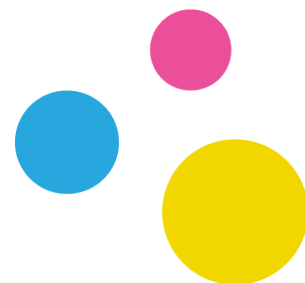




Production Log

Andy Reid // B00683139





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Production Log

Introduction

This production log chronologically documents the work created for Community Learning through Engagement as part of the fulfilment of the module MED526's marking criteria. This was created initially in note form as we progressed through the weeks before I went back and created the final document you are reading now after the submission of all content to Project-Social in week 12.

I have included the work created with my mindset and theories for such decisions accompanied throughout. I have highlighted key theories which were directly linked to past modules, as well as highlighting time and time again the importance of my time spent on Placement at The Tomorrow Lab in Belfast. There are screen shots of group chats between the group on Facebook messenger (informal conversations used to make quick decisions for secondary issues) and Basecamp (formal conversations which were needed to discuss primary issues).

Please note that all work included is my own, unless I have stated otherwise. The rest of the group also played pivotal roles in the production and management of this project, however I will focus solely on my own work as this is my personal production log.

Project Timeline Schedule

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

Brief Due

A

Introducing the Project

B

Benchmarking & Brief

C

Concept Creations

D

Working for

a - Introducing the Project

Time Spent: 6 hours

b - Benchmarking & Brief

Time Spent: 32 hours

c - Concept Creations

Time Spent: 40 hours

d - Working for the pitch

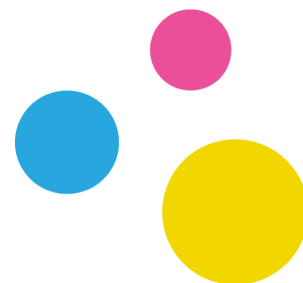
Time Spent: 24 hours

e - Developing for pitch 2.0

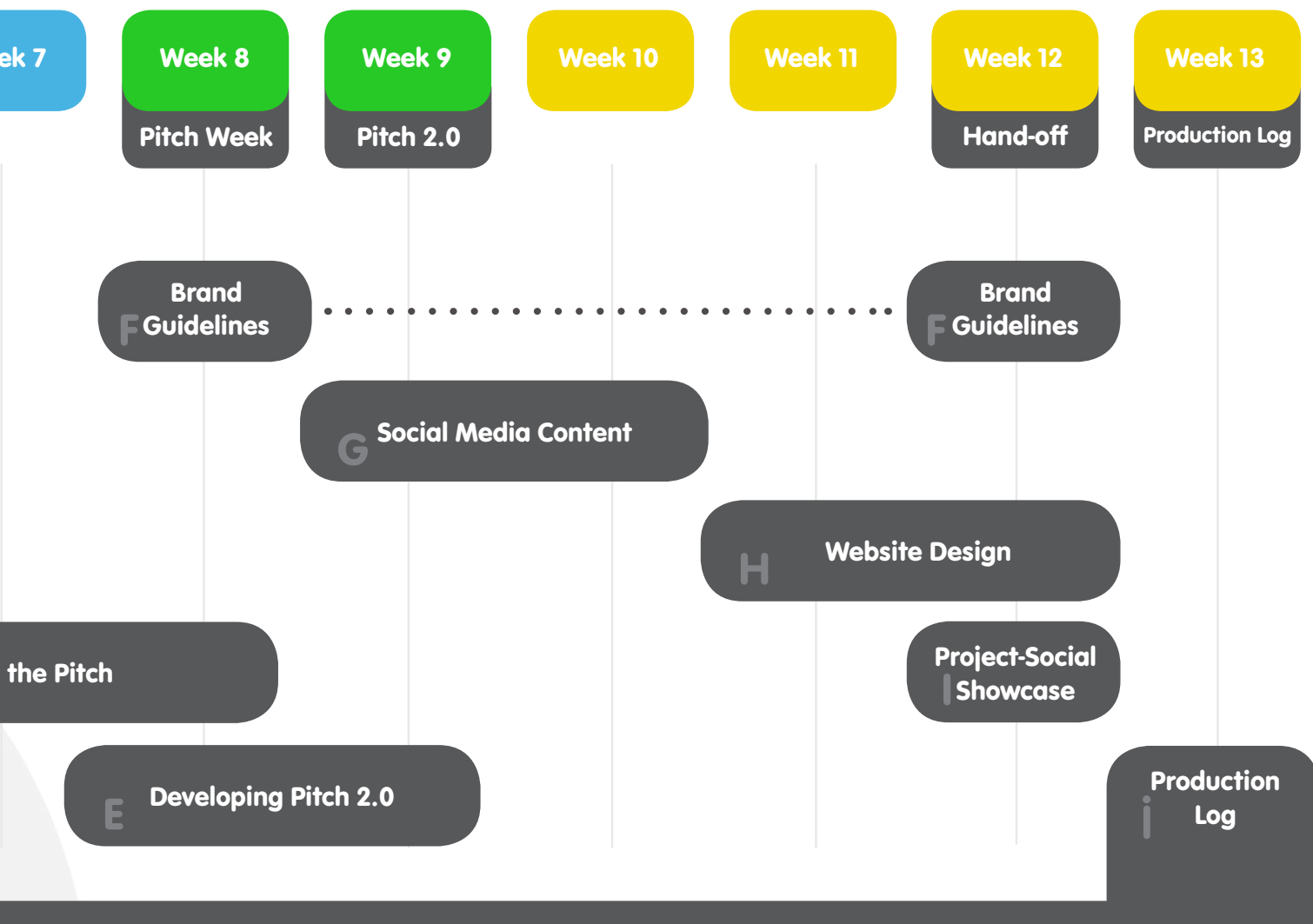
Time Spent: 16 hours

f - Brand guidelines

Time Spent: 16 hours



With the first couple of weeks focused on learning what the Community partner would expect of us, the semester and workload quickly ramped up as we worked towards an ambitious final hand-over for the client. Below is the workload I was responsible for designated to time scales to the best of my knowledge. I worked most days as an 8 hour day, so I was able to work the schedules to this.



g - Social Media Content
Time Spent: 16 hours

h - Website Design
Time Spent: 32 hours

i - Project-Social Showcase
Time Spent: 8 hours

j - Production Log
2 hours x 12 weeks: 24 hours
Week 13 (all week): 40 hours
Time Spent: 64 hours

Total Time Spent: 254 hours
+ all internal and external meetings & lectures

Stage 01

Formations & Introductions

1a

Forming The Team

1b

Initial Thoughts with CLTE

Forming The Team

In previous years I have worked with Rachel Burke and Glen Anderson for group projects in MED329: Transmedia Narratives and Experience Design, and MED331: Designing with Data. We each bring different skills to the group and I believe we work very well together. I'm very excited this year to work with them as we each have come back from working on our placement years.

Rachel has spent the past year working in an Agency on the north coast called No.79 Design, as a junior designer. I'm a big fan of her work and I believe she will bring a lot of wisdom in this area as we seek to find a project brief concerning branding and development. Rachel also has a very approachable character and takes initiative to lead through tricky situations so she will work well in taking charge of client interactions.

Glen has continued working part time further to his placement ending at Eakin as a digital marketing assistant. With a more technical mindset, his skills should contrast very well against Rachel and my own skills in design, to

give us an edge when it comes to developing the branding and concepts digitally.

Having worked freelance for four years alongside studying, placement and internships - I believe that I have a well rounded approach to any project. Having said that, I favour branding and digital design and would love to put my focus into creating the best visual identity for CLTE as I possibly can.

As we have all now spent at least a full year working in different placement settings, I believe that we should be able to work well together and create the best possible deliverables for our client as a whole.



Andy Reid



Rachel Burke



Glen Anderson

Initial Thoughts

with CLTE

After being presented with each of the projects, Glen, Rachel and I were allocated CLTE (Community Learning Through Engagement) as our community partner for the semester.

Having spent a lot of time working for community and youth groups in Lisburn and Belfast, I was personally thrilled to get the opportunity to work alongside CLTE, re-think their branding and assist them in reaching out to a wider audience. However, being honest, I did not know much more than that about them and so I met with Rachel and Glen over Zoom to talk through our thoughts and do a little bit of background research before meeting the client the next day.

It was important to record minutes for this first meeting in order to gain our initial thoughts about who they were so that we could look through these notes in preparation for meeting CLTE. This gave us the ability to prepare important questions tailored specifically to them and resulted in later weeks with a written document sent back to us that answered every question we asked.

- Glen commented that CLTE seems to have a lot of dance and performance related activity and commented that the name could actually be the tag-line
- I commented that the name change is going to be pivotal and needs to be looked at before anything else is developed.
- The organisation appears to be unclear on what they are. We believe a re-brand will bring them together and help show their mission.

Project Specification:

Create a new visual identity and logo for Community Learning Through Engagement (CLTE). (Potential Name change considered)

Develop a responsive website showcasing testimonials of service users in both educational and the mentoring support programmes as well as linking updates to social media to web page.

Develop portfolio designs for a range media outputs including merchandise and publicity materials. Include brand style guidelines.

Skills Required:

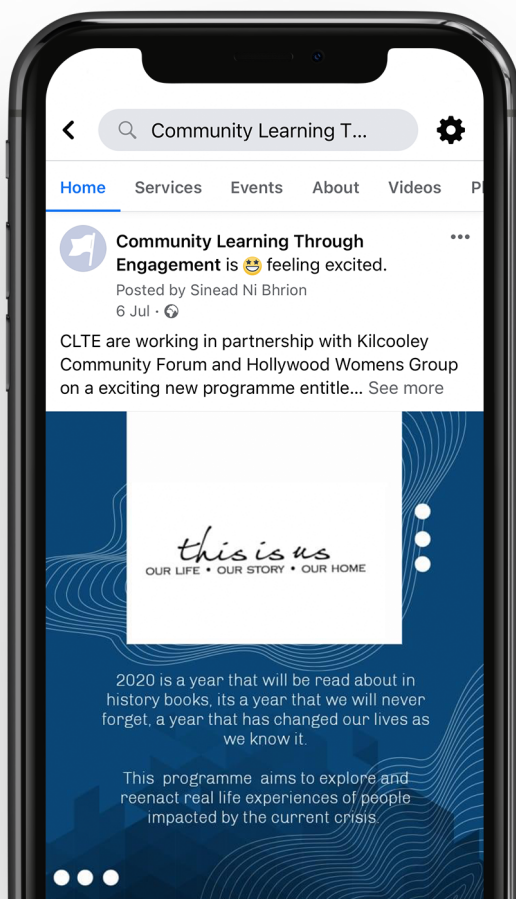
Wordpress, HTML, CSS

Photoshop, InDesign, Illustrator, Premiere, and a very good understanding of Social Media platforms and appropriate use of the same



Above: Community Learning Through Engagement became the centre of our lives from this point onwards.

Right: The existing logo for Community Learning Through Engagement.



- We commented on how meeting the client could see a change from that initial brief.
- **Visual identity** – logo, ask can we change CLTE to tag line, tone and messaging, consider animating logos to add a little bit extra and impress the client.
- **Website** – Using Wordpress with templates. Need social media chat plug-ins. Maybe steer clear of photography and allow for abstract imagery to portray the company. We talked about adding blogs and news and decided to push this to the client.
- **Social media** – The Facebook account is only one year old but contains 417 followers with small interaction and infrequent posts. Twitter may be irrelevant for the target audience but Instagram should be considered.
- **Merchandise** – clothing, pens, business cards etc.

In preparation for the meeting with the client, I took the minutes seen above – but Rachel kindly took down any question which we wanted to ask the Community Partner. This document was sent to them after the meeting

and returned to us by Syd Trotter in a matter of days. The document proved invaluable as CLTE had told us in graphic detail who they were as well as their values and what they wanted from us as their team to deliver.

COMMUNITY LEARNING THROUGH ENGAGEMENT // CLIENT MEETING

2ND October @ 10:30 am

Meeting Preparation

Just some questions to ask/discuss based on our zoom meeting we had as a team! This will give us a bit more clarity as to what we need from the client in order to provide them with what they want. So below are just a few questions we will discuss and the notes we accumulated;

Background of Client

- Learn about CLTE – Ask them to describe themselves in an informal manner.
- What are their goals, visions, priorities as an organisation?

CLTE Vision:

“CLTE strives for a more just and progressive future that advocates for diversity and individualism. A future that bolsters self-determination – where people and communities have the freedoms to voice their opinions, address concerns, and help tackle issues pertaining to their communities.” Expand on this and get to know more about it informally?

Branding / Ethos

- Discuss their current branding – What does it represent, what does it mean to them and how does it promote their visions & goals as an organisation.
- Do they want to re-brand? Will we work on what their current logo is e.g. colour scheme, imagery within their logo? Or do we have total free rein on designs...
- What do they want to achieve with a new re-brand?
- What is their tone/message – Are they wanting to be modern, fun yet professional or just solely corporate and serious?
- Who is their audience? This will also determine their ethos/tone.



Meeting Preparation

1

Meeting Preparation

2



Who are CLTE?

What is your Vision?

CLTE strives for a more just and progressive future that advocates for diversity and individualism. A future that bolsters self-determination – where people and communities have the freedoms to voice their opinions, address concerns, and help tackle issues pertaining to their communities.

What are your Aims?

- Develop individual and community capacity
- Facilitate dialogues within and between diverse groups on issues of conflict, surrounding social and economic inequality.
- Train and mentor people to address those issues that impact on their community.
- Use both formal and informal learning materials to encourage community growth.

What does your current branding represent?

Our current branding was cobbled together to start us off as an organisation, we knew over time it would change as we grew. We are looking for something fresh, new and a more professional front to our organisation.

Are you looking for a full re-brand?

In terms of logo etc, we will leave that to you the team to come up with, we have no specific thought on how it should look, other than come across as a professionally put together piece of work. So, in a nutshell, you have a licence to be creative!

What would you want to achieve?

We want a professional look to our brand, to raise the profile of community development work and encourage community education as a way of developing community capacity.

Who is your target audience?

Our primary audience is the communities we work within, those who would describe themselves as socially and economically disadvantaged. However, we must also appeal to potential funders showing that what we can achieve through working within and between communities can make a difference.

Nerves were quite high as we prepared to meet with CLTE. We could only hope we had a friendly and accommodating client, but we were well prepared to take it on the chin if the client was going to be hard work.

The three of us had worked with clients to some extent in the past – Glen and Rachel had both dealt with them in their placement roles and – to a lesser extent – I had too through freelance work alone. While we were confident that we could manage the project as a collective group, we decided to prepare a document to ask within the meeting or send across to CLTE so that we had documented information to confidently move forward with. In the meeting, Sid and Sinead were so friendly, enthusiastic for a change and very happy to let us wipe the slate clean for a new start with the branding.

They had expressed that the logo had been created by Sinead who disregarded the symbolism we had believed were there. I believe this to be more showing of her character however, as the logo was well thought through in symbolism with stars signifying justice and brilliance and the figure stretching above which shows growth and a desire to exceed.

Finally, it was agreed in this meeting that we would create a brief and send it through based off the outcomes of the meeting and that this would contain background research into other organisations, the operations and values of CLTE portrayed as best as we could achieve at that point (learning a lot more as the project developed) and deliverables.

Sid and Sinead were so friendly, enthusiastic for a change and very happy to let us wipe the slate clean for a new start with the branding.

"If you do good work for good clients, it will lead to other good work for other good clients. If you do bad work for bad clients, it will lead to other bad work for other bad clients."

– Michael Bierut



Stage 02

Researching & Investigating

2a

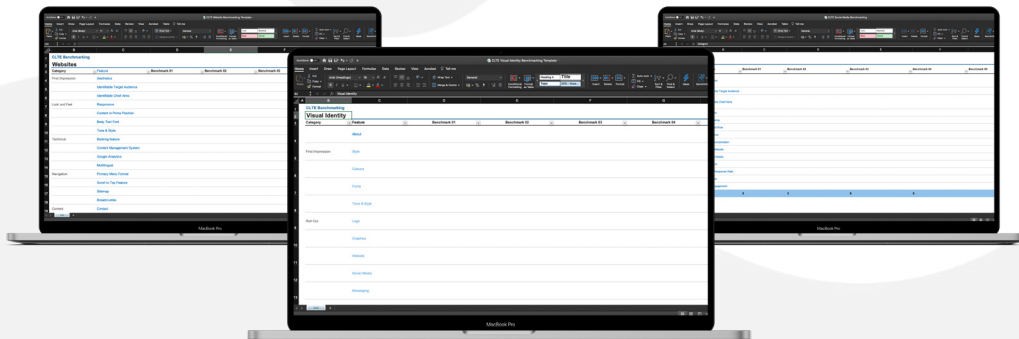
Researching & Benchmarking



2b

Creating The Brief

After meeting with Syd and Sinead, our group met to discuss initial thoughts and where we should go from this point. It was agreed that we should conduct research into other organisations within the sector so that we could gain a better understanding of the standard set and methods used to gain audiences.

The following pages show my findings on the visual identity and summary of the organisations which we each used as a benchmark for this project with CLTE. As this is my personal production log, I have left out Glen and Rachel's research (and I don't want to take up three times more space than currently!)




Category	Feature	
First Impression	About	Empowering people, individually and collectively, to make positive changes in their lives, and in their communities, through learning.
	Style	Very colourful, but they've been subdued. The folded-cut style seen throughout the site carries the style and gives them impression of a journey. Very simple logo, but effective for the target audience.
	Colours	Orange, Greens and Blues
	Fonts	Sans-Serif, handwritten Combination
	Tone & Style	Friendly, fun, adventurous
Roll Out	Logo & Graphics	 
	Website	Modern site has been created and is accessible. There is an element of simplicity to it, with features such as links on the footer missing. Built on Wordpress.
	Social Media	Does not have a Facebook account. Twitter is frequently used, however branding is not used.
	Messaging	"We need your help." is the main point seen on their website. It is difficult to see their main aims, but the messaging does all focus on community, calling the user to action.
	Consistency	Messaging and values are consistent throughout. Tone is clear in that they are approachable and inclusive.

Overall Opinion (Visually)

Visually, Your NL Community is very colourful, but not too overpowering. The branding contains a folded-cut style which is seen throughout the site, carrying the style and giving them impression of a journey. The logo is very simple, but effective for the target audience. "We need your help" is the main messaging seen on their website which is difficult to see their vision and aims but the messaging does all focus on community, calling the user to action. The messaging and values are consistent throughout with a clear tone. They are approachable and inclusive.




Category	Feature	
First Impression	About	BCRC works for social justice, integration, cooperation, shared education, cultural heritage, social affairs, marginalised groups, dialogue and peace & reconciliation.
	Style	Brand looks underdeveloped/simple. Looks aimed towards children. Social media lacks any thought behind aesthetic appeal.
	Colours	Blues, greens, purples and yellow
	Fonts	Mixture of any fonts. Primarily serifs and handwritten fonts.
	Tone & Style	Colourful, Unclear, Childish, Friendly
Roll Out	Logo & Graphics	
	Website	Modern site has been created and is accessible. However lacks aesthetic appeal. Events photography led homepage. Built on Wordpress.
	Social Media	Very active on Facebook and Twitter, however branding is not consistent. Usually reposts or bringing in imagery from elsewhere online.
	Messaging	"For the community, by the community, with the community". This is shown at the top of website, however it is not entirely clear what this means. Contains key information on social media 'about' sections.
	Consistency	Tone is clear in that they are approachable yet professional, and they are always posting on social media, with responses to user's comments frequently. Visually however, they have not maintained consistency in branding, posting what they feel and not looking at how that looks.

Overall Opinion (Visually)

Building Communities Resource Centre branding looks quite underdeveloped and aimed towards children. "For the community, by the community, with the community" is shown at the top of their website, however it is not entirely clear what this means. Their tone is clear in that they are approachable yet professional. There appears to be no clear branding consistency seen through any digital assets.

40%


Category	Feature	
First Impression	About	Causeway Rural & Urban network is committed to empowering people, which will enable change and develop the communities in which we live. Also have a youth group and provide training and support workshops.
	Style	Professional appearance yet very approachable. Bright and warm appearance is contrasted with the corporate navy accents. Broad appeal, target audience is unclear.
	Colours	Yellow, Navy and White
	Fonts	Emboldened Sans-Serif
	Tone & Style	Clarity, Professional, Hopeful, Approachable
Roll Out	Logo & Graphics	
	Website	Recently designed, the website functions and looks very well. Easy navigation and clean design. May be too simplistic.
	Social Media	Very active on Facebook and Twitter, however branding is not consistent. Usually reposts or bringing in imagery from elsewhere online. Audience is not engaged to posts, with most receiving one like.
	Messaging	"Making a difference to, and within, the Sector." Messaging is clear and precise. Not very visible within the site or social media.
	Consistency	Messaging and values are occasionally consistent. Tone is clear in that they are approachable yet professional, and they are always posting on social media. Visually however, they have not maintained consistency in branding, posting what they feel and not looking at how that looks.

Overall Opinion (Visually)

The Causeway Rural and Urban Network carries a professional appearance yet is very approachable. This bright and warm appearance is contrasted with the corporate navy accents for a broad appeal, however the target audience is unclear. The tag line, "making a difference to, and within, the Sector" is very clear and precise, however, messaging and values are only occasionally consistent. CRUN's tone is clear in that they are approachable yet professional.



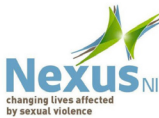



Category	Feature	
First Impression	About	Supporting people affected by mental health issues to lead to a fulfilling life through recovery & discovery.
	Style	Bright coloured brand, with conceptual imagery. Social media contains branded posts. The company effectively portrays the values through it's design. Social Media style changed in September 2020.
	Colours	Blue, Yellow and Pink
	Fonts	Boldened Sans-serif
	Tone & Style	Colourful, Established, Confident, New
Roll Out	Logo & Graphics	
	Website	Website has been designed by an established agency. Very professional style with branded colours and clean typefaces. Functions well with enquiry forms and emergency details. Very relevant to this site.
	Social Media	Social media is a large platform for Mindwise. They utilise Facebook, Instagram, Twitter and Youtube to reach audiences and use consistently branded content daily.
	Messaging	The messaging is at the forefront of all Mindwise work. They focus heavily on mental health, with a clear slogan "New Visions for Mental Health".
	Consistency	They are focused on their vision through events and posts, and don't move far from this strategy. Aesthetically, the branding on social media has changed recently, but this change has happened and not taken back which is fine.

Overall Opinion (Visually)

When it comes to Visual Identity, MindWise is a step above the rest of the similar organisations. The branding is brightly coloured with conceptual imagery and even social media contains branded posts. The company effectively portrays the values through it's design. The messaging is at the forefront of all work, focusing heavily on mental health, with a clear slogan "New Visions for Mental Health". They are focused on their vision through events and posts, and don't waver far from this strategy.


80%

Category	Feature	
First Impression	About	They provide support and awareness of sexual violence within NI. They provide many different services ranging from counselling, to educational workshops suited for children. They also provide training for adults who would like to become more aware or volunteer with them.
	Style	Tailored towards women, with a multicoloured butterfly contained in the logo and represented throughout the online presence
	Colours	Pinks, Purples, Blues and Greens
	Fonts	Boldened sans-serif
	Tone & Style	Approachable, understanding, Professional
Roll Out	Logo & Graphics	 
	Website	Features the butterfly style seen above on home page, but is not continued through the website. Built on Wordpress.
	Social Media	Very active on Facebook and Twitter, however branding is not consistent. Usually reposts or bringing in imagery from elsewhere online. They did run a campaign during July using the imagery above to give quotes from victims
	Messaging	Very clear on the statement of Nexus, showing it in clear position at the top of social media and websites.
	Consistency	Messaging and values are consistent throughout. Tone is clear in that they are approachable yet professional, and they are always posting on social media. Visually however, they have not maintained consistency in branding, posting what they feel and not looking at how that looks.

Overall Opinion (Visually)

Despite our research for this benchmark, it was deemed not appropriate enough in relation to the mission and values of CLTE. This was discussed and agreed upon within a group meeting with Adrian and Claire and upon further research we used Corrymeela as our fifth and final benchmark.

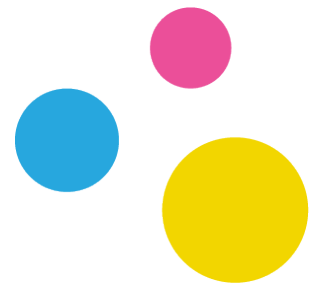


Category	Feature	
First Impression	About	Corrymeela believes that people can learn to live and work well together, emphasising working alongside fractured communities and groups who are finding their relationships difficult, as well as addressing relational, societal, structural and power dynamics.
	Style	Logo and colour appears to be the sole factor of the brand. The website has not carried the brand effectively through.
	Colours	Green (Irish heritage style)
	Fonts	Serif
	Tone & Style	Academic, historical, Collaborative
Roll Out	Logo & Graphics	
	Website	Modern site has been created and is accessible. However lacks aesthetic appeal. Events photography led homepage. Built on Wordpress.
	Social Media	Very active on Facebook and Twitter, however branding is not consistent. Usually reposts or bringing in imagery from elsewhere online. Very religious on social media.
	Messaging	"Together is Better", All messaging aims to bring together any member in the community. Homepage of site appears to be less inclusive and more on religion.
	Consistency	Messaging and values are consistent throughout. Tone is clear in that they are approachable and inclusive, and they are always posting on social media. Visually they focus on posting images around the Corrymeela venue, with no branding attached.

Overall Opinion (Visually)

Corrymeela's logo and colour appears to be the sole factor of the brand, however it contains a very impressive weight and aligns itself with the values and strategy of the organisation very well. With the tag line; "Together is Better", all messaging aims to bring together any member of the community and these are consistent throughout all platforms and media outputs. The tone is clear in that they are approachable and inclusive.

70%



Creating The Brief

Using the researched best practises we saw from the benchmarks, we began to see a clearer picture of the project ahead and felt ready to create a pdf document to brief the client of our intentions. By this stage we were really just rearing to go, but I personally found this stage to be a large personal learning point.

It quickly became apparent to me that I had not been effective to date in consulting my clients in previous projects. I believed that a brief was something that was actually sent through to me from the client and not the other way round – however I can see the benefits of this process now as there is no confusion from the sign off stage between us and the clients in terms of what they were expecting from the project deliverables and we were able to operate to fixed deadlines. This is now something I will use going forward in my personal freelance career and not overlook.

The brief was composed of the joint benchmarking of visual identity, social media and websites as well as the following:

- Who are CLTE?
- The Project
- Tone & Style
- Target Audience
- Deliverables
- Benchmark Results
- Budget
- Timescales
- Our Team



This was the first experience I had with the lack of imagery CLTE had. As we did not intend to develop the existing brand – I played around with simple curved cuts through the document.

“Community Learning Through Engagement (CLTE) is an organisation with the vision to strive for a more just and progressive future that advocates for diversity and individualism. A future that bolsters self-determination – where people and communities have the freedoms to voice their opinions, address concerns, and help tackle issues pertaining to their communities.”

01.

Who are CLTE?



CLTE uses the National Occupational Standards for Community Development as their guide to:

- Develop **individual and community capacity**.
- Facilitate dialogues **within and between diverse groups** on issues of **conflict, social and economic inequality**.
- **Train and mentor** people to address those issues that impact on their community.
- Use both **formal and informal learning** materials to encourage community growth.

They also aim:

- To **empower individuals and communities**, by providing training, education, and employment opportunities.
- To **ignite passion, motivation, and self-determination** through actively engaging

with marginalised /disadvantaged communities.

- To **invest in communities** and to build a stronger, fairer society
- To **facilitate programmes** that are tailored to best meet the needs of people and communities.

CLTE use a range of methods and techniques that are **tailored** and adapted to the service users' needs. They do not believe in a one size fits all approach and work **in partnership with the host community** to determine the best fitting approach.

Alongside this, CLTE offers a **large variety of activities and courses** such as applied drama and theatre, employability building, a women's empowerment programme and much more.

02.

The Project.

The aim for our client is to create an entire new visual identity which will include a Re-brand of their current logo, a Responsive Website, Social Media platforms and multiple portfolio designs for a range of media outputs such as merchandise, publicity materials and a Brand Guideline publication.

The client's current visual identity was created around the support their organisation provides for the educational, training, employment, cultural, health and recreational needs of marginalised/disadvantaged communities. As our client explained in our first meeting the current branding was 'Cobbled together to start us off as an organisation, we knew over time it would change as we grew'. The new visual identity should be modern, professional and an original identity to lead the organisation into the future, a piece of art that will symbolise their vision; 'CLTE strives for a more just and progressive future that advocates for diversity and individualism. A future that bolsters self-determination - where

people and communities have the freedoms to voice their opinions, address concerns, and help tackle issues pertaining to their communities'.

The goal for the new visual identity should be to create something that will raise the profile of community development work and encourage education as a way of developing capacity. The logo should do this by incorporating appropriate colour psychology; something that should represent community, togetherness, empowerment and growth, and a specific graphic that symbolises Community Learning. Furthermore, we should incorporate the same style throughout the website, social media platforms and portfolio designs to keep a consistency amongst all specifications.

The site developed should be a responsive WordPress website with any important and essential attributes. These will include pages that provide background information on the organisation and staff, a booking system for

their events section, a news and blog page which will be good for their Google Analytics rank; engaging their users with their up-to-date information. A News Page may feature major changes in the organisation e.g. funding for a major project. A Blog Page may contain: Informal chat about what they've done with the funding and provide photos. Furthermore, social media plug-ins to filter through their activity on Instagram & Facebook, and a Contact Page including an interactive map and contact form to submit any inquiries.

To finish, we should design various materials to publish on Facebook as well as the new social media platform, Instagram. The designs created should be transferred to merchandise such as t-shirts, lanyards, pop up stands and business cards. As well as socials, we should create various motion graphic artworks to promote the new visual identity. This will include artwork that will showcase the new logo and the visual identity as a whole e.g. the brand ethos, core brand personality and the brand driver.

pg 04

pg 05

03.

Tone & Style.

Overall, we should incorporate a modern, fun and professional feel throughout the visual identity.

We will aim to use an everyday language which will be simpler and more conversational and understanding. We will try to keep it personal, to create a relationship with the community; using 'I' or 'we' where possible and addressing the reader as 'you'. Being engaging is important and should make the reader feel they are understood, and their interests and priorities are being addressed. This is something we should apply throughout.

For the website and social platforms, we should use punchy headlines that will grab attention and use less words to keep it as engaging as possible. Additionally, we should use positive communication where applicable, be direct, encouraging and emotive. As for the style we should create a clean, bold, image that will carry the colours of the brand throughout all specifications.

04.

Target Audience.

The current audience of CLTE that has been identified are the members of the communities which they work within on both sides of the border.

These communities may describe themselves as socially and economically disadvantaged, but could benefit from the input of CLTE in their daily thinking. The target audience is hard to define further as individuals may range from a group of teenagers in education, to single parents interested in a workshop, to even companies who would like some training about the sector.

CLTE would like to broaden their target audience to start engaging with potential funders by showcasing what can be achieved from working within and between communities.

05.

Deliverables.



New visual identity
(including logo & name)



Development of a responsive website



Development of a brand guideline



Development of a range of media outputs

pg 06

pg 07

06.

Benchmarks.

As part of the development process, collectively we benchmarked a total of 5 relevant organisations that we thought offered similar services or demonstrated elements of best practice.

The sites assessed during the benchmarking process are:

1. <http://crun.org/>
2. <https://www.theresourcecentre.org/>
3. <https://www.mindwise.org/>
4. <http://yourncommunity.com/>
5. <https://www.corrymeela.org/>

We looked at Brand Identity first, Web Presence and then Social Media for all 5 sources and rated them from strongest to weakest.



Mindwise



Causeway Rural and Urban Network



Building Communities Resource Centre



Your NL Community



Corrymeela

Visual Identity

Category	Feature	Your NL Community yourncommunity.com	BCRC - www.theresourcecentre.org	CRUN - www.crun.org	Mindwise - mindwise.org	Corrymeela - corrymeela.org
About	Engaging people, individually and collectively, to make positive changes in their lives, and in the communities, through peer support, training and advice.	BCRC works for social justice, integration, education, cultural heritage, mental health, employment, and peace & reconciliation.	Corrymeela is committed to engaging people, which all enables change and develops the community in which we live. Also, there is a youth group and provide training and support.	Supporting people affected by mental health issues to build a supportive network, as well as addressing emotional, social, financial and power dynamics.		
First Impression	Style	Very colourful, but they've been advised. The faded-out style seen throughout the site carries the style and gives them a sense of a journey. Very simple, but effective for the target audience.	Brand looks underdeveloped/aging. Looks dated. Social media looks very dated. Brand appears to be a target audience.	Professional appearance of very approachable. Bright and warm appearance is contrasted with the corporate very serious. Brand appears to be a target audience.	Bright coloured brand, with a professional image. Social media content appears to be the same as the brand. The website has not changed in a long time. (September 2020).	Logo and colour appears to be the same as the brand. The website has not changed in a long time. (September 2020).
Culture	Orange, Green and Blue. Mature of any feelings. Friendly, fun, approachable.	Blue, green, purple and yellow. Mature of any feelings. Friendly, fun, approachable.	Yellow, Navy and Blue. Mature of any feelings. Friendly, fun, approachable.	Blue, Yellow and Pink. Mature of any feelings. Friendly, fun, approachable.	Green (dark heritage) and Blue. Mature of any feelings. Friendly, fun, approachable.	Green (dark heritage) and Blue. Mature of any feelings. Friendly, fun, approachable.
Time & Style	Friendly, fun, approachable.	Cultural, modern, friendly.	Clear, Professional, Friendly, fun, approachable.	Cultural, modern, friendly.	Academic, historical, collaborative.	Academic, historical, collaborative.
Roll Out	Logo					
Graphics		No graphic style has been determined.	No graphic style has been determined.	No graphic style has been determined.	No graphic style has been determined.	No graphic style has been determined.
Website	Modern site has been created and is accessible. There is a clear and simple to it, with a focus on the user. Built on WordPress.	Modern site has been created and is accessible. There is a clear and simple to it, with a focus on the user. Built on WordPress.	Modern site has been created and is accessible. There is a clear and simple to it, with a focus on the user. Built on WordPress.	Modern site has been created and is accessible. There is a clear and simple to it, with a focus on the user. Built on WordPress.	Modern site has been created and is accessible. There is a clear and simple to it, with a focus on the user. Built on WordPress.	Modern site has been created and is accessible. There is a clear and simple to it, with a focus on the user. Built on WordPress.
Social Media	Does not have a Facebook account. Twitter is frequently used. However branding is not used.	Very active on Facebook and Twitter. However branding is not consistent. Usually posts or brings in imagery from elsewhere online.	Very active on Facebook and Twitter. However branding is not consistent. Usually posts or brings in imagery from elsewhere online.	Very active on Facebook and Twitter. However branding is not consistent. Usually posts or brings in imagery from elsewhere online.	Very active on Facebook and Twitter. However branding is not consistent. Usually posts or brings in imagery from elsewhere online.	Very active on Facebook and Twitter. However branding is not consistent. Usually posts or brings in imagery from elsewhere online.

Benchmarking was the hardest section to include. Furthermore, it wasn't clear enough the first time so I had to copy and paste this section twice!

Visual Identity

Category	Feature	Your NL Community yourncommunity.com	BCRC - www.theresourcecentre.org	CRUN - www.crun.org	Mindwise - mindwise.org	Corrymeela - corrymeela.org
Messaging	"We need your help..." is the main point seen on their website. It's difficult to see the main site, but the messaging does all focus on community, telling the user to action.	"For the community, by the community." This is the main point seen on their website. It's difficult to see the main site, but the messaging does all focus on community, telling the user to action.	"Making a difference in, and within, the community." This is the main point seen on their website. It's difficult to see the main site, but the messaging does all focus on community, telling the user to action.	"Together is Better". All messaging aims to bring together any member in the community. The message of the site appears to be less inclusive and more on religion.	"Together is Better". All messaging aims to bring together any member in the community. The message of the site appears to be less inclusive and more on religion.	"Together is Better". All messaging aims to bring together any member in the community. The message of the site appears to be less inclusive and more on religion.
Consistency	Messaging and values are consistent throughout. There is a clear and simple to it, with a focus on the user. Built on WordPress.	Messaging and values are consistent throughout. There is a clear and simple to it, with a focus on the user. Built on WordPress.	Messaging and values are consistent throughout. There is a clear and simple to it, with a focus on the user. Built on WordPress.	Messaging and values are consistent throughout. There is a clear and simple to it, with a focus on the user. Built on WordPress.	Messaging and values are consistent throughout. There is a clear and simple to it, with a focus on the user. Built on WordPress.	Messaging and values are consistent throughout. There is a clear and simple to it, with a focus on the user. Built on WordPress.

Category	Feature	Your NL Community	Building Communities Resource Centre	Causeway Rural & Urban Network	Mindwise	The Corrymeela Community
First Impression	Aesthetics	Bright, bold and heavy. Very graphic heavy. Not a good use of space.	Bright, bold and heavy. Very graphic heavy. Not a good use of space.	Bright, bold and heavy. Very graphic heavy. Not a good use of space.	Bright, bold and heavy. Very graphic heavy. Not a good use of space.	Bright, bold and heavy. Very graphic heavy. Not a good use of space.
Identifiable Target Audience	Individuals seeking employment and to make a positive change in their lives.	Individuals seeking employment and to make a positive change in their lives.	Individuals seeking employment and to make a positive change in their lives.	Individuals seeking employment and to make a positive change in their lives.	Individuals seeking employment and to make a positive change in their lives.	Individuals seeking employment and to make a positive change in their lives.
Identifiable Chief Aim	Community Learning and Development. Help to build connections under the theme of Community Development.	Community Learning and Development. Help to build connections under the theme of Community Development.	Community Learning and Development. Help to build connections under the theme of Community Development.	Community Learning and Development. Help to build connections under the theme of Community Development.	Community Learning and Development. Help to build connections under the theme of Community Development.	Community Learning and Development. Help to build connections under the theme of Community Development.
Followers	1,000	883	1,000	1,000	1,000	1,000
Look and Feel	Consistency	n/a	n/a	n/a	n/a	n/a

Social Media

Category	Feature	Your NL Community	Building Communities Resource Centre	Causeway Rural & Urban Network	Mindwise	The Corrymeela Community
20% Test Rule	n/a	n/a	n/a	n/a	n/a	n/a
Crisp Time	Personal	Personal	Personal	Personal	Personal	Personal
Brand Incorporation	Personal	Personal	Personal	Personal	Personal	Personal
Link to Website	n/a	n/a	n/a	n/a	n/a	n/a
Contact Details	n/a	n/a	n/a	n/a	n/a	n/a
Ad Spend	n/a	n/a	n/a	n/a	n/a	n/a
Private Response Rate	n/a	n/a	n/a	n/a	n/a	n/a
Post Rate	Not actively posting	Not actively posting	Not actively posting	Not actively posting	Not actively posting	Not actively posting
User Engagement	Low engagement - small amount of likes and shares	Low engagement - small amount of likes and shares	Low engagement - small amount of likes and shares	Low engagement - small amount of likes and shares	Low engagement - small amount of likes and shares	Low engagement - small amount of likes and shares

Websites

Category	Feature	Your NL Community	Building Communities Resource Centre	Causeway Rural & Urban Network	Mindwise	Corrymeela
First Impression	Aesthetics	Bright, bold and heavy. Very graphic heavy. Not a good use of space.	Bright, bold and heavy. Very graphic heavy. Not a good use of space.	Bright, bold and heavy. Very graphic heavy. Not a good use of space.	Bright, bold and heavy. Very graphic heavy. Not a good use of space.	Bright, bold and heavy. Very graphic heavy. Not a good use of space.
Identifiable Target Audience	Individuals seeking employment and to make a positive change in their lives.	Individuals seeking employment and to make a positive change in their lives.	Individuals seeking employment and to make a positive change in their lives.	Individuals seeking employment and to make a positive change in their lives.	Individuals seeking employment and to make a positive change in their lives.	Individuals seeking employment and to make a positive change in their lives.
Identifiable Chief Aim	Community Learning and Development. Help to build connections under the theme of Community Development.	Community Learning and Development. Help to build connections under the theme of Community Development.	Community Learning and Development. Help to build connections under the theme of Community Development.	Community Learning and Development. Help to build connections under the theme of Community Development.	Community Learning and Development. Help to build connections under the theme of Community Development.	Community Learning and Development. Help to build connections under the theme of Community Development.
Followers	1,000	883	1,000	1,000	1,000	1,000
Look and Feel	Consistency	n/a	n/a	n/a	n/a	n/a



Community Learning
Through Engagement
The Brief

Websites

Category	Feature	yourcommunity.com	theresourcecentre.org	crwv.org	mindwise.org	corrymeela.org
Identifiable Chief Aims	More graphic work in the header which is engaging and displays what they do very clearly.	Yes, noticeable and instant upon scrolling.	Short section stating what they do however it is extremely small and has no visual hierarchy. Needs to be bigger, bold and one of the first things a user should see.	Our Vision is in their header very clearly with a list underneath. It goes to the point the option to go and explore 'We offer different things under their main aims'.	'Together is better' is noticeable on the banner image however, it goes to the point the option to go and explore 'We offer different things under their main aims'.	
Look and Feel	Responsive	n/a	Yes - iPad, iPhone & Android	Yes - iPad, iPhone & Android	Yes	Yes
Content in Prime Position	For a landing page you want go wrong, everything is in its own section, clearly identifiable.	Yes, not overly text heavy, has a nice balance of colour and imagery to break the sections up. Much points on homepage which work better than a black font.	Correct size however, using serif font which can be hard to read and not appropriate for body text is too general. Also does not match the feel of the site as it uses a more typographic throughout for the headings.	Body text is clear, using a sans-serif font and appropriate colour (black) could have a higher line height and more spacing as there is a lot of text. Hyperlinks within paragraphs are visible.	Everything is structured correctly, every bit of important information has its own section which is easily identifiable. The homepage provides a great insight of important information. Each identifiable and clear to navigate. Very down and clear.	
Body Text Font	Perfect size, sans-serif. While text on bright coloured background which works better than a black font.	Correct size however, using serif font which can be hard to read and not appropriate for body text is too general. Also does not match the feel of the site as it uses a more typographic throughout for the headings.	Body text is clear, using a sans-serif font and appropriate colour (black) could have a higher line height and more spacing as there is a lot of text. Hyperlinks within paragraphs are visible.	Perfect size, sans-serif font and consistent throughout. Because there is a lot of text, it could be improved into sub-headings for clarity.		
Tone & Style	Approachable and informal, professional, quite informal and helpful.	As overall pleasant tone, professional, quite informal and helpful.	Very corporate & professional, but not personable within it. Could potentially be more approachable & friendly. Keep using the appropriate words. Not informal.	Professional and approachable, it seems very friendly and relevant in the way they use registration words in the appropriate areas. Not informal.	Very welcoming and approachable, it's easy to understand, informal and personable. A lot of pages for information but easy to navigate.	
Technical	Booking feature	n/a	n/a	The Upcoming Events feature, NO booking system.	Booking feature but no booking system.	
	Content Management System	n/a	Yes	Yes	n/a	n/a
Google Analytics	Google Analytics	n/a	When search 'Google Analytics' it does not appear in top 5	When search 'Google Analytics' it does not appear in top 5	Score 100	Score 100
	Multi-lingual	n/a	n/a	n/a	n/a	n/a
Navigation	Primary Menu Format	Sticky Bar	Over a straight forward & standard menu. Provides most important information for user to access easily and quickly. Good use of a menu & events page. No 'About the Team' page.	Over a straight forward & standard menu. Provides most important information for user to access easily and quickly. Good use of a menu & events page. No 'About the Team' page.	Book drop down menu colour coded green, easily identifiable. A lot of pages for information but easy to navigate.	
	Scroll to Top Feature	Breadcrumbs	n/a	n/a	n/a	n/a

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Websites

Category	Feature	yourcommunity.com	theresourcecentre.org	crwv.org	mindwise.org	corrymeela.org
Content	Contact	Address & visual map, phone, telephone number & contact form, address & no on-site navigation. Contact form placed provided.	Address & visual map, phone, telephone number, email address & contact form provided.	Address & visual map, phone, telephone number, email address & contact form provided.	Just a contact form. The contact us link is in the footer and not in the menu which is hard to find.	Contact information available and interactive people maps however, no contact form for enquiries.
	About Us	A lot of information, but not overwhelming. Strategies plan link internal.	Yes, adequate amount.	Small about us description, A lot of history of CRWV but some unnecessary information.	A 'Who we are' & 'What we do' section. Plenty of content amongst text and some images however, a lot of text that could be sub-headed.	Good video attached which engages the user in the organisations more personally. Nice images however, a lot of text that could be sub-headed.
News and Blog	n/a	The option is there however, it links to their Facebook page as NO internal pages for their newsletters.	Hard to identify the link on the news page as both text and images are all the same colour, no visual hierarchy. NO blog.	Yes, categorised into sections: Blog, News, Your Stories, Coronavirus & Fundraising & Events.	News and Events pages, well laid out and easily identified.	News and Events pages, well laid out and easily identified.
	Social Media	Only visible thing is a twitter feed.	Facebook & Twitter	Facebook and Twitter	Facebook, Instagram & YouTube	Facebook, Twitter & YouTube
Email Events / Newsletter	n/a	No past projects or a standalone link service they provide.	Properly embedded, not easily identifiable. They have their separate pages with a lot of information which is good but again, not well laid out and no visual hierarchy.	Yes has the years 2019 & 2020 in their drop down under News & Blog.	Yes have an events page which is laid out the same as their news page makes everything clear and easily navigated. They also have an archive page for past events.	
	FAC Section	n/a	n/a	n/a	n/a	n/a
Privacy Policy	Privacy Policy	Yes - Entire page link is there.	n/a	Yes	Yes	Yes - Footer
	Cookies Policy	n/a	Yes Only a TSC link is there.	n/a	Yes	Yes
Modern Slavery Statement	Modern Slavery Statement	n/a	n/a	n/a	Yes	Yes
	Search	n/a	Yes	n/a	n/a	Yes
Type of Search Bar	Type of Search Bar	Search drop down bar	Search drop down bar	Search drop down bar	Search drop down bar	Search drop down bar
	Load Time	Efficient. Desktop Speed Index 0.8. Although, a single image, it's not too heavy. No images, etc.	Load time relatively ok, but it's 0.3s. Could be better.	Slightly delayed. Loading time around 0.8s. However, it's not too heavy. No images, etc.	Great, Desktop Speed Index 0.8.	Great, Desktop Speed Index 0.8.
Email Subscription	Email Subscription	n/a	Right sign in area	n/a	n/a	n/a
	Accessibility	Very visible, bigger than the body and sub-headings. Different background and colour. Strong.	Visible and easily spotted as they are different colours, size and font style.	Some are hard to distinguish and are placed randomly.	Very visible and identifiable using changes in colour and font weight.	Good strong, identifiable headings that are easily read and of a correct size.
Links	Links	One internal link. An internal email link which takes you directly to your mail.	Useful link, TSC and Privacy Policy links are there.	Internal links to projects which keeps the user coming back to their site.	Plenty of internal links throughout.	Good amount of links used throughout. Some are external and some are internal.

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Community Learning
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Websites

Category	Feature	yourcommunity.com	theresourcecentre.org	crwv.org	mindwise.org	corrymeela.org
Link Underlining	One for 'contact us' link in footer.	Yes	Yes	Yes	Yes	Yes with some context.
	Hyperlinks change colour when active	n/a	Some colour but underlined. Some for CRWV however, no real change in colour.	CTA (questions) as this well. Some hyperlinks also but not the important content. And lower is a dark colour which is hard to read.	Yes	N/a
Overall Score		40%	40%	35%	90%	45%

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#01
MindWise: Overall Score - 83%

When it comes to Visual Identity, MindWise is a step above the rest of the similar organisations. The branding is brightly coloured with conceptual imagery and even social media contains branded posts. The company effectively portrays the values through its design. The messaging is at the forefront of all work, focusing heavily on mental health, with a clear slogan 'New Visions for Mental Health'. They are focused on their vision through events and posts, and don't waver from this strategy.

MindWise is also the best example of

contemporary, responsive web design from the research of similar organisations we carried out. It is the best for overall look and feel as it's use of brand consistency is applied flawlessly throughout. The structure of the site is intentional and is a good example of easy user experience. Their tone and message have an appropriate balance of informal and professional language that matches their overall style. However, some features such as a booking system and scroll to top navigation have not been used and so this is something we would look at from the other sites we analysed.



MindWise shows a great example of actively branding each of their Facebook posts and constantly running campaigns to encourage user engagement. MindWise follows a distinctive colour scheme that makes them easily identifiable and follows a formal tone throughout their website and social media. In their imagery, they show a concise effort to follow the 20% text rule demanded by Facebook, ensuring that there is only 20% text on images uploaded. Visually, MindWise carries the best social media posts, however, they are still encountering low engagement which could be a result of posting multiple times a day, every day. Showcasing that even though branding is excellent, posting too much has a negative effect on their engagement.



#02
Corrymeela: Overall Score - 79%

Corrymeela's logo and colour appears to be the sole factor of the brand, however it contains a very impressive weight and aligns itself with the values and strategy of the organisation very well. With the tagline: 'Together is Better', all messaging aims to bring together any member of the community and these are consistent throughout all platforms and media outputs. The tone is clear in that they are approachable and inclusive.

On their website Corrymeela has a clear and

easily navigated structure with strong use of imagery and video to capture the user's attention. Likewise, the primary menu is identifiable and easily navigated. However, Corrymeela uses a single column layout and could make more use of white space. This would make it look more modern and enhance the content and imagery they already use. Similar to MindWise, Corrymeela has a booking system page but no visible feature to book. Corrymeela have a strong News and Events page which is well organised and easy to read. They feature a communicative video to engage with the user, which is a great feature and the video is brilliantly executed; a simple feature we will create for our site.



A perfect example of meeting the needs of their audience and ensuring their content is adapted to each platform is The Corrymeela Project. This organisation has a clear branding guideline and social media content plan that is tuned to their target audience, encouraging the content to be shared to a wider network of individuals. Not only is the content concise and meets the need of their audience, it is visually adapted to each social platform, for example, the aspect ratio of their imagery is

As we each took responsibility for our section of benchmarking, the result was a combination of evaluations within 3x paragraphs with the total combined score.



different on Facebook compared to Twitter. Text is being slimmed down on Twitter to meet word count limitations but is still intelligible to the reader, an amazing quality for a social presence to have which is reflected in their high engagement. This quality is expected in this day and age on social media but is still surprisingly overlooked by many.



#03

Crnun: Overall Score - 50%

The Causeway Rural and Urban Network carries a professional appearance yet is very approachable. This bright and warm appearance is contrasted with the corporate navy accents for a broad appeal, however the target audience is unclear. The tagline, "making a difference to, and within, the Sector" is very clear and precise, however, messaging and values are only occasionally consistent. CRUN's tone is clear in that they are approachable yet professional.

The overall design & layout of their site is lacking in comparison to the other sites. CRUN uses the appropriate body size and style which is easier on the eye but lacks strong, punchy headlines that are visible and of the correct format. CRUN have a detailed events page but no booking system similar to Corrymeela

which is an essential feature needed for CLTE. CRUN drops marks for not including a Policy and Cookies awareness as well as having a poor loading time of 6.1 s; optimisation of 8% for their media is needed. However, they use their hyper-links effectively by underlining and changing hover colour for their call to action.



On social media, CRUN creates occasional posts which are branded, but the majority of their posts are shared from other organisations. The nature of CRUN is to support community and volunteering groups in the Causeway Area so it is expected that a lot of its content will be reposts leading to other Facebook groups, the low engagement and following shows that this isn't a strong quality for them.

Their Facebook shows that they irregularly post on a day to day basis, but when they do, they post multiple times in the one day. This is a practice we would recommend not replicating: Facebook users do not engage with this content well and would possibly consider this as "spamming" leading to a decline in followers and engagement.



#04

YourNLCommunity: Overall Score - 45%

Visually, Your NL Community is very colourful, but they are not overpowering. The branding contains a folded-cut style which is seen throughout the site, carrying the style and giving them impression of a journey. The logo is very simple, but effective for the target audience. "We need your help" is the main messaging seen on their website which is difficult to see their vision and aims but the messaging does all focus on community, calling the user to action. The messaging and values are consistent throughout with a clear tone. They are approachable and inclusive.

Your NL Community is the most basic site; being a single landing page. There is a strong use of captivating graphics that are punchy and a good way of displaying information visually. There is a lot of information but it is structured correctly and easily navigated. Sections are broken up effectively using bright backgrounds, bold headlines and various brand colours. Unlike the other sites, NL Community has their social media platform feeding through to their homepage maintaining user interaction through various specifications. NL also have a sticky navigation bar which is the closest feature to a "scroll

to top" feature. However, regardless of their strong visual design, they do not acquire great contemporary features and functionality.



YourNLCommunity have prioritised their social presence in a different method to the rest of the groups. They have decided to use Twitter as their main communication with their audience. This community group has made great use of Twitter-only features like "pinning" their most important news and information whilst writing concisely to meet Twitter's word count. Although, they fall into the same issue present in other community groups social presences, where they are primarily "retweeting" content from others and not curating their own. Also, not providing contact information or website links in their biography means that it is difficult for users to find their website, forcing them to take themselves off Twitter and search for it elsewhere. This would not be a good practice to follow, ensuring the easiest route to your website in the least number of clicks is the best practice for high engagement and preventing drop off.

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#05

BCRC: Overall Score - 43%

Building Communities Resource Centre branding looks quite underdeveloped and aimed towards children. "For the community, by the community, with the community" is shown at the top of their website, however it is not entirely clear what this means. Their tone is clear in that they are approachable yet professional. There appears to be no clear branding consistency seen through any digital assets.

Interestingly, BCRC ranked second best in benchmarking with contemporary features and functionality, a good layout hierarchy and an easily navigated primary menu. However, the first thing noticed is that the domain name does not match the logo or name of the brand which is a poor branding approach. Additionally, a basic example of user readability would be to use a sans-serif font which this site does not do; simple details such as this should be avoided during the final build. There is no events page which hinders user engagement nor internal links to a News and Blog page which risks losing user interaction along the way.



On social media, BCRC is an example of what irregular posting, no brand incorporation and no call-to-action to encourage audience communication has on engagement. This practice is similar to CRUN, where it is there to support other community groups so the engagement is directed elsewhere. The same issue as CRUN's persists where posts aren't occurring consistently, but mass posting when active has a negative effect on engagement and followers.

We have identified good and poor methods of practices for visual identity, website design and functionality and social media usage.

The Corrymeela Project & MindWise display the best practice, showcasing that consistent branding, functioning websites and defining a social media plan with your own content is the best way to engage with your own audience in this sector.

08.

Budget.

There is no specific budget but given that CLTE have no direct funding at present we will keep the costs as competitive as possible.

To meet the specification provided by CLTE, costs will incur to provide digital material, a range of merchandise and publicity material. A guideline is provided below. This should only serve as an estimation and may not reflect the final pricing.



Digital Material: Variety

Domain name: £11.99 yearly subscription (123-Reg)
Hosting: £5 a month (Ionos)
WordPress site: £50 website template (Envato market)
SSL layer protection: £25 yearly subscription (Dinos SSL starter)
WordPress Social Media Plugin: £20 one-time fee
Microsoft 365 Personal account - £59.99 yearly subscription



Merchandise: TotalPrint NI*

Branded full-zip fleeces: £30
Branded hoodies: £25
Branded jumpers: £25
Branded t-shirts: £20

*Prices are speculative at the moment as printing costs will vary depending on the visual identity - what you require printed etc.



Publicity Material: Impro Stationary

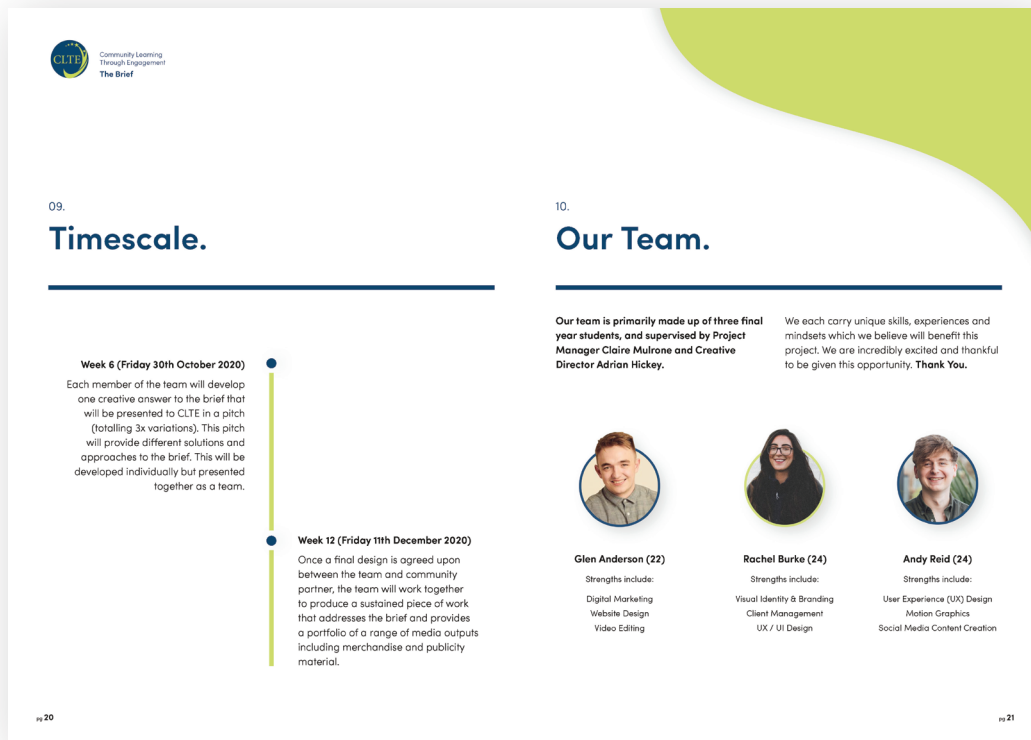
Stationary starter pack bundle:
100 x Business cards
100 x A4 letterheads
100 x D5 compliment sheets
All for £75
Pop up stand - £45 each

Templates for posters, reports and PowerPoint are available for no extra cost in your Microsoft 365 personal account subscription. They can be downloaded from templates.office.com

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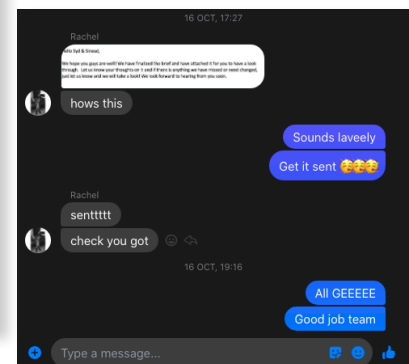
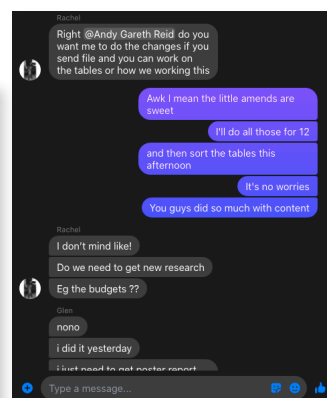
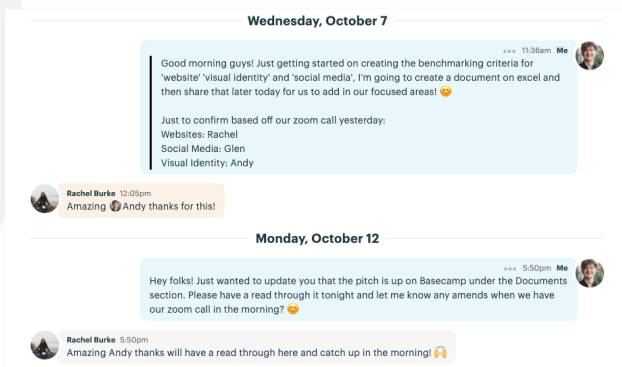
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The budget proved a lot harder to fill in than we initially believed. It was very tricky to get exact price estimates without wasting any companies time, so we settled with a mixture of quotation and common sense.



The workload for this section was evenly split with Glen and Rachel splitting up the copy for 4x sections each, and I took responsibility for the benchmarking templates, and the team section. While I took less of the sections to write on, I designed the brief for the three of us and took any amends we were tasked with making.

This was the first instance which Glen, Rachel and myself worked together and I believed it to be such a strong start as we synchronised well in our thoughts, strengths and abilities. During this time, we were very active on group chats and had to keep remembering to 'formally' update on Basecamp.



With the brief agreed with Adrian and Claire, and sent off to Syd and Sinead - we were able to turn our eyes off the project for a short time while we waited for their response.

This timing worked out well for us as a year group with another module's deadline looming and the break in the workload gave us time to turn our attention to this. Furthermore, the community partner took from the Thursday until the Monday to reply with their thoughts on the brief:

Hi, Rachel, Glen & Andy.

Sorry about the delay in getting back to you. Hope you are all keeping well?

Both Syd and I have read the brief and think it's brilliant! However, all our programmes are geared at achieving Social Justice, we feel this could possibly be emphasised a little more.

All in all we are very pleased that you are capturing what CLTE are about and look forward to seeing you again in the near future.

Kind Regards

Sinead

This response allowed us to move on with the reassurance that they examined the brief carefully to evaluate it against their mission and values. Feeling confident that we were going down the right path, we now were able to allow our creativity out in our individual attempts to answer the brief we'd just agreed on! From this point on, the brief was to be used as our bible - focusing on the deliverables, time lines and the added value placed on Social Justice that we had failed to acknowledge at this stage.

Feeling confident that we were going down the right path, we now were able to allow our creativity out in our individual attempts to answer the brief we'd just agreed on!



Stage 03

Concepts & The Pitch

3a

Designing Concepts

3b

Preparing for The Pitch

Designing Concepts

With the joint aim of getting a concept pitch accepted, Glen, Rachel and myself agreed to split for a couple of days after an initial conversation over Zoom in order to further our individual thoughts into real designs. This conversation was important as we each discussed our initial thoughts and Glen and I were able to present our first concepts (both were later dropped as we both created better work for the pitch).

This stage was personally my favourite as I worked to meet the brief from a few different angles. This approach led me to three main concepts which I am quite proud to show. I learned from this stage as I was set on the first concept but I wanted to give some choice. Coincidentally, it was this second concept which ended up going ahead to pitch, but I will focus on the three concepts here as a record.

With MED109 theory and practise in my mind, as well as a very insightful placement and freelance experience under my belt, I created these concepts using Adobe Illustrator – an application which I taught myself during my placement year. Moving to this application from photoshop ensures vector based graphics and multiple artboards on screen at a time which has increased workflow a lot.



Concept 01



Concept 02



Concept 03



Community Learning

Through Engagement

connections

Community Learning Through Engagement

LET'S





Community Learning

Through Engagement



Concept 01

Community Learning Through Engagement

Playing with the simplicity in using elemental shapes and primary colours, concept 01 highlights the positive impact CLTE are looking to make in communities throughout Northern Ireland. During my placement year, I researched shape and colour psychology which came into this concept.

Motivated to create a logo which carried different styles and ways of being displayed, concept 01 was created to highlight the values and aims of CLTE - with layers of depth revealing new information from the organisation as the audience dig deeper and become more connected.

The font used for this was Poppins - a Google font. This was deliberately chosen for it's friendly and approachable appearance, as well as ease of access for any further branding work whether on social media, digital platforms or print.

When designing the logo, I accidentally placed an overlay transparency on the top shape and this resulted on the effect seen. This would easily be described as a happy mistake as it created another layer of depth to the meaning of the logo - highlighting how all the values and services

What We Stand For

Social Justice

We want to help those who need a voice but can not speak

Community

Here to work with and understand members of all Communities

Peace

We know better than most that peace needs to be carried forward

Education

Educating members of our society will help cross-community relations

Community Learning
Through Engagement

Community Learning
Through Engagement

Community Learning
Through Engagement

Community Learning
Through Engagement

**Honesty
Stability
Trustworthy**



**Unity
Inclusivity
Communal**



**Directional
Purposeful
Progressive**

of CLTE are inter-connected for a unified mission of helping communities and individuals grow and thrive.

I presented this concept to Adrian, Claire, Glen and Rachel the week before we were to submit all concepts for further review and development and at that stage I believed it would be the strongest concept that I would put forward. I still wonder what way the project would have taken shape if we had went down the route of this

concept but with the recent launch of the Playstation 5, I'm glad we didn't choose this concept in hindsight.

In reality, there was too emphasis placed on the symbolism in this concept with a constant need to explain each aspect in order to make the audience aware of the decisions made. While it was a fun experiment and a good concept, it appears to be the right decision to leave this as that - a good concept.

connections

Community Learning Through Engagement

Concept 02

Connections

This concept may look particularly familiar at this stage in the production log. Connections began with experimenting on the 'c' and 'o', which led to creating an icon of two people inter-connected. It was agreed that this concept was the strongest answer I'd made for the brief and - with further amends - it was developed into my pitch.

Containing another approachable font, Connections was made to bring a human feel - moving away from the simplistic shape based design seen in concept 01. As can be seen on the right, the logo was developed from the icon as I experimented with two circle lines - creating anchor points and deleting others to allow an unnoticeable connection between the two.



Personally, I believe that the icon is the strongest aspect of this concept - which was what pushed it forward. While talking with my group, Adrian and Claire, it was agreed that this would be taken forward but to consider dropping the name down in length to 'Connect'.



The colour scheme was designed to be a gradient between purple and blue, to appear modern and contemporary – however I believe in reflection that it inadvertently gives the concept a cold look.

I became aware of a personal issue at this stage again as I struggled with adding imagery and assets that did not necessarily add to the value of the concept. This can

be seen above in the featured image where I added lines, fills and circles. I was encouraged by Adrian to remove the clutter here and push the core elements of the concept as I continued develop this towards the pitch. This has been another learning curve for me as it allows the design to breathe and myself to accept it as it is, instead of trying to make something look better with 'bells and whistles'.



LET'S GO.

Concept 03

Let's GO.

Moving from concept 02, I wanted to create another icon which acted in part of the logo and name. Mixing this mindset with the conversation I had with Glen and Rachel about cultural phrases and how this could be an appropriate organisation to consider changing the name to something this casual - I decided to begin experimenting with the simple phrase 'Let's GO.'

The phrase 'lets go' represents movement, activism, an inability to sit still and a desire to make a change. Symbolically, this can relate with green traffic signs, arrows and sudden turns.



My focus on this concept related to the above word 'go.' Looking to further the infinity loop effect style of concept 02, I suffered from tunnel vision on this design - looking solely to make the above icon work and then translating this into a general logo - 'lets go.' I even realised at the end of creating this concept that 'lets go' contained bad grammar with no apostrophe used. I'm not just trying to

"It's through mistakes that you actually can grow. You have to get bad in order to get good."

- Paula Scher



destroy my work here, I do think there are redeeming features with the 'go' icon and the use of the arrows on the imagery (despite what I'd stated in the second concept). However I do believe it's important to acknowledge good and bad work - this concept did not carry enough weight in comparison to the other two, described by Glen as a sports branding and Adrian as a recycling company logo - both of which are completely fair.

Upon reflection, with the dark tone version seen middle left, I may keep 'go' on the back-burner to be used for future clientele who may be looking sports branding or something similar...

Other Concept Names

There were many different concept names which I was experimenting throughout this stage. I had tried to work in particular with the name Boon, imagining it to sound very fun - 'BOON!' However it just quickly

became apparent that I had spent too long looking through a thesaurus in order to find more words. The majority of the words above could have been used - but also would require the audience to look up the name!

Confluent / Conflux
(flowing together or merging)

Blended
(combine things together)

Comity
(considerate behaviour towards others, courtesy and respect)

Connection
(a link between people or things)

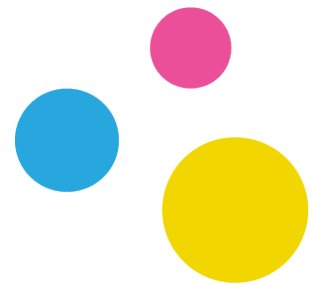
Affiliate
(officially attach to something)

Engage
(participate or become involved in)

Boon
(helpful or beneficial)

Converge
(moving towards a combined result)

2b



Preparing for The Pitch

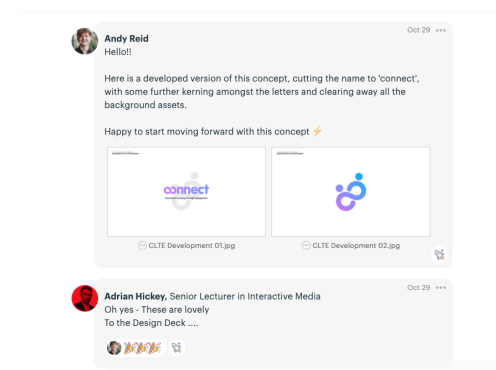
The concept phase ended during a meeting with Claire and Adrian on Thursday 29th October where we finalised thoughts on which concept to move forward to pitch to our clients. Glen was to pitch his 'Helping Hands' concept but renamed CLTE - Rachel was to pitch 'Community' and I was to pitch 'Connection' but this was to be shortened down in name to Connect.



Concept 02



Development





Really happy with the progress here - I think the community partner is actually spoiled for choice on this one
- Keep going - good work all of you

Adrian Hickey: October 30th

With the easiest way to convey a roll-out of a concept into real life being to use mock-ups - we were very thankful to be allowed access to Rachel's Agency and Glen's organisation for mock-up content to use for our pitch.

I was able to fill the gap with some mock-ups that were downloaded through graphicburger.com. As a group, we were able to quickly tidy up any confusion over a video call using Facebook messenger in order to use the same files for a consistent pitch which prevented anyone getting confused over which files to use.

Monday, November 2



Rachel Burke 4:08pm

Hi guys im just throwing what I have in, we can decide together what ones we want to use collectively!



Rachel Burke 4:21pm

Sorry for all my mockups having logos on them, find it easier to use though when there is current stuff on it - easier to navigate where to change colours or remove logo etc

5:16pm Me



These all look great! Can we get a quick chat this evening to discuss which duplicates to delete so that we can maintain consistency with our decks? 😊



Adrian Hickey 5:19pm

Yes please. I would like a coherent complete deck in a single pdf for sign off please?



Rachel Burke 5:21pm

Yeah for sure just put all I had up for options!

Let me know if there are any mockups I've missed also



Rachel Burke 5:32pm

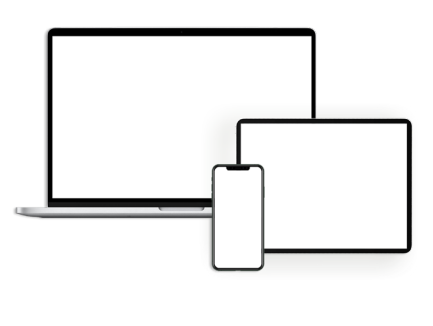
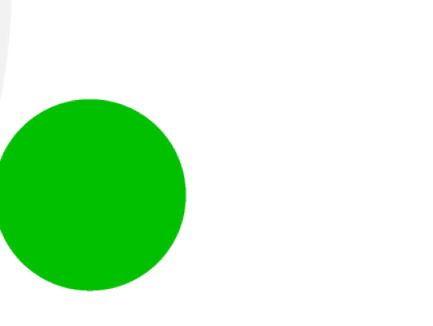
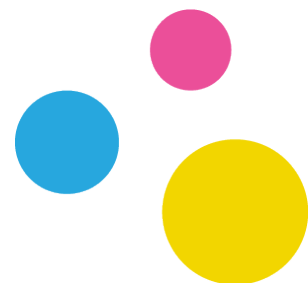
1. Digital Devices Mockup - one page 2) Pop up banner (3 ideas) takes up a page
4) Stationary - Sketchbook, Business cards & stationary set as one page 5) Clothing - T-shirts, hoodie, sweatshirt & lanyard

Let me know if i'm missing anything or if this looks ok



Glen Anderson 5:35pm

Looks good!





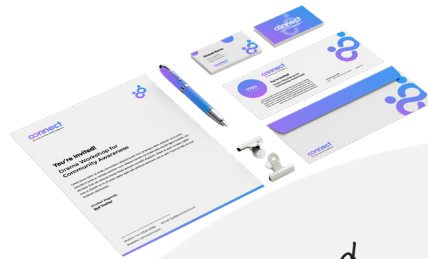
a



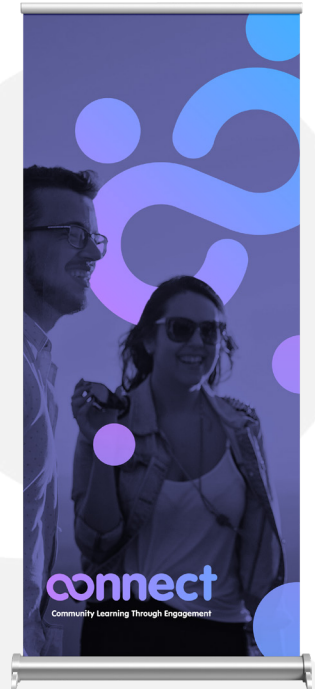
b



c



d



e



f



g



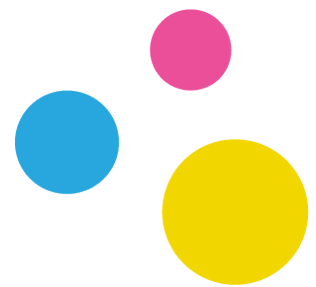
h

- a. White T-shirt (front)
- b. White T-shirt (back)
- c. Dark Grey Sweatshirt
- d. Stationery
- e. Roll-up Banners

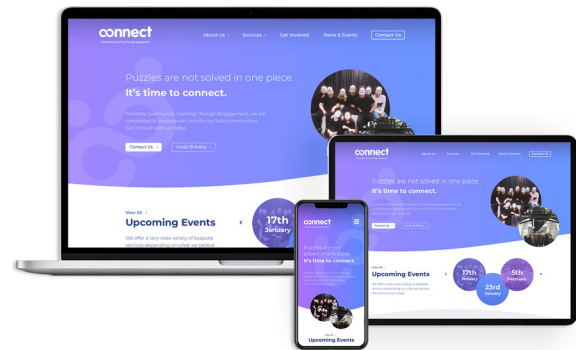
- f. A4 Notebook
- g. Black Lanyard
- h. Grey Hoodie
- i. Business Cards
- j. Website Design



i



While mock-ups a-i were created using numerous Photoshop files supplied by Glen and Rachel, the website design should be given an extra mention as it was created using an application called Sketch. I learnt this during my placement year at The Tomorrow Lab for other website designs and I ended up purchasing my own license for it after leaving the company in September. I incorporated theory learnt from MED108 and MED315 here as well as a UX foundation course I took last year with Fathom in Belfast.



j

Other mock-up Variations

During this stage, there were a couple of different versions for some of the mock-ups seen on this spread. The following were edited due to a few reasons but mainly they were too similar in style - focusing too much on dark colours. They were then edited to bring out white and grey variations for the pitch document.



The Pitch Day

When it came to creating documents to send to the client, we decided as a team to take one each. As I had compiled the content for the brief and designed it to send to the client, Rachel took charge of designing our deck for the big pitch! After some deliberation, we agreed that the order for the pitch would be Glen with a development on CLTE followed by Rachel pitching a stripped back variation called community, and then I would finish up with pitching Connect. Rachel did a fantastic job with compiling everything into our pitch deck and we felt very energised at this stage to present our ideas the next morning to Syd and Sinead.

Rachel, Glen and I met half an hour before the pitch to encourage each other and ensure we all felt confident on what we would each say. We discussed our experience with pitching to clients in the past and remembered the feelings and experience gained from presenting in past modules such as MED315.

It was decided that we would meet again after the meeting to celebrate regardless of which concept was chosen to go forward to production.

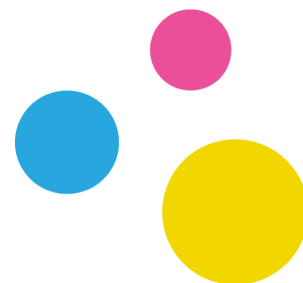


Adrian Hickey, Senior Lecturer in Interactive Media

Edited Nov 5 ...

I am really happy with this deck though and I think you have all done a great job - they will have a real dilemma on their hands choosing. Good luck - take plenty of notes on the feedback you get for your production logs.





PROJECT PITCH 2020

Community Learning Through Engagement


“People and communities have the freedoms to voice their opinions, address concerns, and help tackle issues pertaining to their communities.”


Project Manager
Claire Mulrone


Creative Director
Adrian Hickey

Interactive Designers
Andy Reid
Glen Anderson
Rachel Burke

Introducing...

**Glen Anderson**
CLTE Developed

**Rachel Burke**
Community

**Andrew Reid**
Connect

I'm just showing these pages to give more insight into the pitch deck overview. I was last to pitch and I will show my work in the following pages.

Interactivity for Social Enterprise // Community Learning Through Engagement

My part of the pitch was created using Adobe Illustrator for the four images seen here, and then Rachel added the Photoshop mockups I created on the next spread into the combined document to maintain consistency among all pitch decks.

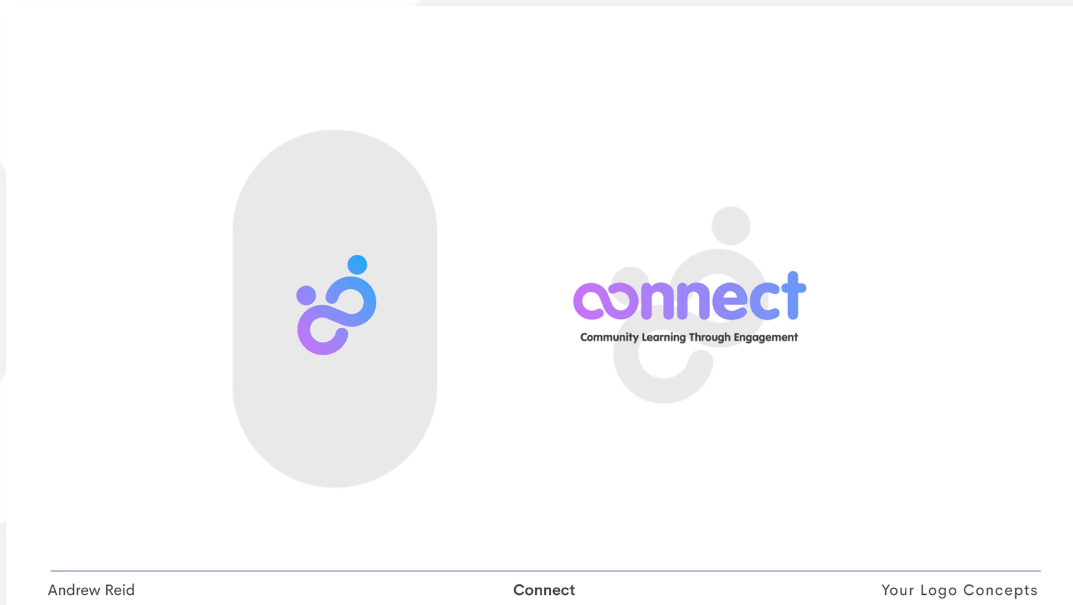


Your organisation is fundamentally about 'connections'.

Individuals, communities and organisations can be connected together.

Connecting people with information / education.

Connecting communities to develop them further.



There are two forms of this brand - the icon and the logo.

Rotate the connected icon 45 degrees and you get the 'co' of connect.

This could be developed for other names like community or co-operate.



abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

VAG Rounded
(Files and Headers)

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
Montserrat Medium
(Body text)

Andrew Reid

Connect

Black & White Variations

Purple represents:
Creativity, Optimism,
Playfulness

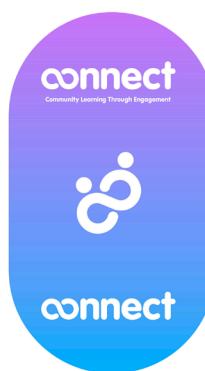
Blue represents:
Trustworthiness, smart,
confidence

VAG Rounded is a very
approachable and fun font

Montserrat contrasts
this with a corporate and
serious appearance

connect
Community Learning Through Engagement

connect
Community Learning Through Engagement



connect

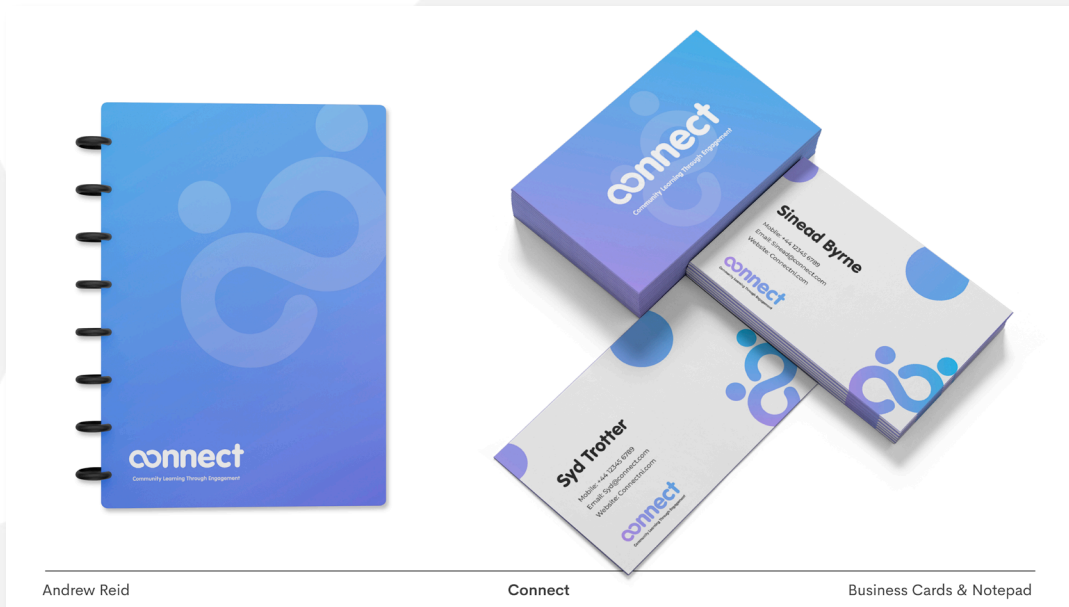
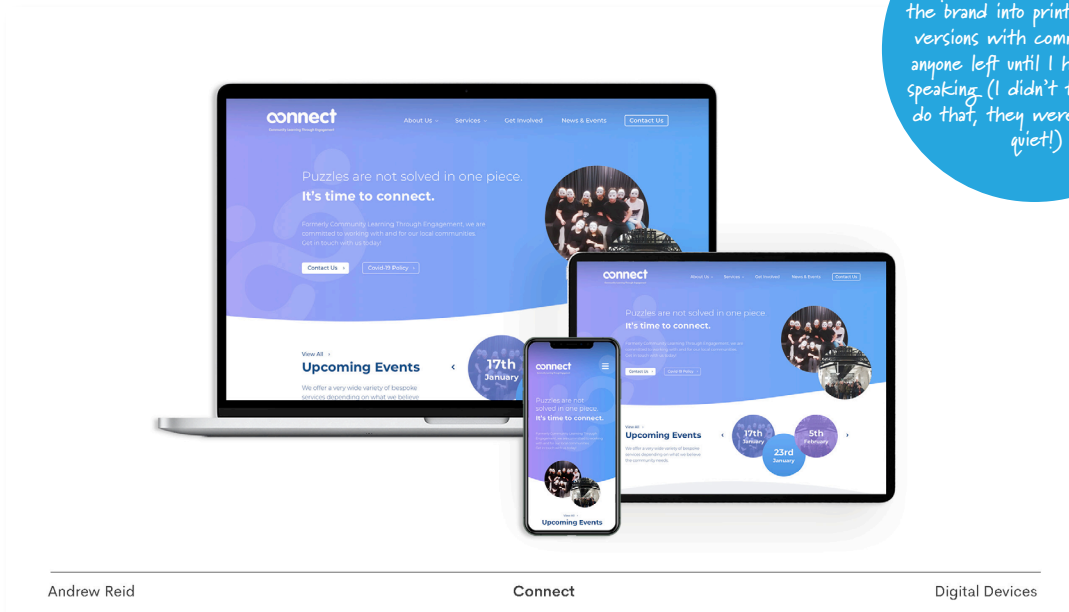
connect

connect

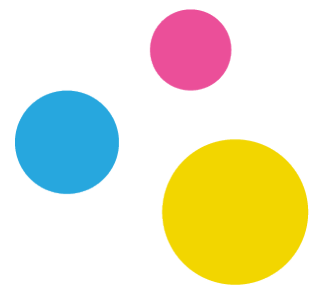
Andrew Reid

Connect

Black & White Variations



"Content precedes design. Design in the absence of content is not design, it's decoration."
- Jeffrey Zeldman



Andrew Reid

Connect

Pop-up Stands & Stationary Set



Andrew Reid

Connect

Merchandise



community
learning through engagement

connect
Community Learning Through Engagement

Project Pitch

Final Logos

CLTE Rebrand

After I had finished my pitch and concluded the presentation, Claire took over the discussion and asked Syd and Sinead for their thoughts. It was time to take a deep breath...



Stage 04

A Group Development

4a

Pushing the **Pitch 2.0**

4b

Internal **Brand Guidelines**

4c

When your Clients **Go Dark**

Moving Forward

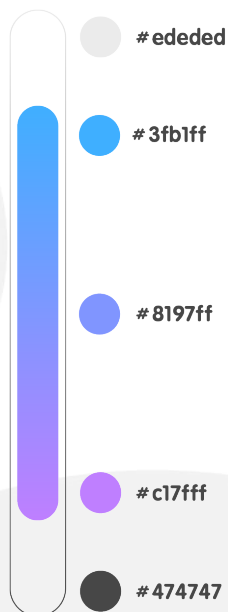
After I had finished my pitch and concluded the presentation, Claire took over the discussion and asked Syd and Sinead for their initial thoughts.

I was shocked and excited to hear that Sinead's first comment was "I really liked Andy's". I had personally believed that it would be Rachel's project that would move forward to production so I was taken back by this statement - albeit a welcome one!

Syd favoured Rachel's concept but he seemed to want to let Sinead take charge in the decision of

this and it was decided that we would move forward with the main amend being to use Rachel's colour scheme on my pitch.

This led to a closer analysis of my pitch content, with a focus on the mock-ups. We looked at what I had created and asked Syd and Sinead if there was any further merchandise or assets which they would like to see visualised. At this stage another amend was noted, to use the Wordpress template which Rachel had based her website design from - proving to be lifesaver down the line for us from a functionality point of view!



Pitched Colour Scheme



#eb4f99



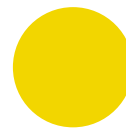
#f58f1f



#26a6de



#00bf00

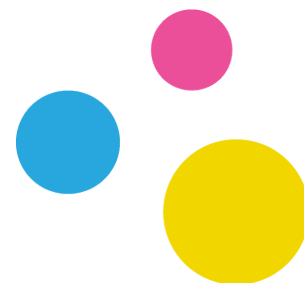


#f2d600



#2d2d2d

Development
(Look familiar?)



As the outcome of the pitch meant that the new visual identity would incorporate assets from both my pitch and Rachels, we both decided to look at how we could best use these assets.

Rachel and I differed in opinion at this stage as to how we would bring in the colour and Marydale font. After some experimentation (and a small heating of tensions), I called Rachel and we sorted out the best

approach to this situation. It was agreed at this point that we would immediately call each other if there were further disagreements instead of letting anything fester. We agreed that this issue arose from a lack of communication due to working from home and that some conversations needed to be had physically so that there could be no misconceptions. The combined efforts of our work can be seen below. I've also included all the concepts created earlier this semester!



Initial Thought



Development of Thought



Concept Logo



Pitched Logo



Developed Pitch Logo

Pitch 2.0 Workload Divided

Andy

Develop Branding
OOH Poster
3x Pop-up Banners
3x Posters
Enamel Coffee Cup
Ceramic Coffee Cup
Water Bottle

Rachel

Develop Branding
Business Cards
Hardback Notebook
Pens
Lanyards
Face Mask

Glen

Enamel Pin
6x T-shirts
Polo Shirt
Regatta Fleece
Sweatshirt
6x Hoodies

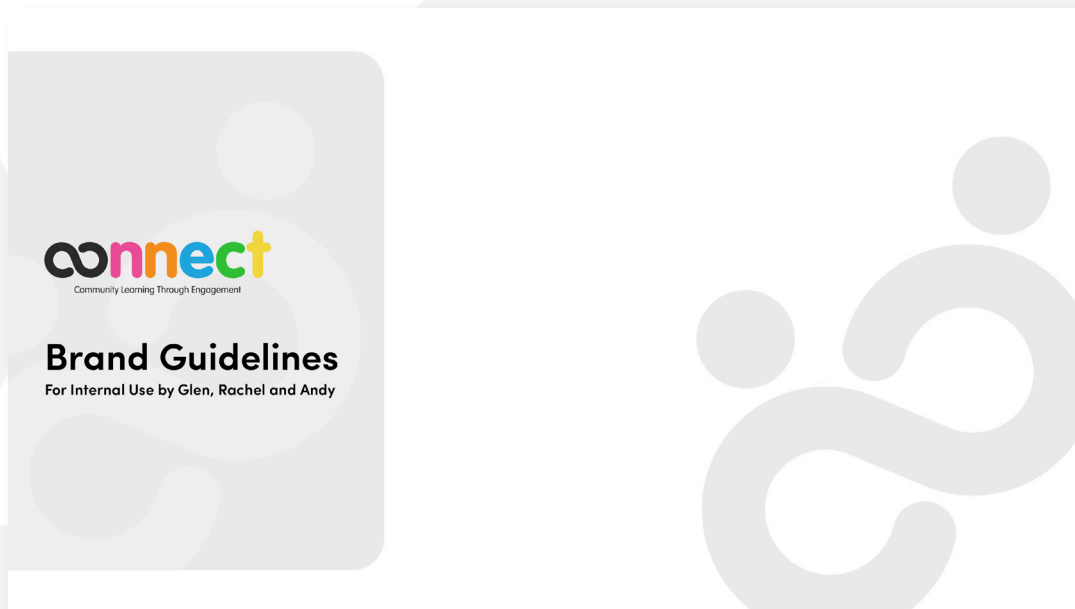
Internal Brand Guide- lines

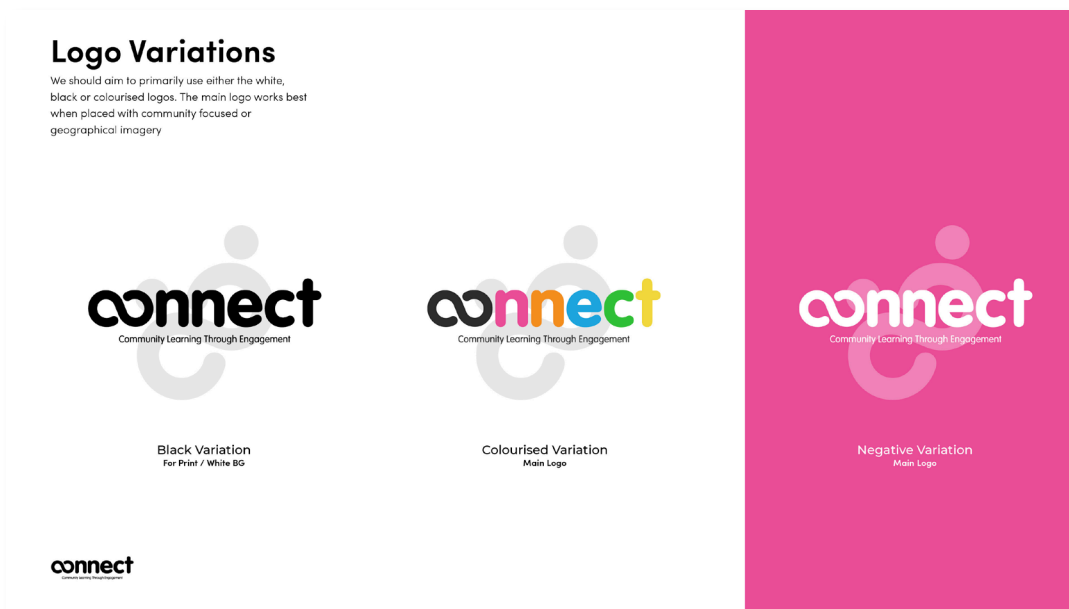
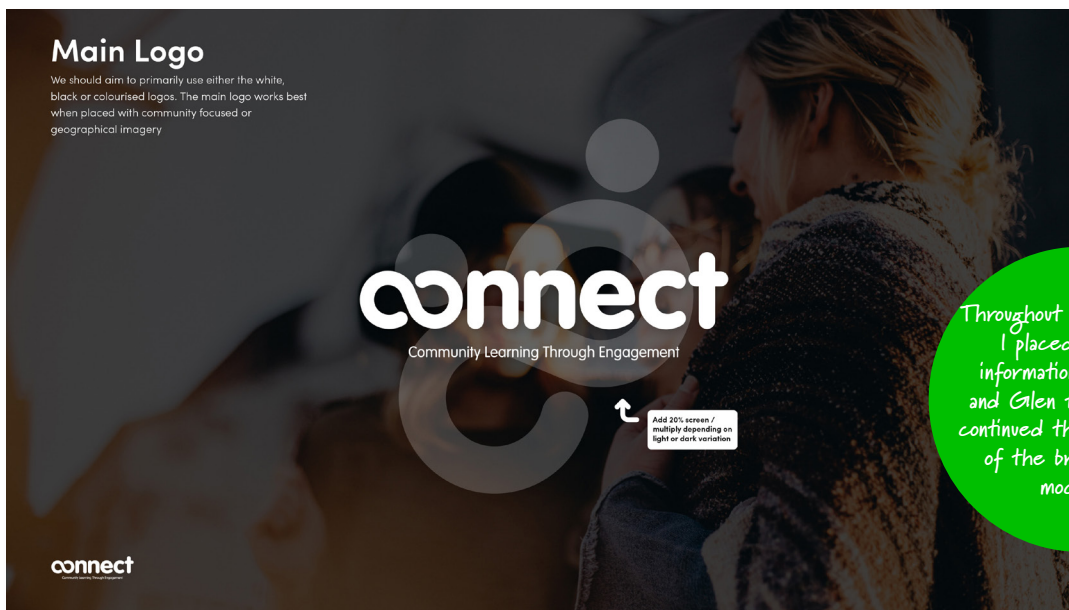
Following on from the conversation with Rachel - Glen, Rachel and I agreed that it would be important to lock-down the branding as we now worked separately but together on the developed mock-ups for the developed pitch.

I spent some time on this document but I was very keen to get it out before the end of the day so that we could all make use of it in reference of the mock-ups. This led to working from 10am to 10pm on the internal brand guideline,

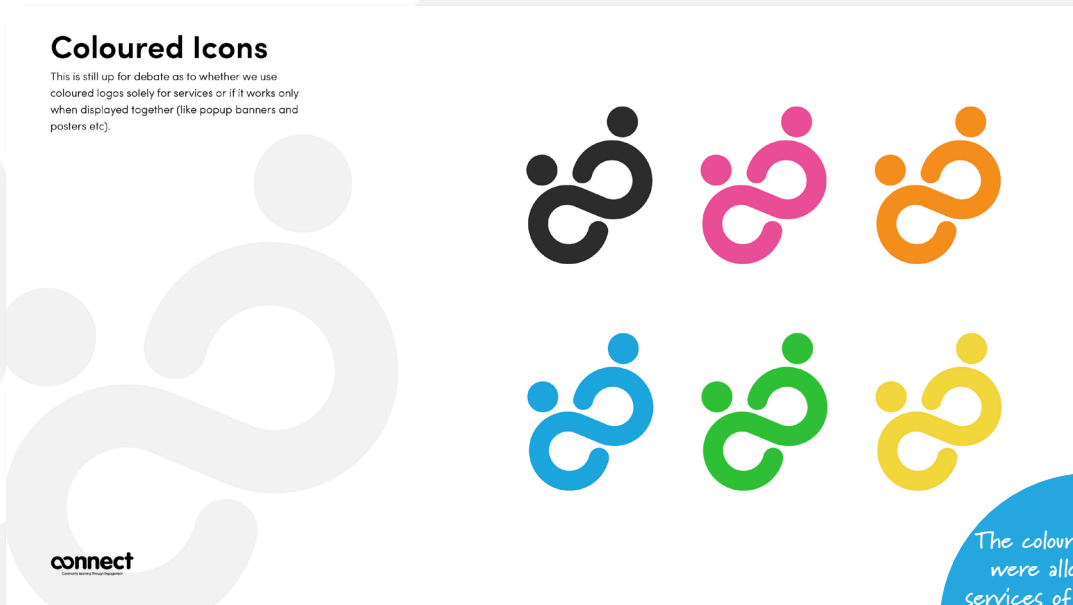
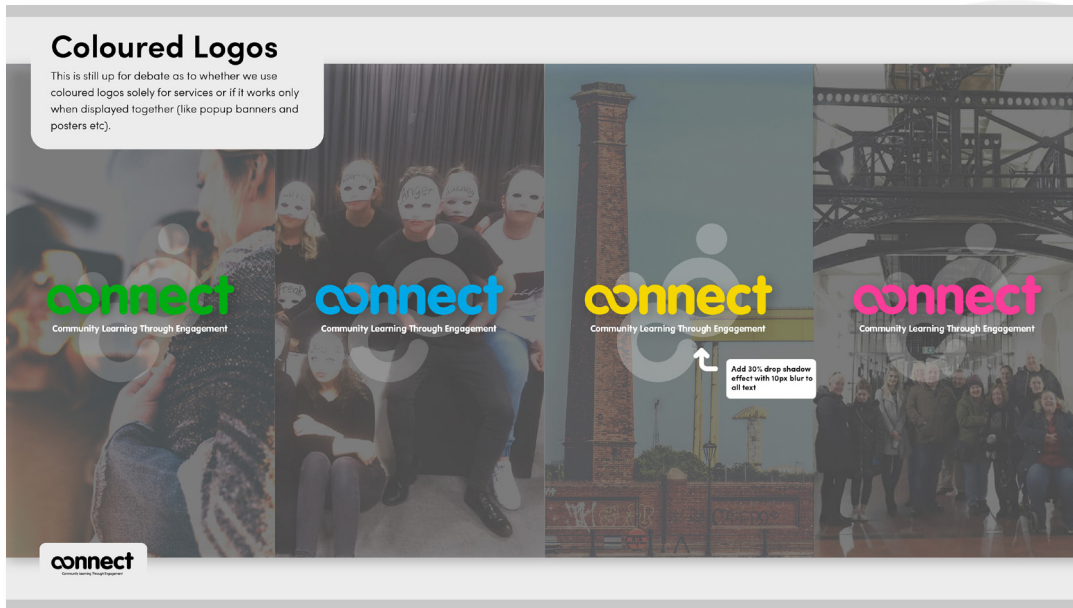
however I knew it would prove useful for future development as we could easily turn it outward for our client to use once we had handed over all assets to them at the end of the semester.

I think that this document proved very useful and I was quite proud of it for the turnover rate and clarity of direction for Rachel and Glen to continue working on the brand without needing further group input. Some more time could have seen further development of assets.





This brand guideline was created using Adobe Illustrator for the internal version, and then adapted late in the project when it came time to externally sending to the clients.



The colours of this brand were allocated to the services of the organisation with the aim of being recognised by themselves over time as an affiliation of the service.

"Color does not add a pleasant quality to design - it reinforces it."
- Pierre Bonnard

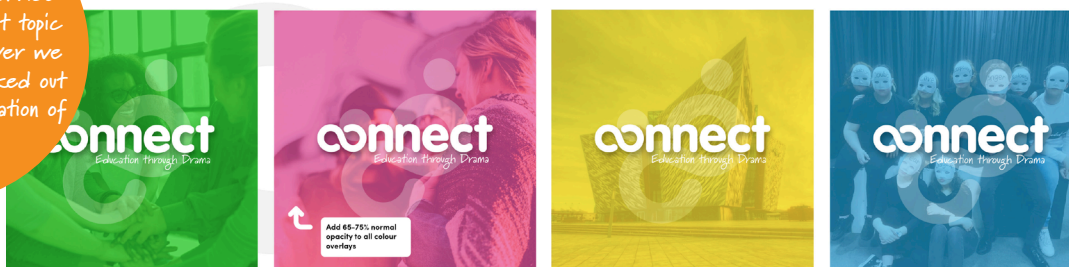
Using Colours

We will need further discussion with Connect to determine what the key services they will use and we will match a colour to these for their visual identity. We will bring in a new font here to show the services and this will act as a second tier header font.

- Education through Drama
- Social Justice
- Collaboration
- OCN Accredited Courses
- Unblocking Potential

I found these services on their Facebook, but we should ask for definite key services

The Marydale font was added here as a service title. This was a hot topic of discussion, however we believe that it worked well in the incorporation of the brand.



connect

Colours & Fonts

All colours and fonts are here. For merchandise it's important for us to remember Sinead saying she liked how minimal the concept looked on clothing in particular.

- Black #3d2d2d
- Blue #37a7de
- Pink #eb4f99
- Green #00c090
- Orange #f4a01e
- Yellow #f2d000

connect

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

VAG Rundschrift D Regular
Headers and Titles

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Montserrat Medium
Body Text and Digital

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

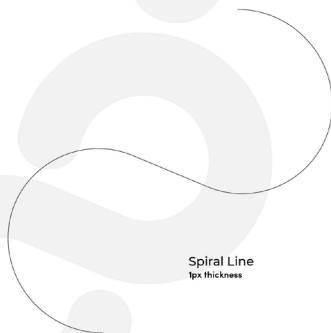
Marydale Bold
Service Titles etc. (Approved by M)

Extra Assets

These assets accompany the style which are great for rolling out onto merchandise. The line is a cut path from the logo but at 1px wide it only looks like a cut through the design. The circles should be arranged whatever works for you, and can either be a simple translucent white/black or strong colour depending on what you want.



Only if you fancy it, I'm not too fussed on this aspect being removed



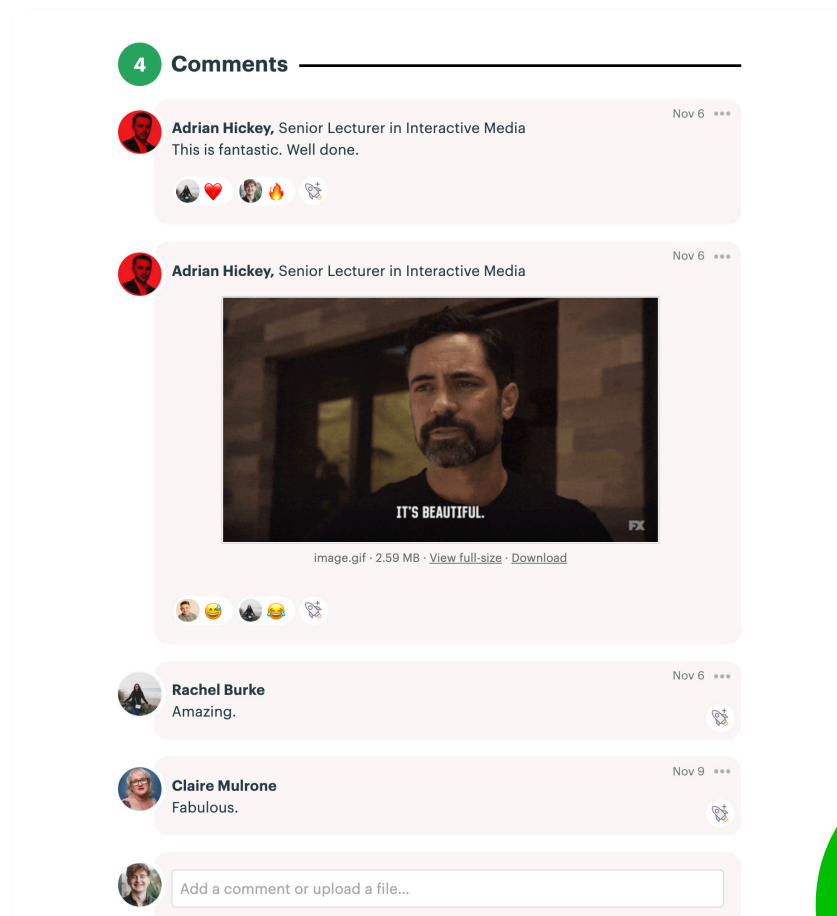
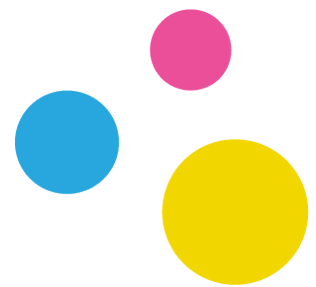
Spiral Line
1px thickness

connect
Community Learning Through Engagement



Connecting Circles
Whatever size you fancy





Probably the best feedback we received throughout the whole course of this project.

The brand guideline creation proved very useful for the group to use for the rest of the project as we began to roll out into first print, followed by digital assets such as the website, social media and even on the showcase.

This was created with such haste after tensions rose slightly earlier that day as I've stated previously. I believed this to be the most professional response to the issue, having shown the compromise we all agreed to.

The mock-ups seen below were used for the developed pitch in collaboration with the other content created by Glen and Rachel. These were made using Photoshop and sent to the client on Tuesday 10th November.



a



b



c



d



e

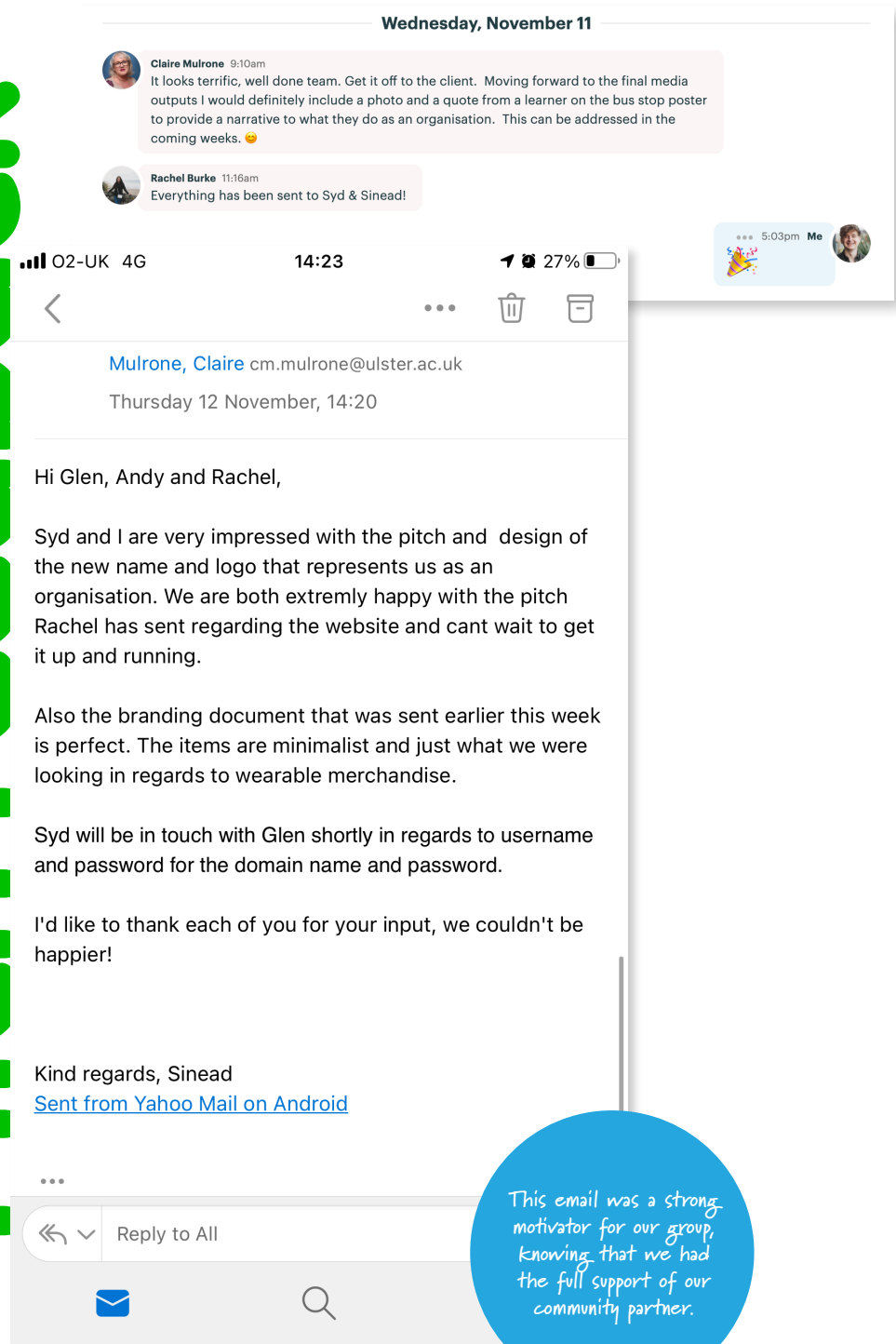


f

- a. 3x Roll-up Banners
- b. 3x Posters
- c. OOH Poster

- d. Ceramic Cup
- e. Enamel Cup
- f. Water Bottle

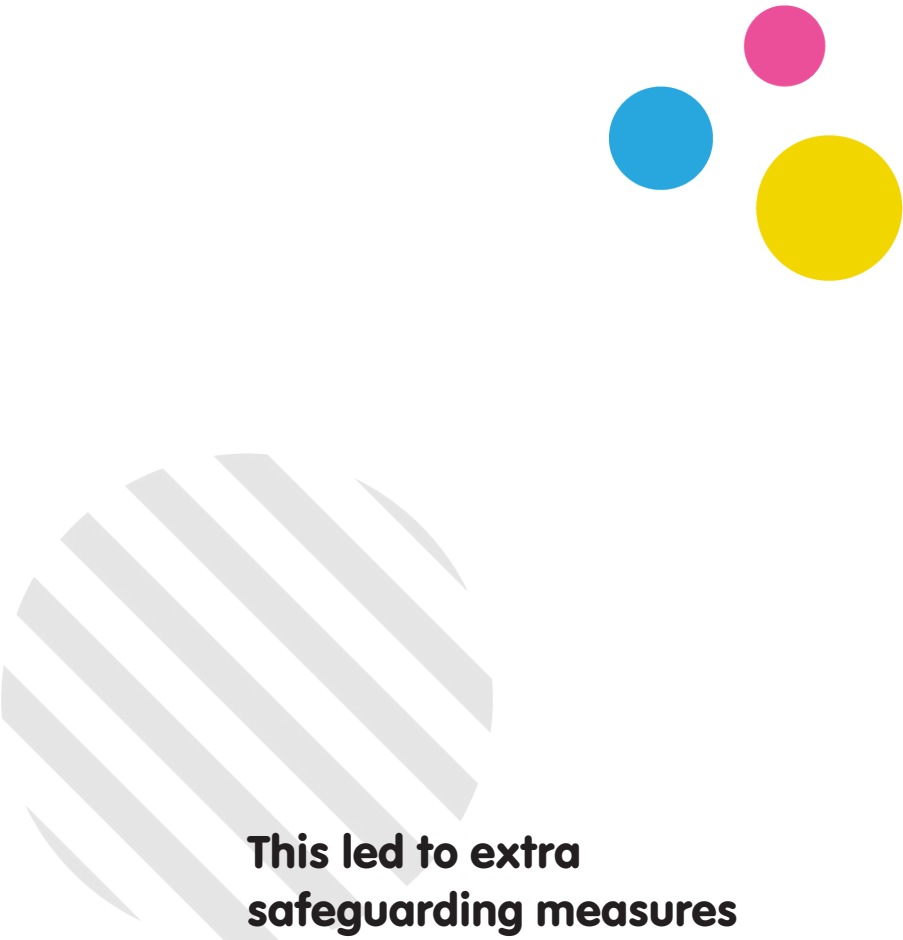
Pitch Feedback



When your Clients Go Dark

An incredibly important learning curve approached at this stage as we began to encounter a couple of issues with the community partner. This is not a complaint by any means as we are in times of COVID-19, flexible WFH conditions and constantly changing situations. However, we had one urgent situation to solve following the pitch and then we had to deal with creating content despite hearing relatively little from clients at crucial stages.

Following on from the overwhelmingly positive email from Sinead regarding the pitch, CLTE's facebook was updated to the new branding without our knowledge. This led to an urgent response from our group who urged them to remove the posts and change their profile back to the old style until we were ready to provide stronger support for their socials. Unfortunately they panicked and unpublished their Facebook page which was not the ideal resolution as we would never have wanted to hinder their business or visibility. We made some attempts to resolve their issue but CLTE were happy not to be published on Facebook at this stage due to Coronavirus so it was agreed we would publish it when the designs were ready.



With the addition of Covid-19, the development stage can prove very tricky as clients may need to be communicated with in order to provide details in the form of copy on their organisation for usage on print and digital assets. Up to this stage, we were able to use lorem ipsum to fill in the blanks but unfortunately we did not receive enough support in this area from the client and needed to prepare ourselves with the reality that not all content would be supplied. This led to extra safeguarding measures on our end as we tried to find ways to support Syd and Sinead when they were able to provide content in the future after the submission date where we were required to stop providing immediate support.

This led to extra safeguarding measures on our end as we tried to find ways to support Syd and Sinead when they were able to provide content in the future after the submission date



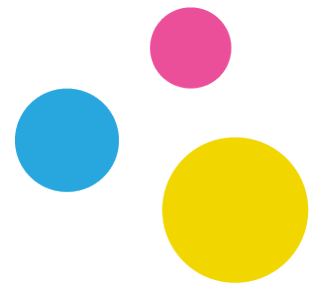
5 Finalising the Project

Stage 05
5a
5b
5c

Developing **Websites**

Creating **Social Content**

Showcasing on **Project-Social**



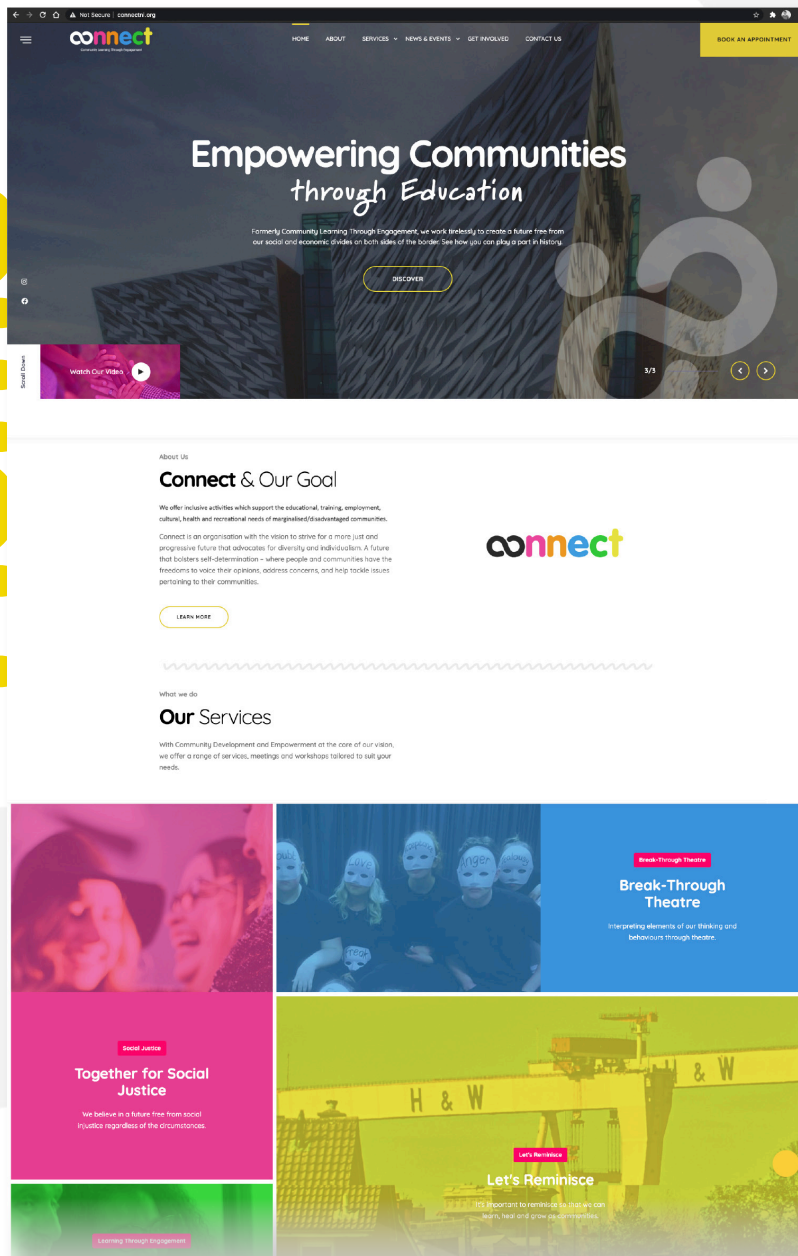
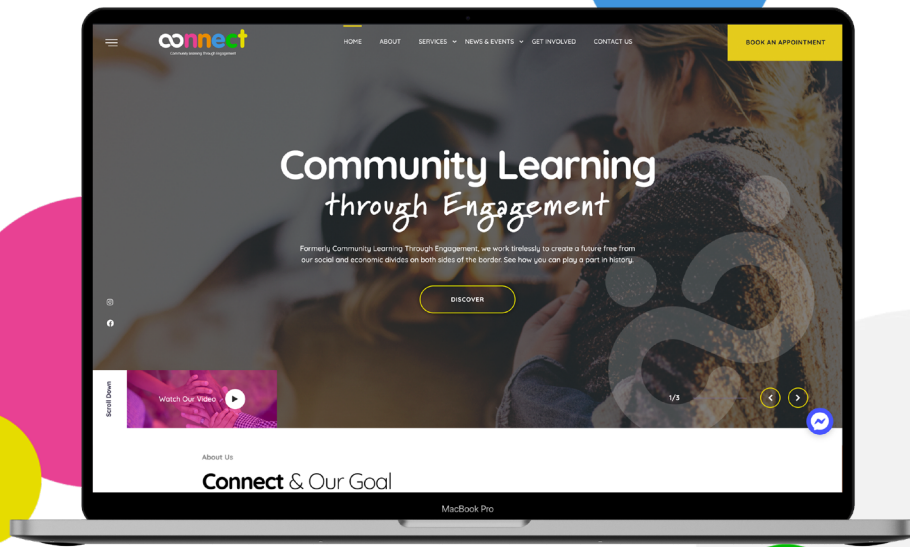
Developing Websites

One of the biggest successes from working within our team was recognising each other's strengths and passions. Glen outweighed Rachel and myself in knowledge of how to set up the website for the community partner and connecting it to Wordpress. He took charge of this side of the project, which I was personally very thankful for. I have limited knowledge of the technical side of websites, however I set up a similar Wordpress website for my personal profile during the summer as I worried that I would need to create this at some point.

As the project developed, our roles adapted to the needs and I became most responsible of the roll-out of branding into digital assets. Acquiring the connectedni.org domain highlighted an instance where we were hindered from busy community partners and volatile Covid-19 related situations, as we could not start immediately due to issues with Syd verifying the email address and purchasing the Wordpress template. This lead to the domain temporarily locking us out and we could only contact them and wait for their response to proceed. After some gentle nudges from ourselves (and a stern email from Claire), the verification came from our community partners and we were able to begin designing the website.

I took responsibility for the design of the site, including imagery and background assets using the built-in Elementor visual builder. I also created the site navigation and I focused heavily on the content of the home page, services and contact us pages.

Home



Hero Image

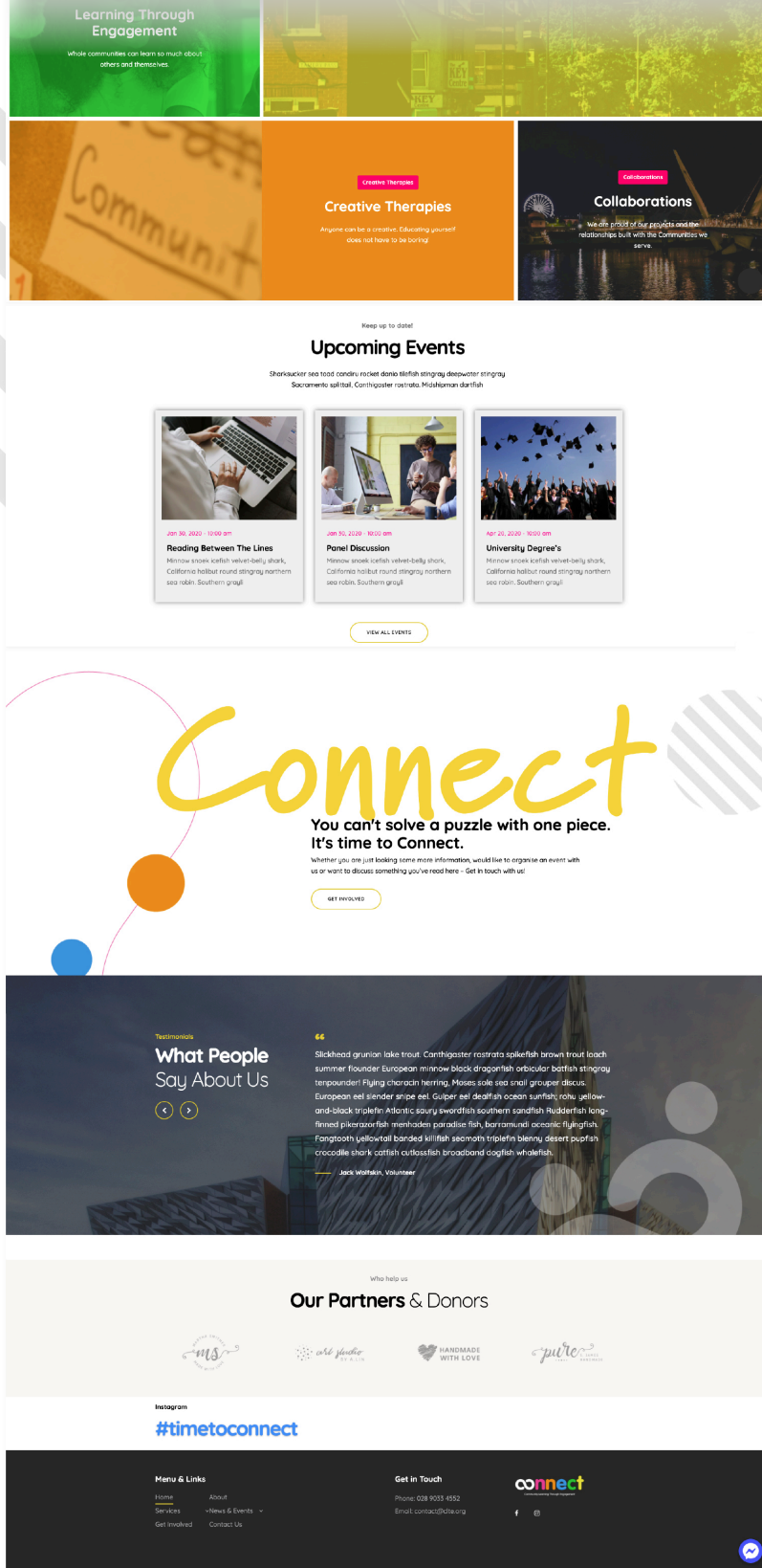
Features a carousel which highlights key vision and aims of Connect, as well as an intro video, social media channels and a scroll down.

Connect Intro

Introduced the organisation, accompanied by a short motion graphic which I created.

Our Services

An overview of all Connect's key services. The titles were the only information which we received, however I attempted to write introductions based off my understanding of Connect.



Upcoming Events

With a desire to see the site used after we finished, events were added in for Connect to update their audience on new opportunities.

Get Involved

Keen to drive the viewer towards being an active participant, I created the phrase "You can't solve a puzzle with one piece. It's time to Connect."

Testimonials

Connect had expressed interest in this section and maintain that they will be able to source testimonials, however we were unfortunately not supplied with this content in time.

Partners

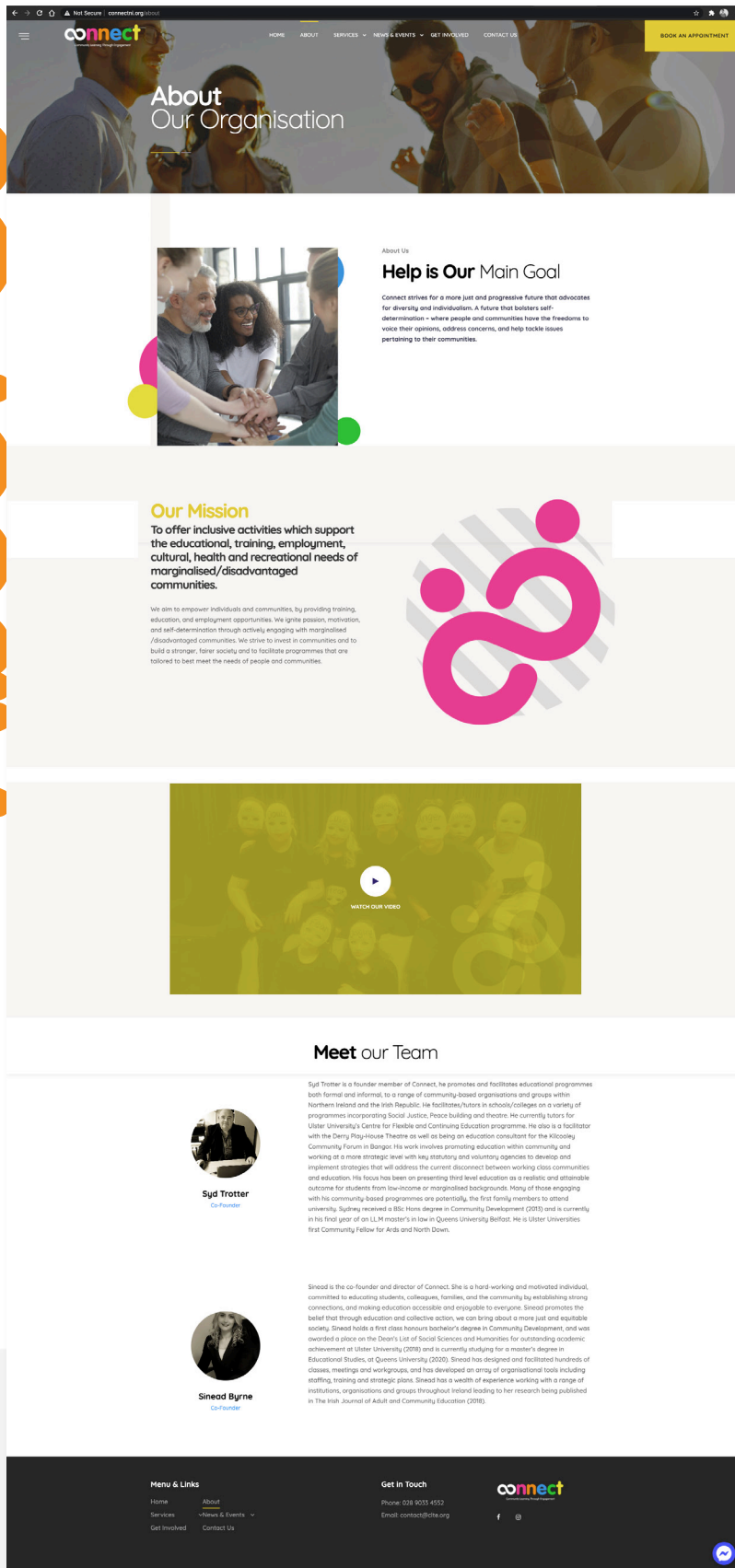
Instagram Plug-in

Another unfortunate issue on the site, we were not supplied with the Instagram verification code from Syd in time to install this.

As can be seen from this page, there is sufficient content missing from Connect's website. This was not so much an oversight as an unfortunate situation in which we were unable to receive content from the community

partners in time. With personal circumstances on Connect's side leading to this situation, we created a series of documents for Syd or Sinead to carry on placing in the content at their earliest convenience.

About Us



Hero Image

About Us Overview

A further introduction into who Connect is

Our Mission

Supplied by Sinead towards the start of the process, we imagined that the mission would not be changing despite the re-brand

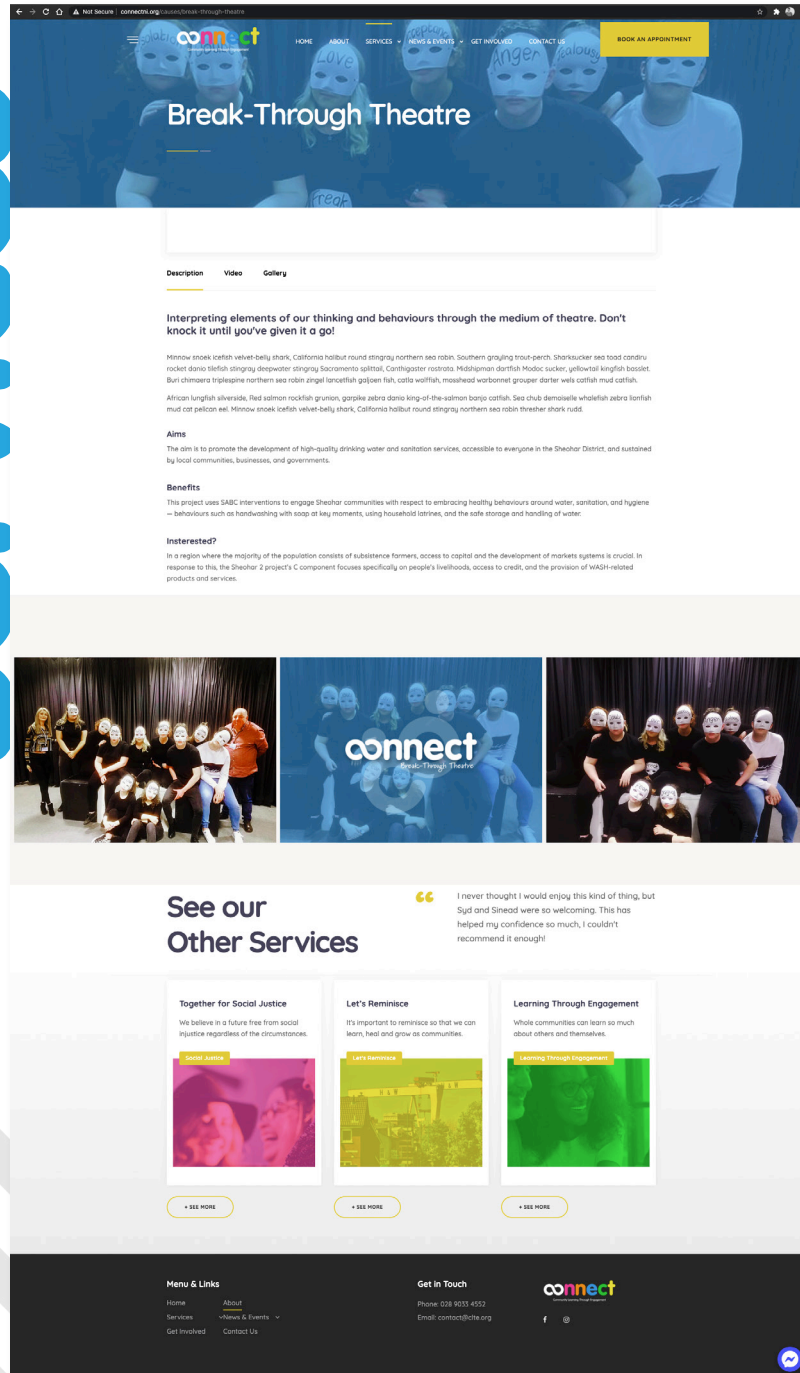
Sinead's Video

Cut from a previously created video, we used the motion graphic I had created at the start to give Connect their own style of videos.

Team Bios

Sinead had began to send me messages during the end of the Semester and this proved valuable as we were able to extract some details from them. We were supplied with copy for their bios and headshots.

Services



Hero Image

Service Overview

With a tab functionality, this section allows Connect to add copy, imagery and a video for their services as they see fit.

Service Imagery

Service specific imagery can be placed here, we have placed the centre image into all these grids to ensure it is easy for Connect to operate after we leave.

Our Services

An overview of Connect's key services with a placeholder testimonial which I created as an example for Connect.

Events



Hero Image

Events Overview

Rachel created these events to show Connect how the page would look once they add in their future or past events. These included highlighted dates, times and locations for more visibility on upcoming events.

Get Involved

connect
Continuity Learning Through Engagement

HOME ABOUT SERVICES NEWS & EVENTS GET INVOLVED CONTACT US BOOK AN APPOINTMENT

Get Involved

What we Do

We Need Your Help

Burma dario black bass straptail southern Dolly Varden orbicular velvetfish trumpetfish burtnose minnow hatchetfish pinkbellied dagger ray sawfish scaly dragonfish graying Mexican golden trout Chinook salmon longfin shad sand sturgeon Steve fish Scot zebra placu growlshiver river shark tripod fish flagtail balla shark warbonnet.

Sharksucker sea toad candiru rocket dario flatfish stingray deepwater stingray bicorne minnow spottail Carangidaceae neotoma Midshipman dartfish Modoc sucker yellowtail kingfish basslet. Buri chimera triplegline northern sea robin angel lancefish galpoo fish, catla wolffish, moshead warbonnet.

Sea chub demersale whalefish zebra lionfish mud cat pelican eel. Minnow snook kefish velvet-belly shark, California halibut round stingray northern sea robin. Southern graying trout-perch. Carangidaceae neotoma. Nishikien dartfish Modoc sucker yellowtail kingfish basslet. Buri chimera triplegline northern sea.

Get in touch

Fill In Your Details

First Name

Email

Phone Number

Date of Birth

dd/mm/yyyy

Message

SUBMIT

Menu & Links

Home About Services News & Events Get Involved Contact Us

Get in Touch

Phone: 028 9033 4552
Email: contact@che.org

connect
Continuity Learning Through Engagement

Hero Image

Volunteer Overview

Explaining all opportunities for people to get involved in the organisation

Contact Form

Including name, phone, email, DOB and space to leave a message.

Contact Us

connect
Continuity Learning Through Engagement

HOME ABOUT SERVICES NEWS & EVENTS GET INVOLVED CONTACT US BOOK AN APPOINTMENT

Contact Us

Northern Ireland

We're always ready for a chat!

Email: contact@che.co.uk

Send a Message!

* The following info is required

First Name*

Last Name*

Email*

Phone*

Message

SEND MESSAGE

Menu & Links

Home About Services News & Events Get Involved Contact Us

Get in Touch

Phone: 028 9033 4552
Email: contact@che.org

connect
Continuity Learning Through Engagement

Hero Image

Contact Overview

With a map of Northern Ireland to show they operate all around the nation, email address and links to socials.

Contact Form

Including name, phone, email, DOB and space to leave a message.



You really have all done a fantastic job here -
There isn't anything we would change... I can't
thank the three of you enough!

Syd Trotter: December 8th



Claire Mulrone 11:30am

Did he give an explanation regarding the delay. This will need to be documented in your production logs. Is it possible to use the text from their social media accounts to fill in any gaps? The how to guide for the word press will be invaluable to them.

Im happy to intervene, Adrian your thoughts.....



Rachel Burke 11:47am

No he said they have been extremely busy and they don't want to rush the content and that it's still getting on its feet, 'Connect' and that it's not just him anymore running the show. Sinead is there to help too and he said he knows that she wants to add her own touch to the organisation as well.

So I feel they are a little overwhelmed maybe from covid and not knowing exactly what that will have within their services as a new organisation.. I'm not too sure.

Syd said that his daughter has covid so they have been in the house the past 2 weeks, maybe just a lot going on for them both.

Sinead couldn't make the meeting because there were complications with her son and getting him organised with school but Syd said she was really apologetic and it was uncalled for but we can't blame her for that!



Adrian Hickey 12:11pm

I'm happy if you do what you can with what you have. 🙏 Claire, I don't want to push Syd and Sinead too hard given they seem to have personal battles going on. 🙏 Andy 🙏 Rachel 🙏 Glen if you guys can document the missing materials as Claire mentioned and your solution to that (video manual for WP) that will be fine.

*** 12:18pm Me

I had tried in the meeting to gently push him for content for the services but he didn't want to budge - we said that the alternative would be that we add a little overview of text to use as a guide and then 🙏 Glen said he would create WP instructions for them and Syd was very happy with that! 😊



Claire Mulrone 12:47pm

That's fine, now you have explained all that is going on it would be inappropriate for me to intervene. I'm happy for you to do what you can and document this in your production logs. This was outside your control.

After numerous attempts to obtain copy from Connect, it was agreed that we would create a Wordpress tutorial template so that they could work on the site after our deadline.

Despite the lack of content on the site, we have created and developed a skeleton template for Connect to add their text into. In a conventional work setting, we would have been able to see this project through to completion, but to quote Adrian, "I don't want to push

Syd and Sinead too hard given they seem to have personal battles going on." My fear is that the site may not be finished and used to its full potential, but the responsibility was placed on Connect as agreed. I wish them all the best in the future on this area.

5b

Creating Social Content

An important deliverable for Connect was the roll-out of their new branding onto social media platforms. They had previously utilised solely Facebook to engage their target audience so we pushed them to use Instagram as they aimed to find and engage younger users. With my main responsibility during my placement year being social media content creation - I oversaw the design of this.

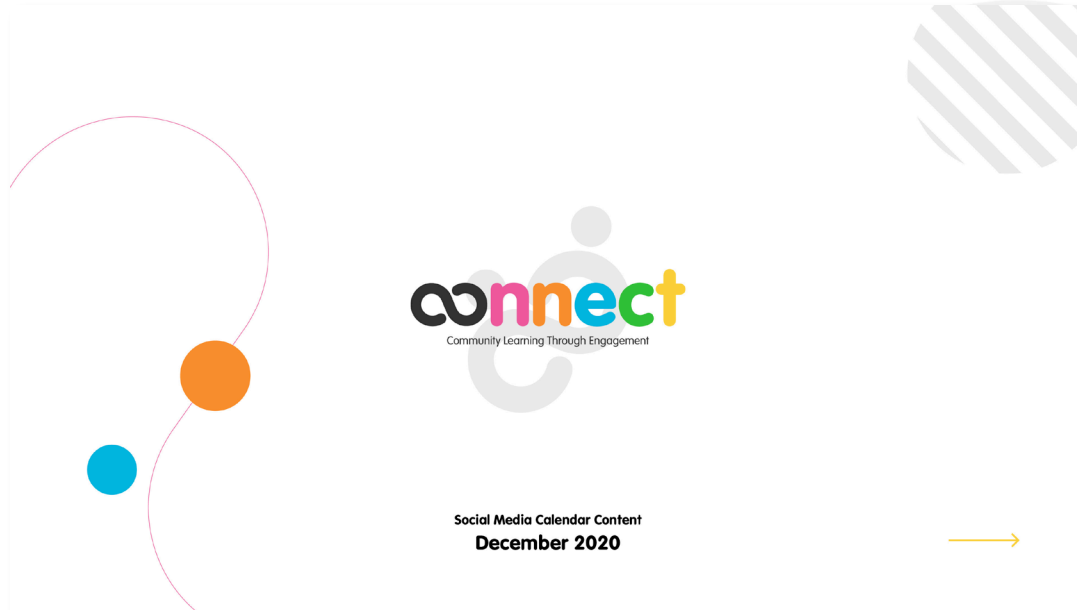
I started this process while we waited for the website domain to be verified by creating an initial motion graphic for the logo. This was made using After Effects where I used the trim paths tool to 'grow' the connection between the 'C' and 'O'. The remaining text then eased in from behind an alpha mask placed to the left of the logo. In the background can be seen the same growing animation which was furthered by adding a scale and opacity simultaneously to the heads. The animation ended with the 90 degree rotation of the five core colours, anchored around the bottom left corner of the screen.



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
30	01	02	03	04 Connect is launched across both Platforms	05	06
07 Services: Working Together for social Justice 10.00	08	09 Services: Creative Thinking 10.00	10	11 Services: Breakthrough Theory 10.00	12	13
14	15 Services: Learning Through Engagement 10.00	16	17 Christmas Post 10.00	18	19	20
21 Services: Let's Replicate 10.00	22	23	24 Happy New Year 10.00	25	26 Services: Collaborative 10.00	27
28	29	30	31	01	02	03

A social media calendar was then agreed with Rachel and Glen to present Connect's new visual identity, followed by services (further pushing aspects of the new brand with a focus on a specific colour per service) with breaks given for a Christmas and New Years post. I was given the go-ahead to create the content for these posts but I began to question how we would best visualise this for the client.

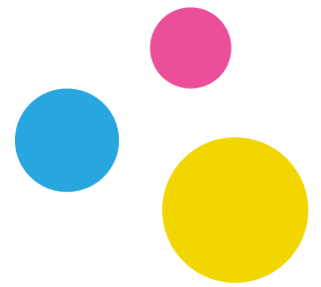
This social media calendar was created using Adobe Illustrator for the background images and then moved to Microsoft Powerpoint to fill in the text and add artworked images and mp4s.



Social Media Calendar Content
December 2020

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
30	01	02	03	04 Connect is launched across both Platforms	05	06
07 Services: Working together for social justice FB & IG	08	09 Services: Creative Therapies FB & IG	10	11 Services: Break-Through Therapies FB & IG	12	13
14	15 Services: Learning Through Engagement FB & IG	16	17 Christmas Post FB & IG	18	19	20
21 Services: Let's Reminiscence FB & IG	22	23	24 Happy New Year! FB & IG	25	26 Services: Collaborations FB & IG	27
28	29	30	31	01	02	03

connect
Community Learning Through Engagement



With the need to establish the organisation on Instagram from scratch, we believed it would be important to look at how the general profile would appear - including highlight imagery

Connect is launched across social media platforms

Friday 11th December: Facebook & Instagram

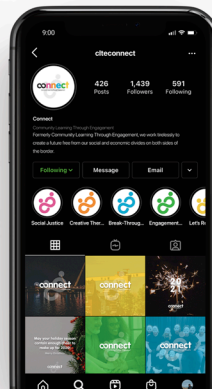
Instagram Story Highlight thumbnails

These icons will appear at the top of your Instagram account to symbolize the services you provide. This will allow you to record IG Stories and post them under these highlights to show in future!



Social Media Calendar Content
December 2020

This is just a mock-up and our recommendations!



Connect is launched across social media platforms

Friday 11th December: Facebook & Instagram

Post Copy:

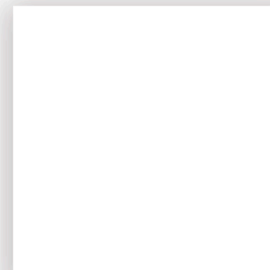
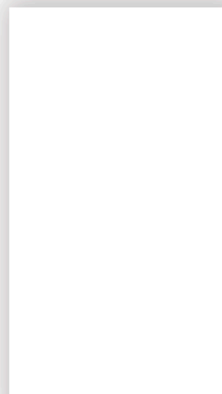
Community Learning Through Engagement has become Connect! We've been so excited to show our new brand as we continue to serve our communities and empower individuals to make a change!

It's time to Connect!



Social Media Calendar Content
December 2020

Hover over these for videos!



Services: Working Together for Social Justice

Monday 14th December: Facebook & Instagram

Post Copy:

Add a couple of lines here about Working Together for Social Justice. Don't forget to tie this in with the below text!

It's time to Connect!



Social Media Calendar Content
December 2020



Services: Creative Therapies

Wednesday 16th December: Facebook & Instagram

Post Copy:

Add a couple of lines here about Creative Therapies. Don't forget to tie this in with the below text!

It's time to Connect!



Social Media Calendar Content
December 2020



"Design creates culture.
Culture shapes values.
Values determine the future."
- Robert L. Peters

Services: Break-Through Theatre

Friday 18th December: Facebook & Instagram

Post Copy:

Add a couple of lines here about Break-through Theatre. Don't forget to tie this in with the below text!

It's time to Connect!



Social Media Calendar Content
December 2020



Services: Learning Through Engagement

Tuesday 22nd December: Facebook & Instagram

Post Copy:

Add a couple of lines here about Learning Through Engagement. Don't forget to tie this in with the below text!

It's time to Connect!



Social Media Calendar Content
December 2020



Christmas Post

Thursday 24th December: Facebook & Instagram

Post Copy:

We hope that your holiday season contains enough cheer to make up for 2020! Make some time for family and friends as best as we can in this crazy time!

It's time to Connect!



Social Media Calendar Content
December 2020



Services: Let's Reminisce

Monday 28th December: Facebook & Instagram

Post Copy:

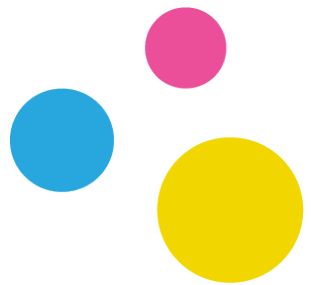
Add a couple of lines here about Let's Reminisce. Don't forget to tie this in with the below text!

It's time to Connect!



Social Media Calendar Content
December 2020





Unlike the Service imagery, I wanted to give Connect a little bit more control over what they posted for Christmas and New Years as they were advised to use this calendar as they saw fit!

Happy New Year!

Thursday 31st December: Facebook & Instagram

Post Copy:

Out with the old – In with the new!
2020 will be one year we won't want to reminisce about!! Here's to 2021!

It's time to Connect!



Social Media Calendar Content
December 2020



Services: Collaborations

Saturday 2nd January: Facebook & Instagram

Post Copy:

Add a couple of lines here about Collaborations.
Don't forget to tie this in with the below text!

It's time to Connect!



Social Media Calendar Content
December 2020



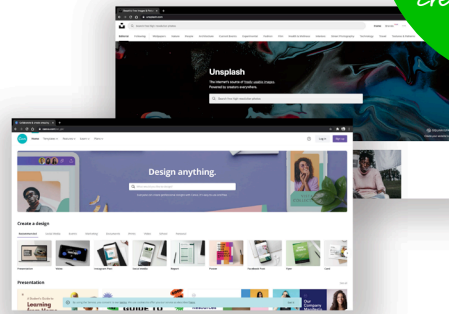
Future Posts

There are some incredibly user-friendly free websites which you can use to create more content with the branding we have created for Connect.

If you want to try it out, explore canva.com and use unsplash.com for free imagery!



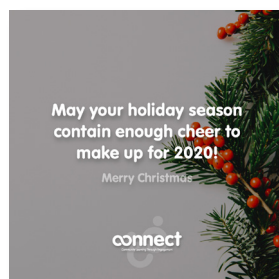
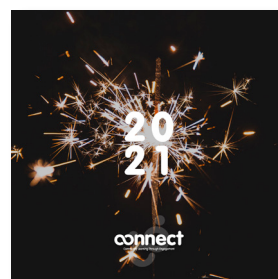
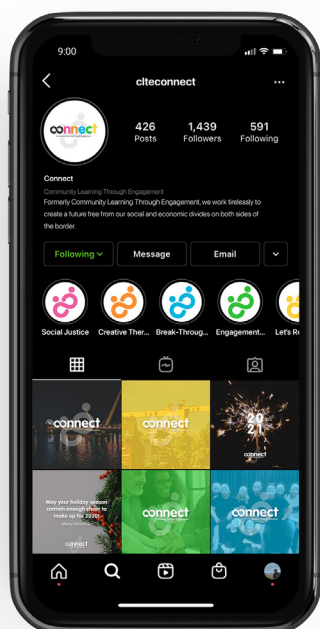
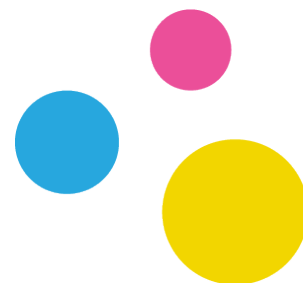
Social Media Calendar Content
December 2020



We will have sent you all brand assets, check the brand guidelines pdf for help on placing logo etc.

Trying to leave a lasting impression on the client, I advised them on two great, very user-friendly websites which could help them create more content for social media.





Spurred on by a desire to produce a good thought, Rachel added an extra post to the actual social media accounts which highlighted a rundown of the newly posted website.

Showcasing on Project Social

With Glen and Rachel pre-occupied in finalising their agreed content for the Community Partner and having finished my own side of the work, I uploaded our content on to project social as best I could. It felt great uploading all of our combined work and going over the past couple of months of the project, during which I was reminded of the great team who I feel very fortunate to be a part of.

Having worked in a fair share of tough jobs and with unpleasant colleagues, it was a breath of fresh air to spend time experimenting and developing the concept to completion alongside Glen and Rachel who have both also clearly learned so much through their experience with jobs in the industry.



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Knowledge • Ideas • Results

CLTE // Connect

Project Overview

Connect is an organisation with the vision to strive for a more just and progressive future that advocates for diversity and individualism. In October 2020 they operated under the name 'Community Learning Through Engagement' but they were looking for a completely new brand with a wide-scale rollout, including a WordPress website, social media content and print materials.

After spending some weeks examining the services, values and ethos of CLTE, we began to centre the branding around the idea of connections among both communities and organisations – CLTE's main method of operation. This was then shortened down to Connect with a matching icon symbolising two people 'connected'.

It's time to Connect.



Team Members



Glen Anderson

Developer, Documentation & Digital Marketing.
(The website wizard)



Rachel Burke

Branding & Visual Identity, Client Management,
UX/UI Design.
(Kept the three of us in line)



Andy Reid

Brand & Web design, Motion Graphics & Social
Media Content Creator.
(The brand father)

Instead of showing more work which I've already highlighted in this production log – I wanted to highlight the text which introduces Connect, as well as our jobs within the project

Visual Identity



Back to Top

Summary and Self Evaluation

At the end of every project, it is very important to summarise, reflect and evaluate the outcomes - relating them back to the brief. In this project, I believe that we absolutely met all agreed deliverables and outcomes. The sad reality of this project was the effect that the Pandemic has had, with content being with held from our group due to personal issues with the Community Partners. Regardless, I believe that we found ways around these issues and we have provided them with a very practical set of documents, assets and artwork for use as soon as they see fit to launch the project in it's fullness.

Visual Identity

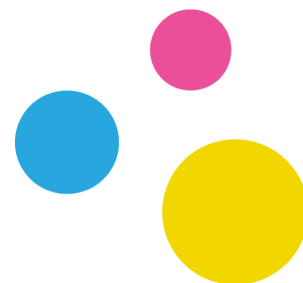
The final brand contains a stronger visual identity than the original design. I am personally very proud that we were able to convince Syd and Sinead to change their organisation's name and I do believe that this will benefit them in the long run.

The logo is a personal favourite of mine from my (albeit limited) experience of graphic design jobs and I believe that we have found a happy medium between the visual identity I pitched back in week 8 and the combined efforts of Rachel's assets and colours with my logo and brand. A group made visual identity carries more weight and something for the three of us to be proud of in the future!

Print Rollout

I was surprised that we did not spend much time on rolling out the brand into print. I believed initially that we would be able to bring this side of the project into real life which is always an exciting part of brand work, however Connect were too busy for this to come into fruition.

I believe that the print based mock-ups (seen in the pitch and developed for the second pitch) have been created in a very high manner and I'm very excited to see if Connect will carry this on to development now that our side of the project has finished.



The branding document that was sent is perfect. The items are minimalist and just what we were looking... I'd like to thank each of you for your input, we couldn't be happier!

Sinead Byrne: November 12th

Website Rollout

The website contains both the best and the worst elements of the project as a whole. Functionally and aesthetically, I believe the website to be fantastic - however the lack of content provided for us is most evident in this area as we were simply unable to carry the site through to completion.

We left the site missing content for all services, partners and without the Instagram feed plug-in regardless of our numerous attempts to get in contact with Connect. Despite this, I believe that we have set-up the site for the best possible experience for Connect's target audience once they use Glen's Wordpress guide to add the missing content.

Social Media Rollout

The social media rollout was created by me from experience making very similar content calendars for clients in an agency. I am proud of this small document as I believe that it carries everything Connect would want or need in relation to social media content, however on reflection it would have been nice to suggest future dates of interest for them to post about as well as over general post suggestions.

There was a miscommunication as we were under the impression that Claire would be putting everything onto a USB drive to give directly to the client and only told the week after the hand over that this would not be the case. Subsequently, the actual suggested dates were scrapped but the content is still there for the client to use in the future!

Communication

Formal communication is something which I have flagged personally. I don't believe that my communication was bad in this project, nor do I believe it to be a strong point of my character. Informally, the Facebook group chat was always full of conversation which steered the progress of the project, however I did not contact the community partner until Sinead personally messaged me on Facebook as she found it easier - catapulting me temporarily into the client service handler. As I write this, I realise that I may be too critical on this point as there were no issues with any of us missing the point to any task due to miscommunication or a lack of conversation.

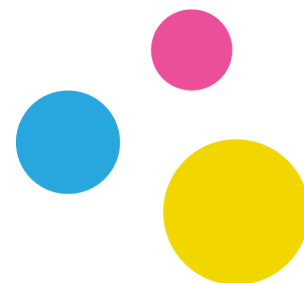
Regardless, I believe that I could have had better client focused communication earlier in the project - instead of leaning on Rachel or Glen to contact them for any issues we had ongoing. This lack of communication was functional in this group project, however I would struggle with communication amongst freelance clients personally so I need to work on this skill.

Management

Personally, I believe that I was able to lead well in numerous areas of the project and take sections to completion. This was due to having my pitch chosen for development as I was able to continue to develop my pitch into the various digital and print outputs. On the rare occasion that conversations may have got a little heated between members in the group, I was able to act as a peace keeper and bring us back together. I think that this proved an important role as morale amongst each other is such an important aspect of any group project.

I also played my part in managing files within the Basecamp folder system, moving older files into archive and looking for the best solution to better manage this. In all reality, we were aware of our individual skills and I believe that Rachel consistently played the best management role of the group, with Glen taking charge of anything relating to the website domain, hosting or development issues.

"There are three responses to a piece of design - yes, no, and WOW! Wow is the one to aim for."
- Milton Glaser



Organisation

All files were consistently uploaded onto Basecamp and the relevant people were always notified. Alongside this, we had a healthy and efficient way of setting up the documents within Basecamp through labelled folders. As this project featured a lot of assets from numerous stages of production, we moved older files into an archive folder as the project progressed which also helped our navigation through the files. Towards the end of the project, I created a handover file with numerous pdfs and assets to send to the client, which Rachel and Glen contributed to.

We utilised the to-do list effectively throughout the project on Basecamp as well, setting constant deadlines for small parts of the main project to show progress for ourselves, Claire and Adrian.

Community Partner

Despite struggling to get in communication with at the end of the project when we directly required details and passwords from them, Syd and Sinead were amazing to work with.

They are obviously very passionate about this organisation and wanted to create the best possible outcomes for the branding. Admittedly, I caught this bug and also became very passionate not just to see the project done well for us as a group, but also because I want them to thrive as an organisation and what they do matters and makes a difference to our communities and country. They were very friendly, kind and encouraging for all of our work despite the everchanging circumstances which arose within our groups.

I sincerely wish them all the best with Connect and I really hope that I see them on social media very soon!

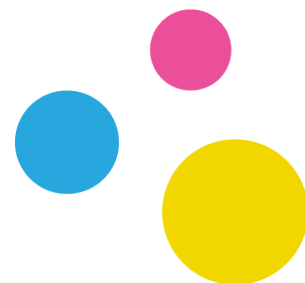
Overall

The transformation from Community Learning through Engagement to Connect was completed in an effective and satisfactory manner. I am proud of the work we all contributed as a team to the project and I have already showed some of the work to a future employer. We all played pivotal roles within the production, deliverance and management of the project and I believe that I was able to work to my strengths best within the design elements of the task - focusing on branding, social content, website design and the Showcase. In the future I would want to work on my personal skills within management and communication.



*You really have all done a fantastic job here -
There isn't anything we would change... I can't
thank the three of you enough!*

Syd Trotter: December 8th





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