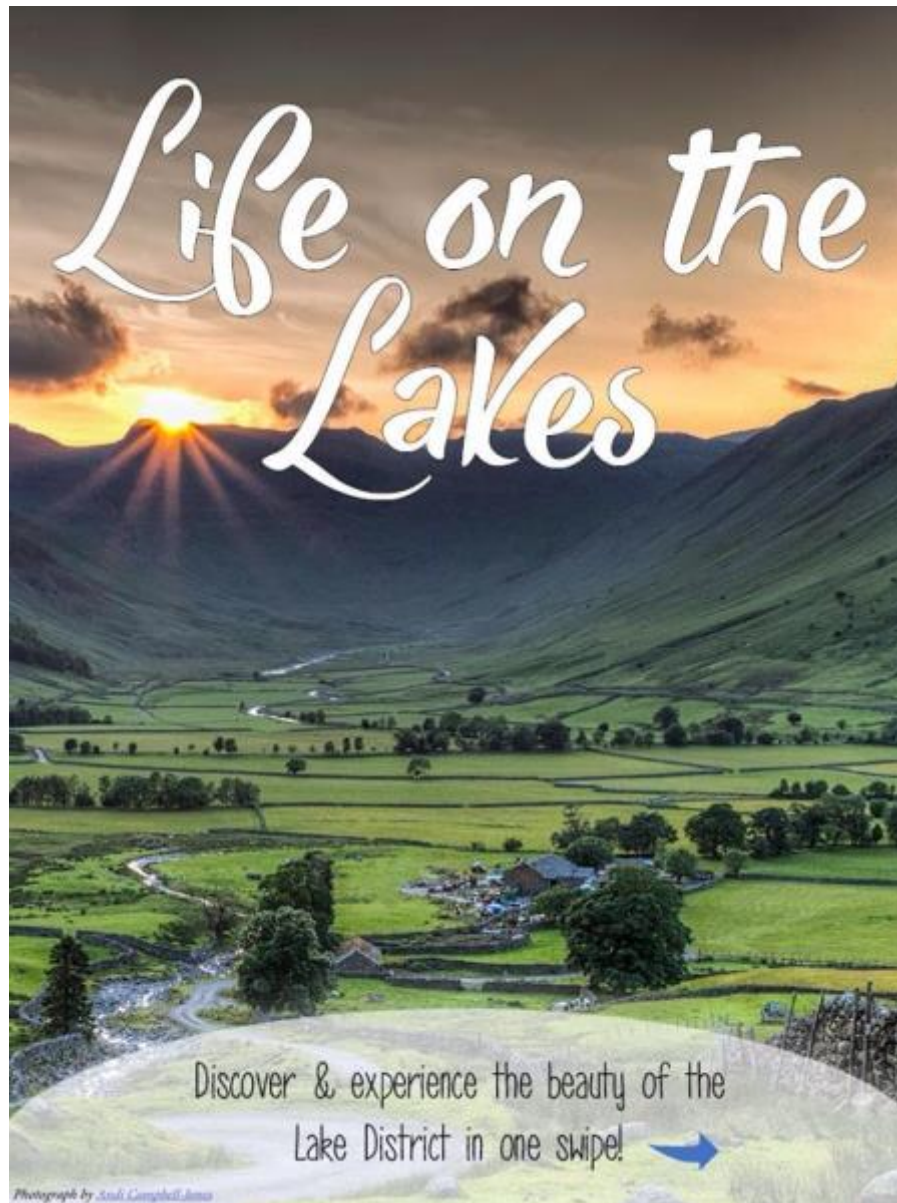


Life on the Lakes: Lake District inspired magazine for tablet devices. Adobe InDesign, Photoshop, Illustrator used

Interactive Element: Contents animated to slide in from both side of the page in unison. Used Adobe Animate.



Contents

Working in the Lakes... <i>with Andrew Holman</i>	P. 5
Helvellin Special <i>including Penrith</i>	P. 6
The World of Wainwright <i>and authors' Lake affairs with the Lakes</i>	P. 9
Lake District Video <i>A special documentary</i>	P. 11
Photo of the Month <i>where will it be? who will it be?</i>	P. 12
Tourist Information! <i>Annuletain and Special Events this summer</i>	P. 15

Interactive Element: Feature placed in a scrollable text box and photographs are in a timed slideshow.

Interactive Element: Extended page, twice in length arrow indicate to reader where to travel on the page.

Working in the Lakes... with Andrew Holman

Profile

Name: Andrew Holman
Age: 20
Qualifications:
Level 1 Kayak and Canoe Coach
3 Star White Water Kayak
Level 2 Power Boat
Mountain Leader Training
Single Pitch Award Training
First Aid – 16 Hour Training

Area of work: Lake District

The Lakes is a tourist destination for a range of individuals. Visitors range from families with young children, city executives, teenagers and nature enthusiasts. The great outdoors, too many, is a place to escape the stresses of everyday life and enjoy the benefits of the countryside. Nevertheless, for some adventure sport enthusiasts, such as Andrew Holman, the Lakes offer an opportunity to gain professional and academic experience. Andrew studies Adventure Sports Coaching at the University of Central Lancashire, and to compliment his training he works as a freelance Sports Outdoor Coach in the Lake District.

Andrew has taken on many outdoor activities to earn his qualifications to work as an adventure sports coach. He said the majority of his work over the summer months was out on the water, coaching kayaking and canoeing on Lake Windermere. At other times, he worked in the high ropes section of the Lake's activity centre, overseeing activities such as Jacobs Ladder and the Leap of Faith. He also worked in bush craft, which incorporated survival skills such as lighting a fire, skinning a rabbit and building shelters.

Andrew explained 60 people on average visited the site daily during the summer. He said, for the time of year, he mostly taught scout activity groups, religious groups, families and school groups, with the average age of participants being between eight and eighteen. Adults were more commonly seen on the sidelines as teachers or parents. However, occasionally Activity Centre would receive a group in a mature age bracket, but it was uncommon for the nature of the site.

"I remember I had one session and it was a bit breezing and we go out on the water and it was rather rough, almost everyone was capsizing, and I spent an hour and half to get everyone back in."

Rock Climbing Up Scout Crag

A rather overused and polished set of crags found snugged behind the new dungeon Ghyll hotel within the Langdale valley. Within an area full of some of the best climbing in the lake district what sets this crag apart from the rest is how it provides not on short single pitch climbs but also longer multi pitch climbs.

This allows climbers to have a more versatile day dependant on how they feel. However sadly due to its closeness to the road it's a favourite of groups coming to climb taking over the bottom crag and polish the rock affecting grip and gear placements for other users.

Combined with this its low altitude in the valley and its vicinity to the road lead to a lack of truly feeling like you are in the 'great outdoors'. Although for a quick trip the upper crags are well worth a trip, easy to access and with good views along the valley in both directions make for an enjoyable day.

Old Man Coniston Scramble

The old man of Coniston is in my opinion one of the best days out in the lake district. It may not be the tallest mountain in the lakes, standing at 803 metres tall making it the twelfth tallest mountain in England, however it provides so many possibilities for all abilities.

The gentle path up to the old quarry is thoroughly enjoyable for meandering up having a chat, while the final winding ramp up to the summit from the tam.

Meanwhile for those wishing to push themselves there are some exciting grade 3 classic scrambles up on different sides to raise the pulse of those mad

Interactive Element: Audio buttons made in illustrator, photograph enhance by Photoshop.



Andrew's
Recommendations



One of Andrews favourite places in the Lake District is Long Scar. Long scar is situated within wrynose pass, a valley containing a winding road snaking up into the foothills before descending again after the three stones. If you park at the three stones a 40-minute walk brings you to the base of a 20-metre-tall block of inviting rock reaching up to the sky.

The face provides an excellent range of climbing from easy routes (moderate) all the way to more taxing and complex climbs (Hard Very Severe). Add to this the fact that just behind is another excellent crag with even harder climbs for those more competent and adapt wishing to push themselves. It is an excellent climbing spot, and what makes it even better is the views provided as it overlooks the Langdale's Western skyline, especially striking during sunset or sunrise.

The second recommendation made by Andrew was Helvellyn. Helvellyn has a nice scramble up to the summit. It is one of the top five tallest in the Lake District, so it is an impressive mountain. Andrew described it as a grade one scramble as you climb up to the summit along striding edge. Then you can descend swirral edge into the valley.




Interactive Element: Scrollable text box with panoramic photograph and arrows to direct the reader.




Helvellyn

As explained by Andrew, Helvellyn is an impressive mountain range. It is the third highest point in England as well as in the Lake District, with easier access than the two taller peaks in the Lakes, Scafell Pike and Sca Fell.

Helvellyn is comprised of three glacial coves which have been split by two harsh ridges on the eastern side, known as Striding Edge and Swirral Edge. The landscape was formed millions of years ago by an ancient volcanic eruption, which was then carved away by glaciers in the last ice age to give us the shape of Helvellyn seen today.



Helvellyn Panorama
Swipe Left



Interactive Element: Animated photograph from black and white to colour. Photoshop and Animate used.

Want to take a guided walk to Helvellyn?

Guided walks are conducted by several independent companies within the Lakes, here are a few recommendations.



Glenridding Guides
Based at the foot of Helvellyn, Glenridding Guides offers a wide range of activities from guided walks, rock climbing and abseiling. The company is led by Steve, a qualified outdoor instructor, who has over twenty years of experience under his belt.

Please go to www.glenriddingguides.com for more info.

Eden Outdoor Adventures
Eden Outdoor Adventures specialise in family and group activities, as well as individuals. They cater to a wide range of needs, and provide half, full and multi day adventures and tours for customers. Instructors have a wide range of knowledge and over 20 years of experience in working in the outdoors and the designated areas. In addition, Eden Outdoor Adventures offer guided walks and tours, rock climbing, canoeing and ghyll scrambling. They also operate in the North Pennines and Yorkshire Dales, as well as in the Lake District.

Please go to www.edenoutdooradventures.co.uk for more info.

Lakeland Mountain Guides
Lakeland Mountain Guides work in the Lakes, and offer private guiding, single and Multi-Pitch Rock Climbing, Navigation Courses & Challenge Events. Lakeland Mountain Guides aim is to provide a fun, safe and affordable day out in the mountains of the Lake District.

Please go to www.lakelandmountainguides.co.uk for more info.


The Lake District Walker
Lake District Guided Walks is a small business. They conduct at least four group guided walks a week with fully qualified walking guides, who are available for private hire throughout the year.

Please go to www.thelakedistrictwalker.co.uk for more info.



The World of Wainwright

one author's love affair with the lakes




Alfred Wainwright, born in Blackburn first visited the Lake District when he was 23 years old and this is when his love affair with the Lakes began. He moved to Kendal where he began to devote his life to mapping the area and writing guidebooks.

Wainwright's most famous achievement were his Pictorial guides of the Lakeland Fells which he created between the 1950's and

the mid 1960's.

The guides are comprised of handwritten notes and hand-drawn pictures, which depict the beauty of the fells as well as walking routes for other fell walkers to follow.

The unique mixture of ink sketches, maps and funny personal comments have made the book series very popular and still are to this day.

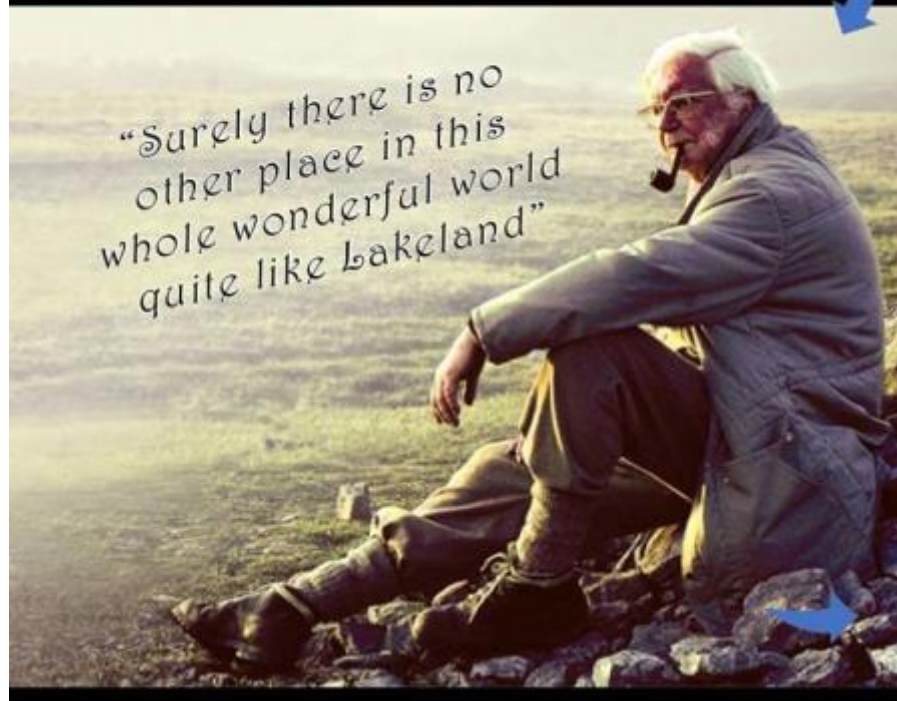


The famous Coast to Coast Walk was created by Wainwright in 1973 in his book 'A Coast to Coast Walk.' The walk is 190 miles long, which starts at St Bees in Cumbria and ends at Robin Hood's Bay in Yorkshire. It is one of the most popular long distant walks in the country.

As well as one of the most famous British fell walkers, Wainwright was an author and illustrator and in the 1980's he became a TV personality

when featured in a five television for the BBC. Since his death, Wainwright has had documentaries made about him both inspired by his guide books and his personal life.

When Wainwright died in 1991, his ashes were scattered on the Haystacks, his favourite mountain. A memorial to him is in the Church at Buttermere, which is nearby to where his ashes were scattered.



Interactive Element: Sliders to display additional text



Third Year Portfolio.

Grade Given: First

The Brief:

An interactive app (Folio) of sixteen to twenty pages designed for publication on an iPad. Use InDesign CC 2014 to create your app

Technical specifications:

You will create an interactive app (Folio) of sixteen to twenty pages which, through the Adobe Content Viewer, will be consumed on an iPad. Your interactive app will include appropriately designed colour and photographic backgrounds, photographic slideshows, embedded videos, web content, audio content, working buttons, scrolling text, photographic sliders, sliding tiles, at least one show and hide, at least one Illustrator symbol, and at least two animations

Editorial content including

- 1) ONE in-depth feature spread (2,000 words)
- 2) Incidental editorial content (1,000 words)
- 3) Data visualisation (300 words, plus chart)