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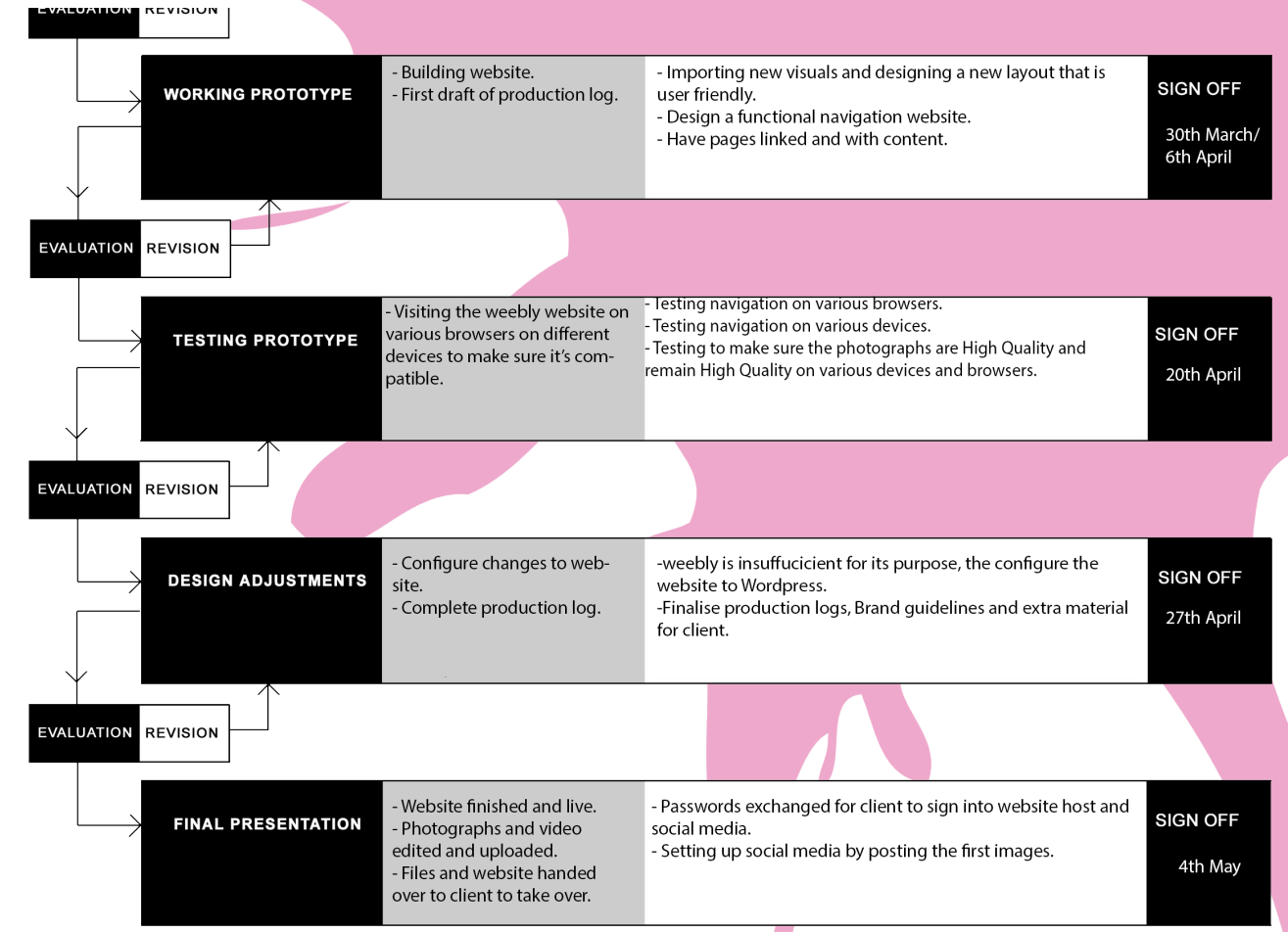
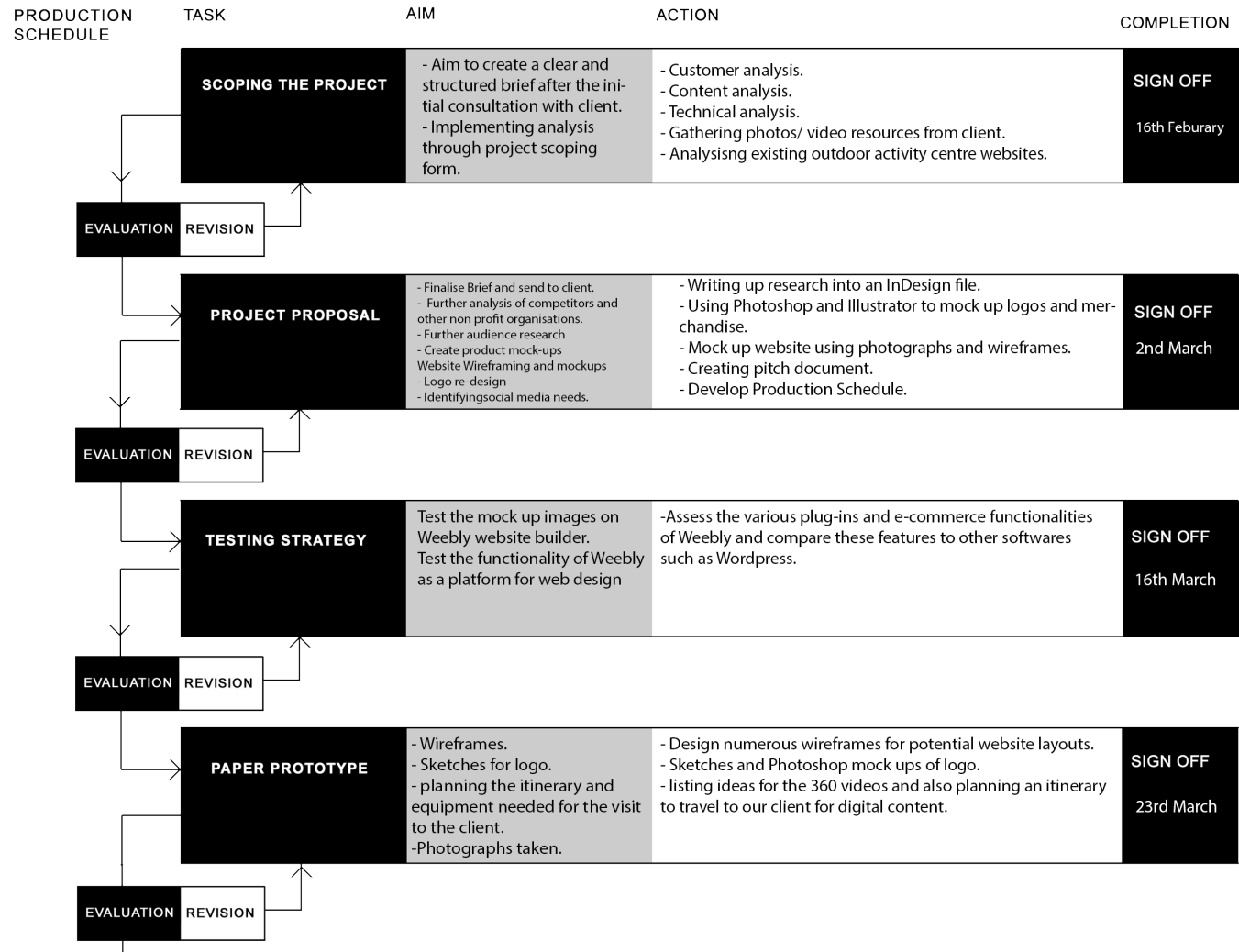
brief

Share Discovery Village set an objective to redesign their website. There are opportunities to update the current website both in regards of design and content. After meeting the client, it was clear that the Share Discovery Village were keen to engage in a redesign of their website. During the meeting we discussed new ideas and concepts that the Share Discovery Village could benefit from and also improve their current online provision. The client also identified the need to keep the ability to book activities and other events online through their website including payment. We also agreed that we would provide advice, ideas and new designs for a new visual identity linking to all online, print and social network activities.

In regards to redeveloping the websites design and content, we aim to contemporise the website by providing new content such as: 360° video, GoPro footage and new high quality photography of the landscapes and Share Discovery Village facilities, activities and equipment. It was agreed that a review of all text for print and online content will be undertaken by Share Discovery Village. The final production of all visual identity, photography, video and online materials will be accompanied by a brand guidelines document to ensure the client can maintain these after the project ends.

The Share Discovery Village have asked us to conduct specific research and analysis into best practice regarding multi-user social media environments. This will include research into what social media formats are the most effective and relative to the Share Discovery Villages audiences/clients. We will then utilise the agreed formats, visual identity, photography, video and all other assets to help the growth and promotion of the Share Discovery Village.

production schedule



TIMESHEET

University of Ulster

Name Group Member: Claudia Greene

Month/Year: January/ February/ March 2017

Project Title: Share Discovery Village

Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Monday	24/1/17	Meeting client and tour in Fermanagh.	11-2:30	Travel time – 5 hours		5.5
Tuesday						
Wednesday	1/2/17	Gathering personal notes from meeting for class next day.	1			1
Thursday	2/2/17	Organising a brief.	9-1			4
Friday	2/2/17					
						13.5 hours
Monday	6/2/17	Sketching ideas for logo.	1/2			1/2
Tuesday	7/2/17					
Wednesday	8/2/17	Finding appropriate theme for website.	1			1
Thursday	9/2/17	Finding fonts to use	9-1			4
Friday	10/2/17			Competitor analysis	1	1
						6.5 hours

At the beginning of the semester we were given a Word document to fill in. This would be our time sheet that we would need to fill in each week so at the end of the semester, we could look over and show our client exactly how many hours we put in over the weeks working on everything. It was refreshing to see this as the weeks gone by just seem to go into a blur and we don't actually appreciate how much time we put into it all. Admittedly, I did forget to fill it in as I became so distracted with making progress with the client work. Despite this, I believe it's been filled in to the best of my

ability and more importantly, it's been filled in honest and truthfully. A lot of the time, Ryan and I would work together, not necessarily on the same thing at the same time, but working together seemed to help us as we could share ideas or ask each other what we thought of each others work. On the following spreads, the time sheet has been included with the total hours.

Monday	13/2/17					
Tuesday	14/2/17					
Wednesday	15/2/17			Starting up production log	12-5	5
Thursday	16/2/17	Researching logos	9-1			4
Friday	17/2/17					
						9 hours
Monday	20/2/17					
Tuesday	21/2/17					
Wednesday	22/2/17					
Thursday	23/2/17	Researching other outdoor centres	9-1			4
Friday	24/2/17					
						4 hours
Monday	27/2/17					
Tuesday	28/2/17					
Wednesday	1/3/17					
Thursday	2/3/17	Researching web plans	9-1			4
Friday	3/3/17					
Monday	6/3/17					
Tuesday	7/3/17					
Wednesday	8/3/17	Changing pitch document	4-7 9pm-3am			9
Thursday	9/3/17	Finishing requirements for pitch	9-1			4
Friday	10/3/17					
						13 hours

Monday	13/3/17	Adding the finishing touches	3-5	Updating production log	5-7	4
Tuesday	14/3/17					
Wednesday	15/3/17	Preparing pitch and printing	4-6			2
Thursday	16/3/17	Pitching to Share	11-1.30	Travel time	8-11 1.30-5	9
Friday	17/3/17					
						15 hours
Monday	20/3/17					
Tuesday	21/3/17			Updating production logs and agreeing on a theme	12-4	4
Wednesday	22/3/17					
Thursday	23/3/17	Reviewing what had been discussed in pitch previous week	9-1			4
Friday	24/3/17					
						8 hours
Monday	27/3/17					
Tuesday	28/3/17			Updating production log	12-2 5-8	5
Wednesday	29/3/17					
Thursday	30/3/17	Designing mock-ups	9-1			4
Friday	31/3/17					
						9 hours
Monday	3/4/17					
Tuesday	4/4/17					
Wednesday	5/4/17			Updating production log	3-10	7

Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
Monday	10/4/17	Travelling to Share to take photos and videos	2-8	Travel time	8-11.30	9.5
Tuesday	11/4/17	Taking photos at Share	10-5	Travel time	5.30-11.30pm	11
Wednesday	12/4/17	Editing videos	11-9	Production Log	2-7	5
Thursday	13/4/17	Editing photos	12-5	Production Log	12-8	8
Friday	14/4/17	Editing videos	3-9			
			hours		22.5 hours	33.5 hours
Sunday	16/4/17			Production Log	2pm-2am	12
Monday	17/4/17			Production Log	12-3am	15
					27 hours	27 hours

Total Hours Design & Build

106.5

Total Meetings & Research

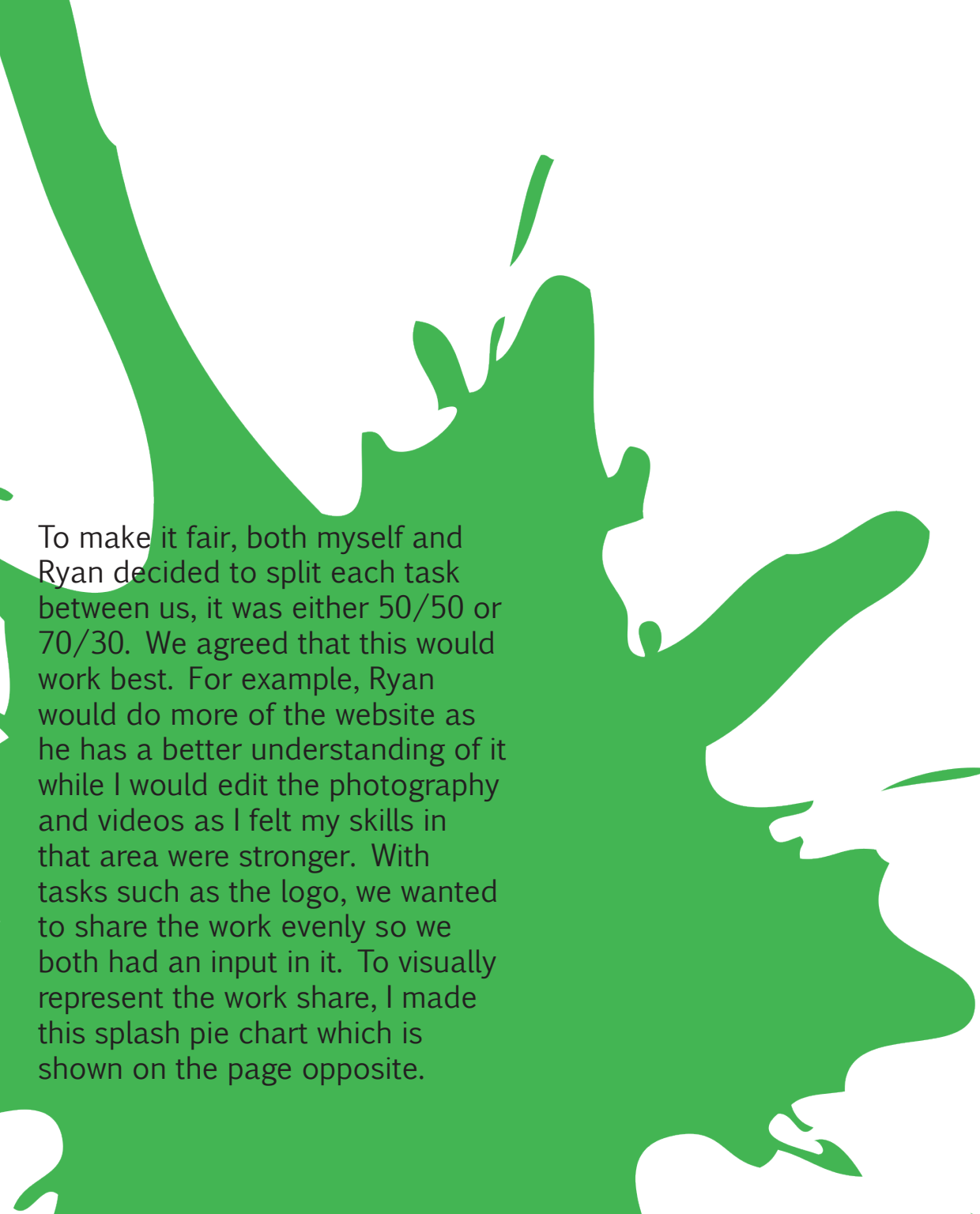
92

Signature Group Member:

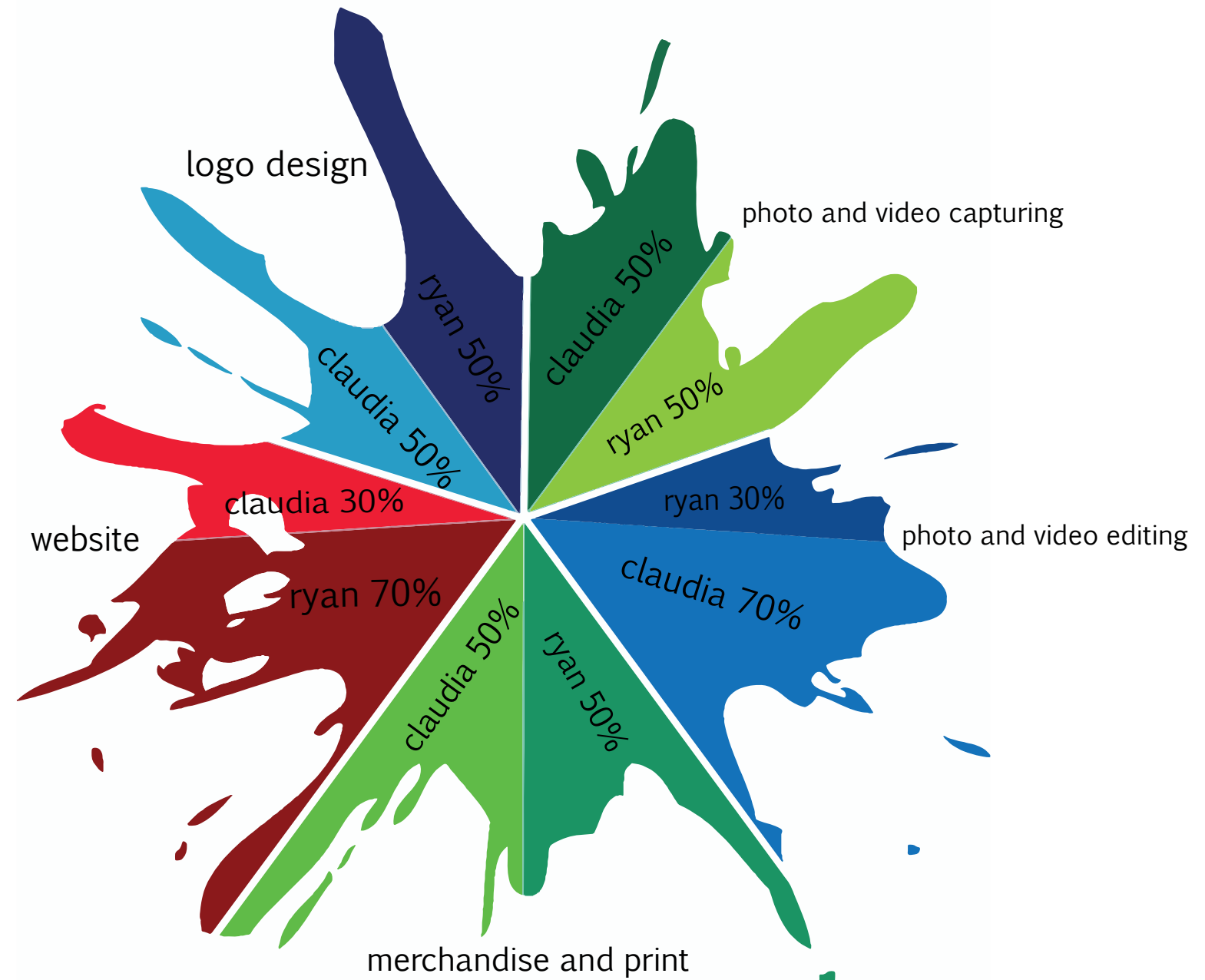





work flow
and project
management



To make it fair, both myself and Ryan decided to split each task between us, it was either 50/50 or 70/30. We agreed that this would work best. For example, Ryan would do more of the website as he has a better understanding of it while I would edit the photography and videos as I felt my skills in that area were stronger. With tasks such as the logo, we wanted to share the work evenly so we both had an input in it. To visually represent the work share, I made this splash pie chart which is shown on the page opposite.





For Ryan and I to share files, share ideas and discuss plans with Adrian and Claire, we used a platform called Basecamp. Using Basecamp made the work flow a lot faster and smoother. Basecamp has features such as campfire, which is effectively a group chat, docs and files, to-do lists, message board, and schedule. For Ryan and I, we mostly used campfire, docs & files and the schedule. Any queries about emails with clients we weren't sure about, we would discuss it with Adrian and Claire in the campfire. This was a lot more

beneficial than using emails as it was a lot easier to get a reply and it meant that they were all stored together rather than exchanging many emails which can get confusing. A lot of the files Ryan and I shared were quite large, so putting it on Basecamp meant that it didn't take up storage on our Dropbox or Google Drive accounts and it acted as a way of back-up as well.



Through the 12 weeks of the semester, both myself and Ryan kept in contact with our client, Catherine. Whether this be sharing ideas, sending over finished files ready to be printed or the client providing us with photos to use. Because Catherine and the team at Share Discovery Village are so far away from us, I personally relied heavily on emails for contact unlike other groups who were closer and could arrange to meet up with them. At times, the flow of emails did get a little confusing and frustrating. There were times when there had been messages that were misread and misunderstood which caused

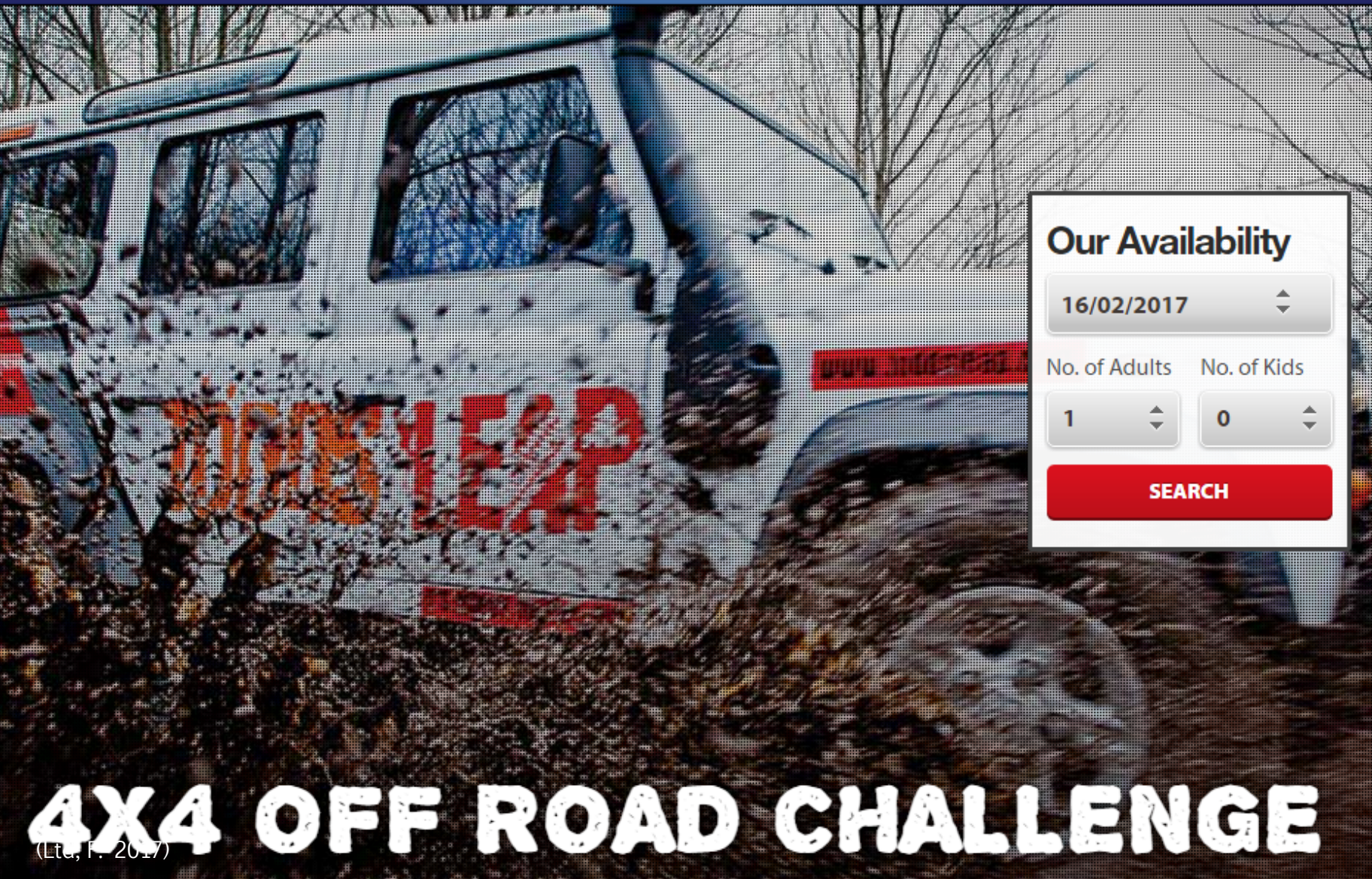
uncertainty. This was soon resolved the next time both Ryan and I met up with the client. We used shared Dropbox folders to exchange pictures and mock-up files that were too large to be sent via email. There was times I felt that it would've been beneficial for Catherine to be using Basecamp too simply for the fact that I found myself losing track of what had been said in emails because there were so many, but looking back it was probably best that the client was separate from Basecamp. Screen shots showing the masses of emails and an example of our use of Dropbox is shown on the page to the right.

The image shows a screenshot of an Outlook email interface. The top bar indicates 'Office 365' and 'Outlook'. The email is from Catherine Keaneey (catherine@sharevillage.org) and is titled 'Science Shop Interactive media pitch'. The email content includes a 'no worries :-)' message and 'Best Regards' from Catherine Keaneey, Marketing & Sales Officer at Share Discovery Village. Below the email, there is a screenshot of a Dropbox folder named 'Share Photos to look at'. The folder contains six images, all named 'Share Centre 140924 [number].jpg', with modification dates of 30/9/2014. The folder has 4 members. On the right side of the Dropbox interface, there are options to 'Share folder', 'Upload files', 'New folder', and 'Show deleted files'.



local
competition

OPEN PARK DAYS NOW AVAILABLE FOR BOOKINGS! [BOOK NOW](#)



Our Availability

16/02/2017

No. of Adults No. of Kids

1 0

SEARCH

todds leap
www.toddsleap.com

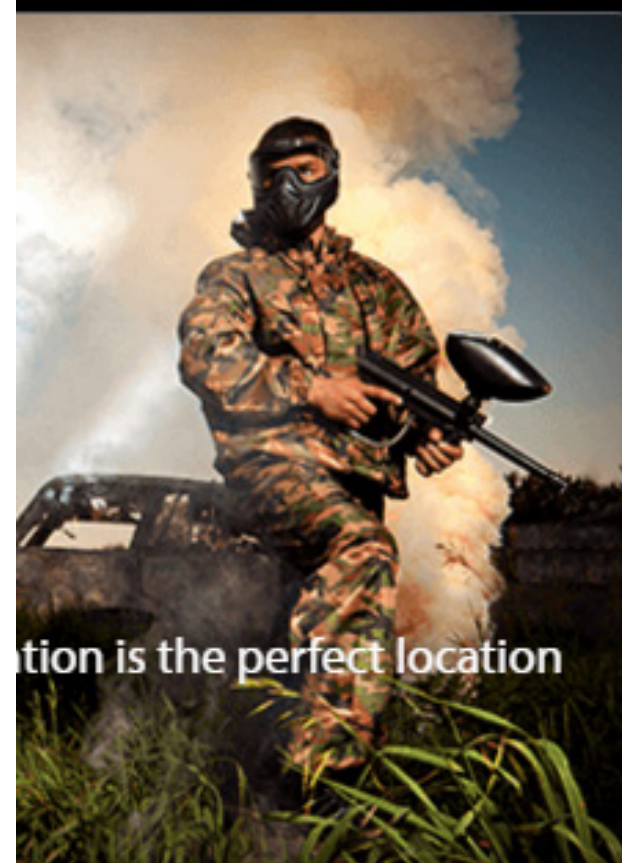
Todds Leap is one of the most popular outdoor adventure centres in Northern Ireland. In terms of their website, they have a solid colour scheme and keep it consistent through out their site. On their front main page, they have a scrolling banner image of high quality imagery taken on location. Todds Leap also have an easily accessible way to book sessions online. Users can pick the activity, select their date and the number of people right from the home page. Using effective way of organising their website, Todds Leap have sorted each activity in neat columns via

drop down menu. Each activity is associated with a small logo representing that particular activity in front of the word to help visitors of the website easily recognise what the activity must be. Although Todds Leap do have a lot going on in their front page, the full information hasn't been posted at once. Each section provides a snippet of information and if the visitor wants to know more they can click through and 'read more'. By doing this it provides a much cleaner and sleeker look to the site by keeping it all organised.



In addition to their menu bar at the top of the home page, Todds Leap also have five images located further down on the main home screen which visually represent more of what Todds Leap have to offer. In addition to this, it also provides a quick link for customers to easily access and get information on the type of activities they want to get more information on or to look up prices. Using quick links on websites such as Todds Leap will keep users hooked in and keep them on the website. Following on from things included in their main home page, overall it is

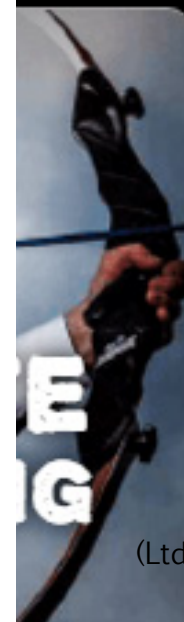
quite packed with information but it is laid out in a way that represents each activity in a good light in terms of telling the audience important information about it. Todds Leap have shown the different companies they have partnered with on their home screen. For Todds Leap, this makes them appear like a widely represented and engaging organisation to work with.



tion is the perfect location



SCHOOL & YOUTH
Curriculum based school & youth programmes at Todds Leap to bring out the best in you.



HEN PARTIES

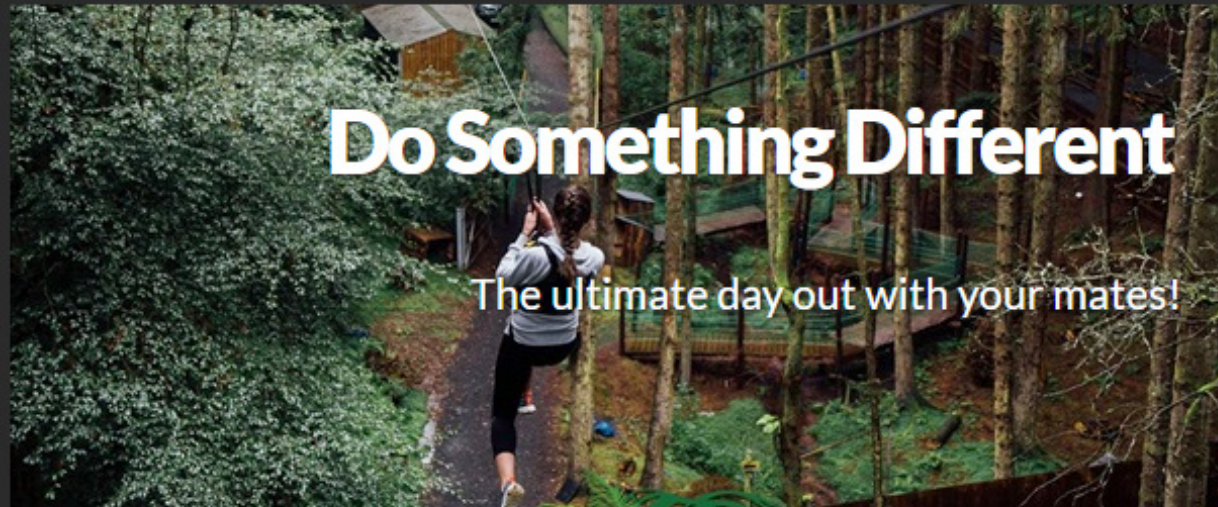
(Ltd 017)



BIRTHDAYS & FAMILY CELEBRATIONS



SPORTS &



- Kids And Family
- Fun With Friends
- Learn Something New
- Take On The Challenge
- Latest From Our Blog
- Stop The Press

Choose an Activity

Select

OutdoorNI.com Gift Vouchers
Give an Unforgettable Activity Experience



outdoor ni

www.outdoorni.com

In terms of their colour scheme, Outdoor NI are quite similar to Todds Leap aside from the use of grey as opposed to navy. The image beside the map on the main screen changes every 5 seconds showcasing some of the activities they provide with positive and motivational words. Further on down the page, Outdoor NI have two sections- one with activity events and one with experiences. These are listed with the dates and prices. A notable part of Outdoor NI's website is their accessibility options at the top of the screen. These range from in built translations of the site for

travelling guests, colour options and text size to help visually impaired guests. This is something that Todds Leap doesn't have and can make a huge impact on use experience for those visiting the web-page. In terms of its organization, the site has a drop down menu when you click on activities. A defect of this though is the fact that the links to the activities are in orange on a red background which can make it quite hard to read.

A big part of an activity centre's website is making future customers known of what is coming up. Outdoor NI have a section of the website specifically dedicated to this as shown in the screen shot to the right. Outdoor NI have done this and have split the activities up into 'Activity Events' which is more directed towards groups and 'Experiences' which lists some of the most popular activities. With this being on the main home page of the site, it provides easy access for their customers to quickly know what's on and how much it'll cost per activity. Outdoor NI have their customer's ease of use in

the forefront of their mind which is something important we want to take forward with Share Discovery Village.



APR
11

Full 'Pink' Moon Paddle Power for Adults

Castle Ward Estate, Strangford, Downpatrick.
Kayak on the stunning Strangford Lough by moonlight...



APR
14

Giant's Causeway from the Sea

Portrush Harbour. Join us for a memorable experience. See the North Coast from Portrush round to the Giant's Causeway.



APR
15

Easter Egg Hunt

The Jungle. Thousands of yummy, scrummy Easter Eggs are now strewn about The Jungle and your help is required!



APR
21

Eggstreme Easter Adventure 2017

Life Adventure Centre -Castlewellan Forest Park.
Fun action packed day of activities for kids during the Easter Break!!



FROM
£15

Mountain Bike Hire

Perfect for all the family

FROM
£76

Kayaking Skills Course

Our Kayak SC Courses are created just for you!

FROM
£76

Hill Walking Skills Course

Our Hill Walking SC Courses are created just for you!

FROM
£23

Aquaholics North Coast

High Speed sea safari along Dunluce Castle

(Ltd, F. 2017)



**HAVE A GIGGLE
AND SPEND SOME
QUALITY
FAMILY TIME
TOGETHER**

FAMILY FUN INCLUDES:

[Learn more](#)



BOOK NOW

About Us
(Clearsky Adventure Centre. 2017)
Facilities

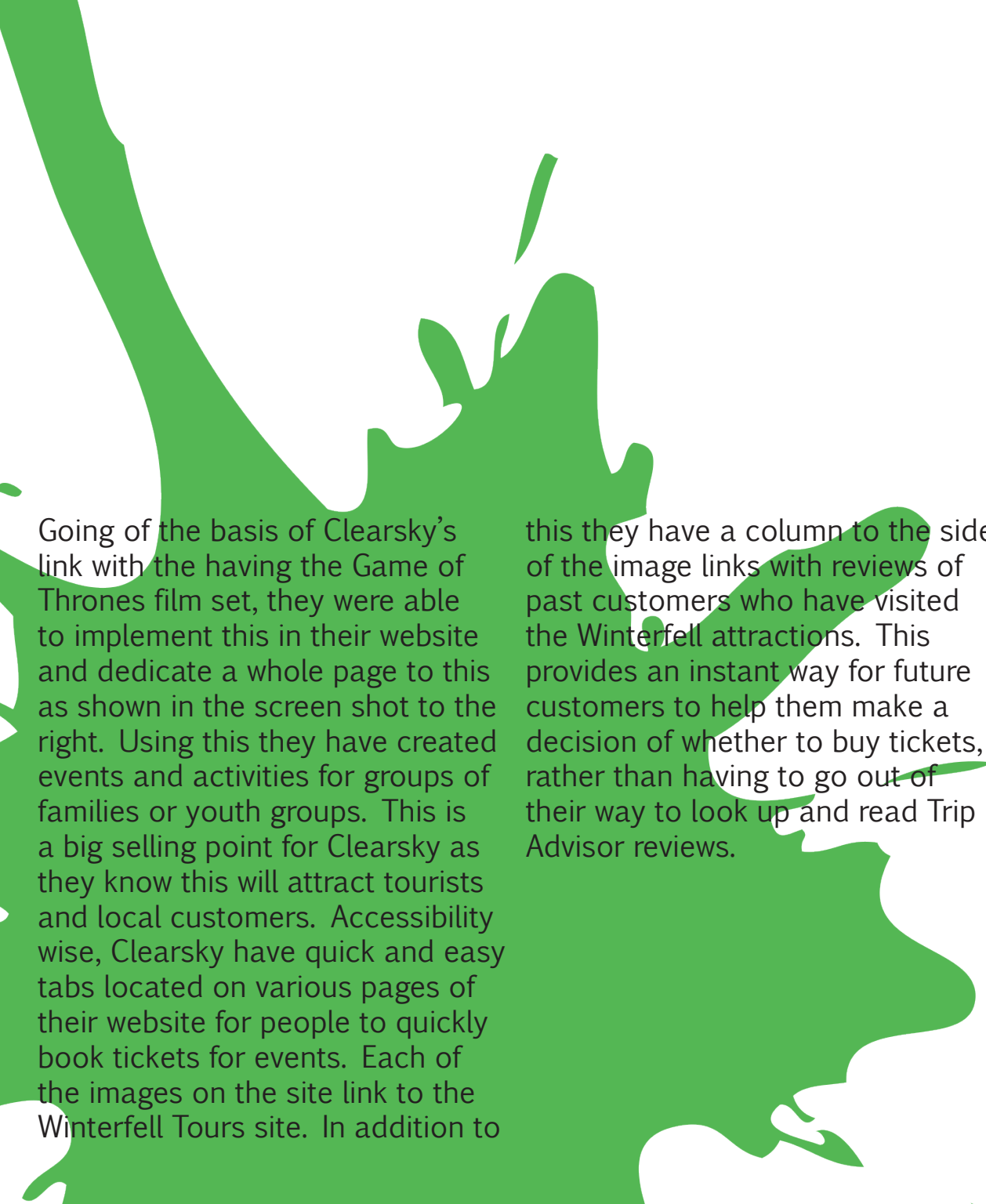
Contact Us
Find Us

clearsky adventure centre

www.clearsky-adventure.com

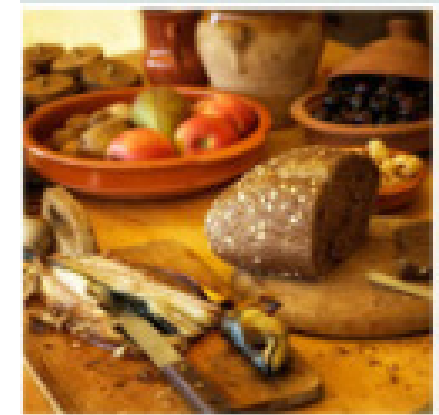
Clearsky Adventure Centre's main page instantly has a renowned tourist attraction at the top of their website which is advertising that it is located at a Game of Thrones location. In addition to their activities they also provide a Game of Thrones tour and experiences. In terms of the colour scheme, this site is more calm in terms of colour with their use of blues and greens, this ties in with their logo and the dark background they have. Unlike the other sites, Clearsky have split their activities up into sections by land or water. Although this is handy, it takes you to another page instead of

a drop down menu like the other sites which defeats the purpose of splitting it up for easy navigation. The use of a drop down menu would be a lot more convenient for customers as they could stay on the home page and at a glance, have a look at what other activities Clearsky provide without having to leave the home page. In addition to this, they also have four other links in the top of their home page in the menu bar. In doing this, it would tell their audience that these are the most popular and best activities which is why they want customers to see it first.



Going of the basis of Clearsky's link with the having the Game of Thrones film set, they were able to implement this in their website and dedicate a whole page to this as shown in the screen shot to the right. Using this they have created events and activities for groups of families or youth groups. This is a big selling point for Clearsky as they know this will attract tourists and local customers. Accessibility wise, Clearsky have quick and easy tabs located on various pages of their website for people to quickly book tickets for events. Each of the images on the site link to the Winterfell Tours site. In addition to

this they have a column to the side of the image links with reviews of past customers who have visited the Winterfell attractions. This provides an instant way for future customers to help them make a decision of whether to buy tickets, rather than having to go out of their way to look up and read Trip Advisor reviews.



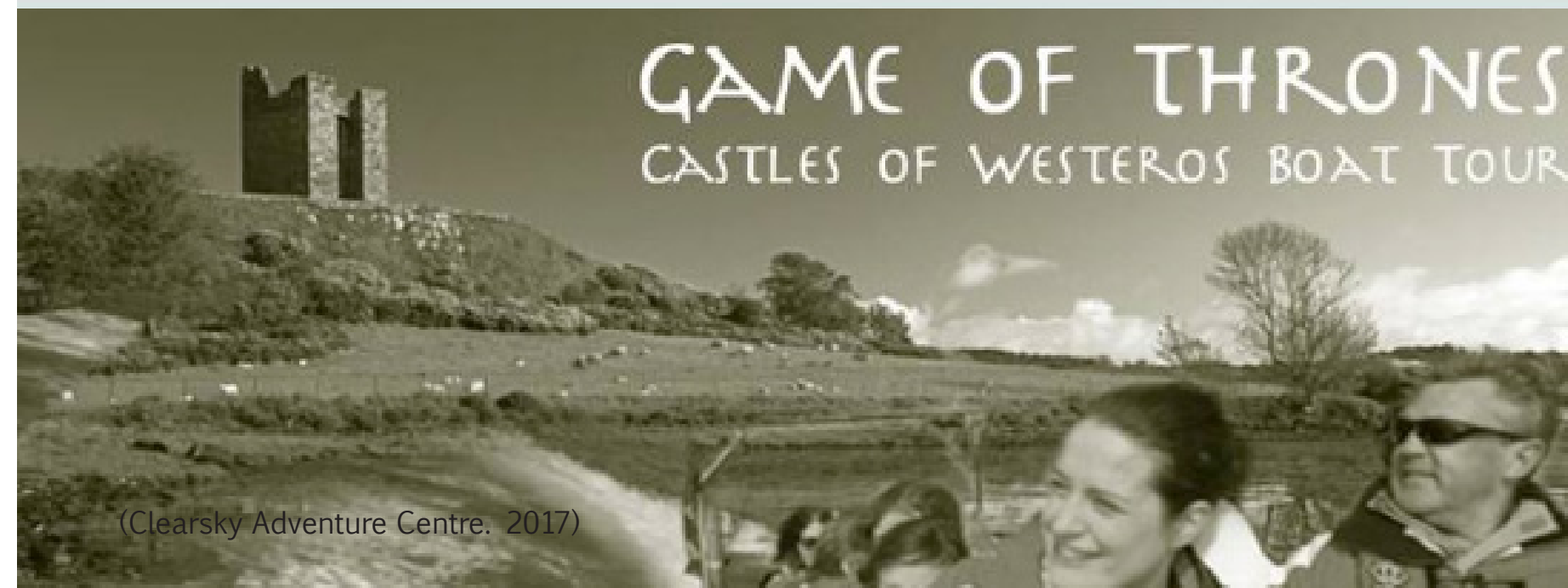
WINTERFELL MENU
(Inspired by the official Game of Thrones cookbook)

KING ROBERT BANQUETS

Medieval lunches and BBQ

Salet of Castle Black & Sausa Salet

Medieval Pease Porridge



(Clearsky Adventure Centre. 2017)



social
enterprise

Working at Cobnor in 20

We are now recruiting.

COME AND JOIN US!

cobnor activities centre trust

www.cobnor.com

Cobnor is a non-profit, independent charity that's dedicated to young people based in Chichester. In terms of their social media,, Cobnor keep their Facebook, Twitter and YouTube up to date with current content and offers to stay connected with their visitors. Their social media and website are consistent with their colour schemes and use of logos so that it is easily recognisable for future visitors to easily associate. At the top of their contemporary website they have four symbols all of which relating to what kind of activity it is, be it sailing, paddling, power boating or more. In terms

of layout, they make their website very easily accessible. They have different activities broken up in terms of target audience. For example, school and youth groups, summer camps, family day activities and land based activities. To add to this, they even have a search bar neatly, at the right hand side of the screen. This provides users with the convenience to quickly search what they're looking for.

In terms of its design, Cobnor is very minimal. Comparing it with other organisations, their menu bar which shows customers what activities they provide is quite minimal and simple. To quickly visually represent what each category is, Cobnor have used a small vector, as shown in the screen shot to the right. In addition to this being easily accessible for all visitors of the website, it also makes the website look clean as the colours of the vectors work with the colour scheme of the site. Following one of the activities in the drop down menu when selected, will

take you to a page dedicated to that specific activity. The top of the page has a clear, high quality image of someone smiling and enjoying that activity with the sun shining, which paints a very happy and positive image. This will factor as a key selling point for any activity which Cobnor will be selling. Visitors will see photographs of others having fun and will instantly be drawn in and want to be involved with what Cobnor provide.





activities, education
& accommodation
since 1971

GET IN TOUCH

govilon learning and activity centre

www.govilon.org.uk

Govilon is a educational charity based in Northamptonshire. Their website presents a very simplistic yet colourful presentation of what they offer. On the main home screen, it shows an auto scrolling background of three, high quality images which are on loop. The benefit of doing this is that because its the first thing people will see when they go on to the website, they get a brief and simple idea of what it's like at Govilon. One thing they could've changed is that to the left each image, they have a fact telling visitors that they've been around since 1971, this is the same for

all three images. Going down their home page, they have their updates broken up into click-able images which communicate a brief explanation of what news they have.

Another benefit Govilon have is at the top of their home page, they show exactly what social media they're on. Each section when clicked, will lead you to their Facebook, Twitter, Google Plus, Linkedin or alternatively their phone number and email are there too.



target
audience
research

Find: Things to Do

Near: Lisna

Europe › United Kingdom (UK) › Northern Ireland › County Fermanagh › Lisnaskea › T

Share Discovery Village

 37 Reviews | #1 of 3 things to do in Lisnaskea

Game & Entertainment Centres, Fun & Games

Overview

Reviews (37)

Q&A

Location



(Ltd, F. 2017)

share discovery village reviews

Using TripAdvisor, I went through and read reviews of past residents of Share Discovery Village to gather some first hand opinions to see exactly what type of people they attract, what organisation or group they've come from and using that information would help me decide Share's new identity. A large part of the age of people that had left reviews was families with younger children around the age of 8-11. Taking this on board and factoring in the fact that a large part of Share's identity is the fact that they're so open to those of all ages and abilities, myself and Ryan had to create a visual identity

that would attract and appeal to everyone. We want Share's new visual identity to be eye catching, so when people are looking up reviews and spreading the word about Share Discovery Village, they can link something distinctive with the word 'Share'.



logo
design
research

outdoor adventure centre logo research

As Share Discovery Village don't really have a logo as such at the moment, I decided to Google 'outdoor adventure centre logos' to see what other places similar to Share have for their logos. As notable on the image to the right, a lot of places use vectors to represent what activities they offer. A large number of outdoor adventure centres have seem to have gone down the same route of having three or more small vector icons ranging from people doing the activities to singular vectors of the activities alone. Another reoccurring theme within the logos I researched was the

use of mountains or nature. This is understandable as the likes of mountains are associated with being outdoors and adventure. Another reoccurring theme was that, a large majority of the logos were circular in shape, or at least a semi-circle. It would appear the designers of these logos worked with circular shapes to keep everything contained. This could also be due to the fact that the separate activity vectors could be placed in these circles if the logo had to be used separately.



(Google Search Results, 2017)



logo
experiments

share **SHARE** share

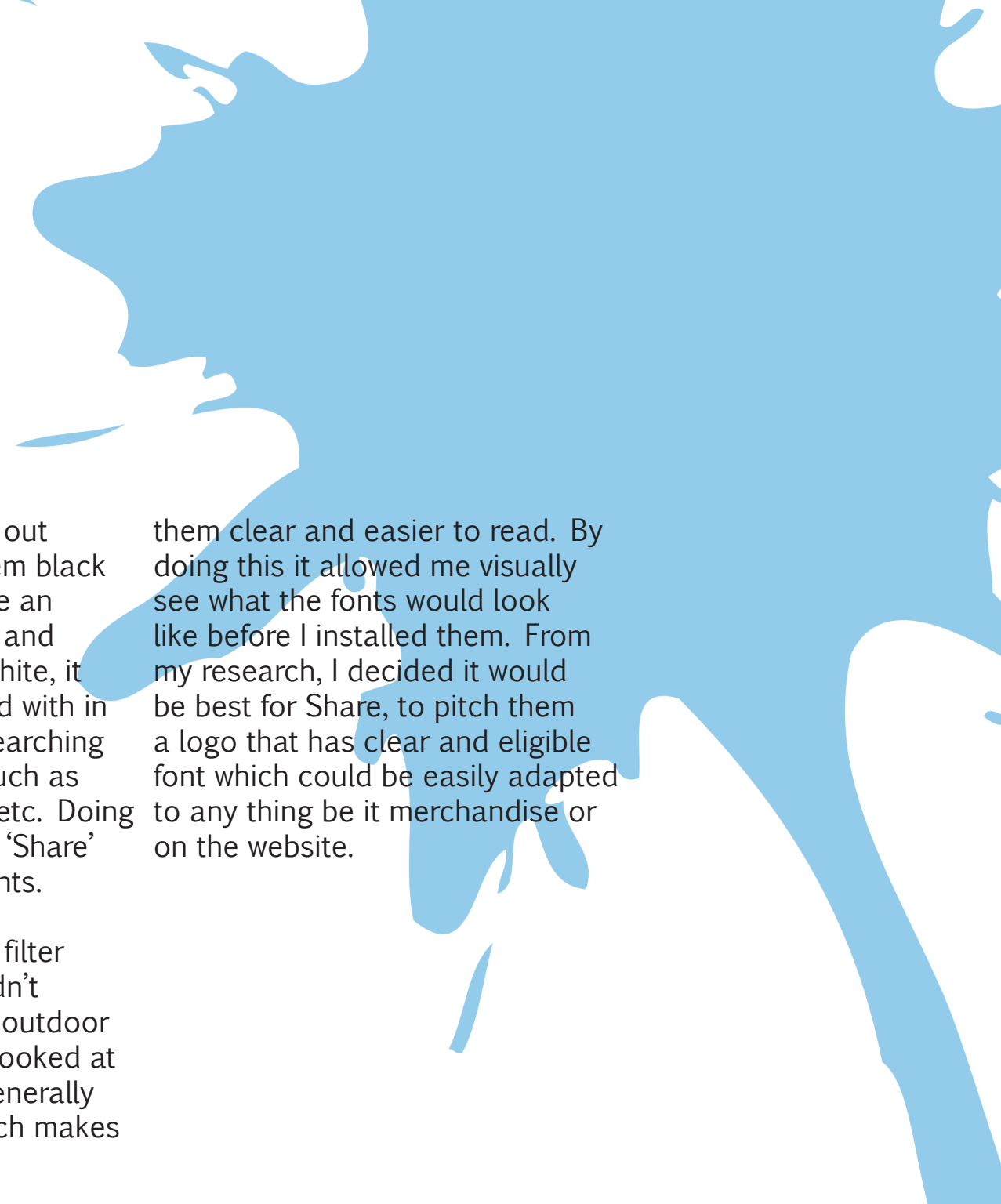
SHARE **SHARE** share

SHARE **SHARE** **SHARE** share

The first step was to test out basic fonts and make them black and white initially as once an appropriate font is found and is suitable in black and white, it can then be experimented with in colour. I started off by searching genres on dafont.co.uk such as sans serif, script, groovy etc. Doing this, it allowed me to see 'Share' written out in different fonts.

Doing this allowed me to filter out the genre of font I didn't want to use. The type of outdoor adventure centres that I looked at as part of my research generally used sans serif fonts which makes

them clear and easier to read. By doing this it allowed me visually see what the fonts would look like before I installed them. From my research, I decided it would be best for Share, to pitch them a logo that has clear and eligible font which could be easily adapted to any thing be it merchandise or on the website.

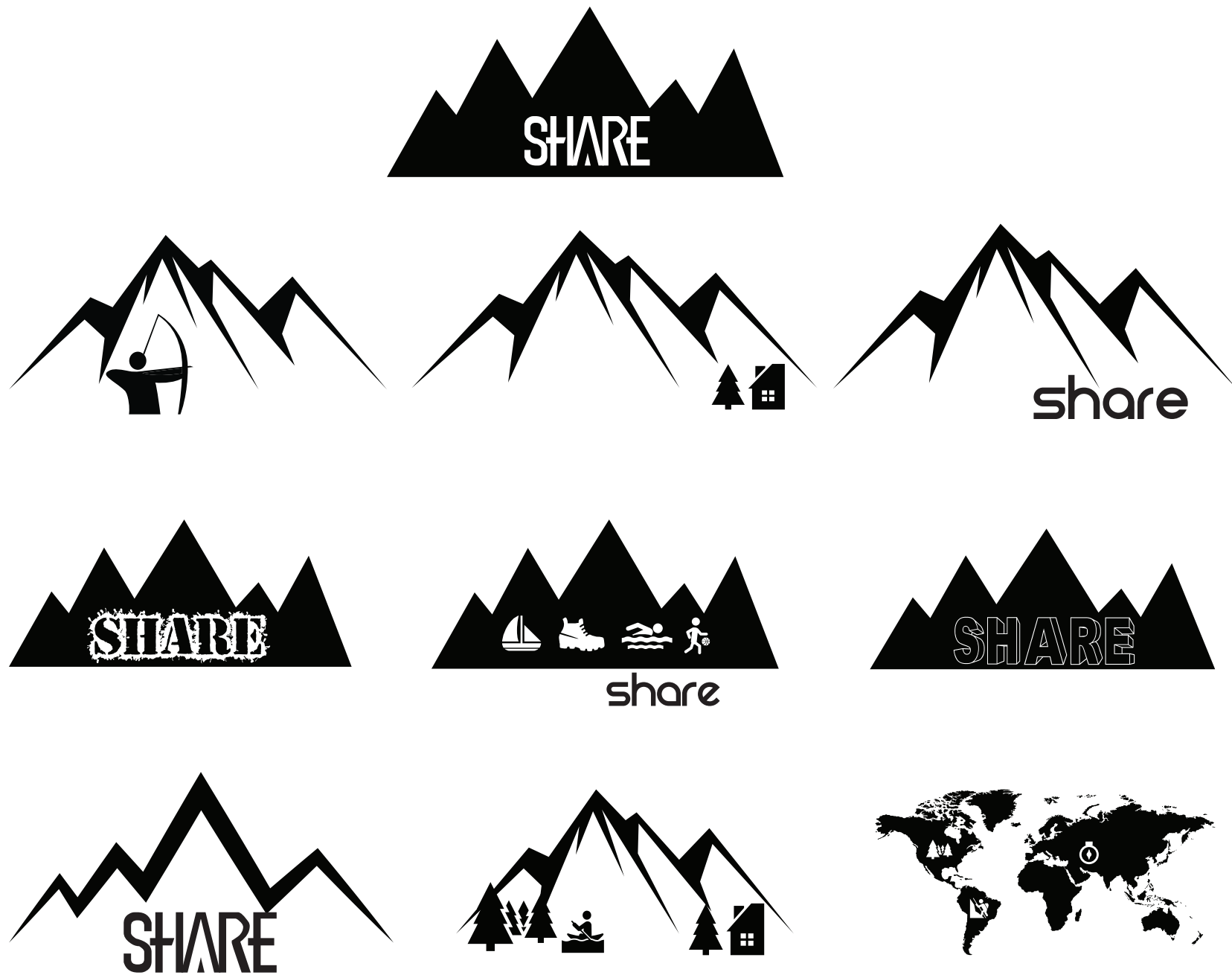




t-shirt template & vector icons from freepik.com (Freepik, 2017)

After choosing a range of fonts, I then went through and specifically narrowed down some of the ones I believed looked best. To move them forward to see if they could be eligible to be pitched to Share, I tried some of the techniques I'd gathered from my research which was using vectors to represent and summarise the type of activities Share Discovery Village offer. I believed this would be a great way to summarise what Share provide as they currently have so many to offer and the main objective was to not only find a way that would give Share a new visual identity but to do it in a way that

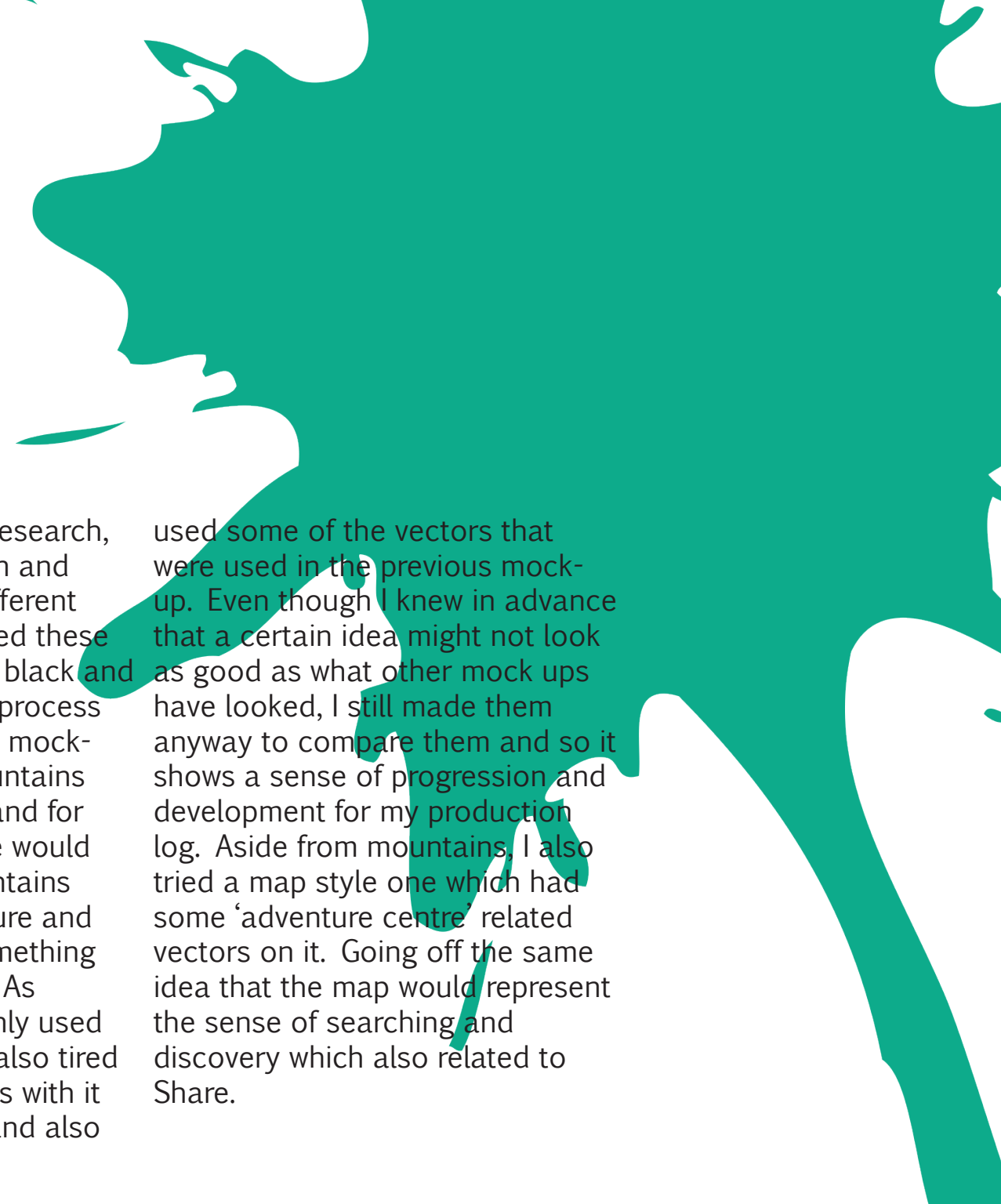
would organise the way Share have each activity categorised into a more user friendly way. To quickly mock-up some ideas, I gathered some related vectors from freepik.com and tried using the vectors with a range of the typefaces I thought would look best. Following from this I tried it in black and white as I did before then progressed to different colour options then mocked up t-shirts. By doing this, it gave me a fair idea of how the logo would look on a range of different materials and surfaces, as shown in the mock-ups to the right.



vector icons from freepik.com (Freepik, 2017)

To further reflect on my research, I visited freepik.com again and looked up a variety of different mountain vectors. I altered these vectors from coloured to black and white at first to keep the process the same as the previous mock-ups. The idea of the mountains came from my research and for the fact that most people would generally associate mountains with the sense of adventure and achievement which is something that is linked with Share. As shown to the left, I not only used a mountain on its own, I also tried out a few of the typefaces with it to see how they looked and also

used some of the vectors that were used in the previous mock-up. Even though I knew in advance that a certain idea might not look as good as what other mock ups have looked, I still made them anyway to compare them and so it shows a sense of progression and development for my production log. Aside from mountains, I also tried a map style one which had some 'adventure centre' related vectors on it. Going off the same idea that the map would represent the sense of searching and discovery which also related to Share.



Taking that idea forward, I then went on to mock-up some more t-shirts, this time using more vectors on it rather than just the typefaces. I decided to keep the colour scheme of the t-shirts black and white for now and if there was a design that stood out, I would then go on to try it with a different coloured t-shirts. I mocked-up t-shirts with the mountain logos on it spread the whole way across the chest and I also tried a generic vector of a person jumping mid air. The symbol of this would represent success and achievement which at the time I thought would

represent Share in a good way. While the idea of this was good, the vector itself didn't exactly capture the essence of what Share is and what they want people to know them as. The idea of this was that Share would be able to use this without having to write Share Discovery Village beside it. After discussions with Adrian and Claire, we came to the decision that these and most importantly the mountain one wouldn't work as where Share is located is nowhere near any mountains. While the symbolisation of it was good, it wouldn't work for Share.



t-shirt template & vector icons from freepik.com (Freepik, 2017)



progression
of the pitch

— Colour wheel with each activity

— New website mock-ups

logo 1
logo 2
logo 3

— Poster templates

inDesign

1
Paint Splatter

3 for each font

Blue

Green

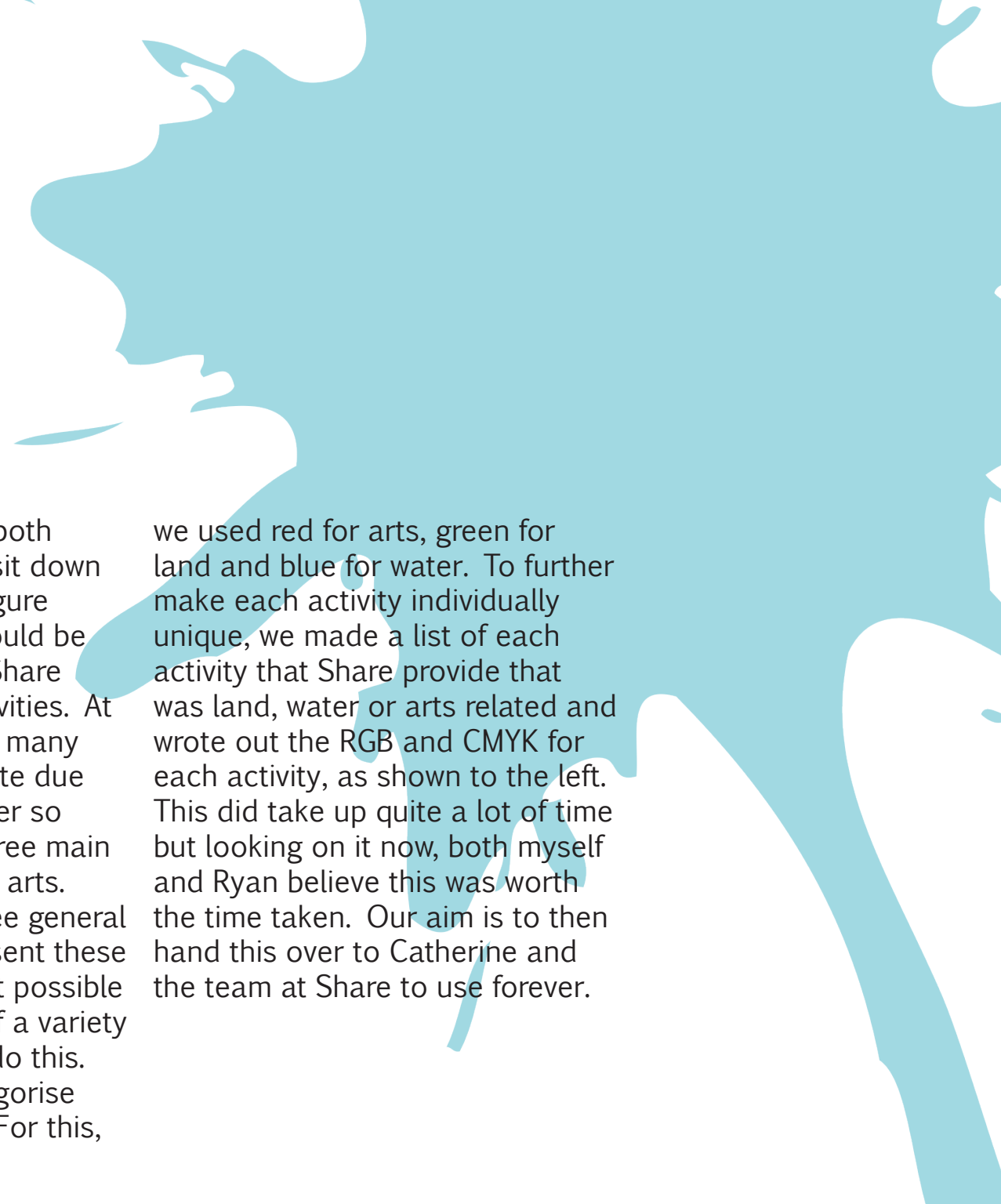
Red

— New font Have the most pages and mock-ups

Water	Land	Arts
BANANA - #27145A / 39.20.90	Combat - #1116A44 / 20.106.63	Film-making - #55054 / 12.100.00
Dinghy - #2E1067 / 46.29.103	Archery - #10284F / 24.120.79	Model - #5132A / 19.144
Wind Surf - #182968 / 24.41.102	Climbing - #209262 / 32.142.38	Balloon - #75514 / 22.23.2
Kayaking - #233985 / 35.52.133	M. Cycling - #206925 / 45.11.22	T-shirt - #14021 / 20.100.0
Crossing - #134890 / 19.95.144	Duckwork - #37282C / 55.76.44	Mosaics - #55444 / 20.100.0
Power Boat - #0F5E10 / 15.94.157	Team games - #4C9C39 / 76.154.52	Photog - #15001 / 20.100.0
MFT - #1572BC / 21.114.182	L. Rope Clim - #5F8C46 / 95.102.70	Cross Skis - #80102 / 12.100.0
Keelboat - #157298 / 21.114.155	Orienteering - #4C2620 / 76.10.22	Roller Skating - #80102 / 12.100.0
Viking - #1C8889 / 29.86.185	Tennis - #591527 / 74.103.11	
Public Boat - #289DC6 / 43.157.199	Red no. Arts - #73A533 / 115.105.53	
	Environment Workshops - #4C73F / 140.94.63	

To progress any further, both myself and Ryan had to sit down and work as a team to figure out what the best way would be to try and filter the way Share have organised their activities. At the minute, there are too many categories on their website due to the fact that Share offer so much. We decided on three main sections; land, water and arts. Originally we wanted three general vectors that would represent these categories but this wasn't possible as there was too much of a variety under each category to do this. We then decided to categorise them by colour instead. For this,

we used red for arts, green for land and blue for water. To further make each activity individually unique, we made a list of each activity that Share provide that was land, water or arts related and wrote out the RGB and CMYK for each activity, as shown to the left. This did take up quite a lot of time but looking on it now, both myself and Ryan believe this was worth the time taken. Our aim is to then hand this over to Catherine and the team at Share to use forever.



Progressing and working from the first stages of my mock-up designs, myself and Ryan both decided to take the idea of the colour from the vectors and the symbolisation of them and apply it to some photographs our client Catherine had sent across. Doing this allowed us to see exactly how not only the typeface looked, but how any vectors would look on a particular image. After breaking Share's activities up into three main sections being land, water and arts, we were able to work with the colours and quickly find some vectors to use with the poster mock-ups. I decided that my

favourite typeface was REZLAND, so for the future mock-ups I would create, I'd use that font. Ryan also had his chosen font which he mocked-up the same style of posters only using his font. In addition to this, we both agreed on what would be our collaborative font which was Rissa. The mock-ups for both REZLAND and Rissa are shown on the following pages.



share
water sports

share
water sports



share
arts



share
archery



Share
water sports



Share
water sports



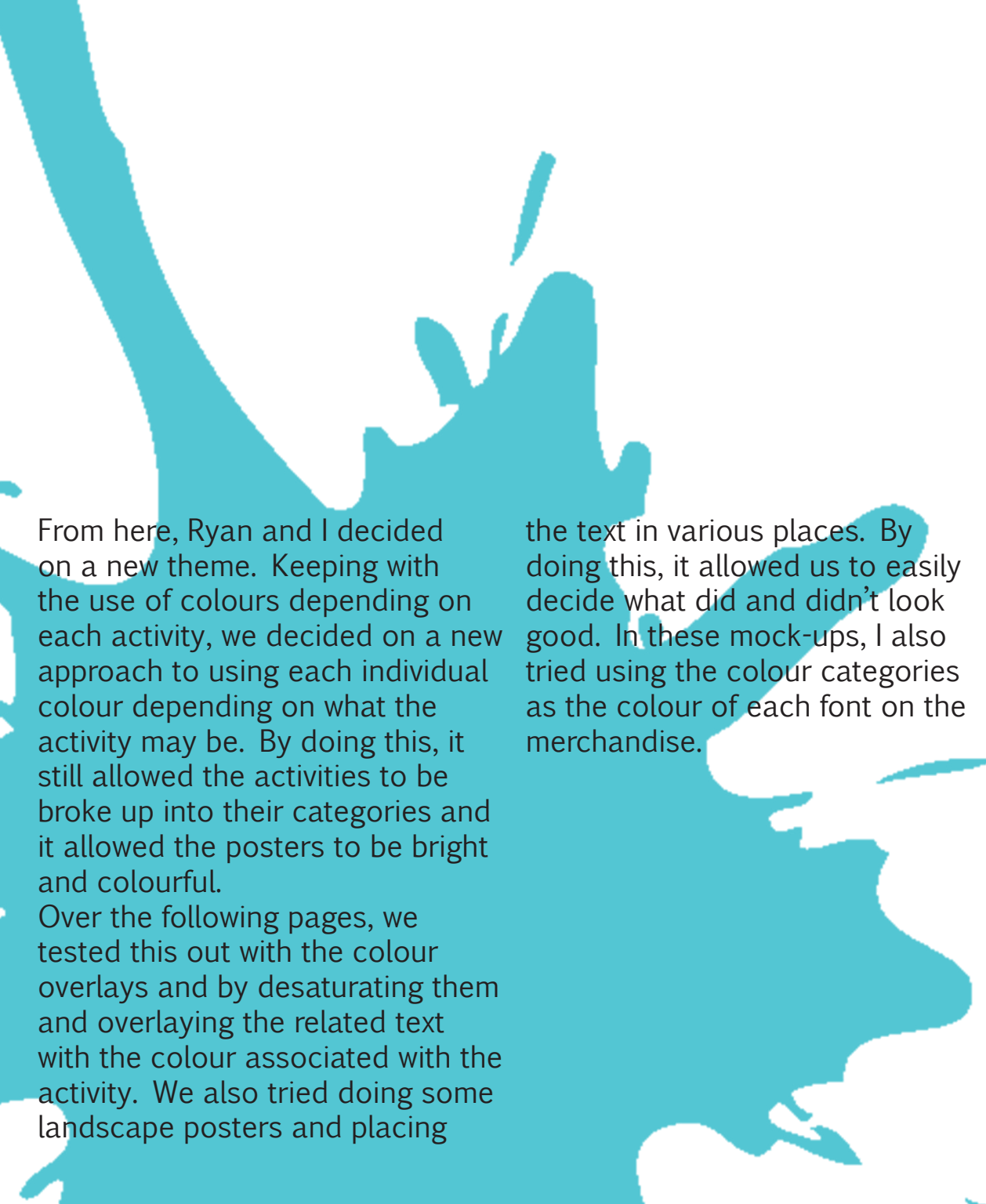
Share
arts



Share
archery

From completing these mock-ups, we instantly noticed a flaw in the sense that when the typeface changes or the activity changes, the positioning of the font isn't consistent. Additionally, we felt that using the coloured vectors actually took away from what was happening in the picture. We still agreed that our chosen typefaces were going to be the ones that we would pitch to our client, we just needed a better way to use these typefaces with something bright, colourful and that would make Share Discovery Village stand out and easily recognisable to visitors. We knew that we still wanted to

keep with the theme of the colour categorisation, but from making this design deck it made us realise that this wasn't the way to go about making it.



From here, Ryan and I decided on a new theme. Keeping with the use of colours depending on each activity, we decided on a new approach to using each individual colour depending on what the activity may be. By doing this, it still allowed the activities to be broke up into their categories and it allowed the posters to be bright and colourful.

Over the following pages, we tested this out with the colour overlays and by desaturating them and overlaying the related text with the colour associated with the activity. We also tried doing some landscape posters and placing

the text in various places. By doing this, it allowed us to easily decide what did and didn't look good. In these mock-ups, I also tried using the colour categories as the colour of each font on the merchandise.



share share



share
the experience

share
water

share
SMERALDIN

share
the experience



share
the experience







Through trial and error with the coloured vectors, we decided to strip it back and take a much more simplistic approach to the logo. We decided it would be best to keep with the theme of the colour categorisation, but just to experiment, we tried using the eye-dropper tool and taking colour from the photographs and changing the colour of the font to that. By doing this, there wasn't too much going on within the poster. Over the next pages, I've laid out the examples I created of using specific colour from the photographs for the text in the poster. These was similar to the

previous poster mock-ups but we wanted to try it with keeping the colour in the photos as opposed to desaturating them.

As part of this design deck, I also experimented with making some leaflets and basic web mock-ups going off the basis of the decided colour scheme and testing it out with both REZLAND and Rissa.



share



share





share
water

share
arts

share
land



share
discovery village



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share
the experience

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Share Water Sports



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Share arts



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Share land activities



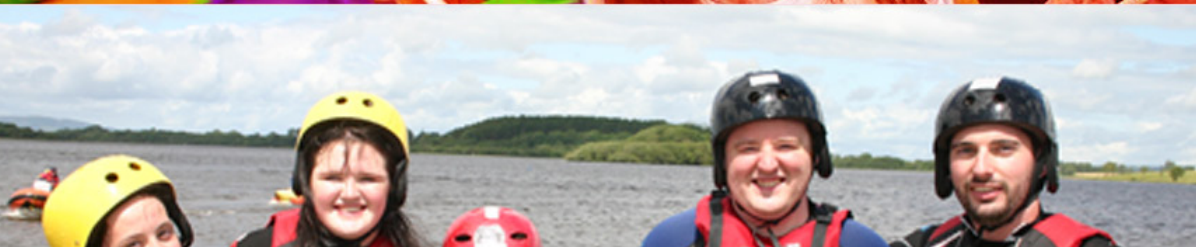
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Share discovery village



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03 | MARCH
2017



Even after completing these mock-ups, it became quite frustrating for Ryan and I as nothing seemed to be looking how we wanted it to look. Things were too inconsistent and didn't look professional. Admittedly, while making these I already felt as though they weren't looking great. They didn't feel like my best work. The reason I continued with them was to reflect and to seek constructive feedback from Adrian and Claire to get the extra push to re-think my approach. It was at this stage both Ryan and I felt that the project wasn't really going anywhere because we felt we were

creating so much and none of it was exactly what we wanted. This was the point we decided to take a step back and look over what Share had at the minute in terms of design. In one of their more recent leaflets, we both agreed we liked their use of the paint splashes that was used. From here we decided to experiment with those and using the colour categories for each splash for each poster depending on what the activity. The following pages show our progression using this new technique.



share
paddleboarding



share
kayaking



share
archery



share
mountain biking



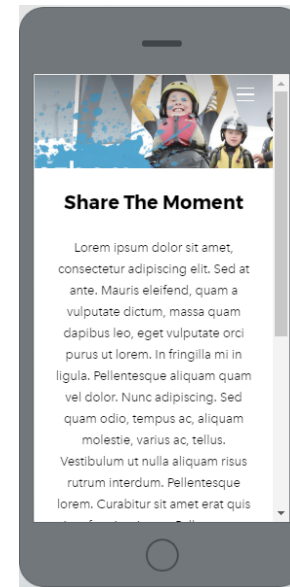
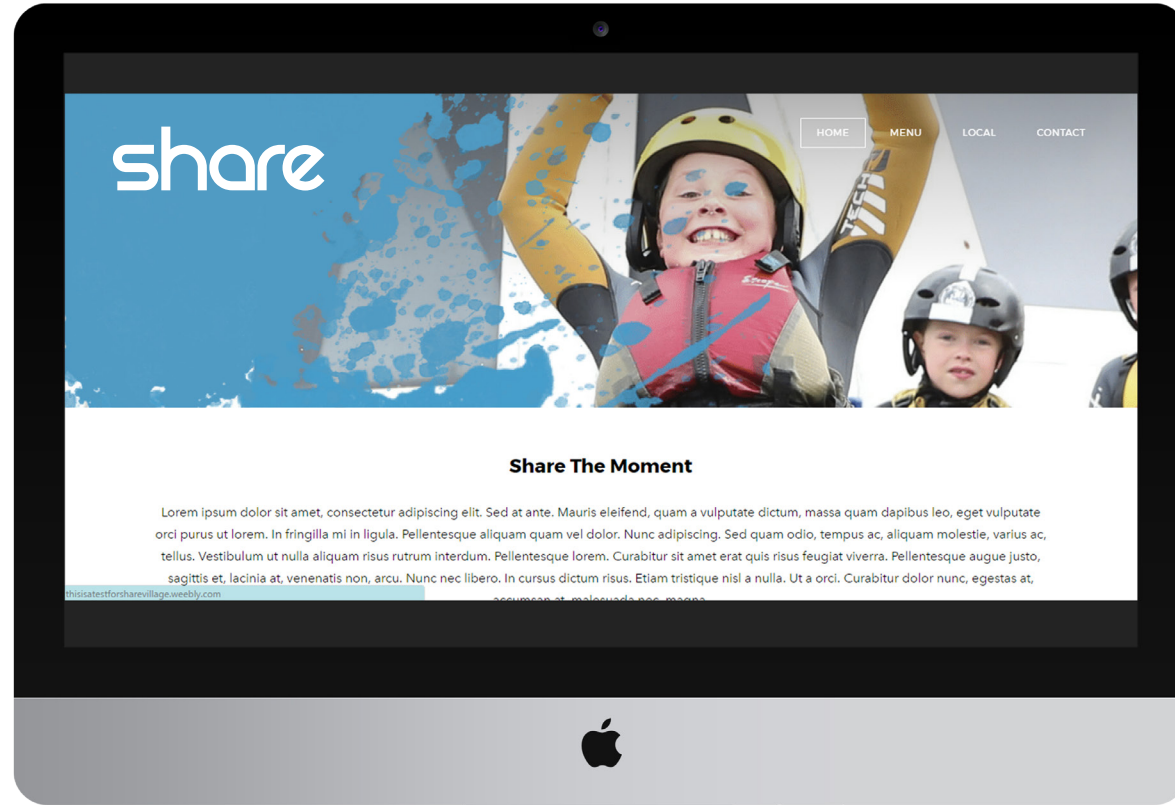
share
discovery village

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share
circus skills

share
circus skills

share
film making





*Share
kayaking*



*Share
paddleboarding*



*Share
archery*



*Share
mountain biking*



Share
circus skills



Share
film making

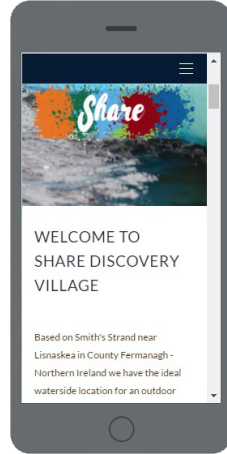


Share
discovery village

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Share
archery



From completing this pitch document, both myself and Ryan felt that we were moving in the right direction in terms of how the pitch was looking. We agreed that the splash definitely looked good and would provide Share with loads of opportunities to use it in a variety of ways. It also meant that over time, this splash would become recognisable as Share's trademark. We printed this pitch out so we could analyse it. We pointed out that there was inconsistencies with the way the splash had been used. In some cases, it looked like the splash had been flattened which is

something we really didn't want. This made it look unprofessional and unfinished. It was then that we were advised to look at another splash. Adrian showed us the brush shape tool in Photoshop and it was from here that we decided to re-do the pitch with the new updated splash. We also decided to revert to the desaturated photos with the coloured splash on top. We decided this really made the vivid colour of the splash pop, which is something we wanted for this symbolisation of the splash. We want it to be bright, recognisable and something that people will remember.



A large, vibrant orange splatter graphic with the text "the final pitch" centered within it. The splatter has a central dark orange core with lighter orange, almost white, edges that radiate outwards in various directions, creating a dynamic and energetic feel. The text is in a clean, white, sans-serif font, positioned in the middle of the splatter's core.

the final
pitch

Banana boating- RGB:39.0.90 CMYK:99.100.29.29
Dinghy sailing-RBG:46.29.103 CMYK:98.100.27.18
Windsurfing- RBG:24.41.107 CMYK: 100.95.29.17
Kayaking- RGB:35.57.133 CMYK: 100.91.16.4
Canoeing- RGB:19.75.144 CMYK:99.80.13.2
Powerboat- RGB:15.94.157 CMYK:94.67.11.1
Raft building- RGB:21.114.188 CMYK:86.52.0.0
Keelboat- RGB:21.114.155 CMYK:88.49.22.3
Viking- RGB:28.136.185 CMYK:81.36.11.0
Paddleboarding- RBG:43.157.198 CMYK:75.22.11.0
Combat Corps- RBG:20.106.68 CMYK:88.34.85.25
Archery- RGB:24.120.79 CMYK:86.29.82.16
Climbing- RGB:32.147.98 CMYK:83.19.78.4
Mountain Biking- RBG:45.111.37 CMYK:82.32.100.23
Bushcraft- RGB:55.126.44 CMYK:80.28.100.14
Team Games- RGB:76.156.57 CMYK:74.16.100.2
Low rope- RGB:95.188.70 CMYK:65.0.99.0
Orienteering- RGB:76.118.32 CMYK:73.33.100.19
Fussball- RGB:89.133.39 CMYK:69.28.100.12
Pedal Go-Karts- RGB:115.165.53 CMYK:61.16.100.2
Environment workshops- RGB:140.199.63 CMYK:50.0.99.0
Film making- RBG:139.5.20 CMYK:27.100.100.31
Modroc- RGB:197.19.42 CMYK:16.100.94.6
Balloon modeling- RGB:237.27.52 CMYK:1.99.85.0
T-shirt painting- RBG:198.64.39 CMYK:16.89.99.5
Mosaics- RBG:239.78.49 CMYK:0.85.90.0
Pottery- RGB:201.93.25 CMYK:16.74.100.5
Circus skills- RGB:243.111.34 CMYK:0.70.98.0
Face painting- RGB:244.111.34 CMYK:1.60.100.0



SHARE

PADDLEBOARDING



SHARE

KAYAKING



SHARE
MOUNTAIN BIKING



SHARE
ARCHERY



SHARE
CIRCUS SKILLS



SHARE
FILM MAKING



SHARE

DISCOVERY VILLAGE

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SHARE

KAYAKING



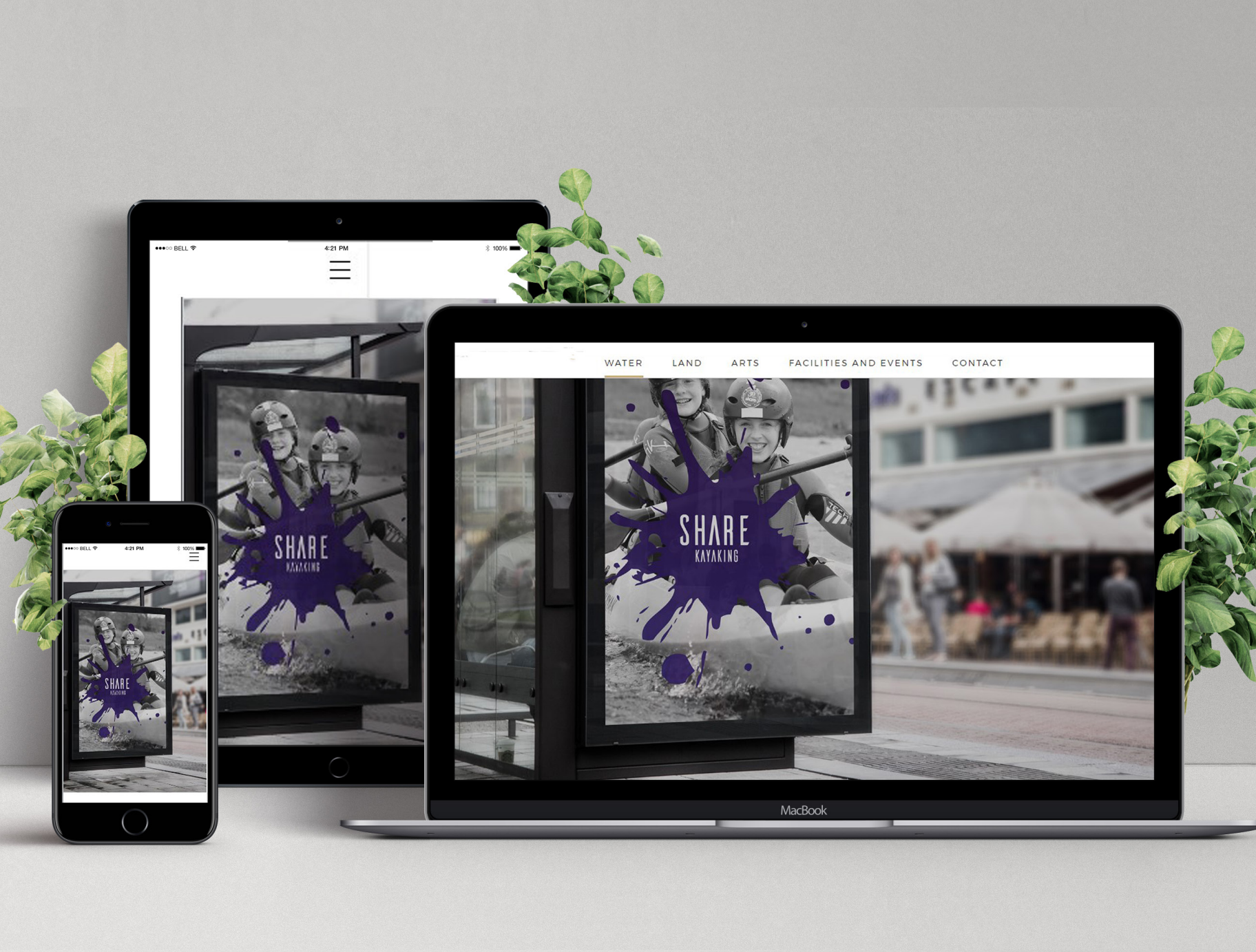
SHARE

FILM MAKING



SHARE

KAYAKING



(website mock up template, 2017)



(Graphicburger.com, 2017)



share
paddleboarding



share
kayaking



share
mountain biking



share
archery



share
circus skills



share
film making



share
discovery village

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share
circus skills



Graphicburger.com, 2017)



(website mock up template, 2017)



(Graphicburger.com, 2017)



Share
mountain biking



Share
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Share
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Share
mountain biking



Share
archery



Share
circus skills



(website mock up template, 2017)



(Graphicburger.com, 2017)



This was the final pitch document that went on to be pitched to the client. It used the combination of Ryan's chosen font, 'Ailerons', my chosen font 'REZLAND' and our collaborative chosen font, Rissa. The use of Rissa worked well with the paint splash and it was new and contemporary. When it came to pitching these final mock-ups, Share Discovery Village picked my chosen font, REZLAND. This was because it was quite similar to what they currently have. It was also mentioned in the pitch that out of all three fonts, this one was the easiest to read. A new addition to this pitch was the use

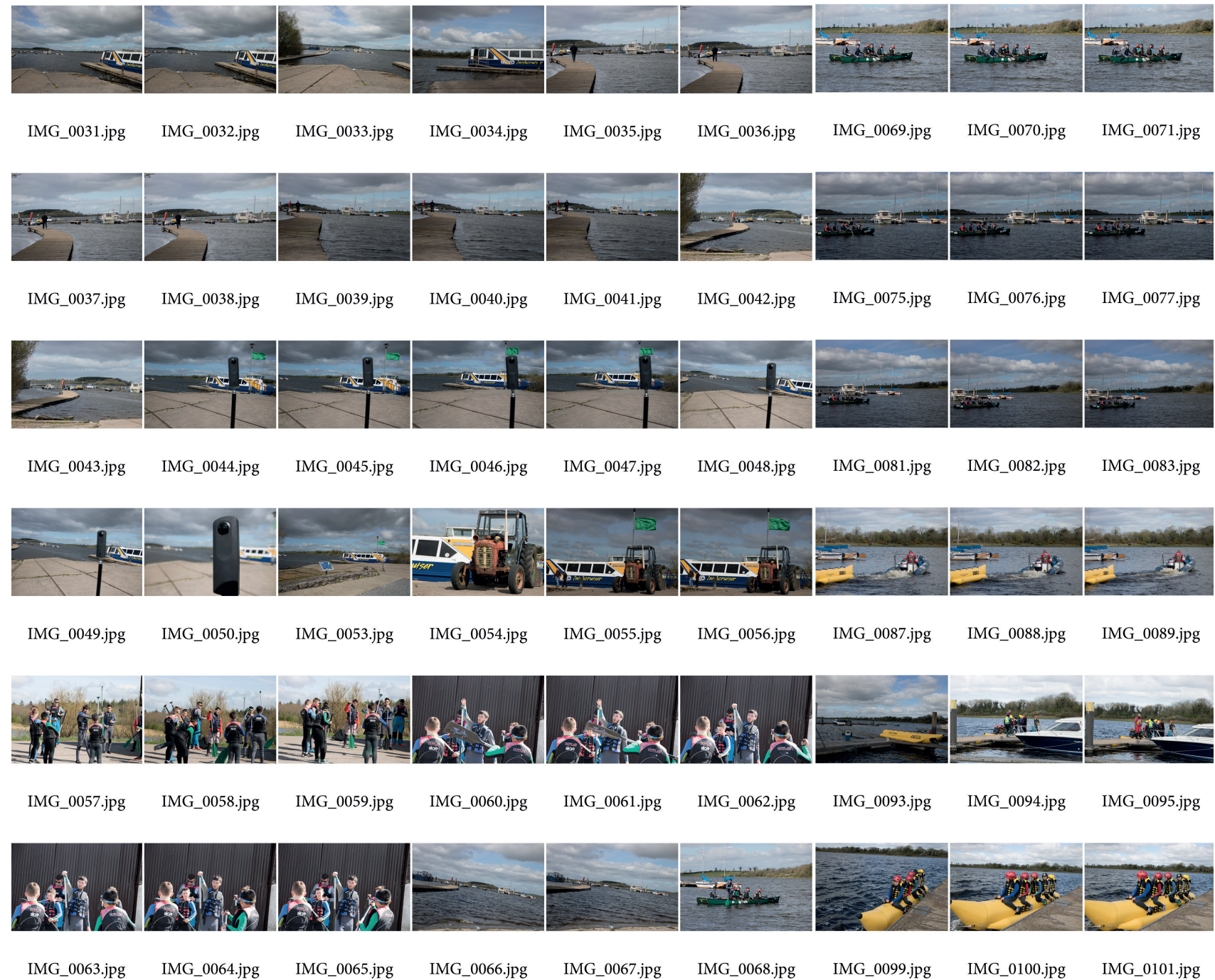
of a gradient within the splash. The main colour of the splash was still related to the activity in the poster, but the accent colour was agreed that any colour, provided it was still part of the same category could be used. Once the final font had been picked, our next job was to start into getting the website up and running, visit Share to take photos and videos and getting the materials ready to be sent to the client to make merchandise. We used assets from Graphic Burger in the website and merchandise mock-ups. These have been cited where it applies at the bottom of the page.

A large, vibrant orange splatter graphic with the text "our visit to share" centered inside it. The splatter has a central core with several long, thin, radiating spikes and smaller droplets scattered around it. The text is in a clean, white, sans-serif font.

our visit
to share

On the 10th & 11th of April, myself and Ryan took a trip to Share Discovery Village to capture some new photographs, GoPro footage and 360 video for the website and to be used on posters. For me, this meant travelling 82.6 miles to get to Fermanagh. We were lucky enough that our client Catherine offered us overnight accommodation in one of Share's chalets. This meant that we could have two full days to plan out and capture everything we needed to capture. At the time, there was a secondary school from Belfast who were staying for a few nights on a school trip. Prior to this we had to get permission from the children's parents for them to be photographed. Luckily Claire had connections with the school

and was able to step in here and get permission slips sent out to the children's parents. We were given a timetable of each activity going on and we were able to work around this. We brought a Canon 750D, x2 Ricoh Theta 360 cameras, x2 Nikon D3100 cameras and a GoPro Hero 5 camera with head and chest mounts. Over the next few spreads are contact sheets of a small selection of some of the photographs we captured. In total we captured 85GH worth of photographs and videos. Part of our job is going through everything, taking out any bad photos and then once that's complete, handing them over to Catherine and the team at Share to use in the future.





IMG_0105.jpg IMG_0106.jpg IMG_0107.jpg IMG_0108.jpg IMG_0109.jpg IMG_0110.jpg IMG_0141.jpg IMG_0142.jpg IMG_0143.jpg



IMG_0111.jpg IMG_0112.jpg IMG_0113.jpg IMG_0114.jpg IMG_0115.jpg IMG_0116.jpg IMG_0147.jpg IMG_0148.jpg IMG_0149.jpg



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IMG_0207.jpg IMG_0208.jpg IMG_0209.jpg IMG_0210.jpg IMG_0211.jpg IMG_0212.jpg IMG_0594.jpg IMG_0595.jpg IMG_0596.jpg



making
merchandise



(wetsuit mock up template, 2017)

Ryan and I were quite lucky as our client was very keen to get some merchandise sent off to be printed. We did this by mocking up some ideas of what it would look like, running them by Claire and Adrian and then sending them off to Catherine to see if she was happy with them. In some cases, we needed Catherine to provide images in order for us to make the mock-ups. An example of this was the reception sign as shown to the left. Having this was beneficial and when we would send it back to her, it would be easier for Catherine to imaging what it would look like when printed. Another thing we

have already sent across is a logo for USB drives and a logo that will be printed onto the leg of a wetsuit. Having these printed so soon would be very beneficial for Ryan and I as they will hopefully be finished in time for us to display at our End of Year Show.

As part of the brief, we agreed to provide Share Discovery Village with a new and cleaner website. Initially in our pitch, we showed our client mock-ups which were completed in Weebly. Initially Ryan and I chose to use Weebly purely for the fact of how user friendly it was to use. We thought this was a vital element to focus on and to remember as in a number of weeks once everything was up and running, the client could take over from where we left off. This part of the project was mainly Ryan's job as he has a better understanding of web building. The first page of the website built in Weebly can be seen on the page opposite. We did encounter an issue with Weebly which neither of us couldn't figure why it was happening. When we uploaded an image, sometimes it would come out very blurry. This is something we couldn't work with.




This was a big decision point for us to change over to WordPress. Although WordPress mightn't be as easy to use, it allows us to actually create something that is visually beautiful and will hopefully even become a selling point for those who visit Share's website. To move the project on, we had to hand over a price list to Catherine of how much the WordPress theme would cost and how much the new hosting would cost that would be compatible with WordPress. In terms of domain, we didn't need to do anything with that as we could just re-direct the domain to the new host. A plan of the prices is shown on the following pages. It was also essential that the new theme had a booking option, which is why we went for an e-commerce theme that was also similar looking to what we originally had planned.



PRO	MOST POPULAR BUSINESS	ENTERPRISE
£ 100 /mo	£ 150 /mo	£ 250+ /mo
250 bookings each month	500 bookings each month	1000+ bookings each month
5 staff accounts	10 staff accounts	Unlimited staff accounts
Basic Support	Priority Support	Dedicated Account Manager

(Bookinglive.com, 2017)

Hosting Features

Start Your Website Choose Your Plan	 StartUp 60% OFF the regular £6.95/mo. £2.75/Mo. EXCL. VAT	 GrowBig 60% OFF the regular £9.95/mo. £3.95/Mo. EXCL. VAT	 GoGeek 60% OFF the regular £19.95/mo. £7.95/Mo. EXCL. VAT
Order This Plan	ORDER	ORDER	ORDER

We Have All Essential Features (Hosting, 2017)

Available Number of Monthly Visits	~ 10,000 Visits	~ 25,000 Visits	~ 100,000 Visits
------------------------------------	-----------------	-----------------	------------------



As shown on the page to the left, the top screen shot is the current hosts that Share use that is called Booking Live. Currently, Share Discovery Village pay £150 /mo. Comparing this with the bottom screen shot, we are offering Share with new hosting from SiteGround, we have found a much cheaper alternative to what our client is currently paying for. We urged our client to go with the 'GoGeek' package as it would offer them the most options in terms of web space and monthly web visits. On top of this, we also chose an e-commerce theme which was priced at \$49 (£39). The client

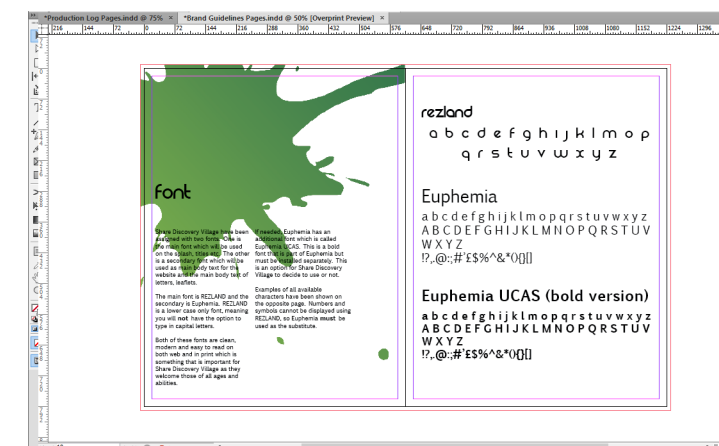
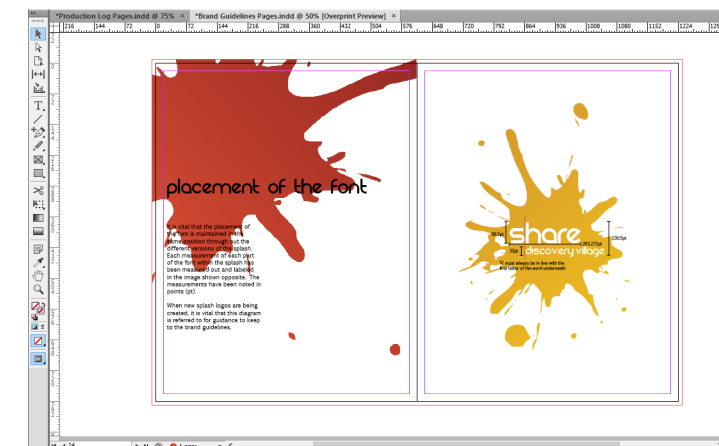
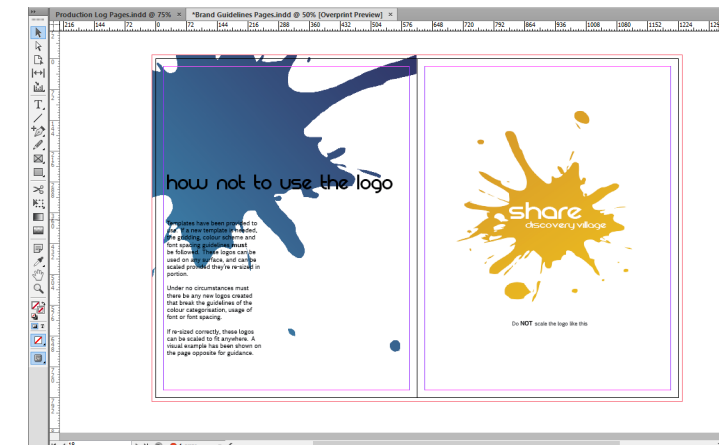
happily agreed to purchase both the theme and the new hosting. At the time of this production log being made, we haven't received the log in details for the hosting. The delay with Weebly not functioning has set us back in terms of getting the website up and running. From here, once we get the log in details everything will be ready to be uploaded to the site and be ready for the week 12 hand in.

A large, vibrant orange splatter graphic with the text "making the brand guidelines" centered inside it. The splatter has a central dark orange core with lighter orange, brush-stroke-like edges radiating outwards. The text is in a white, lowercase, sans-serif font.

making the
brand guidelines

A vital part of handing over our work to the client was making sure that what we had done and the guidelines we had set ourselves were going to be followed and met by the client. To do this, I put together Share Discovery Village's brand guidelines. I created this in InDesign and published it through Blurb. Both Ryan and I decided it would be good to print it as a magazine. It meant we could order multiple copies as it was cheaper, and it meant that if our client wanted to order more copies, they could as it would be cheaper for them too. Upon hand in, we will

give Share a copy of this book and also supply them with a PDF version. To get an idea of how the brand guidelines should look, I looked up some examples from previous years on project-social.co.uk and Ulster University's brand guidelines. The screen shots on the opposite page show some of the stages I went through of creating the brand guidelines.





conclusion

Over the course of the semester, it has no doubt been a roller coaster of emotions regarding the client work. It has by no means been easy or smooth, but it has been an experience that both myself and Ryan have benefited greatly from. Personally, I'm very grateful for the connections we've made with Share Discovery Village and the relationship we've made with them since taking on this project. Working with the Science Shop on this module has given me an insight into the industry I want to go into when I leave University. Prior to this, like many others, I didn't really have much knowledge of what it was like to work for a client and how things can and will go wrong and how there can sometimes be misunderstandings with emails being misread. From this I definitely feel more confident in my own abilities to work independently and to have confidence in my own work. Having such positive and encouraging feedback from both the client and Adrian and Claire really helped with this. This

module also helped me improve on my team work skills. It was beneficial working with Ryan as we were good friends and had previously worked together before hand, meaning we knew each others skills.

In terms of work flow, I believe at times when we worked for hours on end on things, a lot more could've been done in that time. It did appear at times that we weren't really getting anywhere despite spending such a long time on it. It did take quite a long and frustrating time to get where we finished at, but in that time I learned a lot in terms of knowing how to manage my time better in the future.

Out of all the organisations that were given to us as options, I believe that Share Discovery Village was probably one of the bigger projects to take on, purely for the amount of activities they provide. Looking back now, I believe I underestimated exactly what it would take to get to the

point we were happy to pitch something we were truly proud of. At times it was hard to stay motivated when there were other groups in the class who seemed to be further on with their projects, but after a while this only motivated me to catch up and put in the hours to get everything done in time.

Working with Share Discovery Village has been a pleasure. Their co-operation, participation and sheer enthusiasm to see their organisation changing and growing

was a great help. Our point of contact, Catherine, has been more than happy to send over any materials needed, provide us with accommodation and be an overall pleasure to work with has made this project a delight to work on and this experience will stay with me forever.

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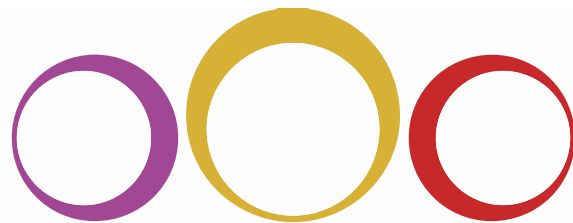
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