



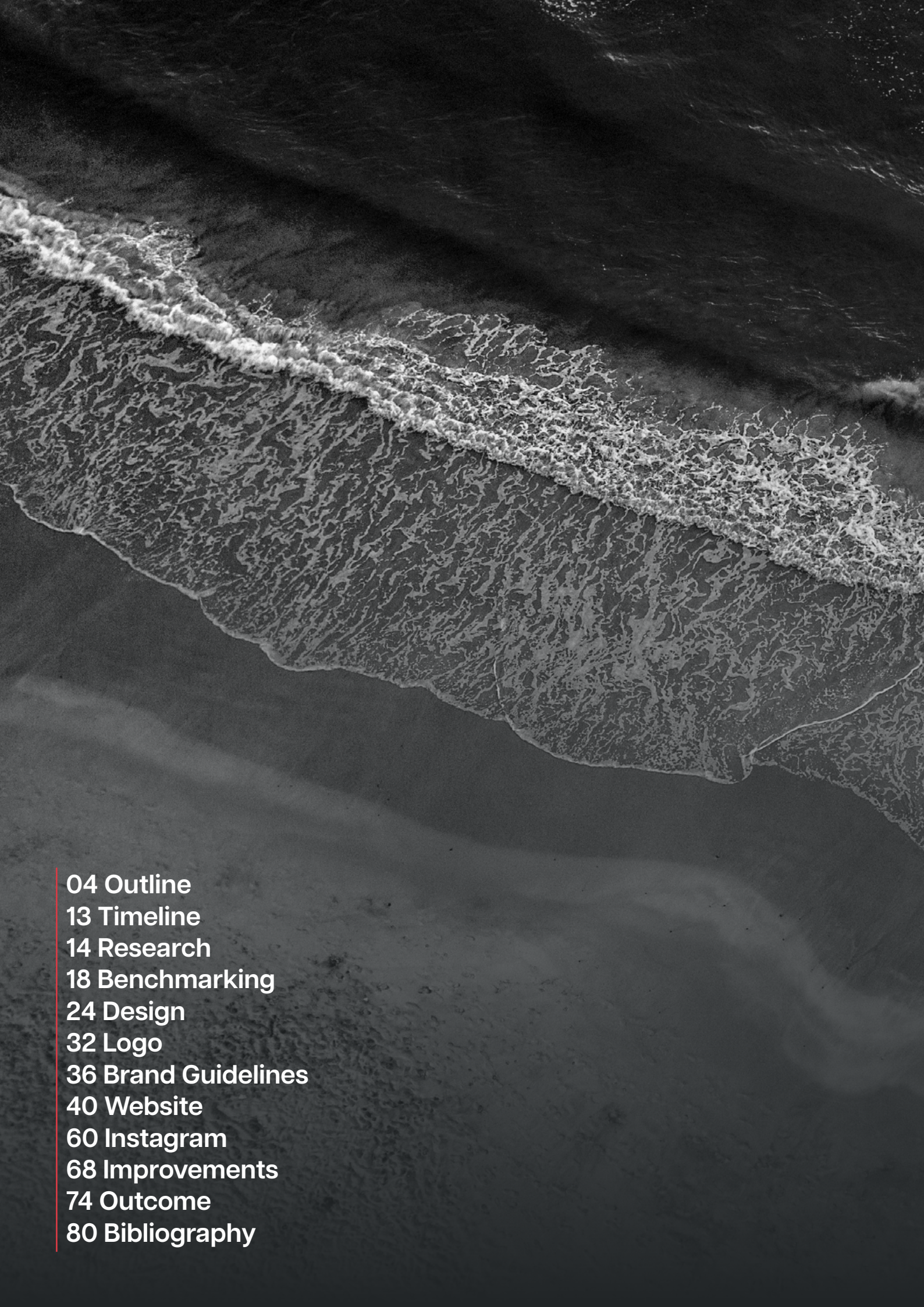
BEACH SAFE
NORTH COAST



COMMUNICATING BEACH SAFETY INFORMATION ON THE NORTH COAST OF NORTHERN IRELAND

MED525 - PRODUCTION LOG - ETHAN HILL

Contents.

An aerial, black and white photograph of a beach. The top half of the image shows the ocean with waves breaking onto the shore, creating white foam. The bottom half shows the dark, textured sand of the beach. The overall mood is serene and natural.

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04 OUTFITLINE



INTRODUCTION

This production log documents the creative process completed for MED525: Interactivity, Research and Development. This module provided the opportunity for me to work independently in an area of interactive media that I am interested in and excited about, whilst enabling me to showcase the skills I have developed throughout [BSc Interactive Media](#).

This major project focuses on self-directed and self-critical approaches to independent learning, requiring an advanced level of knowledge and skills. I have utilised the skills learnt from all previous modules, over the past three years, and the enterprise placement year, in which I built a business and brand, to inform the production of this complex final year project. For this project to be a success, it had to select and follow recognised research and development cycles appropriate to the project, identified by myself with the support of staff.

In order to meet the expectations of the module guide, I worked independently aiming for twenty five hours per week alongside participation in thirty minute supervision meetings every two weeks. This academic process helped to guide me in the right direction, enhance my ideas further and gather the skills I have nurtured to produce this project to a high standard, reflective of my abilities. I choose the subject of beach safety as it is a topic of importance for me and my community, something I have first hand experience with and is reflective of my passions and interests, motivating me to achieve the best possible outcome.

All of the work included in this production log is my own, showcasing personal reflections throughout.

PROJECT PROPOSAL

After the COVID-19 pandemic there has been a significant increase in beach users on the North Coast of Northern Ireland.

The pandemic slowed the pace of life and provided opportunity for people to reconnect with their natural environment, with reduced pressures of work, especially during the summer months when international travel restrictions enforced stay-cations.

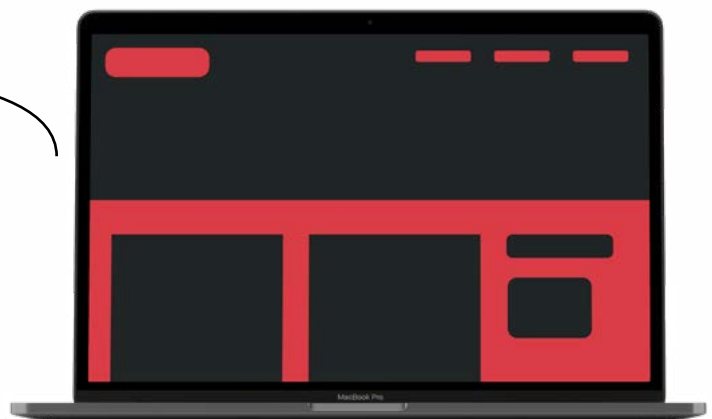
The number of rescues recorded by the RNLI lifeguards has increased on our beaches over the past few summers. The lifeguard service in Northern Ireland is seasonal, which means that they are only operational during Easter and summer holidays (peak season) and select weekends during May, June and September. **This means that for six months of the year there are no lifeguards on duty.**

A problem arises as the winter months host strong powerful surf, wind and colder waters reaching a low of 8.2 °C. Without lifeguards present, people need to know the risks of the North Coast and how to mitigate those risks in order to get involved safely. As a surf instructor, lifeguard and frequent beach user, I have witnessed many people unwittingly enter dangerous conditions and get themselves into difficulty, mainly due to a lack of knowledge around rip currents; a strong and narrow section of water flowing against the tide, away from the shore, and forcefully out to the open sea. I have also carried out multiple rescues in my own time whilst lifeguards have been off duty. With the rise in popularity of sea swimmers and dippers, who seek cold-water therapy without the protection of a thermal neoprene wetsuit for temperature control, as well as the influx of keen, however, less experienced body boarders, surfers and other water enthusiasts, the North Coast has a greater need for beach safety information to minimise harm, maximise benefit and create a safer community.

THE OUTCOME

INTERACTIVE WEBSITE

SOCIAL MEDIA PAGE



To address the identified problem, this project will be the go-to digital tool for supporting and educating people about our coastline, via website format and social media reach.



BEACH SAFE
NORTH COAST

**IN 2022 THE RNLI
RECORDED 310
INCIDENTS ON THE
NORTH COAST
REPRESENTING
A 38% INCREASE
SINCE COVID-19
IN 2020**



COMPARING 2020 BEACH LIFEGUARD STATISTICS WITH 2022 STATISTICS

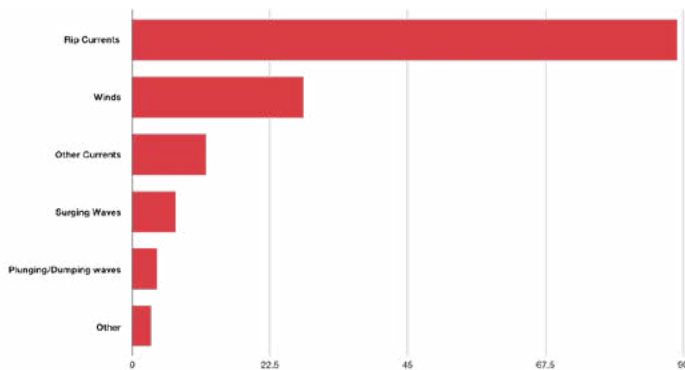
NUMBER OF INCIDENTS

225 **310**
2020 2022

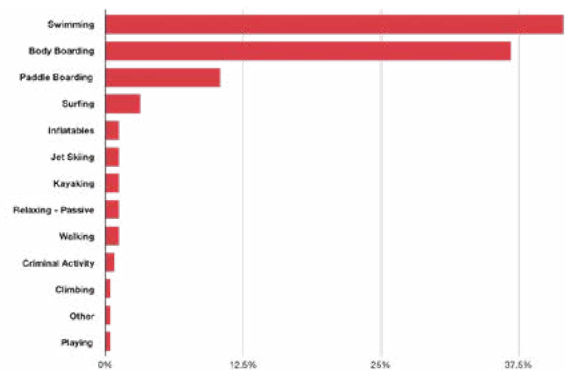
CASUALTY AGE RANGE

| Age Range | 2020 | 2022 |
|-----------|------|------|
| CHILD | 40% | 47% |
| TEEN | 17% | 17% |
| ADULT | 43% | 36% |

ENVIRONMENTAL CAUSES 2022



CASUALTY ACTIVITIES 2022



BEACH WITH MOST RESCUES 2020

- EAST STRAND** 24 Rescues
- CASTLE ROCK** 13 Rescues
- WHITE ROCKS** 11 Rescues

Comparing statistics, it is evident that the number of incidents are on the rise. The casualty age range shows that there has been an increase in child incidents, showcasing that there is a need for preventative action and learning. The main concerns show that swimmers and body boards need more education as well as information about rip currents.



BEACH SAFETY INFORMATION BOARDS

To gather a greater understanding of how safety is promoted on the North Coast, I paid a visit to every beach and looked out for the beach safety information signs. Most of the signs were effective; positioned in the best spot to attract viewing with some locations, such as East Strand, providing multiple signs along the beach entrances. All of the signs share general risks and hazards of the beach, alongside the lifeguard service information. Some signs also display a beach map showcasing extra information; for example, where throw ropes are located or jet ski areas. Each sign has an area code visible at the top which provides an exact location for emergency services. This helps save time getting to that particular area. Some signs are paired with other beach information such as water quality, awards and blue flag beach notices. The drive on beaches, such as Benone and Castlerock, display a tow truck number in case of bog ins. White Park Bay and Runkerry beach show bold danger signs as lifeguards are never present.



BENONE STRAND



DOWNHILL BEACH



CASTLEROCK BEACH



EAST STRAND



WHITEROCKS BEACH



RUNKERRY BEACH



CH



CH



PORTSTEWART STRAND



WEST STRAND



WHITE PARK BAY



BALLYCASTLE BEACH

THE PROBLEM

A LINK TO MY INTERACTIVE WEBSITE COULD GO ON THE SIGNS



SCAN ME

The best way to prevent drownings and other beach related problems is preventative action. As the saying goes, "a good lifeguard is a dry lifeguard". The signs supplied by the council provide adequate information about the hazards on each beach. They are bright and bold to attract the attention of the public and carries out exactly what they are designed to do - quick information. However, these signs can easily be missed when beach goers are in a hurry for fun.

I want to create an immersive interactive website specific to the North Coast that the Causeway Coast community can utilise to create a safer beach experience. That will allow the user to go in-depth into a specific hazard / danger on the beach.

12 TIMEELINE

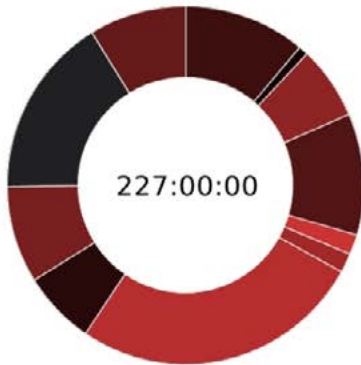


BENONE STRAND

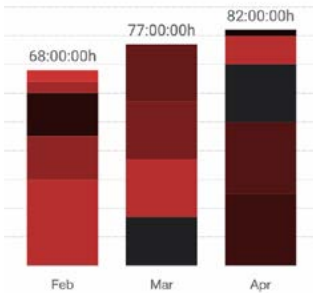
PROJECT TIMELINE

Below shows my production schedule, weeks one to four was the initial research phase consisting of production scoping, proposal, research and writing my literature review. Weeks five to ten I focused

on design, creating the social media and website. Weeks eleven and twelve was for testing and evaluation. Through start to finish I was working on my production log, documenting the process.

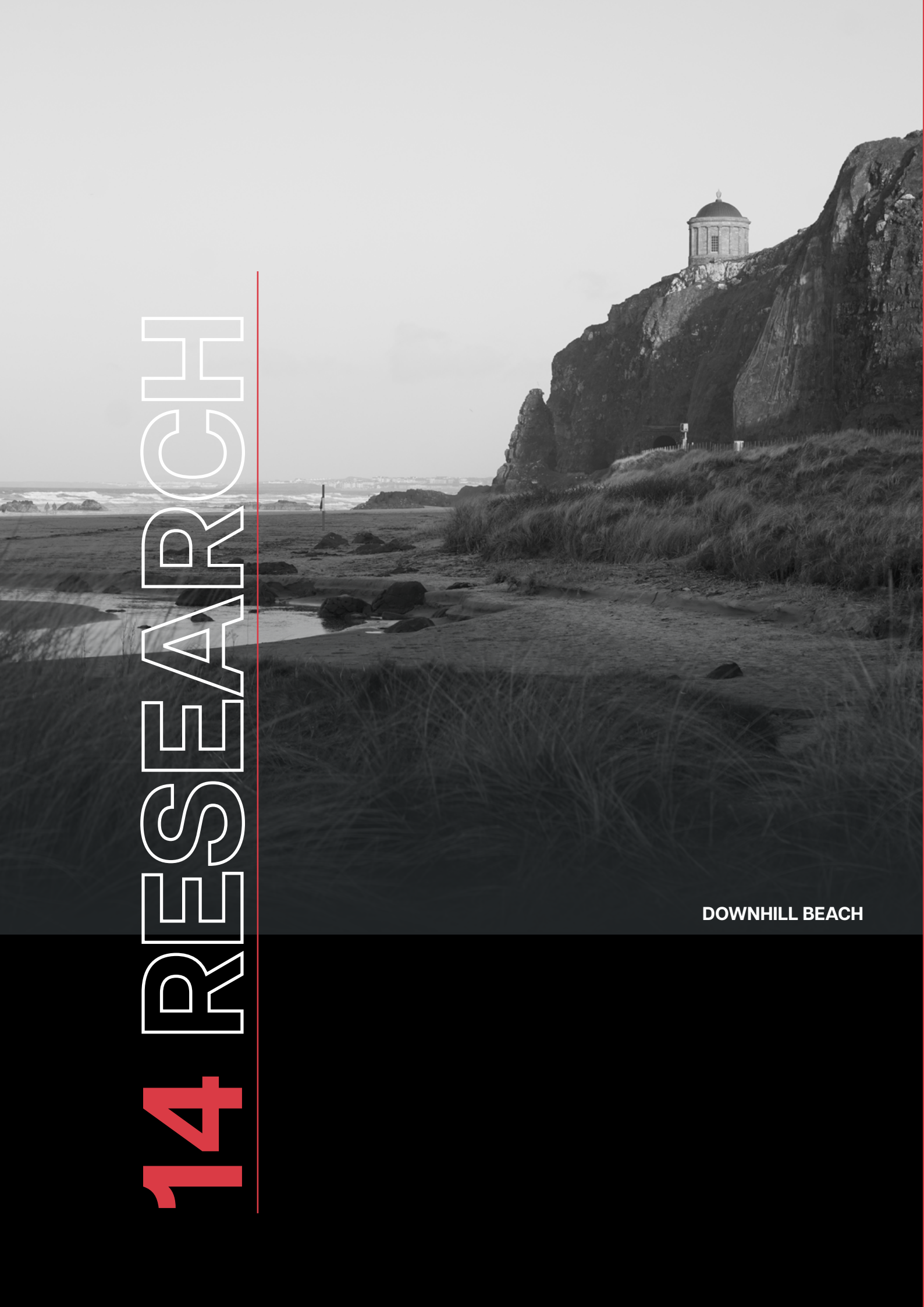


| | | |
|---------------------|----------|--------|
| Content Development | 20:00:00 | 8.81% |
| Exegesis | 37:00:00 | 16.30% |
| Instagram Content | 20:00:00 | 8.81% |
| Literature Review | 15:00:00 | 6.61% |
| Production Log | 60:00:00 | 26.43% |
| Production Proposal | 04:00:00 | 1.76% |
| Production Scoping | 04:00:00 | 1.76% |
| Quiz | 25:00:00 | 11.01% |
| Research | 15:00:00 | 6.61% |
| Studiosity | 02:00:00 | 0.88% |
| Website | 25:00:00 | 11.01% |



| | | | |
|---------|---------------------|-------------------|----------------|
| WEEK 1 | PRODUCTION SCOPING | PRODUCTION LOG | |
| WEEK 2 | PROJECT PROPOSAL | LITERATURE REVIEW | |
| WEEK 3 | RESEARCH | LITERATURE REVIEW | PRODUCTION LOG |
| WEEK 4 | RESEARCH | LITERATURE REVIEW | PRODUCTION LOG |
| WEEK 5 | INSTAGRAM CONTENT | PRODUCTION LOG | |
| WEEK 6 | INSTAGRAM CONTENT | INSTAGRAM CONTENT | PRODUCTION LOG |
| WEEK 7 | CONTENT DEVELOPMENT | INSTAGRAM CONTENT | |
| WEEK 8 | CONTENT DEVELOPMENT | EXEGESIS | |
| WEEK 9 | QUIZ | WEBSITE | PRODUCTION LOG |
| WEEK 10 | QUIZ | WEBSITE | EXEGESIS |
| WEEK 11 | WEBSITE | PRODUCTION LOG | |
| WEEK 12 | EXEGESIS | STUDIOSITY | PRODUCTION LOG |

14 RESEARCH



DOWNHILL BEACH

WHAT IS INFORMATION DESIGN?

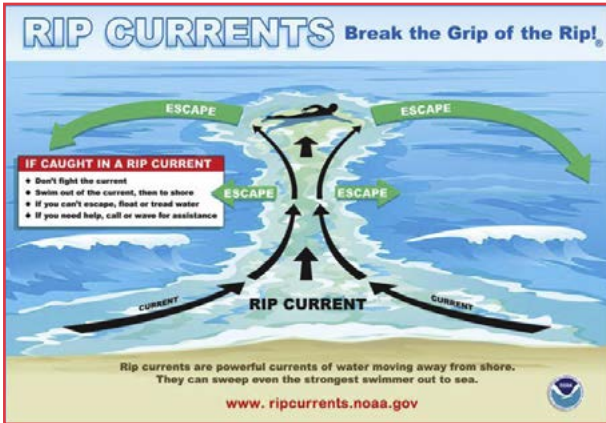
“Information design
makes complex
information clear with
the needs of users in
mind.”

Information design:
research and practice

When researching information design, there are many factors need taken into account to create a clear and easy to understand outcome. Engagement with users, including an iterative approach of design, testing, and modification based on their input, delivers results that are tailored to people's needs.

LITERATURE REVIEW FINDINGS

The literature review provided a summary of how beach safety information is translated across different parts of the world to identify the best practices and issues around the subject. By exploring literature on beach safety interventions and information design it will inform the design process of my major project.



BEACH SAFETY USA

- Occasional beach users are most at risk due to limited awareness.
- The U.S. Rip Current Task force developed this warning sign.
- Half of the 392 beach users failed to notice the sign. 45% found it helpful in identifying a rip however more than half struggled to understand it from the birds eye perspective.



BEACH SAFETY AUS

- The 'Don't Get Sucked in By The Rip' campaign was successful with 70-82% of participants being able to identify rip currents and understand what to do if stuck.
- The tendency to miss critical information on warning signs has been widely reported in the literature. A possible factor is the country's inconsistency across beach safety signage, with variation in layout, symbols, colour and image-text ratio, inhibiting their distinctiveness.



BEACH SAFETY NYC

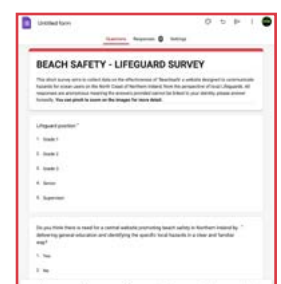
- New York exemplifies a modern take on beach safety signage having recently designed an eye-catching and coherent series which is highly aesthetic and visible by employing photography and a vibrant colour palette with critical information delivered in a user-friendly manner, offering a 'less is more' approach.

BEACH SAFETY UK & IRELAND

- It was found that lifeguards were the most effective form of education on the subject however, most lifeguard services are seasonal causing concern due to inaccessibility.

REFERENCES

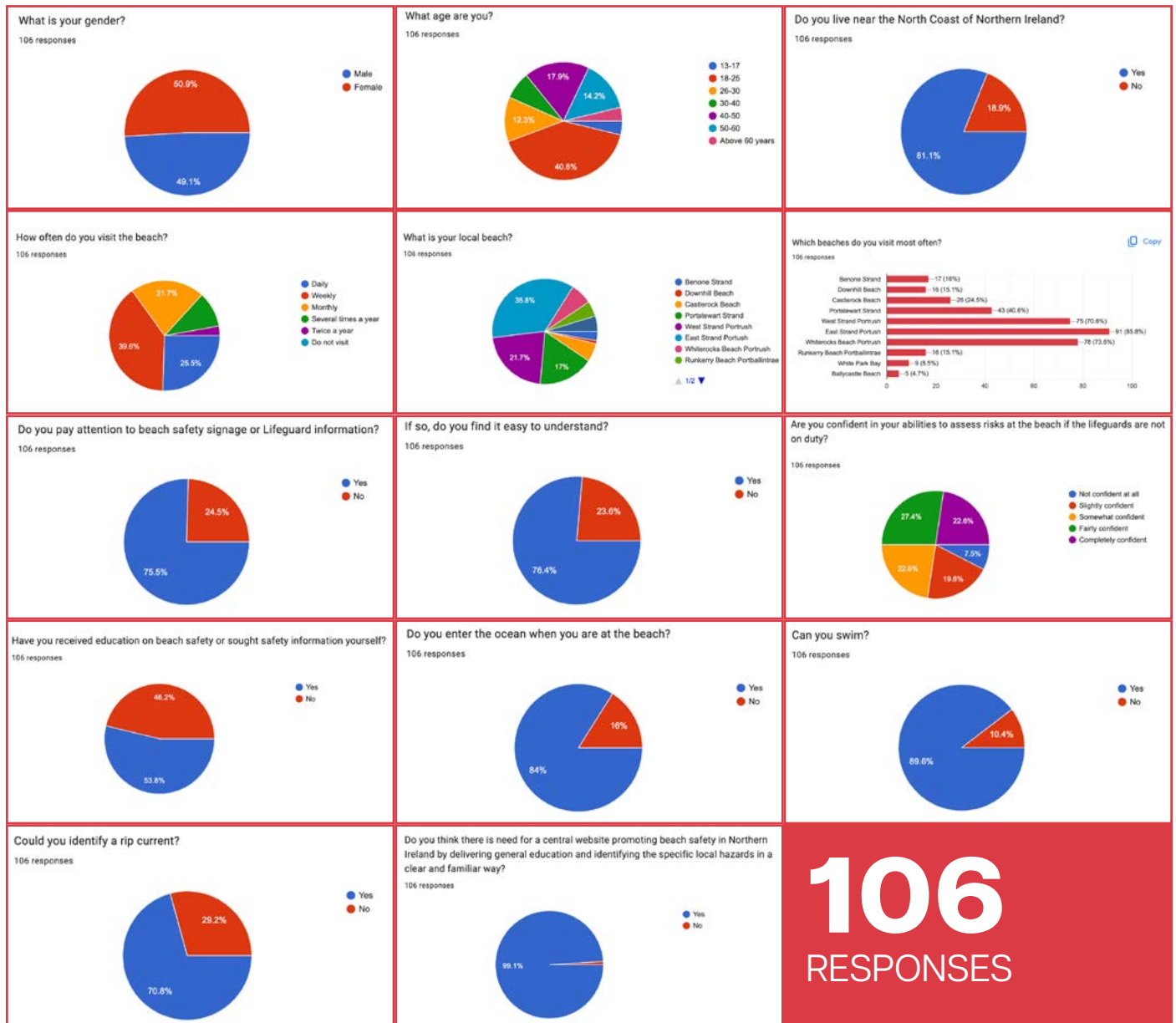
(Brannstorm et al, 2015) (Hatfield et al, 2012) (Attard et al, 2015) (Pentagram, 2023)



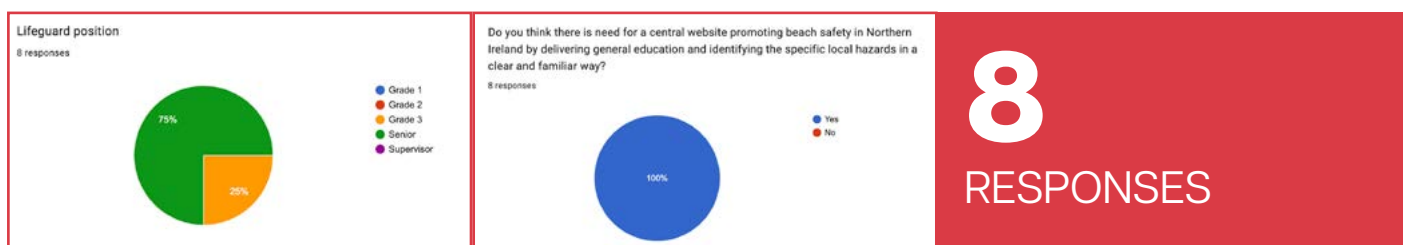
METHODOLOGY OUTCOME

Two surveys with both quantitative and qualitative elements were created and administered to collect data from the general public and local lifeguards to provide insight into their level of understanding and gather constructive feedback for the development of the online learning resource 'Beachsafe'. A survey was selected for gathering this data due to its reliability and utility in assembling large amounts of information in the short timeframe for this research project. The surveys were conducted on Google forms and sent out to the required target audience.

BEACH SAFETY SURVEY (General Public)



BEACH SAFETY SURVEY (Lifeguards)



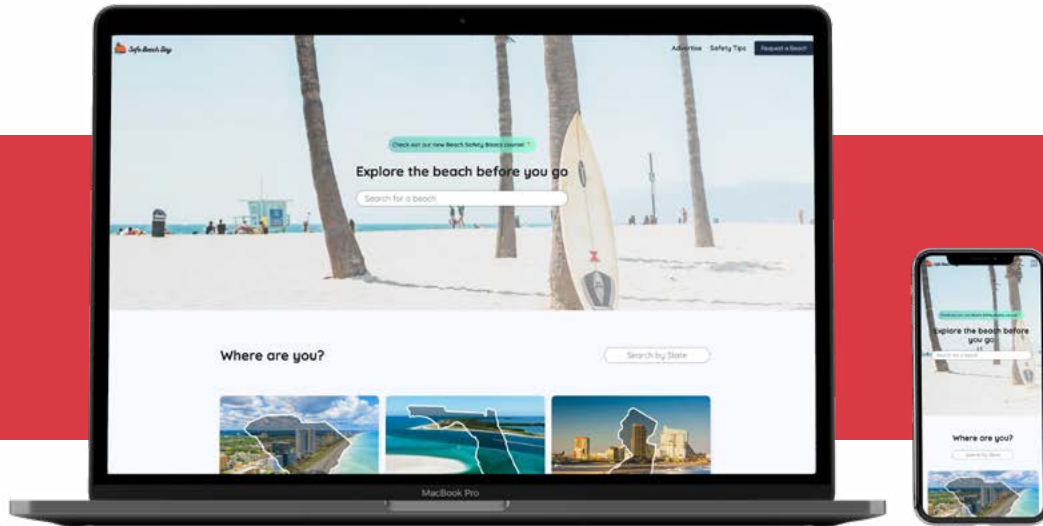
18 BENCHMARKING



CASTLEROCK BEACH

SIMILAR WEBSITES

As part of my research I carried out a benchmarking process to establish similar beach safety websites and best practises. I researched in detail three comparable websites. During my benchmarking research I found many different websites that inspired me; however, some met my project aims greater than others.



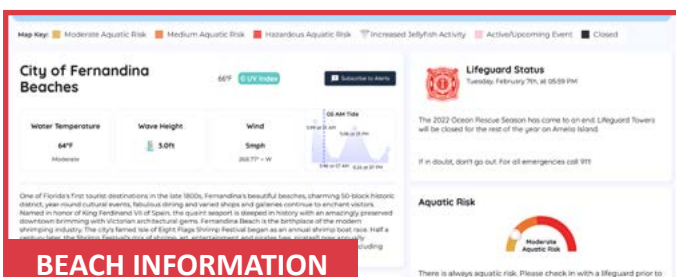
WWW.SAFEBEACHDAY.COM

Safe beach day is a new website for beach safety in America. This website best matches my project proposal. It features an easy to navigate home page, consisting of a search bar to select a specific beach or the user can search by region in a specific state. Once a beach is clicked you can see an interactive map alongside beach information such as hazards

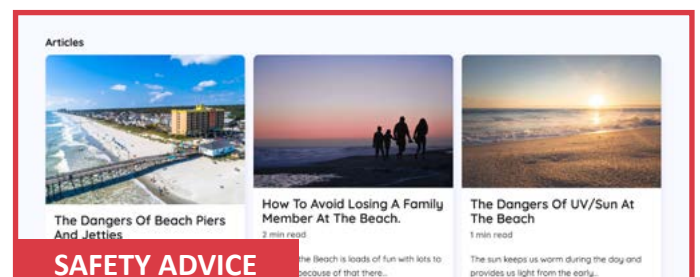
and weather including surf forecasts, UV rating. There is also a aquatic risk scale for the specific beaches, lifeguard status and an area that events can be posted for the beach. There is also a section to learn about beach safety, that also includes a short quiz at the end of each article to help you remember what you have learned.



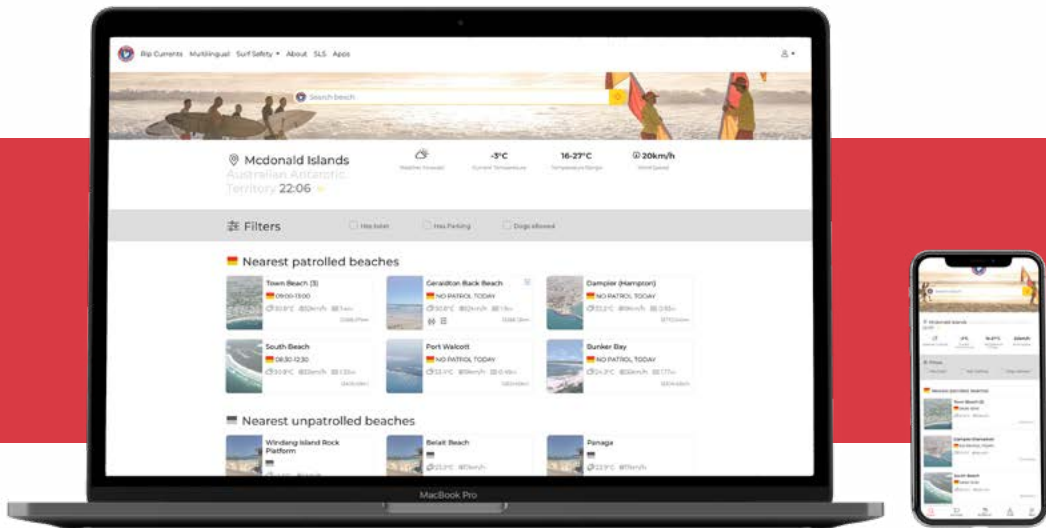
INTERACTIVE MAP



BEACH INFORMATION



SAFETY ADVICE

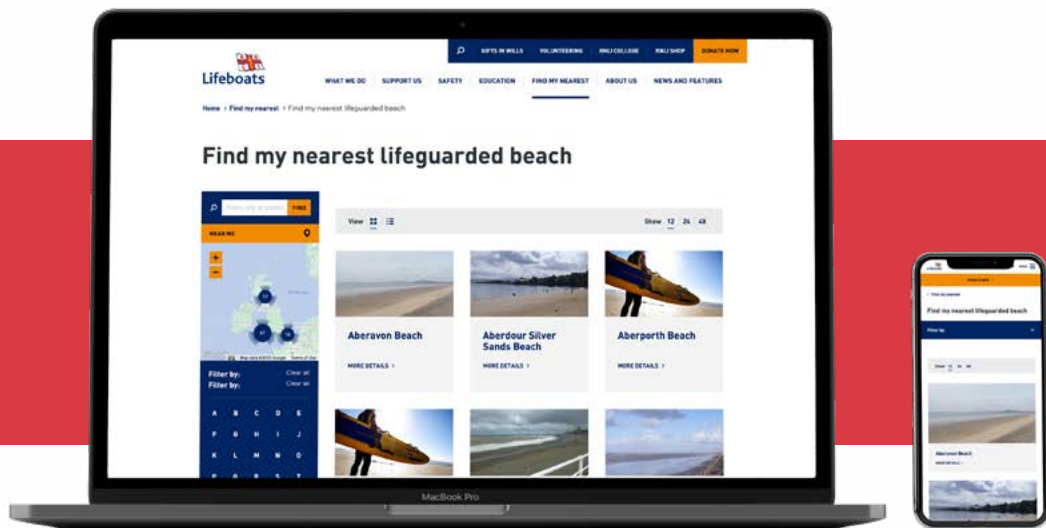


WWW.SURFLIFESAVING.COM.AU

SLS is an Australian website. This website is a great tool for people to see the nearest patrolled beaches and unpatrolled beaches. If an unpatrolled beach is clicked it shares a link advising you to look through the beach safety E-learning which is effective. The best feature shows information and hazard icons under each beach.



BEACH INFORMATION



WWW.RNLI.ORG

The RNLI website has a navigation for finding your nearest beach. The beaches on the north coast features on this, however Northern Ireland doesn't work on the interactive map so it is ineffective and hard to find the information. The beach information provided doesn't relate to safety and is more to state when the lifeguard service starts and finishes.



BEACH INFORMATION

FIRST IMPRESSIONS

| FEATURE | SAFE BEACH DAY | SLS AUSTRALIA | RNLI |
|------------------|-----------------------|----------------------|----------------|
| AESTHETICS | BASIC | BASIC | BASIC |
| TARGET AUDIENCE | USA BEACH USERS | AUS BEACH USERS | UK BEACH USERS |
| IDENTIFIABLE AIM | HOME PAGE | HOME PAGE | SUB NAV |

LOOK & FEEL

| | | | |
|-------------------|--------------|--------------|--------------|
| RETINA (HD READY) | HIGH QUALITY | HIGH QUALITY | HIGH QUALITY |
| RESPONSIVE | YES | YES | YES |
| CONTENT | HERO IMAGE | HERO IMAGE | GALLERY |
| BODY TEXT FONT | SAN SERIF | SAN SERIF | SAN SERIF |
| LOGO PLACEMENT | TOP LEFT | TOP LEFT | TOP LEFT |
| NO. OF FONT TYPES | 1 | 1 | 1 |

TECHNICAL

| | | | |
|--------------------|------------------|------------------|------------------|
| QUIZ EMBEDDED | YES | NO | NO |
| LIVE DATA | YES | YES | NO |
| ANALYTICS EMBEDDED | GOOGLE ANALYTICS | GOOGLE ANALYTICS | GOOGLE ANALYTICS |

NAVIGATION

| FEATURE | SAFE BEACH DAY | SLS AUSTRALIA | RNLI |
|-------------------------------|----------------|---------------|-----------|
| MENU FORMAT | NAV BAR | NAV BAR | NAV BAR |
| MENU POSITION | TOP RIGHT | TOP LEFT | TOP RIGHT |
| RETURNING TO TOP | SCROLL | SCROLL | BUTTON |
| SITE MAP | NONE | NONE | NONE |
| BREADCRUMBS | NONE | NONE | NONE |
| CONTACT US | NO | YES | YES |
| NO. OF CLICKS TO CONTACT PAGE | NONE | ONE | ONE |

SEARCH

| | | | |
|--------|--------|--------|----------|
| SEARCH | YES | YES | YES |
| TYPE | CENTRE | CENTRE | TOP LEFT |

FUNCTIONALITY

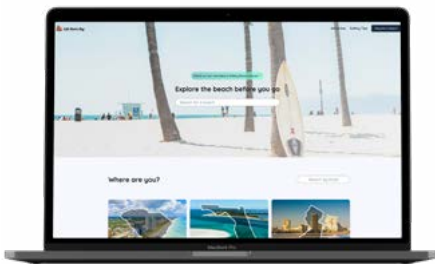
| | | | |
|--------------|------|-----|----|
| MEMBER LOGIN | NO | YES | NO |
| LOAD TIME | 3.2s | 3s | 3s |
| MULTILINGUAL | NO | YES | NO |

CONTENT

| FEATURE | SAFE BEACH DAY | SLS AUSTRALIA | RNLI |
|---------------------|----------------|---------------|------|
| INTERACTIVE MAP | YES | NO | NO |
| HAZARDS / RISKS | YES | YES | NO |
| SPECIFIC BEACH DATA | YES | YES | NO |
| SOCIAL MEDIA | YES | YES | YES |

OVERALL SCORE + BEST PRACTICES

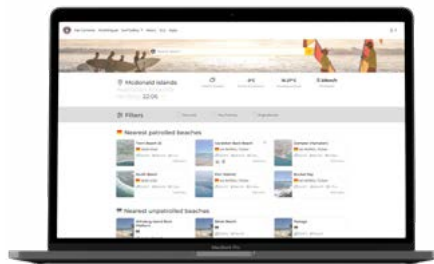
SAFE BEACH DAY



71%

The Safe Beach Day ranked second in the benchmarking analysis. This was the closest website I could find similar to what I aim to achieve. Its basic fundamental design was its downfall. However, this design is perfect for their targeted audience as it is concise and direct, making it easy to follow. For my website I want to target the local community as well as tourists with modern design to make it lively and respected. This one displayed the best practice in terms of design. A range of motion graphics, vibrant colours and contemporary techniques were used to improve their audience engagement.

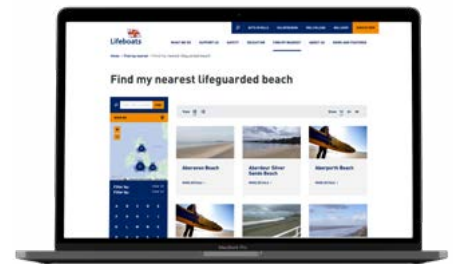
SLS AUSTRALIA



82%

SLS scored the highest out of the benchmarking process, displaying the best practice in terms of function. The website showed great attention to detail, the home page was concise displaying the nearest patrolled and unpatrolled beaches alongside weather information. Below this there was a map of the area and their most popular resources being rip currents, beach safety app and donate button. After the literature review it is evident rip currents are the leading cause of incident, I like how they have a rip currents in the main navigation bar for easy access to the vital information.

RNLI



57%

RNLI sub page find my nearest ranked third overall in the benchmarking. The website design was very poor. This was the closest website with information on the North Coast beaches, most of the beaches used the same thumbnail photo and the forecast and tides section was a dead link. The RNLI mainly focus on mainland UK so some of the information about Northern Ireland is outdated and inaccurate also the map to find your nearest beach does not show any pointers for the Northern Ireland. My website will illuminate this problem and show accurate information specific to the North coast of Northern Ireland.

REFERENCES

(SafeBeachDay, 2023) (SLSAustralia, 2023) (RNLI, 2023)

24 DESIGN

PORTSTEWART STRAND

NAME IDEAS

safety shores
the beach life
bay safe atlantic
beach safe north coast
beach smart
safe beach hub
bay safe
rip safe
causeway coast beach safety
north coast beach safety
safe beach hub
sure shore
beach life
north atlantic guide
north coast beach safety
rip sure

beach safe

After brainstorming I came up with a number of potential names for the website, it was difficult to find a name that instantly worked. These are names I think best suits the project.

COLOUR

- Red - Danger
- Amber - Warning
- Yellow - Caution
- Blue - Coast, sea
- Green - Northern Ireland
- Sand - Beach

WEBSITE

- Code / wordpress
- Show specific beach safety
- Live data -weather, surf
- Interactive maps
- Fixed page UI menus



QUIZ

- To help people learn
- Involves active engagement
- Tests users knowledge
- Provides feedback

INSTAGRAM

- AR filter
- Highlights for each beach
- Posts related to the safety tips

INITIAL IDEAS

DESIGN 1



Horizontal Logo

Blue + Orange



Horizontal Logo

Black



Horizontal Logo

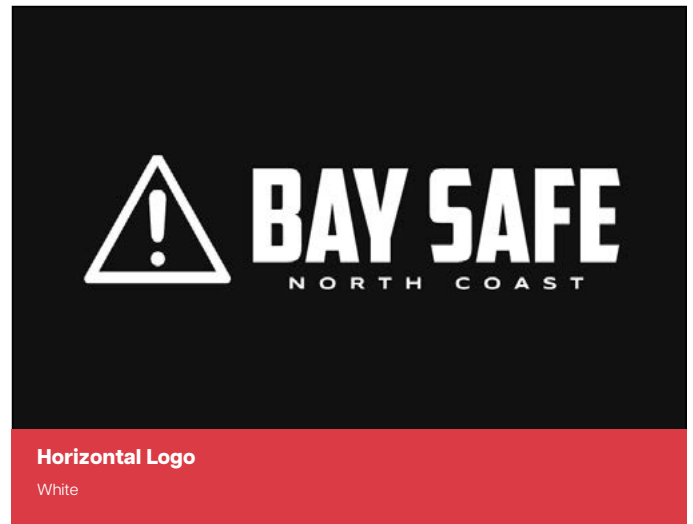
White

COLOUR PALLET



I wanted to experiment with all the names I thought best fitted my project, I first developed the name 'Sure Shore'. I wanted to keep it quite simple allowing for expansion in the future, you can see I have added 'North Coast' but if the project was developed it could change to any location making the logo versatile. The wave compliments the name well. The colour pallet used incorporates blue and orange inspired by the RNLI colours. This logo would look well centred on the website with the slogan "be sure ate the shore". The black and white versions are striking. Overall I think this works well.

DESIGN 2

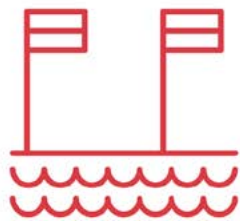


COLOUR PALLET



This is a more playful logo. I like the danger icon I feel like it works well with this design, the font used is very bold and works especially well in black and white as its very eye catching. Again the north coast could be changed to a different location in the future. The blue colour pallet works as its all about water safety reminding you of the ocean, blue is also a calming colour. I feel this logo targets a younger demographic, I could see this being used in a website with cartoon like illustrations to promote beach safety in schools. The slogan for this idea could be “be safe, be bay safe”.

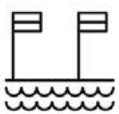
DESIGN 3



SAFE BEACH HUB
NORTH COAST

Horizontal Logo

Blue + Orange



SAFE BEACH HUB
NORTH COAST

Horizontal Logo

Black



SAFE BEACH HUB
NORTH COAST

Horizontal Logo

White

COLOUR PALLET



For this design I added a beach flag icon. I think this logo is very clean, using a high contrast colour pallet, I like the red as it adds a sense of seriousness to the project as it is a serious topic. However I feel like the logo layout could maybe change as it is quite long. I also feel like overall there is no flare it seems a bit generic. I think this design would work better for a website to help lifeguards up there skill set. The website I am trying to develop will help our community understand beach safety when there are no lifeguards present, so having flags as the icon is a bit misleading for the project.

DESIGN 4



RIPSURE
NORTH COAST

Horizontal Logo

Red + Grey



RIPSURE
NORTH COAST

Horizontal Logo

Black



RIPSURE
NORTH COAST

Horizontal Logo

White

COLOUR PALLET



After carrying out the literature review and finding out rip currents are the leading cause of most incidents, I feel this logo works really well addressing this problem. The slogan could be "Don't just be sure..Be RipSure". I think the red is the best colour for this design as it also compliments the safety ring that is instantly recognisable. Using hierarchy in design I wanted to put emphasis on the rip as it being all one word it looked quite confusing. However it could be mistakenly understood as 'Rest In Peace' to those who don't know what a Rip current is. Overall i like the concept but its a bit too confusing for the target audience.

DESIGN 5



NORTH COAST
BEACH SAFETY

Horizontal Logo

Blue + Orange



NORTH COAST
BEACH SAFETY

Horizontal Logo

Black



NORTH COAST
BEACH SAFETY

Horizontal Logo

White

COLOUR PALLET



North Coast Beach Safety was originally my favourite idea. However after designing the logo I feel it limits the future potential of the project. As there is more emphasis on beach safety I have gone for a golden sand colour way, I like how it turned out, it evokes joy and happiness which is maybe too light hearted for how serious the topic is. The logo is a boring and not very scale-able, to make it better I think I would experiment with different fonts and layouts. Overall I think its a simple design that works well however, I prefer aspects of the other designs such as the 'Ripsure' life ring and colour way.

DESIGN 6



Horizontal Logo

Red + Grey



Horizontal Logo

Black



Horizontal Logo

White

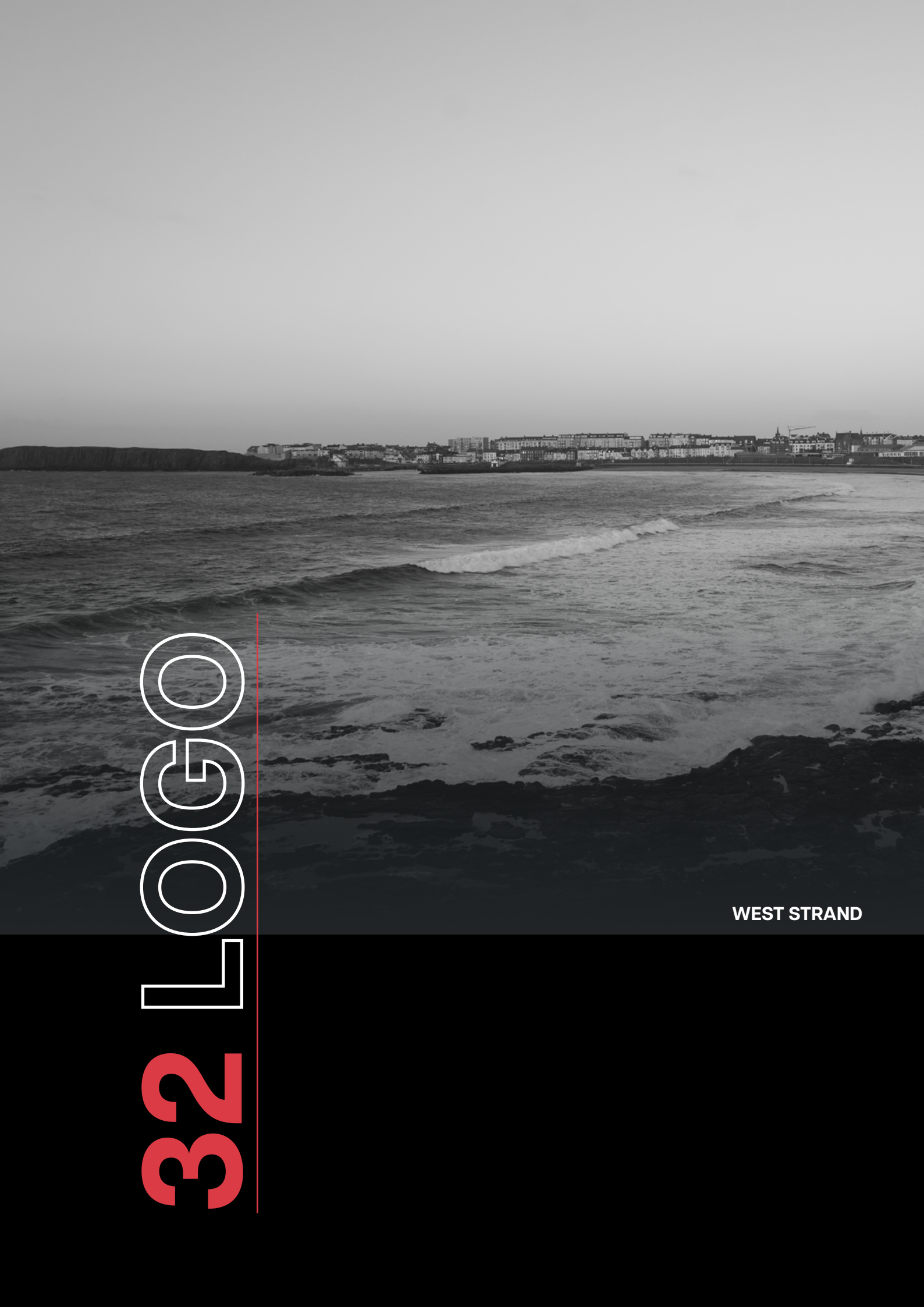
COLOUR PALLET



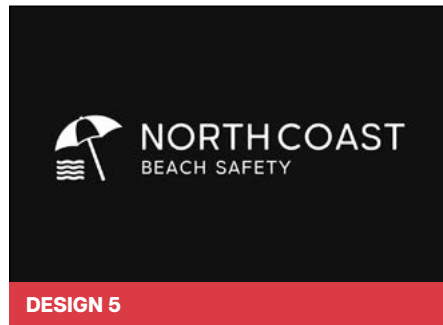
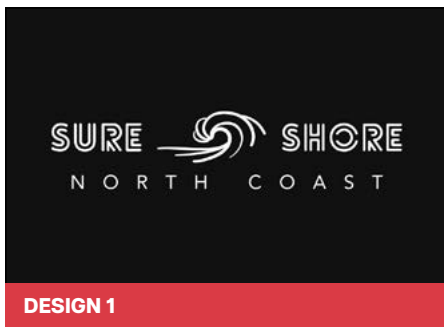
This is one of my favourite designs I created. The logo is a diagram of how to get out of a rip current with a blue colour pallet linking to the ocean and waves. I feel like once the project gets established this idea for the logo could get the safety message across a lot quicker. However I feel like people won't understand it at first, leading to confusion. Again, I really like the name 'Bay Safe' I feel it works really well for this project. Overall I think this is the most creative design but might be too confusing for my target audience, as people will be learning more than just rip currents.

32 LOGGO

WEST STRAND

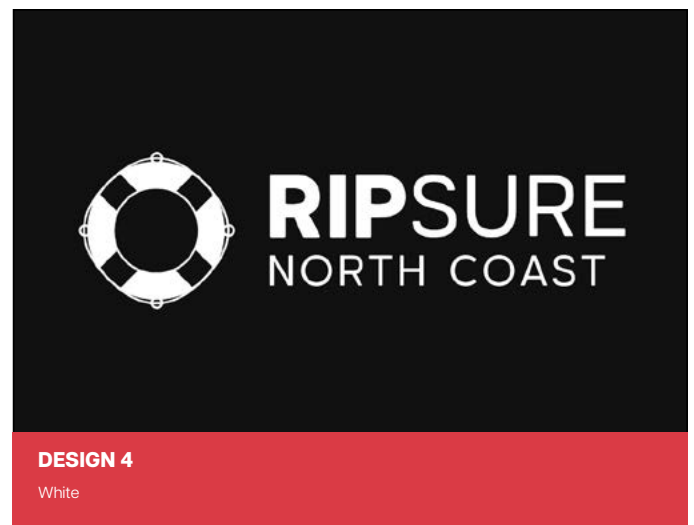


REFLECTIONS



Overall I enjoyed the design process for creating a logo for the project. I like parts of all the designs but when narrowing it down, I went back to the project proposal and looked at the tone, message, style and what I am trying to achieve. I feel Design 1 & 3 are quite generic. I think design 2 is aesthetically pleasing but doesn't seem serious enough for the project. Design 4 & 6 is a great idea and concept but doesn't work with our desired target audience. I feel like design 5 is too location specific, which leaves no room for future development. I feel the strongest design aspects are the name from design 2 & 6 'Bay Safe' I also think the life ring from design 4 is instantly recognisable and the strongest icon for this project. The best colour pallet is the red black and white, It's high contrast and adds a level of seriousness to the project that will help when developing strong messages about beach safety for the social media campaign. The red also works with the life ring icon.

TOP 2 DESIGNS



After narrowing my six designs down to two, I am going to develop design six & four further.

REVISED LOGO



BAYSAFE
NORTH COAST

Horizontal Logo

Red + Grey



BAYSAFE
NORTH COAST

Horizontal Logo

Black



BAYSAFE
NORTH COAST

Horizontal Logo

White

COLOUR PALLET



Taking inspiration from design 4, I wanted to keep the safety ring as it screams water safety to a vast audience, it is easily understood. I also used the 'Bay Safe' name from design 6. I also liked the font hierarchy in design 4, this allowed me to put more emphasis on the word safe. I am keeping the 'North Coast' sub heading as this project is focusing on my community. Overall I think this design is nearly perfect however, I want to further develop the icon as I feel it is too detailed for a logo. It needs modernised, so that if someone was showed the logo they would easily be able to remember it.

FINAL LOGO



BEACH SAFE
NORTH COAST

Horizontal Logo

Red + Grey



BEACH SAFE
NORTH COAST

Horizontal Logo

Black



BEACH SAFE
NORTH COAST

Horizontal Logo

White

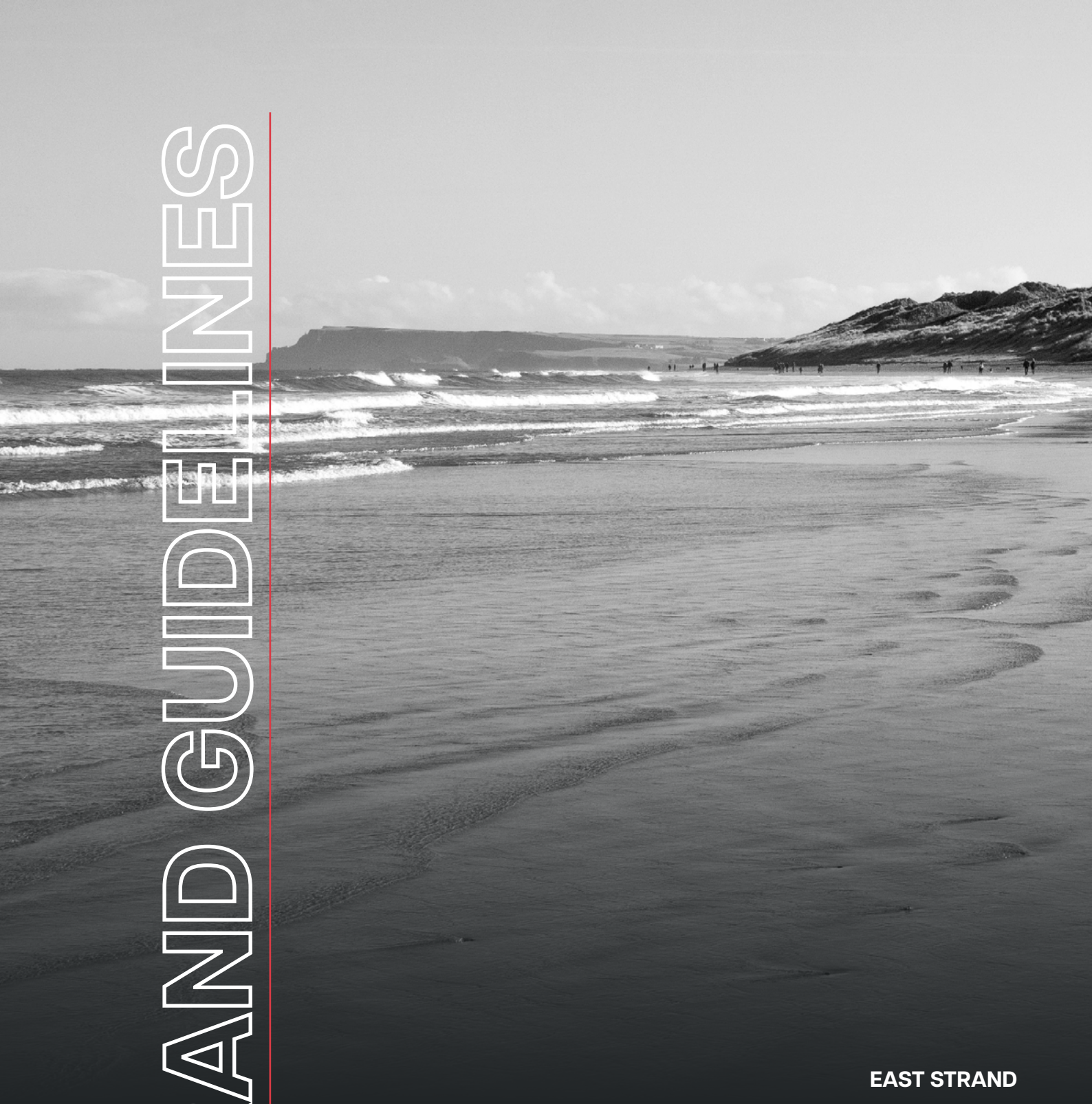
COLOUR PALLET



#E61E22 #F08080 #000000 #333333 #CCCCCC

This is my final logo design for the project. I really like how it has developed. I modernised the icon by simplifying the elements. It is now a solid icon which works better as a logo, the red isn't interrupted by intricate detail anymore. The logo icon will also work really well on social media platforms as it is scale-able. Overall the logo fits the project proposal, the logo looks slick and will fit our target audience. This logo will also work really well on printed material like leaflets and pop up stands, the colour pallet is perfect as it is high contrast and relates to the seriousness of the project. I changed the name to beach safe as its more fitting to the project.

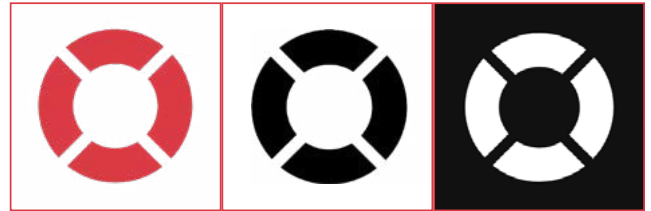
36 BRAND GUIDELINES



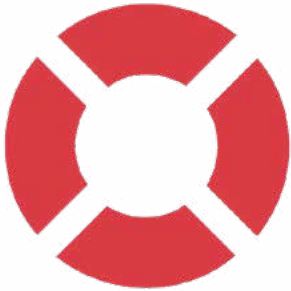
EAST STRAND

BRAND IDENTITY

BRAND ICONS



PRIMARY LOGO



BEACH SAFE

NORTH COAST

SECONDARY LOGO



BEACH SAFE
NORTH COAST



BEACH SAFE
NORTH COAST

BRAND COLOURS

PRIMARY - BEACHSAFE RED

#DA3B45
R218 G59 B69
C8 M88 Y67 K1

SECONDARY - BEACHSAFE GREY

#202426
R32 G36 B38
C78 M65 Y58 K75

BLACK

#000000
R0 G0 B0
C0 M0 Y0 K100

WHITE

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

BRAND FONTS

OPEN SANS - regular
OPEN SANS - extra bold

LOGO USE IN PHOTOGRAPHY

When using the Beachsafe logo on black and white images the secondary logos should be used. For graphics and coloured photography use primary or secondary logos with the highest contrast e.g. the white logo will compliment dark backgrounds. For lighter backgrounds, the primary black logo can be used or the secondary coloured logos.



LOGO MISUSE

To ensure the Beachsafe logo always look its best, we need to follow the brand guidelines. The logo is a combination of a simple and modern wordmark with the icon. The primary logo is black with the red icon. This creates a striking bold aesthetic. Use the Beachsafe 'A' as a guide to maintain the correct space around the logo.



Don't modify transparency



Don't modify transform or distort in anyway - e.g. skew, rotate,



Don't apply outlines / shadows



Don't alter any elements - e.g. The icon and don't change the colour.



Don't modify or contain within a shape



40 WEBSITES

WHITEROCKS BEACH

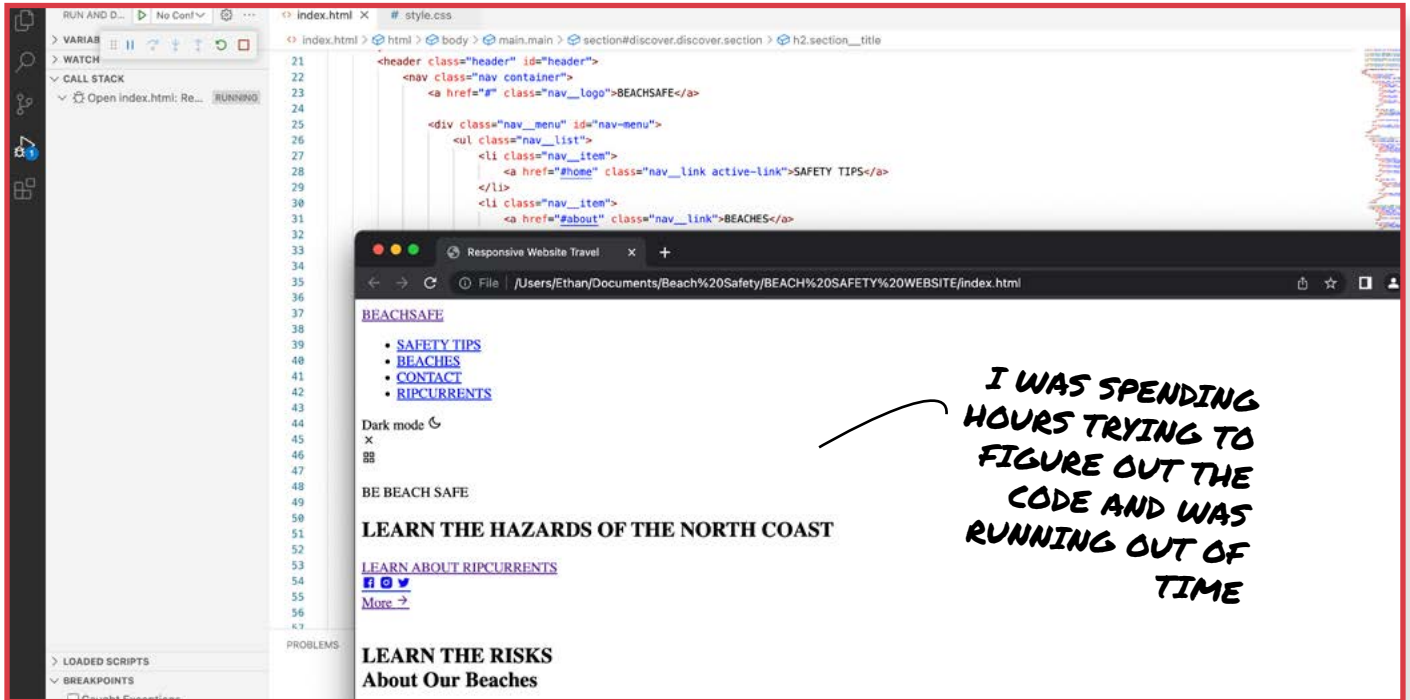
SITE MAP

To start the planning and development stage of my website, I began with a site map. This helped me ensure that all necessary pages and content are accounted for and to assist in organizing the site's structure and navigation. Below is the site map I developed for Beachsafe.



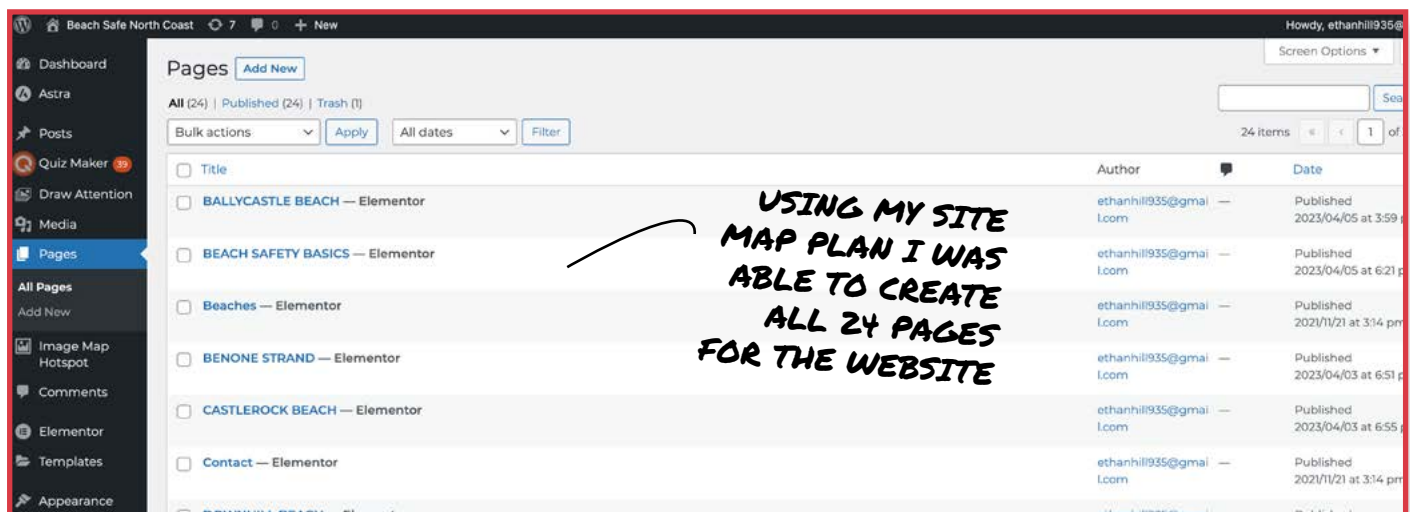
PROBLEMS CODING

I first decided to try code my own website. I spent a few hours developing the structure, however I encountered problems with the navigation bar and keeping the website responsive on all devices. I made the decision alongside my project supervisor to develop the website on Wordpress as this website is content heavy and the main goal as identified in my literature review is about getting the message across. I feel like Wordpress allowed me to have full control over making the content easily understood utilising what I have learned through researching information design.



WORDPRESS ELEMENTOR

Using my hosting account Hostinger I was able to buy the domain name www.beachsafenorthcoast.co.uk for the website and link it to Wordpress. During last semester I gained an understanding of how to use the Elementor website builder whilst uploading our website to the project social website. This allowed me to save time and put focus on the content and layout which was the most important part of this project.



CONTENT CREATION

Having a passion for photography and as a surfer and lifeguard on the North Coast I have taken many images relating to this project from surf photographs, drone imagery and lifestyle shots.

For this project I was able to use some of the images I have taken over the years, but I have also had to drive round all of the beaches to get more content for the website.

All of the imagery on the Beachsafe website has been taken by me.



BEACH SAFE
NORTH COAST

FOR THE HOME PAGE I WANTED TO KEEP IT SIMPLE AND SHORT. I USED A STRIKING HERO IMAGE.

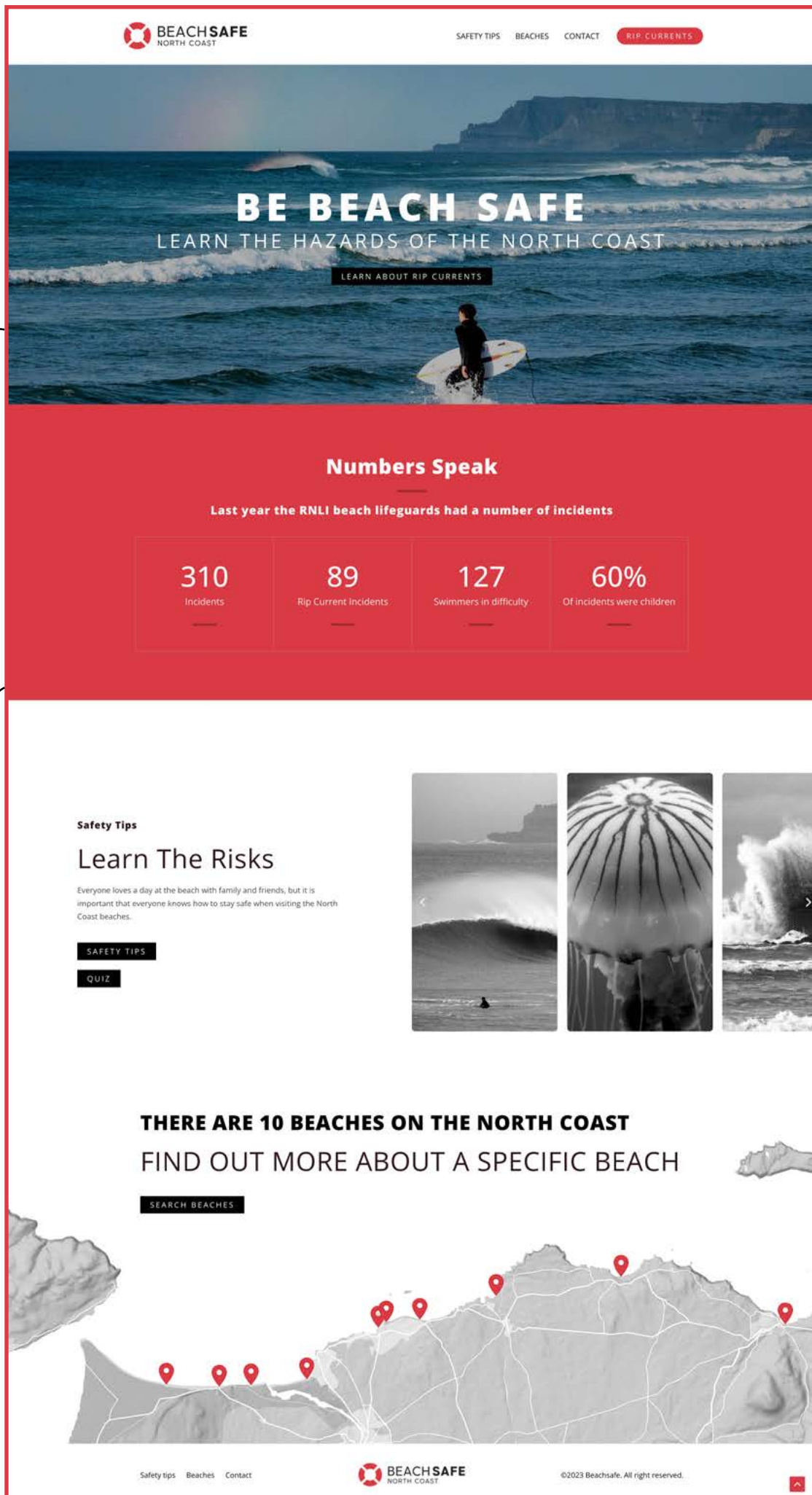
I WANTED TO PUT EMPHASIS ON TEACHING RIP CURRENT AS IT THE MAIN ISSUE IDENTIFIED IN THE LITERATURE REVIEW AND MY OWN PERSONAL EXPERIENCE

I ADDED LAST YEARS LIFEGUARD STATISTICS TO EMPHASISE THE SERIOUSNESS OF BEACH SAFETY

I WANTED TO DISPLAY SOMETHING FROM EACH PART OF THE NAVIGATION: RIP CURRENTS, SAFETY TIPS AND BEACHES

94%

OF THE PUBLIC SURVEY FOUND THE AESTHETIC APPEALING





BE BEACH SAFE

LEARN THE HAZARDS OF THE NORTH COAST

[LEARN ABOUT RIP CURRENTS](#)

Numbers Speak

Last year the RNLI beach lifeguards had a number of incidents

BEACH HAZARDS CONTENT DECISIONS

In order to make an effective beach safety tips page I needed to map out all the content. This included all of the potential risks, hazards and dangers of each beach. To carry out this process effectively I looked at the beach safety information signs, spoke to local lifeguards and read the local operating procedures of each beach.



BENONE STRAND

- ▶ Soft sand can cause bog ins
- ▶ Jet skies
- ▶ Cars
- ▶ Popular surf spot far away from public entrance



DOWNHILL BEACH

- ▶ Strong currents
- ▶ Umbra - Soft sand can cause bog ins
- ▶ Tidal cut off to the right of the beach
- ▶ Cars



CASTLEROCK BEACH

- ▶ Strong rip current at Barmouth
- ▶ Main surf spot is far away
- ▶ Tidal cut off to the left of the beach
- ▶ Pier - Slippery / dangerous to stand on during a big swell



PORTSTEWART STRAND

- ▶ Tidal cut off
- ▶ Sharp rocks
- ▶ Strong rip by rocks
- ▶ Pier - Slippery / dangerous to stand on during a big swell



WEST STRAND

- ▶ Tidal cut off at Castle Erin
- ▶ Harbour entrance - Boats
- ▶ Blackrocks - Strong rip / Sharp rocks
- ▶ Uneven sandbanks
- ▶ Strong permanent rip at Harbour rocks
- ▶ Pier - Slippery / dangerous to stand on during a big swell



EAST STRAND

- ▶ Strong permanent rip current at Arcadia
- ▶ Strong permanent rip near Curren Point
- ▶ Sharp rocks at Arcadia wall
- ▶ Arcadia Beach - Strong rips
- ▶ Tidal cut off on high tide at Arcadia
- ▶ Arcadia Beach - Strong rips / out of sight of lifeguards



WHITEROCKS BEACH

- ▶ Strong rip current to the right of beach
- ▶ Tidal cut off at high tide
- ▶ Sand dunes
- ▶ Cliffs
- ▶ Horse path



BALLYCASTLE BEACH

- ▶ Strong permanent rip at Harbour rocks
- ▶ Strong dumping waves
- ▶ Pebble beach
- ▶ Bridge at far end of beach leads to rocks

DANGEROUS BEACHES - DO NOT RECOMMEND



RUNKERRY BEACH



WHITE PARK BAY

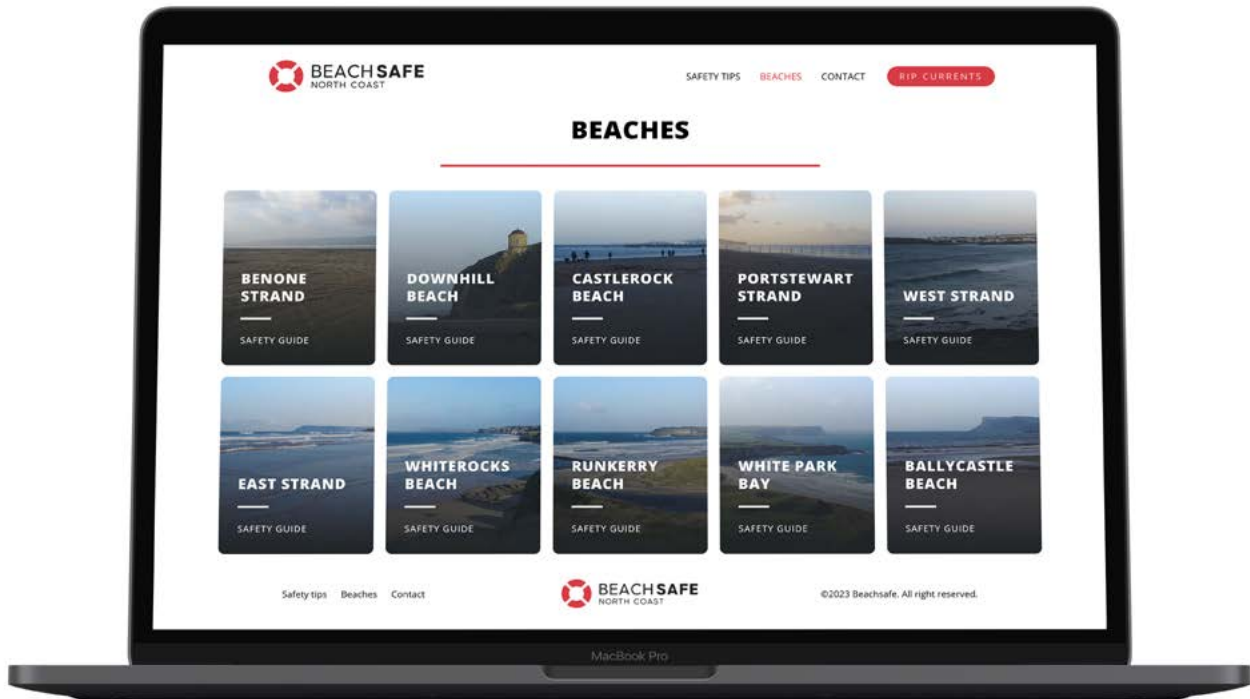
COMMON HAZARDS

- ▶ Wildlife - jellyfish, weaver fish stings
- ▶ Weather - wind, waves, tides, lightning
- ▶ Broken glass - cuts
- ▶ Sun burn
- ▶ Cold water shock, hypothermia
- ▶ Flash Rip currents - uneven sandbanks (different depth of water)

- ▶ Out of control dogs
- ▶ Rogue surfboards or other equipment
- ▶ Dehydration
- ▶ Uneven sandbanks
- ▶ Cars on beaches (fast drivers etc)
- ▶ Groynes on multiple beaches that can be hidden by a high tide - may cause injury if unknown or not careful

BEACH PAGE USER INTERFACE

Robert Waller talks about the four aspects of digital pages in his article 'Graphic literacies for a digital age: The survival of layout' **fixed pages are locked in place, "the reader can assume that relationships between elements are intentional and potentially meaningful"**. I wanted to display all of the beaches on one page with no scroll, giving it a web-app feel. The user can easily see all the beaches in a grid like format and are encouraged to interact. (Black et al. 2017, p195)



BEACH SAFETY INFORMATION BOARD STRUCTURE

AREA CODE FOR EMERGENCIES

HAZARDS

LIFEGUARD SERVICE

BEACH MAP



BEACH INFORMATION

76%

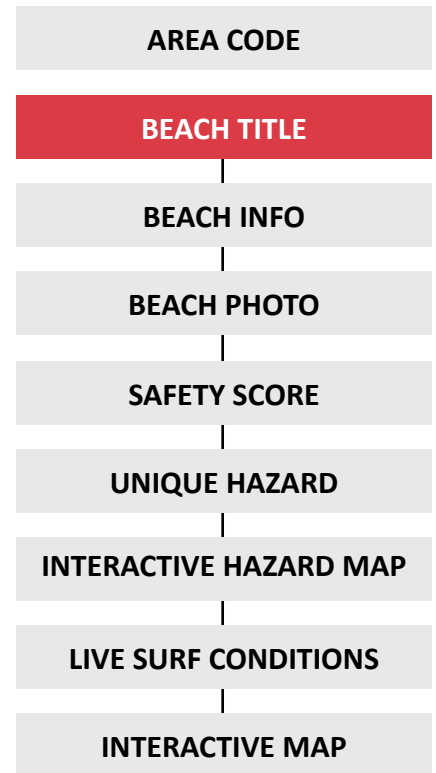
FOUND IT EASY TO UNDERSTAND

There is elements of the information design structure I feel works well but I will make it more engaging.

SPECIFIC BEACH INFO STRUCTURE

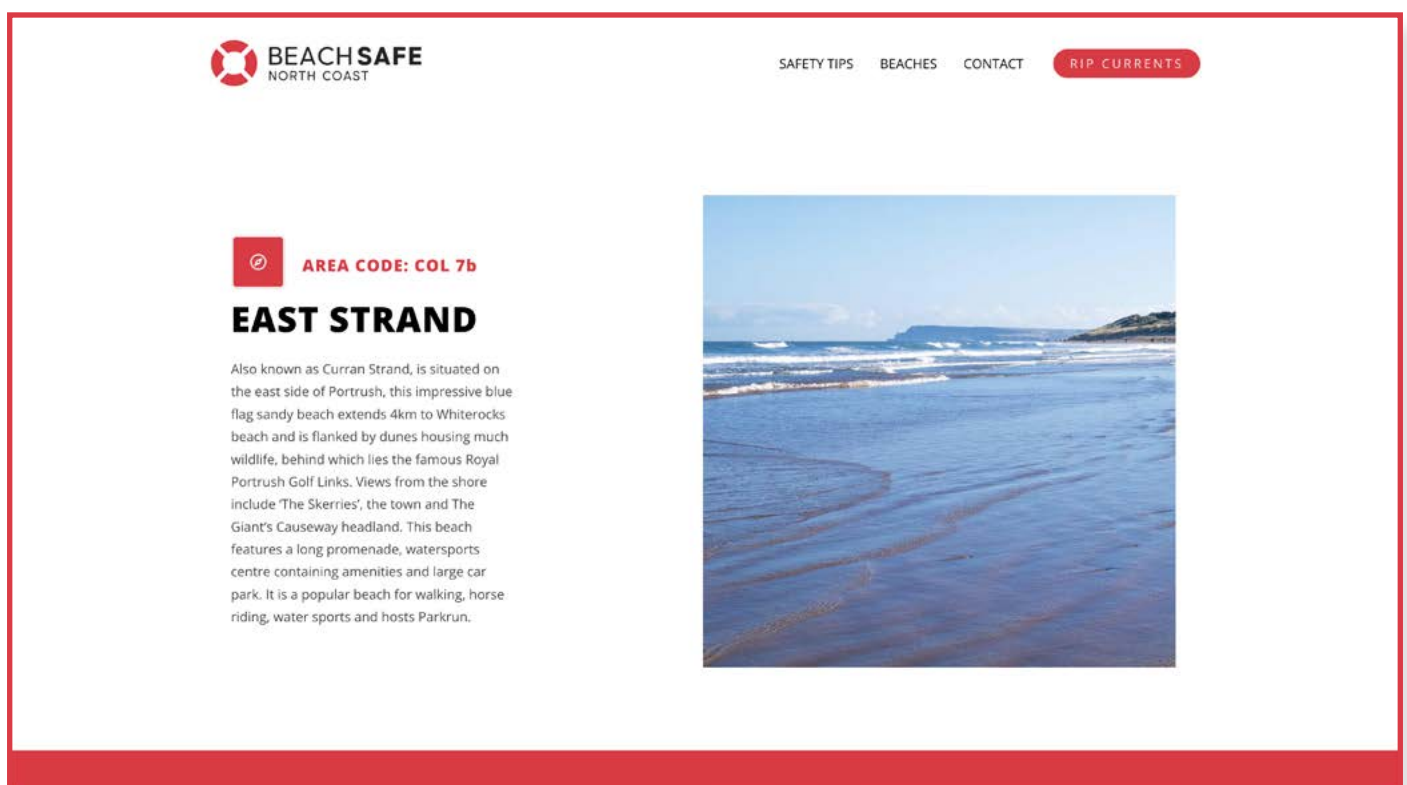
Robert Waller also talks about **flowed pages**, “readers can...move back and forth between pages and use the constant geography...to navigate” (Black et al. 2017, p195). I want to display all of the beach pages with the same linear structure, you can see the page structure I have developed on the right.

Taking aspects from the original beach sign, I thought it was important to keep the area code at the top with the beach title encase there is an emergency the code will be the first thing you see when the web page is loaded. After this I will have a description of the beach alongside a photo of the beach. A safety score instead of general hazards as this will be easier for users to make an informed decision for what beach to visit. Following this a I will display a unique hazard and an interactive hazard map specific to that beach. There will be a live surf forecast so people can see the current conditions. Finally an interactive map so people can click, the next desired beach along the coast.



EAST STRAND EXAMPLE

Below is the start of the East Strand beach page. I have structured the information and imagery in a 50/50 split. I added a compass icon and area code in the beachsafe red colour above the bold title. I think this layout works really well to display this vital information. I have added a short beach overview description for all of the beaches under the title.



BEACHSAFE SCORE & UNIQUE HAZARD

East strand is rated as 4.5, users can click on the rating scale to see why. I have also added a unique hazard to all the beaches as this is something that people might not know of.

The screenshot shows a red interface with a white lifebuoy icon at the top. Below it, the text reads "BEACHSAFE SCORE - 4.5/5". Underneath is a "RATING SCALE" section with five stars, where the first four are solid and the fifth is partially filled. Below the stars is a white box containing an aerial photo of a beach and a text box. The text box is titled "UNIQUE HAZARD" and reads: "STRONG CURRENT BETWEEN EAST STRAND AND WHITEROCKS". Below this, it says: "Curran point is not patrolled by lifeguards. There is a strong current that flows around the bend. Not recommended for swimming!"

BEACHSAFE RATING SYSTEM

The rating system allows the user to see why the beach is rated that way. To make the system I developed it using 3 main categories, Rips, lifeguards and hospitals. There is beaches that does not fit well within the categories, this will need further development in the future.


The screenshot shows a red interface with a white lifebuoy icon at the top. Below it, the text reads "BEACHSAFE SCORE RATING SYSTEM". Underneath is a subtitle: "When rating the beaches on the North Coast main factors are taken into consideration." Below this are three bullet points: "The strength and number of rip currents on the beach.", "If lifeguards are present.", and "How close they are to a hospital." Below these are five columns representing the rating system, each with a star icon and a list of criteria.

| 1 STAR | 2 STAR | 3 STAR | 4 STAR | 5 STAR |
|--|--|---|---|---|
| ★ | ★ ★ | ★ ★ ★ | ★ ★ ★ ★ | ★ ★ ★ ★ ★ |
| <ul style="list-style-type: none"> Never patrolled by lifeguards Has very strong rip currents 20 km + to nearest hospital | <ul style="list-style-type: none"> There are not lifeguards present during Easter Has strong rip currents 15 km to nearest hospital | <ul style="list-style-type: none"> There are seasonal lifeguards present through Easter and Summer Has less rip currents 10 km to nearest hospital | <ul style="list-style-type: none"> There are seasonal lifeguards present through Easter and Summer Has less strong rip currents 8 km to nearest hospital | <ul style="list-style-type: none"> There are lifeguards present all year Has no strong rip currents 5 km to nearest hospital |

INTERACTIVE HAZARD MAP

Below shows the new way people can learn about a specific beaches hazards. I developed the interactive map using Photoshop and Draw Attention wordpress plug-in. I started with the Apple maps satellite view of the beach as the background where I added custom made hazard icons, alongside a highlighted area.

EAST STRAND HAZARDS




The map displays several hazard zones highlighted in red. A callout box labeled "Permanent Rip Current Area" points to a specific zone. A legend below the map identifies the icons used: TIDAL CUT OFF (wavy lines with arrows), STEEP DROP (hand on a slope), VEHICLES ON THE BEACH (van icon), RIP CURRENT (swimmer with arrows), LARGE WAVES (wave icon), HORSE PATH (horse head icon), and WOODEN POSTS (vertical bars icon). A sidebar on the right features the "Draw Attention" plugin logo and a brief description: "Create interactive images with clickable hotspots, using modern image maps for WordPress. Perfect for floor plans, infographics, sketch annotations, o... By N Squared".

EXTRA INFORMATION

When clicked an image of the hazard appears. In this example you can see the permanent strong rip current that flows alongside the rocks at the Arcadia beach. This gives the user a complete insight and understanding into where the hazard is, instead of just a generic rip current icon on a beach safety sign.

Permanent Rip Current Area



Due to a deeper channel of water running along the rocks, there is a permanent rip current located here. This rip current is stronger and more prominent with larger swell and waves.

LIVE SURF CONDITIONS

I was able to embed live surf forecasts onto each beach page using surfforecast.com. This is a great addition to each specific beach page as conditions can be very different daily along the North Coast. It will be great a great way for people to plan a day to the beach as they can check the conditions of all the beaches easily. I have also added a button linked to a page to the safety tips page on how to read a surf forecast.

Portrush-East Strand, Ireland | Surf Forecast

| Date: | Thu, 11 May | | | | | | Fri, 12 May | | | | | | Sat, 13 May | | | | | |
|---------------------------|-------------|----------|----------|----------|----------|----------|-------------|----------|----------|----------|----------|----------|-------------|----------|----------|----------|----------|--|
| Time: | 4PM | 7PM | 10PM | 1AM | 4AM | 7AM | 10AM | 1PM | 4PM | 7PM | 10PM | 1AM | 4AM | 7AM | 10AM | 1PM | 4PM | |
| Rating: | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ | |
| Height (m): | 0.8 | 0.8 | 0.8 | 0.6 | 0.4 | 0.5 | 0.5 | 0.3 | 0.3 | 0.3 | 0.4 | 0.5 | 0.6 | 0.6 | 0.7 | 0.7 | 0.8 | |
| Direction: | ↘ | ↘ | ↘ | ↘ | ↘ | ↘ | ↘ | ↘ | ↘ | ↘ | ↘ | ↘ | ↘ | ↘ | ↘ | ↘ | ↘ | |
| Period (s): | 11 | 10 | 10 | 10 | 10 | 6 | 6 | 9 | 9 | 8 | 16 | 15 | 15 | 14 | 13 | 13 | 13 | |
| Speed (km/h) & Direction: | 15 | 15 | 10 | 10 | 10 | 4 | 0 | 5 | 10 | 15 | 10 | 10 | 5 | 10 | 10 | 10 | 10 | |
| State: | SWELL ON | SWELL ON | SWELL ON | SWELL ON | SWELL ON | SWELL ON | SWELL ON | SWELL ON | SWELL ON | SWELL ON | SWELL ON | SWELL ON | SWELL ON | SWELL ON | SWELL ON | SWELL ON | SWELL ON | |
| Weather: | ☁ | ☁ | ☁ | ☁ | ☁ | ☁ | ☁ | ☁ | ☁ | ☁ | ☁ | ☁ | ☁ | ☁ | ☁ | ☁ | ☁ | |
| Air temp: | 12°C | 12°C | 12°C | 11°C | 11°C | 10°C | 12°C | 14°C | 15°C | 15°C | 14°C | 13°C | 13°C | 13°C | 14°C | 16°C | 18°C | |
| Water temp: | 10.2°C | | | | | | | | | | | | | | | | | |

LIVE BEACH CONDITIONS

It's important to learn how to read a surf forecast to prepare for a beach day!

[LEARN SURF FORECASTS](#)

INTERACTIVE MAP

I developed this using the Draw Attention image map plug-in on wordpress. This is located at the bottom of the beach page and will allow the user to easily visit a new beach along the coast by clicking on the location marker.

SELECT A BEACH

WHITE PARK BAY

Draw Attention
Interactive Image Map Plugin - Draw Attention
Create interactive images with clickable

PUBLIC'S RESPONSE

THIS IS THE COMPLETE BEACH PAGE STRUCTURE FOR EAST STRAND

94%

SAID THE SAFETY SCORES WOULD HELP THEM PICK THE RIGHT BEACH

79%

FOUND IT EASY TO UNDERSTAND

100%

FOUND THE EXTRA INFO AND PHOTO EFFECTIVE IN UNDERSTANDING THE HAZARD

96%

FOUND THE LIVE INFO USEFUL

I AM PLEASED WITH HOW IT TURNED OUT. I FEEL IT IS VERY EFFECTIVE AND EASY TO FOLLOW

The screenshot displays the Beachsafe website interface for East Strand. At the top, the logo 'BEACHSAFE NORTH COAST' is visible alongside navigation links for 'SAFETY TIPS', 'BEACHS', 'CONTACT', and 'LIVE CURRENTS'. The main content area features a section for 'AREA CODE: COL 7B' and 'EAST STRAND', accompanied by a photograph of the beach. Below this, a 'BEACHSAFE SCORE - 4.5/5' is shown with a 'RATING SCALE' of five stars, four of which are filled. A 'UNIQUE HAZARD' section highlights a 'STRONG CURRENT BETWEEN EAST STRAND AND WHITEROCKS' with a descriptive text box. An 'EAST STRAND HAZARDS' section includes an aerial map with red hazard icons. A 'LIVE BEACH CONDITIONS' section features a 'Surf Forecast' table and a 'SELECT A BEACH' map at the bottom. The footer contains 'Safety tips | Beachs | Contact', the 'BEACHSAFE NORTH COAST' logo, and the copyright notice '©2022 Beachsafe. All rights reserved.'

SAFETY TIP CONTENT DECISIONS

I categorised all the safety tips into the main problems seen on the North Coast and the beach safety basics shared all the generic safety tips. I then added content I wanted to cover in each category.



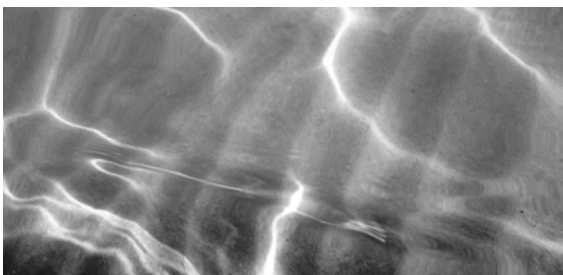
LIFEGUARDED BEACHES

- ▶ Lifeguard service - when are they operational?
- ▶ Beach safety information boards - Area code, hazard sign, prohibition sign & no lifeguards sign
- ▶ Flags - red and yellow, black and white chequered, red flag & orange windsock



STAY TOGETHER

- ▶ How to avoid getting lost
- ▶ What to do if you are lost
- ▶ What to do if someone from the group is missing



RIP CURRENTS

- ▶ What is a rip current?
- ▶ How to spot a rip current
- ▶ What to do if you get stuck in a rip current
- ▶ Different types of rips - flash, temporary & permanent rip currents



MAN MADE STRUCTURES

- ▶ Seawalls & promenades
- ▶ Jetties
- ▶ Wooden posts
- ▶ Where they are located



VEHICLES ON THE BEACH

- ▶ Beaches with vehicles on the beach - Benone, Castlerock & Portstewart
- ▶ Jetskis
- ▶ Fast drivers
- ▶ The do's & don'ts of driving on the beach
- ▶ What to do if you get stuck in the sand



WILDLIFE

- ▶ Jellyfish - Lions mane & compass
- ▶ Weever fish
- ▶ What to do if you see them
- ▶ How to treat a sting



SUNSAFETY

- ▶ Sun burn
- ▶ Dehydration
- ▶ UV Index
- ▶ UV protection chart
- ▶ The 6 S's of sun safety



BEACH SAFETY BASICS

- ▶ How to read a surf forecast - Swell: height, direction & period. Wind: speed, direction & state
- ▶ Uneven sandbanks
- ▶ Cold water shock
- ▶ Hypothermia
- ▶ Rogue surfboards or other equipment
- ▶ Weather - wind, waves, tides, lightning
- ▶ Broken glass - cuts
- ▶ Out of control dogs/cows
- ▶ Hazards of paddle boarding/bodyboarding


SAFETY TIPS USER INTERFACE

SAFETY TIPS
DISPLAYED IN
ORDER OF MOST
IMPORTANCE
IDENTIFIED
FROM
LITERATURE
REVIEW




SAFETY TIP: SUN SAFETY EXAMPLE

Here is an example of one of my safety tip pages. I used my safety tip content decisions to guide the content for each safety tip page. For this sun safety page I was able to use the windy plug-in for wordpress to get a live weather report for the North Coast. I then created a UV rating scale on Photoshop accompanied by a link to check 'today's UV rating'. I then wrote up the six S's of sun safety. I wanted to make sure I made all the information throughout the safety tip pages short and sweet to encourage engagement with the learning material.



[SAFETY TIPS](#)
[BEACHES](#)
[CONTACT](#)
[RIP CURRENTS](#)

TODAY'S WEATHER



UV RATINGS

Even when it's cloudy, the UV ratings can still be high!

1

2

3

4

5

6

7

8

9

10

11+

LOW

MODERATE

HIGH

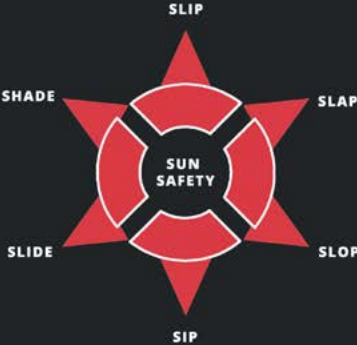
VERY HIGH

EXTREME


CHECK TODAY'S UV RATING

THE 6 S'S OF SUN SAFETY


- Slip** – on protective clothing! Such as long sleeved tee shirt.
- Slap** – on a hat! Wide brimmed ones are best to cover your face and neck.
- Slop** – on sunscreen! Make sure it is SPF 30 or higher. Apply it 20 minutes before you go outside and make sure you keep applying it throughout the day, especially after being in the water.
- Sip** – on some water! Staying hydrated is super important when being out in the sun.
- Slide** – on your sunnies! These will protect your eyes in the sun.
- Shade** – Seek shade! Find a tree or umbrella, this will provide some relief from the sun.



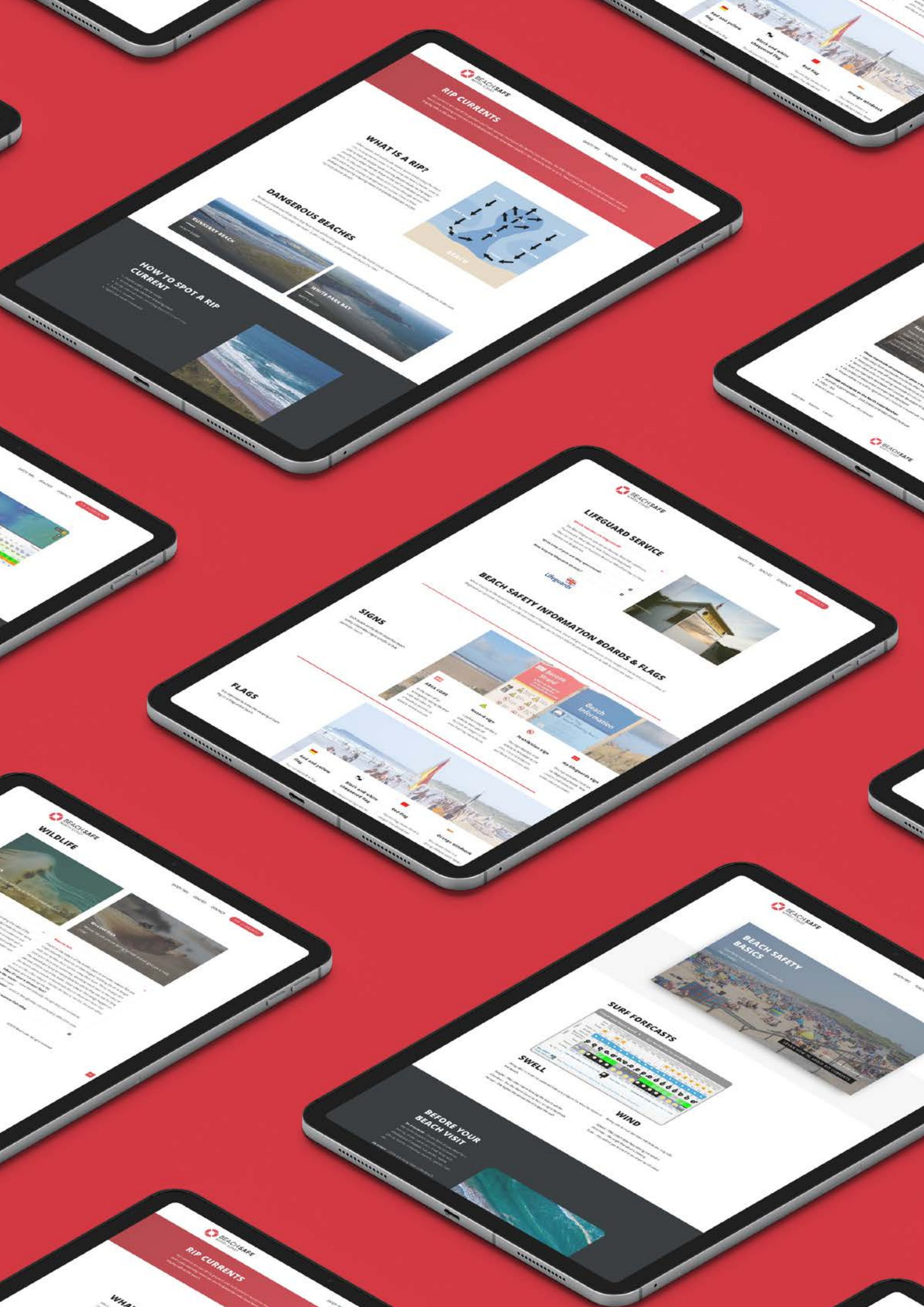
[Safety tips](#)
[Beaches](#)
[Contact](#)



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BUILDING THE QUIZ

Using the quiz maker plug-in for wordpress, I was able to create a quiz so users can practise what they have learnt from the safety tips page. The quiz is 10 questions long, the questions are based off of my literature review findings. The main issues is rip currents so I have dedicated 3 questions to this topic. I also asked a question about what beaches the lifeguards operate on, and what the flags mean. From past experience as a lifeguard I then choose questions I would receive a lot such as what wild life should people look out for and what too do to do if you get stung by a jellyfish or weever fish.

| ORDERING | QUESTION | TYPE | CATEGORY | ID | ACTIONS |
|----------|---|-------|---------------|----|--|
| + | What beaches do the lifeguards operate on? | radio | Uncategorized | 3 | <input type="checkbox"/> ✎ ✖ |
| + | What is a rip current? | radio | Uncategorized | 4 | <input type="checkbox"/> ✎ ✖ |
| + | What are some signs of a rip current? | radio | Uncategorized | 6 | <input type="checkbox"/> ✎ ✖ |
| + | What should you do if you get caught in a... | radio | Uncategorized | 5 | <input type="checkbox"/> ✎ ✖ |
| + | What wildlife should you know about on the North Coast | radio | Uncategorized | 8 | <input type="checkbox"/> ✎ ✖ |
| + | What is the most important thing to do when treating... | radio | Uncategorized | 7 | <input type="checkbox"/> ✎ ✖ |
| + | What should you do if you get stung by a... | radio | Uncategorized | 9 | <input type="checkbox"/> ✎ ✖ |
| + | When lifeguards are on the beach what flags should you... | radio | Uncategorized | 10 | <input type="checkbox"/> ✎ ✖ |
| + | When lifeguards are on the beach what flags should you... | radio | Uncategorized | 11 | <input type="checkbox"/> ✎ ✖ |
| + | When lifeguards are on the beach what does the orange... | radio | Uncategorized | 12 | <input type="checkbox"/> ✎ ✖ |

10 items [Delete](#) [Select All](#)



Quiz Maker
QUIZ MAKER plugin allows you to make an unlimited number of Quizzes, Exams and Tests
By Quiz Maker team

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

MEASURING FOR SUCCESS

The quiz maker plug-in gathers analytics from the quiz. The beachsafe quiz is beneficial as it requires active engagement with the learning material, So far 42 people have taken the quiz with an average score of 84%. At the end of the quiz users can see the score they achieved and can also see what questions they got right and wrong. Users can then restart the quiz to try get 100%. This is a great tool to gauge beach safety knowledge. Overall, quizzes can be a useful tool for reinforcing learning, providing feedback, and motivating learners to continue studying and improving their knowledge.

LOADING ANIMATION

I also created a loading animation using the beachsafe logo icon. I created it on Photoshop to make the icon spin as the user waits for their quiz score.

Your score is 70%

The average score is 84%

70%

[Restart quiz](#)


7 / 10

What should you do if you get stung by a jellyfish?

Pee on the affected area

Apply sea water to the affected area

Apply fresh water to the affected area

 **logo.gif**
GIF image - 35 KB

4:58

◀ WhatsApp

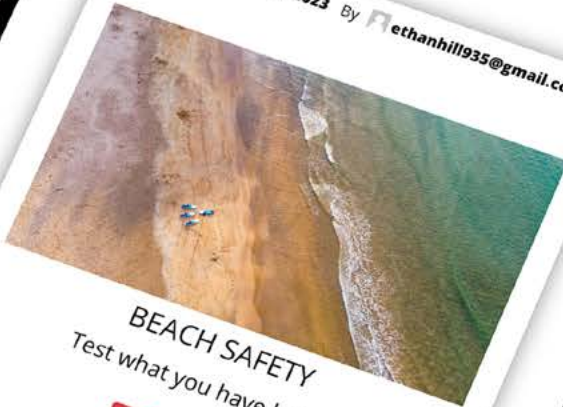


4G



BEACH SAFETY QUIZ

Created on April 05, 2023 By ethanhill935@gmail.com



BEACH SAFETY
Test what you have learnt!

Start

42

AA beachsafenorthcoast.co.uk



60 INSTAGRAM



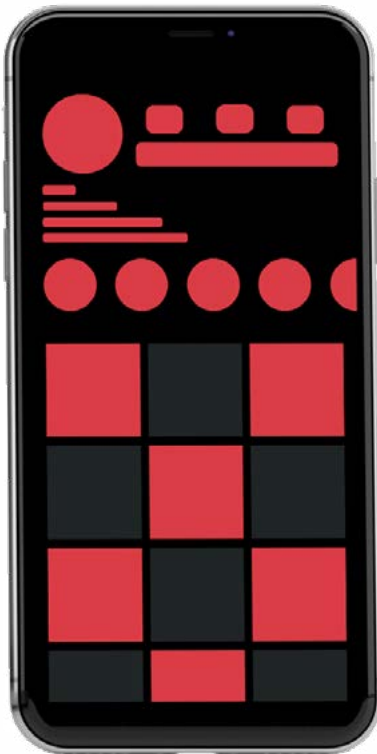
PORTBALLINTRAE BEACH

INSTAGRAM PLAN

After developing the Beachsafe website I needed a way to help it reach a wider audience. I decided to create an Instagram page to accompany it as **12% of the worlds 4.18 billion active mobile internet users access Instagram daily**. I wanted to specifically target those aged 18 plus as last year on the North Coast adults where the second highest age category for incidents resulting in 36%. According to the latest 2023 statistics, **46% of the UK have and use Instagram and Instagram claim about 42% of the UK population are reachable with advertising**. The highest amount of Instagram users are those aged 25-34 at 30% in the United Kingdom. Educating these adults will help tackle the horrifying statistic that children were responsible for 40% of the incidents recorded last year as they will be able to pass on this vital safety knowledge to their children.

BEACHSAFE LOGO
INSTAGRAM BIO IDEAS

- ▶ Welcome to BeachSafe! Your go-to source for beach safety information and education for the North Coast! Be safe, be #beachsafe
- ▶ Stay safe in the sun and surf! We've got you covered with daily beach safety tips and advice. #beachsafe
- ▶ Your guide to safe beach fun! Daily tips and tricks for a worry-free day at the beach.



“Designers deploy hierarchy to structure designs efficiently and persuasively and to enable their audiences to sort information by importance, immediacy, or power”

Information design:
research and practice

INSTAGRAM HIGHLIGHTS DISPLAYING ALL 10 BEACHES

INSTAGRAM POSTS FOR UPDATES AND SAFETY TIPS

INSTAGRAM ADVANTAGES

| ▶ Reach A Wider Audience | ▶ Highly Visual Platform | ▶ Engage With Followers | ▶ User-Generated Content |
|--|---|---|--|
| <ul style="list-style-type: none"> - Popular social media platform. - Can attract people who might not have found the website. | <ul style="list-style-type: none"> - Great for promoting the website. - Can share updates in the form of images and videos. | <ul style="list-style-type: none"> - Will allow me to build a community around the Beachsafe website. - Use the Instagram live feature. | <ul style="list-style-type: none"> - Users can share their own beach safety messages with our community using #beachsafetips. |

REFERENCES
(Dean, 2023) (Socialfilms, 2023) (Black et al, 2017) (Kuligowski, 2023)

RESEARCH RELEVANT PAGES

SURF LIFE SAVING
AUSTRALIA

RNLI LIFEGUARDS
NORTHERN IRELAND

WATER
SAFETY
IRELAND

INSPIRATION

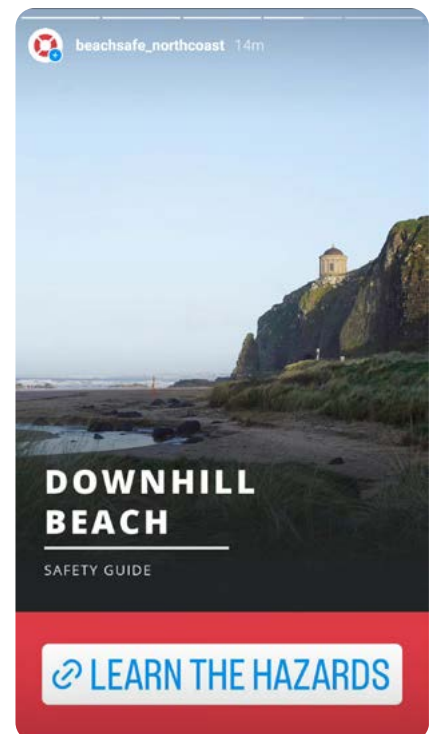
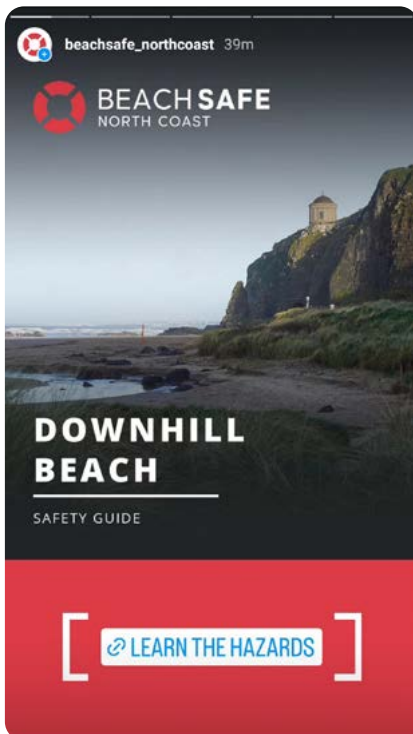
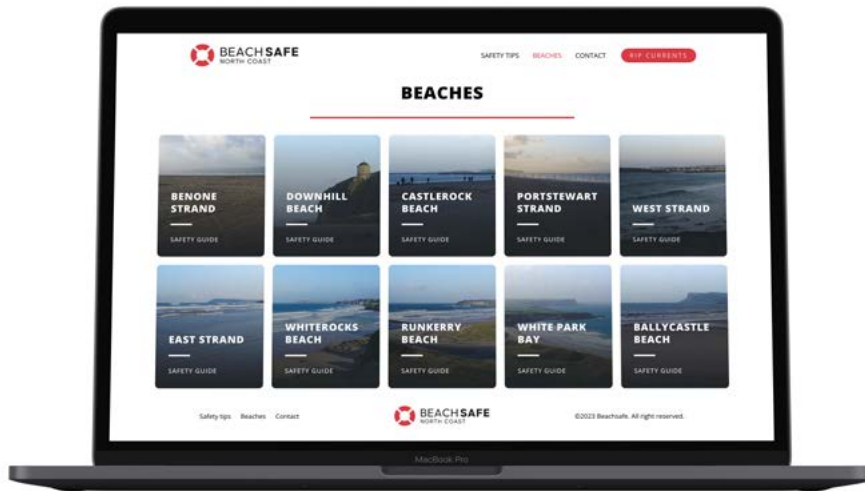
- ▶ @rnli_lifeguards_n.ireland & @watersafetyireland uses a linktr.ee which allows you to access specific pages or show other links such as local events.
- ▶ @slsaustralia has a strong following due to the eye catching Imagery and professional videos, keeping there brand identity trust worthy

REFERENCES

(Instagram, 2023)

DESIGN DECISIONS

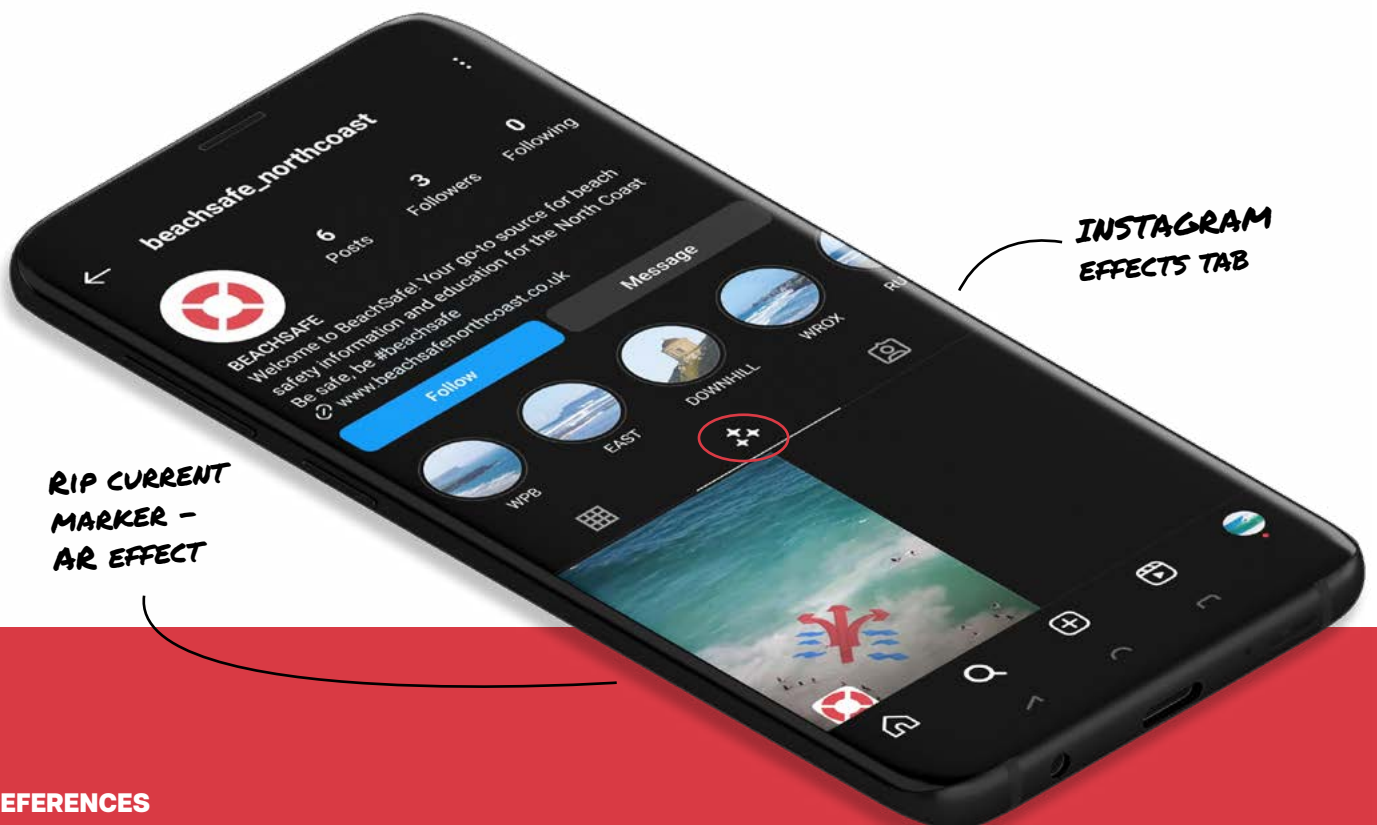
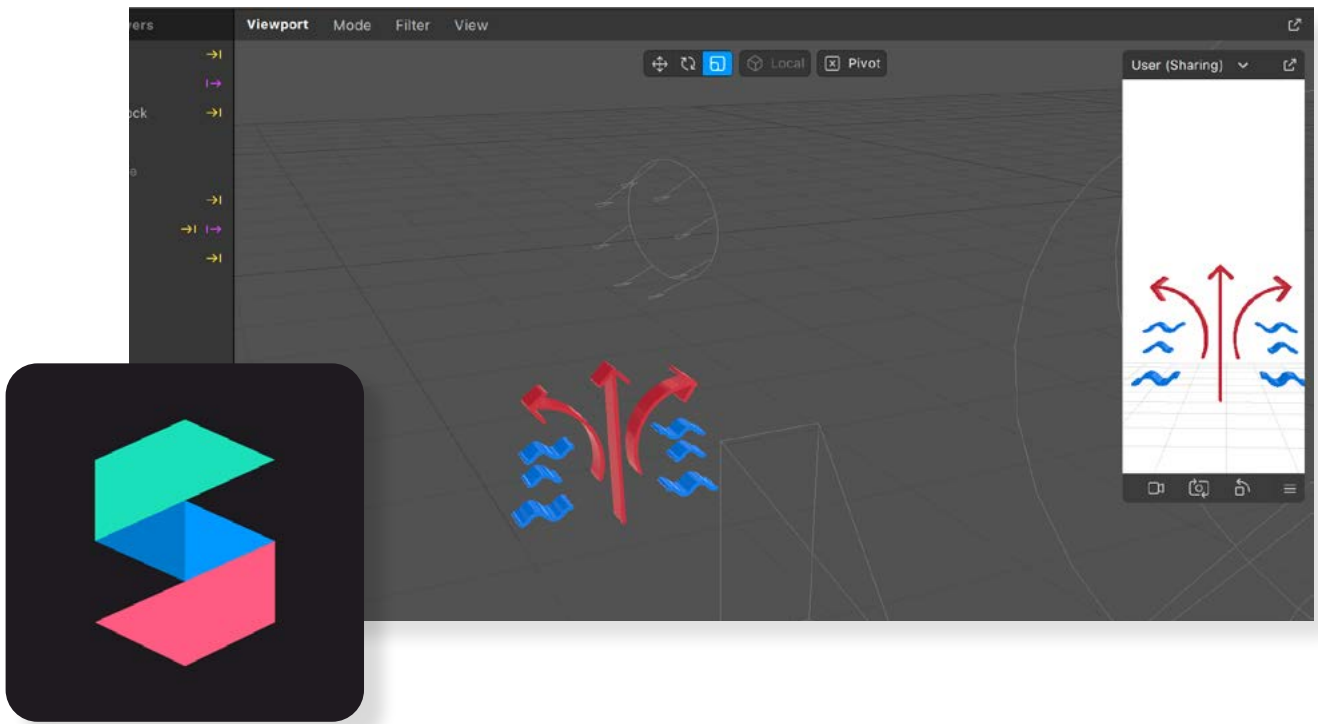
I want to make use of one of Instagrams most popular features the Instagram 'highlights' located at the top of the page. Looking at information design theory, from my Instagram plan using hierarchy I want to display all of the beaches along the top as this was my main objective, to educate beach users about the specific hazards of each beach in our area. @rnli_lifeguards_n.ireland & @slsaustralia make good use of this feature.



Here is the progression of the Instagram highlights design. I started with my beach safety page on the Beachsafe website, I wanted to keep the design consistent using the same layout and font. My first two attempts I used a top fade and used two different versions of my logo, however after testing it, the logo clashed with the Instagram handle. I also highlighted the click-able link on the first attempt but this didn't look great. I ended with attempt 3 with a simple and slick design.

AR FILTER

After research into the advantages of Instagram in my plan, a big part of this was user-generated content and the ability to engage with the users of Beachsafe forming a strong community focused on beach safety. I came up with the idea to develop a rip current marker so users could upload a video or photo of a strong rip current to highlight its location and promote learning. To do this I used 'Meta Spark Studio' and uploaded it through my meta account centre for approval. The rip current marker was approved and is available for all users under the effects tab of the Beachsafe Instagram account.



REFERENCES

(Sparkstudio, 2023)



Aa



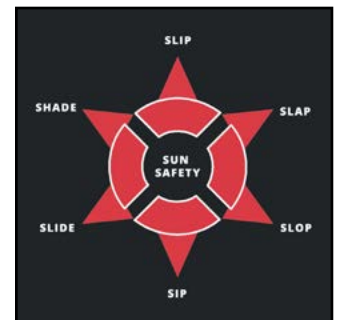
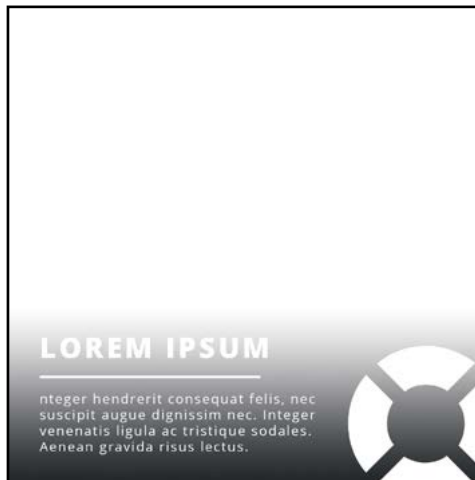
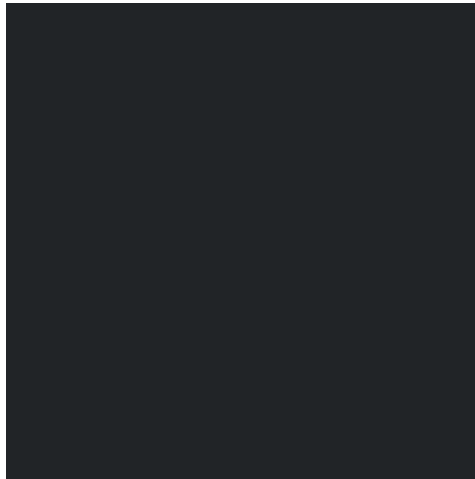
Rip Current Marker
by beachsafe_northcoast



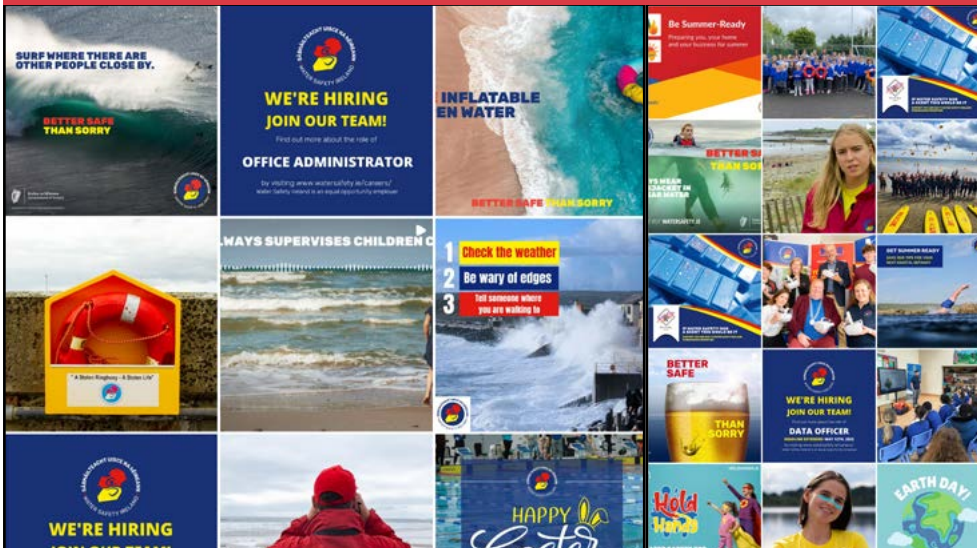
LAYOUT DECISIONS

Its important to keep a strong brand identity like @watersafetyireland. I developed 4 templates that I could use for uploading safety tips, and updates to the beachsafe page. This consisted of using my brand colours and fades. My templates can be used for informational posts and for stand alone photos by adding the beachsafe logo in the bottom left corner.

INSTAGRAM TEMPLATES USED FOR A CONSISTENT BRAND IDENTITY



@watersafetyireland





beachsafe_northcoast



6

Posts

3

Followers

0

Following

BEACHSAFE

Welcome to BeachSafe! Your go-to source for beach safety information and education for the North Coast
Be safe, be #beachsafe

www.beachsafenorthcoast.co.uk

Follow

Message



WPB



EAST



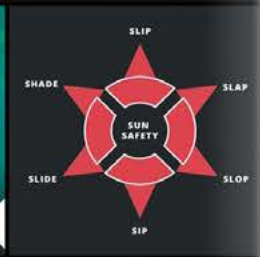
DOWNHILL



WROX



RU



68 IMPROVEMENTS

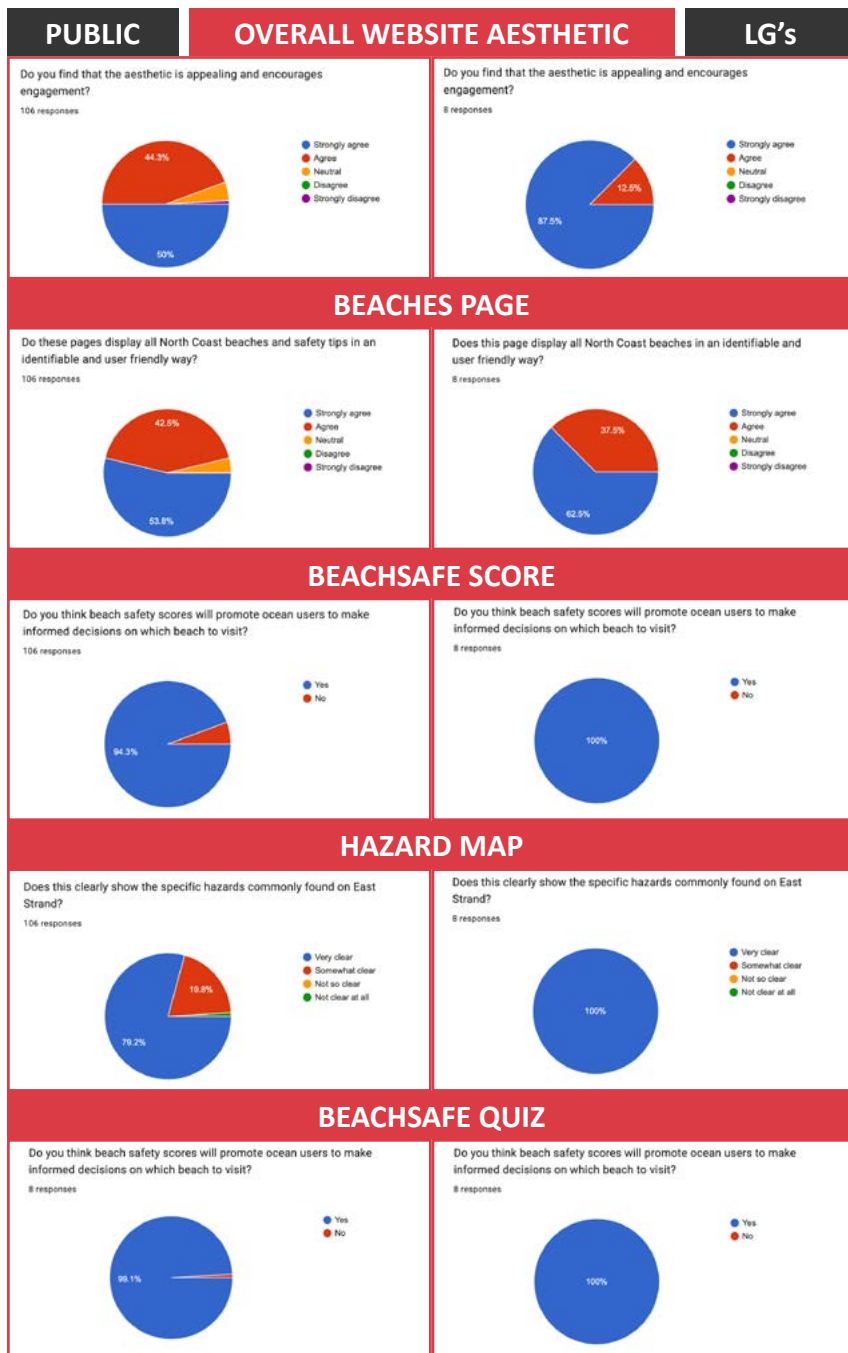


WHITEPARK BAY BEACH

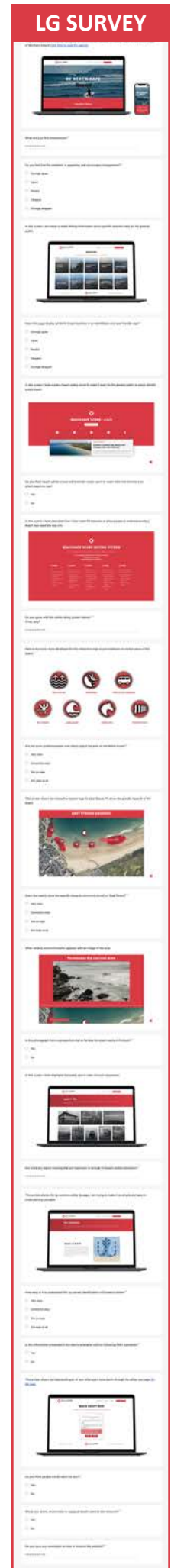
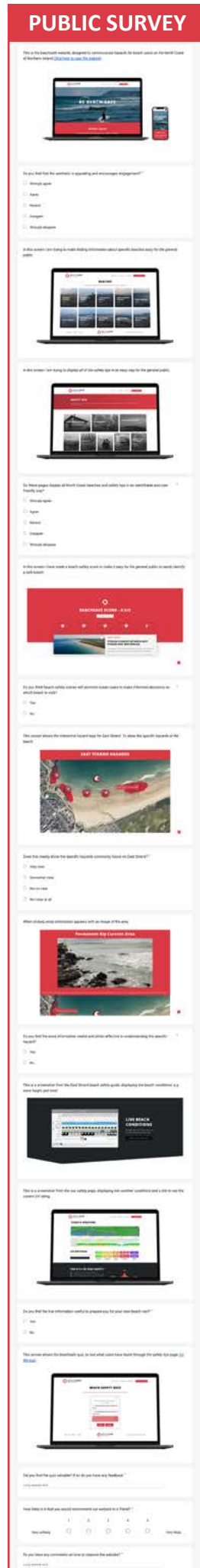
WEBSITE FEEDBACK

After sending out my website for testing and feedback in week 10 through a survey targeting the general public (106 responses) and survey exclusively for local lifeguards on the North Coast (8 responses). I gathered valuable information into how users interact with the site which helped to make informed decisions on how to improve the design and functionality of the website. The surveys allowed me to:

- ▶ Get feedback from a wider audience
- ▶ Test usability
- ▶ Identify bugs and issues
- ▶ Validate assumptions



THE FOLLOWING PAGES WILL SHOW IMPROVEMENTS



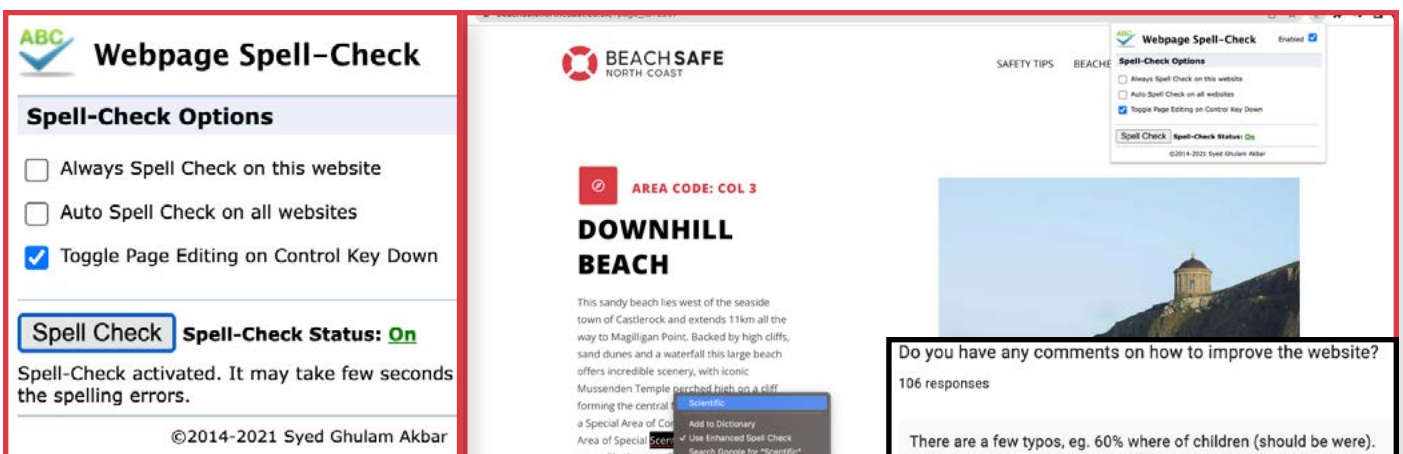
LANDING PAGE MAP

Originally I had the North Coast map with just the location pointers. My project supervisor and feedback from the survey suggested I should add labels or make the map interactive like the map on the beach pages. I added the interactive map but due to the limited customisation of wordpress I was unable to make it effective on mobile. Bellow shows my solution, I added location tags to the pointers and this works better as the user has to click the search beaches button, to display all the beaches giving the user a vivid image of all the beaches with nice imagery.



SPELL CHECKING

The Beachsafe website is content heavy consisting of 29 pages, Due to time constraints and the need to send out my website for feedback I miss spelled some of the write ups. This was mentioned multiple times in the feedback. It is evident people easily pick up on small errors, which will tarnish the trustworthiness of the website. I used a Google extension called 'Webpage Spell-Check' and went through every page correcting all of the mistakes.



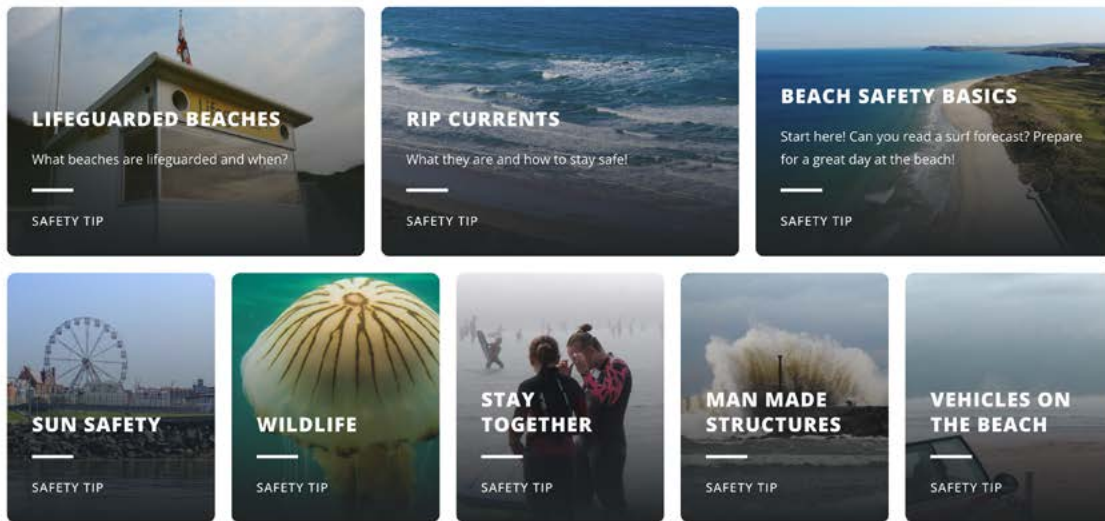
SAFETY TIPS PAGE

Originally as you can see in this photo I had the safety tip imagery in black and white. I did this because I didn't want the images to distract the user from the key safety points. However after feedback and suggestions from my project supervisor they thought it looked too serious. I decided to add colour to make it more light hearted and engaging. I also deleted the subheadings of the bottom 5 safety tips as it polished the look of the menu and all of the information is in the pages anyway.



SAFETY TIPS

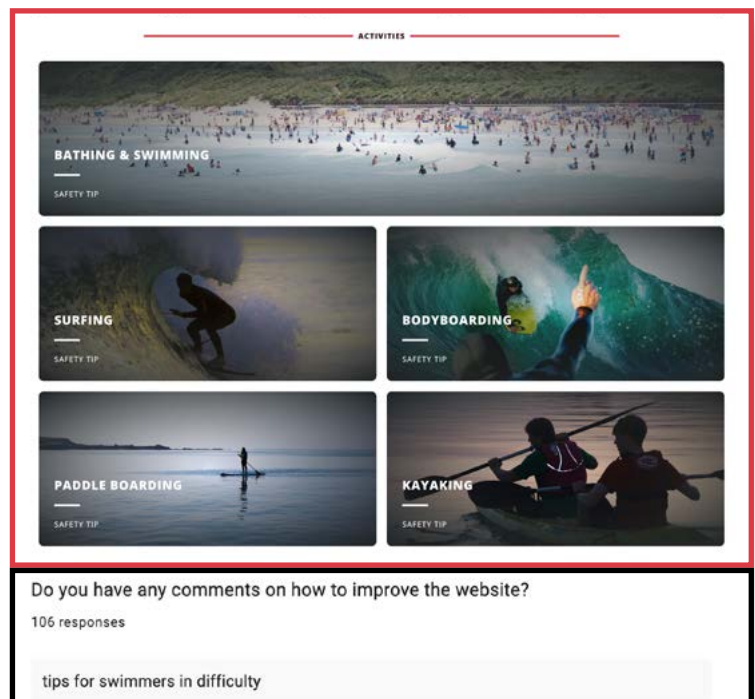
The RNLI lifeguards are only present during easter holidays, summer and September weekends. Staying safe on our coastline relies on understanding beach hazards and risks.



RECOMMENDED SAFETY TIPS

After speaking to my dad who runs a surf shop on the North Coast he suggested there should be a section in the safety tips for activities. I thought this was a great idea and also received a couple of responses from the survey suggested this as well.

Looking at the survey results the most common activities was swimming, surfing, bodyboarding, paddleboarding and kayaking. I made use of information hierarchy to structure the results in the best order using the data from the survey results. Making bathing and swimming the priority as it is very popular here on the North Coast.



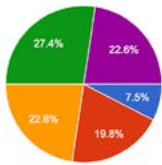
ACTIVITY SAFETY TIPS

IN THE UK (2013), THE CATEGORY WITH THE MOST INCIDENTS WAS MALE TEENAGERS (13-17 YEARS), BEING IN AN UNPATROLLED AREA AND BODYBOARDING (WOODWARD ET AL. 2013)

Here is the new pages I have developed for the activity pages. Starting with a short description relating to the activity and the north coast, followed by great imagery and a safety checklist. Using a checklist for each activity made the information concise & easy to understand and absorb. Which will help users have the information they need to make informed decisions and stay safe. With 77% of the public survey not completely confident in assessing risks when lifeguards are not on, this information is vital.

Are you confident in your abilities to assess risks at the beach if the lifeguards are not on duty?

106 responses



- Not confident at all
- Slightly confident
- Somewhat confident
- Fairly confident
- Completely confident

BODYBOARDING

Bodyboarding is one of the most popular ways to enjoy the rise the waves, bodyboarding can turn dangerous if you are not prepared.

Safety Checklist

- Always bodyboard between the red and yellow flags
- Tell someone you are going bodyboarding
- Bodyboard with a mate
- Always wear your leash
- Hold onto it and float if you get into trouble
- Check your equipment
- Be aware of [rip currents](#)
- Check weather conditions
- Wear the right wetsuit
- Consider other water users
- Call 999 in case of emergency and ask for the coastguard

SURFING

The North Coast has become a popular destination for surfers from around the globe due to its world class waves. However, with the power of the Atlantic Ocean and unpredictable weather conditions, it's important to be aware of potential hazards and practice surf safety when in the water.

Safety Checklist

- Always surf between the black and white chequered flags
- Tell someone you are going surfing
- Surf with a mate
- Know your limits
- Be aware of [rip currents](#)
- Check weather conditions
- Always wear a leash
- Wear the right wetsuit
- Understand surf etiquette
- Call 999 in case of emergency and ask for the coastguard

BATHING & SWIMMING

The North Coast has seen a massive interest and increase in the number of people open water bathing and swimming daily, encouraged by the effects of the pandemic. Recent research has highlighted the benefits of cold water immersion on both physical and mental wellbeing.

Safety Checklist

- Choose a lifeguarded area or know the hazards of where you choose to swim
- Tell someone on shore you are going swimming
- Swim with a mate
- Know your limits
- Stay within your depth
- Be aware of [rip currents](#)
- Check weather conditions
- Wear a bright coloured swimcap and hat or wetsuit
- Use a tow float
- Bring warm clothes and warm drink for after your swim
- Take a means of communication
- Always acclimatise to avoid cold water shock
- Call 999 in case of emergency and ask for the coastguard

SUP

Stand up paddleboarding (SUP) is a popular water sport that can be enjoyed by people of all ages and abilities. It's a great way to enjoy the North Coast and its beautiful scenery. However, it's important to be aware of potential hazards and practice SUP safety when in the water.

Safety Checklist

- Look out for the orange windsock on a lifeguarded beach
- Avoid offshore winds
- Launch and return inside the black and white chequered flags
- Tell someone you are going paddle boarding
- Bring a phone
- Paddleboard with a mate
- Know your limits
- Check weather conditions
- Always wear a leash
- Wear suitable clothing, a wetsuit is necessary in winter
- Wear a personal flotation device such as a buoyancy aid
- Learn to paddle board with a qualified instructor first
- Call 999 in case of emergency and ask for the coastguard

KAYAKING

Kayaking is a popular water sport that can be enjoyed by people of all ages and abilities. It's a great way to enjoy the North Coast and its beautiful scenery. However, it's important to be aware of potential hazards and practice kayaking safety when in the water.

Safety Checklist

- Bring a phone
- Tell someone you are going kayaking
- Kayak with a mate
- Check weather conditions
- Always wear a lifejacket
- Wear the right wetsuit
- Learn to kayak with a qualified instructor
- Call 999 in case of emergency and ask for the coastguard

SAFETY TIPS

The RNLI lifeguards are only present during easter holidays, summer and September weekends. Staying safe on our coastline relies on understanding beach hazards and risks.

IN AN EMERGENCY CALL 999 AND ASK FOR THE COASTGUARD

LIFEGUARDED BEACHES
What beaches are lifeguarded and when?
SAFETY TIP

RIP CURRENTS
What they are and how to stay safe!
SAFETY TIP

BEACH SAFETY BASICS
Start here! Can you read a surf forecast? Prepare for a great day at the beach!
SAFETY TIP

SUN SAFETY
SAFETY TIP

WILDLIFE
SAFETY TIP

STAY TOGETHER
SAFETY TIP

MAN MADE STRUCTURES
SAFETY TIP

VEHICLES ON THE BEACH
SAFETY TIP

ACTIVITIES

BATHING & SWIMMING
SAFETY TIP

SURFING
SAFETY TIP

BODYBOARDING
SAFETY TIP

PADDLE BOARDING
SAFETY TIP

KAYAKING
SAFETY TIP

HOW BEACH SAFE ARE YOU?

Take the test and find out how much you know about staying safe at the beach!

TAKE THE QUIZ



ADDED THE EMERGENCY CONTACT NUMBER AT THE TOP OF THE PAGE

ALL SAFETY TIPS AND ACTIVITIES RANKED IN ORDER OF IMPORTANCE IDENTIFIED FROM THE LITERATURE REVIEW AND BEACH SAFETY SURVEYS

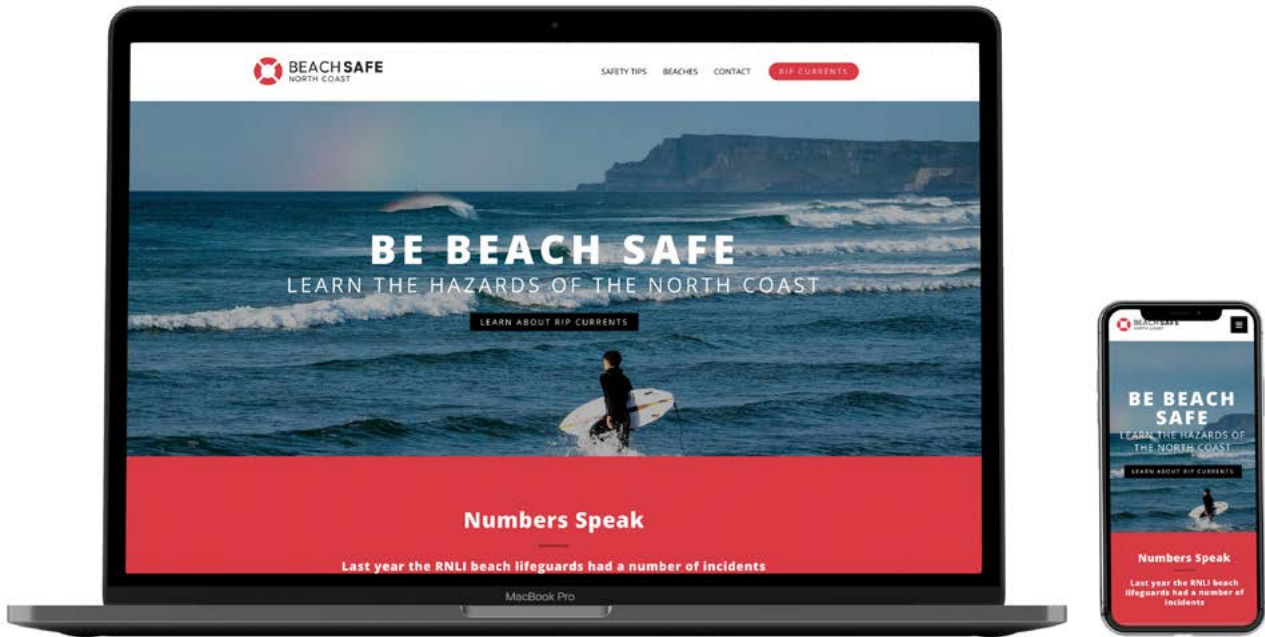
USERS CAN TEST WHAT THEY HAVE LEARNED WITH THE BEACH SAFE QUIZ

74 OUTCOME

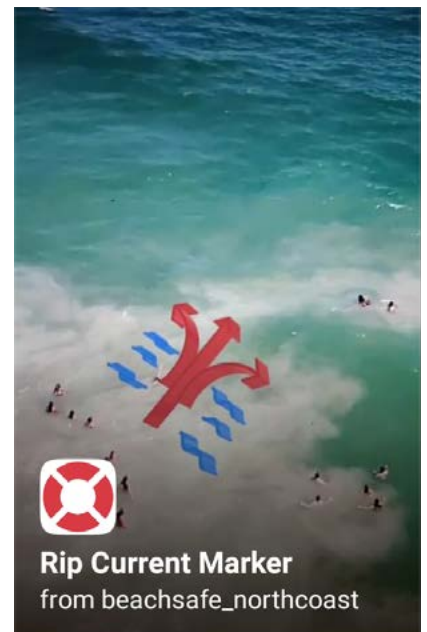
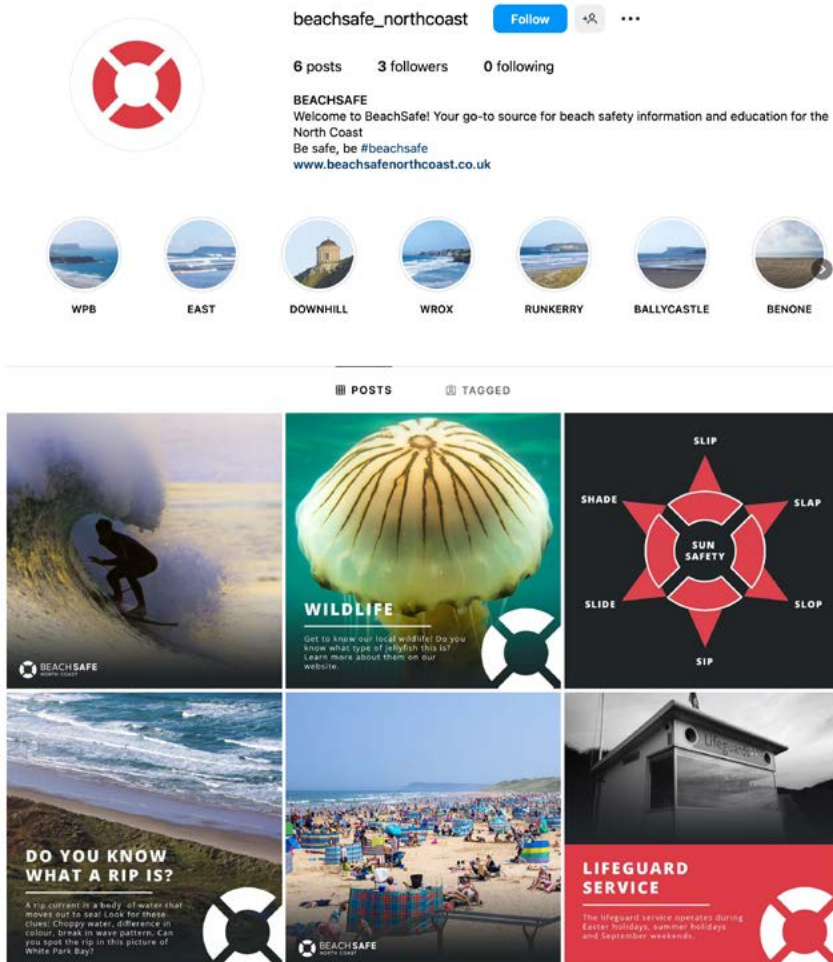


BALLYCASTLE BEACH

BEACHSAFE WEBSITE



BEACHSAFE INSTAGRAM



POSITIVE FEEDBACK

After asking for feedback and improvements for the website I got a lot of positive feedback about the project.



"This is so useful, exactly what we all need."

"You've covered it all for me. Learned something today. Thank u!"

"Good work"

"Website is actually fantastic, really well made and easy to navigate"

"Would be a great thing for lifeguards to point out to public to get more information, maybe a even QR code in areas eg. Water sports centre. Great resource all round well done"

"Very good idea and much needed"

"This is really much needed information. It will save lives, and give people more local knowledge and confidence about north coast beaches. You've done an incredible job building the website, every detail has been well thought of, and information is very clear. Aesthetically it looks incredible. Very very professional sight designed. Hard to add anything to this amazing website"

"Easy to use and as the aesthetically pleasing"

"Looks great and serves a good purpose"

"Can't think of any other improvements. Looks great, will be really helpful towards beach and water users"

"Great idea. Very useful especially for those less experienced with the sea/townies coming to the Port for hols."

"Easy to find what you need on the website, hazard rating for each beach was very helpful too as no other website really has that"

"Very easy to use"

"Looks great, nice work"

"I think this website is a great idea. It would be incredibly beneficial to all users of the North Coast, and I can see myself using it regularly."

"I think it's fantastic, it's a good tool for visitors coming to the north coast and also a good refresher for locals for the summer months. Fantastic UI, very sleek and professional."

"I think it's excellent"

ROOM FOR IMPROVEMENTS

I asked the public and lifeguards for ways i can improve the website:

Do you have any comments on how to improve the website?

- Event section e.g Charity events, beach safety evenings.
- Video example of a rip current.
- More pictures of rip currents and hazards.
- A 'Safe places' section.
- Add more locations, Cushendun & Waterfoot.
- Add a community comment section.
- Create an App.
- Live Lifeguard indicator on the beach pages, where lifeguards are currently present.
- Put more emphasis on the fact it's based in Northern Ireland.
- Add QR codes to safety signage to direct people to the website.
- Make sure it's well promoted.
- Regular updates after large storms, or when conditions can quickly change.
- Keep it up to date.
- Not easy to find on google search.
- Video interviews with local lifeguards on each beach.
- Add the tow man's number for beaches you can get your vehicle stuck on.

*DUE TO THE
CREATIVE
LIMITATIONS OF
WORDPRESS AND
TIME CONSTRAINTS
OF THE PROJECT
I WAS UNABLE
TO MAKE ALL
OF THESE
IMPROVEMENTS*

FUTURE DEVELOPMENTS

I am very passionate about this subject and project. As a surf instructor and lifeguard on the North Coast I know how beneficial it could be if it was promoted through the council. This year I would like to get it in front of the local Causeway Coast & Glens council to see if it can be promoted through them as a go-to resource for every aspect of beach safety. This will help it reach the correct target audience. If it gets backed by the council all websites hospitality and activity related could link to the Beachsafe website, such as surf schools, caravan sites and hotels. If successful I will purchase the beachsafe.co.uk domain and expand the Beachsafe model all around the UK, with the help of the RNLI.

LONG-TERM GOALS

I hope to develop this project further and eventually turn Beachsafe into a fully functioning application for IOS and Android. This will allow me to have full creative control, given more time and help from an app developer. I think it would be more accessible for the public and the ability to use GPS software and real time notifications to completely customise the experience.

PARTNER GOALS



Causeway
Coast & Glens
Borough Council



Lifeguards

CONCLUSION

Academic literature has identified a lack of beach safety understanding globally and critical beach safety information is not communicated effectively through warning signs. This project has been considered and revised heavily utilising the target audiences' feedback to improve and produce a resource to be enjoyed by locals of the North Coast and tourists to the area. Additionally, it will unlock future opportunities for the implementation of a nation-wide initiative to combat drowning and ocean-related injury which can be addressed, but has largely been ignored to date.

Overall, I found this module very rewarding. I enjoyed working on my own with fortnightly meetings with my project supervisor. I also enjoyed the creative process from start to finish. The initial research phase to the development of the website and then improving on the outcome through feedback from the target audience.

Throughout January to May I have developed a number of useful skills such as managing my time and organisation to make sure I can produce a high standard of work under pressure.

It was a great experience leading my own research project. The support from my project supervisor guiding it in the right direction made sure the project moved smoothly.

I found the project quite challenging at times as it required a lot of academic background and research into the topic. Having other commitments outside of university work with my job I found it hard to manage a balance.

From reading the survey feedback from the public and local lifeguards after finishing the project, you can see they that there is a need for this resource.

Ethony Hill





BEACH SAFE
NORTH COAST

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