

Case Study

Project: Website development | Client: The Rt Hon Michael Portillo

THE RT HON MICHAEL PORTILLO

Project Background

Michael Portillo's changing role in the political arena and his transition into journalism and profile broadcasting have demanded a website that is both adaptive and a testament to such a body of work.

The sites main objective was to deliver a personal platform supported by an increasing resource archive of speeches, media articles and TV broadcast downloads. To form a professional insight into Michael Portillo's political concerns and achievements to date. It would clearly avoid a 'Hello' magazine style of approach yet retain personal qualities.

The nature and scale of the website content would require precise management and detailed planning from the outset. A vast amount of data was available for inclusion, this however would require formatting and standardising into a template acceptable for internet delivery. Upon completion of this task the area would be made visible to an internal search engine to return results based on the contents of the articles and speeches archives. This procedure would also assume that future article inclusion and maintenance was facilitated with ease. A balance would be required with regard to the presentation of such data without detrimental effects to the remaining areas of the sites design.

The site has attracted a wide amount of media coverage, achieving critical acclaim within articles appearing in The Times, The Guardian and The Telegraph. It was also documented in a feature on Radio 4's PM Programme.

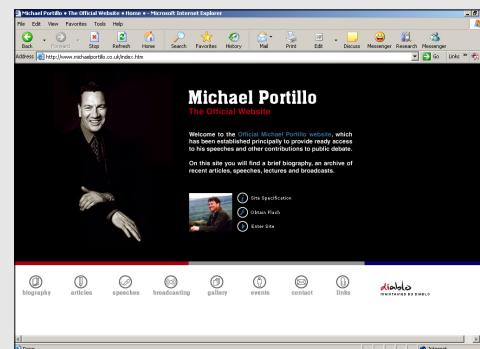
Mood and Design Environment

A large amount of quality photography was made available for the sites development. Art direction and elements within the photography inspired themes evident within the site environment and

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Homepage content:

Icon driven language selector, multi-level navigation, product search facility, latest news and press content.



formed an integral part of the design detail and tone. Remaining content areas were deliberate in the use of space and chosen colour palette.

As a percentage of users would be accessing the site for retrieval of information alone, the typography and layout of surrounding elements were kept focussed and uncluttered.

As the sites core areas were concise it was felt a simple icon based navigation system was required over a hierarchical type of navigation. The clean design and function of this system would quickly drive visitors through to their chosen area of interest.

CORE SITE FEATURES

Searchable speech and article resource archive. Hi-resolution image library for media usage. Digital video content downloads offering delivery in a variety of client dependant formats.

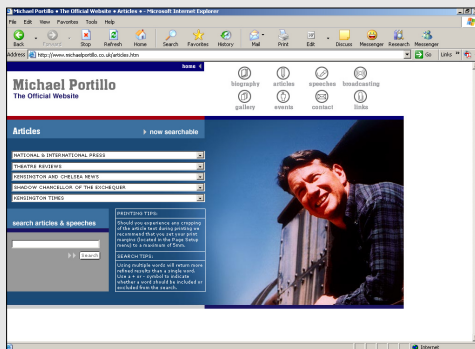
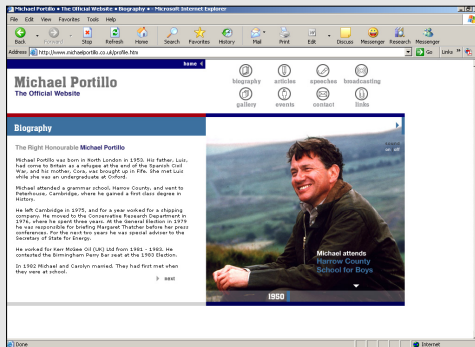
WEBSITE URL

www.michaelportillo.co.uk

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Site content:

Top: Biography, featuring Flash developed timeline.
 Below: Menu interface for article retrieval.



WITH MICHAEL'S EXPANDING TV AND BROADCASTING SCHEDULE COMBINED WITH SUPPORT AND IMPROVED DELIVERY FOR VIDEO BASED MEDIA OVER THE WEB, THE OPPORTUNITY AROSE TO DEVELOP A VIDEO CLIP ARCHIVE.

Site Content, Features and Technology

With Michael's expanding TV and broadcasting schedule combined with support and improved delivery for video based media over the web, the opportunity arose to develop a video clip archive to provide users access to Michael's broadcast material. All available content was collected in a variety of digital formats. The material was then edited using software to create manageable sections. Various degrees of compression were applied to create options for the end user depending on connection speed. The clips were then exported to a standardised format, downloads intended for broadband delivery were closely monitored to preserve the quality of the original source material where possible.

The introduction of an internal search engine provided users easy retrieval of content from the site archives based on tailored keyword searches. A search component was sourced to deliver this facility, management of the system allowed for updates such as indexing of new articles and content filtering to be applied via a browser based interface.

A download area was also compiled to deliver a range images for research or media inclusion. Selection was generated through a thumbnail driven menu and drop down listing. Content was delivered in web friendly or print ready (300dpi) resolution for journalists, press or publication houses.

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