

Foyle
Down
Syndrome
Trust

FOYLE DOWN SYNDROME TRUST

Foster a culture of
inclusion through
interactive media

CONTENT

01
week one





PRE-BRIEF & BRIEF MEETING

This project began with a meeting with Sabrina and my client Foyle Down Syndrome Trust (FDST). Before the meeting we had a paragraph which described what FDST were looking for in terms of interactive media platforms. We titled the paragraph the pre-brief, the brief prior to the main brief we would write. The pre-brief said;

‘Dynamic reinvention and update of the current website, highlighting activities offered to members and parents which at the minute can primarily be seen on Facebook through photographs. Make the current website more interactive with volunteering opportunities and donation link.’

From the pre-brief we had a understanding of the direction the client wanted to take to further their notoriety and professionalism through the every growing digital age. Their current website is run off Wordpress, the web hosting platform designed to accompany all media outlets on the internet. Our clients aren’t happy or excited about the theme which is being used for their website at the moment. They want

a dynamic website that will bring in audiences from around the world as well as having a personal touch, for current and future families the trust works with. The new website we have been assigned to make will be designed with dynamic interaction in mind, as well as the addition of ease ability and coherence with their branding.

As the meeting went on we found that the client was celebrating their 20th anniversary, we then approached this by saying if they would like a rebranding or update to their brand. The client was unsure with what option they would like to do, then we offered to update the brand as well as rebrand to show them the options for the client to decide at a later date.

If the trust wanted either the rebranding or updated versions we create, there needs to be a coherent outlet for the brands. The trust doesn’t have consistency in their current brand and are quite disappointed by the incoherence and misrepresentation of the branding. As several version of their current logo were circulating on their digital and



print platforms. A brand guideline was mentioned by Sabrina and myself which will allow the trust to know how to use their new branding and how not to use it.

During the meeting we offered to add some analytics into their website. This allows them to see where about the public are viewing the website from. The information and stats given by the analytics will allow the trust to tailor information on the website, towards their families and towards families they can't reach (those who are out side the Foyle area). It gives the trust an opportunity to share information and included others in their mission.

The trust has only one output for social media which limits the interactivity and connectivity social networking which good benefit the

trust with regards to more notoriety and networking on a global scale. To advance their social networking and develop their online present we can up with the idea of opening up a Twitter account for them, as well as updating the their current Facebook page with the new branding. A Twitter account was opened after we wrote our brief. Instead we are updating the Twitter page with the new branding, just like the facebook page.

In the meeting the client seemed hesitant with the amount of digital changes to come out of this project. We then offered to write a manual which will highlight how to use the new Wordpress theme, the social media content, and more.

Over the next few pages you can see the entire brief and all tasks that have come out of this meeting.

BRIEF

After the meeting with the client Sabrina and I wrote up our notes and formed a brief on what the client ultimately is looking for from us. This brief highlights the tasks we have to undertake over 12 weeks as well as an outline for the client on what tasks we are only doing for them. What I mean is the client can't come to Sabrina and myself and say we missed out on a task during week 11, when in fact we didn't agree if this said task was happening. This brief not only creates a full description for what the tasks are but a definitive resolution between the two parties on what tasks are set to be done for 12 weeks.

When Sabrina and I put our notes together we found that both our notes covered all the same topics and tasks that were set in the meeting. We decided to split the work load, Sabrina would put together the production schedule and I would put together the brief document.

In the titled page of the brief document Sabrina and I included our contact details. We included our Twitter usernames to show our connection to interactive media as well as a networking tool, so the trust could maybe write a 140 character statement on the we are doing for them..

To minimize confusion in the brief I made our notes into four chapters, that ultimately covered all the topics and tasks. The chapters are;

1. Pre-brief
2. Audience
3. Brief Categories
4. Summary of Categories

The pre-brief was added to illustrate the start of this project. As a design project Sabrina and I as well as the clients need to know who we are

trying to aim this project at. The audience chapter highlights our audience in a short paragraph.

The categories chapter states the tasks in themes, web design, branding, advertising awareness and photography/video/social media. Each category highlights the task that needs to be completed in this project, that were assigned in the meeting. Then we summarize that categories down to have a definitive overview of the task ahead.

When writing the brief document I needed to add a title which encompasses all the tasks we have been set to do, as well as highlighting the reason for doing this project. This made me remember the trust mission statement 'fostering a culture of inclusion'. Their mission statement is the key to understanding how much love and attention goes out to the families the trust looks after. I couldn't call it just after their mission statement, then I thought what kind of tasks have we been set to do. To use interactive media to advance the trust professionalism and inclusion for the ever-growing digital age. So I came up with;

FOSTERING A CULTURE OF INCLUSION THROUGH INTERACTIVE MEDIA



Over the next few pages is the brief that was sent to the client and they agreed on the contents of the brief.

PRE-BRIEF

Dynamic reinvention and update of the current website, highlighting activities offered to members and parents which at the minute can primarily be seen on Facebook through photographs. Make the current website more interactive with volunteering opportunities and donation link.

AUDIENCE

The target audience for any work is directed towards both the parents of children/kids with Down Syndrome, and for Key Stage 3 children who have down syndrome, or wish to learn more information, However, parents will be our primary target, as leaflets currently advertising the organisation state that the “local charity [was] established in 1995 by parents who believed that more could and should be done to help their children lead full, meaningful and productive lives”. The book we have been commissioned for will be targeted at Key Stage 3 children as the alternative to the primary target.

WEB DESIGN

The wish list of what the client wants for the website, has to contain the pages that already exist like; just giving, about, volunteer. Create a dynamic working website update using Wordpress, maintaining all the relevant information featured currently on the site and featuring a dominant use of the colours green and purple (or blue and purple depending on our client's choice). A dynamic feature for the website shall be a video section either on a loop on the front page with no music or a tab which links to a page of videos (or both). This is due to the client wanting to show off the bigger events they have during the year. Rather than just people on Facebook being able to see them, outsiders can.

Incorporate event registration into the website, for events coming up. This allows the time management and work management to co-inside with one another and not lead to problems of personal details our client has already had. The registration tracks the numbers and details of each person attending a said event. Plus the number of spaces available which the users of the system can see too. All the user has to do is sign up and either download an event registration application (such as Eventbrite and Welcu) which would have a copy of the ticket or follow the link from an email address they'd get after booking the ticket and print off the ticket from the link. We also suggested that it could be capable of displaying a calender, dedicated to displaying upcoming scheduled events. After the web-design is complete, then we aim to construct a manual to give to the client, outlining how to update and maintain the website.

BRANDING

Whilst sitting in our meeting, we came across a variety of leaflets and other printed material all which displayed the original 'Foyle Down Syndrome Trust' logo. However, this was never consistent in use as many used a different font and varied from a simplistic, block colour design, to the logo displayed on their website, mimicking an 80's embossed texture. From this we advised the client that we would make them a logo guideline, instructing them on how to use their new logo appropriately, (such as using appropriate fonts and colours) to design as well-constructed print. We also questioned the representative meaning behind using the eye as a logo, as this can give us some meaning to work with when designing their new brand. The current use of an eye is used due to the eyes being a

common characteristic of down syndrome. The client agreed to the logo update, and admitted that they often struggle with file formatting difficulties, as some printing companies require formats other than a JPEG. She also pointed out how the logo is presented on the website, as it appears un-centred and with an obvious white background. This is something which we aim to supply them with. The group also discussed the continuity of signatures, such as business cards and stationary displaying the new brand. Once we get all the information and designs in one place we create a brand guideline that client can use to help them understand how to use the brand.

ADVERTISING AWARENESS

Before even entering the meeting, we had discussed how we could potentially use our own skills to benefit our client, and came to the conclusion that we could provide our client with visual content which could raise awareness for their cause. We pitched to Lorraine, the idea of creating an illustrative book aimed towards children, visually describing a short story featuring down syndrome and new parents and their struggle; possibly aimed at siblings. Another possibility is using Key Stage 3 as an audience, illustrating the social inclusion of kids in primary school. Lorraine, was immediately drawn toward this idea, especially as 'World Down Syndrome Awareness Day' was shortly approaching on the 21st March. We asked if it would be possible to engage with any group members or parents to gain a short story,

as we found it would be sensible to gain a view from first hand experience, rather than constructing a story from mere assumptions. After doing so, we would then construct a story board outlining the story progression, which will then be reviewed by these members and tailored to their needs. Sabrina then personally pitched that from my previous experience from working with Wordpress, I was able to design a revolution slider, catered to displaying the illustrative book pages on a digital format. This can be displayed on their website and can introduce a dynamic input to their web-design. Furthermore, we recently came up with the idea to repurpose this format as an app, as this would be interactive and more catered towards the age group of our target audience.

PHOTOGRAPHY VIDEO SOCIAL MEDIA

We were informed that there was previously a film student working with the trust to obtain photographs and video footage of their events. This footage is usable, and furthermore Lorraine has highlighted that the trust have a large supply of video content but no platform to display them publicly except for social media sites such as 'Facebook'. Furthermore, they are looking to enhance their social media output, expanding to 'Twitter'. Again, we suggested that we create an informative booklet for our client, as in the meeting we described the concept behind hashtags and how they contribute to raising awareness to a particular topic. As the client wasn't familiar with 'Twitter' as a platform, we found an informative booklet would be the best way to harness social media for the group. Furthermore, we took this information to suggest that the website be much more centred around photography and video, as this will be both much more engaging for the viewer, and a better source of advertising scheduled events.

From these we will take our own documented photographs. This went on to influence the idea of editing footage similar to a showreel, displaying memorable events, and becoming beneficial for funding evaluations. Furthermore, We suggested the idea of featuring the history or interviews discussing the origins of 'Foyle Down Syndrome Trust' and their members. Interview quotes can be added to the website as it easily advertises a welcoming experience. It was also suggested that the client can use Jetpack; an application used inside Wordpress, to cater to the analytics of their website. This way they can view their audience, and benefit from how they can potentially draw further attention towards their trust.





Web Design Summary

Create a dynamic working website update using Wordpress, maintaining all the relevant information featured currently on the site and featuring a dominant use of the colours green and purple (or blue and purple depending on our client's choice). Include a volunteer/just giving page, where users can donate both their money and/or time to the trust if willing, also provide a digital calendar with presence of upcoming scheduled events and online registration for users who wish to attend. When completed, display a manual for site maintenance and provide it to the client.

Branding Summary

Create an updated logo based around their current design, if we don't get approval of a redesign, along with consistency guidelines. This should include appropriate colour schemes, fonts and history/story behind the brand (redesign or update). These will be constructed individually and then presented to the client as this will provide a variety of drafts. The logo must be available in a variety of file formats appropriate for print, and also as a PNG and this will allow the image to have no obvious background colour. Then create stationary and signatures such as business cards which can be supplied to the trust to distribute.



SUMMARY OF CATEGORIES

Advertising Awareness Summary

Create and illustrative short story aimed at primary school children, presenting down syndrome in social situations. This should be constructed from the initial experience of trust members and constructed catering to their perspective. The illustrations should be presented as a storyboard until gaining feedback from members, and then presented as a book, along with a digital copy online (possibly presented as a revolution slider in Wordpress).

Photography Video Social Summary

Obtain footage from previous film student and display this on the website. Attend scheduled events and obtain our own photographs and videos, again to be featured online and create a showreel-like edit for the website. Enhance to use of social media, harnessing 'Twitter' as a platform to distribute information and awareness. Provide the client with guidelines explaining how to maintain twitter along with how this can be beneficial to the trust. Interview members and obtain background history from 'Foyle Down Syndrome Trust' and display this on their newly branded website.

TASK**AIM****ACTION****SCOPING
THE
PROJECT**

-Developing the brief from initial consultation with client.
-Look at existing websites with similar objectives.
-Analyse the target audience and their needs.

-Write a brief stating the work needed to be supplied to our client in the overall project.
-Research down syndrome organisations and how they have presented information in their website (and criticise how this can be improved).
-Research who uses the client's service and how to cater to them.

EVALUATION**REVISION****BRANDING
PROPOSAL**

-Develop logo design to present to client for review.
-Browse and pick Wordpress examples.

-Make individual logo designs (some redesigning and some merely upgrading the current design), ready to present to the client for feedback.
-Pick an variety of appropriate Wordpress examples and draw up example templates of how it can be repurposed for our target audience. Ready to present to client for feedback.

EVALUATION**REVISION**

Sabrina and my first task was to discussion and assess the project ahead. This involved writing up the project brief (which are on the previous pages), research how other down syndrome organisations use their branding as well as their websites and finding out how our target audience is. The only aim that wasn't covered in the first meeting was the research into the other organisations. As you see later on through this book the other organisations helped us find a professional aspect to the branding and design of the trust website.

The brand proposal took longer then we planned. For two reasons; firstly we couldn't settle on designs and took a few weeks of editing and designing to find the right logo and brand. Secondly Sabrina and I didn't

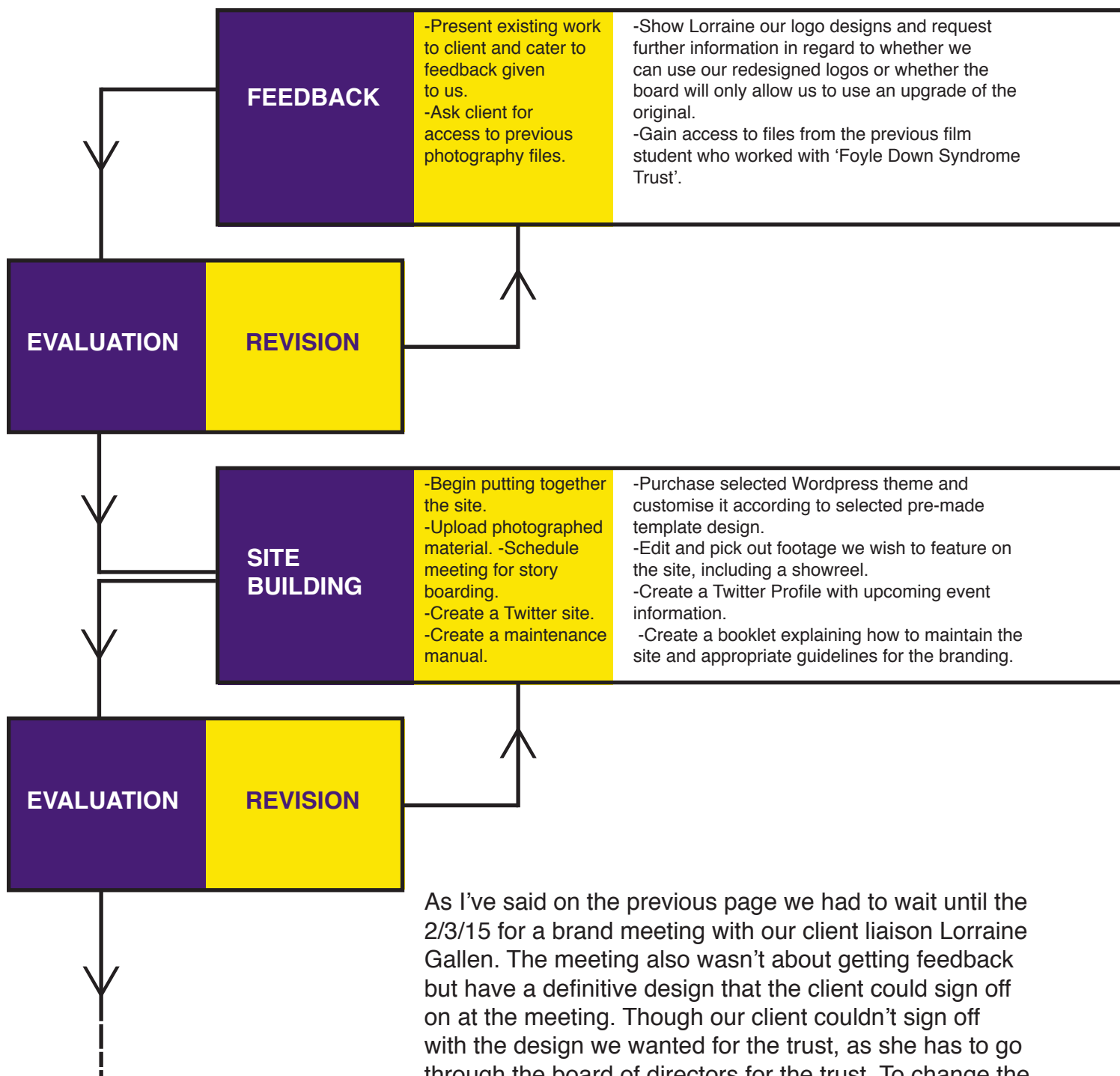
SIGN OFF
2/2/15

SIGN OFF
16/2/15

realise we had to wait until week six to show our designs to the client. The reason for this was give us time to refine the branding as well as having help from our lecturer presenting the new branding ideas. The lecturer would have experience with branding meetings, which gave Sabrina and I support illustrating our ideas.

The branding meeting was the 2/3/15 thought we had the branding conformed by our lecturers the week of the 16th. The weeks between we work on other aspects of the brand as well as the pitch documents for the meeting.

**PRODUCTION
SCHEDULE**



As I've said on the previous page we had to wait until the 2/3/15 for a brand meeting with our client liaison Lorraine Gallen. The meeting also wasn't about getting feedback but have a definitive design that the client could sign off on at the meeting. Though our client couldn't sign off with the design we wanted for the trust, as she has to go through the board of directors for the trust. To change the branding as much as we have.

DID WE EVER GAIN ACCESS TO THE FOOTAGE BEFORE WE CAME!!!

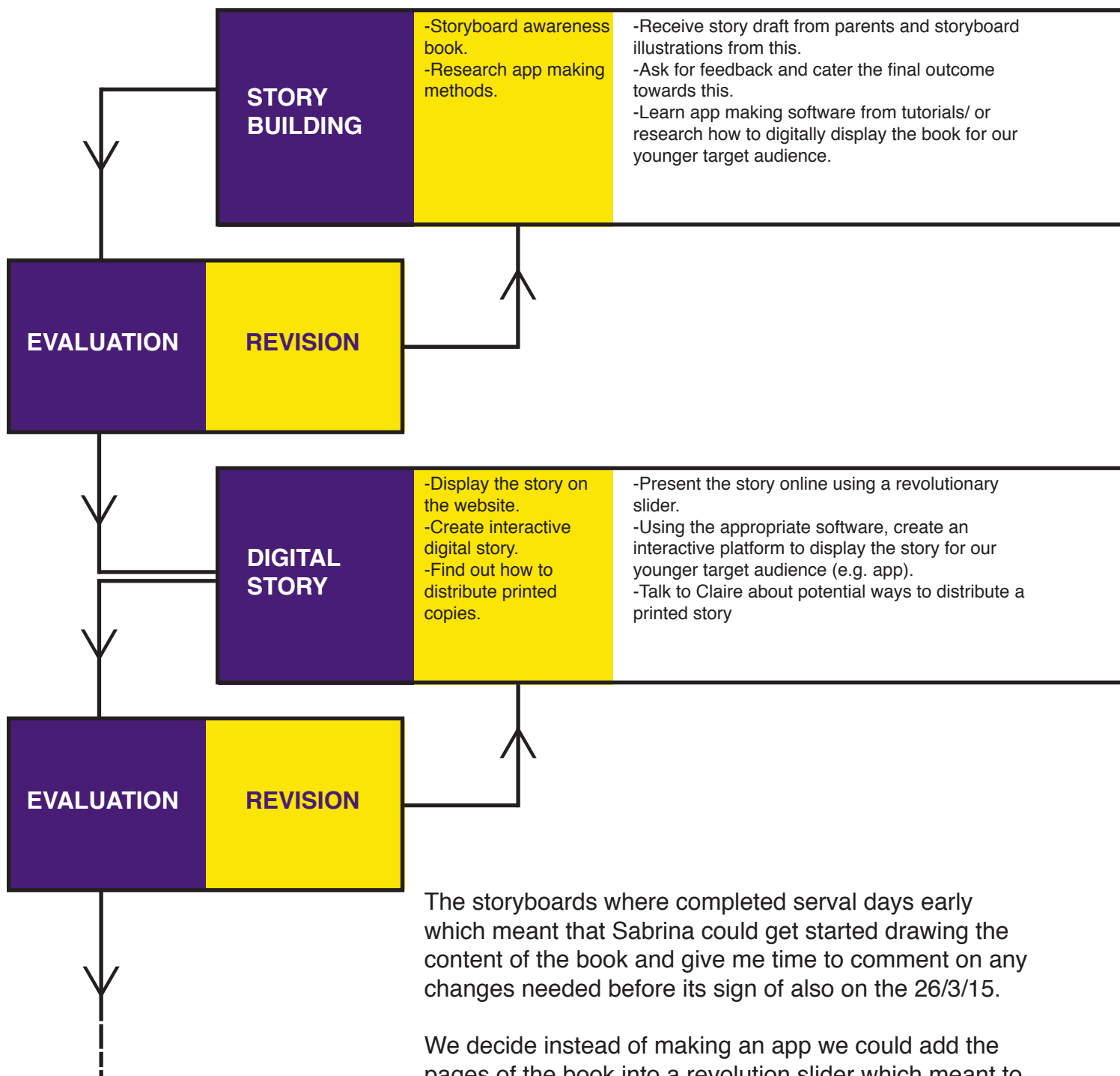
We purchased the wordpress theme we researched on the 11/3/15, only a few days behind then planned, though we used those extra three days to make sure it was full compatible with the branding we were using and our ideas and layouts for the website. We did this by

SIGN OFF
23/2/15

SIGN OFF
9/3/15

drawing up templates of the theme to see how it would all fit together.

We didn't have to create a Twitter account due to another science shop project setting it for the trust as part of their project. Which made one less task to do and allowed us to focus on the wordpress theme. As well as how to set up the brand guideline and user manual. The sign off for the brand guideline and user manual change to the 26/3/15. For a final look over from our lecturers before a two week gap which lets us update and refine the documents before going to print.



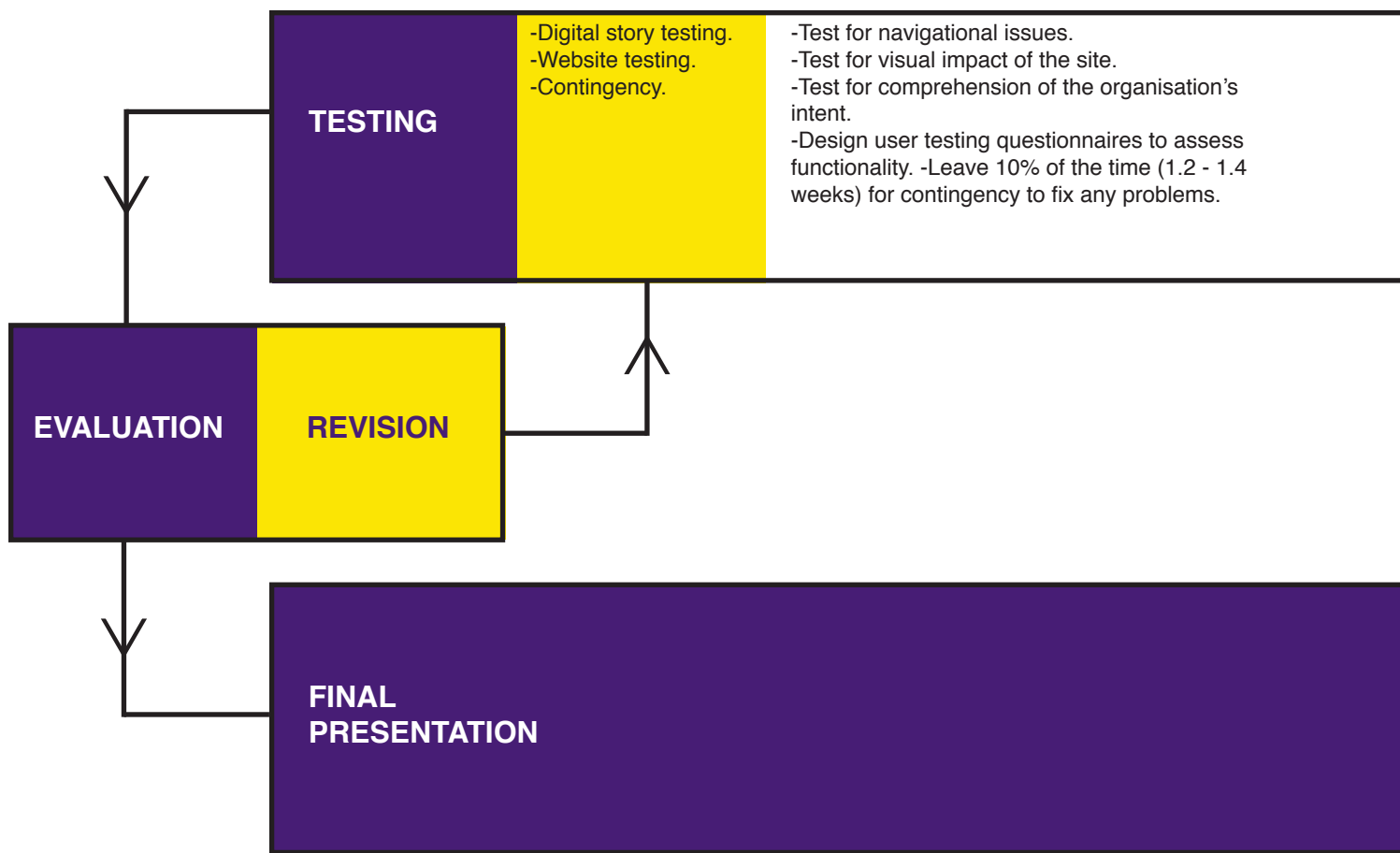
The storyboards were completed several days early which meant that Sabrina could get started drawing the content of the book and give me time to comment on any changes needed before its sign off on the 26/3/15.

We decided instead of making an app we could add the pages of the book into a revolution slider which meant it could seamlessly fit into the website for the trust clients to have a digital copy. We also got feedback on content of the story early which allowed us to refine that story and begin storyboarding early.

The task digital story has been taken out of our intended production schedule for the reason we can include all the task actions in a task story building. Which allows us more time for contingency before printing date on the 17/4/15.

SIGN OFF
16/3/15

SIGN OFF
6/4/15



These last two task where designed for contingency in the project though we prefer to get all the print items together early, as all other platforms and task fellow the print deadline which is the 17/4/15. Anything other then the print will have the extra contingency though...

NEED TO FINISH THIS OFF BEFORE THE 17/4/15!!!!

SIGN OFF
20/4/15

SIGN OFF
27/4/15



Basecamp[®]

Throughout this project Sabrina and I have been using Basecamp as a hub for all our creative work and for our lecturers to check our creative process. By allowing us to share files and catalogue each day using Basecamp into a linear timeline.

Basecamp allows us to discuss thoughts and ideas, ether through text or our creative work. We can upload files and discuss themes and issues with the work we have done.

Basecamp has an in built calendar which we can highlight what important events are coming up, as well as a do to list and task for that date.

Basecamp offers Sabrina and I to set task for ourselves and each other, a side from the calendars to do list. By creating to do list we can track of how much work we are both doing in regards to our work, by doing so we can even out the work load.

As well as discussion section we can write up text documents which we have used them for sharing

notes from meetings and what we individually took from a said meeting.

Lastly Basecamp offers us to share emails that may not have been sent to one of us, for some reason. Which allows us to review our relationship with our client together and how they are responding to our creative work.

Sabrina and my experience with Basecamp has been very positive although the creative managing system doesn't allow us to seamlessly communicate ideas such as Facebook's instant messaging service. Though to evidence our conversations on the instant messaging service I uploaded them through Basecamp. Which allows our lecturers to see our thought progress and communication skills in which we are marked upon.

On the page beside you can see screenshots of our Basecamp and the work in which we have uploaded.



Foyle Down Syndrome Trust ★

[Invite more people](#)
4 people on this project

[Catch up](#)
on recent changes

[18 Discussions](#) [27 completed to-dos](#) [112 Files](#) [9 Text documents](#) [13 Forwarded emails](#) [Events](#)

Latest project updates

- Mar 13** You posted a message: [Facebook discussions 13/3/15](#)
- Mar 13** You completed a to-do: [visual diaries \(Dale\)](#)
- Mar 13** You forwarded an email: [21st](#)

[See all updates](#)

Upcoming Events

March 21














- [Burning Temple](#)
- [World Down Syndrome Awareness Day](#)

[All upcoming events...](#)

Discussions

[Post a new message](#)

[Watch a quick video about Discussions](#)


-  Dale A. [Facebook discussions 13/3/15](#) - Sabrina a I had set a deadline for he 12/3/15 for drawing up storyboards.     Mar 13
-  Dale A. [Wordpress theme](#) - It has successfully uploaded. I was also thinking I will email the trust tomorrow to say we will be working on their website, and  Mar 11 [1](#)
-  Dale A. [Log in details](#) - Ok its the wordpress Mar 6 [2](#)
-  Sabrina M. [Storyboard](#) - I've drawn 8 example pages for the pitch on Monday. What I'm going to suggest to them is that we have 20 pages (20th   Mar 1
-  Dale A. [Pict doc logo 3_p1.pdf](#) - I already had that in thanks!!  Feb 28 [8](#)

[13 more discussions](#)


Files

[Add files](#)


[Watch a quick video about Files](#)




take2_7and8.jpg
Added by Dale A. on Mar 13 - 40 KB
[Date](#) [Label...](#)




take2_3and4.jpg
Added by Dale A. on Mar 13 - 39 KB
[Date](#) [Label...](#)




take2_9and10.jpg
Added by Dale A. on Mar 13 - 44 KB
[Date](#) [Label...](#)



take2_1and2.jpg
Added by Dale A. on Mar 13 - 45 KB
[Date](#) [Label...](#)



7and8.jpg
Added by Dale A. on Mar 13 - 62 KB
[Date](#) [Label...](#)



book example one.jpg
Added by Dale A. on Mar 13 - 64 KB
[Date](#) [Label...](#)

[106 more files](#)







Here's what's been happening in your project.

Mar 13

Foyle Down Syndrome Trust

You posted a message: Facebook discussions 13/3/15

Sabrina a I had set a deadline for he 12/3/15 for drawing up storyboards. The discussion starts as such DMy internet was down last night...



Mar 6

Foyle Down Syndrome Trust

You commented on Log in details

Ok to the wordpress

You commented on Log in details

Just realised that im not sure if its for wordpress or the servers

You posted a message: Log in details

Sabrina we now have the login details for the website. see forwarded emails

You forwarded an email: FDST website








Mar 5

Foyle Down Syndrome Trust

You uploaded a file: pict doc_p8.pdf

Forwarded emails

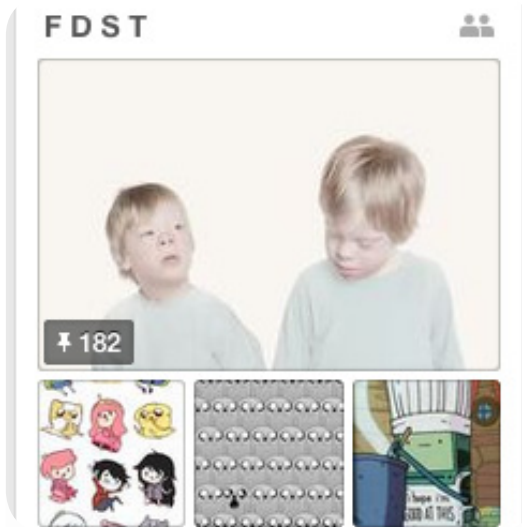
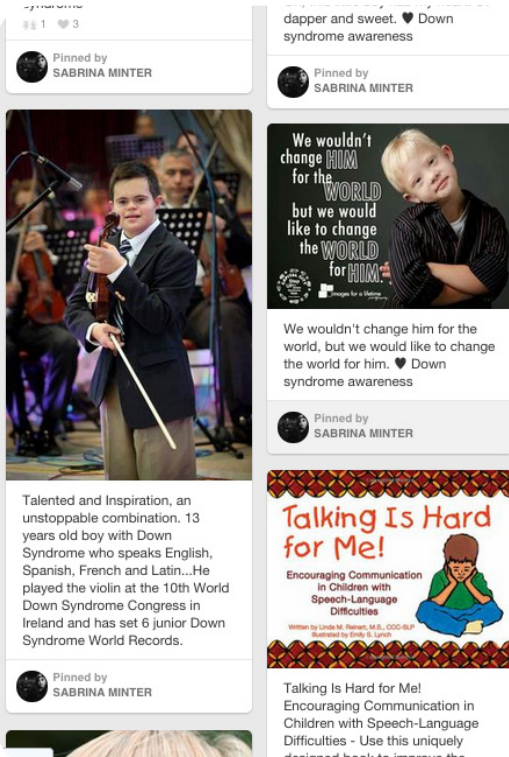
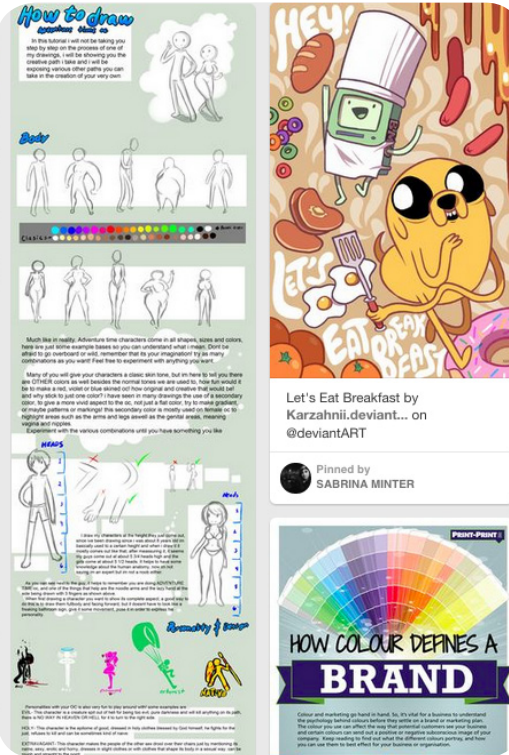
[Forward an email](#)

-  **21st**
Forwarded Friday at 3:43pm by Dale Archibald
-  **FDST website**
From: Roseann Mc Glinchey (roseann@live.ie) - on Mar 11 via Dale Archibald
-  **FDST website**
From: Roseann Mc Glinchey (roseann@live.ie) - on Mar 6 via Dale Archibald
-  **Parents input to Down syndrome information book**
Forwarded on Mar 5 by Dale Archibald
-  **Science shop media project**
From: Mulrone, Claire (cm.mulrone@ulster.ac.uk) - on Feb 26 via Dale Archibald
-  **Brief**
From: Lorraine Gallen (lorraine@fdst.org.uk) - on Feb 12 via Dale Archibald [1 comment](#)
-  **Twitter**
Forwarded on Feb 11 by Sabrina Minter

[6 more forwards](#)



<https://www.pinterest.com/onceunited/f-d-s-t/>



Another platform we used to share ideas and thought process was Pinterest. Pinterest is a social media platform that allows people to connect through visual representations of their interests. You can 'pin' what images you link with links to where you found them on the internet, or upload your own images to share online. You follow peoples boards and you can link or share their pins adding to your pin feed for you and other to see.

Sabrina and I used it for similar reasons. It allows us to show each others how people have approached design for branding, graphic design examples, inspiration for characters design and many more creative approaches.

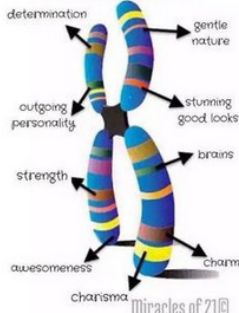
Our shared Pinterest folder also shows our thought progress from the beginning of this project and to the end. It shows the inspiration we used for the task set out in the brief.



Dale



Anatomy of my extra chromosome!



Anatomy of the extra chromosome

Pinned by Dale Archibald



Drop

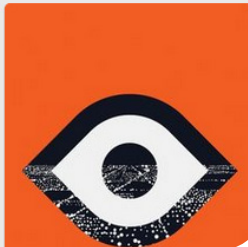
Pinned by SABRINA MINTER

Pinned by Dale Archibald



"Keep calm. It's only an extra chromosome". Go girl!

Pinned by Dale Archibald



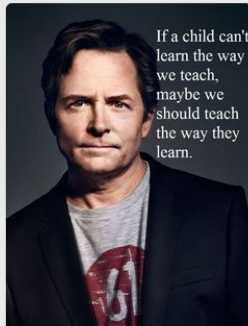
Ivanovic Creative Development:
Marco Barbosa @Marco Barbosa
Video Animation: Ferenc Horvat
@Ferenc Horvat

Pinned by Dale Archibald

Pinned by Dale Archibald



"Takashi Shuji, 35, who has Down syndrome, works with pastels as a member of a painting club at Mukogawa Suzukake Sagyojo, a facility for disabled people in Nishinomiya, Hyogo Prefecture. Shuji's work, characterized by bold outlines and filled at a frenetic



Please support Kids with Down syndrome by going to our page and "liking" it. Also please share



This page shows some examples of how we used Pinterest and what we pinned. If you scan the QR code above or type the web address at the top of the page, both links will take you to our Foyle Down Syndrome Trust board. On the Board you will see our overall visual thought process.

every one of our ideas our informative website design. #website #webdesign #creativity

Pinned by Dale Archibald



Bill Bernbach Typographic Poster Series

Pinned by Dale Archibald

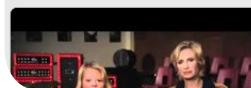
Pinned by Dale Archibald



Bill Bernbach diversity scholarship posters by Juan Carlos Pagan, via Behance

Be by Juan Carlos Pagan

Pinned by Dale Archibald



//RETAKE ALL THE IMAGES AND FIX THE LAYOUT\\



BRANDING WEEK ONE

We started this project with the branding as it would have to be carried throughout all the other task. My process for the branding might be different in comparison to Sabrina's. I know that we had to work on to types of branding, creating a new brand and updating the current branding. In order to accompany the brief and give the client a wide range of design aesthetics.

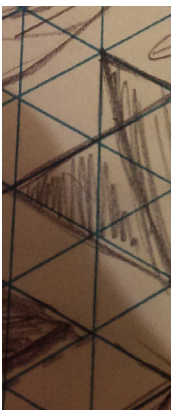
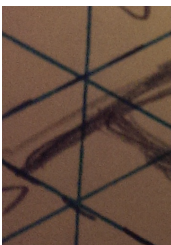
Above you can see the old logo for the trust which doesn't have any other branding to go along with it. When the trust need new leaflets of posters the design is separate from the branding of a logo. When this happens the branding loses credibility, though the trust work does not. Sabrina and I want to find the right balance of brand, aesthetics and notoriety (people may only recognise the old logo and not the overall branding).

I began designing on a grid sheet, as I thought for the rebranding I could make it geometric which would make the trust branding modern and stylish. (At the top of this picture above) I began by drawing out the

old logo so I could see where the branding was at the time and how I could work with the ideas associated with it. The old logo was designed over 20 years ago to highlight an eye with a slant to represent a characteristic features of a down syndrome persons eye.

All the images of my designs on the grid paper where taken to make the logos in Adobe Illustrator. They may not be best representations of the ideas though the final product of these design will be clean and crisp to view

I seen that my drawing of the old logo fitted a rough grid. Then I made the grid smaller to frame some of my designs to, which offered a guideline for a geometric design.



#2

#1

Redesign #1 was drawn to illustrate the eye which is represented in the structure of the shape. The 'tail' of the eye is to represent the characteristic slant. The shaded shape inside the eyes outline will be filled with the trusts branding colours to add depth and visual impact.

#2

Redesign #2 was designed to represent the new bridge titled the Peace Bridge in the Foyle. The overlapping shapes represent the two spires of the bridges design. The background shape was created to represent the eye. This logo incorporated the location of the trust and who they work with. The shaded in areas are the coloured sections in all the logos designs.

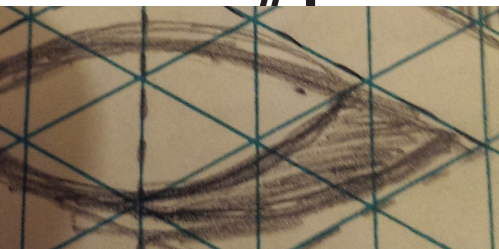
#3

Redesign #3 was designed to represent the upward direction the trust is heading if popularity though its work (through the arrow shape). The bottom shape was designed as the slant. The slant and arrow where placed on top of each other to match the layout of the old logo.

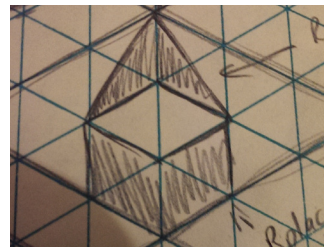
#4

Redesign #4 has no connection with the old logo other then the three shapes would be filled with the brands colours. I really designed this logo as a I like the shape on the gird. Because of this it has no meaning which means that it wouldn't represent the trusts mission or have a presentable aesthetic.

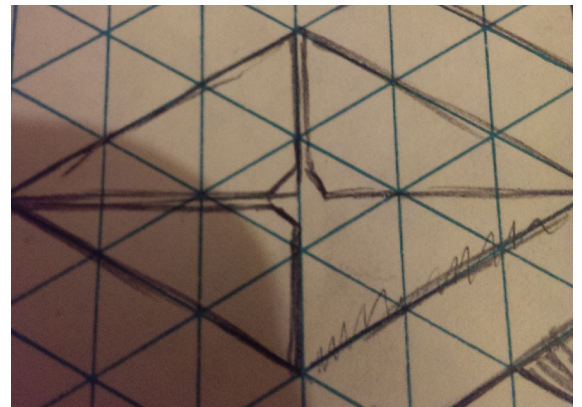
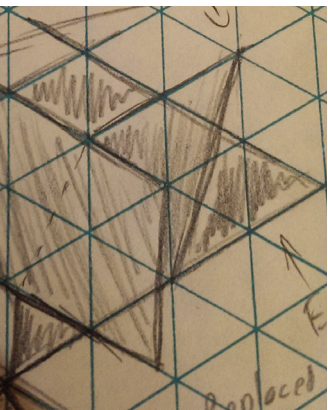
#1



#3



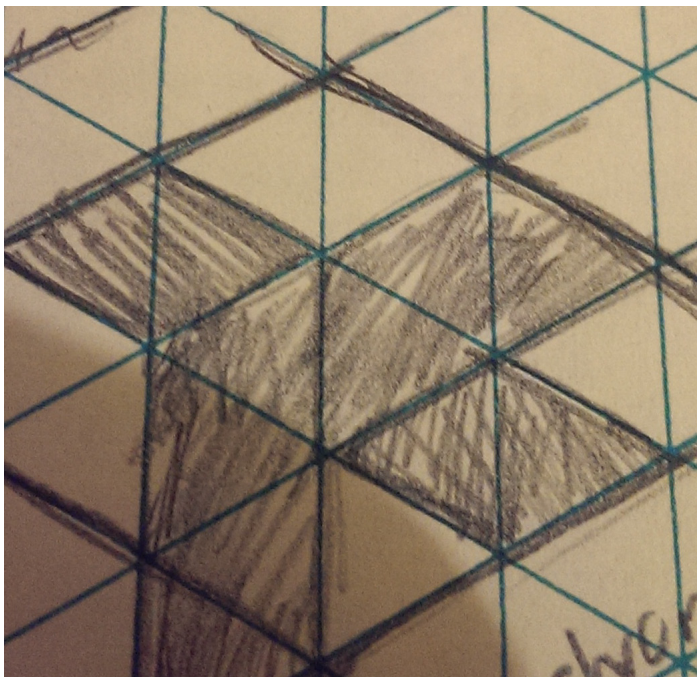
#4



#5

Before research into down syndrome I already knew that people with down syndrome have an extra chromosome. This small understanding of the subject matter lead to idea of making the logo an extra chromosome. Using the gird I created an 'x' to represent the chromosome. I wanted to add depth to the logo so I dropped on side of the 'x' down, which makes the logo look 3D and a net to a cube. When designing this logo I could think of aesthetic ways for branding regrading 3D des gins and layouts or sharp cuts lines to create directional lines which could represent the distance the trust has come and the future distance the trust can go.

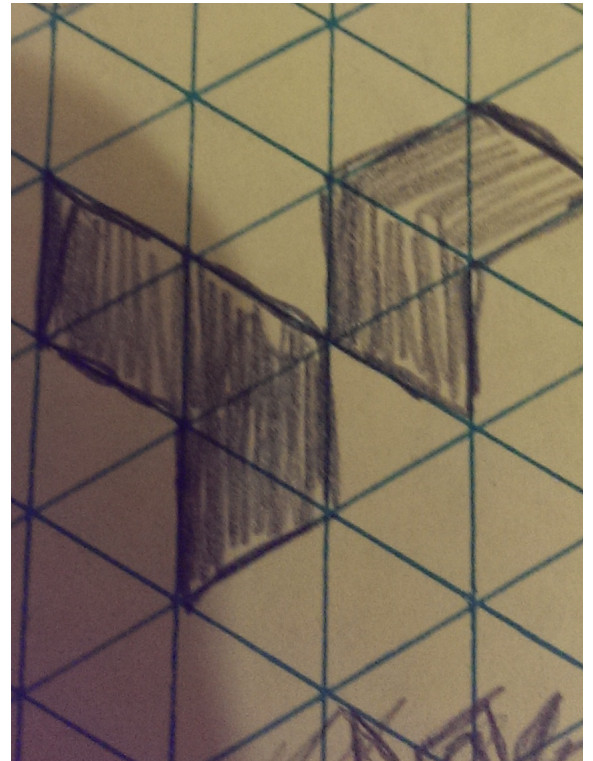
#5



#6

Redesign #6 also followed the idea of using the extra chromosome as a design aesthetic, although at this stage I didn't understand what the extra chromosome truly is and assumed it was an 'x'. I will show my findings for the extra chromosome later in this book. This redesign was another geometric form on the 'x' though I also thought of similar design aesthetic to #5 when creating it. Thought I personally like this to much and believe it would represent me as a design, from realising this I don't think it would work for the trust.

#6



#7-1

Redesign #7 is a series of designs that follow the same idea, which is a minimal take on old logo. The top design represents eye through the semi circle (which would be coloured blue) and the line under the semi circle is the slant, although I designed the line straight to represent a new era of equality so that the slant or 'looks' isn't what set anyone apart. The line would be the purple from the old branding.

#7-2

The middle logo semi circle approach eye. This time I design which has other then a design to add contrast. As the colours were blue and top and bottom.

2

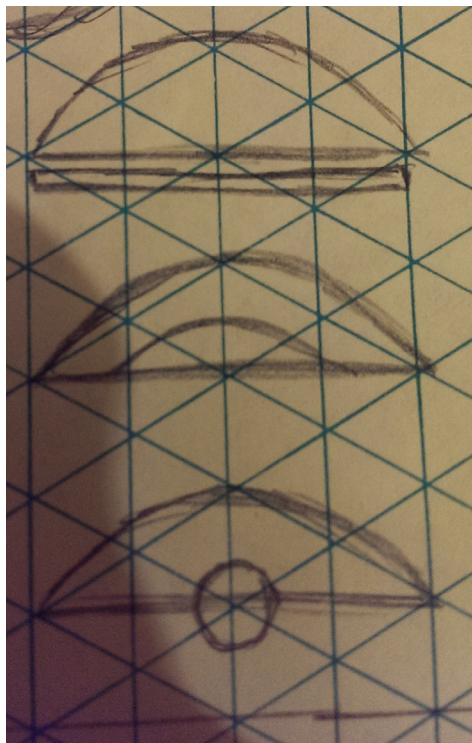
#7-3

o took on the
roach for the
repeated this
as no reason
sign aesthetic
though colour.
would stay
d purple on

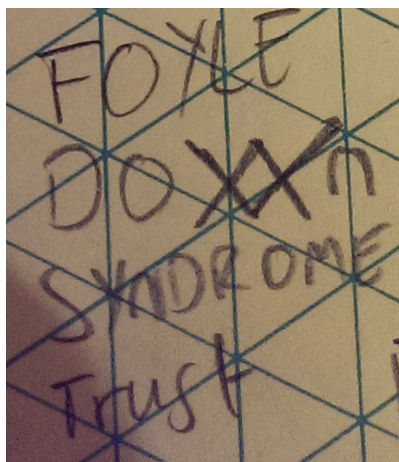
In last design I made the bottom semi circle into a full circle to represent a pupil in an eye. The over arching theme of these design where I needed more research into design, down syndrome and the trust. Though as first attempts I used my pervious experience and knowledge to highlight the extra chromosome and continued this design process throughout the designing stages.

#8

On all the other designs I didn't include the name of the trust. I then designed a logo which encompassed the font of the trusts name with a design aesthetic such as the 'x'. I double the 'x' to make the 'w' in 'down'. Each 'x' would be the opposite colour to the other, blue and purple. The trusts name is long, by making each word its own line it shortens the text down allowing for more room for the text to breath and to be used as a branding aesthetic.



#7



#8

Once I had designed these logos I put them through Adobe Photoshop even though I wanted to put them through Illustrator. I didn't have the experience as yet to do so. Which meant I stuck to the platform I was most familiar too and wasn't designed to make logos or small scale illustrations. When redrawing these logos in Photoshop I used a tablet to give the effect as if they were still drawings on my grid paper as well as the visual aesthetic of the designs being rough and needed work for Sabrina and my first meeting with our lecturers.

I used the eyedropper tool on the old logo to pick out the shade of blue and purple you see in the logos. As the old logo is not made up of one shade of these colours.

I made two versions of #5 to see what the logo would look like with and without a background. I prefer the one without a background (#5-2). It adds more depth on a page than #5-1 as it looks flat and not to the original meaning of the design.

I made a smaller version of #8 as an example of how this logo design could be used. As well as give this design and contemporary and minimal feel.

On the next page you can see all the designs on one page to show to our lecturers.

Though I thought it wasn't enough to show rough drawings of ideas so I made two designs #1 and #6 in Illustrator. Another reason to do so was to try Illustrator and see how it worked in comparison to Photoshop.

#1



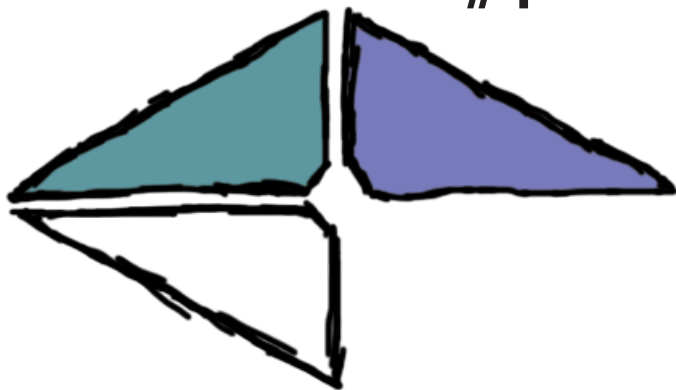
#2



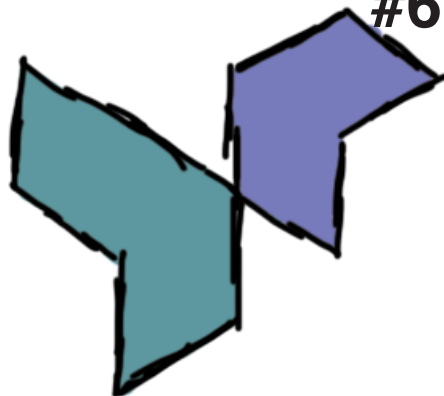
#3



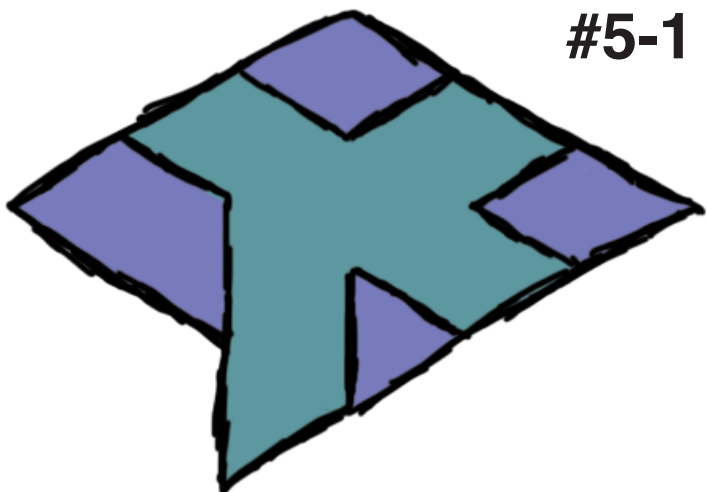
#4



#6



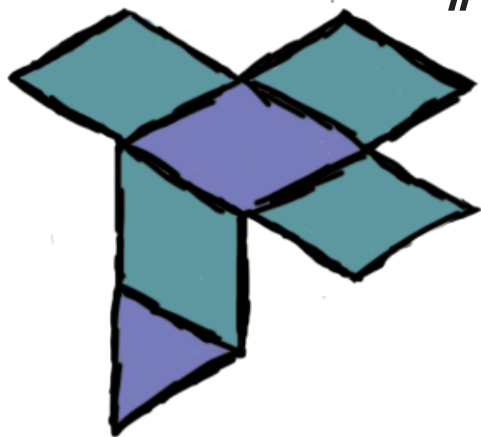
#5-1



#7



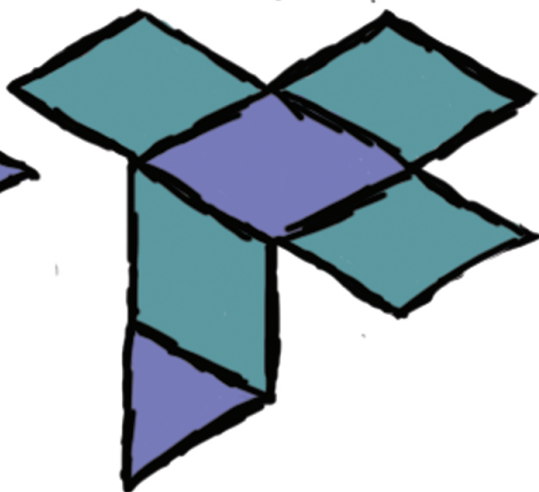
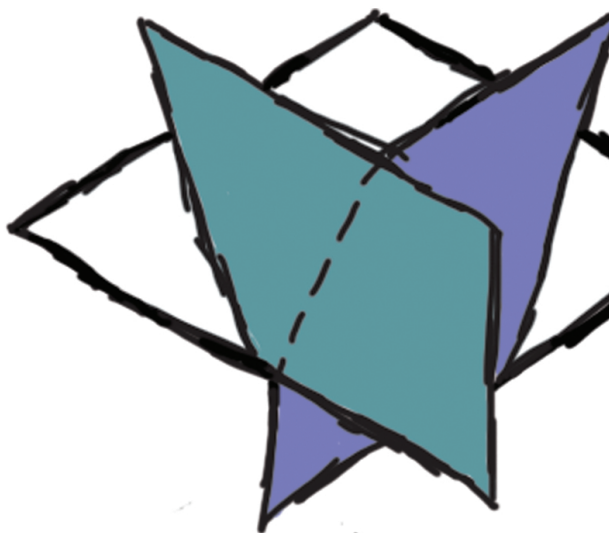
#5-2



#8

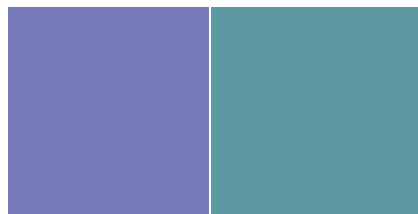
FOYLE
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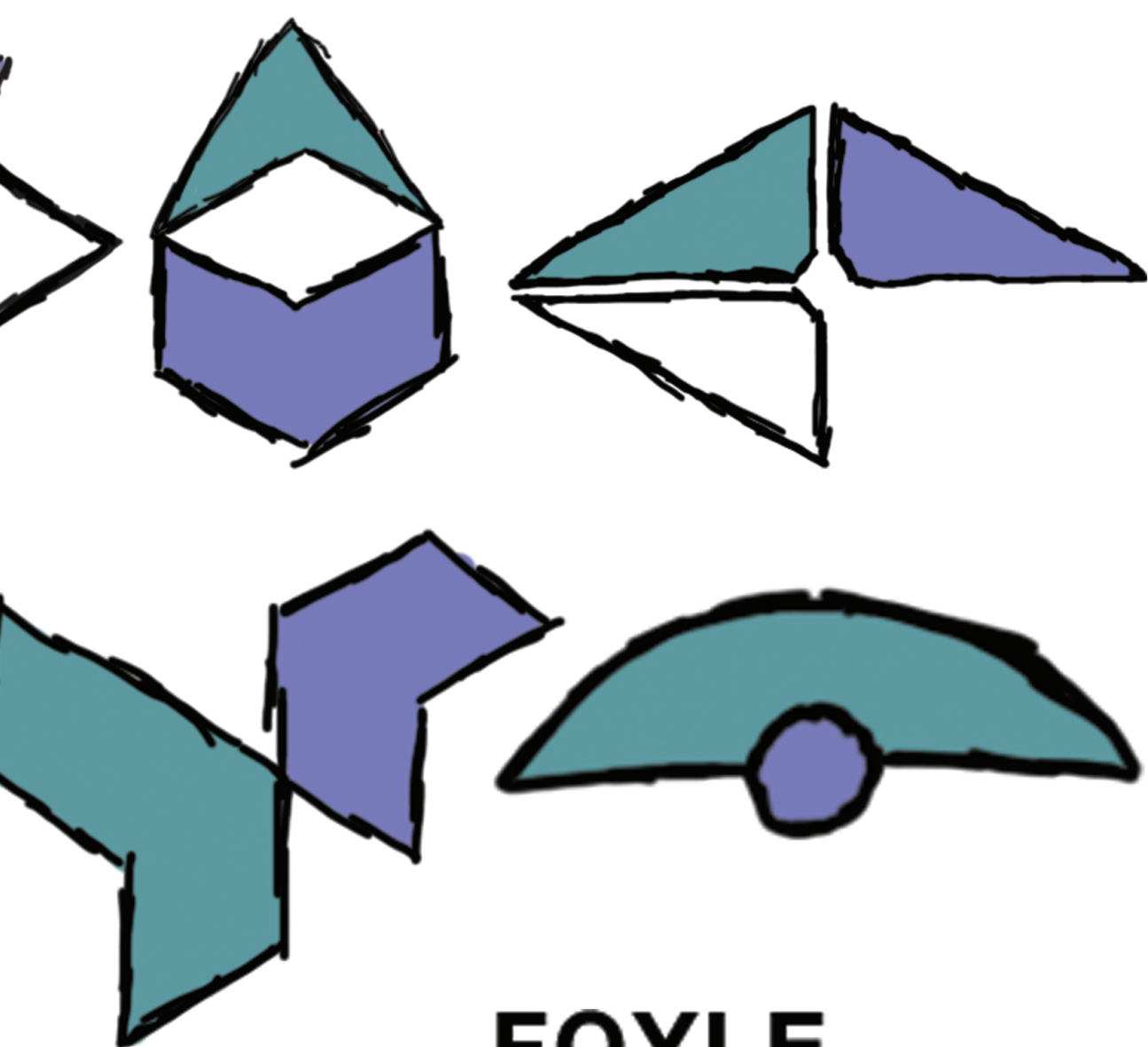
FDST



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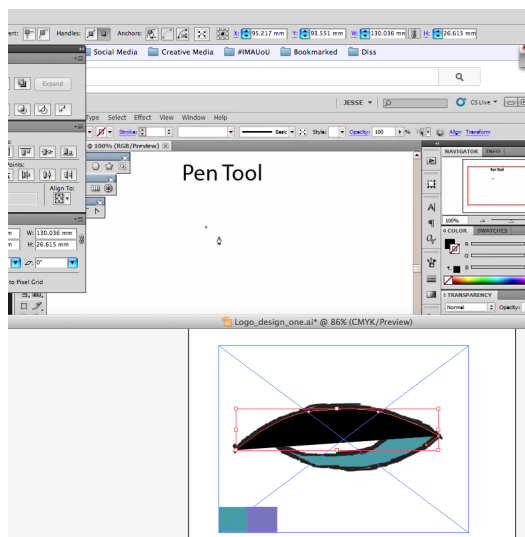




FOYLE
DOXN
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TRUST

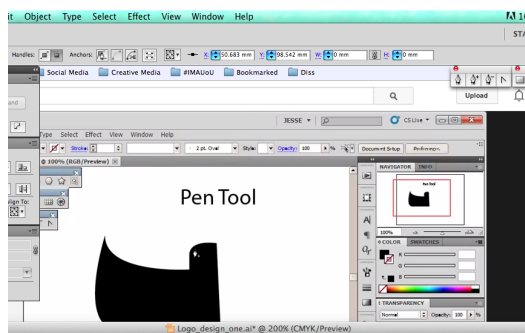
FDST

When I began using Illustrator similar to how I would use Photoshop, by using the pen tool to draw out my shapes. I soon realised that the pen tool in Illustrator works differently which mean I had to go learn how to use it. I watched a YouTube tutorial on how to use the pen tool whilst using Illustrator. This allowed me to get to grasp with the tool whilst making #1 in the process of learning.



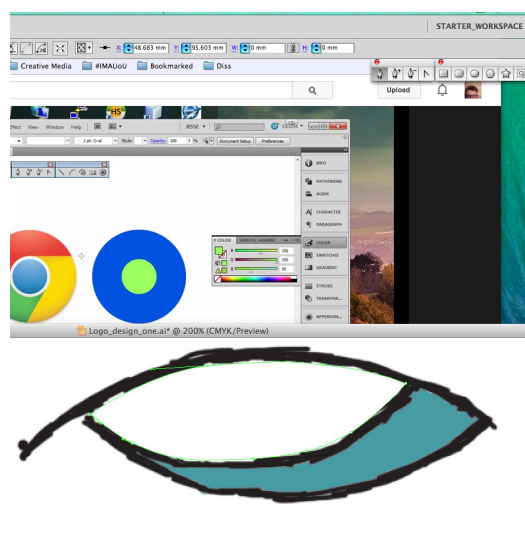
After making the white decide to edit the black make it smoother. I used the selection tool to edit the each point on the shape to accomplish the task to design smoother. I thought the shape has changed the white of the eye would follow the curves of the shape. The design had coherence the shape and changed white.

The tutorial used how to use the pen tool by creating a one side of a bat and then duplicating that side. Even though this tutorial taught me the fundamentals of the pen tool I wasn't happen with how the overall design was working out. Firstly the lines did not curve straight, they were jagged. I started the pen tool at the tail of the eye and followed the line around outer line to the end of the tail. I wasn't happen with how the tail looked because of the fill feature I had on the pen tool at the time.



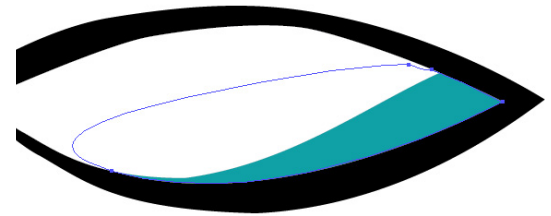
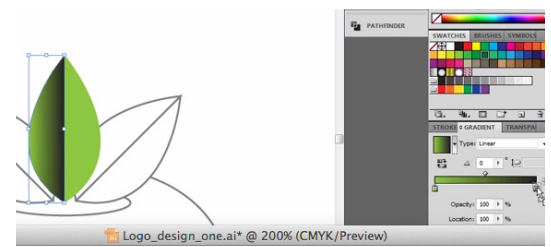
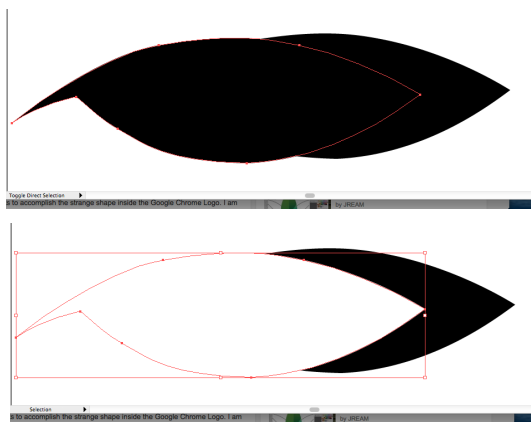
In this design I wanted the eye to be one colour and represent the pupil (which shape represents) but around an eye. I reused the selection tool to remove and smooth off the new created around the left

Though as this was still my first attempt using Illustrator I continued making the design to learn from my mistakes and see how the overall design would turn out with my skill level at the time. I made a new layer above the layer I created the black eye shape. On this layer I used the pen tool to make the white of the eye. The line I drew was also jagged though if this was on Photoshop it wouldn't be. I think the use of the pen tool is very different in both applications and I needed to get use to the difference. Practice helped me with this.

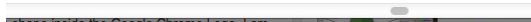
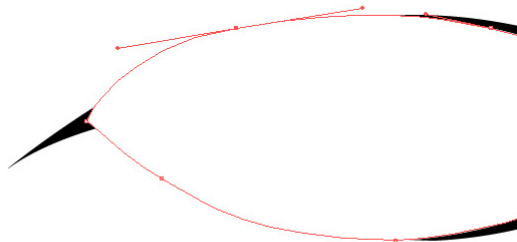
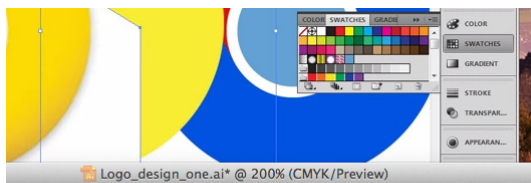


I scaled down the white the black shape like the lined the left side of the the tail. The white shape match the curve of the though like if said before to get use to Illustrator mattered how my practice looked.

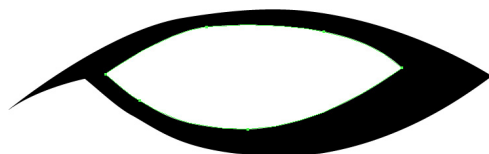
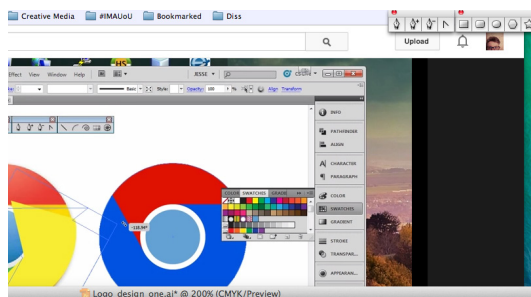
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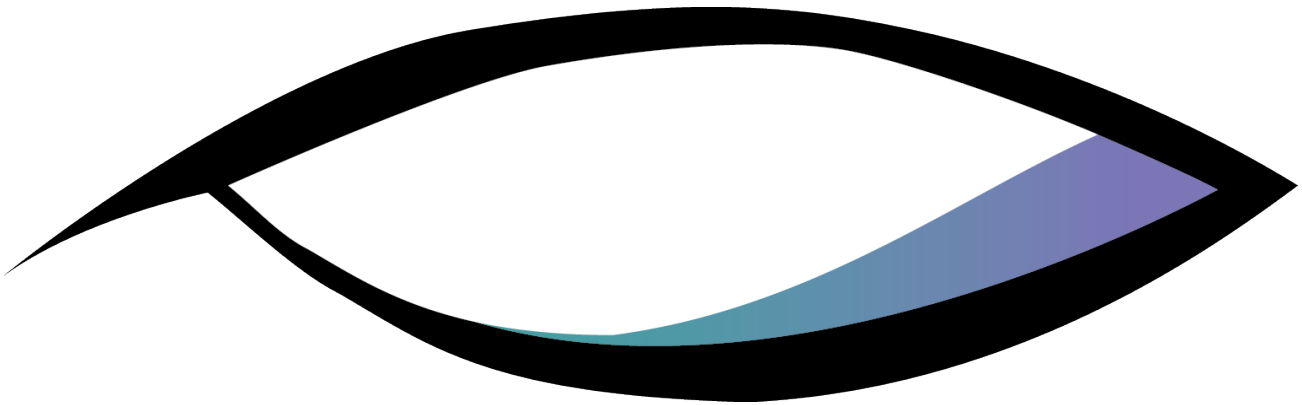
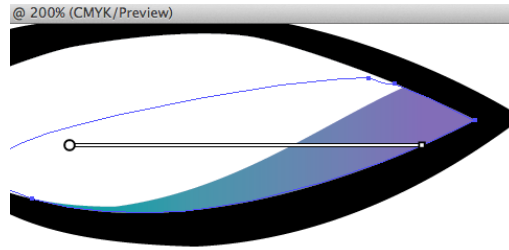
te shape to fit in
 e design and
 e shape with
 pe still did not
 e black shape,
 ore I needed
 r before I
 ctices outcomes



I copied the white shaped and
 arranged the copy to go below the
 original. I removed some of the
 anchor points in the new shape so
 I could work with a smaller surface
 area. I used the eye dropper tool
 when I was drawing the logos in
 Photoshop, which give me a rough
 idea on the colours to use. I kept the
 blue and purple colour I picked as a
 aesthetic help when imaging a final
 outcome.

DESIGN ONE TEST ONE

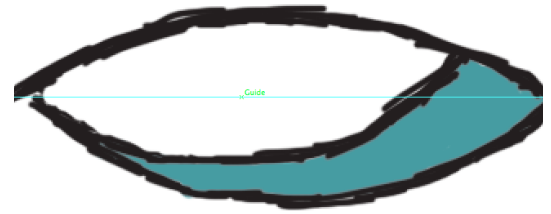
I wanted to use both colours in this design but the design itself didn't offer much in regards to space. I could change the colour of the outline from black though the design wouldn't impact an audience aesthetically. I could have also changed the white shape though it loses its meaning representing the white pupil of an eye. Which left me the new shape. I made the shape have a gradient to cover this issue of colour as well as giving the logo a professional depth, instead of having a flat two colour logo. It became an eye catching three coloured logo.



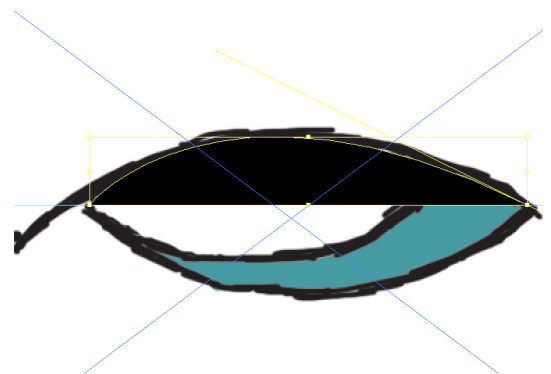
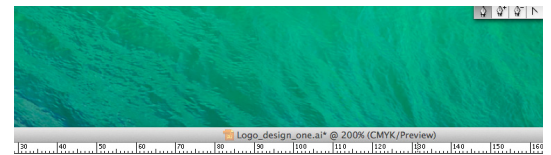
While the video in the background was helping to understand Illustrator I began to ignore and returned to a Photoshop thought process. The only effect the change in my thought had was on the application of using the right tools for the design. Which led me to redo this design with my new understanding of Illustrator tools, following the ending of the video.

GN ONE TWO

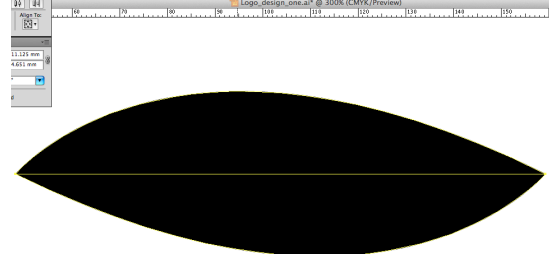
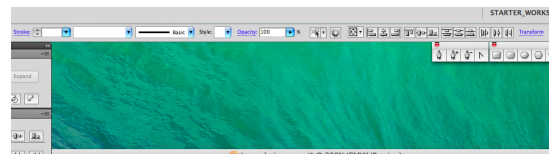
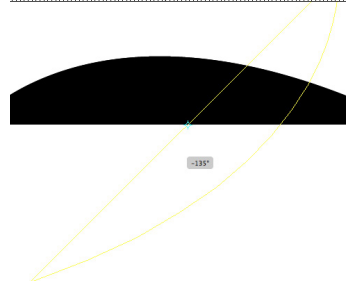
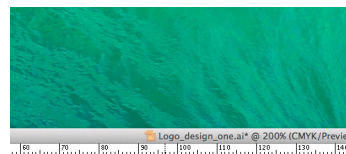
I began this design by dividing the Photoshop drawing in half. The reason for this was instead of making one shape I'd make two semi ovals in line with the guideline. Then add the tail after and colour afterwards.



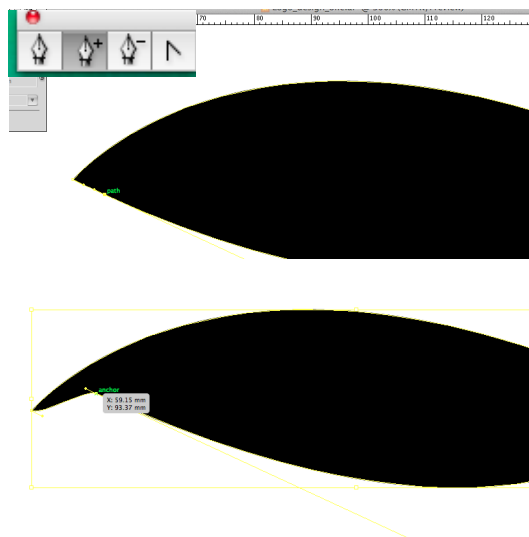
I used the pen tool again as I was most familiar to it. This time I started at the left end of the oval (excluding the tail) and curved the line to match the drawing. This created a smooth line from the first attempt.



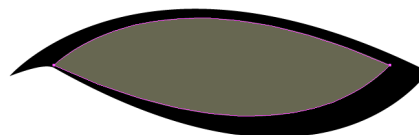
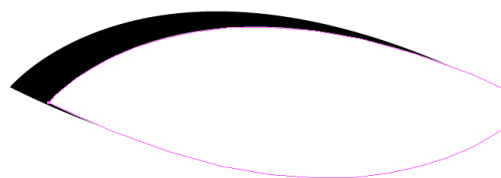
I copied the shape and used the rotate tool to rotate the shape in the middle. Which allowed me to create symmetry.



Next step was to create the tail of the eye. I merged the two shapes together which allowed me to work from one shape. I also made a copy I'd use for the white and colour section of the logo. Once I was working with one shape I used the add pen tool to add an anchor point to the left side of the shape. The new anchor point would form the inner curve of the tail which followed the bottom outline.



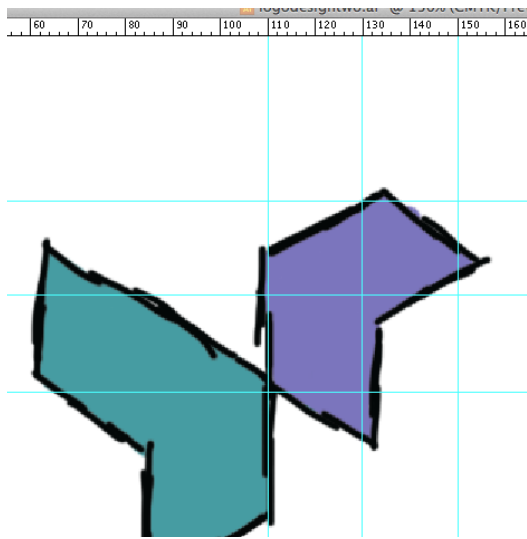
From the copy of the original shape I made another copy. One for the white shape and the other the colour shape. The next step was to fit both shapes into the black shape. I again moved the white shape to line up with the tail of the eye, to make the design look professional. I used the blue as a base colour when positioning the shape then added the gradient once the shape was in place. I again used the Pen tool to move the right side anchor point of the white to give more room for the colour shape. Meaning I could get more colour into the design through a bigger surface area. I moved the anchor point to match the line of the colour shape to keep the design professional.



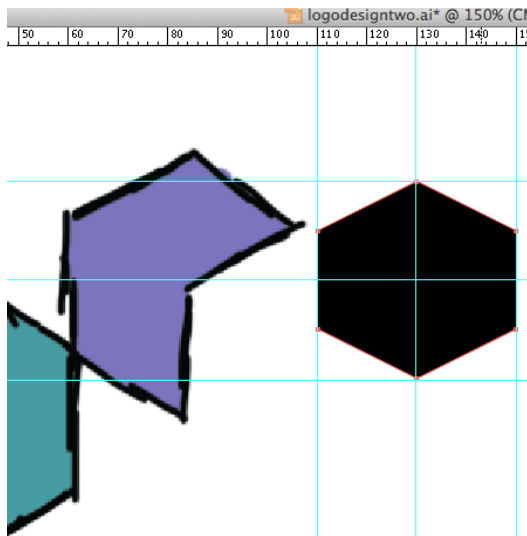
By the end of this design I had gotten use to Illustrator and how it worked. Which meant this design took less time though that did not lower my professionalism. I like this design for what it represents as an eye. Though reminds me of an opticians, which mean that it would not work for an nonprofit organization.



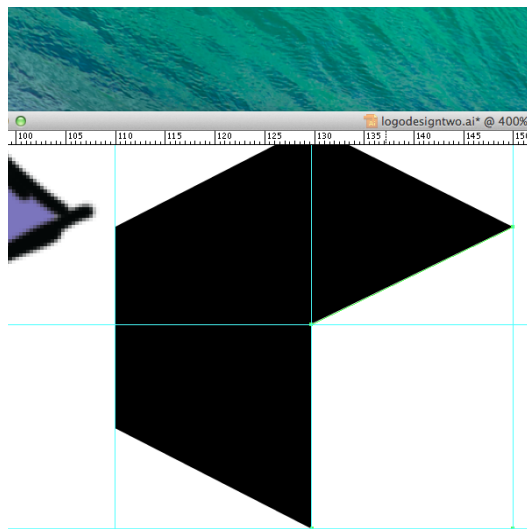
#6 was around the idea of the extra chromosome people with down syndrome have with this in mind I wanted to keep the geometric design aesthetic it designed on the grid paper. To do this I made a grid which would help me visually see the perspective from the paper.



I original though of using square shapes and transforming them to create the perspective. Then I though a hexagon would offer the same perspective with using my eye to make the perspective. As I feel my eye wouldn't be able to help me make the perspective and symmetry his design needed.



All shapes in Illustrator are created with anchor points I removed the bottom right and add an anchor point in the middle. I seamlessly created the perspective I was looking for from the drawing. With a missing piece the hexagon looks 3D which creates depth for the design.

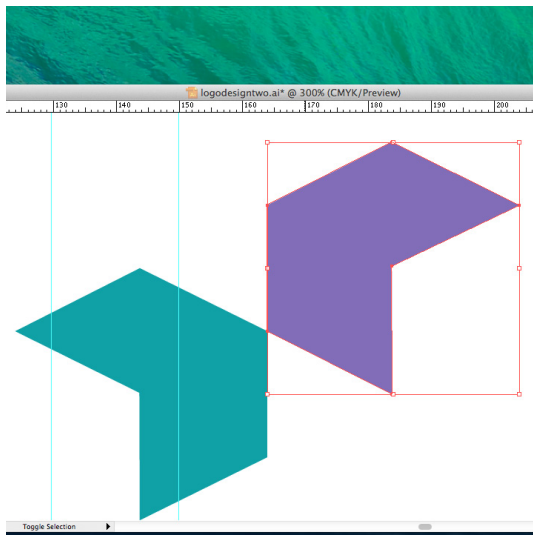


This design followed the design throughout which the elements would be. Creating a modern minimalist design.

To finish off this design I create the extension of the 'x'. To do this I made a hexagon and removed the points from the bottom. I added a new point in the middle of this shape. Which I fitted the blue side of the 'x' to create aspects a tail. I copied the shape and merged it with the shape.

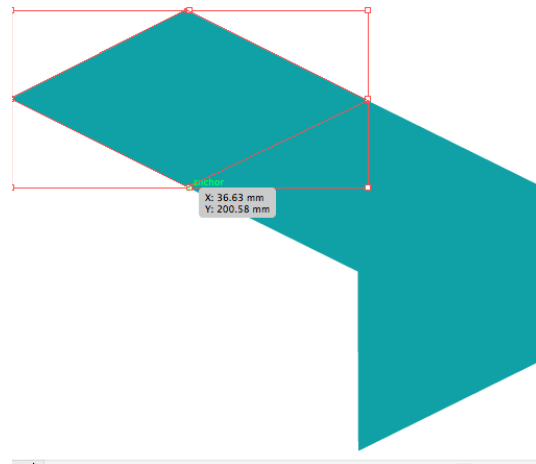
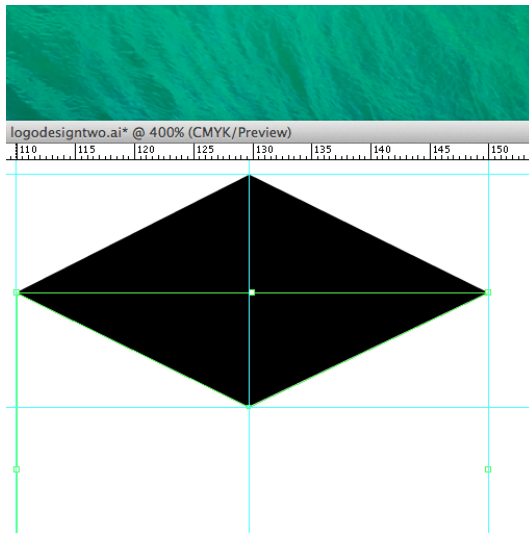
I created two designs from one drawing. The right one is smaller and compact, emphasizing the meaning of the design. The design on the left has more character through the shape. Either or could be like I've said before I prefer the design for myself. From it could not working for

the same 3D
which meant all
the same.
minimal design.

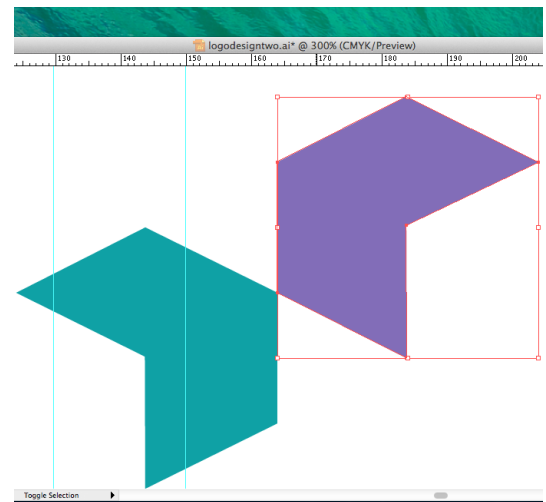
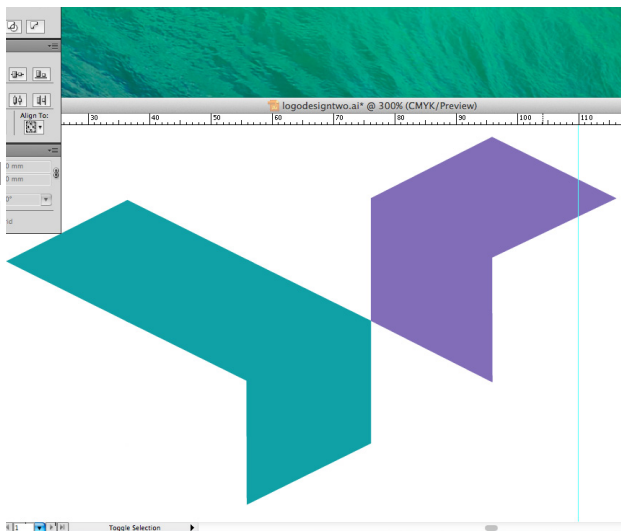


DESIGN ONE

When I need to
cut off the blue side
I made another
and all anchor
points then added a
new one. This created
a new shape onto the
teal shape to create in some
of the blue
with the new



out of
the design
and, whilst still
keeping the
the left offered
with the extended
work, although
I preferred this
I'm knowing this
for the trust.





UPDATED LOGO DESIGN