

## University of Winchester (name) Project



CLIENT	
PROJECT NAME	Map of St Vincent, Grenadines, Caribbean Islands
CLIENT NAME	Christina Welch
UNIVERSITY CONTACT	
PAID / UNPAID?	Unpaid
CLIENT CONTACT NAME Christina Welch	STUDENT(s):
PHONE	PHONE
EMAIL Christina.welch@winchester.ac.uk	EMAIL
PROJECT   <i>purpose and opportunity</i>	

To produce a website and interactive map of the island of St Vincent, with Balliceaux and Bequia (2 of the Grenadines). There is a requirement to be able to tag locations and when that tag is clicked on information comes up. This information needs to be layered, as in some will be historic, some more modern. The information will cover colonial materials, local plants, oral history, artefacts, and will include photographs, oral narrative, and documents. This will need to be produced as a WordPress website so that the content can be easily updated. Particular attention needs to be given to how the interactive map can be easily updated, so this may need to be a bespoke solution that can be easily added to a WordPress website.

There are some old maps which it would be good to be able to overlay so it might be nice, if it's possible, to have some tabs to bring up info in each area (historic, herbal, environmental, people, etc.) so information could be easily found; also maybe the map and information could relate to dates so say 1770s: there are a few interesting old maps but it also needs a modern one with roads etc.

# St Vincent Caribbean Island Project

## How I contributed to the Group Project

By Matthew Colyer

# Evaluating the Brief

## University of Winchester (name) Project



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The client wanted us to produce an interactive map that allows people to see information about the three island clearly.

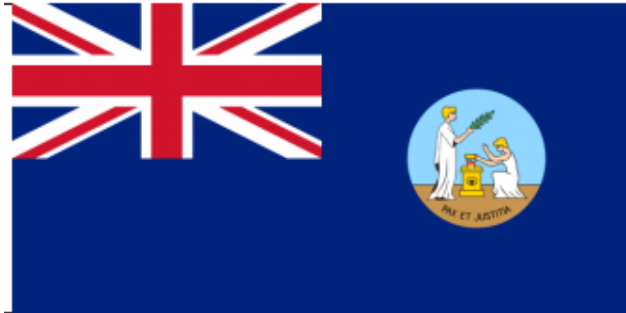
There also needed to be a transition that allows the user to see how the islands have changed over time.

The website will need to be easy for the client to change and upload more information as time goes on. This website will be developed over time for the client to use.

# The development of the national flag



The Flag of the West Indies Federation  
(1958 – 1962)



The Colonial Flag of St Vincent and the Grenadines  
(1907 – 1979)

These are the flags that St Vincent and the Grenadines have been through which started in 1958. The flag was first called the West Indies Federation. In 1907 it became the Colonial Flag of St Vincent and the Grenadines from 1907 – 1979 with the British Flag included.



The Flag of St Vincent and the Grenadines  
(1979 – 1985)



The Flag of St Vincent and the Grenadines  
(March – October 1985)

However, from 1979 – 1985 the flag was named the flag of St Vincent and the Grenadines. It also had a big change to the colour scheme of the logo with the dark blue being scraped and a blue, yellow and green flag being created. From 1979 – 1985 they included two people in roman clothes to represent “PEACE AND JUSTICE”. However, they have then made a more simple flag.



The Flag of St Vincent and the Grenadines  
(1985 to Present Day)

# Colour scheme research

## Analogous Colour Scheme

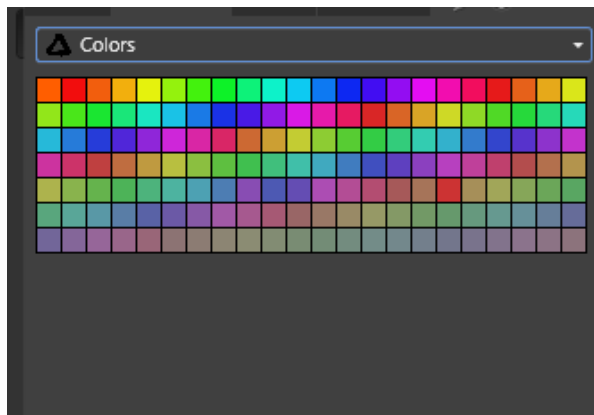
The analogous scheme uses the concept of three colours located next to each other on the colour wheel. For example red, red-orange, and red-violet. This scheme can easily be found in nature – like trees in the autumn as the leaves change colour.

## Complementary Schemes

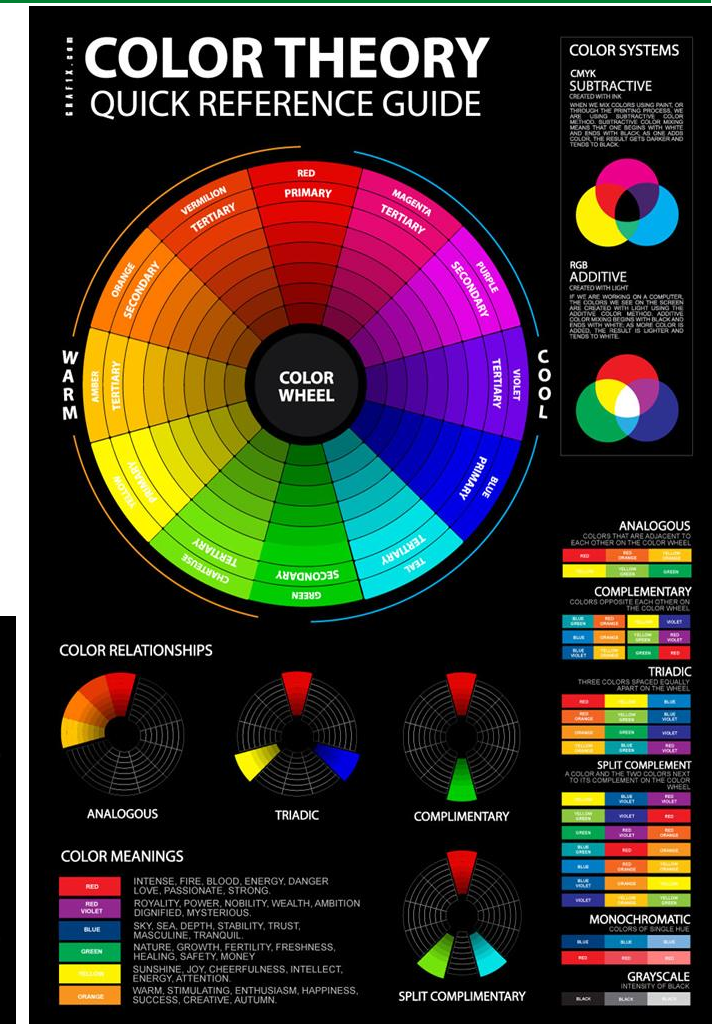
When you put two complementary colours next to each other, they show a greatest contrast. In modern colour theory, the pairs are red/cyan, green/magenta, and blue/yellow.

## Split-Complementary

In essence, complementary colours are chosen and then the colours on the other side of the colour wheel are also used in the design. It's considered to soften the impact of a complementary colour scheme.



COLOR MEANINGS	
RED	INTENSE, FIRE, BLOOD, ENERGY, DANGER, LOVE, PASSIONATE, STRONG.
RED VIOLET	ROYALTY, POWER, NOBILITY, WEALTH, AMBITION, DIGNIFIED, MYSTERIOUS.
BLUE	SKY, SEA, DEPTH, STABILITY, TRUST, MASCULINE, TRANQUIL.
GREEN	NATURE, GROWTH, FERTILITY, FRESHNESS, HEALING, SAFETY, MONEY.
YELLOW	SUNSHINE, JOY, CHEERFULNESS, INTELLECT, ENERGY, ATTENTION.
ORANGE	WARM, STIMULATING, ENTHUSIASM, HAPPINESS, SUCCESS, CREATIVE, AUTUMN.





# Colour scheme research

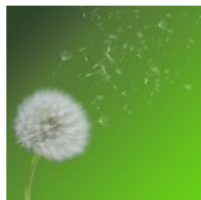
## Why I will be using different colours as well as tones and gradients for this project

As this project is about different islands that are near the Cabirian it links well to the geography and the travel and explore demographic will be important for the subject matter for this project. This is why I will be research different yellow and green tones for this project. However, as you can see from the image on right yellow is a cheerful colour. Green is a more positive colour that is very linkable to this project. This is because Green represents a balance and change in growth. This Project is about providing the client with information that can be display on a website and interactive map that can then be passed on to teachers in the area. This will represent great growth in what the students can learn.



With the meaning of colors, in color psychology, **yellow** is the color of the mind and the intellect. It is optimistic and cheerful. However it can also suggest impatience, criticism and cowardice.

*For more on [the color yellow](#)*



**Green** is the color of balance and growth. It can mean both self-reliance as a positive and possessiveness as a negative, among many other meanings.

*For more on [the color green](#)*

## Yellow

THE COLOR OF OPTIMISM. YELLOW IS A COMPELLING COLOR THAT CONVEYS YOUTHFUL AND FRESH ENERGY. THIS COLOR OF SUNSHINE IS UPLIFTING AND ILLUMINATING AND ASSOCIATED WITH SUCCESS AND CONFIDENCE. YELLOW STIMULATES THE LEFT SIDE OF THE BRAIN, HELPING WITH CLEAR THINKING AND QUICK DECISION MAKING.

WAVELENGTH 590 - 560 nm

**EMOTION**  
ENTHUSIASM  
OPPORTUNITY  
SPONTANITY  
HAPPINESS  
POSITIVITY

**USED TO**  
STIMULATE  
RELAX  
AWAKE AWARENESS  
ENERGIZE  
AFFECT MOOD

**INDUSTRY**  
FOOD  
SPORTS  
TRANSPORTATION  
TRAVEL  
LEISURE

BUMBLEBEE  
#FCE205

MUSTARD  
#FEDC56

LEMON  
#FFD5F

BANANA  
#FCF4A3

EGG NOG  
#F9E29C

## Green

THE COLOR OF GROWTH AND HEALTH. THINK OF NATURE AND SEE GREEN IN ALL ITS GLORY EXPRESSING RENEWAL AND LIFE. GREEN HAS A STRONG ASSOCIATION AS A REFRESHING AND PEACEFUL COLOR. IT EVOKES FEELING OF ABUNDANCE AND A PLENTIFUL ENVIRONMENT WHILE PROVIDING A RESTFUL AND SECURE FEELING.

WAVELENGTH 560 - 520 nm

**EMOTION**  
SAFETY  
HARMONY  
STABILITY  
RELIABILITY  
BALANCE

**USED TO**  
RELAX  
BALANCE  
REVITALIZE  
ENCOURAGE  
POSSESS

**INDUSTRY**  
ENVIRONMENT  
BANKING  
REAL ESTATE  
FARMING  
NON PROFIT

SACRAMENTO  
#043927

FOREST  
#0B6623

SEA  
#2E8B57

MINT  
#98FB98

SAGE  
#9DC183



# BRAND GUIDELINES

St Vincent  
Grenadines  
Caribbean Islands



Grenadines Island.edu





# OUR BRAND

- This is a group project that has been asked to follow a criteria from the brief. We aim to provide a clear message to the map of St Vincent, Grenadines and Caribbean Island and provide clear values to there islands so that they can use this information to teach students and the public.
- Our group has produced an interactive map based on different time periods. This will allow the public to see the develop that the three islands have gone through to where they are now. The map has interactive features allowing the user to explore more.
- The purpose of our group is to provide a clear focus and the importance to produce professional work that will help these island learn about their culture. As this project is about three different islands that are located near the Caribbean the colour scheme will reflect the colours of their national flag and represent the ability to explore with geography related colours.
- Our aim as a group is to provide an interactive map that allows the user to see different times zones of the three different island allowing them to learn about their culture. This interactive map will be used on a website allowing teachers and students to learn more about the process and the culture of the three islands.



# Logos



Grenadines Island.edu

## Banner Logo 1.1



Grenadines Island.edu

## Square Logo 1.2



## Stacked Logo 1.3

The main logo is the square Logo (1.3)

**Use this logo as much as possible**

This logo designs have a border that make sure the layout fits safely. Its important that no other graphics and information can enter the border.

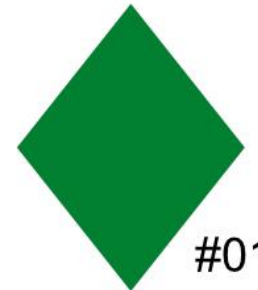
Primary  
Colours



#10649A



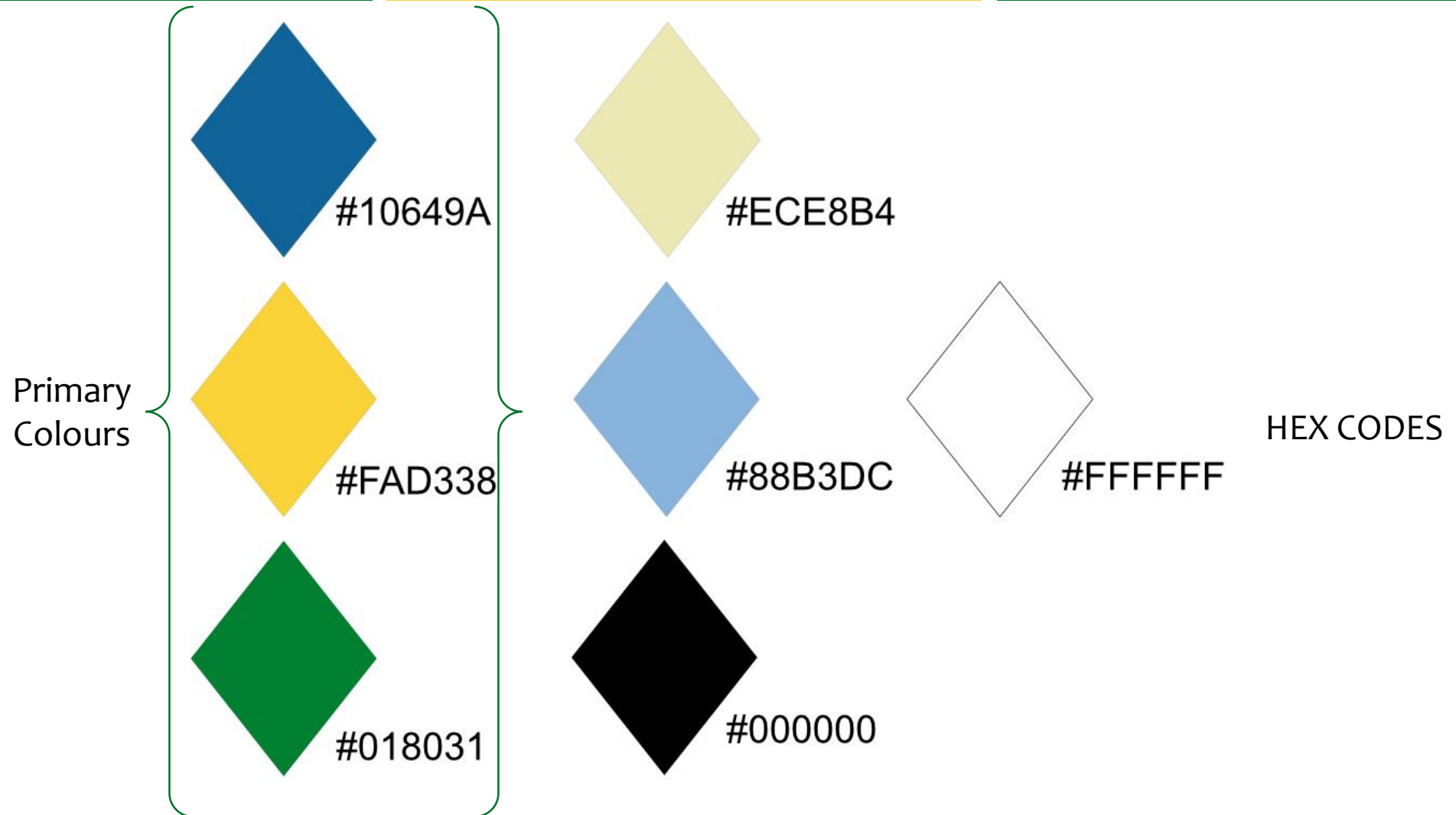
#FAD338



#018031



# Colour Scheme

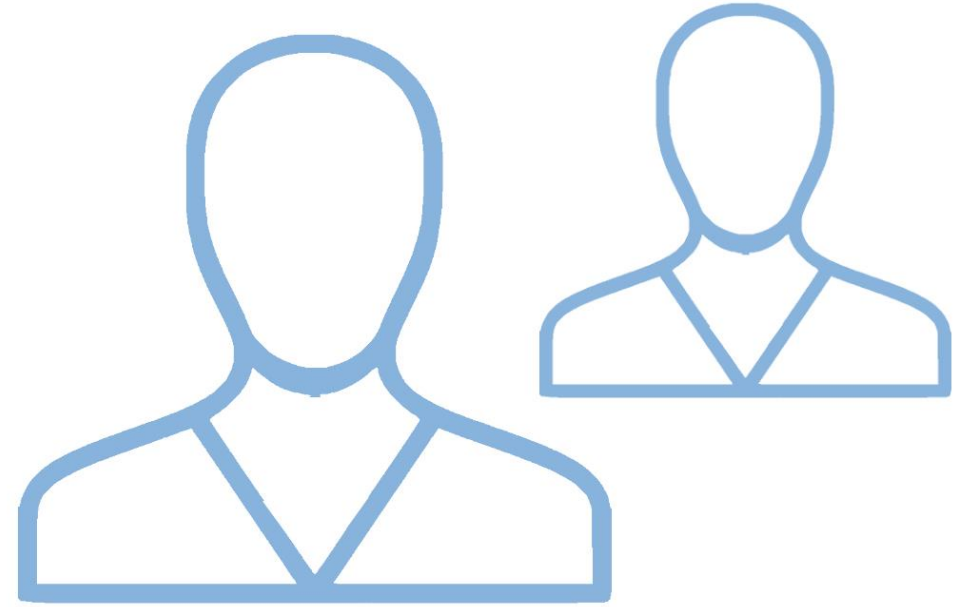


These are the main colours that I will be using for the Caribbean Island Project. I have made sure to take inspiration from the develop of the St Vincent and Caribbean flag. These are the primary colours that I will be using to create the logo for this project.

# Personas

## Personas

These personas are people that we are creating the interactive map for. Its very important that we are providing them with the information that they need and the reasons why its so important to provide them with the interactive map.



### **Sarah**

She is a 50 year old teacher at Saint James.

She has been using old books to teach her class and needs more resources to teach the class with new information.

She believes the interactive map will help her learn more about the islands and will really help the students learn more about their culture and surroundings.

### **Isabella**

She is a 11 year old student at Saint James.

She has a lack of understanding of her culture and her surroundings.

She is very interested in learning more about the three islands and believes the interactive map will be very useful.

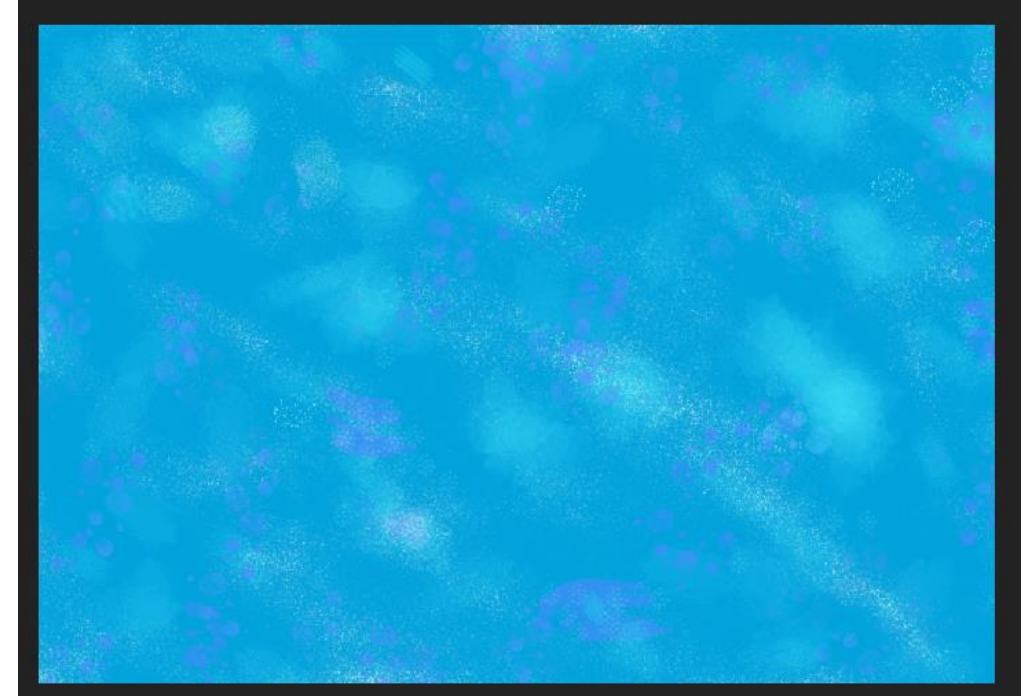
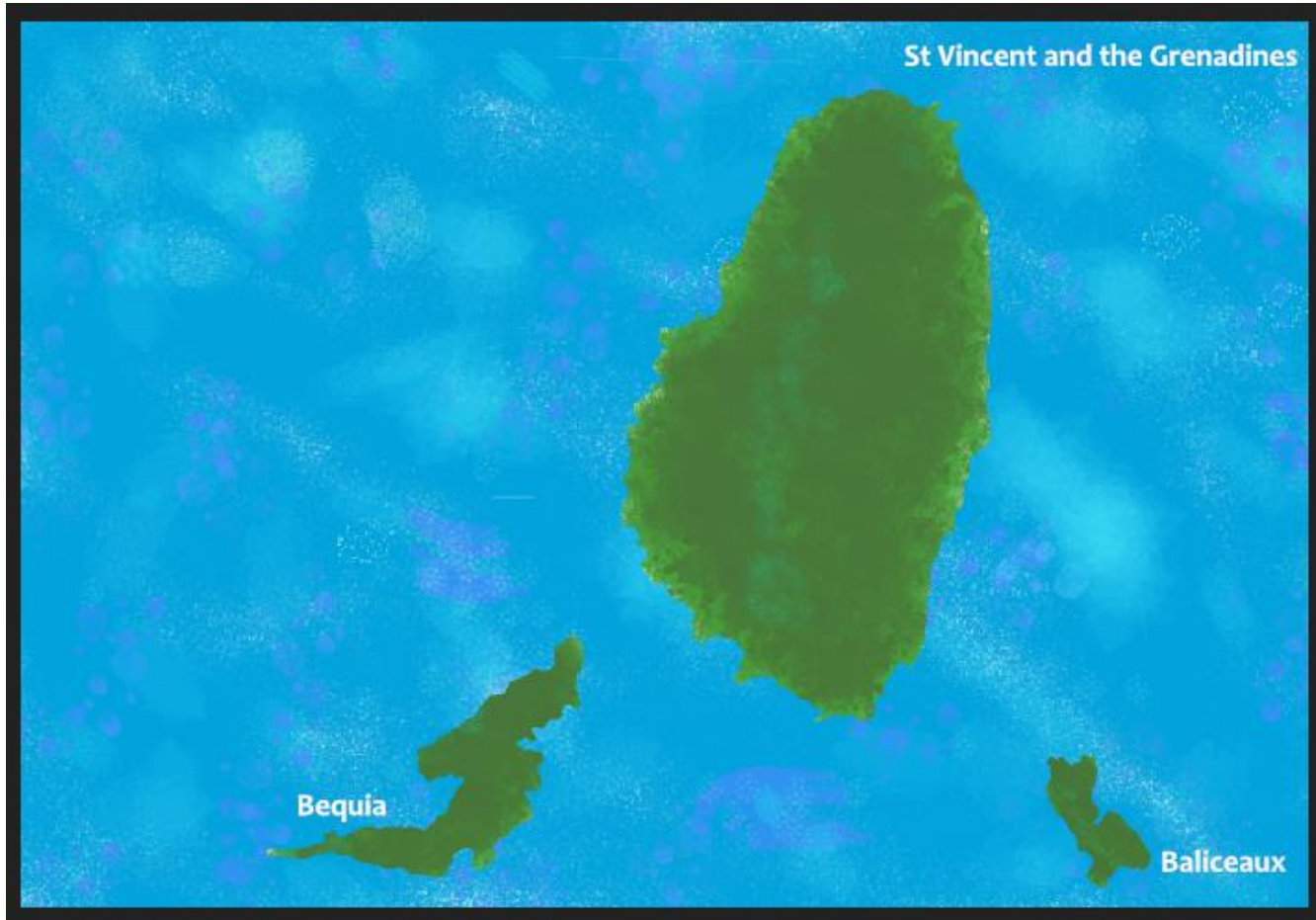


# Background Items

## Background Items

These are the different background designs that are to be on the website for this project.

It includes all three islands that are needed for the website.



The plain blue background is to be used as the sea background. It is important that any text does not clash with the colours that are used in this design.

# Typography

## Typography

These are the different typography styles that are to be used for this Project.

The font style Lucida Calligraphy is to be used as the logo font and the main title for this project.

The font style Harrington is to be used only for display information and text that relates to the early stages and old items of the island.

The Candara font is to be used as the main information display. This font is to be used as much as possible to display background information and content.

The Mongolian Baiti is to be used for the navigation map tabs that will be displayed on the website.

**Candara (6)**

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

**Harrington**

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

*Lucida Calligraphy*

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

**Mongolian Baiti**

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



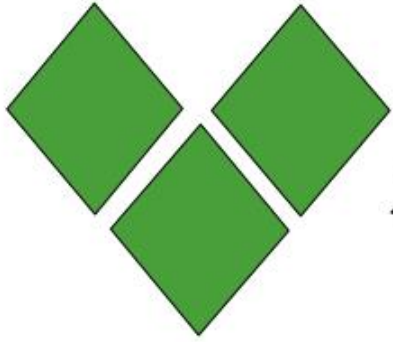
# OUR BRAND MORE INFORMATION

It's important that you follow these brand guidelines to ensure that everything is presented as a brand. The St Vincent project needs to have a clear identity. The client for this project wanted a clear interactive map that allows the users to see information about the islands. And with a clear brand identity for the user experience.





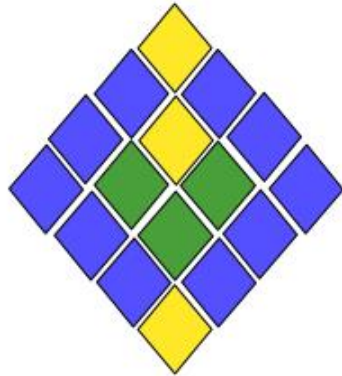
# Attempt One for Logo Designs



*St Vincent and The Grenadines.edu*



*St Vincent and The Grenadines.edu*

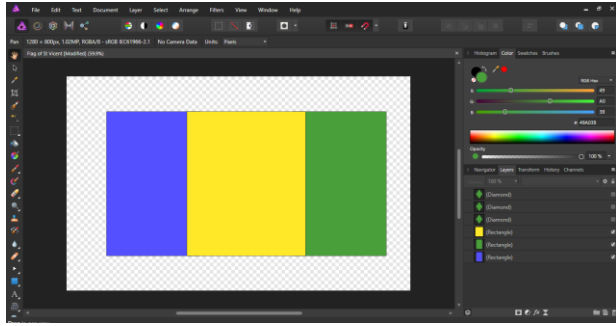


*St Vincent and The Grenadines.edu*

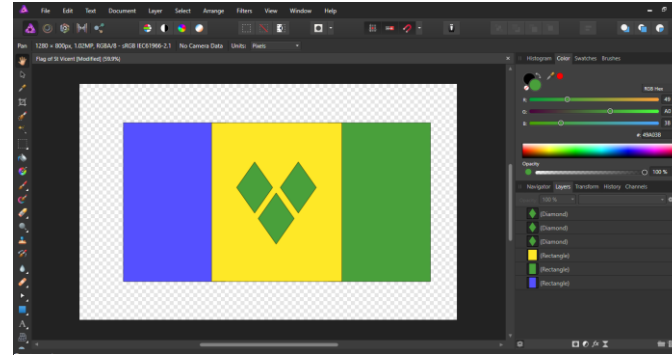
I decided that I need to create a more simpler logo and give a clearer understanding of what this project is about. This is why I have included the edu to the logo and title. The purpose of this is to provide information and educate people about St Vincent and The Grenadines.



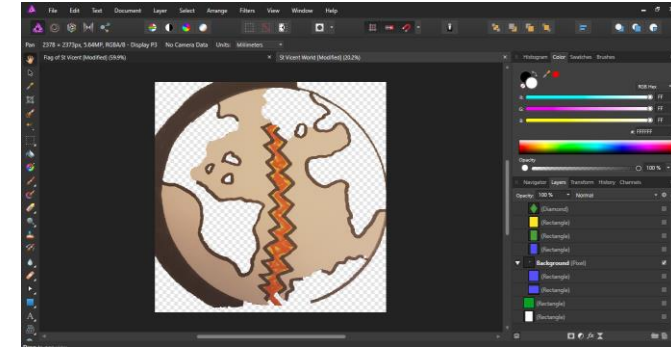
# Second Attempt for Logo design process



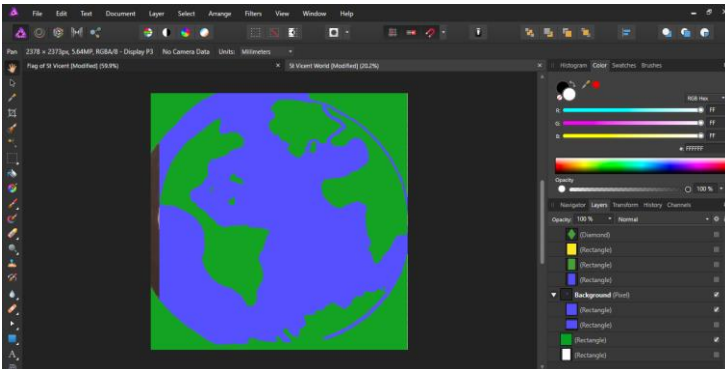
I first created the colours of their national flag. These are the colours that I will be using through out the project.



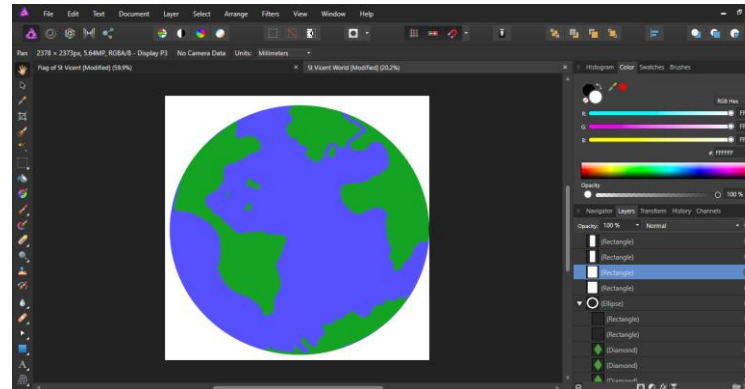
I then included the pattern in the middle. I could then use this as part of the logo and other designs in the project.



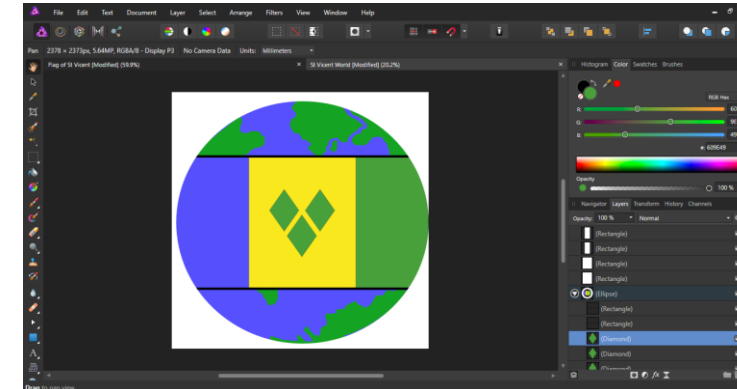
I then did a drawing of a world and included different islands and elements to it.



I then use the same blue and green from the flag to create the base of the world that will be in the background.

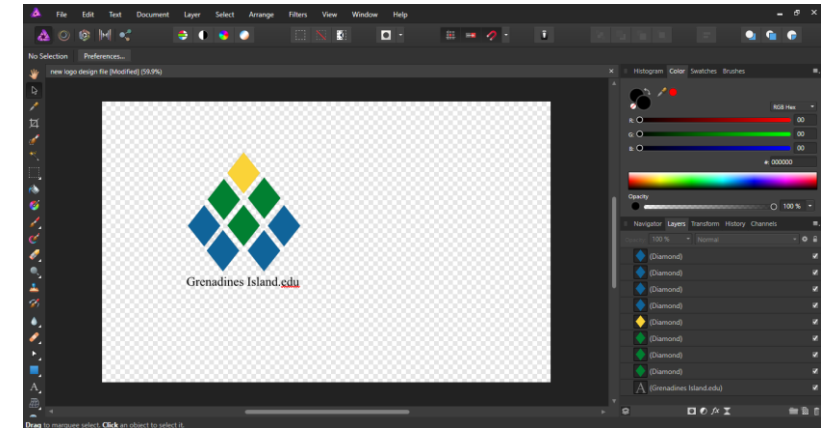
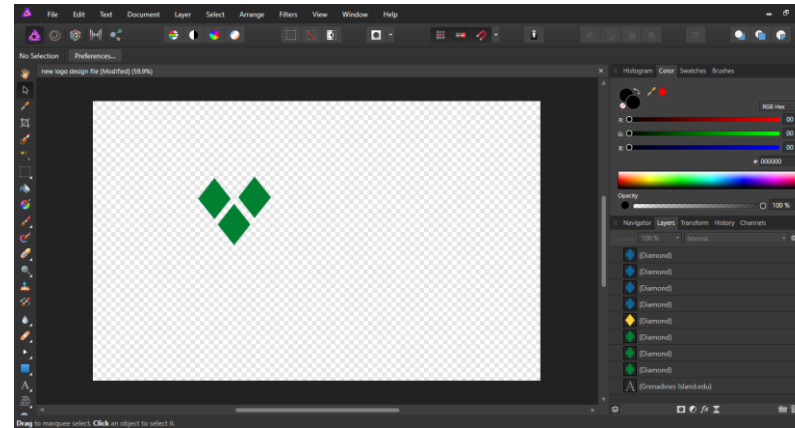
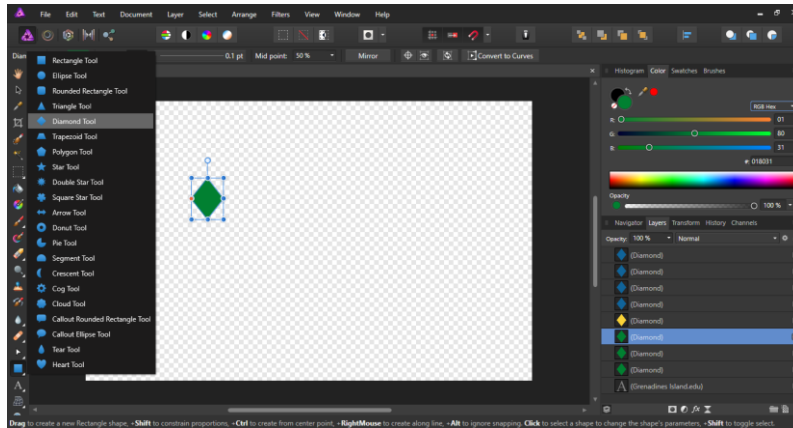


I then made the world more into a globe and includes a simple white boarder around the side of it.



I then included the included the flag that I created in the first development to create the final logo.

# Final Logo design process



This is the design process for the final design of the logo. I first started of think about the important features of the logo that will make it stand out and represent the Grenadines. The original flag of the Grenadines includes the three green diamonds that are shown in the second image which identifies what the logo is about. I first started of by creating a diamond that I would use multiple times but in the colours of the original St Vincent Flag.

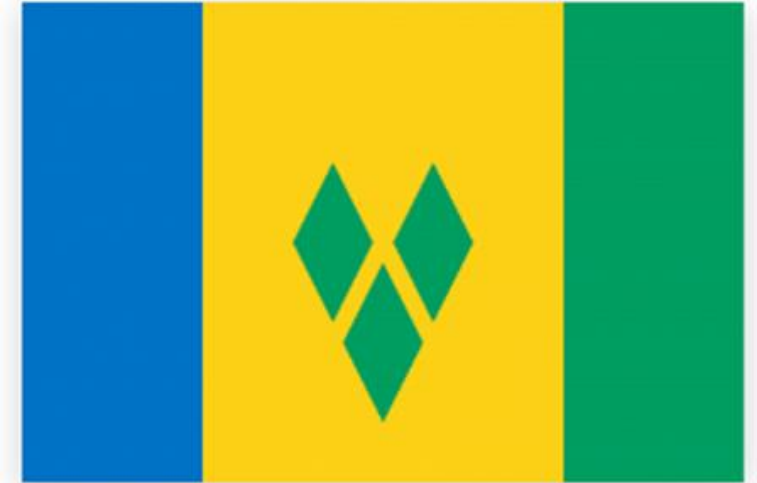




## MORE RESEARCH

I have also done some more research on the Grenadines' Island and facts about it. I have also focused on researching the island of St Vincent and getting an understanding of its size and geography. These images of the large island called St Vincent. This island is the largest out of the three and is the main one that I will be focusing on. There are many key names and places that I will need to research for this island.

The island was inhabited at least 7,000 years ago by the Ciboney people as well as the Spanish. However is densely populated by Caribs.



Land Area	389 km <sup>2</sup>
Total Area	389km <sup>2</sup> (#183)
Population	102,350 (#194)
Population Density	263.11/km <sup>2</sup>
Government Type	Parliamentary Democracy (House Of Assembly) Under A Constitutional Monarchy; A Commonwealth Realm
GDP (PPP)	\$1.24 Billion
GDP Per Capita	\$11,300

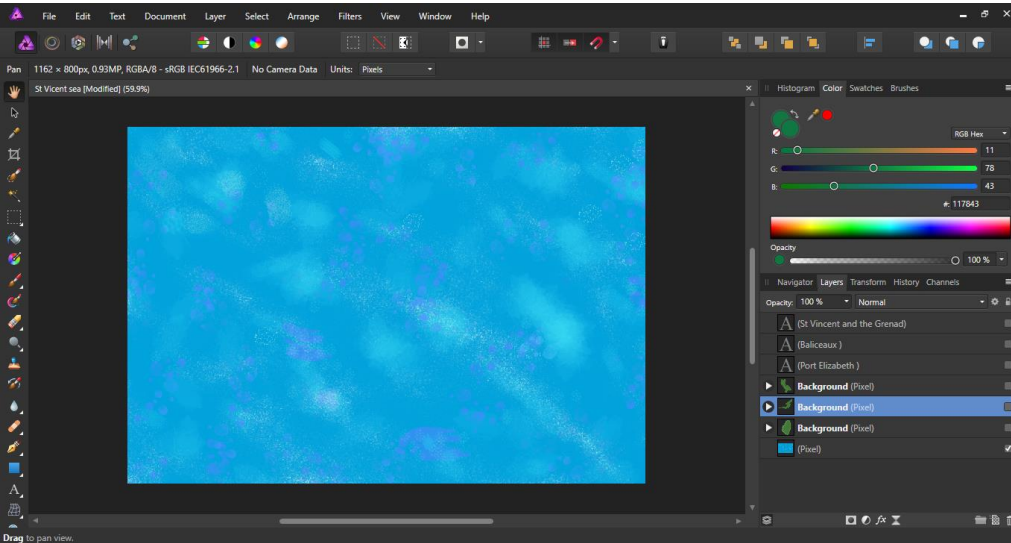
# Detailed Map Research



These are all different maps of the St Vincent. All of these images are very useful for the interactive map that we have to create for the client. The first image shows the climate of the island and where there are active volcanic centres. This will be very helpful on the gradient and steepness of the island. The second image includes the named places of the island. The third image shows where the small mountains are located and the places.

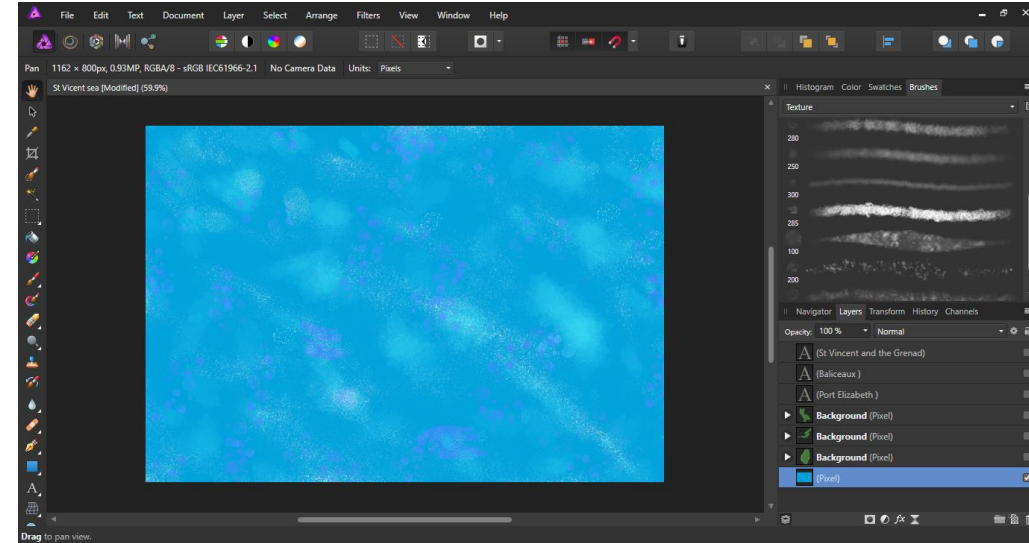


# Map design process



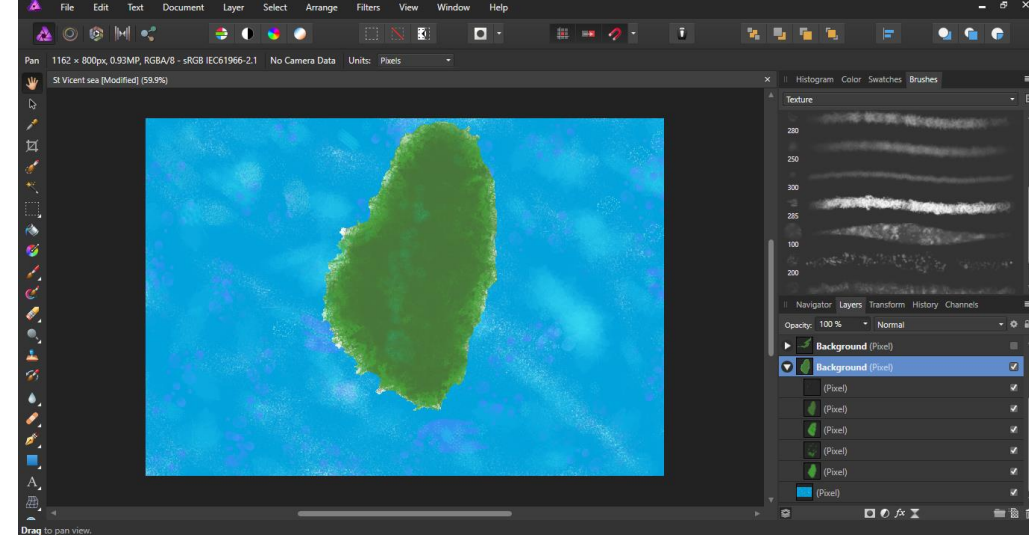
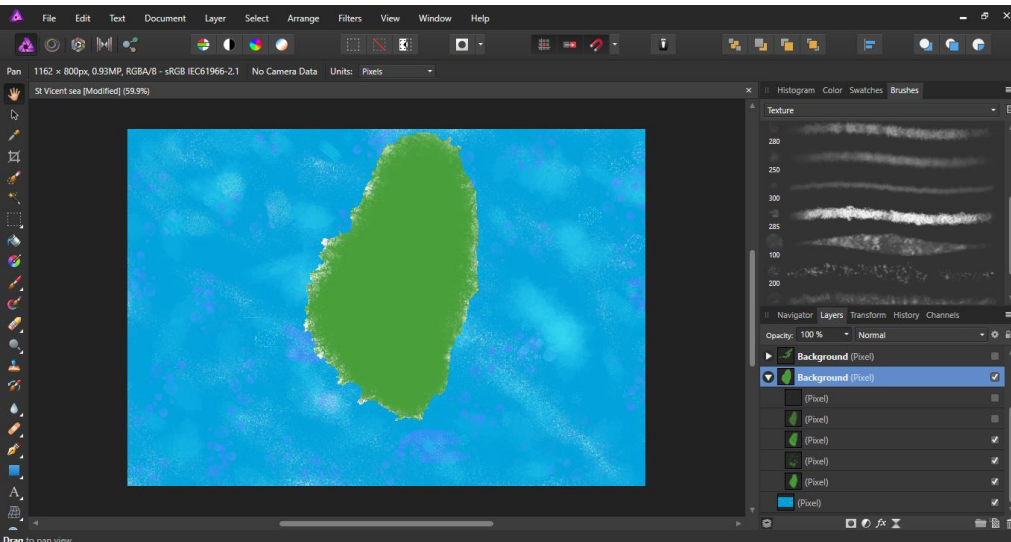
For the interactive map I first created a sea texture that would form the base of the three islands.

I then created the sea by using different blue and white tones from the brush zones on the right hand side.



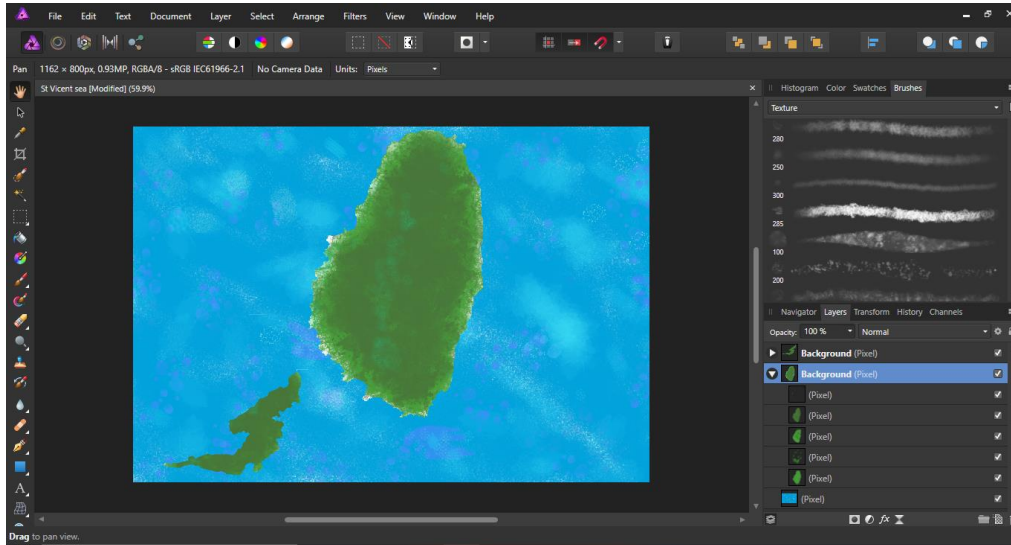
I then used the research materials to create the St Vincent and Grenadines Island.

I then used the brush tool on the right to create different textures of green to make the island look more realistic.



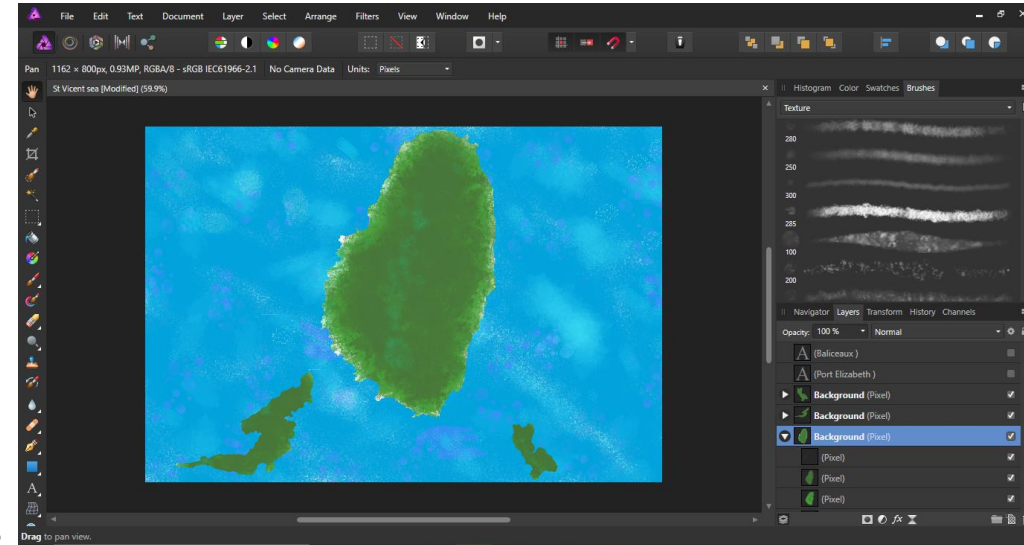


# Map design process



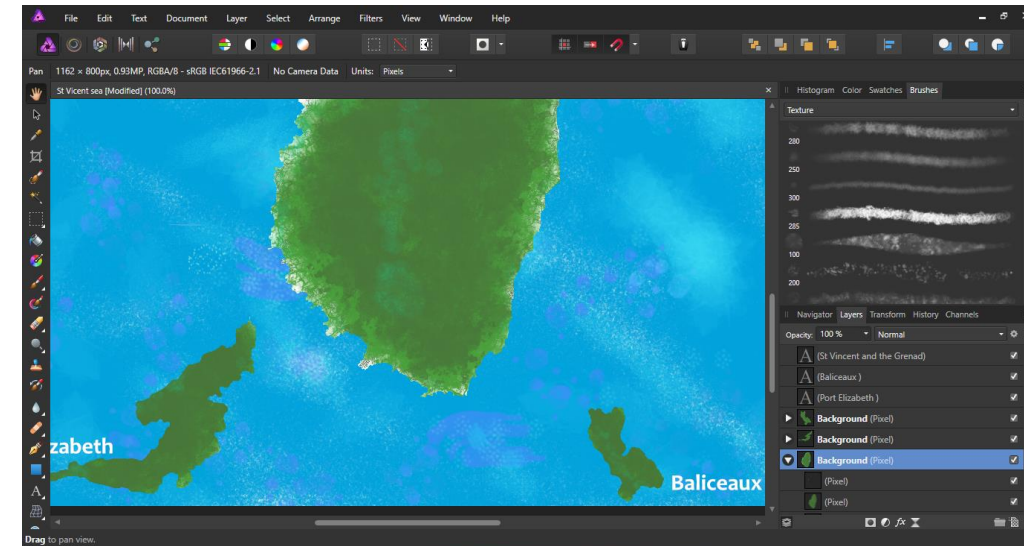
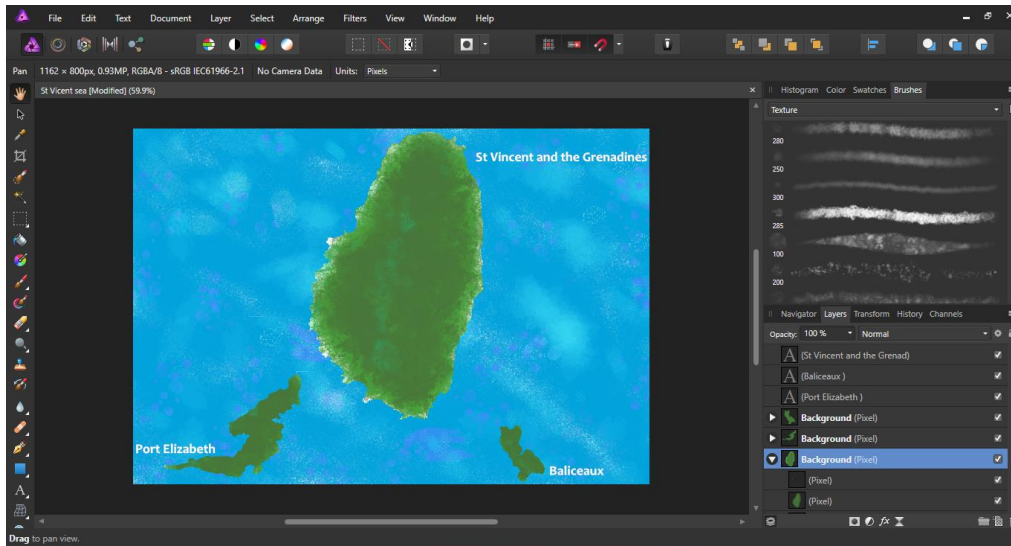
I then researched the other islands that I needed to include for the interactive map. I then created the second island.

I then created the third island and from the research scaled them as close as possible.

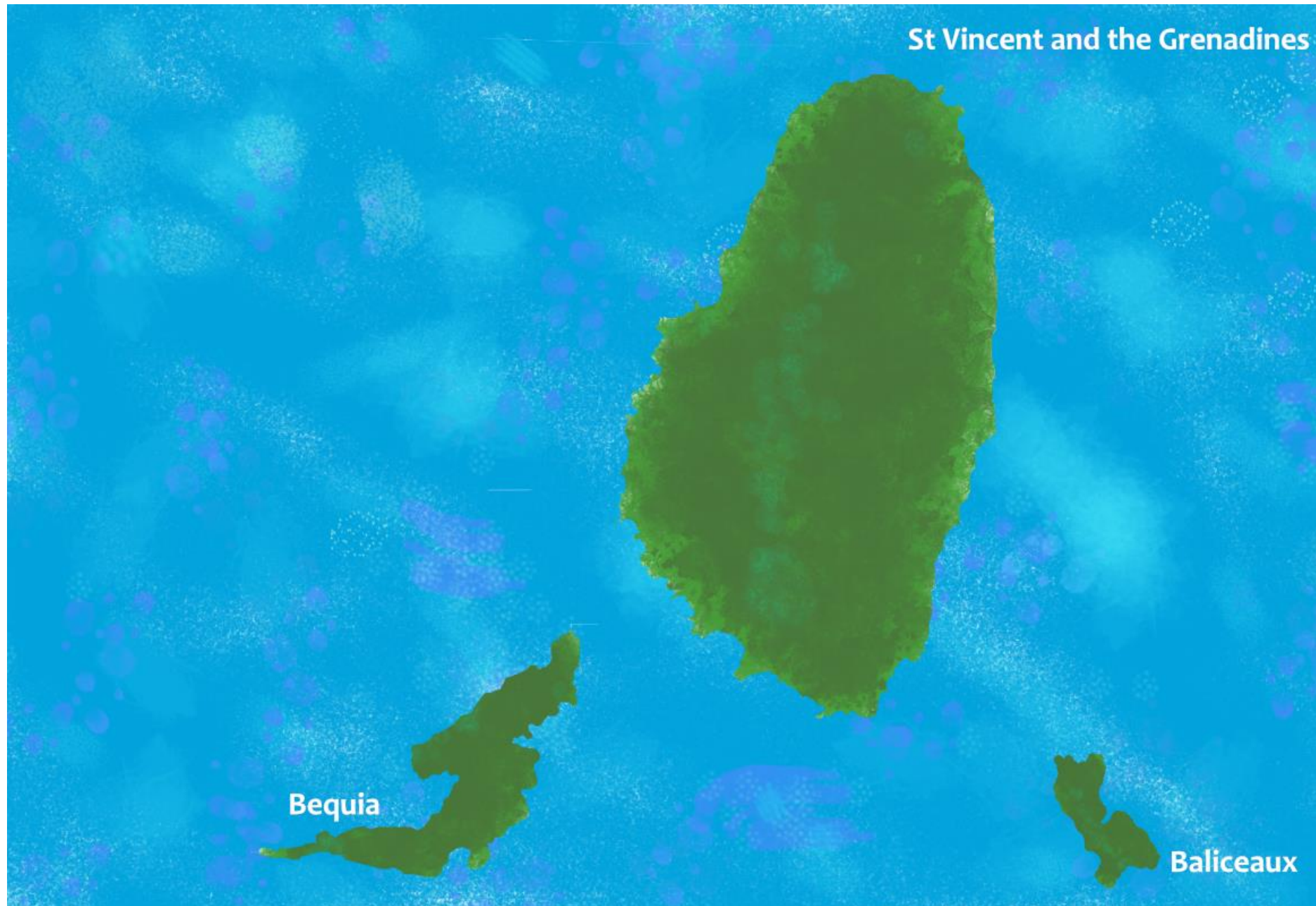


I then added in name labels above each of the islands to make it clear for the users.

I then also used the brush tool on the right to create different textures of green for the islands.



# Modern Map Design



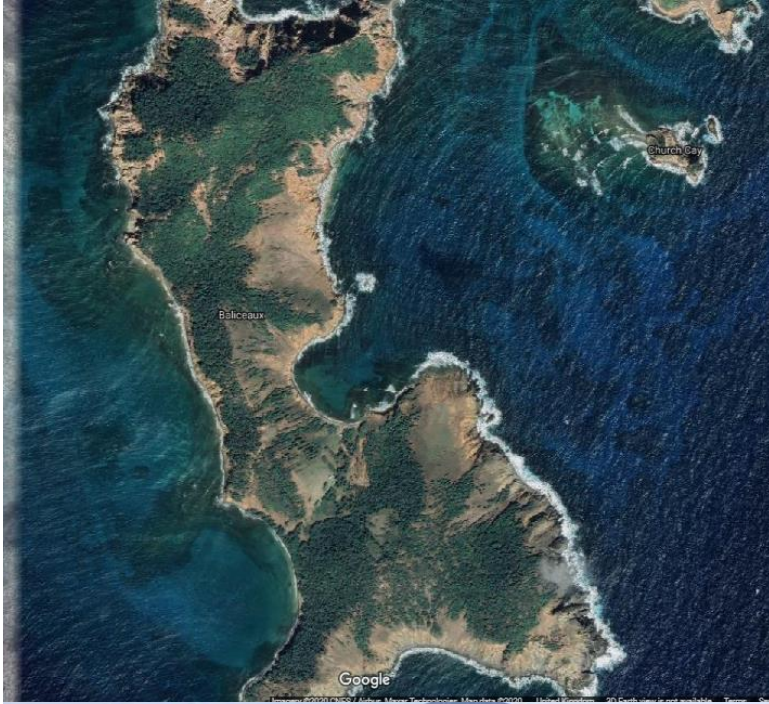


# Old Map Design





# Research on Baliceaux Island



The island holds a special resonance in the history of their ancestors. This is known to the St Vincent's white colonists as the Black Carbis. The name reflects their origin as a mixture of shipwrecked and runaway slaves and the inhabitants of the island. They use to fish coastal waters in canoes and in large pirogues fashioned from a single tree and capable of carrying twenty men or more. They would sail up and down the island chain. This would happen particularly to Martinique and other French controlled territories, where they trade tobacco for rum, weapons and wine.

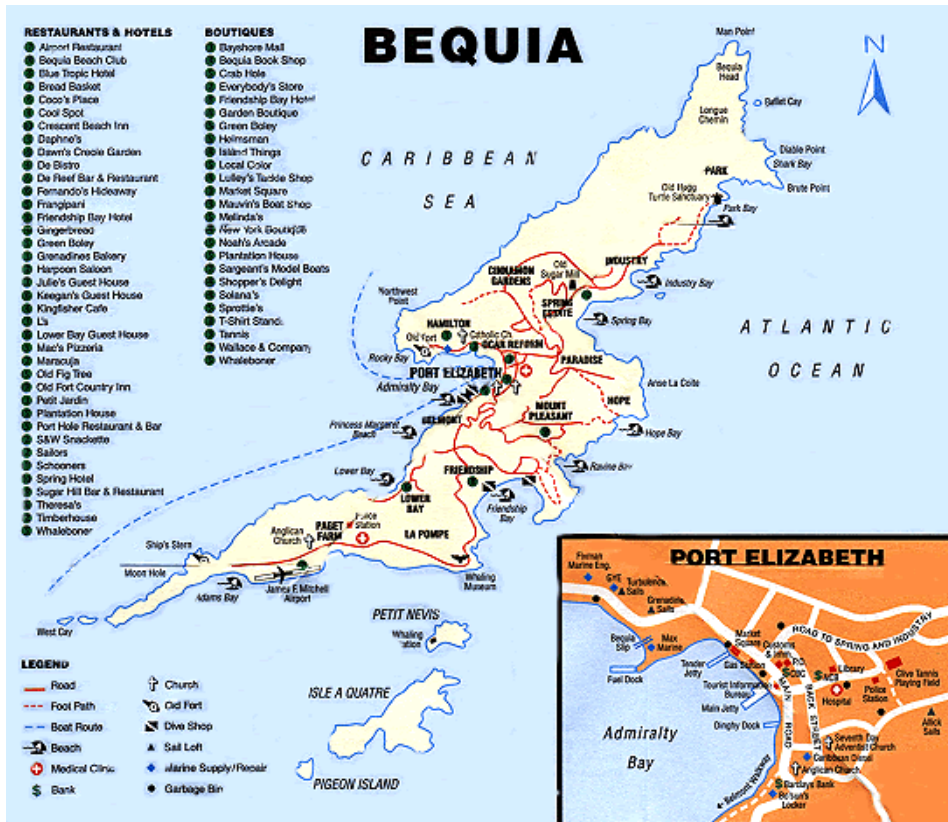
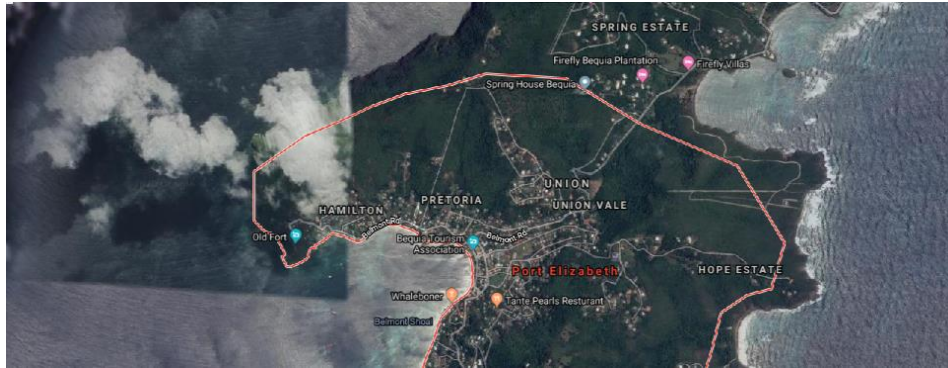
However, their journey to Baliceaux in 1976 was different. This is because they were transported in Royal Navy ships to an uncertain fate. Decades of antagonism with the British colonists on St Vincent, who converted their territory as prime sugar growing land. In alliance with the revolutionary French, they had sought to expel the British once and for all. However, the leader, Chayote, was killed in a night time battle at Dorsetshire Hill. After years of fighting they were abandoned by their allies. The British used armed slaves, then employed a scorched-earth policy to starve the Black Caribs into submission. Over six months more than 4,600 people were taken captive and were shipped to the island called Baliceaux.



Baliceaux Island



# Research on Bequia Island



Bequia Island

The Bequia Island has a size of seven square miles and a population of over 5,000 people. There are not many all inclusive hotels to hole up in and most holiday people get around in taxis. Just along from Port Elizabeth there's Princess Margaret Beach. It is a glorious 500 yard stretch of golden sand which looks remarkably and has a single bar. Across the island there is a sleepy Friendship Bay, a long sublime arc of sand that runs from a gaggle of fishing boats to the defunct hotel. There is also a wilder but reef protected Industry Bay which is backed by soaring palms.





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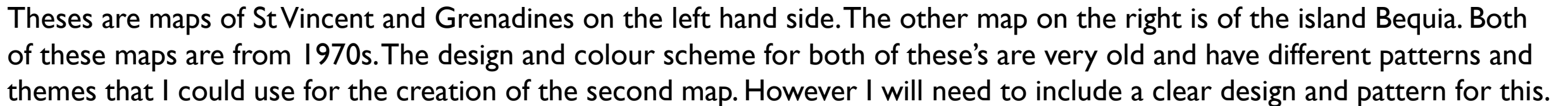


It is a prime destination for yachties. However, the sailing is more demanding than in the British Virgin Islands. Located close to the island Canouan there is a very luxurious hotel that is called Pink Sands Club. It was opened in 2016 autumn time. There are several private islands that have a single hotel. For example the Petit St Vincent, Palm Islands and Young Island.

The name Saint Vincent is originally applied to the mainland and the group of smaller islands associated with it. In 1979 there was an attainment of independence for the multi-island state that was renamed Saint Vincent and the Grenadines. The capital of the island is called Kingstown and its also the major port of the island. The country is a member of the Commonwealth.





[illegible]



# Research

## **Is there a kind of style in mind for the interface?**

“No I don’t, but as long as it looks professional, simple and clean then I am happy.”

## **Would it be a good idea to have a slider for the time line of St Vincent island?**

“Yes I like that idea and this would reduce the number of tabs needed.”

## **Are you set on having tabs?**

“Yes, but only a couple of tabs will be need, such as: a Garifuna, History, ethnobotany and contemporary tab.”

**Garifuna:** They are a member of a group of that are African and American Indian descent that live along the Caribbean coast. A northern Central American located near the Caribbean coast is called a Black Carib. The Arawakan language containing many Cariban elements spoken by the Garifunas.

**History:** St Vincent & the Grenadines was originally settled by Amerindian adventurers travelling northwards near the Lesser Antillean island. The Antillean Island is chained from the continent of South America. The island is called “Hairoun” this means “Land of the Blessed”.

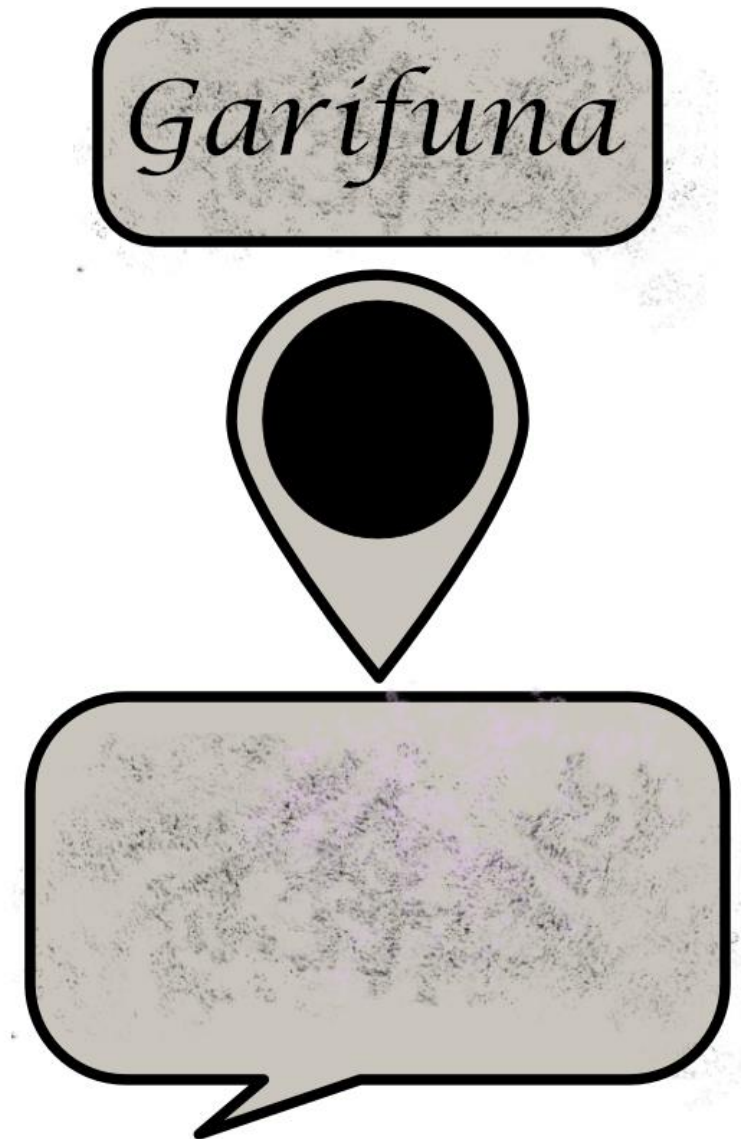
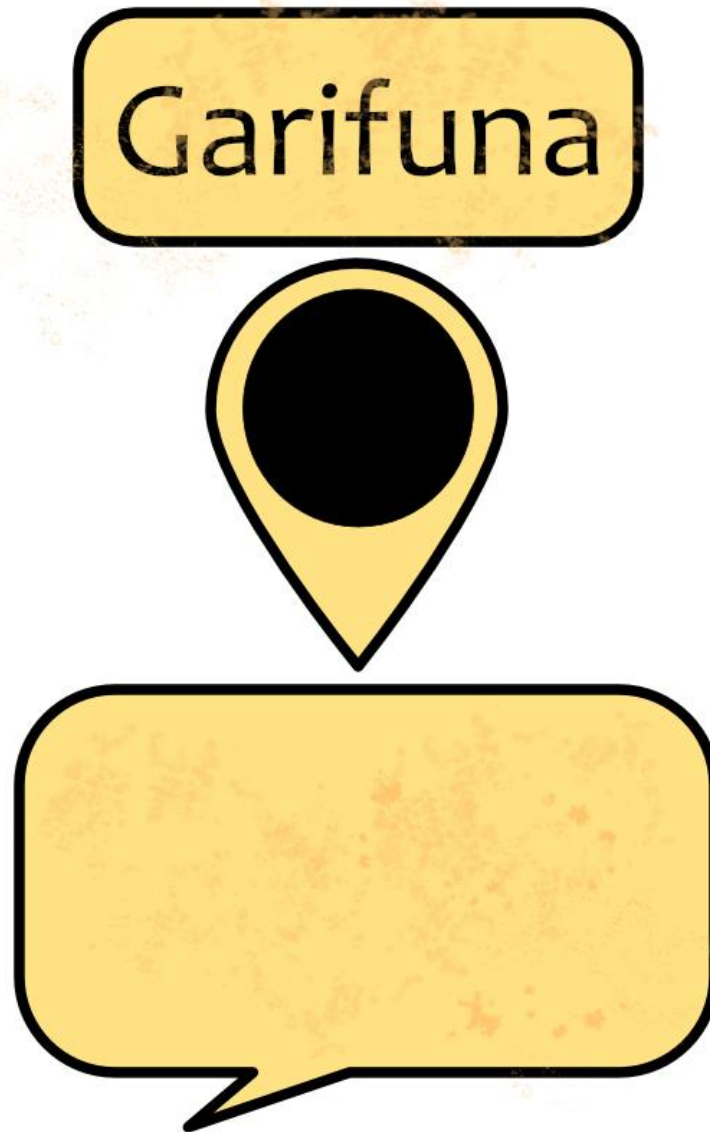
In the first week we had a meeting with the client to find out more information about the project. It was important to do this research and ask these questions as it would make sure that we are following and structuring our work to the clients needs. The first question was about making sure the client didn’t have a practical style in mind and that we had freedom with what we wanted to do.

The next question we asked the client was about how the interactive map would best suit the client. We found out from the client that a slider would be very good for the interactive map and displaying the progress of the islands.



# Interactive Map Objects

These are two different navigation buttons that can be used for displaying information on the website. The first icon is the navigation button that will take the user to more information about the Garifuna. The second icon is a location icon which will be used to pin point pacific locations on the map. The third icon will be used to display information and text about the place. They will be used for different time periods of the map. The ones on the left are present and the ones on the right represent the past.







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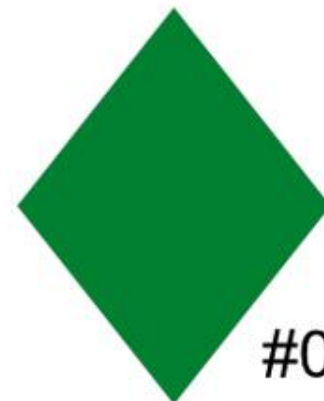
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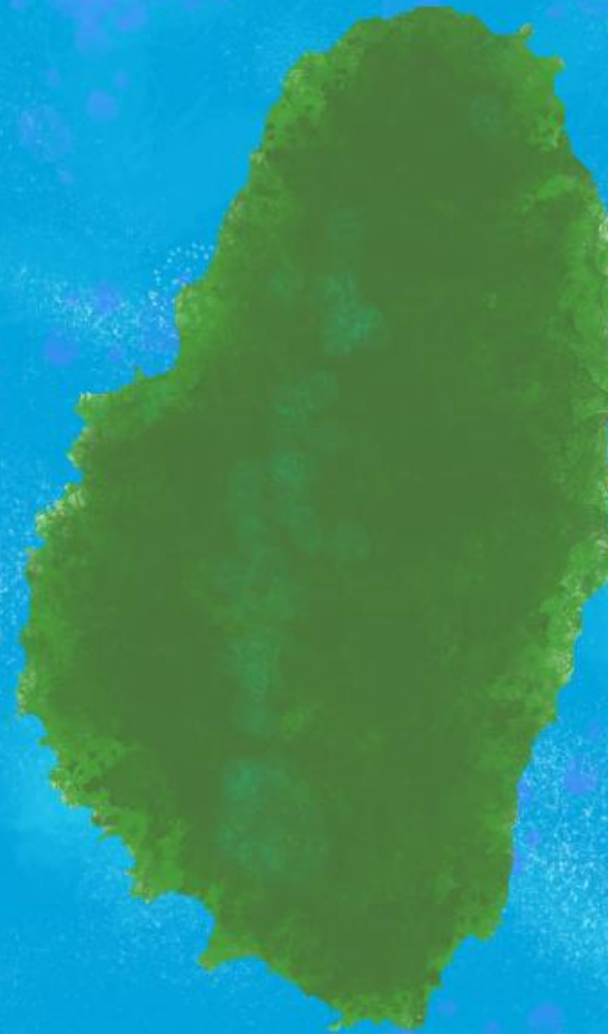
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