

MED526 Interactive Group Project - Joel White

Production Log

Contents

Introduction

Rainbow Child and Family Centre

This project log aims to document the development of a group project in conjunction with a live brief.

The Rainbow Child and Family centre (RCFC) is a community hub established in 1985 by a group of parents in need of a safe venue that would allow children to play and interact. Since its establishment RCFC has grown to accommodate people of various age groups with their toddler groups, after school clubs, and activities for older people to name a few.

Following a trip to Gallagher and seeing the facilities that RCFC has to offer, it's clear that they are in need of a new visual identity. Our contact, Jackie,

told us that they were in need of a new and up-to-date website as they lacked a strong online presence. RCFC had been approached in the past regarding a website, but the project was never finished and contact with the designer was lost.

A new website would help the community hub to reach a wider audience and allow them to display all of the services that they have to offer.

After a tour of the complex, Jackie informed us that she wanted new ways to represent the family centre including new print media such as a newsletter template and new leaflets that could be used to advertise. A walk around the outside of the

building showed a need for new signage as old, wood-based artwork had started to fade. We also noticed that the metal fence that surrounded the building would be a perfect place to hang new signage.

Using all of the information that Jackie had given us, we began work on a project brief that would detail all of the work that will be completed over the next 14 weeks. Within this document we included a project overview, deliverables, the target audience, the features with the website, and a schedule with additional information in relation to the project. This document (right) will serve as a foundation for this group project.

Creative Brief

Project Title: Rainbow Child and Family Centre

Graham Keys, Joel White and Jordan Canning
02/02/2017

Project Overview

Redesign and regeneration of the Rainbow Child and Family Centre brand including the development of a new website, visual identity, promotional videos and merchandise. We aim to establish a contemporary and informative website which promotes and helps users access the centres diverse range of services including a day-care programme and a expanding youth club. We plan to analyse the existing website and identify the target audience across various demographics to make a smoother experience for all users. Along with the website accompanying videos will be produced. We aim to capture the upcoming seasonal events and the activities occurring in the centre. Our new visual identity will be featured across multiple platforms including social media as well as on merchandise, signage and a centre vehicle.

The Rainbow family centre is a community hub established in 1985 by a group of parents who had an ambition to create a safe venue for young children to play. The centre has undergone various changes throughout the years notably in 2015 when an extension was developed to the rear of the complex. This has allowed for greater expansion in the service provision of the centre, which now accommodates teenagers, adults and senior citizens with a regular youth club and a variety of leisure and recreational events held within the community hub. The centres provides the Galliagh area which in the 2011 census was regarded as an area of considerable social deprivation; today the centre is considered a lifeline for many working class families and single parents as it offers numerous child caring options for children and teenagers.

2. Deliverables Required

- New Visual Identity
- New Website with user manual
- Domain, hosting and Wordpress theme
- Print media
- Vehicle branding
- Portfolio of photographs
- Promotional video
- Communication template
- Brand guidelines

3. Audience

Target market

- Families/parents

Creative Brief

- School children
- Young people
- Older people
- Working parents within the surrounding areas

4. Website Features

Included within the new website will be as follows:

- Homepage with directory for the appropriate target audience (parents, adolescents, elderly)
- Age appropriate subsections targeted towards the chosen age group with information regarding services and events.
- What's on feature
- Portfolio of photographs to promote the organisation.
- Interactive site map containing child friendly navigation and information.
-
- Testimonials from a range of service users
- Contact section and on line query form

5. Schedule

Our team will aim to complete this project within 14 weeks with regular correspondence with the organisation manager working collaboratively to meet the centre's needs and requirements.

6. Additional Information

Our aim is to develop a new visual identity of the centre that will improve the visibility and appeal of the establishment and attract to multiple age groups whilst remaining professional and welcoming.

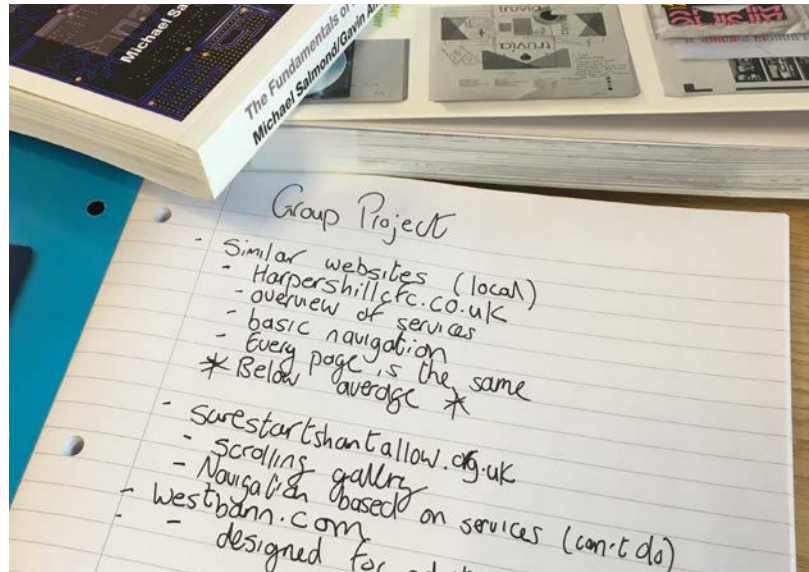
Change to content analysis

Bring this to next page

To help in understanding what is needed within a family centre website, we first looked at existing examples to try and grasp the fundamental features that are needed to create an effective website.

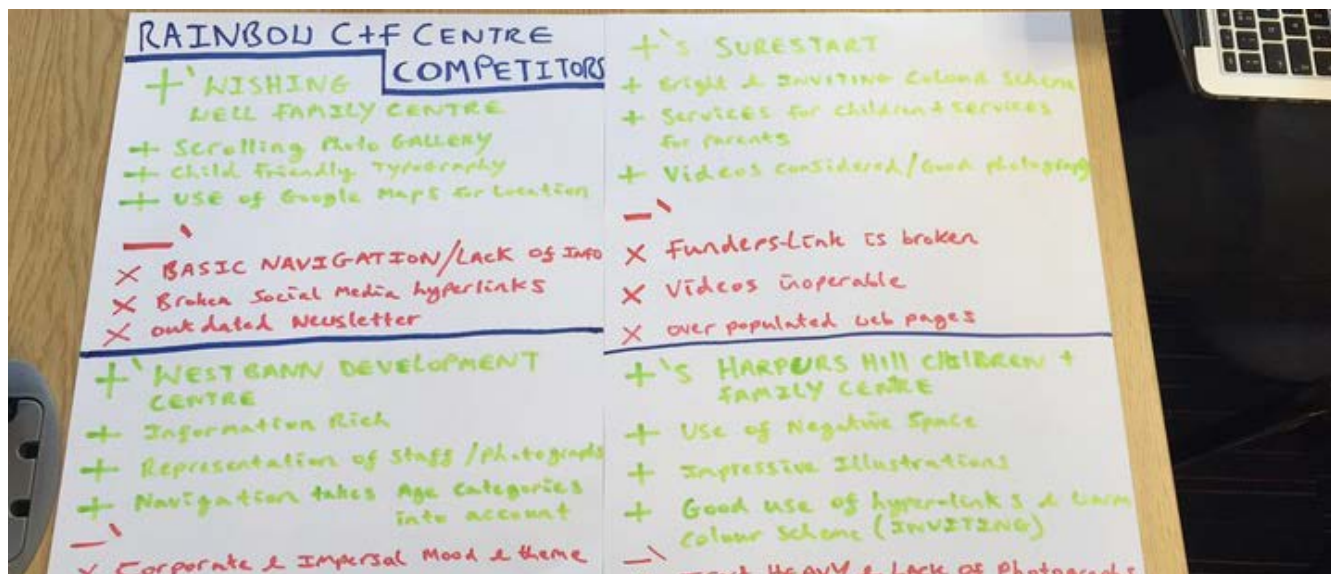
This process began by finding local community based groups with services similar to RCFC and noting the positive and negative aspects of each before collecting all of our data to create a competitor comparison sheet (below)

One of the main topics that kept coming up was navigation. RCFC has so many services, each designed for a specific age group, meaning we will need a find a method of navigating thorough all of the services that are available while still keeping the navigation user friendly.



The type of imagery and colour scheme is also important. Some of the websites had a very corporate and business-like aesthetic, which wouldn't appeal to our target audience. The appealing websites also included images of the facilities with bright, vibrant colours.

Some of the pages were not kept up to date, with broken hyperlinks and content that was months old. Making the website easy to update will be important as the website will be a visual representation of the family centre, and will give a first impression of the centre.



3

West Bann

Westbann.co.uk is a website dedicated to community development, education, early years and elderly programmes in the Coleraine area.

This website features a simple design with user-friendly navigation and a basic layout. The home page contains a scrolling photo gallery showing images of recent events from all of the age groups that they cater to.

The website functions well by giving basic information about all the programmes that West Bann Development has to offer in a easy to understand and navigate format.

The navigation bar at the top of the page gives the user easy access to each section of the website, giving them the information that they need in a few clicks

The colour scheme for this website would not appeal to a child as it contains cool and corporate colours rather than the bright and vibrant colours that children are accustomed to.

Links to social media are included on the homepage. This is something the Rainbow Child and Family Centre can take advantage of as they Frequently use their Facebook page to tell their clients about upcoming events.

The spacing on some of the images and text could be improved. The logo, for example, has a large amount of negative space beneath it which is not needed, This could be removed to create a more appealing aesthetic

The early years page contains an easy to update layout with each service organised in a list. This layout would make it easy for Jacki to add or remove services from the page when the website is complete.

Overall, the navigation and layout of this site makes it an appealing example with various attributes that can be translated when creating our website.



MUCCC

The Mid Ulster Child Contact Centre offers services to families who are in need of a neutral environment in which children can interact with a parent or significant other following a family separation.

Their website presents the user with well produced, child-friendly, vector based imagery to create a professional appearance while giving the user a good first impression of the Contact Centre. The images are spread throughout the website to create continuity on each page of the website.

The various page layouts that are used can easily be recreated, edited, and updated

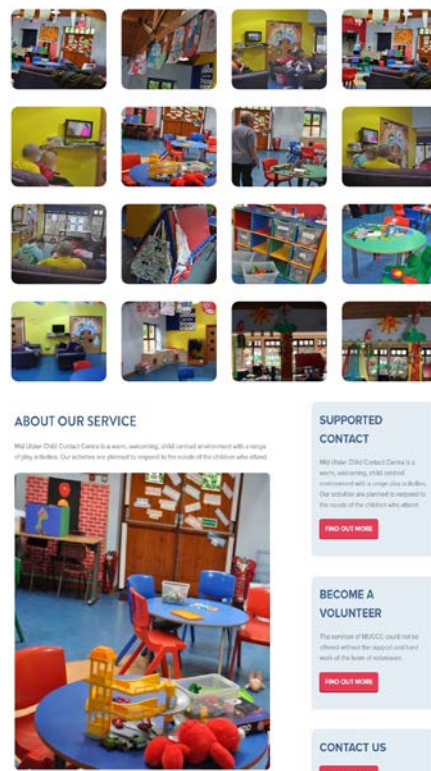
with a basic Wordpress theme. This makes it easy to add text, video, and images where they are needed.

The homepage contains a promotion video for the Contact Centre. This video is well placed and offers users an insight into the day-to-day activities that the Centre undergoes without the need for excessive amounts of text.

The "Play Room" page incorporates a photo gallery containing images of the centre and the facilities that they offer. When creating a photo gallery for the Rainbow Family Centre we need to ensure that we only include high quality images to

create a positive first impression. One of the few negative aspects of this website is the overuse of the same layout. Five of the seven pages on the navigation bar use the exact same layout, using text and images with information. Whilst it is good to have continuity throughout the website, having a small amount of variation can help to keep the users attention.

The graphics and attention to detail that is included within this website makes it stand out from the other competitors that have been analysed. These positive attributes are something that will be considered when creating the website for the Rainbow Child and Family Centre.



Beauchamp CC



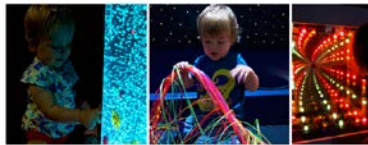
A safe place for your little ones to learn, develop and have fun.

Beauchamp Childcare

A safe place for your little ones to learn, develop and have fun.

HOME ABOUT CHILDREN FACILITIES

Sensory Room



Wow! is often the reaction when an adult sees our amazing sensory room for the first time. Our children tend to dive in and quickly learn how to operate the controls for the different lights and tactile wall panels.

The room tucked out in soft furnishings is a playground of sensory delights, designed to stimulate the senses and create a specifically created to promote children's development.

The projector, bubble tube, infinity tunnel, starlight panel and multi-coloured multi-coloured fibre optic light create an etc



Welcome

A warm and welcoming place where purposeful play enables each and every child to blossom

The centre is a secure and safe environment staffed by able and experienced people who put your children's happiness and development to the fore.

Copyright © 2017 Beauchamp Childcare Centre All Rights Reserved

Catch Events Theme by Catch Themes

Beauchamp Child Centre offers a safe and happy environment for children in the Beachamp area.

The homepage of their website contains a scrolling photo gallery that can direct the user to a new page depending on which image is clicked. This feature was added as part of a Wordpress theme, which can be seen at the bottom of the page in a grey box. Paying for a premium version of the theme would likely get rid of this box.

Some of the options on the navigation bar at the top of the screen have drop down menus. This is something that saves space and increases interactivity

within the website. Additionally, this allowed Beauchamp Child Centre to break down their services into age groups. This feature could be used within the RCFC website to easily direct users to the information that they need.

One aspect of this site that could be changed is the map and newsletters pages. Instead of having the newsletters and interactive map on the screen, Beauchamp Child Centre have included a download link. This may have been added because of limitations with the theme being used, or because they weren't aware that an interactive map and the newsletters could be added without the

assistance of the theme. Another characteristic that could be changed or varied through the website is the layout. This is a recurring problem with these sites that could be fixed by simply changing the position of the text or images on any of the pages that are similar. The spacing of the logo and text at the top of the screen could also be changed. There appears to be enough room to incorporate the logo and text and the same line, but the text is placed below instead.

The website shows the services that Beauchamp CC in a way that reflects well on the organisation, although small changes could make it better

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The Bath House

The Bath House is a charitable not-for-profit children's centre that offers a range of childcare services from the "under 2's" group to an after school club for older children.

Visually, their website is not very appealing. The washed out green background with various colours of text is poorly designed. A logo hasn't been included on the homepage, "About us", leading the user to the assumption that the organisation doesn't have a logo.

The same layout is used for every page on the website. The navigation bar is always situated at the side of the page with one column of text with an occasional

image. This is bad as it means the user has to look at the same thing on each page. Some variation could make it look as if more effort has been put into the creation of the site, and make it easier for the user to understand the information on the page.

Each page is overloaded with text. This results in a poor layout which reduces the likelihood of the user reading all of the text on the screen. To combat this, The Bath House could split the text up into different pages or categories on the page with multiple columns to create variation. Adding more images to the pages could also create a more appealing layout. The "Nursery Welcome

Information" page contains a well produced video. On the first visit to the site it can be hard to find this video as the page that it is on is at the bottom of the navigation bar. This type of media would be better suited for the homepage, rather than having it's own dedicated page where it may not be found.

Although the website isn't visually engaging, it does allow the user to get any information that they need regarding a servicesww that The Bath House offers, albeit in an unattractive fashion. With a reduced amount of text, a new layout, and some new visuals, this website would be more effective for The Bath House.

Early Years Foundation Stage
The Early Years Foundation Stage is the government framework and standards that informs all early years childcare. At the Bath House we work within the Early Years framework and guidelines to ensure the best possible outcomes for your child's welfare, learning and development. To get a good idea of the childcare your child will receive at the Bath House please have a look at the Parent Guide to the Early Years Foundation Stage.
<http://www.foundationyears.org.uk/early-years-foundation-stage-2012/>

The Rainbow group has 16 children. Staff child ratio is 1 to 4 and all our staff are qualified in childcare. Our nursery is open 42 weeks per year and we close for 2 weeks at Christmas, the last 2 weeks of the school summer holidays, and 5 other days (bank holidays and inset day). Children attend for 42 weeks in the year and are charged for 42 weeks.


We also offer a term-time option to the Rainbow group, which follows Hackney schools terms, and fees are charged for 38 weeks in the year: if you require extra days during the holidays these can be booked providing there is space.

There are two session options, which can be combined together:
Short Day is 9-15 to 3-00
Long Day is 9-15 to 6-00
Also **Breakfast Club** is from 8-30 to 9-15 if an earlier start is needed. Cost is £3.50 per day extra.
Minimum attendance is 2 days per week including a Monday or Friday. Lunch is included in the prices below, and snacks are provided morning and afternoon.


Nursery grant
Children receive the Nursery Education Grant in the school term after turning 3 years. This grant provides 15 hours nursery education and additional hours are paid by parents.
See the 3 Years + fees page if your child will receive Nursery Education Grant.

Fees for Rainbow Group (without nursery grant) from September 2016

[parent_pack_information_sept_2016.doc](#)
[Download File](#)



Our new pre-school room has won a RIBA London 2016 award !!



About Us

Contact

Under 2's Nursery

2 - 3 years Nursery

3 years+ Nursery

After School Club

Holiday Playscheme

Term Dates

Registration Form

Bath House Ethos

Terms and Conditions

Nursery Welcome Information

Welcome to the Bath House Children's Community Centre

The Holiday Club is now fully booked for Feb half term.

Ofsted rated our services to be Outstanding yet again!
Our new pre-school room has won a RIBA London 2016 award !!
See a video about it on Nursery Welcome Information page

What Ofsted said about us

"Children make very good progress in all areas of learning and development because staff are caring and have a good knowledge of the Early Years Foundation Stage. Staff know the children and their families well, they recognise and treat children as individuals..."
Please have a look at the full report
www.ofsted.gov.uk/inspection-reports

What parents said about us

"you have created such a wonderfully loving and caring place..."

"...we have been very happy indeed with the education, creativity, warmth and happiness that your fabulous team have given."

The Bath House is a charitable not-for-profit, voluntary sector children's centre that offers a range of childcare services on our premises in Hackney. The Bath House was set up in December 2000 by a group of parents and childcare workers to provide high quality childcare and activities for children. It is a non-profit making organisation run by a management committee and a company limited by

Marazion CC

Marazion Childcare Centre offers high quality care and learning opportunities for children aged between 0 and 4 years of age.

The layout and information is very basic with no images of the site or facilities. The layout on each page is the same, with the only thing that changes being the text. This creates a very unprofessional and outdated look to the website, giving a bad impression of the organisation.

When clicking on the “Our Team” page the user would expect to find images of the staff with information about each person as this is the standard that other childcare services live up to. Instead the user is greeted

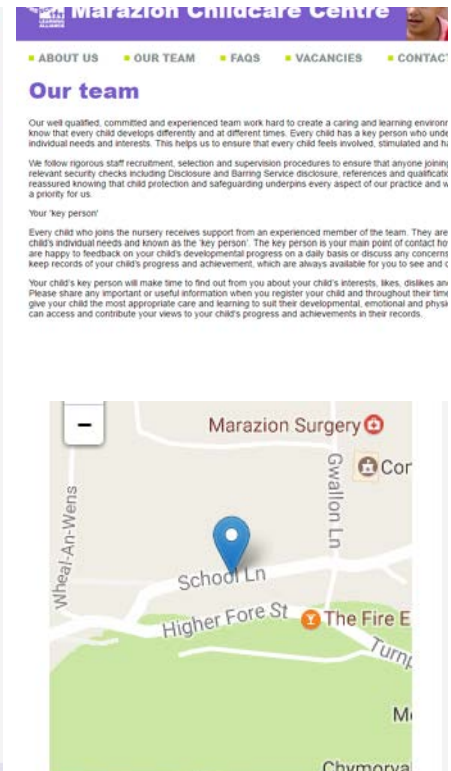
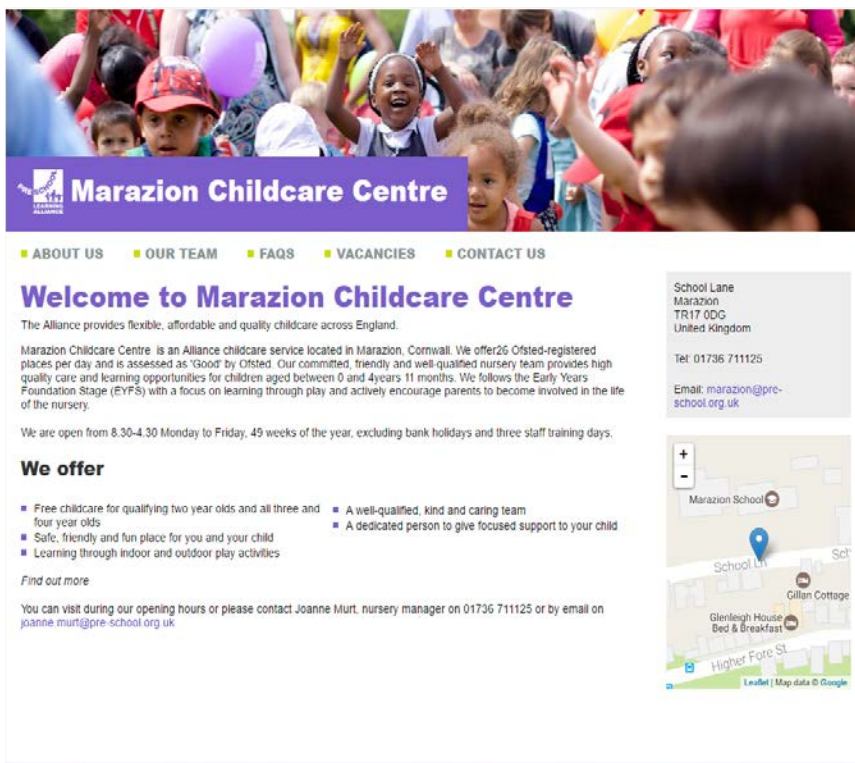
by blocks of text. Not enough information is given, and too much text is used.

One of the few positive elements of this website is the map at the right of the page. While this addition improves the site, it doesn't need to be added to every page. Including it on the “contact us” page would be sufficient in giving directions to the site.

Although this website does give users an insight into the services that Marazion Child Care provides, it could do it more efficiently and improve the image of the organisation by putting resources into creating a better website.

A problem that a majority of these websites have is that they don't seem to be aware of how useful a website can be in advertising their service. When someone needs a childcare service they are likely to use Google to try and find a local centre. If a childcare centre has a website like this, the user is unlikely to use their service, especially when compared to centre that has a well designed website.

It's important to evaluate your own website in comparison to other website within the same field to ensure that you are heading in the right direction, and to make sure that you are on the same level as them.



Oasis CC

Oasis Childcare Centre is based in Penzance, Wales and offers a childcare facility that cater to the needs of children, parents and families.

Their current website is extremely outdated. The homepage incorporates flashing yellow and red text, comic sans font, and 21 navigational buttons at the side of the page. The spacing within the text changes at certain points on some of the pages which creates an unorganised layout.

Despite the website having an outdated layout, it has been kept up-to-date with a scrolling video gallery and downloadable newsletter from January 2017.

This means that Oasis Childcare Centre are aware of the current state of the website and have chosen not to update the overall layout.

The logo at the top left of the screen is pixelated and poorly produced. This gives users a meager outlook of the Childcare Centre as it looks as though a small amount of effort has been put into making their brand look favourable.

The fonts used within the website are overused and outdated. They also use green, black, blue, and red in the title of the homepage, making it look as though it has been designed by one of the children at the centre.

The excessive amount of navigational buttons makes the sidebar look cluttered. Also the text on one of these buttons is too long, going past the coloured portion of the pencil to create an unpleasant aesthetic. This could be improved by taking more time to design the buttons and the addition of drop down boxes which can take advantage if the space.

It looks a though this website would have taken a considerable amount of time to create when it was first published as it has a lot of features and information within it. Despite this, it is currently outdated and in need a visual update. The information is up-to-date, but the visuals are not.



- *Physical Development
- *Communication and Language
- *Literacy
- *Mathematics
- *Understanding the World
- *Expressive Arts and Design



Oasis Childcare Centre

Ludgvan (Oasis) Community Childcare Centre, Lower-Quarter Ludgvan, Penzance, Cornwall. TR20 8EX, Tel 01736 741528

- HOME
- TEACHING & LEARNING
- DAY CARE
- BABY ROOM
- TODDLER SESSIONS
- PRE-SCHOOL SESSIONS
- KID'S CLUB
- NEWSLETTERS
- WHAT WE DO
- LEARNING JOURNEY
- ADDITIONAL NEEDS
- PARENTAL INVOLVEMENT
- GENERAL INFORMATION
- STAFF PROFILES
- COMMITTEE PROFILES
- FEES & FUNDING
- POLICIES

Oasis currently has 2, 3 and 4 year old spaces from September 2016

WELCOME TO OASIS CHILDCARE CENTRE, LUDGVAN!

Oasis Childcare Centre opened in 1996 and is situated in the grounds of Ludgvan CP Primary School in a rural village close to Penzance. We have very close links with Ludgvan School and the local community.

We are open all year round, closing for the Christmas period, annual summer closure (usually the last 2 weeks of August) and bank holidays. For alternative childcare please visit Cornwall FIS Directory. We operating Mondays to Fridays, 8.00am to 6.00pm and cater for children from 3 months to 14 years of age. This enables us to provide full 'wrap-around' care. All sessions offered are open to any child regardless of the school they attend or plan to attend. We are an equal opportunities nursery and additional needs are fully catered for.

We aim to provide a safe, stimulating home from home that caters for the individual needs of children, parents and families. The majority of The Oasis Childcare Centre staff have been employed for many years providing consistency, stability and reliability.

The Oasis Childcare Centre is Committee run and is an



