

MED526 Interactive Group Project - Jordan Canning

Production Log

Introduction

Rainbow Child and Family Centre

For this MED526 module I will be working collaboratively with both Joel White and Graham Keys to plan, design and produce a new brand for the Derry based Rainbow Child and Family Centre situated in the Galliagh area of the city. Over the coming months we plan to revitalise the image of the centre and document both our team work and individual participation in the project within our own respective work logs. Each member of our team will be assigned critical roles in the development of a new brand for the centre and with weekly scheduled meetings our team will work efficiently to meet the needs of our client and boost the commercial appeal of the establishment. This book will act as an inventory for both reflective journaling on the planning and design process as well as including my own designs and developments throughout the duration of the project. Time-sheets as well as a production schedule and gant chart delegating individual tasks will also be included within this book to indicate both the hours spent on the work and our managerial approach leading up to the final outcome/realisation.



Initial Meeting with the Client: Rainbow Child and Family Centre

Our first meeting with the manager of the Rainbow Child & Family centre took place on the 31st of January at the centre in Londonderry. We initialised the meeting by learning about the history of the centre and its opening over thirty years ago. We were accompanied by community relations manager Claire Mulrone who helped direct the meeting between ourselves and the client and asked vital questions in regards to the current interactive media presence of the establishment. Joel, Graham and I were presented with the current promotional literature being circulated by the centre including a colourful yet cluttered pamphlet as well as reviewing the centres rather mundane website www.rainbowfamilycentre.btck.co.uk. Together we discussed the current issues surrounding the centres previous promotional attempts including the rather dated and juvenile design of the pamphlets, newsletters and external sign postage as well as issues with accurately promoting the centre as not only a community playgroup/crèche but also a venue for youth club evenings, elderly people, community hub activities and birthday parties.

Collectively we spent around one hour surveying the issues and concerns presented by the manager coming to a consensus that moving forward an entirely new website, logo and branding would be required to help refresh and revi

talise the look and appeal of the centre. When considering the branding all three of our team members agreed that the promotional literature appeared too clustered and would require a colour rethink in order to better represent the vicinity as a hub for not only infants and young children but also for adolescents and the elderly. One of the aims we established was to create a new brand which appears and feels inclusive to all ages, better reflecting the zeitgeist of the centre. We also reviewed the sign postage on the building's exterior and across the centres people carrier bus with the manager purporting issues with the visibility of the contact number presented across the vehicle suggesting a larger print would be required to attract clientele. We each agreed that importance of designing clear and appropriately sized content for the centre including the possibility of a promotional banner to be displayed to the side of the lot where cars pass by.

Before we concluded the initial meeting we were given a tour of the building including the newly developed community hub centre to the rear. We discussed the previously held events including a winter wonderland Christmas night and a dance for elderly people which have both help shift the image of the centre to one which has something to offer all ages. We agreed that the new website would be reflective of this and would include separate sections for the various age demographics whilst maintaining the warmth and candour of the highly regarded community centre. This was a successful meeting with our client who was very open to our ideas and suggestions and likeminded in her desire to revamp the image of the centre.



After reviewing our initial meeting with our client and the designated tasks in which we had been allocated as a unit we called a meeting to begin writing up the creative brief which would be sent to the manager herself. The brief indicates our fourteen week plan to complete the project, the required deliverables and the features of the new website. Once we had completed and refined the brief we sent it to the client for approval and any further alterations which the manager would like to include. However the client was content with the brief we had communicated.

Project Title: Rainbow Child and Family Centre Creative Brief

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 notifies users of the centres diverse range of services including a day-care programme and a flourishing 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 and provide parents with a reliable day-care facility. 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 respite for the local 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 minding options for children and teenagers alike.

2. Deliverables Required

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

3. Audience

Target market

- Families/parents
- School children
- Young teenagers
- Senior

- 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
- Portfolio of photographs to promote the organisation.
- Interactive site map containing child friendly navigation and information.
- Contact section
- Testimonials from a range of service users

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 refresh and update the current visual identity of the centre including a visual identity that will improve the visibility and appeal of the establishment and attract to multiple age groups whilst remaining professional and welcoming.

Competitor Research: Content Analysis

Initiating the design and production phase of this project cannot come before first researching and exploring the current market and competitors; this is why i have looked closely at the websites of a number of community/family centres situated across the U.K. Conducting a content analysis on a selection of centre websites has allowed me to gather both inspiration and an effective sense of both the do' s and don' ts when designing a website for a community /family centre. I have taken note of website layout, colour scheme, navigation and both photographic and textual content in particular as i feel these are the immediate fundamentals of a website today.

In each case I have researched their website and branding to find out what content and design work elements operate effectively in presenting the centre positively and conversely what potential pitfalls each competing centre's website and branding strategy presents. The RCFC offers numerous facilities including a nursery, after-school club, silver surfers society and a youth club; therefore I have examined a variety of community centres, nursery schools, women's centres and other relevant organisations which pertain to a collection of various age groups. It is our teams aim to help rebrand the RCFC as a centre which provides activities for all ages.

Hillsborough Village Centre

This Hillsborough Village Centre is a community centre which opened in 2005 described as a 'hub of activity and a community focal point which facilitates people of all ages, abilities and backgrounds'. With around 6,000 users each month the Hillsborough Village Centre facilities a variety of community based activities such as yoga and spin classes, art classes, child-minding services and martial art lessons. I have garnered this information from their recently developed website which is both information rich yet accessible and clear to visitors. After reviewing their website I was able to garner a substantial amount of information about the centre and was greatly impressed with the navigation design which includes a navigation bar at the top of each page giving the options of the following:

- Welcome
- About Us
- Latest News
- What's On Leaflet
- Facility Pics
- How to Book
- Opening Hours

Along with these clear and accessible hyperlinks is an accompanying sidebar menu on the left hand side of each page with pages detailing the centre's rota of events of each day of the week as well as links to their terms and conditions and special events.

The overall visual appearance of the website is very positive, blunt and spacious with the designers making use of large sans-serif typography and a field-green, black and white colour scheme to create an open and breezy aesthetic. This along with the background image of fields and a blue sky creates an inviting and organic feel to the website; drawing web users in effortlessly. Contact information including social media links are clearly displayed although a potential improvement could be if the social media icons had been used instead of the web address; this would have looked more professional and saved the user reading time.

Another impressive feature of this website is the inclusion of a 'What's On' PDF leaflet which opens as a result of clicking on the What's On tab on the main menu. The PDF can be downloaded and printed easily allowing for potential customers to find a community activity they may be interested in participating in and help to spread word about the centre with the physical leaflet now in manifestation.

One pitfall of this website is the miniscule and concurrently basic photo gallery which contains ample photographs but fails to lay them out in an engaging and practical manner. When the user clicks on the tab titled 'Facility Pics' they are met with a rather small photo viewing window and a limited portfolio of images to view. Whilst not totally ineffective (as the image quality is overall respectable) I would hope to include a greater selection of photographic content on the website for the Rainbow Child and Family Centre than what has been presented here. I would also increase the size of the photographs and consider adding a horizontal scrolling slider for the Rainbow Child and Family Centre website. One drawback of this website is the absence of a logo; this may have added to the centre's emblematic appeal as currently there is little recognizable branding beside the centre name.

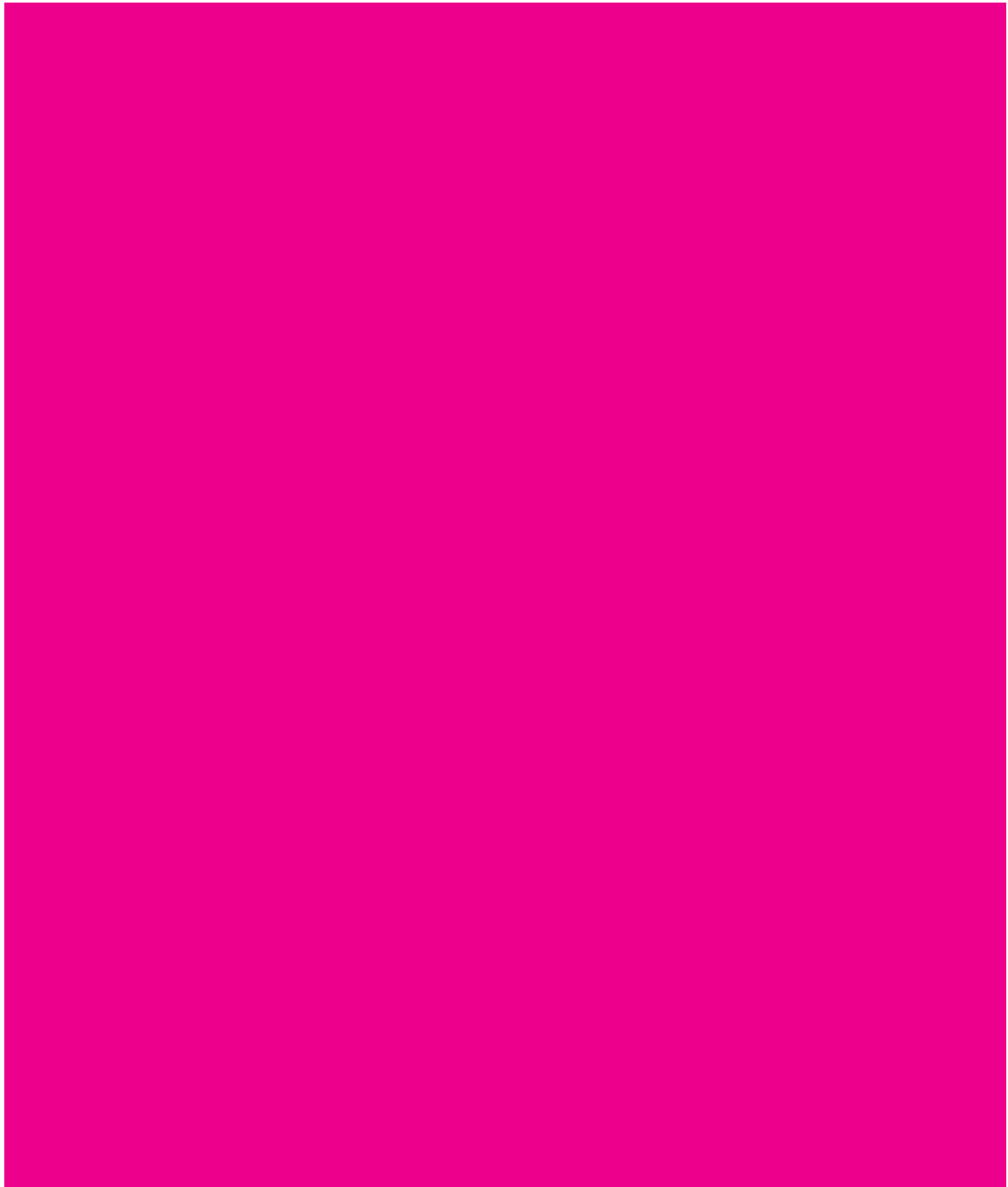
My favourite aspect of this website in terms of effective and responsive web design is the large header/banner which includes clear photographs of content individuals enjoying the centre's facilities. The inclusion of a left and right arrow tool allows users to click through the featured photographs and gain a positive initial sense of the website and thus the community centre itself. After reviewing this website I am very inspired by the designer's effective use of a click-through banner/header

feature, the fresh and open mood created by the colour scheme and the 'What's On' downloadable PDF leaflet. I aim to include a similar banner/header on the Rainbow Child and Family Centre site as well as downloadable and printable promotional content.



Screenshots





Wee Care

- Colourful and bright, child-friendly, infantile style
- Aimed at parents and guardians who want nursery services
- Based in both Belfast and Dublin Wee Care is a collective of several nursery schools in both Northern Ireland and R.O.I.
- Colourful and modern logo design featuring numerous children, silhouetted in bright colours.
- Use of yellow banner, stars and a 30th Anniversary logo above the title.
- Age groups outlined, Wee Care accommodates ages 0-11 and categorises them as follows with links to information regarding each age group displayed on separate pages.
 - 0-1 years
 - 1-2 years
 - 2-3 years
 - 2-5 years
 - 5-11 years
- This is effective and allows parents to quickly select the age group which is appropriate to their offspring.
- Great section for parents including information on the company's ethos, curriculum, FAQ's, registration forms

and testimonials. This is a vitally important element of this website as its target audience is primary parents.

- Red coloured navigation bar is eye-catching, uses white font so it stands out.
- Our Team page provides information about the staff at each of the centres including photographs; this creates an inviting and friendly atmosphere to the website.
- Links to a Sitemap and a contact information page (providing a fill-out contact form) are provided in the websites footer, also red to match the navigation bar.
- Good use of photography and videography with vibrant photographs of the children displayed throughout each page of the website and an embedded YouTube video showing the children playing on site.
- Testimonials from both the children and parents of Wee Care help to boost the appeal of the centre and promote their brand as one which is family-orientated, warm and appealing.
- The websites perfectly balances both the infantile with the adult; with a juvenile colour scheme softening the more important legislative information provided on this extensive website.

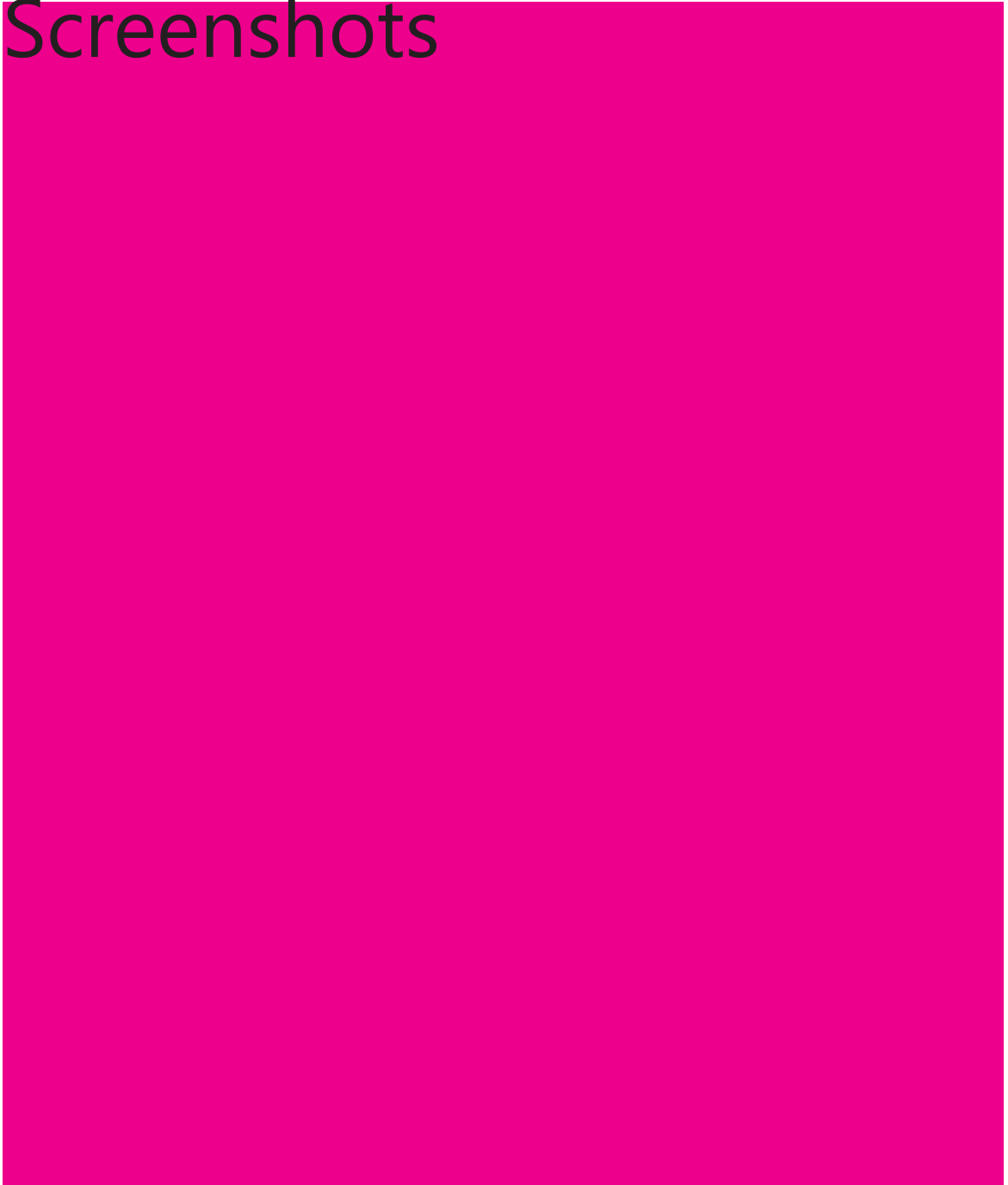
I particularly like the manner in which the age-groups have been separated on this website indicating information clearly and concisely to parents. One issue with the Rainbow Child and Family Centre is the fact that it facilitates all ages in some shape or form. Analysing the Wee Care website has given me insight into how to effectively split and separate age group categories in order to provide clarity to web users. The use of submenus is vitally important in this respect and has inspired me to include these on the new Rainbow Child and Family Centre website.

One possible drawback of this website is lack of a photo gallery showing a collection of photographs from each centre. However this website is a very positive example and inspiration for our own website and provides great insight into how I can approach designing the interface and child-focused section of the Rainbow Child and Family Centre's new website.

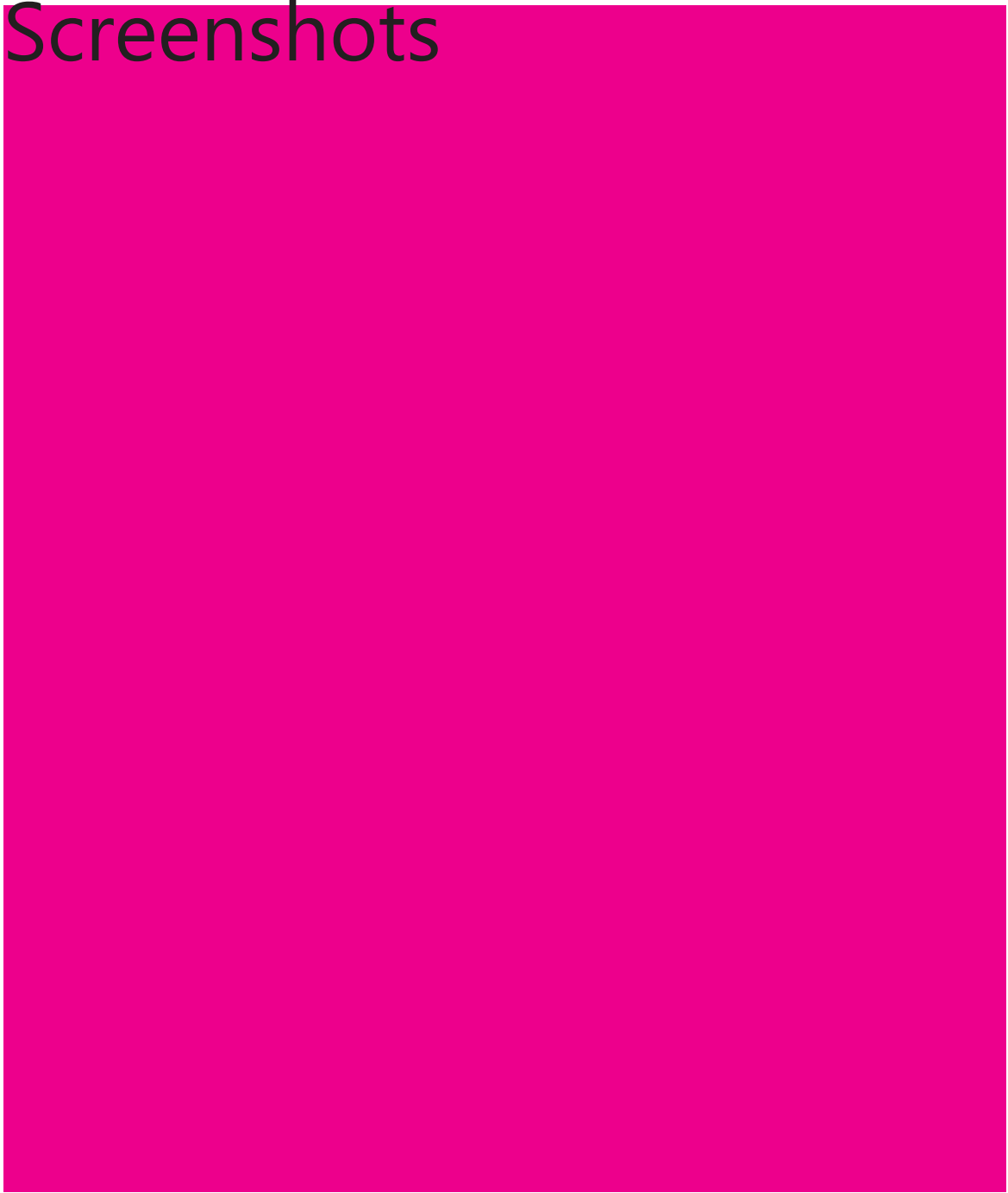
Screenshots



Screenshots



Screenshots



Surestart Shantallow

The Surestart Shantallow centre website states, 'Sure Start is a government initiative which aims to support parents to give children the best possible start in life. Through the provision of childcare, early education, health and family support for pre-school children and their families SureStart strives to address outcomes experienced by children living in socio-economically disadvantaged areas.'

There are multiple positive elements to the Shantallow centre website including the vibrant and eye catching colour scheme with the use of blue and orange, the logo of an animated child enjoying a swing and clear and concise navigation bar menu. All of these features included on the homepage create a positive first impression for the viewer and the animated character immediately establishes a child-friendly theme. The sub link 'Services for Children' and 'Services for Parents' effectively present the centre's recreational and childminding programmes to users and a contact page has also been included to coax users to take the next step and get in touch with the centre.

However this website has several flaws including very little information on staff, a lack of testimonials and lack of a photo gallery. In comparison to the predecessor websites I have researched Shantallow falls short of the expectations I had built from the competitor websites. Another issues with this site is the unapologetic inclusion of broken video links;

this tarnishes the websites otherwise reasonable professional feel and has shown me the importance of checking for broken links and operations when designing the Rainbow Child and Family Centre website.

Screenshots



Screenshots



Screenshots



Screenshots



Audience Research – Logo & Branding Design & Development

When beginning to consider the logo and branding design for the Rainbow Child and Family Centre I set out to research the current market including the current design trends circulating the world of child and family focused branding. Whilst our interactive group project is focusing on rebranding a community centre I examined the designs and branding of both existing community centres and also information on effective child and family orientated branding found on merchandise. In a recent survey conducted by www.DesignContest.com mothers from across the globe were asked to give their opinions on child friendly logo designs in order to find out what a good child logo should contain. I found the responses to this survey very beneficial in gaining insight into what mothers (a huge target market for the RCFC) thought about child-orientated branding and I intend to take this into account during the design phase. The main results were as follows.

- Logo designs which included animals turned out to be preferable among mothers with 59% voting for them.
- Images with children included were preferred.
- Logos with both text and imagery were seen as more efficient.
- 95% of Mums in Europe preferred multi-coloured logos.
- Over 60% of mothers thought child orientated logos should include cartoon designs.

Simple geometric shapes such as triangles and hearts were preferred over abstract shapes with mothers citing children having trouble recognizing more difficult shapes.

Whilst the RCFC provides services for all age groups the day-care and childminding facilities attract a large percentage of its clientele, thus the new logo must take young children and their parents into great consideration. This is also why my research into child and parent orientated logo and branding is crucial. The RCFC's current logo incorporates a multi-coloured rainbow and text which has been used widely across their website and promotional literature such as this leaflet (pictured).

The current logo is by no means poorly designed however is in need of an update in alignment with the client's needs. Collectively our team has agreed to modernize the RCFC's current branding and create a logo which reflects not only the youth orientated element of the centre but also the older demographics which make use of the facility. Taking this desire into account I have researched and included a number of inspiring and well executed logo designs from other family/community centres across the U.K and Ireland. These examples along with my content analysis have helped me to articulate new and innovative ways in which a child and family centre logo can be designed.

Screenshots



