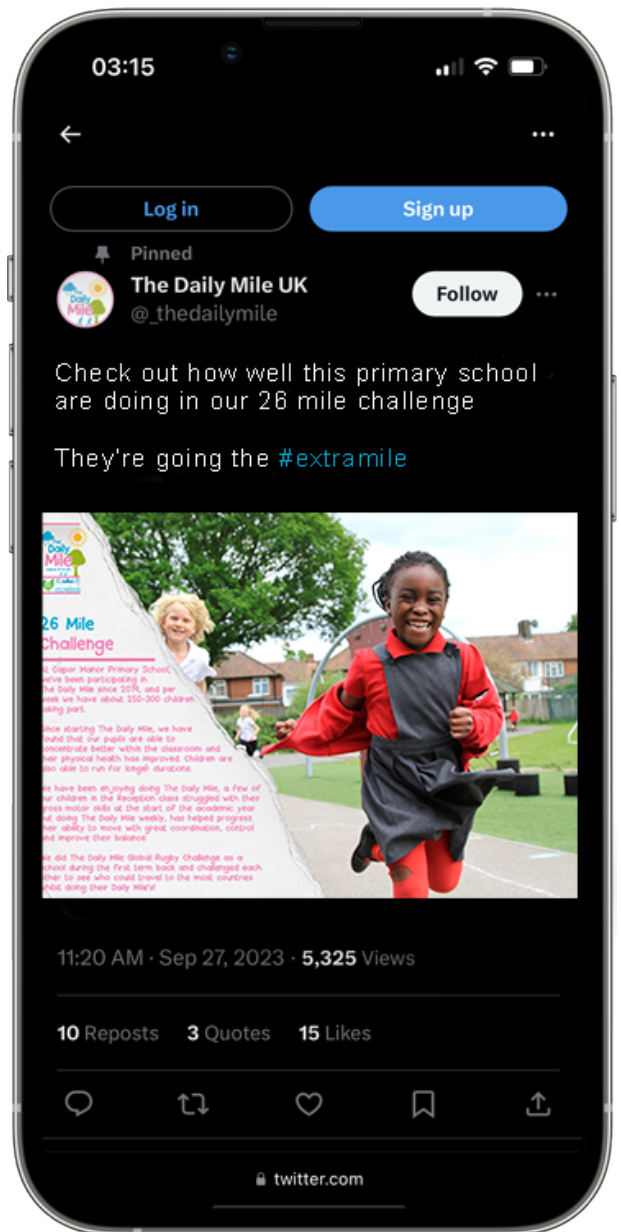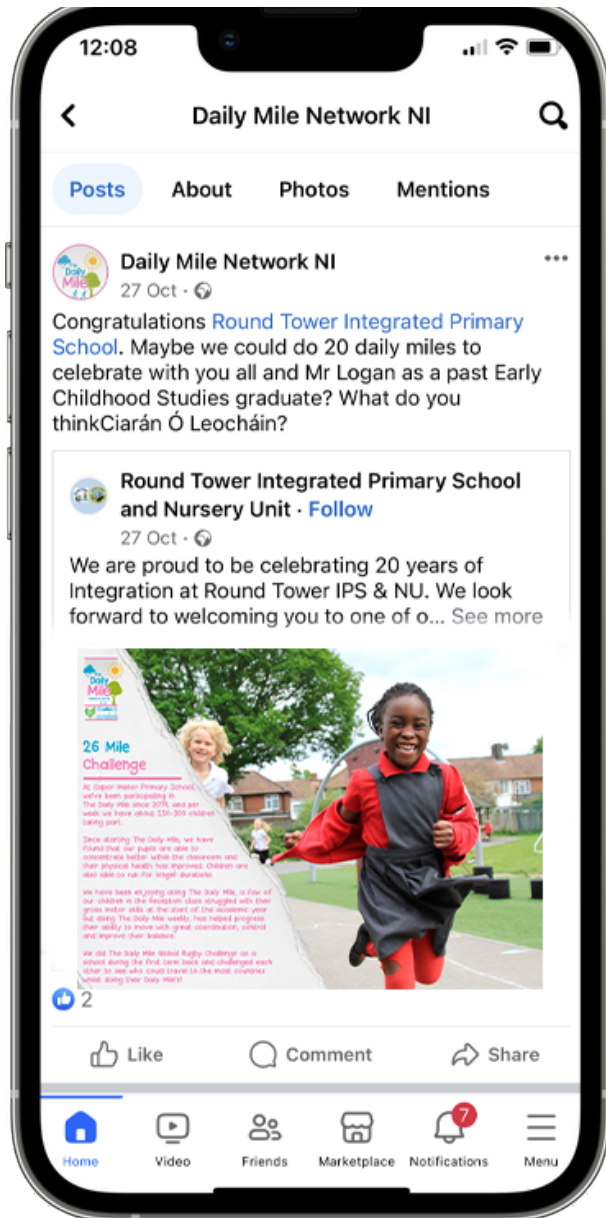
Design Deck Part 1: Design Process

26 Mile Challenge

Get Involved

Sign up Now

26 Mile Challenge

At Capor Manor Primary School, we've been participating in The Daily Mile since 2019, and per week we have about 250-300 children taking part.

Since starting The Daily Mile, we have found that our pupils are able to concentrate better within the classroom and their physical health has improved. Children are also able to run for longer durations.

We have been enjoying doing The Daily Mile, a few of our children in the Reception class struggled with their gross motor skills at the start of the academic year but doing The Daily Mile weekly, has helped progress their ability to move with great coordination, control and improve their balance.

We did The Daily Mile Global Rugby Challenge as a school during the first term back and challenged each other to see who could travel to the most countries whilst doing their Daily Mile's!
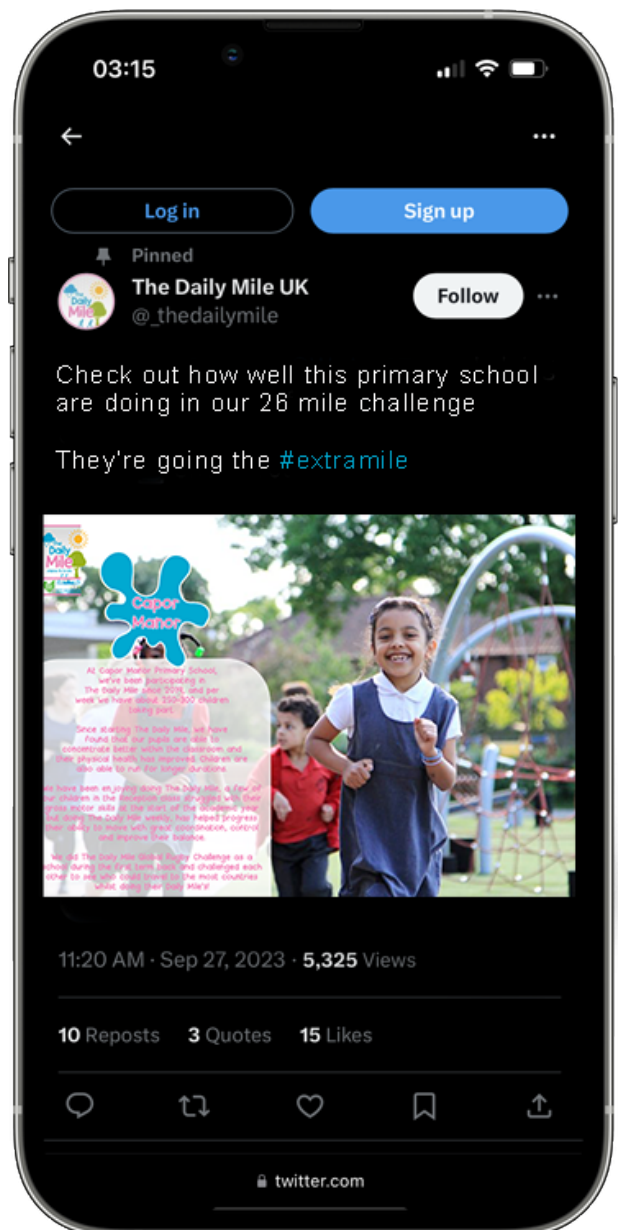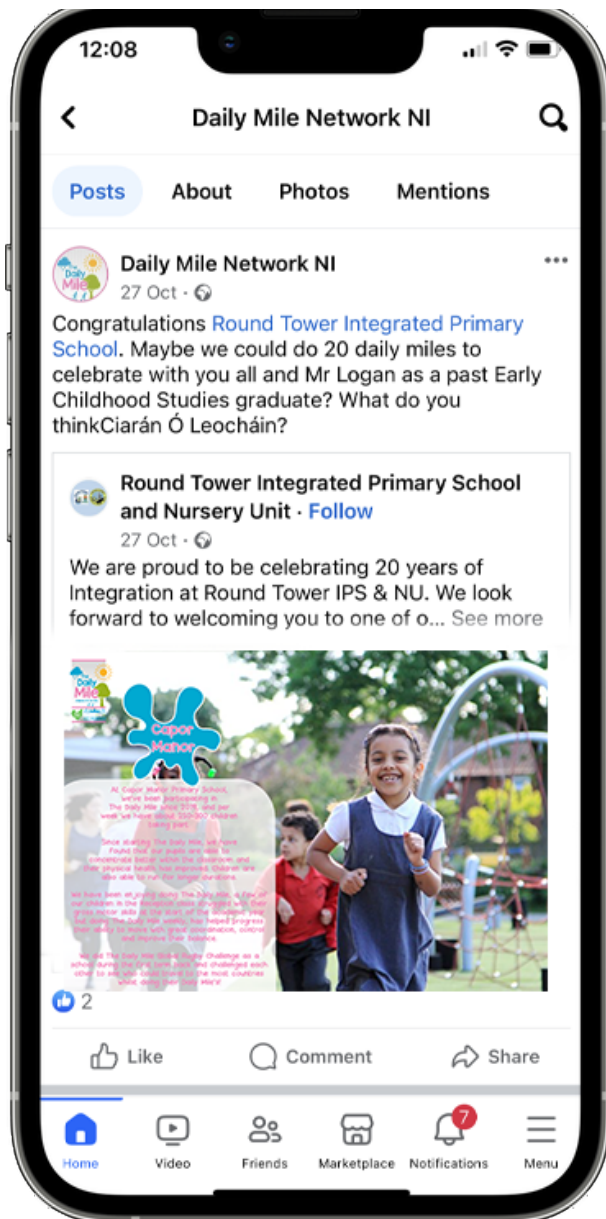
Design Deck Part 1: Design Process

The following is social media examples of how The Daily Mile could upload my content examples, to help them envision how it will all come together:

Design Deck Part 1: Design Process

We agreed that an information pack was the best way to tell schools how to compete in the 26 mile challenge . It would include how they complete the challenge, prizes and how the winner is chosen. The following is an example of how the information pack will look with the first design:

Design Deck Part 1: Design Process
Design 2:

For my second design I wanted to use a paint splash, which again was to convey art and design that children do in school. The paint splash helps convey a child's painting. I again chose the blue paint splash, with pink typography to show the inclusivity of gender by using traditional gender colours. The font was 'Back to School' which was the font used for headings by The Daily Mile and I used an outline of a person walking with no masculine or feminine features and an outline of a wheelchair user with their carer, all to promote inclusivity, as the challenge is based on movement, people with disabilities might feel like it's not for them. I added a white outline to the typography to help make it stand out, against the paint splash. I again used full colour photos, as to not take away from the real people in the photos. In the graphics to showcase a school or a message, I used a white background with a lowered opacity to allow the people in the photos to still be visible and to also help the visibility of the text. I used round edged text boxes as it didn't look as harsh as straight edged text boxes.

Capor Manor

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We did The Daily Mile Global Rugby Challenge as a school during the first term back and challenged each other to see who could travel to the most countries whilst doing their Daily Mile's!

## Get Involved in the 26 mile challenge today, by signing up

Design Deck Part 1: Design Process

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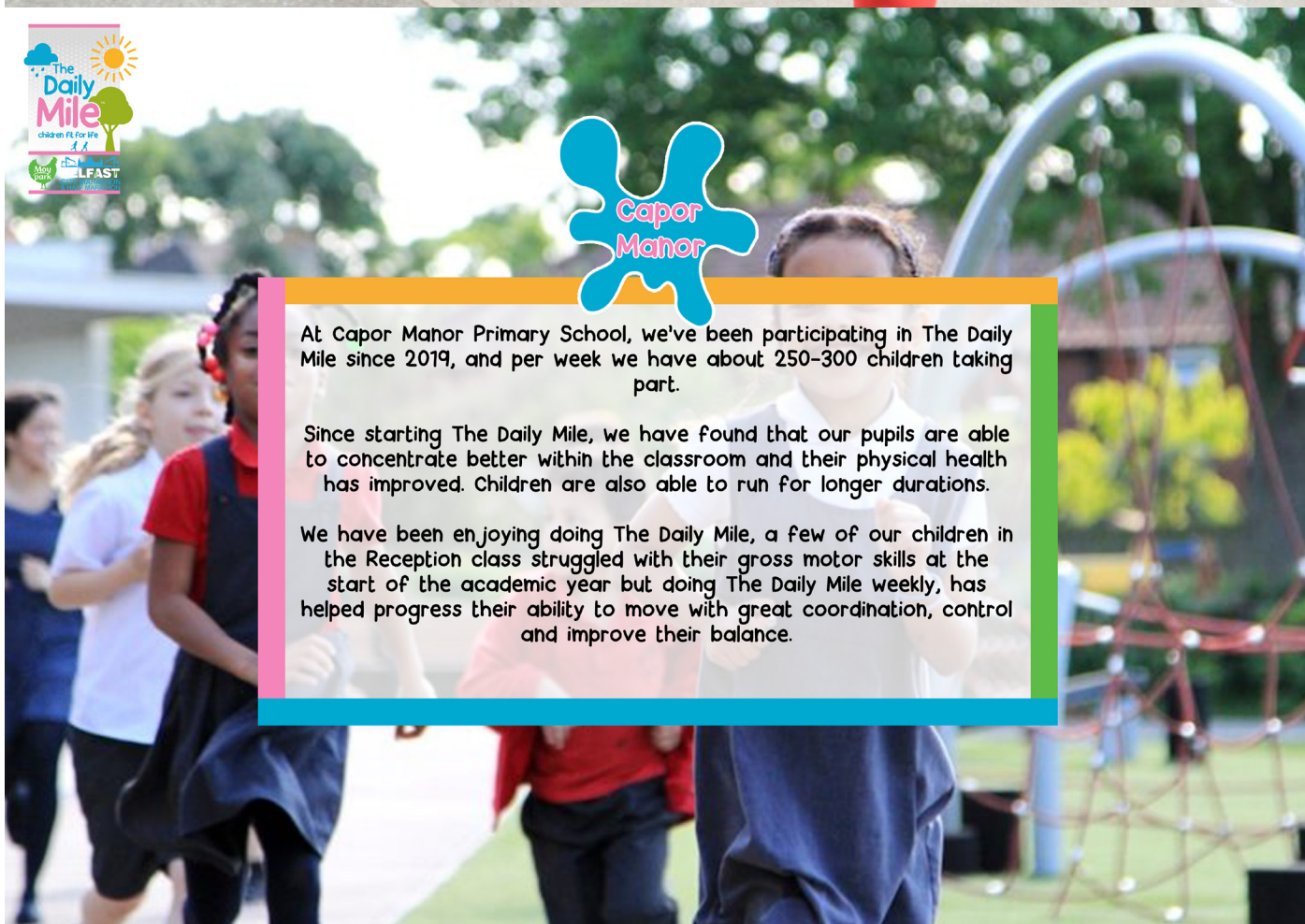
Design Deck Part 1: Design Process
Design 3:

For my third design I wanted to do something different from my other 2 designs, so I went with an oval shape and made the text, and the outlines of people look like they have been cut into the oval shape. I again sticked to the blue and pink colours from the Daily Mile colour pallet to show the inclusivity of gender by using traditional gender colours. The font was 'Back to School' which was the font used for headings by The Daily Mile and the 4 outlines were used to show that everyone can take part in the 26-mile challenge. I used an outline of someone walking, a male and a female running and a wheelchair user with a carer. I chose this particular of green because it is the colour of the Moy Park logo. I then wanted to keep full colour photos, to better show the real people taking part in The Daily Mile. I then used a coloured text box as an outline for the photos and for text boxes because it helps contain the image and information better and helps make them stand out. The colours used are again from the daily mile colour pallet and the green was taken from the Moy Park logo. I also used a white background with a lowered opacity to allow the people in the photos to still be visible and to also help the visibility of the text. I used circular text boxes to look similar to bubbles.

Go the EXTRA MILE

Design Deck Part 1: Design Process

26 Mile Challenge

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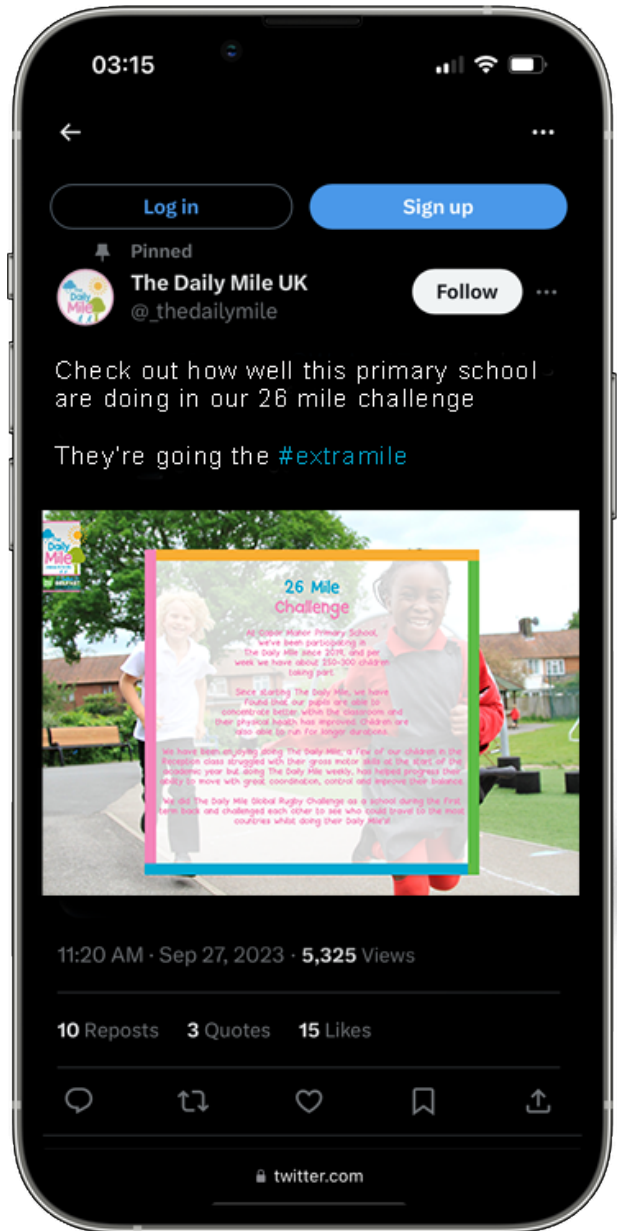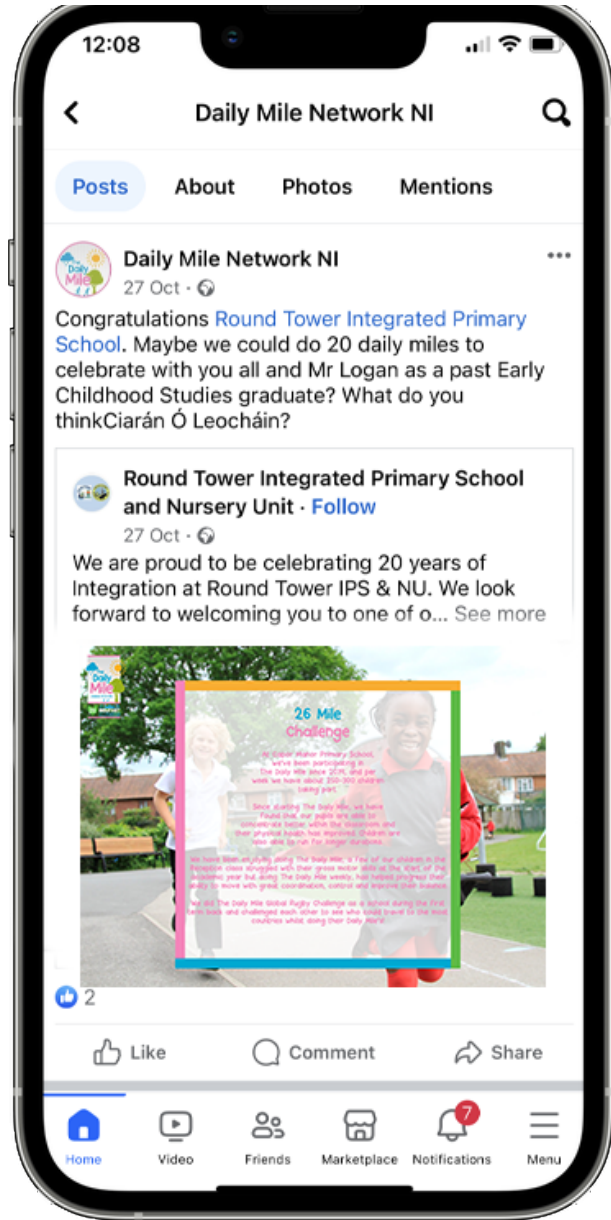
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Design Deck Part 2: Final Design

For my final design to pitch to the community partner I decided to go with the paint splash as I felt it helped to convey the child like element to the challenge as it is tailored for primary school children, and it is fun compared to the rest of the designs and it sticks to that art and design concept. Again, sticking to the same gender inclusive colours and the same font from the brand guidelines of The Daily Mile. I wanted to keep the outline of the walker and wheelchair user as again it promotes the inclusive factor for those with disabilities, which was an emphasis that the community partner made. I decided to use the paint splash as text boxes because I wanted to push it more, rather than just for the slogan. I also added the coloured border from design 3, as i felt it added something extra to my designs.

26 Mile Challenge

Get Involved Today

Sign Up Now

The Daily Mile
children fit for life

Moy park
BELFAST
CITY MARATHON & HALF MARATHON

The Daily Mile
children fit for life

Moy park
BELFAST

Capor Manor

At Capor Manor Primary School, we've been participating in The Daily Mile since 2019, and per week we have about 250–300 children taking part.

Since starting The Daily Mile, we have found that our pupils are able to concentrate better within the classroom and their physical health has improved. Children are also able to run for longer durations.

We have been enjoying doing The Daily Mile, a few of our children in the Reception class struggled with their gross motor skills at the start of the academic year but doing The Daily Mile weekly, has helped progress their ability to move with great coordination, control and improve their balance.

3 weeks until the Belfast City Marathon

keep getting those miles in!

Design Deck Part 2: Final Design

The following is social media examples of how The Daily Mile could upload my content examples, to help them envision how it will all come together:
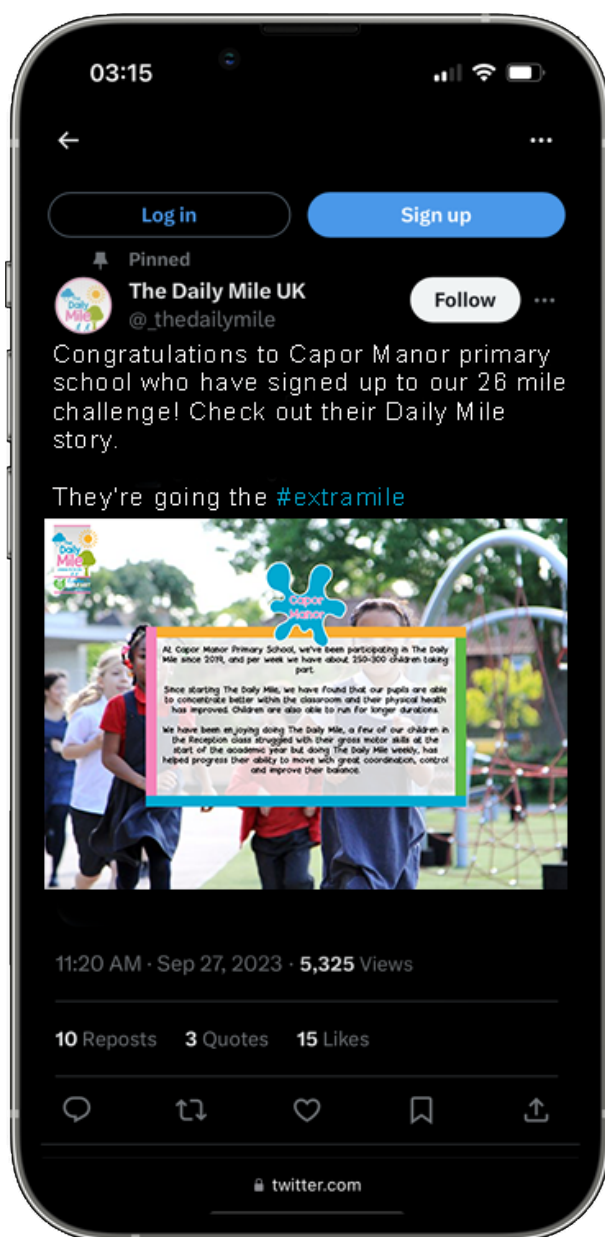
Design Deck Part 2: Final Design

We agreed that an information pack was the best way to tell schools how to compete in the 26 mile challenge . It would include how they complete the challenge, prizes and how the winner is chosen. The following is an example of how the information pack will look with the third design:

Design Deck Part 2: Final Design

I thought the best idea to track progress in a fun way would be to use an interactive scroller. Children involved in the 26-mile challenge could access the page and scroll through to find out facts, information, images and 360 images to see where they would be in the Belfast marathon route corresponding to the miles they have reached at the school.

The Pitch

The Daily Mile Project › Message Board

Pitch

Claire Mulrone · Oct 31 · Notified 4 people

Which of the following dates suits you best......

Tuesday 7th November 11.30am
Wednesday 8th November 10.30am
Friday 10th November 12.00 noon

I need to know today.... I'd like to offer two dates as Barbara is teaching.....

Claire

---

pitch meeting Friday 10th November 12.00

MC   Mulrone, Claire
To: McKay-Redmond, Brenda <B.McKayRedmond@Stran.ac.uk>   Thu 11/2/2023 11:03 AM
Cc: Hickey, Adrian; Darragh McNamee; Kyle Cochrane; +2 others

Brenda
We would like to do the pitch on Friday 10th November in person or online at 12.00.
If you are happy to do this in person, I'd like to facilitate this on the Belfast campus.
I'm happy for you to invite the representative from the Marathon if you like.
Let me know what suits best.

Claire

Claire Mulrone Senior Fellow HEA
Community Engagement Manager &
Co-Director of Social Justice Hub
Academic Business Development
M: 07940656299
E: cm.mulrone@ulster.ac.uk

pitch meeting Friday 10th November 12.00

McConnell, Barbara <B.McConnell@Stran.ac.uk>
To: Mulrone, Claire; +1 other   Thu 11/2/2023 3:00 PM
Cc: Hickey, Adrian; Darragh McNamee; Kyle Cochrane; Jamie Stewart

Some people who received this message don't often get email from b.mcconnell@stran.ac.uk. Learn why this is important

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Dear Claire
just to say Brenda and possibly another member from the network will be available for the TEAM pitch at 12 noon on Friday 10th. Sorry i am on annual leave, so sorry to miss it. But i look forward to seeing all the pitches when i return.
best wishes
Barbara

Now that we created our design decks and have selected which design we think is best suited, we agreed that we would do our pitch on Friday 10th of November at 12:00 noon.

The Pitch

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McKay-Redmond, Brenda <B.McKayRedmond@Stran.ac.uk>
To: McConnell, Barbara <B.McConnell@Stran.ac.uk>; Mulrone, Claire
Cc: Hickey, Adrian; Darragh McNamee; Kyle Cochrane; Jamie Stewart
Thu 11/2/2023 3:04 PM

Hello all

I am looking forward to hearing your pitch. Could this be online please via teams?

Thanks
Brenda

pitch meeting Friday 10th November 12.00

Mulrone, Claire
To: +2 others
Thu 11/2/2023 3:05 PM
Cc: Hickey, Adrian; Darragh McNamee; Kyle Cochrane; Jamie Stewart

Good afternoon, Brenda

That's grand, can you please send me Emer's email from the Marathon to invite her to the pitch too.
Great to chat Barbara, enjoy your break.

Kind regards
Claire

Claire Mulrone Senior Fellow HEA
Community Engagement Manager &
Co-Director of Social Justice Hub
Academic Business Development
M: 07940656299
E: cm.mulrone@ulster.ac.uk

To make sure the pitch went smoothly I had written down notes to better prepare myself, so that my points were clear and has every reasoning I had for my designs:

The Pitch

The pitch went brilliant for the team, the community partner loved every design, but she gravitated towards my designs with the paint splash and the coloured border, as they said it was different and loved how it related to art and design classes. Jamie's interactive scroller was chosen as it had the footsteps moving down the page while the user scrolled. Finally, kyle's idea to use 360 images in the interactive scroller was used.

Below are notes added by Claire from the pitch and my own notes:

Paint splash theme

Full photos like kyle, not an overly. Landmarks

Highlight the motivation aspect

#extramile

#inclusivity

Jamie's scroller maybe a 360 0f landmarks

6 week campaign

My social media content, keep children's faces open

Instagram campaign

Wider, less curves

Home Lineup Pings Hey! Activity My Stuff Find

Pitch Notes

Claire Mulrone · Nov 13 · Notified 4 people

Theme Darragh - Splash - explore if the splash could be running trail or a map outline.
Incorporate space on theme for school name
Space for local statement from schools about their activity
Full Colour Photos (No Treatments)
Create several new # tags
Use Darragh Template
Develop Jamies Scroller - motion graphic
Explore the 360 idea for some of the photography that Kyle suggested.
develop six weeks campaign with land marks making the milestones for schools.
vibrant colours
ensure graphics on social media don't obscure the faces of kids.
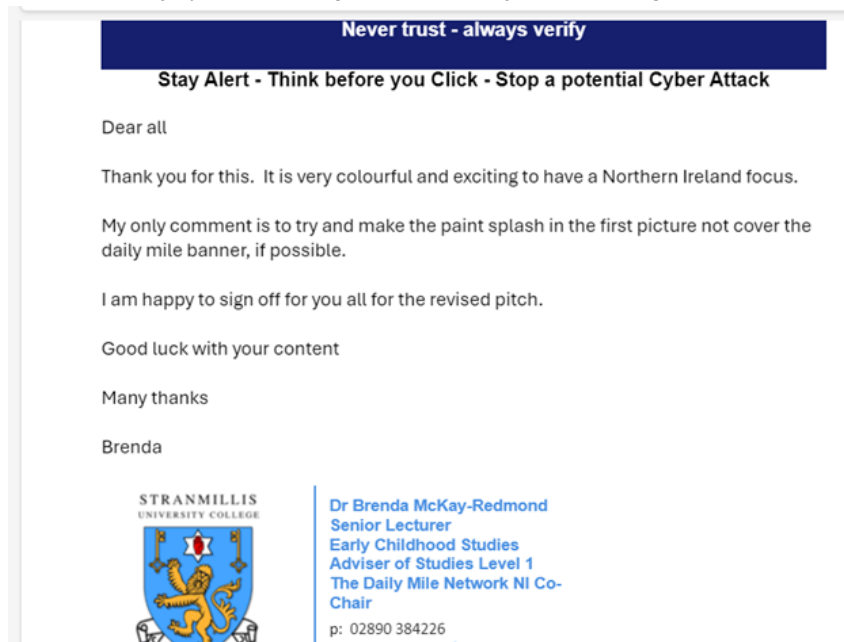
The Revised Pitch

The chnages made was that the coloured border was moved to the exact outline of the image and we chnaged the paint splash to look more professional:
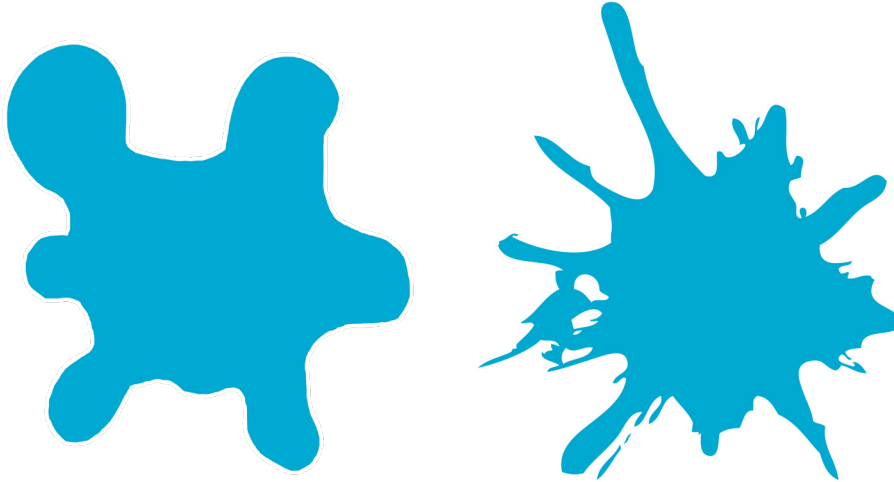
After these fixes we revised a final pitch with the chnages and sent it off to the community partner again, so they could sign off on it and then we can begin the designing.

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Dear all

Thank you for this. It is very colourful and exciting to have a Northern Ireland focus.

My only comment is to try and make the paint splash in the first picture not cover the daily mile banner, if possible.

I am happy to sign off for you all for the revised pitch.

Good luck with your content

Many thanks

Brenda

STRANMILLIS
UNIVERSITY COLLEGE

Dr Brenda McKay-Redmond
Senior Lecturer
Early Childhood Studies
Adviser of Studies Level 1
The Daily Mile Network NI Co-Chair
p: 02890 384226

With this final message from the community partner, we began designing while keeping that last point in mind.

Part 3

Creating the Content

The first thing we needed to do was allocate who was going to do what. We decided that since my graphic idea was chosen is that I would take the lead on it, Kyle would help me and together we would develop a social media schedule. Since Jamie's idea of the interactive scroller was used, we decided that he should create the interactive scroller using WordPress.

We had to agree as a collective what the social media posts were going to consist of and landmarks that are along the Belfast City Marathon route was an option and we all agreed that was the best option as there was no upcoming events where we could go into schools to capture professional images.
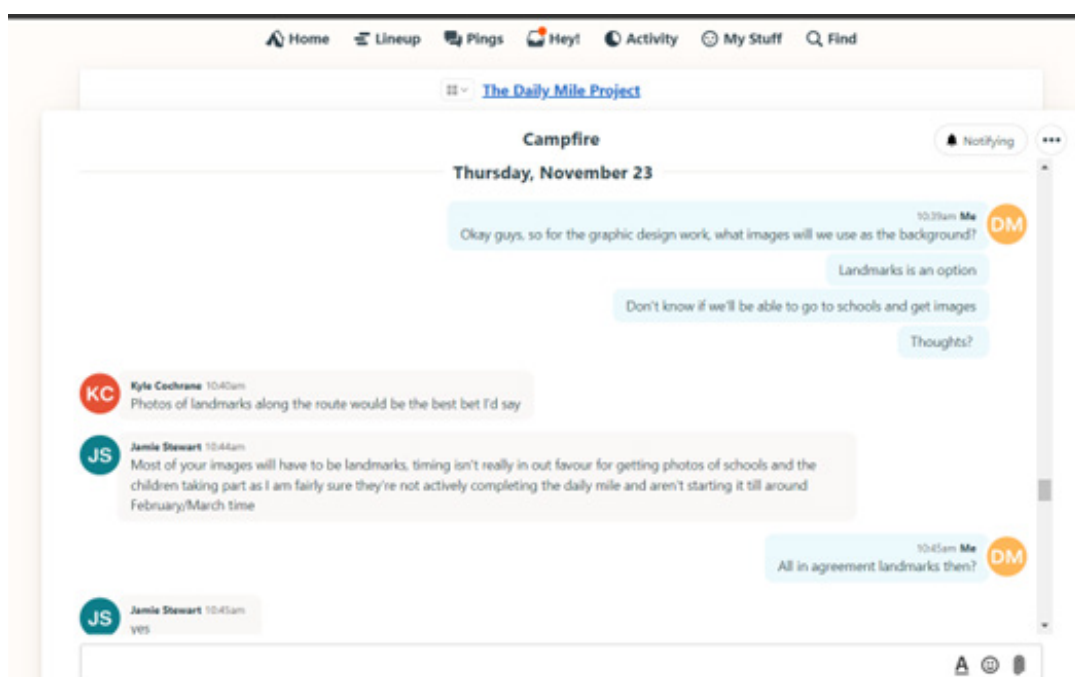
Creating the Content

We then discussed how many posts for each week and if we were doing 8 or 10 weeks. I thought we should do 2 posts and kyle voted 3. Jamie agreed with me on 2 posts as we would be able to use schools posting on their personal Facebook pages and The Daily Mile could repost them.
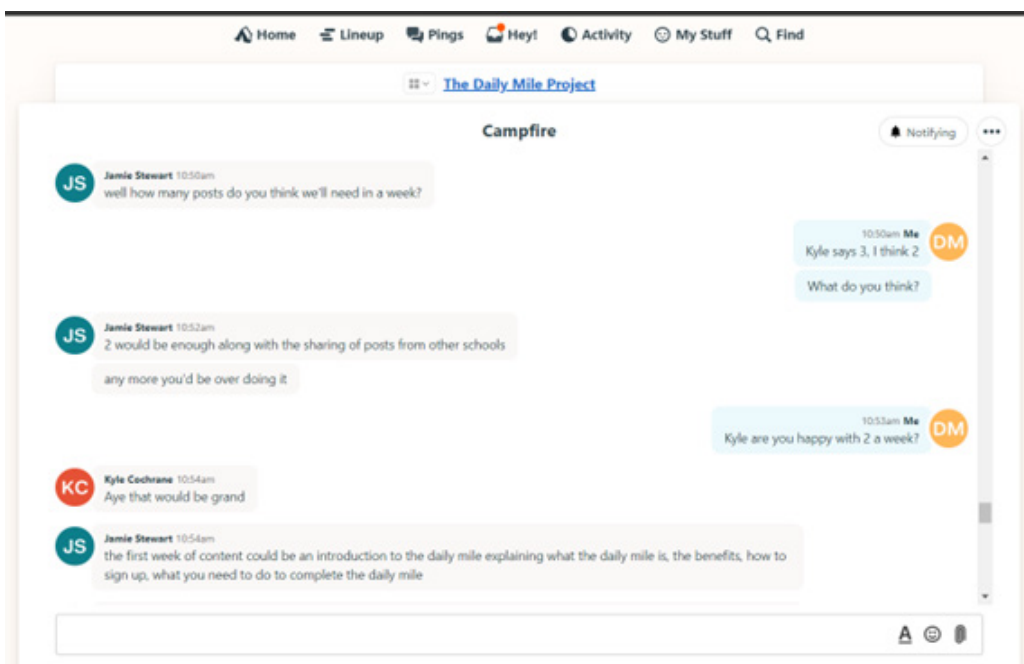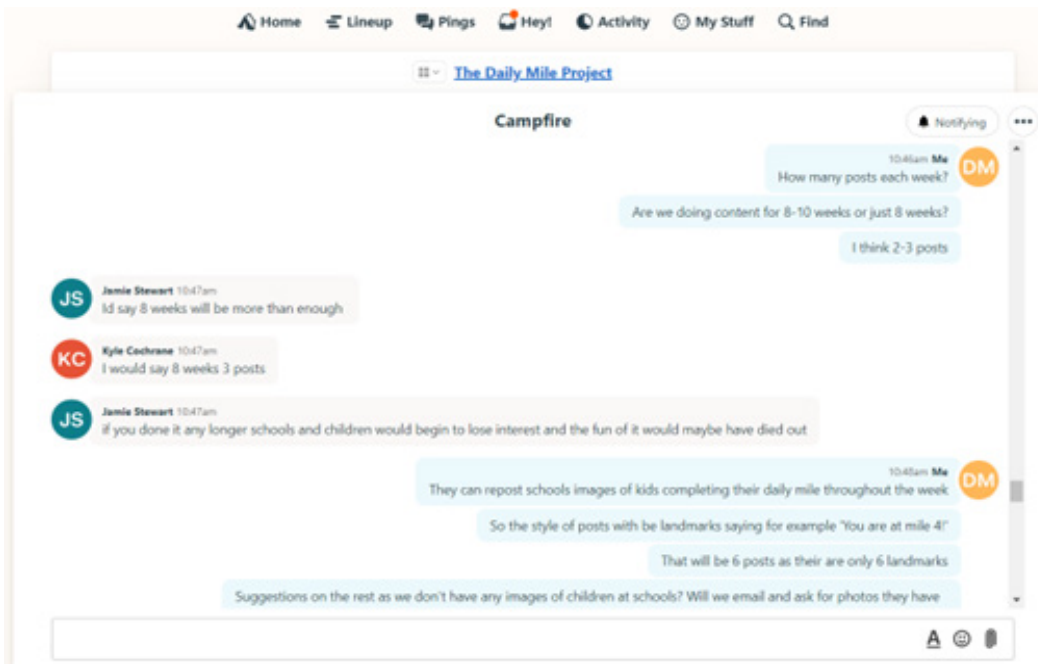
Creating the Content

There was then further discussion on how we would lay out the posts and what content they would consist of and then we discussed what social media platform would be most beneficial. Jamie pointed out that we should allow the posts to be used for both Facebook and Instagram.
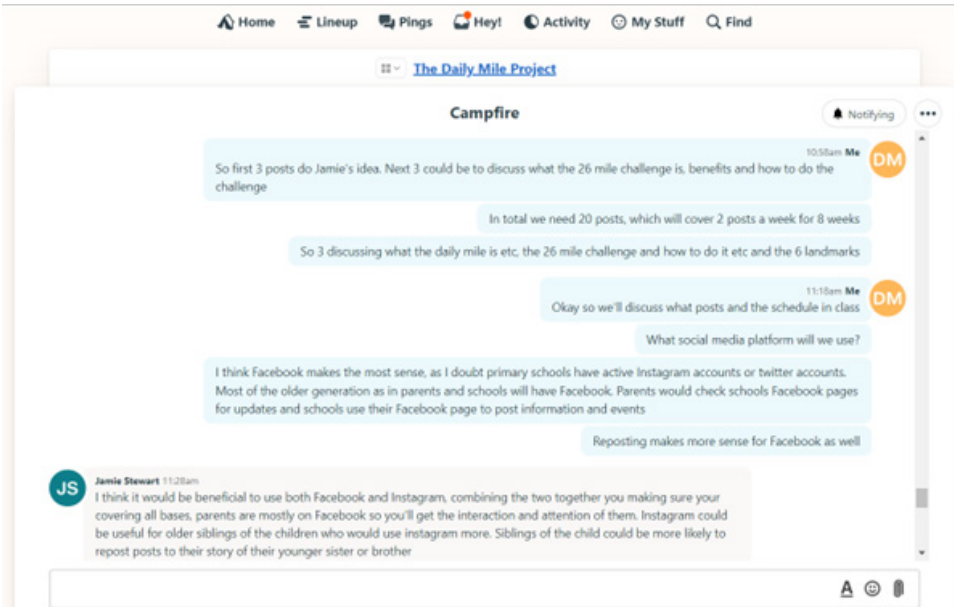

I then came up with a rough social media schedule and what we could include onto the graphics. These were things like 'You have reached the halfway point' and then have the landmark in the back and another one would be words of encouragement for the schools to motivate them to keep getting their miles in, which is an aspect the community partner liked in my pitch. We agreed that 3 posts were more realistic then 2, so we decided to change it.
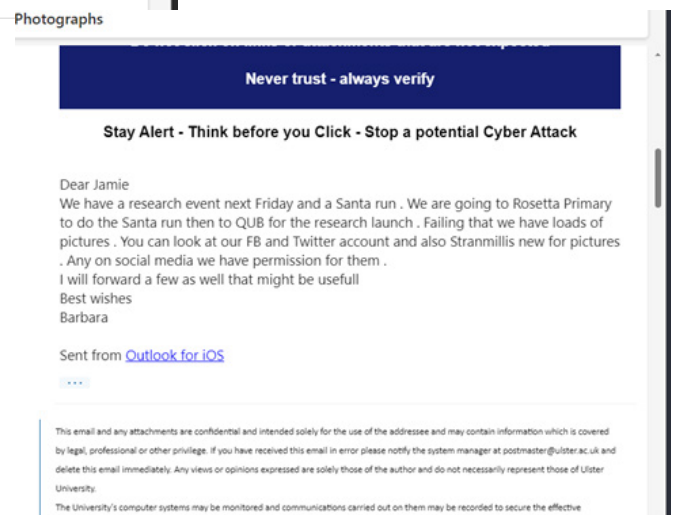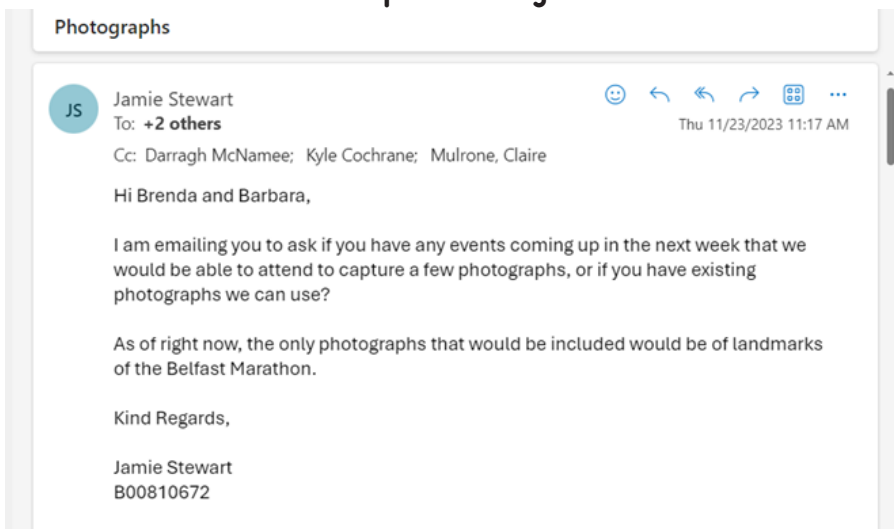
Creating the Content

Jamie then wanted us to offer him our opinions on 3 WordPress themes he liked and then created us all a WordPress log in for us all.
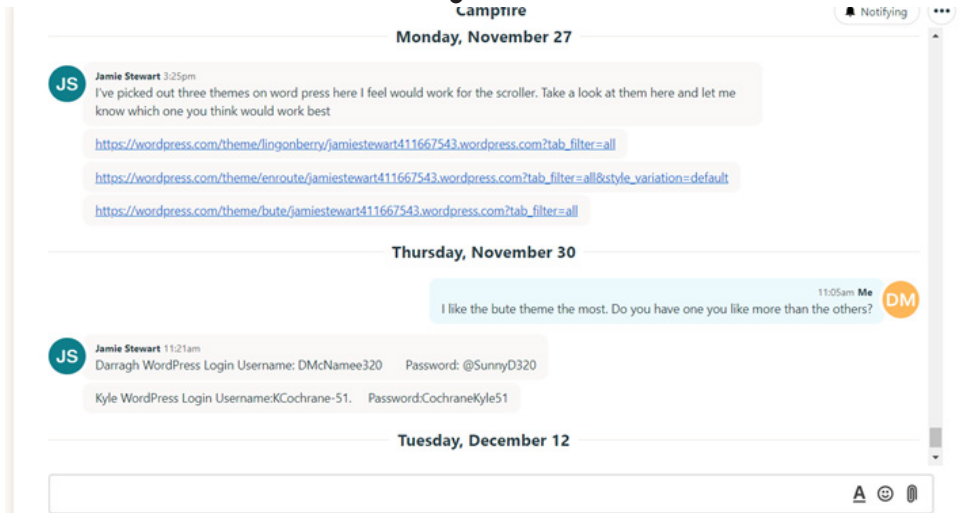
When it came down to me and kyle developing the graphics the biggest problem we encountered was that we struggled to get images of children running as it was the main focus point of the challenge, so we needed high quality images for the posts. As we needed images we emailed the community partner asking if they had any upcoming events that we could come out to and capture images.

Creating the Content

After discussing this event with the team and Adrian and Claire, we decided that the Santa run wouldn't be useful as the photos would become dated by the time the images were posted in the lead up to the marathon. The research event was also pointless as it wouldn't involve any children completing an activity.

The community partner also agreed that the photos would become dated and was relying on us to take from their socials and the landmarks we captured ourselves.

Creating the Content

Photographs

On 23 Nov 2023, at 15:42, Hickey, Adrian <a.hickey@ulster.ac.uk> wrote:

@Mulrone, Claire do you think the boys will be able to do enough with the existing photos on the Daily Mile Social channels as suggested below?

I also have concerns that photos from a Santa run wont date well and that photos from the research meeting wont be useful since they wont be running?!

What do you think Claire?

Adrian

<image001.png>

Mr Adrian Hickey
Associate Head of School
School of Communication and Media
Faculty of Arts, Humanities and Social Sciences
Room I117 | Cromore Road | Coleraine | BT52 1SA
T: +44 (0) 28 701 24479
F: +44 (0) 28 701 24925
E: a.hickey@ulster.ac.uk
W: http://www.arts.ulster.ac.uk/RIProfiles.php?e_code=247674
f: www.facebook.com/ulsterarts

Photographs

McConnell, Barbara <B.McConnell@Stran.ac.uk>
To: Kyle Cochrane; +1 other
Cc: Hickey, Adrian; Mulrone, Claire; Darragh McNamee; Jamie Stewart
Fri 11/24/2023 4:11 PM

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Dear Kyle
That is no problem . Have you got enough photos . Have some from the IFA at Windsor park but that's not marathon related
Can send more if you want
Best wishes
Barbara

Sent from Outlook for iOS

. . .

Kyle Cochrane
To: McConnell, Barbara <B.McConnell@Stran.ac.uk>; **+1 other**
Cc: Hickey, Adrian; Mulrone, Claire; Darragh McNamee; Jamie Stewart
Fri 11/24/2023 4:37 PM

Hi Barbara,

If you have any spare photos to send over it would be super appreciated, the more we have the more and better content we could make.
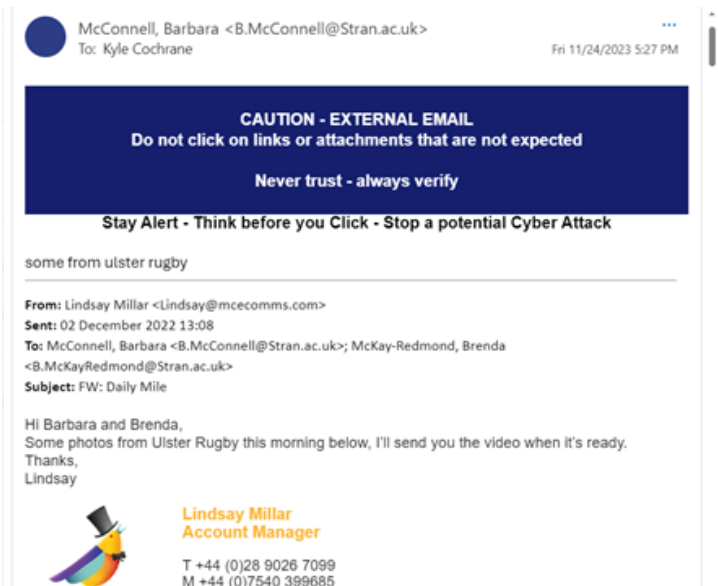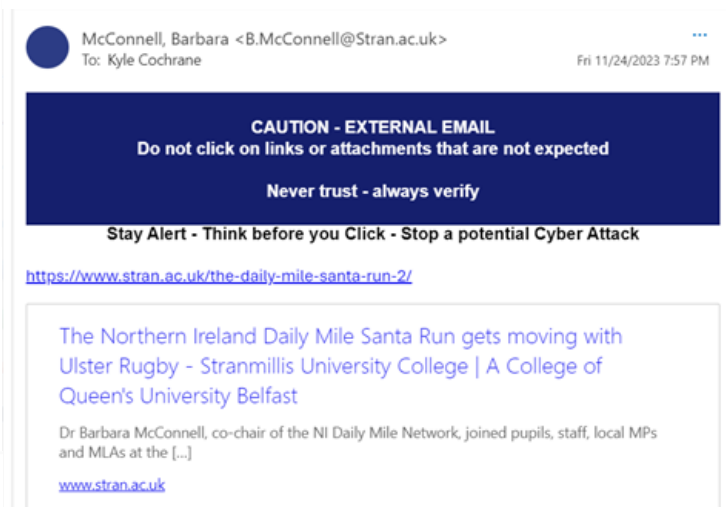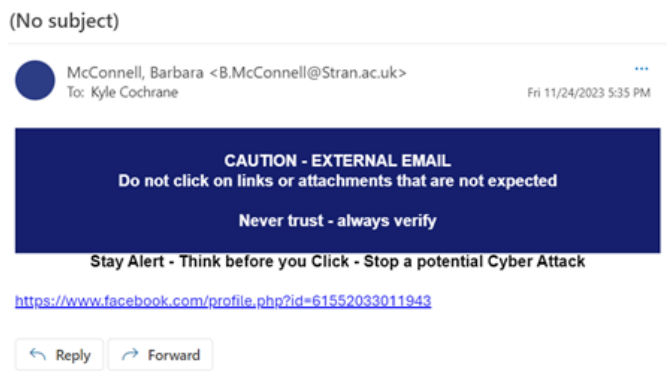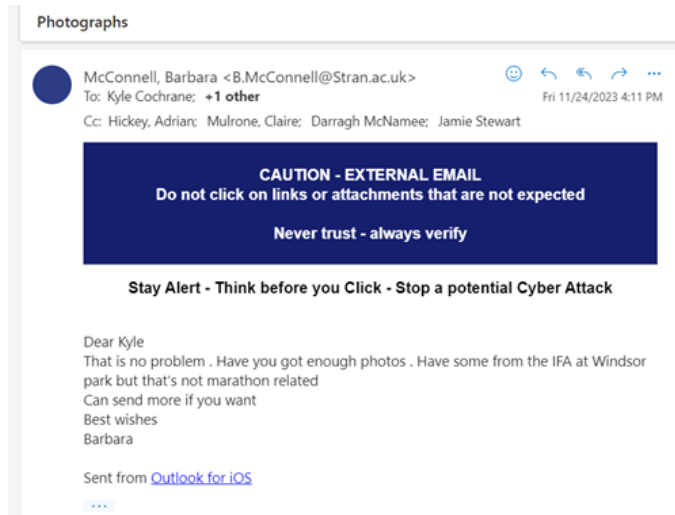
Many thanks,
Kyle Cochrane
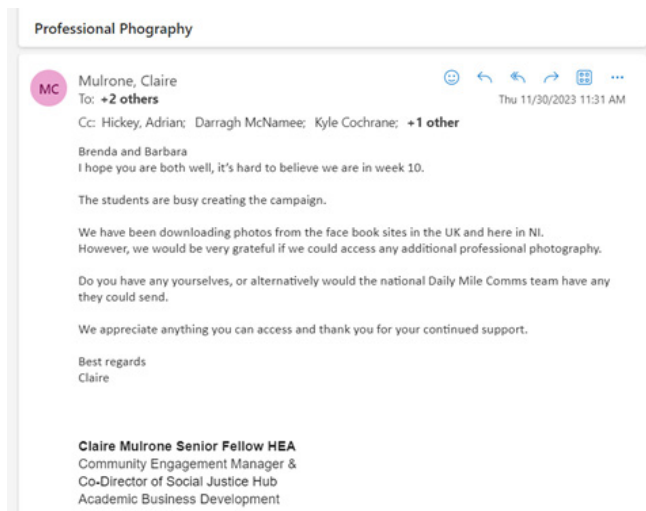
Sent from Outlook for iOS

. . .

Creating the Content

The community partner sent over good images but since they were all from a few events but again some events had Santa hats, and some had low quality images. Since the photos were taken from only a few events we couldn't use too many of them, without making the social media posts look like they were all taken from 3 events, which was disappointing.

Photographs

McConnell, Barbara <B.McConnell@Stran.ac.uk>
To: Kyle Cochrane; +1 other
Cc: Hickey, Adrian; Mulrone, Claire; Darragh McNamee; Jamie Stewart
Fri 11/24/2023 4:11 PM

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Dear Kyle
That is no problem . Have you got enough photos . Have some from the IFA at Windsor park but that's not marathon related
Can send more if you want
Best wishes
Barbara

Sent from Outlook for iOS

...

(No subject)

McConnell, Barbara <B.McConnell@Stran.ac.uk>
To: Kyle Cochrane
Fri 11/24/2023 5:35 PM

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https://www.facebook.com/profile.php?id=61552033011943

↩ Reply   → Forward

McConnell, Barbara <B.McConnell@Stran.ac.uk>
To: Kyle Cochrane
Fri 11/24/2023 7:57 PM

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https://www.stran.ac.uk/the-daily-mile-santa-run-2/

The Northern Ireland Daily Mile Santa Run gets moving with Ulster Rugby - Stranmillis University College | A College of Queen's University Belfast

Dr Barbara McConnell, co-chair of the NI Daily Mile Network, joined pupils, staff, local MPs and MLAs at the [...]

www.stran.ac.uk

McConnell, Barbara <B.McConnell@Stran.ac.uk>
To: Kyle Cochrane
Fri 11/24/2023 5:27 PM

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some from ulster rugby

From: Lindsay Millar <Lindsay@mcecomms.com>
Sent: 02 December 2022 13:08
To: McConnell, Barbara <B.McConnell@Stran.ac.uk>; McKay-Redmond, Brenda <B.McKayRedmond@Stran.ac.uk>
Subject: FW: Daily Mile

Hi Barbara and Brenda,
Some photos from Ulster Rugby this morning below, I'll send you the video when it's ready.
Thanks,
Lindsay

Lindsay Millar
Account Manager

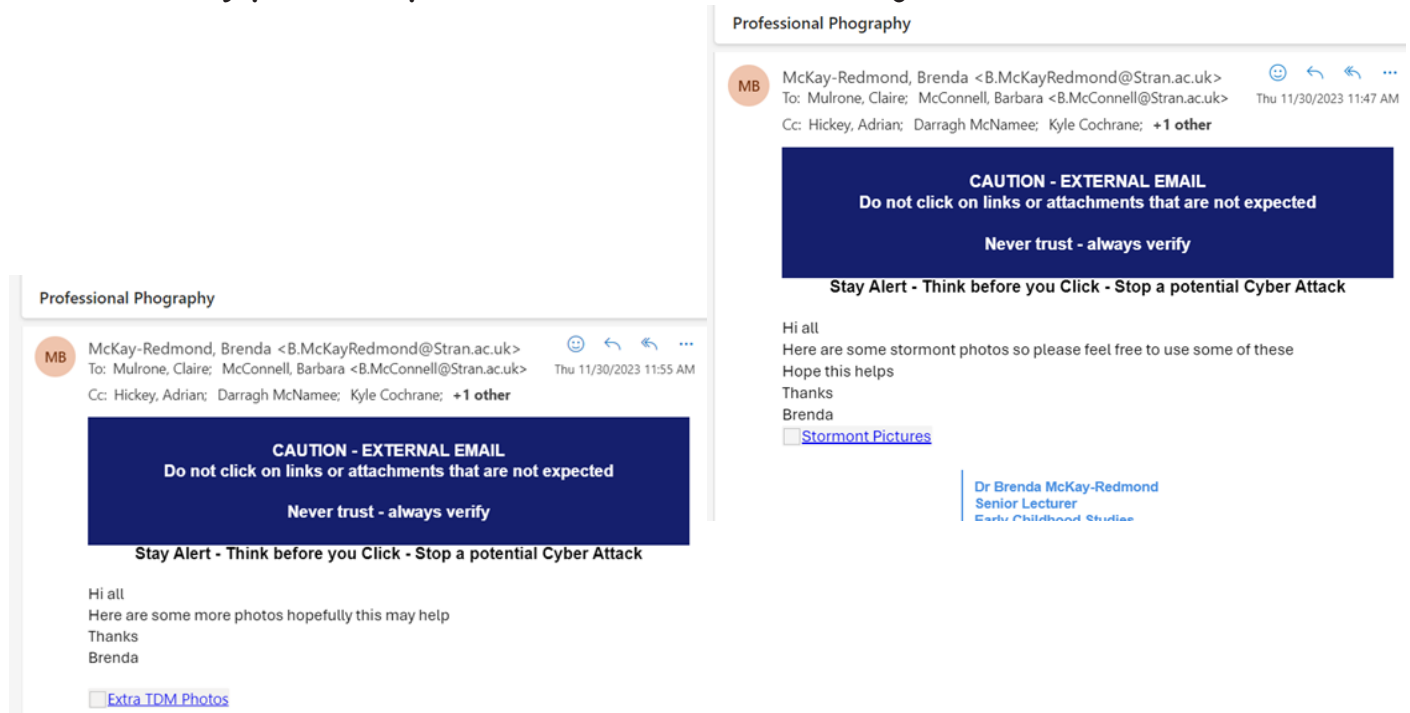T +44 (0)28 9026 7099
M +44 (0)7540 399685

Creating the Content

Again, we needed better quality images with a better variety of events, but our emails didn't seem to be getting the point across, so Claire stepped in to help:

The community partner replied then with 2 folders of images:

The problem with these images is that we couldn't use many because at Stormont it was the same photo of people just standing around by the Stormont building and the second folder contained useful images of children running and completing activity which is what we needed. Unfortunately, the images were small dimensions, so most were unusable.

With this me and Kyle knew now to take the initiative and gather as much high-quality images from their socials as we can and allocate them into correct groups from week 1 to week 8.

Creating the Content

After class, we had a discussion with Adrian, and he informed us that 3 posts a week was not enough for an 8 week social media campaign. He felt that 5 posts a week was far more realistic and when discussing this with Kyle we agreed, especially since this gives the community partner more than enough content to post. With this we went back and began to forge a finalised social media schedule. We wanted to keep one posts consistent throughout and that was school of the week.
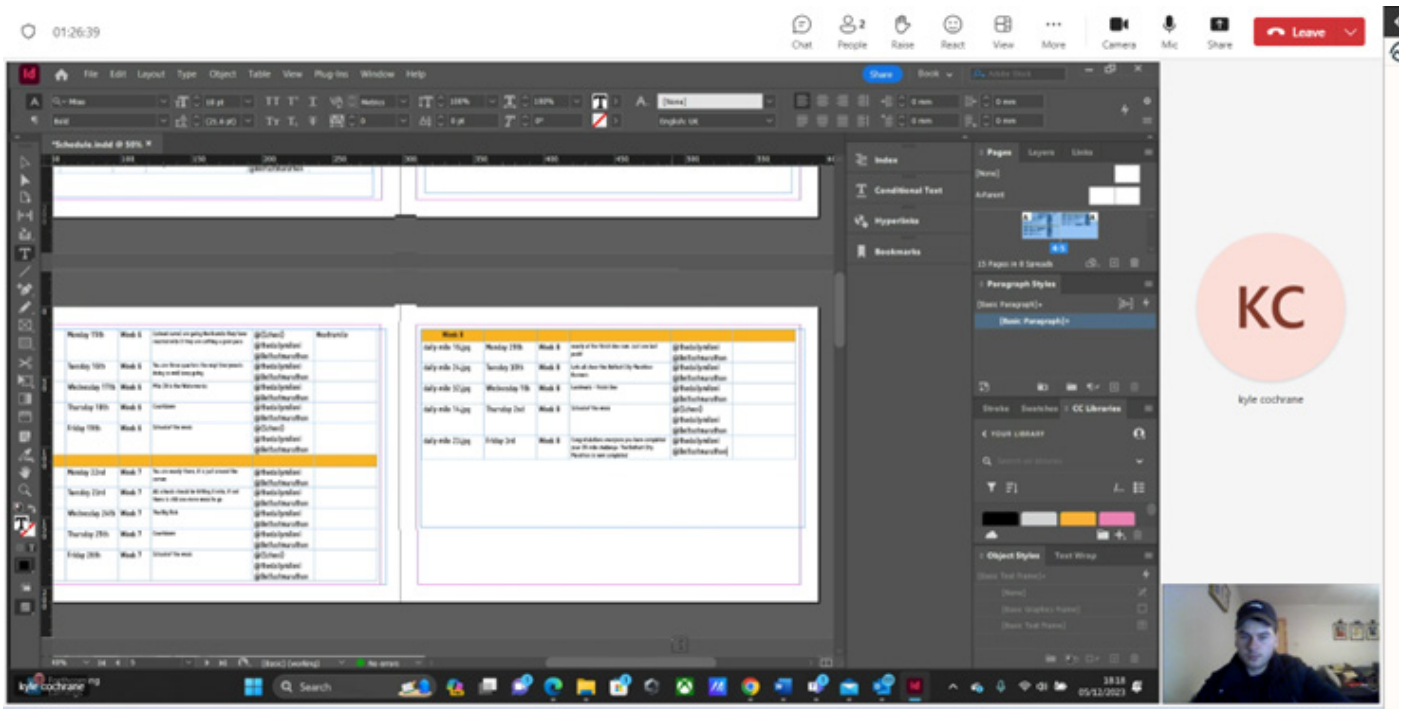
We began scouring through their social media platforms to find appropriate images that are relevant to the 26 Mile Challenge. A problem with many of the photos was that the dimensions were too small for our social media posts which we needed to be 1080x1080. Me and Kyle created a teams call and then discussed what photos to use from their socials and created folders for them and then labelled accordingly to the social media schedule image names for each day.

Creating the Content

This is an example of the social media schedule we decided fitted best:

Image	Day	Folder	Caption	Tags	Hashtags
Week 1					
week1day1.png	Monday 11th	Week 1	Check what we are all about. Read more down below: https://thedailymile.co.uk/	@thedailymileni @Belfastcitymarathon	#Inclusivity #DailyMile
week1day2.png	Wednesday 13th	Week 1	Get involved now Read more down below: https://thedailymile.co.uk/school-signup/	@thedailymileni @Belfastcitymarathon	#GetInvloved
week1day3.png	Thursday 14th	Week 1	The Belfast Marathon is 8 weeks away!	@thedailymileni @Belfastcitymarathon	#DailyMile
week1day4.png	Friday 15th	Week 1	This is where your journey begins, start your 26 mile challenge now!	@thedailymileni @Belfastcitymarathon	#MileOne
Week 2					
week2day1.png	Monday18th	Week 2	(School name) has just joined the 26 mile challenge! What is stopping you from joining?	@thedailymileni @Belfastcitymarathon	#FunForAll #ExtraMile
week2day2.png	Tuesday 19th	Week 2	Don't forgot those who go the extra mile will be the frontrunner for the prize. Get those miles in!	@thedailymileni @Belfastcitymarathon	#ExtraMile

Creating the Content

Now that the plan has been laid out and we understand that we have to gather our own images, we planned to head to Belfast to capture the images we needed of the landmarks. We hired the 360 camera and a DLSR to capture the images we needed. We hired the equipment on the 30th of November and then went to Belfast for the 4th of December.

To begin we went to Stormont first as it was the beginning of the route for the marathon. We captured images of the main building and then went to the statue to capture the 360 images.

Creating the Content

We then went to Ormeau Park to capture it, as it was the finish line, and the runners also pass it as part of mile 7. We then went to the City Hall as it is another well-known and recognisable landmark. The problem with some of the landmarks was that since it was Christmas time, there was a lot of Christmas decorations. This is the similar problem we were having with the Santa run photos, since the photos will look dated when the marathon comes around. We ran out of daylight and had to end the shoot after getting as much images as we could of the landmarks using the 360 camera and the DSLR. We agreed we need to go back as you can see from the image of The Big Fish.

On the revisit we got the rest of the 360 images and of the DSLR images so that me and kyle can work on the designing and Jmaie can start adding the 360 images to the interactive scroller:

While capturing the rest of the images, we realised that the landmarks and halfway marks, 3/4 way marks etc. were not visually appealing due to there being roadworks amoungst other things, so we decided not to use them.

Creating the Content

Now it was time for me and Kyle to create the graphic design posts. Since it was my graphic idea that was chosen by the community partner, we agreed that we need to split the posts up 20 and 20, so I created the first 4 weeks and then created a template along with font sizes for Kyle, to make it easier for him to create the last couple weeks. The design was very basic as the community partner liked the coloured border, the paint splash and full colour photos. The only thing I needed to be careful of, was to make sure that the paint splashes did not cover any faces of the children.
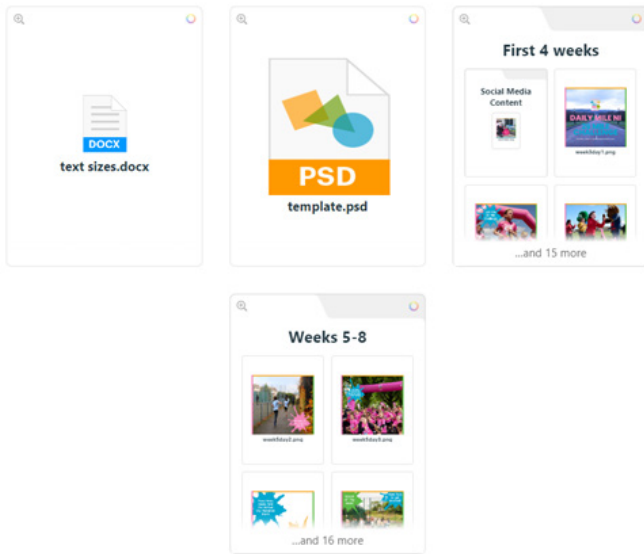

Again since we encountered the problem with some images having roadworks and overall being lackluster, I decided to use just a white background for some of the 'You have reached mile...' and countdown posts:
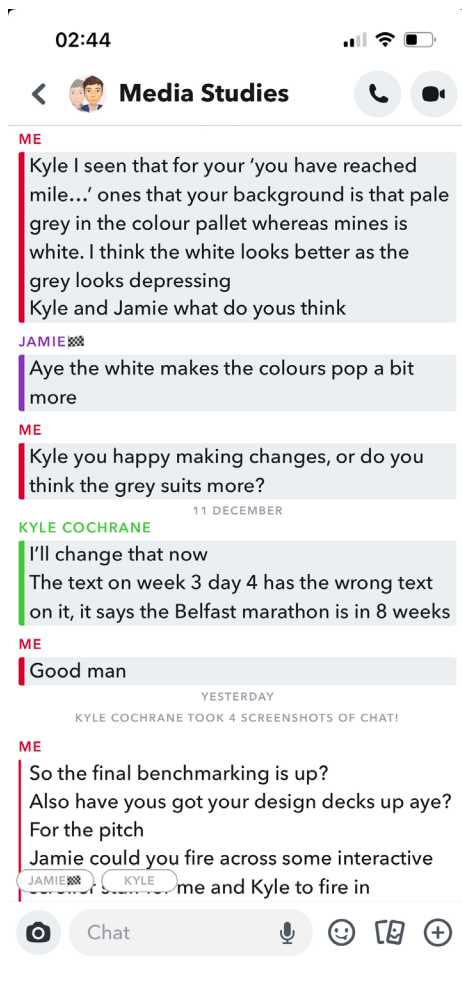
Creating the Content

Once I created my first 4 weeks I sent the Photoshop template to Kyle, so he can the second half of the graphic design posts:

The only issue we encountedered was that Kyle used a different colour background for the imageless posts, whic we asked if he would be okay chnaging or if he feels that it looks better:

Part 4

Handover & Response

Now that everything was completed, we asked Adrian for the go ahead to send the community partner our work:

We then sent our work to the community partner and hoped that they were happy with our work. With all of the work being made for social media everything will be transferred through a pen drive or through a data transfer site such WeTransfer. Claire will download the final folder from basecamp which will contain all of the content.

Handover & Response

The feedback from the community partner was fantastic and they were more than happy with our wor. Jamie's interactive scroller was a huge success:

Claire responded on our behalf:

Reflection

Coming back to class after completing my placement year was frustrating, as I felt like I wanted to stay in the world of work, especially since I've started freelancing as a videographer. I also didn't like the idea of group work because of bad experiences in the past with people not completing work. Thankfully Kyle and Jamie were continuing on, and we were in the same class. This helped because since we have known each other for a few years now, we can hold each other accountable when it came to work, and we didn't need to sugarcoat our words. Knowing this I felt much more comfortable doing group work.

Working with an actual client as a part of this module wasn't stressful because of my placement year, which I had done freelance work for 2 clients alongside the workplace I done my placement year with. The Daily Mile NI were a pleasure to work with and were straightforward with what they wanted, which was a nice change from one of the clients I had worked with before.

It was also nice to further develop my graphic design skills and communication skills in terms of talking with a community partner. As getting a clear plan across where both I and the community knew what was expected work wise, is extremely underestimated.

Project Mangement

To track and organise this project we used Basecamp, Snapchat, and email. Basecamp was pushed by Claire and Adrian as it was an all-round better platform because they can view all the messages in real time and can also input their own thoughts and questions. They recommended it because it allowed us to gain experience working on a collaborative platform, which will be used in a workplace such as an agency. We didn't use it as regularly as we should have because we used to snapchat to communicate the most. Basecamp has separate sections for everything, it has campfire, message board, check lists, files, and a schedule. This helped us to know where everything is and made work more accessible. We used message board, which is where Claire posted important messages, such as meeting times and meeting notes. We used the checklist to make sure everyone knew what they were doing and could check off what they had done, so the rest of the group knew what work is outstanding. We also made use of campfire for discussion about work, planning meet ups and communicating in general. we could also tag each other for important messages, to get a quicker response. Finally, we made use of the document upload section, to upload every bit of work we had done, from design decks and Pitches to the completed graphics. It was very useful to share work as well, for example the template I made for Kyle. Overall, I think Basecamp was so beneficial and allowed us to complete this project much easier. It was useful to look back at previous messages for information and to share work with each other.

Project Mangement

ME
> Not a worry
> Just the splatter and that template then
> Jamie do you want me to email you the
> updated splatter and the text boxes/
> templates?

JAMIE
> Aye please

ME
> Not a worry
> I'll email you the comparison of the splatter
> before and after

KYLE COCHRANE
> Do you want me to send the 13 hashtags I
> made?
> In a pdf or just the raw file?

ME
> Sent them across on your personal email
> there Jamie

KYLE COCHRANE
> Do you think 13 example of hashtags would
> be useful for the revised pitch or just save
> them for later?
> Claire said to create more hashtags on that
> message so I'll fire them in basecamp

ME (JAMIE) (KYLE)
> Jamie ignore the one I sent you

Chat

Snapchat was also used as this is how we would communicate in general, so some messages were done through our group chat that we have used since 2nd year. We used this platform for more informal talk, so it was rarely used in terms of the project:

KYLE COCHRANE
> Do you think we could get the revised pitch
> away today?

ME
> I'll try and get the splash done, I was thinking
> more tomorrow
> We could all hop on call and go over who
> does what?

KYLE COCHRANE
> Adrain was really pushing for today

ME
> Okay I'll get working on the splatter
> What else needs done

KYLE COCHRANE
> Also need to start saving some of the chat
> For the production log
> He wants evidence of chat

ME
> No worries, I'll get working on the splatter

JAMIE
> I have all compiled that I can
> Just need to add your splatter once you've
> finished it Darragh

ME
> Not a worry
> Just the splatter and that template then
> Jamie do you want me to email you the

(JAMIE) (KYLE)

Chat

> uploading the updated 4 content templates
> To basecamp
> There's 2 versions of content 2. Yous can pick
> whichever yous prefer
> That's it up Jamie

JAMIE
> In now

ME
> Happy days
> Jamie you'd probably need to change the
> social media example
> Could you fire one of the new images over it
> no?
> I posted an updated tweet on basecamp
> Which one do yous want to use?
> 1st or 2nd

KYLE COCHRANE
> The one that looks more like a splash he
> though was better

ME
> The first one?

KYLE COCHRANE
> Aye

ME
> That's the new content uploaded with the new
> splash

(JAMIE) (KYLE)

Chat

> I just need to smooth out the edges a bit
> more
> Sent you the updated splash Jamie

JAMIE
> Yep sorted. You making the updated graphics
> where they're not over the child's face?

ME
> Think we're using just that text box for any
> text on photos
> Do you want me to fire it over some images,
> *?

JAMIE
> Was Claire not looking that visually
> represented in the final document?
> Or just put a bite in saying it will be placed
> differently,

ME
> Aye that would make more sense
> I'll do that now
> The one image okay or more than one?
> All good getting them done

ME
> Uploading the updated 4 content templates
> To basecamp

(JAMIE) (KYLE)
> There's 2 versions of content 2. Yous can pick

Chat

Project Mangement

Email was used to communicate with the community partner, as our conversations were formal, email was the best to use.

26 Mile Challenge 📎 1 attachment ⌄

KC Kyle Cochrane
To: B.McConnell@Stran.ac.uk; B.McKayRedmond@Stran.ac.uk
Cc: Hickey, Adrian; Jamie Stewart; Mulrone, Claire; +1 other
Wed 12/13/2023 6:01 PM

📄 26 mile challenge - 8 week sc... ⌄
81 KB

Hi Barbara and Brenda,

Hope you are all keeping well, attached is all the work created by Darragh, Jamie and I, there is a link to Social media posts as well as a pdf for the schedule for the posts, also a link to the interactive scroller is provided below. If you could provide any feedback before we send out the final submission it would be greatly appreciated.

Social Media Posts - https://we.tl/t-7aZZ3jlVwn

Interactive Scroller - www.26milechallenge.online

Many Thanks,
Kyle Cochrane
Darragh McNamee
Jamie Stewart

26 Mile Challenge 📎 1 attachment ⌄

McConnell, Barbara <B.McConnell@Stran.ac.uk>
To: Kyle Cochrane; +1 other
Thu 12/14/2023 9:45 AM
Cc: Hickey, Adrian; Jamie Stewart; Mulrone, Claire; +1 other

CAUTION - EXTERNAL EMAIL
Do not click on links or attachments that are not expected

Never trust - always verify

Stay Alert - Think before you Click - Stop a potential Cyber Attack

Dear Kyle, Jamie, Adrain, Darragh and Claire
Thank you so much for sharing this with us. It is absolutely fantastic, i so love the interactive scroller. You have all worked so hard on this and it has been a pleasure to work with you all. I hope you all enjoyed it and we look forward to sharing with our colleagues in Belfast City Marathon and the rest of the Network. We were tell our Principal about it and he was very impressed and keen to see the completed project. Well done, and good luck with the rest of your course.
Hope you all have a lovely Christmas

Claire, will be good to link up again in the new year if you are available

best wishes
Barbara and Brenda

Professional Phography

MC Mulrone, Claire
To: +2 others
Thu 11/30/2023 11:31 AM
Cc: Hickey, Adrian; Darragh McNamee; Kyle Cochrane; +1 other

Brenda and Barbara
I hope you are both well, it's hard to believe we are in week 10.

The students are busy creating the campaign.

We have been downloading photos from the face book sites in the UK and here in NI.
However, we would be very grateful if we could access any additional professional photography.

Do you have any yourselves, or alternatively would the national Daily Mile Comms team have any they could send.

We appreciate anything you can access and thank you for your continued support.

Best regards
Claire

Claire Mulrone Senior Fellow HEA
Community Engagement Manager &
Co-Director of Social Justice Hub
Academic Business Development

Project Mangement

To keep track of our time we used Clockify, which is a free service. It was a useful service as it allowed us to group together and track our time. The only problem encountered with this, is that we forgot to hit the start button at times when we were doing work and we would have to manually log our work, which could be seen as inaccurate.
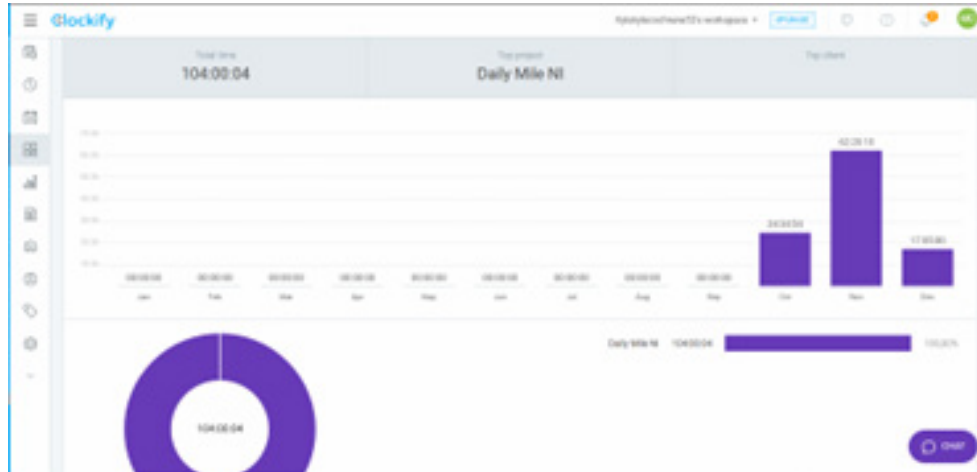
Research and Benchmarking – 6
Brief – 12
Designing – 14
Pitch – 17
Finalised Pitch – 4
Photos – 11
Content Creation – 27
Production Log – 43
Final Feedback – 2
Class Time – 38
Overall = 174

The Daily Mile™
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