

# Chuc-K

DE1224- Advanced Web Publishing

Adam Wilson

15013305

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# Project Introduction

Display the local wildlife, scenery and photographic hotspots in Cramlington, through a unified brand and online magazine. Aiming at encouraging people to view the beauty that is within Cramlington and the surrounding areas, as well as enticing beginner photographers to take advantage of the scenic shots. Awareness will be raised via social media links.

Watch a new short film th

Research

# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# The 37<sup>th</sup> Frame

<http://www.the37thframe.org/>

The 37<sup>th</sup> Frame – Celebrating the Best of Photojournalism  
Celebrating the Best of Photojournalism

Search

About The37thFrame Recommended Reading Submissions

NEWEST LINKS

Beer, Bait & Ammo by Michael Loyd Young (Burn Magazine)

FEATURED LINK

Target Audience- Enthusiastic Photographers

Number of Templates- Variety of templates, including Home and Content and About, Log in

Content Types- Articles, Images, Social Media

Social Media Elements- Links, Facebook,

# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

## Usability:

With the hover over images and simple clicks on the main page, the site matches the mental model of the user. The text that is one this page is rather small, therefore for those users who are visual impaired, the site does not really cater to their needs.

Overall, the site is very self evident. From the about page, there is a clear description of the overall aim and strategy. In terms of predictability, there is the usual behaviours on this site as you would expect. The scroll down on a page to see more information and the clicking of links to gather more information etc...

There is a clear structure of the site causing it to be efficient. However there are a few missing parts to it. There is not clear home page so some users may find it difficult to get back the home/main page.

## Aesthetics:

The site has a rather simple design to it, with the basic header at the top of the screen displaying some of the navigation on it.

There is some form of structure to it with the images being categorised under subheadings. A brief description is underneath these. However the relationship between these are rather rather bland giving the page no visual design to it.

The navigation menu bar is not rather clear and is in an un-usual position. By this, the navigation is normally either centred or towards the left hand side; not the right.

The overall style of the site as mentioned before is minimalistic and basic; leading towards "bland". In terms of the appropriateness, its styled to a way that presents the information on offer but could be put off by certain users.

## Interaction Quality:

When first accessed, the initial response of the site is very quick. A vertical scrolling is used throughout, a standard in many websites so users will be familiar with this. In terms of trustworthy, the content does not appear to be up to date. A lot of the information and images available to the users are from 2014.

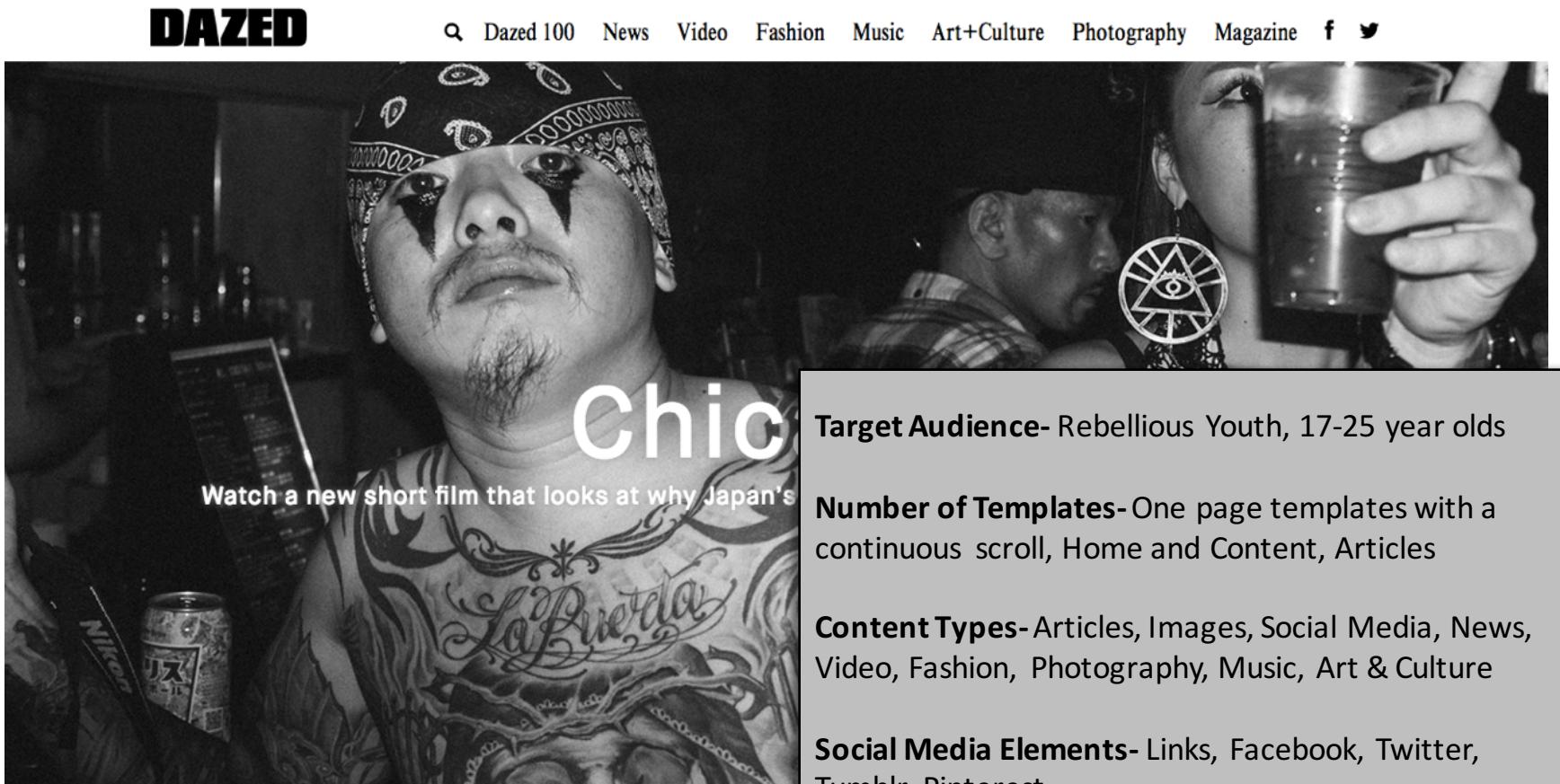
When interacting with the site, the experience was far from pleasurable. Some of the links did not work and I was unsure at times, as to where I need to go to find further information. Large images are used throughout so this did provoke me to look at more.

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# Dazed

<http://www.dazeddigital.com/>



**Target Audience-** Rebellious Youth, 17-25 year olds

**Number of Templates-** One page templates with a continuous scroll, Home and Content, Articles

**Content Types-** Articles, Images, Social Media, News, Video, Fashion, Photography, Music, Art & Culture

**Social Media Elements-** Links, Facebook, Twitter, Tumblr, Pinterest

# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

## Usability:

As soon as you get to the site, you can see that its made for humans by its set up. Floating navigation at the top with the scroll bar to the right hand side, users know how to work it.

All the text is very legible to read as the font size is not too small for people with bad eye sight. The navigation at the top allows the users to see what the site is for and what the content is on offer. However the about page that is available is on the footer of the page, which a lot of people will not notice.

The overall structure is concise and the site is very responsive allowing it to be efficient.

## Aesthetics:

The design of this site is rather bold but elegant at the same time. The way that it has been created makes a statement. From initial impressions, you get a sense of the site as a whole, giving it a distinctive feel to it.

In terms of the overall visual structure of the site, there is a clear structure to it. The main header is clear with a slideshow of images, and all the articles are in a card sort format with a brief descriptive text underneath.

There is nothing I can say bad about the aesthetics of this site. The only thing is that it will come down to everyone's personal taste. Some people may not like the overall style of it, but for me, I believe it works.

## Interaction Quality:

Upon accessing the site, my first impression were this is how you get interested in the users. The quick responsiveness of the site allows users to have acknowledgement that the site is responding to what they are accessing.

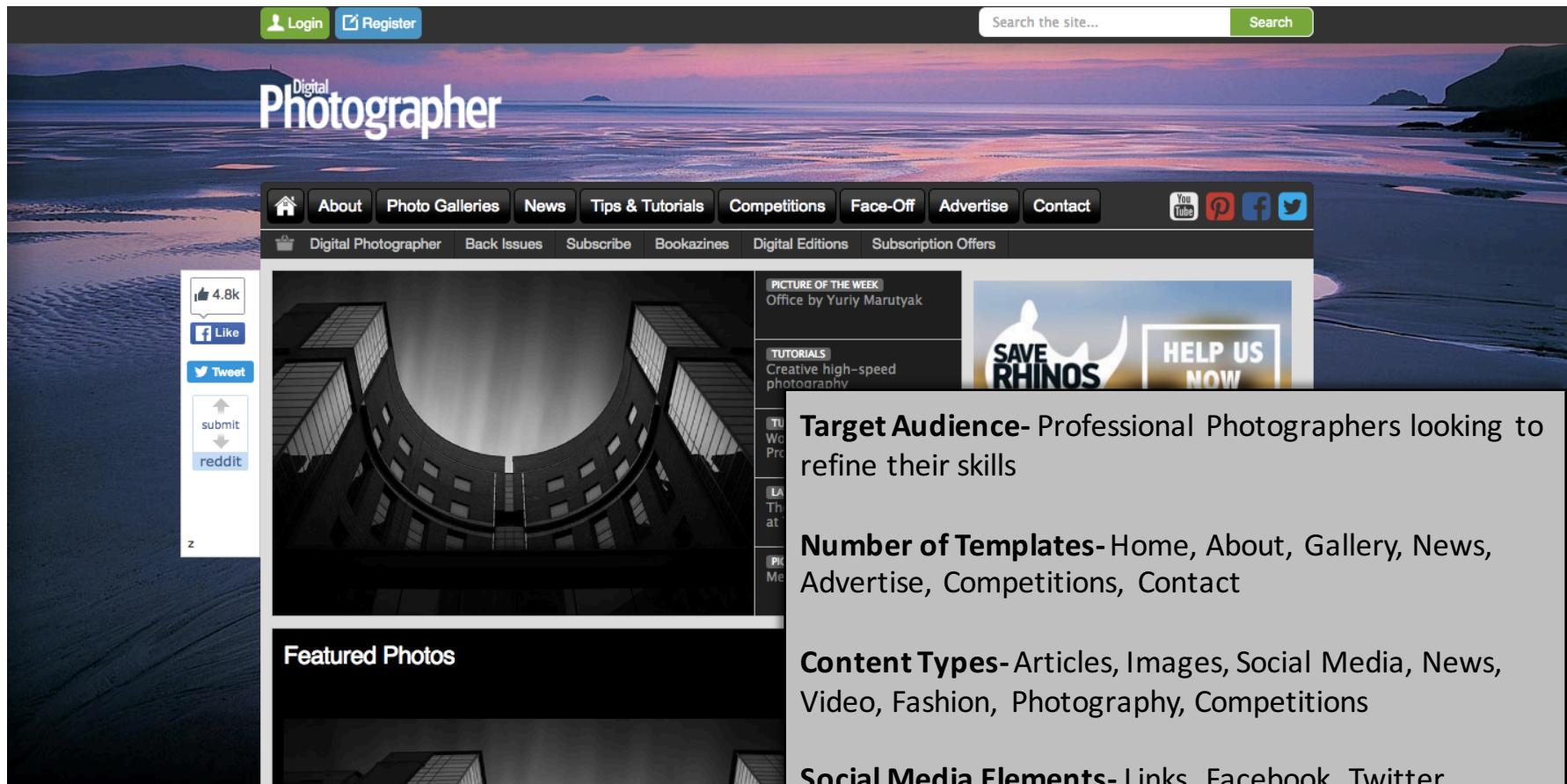
All the content is up to date everyday allowing the site to come across as trustworthy. Once I went through the site, the content on offer provoked me to dig further into the site. I made sure I looked at every page and exploring the features. The article layout tends to be the same but the variety of content and features available makes up for this little mis-hap.

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

# Digital Photographer

<http://www.dphotographer.co.uk/>



**Target Audience-** Professional Photographers looking to refine their skills

**Number of Templates-** Home, About, Gallery, News, Advertise, Competitions, Contact

**Content Types-** Articles, Images, Social Media, News, Video, Fashion, Photography, Competitions

**Social Media Elements-** Links, Facebook, Twitter, Youtube, Pinterest

# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

## Usability:

The overall use of changing hovers; change of text colour, background colour changes when hovering over, matches the mental models of the user. The standard centred, headed navigation is what most user are used to.

The overall site seems to be responsive and forgiving, with few errors. On the home page, when you hover over the “latest news” section, the images take a while to load so this may cause problems for some users.

All the text is rather clear on the site, and images are at the right size to portray the content that is on offer. This cause the site to be rather accessible.

A minimal template has been used throughout, making the site be self evident, since there is a lot of consistency.

## Aesthetics:

The design of the site is minimal and elegant, with the main focus on the site pages in the centre. The background image behind, helps break up the site, giving some form of clarity to it.

The use of the menu bar at the top, allows the articles and other pages to be grouped together in a sensible format. This gives the site some form of organisation as well as visual structure. The overall style can come across as basic and a bit strange. With the main pages being centred, there is a lot of empty space on the screen.

The site is flexible with its design. By this, I mean the movement of the window to make it smaller. The site corresponds to this and follows the movement, however only slightly.

## Interaction Quality:

When first accessed, the site seems to be somewhat responsive. When clicking on certain links and articles, the site does respond quickly. However, certain elements take time to respond, leaving the user to wait for it to do so.

New content is added everyday, causing the site to be reliable, up to date and trustworthy.

When looking through the site, I found the competitions page to be interesting. There's a number of things that the user can win if they enter into certain things; which could be used within my site.

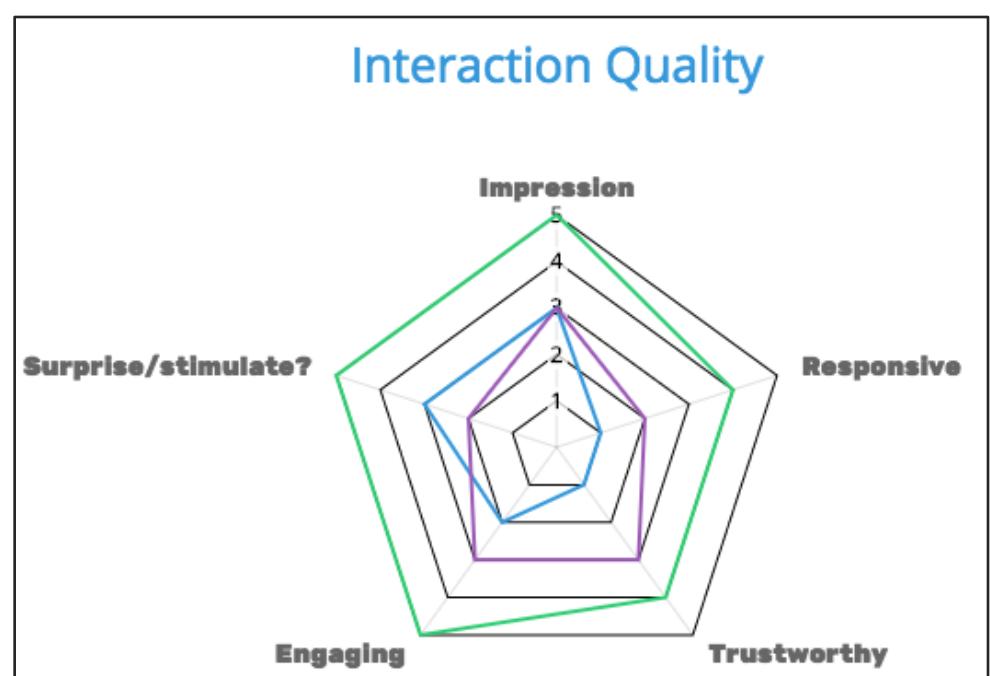
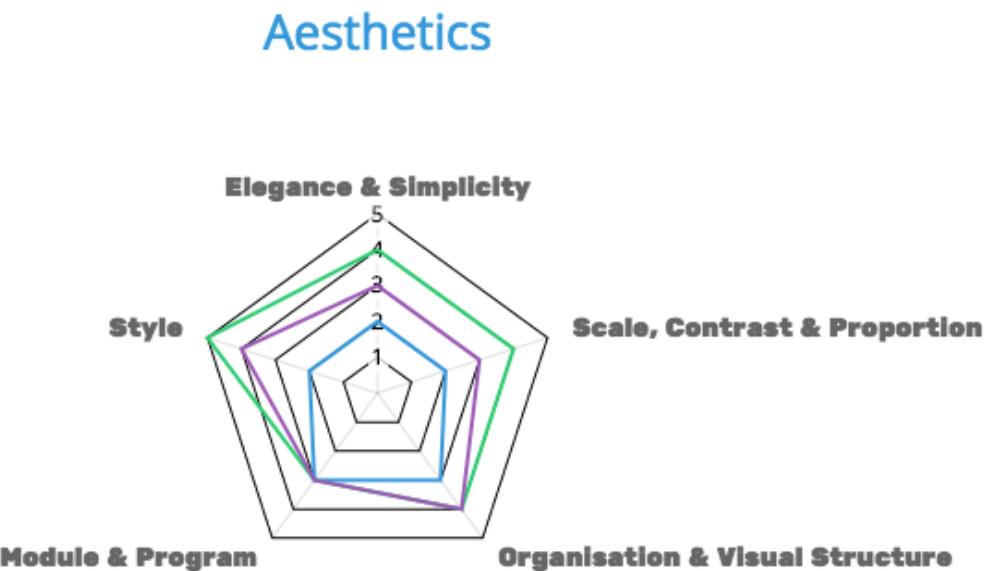
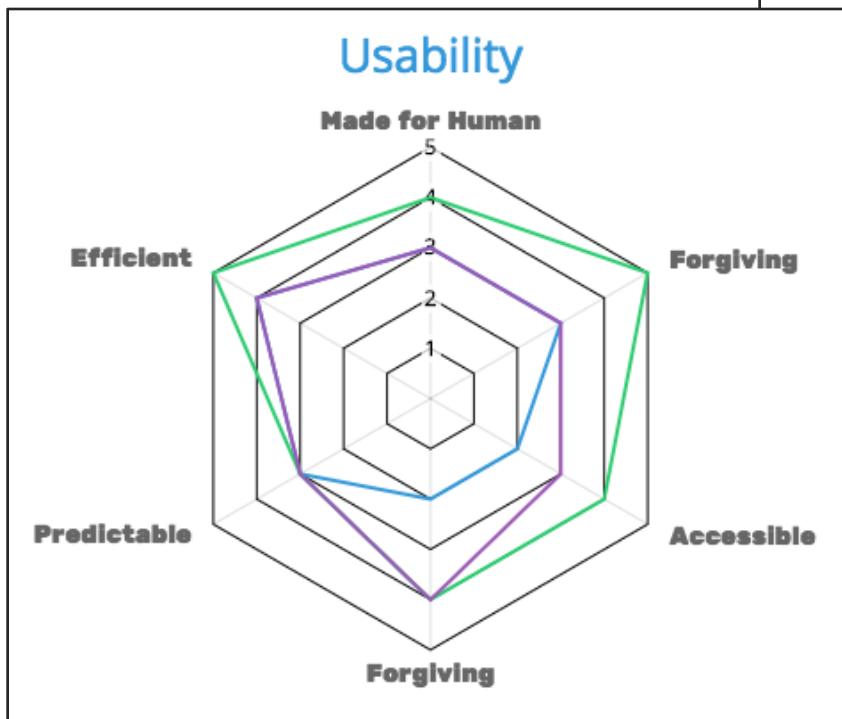
## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

# Radar Charts

□ The 37th Frame     □ Dazed

□ Digital Photographer



## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

# Magazine Features

The use of an animated slideshow at the top of the home page is effective and allows the readers to see the latest headlines. Sticky note card layout helps the overall design seem more simple but yet pleasing.

<http://illusion.scene360.com/>

Floating navigation with is fixed at the top of the page but moves when you scroll down the page. Main feature article displayed first to show the most important content first. Good use of slideshows to break down the main pages.

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

Standard grid layout is very effective in displaying all the important information by using large images and brief text. Strong placement for the logo and social media links.

<http://www.howdesign.com/>

The screenshot shows the homepage of the 'illusion' magazine website. At the top, there is a large, vibrant image of a multi-layered cake with colorful frosting and sprinkles. Overlaid on the cake is the word 'illusion' in a large, white, stylized font. Below the main image, there is a sticky note card layout featuring a black box with white text that reads 'THE FUTURE IS NOW: AMAZINGLY COMPLEX 3D ART'. The main navigation bar is labeled 'ICON' and includes links for ARCHITECTURE, DESIGN, OPINION, DIARY, PRODUCTS, MAGAZINE, SUBSCRIBE, and NEWSLETTER. On the right side, there is a sidebar with a section titled 'Editor's choice' featuring three articles with small thumbnail images and titles. Below the sidebar, there is a large 'HOW' logo, followed by a news section with various articles and a search bar. The bottom of the page features a grid of smaller images and sections like 'DESIGN NEWS' and 'DESIGN CAREER'.

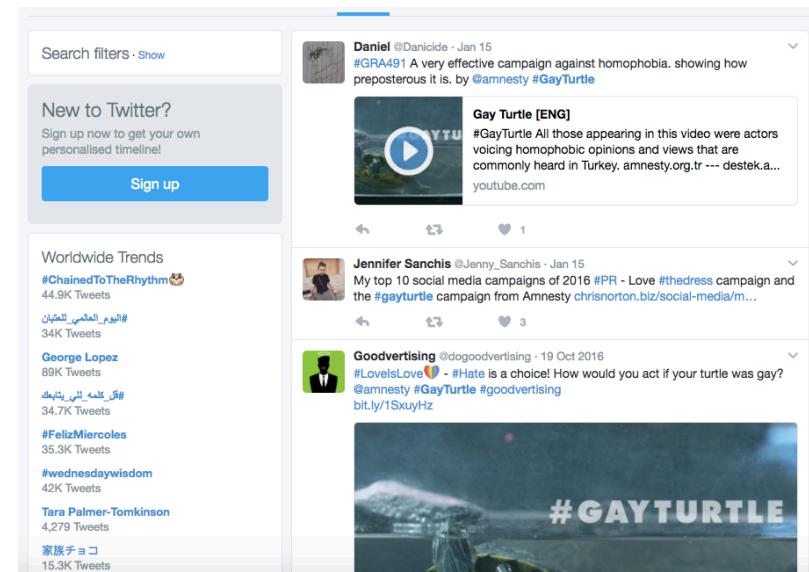
# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

# Social Media Campaigns

## #Gayturtle

This is a social media campaign using the hashtag #gayturtle raising awareness of homophobia in Turkey. Customer's seemed to quickly bond with the turtle, but their feelings changed once the shop owner said the turtle was gay. The absurdity of people's reactions is what makes this campaign memorable, as we live in a culture where homophobia isn't a nation serious matter. Because of this, this hashtag was trending on Twitter in April 2016 and people are still tweeting about the campaign now.



## Revere Range Rover

This is a campaign done by an auto design and customise company. The campaign was to spray paint one of their brand new Range Rovers with red paint and leave it outside Harrods in London. The car had things like 'cheater' and 'hope you were worth it' sprayed on the car. I like this campaign because although they didn't actually use any social media in the making of the campaign, photo's were shared all over the internet on the likes of Twitter, Facebook, Instagram and news websites. People thought it was a woman who had done it to her husband/boyfriend's car, but it was all a stunt. Really good use of real-world people targeting and getting a huge response very quickly.



## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# Research Summary

From my research, I found that in order to make my online magazine different from others is to include a range of different features. Animations would be a good starting point as this would make the site have some novelty to it and allow the user to be a bit more interested. Using a range of large and small images with brief descriptions next to these appeal more to readers, than the standard same sized images. Using a social media campaign to enhance the popularity and awareness of the site would be beneficial. These social campaigns tend to get the users involved in order to create excitement. From this, having a form of competitions incorporated would increase this excitement.



Target Audience

# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

**Chloe Macalister**



Age: 19

In a relationship

Photography Student

Chloe lives in Cramlington with her parents and older brother. She has always enjoyed taking photographs ever since she was a young girl, which led to her to pursue a career in photography. Chloe looks for new places to take scenic shots as well as wildlife and flowers.

Being only 19, Chloe uses the internet a lot and tends to look for magazines or information on the best places to go for new shots. She goes to the site and notices the link to the shot hotspot page. This shows her the best places to go around Cramlington, stating where she can take landscape, wildlife and scenic shots. She notices on the magazine, that if she shares one of her photos on Instagram using the #photocram, she has the chance to win the competition which will display her shot on the website.

**James Taylor**

Age: 28



Partnered with 1 child

Studio Owner

James lives in Cramlington with his partner and their 5 year old son. After leaving his job in hospitality, James set up his own Photography Studio based from his home. He needs to find the best places to buy his equipment from.

James is always online promoting his business and looking at the competition. He stumbles across the magazine via a shared link on Facebook and begins to look at the articles. He notices an article on the latest equipment which is reasonably priced. From the article, there is a link straight to the company and all the reviews, leading him to buy it.

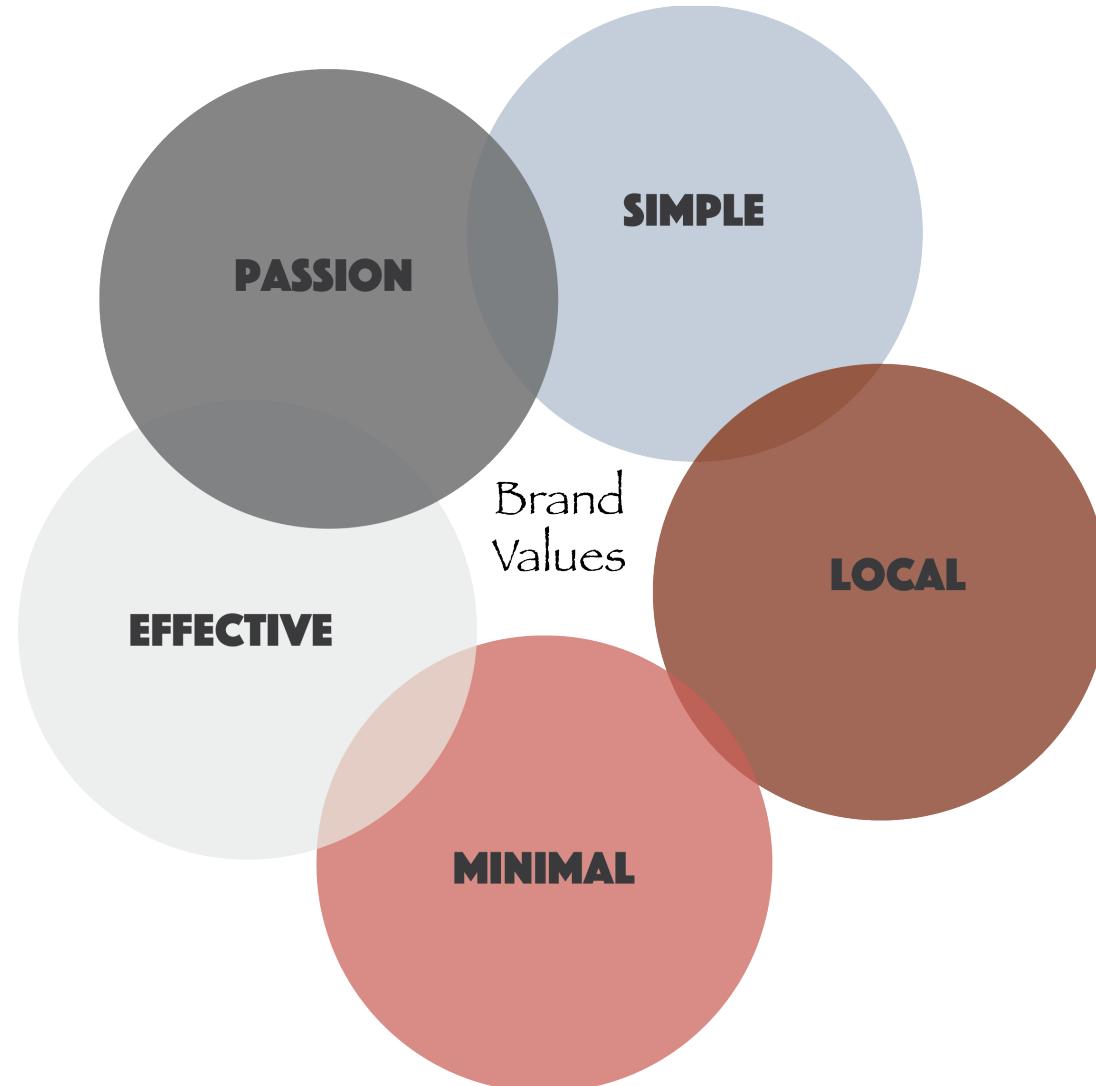
ADVANTAGE  
MARKET VIETNAM CUSTOMER  
TARGET-PERSONA

Branding  
Development

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# Brand Values



## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

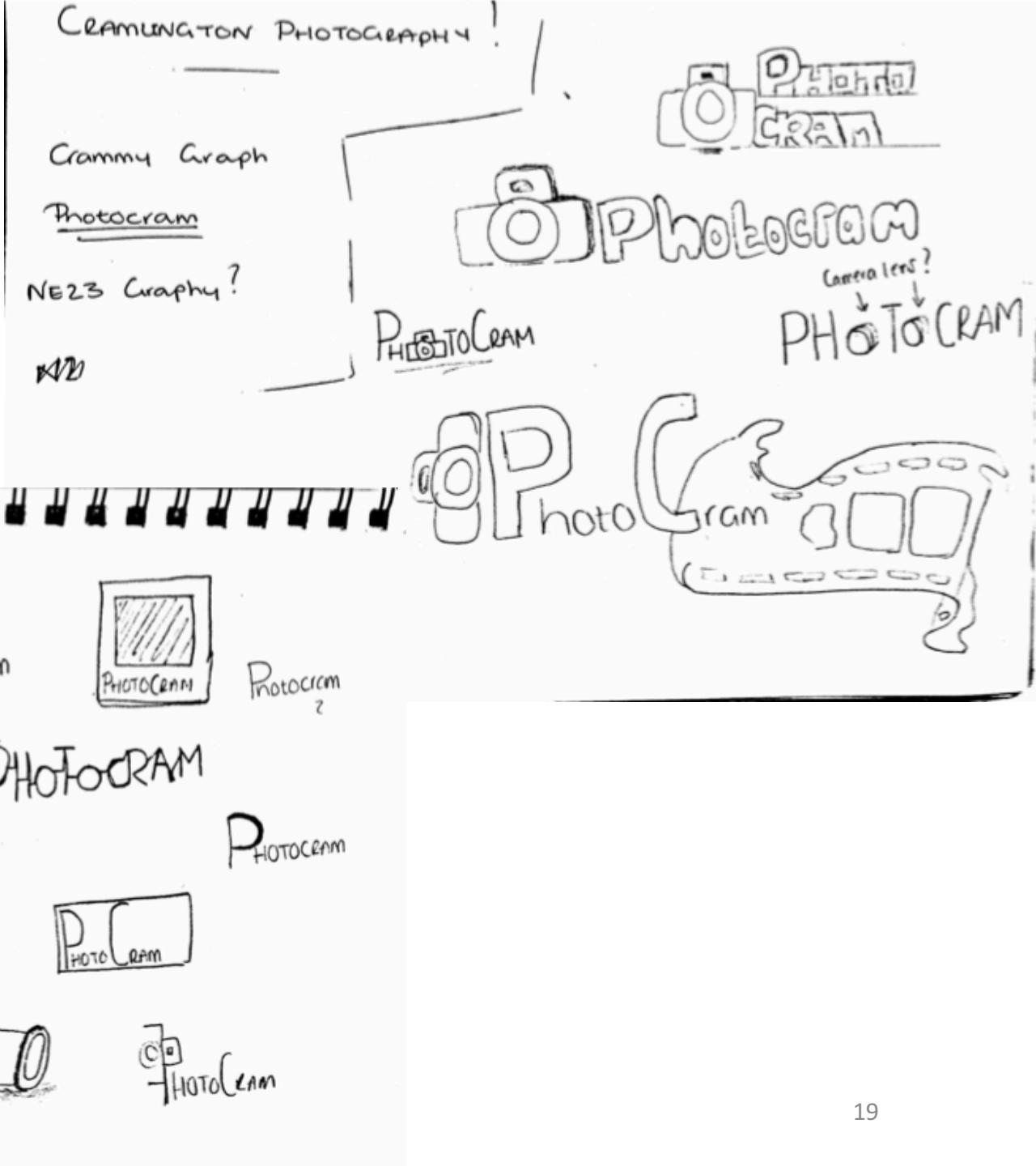
# Logo Development

To make a start, I needed to think of a name for the online magazine. I came up with a few different names which were either literal, experimental, obscure, made-up or misspelt. The two that are in red, were the ones which I favoured.

Literal	Experimental	Obscure	Made-up	Misspelt
Cramlington Photography	Flashlight	Visual Scape	Chuckchu	Snapz
Photography in Cramlington	Snapcram	Portrait		Photographie
North East Photo	Snap			Cramed
	Photocram			
	Snapshot			

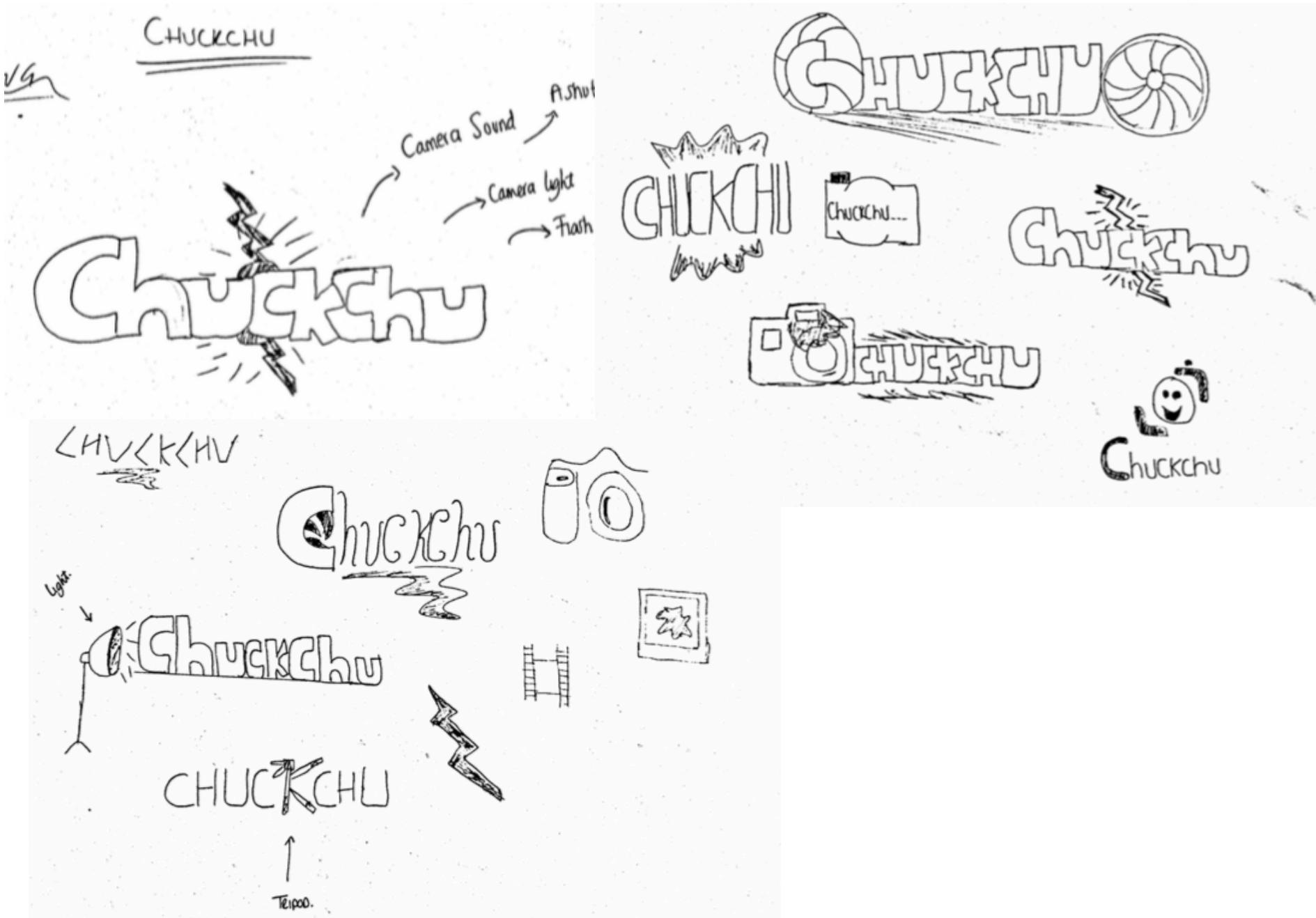
## Contents

# Sketching



# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108



## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108



# CHUCKCHU

# CHUCKCHU



# Chuckchu



## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108



# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

The Logo has been created to suit the needs of the brand that I want to portray throughout the site. The logo is simplistic yet effective as well as showing the relevance to the content the site has to offer. The un-usual name allows the site to be different from the competitors



Pronounced quickly – (Chuck-choo)

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

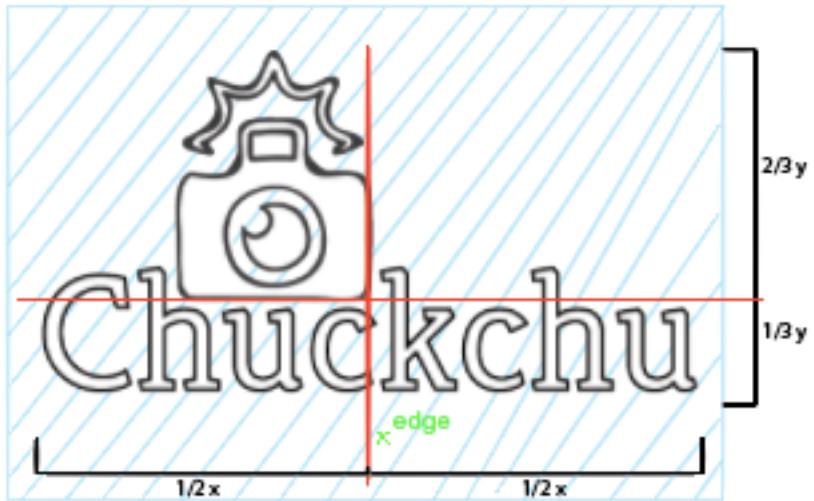
# Using the Logo

The primary logo is to be used the most often, if not all the time. When it comes to using this logo, the following specifications need to be met. The icon needs to be placed between the 'h' and 'k' of the site's name; as shown.

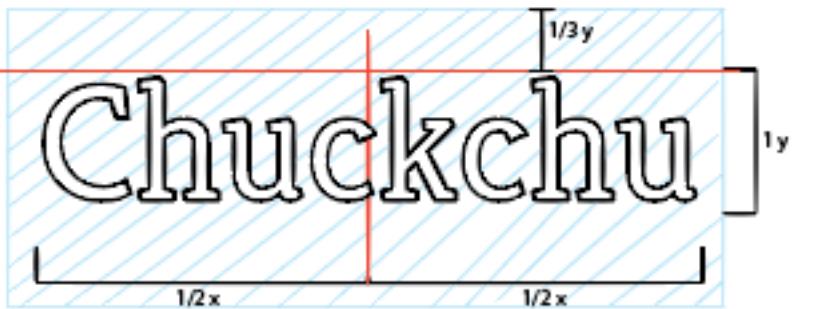
The secondary logo is to be used only on the main home page of the site. The text must remain the same and no alterations should be made to it.

Do not use the logo outside the specifications as this would effect the appearance the brand is trying to achieve. Changing the text, the icon placement and angle/stretching of the logo are all forbidden.

Primary Logo



Secondary Logo



## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

The logo can be used on a plain white background or on a coloured one.

The only change in terms of colour is the logo can be coloured to a light grey. (#939598)



## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# Design Decisions

After doing some user testing on the logo, I was able to get an idea on how people would address it.

“When I first saw it, I thought it said chicken”

“I like the overall style and idea of it, but I am not hugely impressed by the name”

These were just a couple of the ‘negative’ statements I got, so I decided to re-iterate the logo in order to finalise it.

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

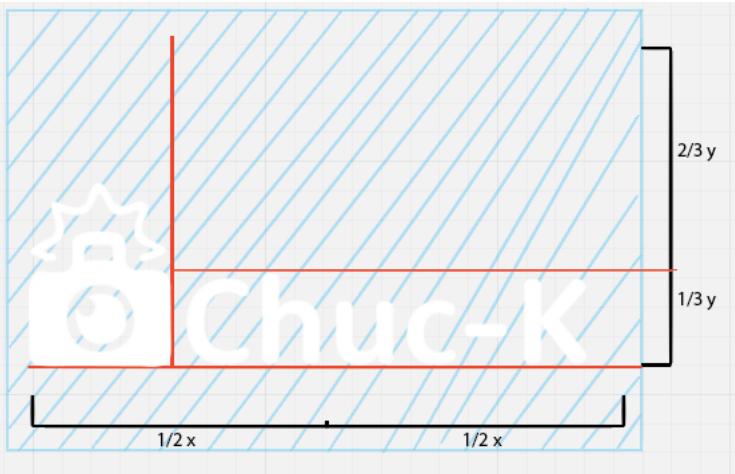


For the changed, I decided to remove the black outline and just have the full logo as white. I decided to change the name so that it sounds more like a camera sound. The icon and the text are now in line and are more in flow with other which will benefit the site.

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

## Primary Logo



# Using the Logo

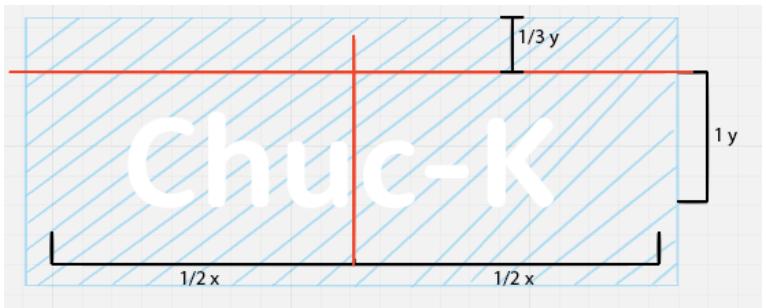
The primary logo is to be used the most often, if not all the time. When it comes to using this logo, the following specifications need to be met. The icon needs to be placed inline with the text.

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## Secondary Logo



## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

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# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

# Colour scheme

When it comes to the colour scheme, I only want to have a few colours throughout. I want to contrast the main colours that are used in the main images that I will be incorporating into the site. These will help in creating a brand to which the users will be able to relate too.

To make my site different from the competitors, I will apply a duotone to some of the images that will be featured within the site.



#acbdd0

RGB- 172, 189, 208

CMYK- 32, 18, 11, 0

#d6504f

RGB- 135, 32, 0

CMYK- 31, 87, 100, 37

#ffffff

RGB- 255, 255, 255

CMYK- 17, 15, 64, 3

#000000

RGB- 0, 0, 0

CMYK- 0, 0, 0, 0

CMYK- 75, 68, 67, 90

#000000

RGB- 0, 0, 0

CMYK- 0, 0, 0, 0

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

# Typeface

The two different typefaces that will be used are “Kreon” and “Source Sans Pro”

These are rather modern and fresh typefaces to use so will help in portraying the brand throughout the site.

These fonts will be used in a variety of ways to allow for universal use.

## KREON

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

The quick brown fox jumps over the lazy dog

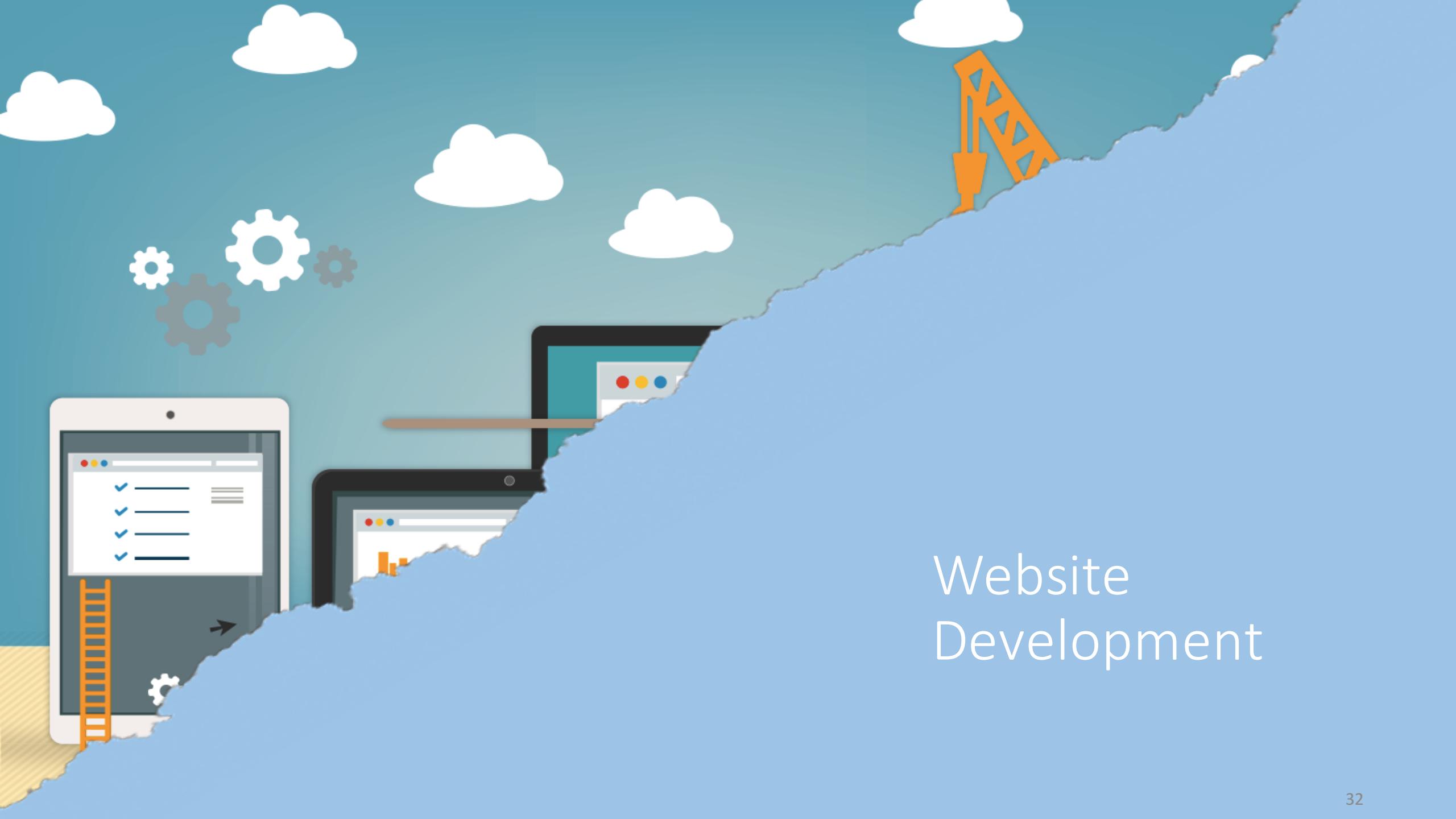
## Source Sans Pro

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

The quick brown fox jumps over the lazy dog



# Website Development

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# Goals

To create a professional yet successful online magazine, the website must bring together the target audience through the displays of the wildlife, scenic and informative photographs.

- The site must be accessible and responsive on a variety of platforms
- The online magazine must encourage individuals to visit the beauty landscapes located throughout the North East
- Use the most of social media sites to help with promotion and gain interest

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# Card Sorting



I furthered my research by doing a card sorting task with different participants. With a number of different headers and content, i asked the users to sort them into the groups they thought felt best. The most popular categories that came up were Hidden Gems, Equipment, Gallery, Latest Issue and Featured Article. Once this was finished i decided that the main categories of the site would be the following.

**Home, Latest Issue, Hidden Gems, Equipment, Gallery, Get Involved, About, Contact.**

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

# Functions & Content

Responsive  
Clear Navigation  
Search Bar  
Large Imagery  
Articles  
Contact Info  
About  
Latest Issues  
Social Media Links  
Posts/Share buttons

## General Content:

- Contact
- Facebook
- Twitter
- Instagram
- Trending
- Latest
- Share
- About
- Local Shots
- Comments
- Local Stores
- Images

## Equipment:

- Reviews
- Images
- Stores
- Link to stores
- Prices
- Offers
- New/up and coming
- Comments
- Locations
- Map
- Trending

## Campaigns:

- Competitions
  - How to enter
  - Details
  - Latest Winners
- Social Media
  - Facebook
  - Instagram
  - Links
  - Reviews
  - Winners
  - Links to sections

## Hidden Gems:

- Secret Escapes
- Gallery
- Link to the places
- Hotshots
- Content about the places
- Map
- Comments
- Reviews

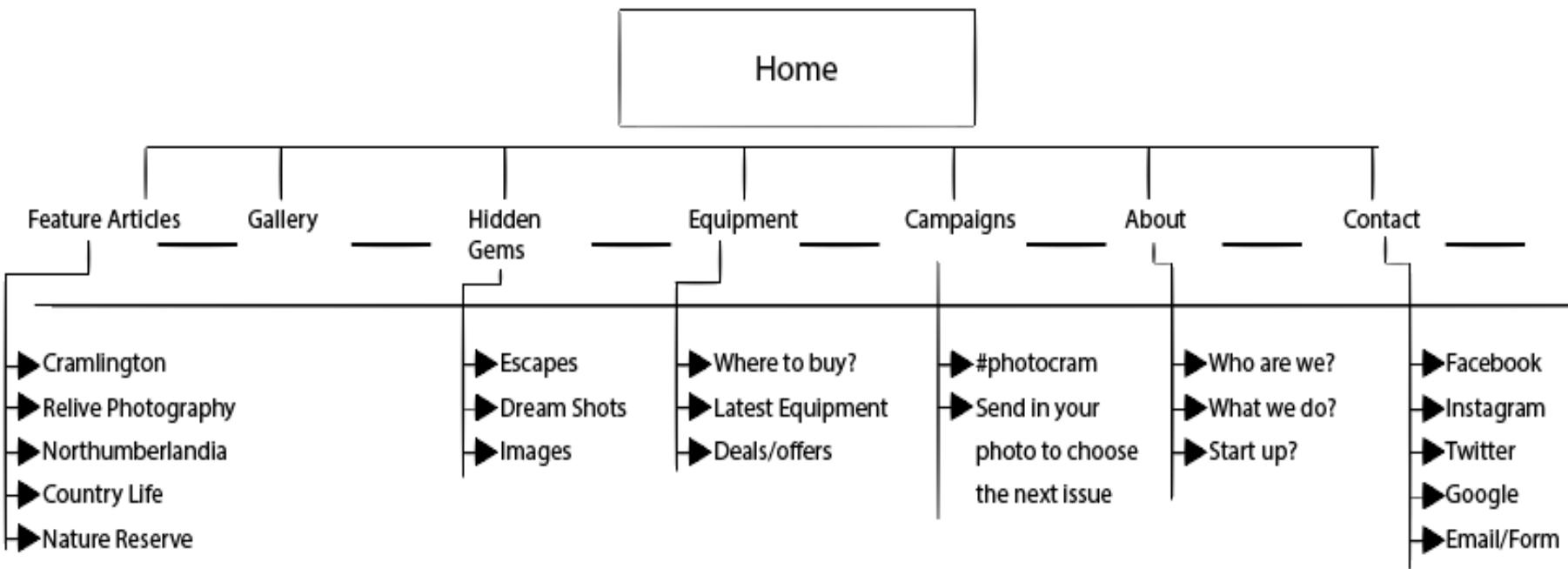
## Feature Article:

- Interview
  - Relive Photography
- Local Photography
- Hotspots
  - Northumberlandia
  - Nature Reserves
- Images
- Videos
- Link to pages

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# Site Map



## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

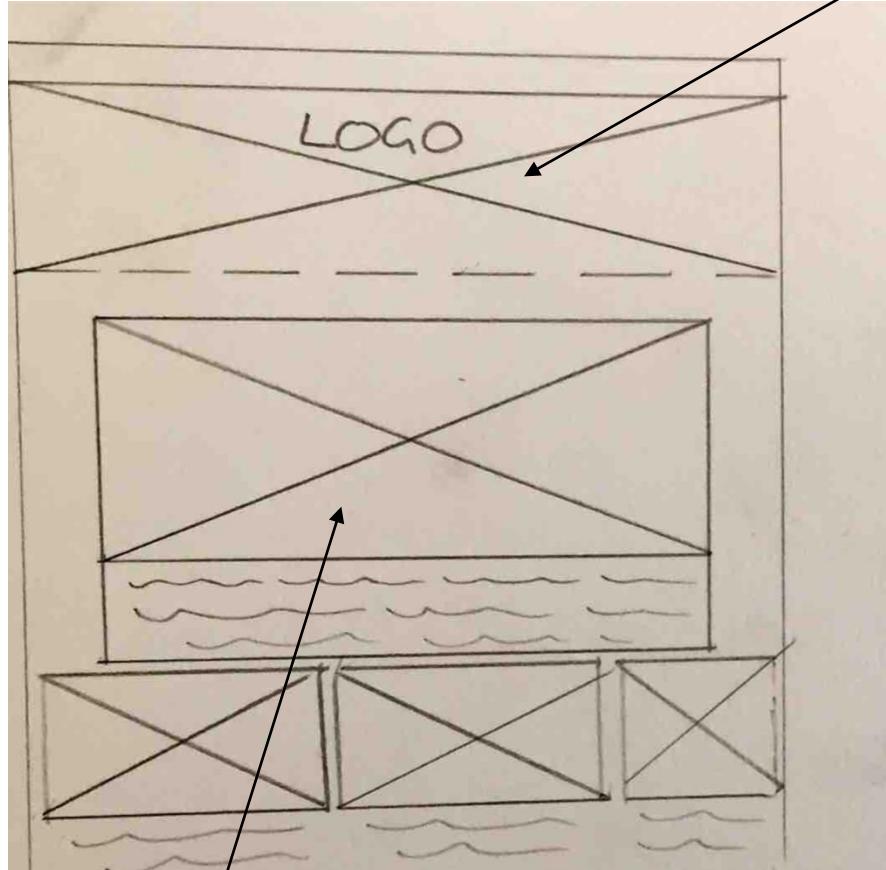
# Wireframe Development

Before I made a start on the creation of the website, I created some wireframes mock-ups to get an understanding to how I wanted the home page to look and an example of a landing page.

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

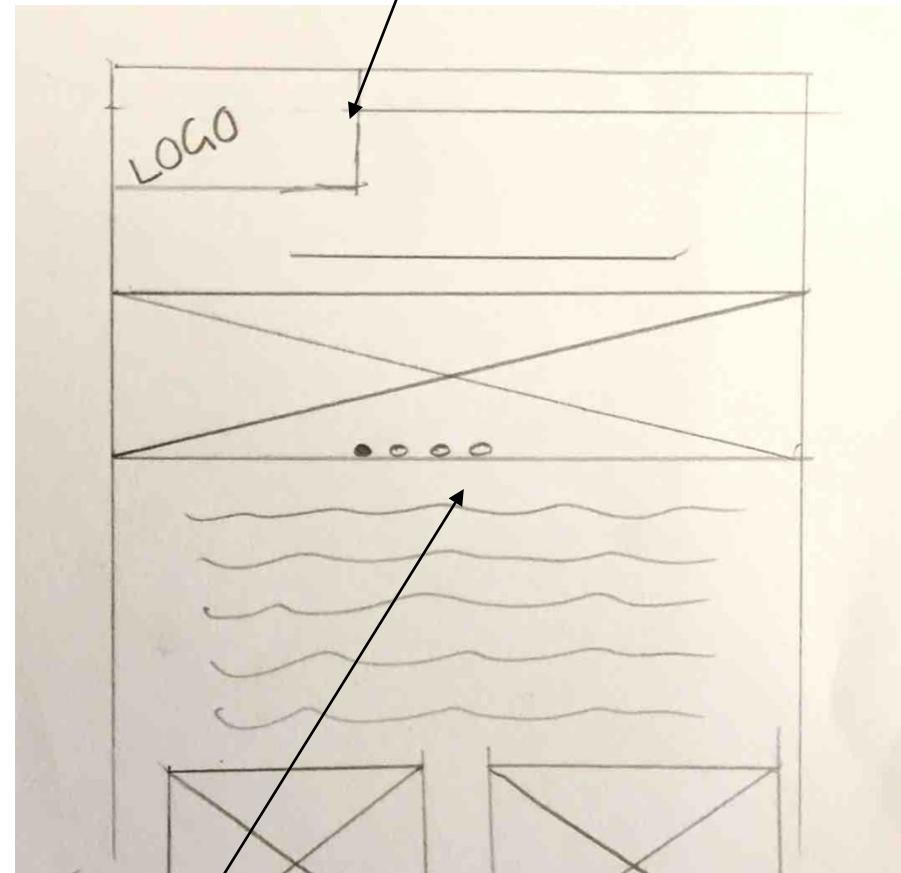
## Concept 1



Main article is larger than the other posts.  
Brief text underneath with a brief description.

Main slider image showing the logo and the navigation.

Static logo and header with navigation on a content page.



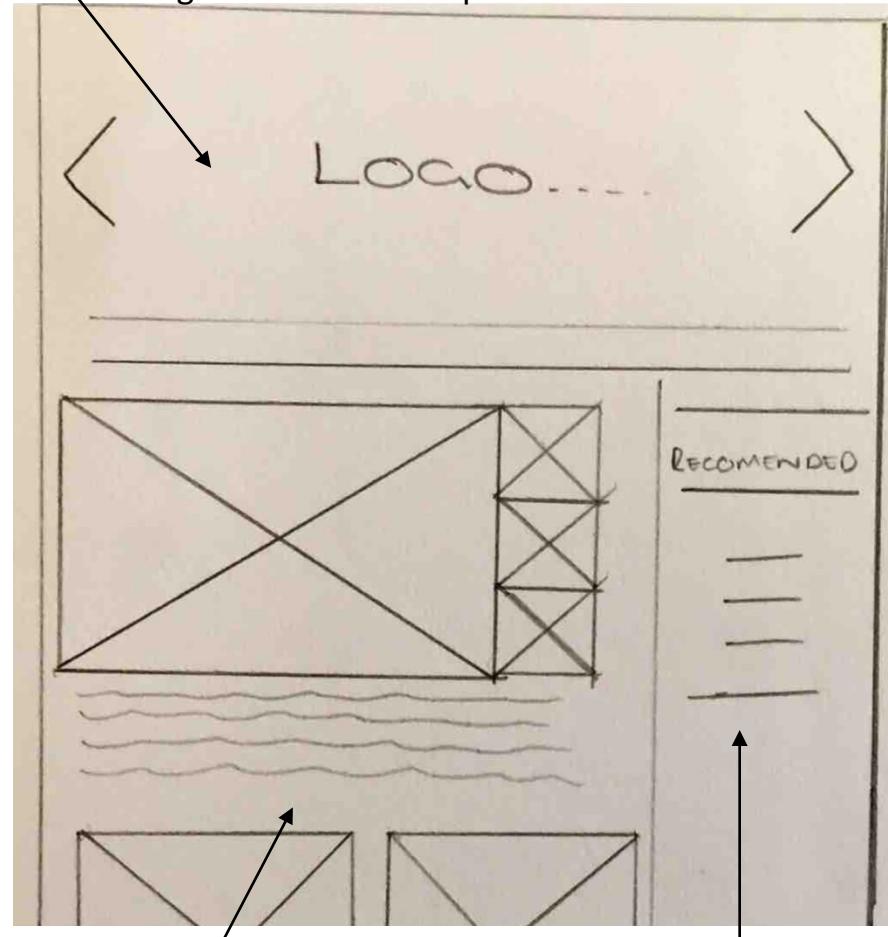
Article Name with slider image and text.

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

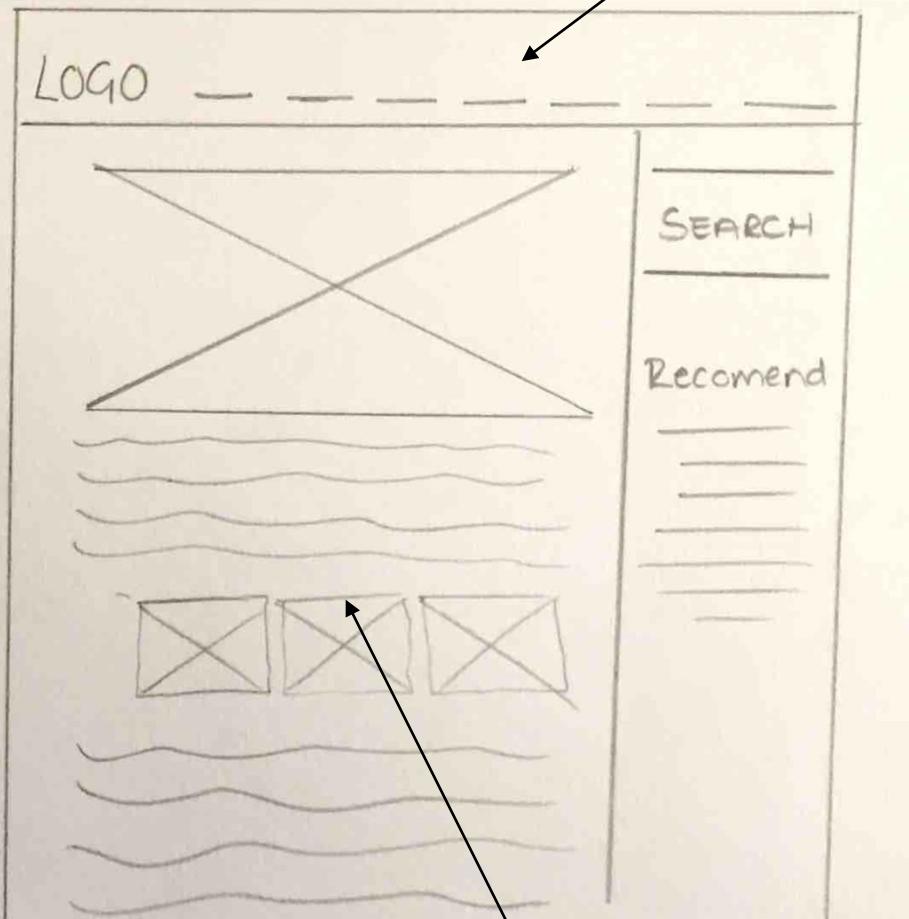
## Concept 2

Slider showing images related to the articles on the site. Logo will take centre place.



Posts showing what content is on offer

Side menu bar with quick access to most popular pages



Article page with relevant image to break up the text. Large images to draw in the reader.

Sticky navigation menu and the logo

# Contents

## Project Introduction

### Research

*The 37<sup>th</sup> Frame*

*Dazed*

*Digital Photographer*

*Radar Charts*

*Magazine Features*

*Social Media Campaigns*

*Research Summary*

### Target Audience

### Branding Development

*Brand Values*

*Logo Development*

*Design Decisions*

*Using the Logo*

*Colour Scheme*

*Typeface*

### Website Development

*Card Sorting & Content*

*Wireframe Development*

*Content*

*Hosting & Development*

### Social Media

*#NEGems*

*Facebook*

*Instagram*

*Twitter*

### Platform Testing

*Desktop*

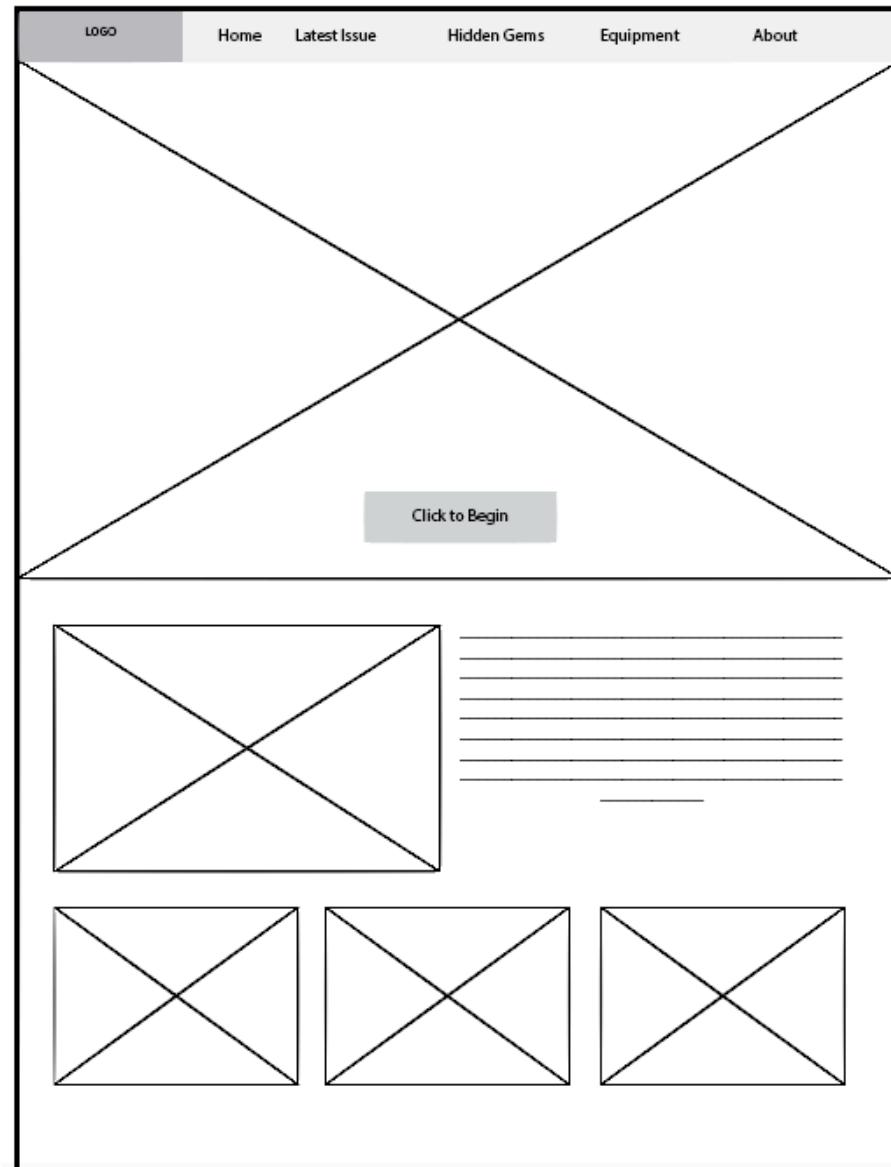
*Tablet*

*Mobile*

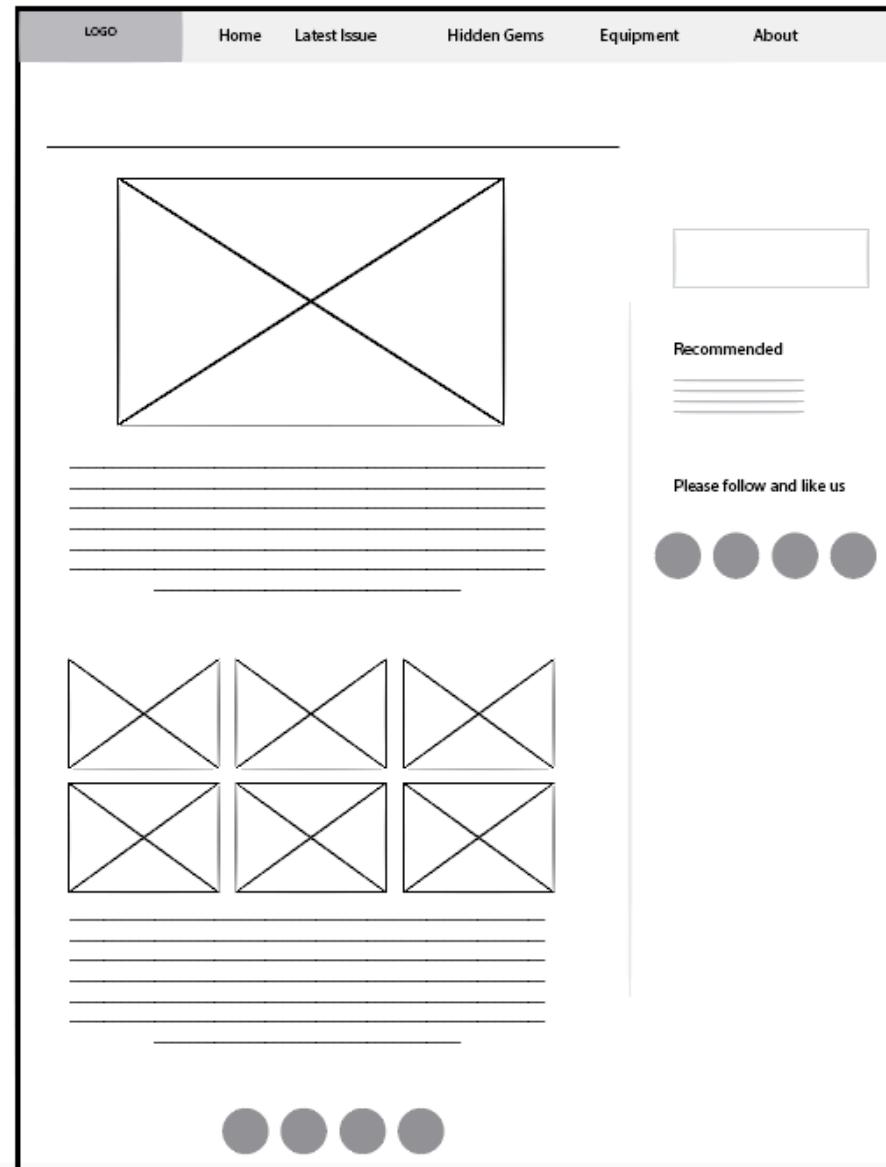
### Final Magazine

### Evaluation

# Final Wireframe



Home Page



Article Page

# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

# Colour Mockup

CHUC-K

Home Relive Photography About Contact

Chuc-K

North East Photography

Click to begin

RELIVE PHOTOGRAPHY

CAKE SMASH - BABY BUMPS - BIRTHDAYS - WEDDINGS

LOREM IPSUM DOLOR SIT AMET, QUI EU ELIT AFFERT DEFINIEBAS, CU MOVENT EIRMOD VIS, MEI JUSTO PHAE DRUM TINCIDUNT EX. AN BRUTE ACCUSAM ELECTRAM MEL, FACILIS EFFICIENTUR VIX EX. NOVUM MALORUM SIGNIFERUMQUE AD PRI, UT VEL HARUM CETEROS PERFECTO, CUM EX VENIAM COMMUNE ACCUMSAN. EI EAM DECORE FEUGAIT COTIDIEQUE, UT CUM OMNIBUS OMITMANT APPELLANTUR. EX AUTEM VOCENT ERIPUIT HIS. NOSTRUM INCORRUPTE VIM NE, QUI CU POPULO ELECTRAM ACCUSAMUS. EX AUTEM VOCENT ERIPUIT HIS. NOSTRUM INCORRUPTE VIM NE, QUI CU POPULO ELECTRAM ACCUSAMUS.

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CHUCKCHU

Home Relive Photography About Contact

Relive Photography

Adam Wilson  
16/03/2007

RELIVE PHOTOGRAPHY

CAKE SMASH - BABY BUMPS - BIRTHDAYS - WEDDINGS

SEARCH

Search ..

ABOUT THIS SITE

LOREM IPSUM DOLOR SIT AMET, QUI EU ELIT AFFERT DEFINIEBAS, CU MOVENT EIRMOD VIS, MEI JUSTO PHAE DRUM TINCIDUNT EX. AN BRUTE ACCUSAM ELECTRAM MEL, FACILIS EFFICIENTUR VIX EX. NOVUM MALORUM SIGNIFERUMQUE AD PRI, UT VEL HARUM CETEROS PERFECTO, CUM EX VENIAM COMMUNE ACCUMSAN. EI EAM DECORE FEUGAIT COTIDIEQUE, UT CUM OMNIBUS OMITMANT APPELLANTUR. EX AUTEM VOCENT ERIPUIT HIS. NOSTRUM INCORRUPTE VIM NE, QUI CU POPULO ELECTRAM ACCUSAMUS. EX AUTEM VOCENT ERIPUIT HIS. NOSTRUM INCORRUPTE VIM NE, QUI CU POPULO ELECTRAM ACCUSAMUS.

LOREM IPSUM DOLOR SIT AMET, QUI EU ELIT AFFERT DEFINIEBAS, CU MOVENT EIRMOD VIS, MEI JUSTO PHAE DRUM TINCIDUNT EX. AN BRUTE ACCUSAM ELECTRAM MEL, FACILIS EFFICIENTUR VIX EX. NOVUM MALORUM SIGNIFERUMQUE AD PRI, UT VEL HARUM CETEROS PERFECTO, CUM EX VENIAM COMMUNE ACCUMSAN. EI EAM DECORE FEUGAIT COTIDIEQUE, UT CUM OMNIBUS OMITMANT APPELLANTUR. EX AUTEM VOCENT ERIPUIT HIS. NOSTRUM INCORRUPTE VIM NE, QUI CU POPULO ELECTRAM ACCUSAMUS. EX AUTEM VOCENT ERIPUIT HIS. NOSTRUM INCORRUPTE VIM NE, QUI CU POPULO ELECTRAM ACCUSAMUS.

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f t i p

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# Choosing the content

With the site being based around the North East, I was going to have a “this weeks issue’ based around Cramlington. I decided that I was going to interview the owner of a small photography studio based in Cramlington. The interview was will Paul Chirnside, who is the owner of Relive Photography. With him only recently starting up, he is hoping to get the studio out there and help promote what Relive is all about.

The questions that I asked Paul were;

1. What was the reason to why you set up Relive Photography?
2. What photography styles do you tend to focus on?
3. Do you have any goals?
4. Why did you decide to set up in Cramlington?
5. What are the future plans for you and Relive?

The other content will be based around photography and the best places to go around the North East area. I will incorporate some of the images that I have took from some of the locations that I have been too.



# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

These are the places I sourced other content from:

Northumberlandia- <http://www.bbc.co.uk/news/uk-england-tyne-19396755>

Hidden Gems- <https://www.youtube.com/watch?v=wO2vlYulhB8>

Whats Hot- <http://news.dphotographer.co.uk/news/canon-eos-m6-announced/>

Canon on the rise? - <http://news.dphotographer.co.uk/news/canon-introduce-two-dslrs/>

Shot Hotspot- <http://www.shothotspot.com/>

Images:

Tyne Bridge- <http://newcastlephotos.blogspot.co.uk/2005/12/tyne-bridge.html>

Bamburgh Beach- <http://www.thejournal.co.uk/news/north-east-news/bamburgh-castle-voted-top-10-4393265>

Routhing Linn-  
<file:///Volumes/ADAM%20UNI/UNI%20WORK/IMD%20Y2%20S2/Advanced%20Web%20Publishing/Article%20Images/Hidden%20Gems/Routhing%20Linn%203%20%20OnceUponATyne%20Graeme%20%20Flickr.html>

North York Moors- <https://www.google.co.uk/maps/place/North+York+Moors+National+Park>

Berwick Bridge- <http://community.dur.ac.uk/paul.hodgkinson/wordpress/index.php/2008/05/berwick-upon-tweed/>

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# Web Hosting and Domain

To make a start, I had to buy the hosting and domain. After looking at a few site, I decided to buy my hosting through 123 Reg. The offer was very good for the price and I got 2 free domain names with it.

The screenshot shows a web browser window for 123 Reg. At the top, there's a navigation bar with tabs labeled 1, 2, 3, and Reg. Below the tabs, there are buttons for BASKET (1), EXTRAS (2), CHECKOUT (3), and SUCCESS (4). The main content area has a heading "Secure card verification". It explains that 123-reg takes credit card fraud very seriously and works with banks to honour Verified by VISA and MasterCard SecureCode. There are sections for "What is this?", "How does it work?", and "Order summary". The "Order summary" section details a purchase of a Linux Business plan for 1 year at £12.00 and a domain name adamgwilson.com for £11.99. It also shows VAT @20% and an ORDER TOTAL of £28.79.

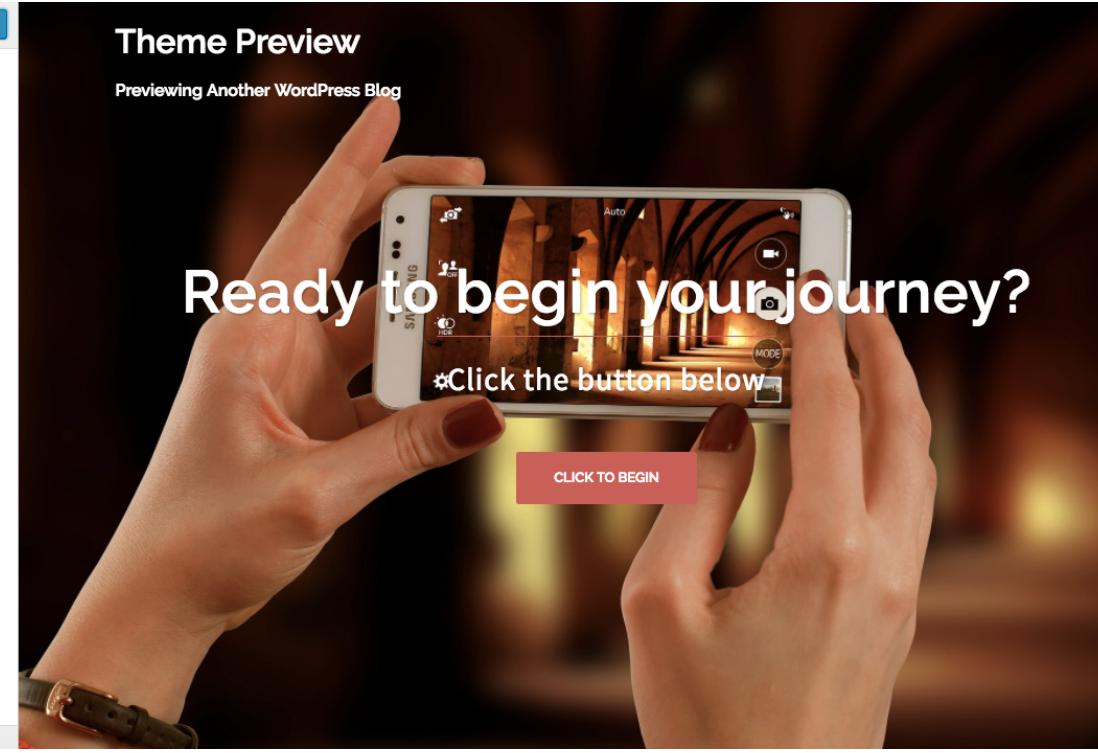
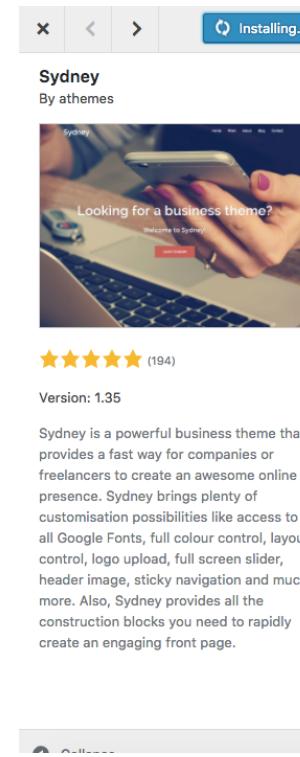
## Processing your payment

Please do not click the refresh button.

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

# Word Press Theme & Child Theme



Once I had paid for the hosting and domain name, I had to set up my Wordpress account and choose a theme. After looking over a few alternatives, the theme I decided to go with was called 'Sydney'.

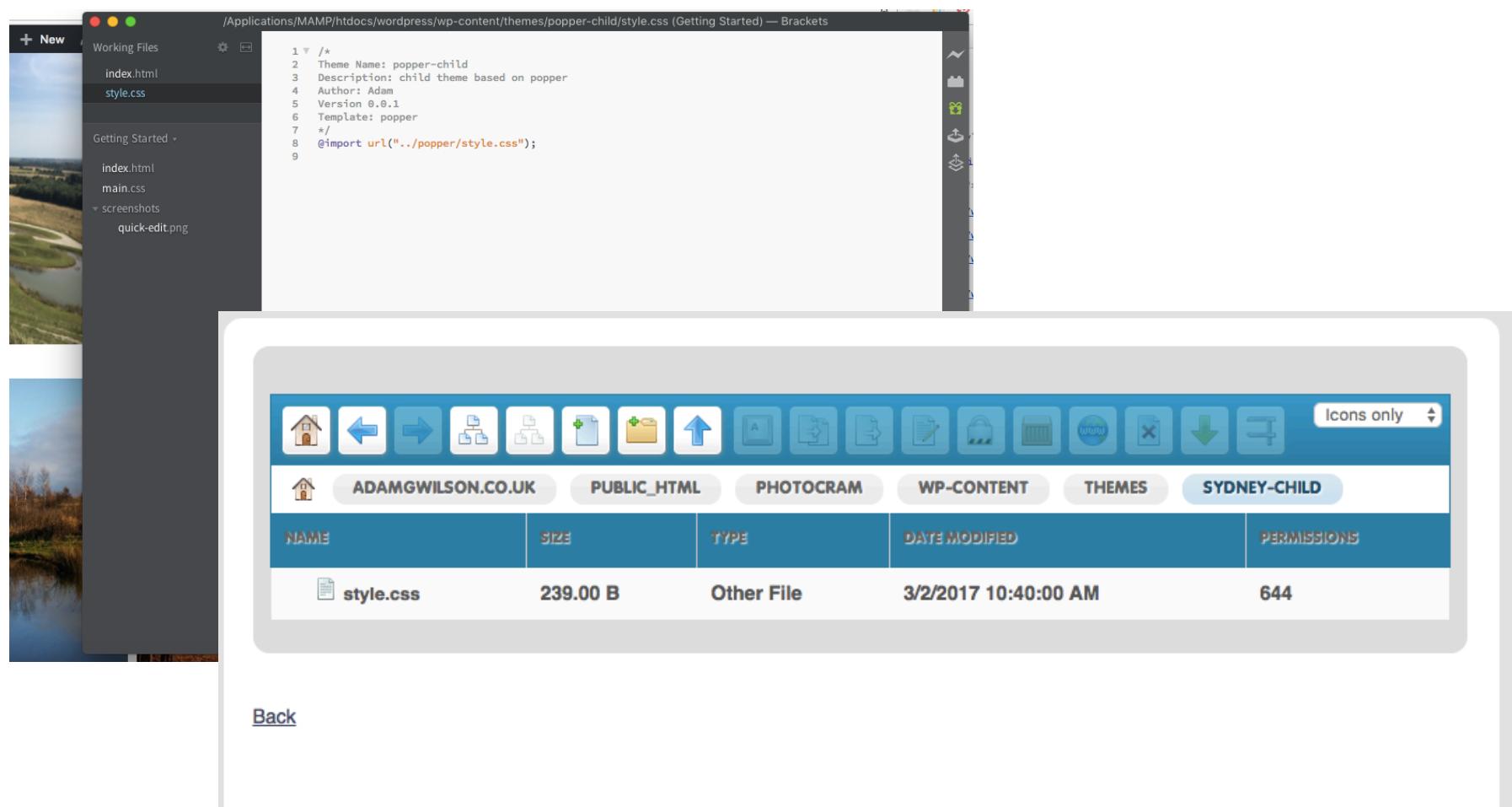
The theme had the slider header style that I was wanting for, as I showed within my mockups.

# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

There were some changes that I needed to make to the theme in order to make it fit for purpose, so I decided to create a child theme. Using brackets, I created a 'style.css' file and uploaded this to my control panel through 123 Reg. I was able to then edit some of the features the theme has, the header menu style, the colour scheme etc.. Once I uploaded this file, I was able to select it from the themes menu on my Wordpress account.

I would be changing the CSS and the child theme throughout the development of the site.



## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

# Adding in New Pages

With the design of the site, I wanted to have a static front page with some of the posts that would on the different pages of the site. When you first load the theme onto the Wordpress site, the page is not a static front page. It shows the latest post's so decided that I needed to change this since it was not the design that I was wanting for the site.

On the pages tab, I created a new page to which I would use as the home page. This would be a blank template for me to work with and when it came to adding new posts, they would not automatically show on this page.

The screenshot shows the WordPress dashboard with the 'Pages' menu selected. The left sidebar lists various page categories: All Pages, Add New, Comments, Services, Employees, Testimonials, Clients, Projects, 2J Slideshow, Downloads, Galleries, Partners, Staff, Testimonials, Palto carousel, and Robo Gallery. The main content area displays a list of pages with titles like 'BIG NEWS : There is now a Premium Ultimatum', 'About', 'Campaigns — Draft', 'Canon on the rise?', 'Contact', 'East Cramlington Nature Reserve', 'Equipment — Private', 'Gallery', and 'Hidden Gems'. A message at the top says 'BIG NEWS : There is now a Premium Ultimatum'. On the right, the 'Appearance' menu is open, showing sub-options for Widgets, Plugins (with a red notification badge), Users, Tools, Settings, Header, Background, Templates, Sydney Info, and Editor.

I started building the sites by adding the different pages that I was going to have. These included the equipment page, contact, about and the latest issue page. Using the menu widget, I ordered the pages into the sub categories to which I wanted the pages to look like.

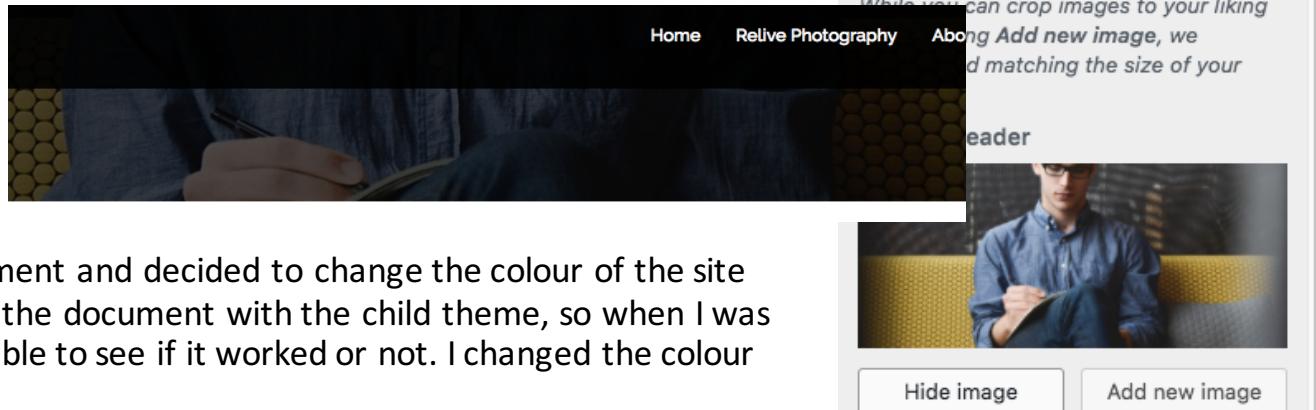
## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

# Altering the Navigation

After adding the pages onto the site, I realised that the header areas of the pages had these standard images on. I did not want this, so I went to my CSS and decided to change this.

After looking at the word press theme, I was able to remove the image on the pages, through customising the theme.



I went to the style.css document and decided to change the colour of the site header. I had already linked the document with the child theme, so when I was making the changes, I was able to see if it worked or not. I changed the colour from black, to a light blue.

```
/*  
Theme Name: sydney-child  
Description: child theme based on popper  
Author: Adam  
Version 0.0.1  
Template: sydney  
*/  
@import url("../sydney/style.css");  
.site-title{  
    font-size: 5.4em;  
}  
.site-header{  
    background-color: #89a6bf;  
}
```



## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

After looking at the navigation, I realised that the colour of the navigation bar was not the colour that I wanted. When you hovered over the page link, it was still the standard colour linked in with the theme. I did not want this as I wanted hover over to be a darker blue than the navigation colour.



To change this, I went back to the CSS to edit the child theme.

```
a:hover, a:focus  
    color: #507da3;  
    text-decoration: none;  
    outline: 0;  
    -webkit-transition: all 0.3s ease-in-out;  
    -moz-transition: all 0.3s ease-in-out;  
    -ms-transition: all 0.3s ease-in-out;  
    -o-transition: all 0.3s ease-in-out;  
    transition: all 0.3s ease-in-out;
```

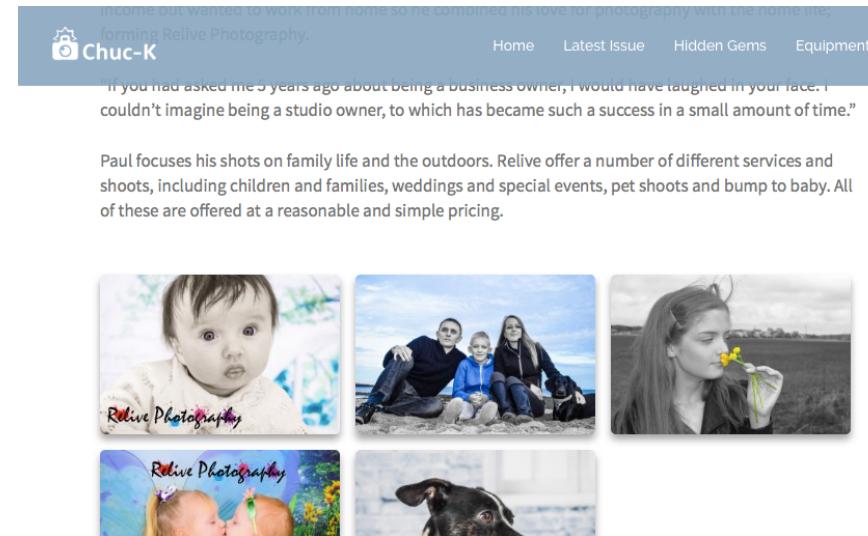
A screenshot of a "Home" button, which is part of a larger navigation bar.

# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

I had got the colour right for the header and for the navigation. However when I looked onto the header, I felt that it was too bulky and it seemed to taking up too much of the room on the page. I wanted to reduce the side of this so that I could have the user focus more on the content than the actual header itself.

With the theme I had chosen, there was no options to change the size of the navigation so I had to use the child theme and the CSS to reduce this. I used the inspect code on Google Chrome to see what the header was called and went to brackets to change the style sheet.



```
5 #mainnav-mobi {  
6  
7     margin: 0 auto;  
8     width: 100%;  
9     position: absolute;  
10    top: 28px;  
11    background-color: #89a6bf;  
12    z-index: 1000;  
13 }  
14 }
```

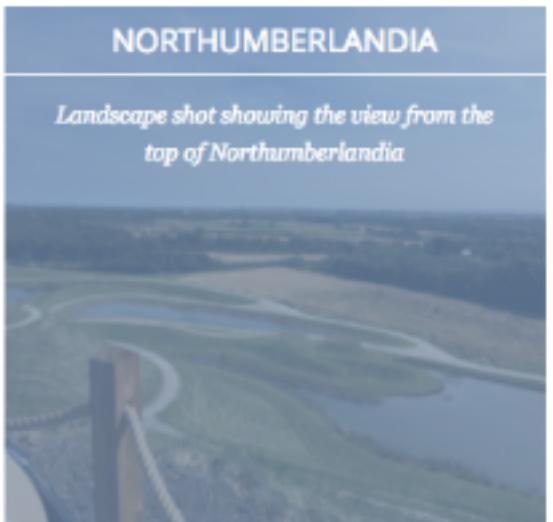
## Contents

Project Introduction	2
Research	3
The 37 <sup>th</sup> Frame	4
Dazed	6
Digital Photographer	8
Radar Charts	10
Magazine Features	11
Social Media Campaigns	12
Research Summary	13
Target Audience	14
Branding Development	16
Brand Values	17
Logo Development	18
Design Decisions	26
Using the Logo	28
Colour Scheme	30
Typeface	31
Website Development	32
Card Sorting & Content	34
Wireframe Development	37
Content	42
Hosting & Development	44
Social Media	74
#NEGems	76
Facebook	77
Instagram	80
Twitter	82
Platform Testing	84
Desktop	85
Tablet	92
Mobile	93
Final Magazine Evaluation	96
	108

# Hover over images

Within the site, I wanted to make it a little bit more interactive to what it currently was. I felt one of the ways to which I could do this would be to add in hover over images. I done this by installing the plug in RD Hover Effects.

Once this was installed, I was able to access the plug in through the word press. This was how I added on the images and add the hover effects onto it.



[Install Now](#)
  
[More Details](#)

Created: 2 months ago

Version of WordPress



**RD Hover Effects: The Best Amazing Image Hover Effects Collection For Wordpress**

RD Hover Effects provides you smooth and light weighted image hover effects with 3 style (square, Circle, Caption) & 92+ hover effects collection.

By [codecans](#)

 (41)  
2,000+ Active Installs

Last Updated: 4 weeks ago  
✓ Compatible with your version of WordPress

[Install Now](#)
  
[More Details](#)



**Image Rotator Widget**

A sidebar widget for rotating and displaying images in your sidebar, allowing you to loop, set the speed, target a new window if linked, and

**RD HOVER EFFECTS SETTINGS**

Select Hover Type  Square  Circle  Caption

Write category name which you created before with RD hover item.

Select Hover Style

How many items Show in display?

Animation type

Title Font Size

Description Font Size

Title Color

Description Color

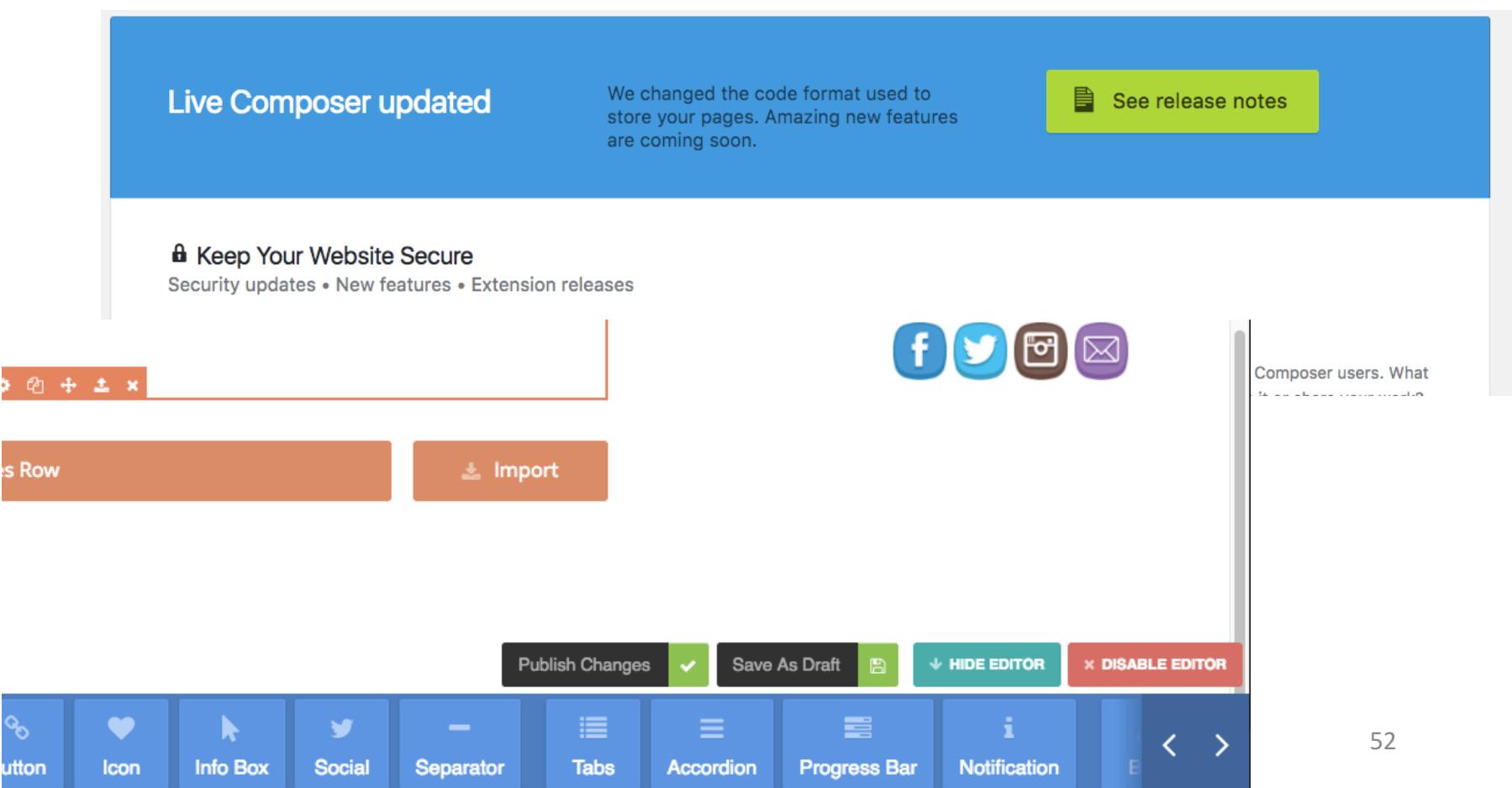
## Contents

Project Introduction	2
Research	3
The 37 <sup>th</sup> Frame	4
Dazed	6
Digital Photographer	8
Radar Charts	10
Magazine Features	11
Social Media Campaigns	12
Research Summary	13
Target Audience	14
Branding Development	16
Brand Values	17
Logo Development	18
Design Decisions	26
Using the Logo	28
Colour Scheme	30
Typeface	31
Website Development	32
Card Sorting & Content	34
Wireframe Development	37
Content	42
Hosting & Development	44
Social Media	74
#NEGems	76
Facebook	77
Instagram	80
Twitter	82
Platform Testing	84
Desktop	85
Tablet	92
Mobile	93
Final Magazine Evaluation	96
Evaluation	108

# Page Builder

I felt that for when it came to building the site and adding all the content in, I needed to use a page builder. Not only would this help in making the site in a quicker time, I would be able to place the content in the way I wanted it to look .

The page builder that I choose to use was 'Live Composer'. With this I was able to add in a range of different content and style each different page in a style to which I thought would best fit the magazine.



## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

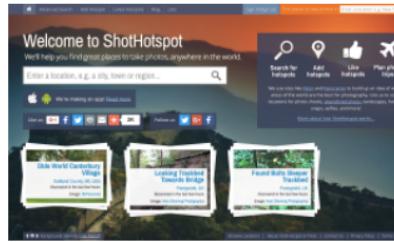
# Creating the Home Page

There are many different ways in which I could create the home page for the site. I decided that I wanted to make my site different from the other online magazines already out. Using the life composer, I started adding some images relevant to the articles within the magazine. I added in some information and links to these articles.



+ Read More....

An interview with the founder and owner of Relive Photography, Paul Chirnside!



+ Read More....

Posted 10th March 2017 By Adam Wilson

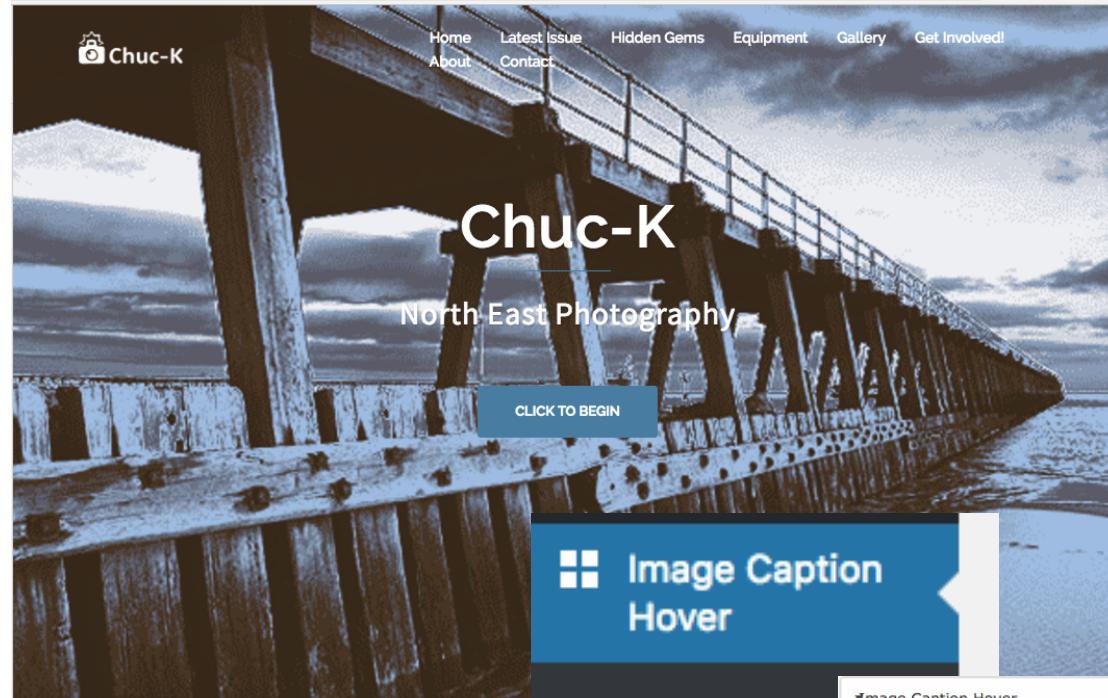


+ Read More....

After I done this, I decided I did not like it so I deleted it and started again.

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108



I started by installing a plug in called 'Image Caption Hover'. I wanted the images to have a hover effect on them which the mouse is on the image. I then added the images to gallery and changed the settings (hover colour, hover effect, and the link to the page).

Image Caption Hover

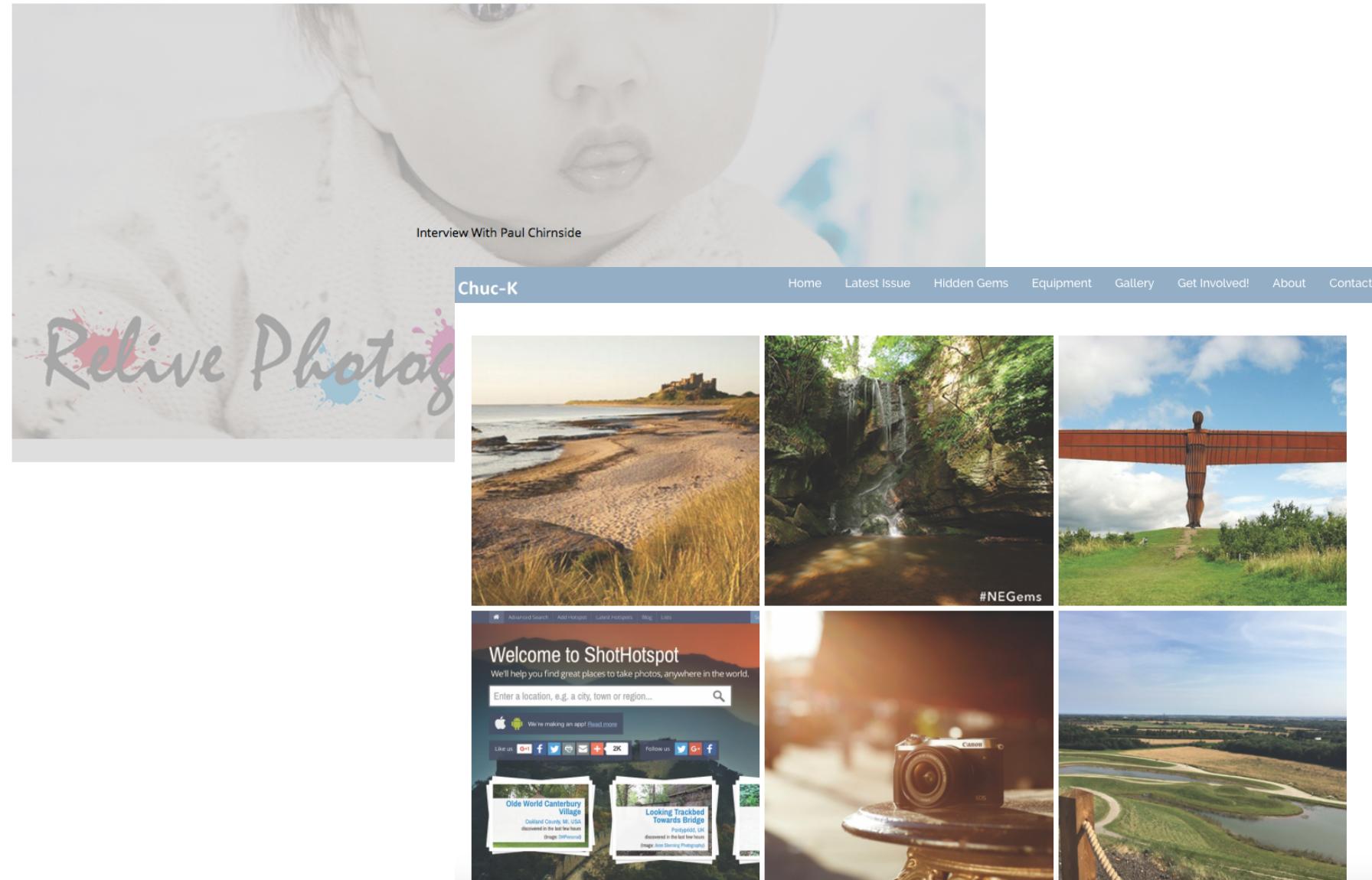
<b>Image URL</b>	<input type="text" value="http://www.adamwilson.co.uk/photogram/wp-content/uploads/2017/04/Relive.jpg"/> <span style="float: right;">Media</span>
Provide image url, you can also use media library to insert url	
<b>Title</b>	<input type="text"/>
It will be used as title attribute of image tag. Square and Circle Effects will take it as heading	
<b>Alternate Text</b>	<input type="text"/>
It will be used as alt attribute of image tag	
<b>Width</b>	<input type="text"/>
Provide width for image Eg: 150px or 50%. Leave blank for responsive (available in pro version)	
<b>Height</b>	<input type="text"/>
Provide height for image Eg: 150px or 50%. Leave blank for responsive (available in pro version)	
<b>Caption</b>	<input type="text" value="Interview With Paul Chirnside"/> <span style="float: right;">Editor</span>

From the home page, I wanted to add in a main image for the feature article. Underneath this, I wanted a gallery style of images which shows the other articles.

# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

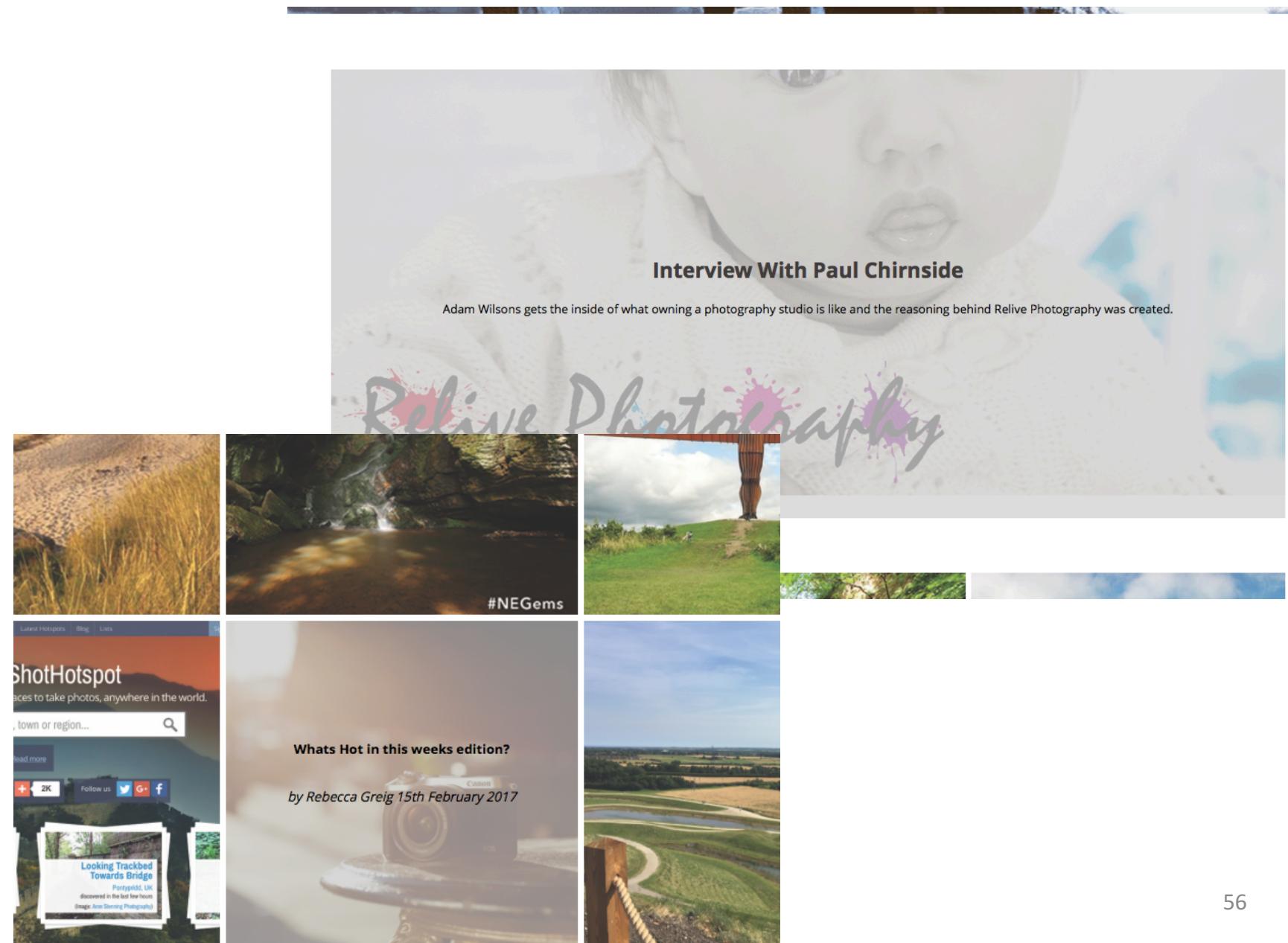
I added the code to the home page to see the results. It was what I wanted but I just needed to increase the text size. I then went onto adding the other images, in the same way.



# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

The home page was nearly complete. I just needed to make some small changes to the font and the font size. With this being an online magazine, I wanted to add the author and the date published onto the images also.



## Contents

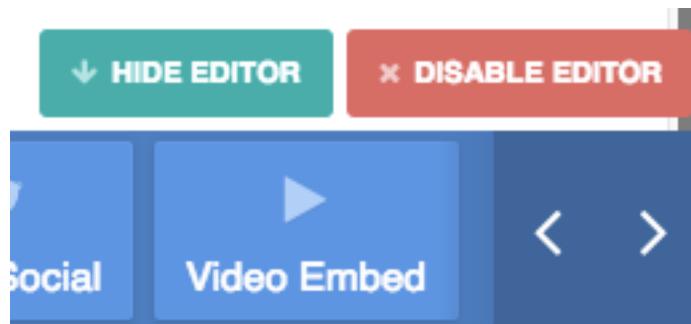
Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# Adding a Video

Even though I had added in some hover over images, I felt that I still needed to make the content a big more engaging with the audience. This was when I decided to add in a video into some of the posts. I searched through a number of different plugins until I found one which worked with live composer.

A screenshot of a WordPress plugin page. The plugin is called "Live Composer - Video Embed Module". It adds a new module for embedding videos. The version is 1.0.2, developed by the Live Composer Team, and there is a link to visit the plugin site. There are also "Deactivate" and "Edit" buttons.

Once it was installed, it appeared on the page builder menu for quick access to it. You used the YouTube URL and it would import the video onto the page.



## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

# Adding in new Users

Since I created a wordpress account to create the site, I was automatically the administrator of the site. I wanted to mess around in adding other users. On wordpress there is a section called users. From here I was able to add in a new user and their role.

Add New User

This theme recommends the following plugins: [Page Builder by SiteOrigin](#) and [Sydney Toolbox -](#) [Begin installing plugins](#) | [Dismiss this notice](#)

Create a brand new user and add them to this site.

Username (required)

Email (required)

First Name

Last Name

Website

Password  Show password

Send User Notification  Send the new user an email about their account.

First Name

Last Name

Website

Password  \*\*\*\*\* Very weak

Confirm Password  Confirm use of weak password

Send User Notification  Send the new user an email about their account.

Role  **Subscriber**  Contributor  Author  Editor  Administrator

**Add New User**

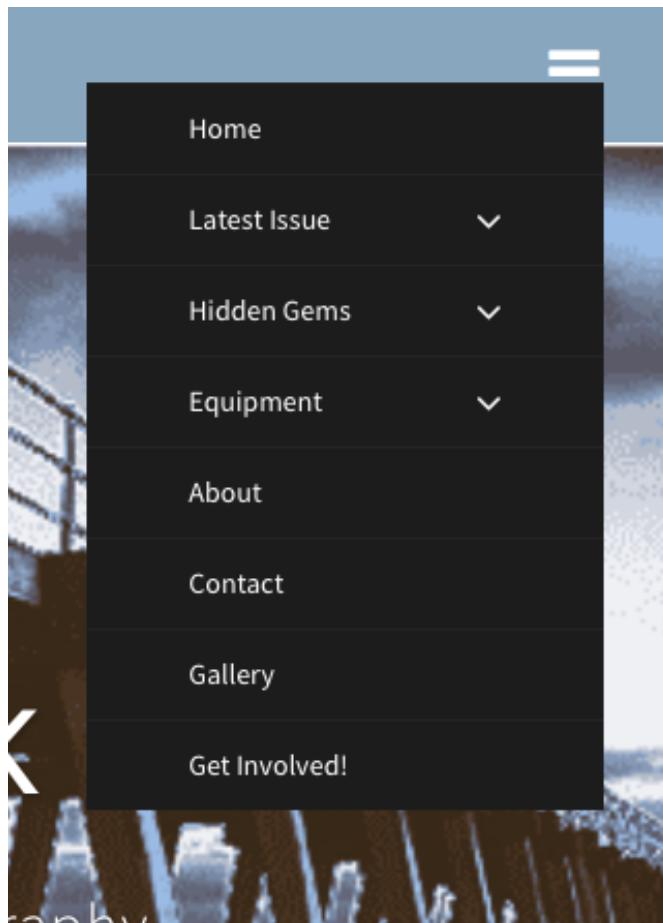
<input type="checkbox"/> Username	Name	Email	Role
<input type="checkbox"/> agw1997		adam3.wilson@northumbria.ac.uk	Administrator
<input type="checkbox"/> John17	John Smith	johntest22@yahoo.com	Subscriber

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# Further Altering the Navigation

I was creating this site to be a multi platform magazine. This meant that I needed everything to work not just from a desktop point of view, but also a tablet and mobile phone view. I kept looking to make sure that whenever I was adding things in, they looked fine on a mobile point of view. But when it came to the navigation, I had more problems. The menu changed into a hamburger menu which was fine, but the colour changed back to its default black.



The main header was fine since I changed the code on the style sheet, it was the sub menu as pictured.

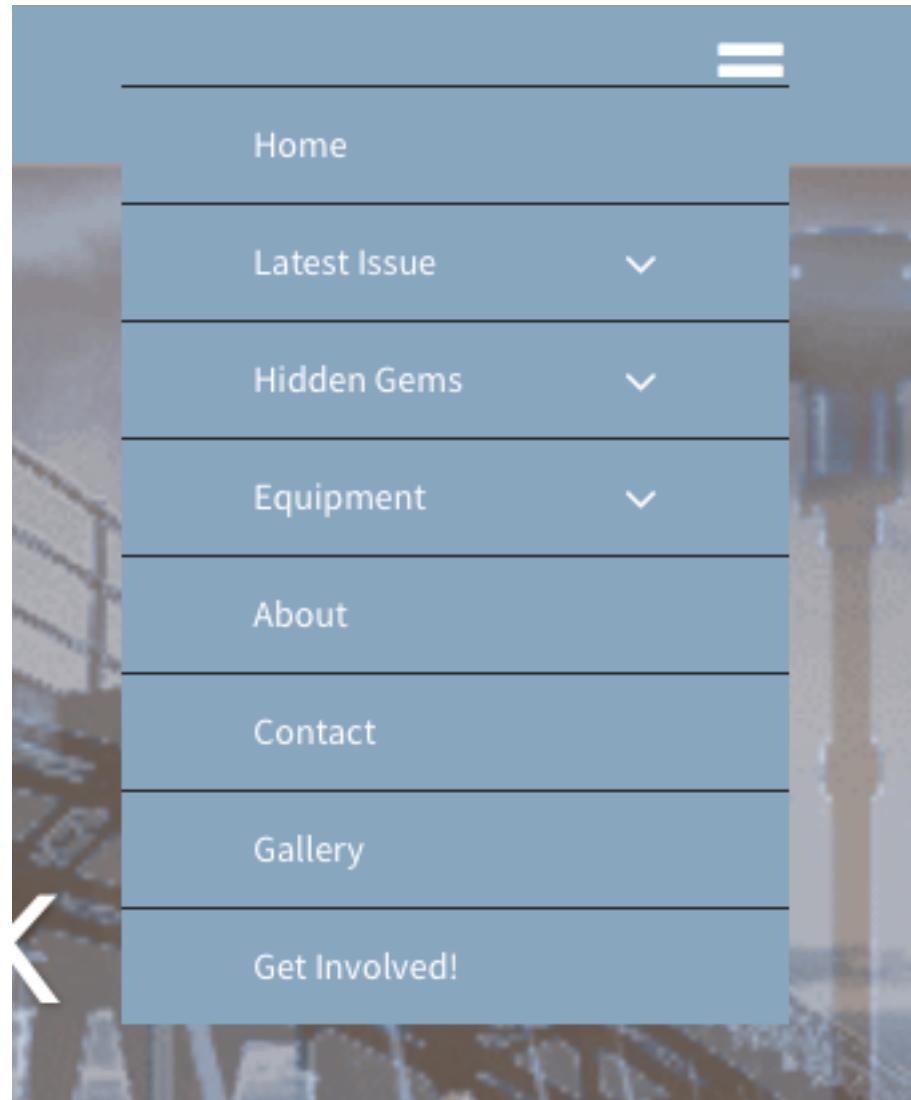
# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

I decided to go back to the style sheet and add some new code which would sort the navigation out.

```
5 #mainnav-mobi {  
6  
7     margin: 0 auto;  
8     width: 100%;  
9     position: absolute;  
10    top: 28px;  
11    background-color: #89a6bf;  
12    z-index: 1000;  
13 }  
14
```

I changed the width and the position of the navigation sub menu. I also changed the colour to the colour I was using throughout. Uploading this code worked and the menu was finally sorted.



## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# Changing the Header placement

With the Sydney theme that my child theme was based on, when I added a new page to the site, the header was in the same place and was standard. At first I was going to leave this where it was but then I wanted to change this. The font size needed to be increased and the alignment of the actual text needed to be centred.

I went back to my style sheet to change this. Creating only one code will change all headers on the pages.



## Relive Photography

by Wilson

10th March 2017



## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

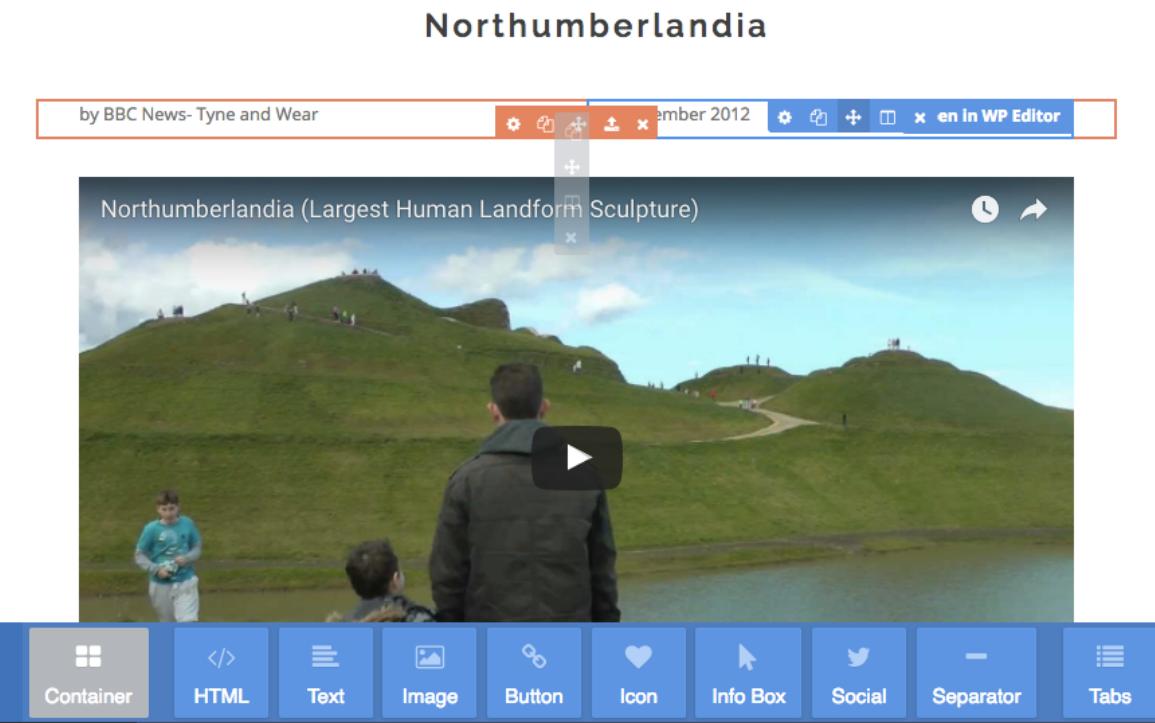
```
}

.title-post.entry-title {
    text-align: center;
    font-size: 24px;
    letter-spacing: 3px;
    text-indent: 31px;
}
```

css

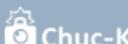
This was the code I created. I increased the font size to 24px, suitable for the pages. I also added in some letter spacing. This was down to the fact I thought the heading was a bit too compact and a little spacing would help solve this problem. I then finally aligned the text to the centre.

Since I changed the header, I had to change the placement of the author and the date it was published. This was easy to do. I went back onto the page builder I was using and just moved the module rows the text was placed in.



# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

 Chuc-K

Home   Latest Issue   Hidden Gems   Equipment   About   Contact   Gallery   Get Involved!

## Northumberlandia

by BBC News- Tyne and Wear   1st September 2012



Northumberlandia (Largest Human Landform Sculpture)

RECOMMENDED

- Relive Photography
- Gallery
- Canon on the rise?
- Hidden Gems

PLEASE FOLLOW AND LIKE US.

Publish Changes    Save As Draft     

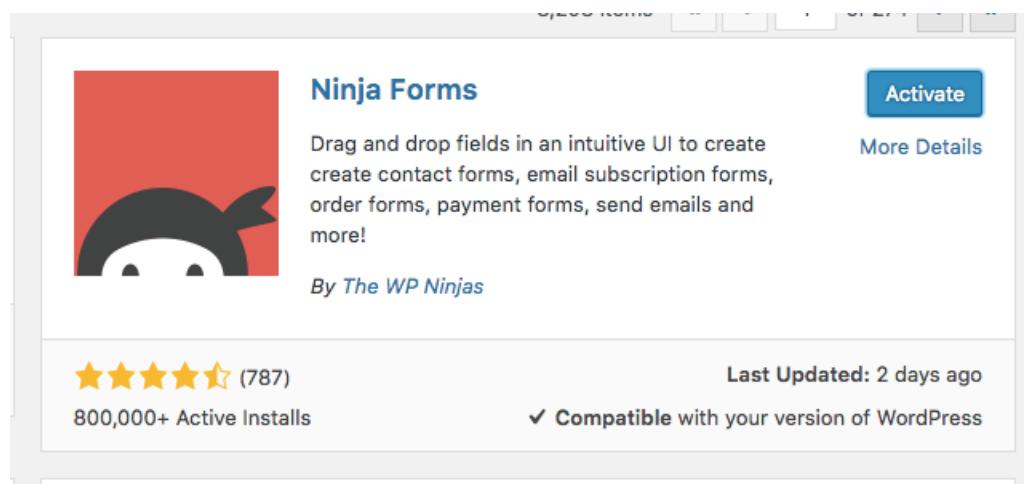
Container   HTML   Text   Image   Button   Icon   Info Box   Social   Separator   Tabs   Accordion   Progress Bar   Notification    

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# Creating a Form

I was having contact page within the site so one of the best ways to get in touch with someone would be to use a contact form. I could use CSS to create one but there were many different plugins that I could use. After doing a search, I installed one called ninja forms.



# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

## Chuc-k Enquiries

I created a basic contact form which was connected to my email. This meant that when someone sent a request or filled the form in, I would get the email.

Name *	<input type="text"/>	
Email *	<input type="text"/>	
Message *	<input type="text"/>	
Submit	<input type="button"/>	

ACTION NAME	Email Confirmation	
TO	adam3.wilson@northumbria.ac.uk	
REPLY TO		
SUBJECT	Submission Confirmation	

# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

Fields marked with an \* are required

Name \*

Adam

Email \*

adam\_w\_97@hotmail.co.uk

Message \*

This is a testing message

SUBMIT



Chuc-K <adam\_w\_97@hotmail.co.uk>  
Today, 9:55 PM  
adam.wilson-2

Name: Adam  
Email: adam\_w\_97@hotmail.co.uk

Message: This is a testing message

I published the form onto the contact page and filled it out. I was testing the form to make sure that it worked, which it did.

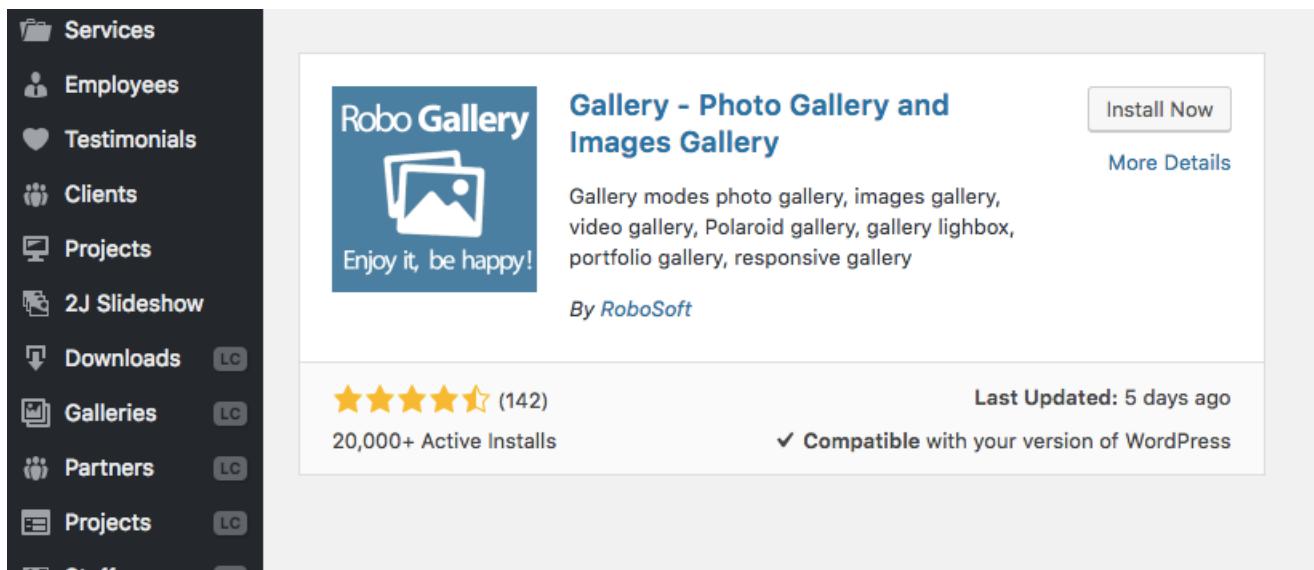
I got the email straightaway also so I know that when a user wants to submit a message, I will get it asap.

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# Adding in a Photo Gallery

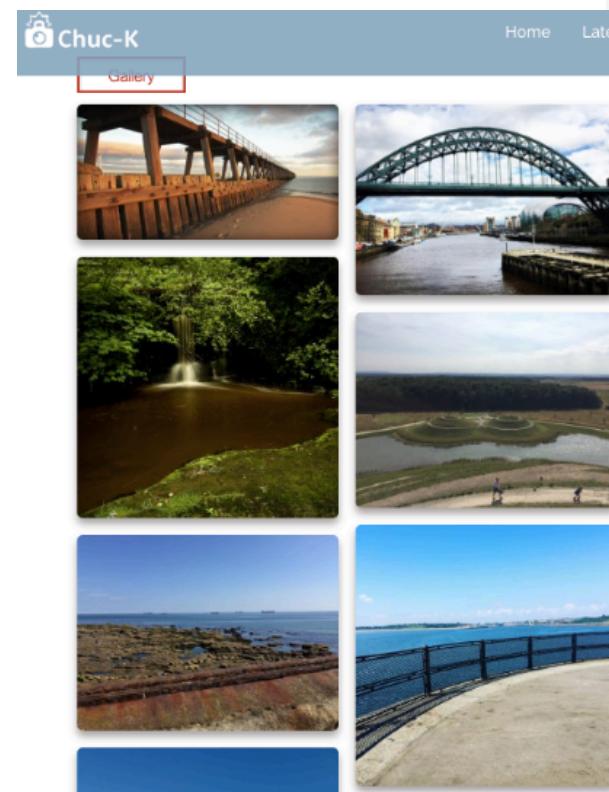
As this was a photography magazine, it would be beneficial to have a photo gallery in it. I installed a new plug in called 'Robo Gallery'. Once installed, I began to create a new gallery. Under the manage image section, I was able to upload the images I wanted to use within this gallery.



# Contents

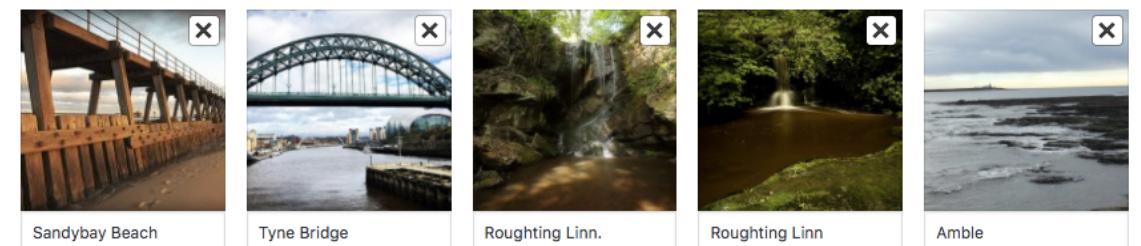
Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

I added in the images that I wanted to appear within the gallery. I was able to add in a caption; to which I stated the location of the image.



## Edit Gallery

Drag and drop to reorder media files.



I like the layout of the gallery as it was different to other ones that I seen when I conducted the research. I wanted to remove the red title at the top of the images so I went back into the settings.

# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

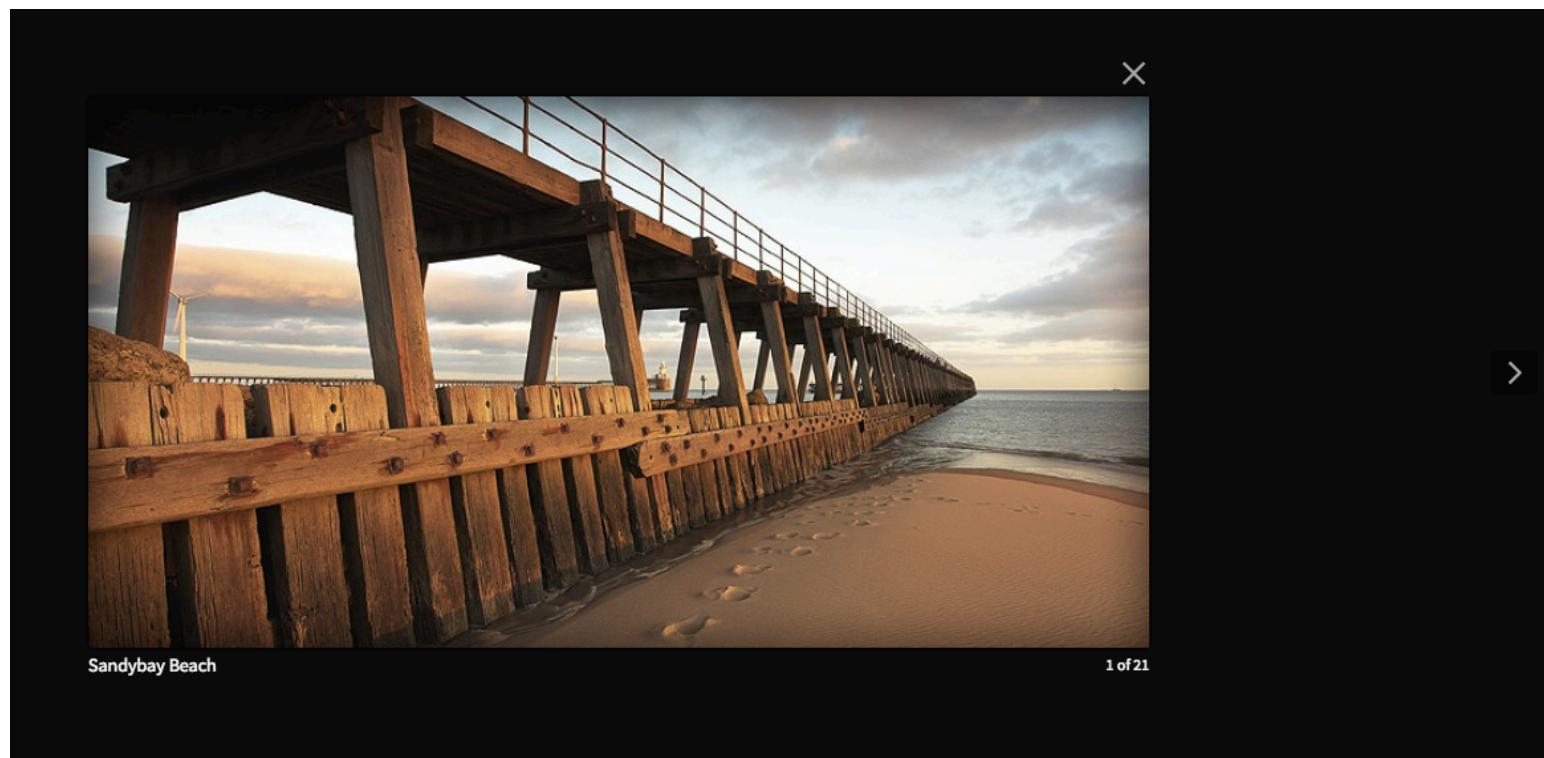
Menu Labels     Menu Style     Search

Root Label

Hide

Self Label

Hide



I hid the menu label which removed the gallery name. This meant the gallery was sorted.

With this gallery, you are able to click to enlarge the image and see the details of it.

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# Adding in a Map

On some of the page, I wanted to add in an additional feature of a map. I downloaded a plug in called “Google Maps SRM”. But before I created the map, I need to have an API Key in order for it to work correctly. I used the Google APIs to get one of these and uploaded it to the Wordpress map.

The image consists of two side-by-side screenshots of the Google APIs console. The left screenshot shows the 'Create a project' step, where a dropdown menu is open with the option 'Create a project'. The right screenshot shows the 'General Options' tab, which includes a section for 'API KEY' with the value 'key=API\_KEY' entered. Above this, a green banner displays the message 'GOOGLE API KEY SAVED SUCCESSFULLY!'. Below the API key section, there are tabs for 'General Options' and 'Markers', with a table showing one marker entry: ID 1, Title 'Relive Photography'. There is also a 'Polygons' tab at the bottom.

# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

I added in the details that I wanted to show on the Map. I used the shortcut phrase generated to import this onto the page.

The screenshot shows a map configuration interface. At the top, there are tabs for 'All Maps', 'Create New Map', 'Settings', and 'Need Help?'. Below the tabs, the 'Map Title' is set to 'Where to find relive?' with a checked checkbox for 'Show as map title'. The 'Heading Custom Class' is set to 'Relive Photography'. Under 'Latitude, Longitude', the coordinates '55.079224,-1.570533' are entered. The 'Zoom' level is set to '13'. There is a checkbox for 'Disable zoom on mouse scroll' which is unchecked. The 'Width (%)' is set to '100%', and the 'Height (px)' is set to '300px'. The 'Map Type' is set to 'ROADMAP'. In the 'Location Address' field, the address '4 Percy St, Cramlington NE23 6RG, UK' is entered. A checked checkbox at the bottom says 'Show in marker infowin'. To the right of the configuration area is a map of the Cramlington area with a red marker at the location of 4 Percy St. A callout box from the configuration area contains the text 'Where to find relive?' and the code '[gmap-embed id="108"]'.

Where to find relive?

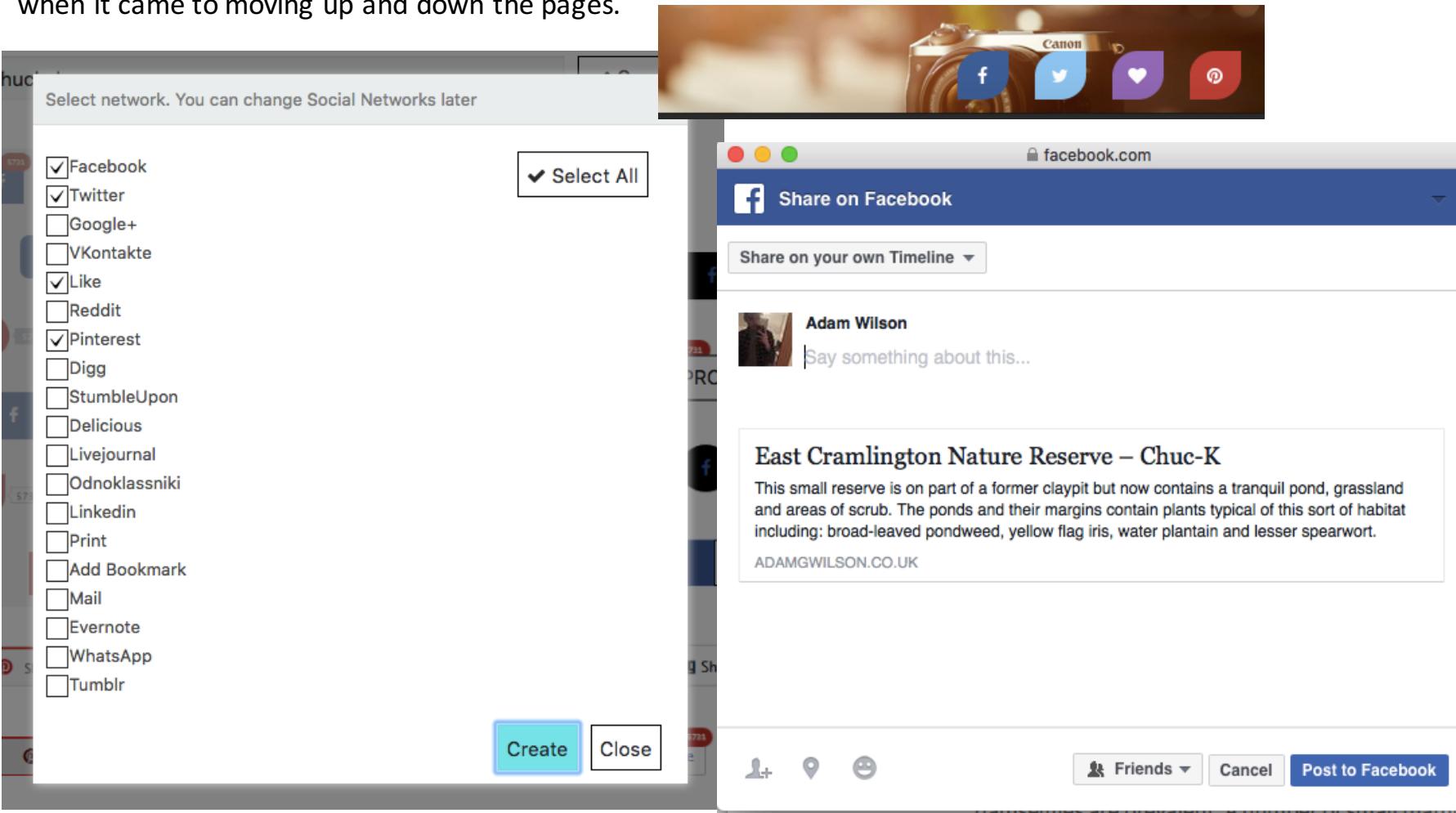


## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

# Adding in Social Media

Social Media is a major factor in the magazine, it will promote the magazine and entice new users. Therefore I wanted to include social media elements throughout the site. I used the ultimate social media plug-in, which allowed me to choose where the social media elements were displayed and choose a layout style. I choose to display the social media at the bottom of each page. This would be floating on each page, so would follow the user when it came to moving up and down the pages.



# Contents

Project Introduction	2
Research	3
The 37 <sup>th</sup> Frame	4
Dazed	6
Digital Photographer	8
Radar Charts	10
Magazine Features	11
Social Media Campaigns	12
Research Summary	13
Target Audience	14
Branding Development	16
Brand Values	17
Logo Development	18
Design Decisions	26
Using the Logo	28
Colour Scheme	30
Typeface	31
Website Development	32
Card Sorting & Content	34
Wireframe Development	37
Content	42
Hosting & Development	44
Social Media	74
#NEGems	76
Facebook	77
Instagram	80
Twitter	82
Platform Testing	84
Desktop	85
Tablet	92
Mobile	93
Final Magazine Evaluation	96
	108

With the social media, I also wanted to have the links in the side menu bar. This was only going to be shown on some of the pages.

**Networks to show**

+ Add Networks

✗ Facebook  
Title | Button Text | Tooltip | Image  
Share

✗ Twitter  
Title | Button Text | Tooltip | Default message | Short url | Image  
Share

✗ Like  
Title | Button Text | Tooltip | Image  
Share

✗ Pinterest  
Title | Button Text | Tooltip | Image  
Share

**Where to show**

Sidebar ?  
 Content ?  
 Popup  
(You need to install [Popup by Supsystic](#) to use this feature.)  
 Widget ?  
 Shortcode or PHP code ?  
 Show all networks ?  
 Enable Content Lock  
Content Lock Element Class  
PRO option

**Show at next pages**

Show everywhere ?   
Homepage

**Sidebar**

Hide on home page  
Show on next posts / pages / post types  
Don't show on next page: posts ?  
Hide on mobile devices ?

**Search**

**Custom Menu: Recommended**

**Social Sharing: "Chuckchu (clone)": Please follow and like us.**

Title:  
Please follow and like us.

[Delete](#) | [Close](#) [Save](#)

PLEASE FOLLOW AND LIKE US.





Social Media

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# Initial Ideas

I initially had some ideas as to how I could incorporate the social media aspect into my online magazine site.

- #NEGems- the readers will take a photo of their hidden hideaways and upload it to facebook/instagram/twitter using that hashtag
- Photo competition- Take a photo of your favourite North East location to make it the feature of the latest issue
- An instant share the page from the site to your social media timeline

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# #NEGems

The #NEGems campaign is set out to get the readers to go out and explore the North East. They are set out to go find the hidden gems around the North East. In doing so, the readers interact with the magazine by taking photos of their hidden gems, and using social media, will upload their photo using the hashtag. They will put their location on and doing so will be entered into a competition.

The competition is to find the hidden gem which will be the main focus of the next issue. If the reader wins, they will be rewarded with some deals and offers on photography equipment.

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# Facebook

The Chuc-K Facebook page would be liked by users, which would allow them to see posts on their news-feed. The Facebook page would share articles from the online magazine, to encourage people to read them. I will also state the winners of the #NEGems campaign and publish the latest photos of the hidden gems. Users will also be able to get in touch with the admin team for Chuc-K if they have any queries or requests.

# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

The screenshot shows the Facebook profile page for 'chuc-k'. The cover photo is a wide-angle shot of a wooden pier extending into the ocean under a cloudy sky. The profile picture is a camera icon with the text 'Chuc-K' overlaid. On the left, a sidebar lists navigation options: Home, Services, Reviews, Shop, Offers, Photos, Posts, Events, About, Likes, and Videos. Below this is a green 'Create a Page' button. The main content area features a 'Featured for you' section with a map showing proximity to Relive P... in Cramlington, and an advertisement for the Canon EOS M6. To the right, there's a sidebar for arts and entertainment in Cramlington, a link to the website www.chuckchu.co.uk, and a post from Mary Skeldon Evans with 920 likes.

# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

Ebony Cormack, Nathan Hodgson and Ben James Lynn like Chuc-K



Chuc-K

Sponsored · 0

Like Page

Fancy getting some discounts on the latest photography equipment? Get out and explore the hidden gems of the North East. #NEGems



## Chuc-K Campaign

Get your hashtag ready to enter

[www.chuc-k.co.uk](http://www.chuc-k.co.uk)

[Learn More](#)



3.1k

1.7k Comments 477 Shares 560k Views

The site will have the social media links to it. This will allow the users to instantly post an article they loved straight onto their feeds. This will get other people to see the site, which will increase the number of visitors it will receive.

The #NEGems campaign will also be used as advertisement for the site. It will appear on the news feed of the users with details on how they can get involved.

facebook.com

Share on Facebook

Share on your own Timeline ▾

Adam Wilson

Say something about this...

East Cramlington Nature Reserve – Chuc-K

This small reserve is on part of a former claypit but now contains a tranquil pond, grassland and areas of scrub. The ponds and their margins contain plants typical of this sort of habitat including: broad-leaved pondweed, yellow flag iris, water plantain and lesser spearwort.

ADAMGWILSON.CO.UK

Friends ▾ Cancel Post to Facebook

## Contents

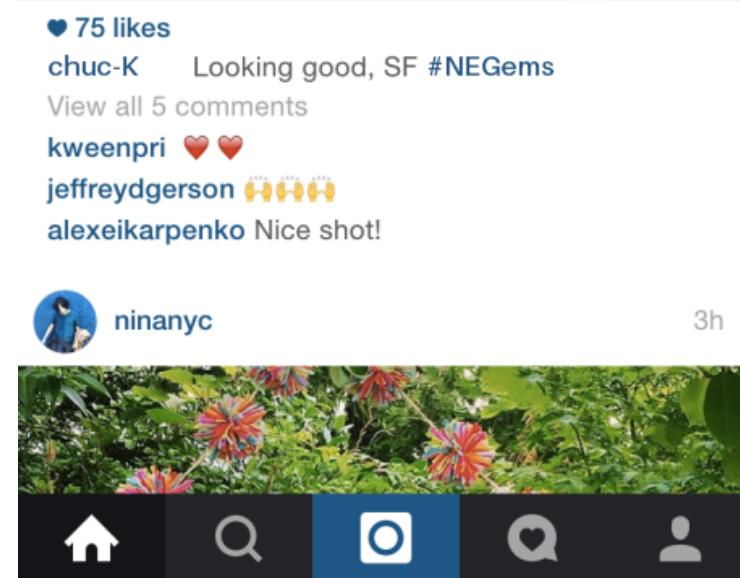
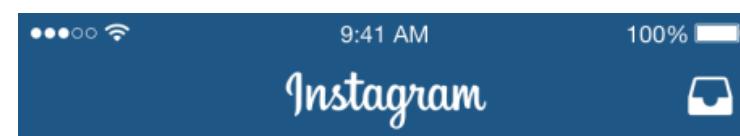
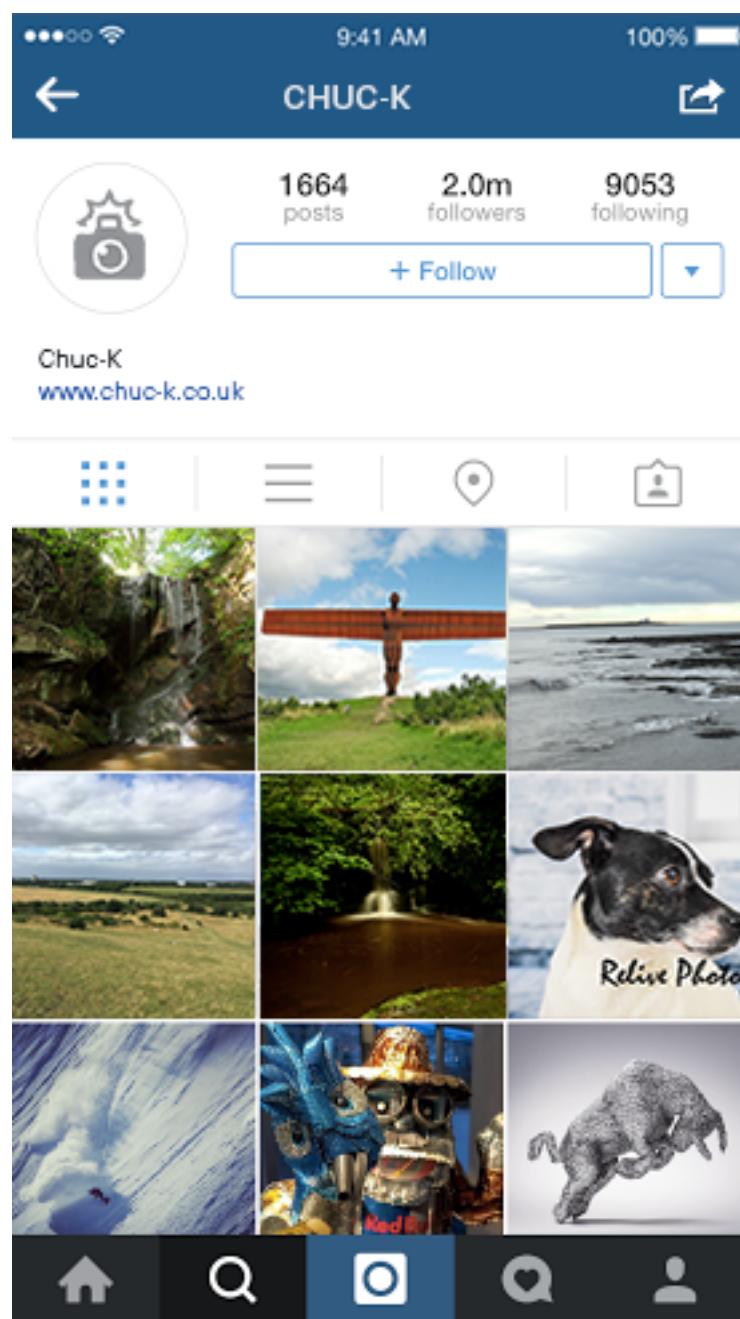
Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# Instagram

The Chuc-K instagram account would allow users to see photos uploaded in relation to the hidden gems, by following the page. Some users photo's will be then re-posted by Chuc-K. Users will be able to search for #NEGems this will then allow them to see all the posts and the locations other users have taken.

# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108



## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# Twitter

The Chuc-K Twitter page would be followed by the readers, which would allow them to see the new recent posts. It would work similar to the Facebook page, sharing the articles from the online magazine, encouraging new readers. Information and winners of the #NEGems campaigns will also be stated on this page. Users will be able to use the #NEGems tag, to view the posts that are related to the campaign and having easy access to the hidden gems of the North East.

# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

**Chuc-K** (@chuc-k)

Online magazine showing all the information any photographer needs to start their business. View all the hidden gems located throughout the North East and where you can find them.

[www.chuckchu.co.uk](http://www.chuckchu.co.uk)

63.9K tweets, 772 following, 5,517 followers, 91.1K likes, 2 lists, 1 moment.

**Tweets** **Tweets & replies** **Media**

Pinned Tweet  
Chuc-K @chuc-k March 21  
Fancy getting some discounts on the latest photography equipment? Get out and explore the hidden gems of the North East. #NEGems

**4,980 Photos and videos**

**Worldwide Trends**

#FallJunes 38.5K Tweets  
#BostonMarathon 17.2K Tweets  
#TransIBUS 48.5K Tweets  
#DTBByStranded 27.5K Tweets  
#CCTV 45.7K Tweets  
#GQ 46.8K Tweets  
Gabriel García Márquez 10K Tweets  
Murió Emanuel Belbo 2,580 Tweets



## Platform Testing

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

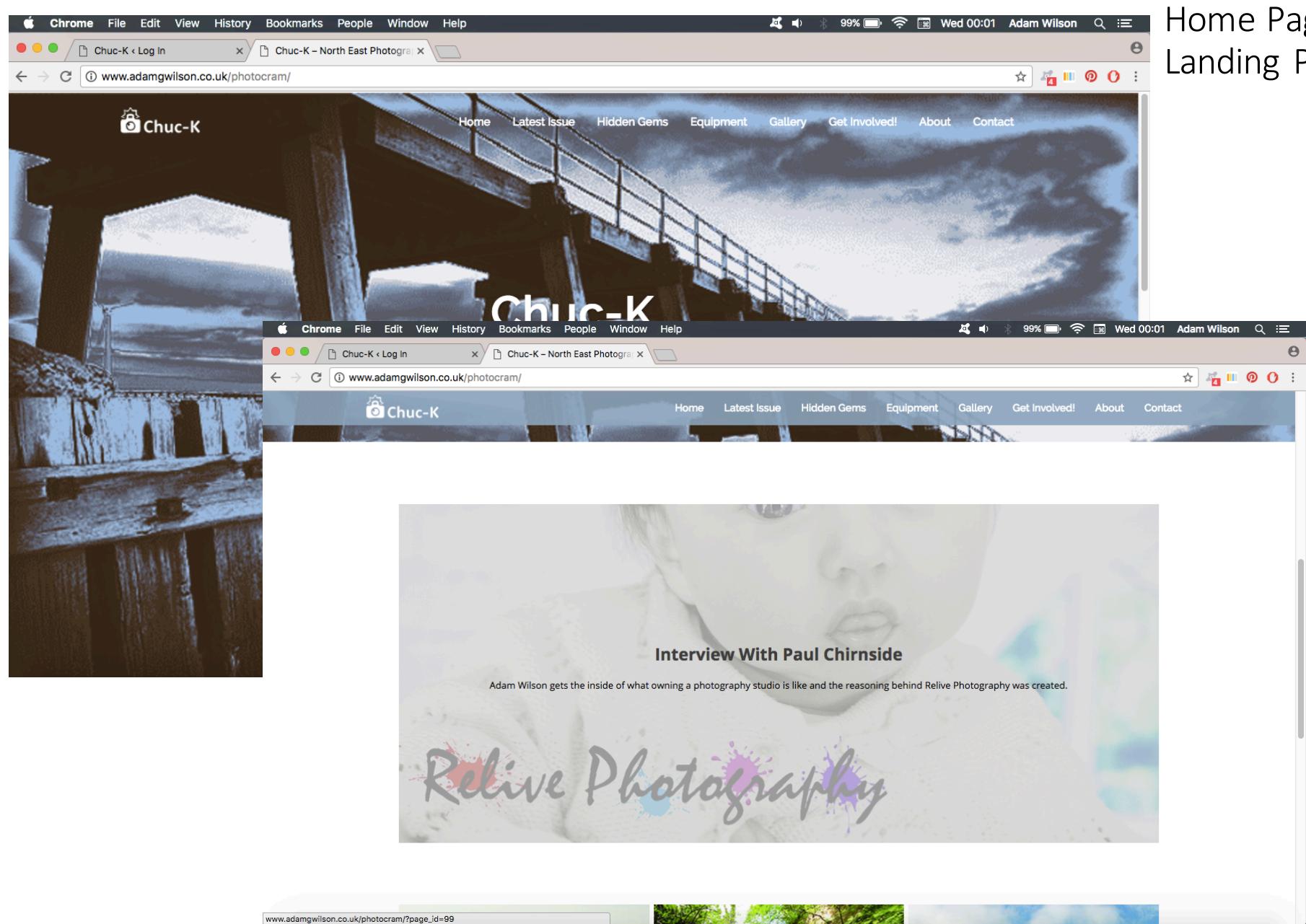
# Chrome

I designed the site using Google Chrome so I know that it works well and behaved in the way I was expecting it to.

Most people tend to use Chrome over any other browser so it was vital that I made sure the site worked on the software.

# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108



# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

The top screenshot shows the 'Whats Hot!' section of the Chuc-K website. It features a large image of a Canon EOS M6 camera with the text 'Canon EOS M6 announced' above it. To the right is a sidebar with a search bar and a 'RECOMMENDED' section listing links like 'Relive Photography', 'Gallery', 'Canon on the rise?', and 'Hidden Gems'. Below the main content is a 'PLEASE FOLLOW AND LIKE US.' section with social media icons.

The bottom screenshot shows a detailed article about the Canon EOS M6. The header includes a 'BUY NOW!' button and a small image of the camera. The main text describes the camera's features, including its 24.2 megapixel APS-C sensor and Dual Pixel CMOS AF. It also mentions its 5-axis video stabilisation and tilting touchscreen. At the bottom of the article are three smaller images of the camera from different angles.

# Article Page-Content

# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

The screenshot shows two views of the Chuc-K website. The top view displays the 'Get Involved!' section, featuring a call-to-action for users to post their hidden gems on social media for a chance to win. It includes images of various devices (laptop, tablet, smartphone) displaying social media feeds. The bottom view shows the main website layout with a large central image of a waterfall in a lush green forest, with the Instagram feed visible on the right side.

Get Involved!

FANCY BEING FEATURED ON OUR SOCIAL MEDIA FOR A WEEK AND CHOOSING THE NEXT LATEST ISSUE? POST YOUR HIDDEN GEM WITH #NEGEMS.

A WINNER WILL BE CHOSEN AT THE START OF THE WEEK.

RECOMMENDED

- Relive Photography
- Gallery
- Canon on the rise?
- Hidden Gems

PLEASE FOLLOW AND LIKE US.

INSTAGRAM FEED

INSTAGRAM FEED

This weeks winner: @adam1403\_

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# Safari

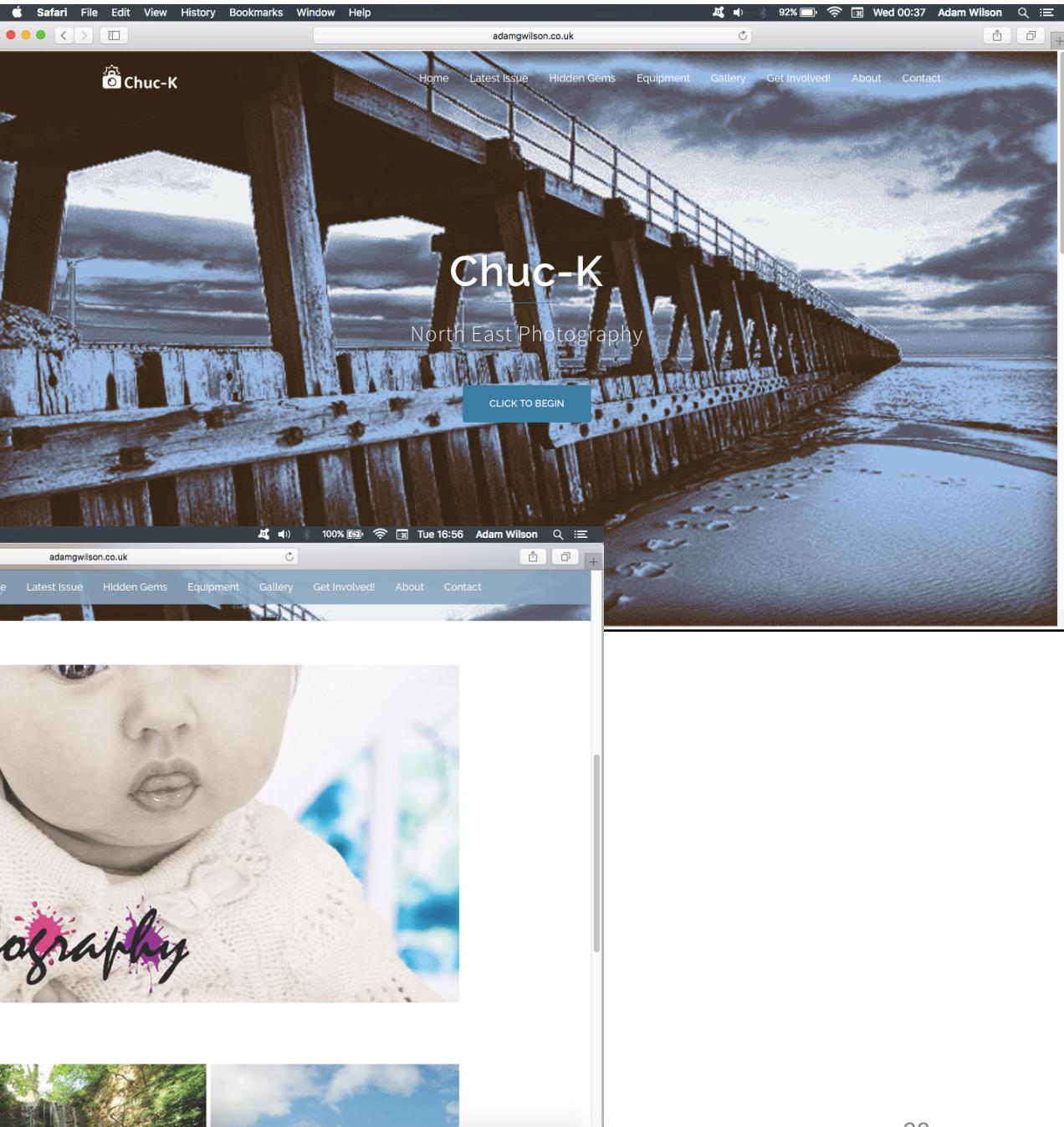
Although I did not use Safari to design my site, I knew that it was still going to work because I kept testing to see if the features I added would work on different platforms.

In order to further test it, I needed to work on a larger Mac screen. The site worked successfully and all the different features, links and overall design, was the same as how I made it.

# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

## Home Page- Landing Page



# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

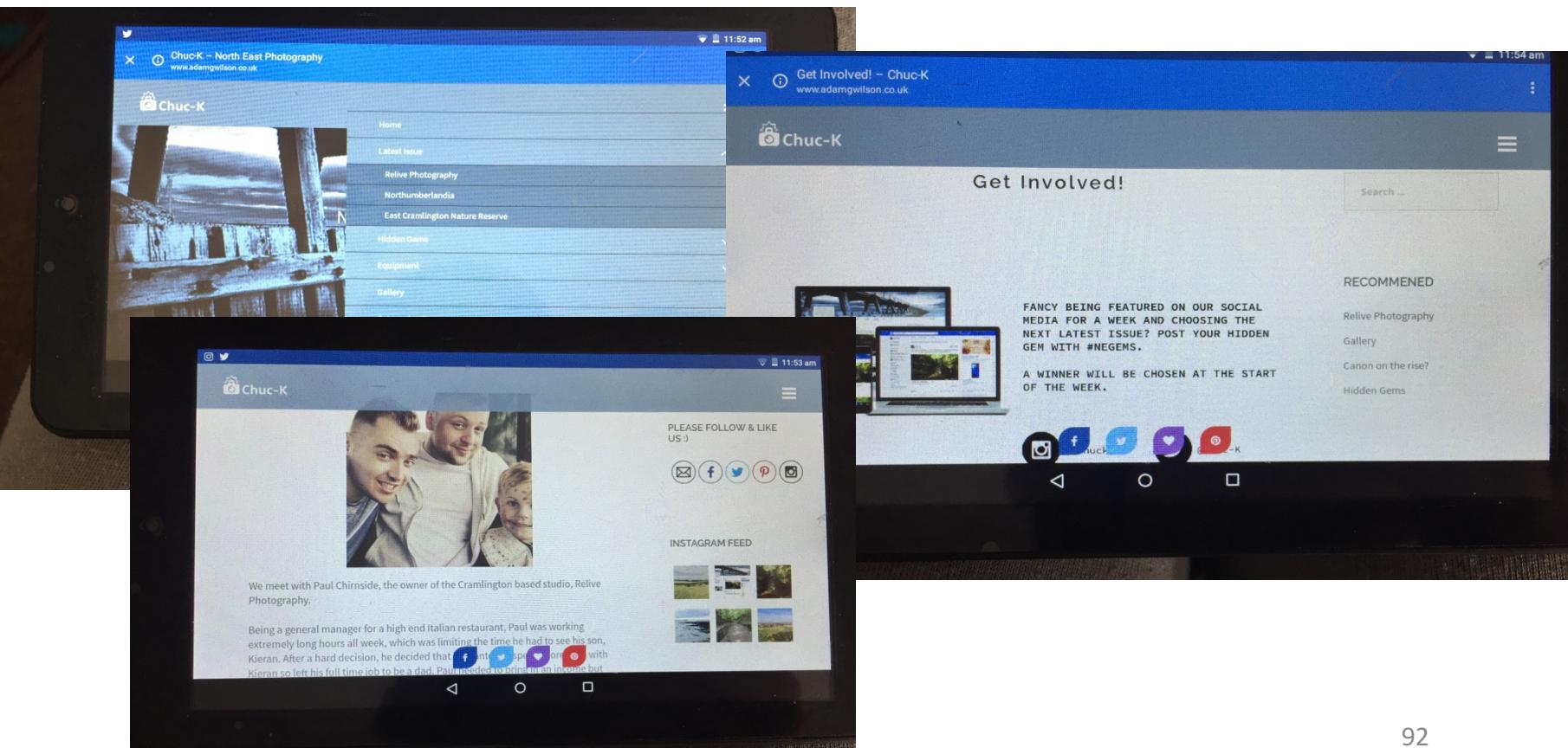
**Article Page-Content**

The Relive Photography website features a clean design with a blue header bar containing the logo, navigation links (Home, Latest Issue, Hidden Gems, Equipment, Gallery, Get Involved!, About, Contact), and a search bar. The main content area includes a banner with a photo of three people, social media sharing icons, and a 'RECOMMENDED' section displaying four thumbnail images of children and a dog. A testimonial from Paul Chirnside is also present, along with a map showing the studio's location in Cramlington.

## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine Evaluation	96
	108

# Tablet



## Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

# Mobile Phones

The online magazine was created to be accessible on both a desktop and on a mobile phone. Throughout the development, I was always testing to see if the site would work on mobile, so I have a sense of reassurance that it would work; with no problems.

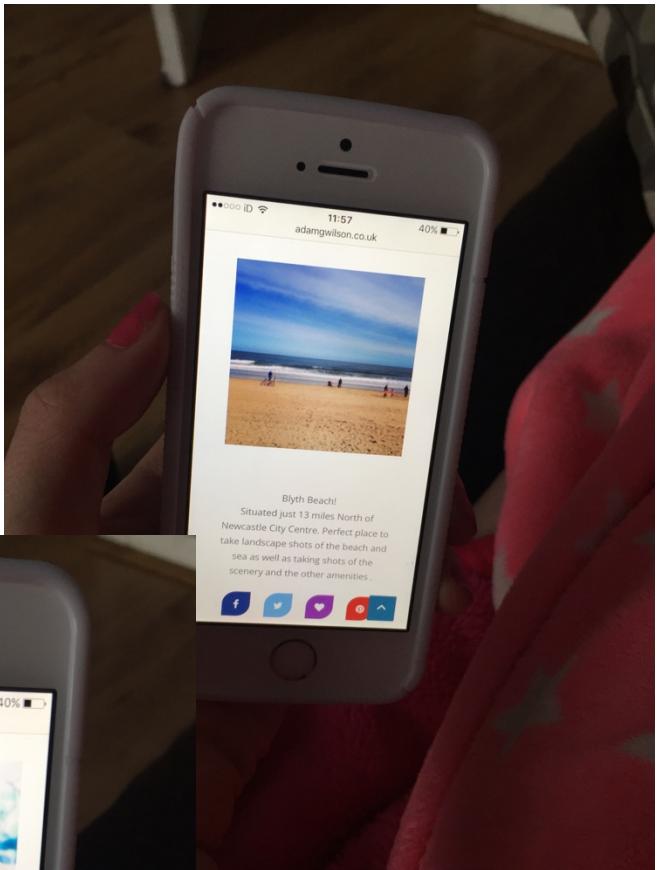
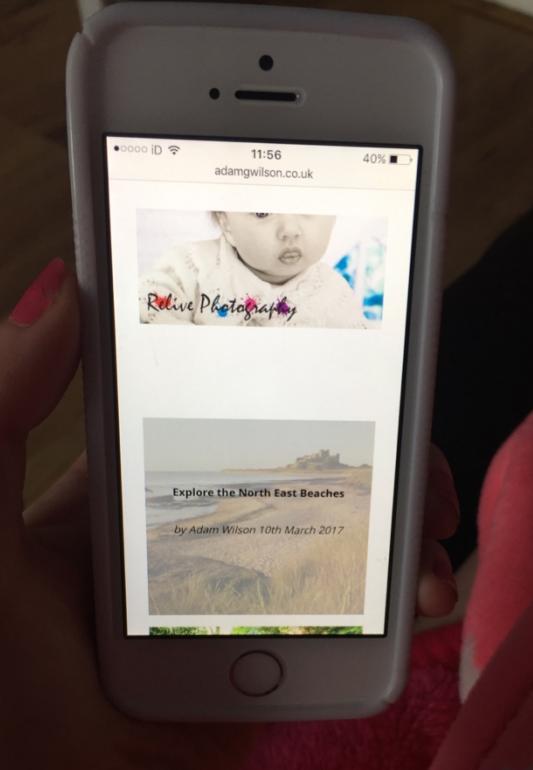
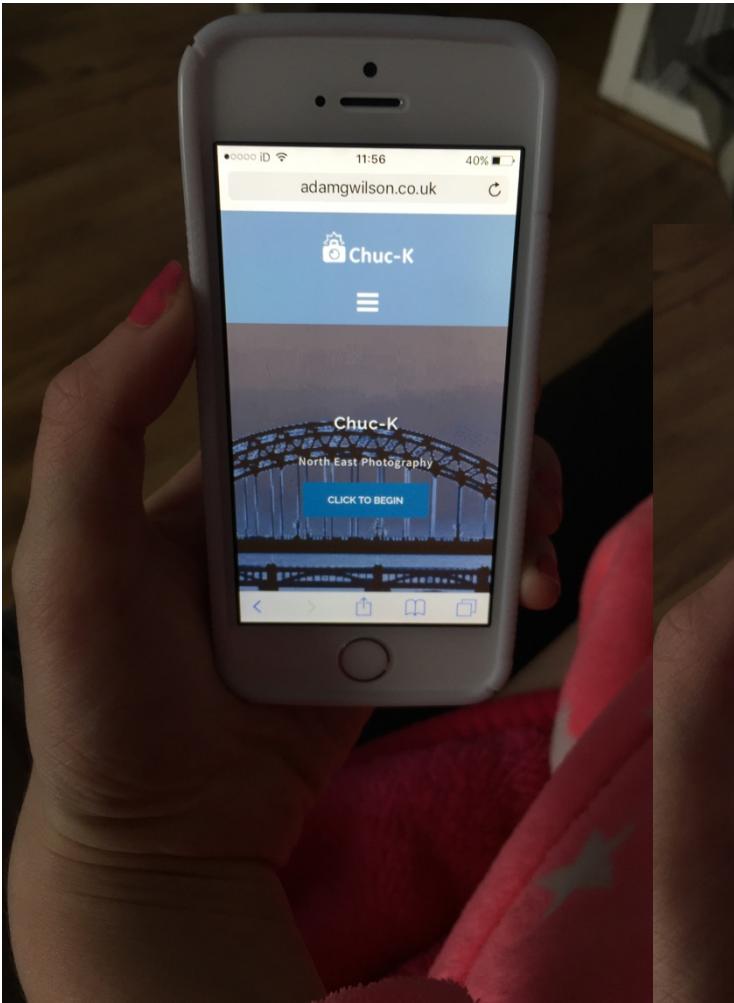
Since I created the site on a desktop, I wanted to make sure all the features would be accessible on a smaller screen device. For the mobile phone platform testing, I wanted to make sure the online magazine would work on both an Apple iPhone and on an Android/Windows compatible device.

I got some feedback from the mobile phone users. They stated they were pleased that all the content was visible when they were view on their phones. The images and all the features were still accessible and the menu navigation was easy to view and use.

# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

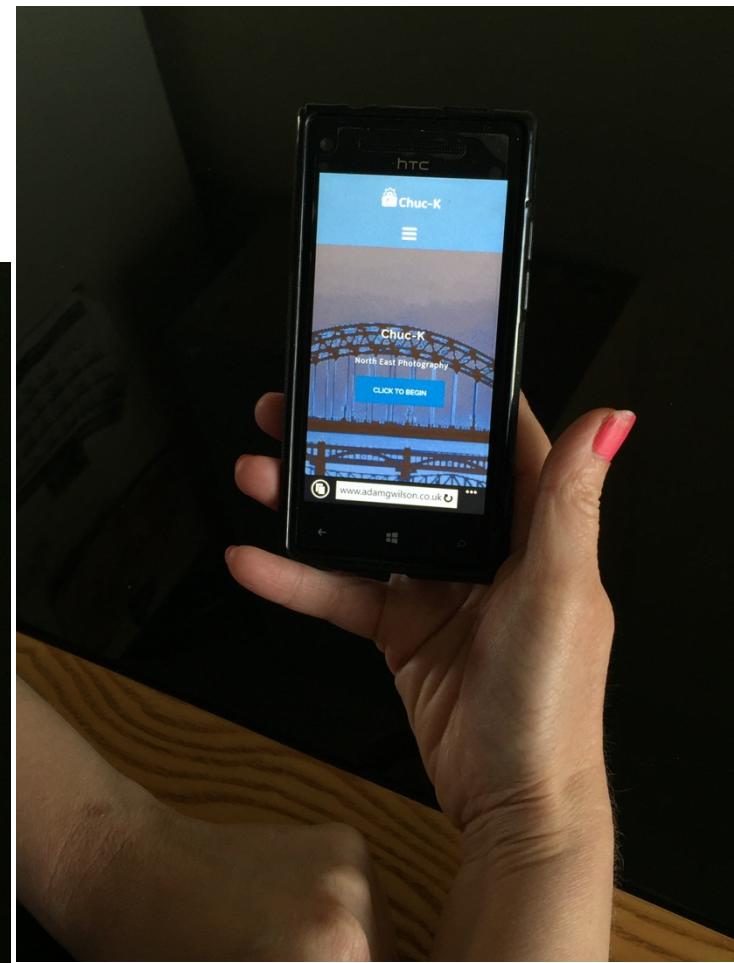
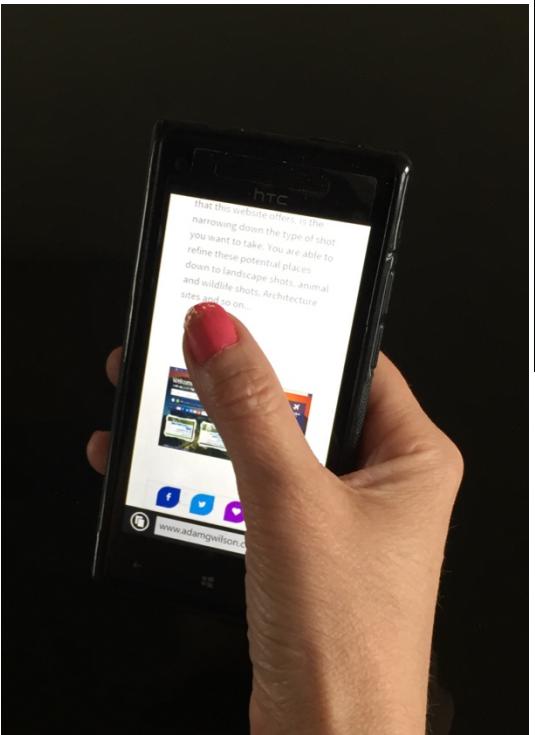
# Iphone 5s

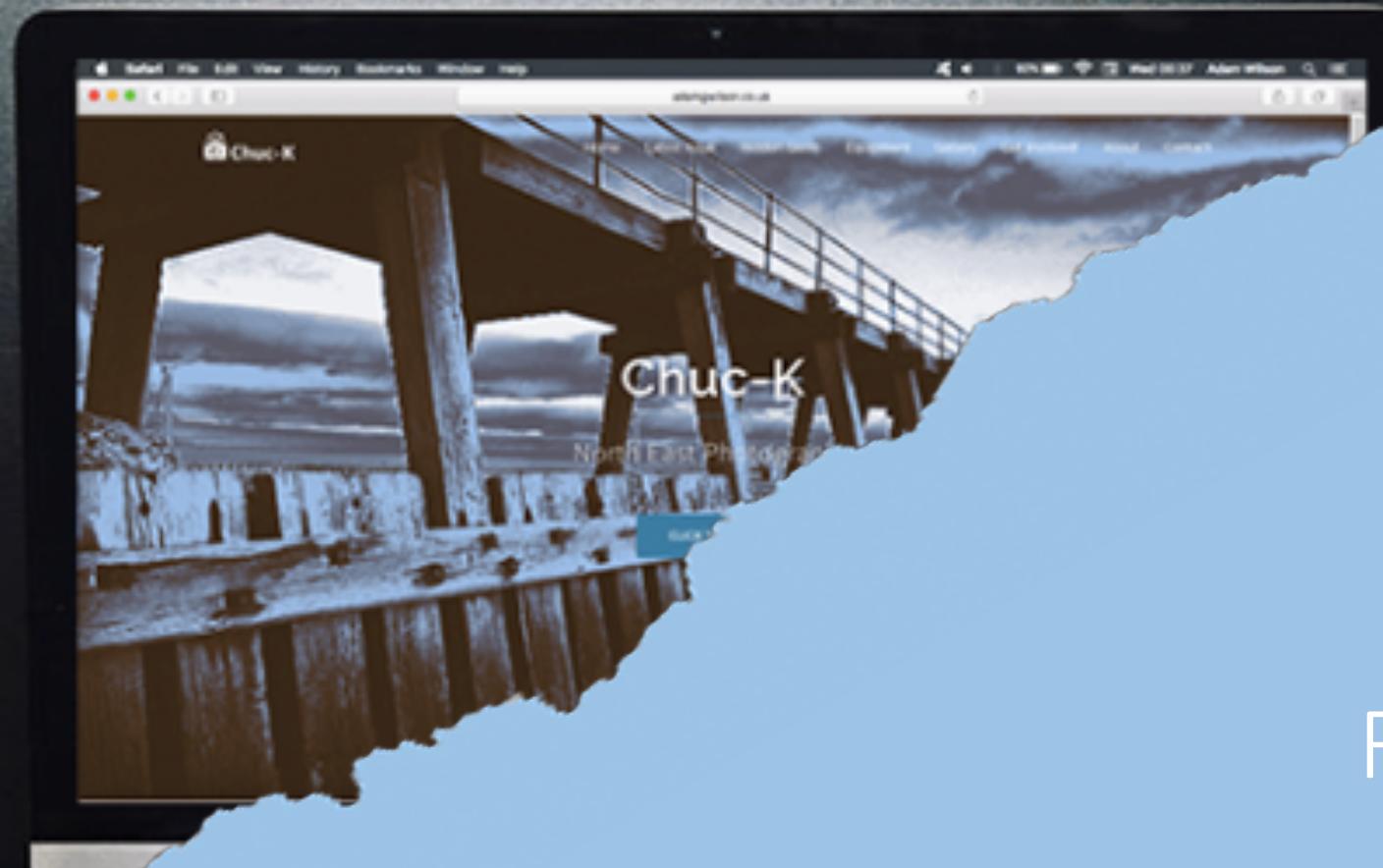


# Contents

Project Introduction	2
Research	3
<i>The 37<sup>th</sup> Frame</i>	4
<i>Dazed</i>	6
<i>Digital Photographer</i>	8
<i>Radar Charts</i>	10
<i>Magazine Features</i>	11
<i>Social Media Campaigns</i>	12
<i>Research Summary</i>	13
Target Audience	14
Branding Development	16
<i>Brand Values</i>	17
<i>Logo Development</i>	18
<i>Design Decisions</i>	26
<i>Using the Logo</i>	28
<i>Colour Scheme</i>	30
<i>Typeface</i>	31
Website Development	32
<i>Card Sorting &amp; Content</i>	34
<i>Wireframe Development</i>	37
<i>Content</i>	42
<i>Hosting &amp; Development</i>	44
Social Media	74
<i>#NEGems</i>	76
<i>Facebook</i>	77
<i>Instagram</i>	80
<i>Twitter</i>	82
Platform Testing	84
<i>Desktop</i>	85
<i>Tablet</i>	92
<i>Mobile</i>	93
Final Magazine	96
Evaluation	108

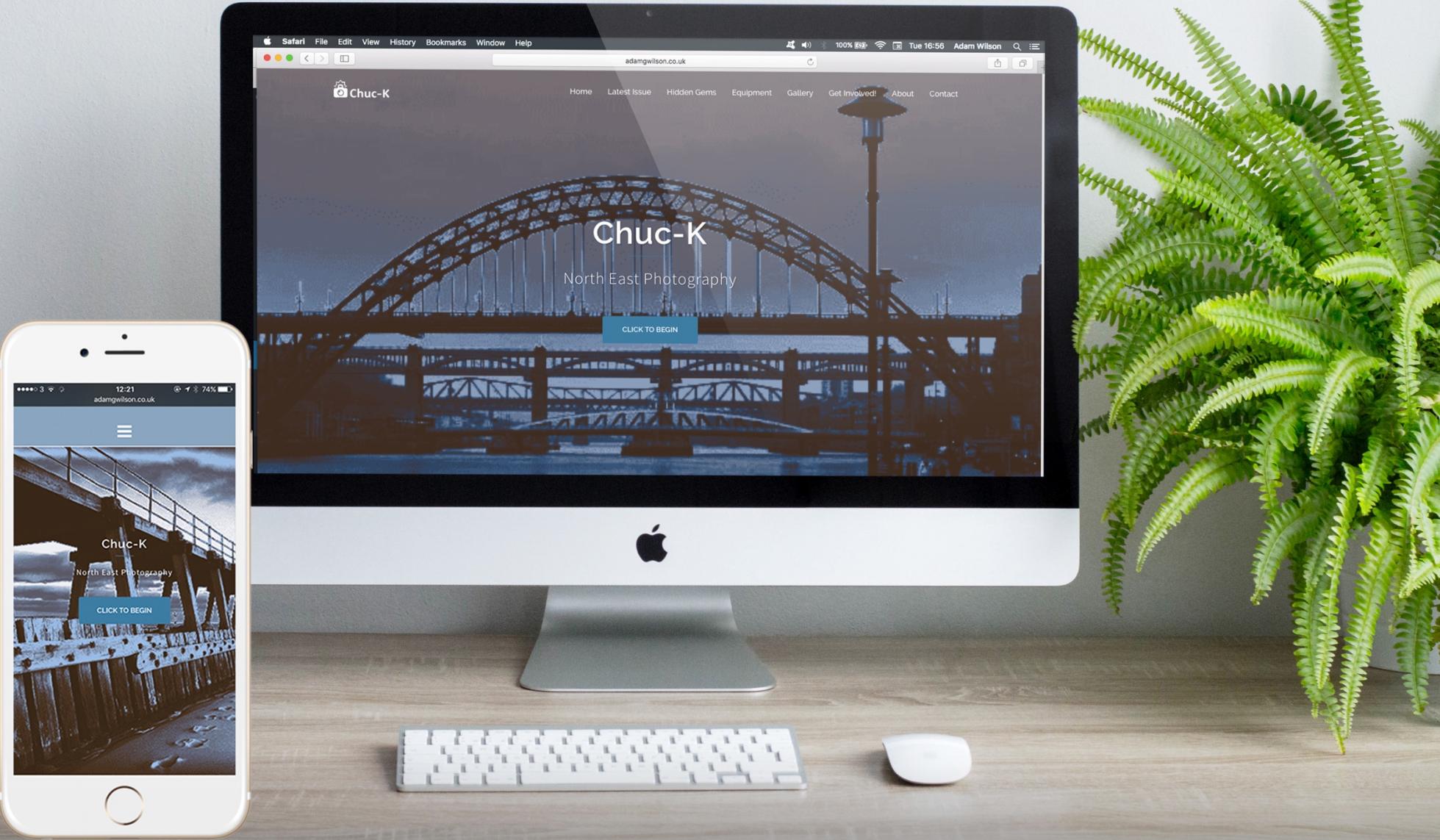
# Windows Phone





Final Magazine

## Home Page



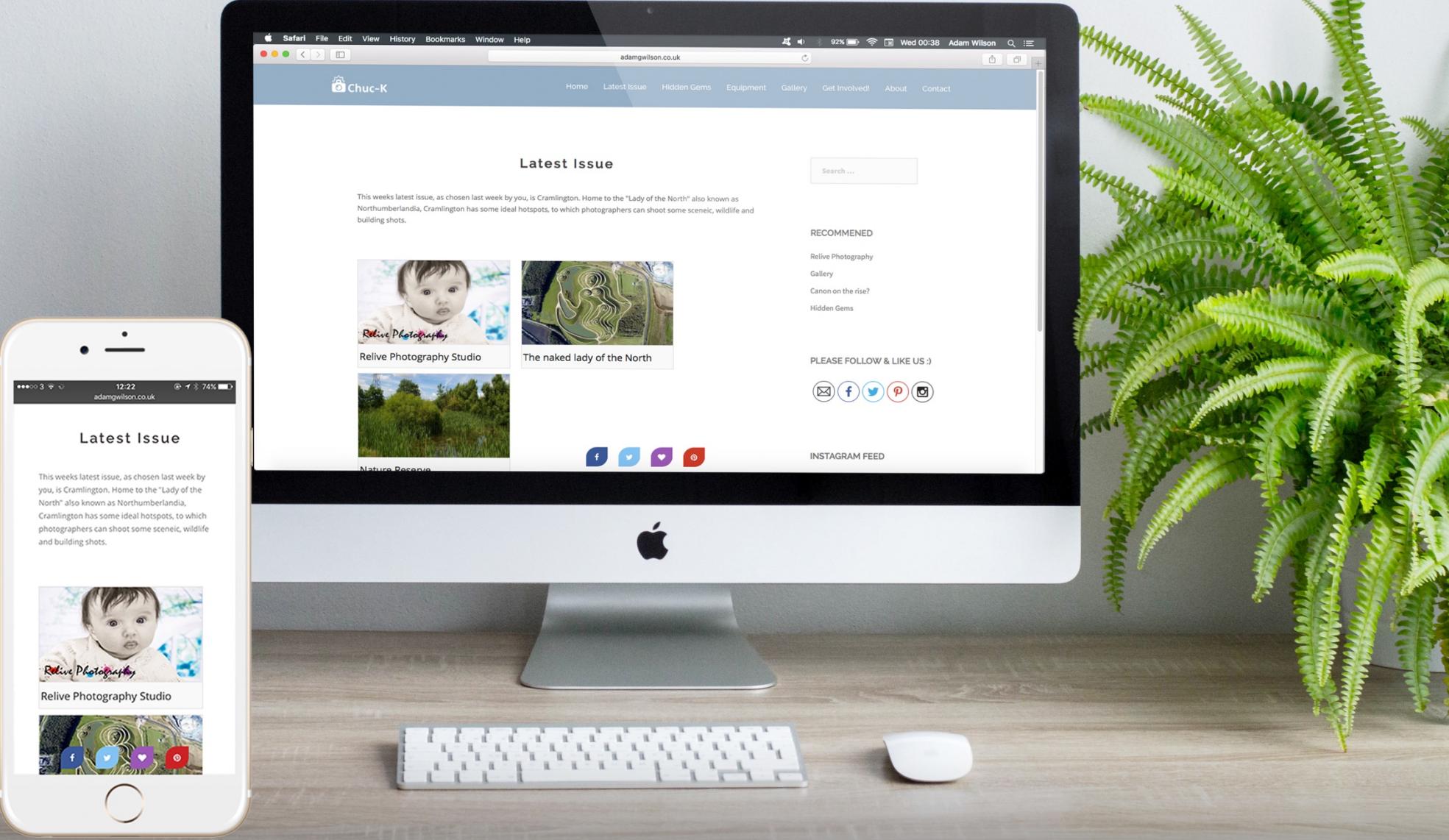
## Home Page



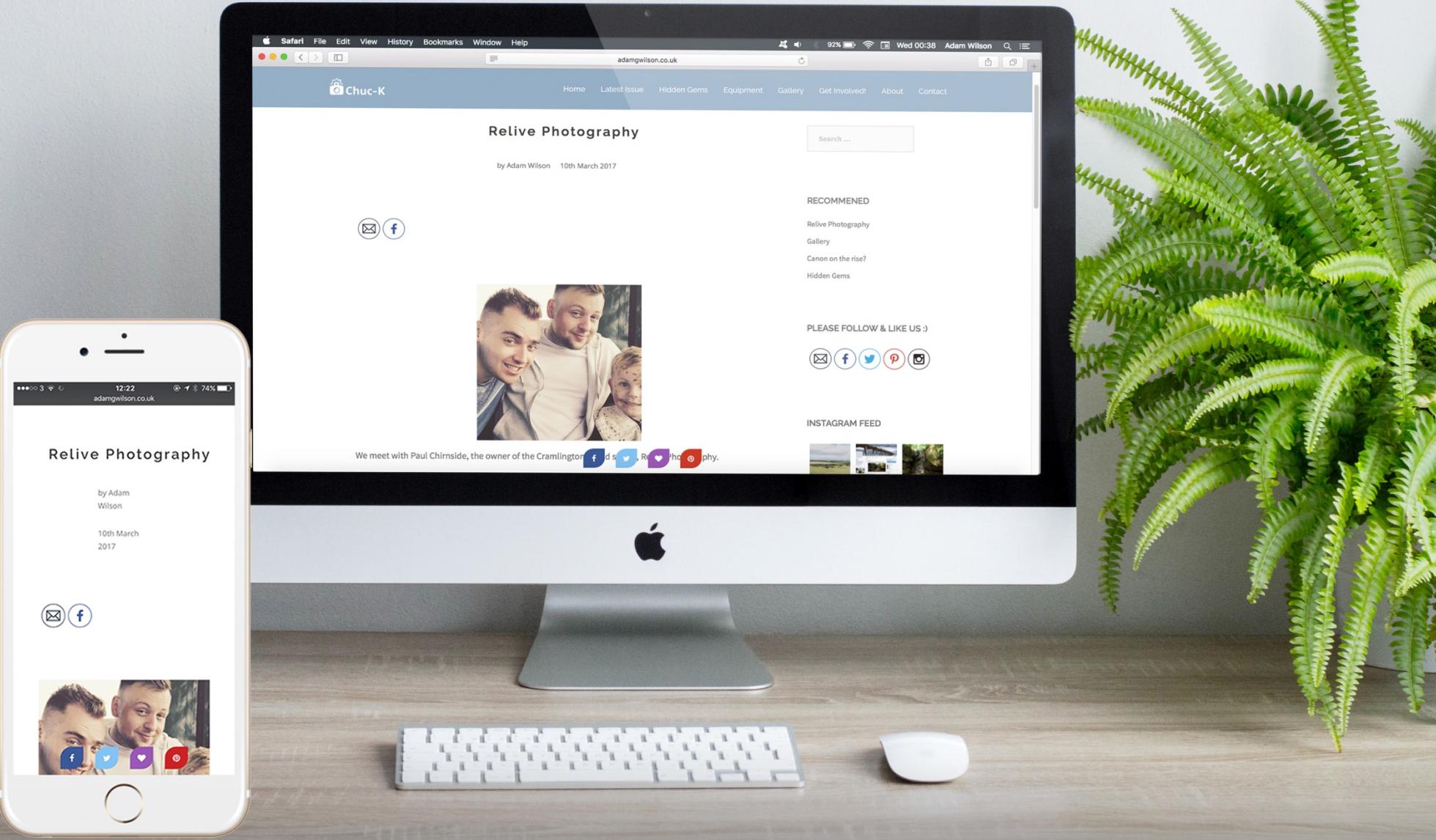
## Home Page



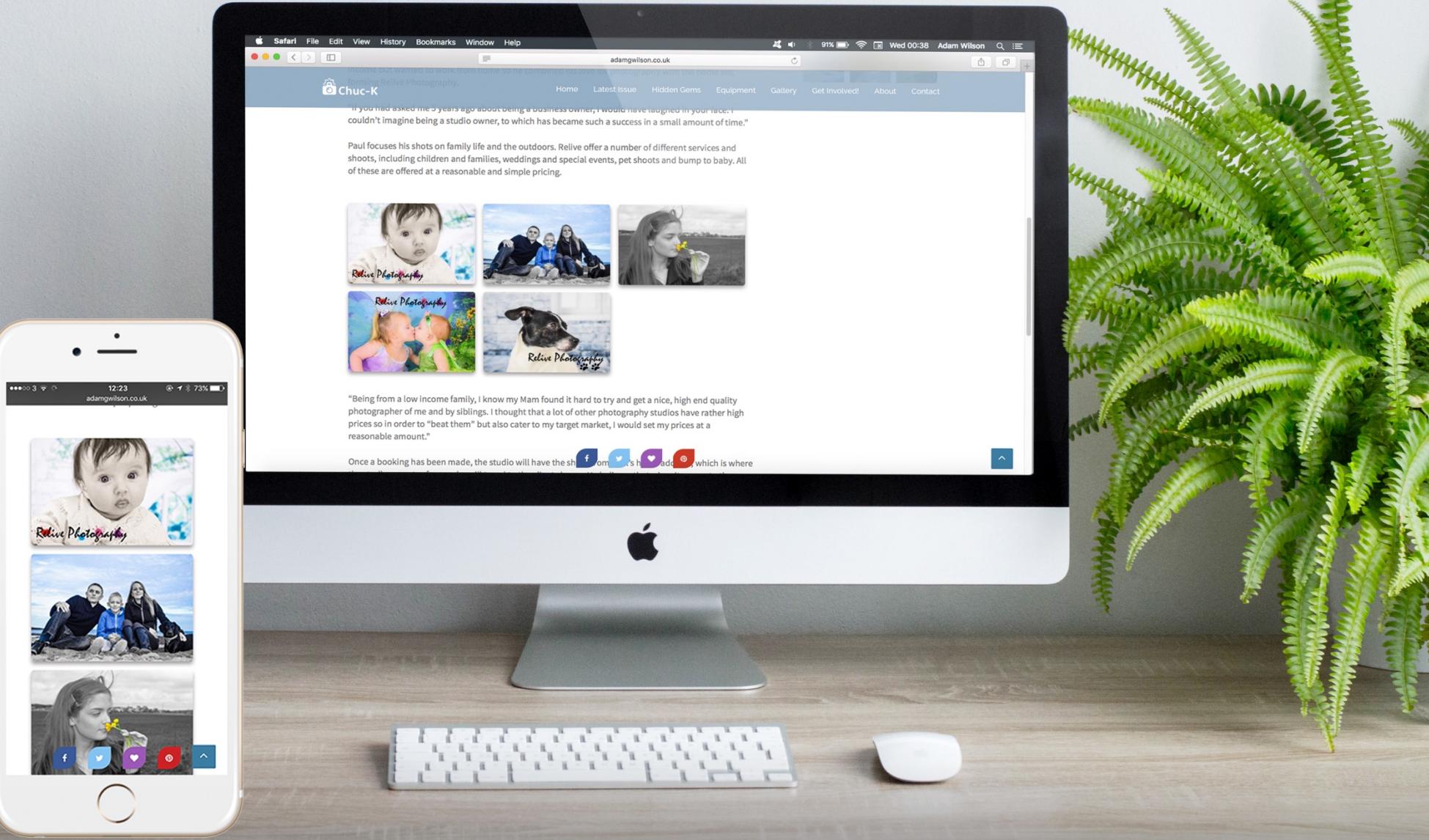
# Latest Issue



# Relive Photography

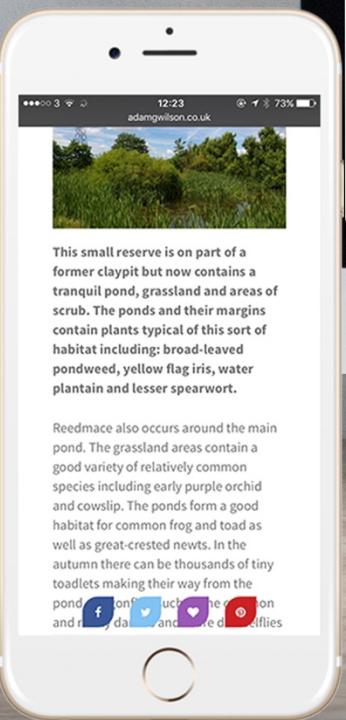


# Relive Photography



# Nature Reserve

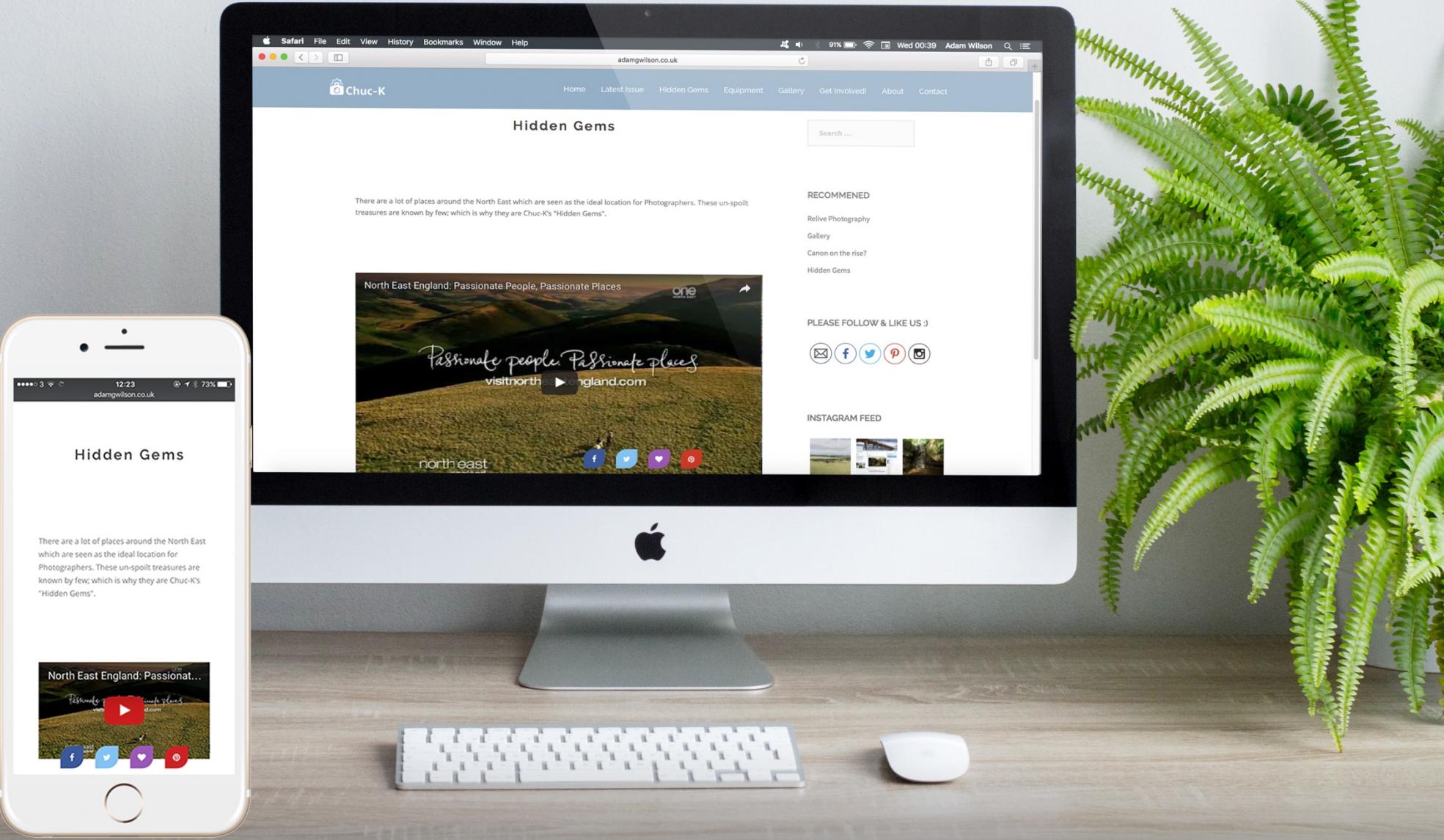
103



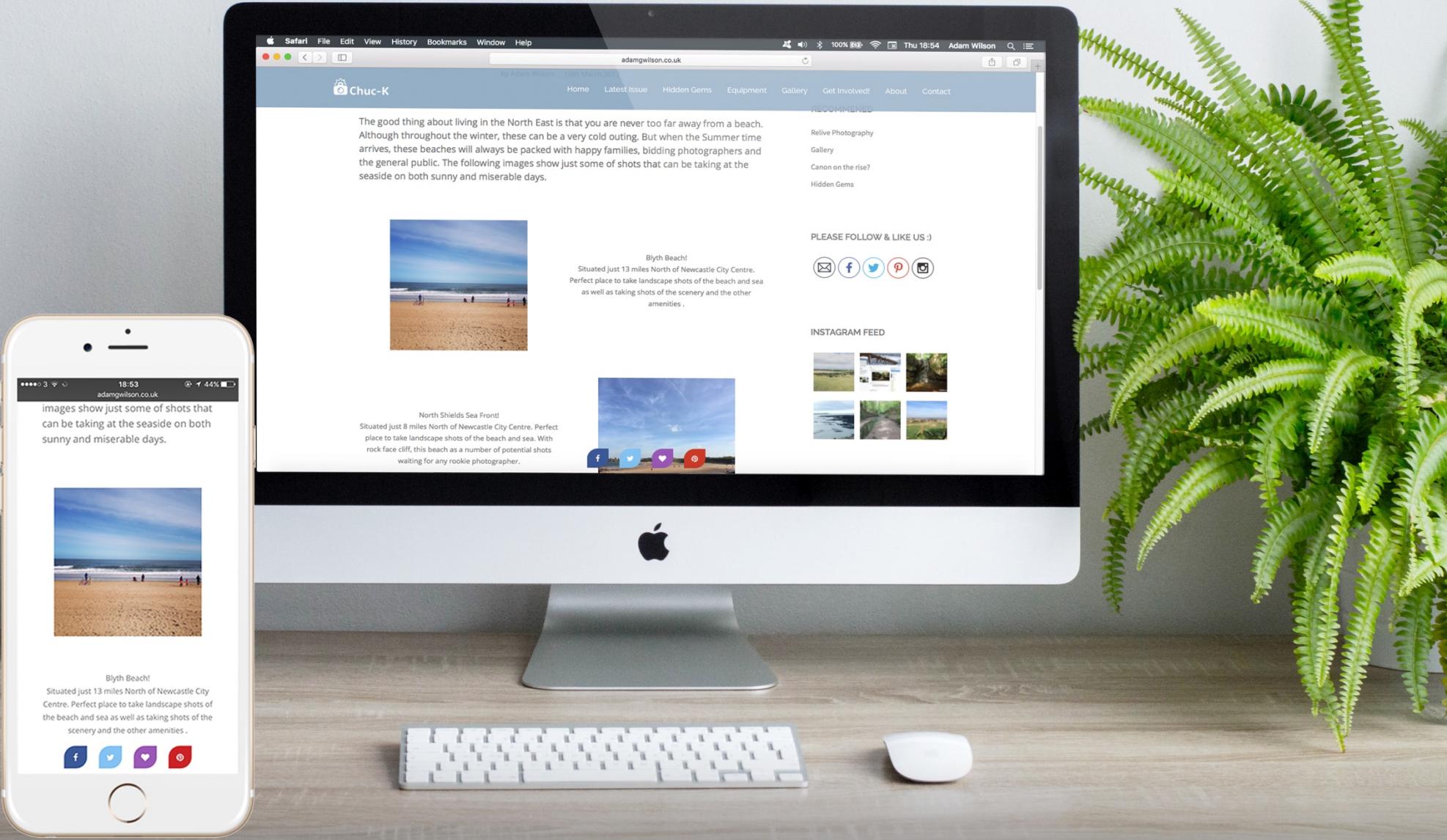
A silver laptop is positioned in the center, displaying the full website. The header includes the logo 'Chuc-K', the title 'East Cramlington Nature Reserve', and the author 'Adam Wilson' with the date '10th March 2017'. The main content features a large landscape photograph of the nature reserve. Below it is a detailed description of the reserve's flora and fauna, followed by an 'INSTAGRAM FEED' section with several thumbnail images. On the right side of the laptop screen, there are sections for 'RECOMMENDED' articles and social media links for follow and like.



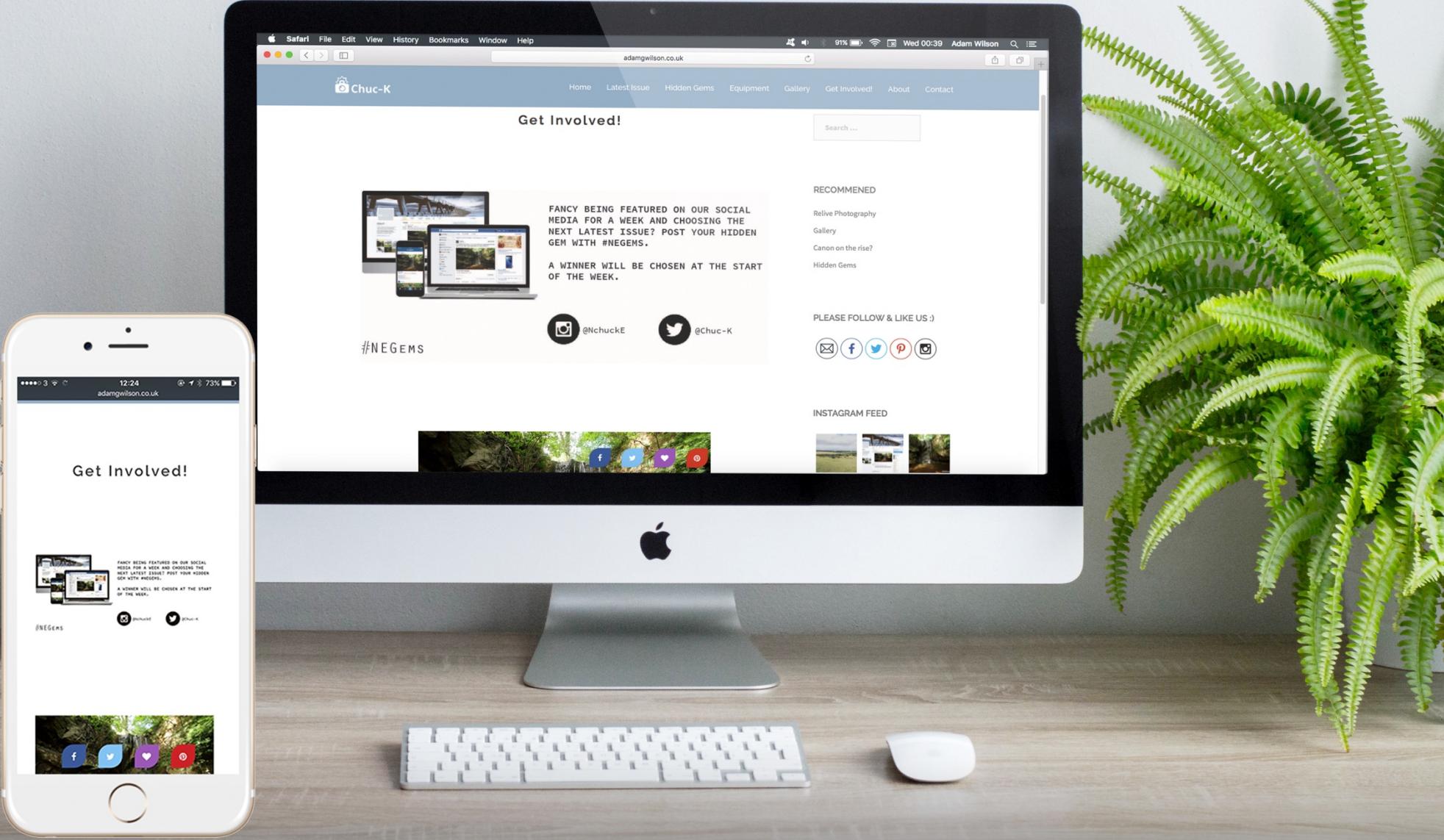
# Hidden Gems



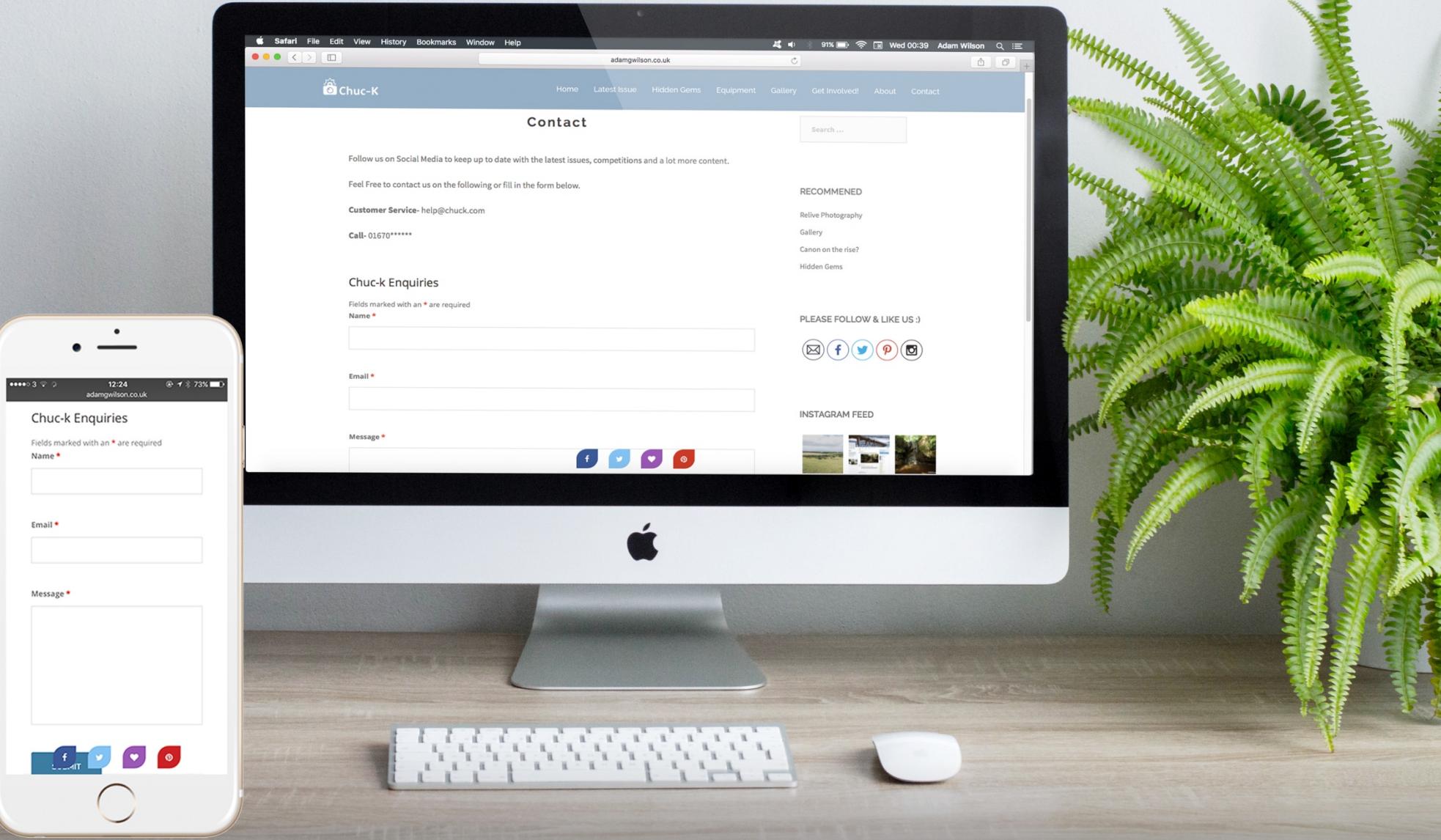
# Beaches



# Get Involved



# Contact





# Evaluation

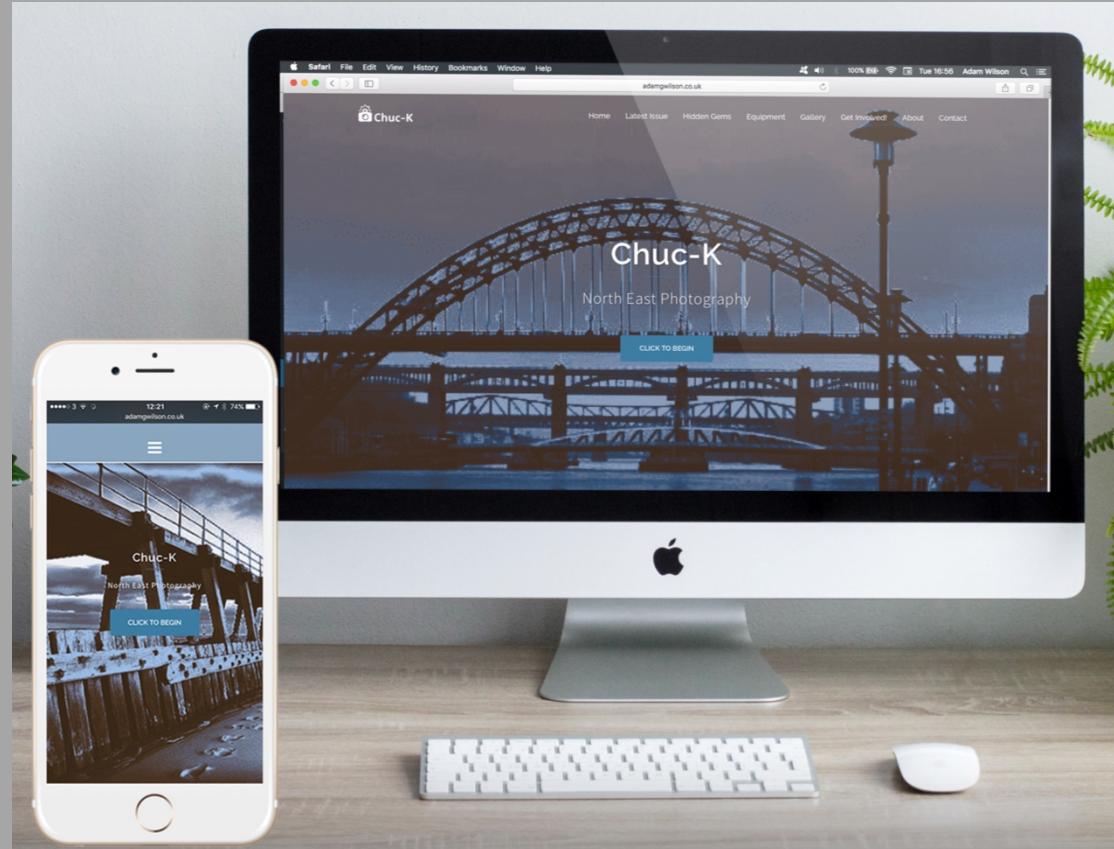
Overall I am pleased with the outcome of the project. By beginning with the research on similar magazines, I was able to see how my final product would look like and how I could translate the success from the existing sites into the Chuc-K one. I liked how the articles on the home page of the Dazed magazine were different in sizes; the reason to why I tried transferring this into my site. From the research, I was able to see that there was a much needed importance of keeping the brand as a whole; from the colour scheme used throughout and also the positioning of certain features.

Using Wordpress to create the Chuc-K site came with some challenges however this was a big learning curve for me. I have had limited use using Wordpress and I was unaware I was able to install plugins to help in the creation of the site. Discovering the live composer page builder was a relief, since this took some of the pressure of having to create a brand new site, by just simply dragging and dropping the elements into place. When it came to using a child theme, I felt I was very successful in modifying the CSS. There were some limitations with the theme that I was using, however when I changed the CSS, I was able to resolve these. The main limitation being with the navigation and the positioning of the main headers, but I was able to resolve these with the CSS.

The Chuc-K online magazine was a success since it displayed the information that I wanted to be shown. The hidden gems of the North East and the photography features of the latest issue based in Cramlington, would give the readers what they want as well as help in enticing new users to use the site. Since this was a site aimed around photography, I have used a lot of imagery throughout. This is so the customers are not overwhelmed with text and the main theme of the site can be translated through these images.

I have successfully mocked-up a variety of social media platforms to show how they would link to the Chuc-K Magazine and help increase the popularity, as well as encourage people to get out and about to find the North East's hidden gems. Through the testing on multiple platforms, I was able to see that the site worked on a number of devices. I changed a number of the different features while doing this testing, which has helped in the reassurance of the site being successful.

I have carried out user testing and the feedback is positive, the users are aware of the purpose of the site and find it friendly and easy to navigate. If I had more time and resources I would want to test the site on more platforms as well as testing it with more users in the target audience age range.



<http://www.adamgwilson.co.uk/photogram/>