

The Winston Churchill Memorial Trust  
Report by Kaye Pendleton  
2006 Churchill Fellow

*The Study of Adobe software designed for publication  
and DVD authoring, with the view of preserving our  
photographic history of Norfolk Island*

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Signed.....  
Kaye Pendleton

Dated.....23.01.2007.....

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## **INTRODUCTION**

The Fellowship enabled me to travel to Sydney, Australia for specialist training in Adobe software that is not freely available here on Norfolk Island. This report covers the skills I have acquired and improvement to existing talents attributable to this training.

I would like to take this opportunity to show my appreciation to the Churchill Trust for enabling me to attain the information required to produce, restore and document the photographic history of Norfolk Island. This has been a passion of mine for some time and the experience was phenomenal!

Thank you to the selection panel and my referees that made it possible for me to participate in this huge and beneficial learning curve. Thank you also to the Norfolk Island Administrator, The Hon. Grant Tambling and everyone at the Office of the Administrator for all of their assistance and support. The tutors at Computer Workshop Training cannot be acknowledged enough for their help, encouragement and expertise. I also would like to thank my family, friends and others who supported me from the inception to the close of this project. It has been a truly humbling experience knowing that so many knew this was the best option for me to take to achieve the perfect end result.

I wish to extend a very special thank you to the Winston Churchill Memorial Trust for making the Trust available to the people in Norfolk Island.

## SUMMARY

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## FELLOWSHIP PROGRAM

The Fellowship Training was undertaken between 23 October to 17 November 2006. The aim of the Fellowship was to obtain one-on-one training with the Computer Workgroup Training tutors, Nick Lopez and Stephanie Bowker. The training in the Adobe computer software programs, listed below, was to allow me the skills to finally do something productive with the large amount of photographs that we have by way of turning the photographs and information into book publications and DVD's, thereby preserving this photographic history of Norfolk Island for future generations.

The Adobe programs incorporated in the training were:-

- |                 |               |
|-----------------|---------------|
| - Photoshop     | - Illustrator |
| - In Design     | - Premier Pro |
| - After Effects | - Encore      |
| - Go Live       | - Audition    |

## HIGHLIGHTS

Along with the fact that Nick and Stephanie are excellent tutors and make the whole learning experience exciting, Nick's technical knowledge of computers was invaluable and his advice of what was required in a computer system setup for working in DVD production environments was of enormous assistance.

Stephanie, as a Graphic Designer in her own right, freely gave advice on layouts, designs and book publications, along with advice on how to go about publications.

This to me was above and beyond the training applied for and I am extremely grateful to Nick and Stephanie for passing this knowledge on.

## IMPLEMENTATION

With this new and extensive knowledge, I will be able to restore, preserve and document the photographic history of Norfolk Island from 1856 to present day. In conjunction with this, I now have the knowledge and skills to layout and design books and DVDs.

This was combined with the integral knowledge of marketing processes, knowing who the customer is, why and how to make the books/DVDs saleable, how to encourage people to look at our website and how to make the advertising interesting. This will assist me with regard to the whole process, which is vital when living on a remote island.

In the future, I will be passing on this information and assist others in these particular programs to ensure that the knowledge I have gained benefits the Norfolk Island community as a whole. Such extensive skills and knowledge were simply not available on Norfolk Island prior to my Churchill Fellowship.

Upon completion of the photographic preservation, I will be able to promote Norfolk Island and its people for generations to come, not just for those within the community or with ties to the island, but also for others who are interested in the way of life here, both past and present.

## **PROGRAM**

Training was undertaken with *Computer Workgroup Training* situated in Glen Street, Eastwood, Sydney, NSW.

The people at “CWT”, Nick Lopez, Stephanie Bowker and Anne Schofield made the whole training time in Sydney such a rewarding and memorable lifetime experience.

*Computer Workgroup Training* has also extended an offer for ongoing assistance and support if required as I progress with the project.

## **OBJECTIVE**

My application to the Churchill Fellowship stated my reason for applying as follows:

*“To enable our privately owned collection of over 20,000 photographs relating to Norfolk Island and it’s people from it’s occupation in 1856 to present day to be preserved by means of learning the appropriate computer software programs to create professional DVDs and books.”*

Norfolk Island has a unique history and culture with its ties to the Bounty Mutineers and subsequent descendants not experienced in other communities.

As there are no certified Adobe Trainers on Norfolk Island, the only way this would be accomplished was to travel to Australia or New Zealand.

## **RESOURCES**

With extensive research over the internet and through word of mouth, I learned of a company that specialised in Adobe software training, *Computer Workgroup Training*, based in Sydney.

They didn’t base their course on any particular structure, which was ideal for me. This meant I could look at what I hoped to achieve and tailor my learning accordingly. I was also able to have my partner, Shane send over photographs on disc, making the whole training schedule based on relativity to my needs and requirements for this project.

## **LEARNING ACCOMPLISHED**

My Course encompassed but was not limited to the following:

23-31 October 2006	8 day intensive course of instruction in Adobe Creative Suite
1 - 9 November 2006	7 day intensive course of instruction in Adobe Video Collection
10-13 November 2006	2 day intensive course of instruction in Design & Print
15-17 November 2006	3 day intensive course of instruction in Web Design

With courses tailored to my specific needs and pace, the trainers ensured that all concepts were grasped before moving on to other aspects of learning. This meant my training was streamlined, allowing me to learn at my level. The experience has given me the confidence and abilities to be able to produce to a professional standard.

## **COURSE HIGHLIGHTS**

- Web design to ensure historical information is made readily available to others.
- Inside knowledge necessary for Book Publication, covering obtaining ISBN numbers, dealing with printers, formatting, size and style of books, etc.
- DVD Production work using Photoshop; alpha channels, special effects and animations.
- Illustrator for tracing and mapping.
- File format knowledge – what file format and size works for different output media.
- Incredible encouragement from my trainers and intensive brainstorming sessions discussing what else could be achieved including linkages to other related projects and promotions.

## **HOW MY PARTICIPATION WILL IMPACT OTHERS**

- It will raise awareness of the necessity to preserve our history, be it photographic or written, for generations to come.
- Our heritage, culture and records will be well documented and captured.
- I will be able share my knowledge and expertise with others.

## **WHAT IT WILL ACHIEVE/HOW WILL IT HELP**

- During my training at *Computer Workgroup Training*, we explored many possibilities and ideas during brainstorming sessions that have helped me to think outside the square with future related projects. For example, prior to undertaking the training, my promotion focus was on Norfolk Island; *Computer Workgroup Training* made me appreciate the potential and opportunities for world wide promotion and presented me with a magnitude of alternatives for presentation techniques.
- I will be able to display and store our historic photographs to their best advantage.
- By encouraging others to view our lifestyle and historic records, our heritage will not be lost.
- It will be of benefit to those researching their ancestry of Norfolk Island and for others interested in the history of Norfolk Island.
- New knowledge and skills now available on Norfolk Island.

## **FINAL RESULT**

- I have, through the Fellowship and encouragement and training at Computer Workgroup Training, developed an absolute confidence in my abilities to tackle the task of preserving our photographic collection.
- I believe the skills I have learnt and the manner in which I was taught will assist me in the process of training others to restore/preserve and document their own collections as well as being able to share my new skills and knowledge with others on Norfolk Island.

## **CONCLUSIONS**

- The training method used by *Computer Workgroup Training* provided me with a specifically designed “tailor made” program rather than an “off the shelf” program. Therefore the training outcomes expressly met my Fellowship objectives.
- The opportunity to obtain such training through the Churchill Fellowship when living in such an isolated community as Norfolk Island is profound, and something not easily appreciated by those living on the mainland, where such opportunities are largely taken for granted. The benefits derived by me personally and the broader community in which I live will provide both immediate and ongoing opportunities socially and economically. Thank you so much for the opportunity.

## **RECOMMENDATIONS**

To further awareness within the Norfolk Island community the necessity to preserve and document its heritage.

- Raise awareness of the value of the islands history, from its convict settlements and the arrival of the Pitcairn Islanders to the Norfolk Islanders today. Be it photographic, written or verbal.
- Provide support and opportunities for Norfolk Islanders as groups or individuals to accomplish preserving and making available to others their own photographic, written or audio work.
- Generally to provide future opportunities to the Norfolk Island community gain knowledge and skills in their chosen area of interest, particularly where such opportunities are largely out of reach by many due only to their remote location.