

Daily Mile NI Production Log

-

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The Module

The Team

The Client

The Project

Project Management

Time Log

The Module

This module was designed to give us the experience to create content for an organisation to be published publicly. It prepares us and equips with the skills and tools to work in a team and communication with a community partner, and challenge our creativity skills to produce a high standard of content within a set of brand guidelines.

This production log will demonstrate the process of the creation of the project and its creative assets and showcase the development of them throughout the project based on the brief formed at the beginning of the project.

With the assistance of Adrian Hickey (Creative Director) and Claire Mulrone (Community Engagement Manager), we had been assigned to work for a charity to work together on a creative brief, put or creative skills to practice to create an interactive product to help the charity.



Aims of the Module:

- Work effectively as a team
- Apply our creative skills and knowledge developed from previous years of study and placement to produce a product for a public organisation
- Gain knowledge of social enterprise and apply interactive media concepts and ideas to this field
- Acquire the ability to develop a maintained production in lines with a active brief

The Team



Darragh McNamee

Darragh spent last year on placement with an events company where he got to develop his videography and motion graphic skills, and all does some videography work for a gym in Omagh. Therefore, his main focus will be on any videography and motion graphic work needing produced.



Kyle Cochrane

Kyle was very confident in his abilities in the web design/coding abilities, alongside videography and photography. However, he was very keen in getting behind the camera in shooting photographs if required.



Jamie Stewart

I also was on placement last year and acquired great experience with a property company creating social media content. The main skills I developed was videography, photography, graphic design, and motion graphics. However, I was keen to try and enhance my web development skillset.

The Client

Daily Mile NI

Our client is the Daily Mile Network NI. It is a regional branch of the world wide charity The Daily Mile.

The charity was founded by Elaine Wylie MBE in 2012 which today, has 19092 schools in 98 different countries around the world participating.

The Daily Mile aims to improve the physical and mental health of children by encouraging schools to get their pupils to run, jog, walk, or wheel one mile a day in the outdoors. There is no pressure on the children to complete this at blistering pace, they complete each mile at their own pace. It ideally only takes 15 minutes out of the school day.

The Daily Mile has conducted intricate research into the benefits of children participating. It revealed that it has a positive impact on not only childrens physical well-being, but their mental health, social skills, greater concentration levels in class, as well as building the foundation for great habits for a healthier future.

Students of any age can complete the daily mile who also want to publicise more encouragement for children with disabilities to get involved. It is a completely free programme which schools can join via online registration process. Secondary schools are also encouraged to participate alongside primary schools.

The Daily Miles main driving force is to maximise the health and educational benefits for the new generation by completing their programme and lower that 37.7% of children who are overweight or obese in the UK in the years to come.

The Project

Social Media Campaign

They wanted to make the most of this partnership by proposing their concept of creating a goal for the pupils and their respective schools to making a 26 day challenge where the pupils complete the distance of the Belfast City Marathon of 26 miles.

The campaign will be active across the three main social media platforms in Facebook, Twitter/X, and Instagram. They want more emphasis placed on their Instagram due to their lack of activity on the platform and its potential to increase the Daily Miles reach due to its unique and effective sharing techniques and algorithm.

The Daily Mile Network NI asked us to produce a social media campaign with the aim to encourage more schools to sign up as well as spur on the current registered schools to get more involved and maximise the potential the Daily Mile poses for their pupils.

They had made us aware of a new partnership they had formed with the Belfast City Marathon and one of their title sponsors Moy Park.

The Daily Mile Network NI

Project Specification:

The aim of THE DAILY MILE is to improve the physical, social, emotional and mental health and wellbeing of our children – regardless of age, ability or personal circumstances. The Daily Mile is a social activity, wherein the children run or jog – at their own pace – in the fresh air with friends. Children can occasionally walk to catch their breath, if necessary, but should aim to run or jog for the full 15 minutes.

Using a range of digital media create a suite of outputs to support the campaign; including social media content to encourage schools to update the Network on their marathon journey and their fundraising achievements.

PROJECT SOCIAL



Skills Required:

Social Media skills/
DSLR skills/Video & Photography
Premiere/
Photoshop/
InDesign/

Project Management

Basecamp

Collaboration Platforms

Project Space

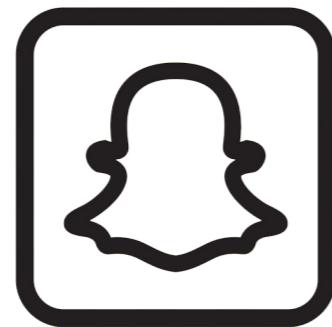


Basecamp

Our main platform for communication was Basecamp. We were advised to use Basecamp by Adrian and Claire as it has proven itself to be a useful and effective platform for students to use in Project Social in recent years.

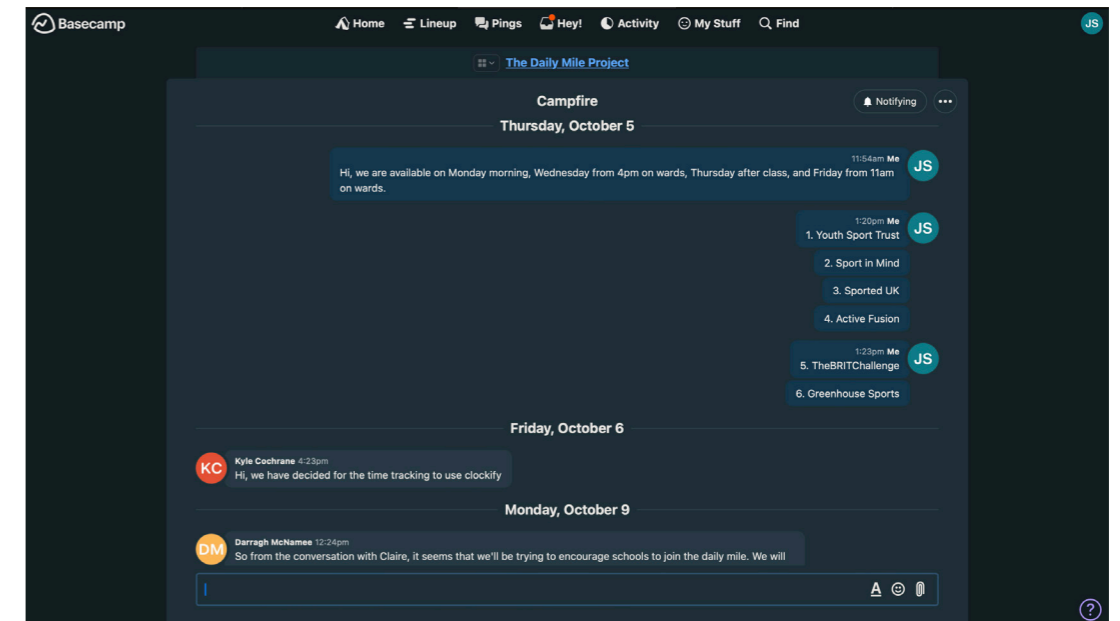
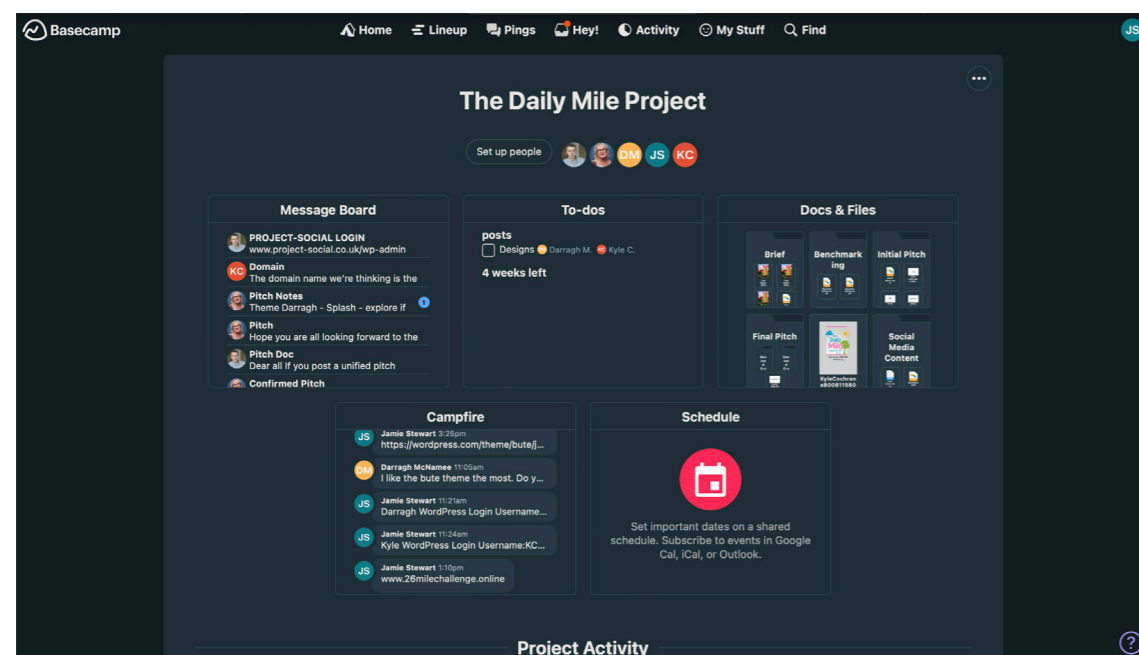
It provides spaces to share files, communicate, assign tasks, and make announcement messages.

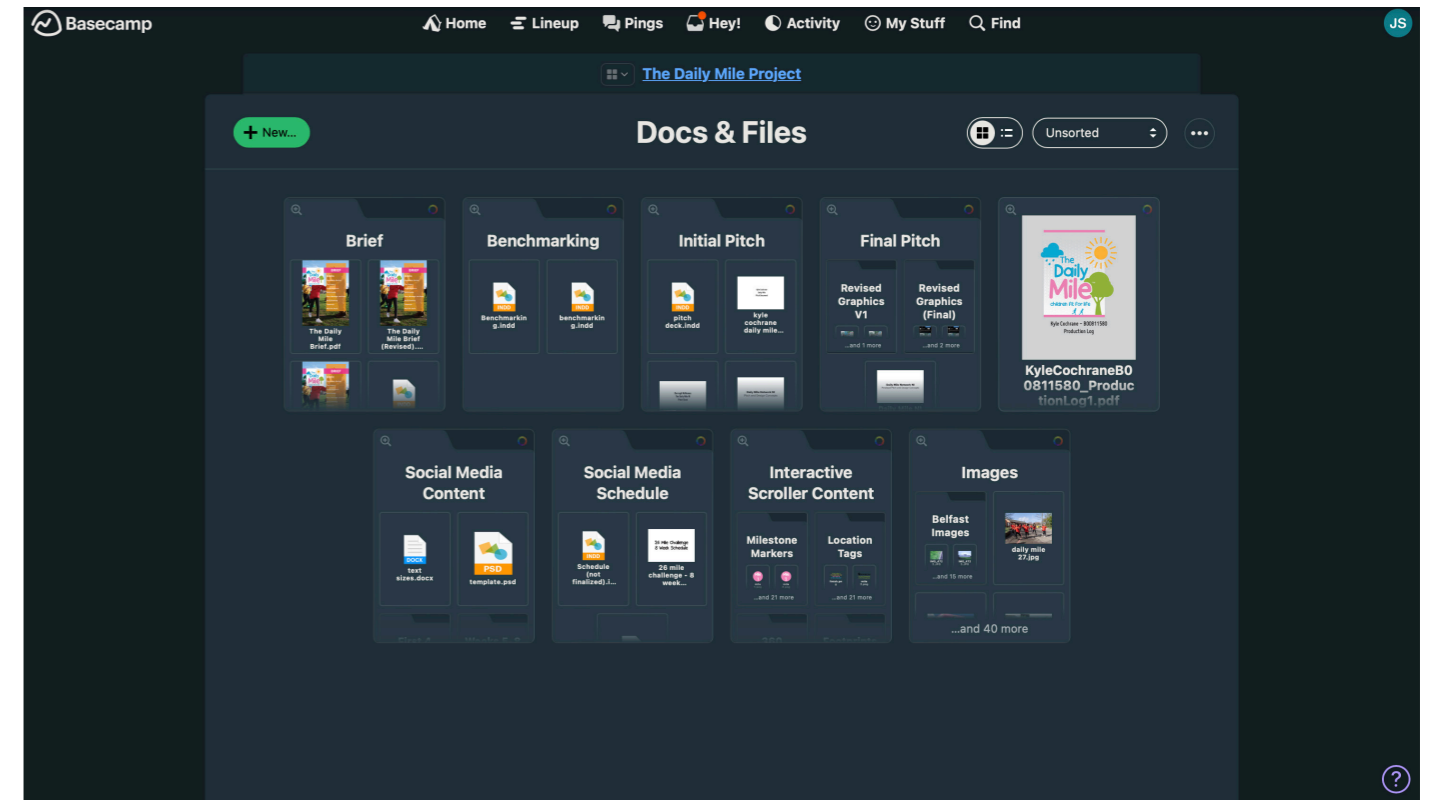
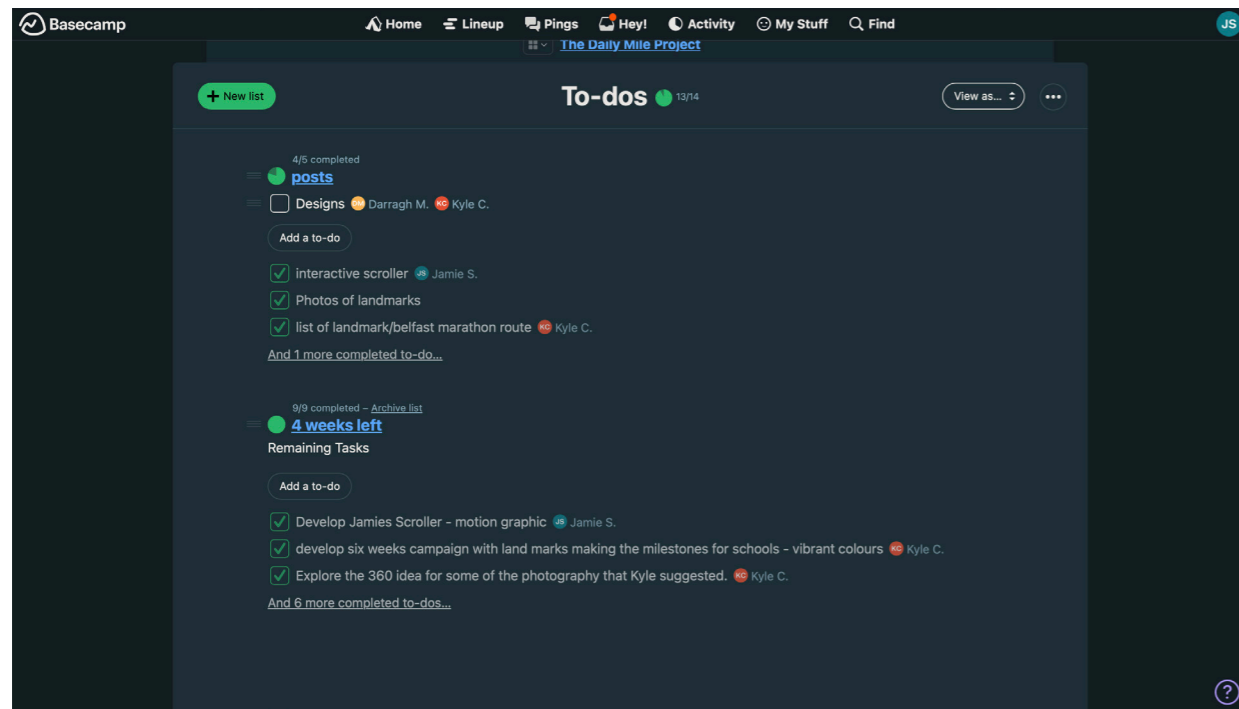
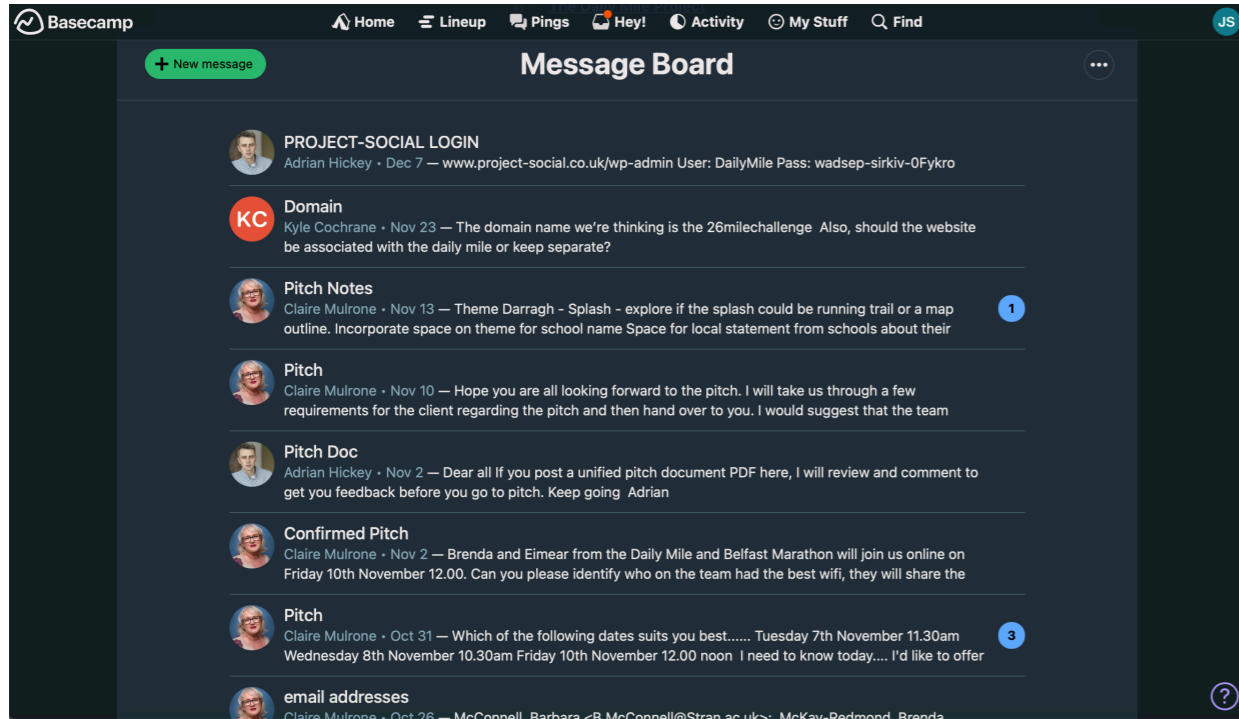
Kyle, Darragh, Adrian, Claire, and I were all part of our Basecamp group as we arranged community partner meetings and communications here.



Kyle, Darragh, and I also made use of snapchat. It isn't the most conventional app for group work but we made sure to save chats as we went along so we didn't miss vital information. Chats were more informal on this platform but it proved to be effective for communication.

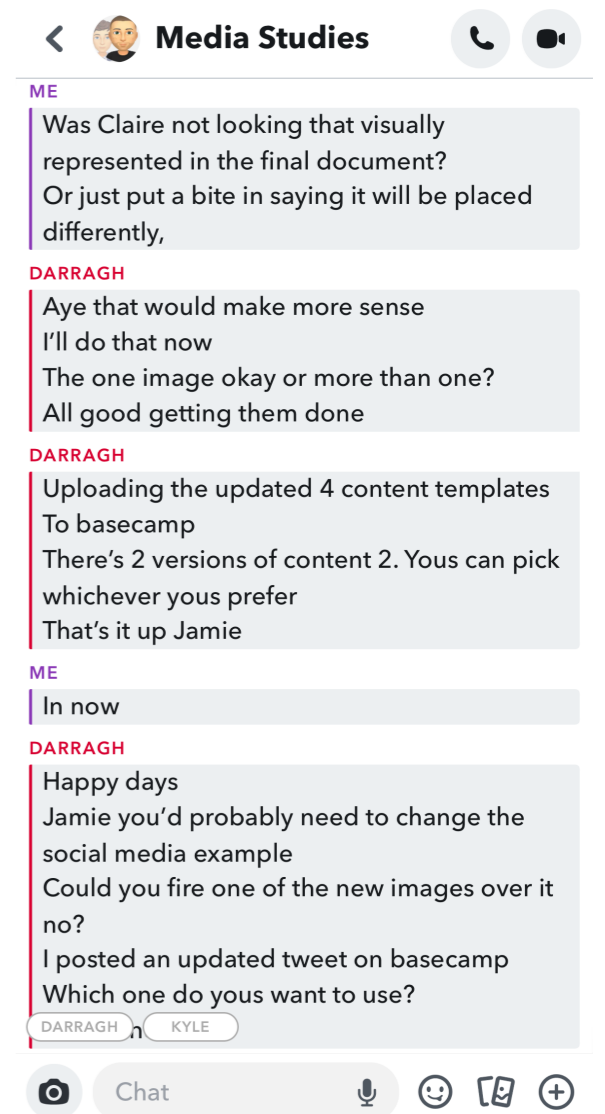
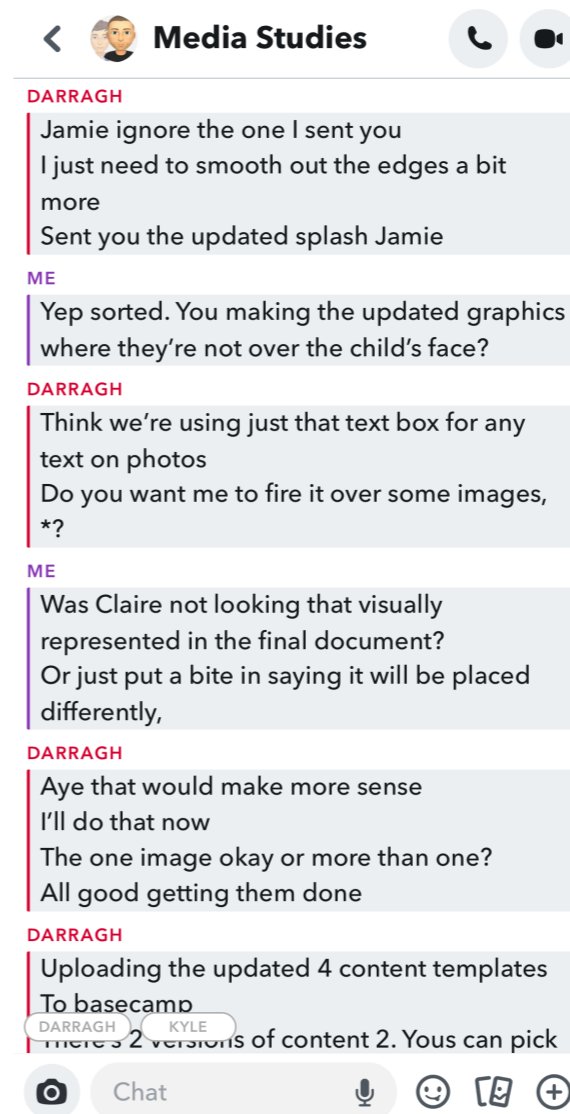
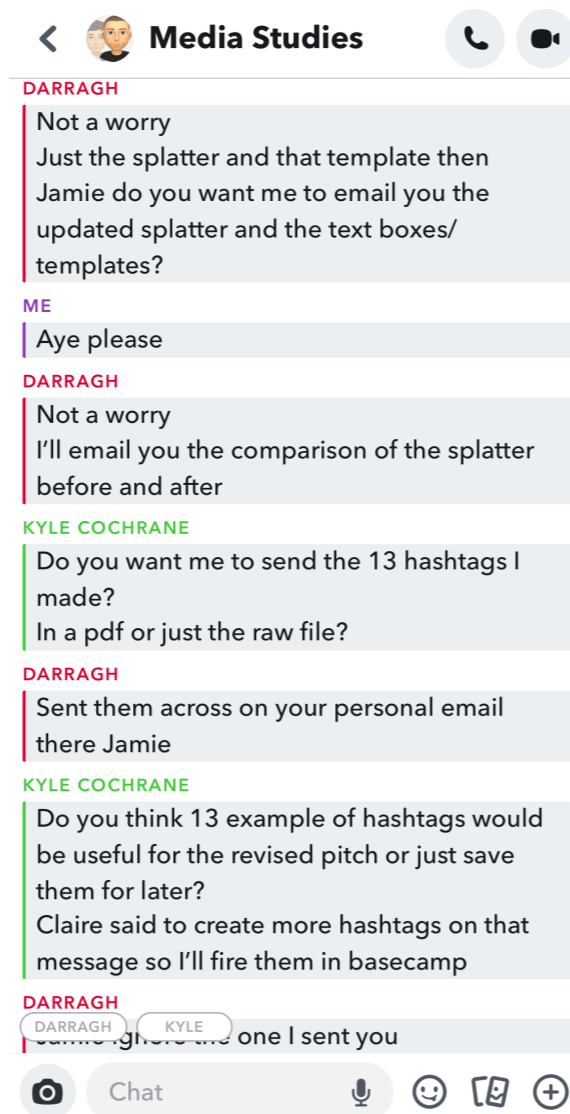
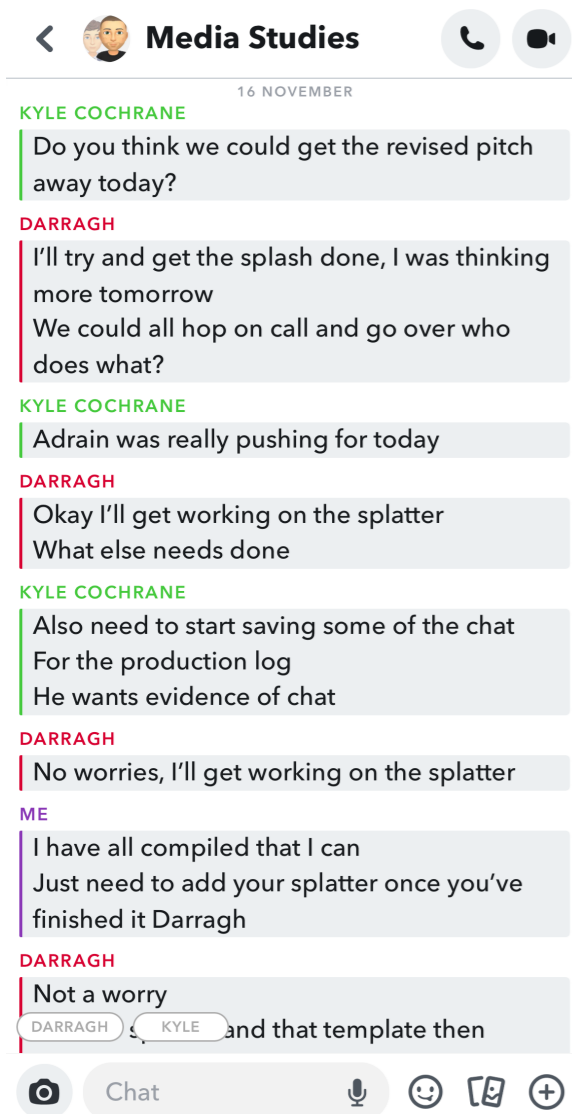
To communicate with each other as well as Adrian and Claire we used Basecamp's Campfire tool to discuss many variables such as design ideas, organise shoots and arrange meetings with the community partner. We also used this as a shared space to upload important documents and files.





Informal Communication

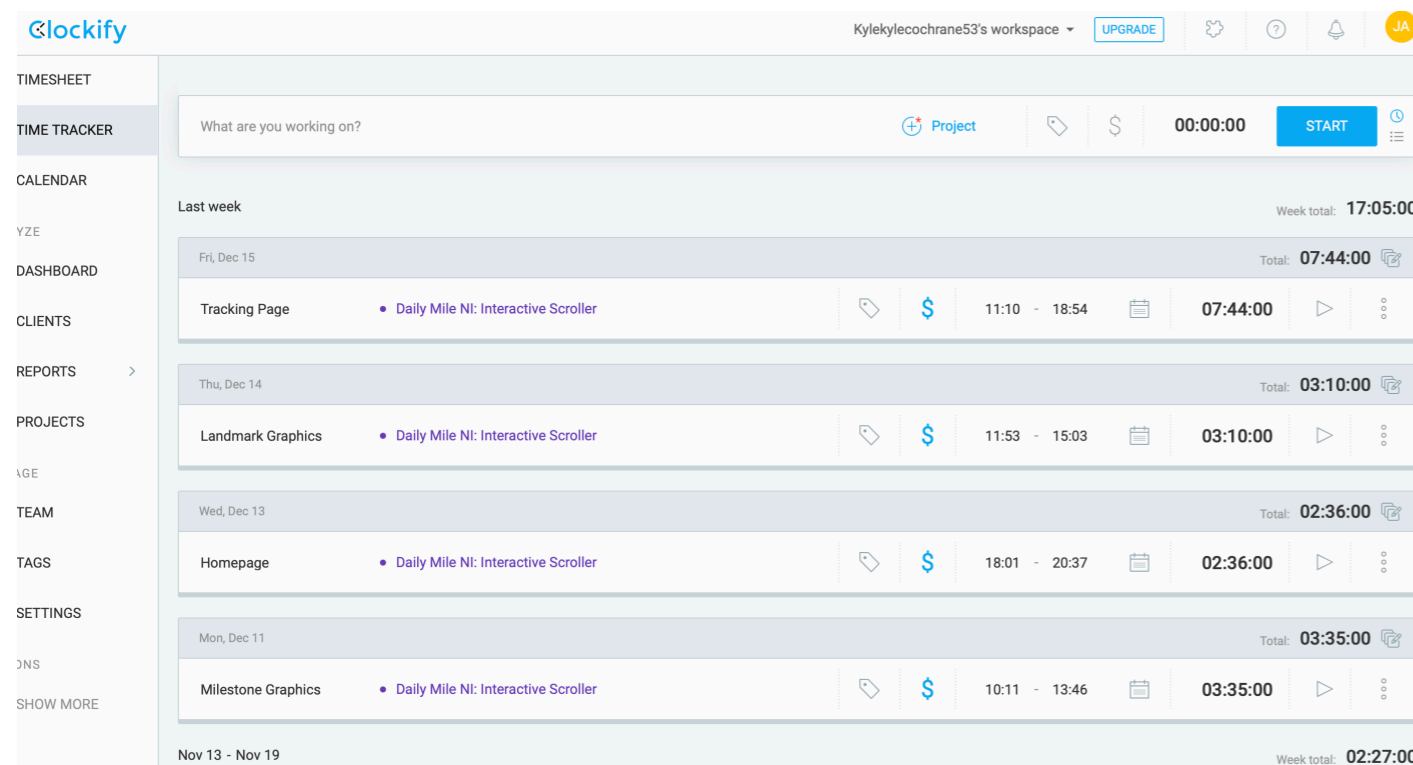
We made use of snapchat as another platform of communication. This was handy as we all use it and it is more accessible to us via our phones meaning we always were up-to-date as soon as possible which allowed us to work together more efficiently as a team



Time Log

To track the time we spent working on the project we used an application called Clockify which was recommended to us by Adrian and Claire. It is a completely free service which is useful for group projects as it allows you to create a project and invite team members to it so we can all track and log eachothers time spent on the project.

It was an interesting tool as it gave you an idea of how much time you spend over the course of four months working on the project as a whole and portrayed how much you spent on each individual task on the project. It updates a graph as you clock in and out as well which highlighted the busy periods of the project.



Personal Timings



However, there were instances where you forgot to press the start button when you began to work on the project, or forgot to press stop when finished. Although, as I gained more experience working with the app I noticed I was able to adjust the timings and dates which balanced the times again.



Phase 1

First Community Partner Meeting

Benchmarking & Research

The Brief

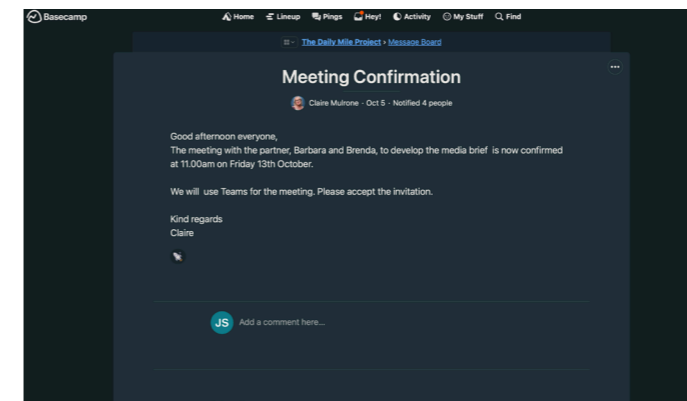
Feedback on the Brief

First Community Partner Meeting

October
13th

had mentioned to Claire they would like some video content. However, complications with the timings involved with the submission of the content and permissions from parents of video content of children running would make this unachievable. They had settled with it being a social media campaign evolved around their partnership with the Belfast City Marathon with photographic and graphic design content.

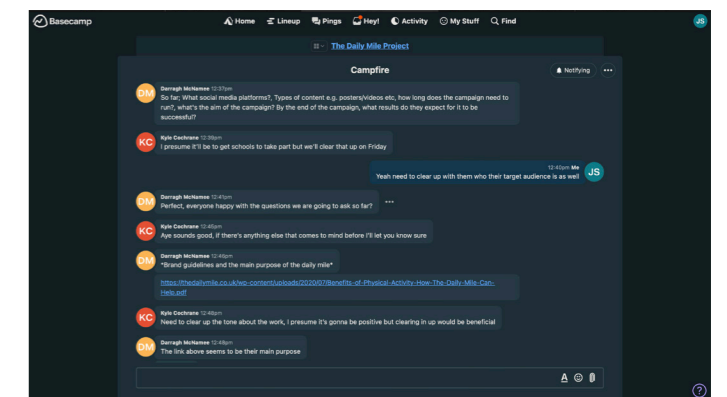
Kyle, Darragh and I had a discussion on the campfire in Basecamp to indicate a few questions that need answered so we would come out of the meeting with clarification of what is being asked of us so can formulate a brief for the Daily Mile to give us the green light to produce a pitch deck to present to them further down the line.



Claire had posted a message into our basecamp message board on October 5th confirming our first meeting with our community partner, Daily Mile Network NI, would take place on October 13th via Microsoft Teams.

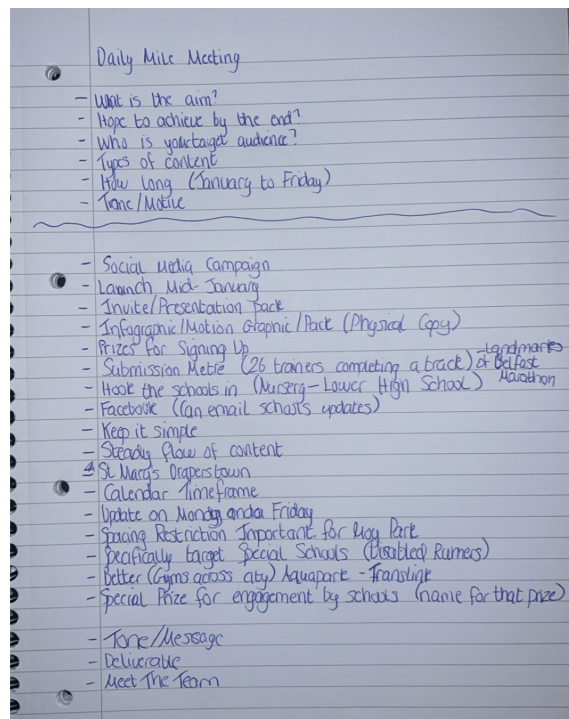
This meeting was to allow us to introduce ourselves to the community partner and get a better understanding of what exactly they want us to produce. We took notes of their aims and goals and what they hope to achieve as a result of this project and what tone they wish to express through their socials.

Prior to our meeting, Claire had met Judith to find out what all the Daily Mile was looking for from this project. Judith



First Community Partner Meeting

Below are the notes I jotted down while the meeting was taking place:



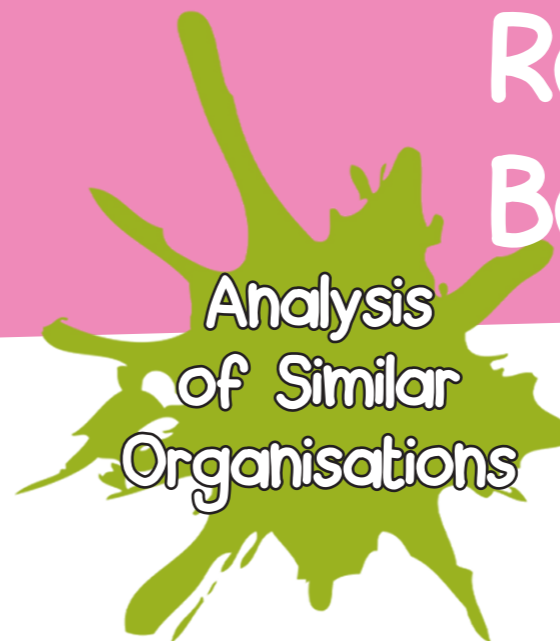
By the end of the meeting, I left it quite apprehensive. I had gone into the meeting with a rough idea in my head already of what content to produce but what was discussed in the meeting left me feeling a bit lost and unsure of how it was going to turn out. Thankfully, Darragh and Kyle were happy with what they had heard and were confident in what was being asked of us and were confident in what we could achieve. Post-meeting we had a team call and they gave me a run down on what their thoughts were which made me feel a bit better about it.



Main takeaways from the meeting:

- Social media campaign for the Daily Mile NI Network's social channels with association to the Belfast City Marathon
- Campaign to durate between 8-10 weeks in the run up to the Belfast City Marathon.
- Focus on inclusivity in promoting the persuasion for all children to get involved including those with disabilities
- A special hashtag that schools can use to promote their participation on social media which could earn them a special award for most engaging school
- A motion graphic that visually represents a schools progression along the Belfast City Marathon route

Research & Benchmarking



In our next class after our first meeting with the Daily Mile Network NI representatives, Brenda and Barbara, as well as Belfast City Marathon representative, Eimear, Adrian had suggested we carry out a bit of research and benchmarking on the social channels of similar organisations.

We had found 5 different organisations of a similar nature and assigned each other with two each to go and analyse and benchmark. I had taken on the task of researching Greenhouse Sports' and The Daily Mile UKs social channels.



The first sports charity I analysed was Greenhouse Sports. Greenhouse Sports is a registered charity that was founded in 2002 by Michael de Giorgio. Their vision is to give every child a fair chance to establish themselves in the world of sport no matter their background, upbringing, or financial situation they were born into. They achieve by delivering intensive sports coaching and mentoring to help develop young people from disadvantaged communities.

Upon first glance, I had noticed they were undergoing a rebranding which showed signs of promise as a small amount of content published under the new image looked good. They had made good use of imagery, hashtags, motion graphics, and graphic design along with a good regularity of posts. However, the regularity of posts would be constant for about 2 weeks then they would go through a dry spell, there was also no use of videos in their posts.

Research & Benchmarking

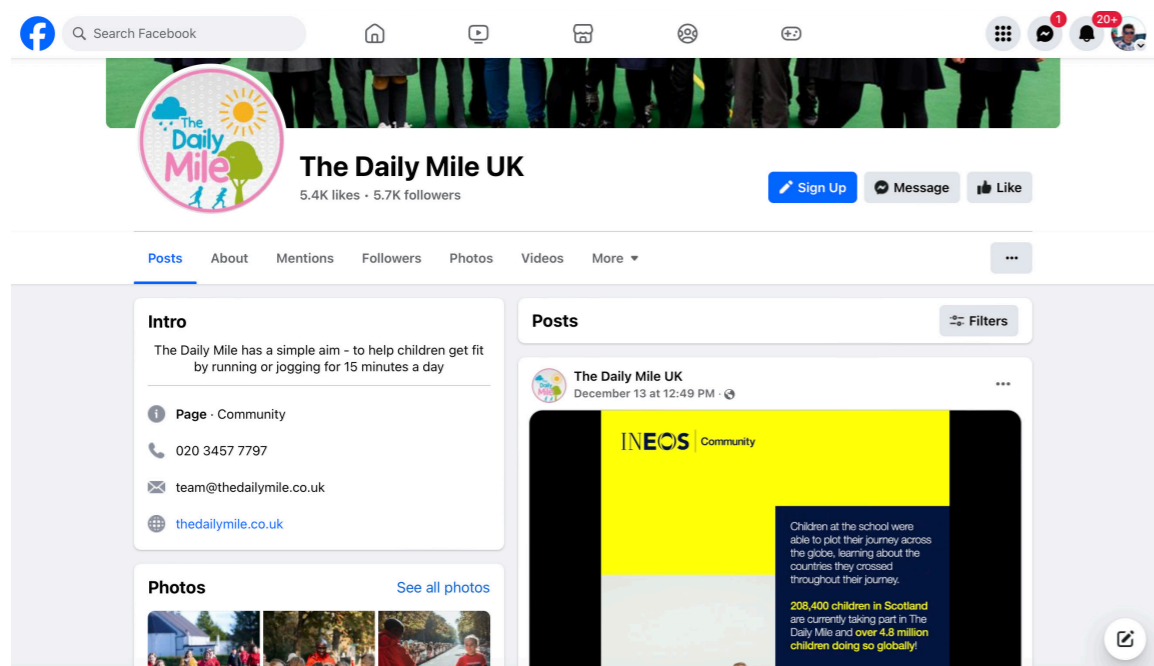


I then analysed the social platforms of The Daile Mile UKs channel. This is a central social channel for the four different regions of the UK, England, Scotland, Wales, and Northern Ireland.

The Daily Mile UK channels had made great use of hashtags with their most popular one being #DailyMile being included in over, 17,000 posts. They had a great steady stream of posts being posted usually every 2-3 days.

The only negative factor of their posts was the digital content itself. The quality of photography was inconsistent, no video content at all. The graphic design elements of posts were good quality but very rarely ever posted.

From looking at these two social channels, I feel if we can achieve the same if not better quality of posts to that of Greenhouse Sports, and the regularity and schedule of the Daily Mile UKs we can produce a real high quality social media campaign that communicates and achieves the targets set out by Brenda, Barabara, and Eimear from our first community partner meeting



Category	Social Media Feature	Youth Sport Trust	Sport In Mind	Spoted UK	Active Fusion	Greenhouse Sports	The Daily Mile UK
First Impressions	Photography	Good use of imagery	Poor use of imagery	Good use	Good use of imagery	Satisfactory use of imagery	Inconsistent quality
	Hashtags	Limited	Regular	Minimal	None	Good use of popular hashtags	Good use and often
	Video content	Limited	Next to none	Limited	None	Most recent video was 4 months ago	Not many videos posted but TV advertisement is very good
	Regularity of posts	Irregular and no consistency	Regular, kept up to date	Limited facebook, Primarily X	Regular, kept up to date	Good in the early summer months. Dries up around July time	very good
	Motion Graphics	Poor use of motion graphics	No use of 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 quality
	Graphic Design	Satisfactory use of graphic design	Very Basic	Satisfactory	Satisfactory use of graphic design and infographics	Recent rebranding has good graphic design on display	satisfactory quality irregular use
Content quality	Photography	HD quality, with photography from a professional outside source	Very poor quality	High Quality	HD quality, with photography from a professional outside source	High quality, some phone pictures taken but taken at a satisfactory level	some professional shots, some low quality phone captures
	Hashtags	Limited and irrelevant	Relevant use	Poor	No usage of hashtags	Good relevancy with athletes also using personal hashtag	Frequent use of #DailyMile which is generic and has 17,000+ posts
	Video content	Inconsistent quality	Poor, shot on phone	High Quality	No usage of video content	Okay quality in places, poor self taken videos mostly	Very little

The Brief



Style, and meet the Team

I also took on the task of formulating the brief into one document and designing it to give the community partner a small glimmer of the creative design approach we were contemplating of using throughout the project.

The purpose of creating a brief is to communicate our understanding of what the community partner is asking from us. We highlight the challenges and how we plan to attack them, demonstrating our creative thinking process for the duration of the project and ensure both us and the community partner are on the same page.

It is the brief that ensures that both parties are aware of what needs done/ what is being done and that if things are not adding up or there has been a miscommunication, that they can be rectified so the project is not compromised.

We divided the brief up into three sections:

Darragh - The Project, Aims, and Target Audience

Kyle - Community Partner and Timeframe

Me - Deliverables, Tone, Message, and



	Regularity of posts	Inconsistent across platforms	Good consistency	Poor on Facebook. Good on X	Good consistency	Consistent across platforms but inconsistent in general	very good usually 2-3 days between but no longer than a week
	Motion Graphics	Poor quality, similar to slide show	Irregular and poor use	Minimal use	No usage of Motion graphics	Rebranding motion graphics are good. No use beforehand	very good quality slick use of motion graphics
	Graphic Design	Good quality	Basic	Good	Good quality	Low quality	fairly good use
Variety of content	Photography	Good use of imagery	Poor	Good	Good variety of imagery from different sports and events	Wide range of styles	a lot of imagery but varying in quality
	Hashtags	Poor variety	Good use of hashtags	Poor use of Hashtags	None	good variety	good variety
	Video content	Good variety	Poor - Filmed on phone	Good - High Quality	None	very little videos posted	very little video content
	Regularity of posts	Inconsistent across platforms	Posting regularly	Poor on Facebook, X is priority	Good variety of posts	Many posts in short spaces of time but not a consistent stream	great variety and frequency
	Motion Graphics	Poor variety	Little Motion Graphics	No Motion Graphics	None	Could see great variety in the coming months but as of now very little	infrequent
	Graphic Design	Good use of different graphic design elements	Basic	Good Variety	Good variety of graphic design, with infographics as well	very poor and little use	irregular
Score%		33%	33%	44%	50%	50%	50%

Feedback from The Brief



Can I firstly say well done...

The feedback we received from the brief was better than we could ever have imagined from the community partner. A few hours after the brief was signed off by Adrian and Claire and sent away Barabar got back to us.

In the deliverable section of the brief we had proposed a social media campaign, a new hashtag, social media graphics to use as a tracker for the Belfast City Marathon route, photography of landmarks along the route, and an invitation pack to encourage schools to sign up to participate in the Daily Mile.

Barbara and Brenda had nothing but praise for our work on the brief. The only issue they had was the proposed date for the pitch as Barbara would not be able to attend, but Brenda was available so she was more than happy to attend it herself.

They had raised an issue for the funding of the prize proposed for the most engaging school on social media but they said they would keep us up to date with the proceeding on that front so we can adapt accordingly.

Next up, the design phase...

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 All
thank you very much for sending this through. Can I firstly say well done, we are very impressed with the Professional nature of this communication and the brief. We have not yet had any confirmation from Belfast Marathon of any funding or prizes, so the exact roll out of the project is under review, but with regards to the brief, timeframe and deliverables that you are proposing, we are very happy with what you have suggested. Just to say the wheel of 6th November I am not available for the pitch, however Brenda will be.
thank you so much for the work on this to date and we look forward to seeing your creative suggestions
best wishes
Barbara and Brenda

...

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Brand Guidelines

Designs for Pitch

Pitch Deck

Pitch Meeting

Final Revised Pitch

Phase 2

Brand Guidelines

Design 1 - Graphics

The Daily Mile already had a set of Brand Guidelines set out which we had to follow as the content was going to be published under their brand name. This saves us a lot of time on decision making.

Logo,
Colours,
Typefaces

Slanted
Rectangle
Theme

Logo



#07AAD1

#92B33C



#EC82B4

#FCB236



#EC82B4

Typefaces

Back To School

Medium

Miso

Bold

Avenir Next

Regular

Avenir Next

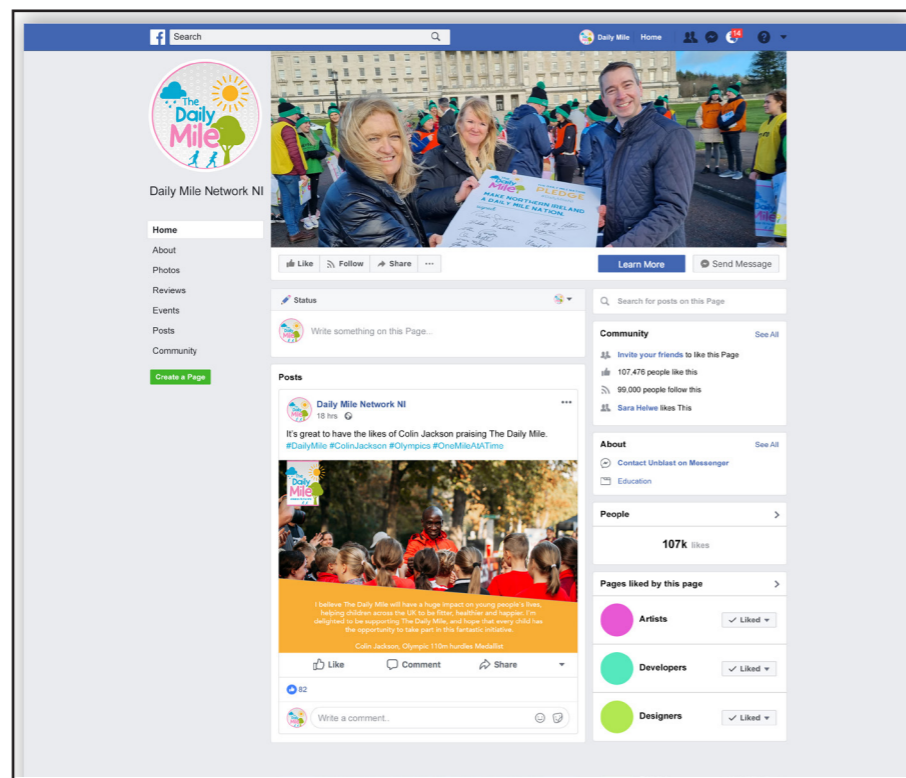
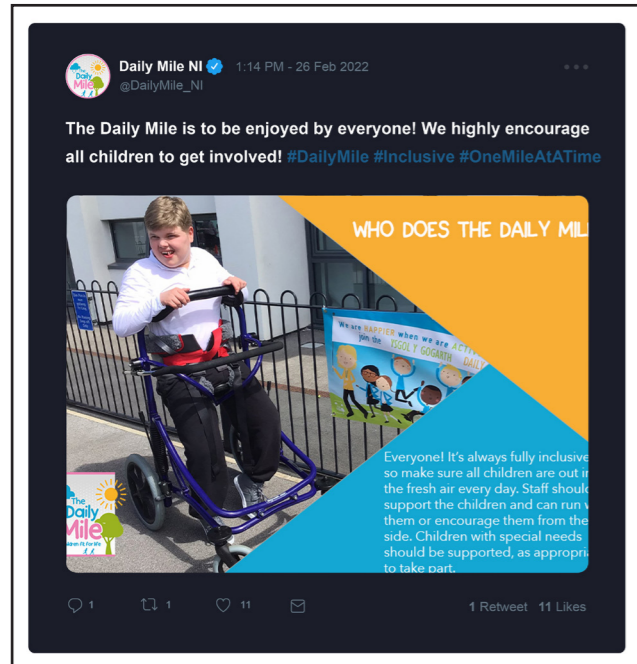
Demi Bold



Design 1 - Social Media Examples



Design 1 - Leaflet



Design 1 - Landmark Video/Motion Graphic



Design 2 - Graphics

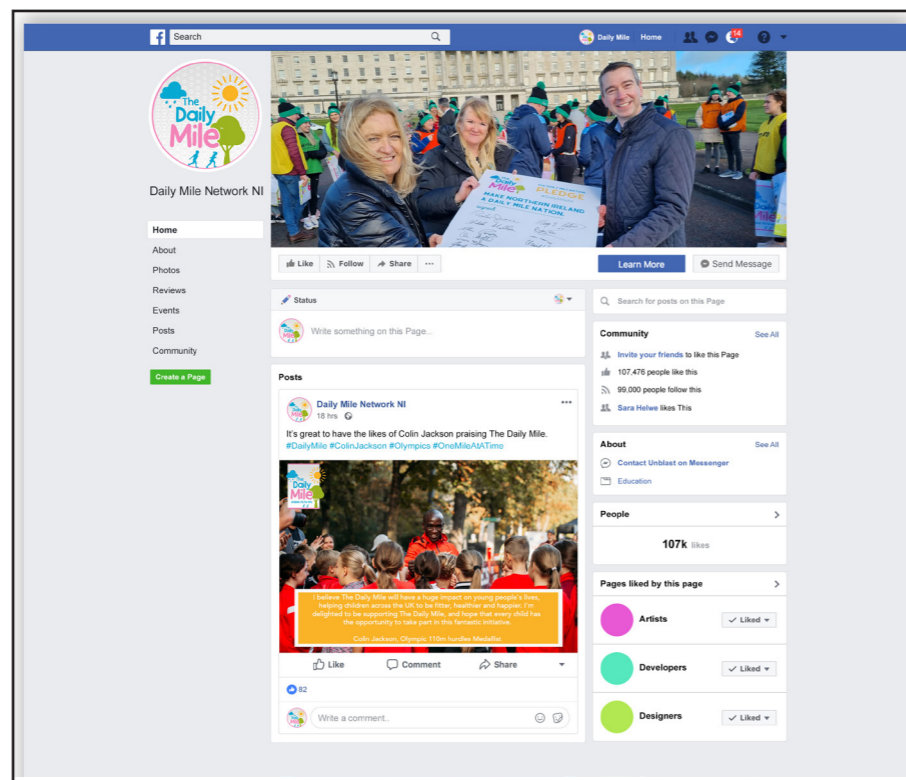
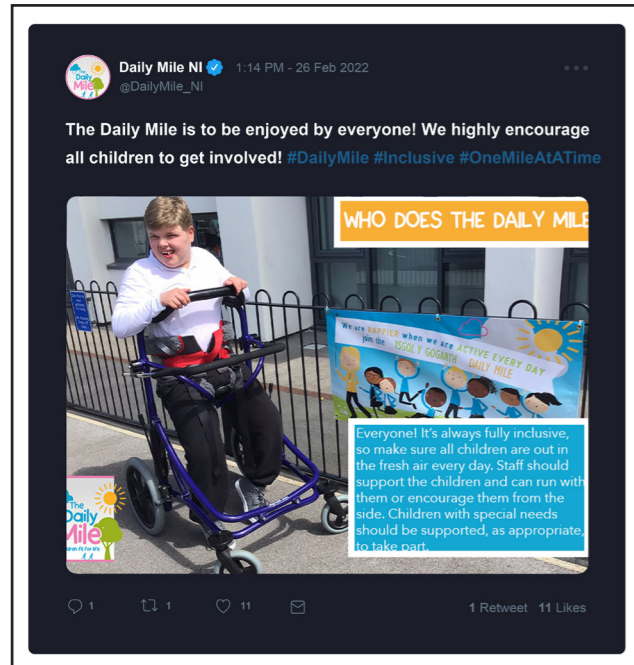


The motion graphic element of this would be the text popping up on the screen stating the congratulations, what landmark they're at, the school, as well as the rectangle graphics slowly moving across the screen. The video would be of various cinematic shots of the landmark.

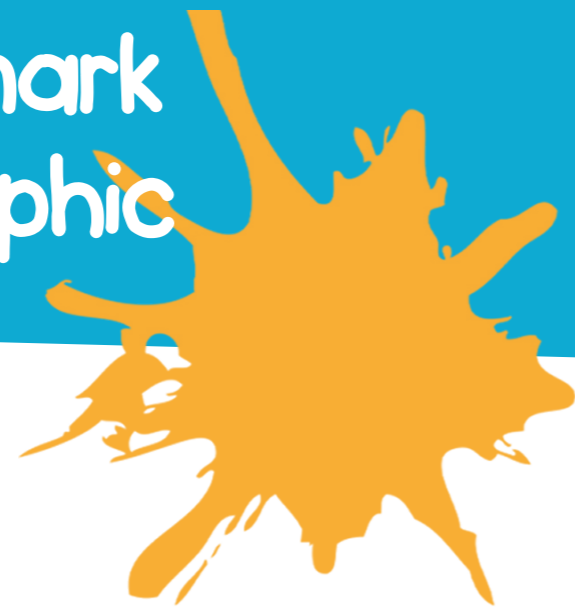


Design 2 - Social Media Examples

Design 2 - Leaflet



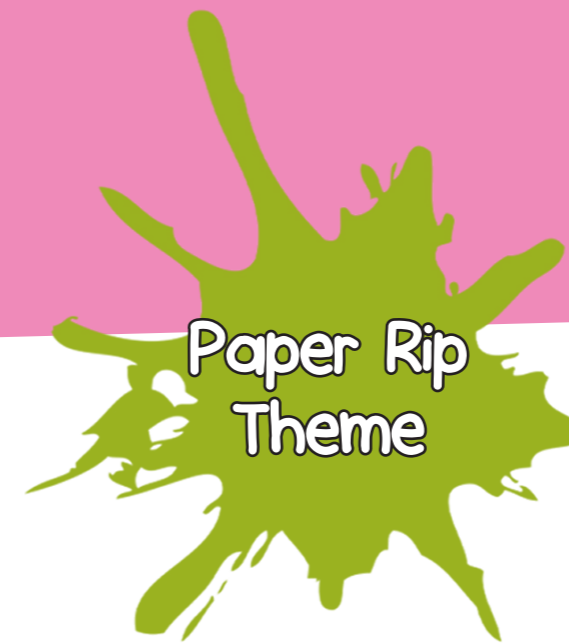
Design 2 - Landmark Video/Motion Graphic



This design concept has the same motion graphic and video style as concept 1



Design 3 - Graphics



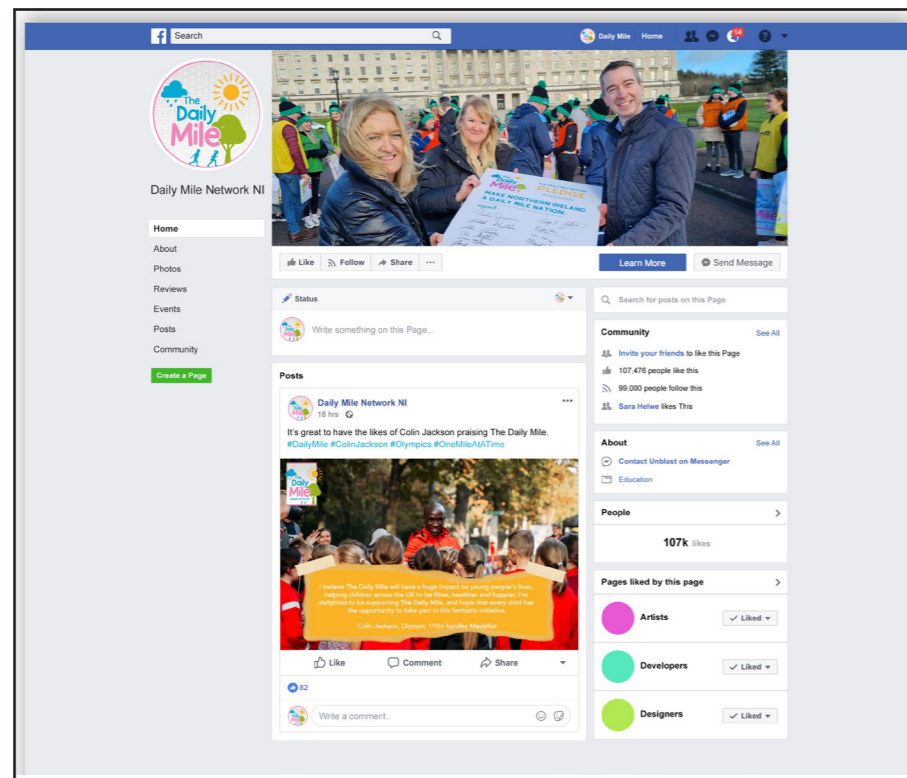
Paper Rip Theme



Design 3 - Social Media Examples



Design 3 - Leaflet



Design 3 - Interactive Scroller

Design Concept 3s product for the schools teachers and pupils to track their progress along the Belfast City Marathon route is different to the first two. It is an interactive scroller which will have the footprints and landmarks pop-up on the screen as they scroll down using animate on scroll techniques

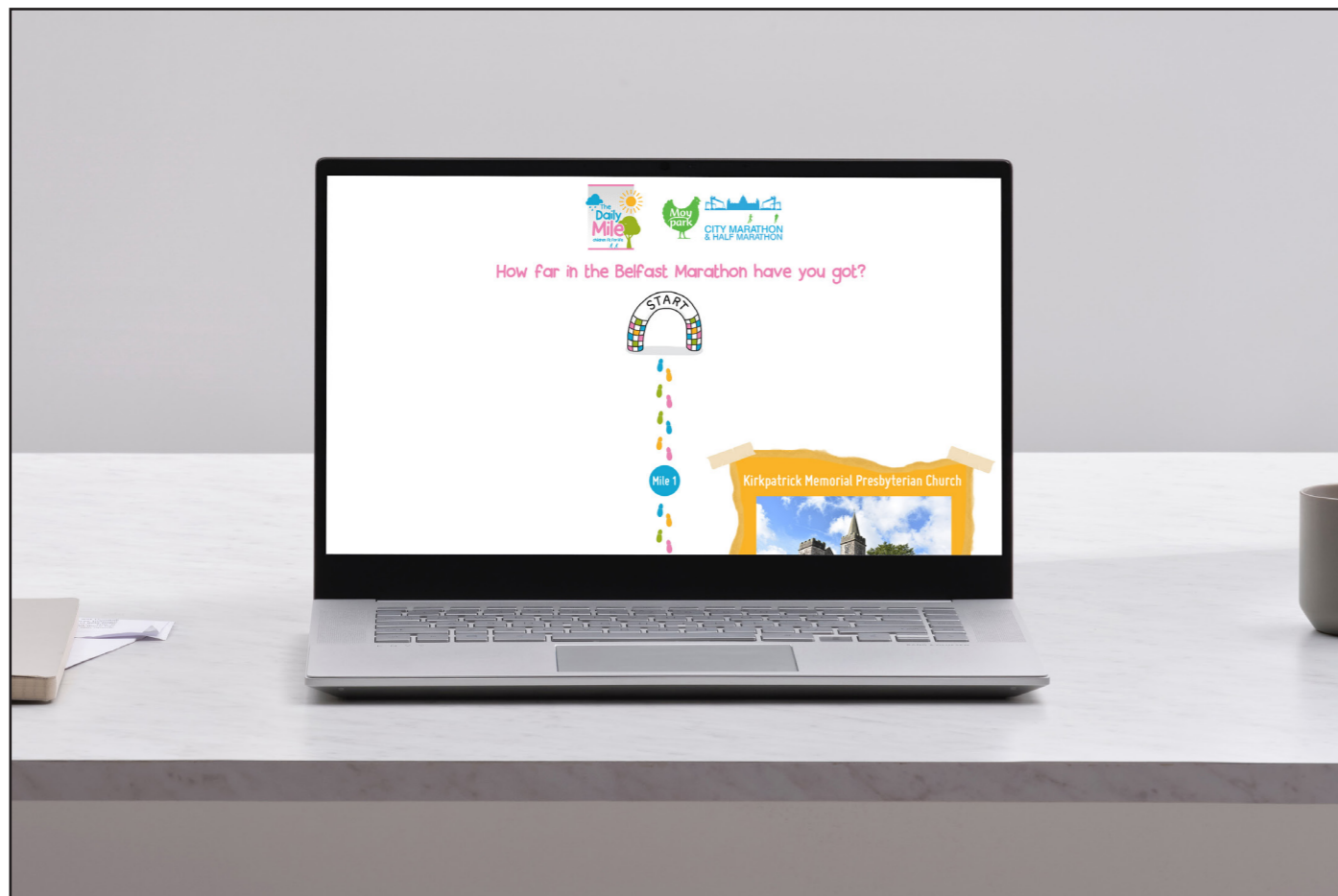


3 Completely Different Designs

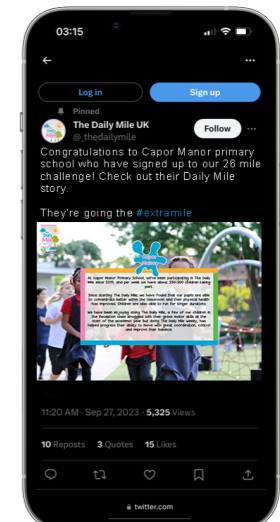
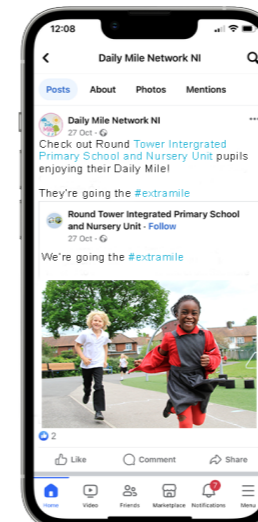
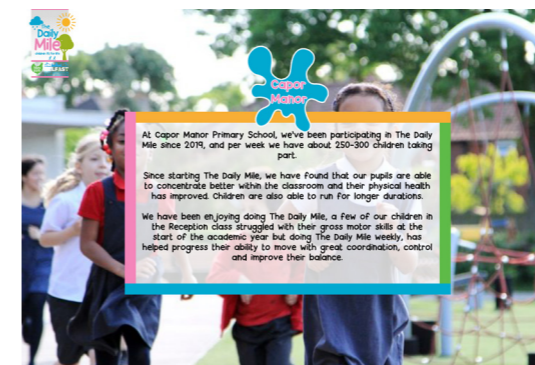


Pitch Deck

Darragh

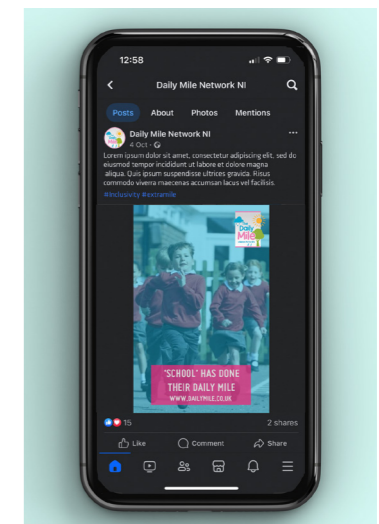


Design Concept 3 ended up being the concept I put forward for the unified pitch which included one concept each from Kyle, Darragh and I. The paper rip theme gave it that arts and crafts style to it which was suitable for primary school children which were the main target audience. I also felt the interactive scroller element made for the perfect tool for the Daily Mile Network NI to publish for the teachers to use in the class room to make their participation in the 26 Mile Challenge that bit more interesting and fun for the pupils.





Kyle





Slogan
Leaflet



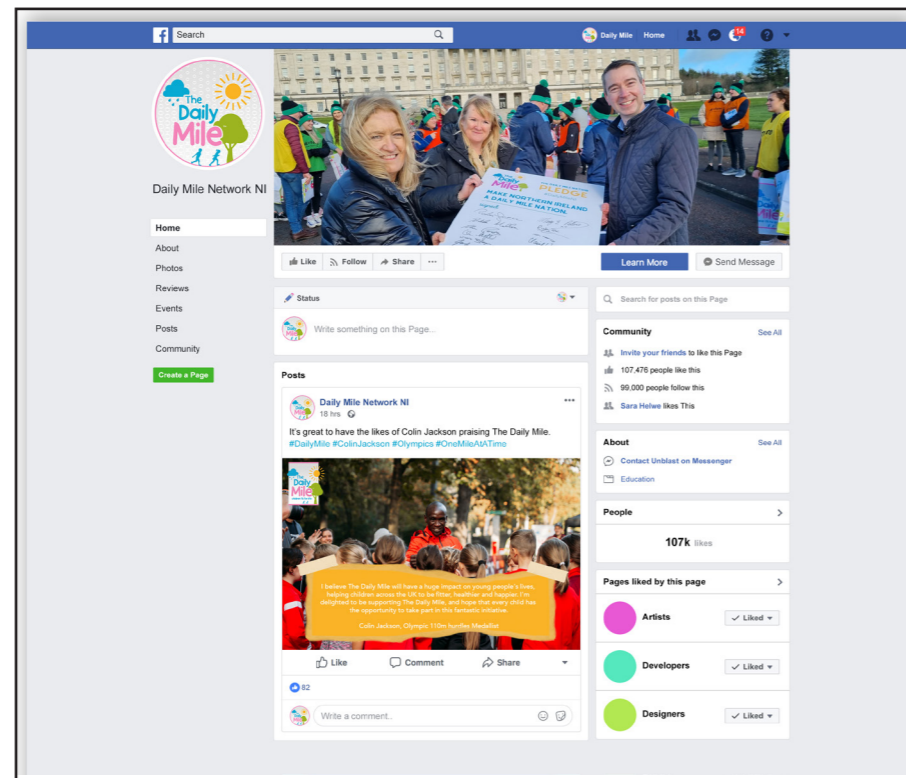
Graphics

Jamie

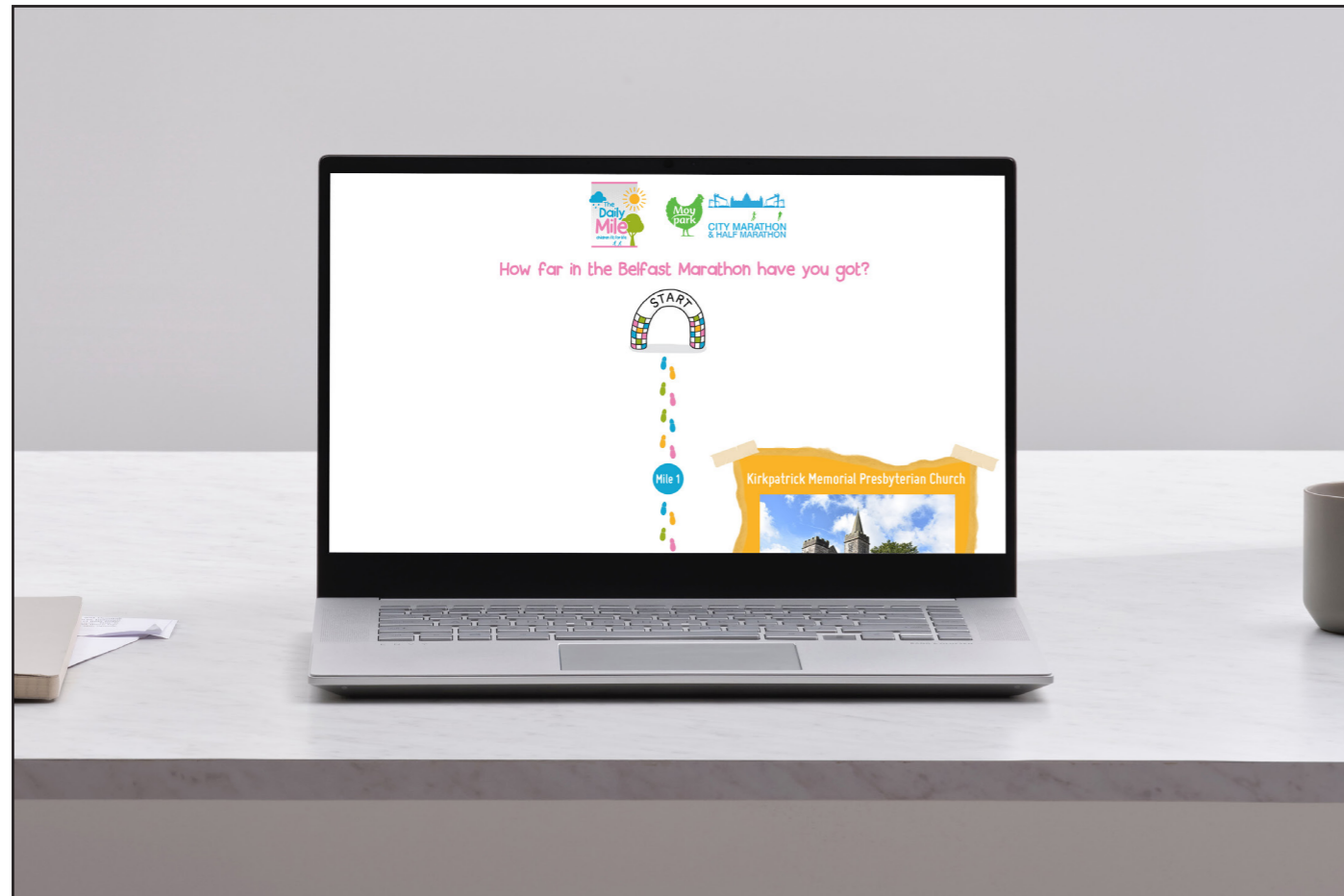


Social Media Examples

Leaflet



Interactive Scroller

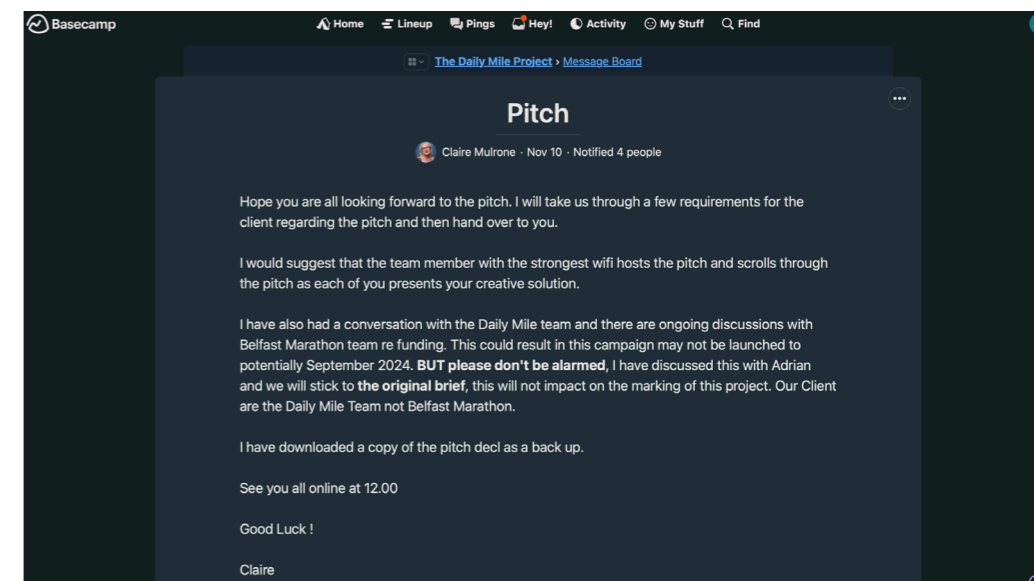


10th November
12 noon

We were also notified just before the pitch that the funding for prizes and the collaboration with the Belfast City Marathon had fallen through. This was frustrating to learn as the whole campaign was designed around this collaboration especially the element I was most excited about pitching, the interactive scroller. However, I put that to the back of my mind and continued to give my best in the pitch meeting as it was still going to be great to gain experience of pitching a design to a community partner which will be useful in my future endeavours.

Our second meeting of the project with the community partner. This time was different, this was the first bit of content we were going to pitch to the Daily Mile Network NI team. I don't usually get nervous, but this was my first time ever pitching something I had produced and designed to someone.

As previously mentioned when receiving feedback on the brief, Barbara was unable to attend due to being on annual leave but we were joined by Brenda who was keen to see what me and the other two had been working on the last few weeks.



Pitch Feedback

"It is very colourful and exciting to have a Northern Ireland focus."

The pitch was over, and went better than I could of hoped.

In the end up, Brenda really liked Darraghs paint splatter styled graphics due to its arts and crafts theme which would resonate well with the children. She also liked my interactive scroller idea as it was similar to what they pictured in their head having a runner running around the route, which the footprints and landmark pop-ups resembled. Kyle had mentioned in his pitch of the use of 360 photos in some of his elements. Brenda proposed the idea of possibly implementing 360 photos to

some of the main, attractive landmarks of the marathon route in the interactive scroller.

The only criticism received was that some of us had covered the childrens faces in some of the photos with the graphics. Our original idea behind doing this is permissions. If we could not receive permission from parents to have their child appear on the Daily Mile Network NIs campaign this could be a way around it.

Home Lineup Pings Hey! Activity My Stuff Find

The Daily Mile Project > Message Board

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.

Nov 16 Adrian Hickey, Senior Lecturer in Interactive Media

Never trust - always verify

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

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

STANMILLIS 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

Revised Pitch

More positive reviews

Graphics

Adrian and Claire had suggested to Darragh to make adjustments to the paint splashes appearance to improve its appearance and space for text within it. The revised pitch can be seen on the left of this page.



Revised Pitch

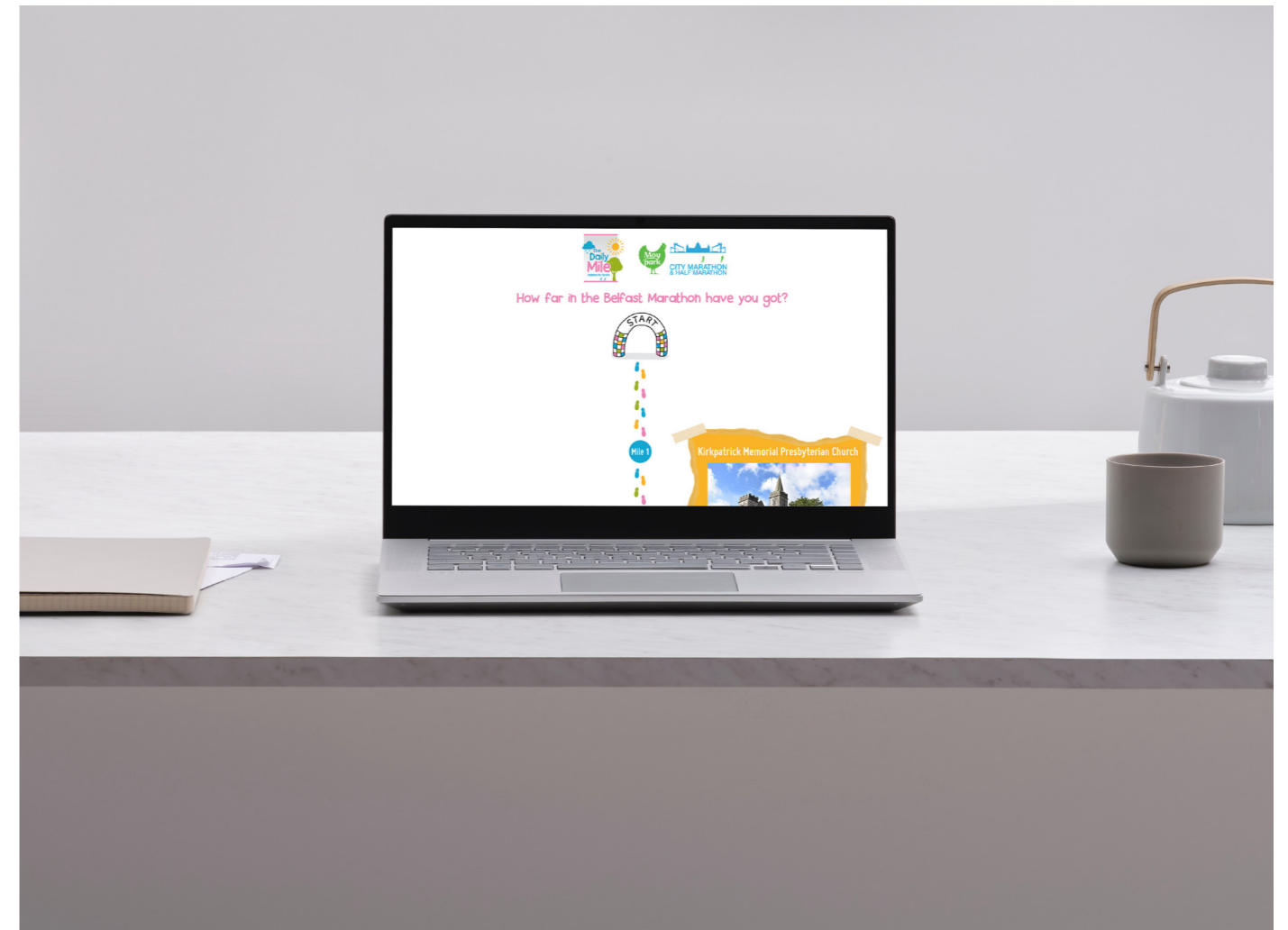
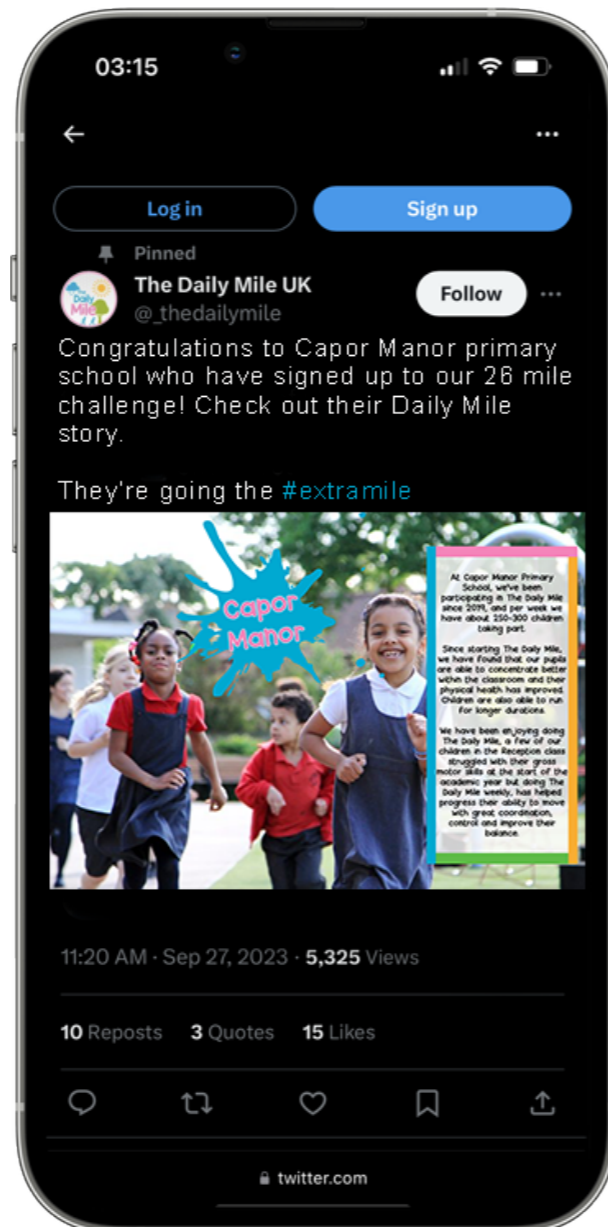
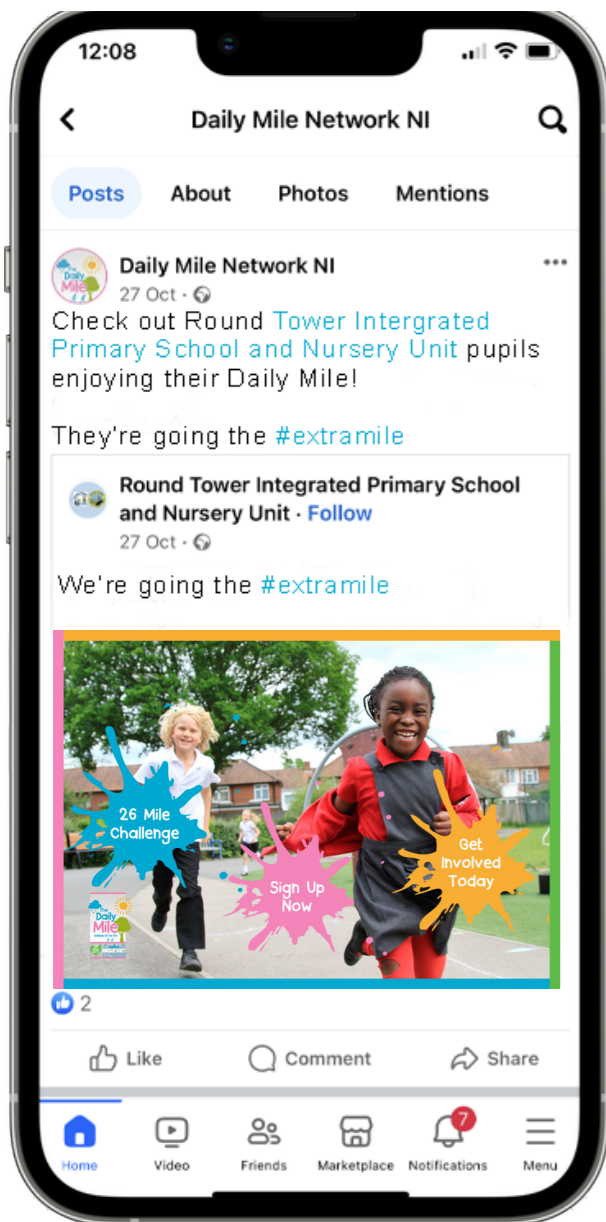


Social Media
Examples

Revised Pitch



Interactive
Scroller



Revised Pitch

Hashtags

#GOTTHEDISTANCE

#MILE1/ONE

#JUSTSTARTED

#ONEMILEATATIME

#INCLUSIVITY #NEARLYTHERE

#EXTRAMILE

#BELFASTMARATHON

#GOTHEEXTRAMILE

#FUNFORALL

#GETINVOLVED #GLOBAL

#GLOBAL

#ONEMILEATATIME

Phase 3

Planning the Production

Landmark Photoshoot

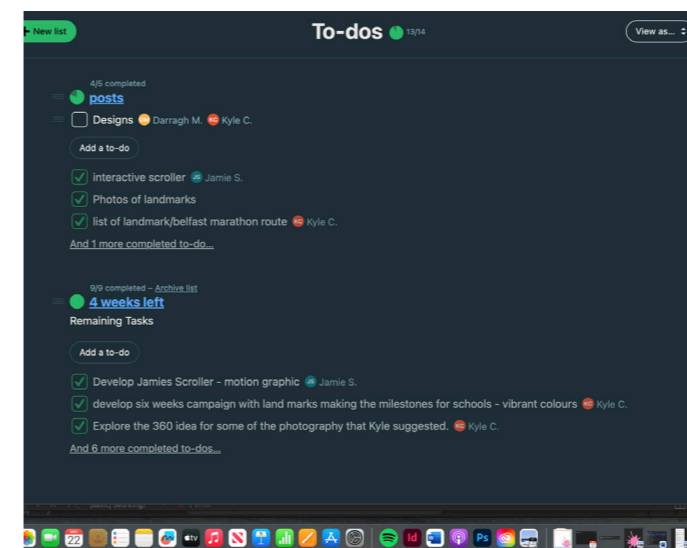
Designing Graphics for Scroller

Creation of the Interactive Scroller

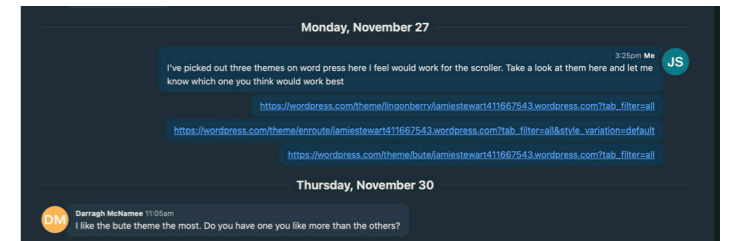
Planning the Production

Assigning Roles

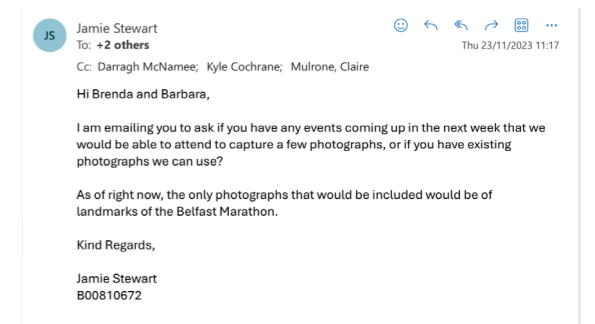
Once we received the green light to begin work on the final products, we began to distribute the work amongst ourselves. Since it was Darragh's design concept chosen for the graphics and social media posts he was assigned to work on that. The same process was used for the interactive scroller, although web design isn't my strongest asset and I felt Kyle was much better at it than me, I was up to challenge myself and possibly enhance my skills in web design. Kyle decided to help out Darragh with his heavy workload in helping to create the graphics and social media content and planner.



Next on the agenda for me was to choose a domain name and WordPress theme so Adrian can go ahead and get that and the web hosting sorted for our WordPress site. We all agreed that www.26milechallenge.online was a suitable domain name. I gave the boys three different themes to choose from and asked for their opinions on which would suit best which was the 'Bute' theme.



Then a worry arose where we didn't have enough photos to produce enough graphics for the campaign so I emailed Brenda and Barbara to see if they had any events coming up we could capture some content.



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

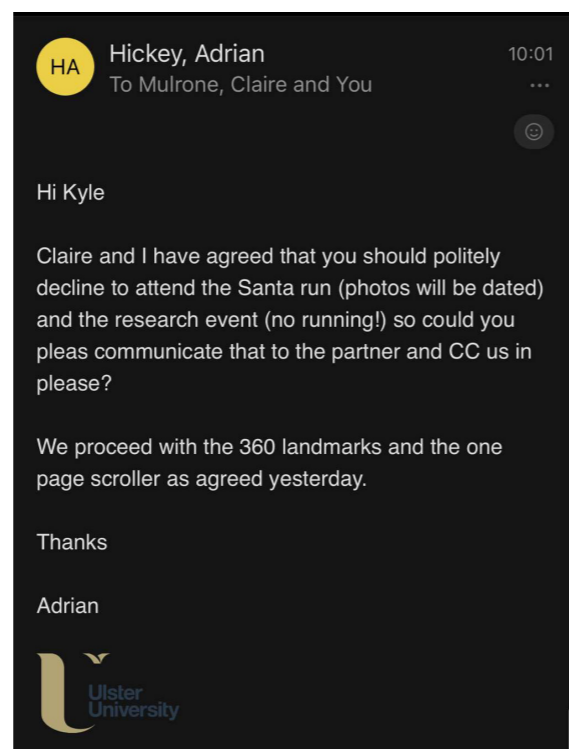
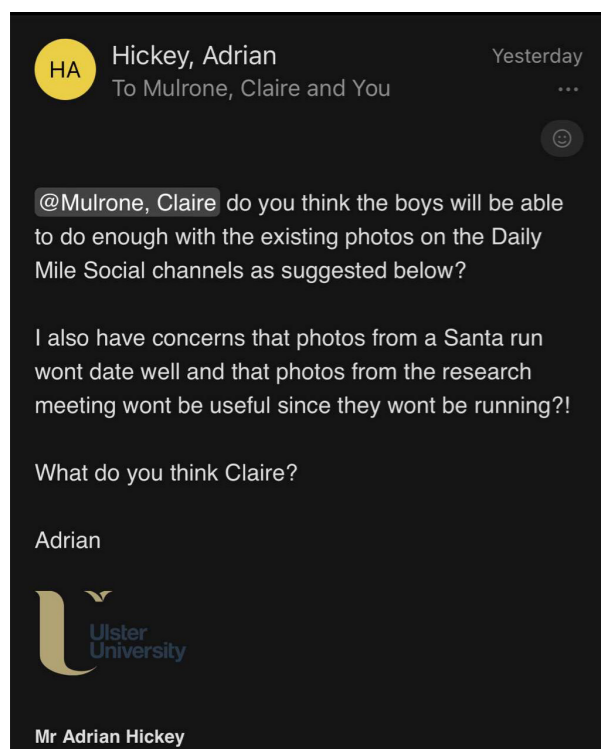
Dear Jamie
We have a research event [next Friday](#) and a Santa run . We are going to Rosetta Primary to do the Santa run then to QUB for the research launch . Failing that we have loads of pictures . You can look at our FB and Twitter account and also Stranmillis new for pictures . Any on social media we have permission for them . I will forward a few as well that might be useful
Best wishes
Barbara

Sent from [Outlook for iOS](#)

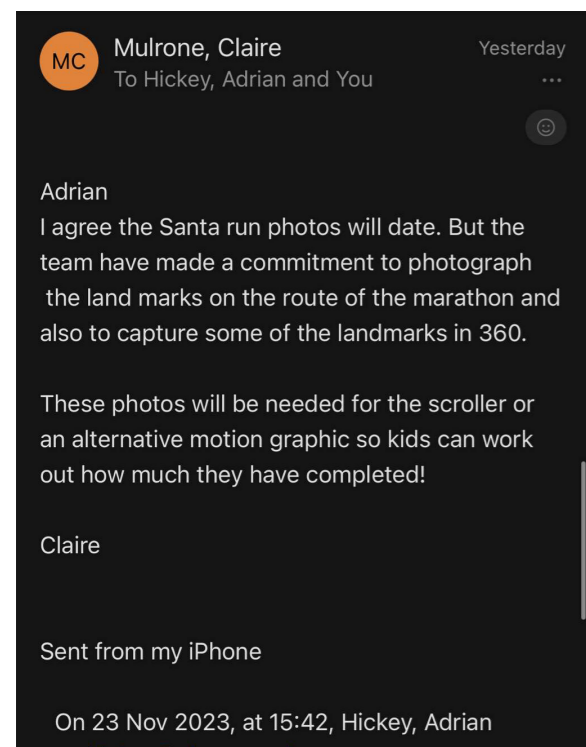
Planning the Production

All five of us were unsure whether a Santa Run would be suitable for the campaign as it is planned to launch in September 2024. We were more looking photos of kids participating in recent years.

Acquiring more Photos



We had politely declined as advised by Adrian and Claire and asked for any photos which they have to see if they would be suitable which thankfully they were. That allowed the boys to crack on with creating the social channel content.



Belfast Photoshoot

Next on the agenda was acquiring photos of landmarks along the Belfast City Marathon route for the interactive scroller and the social channels milestone graphics posts.

I hired out a Canon E750D and Ricoh Theta V 360 camera on Thursday 30th November and we travelled together to Belfast on Monday 4th December.

We landed in Belfast at approximately 10:30am starting at the startline at Stormont. I volunteered to be the driver, and the best way I describe myself as a driver is, I am a good car driver but a terrible road user, and there is no worse place for a terrible road user than Belfast. However, I managed to transport us to different landmarks along the marathon route such as Stormont, Ormeau Park, Belfast City Hall, and the Big Fish.

Landmark Photoshoot



It wasn't the most pleasant day to be walking around Belfast with fierce winds and freezing temperatures. Also with it being the winter time was our biggest enemy as daylight depleats rapidly with the end of the shoot being nearly too dark it hampered the quality of some photos as seen below.



Another issue was having a lot of people and traffic around which took away from the sights of the landmarks. There was also Christmas decorations around the city which wasn't ideal.



Designing the Graphics for the Scroller

After our Belfast Photoshoot, Darragh and Kyle returned to Belfast to re-take photos of landmarks hampered by the lighting and the business of the city.

I was unable to attend due to commitments at my part-time job. Next in the pipeline for me was preparing to build the interactive scroller now that the hosting and domain name were sorted.

I began by creating the graphic elements for the scroller. This includes landmark graphics, milestone markers, and the footsteps.

The landmark graphics will be a location pinpoint symbol with the name of the landmark and a small message to motivate the students or simplify the distance they've covered so far. These will be used for the milestones where we didnt get any photographic content of due to their being no standout building/monument at that milestone.

The milestone marker will be the stepping stone between the footsteps to indicate which mile the participants have reached on the marathon route.

I also created a start and finish line graphic.



Landmark Graphics



Ormeau Park

The first of your two visits to Ormeau Park. The next time will be the finish line!



Lisburn Road

You've made it halfway! Lets keep 'er lit!

Milestone Markers



Start/Finish Line



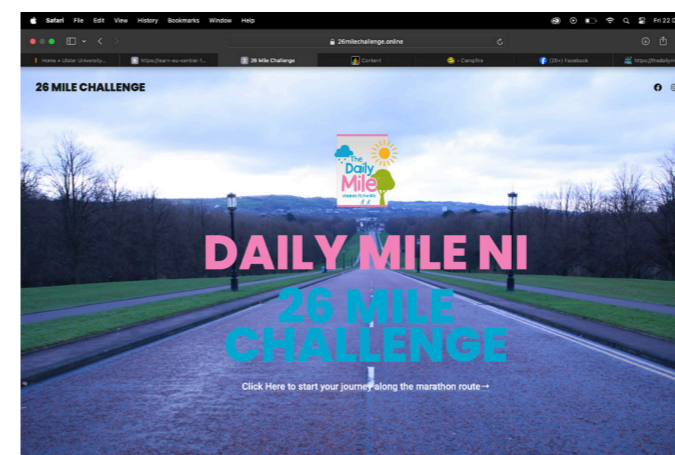
Footsteps



Creation of the Interactive Scroller



The first step in the creation of the scroller itself was creating the homepage. I envisioned it being the still image we captured of where the startline would be on Stormont Road with large text saying "Daily Mile NI's 26 Mile Challenge". Then there would be a button below that that says, "Start your journey along the Belfast City Marathon route now!". This was easy enough to achieve as the theme already had a line of text built in with a link to tracker page it was only a matter of changing the text and adding the background image.



The tracker page was where the challenge really began in creating this single page interactive scroller.

I began by creating a three column layout where the middle column would be the start/finish line, the footsteps, and milestone markers. It was simple enough to put together, then I moved onto the left column where the location markers would be.

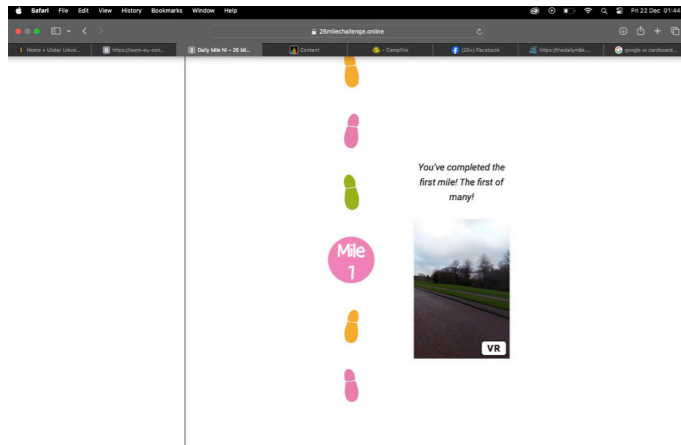
It proved to be quite difficult trying to get them to lineup with their corresponding milestone marker. I initially started by adding blank paragraph blocks to create the spacings but when I went to preview it they became null and the alignment of the location tags was completely off.

I then discovered the spacer element which sole purpose is to add space between blocks which resolved this issue.

I used the Algori 360 plugin to allow me to implement the 360 images. This plugin added a block called '360 image' once installed and it was simply a matter of uploading the 360 image straight from the camera to it and it was implemented. It gives the user the option to pan in the small box or click on it to expand it to fit the entire window and get a better

Creation of the Interactive Scroller

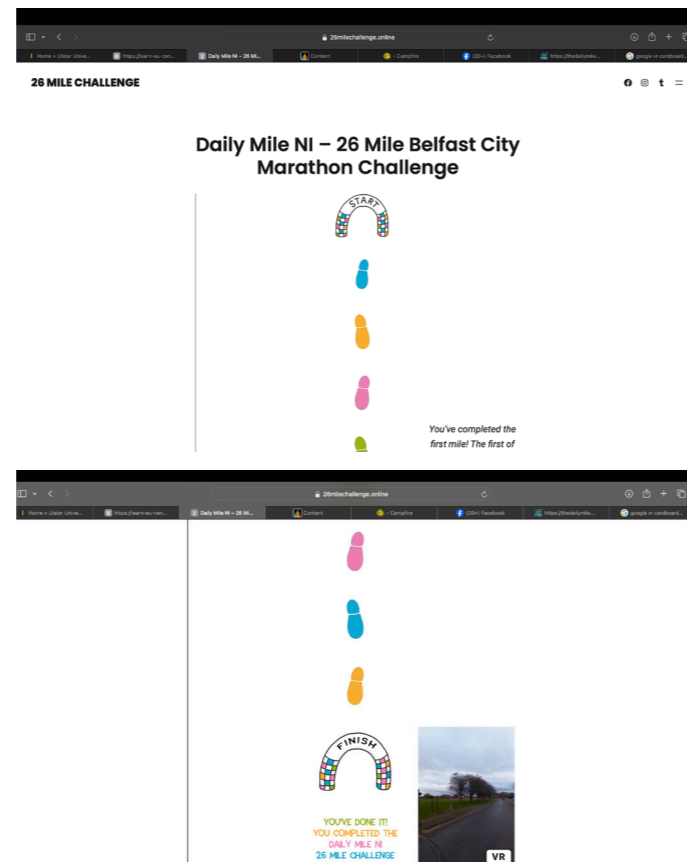
view. I happened to discover the plugin supported googles cardboard VR headset when I previewed the site on my phone which could be a cool exercise for the Daily Mile Network NI to advertise to the teachers as a classroom activity some day.



The next plugin I utilised was the animate-on-scroll plugin. This allowed me to create that animation when the user scrolls to give them that impression that the footsteps are walking their way from milestone to milestone. It took me a while to figure out how to implement this but with a bit of research on the plugin I discovered a string of code I had to embed in the CSS properties of the page to bring the tracker page to life.



I had completed all these elements but I was quite unhappy with the appearance of the page overall. I felt there was too much blank space at the start and end of route. Therefore, I added a title reading "Daily Mile NI - 26 Mile Belfast City Marathon Challenge" at the startline. Then at the finish line I added a short 'congratulations message in the Daily Mile colours.



Handover

Reflections

Phase 4

Handover

Before we sent the final products over to Adrian, we had to be given approval from Adrian our Creative Director to ensure he was happy of the standard of work as it would be Project Socials reputation being damaged if not.

Thankfully, Adrian was happy with how everything looked and gave us the green light to send across to the community partner.

Hi Adrain,
Our team was wondering if it was alright to send our work over to the community partner for review.
Many Thanks,
Kyle Cochrane (B00811580)

HA Hickey, Adrian
To Kyle Cochrane
You forwarded this message on 17/12/2023 16:58.
Yes please Kyle.
Adrian

Kyle volunteered to be the one to notify and send across the final products to Brenda and Barbara at the Daily Mile Network NI. The handover had to be done in two separate transfers. The scroller and the social media schedule was sent as a pdf via email. The graphics and other social media content was transferred via a WeTransfer link and each graphic element was named accordingly with the name stated in the social media schedule.



The submission was followed with a lovely response from Brenda and Barbara. It was a great experience for such an outstanding charity and cause. If every client we encounter in our careers are like Brenda and Barbara were in for a enjoyable future in the so called 'Big, Bad World'.

Thanks very much Brenda and Barbara for the very positive feedback.
After the marking and exam board I will transfer all the student's media outputs to a pen drive and drop it off with you both in the New Year.
We also hope to have an end of year show at the end of the academic year showcasing all the work the Interactive Media students have completed for 8 Science Shop community partners.
Have a peaceful and restful Christmas Break.
Claire
Claire Mulrone Senior Fellow HEA
Head of Widening Access & Participation
Co-Director Social Justice Hub
Academic Business Development
M: 07940656299
E: cm.mulrone@ulster.ac.uk

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 told 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

"We were telling our principal about it and he was very impressed and keen to see the completed project."

Reflections



It was bitter-sweet returning to class after taking a placement year. I enjoyed completing work for North Coast Property Management and enjoyed getting to know them and building a great work relationship with my colleagues.

When introduced to the module, I was pleased to find out I would once again be creating work to be released to the public as well as getting to work with Darragh and Kyle.

Darragh, Kyle, and I lived together in Portstewart during final year and our chemistry built on that year together really shone throughout the project. There was a healthy balance between serious conversations and work and having a good time working together and I honestly feel if we were working with anyone else on this project it wouldn't of turned out to be half the project of what we achieved in this last four months.

When I think back to after our first meeting with the Daily Mile Network NI

where I was lost and confused as to what was being asked of me, I am proud of what we as a team have produced. Claire and Adrian have been amazing to work with throughout the project as well. The two of them had eight other projects to keep on top of as well as ours. Claire was always prompt in arranging meetings and conducted them really well in a manner that helped me feel more comfortable and take away those unusual nerves. Adrian was always clear and willing to help out when we needed and directed us in the right direction every step of the way.

This project has given me the urge to continue to develop my web design skills. My first two years in the course had completely put me off the web design route but tackling it head on in this module has lit that fire inside of me to take my web design work to another level, on a par with my skills in videography, graphic design and videography.



The Science Shop
Knowledge • Ideas • Results

Jamie Stewart B00810672 - Production Log MED526

