



The Science Shop
Knowledge • Ideas • Results

**Science Shop
Production Log
MED 526
Chloe McMaster
B00712281**



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Interactivity for Social Enterprise

This project is to demonstrate how I can work in a team with a *real life client* to produce an *informed project* for their business. We will do the project as part of an initiative within the University called the *Science Shop*. We will have to meet with the client and discuss with them what exactly they would like us to create for their business; we will use the skills acquired from year 1 and 2 to produce this project at level 6. Once the first client meeting is complete we will produce a brief to send to the client to confirm what we will make for them in the following 11 weeks.

Claire Mulrone is the Community Engagement Manager for Ulster University and she came to class on week 1 to explain what our role will be through this process. She gave us a list of 12 Science Shop projects to choose from:

- | | | |
|---------------------------------------|----------------------------|---------------------------|
| 1. The Science Shop 30th Celebrations | 4. Badminton NI | 9. Carers NI |
| 2. Greater Village Regeneration Trust | 5. Foyle Search and Rescue | 10. Carers NI (project2) |
| 3. Endeavour | 6. #123GP | 11. Kidz Club Ballymoney |
| | 7. SAFER Campaign | 12. Belfast Giants |
| | 8. Foyle Women's Aid (FWA) | |

Projects that caught our eye:

The Science Shop 30th Celebrations

The science shop is a joint initiative with Ulster and QUB, Celebrating 30th year partnership in 2019. The project will see the development of an infographic and motion graphic campaign, a portable exhibition, merchandise, and video stories of students partners and academic staff.

Carers NI

Develop a series of short videos to include advice and information, what Carers NI, what is a carers assessment and life as a carer (interviews with 2 or 3 carers) Each participant will also need publicity photos for the use in Social Media and other media Materials.

Belfast Giants

Develop a series of short video that can be used by the giants to encourage the general public to attend games and become part of the giants machine. Targeting disable fans, families, young people and fanatical fans. to 23rd September ice skate with the giants.

Chosen Project - Science Shop 30th Celebrations

We decided as a group that it would best suit our varied skill set to go for the Science Shop project as there was a variety of work to be completed such as infographics, videos and merchandise. This means that the work load will be equally shared throughout the project without having to rely on for example one sole videographer in the group for the project like some of the clients we had to choose from who really wanted just video work done.

Group Charter

1. Members of this group will be punctual to group sessions and meetings
2. Members of this group will share the work load equally
3. Members of this group will stick to the production schedule to meet deadlines on time
4. Members of this group will communicate about this project through basecamp project area
5. Members of this group will attend 80% of group sessions (Member must make group aware of any known absences prior to the group session in order to reschedule meetings if possible)
6. Members of this group will do the work to the best of our ability (level 6 for final year)
7. Members of this group will be determined
8. Members of this group will be organised
9. Members of this group will be respectful to other members of the group and to the Client
10. Members of this group will attend the Science Shop event on the 20/02/19 to exhibit the completed project.

Group Member Signature:
CHLOE MCMASTER

Group Member Signature:
EMILY TREANOR

Group Member Signature:
NUTCHIRAPHON WILLIAMSON



Individual Timesheet

TIMESHEET						
University of Ulster						
Name Group Member:		Chloe McMaster				
Month/Year:		October – December 2018				
Project Title:		Science Shop Project for MED526				
Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hour s	Tot al Hou rs
Week 1						
Monday						
Tuesday						
Wednesday						
Thursday	27/09/18			Research and Meeting with Claire	3	
				Group meeting	1	
Friday		• Production log	2	Researching science shop websites, logos, projects	1	
Week 2						
Monday	1/10/18			Researching corporate gifts	1	
Tuesday				Researching existing logos styles	1	
Wednesday						
Thursday	4/10/18	• Designing a production schedule for project following meeting with partner	2	Researching logos, gifts, infographics, exhibition and meeting with Claire	6	
				Group Meeting	1	
Friday		• Production log	4			
Week 3						
Monday	8/10/18			Researching and bench marking existing logos, displays, websites etc	1	
Tuesday	9/10/18	• Putting the brief together and structuring the content on In Design document	2			
		• Designing logo for design deck	2			
Wednesday						
Thursday	11/10/18	• Finalise brief and fix production schedule	4	>Meeting with Claire and Adrian to discuss brief and check production schedule	1	
		• Play about with logo design using circles and existing colour scheme	1	>Research exhibition ideas	1	
				>Group meeting	1	
Friday	12/10/18	• Production log work	5	Organise basecamp to-do list and group charter	1	
Week 4						

Individual Timesheet Continued

Monday	15/10/18			>Researched existing objectives for brief	2	
Tuesday	16/10/18			>Researched existing objectives for brief	3	
Wednesday						
	18/10/18	<ul style="list-style-type: none"> Design logo based for research Design new contemporary logo for Science shop 	3 2	>Meeting with group, Claire and Adrian so discuss researched carried out Group meeting	1 1	
Thursday						
Friday		<ul style="list-style-type: none"> Production log 	4			
	21/10/18	<ul style="list-style-type: none"> Designed logo and roughly laid out design deck for pitch 				
Sunday			3			
Week 5						
Monday						
	23/10/18	<ul style="list-style-type: none"> Designed infographics, holding pages for design deck 		>Conducted more research into Exhibition examples and infographic layouts	1	
Tuesday			7			
Wednesday	24/10/18	<ul style="list-style-type: none"> Finalised layout of pitch deck draft 1 	2			
Thursday	25/10/18	<ul style="list-style-type: none"> Class Time – feedback of first draft of pitch deck 	4	Group meeting	1	
Friday		<ul style="list-style-type: none"> Production log 	4			
Week 6						
	29/10/18	<ul style="list-style-type: none"> Experimented and chose a new font for the circles logo Fixed infographic design for pitch deck draft 2 according to feedback 	2 2	>Researched other heavy serif fonts to fix the circles logo design as suggested in feed back	1	
Monday						
	30/10/18	<ul style="list-style-type: none"> Created a new holding page for science shop Sourced and downloaded merchandise templates from graphic burger for t-shirt and mug design Started exhibition design 	1 1 1			
Tuesday						
	31/10/18	<ul style="list-style-type: none"> Created a new exhibition piece from existing infographic design as suggested during feed back 				
Wednesday						
	1/11/18	<ul style="list-style-type: none"> Class time – feedback from pitch deck 2 and making more improvements for pitch 	4			
Thursday		<ul style="list-style-type: none"> Pitch to client 	1	Group Meeting	1	
Friday		<ul style="list-style-type: none"> Production log 	4			
	4/11/18	<ul style="list-style-type: none"> Worked on production log 				
Sunday			2			

Individual Timesheet Continued

Week 7						
Monday						
	8/11/18	<ul style="list-style-type: none"> Exhibition storyside on Adobe Illustrator Merchandise (tshirt, mug) 	4			
Tuesday			1			
Wednesday						
Thursday		<ul style="list-style-type: none"> Production log work (class time) 	4			
Friday		<ul style="list-style-type: none"> Production log 	4			
Week 8						
Monday						
Tuesday						
Wednesday						
Thursday		<ul style="list-style-type: none"> Production fixes (classtime) 	3	Group meeting	1	
Friday		<ul style="list-style-type: none"> Production log 	4			
Week 9						
Monday						
Tuesday						
Wednesday						
Thursday		<ul style="list-style-type: none"> Made .gif for background bubbles of holding page Started coding holding page 	3 1	<ul style="list-style-type: none"> Researched how to make gif on photoshop Group meeting 	1 1	
Friday		<ul style="list-style-type: none"> Resized images/assets for holding page Production log 	2 4			
Week 10						
Monday						
Tuesday		<ul style="list-style-type: none"> Coding holding page 	2			
Wednesday						
Thursday		<ul style="list-style-type: none"> Restart coding for holding page 	4	Group meeting	1	
Friday		<ul style="list-style-type: none"> Create community folder for science Production log 	1 4			
Week 11						
Monday		<ul style="list-style-type: none"> Fix code for holding page to make responsive Create folder for science shop 	2 1			
Tuesday		<ul style="list-style-type: none"> Create certificate for science shop 	1			
Wednesday						
Thursday		<ul style="list-style-type: none"> Production log Fix all print documents with new print logo and circles 	4	Group meeting	1	
Friday		<ul style="list-style-type: none"> Fix story side Production log 	2 4			

Individual Timesheet Continued

Week 12						
Monday		• Fix pop ups with new logo colours	2			
Tuesday						
Wednesday						
Thursday				Group meeting	1	
Friday		Production log	5			

Total Hours Design & Build **131**

Total Meetings & Research **36**

C. McMaster

Signature Group Member: _____

Production Schedule

Week	Task	Aim	Action	Completion
2	Scoping the project	Research and develop the brief after meeting with Partner	Each group member will research at least x3 logos, exhibitions, landing pages and motion infographics.	Class time week 3 (11/10/18)
3	Create Project brief	Complete and finalise a brief to send to Partner	Brief to include: <ul style="list-style-type: none"> • Project objectives • About the client • Timescale • Indroduction/Project Description • Style/Guide lines • Budget • Deliverables 	End of week 3 (12/11/18)
4	Generating ideas for visual identity	Generate at least 3 ideas for each element of the project objectives	Each group member will create at least: <ul style="list-style-type: none"> x 3 logos x 3 exhibitions x 3 landing pages x 3 motion infographic storyboards x 3 infographics To bring to class week 5	Class time of week 5 (25/10/18)
5	Finalise pitch decks	Finalise chosen idea by Adrian in week 5 to create a pitch deck to bring to week 6 client pitch	Each pitch deck will include a complete idea from the chosen identity from week 5: <ul style="list-style-type: none"> x 1 Logo x 1 exhibitions x 1 landing pages x 1 motion infographic x 1 infographic 	Class time week 6 (1/11/18) *PITCH TO CLIENT*
6	Assign and complete job roles	After pitch to client decide on who will complete each element of the project	Assign tasks to group members for: <ul style="list-style-type: none"> Logos - Emily Exhibition - Chloe Landing Page - All group members Motion infographic - Nutchiraphon and Chloe Infographic - Emily 	End of week 11 (6/12/18)
12	Submit finalised projects to Client	Bring all the project together to send to client	Collect all the deliverables of the project and copy onto a USB/Basecamp to send to the client	Week 12 (13/12/18)

Production Brief

Brief:

The aim for this project to create new visual identity for the Science Shop 30th anniversary. As a group we need to come with new logos, film, motion info-graphic, exhibition and holding page. The client would like to come up with contemporary logos with 30th anniversary and the 30th anniversary element that can be stripped away after 2019. The client would like to keep the colour elements of the old logo to be the same because each colour represents the different elements of every science shop project; the community, an academic and students. For the exhibition display our client has asked us to create needs to be a display across 6 pop ups in a cohesive style but it must also stand alone for smaller events. The pop ups will be split into 3 pop ups for the Ulster science shop and 3 for the Queens science shop so that each institution can take their own pop ups away with them after the event in February. The client has asked us to create a landing/holding page for the website scienceshop.org which will contain a link to each of the science shop websites at their own University. The website holding page may contain some photos, videos and statistics of current science shop projects however the client is open to how this is created. We also have been asked to make an up to date info graphic for the queens statistics and ulster statistics on the science shop projects. A motion info graphic was also requested by the client which will be similar to the statistics in the static info graphic. Our client also asked us to create a video to tell the story of the science shop and how the three elements come together to produce a finished project to make a positive impact on the community partners business.

Client:

Claire Mulrone (Community Engagement Manager Ulster University),
The Science Shop 30th Anniversary.

Audience:

The Science Shop targets both students and community partners. The Science Shop (based in the university) links the students to the community. It is important that all designs are accessible to all Students, academic staff and potential community partners. The campaign must promote The Science Shop campaign in an appealing way to encourage participation and funding.

Timescale Important Dates:

1st November 2018 (Week 6) - Pitch Decks Due
11th January 2019: Project Hand In
20th February 2019: Exhibition Day

Introduction// Project Description:

The Science Shop is a joint initiative between Ulster University and Queens University Belfast, they will celebrate 30 years of this joint partnership in 2019. The project will see the development of an info graphic and motion graphic campaign, a portable exhibition, merchandise and video stories of students, partners and academic staff.

Project Objectives:

To create an authentic representation of the Science Shop and the work it does. To modernise the science shop logo and merchandise. To illustrate to the exhibition attendees, (student, staff and community partners) the importance of and the extent of the work carried out by the Science Shop in the last 30 years. This will include;

- 1. A Video** - To tell a video story of The Science Shops work including students, partners and academic staff.
- 2. A Video Motion Graphic** - Visually display the benefits of the work that the Science Shop has done over the past 30 years. (Include statistics)
- 3. Pop up exhibition** - which are cohesive in design, and are very visual (limited amounts of text). NOTE; client is open to creative display designs.
- 4. Holding Page** - A creative holding page for the links to the Queens website and Ulster website; this may display some videos, pictures, statistics about the science shop projects of recent (client is open to suggestions)
- 4. An Updated Science Shop logo** - Modernise and redesign the Science Shop logo. (Link the rings)
- 5. A 30th Anniversary logo** - Combine the main logo with the anniversary, the client would like to utilise the logo after the 30th celebrations so it is important that the 30th anniversary element can be stripped away.
- 6. Info-graphics (prints)** - A series of info-graphics depicting the work of the Science Shop and how it has benefited the community over the past 30 years. (UU and QUB separate)
- 7. Photographs** -A selection of photographs depicting current students actively participating in Science Shop Projects. (Authentic representation)
- 8.** Any other creative merchandise to be approved by the client of submission of design decks.

Style Guidelines:

1. The Science Shop Colours (can be found in current logo) and meanings;

Purple: Students

Gold: University

Red: Community

2. Must adhere to the UU and QUB brand guidelines when using each institutions logo etc.

https://www.ulster.ac.uk/__data/assets/pdf_file/0017/206045/Interim-guidelines-May-17.pdf

<https://www.qub.ac.uk/brand/>

Deliverables;

1. A Video

2. A Video Motion Graphic

3. Pop up exhibition

4. Holding Page

4. An Updated Science Shop logo

5. A 30th Anniversary logo

6. Info-graphics (prints)

7. Photographs

8. Any other creative merchandise to be approved by the client of submission of design decks.

Budget:

This project can be budget freindly design wise as we as a group has agreed to use only free sources, such as royalty free musics, plugs etc. The most money spent on the project will be the printing of the exhibition pop ups stands which are priced below. The rest of the print outs can be carried out in the Ulster University reprographics department which is very reasonable.

Logo - £0

Exhibition -

6 pop ups 850mm x 2000mm £389.94

4 pop ups 2000mm x 2000mm £879.20

Holding page - £0 (host and domain already paid for)

Motion/Infographic - £0

Video - £0 (try to only use royalty free music and free plugins)

Reprographics printing - £50

Total Budget = £440

Meetings

Week 1 - 4th October 2018

Week one we met with our Client Claire from the Science Shop. Claire is the Community Engagement Manager at Ulster University and she works in partnership with two other Community Engagement Managers at Queens University Belfast, Eileen and Emma.

Claire started the meeting by explaining what the science shop 30th anniversary brief needed us to create. She mentioned: a new logo, motion graphic, pop up and a holding page.

The new logo Claire discussed said that the logo needed to be contemporized from the current one.

The circles from the the logo have to stay and a temporary 30th anniversary logo needs to be created. The motion graphic needs to represent the students, the academic and community partners involved in science shop projects and must celebrate the 30 year anniversary.

The Pop Up Claire would like needs to incorporate pictures from previous projects, represent the student, the academic and the community partner as previously mentioned, be eye catching with minimal text. The holding page must incorporate images from both Ulster and Queens University and include the science shop logo, and use the two institutions logo as links into the sister websites about the Science Shop.

Our task for this week was to create a production schedule of how we will fulfill this brief in 12 weeks.

Week 2 - 11th October 2018

In week two of the science shop project our task during class was to write a brief following our initial meeting with the client Claire. We had to create this to email out to Claire and her Colleagues Emma and Eileen at Queen's University. This brief is a list of requirements which was asked of us at our meeting with Claire the previous week. Once the brief is sent to the Client it is up to them to check over it and either confirm that this is what they asked for or if there are any amendments to make before production starts. We went over the brief with Claire and Adrian in class and made small changes to mainly how the document was worded and once we had a rough copy then Nutchiraphon tweaked with the design to incorporate the science shop colours which Adrian actually suggested we removed in order to keep it clean, simple and to the point. The task for this week was for each group member to go away and research the brief and come back with three ideas for each element that the client asked us for.

Week 3 - 18th October 2018

This week in the group meeting we had to show both Claire, Adrian and the group members the ideas that we have liked to inspire the project for each element and we had to explain why we liked it, why it fits with the science shop and what we didn't like so much about it. After showing Claire some of my ideas it was clear that she preferred the more clean and simple logos but it seemed to be important to her that we try to keep the circles in the logo and if we fail to keep the circles the colours in the logo needed to intertwine with each other to represent the relationship between the student, the community partner and the academic work together on every science project there has ever been. Our task for the following week was now to create 3 concepts of each logo idea generated so we had to show this on merchandise, an infographic, an exhibition, and a holding page for the project.

Week 4 - 25th October 2018

This week we came to class with 3 design decks each to be reviewed by Adrian and Claire in order to finalise the pitch for the meeting with the client in the week ahead. The concepts I came up with were the circles concept, an updated version of the current logo and an icons concept. The circles concept was liked by Claire and Adrian however it was suggested that the font I used didn't suit it so I had to go and do a typeface experiment for the pitch deck. They liked the layout of the infographic as it was like a road map that was taking the user on a journey but they did not like the colour combinations used. The updated logo was liked by Claire before she realised it looked like the Mastercard logo which ruled that logo out; they did like the infographic because of the way I put the science shop colours together but the layout wasn't as nice as the road map. They did like the lines going out to icons with statistics on and it was suggested that I make the infographic from the updated logo concept my exhibition board and use the colour combination from the infographic of the updated logo in the circles concept. The final icons concept was not liked at all by Adrian and Claire because it was too rigid and not fluid enough so there wasn't a lot of feedback about this concept. Our task for the following week was to go back and review the feedback and take only one of the concepts forward to edit for the pitch next week.

Week 5 - 1st November 2018

This week was our day to pitch to pitch with the client; our meeting was scheduled for 2pm after class. We went to class with our final pitch decks uploaded to basecamp for Adrian to print for us and give us any last minute feedback and changes to make in order for the deck to be the best standard possible for the client. The feedback I recieved was that I needed to make the infographic one bug page instead of the photoshop poster template I used to ake it look like someone was holding the design as a piece of paper. I also had edit my exhibition piece by making the lines linking to each of the icons slightly thinner to make it look more clean and precise. I made the mistake of putting the University logos on top on a colour circle in creating my holding page idea but by doing this I was breaking the Ulster brand guide lines so this had to be corrected. It was also suggested that I made a design of the holding page in the format of an iPad an iPhone to show the responsiveness of the website to be created. Lastly I had to change move the merchandise ideas to the bcck of the pitch as the other group members had not created any merchandise ideas. The pitch went smoothly, it was an unusual meeting set up as Claire and Eileen were in the rrom but we also had Emma from Queens on skype so we had to adapt our presenting skills to suit the audience present and online. The idea picked was a but of everyones pitch decks which was fair and they decided to use Emily's logo for production.

Week 7 - 15th November

There was no class week 6 as the Belfast Media Arts Festival was on. In week 6 we worked independently on the production of the project to produce a final combined pitch deck following the decision at the pitch meeting for Claire to print and take to her colleagues in Queens on Tuesday 6th November and it was agreed we would resume the meetings again next week .

Week 7 we had to descuss the deliverables asked of us and we had to assign job roles for the production of the project over a 4 week timescale. It was agreed that Emily would do the logo motion graphic and the brand guide lines for the project. Nutchiraphon would do the motion infographic and the infographic side of the exhibition as well as the merchandise. I was assigned the role of making the storyside of the exhibition and the holding page for the science shop. We then had to post to do lists on basecamp to ensure each group member was completing their roles on time. I did the to do lists for the basecamp.

Week 8 - 22th November 2018

In week 8 we spent time at the start of the class showing Claire what has been done so far in the production of the project. After this debriefing with Claire we worked individually on our designated roles for the project so I worked on creating a gif for the background of the holding page. I did this by taking the bubbles Emily created and duplicated them to make 5 keyframes and moved each of the duplicates slightly before combining them into a stack on photoshop to take them into the timeline window. In the timeline window I created the gif and set the timings to make it look like the bubbles were floating through the page. Once this was exported I gathered the rest of the assets I needed and started working on the code for the holding page on notepad++.

Week 9 - 29th November 2018

This week we reviewed the work produced by each group member so far. I had previously emailed the holding page file to Adrian and Claire to get it uploaded to the internet but due to the website not being responsive enough I had to go to Adele our resident coder to get some help as to how to make it more responsive so after meeting with Adele I spent the class editing the code to make it responsive. It was also decided that using the gif of the circles floating was far too big and even after it was compressed down it was still struggling to load on a PC so it was going to burn through the users mobile data so we had to discontinue the use of the gif completely. Towards the end of the class Claire also reminded us that she needs a certificate and certificate folder designed for Graduations of 2019. She also needed a community project folder to give to outside clients and also needs 3 general pops for the science shop marketing campaign; I took on these roles to be completed for the next week.

Week 10 - 6th December 2018

This week in class Adrian printed out the certificate documents and the community project folder to show to Claire and make amendments to the design of them. I had to go back in and back the designed more flat, this meant I had to take out the bubbles from the coloured section of the pieces and make sure the University logos adhered to the brand guide lines. When the print work for was being reviewed it was clear that the consistency in colours from each of our PCs were not good so Emily had to go back into the the logo and edit the colours to make them a lot brighter so now that there is a designated print logo to use we had to each go into the print work we created and edit the logos and bubbles accordingly. One more week of production and then it's sign off week so this week the tasks were just to tie up any lose ends of the project to be ready to submit to Claire next week.

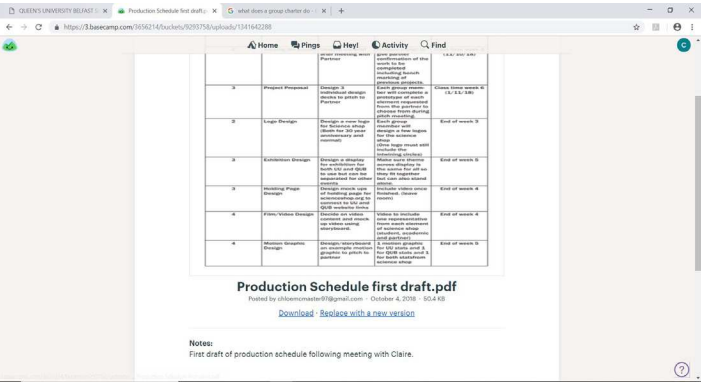
Week 11 - 13th December 2018

This week was out last week in class which it was out final group meeting and meeting with Claire and Adrian. We spent the class making last minute tweaks of the project such as myself editing the University logos for the holding page to make them as consitent in size to each other as possible. Adrian printed out the print documents and Emily's brand guide lines once more for Claire to see and sign off when she was happy with the outcome. We also asked Claire for some feedback on each of our roles and how well we fufilled them throughout the whole production process. The next time we will see Claire and our productions as a whole will be in Febuary at the 30th Anniversary Sceince Shop Event.

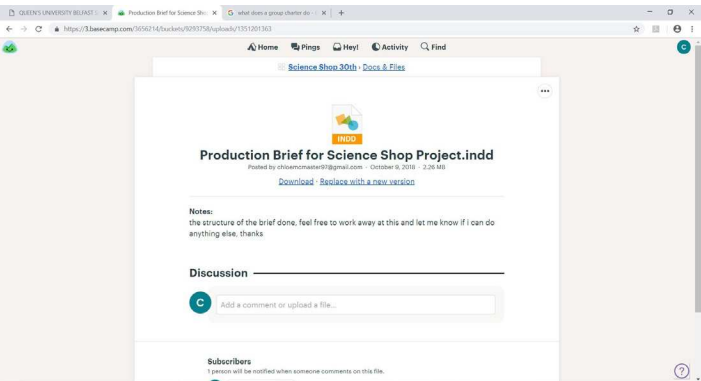
Basecamp

Basecamp

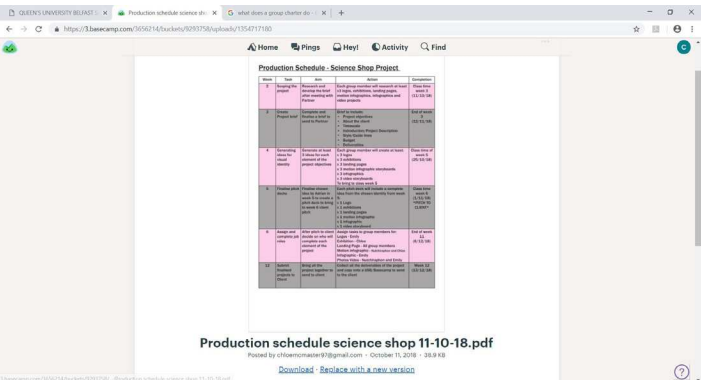
Basecamp is a software website which was designed for project management and team communication. We used this to share files and with gorup members and also our client in order to get feedback on the work we completed and make any changes necessary without having to wait week to week for feedback. It was a very useful tool in the succession of this project and I feel that each of the science shop gorup members used it appropriately and effectively. I took the role of creating the production schedule and due dates for parts of the project to be completed,



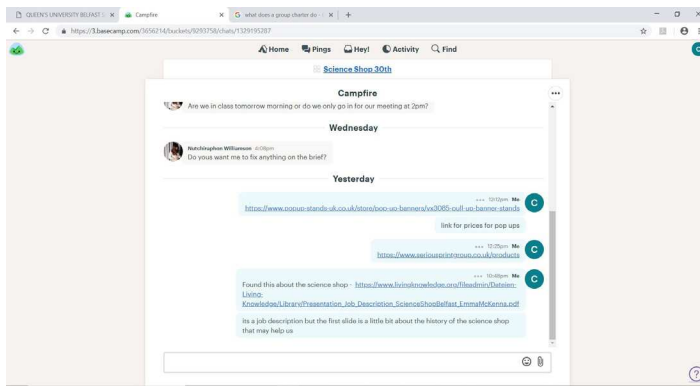
This is the first draft of the production log which I uploaded on Thursday 4/10/18.



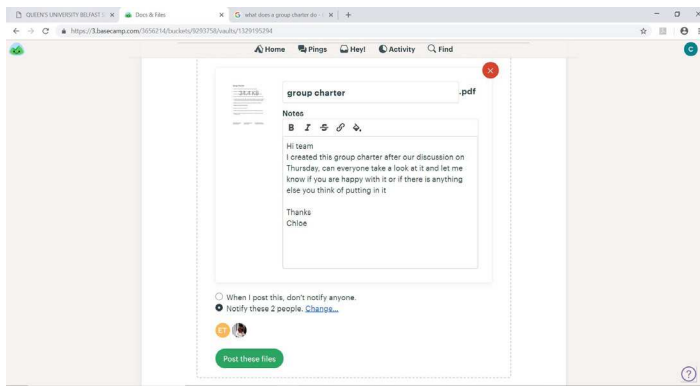
This is the production brief indesign file which was uploaded on 9/10/18.



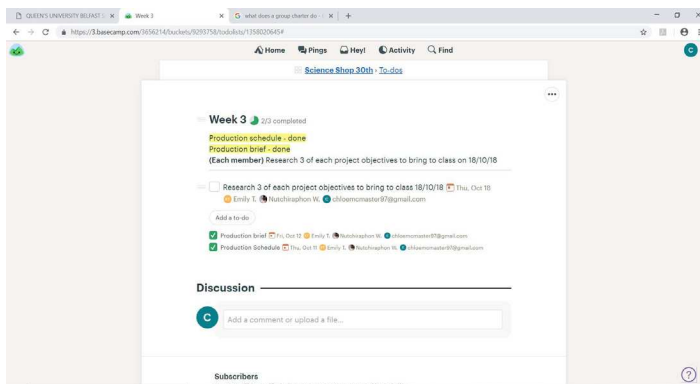
Redrafted final production schedule which was uploaded to basecamp on 11/10/18.



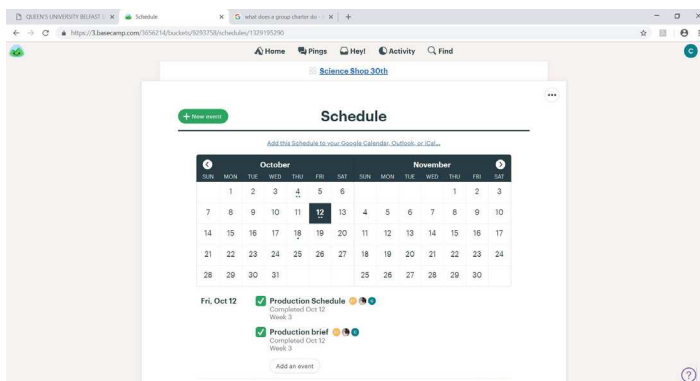
This was a section of the campfire conversation where I sent in links to prices for exhibitions and also a pdf link to a Science shop job role at Queens University which I thought would be helpful to understand what the science is about.



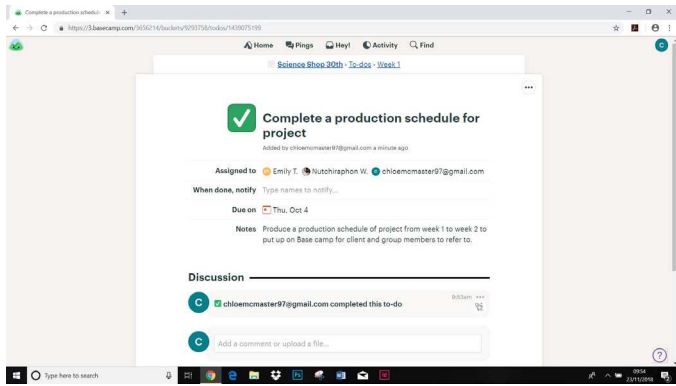
This is a basecamp upload of a group charter which we created in order to work cohesively throughout the 12 week production time.



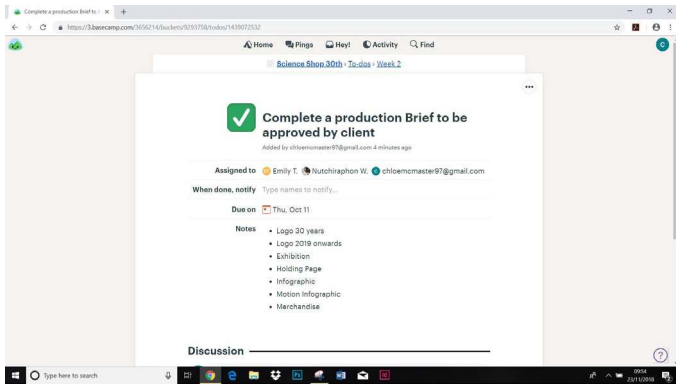
This is a week 3 to do list. We have the production schedule and production brief completed. The to do list for this week was for each group member to research 3 ideas of each element that we have to create for the science shop.



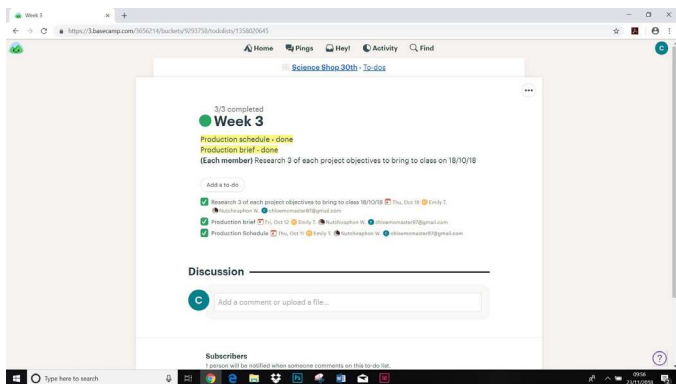
This is the schedule checklist for the 12th October 2018.



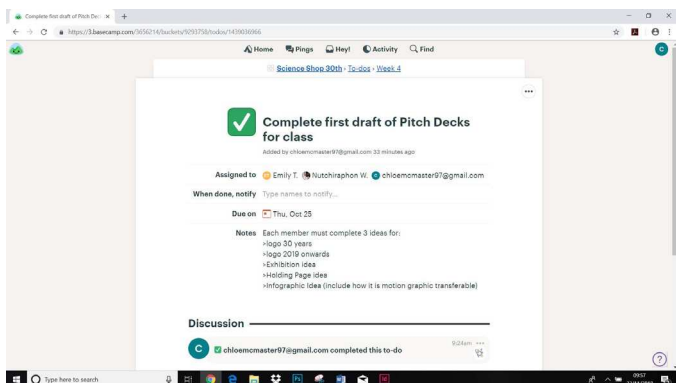
This is the to do list task completed for the production schedule and brief which is uploaded to basecamp for the groups to refer to.



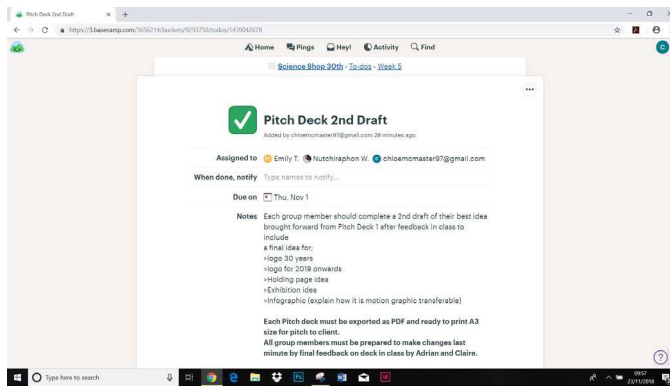
The production brief task completed on the to do on Basecamp ready to send to our Client to be review and approve.



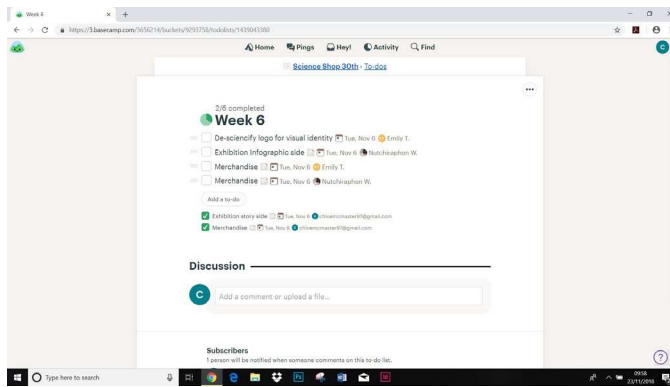
Week 3 to-do list 3 out of 3 tasks completed.



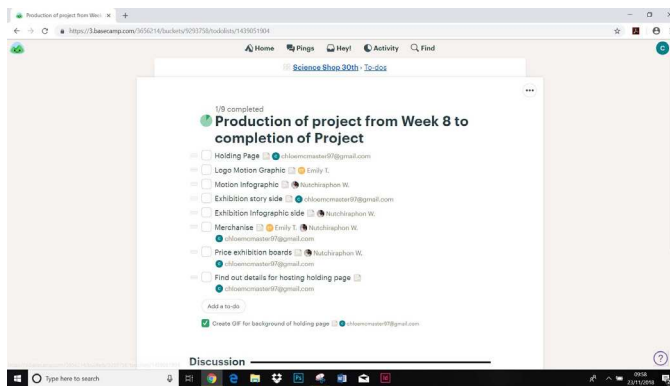
The to do list for week 4 was to have a first draft of the individual pitch decks complete for class time 25/10/18 to review for the pitch next week.



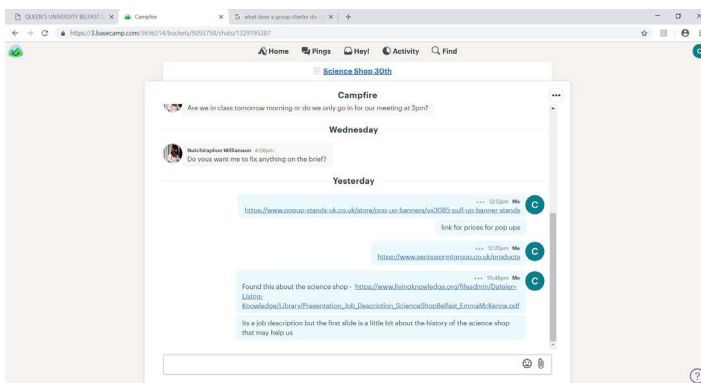
The to do list for week 5 was to have a final pitch deck complete for class time on 1/11/18 and also to be prepared to make last minute revisions suggested by Adrian before the pitch to the client.



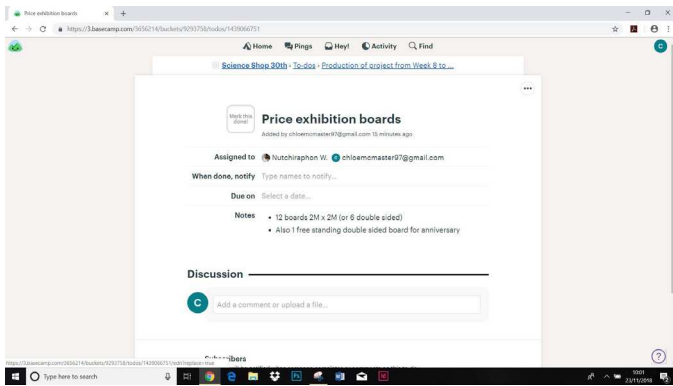
The week 6 to do list was to move into the production section of the project and we assigned job roles to each group member. I was assigned the merchandise and the exhibition story side.



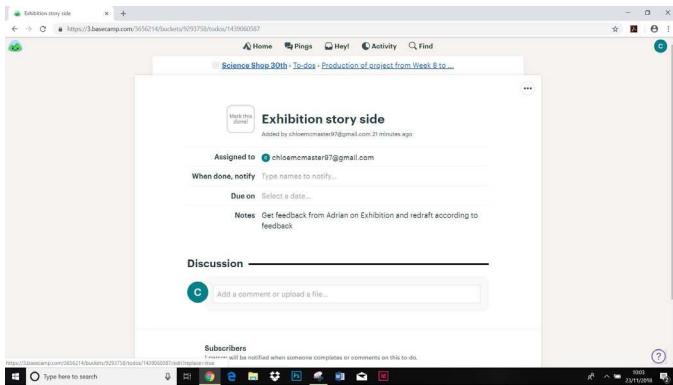
The week 8 onwards to do list was more job roles assigned to group members for the production of the project. My assigned tasks were preice exhibition boards, certificate and certificate folder, community project folder, find out details of holding page, code holding page and create gif for holding page.



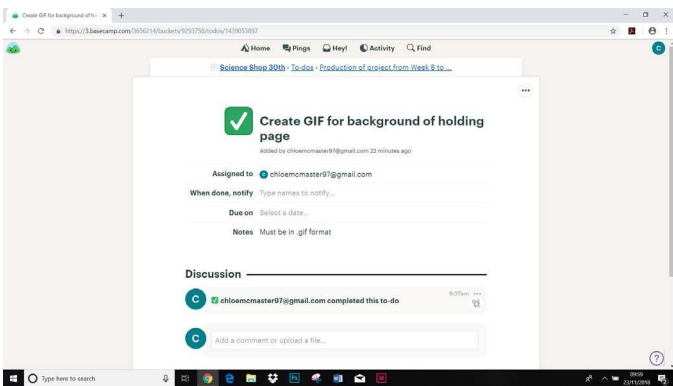
Campfire links to budgets and link to job role in queens



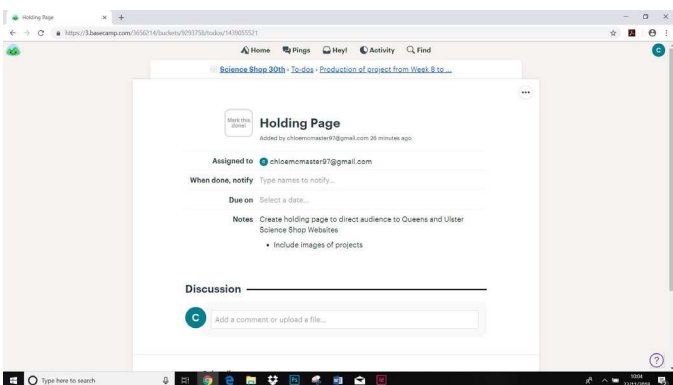
Price Exhibition boards



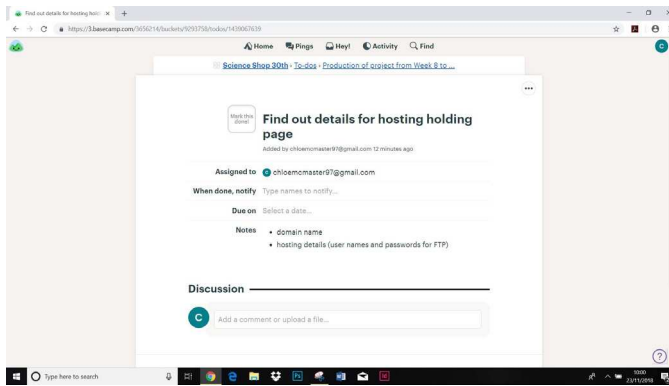
Create Exhibition Story side



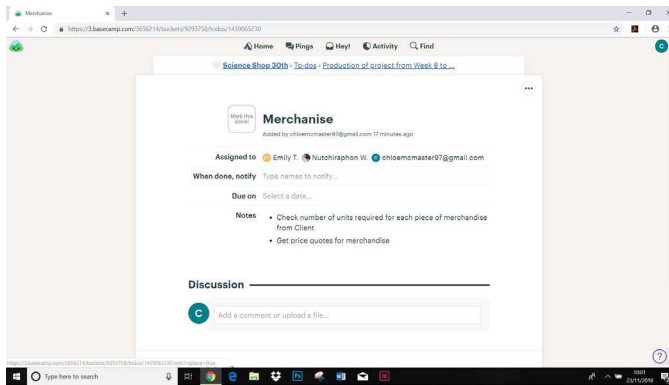
Create gif for background of holding page



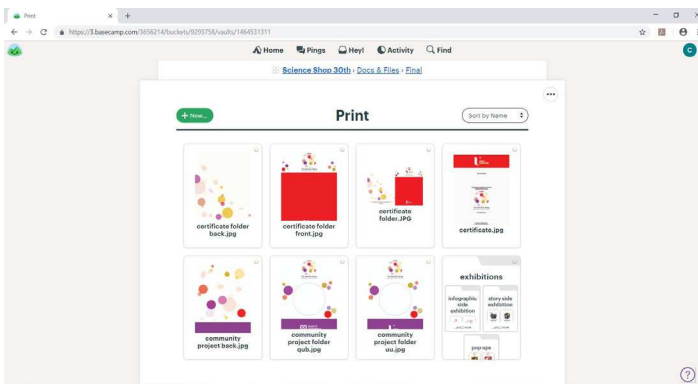
Code holding page



Source details for FTP of Science Shop

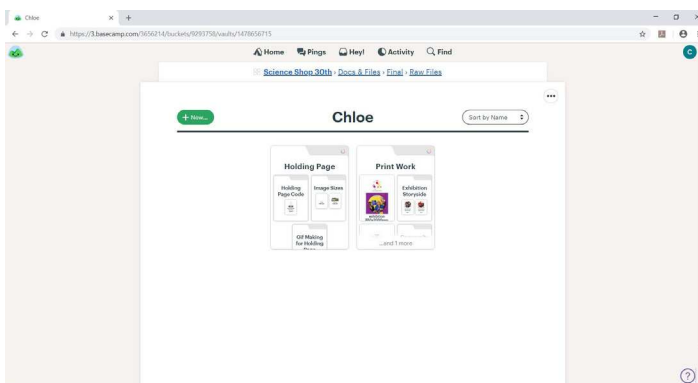


Create merchandise for t shirt and mug



Docs and Files

This is the project work complete and inside the appropriate folder for our client to access.

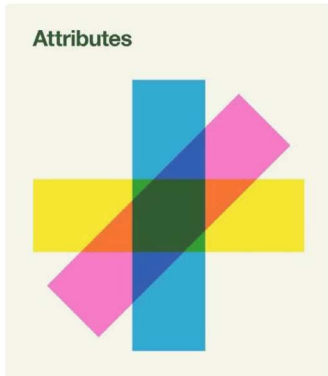


Docs and Files

This is the raw files folder of all the work we completed so that if the client wants to make any changes for future years she can access the code file, all photoshop, illustrator and after effects files.

Research

Project Objective - Logo Ideas



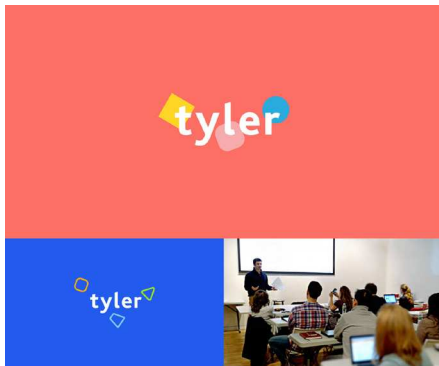
This logo design is nice as the colours in the logo have some transparency and the shapes can be moved around to change the logo up from time to time.

<http://blog.excites.co.uk/post/58002689061/alternative-venn-diagrams-attributesgood-designer>



I like the simplicity of this logo design for a cultural magazine; the use of white space is nice and the way the icon in the centre is intertwining remind me of the intertwining circles in the science shop logo. This could be a contemporary way of bringing the three elements of the science shop together.

<https://99designs.co.uk/blog/creative-inspiration-en-gb/nature-logos/>



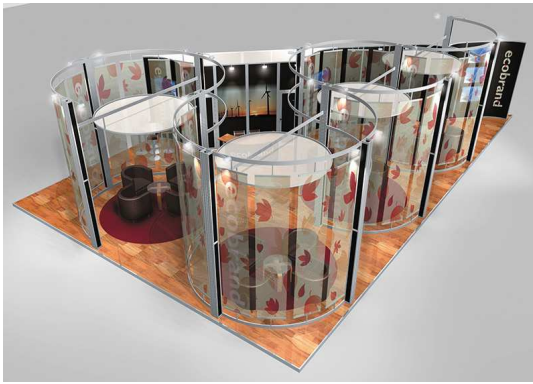
I like this logo design as it is versatile; there are 3 shapes in three colours with the company name is plain white. The logo is changable as seen in the blue logo below, the designer has taken the fill colour out of the icons and changed the background colour to blue.

<https://www.behance.net/gallery/36193145/Tyler-Brand-Identity>

Project Objective - Exhibition Ideas



I like this design of a pop up exhibition as the diagonal lines flow across the 3 pop ups so that the design is cohesive but they also look finished when they stand alone which is something that our client asked of us.

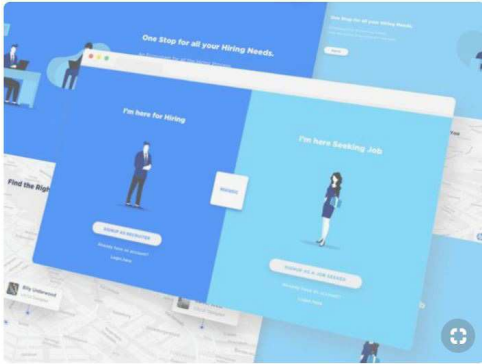


I think the design of this exhibition is very quirky and smart. It is circular so the information could be given to the audience in smaller pieces. I think this would be an option in order to make the science shop history understood more clearly.

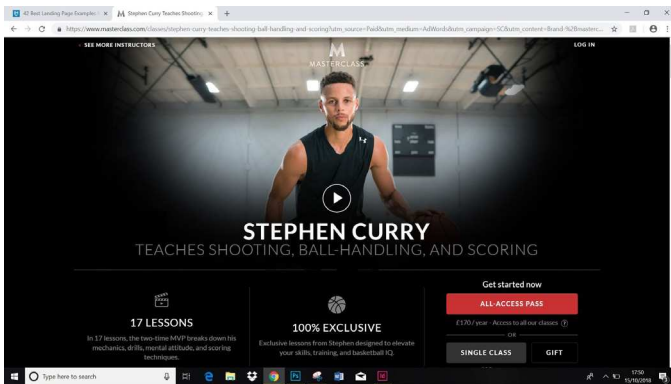


When I first seen this piece of exhibition design I thought it would be a good idea to use for the science shop so that each different coloured arrow would lead the audience to a different element of the science shop. For example if they followed the purple arrow it would lead them to the community element of the exhibition.

Project Objective - Holding page Ideas

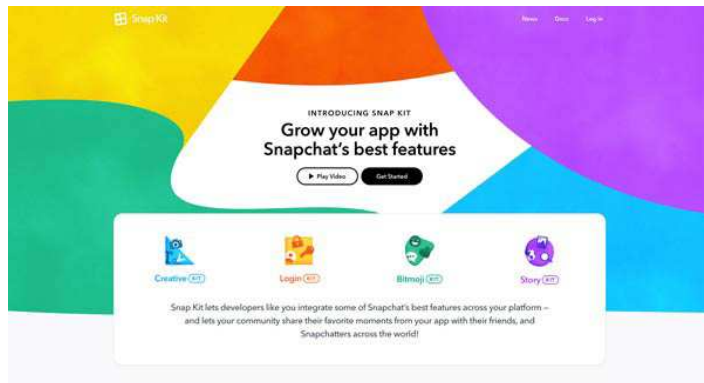


This is a homepage of a recruitment website; I like how it is split into 2 sections one being to click to enter the site as an employee and one side to enter the site as an employer. The logo is in the middle of the screen which brings the two screens together. I think this would be interesting to do for the Science shop as the two sides could be for Ulster University and Queens University.



I like the layout of this webpage called Masterclass about a basketball coach Stephen Curry. It capitalizes on video in the top section so it is the first thing some will see when they visit the page. It also is laid out in a clear and concise grid system so that the pieces of information isn't too wordy. It also is very effective as it includes headshots of key people in the company, includes social media links and additional content.

(https://www.masterclass.com/classes/stephen-curry-teaches-shooting-ball-handling-and-scoring?utm_source=Paid&utm_medium=AdWords&utm_campaign=SC&utm_content=Brand-%2Bmasterclass%20%2Bcurry-G1_BM&utm_term=Aq-Prospecting&clid=CJ0KCQJw9ZDeBRD9ARisAMbAmoY5Y6GnioA717HbDONH7NmWJH5hpwSQ3TxvEuQIQWkC51fJW0IAaAbIEALw_wcB#)

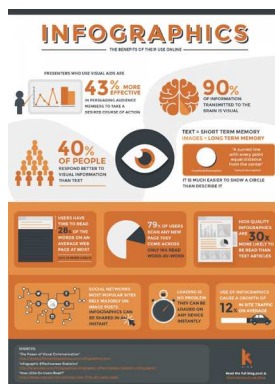


I like the look of the snapchat landing page as each element has it's own icon and bold colour to match the branding. As you scroll down the page there is a lot of white space but the information is concise and in the text and images for the section links back to the colour of the icon at the top of the page. I think this is something we could do to neatly display the 3 elementd in the Science Shop.

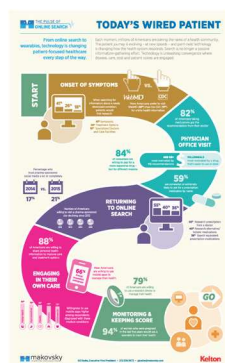
Project Objective - Infographic Ideas



I like the layout of this infographic as it is unconventional of standard infographic grided layouts. I like how each section of the web has a different colour so you eye stays focus on one section at a time.
<https://www.pinterest.co.uk/pin/685250899529170895/>



I like the use of colours and graphics in this infographic as it is eye catching and more understandable than a block of text. The gridding is nicely layout too and it looks like this would be quite good to turn into a motion infographic as well so it is versatile.
https://thumbnails-visually.netdna-ssl.com/infographics-the-benefits-of-their-use-online_565c628147e97_w1500.jpg



I like the layout of this infographic as it clearly navigates you through the information using the different colour section in the S shape. The use of white space is also very nicely finished.
<https://wrm5sysfkg-flywheel.netdna-ssl.com/wp-content/uploads/2015/02/Today-Wired-Patient-Infographic.png>

Pitch Ideas

Logos

IDEA 1 - CIRCLES



IDEA 2 - UPDATED SCIENCE SHOP LOGO



IDEA 3- ICONS



Concept 1

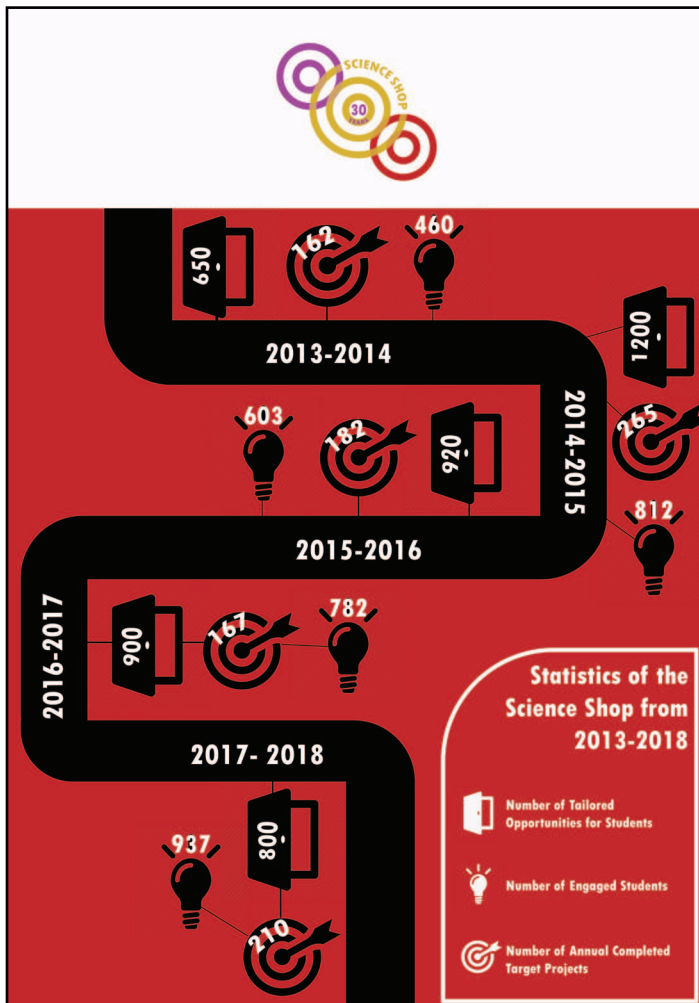
“Linking Circles Science Shop Logo”



Logo design for 30th Celebration



Logo design for 2020 onwards



Infographic Style

Exhibition Design



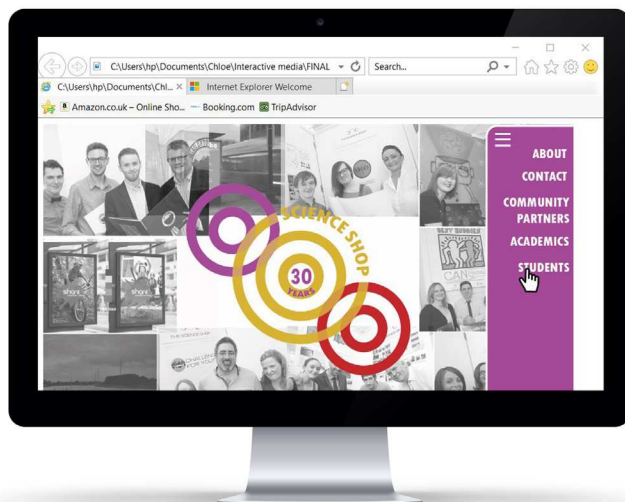
I first created the logo from an image I found during research of 3 circles that are linked. I used the idea of the circles to make the colours overlap and merge into each other to symbolise the 3

elements the gold being the students which is the biggest part of the Science Shop which are linked for each project they do.

The Infographic was based on the Ulster statistics from 2013-2018; my inspiration for the layout of the infographic was from a pinterest image I found about an infographics cheat sheet.

The holding page was made from a collage of photos from project social with the logo over the top and a side bar expanding menu with links to the different sections of the Science Shop.

The exhibition style I have created for this concept is based from the Impact 50 Year Celebration exhibition which was on Pentagram that our client Claire pointed us to as it was a style she liked.



Holding Page Idea

Concept 2

“New Contemporary Science Shop Logo”



Logo design for 30th Celebration



Logo design for 2020 onwards

Exhibition Design

SCIENCE SHOP

30 YEARS

The Science Shop was established in 1989 and is a joint project between Queen's University Belfast and Ulster University.

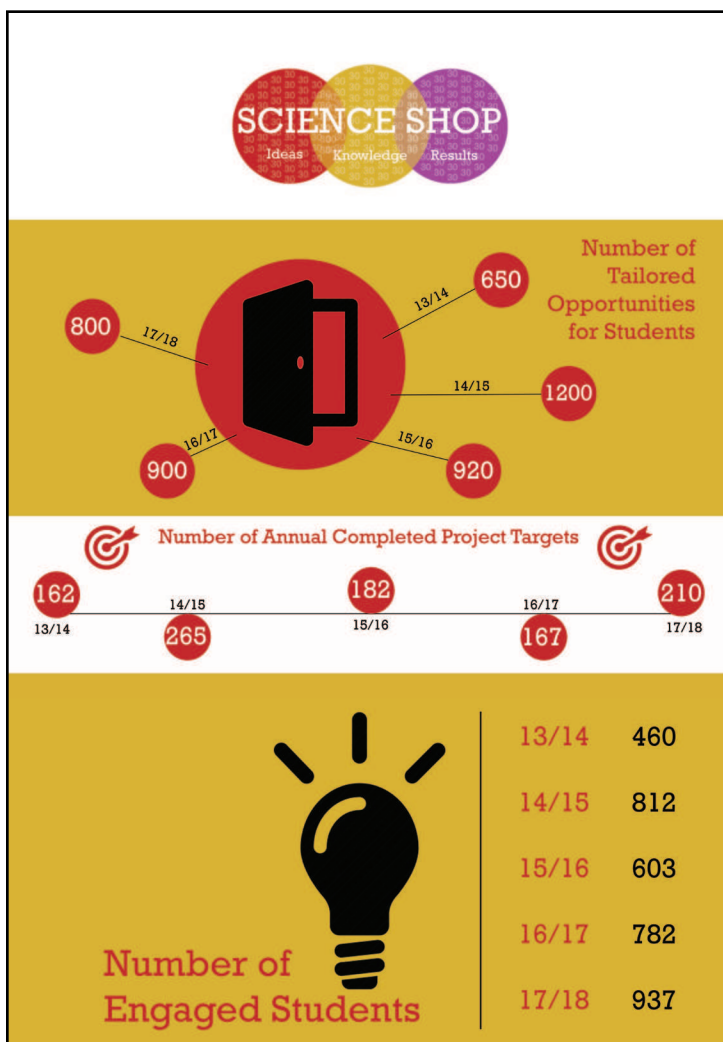
The Science Shop works across all university faculties. It acts as a broker, bringing community research needs into the university and finding students to do small pieces of research in response to those needs.

Third sector, not for profit community and voluntary organisations can submit research project ideas. The Science Shop acts as a broker identifying students from a relevant subject discipline to do complete the project as part of their University coursework.

Each year, the annual joint Science Shop Student Award recognises the contribution of the students who have completed the best project for their community partner. There is prize fund of £1,000 at both Ulster University and Queen's and each institution will recognise two student winners.

The Science Shop has enabled our social enterprise to have an asset which we would not have been able to develop ourselves. This is an excellent way for the University to liaise with the community sector providing access to keen, knowledgeable and skilled students. I am delighted with the result and I hope the students benefited from the experience as much as we did."

Organisations receive an evidence-informed report to help them shape future policy and develop appropriate service provision. Last year, the Science Shop recruited 337 Ulster undergraduates and postgraduate students across all four campuses and Faculties to complete 210 projects for 63 community and voluntary partners across Northern Ireland.



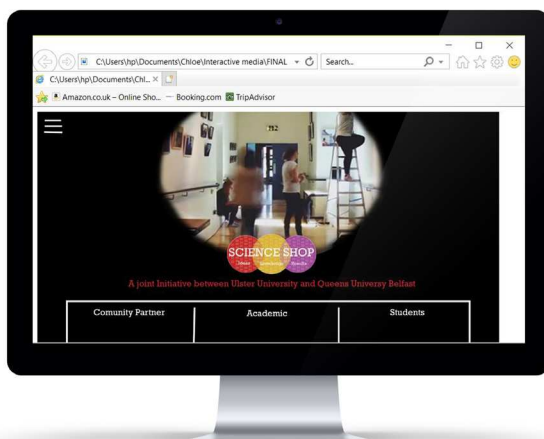
Infographic Style

This is the concept design for the new contemporary Science Shop logo. I first created the logo by using the idea of the circles to make them overlap and merge into each other to symbolise the 3 elements of the Science Shop which are linked for each project they do.

The Infographic was based on the Ulster statistics from 2013-2018; my inspiration for the layout of the infographic was from a pinterest image I found about an infographics cheat sheet.

The holding page was inspired by the basketball portfolio website as mentioned in my production log, I choose it because I would like the video to be the focus point of the holding page and then the information as you scroll down will be consise and easy to understand.

The exhibition style I have created for this concept is based from the Lincoln 50 Year Anniversary exhibition which was on Pentagram that our client Claire pointed us to as it was a style she liked.



Holding Page Idea

Concept 3

“Icons Science Shop Logo”



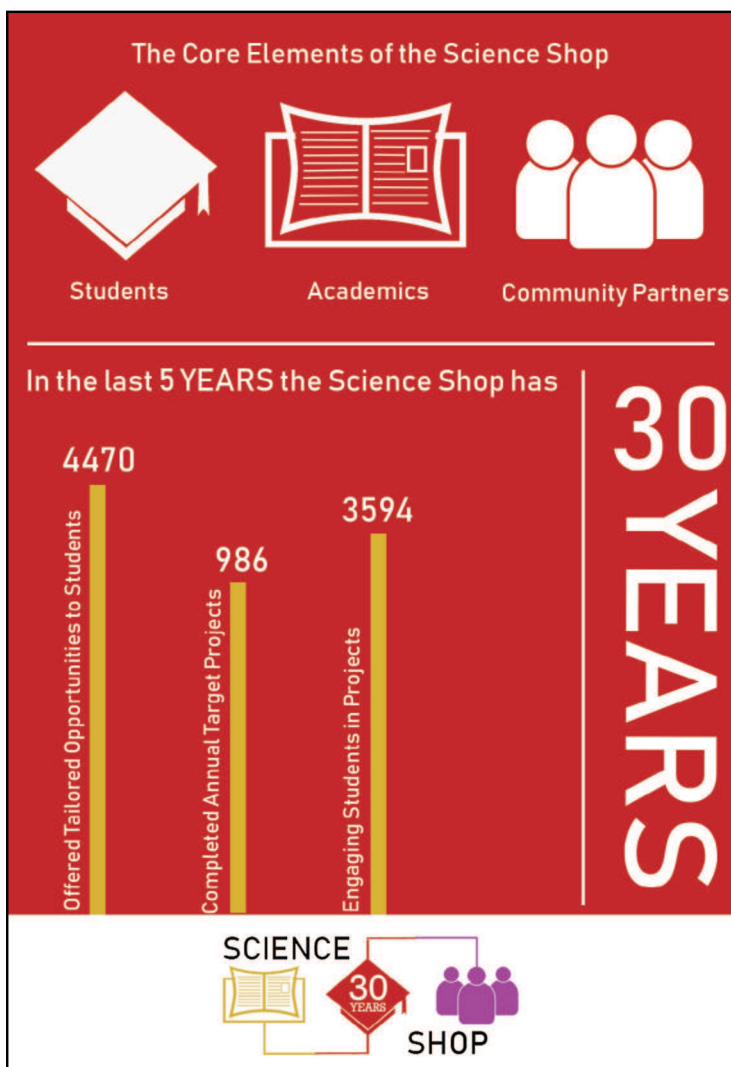
Logo design for 2020 onwards



Logo design for 30th Celebration

Exhibition Design



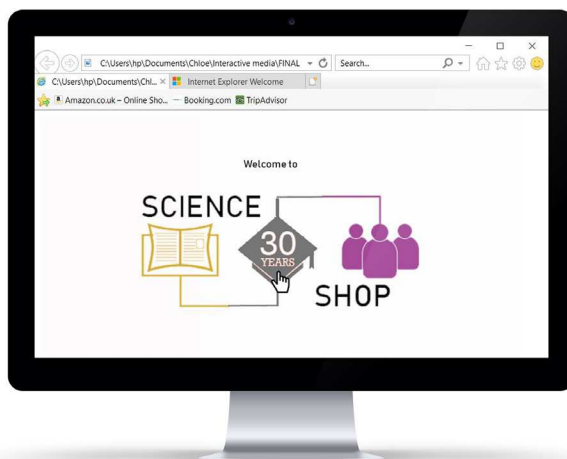


Infographic Style

This is the icons concept design for the Science Shop logo, I was keen to make something this theme as I thought about our client asking about icons in the first meeting. I first created the logo by creating unique icons to symbolise the 3 elements of the Science Shop which are linked for each project they do. The Infographic was based on the Ulster statistics from 2013-2018; my inspiration for the layout of the infographic was from a pinterest image I found about an infographics cheat sheet.

The holding page s just the logo on a blank screen but the idea of this would be to make the logo clickable by adding hotspots so therefore if I clicked on the mortarboard icon the webpage would jump down to the students section of the page.

The exhibition style I have created for this concept is based n a timeline theme it is quite simplistic but it is really to display what the science shop has done for 30 years which is idea, knowledge and results.



Holding Page Idea

Feedback

Concept 1

"Linking Circles Science Shop Logo"



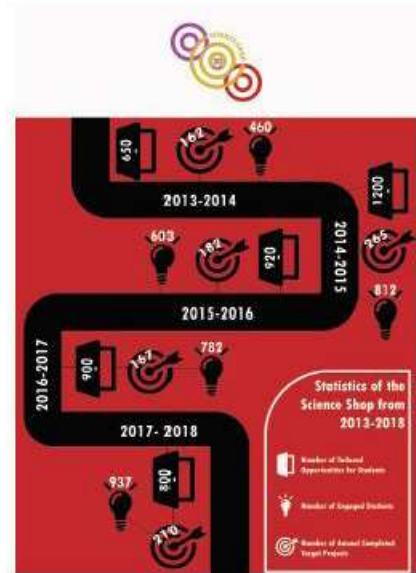
Exhibition Design



Holding Page Idea



Infographic Style



I first created the logo from an image I found during research of 3 circles that are linked. I used the idea of the circles to make the colours overlap and merge into each other to symbolise the 3 elements the gold being the students which is the biggest part of the Science Shop which are linked for each project they do.

The infographic was based on the Ulster statistics from 2013-2018; my inspiration for the layout of the infographic was from a pinterest image I found about an infographics cheat sheet.

The holding page was made from a collage of photos from project social with the logo over the top and a side bar expanding menu with links to the different sections of the Science Shop.

The exhibition style I have created for this concept is based from the Impact 50 Year Celebration exhibition which was on Pentagram that our client Claire pointed us to as it was a style she liked.

The Logo - The client liked that the circles linked to each other to represent the links between the student, academic and community partner. The feedback was that the logo must be on a full page spread to let the client see the logo on it's own and to experiment with the type face in the logo as Adrian felt it needed a heavy serif font.

The Infographic - The client liked the timeline and use of icons but did not like the colours used. My feedback from adrian was to change the colours in the infographic and add a 1pt outline on the infographic box so that the top part is not lost in the pitch deck. I was also told that the box around the key for the infographic was unnecessary so I took it out completely.

The Holding Page - My feedback for this piece was that it was too close to the project-social website that currently exists and the logo needed to be at the top of the page and have links to the Queens and Ulster Science Shop pages.

The Exhibition - The feedback I recieved for the exhibition was that I needed to add a slug to the outside of the page because I was taking the text too far out for a printer. They also liked the simplicity of the exhibiton design and shape too as I used squares instead of rectangular pop ups like the Lincolm 50 Year Celebration.

The text was also unnecessary for the pitch deck and I was told to remove it for the next draft, as the pitch deck and myself should speak for itself to bring across the idea to the client.

Concept 2

"New Contemporary Science Shop Logo"



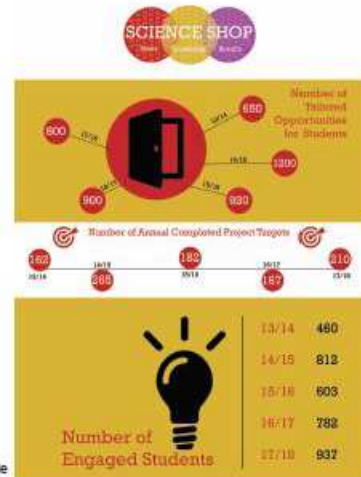
Logo design for 30th Celebration



Logo design for 2020 onwards



Holding Page Idea



Infographic Style



Exhibition Design

This is the concept design for the new contemporary Science Shop logo. I first created the logo by using the idea of the circles to make them overlap and merge into each other to symbolise the 3 elements of the Science Shop which are linked for each project they do. The infographic was based on the Ulster statistics from 2013-2018; my inspiration for the layout of the infographic was from a pinterest image I found about an infographics cheat sheet. The holding page was inspired by the basketball portfolio website as mentioned in my production log. I choose it because I would like the video to be the focus point of the holding page and then the information as you scroll down will be concise and easy to understand. The exhibition style I have created for this concept is based from the Lincoln 50 Year Anniversary exhibition which was on Pentagram that our client Claire pointed us to as it was a style she liked.

The Logo - Once again the logo needs to be on one full A3 sheet to show the client the logo properly. The feedback from the client that I initially received was that she likes the logo and its simplicity however when Adrian noted that he recognised the mastercard logo within it she was put off the design.

The Infographic - The client really liked the use of icons and the bold use of the gold colour from the logo with the red. It was suggested that I make my exhibition design with the theme of this infographic in mind.

The Holding Page - The feedback from the holding page was limited but they weren't overly

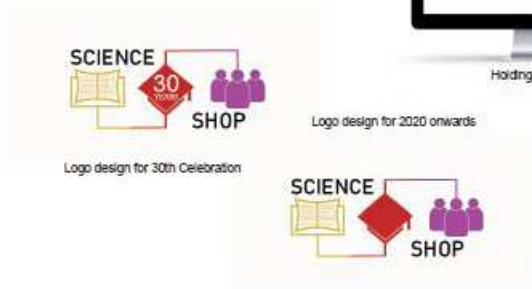
pleased with the design of this element because it was too dark and the logo was not at the top of the page.

The Exhibition - The client liked the left side of the exhibiton I created but found that the right side of the pieve was too wordy and needs to be more visual. The piece was deisgn to hang along a back wall and the client feared that she would not be able to get a space/wall bigger enough for this. The inspiration for this came from the Impact 50 Year Celebration.

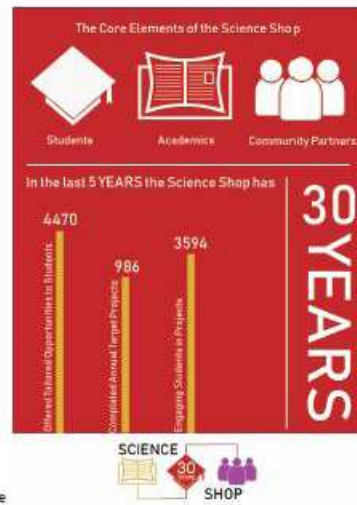
And finally the text was also not neccessary on this concept page and I will just explain my thoughts behind it during the pitch.

Concept 3

"Icons Science Shop Logo"



Infographic Style



This is the icons concept design for the Science Shop logo. I was keen to make something this theme as I thought about our client asking about icons in the first meeting. I first created the logo by creating unique icons to symbolise the 3 elements of the Science Shop which are linked for each project they do.

The infographic was based on the Ulster statistics from 2013-2018; my inspiration for the layout of the Infographic was from a pinterest image I found about an Infographics cheat sheet.

The holding page is just the logo on a blank screen but the idea of this would be to make the logo clickable by adding hotspots so therefore if I clicked on the montebord icon the webpage would jump down to the students section of the page.

The exhibition style I have created for this concept is based in a timeline theme it is quite simplistic but it is really to display what the science shop has done for 30 years which is idea, knowledge and results.

The Logo - The client clearly did not like this logo however she did appreciate what I was trying to do with the connecting lines, colours and use of icons to represent the elements of the science shop as requested in the first meeting but she felt it was too rigid and not fluid enough.

The Infographic - The client thought that the style of this infographic was too close to the existing infographics she already has so she wanted to steer away from this.

The Holding Page - The Holding page wasn't really discussed in depth on this concept but

what I got from their reaction was that it is too basic and requires both the Queens and Ulster University logos to link it to the appropriate sites.

The Exhibition - The client liked the timeline theme of this exhibition design but had reservations about the lack of visuals in it; she also liked the use of the tag line "Ideas, Knowledge and Results".

The feedback was limited for this concept of the pitch deck as it was clear that the client just did not like the theme and design. I will not be developing this idea any further. The text was also not necessary for this concept.

Circles logo - Typeface Experiment



Coltan Gea Font

This is a font I downloaded from “da font” called Coltan Gea Font, I found it in the serif fonts under the basic section. I think this font was too thin and the kerning between the letters was too close so it feels like the logo is missing something.



Team Work Font

This is a font I downloaded from “da font” called Team Work font, I found it in the serif fonts under the basic section. I do like this font in the logo but I think it is nearly too science like which is something the science shop is trying to steer away from.

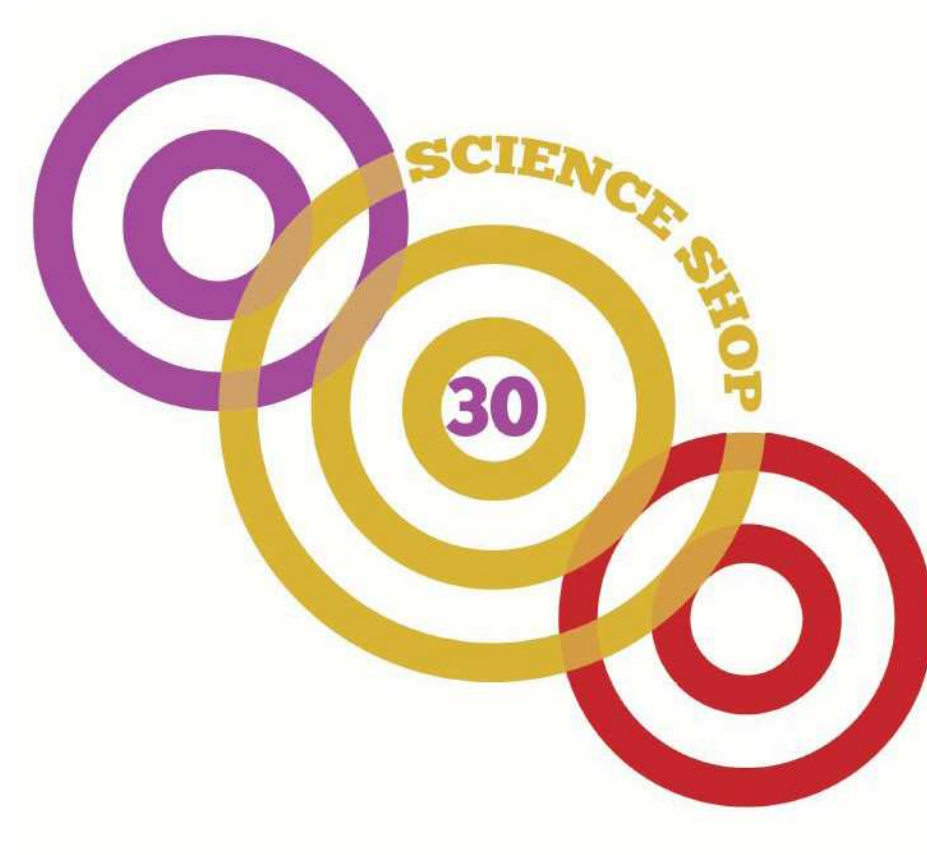


ChunkFive Ex Font

This is a font I downloaded from “da font” called ChunkFive Ex Font, I found it in the serif fonts under the basic section. This was the best font I experimented with as it was heavy enough and fitted the roundness of the logo at the same time. After some feedback from my group peers this was the logo I moved forward with.

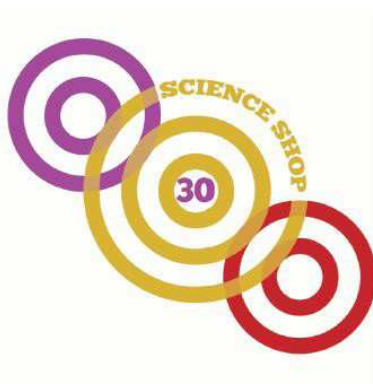
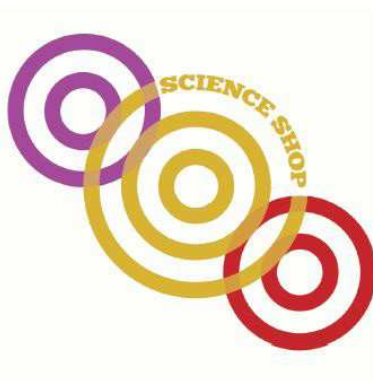


Revised Idea



Chloe McMaster
B00712281

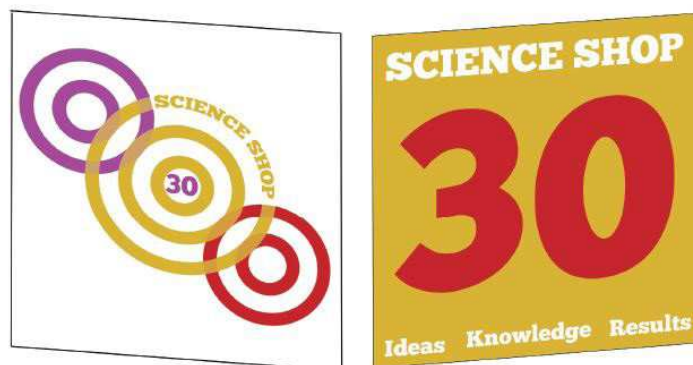
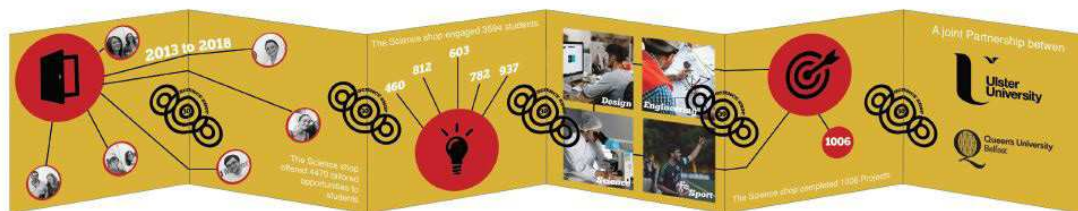
Logo and Merchandise

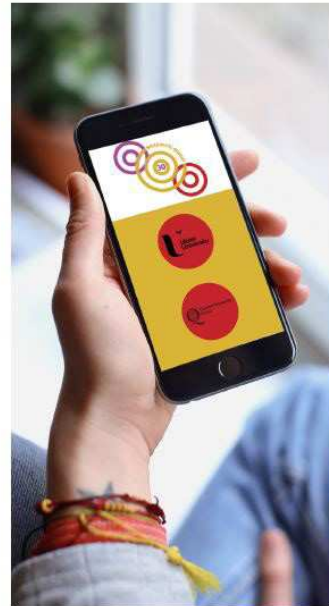
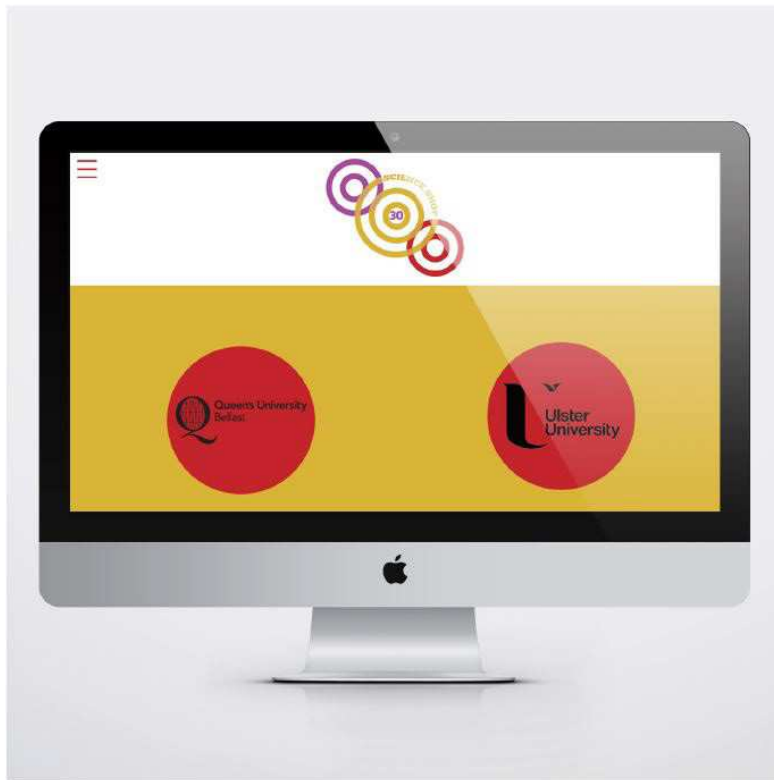


Infographic



Exhibition





Feedback

The feedback I received from my revised idea of the pitch deck was quite positive. Both Claire and Adrian were happy with how I understood the feedback from the previous week and brought bits from each of my 3 ideas forward to make my final deck for the client meeting. However there was a couple of last minute changes Adrian suggested I make in order to make the pitch deck the best I can.

1. It was suggested that I make the infographic portrait with a 1pt black line round it to show the client it full size.
2. Adrian also suggest that I make the lines on my exhibition board thinner as they were too bold so I changed them to 5px width on photoshop before the pitch,
3. Claire suggested I move the merchandise designs to the back of the pitch deck so they can see them as an added extra to all the other components in the pitch.
4. Claire said that although she liked the use of the red circles on the holding page to display the University logos they broke the brand guidelines so I had to take them out edit the page so that it was just the logo at the top, an image gallery and the two University links.
5. Claire also asked me to mock up the holding page on an iPad to show the responsiveness of the page.

The next Pitch deck is the final version which I pitched to Claire, Emma and Eileen for our meeting scheduled for 2pm on Thursday 1st November.

Final Pitch Deck

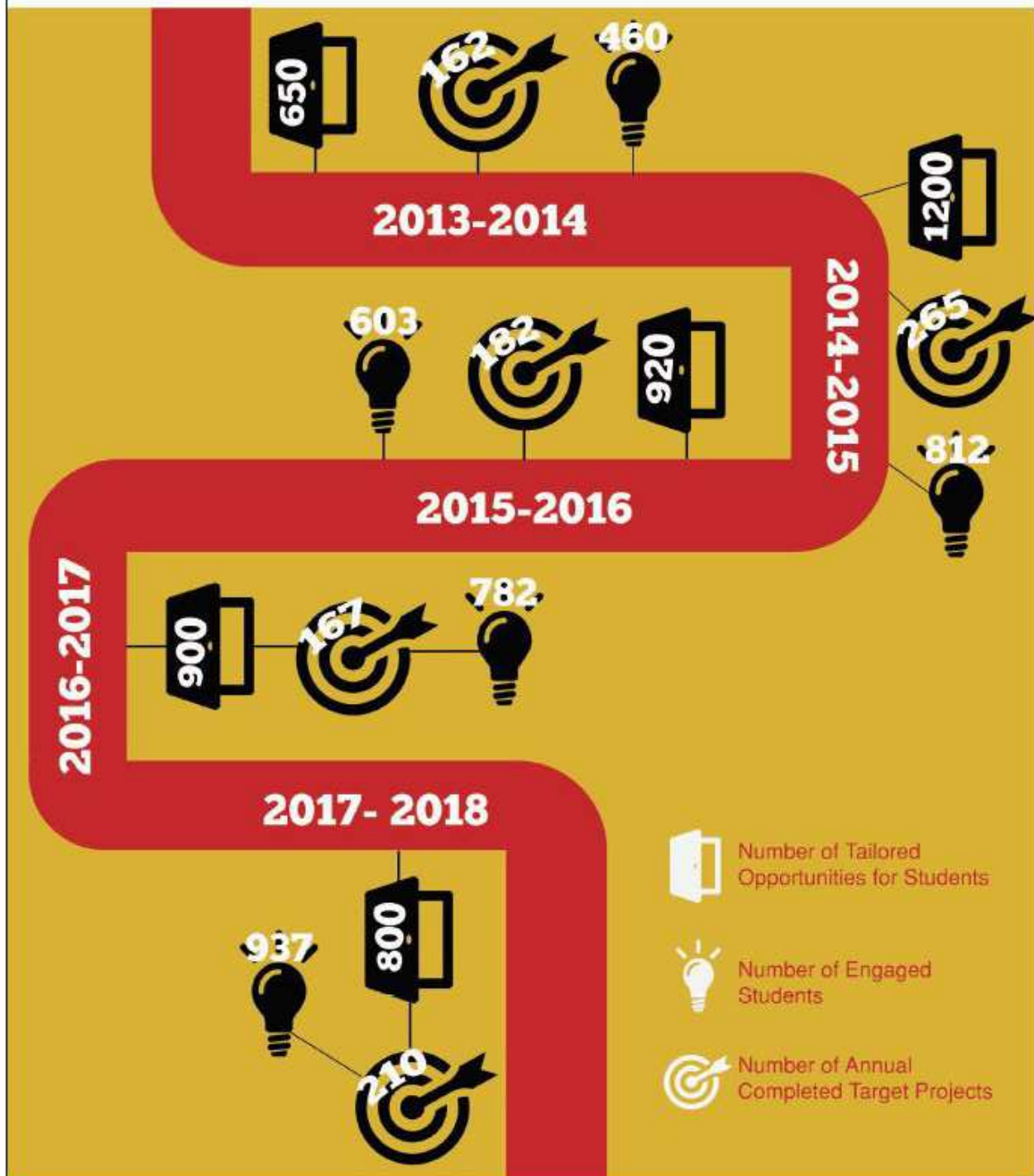
SCIENCE SHOP

30





Statistics of the Science Shop from 2013-2018



Exhibition 1





Holding Page

Holding Page





Pitch Feedback

Logo

Logo



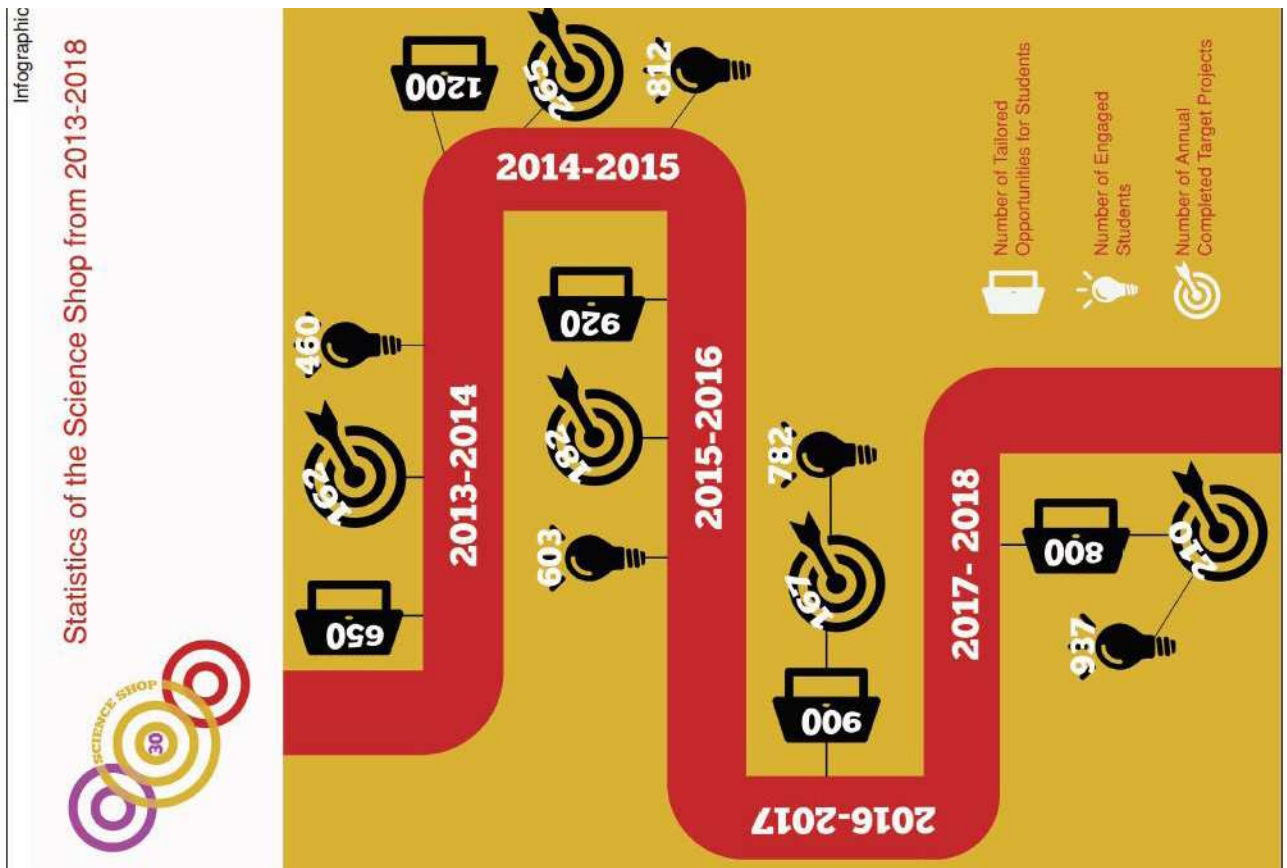
Logo Notes

I based this logo on 3 rings which represents the 3 elements in every Science shop project; students, an academic and a community partner and I used the colour associated with each element, gold, red and purple. The inner circle was gold and was bigger in relation to the other circles, this was to represent the contribution of the students in a science shop project and how much they matter in the progression of the science shop.

Feedback

I received a mixed feedback for this design from Emma and Eileen; they appreciated the thinking behind the logo and understood what I was trying to create but they felt that the gold circle was representative of Ulster University and were hesitant to choose my logo in case Ulster University looked superior to Queens University which are meant to be a joint partnership. Eileen also felt that the logo made her think about a Dart Board and associated it with targets. Claire however loved the logo because of the use of the circles and that I was still close to the old science shop logo.

Infographic



Infographic Notes

The style of this infographic is like a road map/timeline to show the statistics of the science shop over the past 5 years. The use of the timeline should also be transferable to a motion graphic so that it would be like a journey across the five years. I also used the icons to represent the statistics in the infographic. I used an open door to represent opportunities the science shop has offered to students, a light bulb to represent engaged students and a dart board to represent targets achieved by the the science shop.

Feedback

The feedback from this design was positive; Claire and Emma really liked it however Eileen was unsure about the design until I explained how I planned it to be transferable to a motion graphic so that it is as if the main camera of the motion graphic would follow the road and once she grasped that then she liked the design.

Exhibition 1

EXHIBITION 1



Exhibition Notes

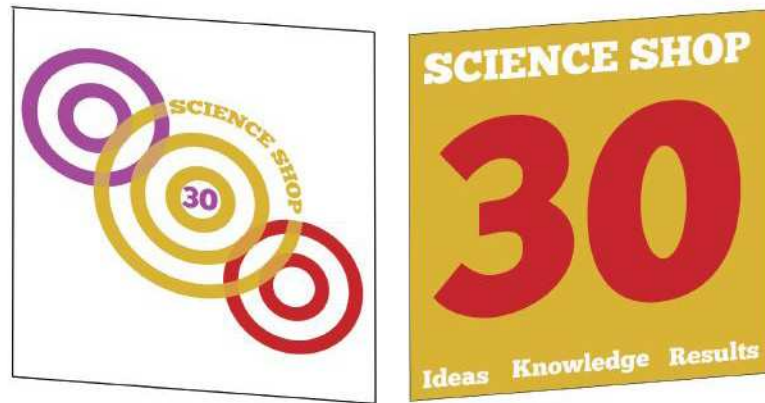
The design of this exhibition includes a logo on each join of the boards so that when the boards are put together they look like one cohesive piece. The boards are square 2m by 2m for each board. The stock images are being used for this mock up design until we get the actual images the clients wants us to use. The elements from the infographic has also been used to create this to that the style and colour combinations of the design is consistent through the pitch.

Feedback

Claire really loved how bold the design of this exhibition piece was as she said she could imagine it in the centre of a room and being very eye catching. She also liked how the pop ups created were square as they made it more modern in comparison to general rectangular portrait pop ups. Eileen felt that the bold colour was too much and she didn't understand the use of the square boards over the standard pop up size.

Exhibition 1.1

EXHIBITION 1.1



Exhibition Notes

The design of this exhibition is 2 simple 2 metre boards including the logo on one side with the anniversary 30 years in big writing so that it will be a statement and eye catching piece for people when they walk into an event that the science shop is part of. I included the tagline Ideas Knowledge Results which is what the science does in every project they are part of. My inspiration for this was from the Lincoln Anniversary display as suggested by Claire on the Pentagonam website.

Feedback

The feedback from this piece was mixed; Claire really liked the idea of using this piece especially for the anniversary year however Emma and Eileen was unsure about what the exhibition piece would be used for so she didn't understand why the Science Shop needed it as part of their print campaign. However when I explained further about my inspiration and how it would fit in the anniversary event for the Science Shop then Emma and Eileen became on board with the concept.

Holding Page

holding Page



Holding Page

Notes

The design of the holding page is very simplistic; it consists of just the logo, a banner of images used in the exhibition to show the projects the science shops have been involved in and then just the logo for Ulster University and Queen's University logo which will act as hyperlinks to divert the user to the science shop web-page for each university. I still kept the bold use of the gold colour from the logo to section off the holding page and keep the style consistent.

Feedback

The feedback from my holding page design was positive but all of our groups structure of the holding page were very similar in that they contained the logo, the images from projects and the two logo hyperlinks.

Merchandise

merchandise



Merchandise

I downloaded some templates from graphic burger in order to show the clients what my logo design would look like a t shirt and a mug which is something that was suggested by Eileen to give out to the community partners at the 30th Anniversary celebrations. The shirt shows the logo on the back of the t shirt and the words Ideas, Knowledge, Results which is the slogan the science shop uses using the appropriate colours to the element from the science shop.

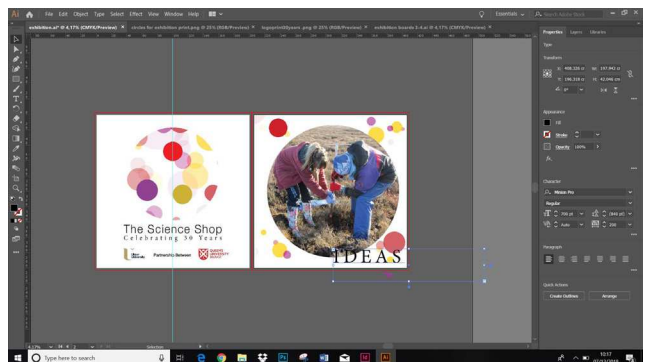
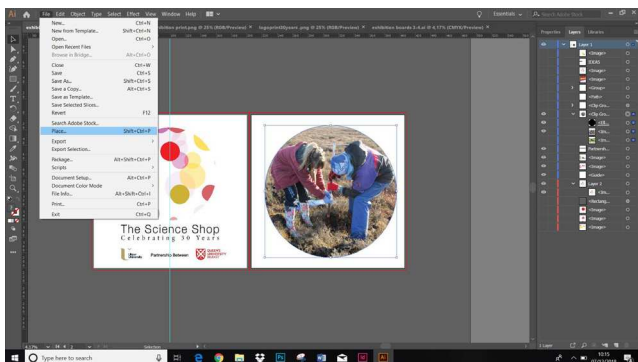
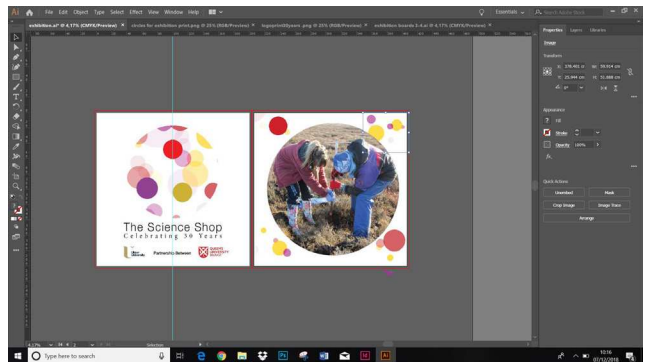
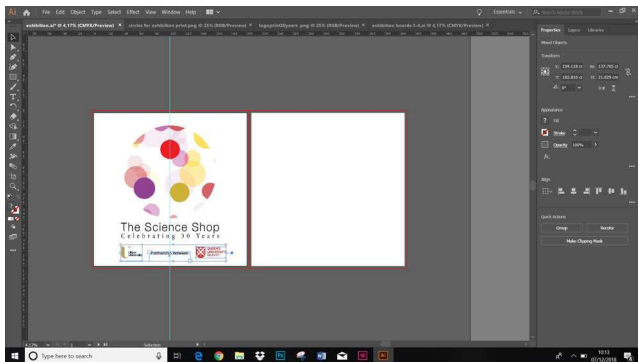
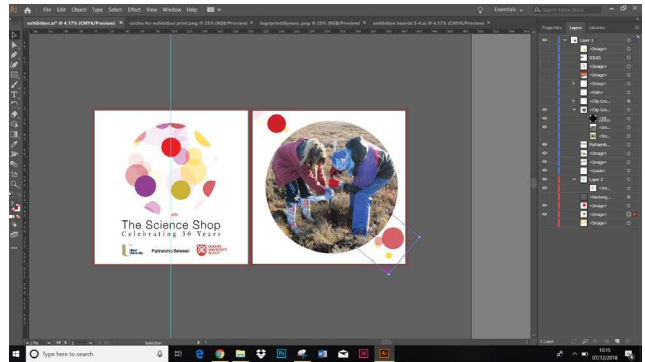
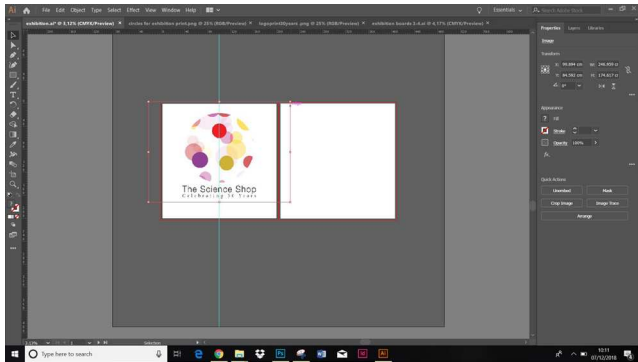
Feedback

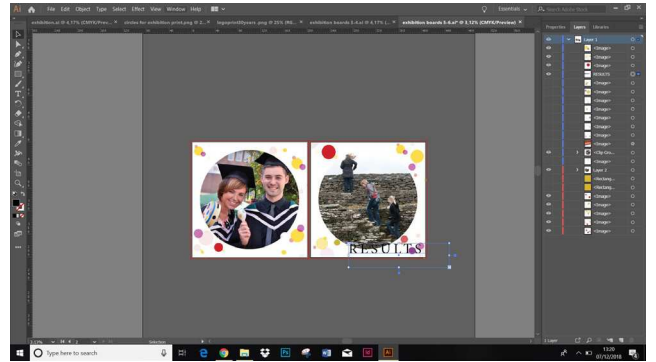
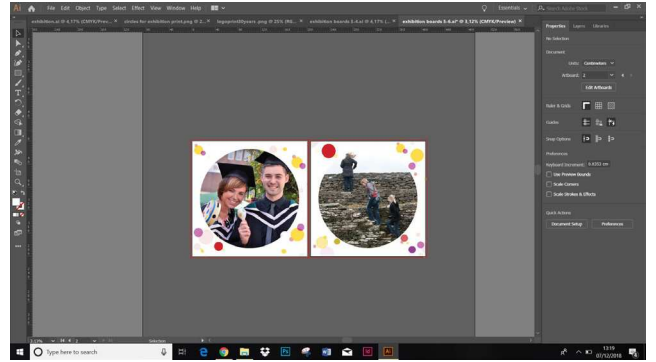
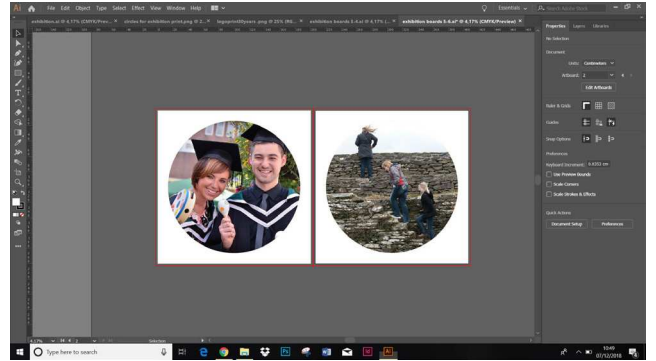
The feedback from my merchandise idea was very positive as I was the only group member to present their logo on merchandise pieces. They really liked the logo on the black t shirt and black mug as the colours stood out better which I agreed with. They also suggested that they would like to see the logo on a pen, and a soft touch notebook which could be given to the community partners as corporate gifts for the celebration event.

Production

Exhibition

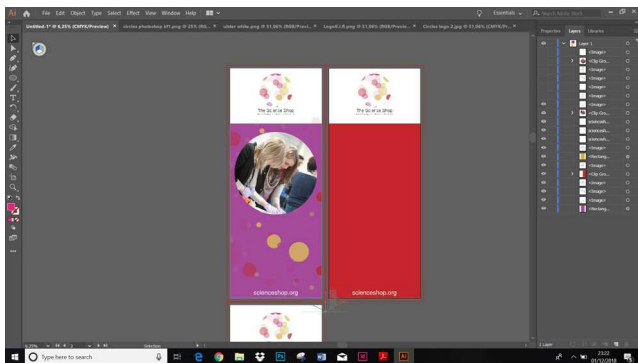
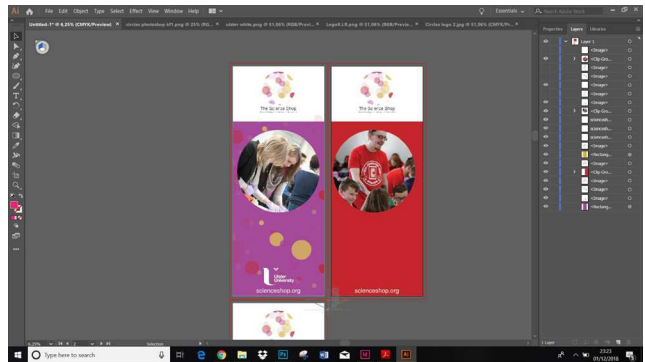
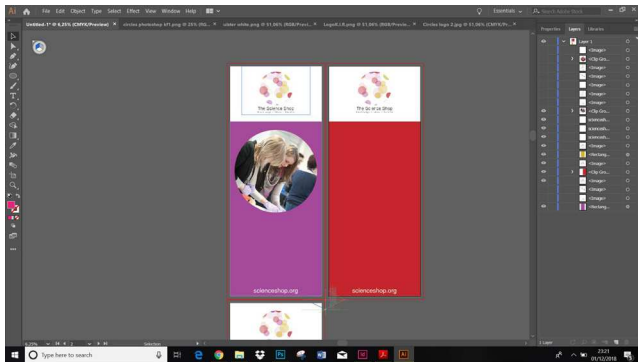
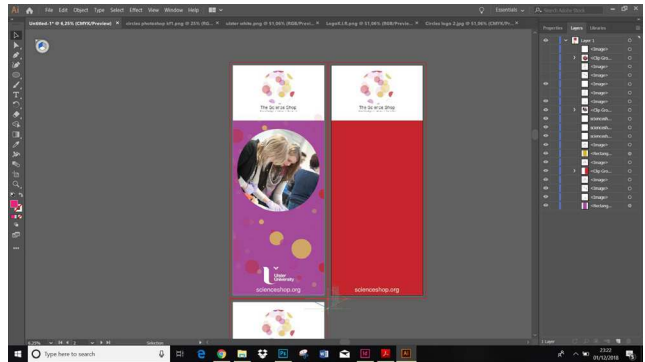
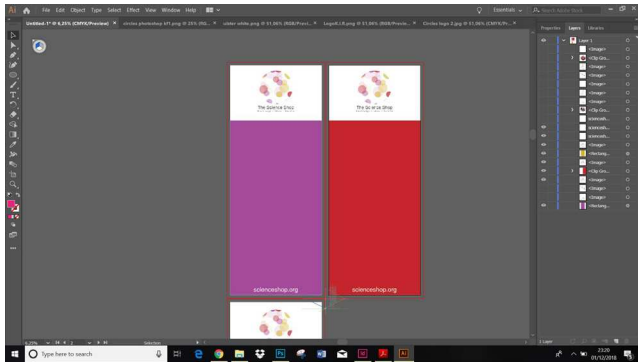
I completed this exhibiton piece on adobe illustrator. The 3 files includes two artboards each at the size of 2 metres by 2 metres. I kept the style consistent by creating the first artwork as the logo and two university logos explaining that it was a joint partnership. I then used the bubbles design from the logo to place around the circle images which tells the story of some of the science shop projects. To insert the images into the circle I first created a circle and then I clicked draw inside which was on the tool bar at the side of the screen; I then clicked file, place and then it opened up a window for me to chose the right image and then I drew the size of the image to fi inside the circle.

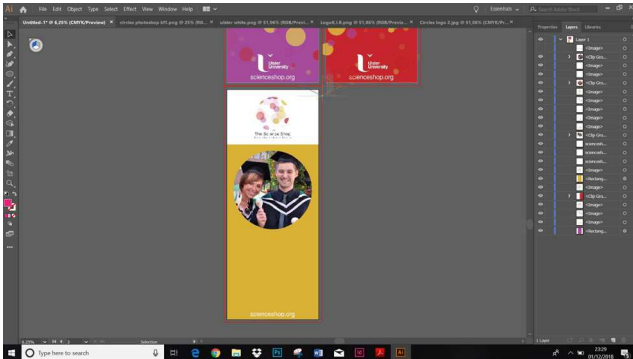
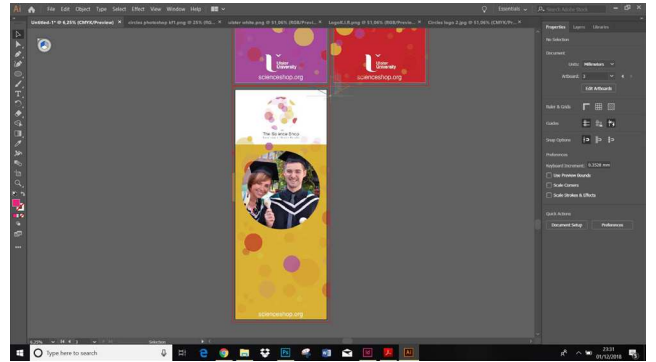




Pop ups

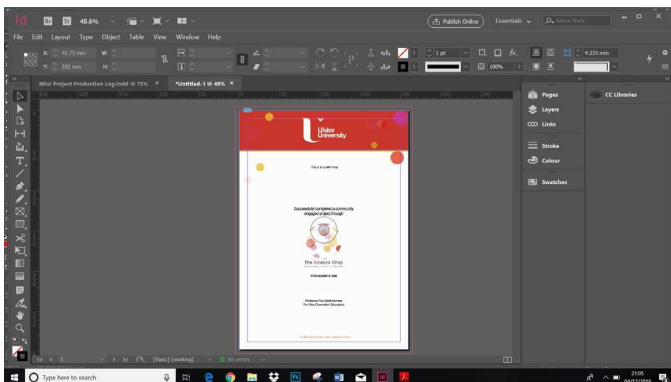
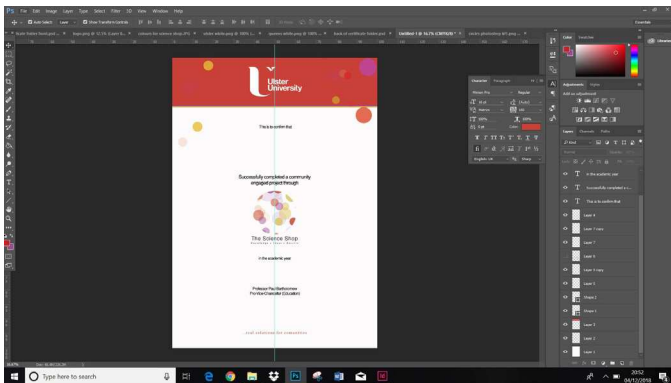
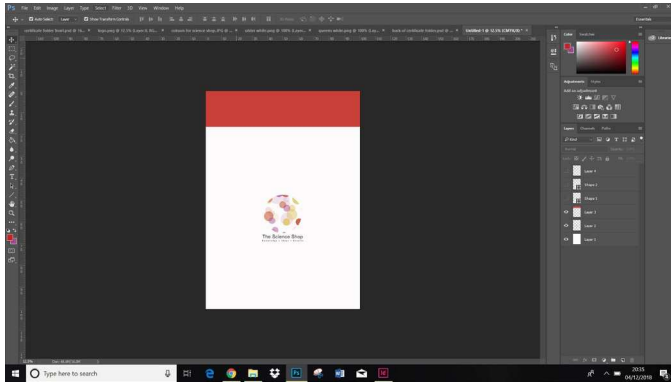
I completed this exhibiton piece on adobe illustrator. The file is artboards at a size of 850mm by 200mm which tends to be a standard size for pop ups from the research I completed. I made the background colour white so that I could place the logo at the top of the pop up. I then made a rectangle shape about 80% of the page and filled it with the 3 colours from the logo which represnts the science shop elements. After that I used the bubbles from the logo again to add to add to visual appeal of the pop up and make the logo seem for fluid. I then had to place an image inside a circle again so I drew inside and file placed the image to the correct size of the circle. I then added the University logo and the website address.





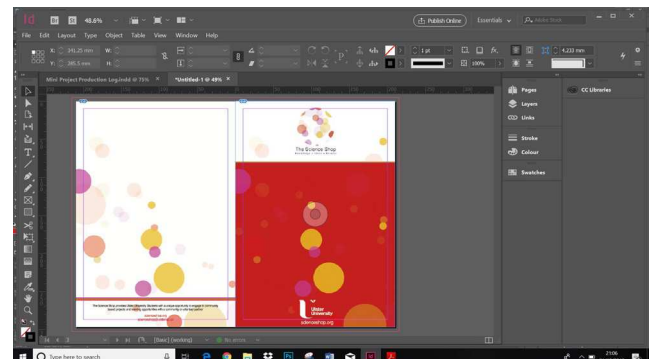
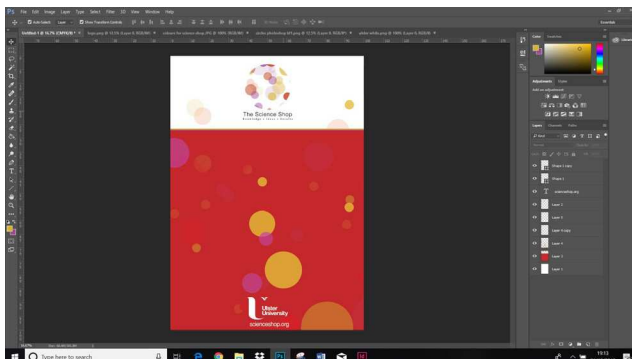
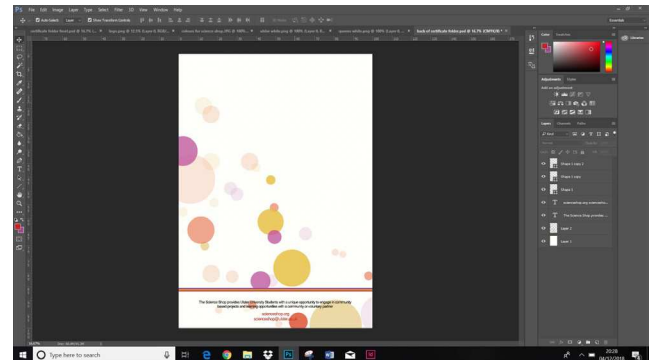
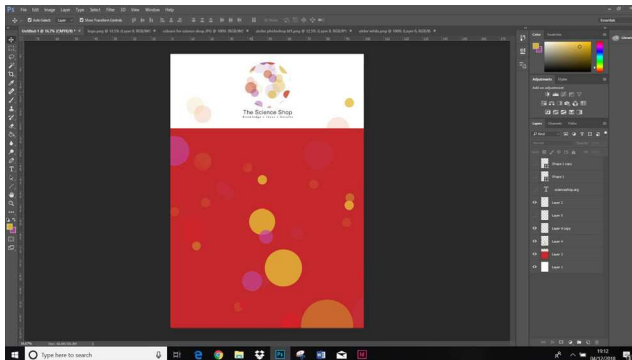
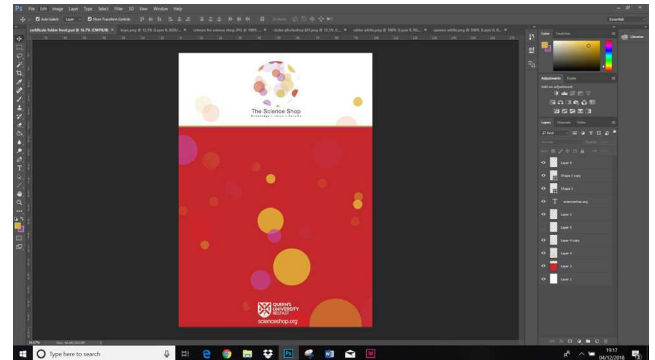
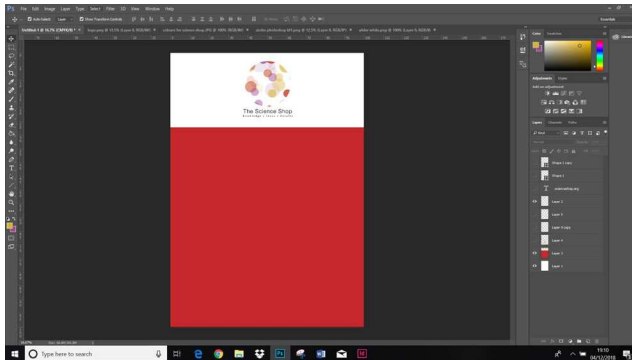
Certificate

I completed this file on adobe photo shop in the print size A4. I made the background white for the logo sit on top of and then added a red block of colour to represent the students element of the science shop. I then had to add the Ulster University logo in white on top on the red block of colour as this will be given out at Graduations from 2019. I then used the text tool to put the details of the graduate to finish the cetificate.



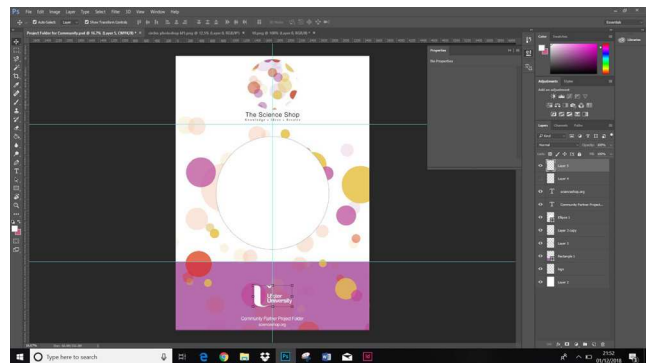
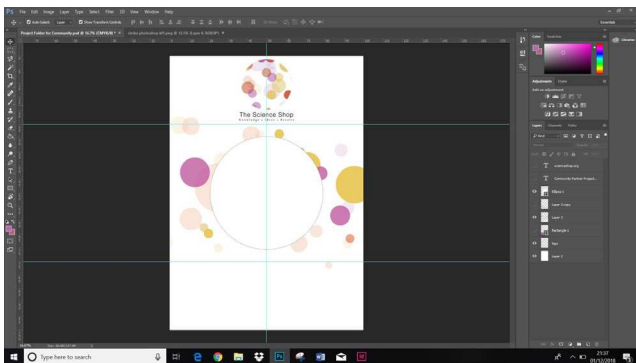
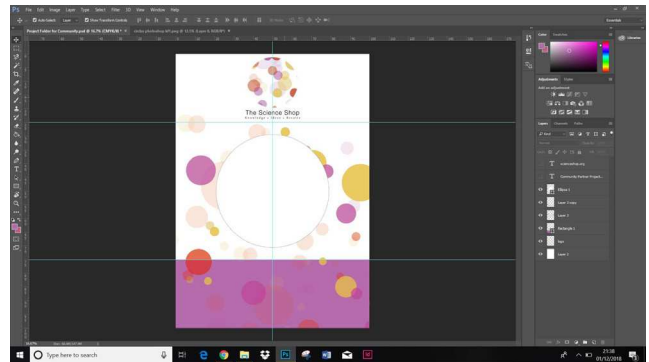
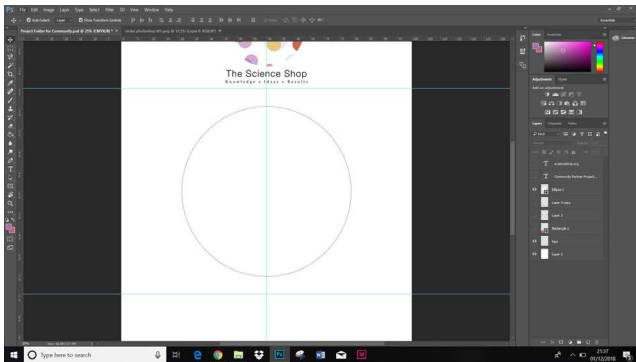
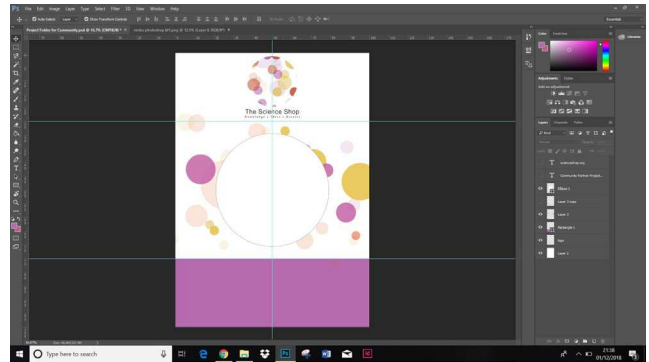
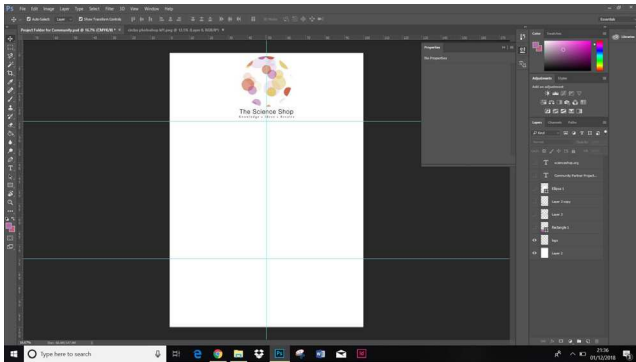
Certificate Folder

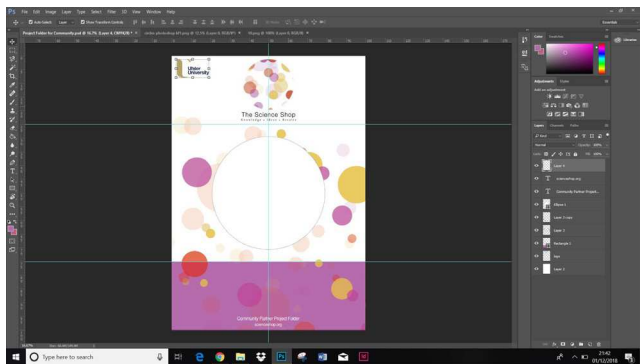
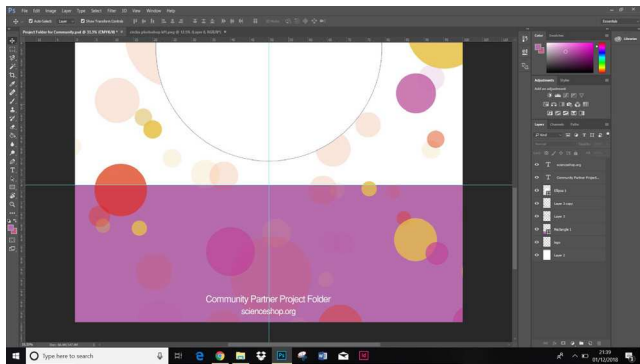
I completed these files on adobe photo shop in the print size A4. I made the background white for the logo sit on top of and then added a red block of colour to represent the students element of the science shop. I then had to add the Ulster University logo in white on top on the red block of colour as this will be given out at Graduations from 2019. I then added the bubbles from the logo to keep the style of the logo and the document consistent. I included some text about what the science shop is and what it aims to do and then added the contact details of the Science shop at the bottom on the back of the folder.



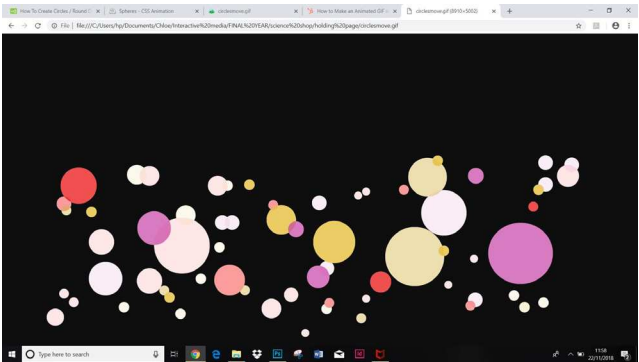
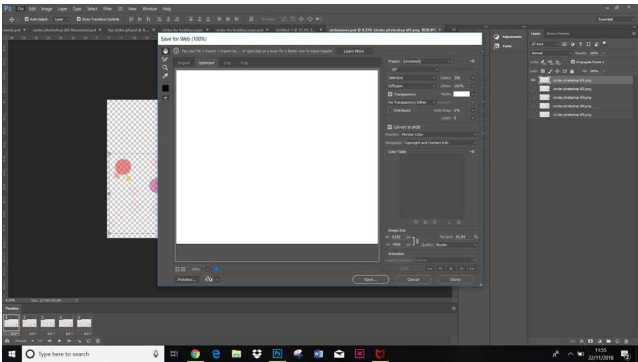
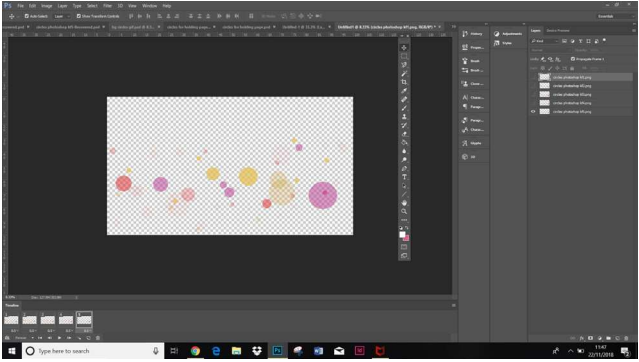
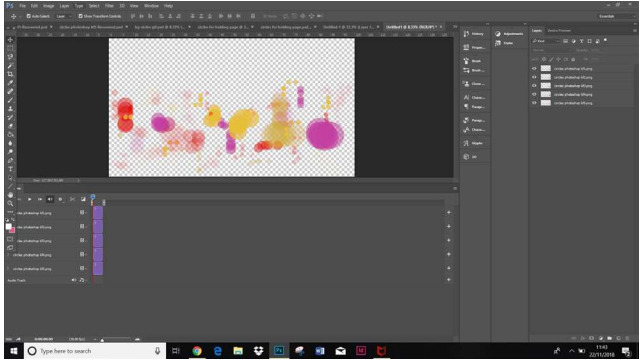
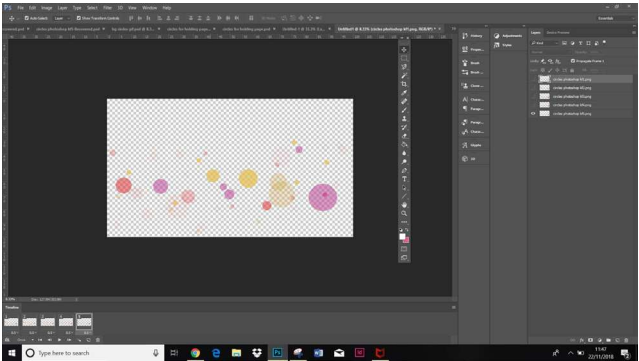
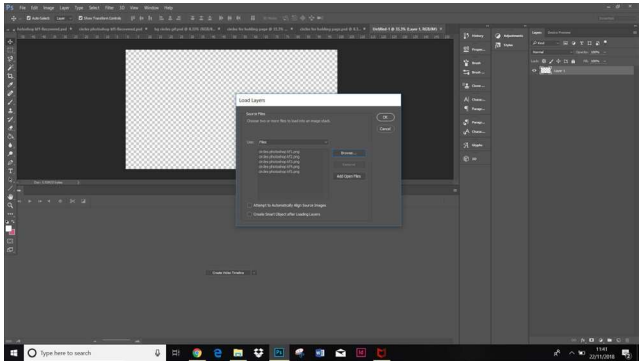
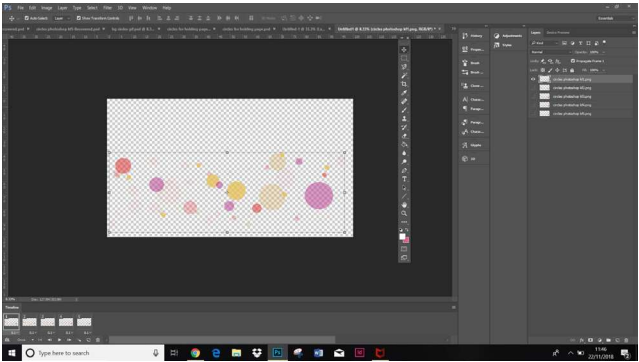
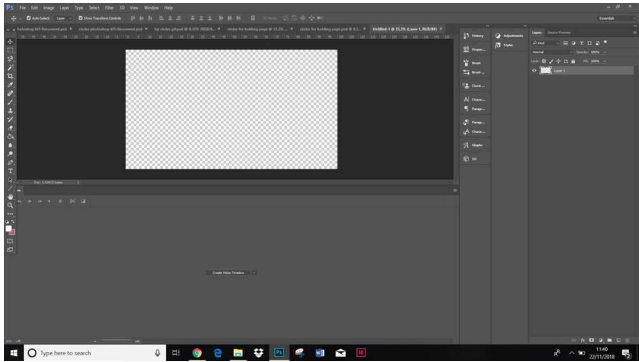
Community Folder

I completed these files on adobe photo shop in the print size A4. I made the background white for the logo sit on top of and then added a red block of colour to represent the students element of the science shop. I then had to add the Ulster University logo in white on top on the red block of colour as this will be given out at Graduations from 2019. I then added the bubbles from the logo to keep the style of the logo and the document consistent. I included some text about what the science shop is and what it aims to do and then added the contact details of the Science shop at the bottom on the back of the folder.





Holding Page gif



Holding Page

```

<!-- Science Shop Holding Page -->
<html>
<head>
<div class="logo">

</div>
<div class="bg">
<div class="img">

</div>
<div class="img">

</div>
<div class="img">

</div>
<div class="img">

</div>
<div class="img">

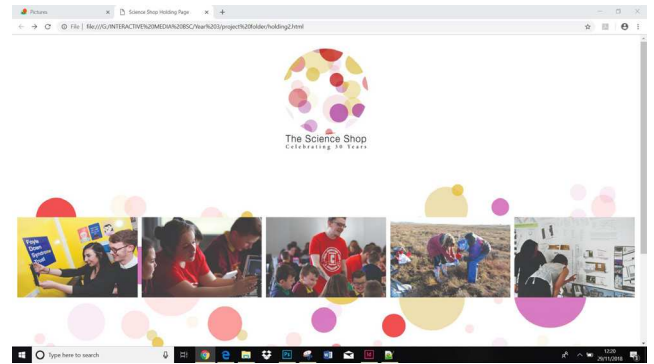
</div>
</div>
<div class="content">
<div class="text">
<h1>The Science Shop</h1>
<h2>Celebrating 10 Years</h2>
</div>
<div class="images">





</div>
</div>
</div>
</html>

```



```

<!-- Science Shop Holding Page -->
<html>
<head>
<div class="logo">

</div>
<div class="bg">
<div class="img">

</div>
<div class="img">

</div>
<div class="img">

</div>
<div class="img">

</div>
<div class="img">

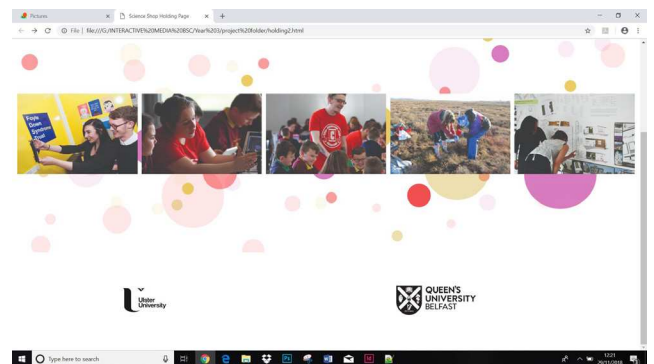
</div>
</div>
<div class="content">
<div class="text">
<h1>The Science Shop</h1>
<h2>Celebrating 10 Years</h2>
</div>
<div class="images">





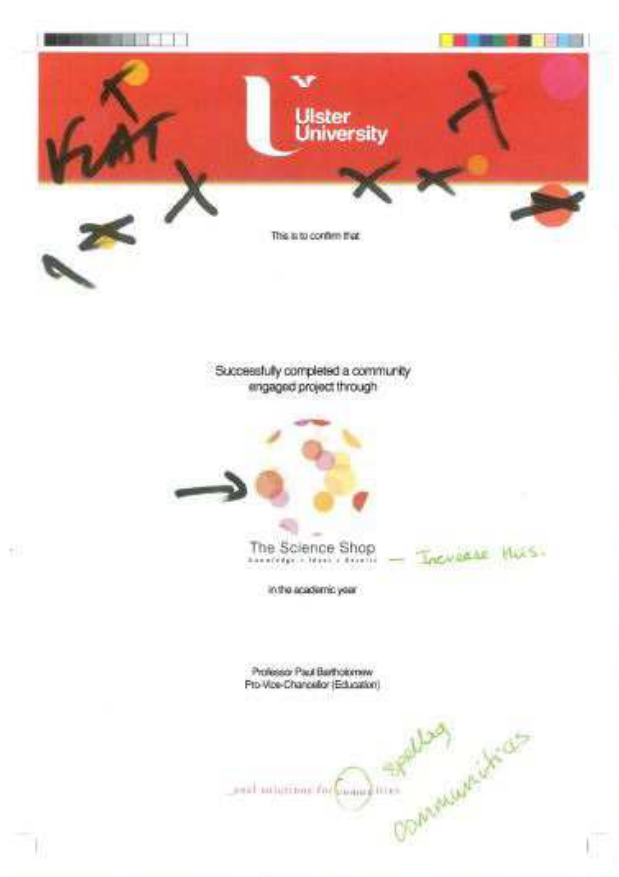
</div>
</div>
</html>

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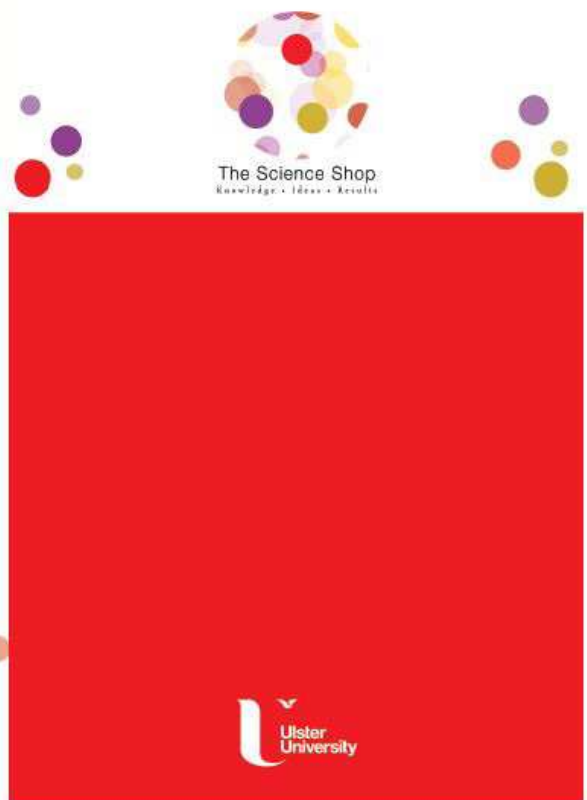
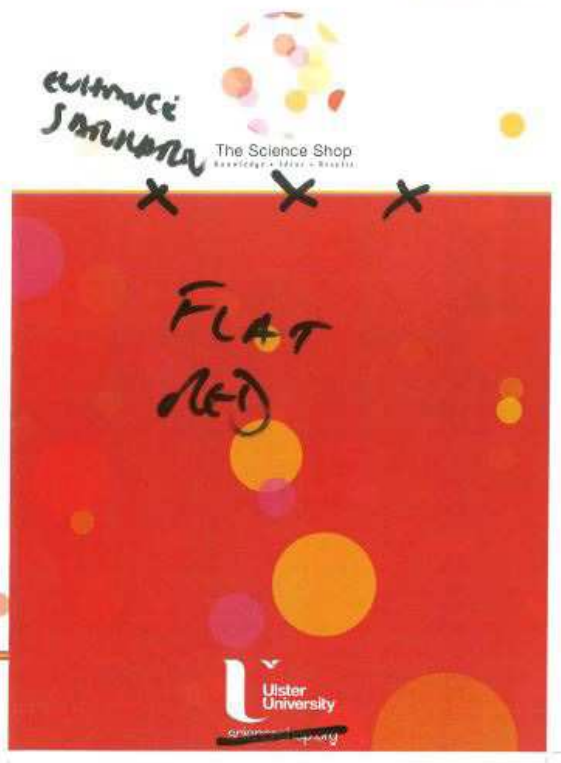
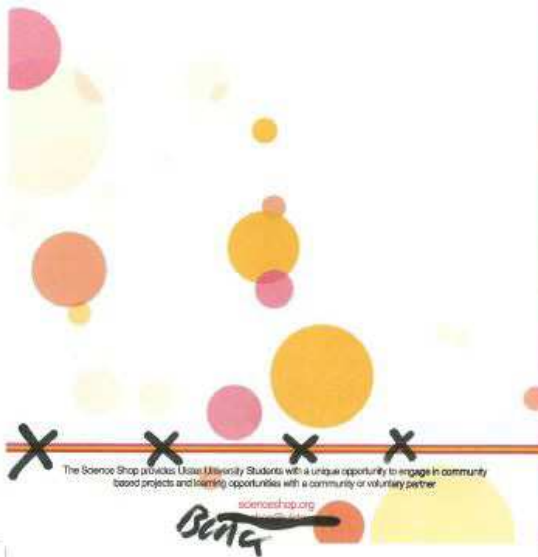
To create the gif I used the bubbles from the logo and duplicated the layer 5 times and each time i moved the layout up and over to the side slightly. I then saved each of these layers out as pngs and loaded the files into a stack on photoshop and then opened the time line window at the bottom. My photoshop file became like I then dragged the layers into the timeline window and cropped the timing of them to create the gif. I then had to export the file out as a gif. The file was very large and even after compressing the gif file down it was still too much for a PC to load on the website so after discussion we decided it would be best if the bubbles in the background were static. I used notepad++ to code the website. The webiste contains divs holding the new logo, the 5 images, the background bubbles and the two univeristy logos which are links to the university science shop sites. I had to ensure the website was responsive so I had to use percentages when styling with css in notepad. I set boundaries for the screen size so that if the code had to respond to the size of the screen and percentages accordingly.

Final Adjustments



This was the changes I had to make to the certificate and folder suggested by Adrian and our client Claire from first draft to second. Claire wanted the logo to be bigger on the certificate and she also said that the bubbles could not be on the block of red colour where the univeristy sits on top of because it would be breaking brand guide lines. Adrian told me to take out the three stripes across the top of the certificate and the back of the folder as they were outdat- ed. The resolved document were more of a clean and flat design and I think it looks a lot better with the chnages now as the col- ours appear more bright and bold.

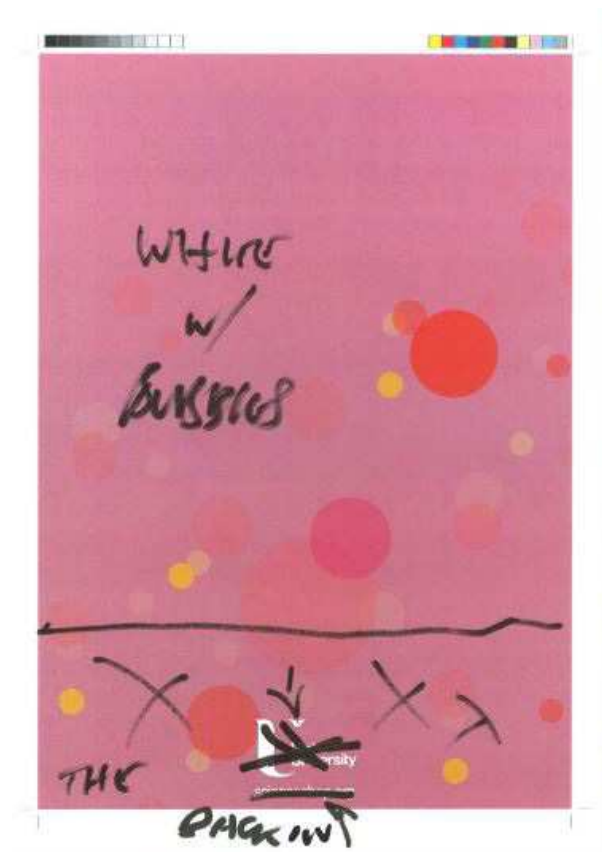






This was the changes I had to make to the community partner folder suggested by Adrian and our client Claire from first draft to second. Claire again mentioned that the univeristy would not be allowed to pass brand guide lines if the bubbles were in the bacground so I took them out of the block of purple colour and kept it flat. This helped as it made the colour of the pop and made the university logo stand out more. Calire suggested there were too many bubbles around the circle cut out area and she decided which ones to get rid of. She also suggested the back page just to be plain white with the bubbles and just the block of purple continuing across from the front to the back.





Finished Pieces

Exhibition Story Side



The Science Shop
Celebrating 30 Years



Partnership Between



KNOWLEDGE





IDEAS

Evaluation

The exhibition story side was created to showcase some of the projects that students take part in through the science shop. The incorporation of the bubbles was to make the logo seem as if it was fluid and able to move through the pop up. The images were put inside the circles to make it look like one of the bubbles on each screen had blew up in size to display the image and it keep the style consistent.

Feedback from Client

"I really like the exhibition you created. It took on board the size of the event space and the contemporary feel I wanted. The exhibition provides a great platform to show both the UU and QUB science shop engagement in photographs, graphics and info-graphics."



RESULTS

Pop Ups for Marketing



The Science Shop
Knowledge • Ideas • Results



The Science Shop
Knowledge • Ideas • Results



scienceshop.org



scienceshop.org



Evaluation

This is a simple pop up that was created for marketing purposes; it clearly identifies the 3 elements of the science shop; the students, the academic and the community partner as well the three colours from the logo which represents the according element. The pop up includes the new logo and the Ulster University logo which shows that the science shop is a University led project. The link to the website is also helpful for people to go to to find out more about the science shop.

Feedback from Client

“These bring new life to the pop up stands I use regularly for marketing purposes.

Using the three constituent colours in blocks and linking directly to the new visual identity have given a modern attractive look.”

Print Work - Certificate and Folder



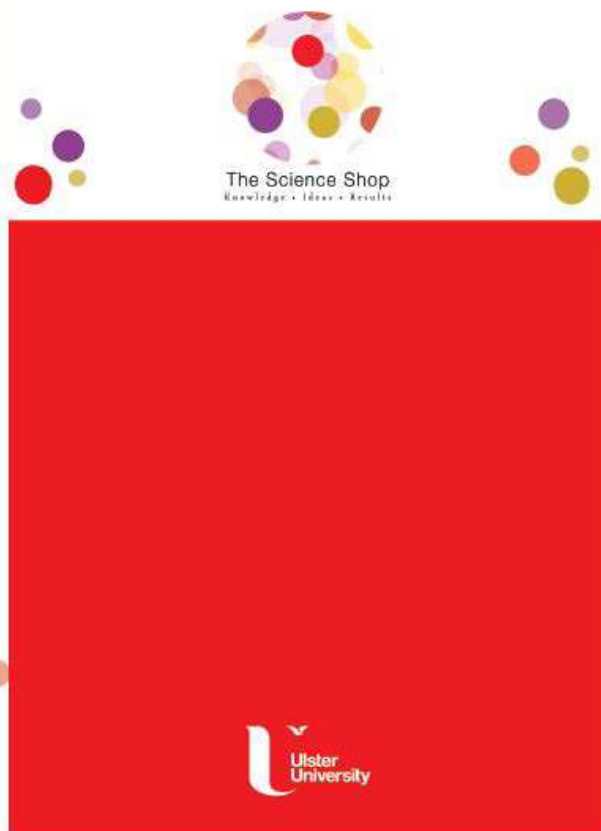
Evaluation

When I initially design this certificate it was very busy and took away from the purpose of the document but when I stripped it back to a more flat design with the bold red colour representing the student it helped the design the aesthetic of the certificate a lot.

Feedback from Client

"By nature these certificates were bland. The use of the of the new visual identity helps to modernise them but does over power their purpose, as of an official Ulster certificate recognising Ulster students engagement in science shop activity.

The use of the red for the student population shows you understand the target market and will publicise the science shop at graduation to other students."



Print Work - Community Project Folder



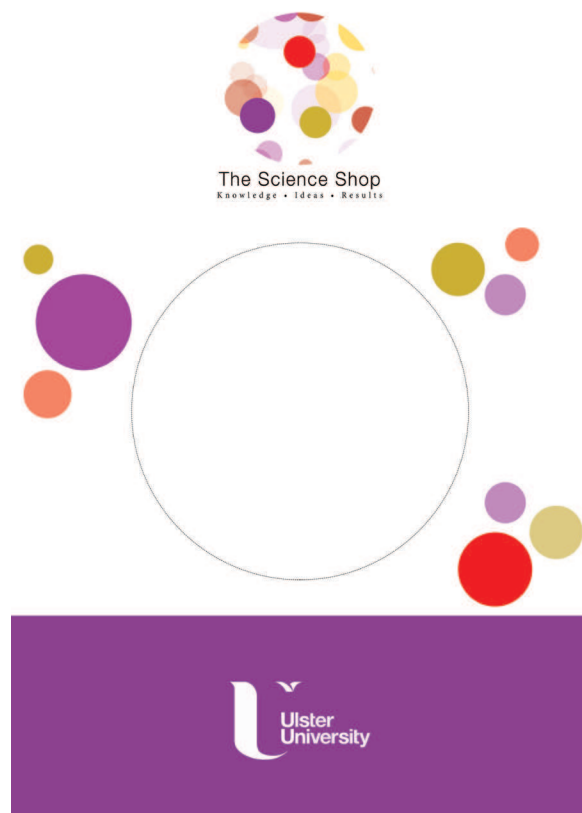
Evaluation

I think the purple block of colour in a flat design clearly identifies the community element of the science shop. The use of the bubbles on the back and some of the front incorporates the logo which is visually pleasing to the eye without going over the top.

Feedback from Client

"The project folder looks clean and modern. I wanted to really embrace the new visual identity and you have brought a sense of fun to the project covers breaking up the design with more circles.

This is a key marketing tool in the community and voluntary sector. This new version will certainly make SS projects stand out. Well done."



Web - Holding Page

Evaluation

The holding page was coded using html and css in notepad++; at first it was a struggle for me to understand how to get the background gif to sit in the background behind other divs. I was using code taken from previous coding project of mine to help refresh me on how to call in certain elements; however the trouble with this was because the code was getting too complicated and messy to understand. After a long period of trial and error I decided it was best to start fresh on a clean page and this time I was able to get the gif to sit in the background almost instantly. This has taught me to use my instincts even though the thought of a blank page on notepad++ seem daunting when you have to create a web page from it. I also had trouble getting the elements to be responsive across multiple devices and browsers so instead of using px to position the divs I instead used percentages called in at different sections of the code. The gif in the background looked very well presented once the website was fully loaded however it was struggling to host the gif as the file was far too large so it needed to be taken off the page intirely.

Feedback from Client

“This page brings new life to landing page devoid of any creative elements. The photos across the centre will allow both Ulster and QUB to demonstrate the range of activities we undertake.”



Overall Evaluation

Overall I think our group worked well together and I think we utilized our individual skills well to produce the pieces on the brief as asked of us from the client. The use of basecamp was a great help in sharing files and communicating through the production process. I think the roles I took on suited me quite well and I felt comfortable completing them. Our communication skills with Claire was very good as we were able to meet with her every week and get feedback on the work we had completed. I am very pleased at how all the work turned out even though there was a lot of changes and redrafting but it was worth it in the end. I enjoyed working with our real life client and it has taught me how to negotiate and pitch to clients for when I graduate and join a real company.

Overall Feedback from Client

“Chloe

You understood the brief very well and were able to adapt the designs to each of the target audiences. I am very pleased with the results you were an integral part of the design team and to their collective success in rebranding the Science Shop.

Many congratulations

Claire”

