

MED526 Interactive Group Project - Graham Keys

Production Log

Content

Introduction

For our Interactive Media Arts group project we were given the opportunity to work along side the science shop in rebranding all aspects of a business including their logo, website, merchandise, promotional photography and videography.

Our group Joel, Jordan and I decided to focus our skills on the Rainbow Child & Family Centre (RCFC), a centre located in Galliagh, just outside Londonderry that brings people of all ages together within the surrounding area using a large variety of activities and events. We were placed in contact with Jacki Connolly whose role within the centre is to manage all aspects and events while still being in close contact with the children on a daily basis.

Shortly after choosing to work with The Rainbow Child & Family Centre, Claire Mulrone (who runs the science shop) organized a meeting with Jacki where our focus as a group was to gather information about the centre in terms of the services they offer, recent developments within the centre, current sponsors they work with etc. Jacki was very helpful during this process as not only did she expand upon every question that was asked widening our overall understanding of the importance of this centre but also offering as much assistance as possible through sharing their leaflets and newsletters with us.

It was clear to see after meeting with Jacki and

learning first hand how passionate she is about the centre that a complete rebrand/makeover would benefit this centre greatly. Jacki has unfortunately had students in the past who have just like us promised that they would expand upon the current branding and online presence of the community centre, but unfortunately they did not follow up on the project leaving Jacki in the dark. This is one of the reasons why we feel this project needs to be finished to the best of our ability so that Jacki can continue supporting the community while promoting a professional brand she can be proud of.

Creative Brief

Project Title: Rainbow Child and Family Centre

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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. Accompanying the website we will produce the 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

Creative Brief

Creative Brief

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.

Content analysis

Before we began the creative process of developing the Rainbow Child & Family Centre website, we first had to analyse existing websites within the same category to fully understand which features were essential to create a practical community website.

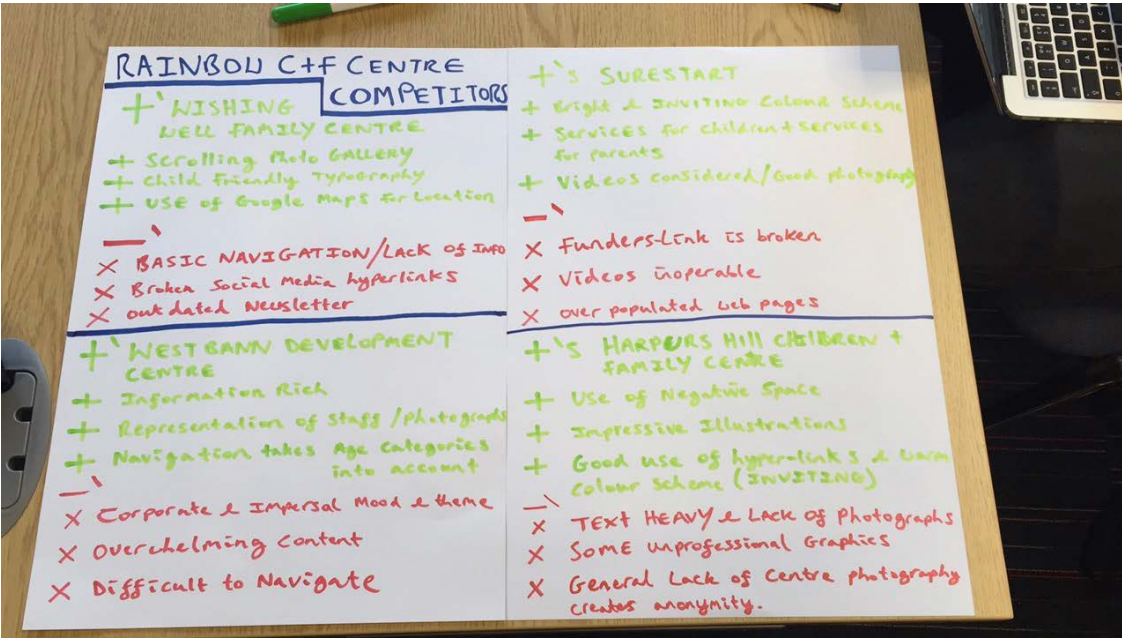
We began by searching for local community centre websites that would offer similar if not the same services as RCFC and note all the positive and negative features before creating a competitor comparison sheet that you can see below.

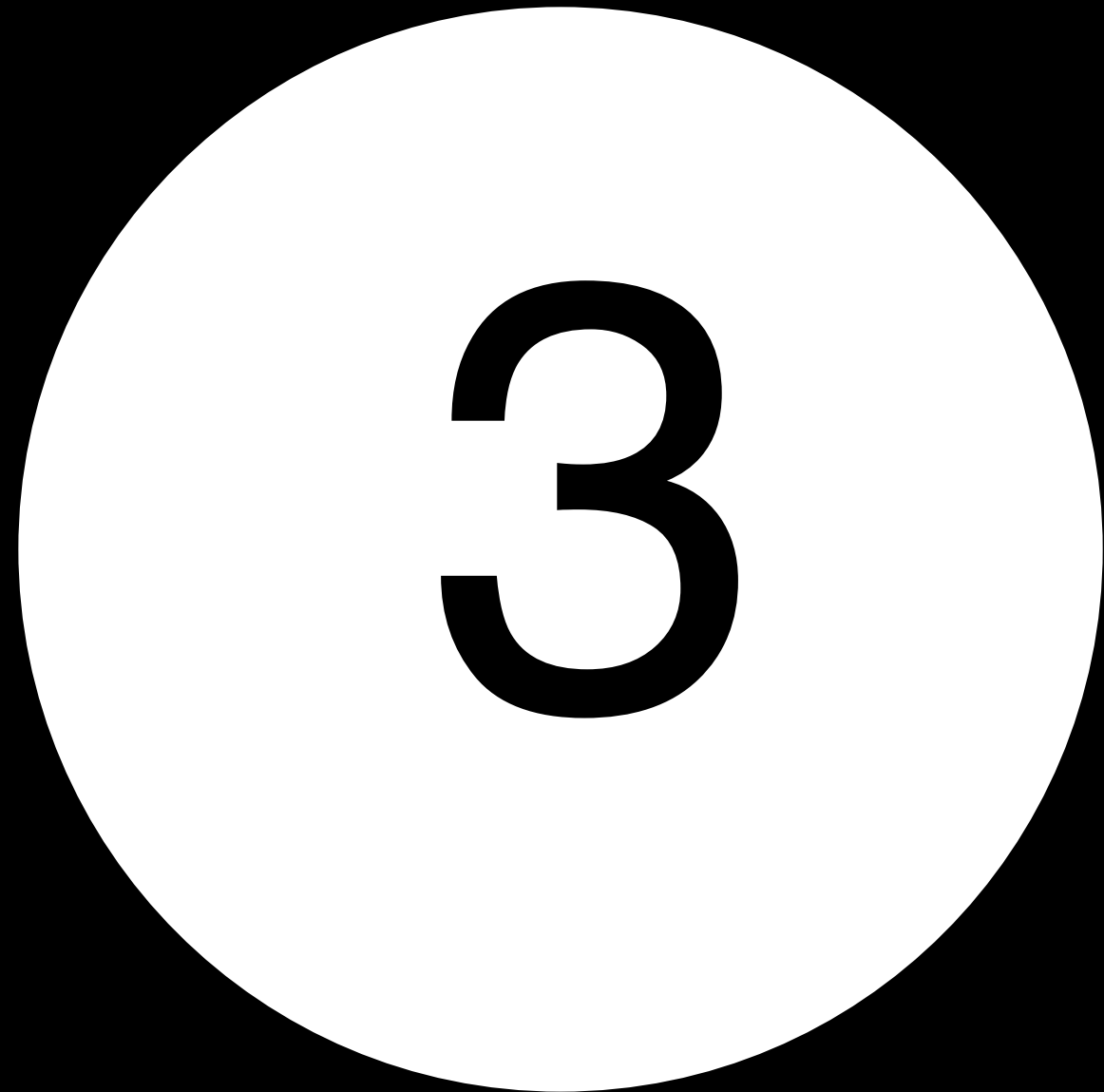
The main aspect of a functional website is navigation and to create an ease of access to each corner of the website, to do this we need to break the site down into separate age groups to make it easier for the viewer to access the information they find relevant.

The aesthetics of the website are very important as it will need to be child friendly but also have a professional feel. People of all ages groups will access this website so we want to create a website that is not too corporate but does appeal to our target audience. We will make use of

both bright colours and playful typography but it will be done in such a way that effectively fits in with our theme.

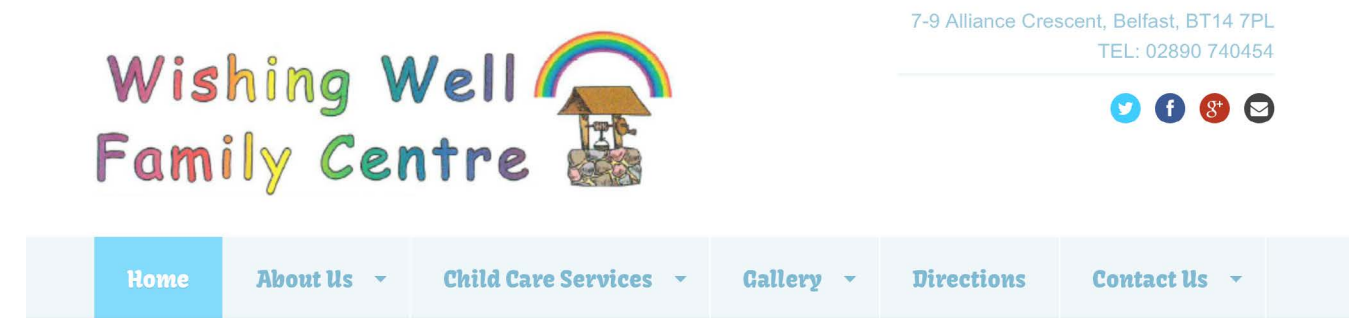
We want this website to be easily updated with new events and information once our creating process is finished, as this is a problem we have encountered with other community centre website. The RCFC website will be developed in such a way that allows employees of the centre to easily update the website whenever new event or features are arranged.





Website Analysis

Wishing Well Family Centre



Child Care North Belfast

Wishing Well Family Centre is a community learning organization currently based in the North of Belfast. They offer support to families and children through social learning, education, economic and environmental needs that affect children of all ages.

Although their website is based around informing the viewer of the services and programmes the centre offers, this website has done it in a way that makes it look very text heavy, this may cause some viewers to abandon it in search of somewhere else. This is a problem we will have to overcome while making the website for the Rainbow Child and Family Centre as the centre offer if not more services ranging from different age groups.

The Wishing Well Family Centre has taken advantage of a scrollable gallery that shows off the images of around the centre and the employees in a simplistic manner. We feel this will be useful in our own development as we want to make the website look as eye catching as possible with the addition of images of the same fashion.

Social media is a very important aspect of a community centre website as it allows the viewer to interact with the centre on different social platforms. This website does have the images implemented, although the links are not in working order and instead send the viewer to unavailable tabs. This is something that it very important within the development of our website.

This website has taken advantage of Google Map implementation allowing users to access directions to the centre straight within the website. This could be useful within the development of the Rainbow Child And Family Centre as the location is not within the Londonderry city but rather on the outskirts.

There are multiple different aspects of this website that do not give off a sense of professionalism, the font for example is very playful in its design and may divert some viewers from navigating, The logo is very outdated in the sense of design and although the site has the implementation of a newsletter for the viewers to read it has not been updated in many months.

Website Analysis

The Dry Arch Children's Centre

The Dry Arch children's centres are places where children under the age of 5 years old and their families can receive services and information in regards to Professional discipline and educational help to create better lives for unfortunate children.

This website is very outdated in terms of navigation and design. The website shares the important information but it does not effectively make use of the development skills that are accessible within 2017.

The use of colour is very off-putting within this website and is something that needs to be done effectively to create a functional website. This will be something we will pay close attention to when creating the RCFC website as an effective colour scheme gives off a sense of professionalism while navigating.

The centre may have been going for the child friendly approach while creating this website, although the menu buttons seem to be oddly

placed with the photo and information covering it. It would have been a lot more effective if all the information was brought down with the navigation menu above.

While the menu buttons express that different pages can be accessed with informative information, most of these pages are either outdated, have a lack of important information, or bring the viewer to broken web pages. This website is not one we see ourselves using as inspiration while making RCFC.



Website Analysis

St. Columb's Park House



St Columb's Park House is a historic manor house that offers conference and meeting spaces along with accommodation for up to 50 people. After having a stroll around the park visitors can stop in for a coffee in the modern cafe before making their way over the Peace Bridge into the town centre.

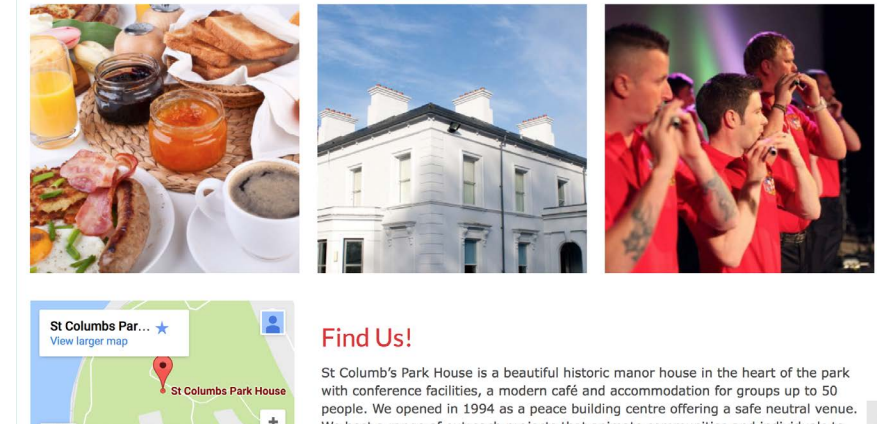
While there is only the need for basic information surrounding this centre the website does not do this very effectively. The website does make use of a scrollable gallery and google map implementation for directions to the house, but other than this it feels very simple and limited in terms of navigation and useful information.

If a website is created within Word press it is important for the creator to develop the website

in such a way that the viewer would not know the platform in which was used to create it. Within the RCFC website we aim to develop the word press site and use a theme in such a way that the viewers would not identify it as a simply template.

The social aspects within the website are not linked, so

once they are clicked they bring you to broken web pages. Other social platforms where information is updated more regularly is essential and is a feature we will take advantage of with RCFC not only for updating the visitors on information but also to help create a follower base in which in turn create more popularity.



3

Website Analysis St Lukes Community Centre



St Luke's Community Centre is a well known community centre that brings together people of all ages from all areas of London. Not only does the centre have areas for teenagers and adults to socialise but it also allows organizations to host events and services within the local community.

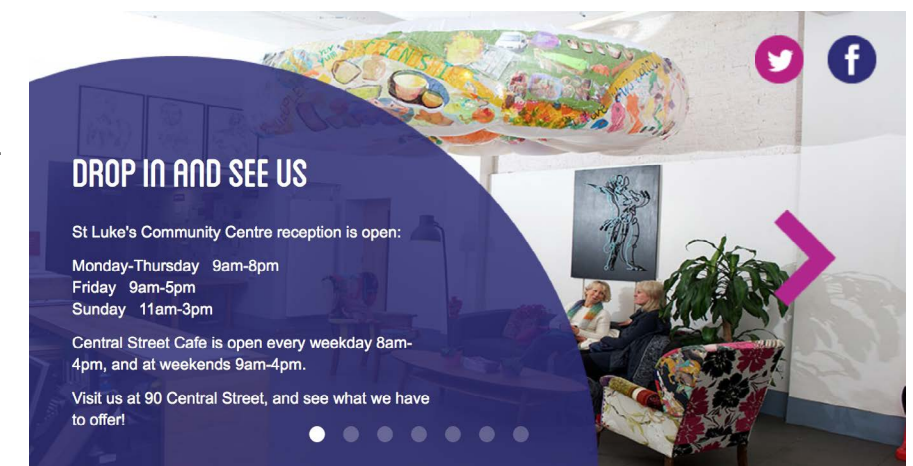
The home page of the website looks very professional with the addition of a scrollable gallery that highlights the important information in a minimal fashion. This is something we will address within the Rainbow Child and Family Centre website as we want to highlight

the important information and upcoming events while using a similar layout as used within the St Luke's Community Centre website. This website simplifies the abundance of information the website has to offer by taking advantage of an abstract grid, although the lack of a visible a navigation menu limits the viewers experience as it initially feels the website is made up of only one page.

Good navigation is important within the use of any website and will be a feature we aim to correctly address within the Rainbow Child and Family Centre website. This will be done by having a navigation menu that highlights the key pages at the top of every page.

Due to most of the information being on the main page the website feels as if it is limited to vertical scrolling; because of this limitation the site takes advantage of the footer where service information, social posts, newsletter subscription and Google map integration is available. We plan to integrate all these features within our website but through navigational buttons.

There is consistence with typography throughout this website giving to the professional feel, this along side the abstract layout creates a website that is easy to navigate while still sharing a lot of information.



Website Analysis

Mencap The voice of learning disability

Mencap support centre is a community hub where people who suffer from learning difficulties are valued equally as members of society while also to helping to improve their ways of life.

The Mencap website is very professional with the use of colour. A consistent theme of blues and pinks are used effectively throughout this website making it very engaging for the viewer. The information is placed within a grid pattern in a vertical fashion making the information easy to navigate through.

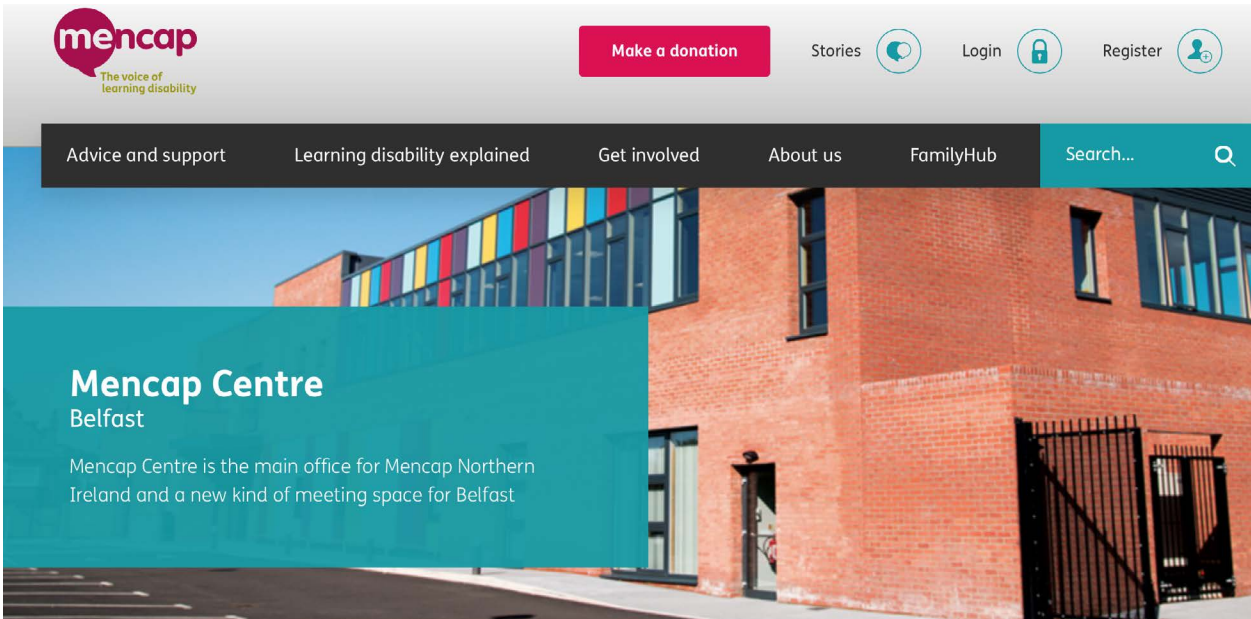
The interactive menu bar is used effectively allowing the viewer to navigate with ease to the most popular webpages. The addition of a search button increases the sites efficiency as the abundance of information the site has to offer can easily be accessed on the homepage. This is something we could take advantage of while developing the RCFC website.

The Mencap website gives you the ability to create an account within the site to keep track of the information that is posted. This is a feature we could take advantage of if the RCFC

website increases in popularity.

The implementation of imagery is important within a community website as it helps tell the stories of the individuals while keeping the viewer engaged, this is something the Mencap website has done effectively as it includes a photo of the members within every individual heading.

The footer is used effectively within this website as it not only expands upon their dedication but also includes, social links, phone number and even a sitemap to help with navigation.



Website Analysis

Corrymeela Community Centre

Corrymeela Community is a peace and reconciliation organisation on the north coast of Ireland. This community hub creates an environment where organization groups learn how to work well together by sharing stories and ideas, it also works alongside school groups, faith communities and political parties to help bring communities together.

This website takes advantage of highlighted information by categorizing the main topics in interactive square buttons. The main navigation menu is very small but is done effectively.

This website simplifies the abundance of information the website has to offer by taking

advantage of an abstract grid, although the lack of a visible a navigation menu limits the viewers experience as it initially feels the website is made up of only one page.

The Corrymeela Community centre website shows the information in a vertical fashion, due to this most of the relevant information including about the centre, programmes, newsletter subscription, social media links etc are all within the footer of the website.

Due to this community website having a lot of traffic from other community officials from the surrounding area it has to be updated quite regularly. The information and events on this

website are very up to date informing of all the upcoming events within the coming months.

Overall, this website is very engaging with the use of colorful photos and simple yet effective navigation.

