

DES511J1 – Innovation and Concept

Major Project Proposal

Belfast History

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Belfast 100 Years Of a Journey

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1. Introduction

My chosen topic for my major project is a Belfast history website tailored at the last 100 years up until the present day.

My lift pitch is:

“Belfast history website featuring an advanced interactive time based timeline going from 1900 to present day. Timeline features time periods with themed content for each time period. Also an interactive Belfast map where the user clicks on a building and specific historical content (including photos) about that building is available.”

This website will utilize my keen interests in web design, photography, Macromedia Flash and Belfast itself. There are number of sources out there that currently provide information about Belfast. But it has been noted that each individual source of information is for a specific purpose and offers really only one kind of information and does not link in very well with other sources of information.

My Belfast History website will draw on a wide range of sources of information, bringing them together packaged in a website that is both innovative, but also very functional and easy to use at the same time.

Why the history of Belfast as a topic? Well it is felt that the history of Belfast is a neglected area as far as website development and good information portals are concerned. Plus there is huge scope for idea development and potential implementation of different layouts, concepts and interactive features based around the whole topic of Belfast's history over the last 100 years.

The last 100 years was chosen as the time period, as there is plenty of information, video and photography about the last 100 years. But with time periods earlier than that, like 100+ years ago, the amount of information that could be turned into a website, is much less. Plus key events surrounding Belfast occurred in the last 100 years, like the ship building, the building of the City Hall, the Blitz (during the Second World War) and building of the Waterfront Hall and The Odyssey Arena.

There have been a number of recent developments into the area of Interactive maps of Belfast, though few that have been seen, have included History as a core feature. There is huge potential with the Belfast interactive map that features history of key buildings etc.

2. Target Market

There are two core groups of people that this website will be aimed at. The first is people looking for historical information about Belfast. The other group is tourists who are considering a holiday to Northern Ireland and Belfast in particular.

My Belfast history website would be aimed at 20s to 40s who are tourists. It would be vital that the information on the site was clear to find and use. The 2 questionnaires featured in the appendix were aimed at Belfast information seekers and tourists. The aim, with the website, is to sell the merits of Belfast as a City with historical significance, to people inside and outside of Northern Ireland.

The 2 Questionnaires were created using <http://www.freeonlinesurveys.com/> Each questionnaire ran for 7 days, then the results were gathered.

Questionnaire 1, for the Belfast Information Seekers, was made available as a link on the IMD forum (<http://imdweb.infj.ulst.ac.uk/forum/viewtopic.php?id=440>).

Questionnaire 2, for the Belfast Tourists, was available as a link on Yahoo Answers (<http://www.answers.yahoo.co.uk/>) under the question: Have you ever been a tourist in Belfast?

Both questionnaires were the same, though questionnaire 2 featured extra questions for people who visited Belfast as tourists.

For questionnaire 1, I got 19 responses. For questionnaire 2 I got 11 responses. Results from the questionnaires are featured in the research section.

3. Technologies Used

Initially, a website will be the delivery choice for Belfast History. Because the site is aimed at tourists, potentially outside of Northern Ireland, a website available anywhere in the world on the web is very effective. In the future, a CD-based version could be created, but for now, the project will be a website.

Technologies that will be used are: XHTML, CSS, Macromedia Flash 8, Macromedia Dreamweaver 8, Adobe Photoshop Elements 4, Adobe Premiere Elements 2 and if time allows PHP.

The site will be built in XHTML, with CSS for the layout. The interactive time based timeline and interactive Belfast map will be constructed in Macromedia Flash 8 and the compiled SWFs embedded within the XHTML as the core components of the site layout and design. Although my lift pitch doesn't mention it, there is the possibility, time permitting, for another feature, where users can upload their own photos of Belfast and a gallery gets built up. This feature, if implemented, will rely heavily on the use of PHP, especially for the uploading of photographs element.

Reasons for choosing each technology are outlined here:

<http://www.w3.org/TR/xhtml1/>



XHTML has taken over from HTML as the standard for constructing websites.

The W3, by getting websites to validate as valid XHTML, are helping web developers make their websites more compliant and compatible on a wider range of browsers. The key features of XHTML include the declaration of a document type at the top of every page and the closing of all tags. This way, my site, when built in XHTML, will not include any junk code, that older browsers have trouble dealing with. Also, if end users are using Apple Macs or non Internet Explorer based browsers, and their browsers conform to the W3 specification for XHTML, then you don't need to worry as much about the site not displaying properly. Also the XHTML improves on

accessibility, with screen readers for blind people, more able to function efficiently and effectively on my site. At this stage, accessibility could be hampered a bit by my use of Macromedia Flash though.

<http://www.w3.org/Style/CSS/>



CSS There will be a number of pages throughout the site. Once the layout has been developed for one, it is quick and easy to duplicate that page for the rest of the pages on the site. But once all the pages have been developed, updating the design/layout throughout would be tedious and time consuming as each page would have to be changed individually. By placing all design and layout within a CSS file, the design and layout of the site can be controlled from one location, and every page changes. This makes CSS very powerful, useful and effective for controlling layout. XHTML works very well in conjunction with CSS, plus W3 have a validator for CSS as well. Valid XHTML and CSS makes for a very compatible website.

<http://www.adobe.com/products/flash/flashpro/>

Macromedia Flash 8 Although, during the development process for Belfast History, the whole of the Macromedia Studio 8 suite will be available, Flash 8 in particular will be the key component. Flash 8 is the latest installment in Macromedia's industry leading software package for developing high end rich vector based animations and interactive content. The fact that almost every browser and computer in the world now has some version of the Flash player installed makes Flash SWF a strong choice for the development of the interactive elements of Belfast History; advanced interactive time based timeline and interactive Belfast map. Actionscript 2.0, featured in Flash 8, allows for better programmable control over the way interactive elements are implemented within Flash movies. Also Flash 8 allows better use of other media, for example streaming video. This could prove useful when video is used in Belfast History.



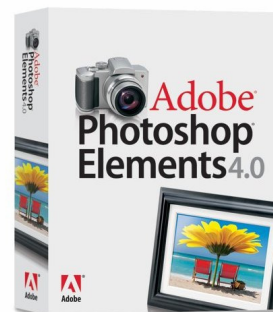
<http://www.adobe.com/products/dreamweaver/>



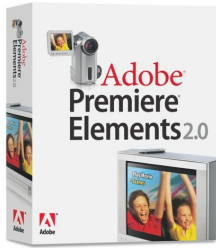
Macromedia Dreamweaver 8 Dreamweaver 8 is another core component of the Macromedia Studio 8 suite. Although, plain coding of XHTML and CSS is possible in a text editor, the WYSIWYG nature of Dreamweaver 8 will make it effective at quickly putting together the webpages for Belfast History. Plus Dreamweaver 8 has better support for XHTML with each new page set to conform to the XHTML standards. Plus Dreamweaver 8 allows for quick inserting of Flash 8 SWF files into webpages. So Dreamweaver 8 will prove very useful for helping construct Belfast History.

<http://www.amazon.co.uk/PhotoShop-Elements-4-Windows-only/dp/B000BC810S>

Adobe Photoshop Elements 4 Photography will play a key role throughout Belfast History. Photoshop Elements 4 is the reduced price version of Photoshop, which is tailored to photo management, but still features the high end editing components of the full priced version of Photoshop, like layers, masks, filters etc. Photoshop Elements 4 will be very useful in organizing the huge number of potential photos that will be collected and taken (throughout the development process of Belfast History), plus useful for editing individual photos (to make them look old for example).



<http://www.amazon.co.uk/Premiere-Elements-2-Windows-only/dp/B000BC80ZO>



Adobe Premiere Elements 2 Premiere Elements 2 is the reduced price version of the full priced version of Premiere. It features a lot of high end editing features like transitions and the saving of videos to different formats. Premiere Elements 2 will be useful for editing any videos of Belfast that are taken and some of the effects will also be useful in making the videos look old and dated (for example with a video of the City Hall).

<http://www.php.net/>

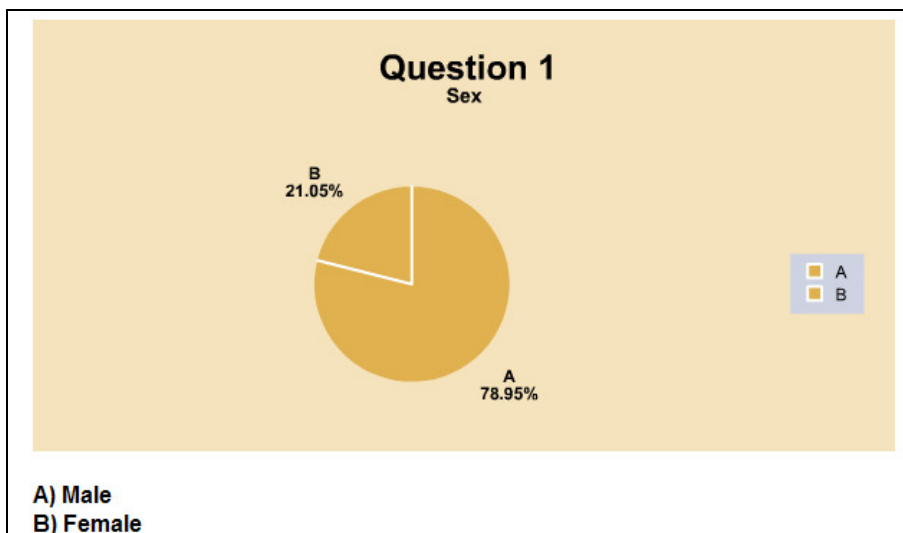
PHP stands for Hypertext Preprocessor and is an open source web programming language. The latest version of PHP is now fully object orientated and features a lot of database features that tie in with MySQL (<http://www.mysql.com/>), which is an open source database. The fact that PHP files can be dynamically generated when a webpage is loaded will make them useful for using in a user generated photo gallery where the users submit/upload the photos. Being able to combine database functionality will also enhance the flexibility of the photo gallery even more. The Apache web server that PHP runs on is also open source. Being open source, gives PHP more flexibility over Microsoft's ASP (Active Server Pages - <http://www.asp.net/>), in that PHP can be developed on any machine, even if it isn't running Microsoft Windows. Also, PHP web hosting tends to be cheaper than ASP web hosting. The use of PHP is an extra feature and will only be included, if time permits.

4. Research

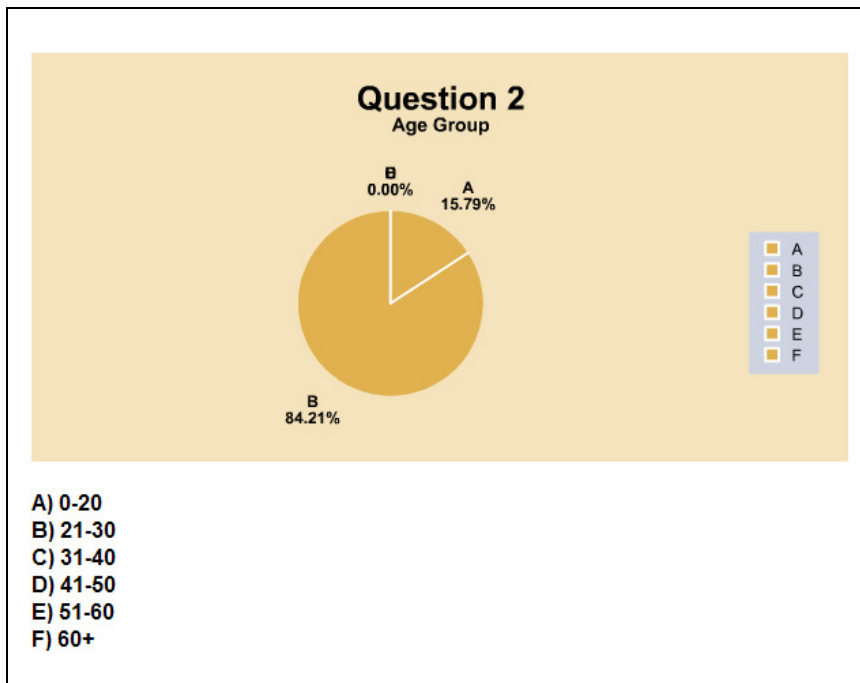
4.1 Results from Questionnaire 1, for the Belfast Information Seekers

Below are the results that were gathered.

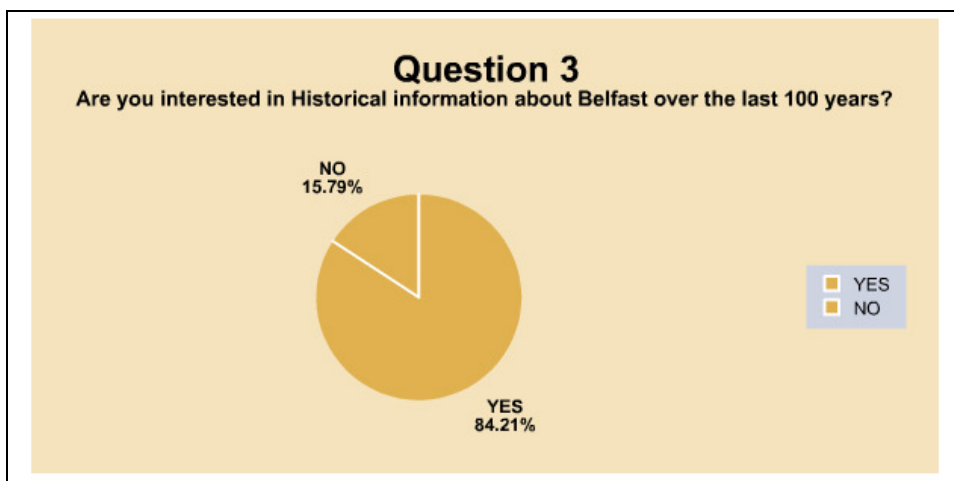
4.1.1 Results from Question 1: Sex



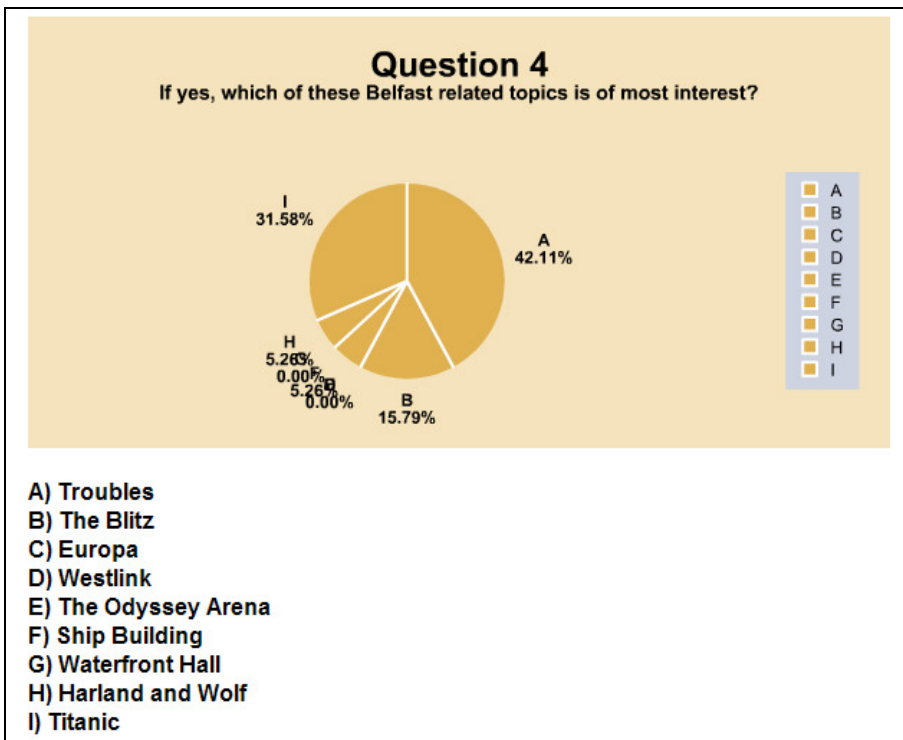
4.1.2 Results from Question 2: Age Group



4.1.3 Results from Question 3: Are you interested in Historical information about Belfast over the last 100 years?



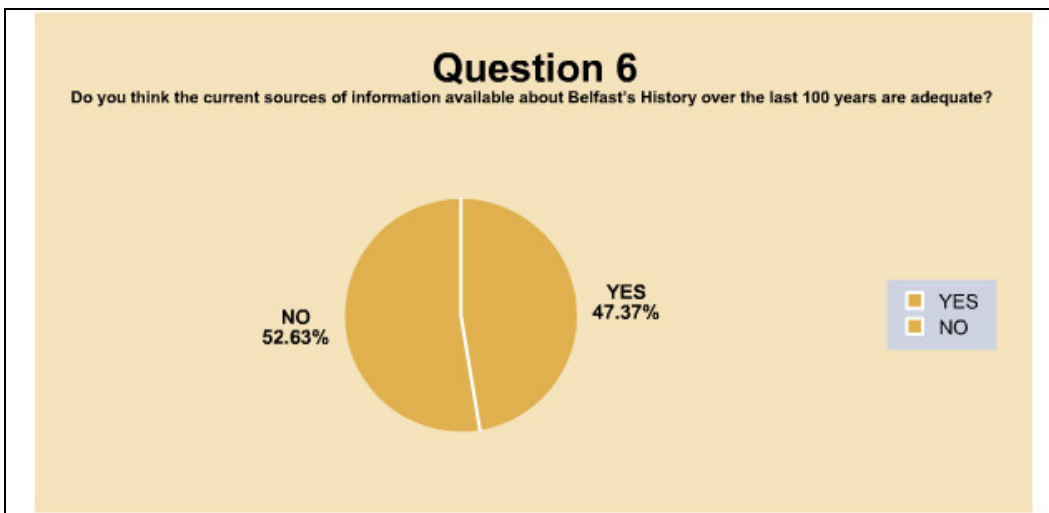
4.1.4 Results from Question 4: If yes, which of these Belfast related topics is of most interest?



4.1.5 Results from Question 5: If yes, please state if there is anything else related to Belfast that is of interest to you.

- westlink is not interesting cos its a smelly motorway
- Wall muriels, Oldest bar The Crown, Belfast Castle, history of Black taxis used in the troubles etc
- Airports
- I'm generally interested to see old street maps and old photographs of Belfast.
- nope
- Sport
- The troubles, old photos of Belfast history snippets etc...
- troubles, titanic, ship building
- Just basically the way it looked through out the years!

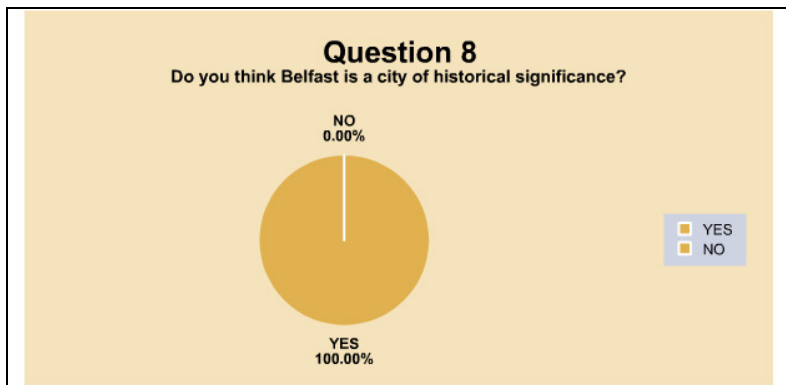
4.1.6 Results from Question 6: Do you think the current sources of information available about Belfast's History over the last 100 years are adequate?



4.1.7 Results from Question 7: If no, please state how they could be improved?

- they sound like your boring old fart of a history teacher
- Well dont knw any
- I just feel that they arnt well publicised enough.
- Searchable archives
- On the web they are terrible.. like anything else if you actually want to go looking for them they're available in the library and linen hall library, etc. but in terms of sitting down at a computer and researching the city.. it's terrible!
- more public access
- There is plenty of information out there if you go to different book shops and so forth, i personally havn't looked for any. I know Belfast has plenty of History and so wouldn't be surprised if there was a fast amount of history.
- I havent looked up much before to be honest.
- easy to access information organise by topic. interactivity with the user.
- Theres very little unbiased insight into the troubles. Maybe educating people a bit more about the past 80 years might 'wise' them up a bit. Too many people think they know it all.

4.1.8 Results from Question 8: Do you think Belfast is a city of historical significance?



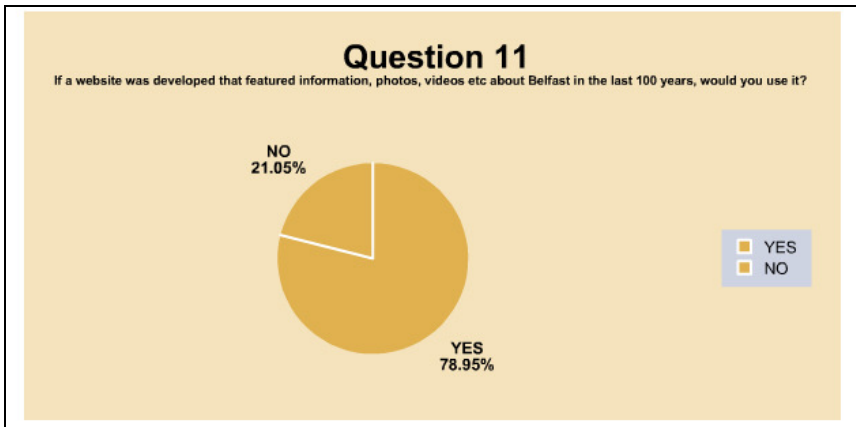
4.1.9 Results from Question 9: If yes, what makes it so?

- the titanic makes it famous even though they advertise their incompetence in building a ship
- the troubles have made Belfast famous
- The past 30 years of troubles is quite significant and has literally put us on the map
- Troubles, civil war
- It's a floating city (<http://www.bbc.co.uk/coast/programmes2/05-dublin-derry.shtml>) . It shouldn't really be here if it were not for the people who saw the potential of the lough/farset/lagan in the 17th century. It's role in the United Irishmen's Rebellion of 1798 (cavehill/mcart's fort/henry joy mccracken). It's role in the education of Irish Rebel Leaders such as Eoin MacNeill and John MacBride in the 1900s. Daniel O'Connell's role in the city in terms of promoting education and Catholic Emancipation and Repeal of the Union between Ireland and Great Britain in thr 1800s. The Belfast Pogroms of the 1920s. The Blitz. The Troubles.
- the troubles and its industrial status, it is the city no one wants but no one can give away
- There is so much historical about it , for example everything u listed before...i think the main historical significance is the protestant and catholic troubles, when i traveled in usa last year, thats all i got asked about!
- Cause we live county! And think its important that we know something about the place we live and how we got to the stage that we are in. Histroially.
- The trobles, culture, history, titanic.
- irish politics and also H + W titanic.
- George Best, Titanic, The Troubles
- titanic, troubles, queens uni
- the people who have lived and worked there.
- Titanic, 80 years of continuous civil war etc.
- Titanic, Troubles etc...
- Titanic, David Healy
- Unique Culture
- Titanic
- History of the shipyard and the troubles

4.1.10 Results from Question 10: If no, what could be done to make Belfast more historically significant?

None

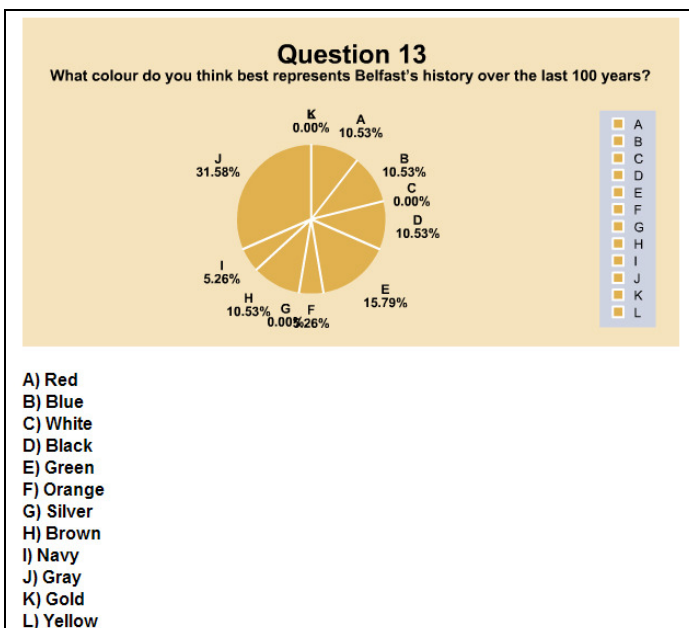
4.1.11 Results from Question 11: If a website was developed that featured information, photos, videos etc about Belfast in the last 100 years, would you use it?



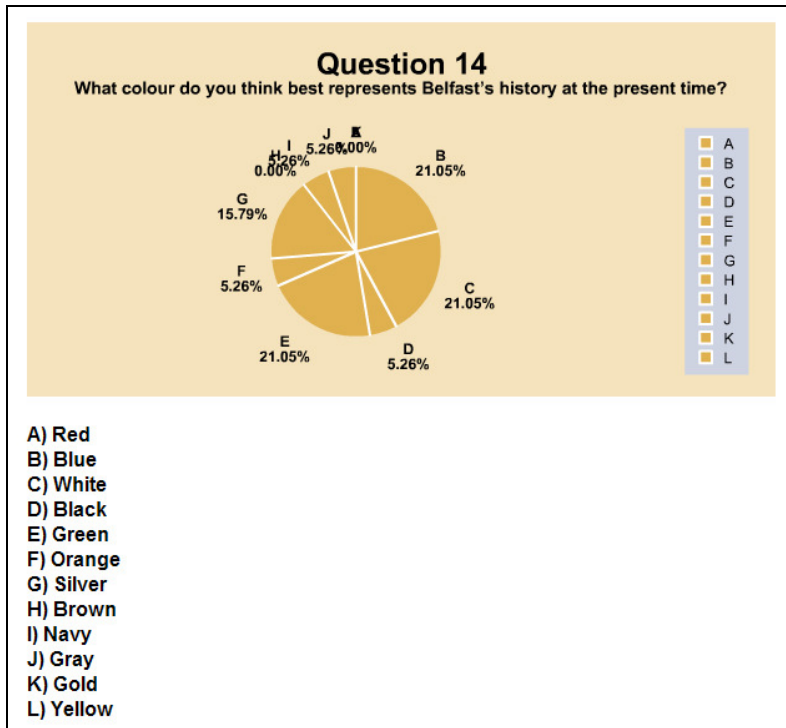
4.1.12 Results from Question 12: If yes, please state a potential name for the website?

- belfast_banter.com
- belfast-craic.co.uk
- History NI
- livebelfast
- No idea!.. Would take a while to think up one that's original. If one strikes me I'll send you an email.
- Belfast
- /
- historyofbelfast.com
- oldbelfast.com
- 100yearsofbelfast.com
- About Belfast
- Belfast - A City of Life
- It depends which part of history it is focused around. I feel it would be impossible to cover it all!
- that's your job davey!
- belfast history
- Know Belfast

4.1.13 Results from Question 13: What colour do you think best represents Belfast's history over the last 100 years?



4.1.14 Results from Question 14: What colour do you think best represents Belfast's history at the present time?



4.1.15 Results from Question 15: Any other comments about a potential historical website about Belfast?

- dont make it in flash its annoying
- tell stories to make it interesting
- Possibly have a add comment section where people could add their memories of certain points in history
- no
- Good Luck with it! Great Idea. I'll look forward to seeing the finished product!
- make it approachable not something that is going to bore the balls off everyone and seem like homework
- no
- /
- No
- no
- No
- liking it, make it flashy.
- perhaps maps of old compared with maps today
- No
- Make sure there are lots of images Dave! :)
- nope
- Good images
- nope
- Best to look at both sides of the community when creating a historical website

4.2 Findings based on Questionnaire 1 Results

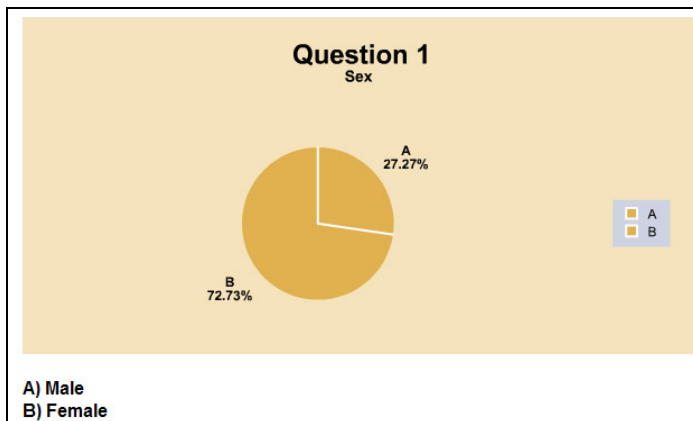
Below are the findings based on Questionnaire 1:

- From question 1 and 2, most people where male and in the age group 21-30.
- From question 3, most people are interested in the history of Belfast over the last 100 years.
- From question 4, the Troubles and the Titanic where the most popular topics related to Belfast.
- From question 5, most people want photos, information on ship building (Titanic) and for the site to look like the way Belfast looked through out the years.

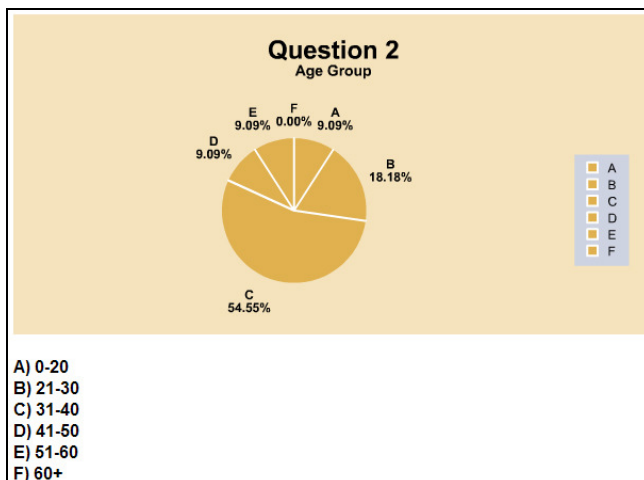
- From question 6, most people thought the current sources of information about Belfast's History were adequate, though some thought they weren't.
- From question 7, it's clear that the web-based sources of information aren't as good as printed information in libraries. Plus people want an unbiased insight into the troubles.
- From question 8, everybody thought Belfast was a city of historical significance.
- From question 9, ship building and Titanic were mentioned often as the reason why Belfast is historically significant.
- For question 10, nobody needed to say how Belfast could be made more historically significant, as it already is.
- For question 11, most people would use a website about the history of Belfast over the last 100 years.
- Some interesting name suggestions for question 12, though Belfast History still seems suitable.
- From question 13, gray and green were the colours people thought were most representative of Belfast history over the last 100 years.
- From question 14, blue, white and green were the colours people thought were most representative of Belfast at the present time.
- From question 15, most people thought it was a good idea, with looking at both sides of the community and having lots of photos, important as well. Also someone suggested it should be flashy.

4.3 Results from Questionnaire 2, for the Belfast Tourists

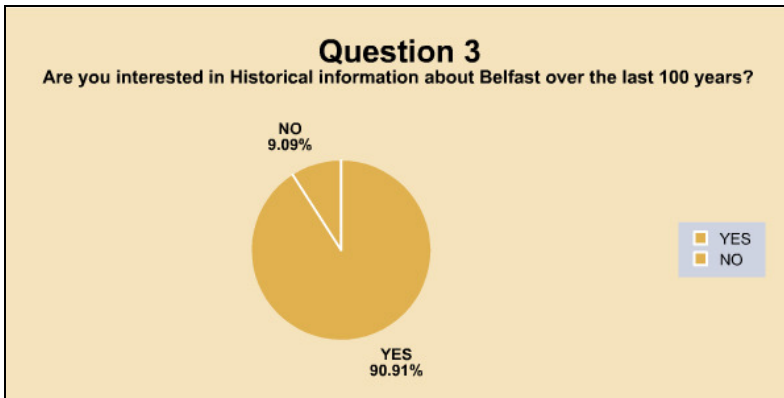
4.3.1 Results from Question 1: Sex



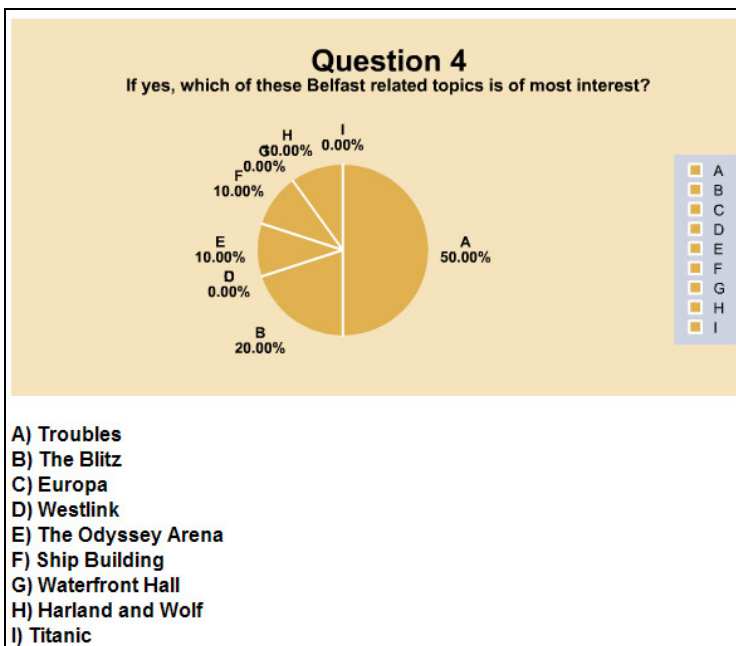
4.3.2 Results from Question 2: Age Group



4.3.3 Results from Question 3: Are you interested in Historical information about Belfast over the last 100 years?



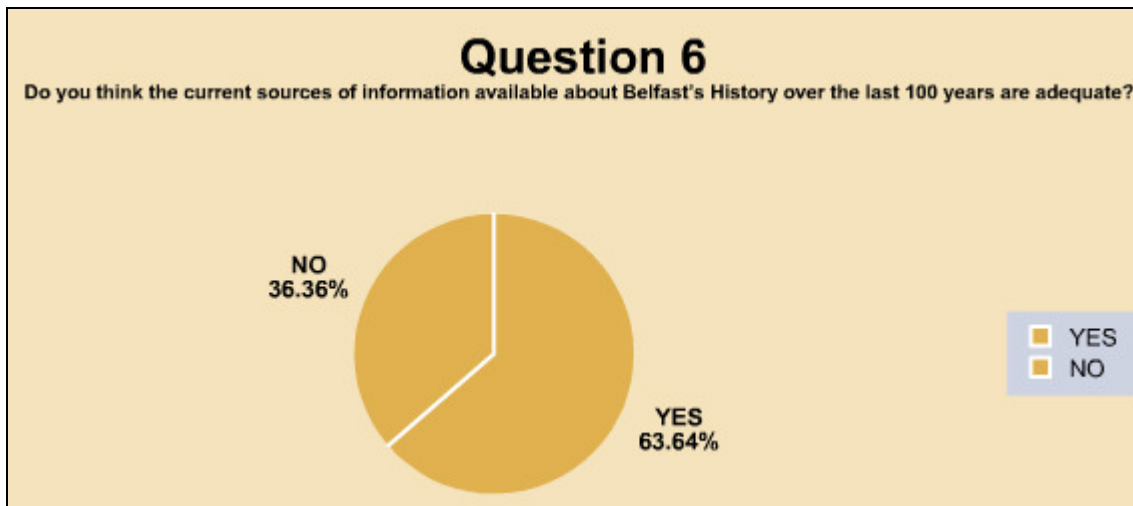
4.3.4 Results from Question 4: If yes, which of these Belfast related topics is of most interest?



4.3.5 Results from Question 5: If yes, please state if there is anything else related to Belfast that is of interest to you.

- the history of the city before 1800
- The people were very different why?
- The history and the buildings/architecture
- culture.wanting to trace family roots
- my fella family live near there nad most of my close mates do too, i live in liverpool.
- architecture
- Their shopping district. :)
- the people culture not just its history there were worse countries.
- Not so much The Troubles themselves but how people there have moved on from such a divisive and difficult time. And how they have managed to maintain such a wonderful sense of humour. A humour which I've only otherwise encountered among Scousers, Cockneys and Jews. All of whom have been through the mill.

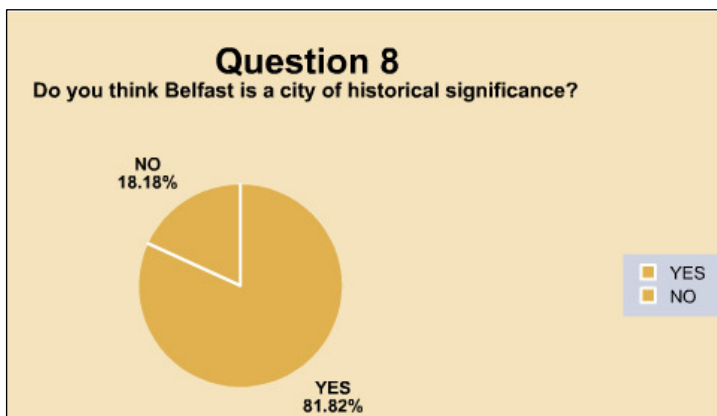
4.3.6 Results from Question 6: Do you think the current sources of information available about Belfast's History over the last 100 years are adequate?



4.3.7 Results from Question 7: If no, please state how they could be improved?

- be more user friendly and accesible
- less one sided
- Need a museum dedicated to the Shipbuilding industry
- literature, posters tv ads
- Belfast needs to take a leaf out of the Republic's book and get right on the tourist thing. Tours of the trouble spots in black cabs are all well and good (or are they?) but Belfast never sells its people or its architecture very well.

4.3.8 Results from Question 8: Do you think Belfast is a city of historical significance?



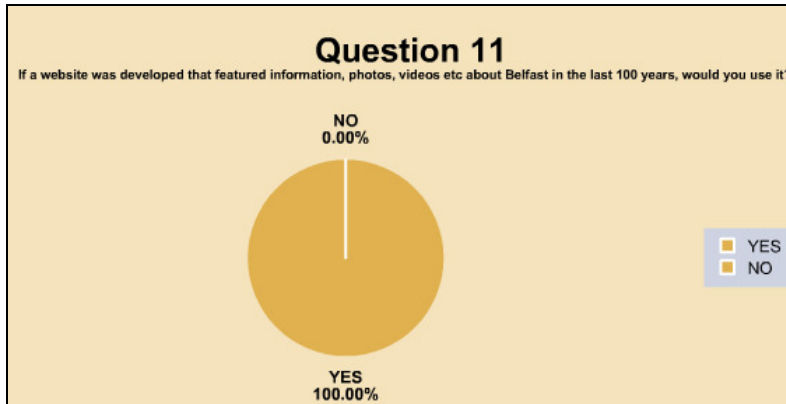
4.3.9 Results from Question 9: If yes, what makes it so?

- It is beautiful
- Because as a tourist you still see so much evidence of what has happened in the past and what is still happening.
- the people
- a lot has happened in belfast over the years. and i think it is a great city despite all that!
- the troubled history and the ship building
- Titanic
- buildings, people, dynamic culture
- It has a strong social history and a rich rich heritage. It's the people that make that - the working classes not Stormont and the lords

4.3.10 Results from Question 10: If no, what could be done to make Belfast more historically significant?

- change history
- what a stupid question
- More could be done to promote historical buildings etc

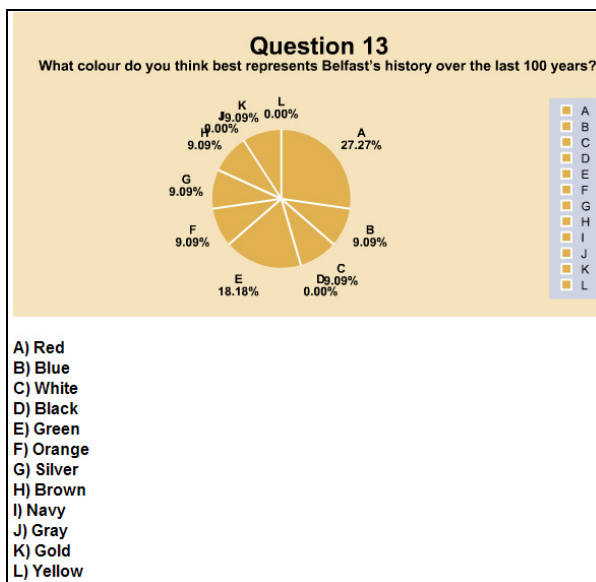
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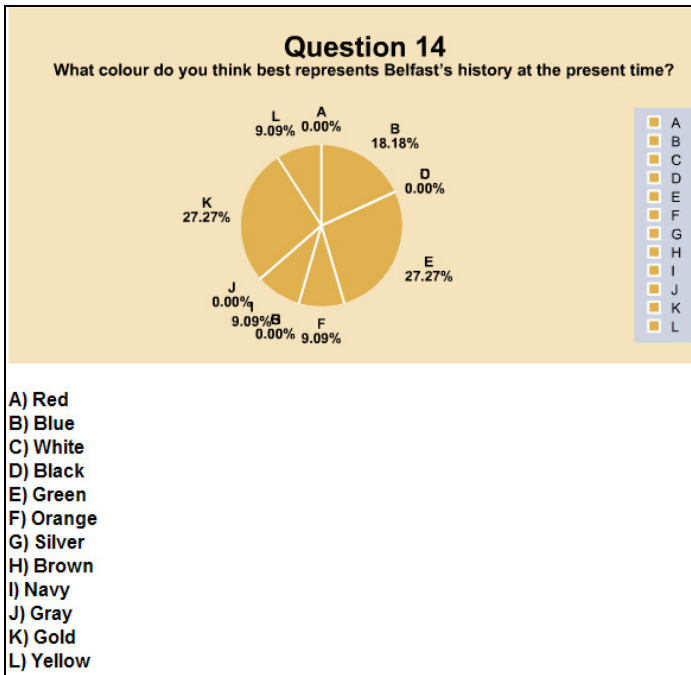
4.3.12 Results from Question 12: If yes, please state a potential name for the website?

- Belfast a gogo
- bELFAST LAND OF ENCHANTMANT
- Belfast Past and Present
- Belfastland
- Belfast past & present
- historyofbelfast.com belfasthistory.com
- Historical Belfast
- www.historyofbelfast.com

4.3.13 Results from Question 13: What colour do you think best represents Belfast's history over the last 100 years?



4.3.14 Results from Question 14: What colour do you think best represents Belfast's history at the present time?



4.3.15 Results from Question 15: Any other comments about a potential historical website about Belfast?

- no
- iT NEEDS A mascot like belfast the pig
- I think it's a good idea. When I was looking for information on the history of Belfast and other parts of Ireland, I found the info really wordy.....make it up to date, and simple to understand without previous knowledge
- no
- n/a
- it should be neutral in its political leanings and a bit of fun
- no
- You could do really well with a site like if you make it pleasing to the eye, easy to read and not alot of crap on it. I'm American, and we love Ireland.. I'm not sure why. Although now that I think of it, I don't know many cultures that hate Ireland. :)
- ok none.
- No
- it should be accurate and not concentrate on the "troubles" and contain interview etc
- Good luck weith it! Don't forget to tie in with all the tour operators. Take a look at londontown.com and visitlondon for tips.

4.3.16 Results from Question 16: How many times have you visited Belfast?

Average: 4.50
Range: 1<=>12
Median: 4
Total Responses: 10

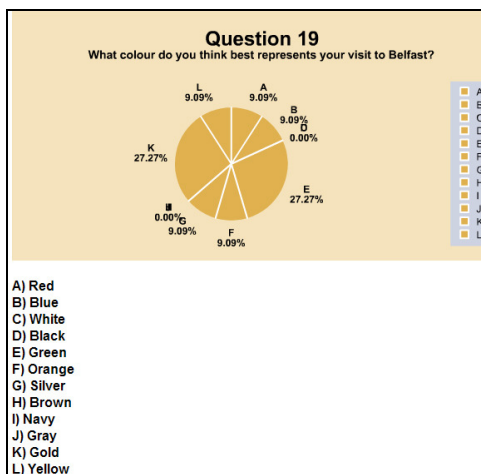
4.3.17 Results from Question 17: Did you enjoy your time in Belfast?



4.3.18 Results from Question 18: What was the best and worst thing about your visit to Belfast?

- worst - the irishification of Belfast
- best - the shops
- The food food poisoning
- Best thing was Fibber McGee's and the live music and friendly people. Worst thing was not knowing where to go or what to look at, and of course the prices of motels
- cheap accommodation very hard to find.very friendly people
- best thing: The Pavillion Bar on the Ormeau Road. Worst thing: the price of beer and the fact that tennants is on tap everywhere
- best the people
- worst the weather
- BEST = Shopping
- and this history, of seeing the murals.
- WORST = my belfast boyfriend was still too political and would tell me areas of the place to avoid. so silly.
- Best - pubs.
- Worst - transport
- best people
- worst prices of some things
- Best thing was the people and the pubs.
- Worst thing was the state of the affordable B&Bs and the price of the good hotels

4.3.19 Results from Question 19: What colour do you think best represents your visit to Belfast?



4.3.20 Results from Question 20: Would you come back to Belfast for another visit?



4.4 Findings based on Questionnaire 2 Results

Below are the findings based on Questionnaire 2:

- From question 1 and 2, most people were male and in the age group 31-40.
- From question 3, most people are interested in the history of Belfast over the last 100 years.
- From question 4, the Troubles and the Blitz were the most popular topics related to Belfast.
- From question 5, the buildings, the people of Belfast and the culture were of interest.
- From question 6, most people thought the current sources of information about Belfast's History were adequate, though some thought they weren't.
- From question 7, it's clear that the web-based sources of information aren't as good as printed information in libraries. Plus people want a less one-sided website. The website needs to be easy to use and focus on tourism. Belfast needs to sell its people and architecture better as a tourist attraction.
- From question 8, most people thought Belfast was a city of historical significance.
- From question 9, ship building and the people of Belfast were mentioned often as the reason why Belfast is historically significant.
- For question 10, more could be done to promote historical buildings etc.
- For question 11, everybody would use a website about the history of Belfast over the last 100 years.
- Some interesting name suggestions for question 12, though Belfast History still seems suitable.
- From question 13, red and green were the colours people thought were most representative of Belfast history over the last 100 years.
- From question 14, green, gold and blue were the colours people thought were most representative of Belfast at the present time.
- From question 15, most people thought it was a good idea, with the site needing to be accurate and pleasing to the eye.
- From question 16, the average number of visits was 4.50.
- From question 17, everybody enjoyed their visit to Belfast.
- From question 18, the best thing was the shopping and the people. The worst thing was the weather and it being too political.
- From question 19, green and gold are the colours people thought best represent their visit to Belfast.
- From question 20, everybody would come back to Belfast for another visit.

4.5. Significant Findings based on both Questionnaire Results

Below are the significant findings based on both questionnaires:

- Overall, most people were between the ages of 20 and 40.
- Overall, the Troubles, the Blitz and the Titanic were the most popular topics related to Belfast.
- Overall, most people thought Belfast was of historical significance.
- Overall, most people thought the current sources of information about Belfast's History were adequate, though some thought they weren't.
- Overall, green was mentioned in both questionnaires as most representative of Belfast history over the last 100 years.
- Overall, green and blue were mentioned in both questionnaires as most representative of Belfast at the present time.

5. Challenges That May be Encountered

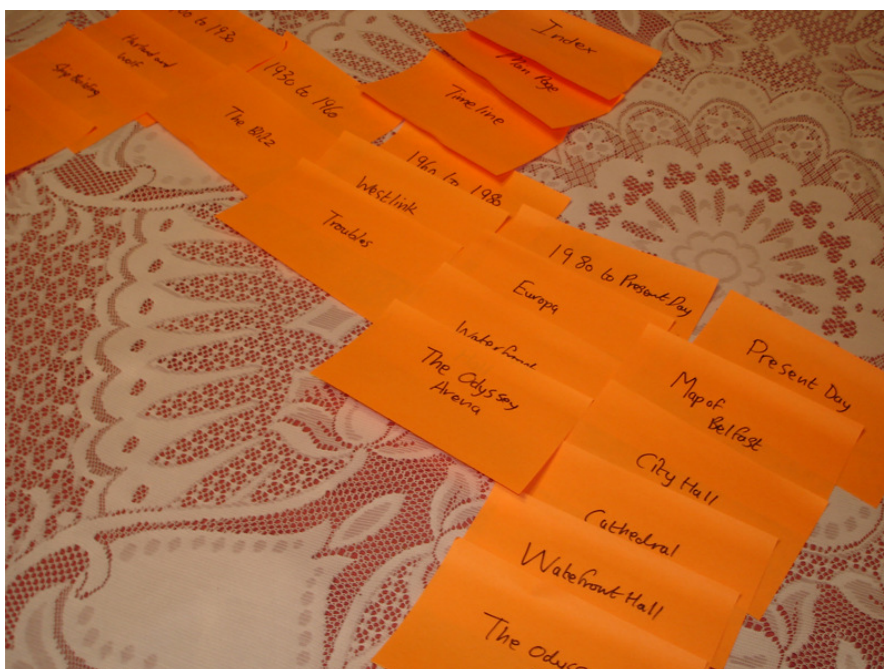
Difficulties that may be encountered include:

- Certain time periods may have more or less information. There will be a need to prioritize what information is the most important.
- Copyright free old photographs of Belfast need to be sourced
- There are some interactive Flash elements that will require further knowledge of Flash Action Script before they can be implemented.
- Getting PHP to work as required will require learning PHP adequately.
- Another issue will be browser compatibility and getting the site to look perfect across the widest possible range of web browsers.

6. Project Structure

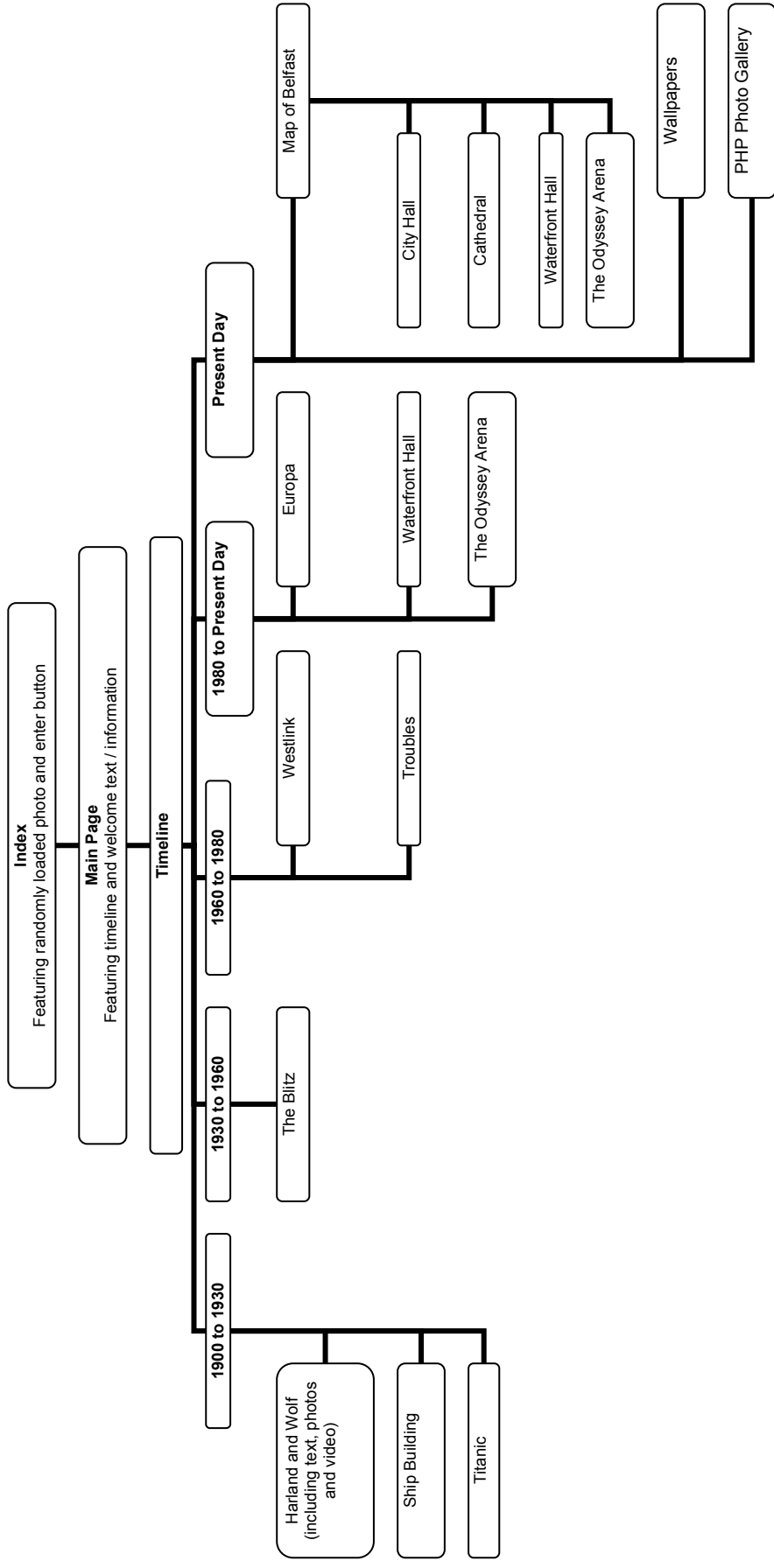
6.1 Post Its

Photo of the planning of the project structure using Post Its:



6.2 Site Map

Two key elements: the time line from 1900 to present day and the interactive map of Belfast. Each sub section under a time period on the timeline could have information, photos and video. As the Belfast History site is developed, more sub sections may be added, about different events, buildings etc in Belfast. This site map is an initial plan for the way the site will be developed.



6.3 Photoshop Visuals

These are visuals for how the site may look. Visual 1 for enter page:



01 | Logo Samples | Belfast History | Logo samples by David Bennett

<p>Idea: Just the name Belfast 01 Focus on the name Belfast. This is central to the whole project as the subject matter. Belfast needs to stand out as the key part of the brand. Belfast is the present day element of the brand.</p>	<p>a b c d e</p> <p><i>Belfast</i> <i>Belfast</i> Belfast Belfast</p> <p>BELFAST</p>
<p>Idea: Just the name History 02 Focus on name History. Making the word look and feel like it is old yet important at the same time.</p>	<p>a b c d e</p> <p>HISTORY History HISTORY HISTORY <i>History</i></p>
<p>Idea: Letters B & H 03 What would the logo be like as just the 2 letters. Might look simple, yet powerful at the same time.</p>	<p>a b c d e</p> <p>BH <i>BH</i> BH BH BH</p>
<p>Idea: Combition of all 04 Combining old and new a like, whilst at the same time reflecting on the theme of the whole brand; Belfast.</p>	<p>a b c d e</p> <p>BH BH <i>Belfast</i> HISTORY H</p>

02 | Final Logo | Belfast History | Logo Recommendation by David Bennett



Belfast 100 Years Of a Journey

Concept:

Belfast history website featuring an advanced interactive time based timeline going from 1900 to present day. Timeline features time periods with themed content for each time period. Also an interactive Belfast map where the user clicks on a building and specific historical content (including photos) about that building is available.

Rationale:

There are clearly 2 elements to the brand. The historical element, represented by the letter H and the modern present day element represented by the letter B. The B is clearly meant to be more modern in style than the H. The slick sophisticated but well balanced slogan "Belfast 100 Years Of a Journey" is in a crisp yet professional style.

Having both the letter B and the letter H side by side, represents the fact that both the elements are being brought together in this brand and major project. There is a link between the history about Belfast and the actual modern present day Belfast.

Having the logo within a box represents the solid and key fundamental elements that the Belfast History site will represent: solid timeline and map of Belfast.

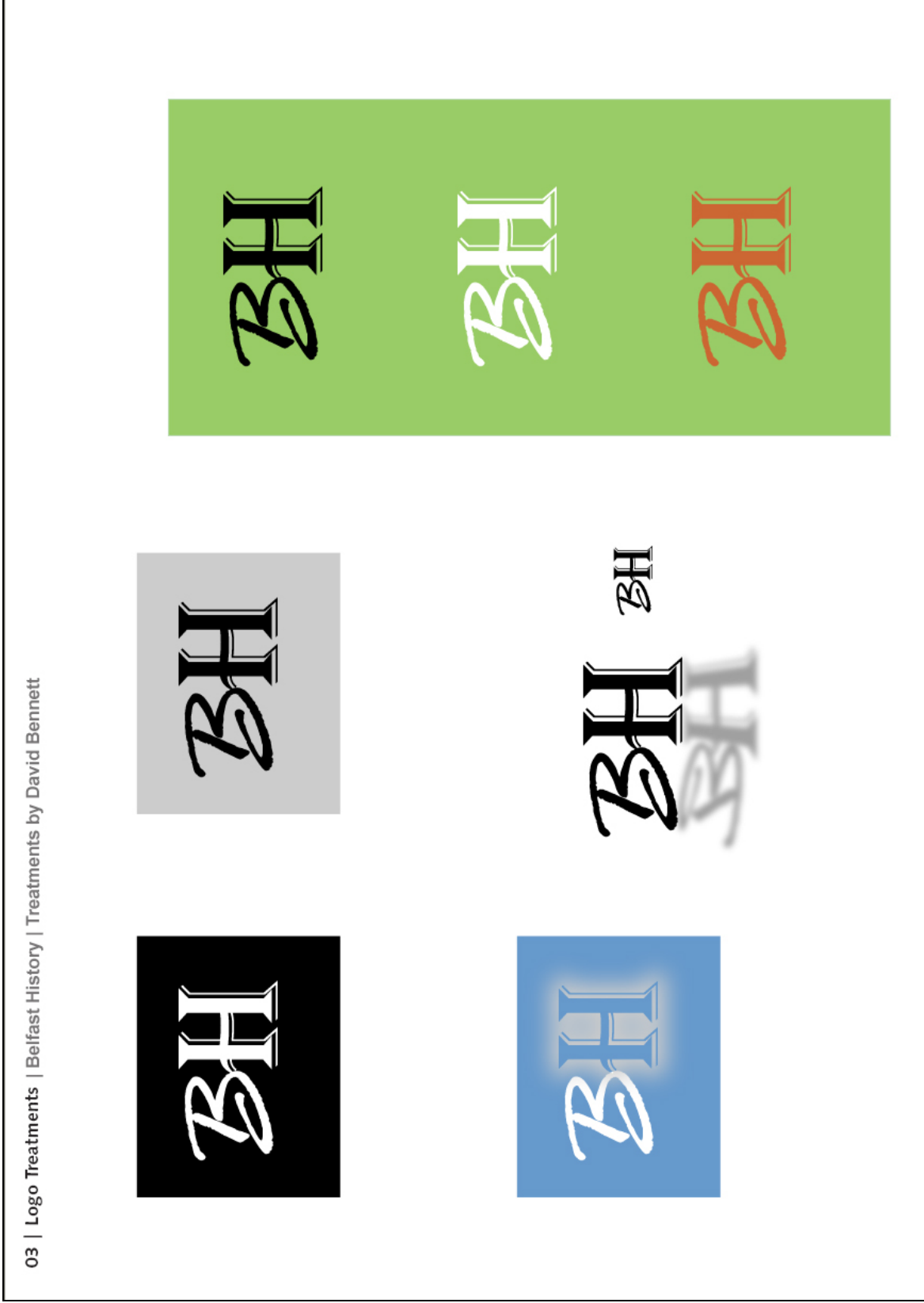
Belfast is famous for its ship building. Ships are built of steel and other metals. The H, as part of the brand, represents the industrial past of Belfast and the strong heritage that Belfast has.

Details:



Created in: Adobe Photoshop Elements 4

Font: **Rage Italic** for letter B and **Algerianfor** arena that H.

The slogan element is in **Rage Italic** font.



04 | Extra Credit: Colour Guide | Belfast History | Colour Guide by David Bennett

<p>History</p>	<p>Present Day</p>
<p>Primary Colour: #669966</p>	<p>Primary Colour: #6699cc</p>
<p>Secondary Colour: #000000</p>	<p>Secondary Colour: #cccc33</p>
	
<p>Rationale:</p> <p>White is a simple yet effective colour. As the colour for font it clearly represents the historical element of the Belfast History website. It draws the user into the key theme of the site. Black and white are the colours that are conjured up when you think of video footage from the last 100 years. Therefore the colours are ideal as a starting point for the history of Belfast.</p> <p>Belfast was a lot more different 100 years, without all the new buildings that have been built over the last 20 years, like the Waterfront Hall, the Odyssey Arena etc. White as a starting colour for the history works really well.</p> <p>Belfast was known for its ship building. Ship building is a very mechanical engineering type of thing. When you think about colours to represent this aspect of Belfast's History, black seems like a very suitable colour and works well as a secondary colour for the History part of the brand.</p> <p>Overall, green was mentioned in both questionnaires as most representative of Belfast history over the last 100 years.</p>	<p>Rationale:</p> <p>With all the new buildings being built, Belfast is now certainly an up and coming City. Vibrant colours that represent the Belfast of today are needed for the present day element of the Belfast History brand.</p> <p>Green and yellow are two suitable colours to represent the present day aspect of Belfast.</p> <p>Overall, green and blue were mentioned in both questionnaires as most representative of Belfast at the present time.</p>

7.2 Type

The following were chosen as the type/fonts for the branding of my Major Project:



The font used for the history element of the brand was: **Algerian**. The font used for the present day element of the brand was: **Rage Italic**. This font was also used for the slogan text. The letter **B** represents Belfast and the present day element, while the letter **H** represents the History element.

7.3 Prototypes

7.3.1 Prototype 1 - Basic Flash Time Line

Basic menu for the first prototype with text buttons for the time periods.



Prototype 1 can be viewed here: http://ijsr32.infj.ulst.ac.uk/~11311202/des511j1/prototype_1.html

7.3.2 Prototype 2 - Image Panning Flash Menu

Based on Flash tutorial: http://www.kirupa.com/developer/flash8/interactive_image_pan.htm

Image in Flash that scrolls left and right dependent on mouse over.

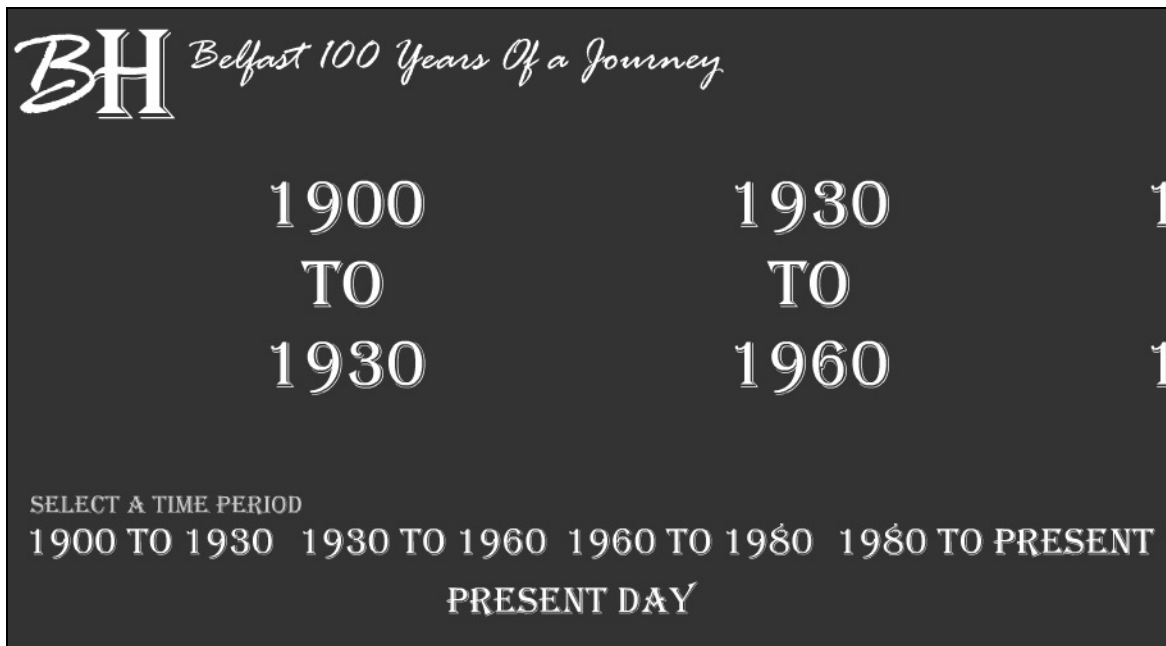


Prototype 2 can be viewed here: http://ijsr32.infj.ulst.ac.uk/~11311202/des511j1/week9.html#prototype_2

7.3.3 Prototype 3 – Sliding Menu

Based on Flash tutorial: <http://www.kirupa.com/developer/flash5/slidingmenu.htm>

Time line in Flash that scrolls left and right when buttons below timeline are clicked.



Prototype 3 can be viewed here:

http://ijsr32.infi.ulst.ac.uk/~11311202/des511j1/another_week.html#prototype_3

This prototype is more like the way the final time line in the Belfast History site will work. User clicks button to select time period and the whole time line scrolls left or right depending on selected time period. The time line scrolls right or left until the chosen time period is in the middle.

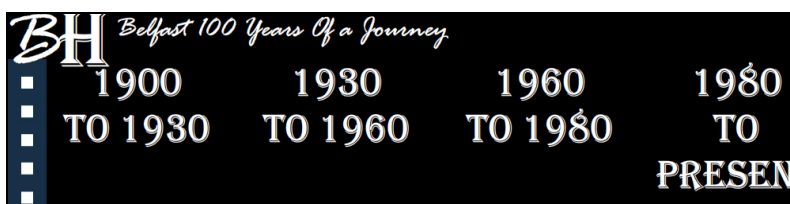
In the Belfast History site, the actual text that scrolls in this prototype will be replaced with the collage of images. The whole collage would scroll left and right with related images for each time period.

On this prototype, the present day time period on the time line is actually a button. This means it will be possible to make some of the images for each time period on the time line actual buttons. For example, user could choose 1900 to 1930, time line scrolls left to that period and one of the images is of the Titanic. The user then clicks the image on the time line and the Titanic section of the site opens. Only issue with this would be making sure that the time line doesn't scroll when a button on the actual time line for a time period is clicked. When the user clicks the Titanic image on the time line, the Titanic section needs to appear below the time line with the time line itself having not moved.

7.3.4 Prototype 4 – Sliding Menu

Based on Flash tutorial: <http://www.kirupa.com/developer/flash8/slidingMenu.htm>

Time line in Flash that scrolls left and right when buttons beside timeline are clicked.



Prototype 4 can be viewed here:

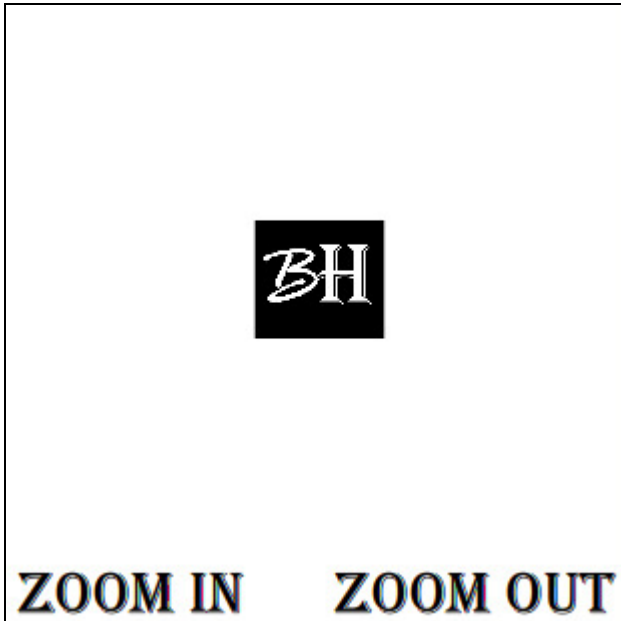
http://ijsr32.infj.ulst.ac.uk/~11311202/des511J1/prototype_4.html

This prototype is similar to Prototype 3, in that clicking the buttons makes the menu scroll left and right. Though Prototype 3 is more suited to replacing the text with images and having buttons on the actual time line.

7.3.5 Prototype 5 – Advanced Zoom Process

Based on Flash tutorial: <http://www.tutorialized.com/tutorial/Advanced-zoom-process/19601>

Prototype for how an image can be zoomed in and out of in Flash.



Prototype 5 can be viewed here:

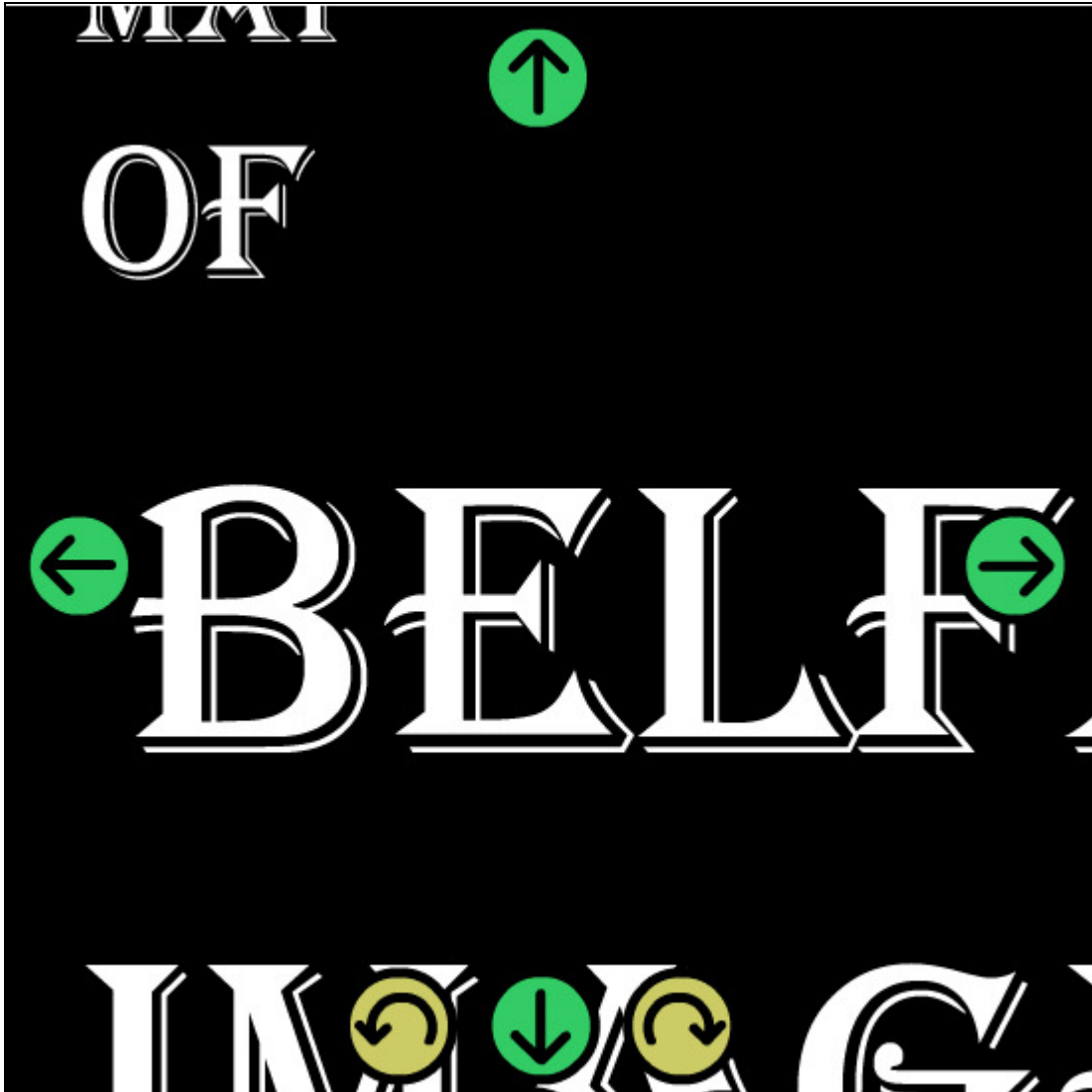
http://ijsr32.infj.ulst.ac.uk/~11311202/des511J1/another_week.html#prototype_5

For my Belfast History website, the user might be able to zoom in and out of the interactive Belfast map. The image will, for the finished site, actually be the map of Belfast.

7.3.6 Prototype 6 – Moving and Rotating a Movie Clip

Based on Flash tutorial: <http://www.lukamaras.com/tutorials/actionscript/moving-rotating-movie-clip.html>

Prototype for moving and rotating a movie clip in Flash with button symbols, via Actionsript.



Prototype 6 can be viewed here:

http://ijsr32.infj.ulst.ac.uk/~11311202/des511J1/another_week.html#prototype_6

For the Belfast History website, the user will be able to move around the interactive Belfast map. The image will, for the finished site, actually be the map of Belfast.

7.3.7 Prototype 7 – Sliding Menu (With Collage)

Based on Flash tutorial: <http://www.kirupa.com/developer/flash5/slidingmenu.htm>

Prototype 7 is based on prototype 3, but with the text on the timeline replaced with the collage of Belfast images.



Prototype 7 can be viewed here: http://ijsr32.infn.ulst.ac.uk/~11311202/des511J1/prototype_7.html

The images on the timeline are actually buttons.

8. Timescale/Production Plan

8.1 List of Tasks

1. **Random Photos** Learn how to randomly load photographs into a webpage.
2. **Homepage & Popup** Create homepage with randomly loading photos and the popup window.
3. **Domain** Get Domain name and web hosting.
4. **Scroll Buttons** Learn how to create scroll buttons in Flash.
5. **Photo Zooming** Learn how to zoom in and out of photos/images in Flash.
6. **Video Streaming** Learn how to stream video in Flash.
7. **Timeline Scrolling 1** Learn how to get timeline to scroll left and right in Flash.
8. **Timeline Scrolling 2** Learn how to get timeline to scroll left and right on button clicks in Flash.
9. **Timeline Content** Learn how to get content to display when user clicks button in Flash and timeline is scrolling.

Milestone

10. **Photo Taking** Take photos and video of Belfast. Also create wallpapers.
11. **Source Photos** Source photos of Belfast. Edit photos and video to make them old looking.
12. **1900 to 1930** Source Belfast history information for 1900 to 1930.
13. **1930 to 1960** Source Belfast history information for 1930 to 1960.
14. **1960 to 1980** Source Belfast history information for 1960 to 1980
15. **1980 to Present Day** Source Belfast history information for 1980 to present day.
16. **Belfast Map** Source suitable Belfast map and information for the separate buildings on the map.

Milestone

17. **Flash Preloaders** Learn how to create preloaders in Flash and include them in site. Also learn how to load Flash movies inside flash movies.
18. **Timeline** Work on timeline. Add Belfast content into each time period along with streaming video (s).
19. **Interactive Map** Work on interactive map. Add content for each building along with streaming videos (s).
20. **Timeline & Map** Tie the timeline and the map together.
21. **Browser Testing** Test site on different browsers.

Milestone

22. **Learn PHP Uploading** Learn how to upload photos to a sever using PHP.
23. **Learn PHP** Learn how to dynamically generate a photo gallery in PHP.
24. **PHP Photo Gallery** Create PHP driven photo gallery (if time permits).

8.2 Actual Schedule – Gantt Chart

Task	Wk1	Wk2	Wk3	Wk4	Wk5	Wk6	Wk7	Wk8	Wk9	Wk10	Wk11	Wk12	Wk13	Wk14
1. Random Photos														
2. Homepage & Popup														
3. Domain														
4. Scroll Buttons														
5. Photo Zooming														
6. Video Streaming														
7. Timeline Scrolling 1														
8. Timeline Scrolling 2														
9. Timeline Content						Milestone								
10. Photo Taking														
11. Source Photos														
12. 1900 to 1930														
13. 1930 to 1960														
14. 1960 to 1980														
15. 1980to Present Day														
16. Belfast Map									Milestone					
17. Flash Preloaders														
18. Timeline														
19. Interactive Map														
20. Timeline & Map														
21. Browser Testing												Milestone		
22. Learn PHP Uploading														
23. Learn PHP														
24. PHP Photo Gallery														

9. Appendix

9.1 Questionnaire 1 – Belfast Information Seekers

1. Sex

Male Female

2. Age Group:

0-20

41-50

21-30

51-60

31-40

60+

3. Are you interested in Historical information about Belfast over the last 100 years?

Yes No

4. If yes, which of these Belfast related topics is of most interest?

Troubles

Waterfront Hall

The Blitz

Harland and Wolf

Europa

Titanic

Westlink

The Odyssey Arena

Ship Building

5. If yes, please state if there is anything else related to Belfast that is of interest to you.

6. Do you think the current sources of information available about Belfast's History over the last 100 years are adequate?

Yes No

7. If no, please state how they could be improved?

8. Do you think Belfast is a city of historical significance?

Yes No

9. If yes, what makes it so?

10. If no, what could be done to make Belfast more historically significant?

11. If a website was developed that featured information, photos, videos etc about Belfast in the last 100 years, would you use it?

Yes No

12. If yes, please state a potential name for the website?

13. What colour do you think best represents Belfast's history over the last 100 years?

Red

Silver

Blue

Brown

White

Navy

Black

Gray

Green

Gold

DES511J1 – Innovation and Concept – Major Project Proposal – Belfast History

- Orange Yellow

14. What colour do you think best represents Belfast's history at the present time?

- Red Silver
 Blue Brown
 White Navy
 Black Gray
 Green Gold
 Orange Yellow

15. Any other comments about a potential historical website about Belfast?

9.2 Questionnaire 1 - Screenshot

<http://freeonlinesurveys.com/rendersurvey.asp?sid=da6keeow8pmudd251230>

The screenshot shows a web browser window with the URL <http://freeonlinesurveys.com/rendersurvey.asp?sid=da6keeow8pmudd251230>. The page title is "Belfast History Website" and it features the "Free Online Surveys.com" logo. The survey content is as follows:

My Major Project Lift Pitch:
Belfast history website featuring an advanced interactive time based timeline going from 1900 to present day. Timeline features time periods with themed content for each time period. Also an interactive Belfast map where the user clicks on a building and specific historical content (including photos) about that building is available.

*1) Sex
 Male
 Female

*2) Age Group
[Dropdown menu]

*3) Are you interested in Historical information about Belfast over the last 100 years?
[Please Select dropdown menu]

*4) If yes, which of these Belfast related topics is of most interest?
 Troubles
 The Blitz
 Europa
 Westlink
 The Odyssey Arena
 Ship Building
 Waterfront Hall
 Harland and Wolf
 Titanic

9.3 Questionnaire 2 – Belfast Tourists

1. Sex
 Male Female
2. Age Group:
 0-20 41-50
 21-30 51-60
 31-40 60+
3. Are you interested in Historical information about Belfast over the last 100 years?
 Yes No
4. If yes, which of these Belfast related topics is of most interest?
 Troubles Waterfront Hall
 The Blitz Harland and Wolf
 Europa Titanic

- Westlink
- The Odyssey Arena
- Ship Building

5. If yes, please state if there is anything else related to Belfast that is of interest to you.

6. Do you think the current sources of information available about Belfast's History over the last 100 years are adequate?

- Yes No

7. If no, please state how they could be improved?

8. Do you think Belfast is a city of historical significance?

- Yes No

9. If yes, what makes it so?

10. If no, what could be done to make Belfast more historically significant?

11. If a website was developed that featured information, photos, videos etc about Belfast in the last 100 years, would you use it?

- Yes No

12. If yes, please state a potential name for the website?

13. What colour do you think best represents Belfast's history over the last 100 years?

- | | |
|---------------------------------|---------------------------------|
| <input type="checkbox"/> Red | <input type="checkbox"/> Silver |
| <input type="checkbox"/> Blue | <input type="checkbox"/> Brown |
| <input type="checkbox"/> White | <input type="checkbox"/> Navy |
| <input type="checkbox"/> Black | <input type="checkbox"/> Gray |
| <input type="checkbox"/> Green | <input type="checkbox"/> Gold |
| <input type="checkbox"/> Orange | <input type="checkbox"/> Yellow |

14. What colour do you think best represents Belfast's history at the present time?

- | | |
|---------------------------------|---------------------------------|
| <input type="checkbox"/> Red | <input type="checkbox"/> Silver |
| <input type="checkbox"/> Blue | <input type="checkbox"/> Brown |
| <input type="checkbox"/> White | <input type="checkbox"/> Navy |
| <input type="checkbox"/> Black | <input type="checkbox"/> Gray |
| <input type="checkbox"/> Green | <input type="checkbox"/> Gold |
| <input type="checkbox"/> Orange | <input type="checkbox"/> Yellow |

15. Any other comments about a potential historical website about Belfast?

If you were a tourist to Belfast, please complete the following section:

16. How many times have you visited Belfast?

17. Did you enjoy your time in Belfast?

Yes No

18. What was the best and worst thing about your visit to Belfast?

19. What colour do you think best represents your visit to Belfast?

- | | |
|---------------------------------|---------------------------------|
| <input type="checkbox"/> Red | <input type="checkbox"/> Silver |
| <input type="checkbox"/> Blue | <input type="checkbox"/> Brown |
| <input type="checkbox"/> White | <input type="checkbox"/> Navy |
| <input type="checkbox"/> Black | <input type="checkbox"/> Gray |
| <input type="checkbox"/> Green | <input type="checkbox"/> Gold |
| <input type="checkbox"/> Orange | <input type="checkbox"/> Yellow |

20. Would you come back to Belfast for another visit?

Yes No

9.4 Questionnaire 2 - Screenshot

<http://FreeOnlineSurveys.com/rendersurvey.asp?sid=l2oqzim7v6zdu19252623>

The screenshot shows a web browser window displaying an online survey. The survey title is "Belfast History Website". Below the title, there is a section titled "My Major Project Lift Pitch:" followed by a paragraph of text describing the project. The survey consists of five questions:

- *1) Sex: Radio buttons for Male and Female.
- *2) Age Group: A dropdown menu.
- *3) Are you interested in Historical information about Belfast over the last 100 years?: A dropdown menu with "Please Select" as the current selection.
- *4) If yes, which of these Belfast related topics is of most interest?: A dropdown menu.
- *5) If yes, please state if there is anything else related to Belfast that is of interest to you.: A text input field.