

# ENDEAVOUR

## PRODUCTION LOG



# Index

Initial Meeting	4
The Project	5
Aims of the Project	6
Project Requirements	7
Job Allocations	9
Project Proposal	10
Production Schedule	20
Production Timeframes	22
Logo & Branding // Fonts	25
Logo & Branding // Colours	26
Logo & Branding // Concepts	27
Logo & Branding // Final Logo	28
Benchmarking	29
StreetBeat	30
YEHA	31
First Pitch Deck	32
First Pitch Deck // Feedback	43
Second Pitch Deck	44
Second Pitch Deck // Feedback	54
Final Pitch Deck	55
Final Pitch Deck Feedback	67
Interviews	68
Interview Editing	72
Motion Graphics Intro	75
Brand Guidelines	76

Brand Guidelines // Feedback	87
Basecamp	88
Toggl	90
WhatsApp Group Chat	91
Email Communication	93
Client Feedback	96
Evaluation	98

# Initial Meeting

Our first meeting with Gary was all about finding out as much information as possible about the project and also chatting to Gary to understand exactly what he needs for us. The aim is to help young men with their mental health as North Belfast has one of the highest rates of male suicide in Northern Ireland. The aim is to tackle these mental problems in schools, so young males can see that they're not alone and they have someone to talk to about their problems. Gary explained talked about how he involved in all of this, the role he plays and simply how he envisioned it. Listening to Gary and taking notes down as he talked about all of this, all the members of the group were more than well informed and this give us a solid foundation to build upon.

The project was being built from the ground up, this meant Gary had no existing media or promotional material so we were tasked with starting from scratch and construct an entire brand for the project.

# The Project

Lighthouse is a suicide prevention charity based in North Belfast. North Belfast is one of the most deprived areas in the city and the area with the highest suicide rates, which is why Lighthouse was set up. It helps those in need. Lighthouse aim to build a relationship with the vulnerable and help them on a path to mental stability. To achieve this, the Endeavour project will take these vulnerable men to outdoor adventure centre, engaging with each other in outdoors adventure sports such as canoeing, mountaineering, wall climbing, mountain biking and so on. The overall aim is to instil key life skills, improve self esteem, positive attitudes and build new friendships.

The project will start out with mentoring lower sixth students and the hope is that the life skills, lessons and advice will be filtered down through the rest of the years and help young males understand that it's okay to be not be okay and that if they need help it's easily and freely available. The project also aims to work with parents to aid them in understanding their teenage child better and how they can provide emotional support for their child and seeing the problems before they even start.

# Aims of the Project

- Build self esteem and confidence
- Improve self image
- Make new friends and social groups
- Create a positive attitude
- Use the lower sixth year to filter the benefits down through the school

# Project Requirements

## Logo

The logo needed to reflect the project, what it's about, how it operates and what the charity envisions it to be. The design needed to be subtle but bold. Something to attract a young audience, something with striking colours, something with eye catching colours, something which doesn't divide people whether that's through shapes, fonts or colours used. Modern, clean, sharp, gripping and in your face.

## Flyer

A flyer is a crucial aspect of any media package, especially for the nature of the Endeavour project. Flyers are a great way to decimate information among the target audience, which in this case is young males. It needed to convey all the appropriate information such as what the project is about, what they do, how they help and how to get in contact.

## Business Card

Business cards will be a great tool to help spread the message of the Endeavour project. Mentors which are involved in the project can give these out to people who enquire about the project and feel they need help. Like every good business card it includes branding and all necessary contact information all in a small form factor which easily slips into the pocket, purse or wallet.

## Website

The website will be a back bone for Endeavour. It will host as a platform for young males in need to get in contact without face to face contact. It can also allow parents to have any insight into what kind of programme their children are involved in. The use of galleries will also show the children the types of activities and team building exercises they can expect to take part in. This will be created using Wordpress as Gary and the Endeavour team can update this themselves once we have completed our part in the project.

# Project Requirements

## Pop Up Banner

Pop up banners can be used in any events which aims to promote the project and it's goals. The key is clear, concise text, striking imagery and like all other artefacts, contact details. These can be present in the rooms which Endeavour will use within the schools or also for presentations and events.

## Video

The video will be used in all aspects of the Endeavour project. Whether it's on social media, the website or events. Through Gary, we interviewed Koulla Yiasouma, Northern Ireland Children's Commissioner and with her expertise, asked her to explain the importance of mental health and wellbeing. We also interviewed Terence 'Banjo' Bannon, who is famous for climbing Mount Everest in 2003. We wanted him to explain how a small child from a lower class upbringing could still achieve his dreams no matter how many people told him he couldn't do it. The aim is to have Koulla as the expert in the field with her facts and knowledge and then have Terence Bannon be the inspiration to motivate, stimulate and be a role model of sorts to these young boys.

## Merchandise

Although not an immediate requirement, we drew up some merchandise for Gary to give him an idea of what an Endeavour logo would look like on t-shirts, hoodies and softshell jackets. These could be worn by Gary himself or given to the mentors of the project when they pass their training. Another idea which we also brought to Gary was the creation of pins for the mentors. Like some of the clothing, they would be earned when a mentor passes the training required, which could be a symbol of their achievement.



# Job Allocations

## Cormac

- /Print Design
- /Digital Design
- /Video Production
- /Video Editing
- /Final Asset Preparation

## Eoin

- /Digital Design
- /Website Design
- /Website Content
- /Wordpress Tutorial for Endeavour team

## Steven

- /Print Design
- /Digital Design
- /Video Production
- /Video Editing
- /Brand Guidelines

# Project Proposal

Before beginning any work, we drew up a project proposal document for the client. This was to give them a clear idea of what we were going to design for them from logos to business cards to a website. We also wanted to show that we fully and clearly understood what was expected from us. We included audience research so we could fully grasp who we had to target and who would avail of these services Endeavour would provide. As the client is depending on us to design everything, providing an idea of product printing prices was a critical part of the project proposal. As this is a charity based project, it is crucial that they can get the best price possible, this is why different printing and hosting companies were included. The technical requirements are to give ourselves and the client an overview of what is involved in the production within the various elements of each media piece. This included what elements were required for the website and online presence and also the entire video production, from filming to editing to finalised video. We ended the proposal document with a strategic message. We felt this message summed up the project as a whole. It reinforces the values of the project, what it is about, what it aims to do, who it helps and how it will benefit the people involved.

# Project Proposal

## Client Brief

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### Endeavour project

" Conquering Yourself "

# Project Proposal

## Table of Contents

Background .....	Page 1
Aims .....	Page 2
Project Budget .....	Page 3
Target Audience .....	Page 5
Technical Requirements .....	Page 6
Strategic Message .....	Page 7

# Project Proposal

## Background

Lighthouse is a charity organisation set up in 2003 in North Belfast to tackle a serious issue in the area, suicide, and it continues to focus on this core issue to this day. The charity offers help to people who are suffering from bereavement and to those who are finding life to hard. This can come through their role as trained counselling as well as support through their publications on how to deal with various issues. The charity is a registered member of the NICVA (Northern Ireland Council for Voluntary Action), and is linked and regularly cooperates with other similar charities such as the Streetbeat Youth Project.

The charity engages in various programs in schools and centers to help raise awareness and tackle the issues they work against. They promote their programs and messages via their web and social media presence, which they also use to distribute their own publications on suicide and depression as well as other associated pieces of text.

# Project Proposal

## Aims

Below contains a list of aims that we hope to achieve with this project:

- Design and create a visual identity for the Endeavour project, this will lead into the creation of a logo, website and other relatable media materials.
- Create a video using local inspirational leaders - (Carl Frampton, Terence Bannon, Ryan Burnett)
- Work with the client to create a productive partnership, leading to a project that is well managed where all goals and expectations are met with a smooth workflow.

# Project Proposal

## Project Budget

### Web Costs

With this being a charity project, we must keep the budget to as little as possible. Some costs, such as printing of media materials and web hosting are unavoidable which is what we are going to outline and give the client an idea of the costs involved and how much they can expect to pay for each service. We will use WordPress for the website and we will outline below different hosting providers and the costs involved with each different company.

**GoDaddy** – [www.endeavourproject.org](http://www.endeavourproject.org)  
Hosting and domain name for 36 months  
**£128.52 (9/10/18)**

**BlueHost** – [www.endeavourproject.org](http://www.endeavourproject.org)  
Hosting and domain name for 36 months  
**\$249.60 (£191.22) (9/10/18)**

**123-reg** – [www.endeavourproject.org](http://www.endeavourproject.org)  
Hosting and domain name for 36 months  
**£107.82 (9/10/18)**

### Printing Costs

We will be designing a whole range of media products for the Endeavour project, some of which will be printed. These include pop up banners, flyers and business cards. Included are local businesses from Belfast to online only companies.

### Printing.com

Roll up banner - **£79**  
1000 double sided 400gsm silk paper, matt laminated business cards - **£58**  
1000 double sided 150gsm gloss A5 flyers - **£54**  
Total: **£191** (exc. Delivery)

# Project Proposal

## Kaizen Print

Roll up banner - £90

1000 double sided 350gsm silk paper business cards - £54

1000 double sided 130gsm silk paper A5 flyers - £88

Total: £232 (exc. Delivery)

## Minprint

Roll up banner - £65

1000 double sided 400gsm silk paper, matt laminated business cards - £48

1000 A5 double sided 130gsm gloss paper flyers - £50

Total: £163 (exc. Delivery)



# Project Proposal

## Target Audience

For the target audience endeavour will look to reach out to young men in lower sixth of high school (16-18). The program will look to reach out to those young men who might be struggling with mental health issues, with the overall aim for the project to help filter down throughout the school. The main aims are to promote positivity and hope in a creative way to get young men to open up and talk, with the use of peer mentoring and team building outdoor activities to help achieve this.

We also need to take into consideration the cross community aspect and the geographical location of the project, with the location of schools being north Belfast the target audience will be from both Protestant and Catholic backgrounds. This is something we need to take into consideration when creating a visual identity for the project.

Other than the young men, we need to take into consideration the parents and ensure that we create a brand and connection point with those parents who want to understand what the project is about. This is key in the creation of the visual identity and the website itself. We need to create an identity that creates an attractive connection point for both the young people who want to get involved and also the parents of the children.

# Project Proposal

## Technical Requirments

As we are aiming to produce a variety of content on multiple platforms a number of diverse technical requirements will be needed in the process of this project.

### Website:

- . Domain name and hosting purchased with suitable database size.
- . WordPress plan selected and installed to domain - Lighthouse have WordPress utilised in their own website so they should have ease uploading and maintaining a system familiar to them.
- . Implement Google Analytics on the domain via WordPress Plugins to track audience.
- . Select suitable WordPress Theme and customize it appropriately to suit brief.
- . Pick a theme that is also simple to customize in case Lighthouse want to make further adjustments to their site after we are finished with our project.
- . Final site must work efficiently in all web browsers, be responsive for multiple devices and fully optimised to deliver quick browsing speed.

### Print:

- . Our design team will be utilising Adobe Photoshop and Illustrator to create the visual graphics being used in this project.
- . All images will be optimized based on whether they are going to the website or print product.
- . Size all graphics correctly for targeted print product (flyer, pop-up stands, etc).

### Video:

- . Use 1080HD camera.
- . For interviews, use appropriate lighting and audio recording equipment and conventions such as 3 point lighting.
- . Our team will be using Adobe Premiere Pro to edit video and audio clips for the videos.
- . Ensure final product does not exceed excessive file size - aim is to keep it a reasonable size for web optimisation.

# Project Proposal

## Strategic Message

“ Endeavour is a project that aims to reduce mental health issues in young men and aims to develop their overall life skills. ”

# Production Schedule

TASK	AIM	ACTION	COMPLETION
<b>Scoping the project</b> Completion date: 5/10/18	-Developing a brief with the client. -Find out exactly what the client wants.	-Research the schools. <b>(Eoin)</b> -Audience analysis. <b>(Steven)</b> -Research similar social projects. <b>(Cormac)</b>	Sign off
<b>Project proposal</b> Completion date: 12/10/18	-Generate a clear understanding of project direction. -Create production timeline.	-Developing a project proposal from the information gathered from the client meeting. <b>(Everyone)</b>	Sign off
<b>Design Prototypes</b> Completion date: 19/10/18	-Build mock ups.	-Create website wireframes <b>(Everyone)</b> -Create logos and visual identity mock up. <b>(Everyone)</b>	Sign off
<b>Testing Prototypes</b> Completion date: 26/10/18	-Create prototypes based on research and client brief.	-Look at the other similar websites and look at what they do well and what they don't. <b>(Eoin)</b> -Look at similar logos/graphics for similar project. <b>(Cormac &amp; Steven)</b>	Sign off
<b>Pitch Documents</b> Completion date: 2/11/18	-Each team member will present their design deck to Gary.	-Gary will decide which design(s) he wants to use for the project. <b>(Everyone)</b> -The chosen design will be what the team works on from this point onwards. <b>(Everyone)</b>	Sign off

# Production Schedule

TASK	AIM	ACTION	COMPLETION
<b>Create Final Media Content</b> Completion date: 9/11/18	-Gain feedback from end users on functionality and visual impact.	-Test website and evaluate user experience. (Everyone) -Visual impact on created assets. (Cormac & Steven)	Sign off
<b>Client Feedback</b> Completion date: 16/11/18	-Show Gary all the media assets produced.	-Incorporate final feedback into designs for final proofs. (Everyone)	Sign off
<b>Design Adjustments</b> Completion date: 23/11/18	-Final tweaks and changes based on user feedback.	-Final adjustments to website. (Eoin) -Final adjustments to visual identity assets. (Cormac & Steven) -Deliver completed package to client. (Everyone)	Sign off

# Project Timeframes

We sat down as a team and established time frames for the work we were each going to produce. We agreed that on each Friday of every week we would have made some kind of progress or bought something new to the table. Whether this is a new logo design, proposed Wordpress theme or video style.

## **5/10/18**

We would all start by scoping out the project and seeing what we could all find out to give us better understanding of the project, common codes and conventions of charity based media artefacts and also look at the schools involved. Looking at the schools involved allowed us to understand the audience which was being targeted, paying particular attention to age group and religion of each school as we don't want to create and design anything with connotations which could offend different boys from different communities.

## **12/10/18**

From our research and understanding of what was expected from a client meeting, we sat down and created a production proposal. This included everything which Gary wanted such as logos, business cards, flyers, pop up banner, video and website. Gary told us the story about how he came up with the name and how he envisioned the project as a whole himself. The name 'Endeavour' came from an old British Navy ship used by Captain James Cook in his first voyage of discovery. The Endeavour project is about instilling key skills, positive mind sets and outlooks and creating new friendships all done through non-tradition outdoor sports such as mountaineering, canoeing, wall climbing and mountain biking. This information would then go onto influence our designs.

## **19/10/18**

After our client meeting we took what Gary said and started to research and explore different logos and websites for similar projects. All 3 members were required to look at all aspects of the media assets required as we would have to pitch our ideas to Gary and show him what we came up with.

# Project Timeframes

## 26/10/18

This stage was all about production. We created everything Gary wanted to see. Each team member took away their interpretations of everything and we created 3 different design decks which would showcase and explain our visual identities and visual assets.

## 5/11/18

We originally had the date set as the 30/10/18 to pitch our ideas to Gary but due to unforeseen circumstances this date had to be pushed back until the 5/11/18. We met up with Gary at the Lighthouse NI building to present to him our design decks and show him the ideas we had come up with following our meeting with him earlier in the year. We each got our design decks printed to a high quality and dressed for the occasion as we wanted to show Gary our professionalism and commitment to the project. We each pitched our ideas and Gary was overwhelmed with the amount of work put in. After some intervention and pressure from Claire, Gary picked what he liked from each design deck. Steven's design and shape from his logo design. The font Arvo which I used in my logo design. Eoin's flyer with the background colour changed to navy. Steven's business card design. My pop up banner design with updated colours to the font to match the colours of the logo. Steven's merchandising items (hoodies, t-shirt and pin). And Eoin's entire website design.

## 13/11/18

For this date we agreed we would have updated designs based around Gary's feedback. We sat down together and merged each others designs and made all the required changes that Gary wanted to see. We unfortunately didn't get the chance to present this final design deck to Gary although Claire printed it out and dropped it into Gary. From there, we got word that Gary was pleased and more than happy with the final designs.

# Project Timeframes

## **20/11/18**

For this date, Gary has arranged for us to meet up with Koulla and Terence for a short interview. We first met up with Koulla at 2pm along with Gary. We set up all our equipment and double checked sound was recording, focus was sharp, white balance was set properly. Gary asked to Koulla to speak to the camera and simply issue advice about the importance of looking after mental health, that help is always available, it's okay to be not okay, and endorsing the Endeavour project, its goal and aims. We met Terence later in the day at 6pm in his local fire station where he now works. Gary is very friendly with Terence and asked him to tell his story of climbing Mount Everest and how a young child from Newry could make a name for himself and achieve his dream of climbing Mount Everest. The 2 videos gave a nice contrast, as Koulla is qualified in this area and runs projects for kids and Terence is an inspiration to instil the key skills such as positivity, perseverance, team work and determination.

## **29/11/18**

We agreed as group that we would have the final version of the video. This would include a motion graphics animation of the logo, audio for the video adjusted, video cut down to a shorter length, all appropriate branding, logos, sponsors, credits at the end and final render ready for YouTube, website and social media.

## **6/12/19**

The website would be ready for this date. We had met up with Gary prior to this and purchased the hosting and proposed Wordpress theme. This enabled us to press on and get the website live.

## **10/12/18**

This date would signify the final touches and polish applied to everything. The video would be completely finished and ready of application. The website live with all necessary assets and features. Everything would be wrapped up and ready for Gary to use.



# Logo & Branding // Fonts

## ENDEAVOUR

Bebas Neue is one of the most downloaded fonts on Dafont. The choice of this font was straight forward, it's bold, in your face nature made it an immediate choice as it displays characteristic of strength.

## endeavour

Like Bebas Neue, Helvetica is a hugely popular font which can be seen everywhere from corporate branding to subway signage. Including a logo based around Helvetica was a safe choice as it's universal in it's application on any media product.

## ENDEAVOUR

Source Sans Pro. A font created by Adobe, it falls under the sans serif family and once again signifies strength with it's bold structure.

## ENDEAVOUR

Arvo would be the eventual font we would go onto use in the finalised version of the logo. This font stood out, as it demonstrated strength and this was further reinforced by the serifs on each letter as they somewhat represent a dumbbell.

# Logo & Branding // Colours



#fbb040

The decision to incorporate orange into the design was to create a logo which was bright and catch the eye. Although it's a neutral colour in terms of gender, politically and religiously it may cause trouble.



#21409a

Blue was an immediate choice. The Endeavour project is based around young boys, and blue being the colour associated with males.



#2bb673

Using green in the logo would have been a good way to tie in the outdoor activities aspect of the Endeavour project. Similar to orange, the colour can stir up political and religious connotations.



#f9ed32

Yellow is a bright, vibrant colour which calls upon no religious, political or otherwise offensive subject. A neutral colour in every aspect.

# Logo & Branding // Concepts

Because Endeavour was an entirely new project, we had no foundations to build off, colour schemes to follow or brand guidelines to stick to. This was somewhat of an advantage as it meant we had free reign over what we wanted to create and we would be the ones responsible for Endeavour's branding as didn't have a defined set of rules we had to stick by. From our initial first meeting and from what Gary explained to us that, he had a vision and idea of he pictured everything. We each took this information and created our own batch of logos.



These are my initial ideas based from what Gary told us and how he envisioned the project. Because of the meaning of the word endeavour, the activities that the young boys would be taking part in and what he wanted the Endeavour project to instil, I chose to go with a mountain theme throughout. Along with the mountain theme, I also stuck to bold, distinct as to reinforce strength and motivation. Strength to overcome the feelings and emotions which hold can hold someone back and motivation to keep going and to never give up, whether it's a dream or a goal or whatever inspires you.

# Logo & Branding // Final Logo



Out of all the logos designed, this is the final one I decided to go for. Through peer feedback, this design stood out as the one which represented the project most effectively. The colours represent the outdoors activity side to the project which will help instil key, positive skills and mindset in the young men involved. Arvo, the font, represents strength to overcome the burdens and negative feelings which can hold us down.

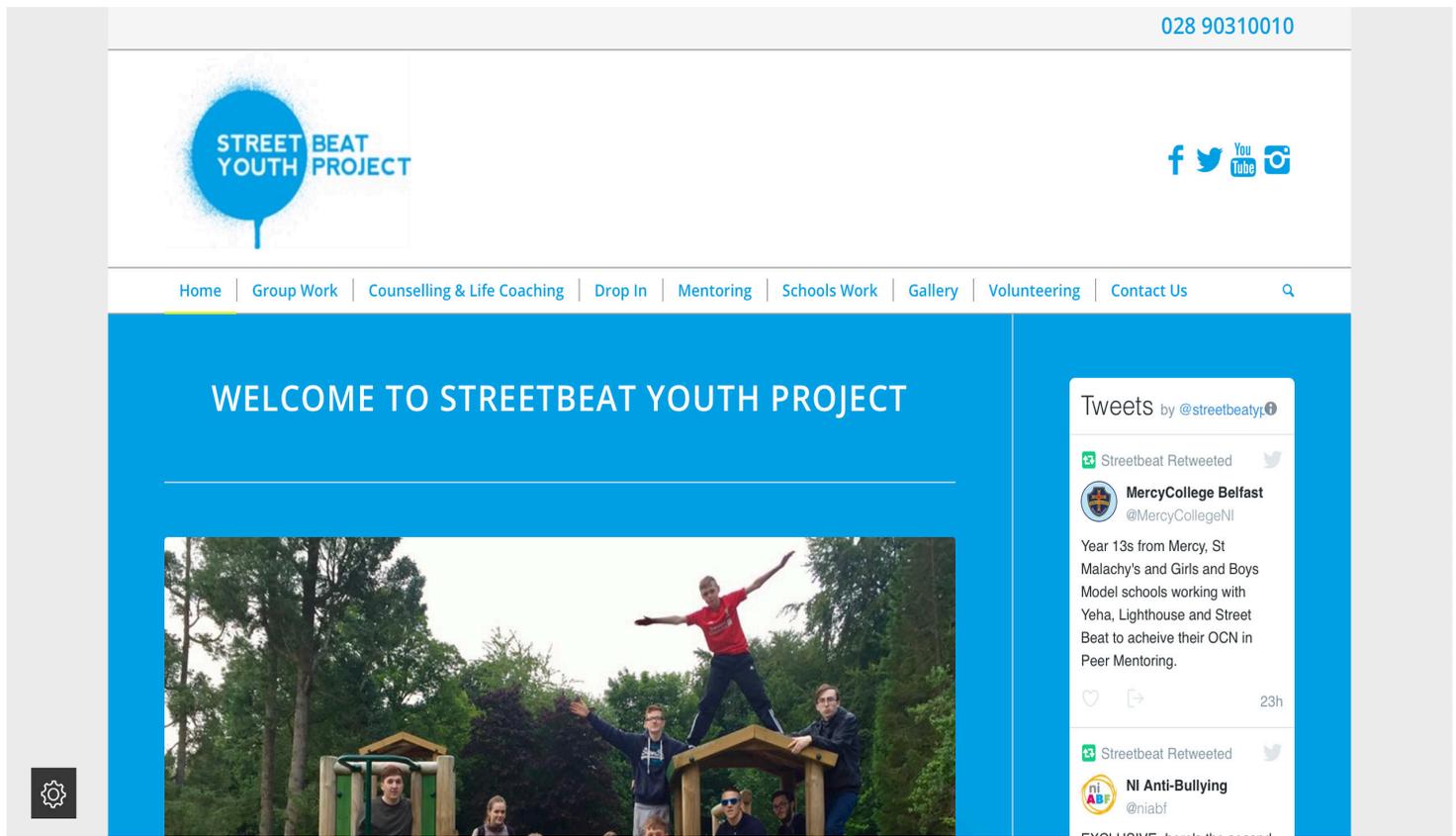
# Benchmarking

As the website will be an important cornerstone of the project, it's very important that we get it right and create Endeavour a website which will draw traffic, be a hub of information surrounding the project and a website which the staff of Endeavour can update themselves to keep it fresh, active and relevant.

## **What should the website do?**

- Promote and inform the users of the project and what it aims to do.
- A place where vulnerable males can request help or one to one time through use of a contact form.
- Be modern, up-to-date and fresh with new content which can further drive the message of the programme. This could be done through a blog or picture galleries.

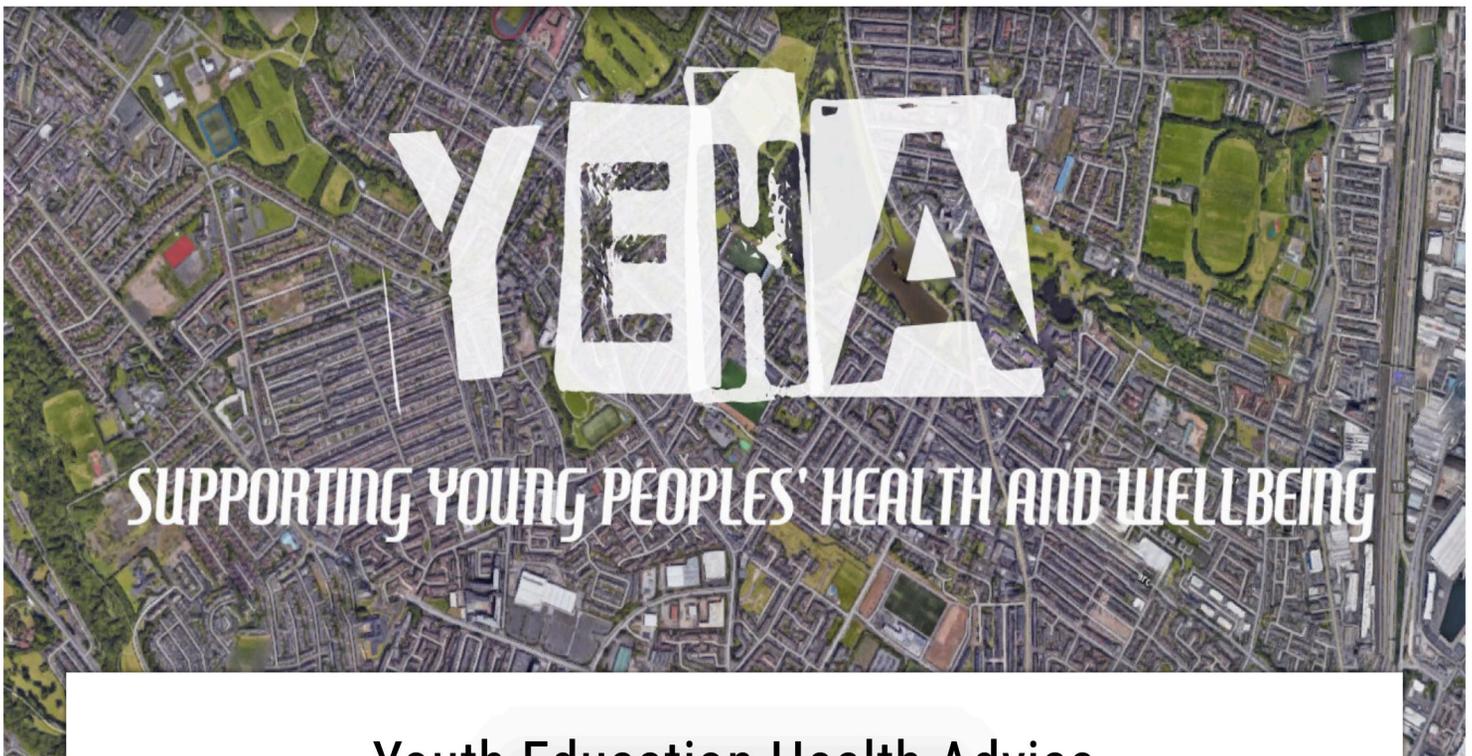
# Streetbeat Youth Project



Streetbeat is a charity which Lighthouse work closely. Their website is designed through Wordpress which serves it's function but it could be done alot better. The overall look and feel to the website is slightly outdated, with an automatically scrolling gallery and social media live feed along the side. The website could do with a complete fresher of all its content, with the galleries using images of different sizes, which means that as you scroll down and read the information the page jumps up and down adjusting to the different size and scale of each image. It also contains broken links to Google Maps and a button which links to a YouTube Channel which doesn't exist.

## What have I learned from analysing this website?

- Try not to overwhelm the users with too much information. The website is aimed at 11-18 year olds so it's fair to assume they don't want to read paragraphs of text.
- Check absolutely everything to ensure no broken links as this is unprofessional.
- Keep Endeavour's future website clean, simple and to the point.



Where as Streetbeats website almost suffered from picture overload and poorly scaled images, YEHA has all but 2 pictures on their website, not ideal if you're trying to convince young people to join your programme and show them what it's all about! The website does keep things short and sweet which is good, but it's displayed in a somewhat boring fashion which may make users exit from the site. The website has 9 buttons along the top leading to different pages, but each page is limited in content and generally very boring and underwhelming with regards to well shot photographs or just something which hooks you. Overall, it's a very boring, bland and unappealing website which doesn't grasp the user and give them a reason to stay. It also doesn't have a 'Contact Us' page which seems odd for a charity.

## What have I learned from analysing this website?

- Strike a balance between having too much and too little content.
- Keep the website simple and straight to the point.
- Pick a suitable Wordpress theme. The one YEHA use is structured around images, which they have little of. This results in a bare website with not a lot of content.

# First Pitch Deck





# First Pitch Deck

## Logo Prototypes

endeavour  
a Lighthouse NI project

ENDEAVOUR  
in association with Lighthouse NI

ENDEAVOUR  
in association with Lighthouse NI

  
ENDEAVOUR  
CONQUERING YOURSELF

  
ENDEAVOUR  
CONQUERING YOURSELF

  
ENDEAVOUR  
CONQUERING YOURSELF

# First Pitch Deck

## Logo Prototypes



# First Pitch Deck

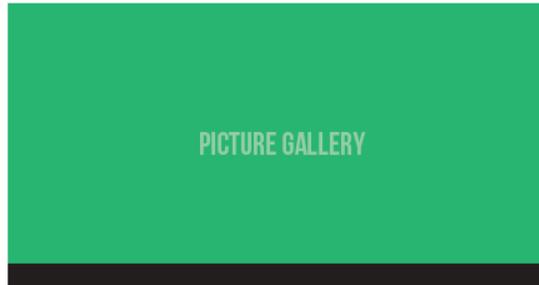
## Website Design Home Page

HOME ABOUT GALLERY CONTACT US



**BUILDING SELF CONFIDENCE, POSITIVE ATTITUDE AND HOPE.**

JOIN ENDEAVOUR FOR OUTDOOR ADVENTURES, WATER SPORTS MOUNTAINEERING & LOADS MORE!



**DO YOU NEED HELP?**

NAME:

SCHOOL:

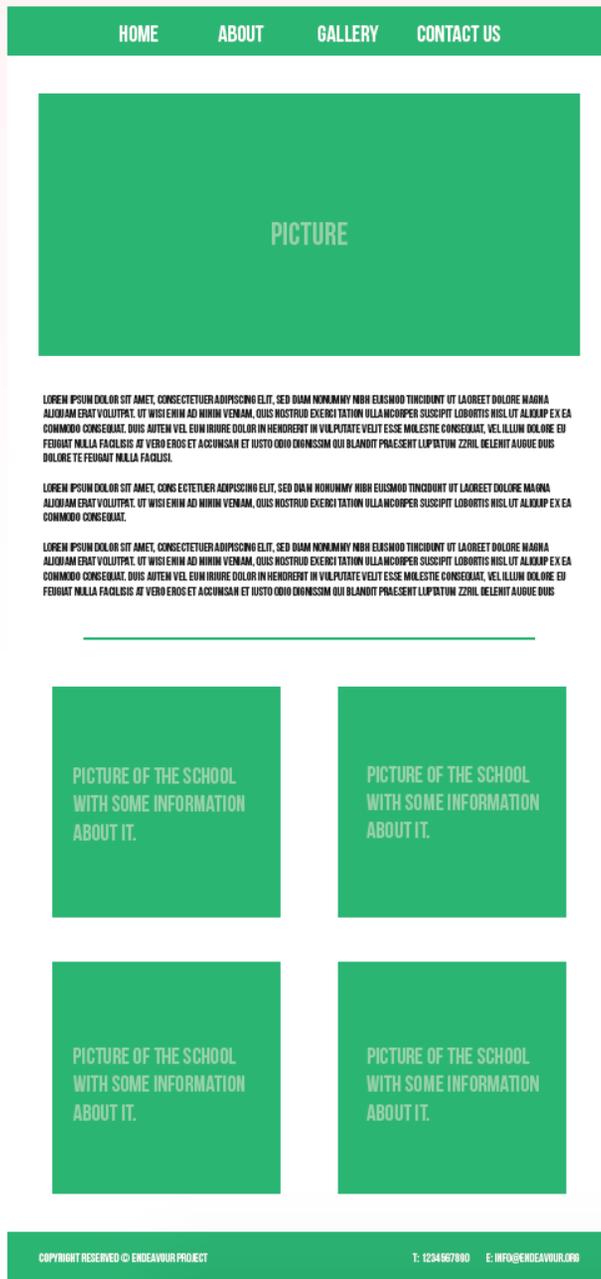
WHAT DO YOU NEED HELP WITH:

COPYRIGHT RESERVED © ENDEAVOUR PROJECT

T: 1234 067 890 E: INFO@ENDEAVOUR.ORG

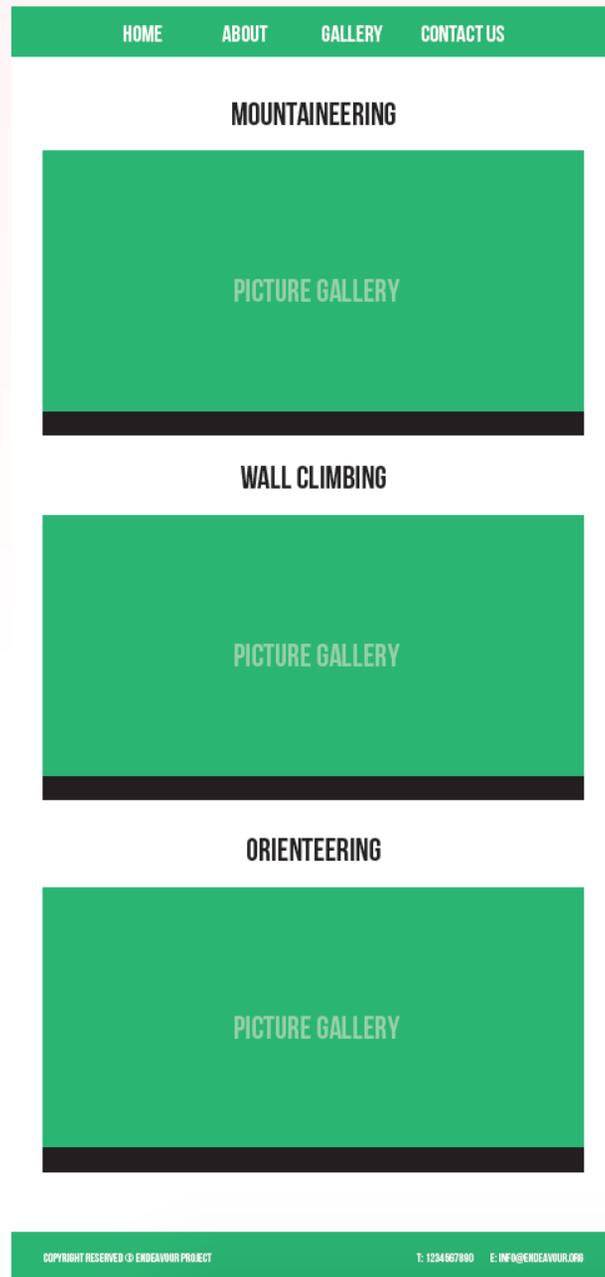
# First Pitch Deck

## Website Design About Page



# First Pitch Deck

## Website Design Gallery Page



# First Pitch Deck

## Website Design Contact Us Page

HOME

ABOUT

GALLERY

CONTACT US

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDRERIT IN VULPUTATE VELIT ESSE MOLESTIE CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA FACILISIS AT VERO EROS ET ACCUSAN ET IUSTO ODIO DIGNISSIM QUI BLANDIT PRAESENT LUPTATUM ZZRIL



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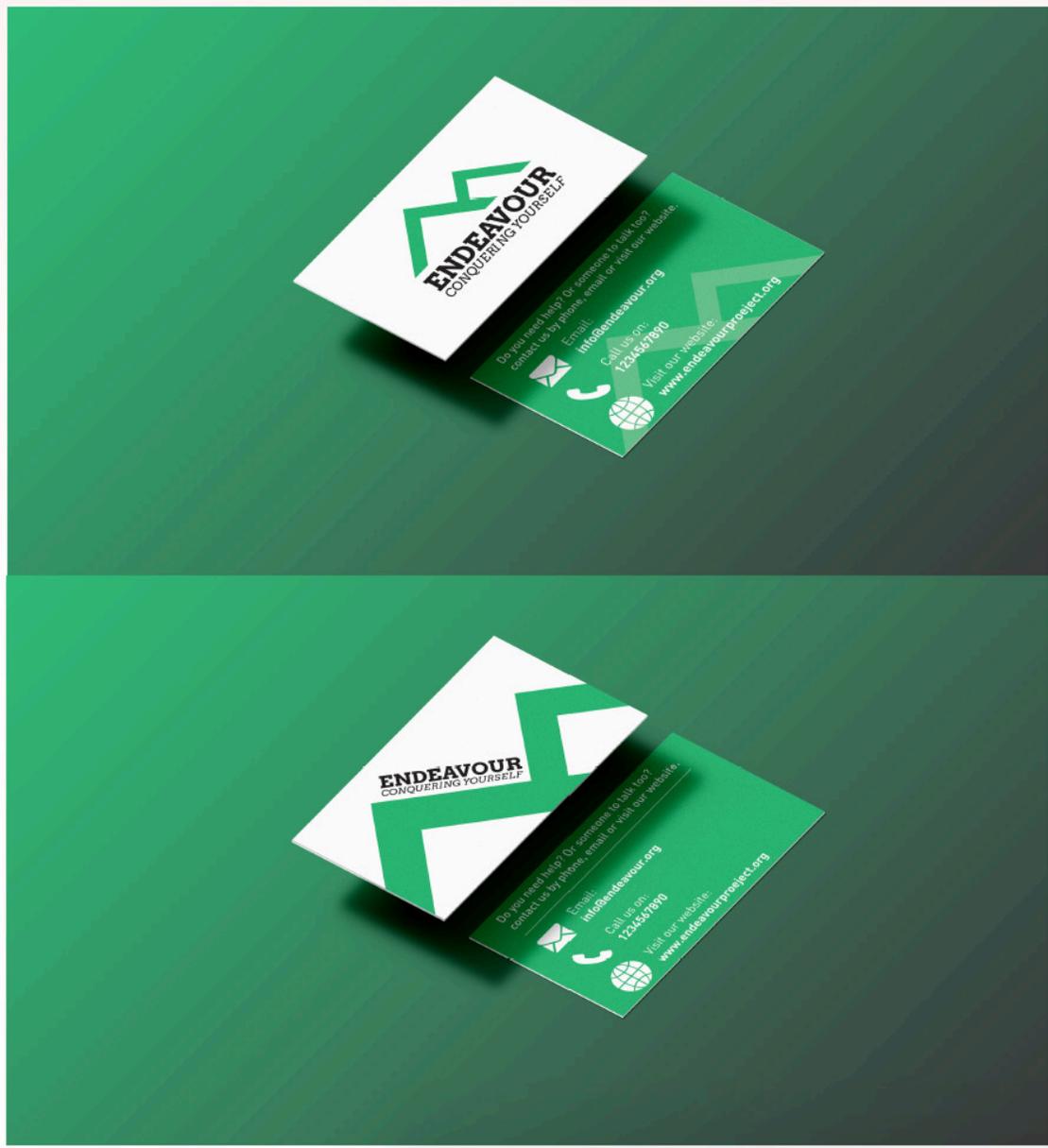
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# First Pitch Deck

## Business Card Design



# First Pitch Deck

# Flyer Design





# First Pitch Deck

# Pop Up Banner Design



# First Pitch Deck

## T-Shirt Design



# First Pitch Deck // Feedback

Feedback for the first pitch deck allowed me to improve existing design but also create more assets for Gary to see. This included adding in a hoodie design alongside the already existing t-shirt design. Hoodies are a much more advantageous in cold, outdoor weather rather than t-shirts, which is where the activities that Endeavour will use, will be based. Pins were also a suggestion for which the mentors in the Endeavour programme will earn when they graduate from their mentor training. The mentors chosen won't be the head boys or highest achievers, so this can make these students feel valued and have a sense of purpose by having their own pins.

I decided to alter some of the mockups as well. This consisted of finding new templates which would enhance the visual aesthetic of the product. Some other templates, such as the business cards, I changed the colours on to keep everything consistent with the green that was running throughout. Another small change was making the titles smaller as they took up too much of the page, in some cases also half of the entire print space.

# Second Pitch Deck

**ENDEAVOUR**  
CONQUERING YOURSELF

# Second Pitch Deck

## Contents

Page 3	Logo Design
Page 4	Business Card Design
Page 5	Flyer Design
Page 6	Pop Up Banner Design
Page 7	Badge Design
Page 8	T-Shirt & Hoodie Design
Page 9	Website Prototype
Page 10	Website Wireframes

# Second Pitch Deck

**Logo  
Design**

3



CMYK : #2bb673

# Second Pitch Deck

## Business Card Design

4



# Second Pitch Deck

**Flyer**  
**Design**

5





# Second Pitch Deck

## Pop Up Banner Design

6



# Second Pitch Deck

## Badge Design

7



# Second Pitch Deck

## T-Shirt & Hoodie Designs

8



# Second Pitch Deck

## Website Design Prototype

9





# Second Pitch Deck // Feedback

This pitch deck incorporated all the feedback which came to light from the first pitch deck. Various changes can be seen throughout the revised version. This is the pitch deck which was then taken to the meeting with the client.

At the client meeting, I went through each page and explained my ideas and reasoning behind them, what they stand for, how I came up with them and how they have been integrated into the media products to create something which is unique, original and meaningful to the project. As we all pitched our own ideas, this meant Gary has 3 options for all the items he required.

In the end he decided to go with Steven's logo shape with the Arvo font I chose, Steven's business card, Eoin's flyer design, my pop up banner design, Eoin's website design and for the clothing we decided to keep everything simple with navy hoodies with the new updated logo. The client found it hard to decide and choose what he liked the most because he said he loved everything we had designed for him. But after some pressure, we decided upon a finalised version of everything. We would then take his instructions and create a final pitch deck which would contain the final designs for each artefact.

# Final Pitch Deck



# Final Pitch Deck

## Contents

Page 3	Logo Design
Page 4	Business Card Design
Page 5	Flyer Design
Page 6	Pop Up Banner Design
Page 7	Badge Design
Page 8	T-Shirt & Hoodie Design
Page 9	Website Prototype
Page 10	Website Wireframes
Page 11	Website Wireframes
Page 12	Website Wireframes



# Final Pitch Deck

## Logo Design

3

The shape also reflects the project becoming the "heartbeat" of the local community helping these young men to "live" the best lives they can.

The mountain peak reflects "conquering yourself" and also the types of outdoor activities that will be carried out at the Endeavour project

**ENDEAVOUR**

The main text of the logo in the strongest colour endeavour below the shape to act as the foundation of the project, just as Endeavour aims to be the foundation to help these young men "conquer" the problems "mountians" they might face in their lives.

The three colours to help represent the 3 key words - Hope, Inspiration and Positivity. The 3 colours all work well together and do a good job in reflection of the image the brand is trying to present.



# Final Pitch Deck

## Business Card Design

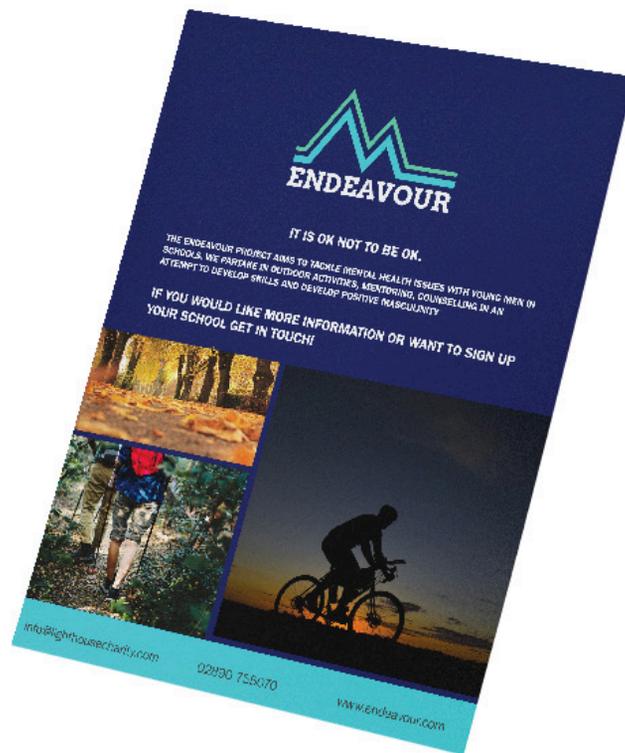
4



# Final Pitch Deck

5

**Flyer**  
**Design**



# Final Pitch Deck

## Pop Up Banner Design

6



# Final Pitch Deck

**Badge  
Design**

7



# Final Pitch Deck

## T-Shirt & Hoodie Designs

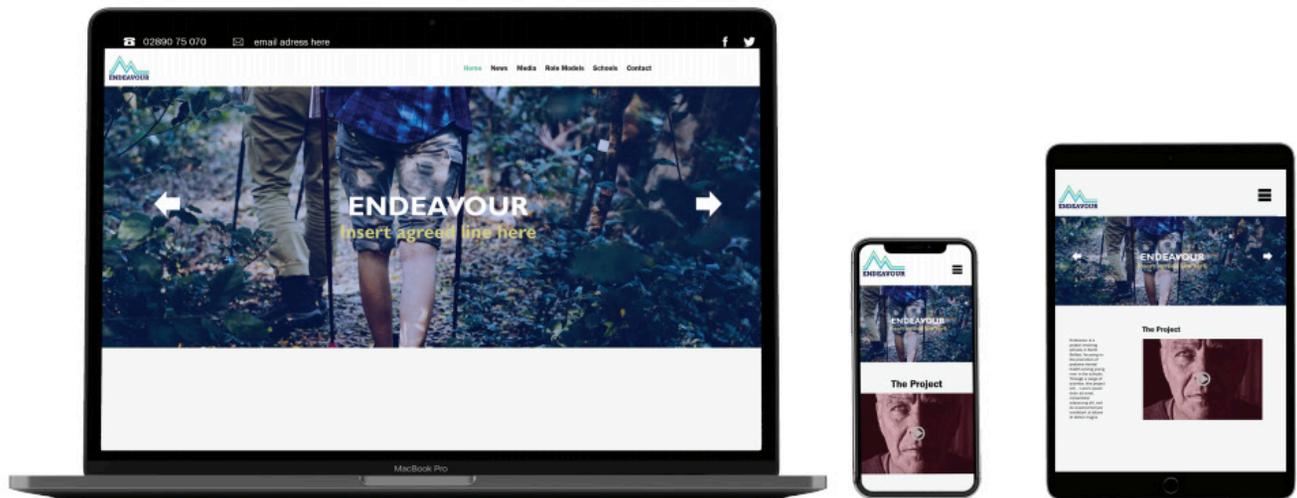
8



# Final Pitch Deck

## Website Design Prototype

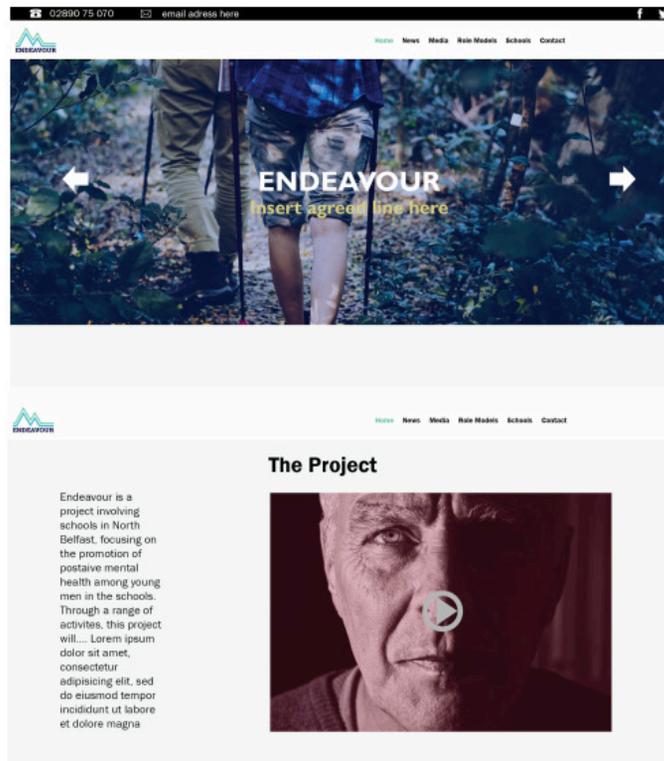
9



# Final Pitch Deck

## Website Design Wireframes

10

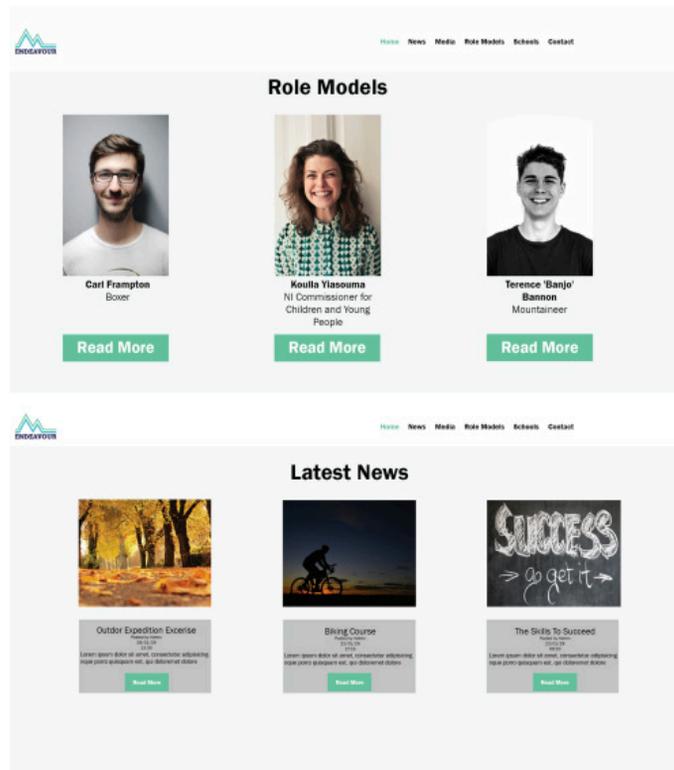




# Final Pitch Deck

## Website Design Wireframes

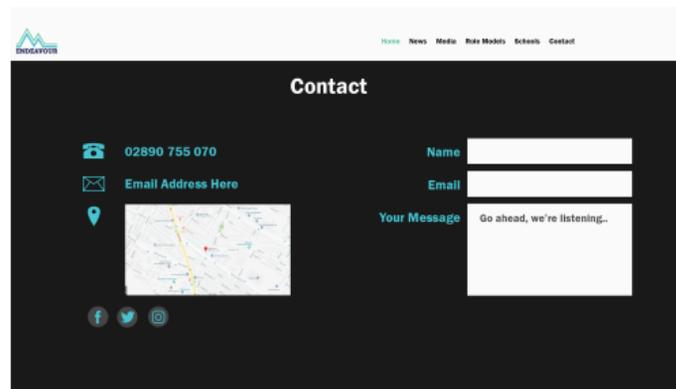
11



# Final Pitch Deck

## Website Design Wireframes

12



# Final Pitch Deck // Feedback

This was the final pitch deck which incorporated all the new products which the client requested. Final changes include updated logo and this applied to all the media products, flyer with navy background, pop up banner with colour changes to the background and text, updated merchandise which uses all 3 colours from the branding, website design with updated colours and branding. The client was more than happy with the final outcomes of all the requested media products they wanted. It's very clear from the final pitch deck how all 3 team members work influenced the final outcome with colours, layout, designs and styles.

Because all the print assets were finalised, this meant we could move onto filming the interviews with Terence Bannon and Koulla Yiasouma and also creating the website for the project as well.

It's clear to see from the first pitch deck to the final one how the feedback from each iteration was incorporated. With each piece of feedback, it made the pitch deck more professional in its look and style.

# Interviews

Gary suggested Terence Bannon and Koulla Yiasouma as people who we could interview. These videos would be present on the website and also social media. Koulla is the Northern Ireland Children's Commissioner, her job involves promoting and protecting the rights of child in Northern Ireland regardless of backgrounds, religions, race or gender. The idea is to have someone who is qualified and knowledgeable speak about the area at hand. She can provide the facts, details and statistics.

On the contrast, Terence Bannon is an inspiration and motivation. He is originally from Newry and famous for climbing Mount Everest. The aim is to show children that it doesn't matter where you're from, your background, your upbringing, that can't stop you from doing what you aim to do in life. Not everyone has the dream of climbing Everest, but other goals and dreams in life and the only thing that can stop them is themselves.

Tuesday 20th November, as a group we went to Belfast to conduct our interviews with both Koulla and Terence. As Gary is close to both Koulla and Terence, he organised both interviewees for this day which was incredibly helpful. We met Koulla at the NICCY building . We arrived 45 minutes early as this give us time to set up the camera, tripod and possible lighting. We met Koulla and explained that we needed her to speak to the camera about mental health, getting help and breaking the stigma surrounding mental health. Shortly after, Gary arrived and we let him explain the project as a whole and how we are involved in it.

After Koulla's piece to camera, meeting up with Terence was next on the agenda. Gary kindly booked us a room in a near by functional hall which we could interview Terence without interruption. Once again, we arrived early to check out the setting, set up equipment and make sure all equipment was working as intended. Terence was more than happy to provide a short piece of camera and talked about his background, his experiences and an overall motivating and uplifting speech.

It was great to get all the video production work done in one day, as it was the part

# Interviews

which required the most coordination and collaboration between ourselves, Gary, Koulla and Terence. Because we managed to get the filming wrapped up in one day, we could spend more time editing and producing the final cut of the video.

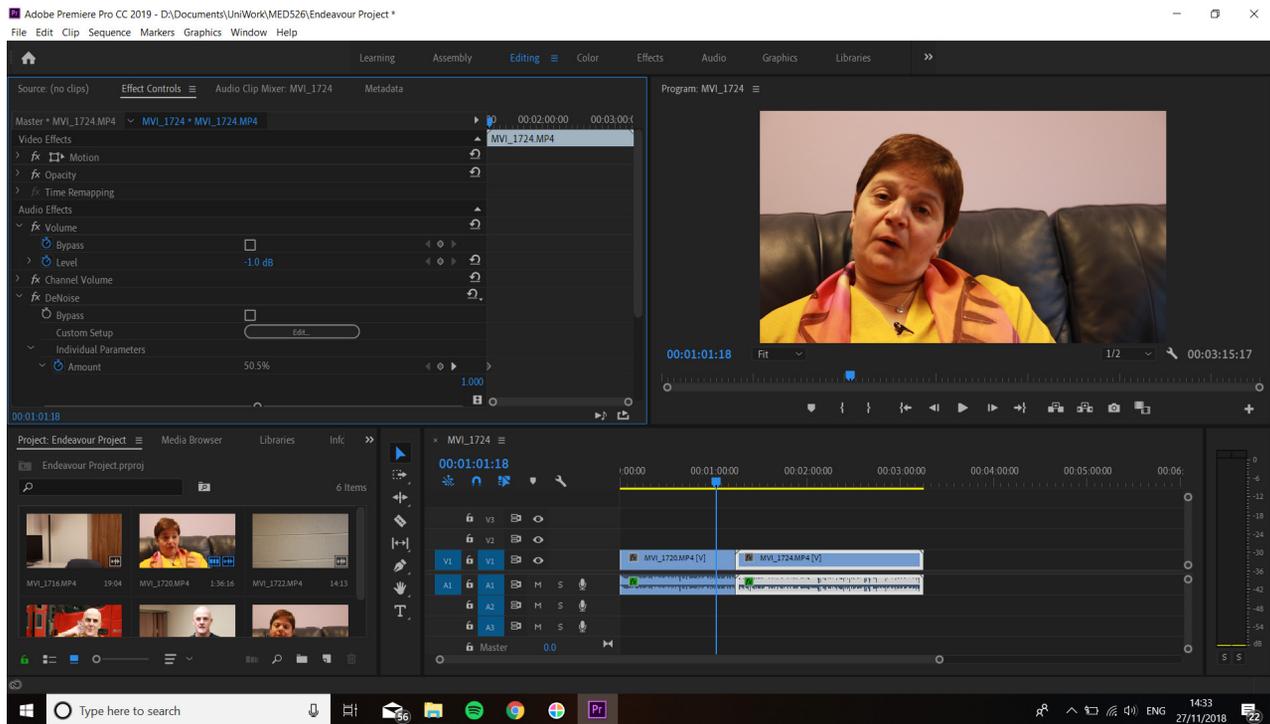
# Interviews



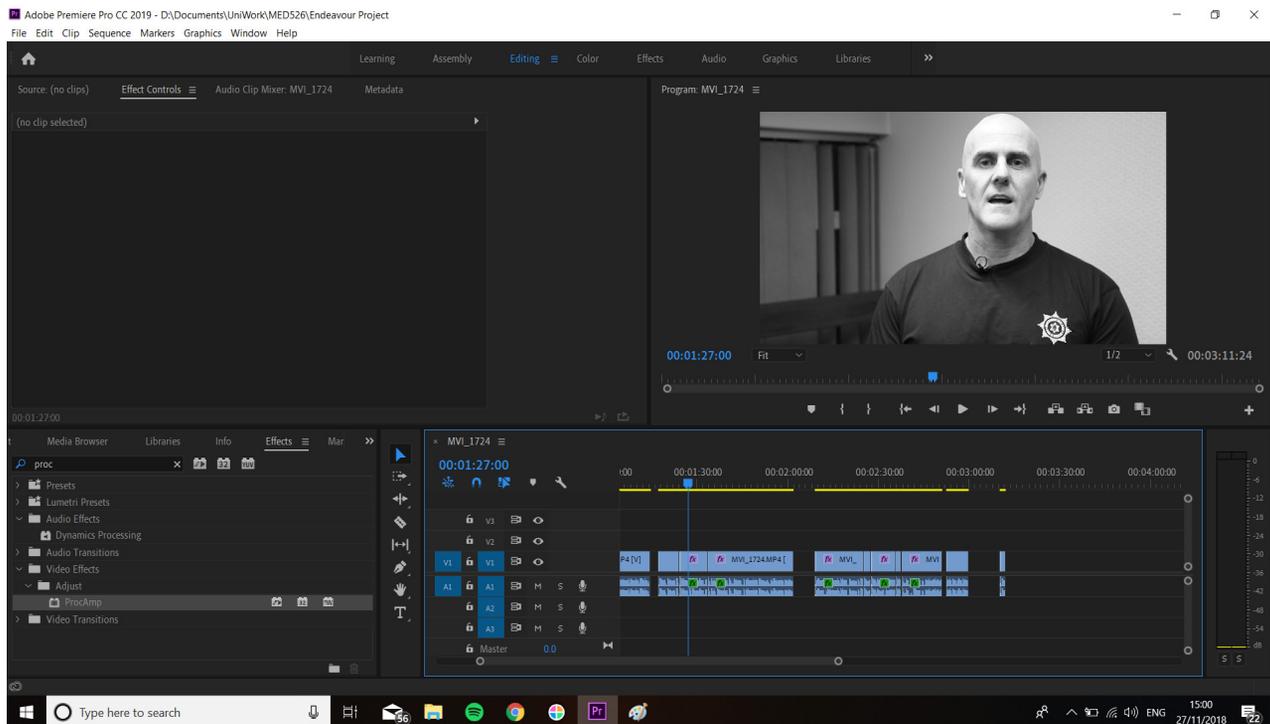
# Interviews



# Interview Editing



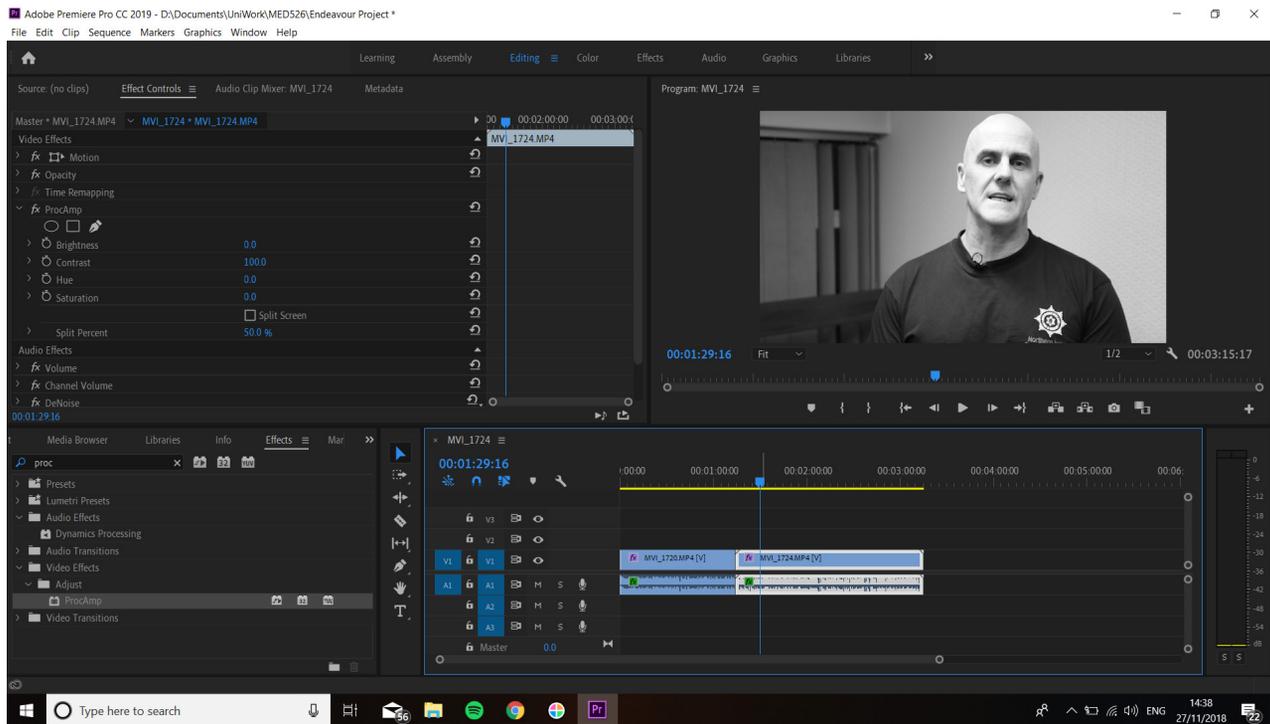
Firstly, we adjusted the audio. The audio was peaking into the red so this needed to be adjusted.



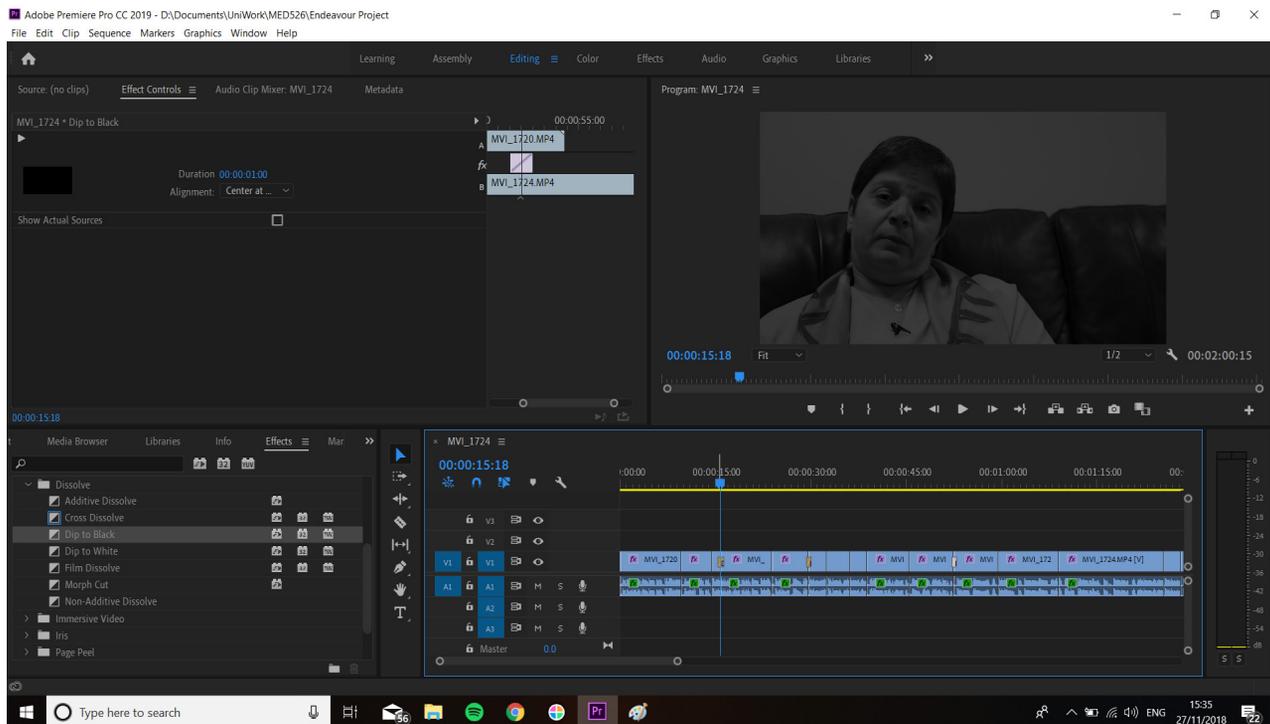
We trawled through the footage and cut out any stutters or hesitations. This also helped cut down the overall length of the video.



# Interview Editing

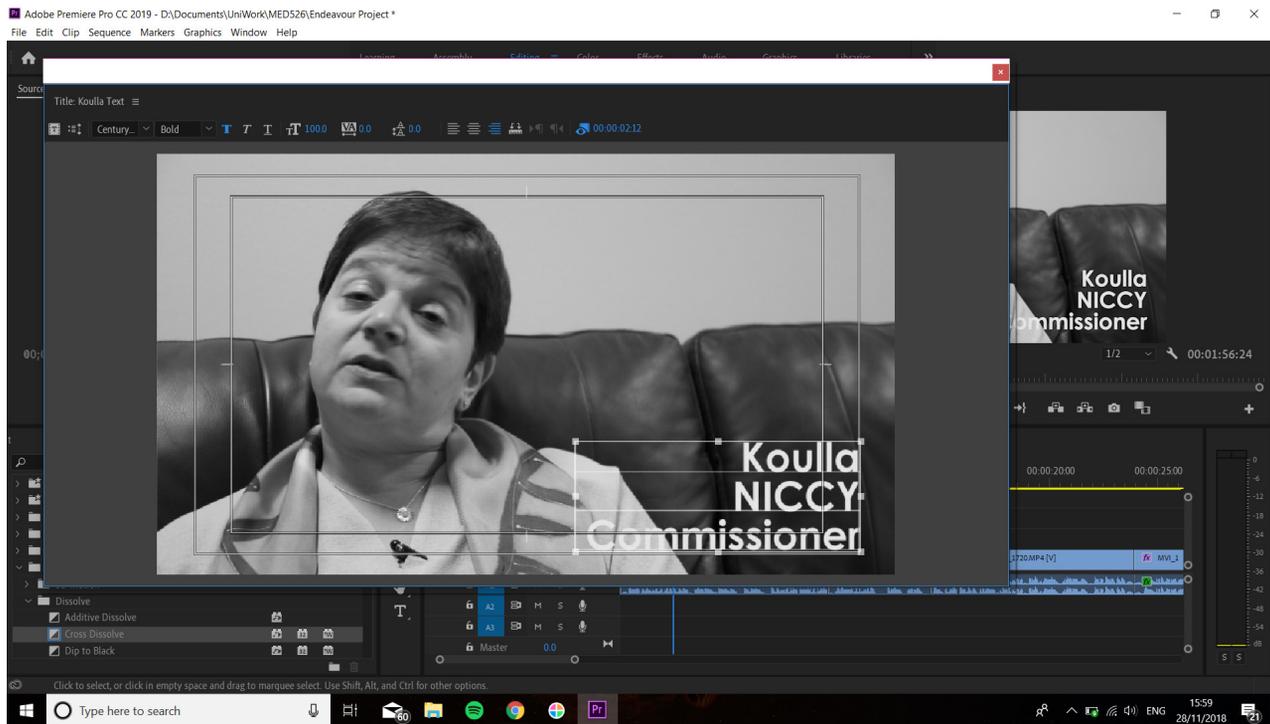


The interviews turned out incredibly well. The footage was sharp, the audio was clear and both Koulla and Terence spoke very well. Gary wanted the footage black and white, so a black and white filter was applied.

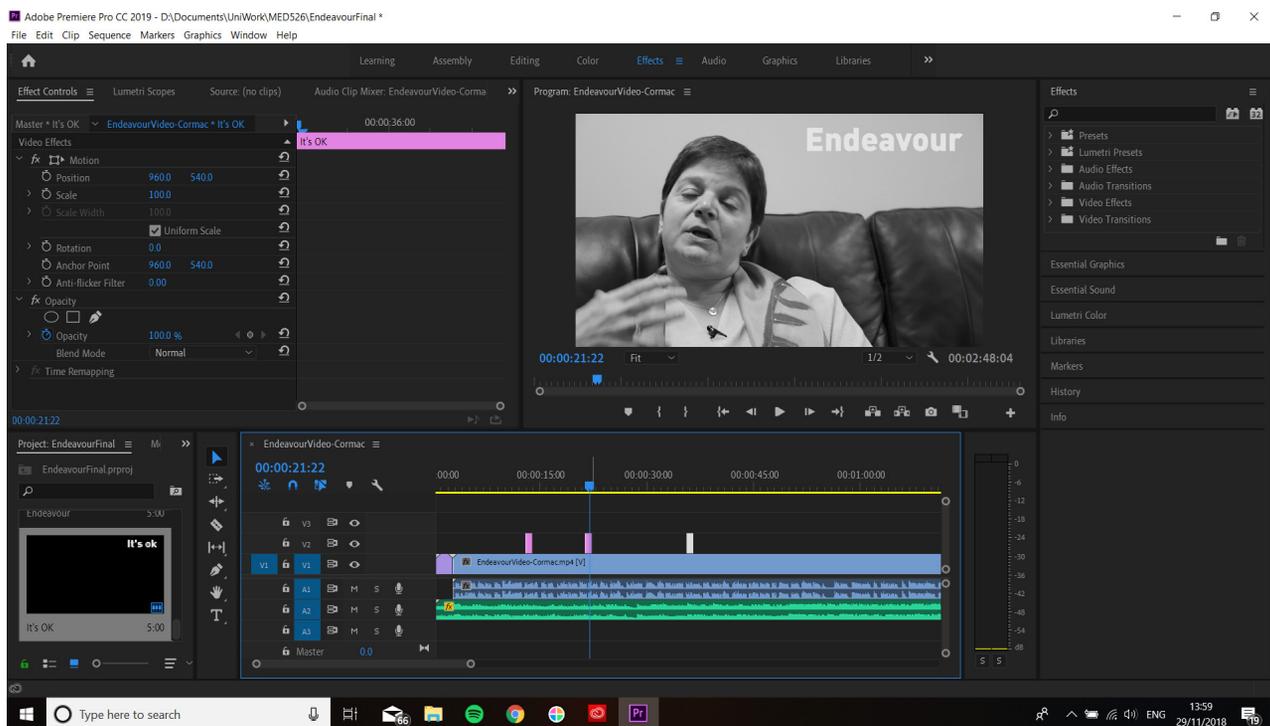


Between the parts which were cut out, a dip to black transition was applied to take away the sudden jumps and skips between the clips.

# Interview Editing

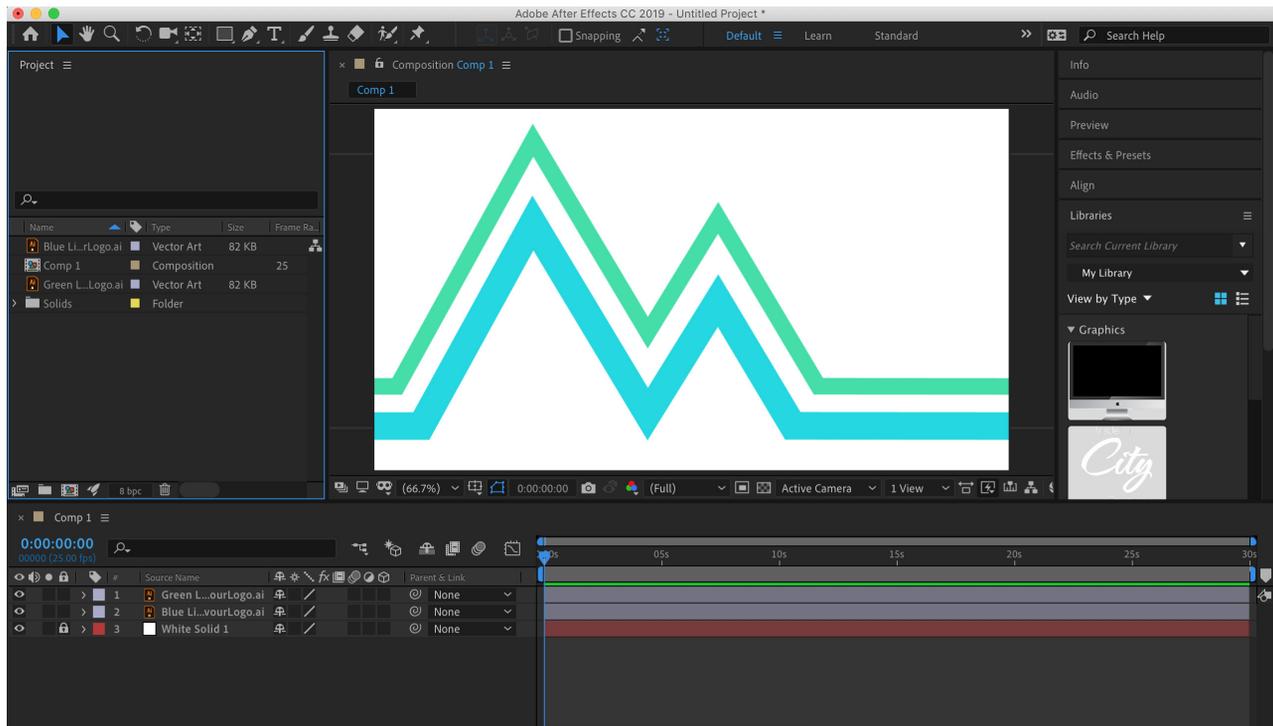


Text was added in at the start of each interviewees video. This informs the viewer of who is speaking and what their job title is.

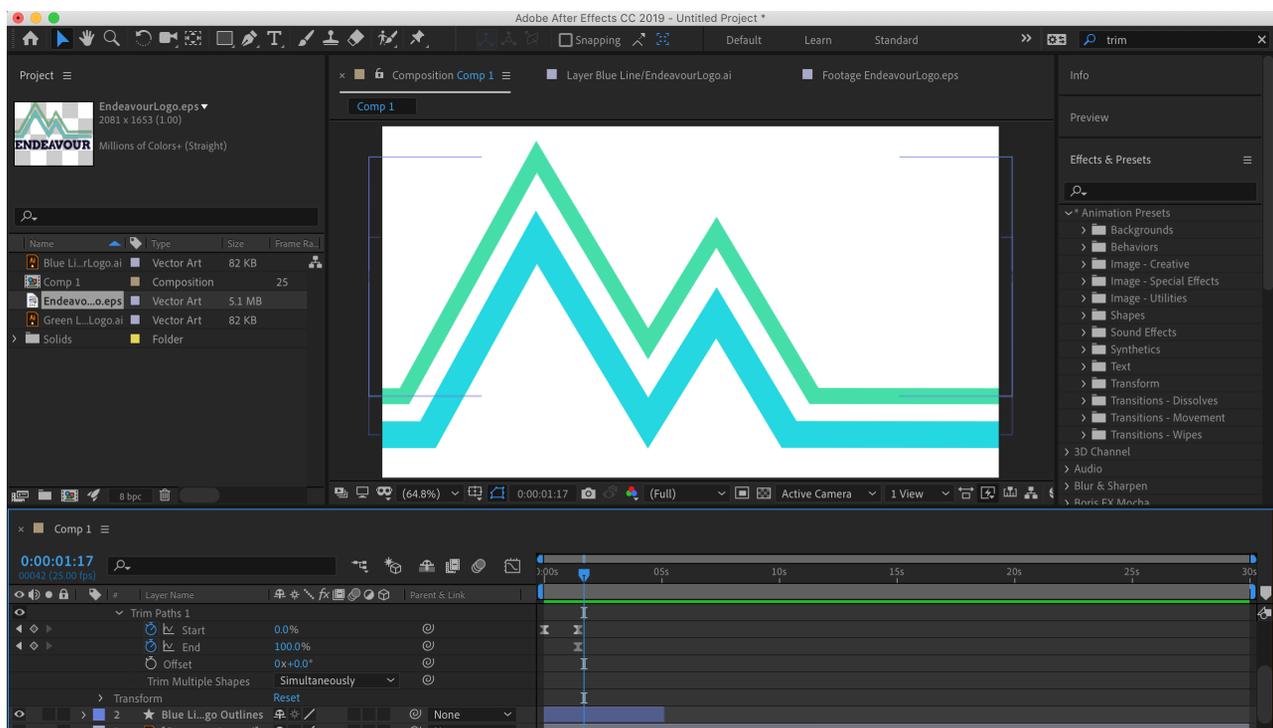


Through feedback, we added in words which came from our meetings with Gary. Words such as 'motivation', 'mentoring' and 'listening'.

# Motion Graphics Intro



Each line has to be brought in as a separate layer to allow for animation. These separated in Adobe Illustrator, saved out then imported as shape layers.



After successfully importing each layer, I used the 'Trim Paths' tool. This animates along the line of the shape which creates the desired effect of the lines animating in from left to right.

# Brand Guidelines

We created brand guidelines for the Endeavour project. Brand guidelines are essentially the glue that holds the entire branding together, it's explains exactly how the logo and branding can or can't be used. This helps the client and also any future graphic designers understand exactly how this logo can be applied. Having this helps reinforce the brand in future media artefacts. It also keeps fonts and colours consist across the board which is key to achieving a recognisable brand which can be instantly identified.

# Branding Guidelines

## **ENDEAVOUR** Brand Guidelines



# Branding Guidelines

## Content

<b>The Logo</b>	1
<b>Logo Colours</b>	2
<b>Logo Usage</b>	3
<b>Typography</b>	4
<b>Colours</b>	5
<b>Logomark</b>	6
<b>Typemark</b>	7
<b>Web Usage</b>	6
<b>Merch Usage</b>	7

# Branding Guidelines

## The Logo

The shape also reflects the project becoming the "heartbeat" of the local community helping these young men to "live" the best lives they can.

The mountain peak reflects "conquering yourself" and also the types of outdoor activities that will be carried out at the Endeavour project



The main text of the logo in the strongest colour endeavour below the shape to act as the foundation of the project, just as Endeavour aims to be the foundation to help these young men "conquer" the problems "mountians" they might face in their lives.

The three colours to help represent the 3 key words - Hope, Inspiration and Positivity. The 3 colours all work well together and do a good job in reflection of the image the brand is trying to present.

# Branding Guidelines

## Logo Colours

### Main

For normal usage, keep to original logo colours when the original colours are clear and visible



### White

To be used when a background that is a similar colour to the main logo colour is present.



### Black

To be used on a clear background or on more formal occasions or letters and printouts in black + white





# Branding Guidelines

## Logo Usage

### Correct Usage



Always ensure the logo stays the same with no colour changes or parts moved, and ensure there is appropriate spacing around the logo when using it so it can be seen clearly.

### Incorrect Usage

#### Wrong Colours

Do not change the logo colours



#### No Angles

Do not place the logo on an angle



#### No Distortion

Do not distort the logo



#### Font

Do not change the logo font



#### Elements

Do not change the size of logo elements



#### Background

Do not place the logo on dark backgrounds



# Branding Guidelines

## Typography

**ENDEAVOUR**

*Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz*

*1 2 3 4 5 6 7 8 9 10 11 12  
13 14 15 16 17 18 19 20 21  
22 23 24 25 26*

### **Arvo Bold**

A bold typeface for the logo title it reflects the strength of the Endeavour project and represents a strong base.

### Arvo Regular

The secondary typeface, not as strong as the main title but used for other text beside the main logo. Keeps in similar style as the main but not as prominent.

### *Arvo Italic*

A typeface that may be used on occasion, in regards to documents where there might be a quotation present

# Branding Guidelines

## Colours

### Endeavour Navy



A strong base colour for the main text in the endeavour logo the navy acts as a strong foundation for the contrasting colours just like the base the project is looking to build for the young men.

### Endeavour Blue



A bright and inspirational accent colour the blue in the middle is meant to reflect the background of the lighthouse project and reflect the shape that represents the project acting as a heartbeat running through the local community.

### Endeavour Green



The third accent colour like the middle blue this colour is used in the same shape but is meant to represent the "outdoor" activities that will be present in the project and reflect the mountains.

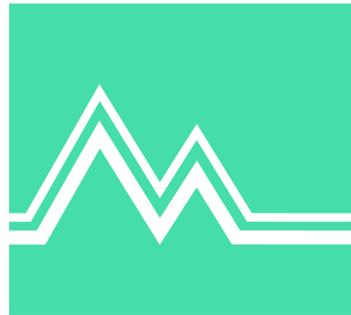
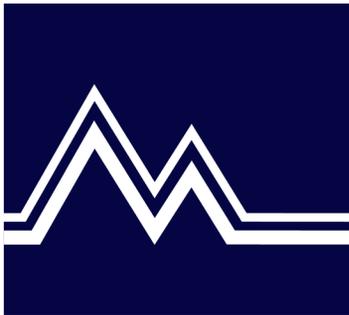
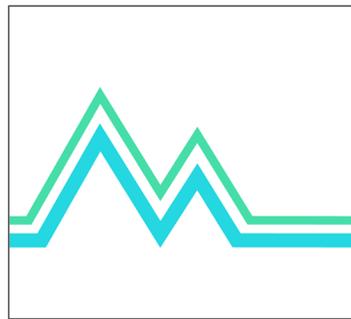
# Branding Guidelines

## Logomark

The Logo Mark should always be used in the appropriate brand colours when possible. Over certain coloured backgrounds the white version of the Logo Mark should be used instead.

When using the logo over a photo, the opacity might need to be changed to ensure logo clarity.

Try and avoid using the black version of the logo if possible.



# Branding Guidelines

## Typemark

The Type Mark should always be used in the appropriate brand colours when possible. Over certain coloured backgrounds the white version of the Type Mark should be used instead.

When using the Text over a photo, the opacity might need to be changed to ensure logo clarity.

Try and avoid using the black version of the logo if possible.

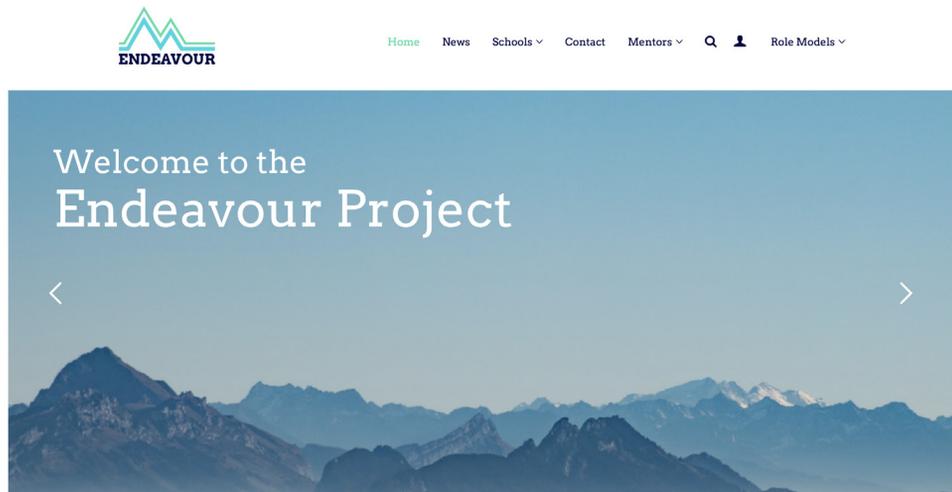


# Branding Guidelines

## Web Usage

In regards to the web usage the logo should always be given clear space so that it is seen properly and clearly. The logo colours should also correlate to the main colours set up for Endeavour as much as possible to ensure the brand image stays consistent.

Try and avoid uploading large versions of the logo especially in the header of the website.



# Branding Guidelines

## Merch Usage

For the merchandise both the logomark and typemark and their relevant colours should be taken into consideration ensuring that both are addressed along with brand colours will lead to a streamlined brand identity and a style and look that is intertwined with the Endeavour project.

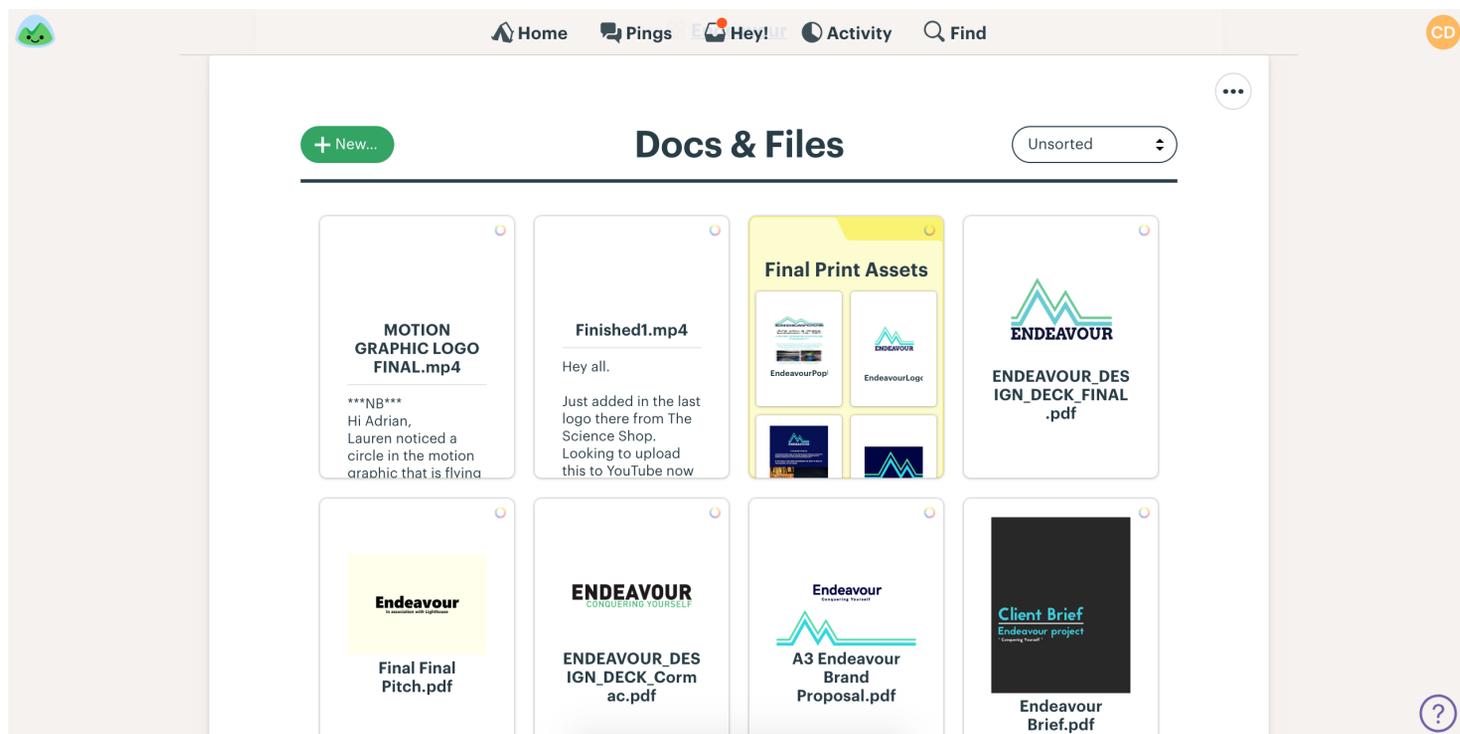
I have included an example of the business card design we created to show exactly how the branding and stylistic approach remains consistent and familiar.



# Basecamp

Basecamp provided the group with a direct link to Adrian and Claire as they helped us oversee the project and keep us on the right track. It provided us with a clear timeline of work and to-do list. We set out tasks for each member and ticked these off as each task was completed. In doing so, we could also monitor our own and each others progress. Basecamp also has a streamlined hub for our team to upload files onto. This enabled Adrian and Claire to have direct access to all the work we were producing, where they could leave thoughts, suggestions, changes and feedback to each file we uploaded. This was especially useful when editing our video, as Claire helped us to completely fulfil the brief for the video and what the client wanted the video to do and show.

Overall, Basecamp streamlined the communication between the group, sharing files, feedback, while keeping everything simple in one place. Software like this is an industry standard so it's great to have experience using this and getting the most out of the features and attributes it has.





# Basecamp

The screenshot shows the Basecamp Message Board interface. At the top, there is a navigation bar with icons for Home, Pings, Hey!, Activity, and Find. A user profile icon (CD) is in the top right. Below the navigation bar, the page title is "Endeavour". The main heading is "Message Board" with a "+ New message" button on the left and a menu icon on the right. The board contains five messages:

- New Video**: Claire Mulrone • Dec 3 — Guys had a look at this and it is much better. However I think it loses something reading graphic on a black screen; the impact of the (1)
- Web Hosting/ Domain**: Steven Taylor • Nov 18 — Hello Claire, I know we had a chat during our pitch with Gary briefly over the hosting of the website and buying the domain and the
- Pitch**: Claire Mulrone • Nov 8 — Well done on Monday at your pitch. Gary was nervous to tell us which designs he preferred. You managed this very well. He was very happy
- From Client Pitch agreed**: Claire Mulrone • Nov 1 — Brilliant see you at lighthouse at 4.00pm Monday 5th. Claire Claire Mulrone |Senior Fellow Higher Education Academy (SFHEA)
- Meeting cancellation**: Claire Mulrone • Oct 30 — Sorry to hear of your car accident. I have cancelled the pitch meeting with the client. Gary passes on his best wishes to you. I hope you're

A question mark icon is visible in the bottom right corner of the message board area.

The screenshot shows the Basecamp To-dos interface. At the top, there is a navigation bar with icons for Home, Pings, Hey!, Activity, and Find. A user profile icon (CD) is in the top right. Below the navigation bar, the page title is "Endeavour". The main heading is "To-dos" with a "+ New list" button on the left, a progress indicator "4/8", and a "View as..." dropdown menu on the right. The to-do list is organized into two sections:

- 4/8 completed**: A green circle icon next to the heading.
- To do**: A blue heading with a list of four items:
  - Finalise Print Assests Thu, Nov 29 CD Cormac D.
  - Build Website Thu, Dec 6 ET Eoin T.
  - Send Production Logs Thu, Dec 13 ST Steven T. CD Cormac D. ET Eoin T.
  - Wordpress Instructions Thu, Dec 6 ET Eoin T.
- Add a to-do**: A button to add a new to-do item.
- Completed items**: A list of three items with green checkmarks:
  - Editing Video Thu, Nov 29 ST Steven T. CD Cormac D. ET Eoin T.
  - Branding Guidelines Thu, Nov 29 ST Steven T. CD Cormac D.
  - Create visual identity based on information gained from client meeting Thu, Oct 25 Steven T. CD Cormac D. ET Eoin T.

At the bottom, there is a link: [And 1 more completed to-do...](#)

# Toggl

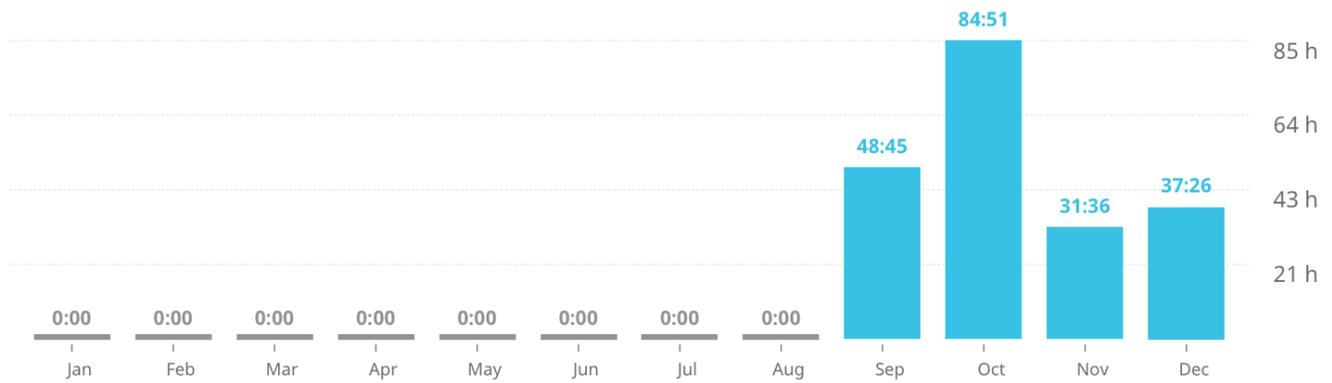
We used timekeeping software called Toggl. This would enable us to manage our time more efficiently and also keep track of how much time each member spent on specific parts of the project. Practising this method of time keeping is essential for future work in this industry. We included time spent designing all the assets, creation of design decks, filming interviews, editing video, web design, meetings with Gary, and also class time. This led us to a total of 202 hours 39 minutes.

## Summary report



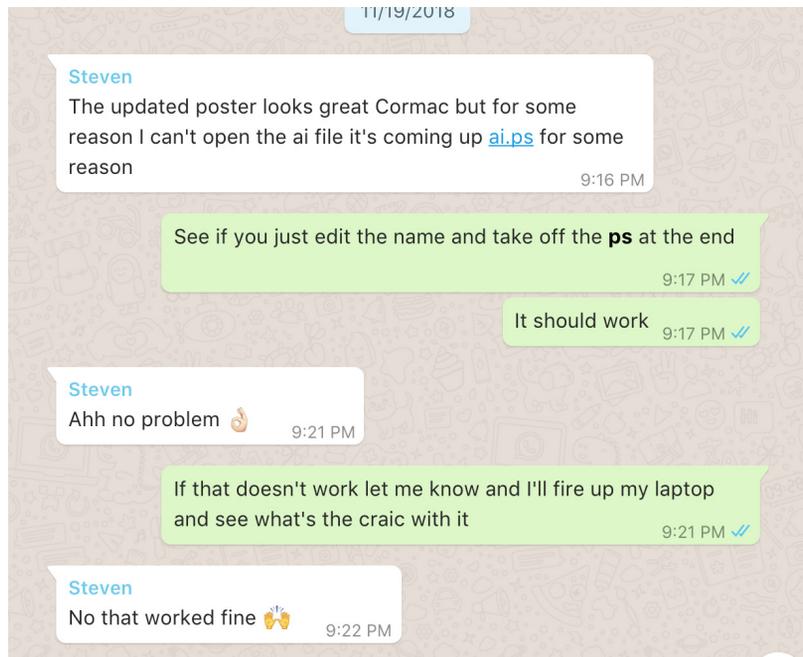
2018-01-01 - 2018-12-31

Total 202 h 39 min

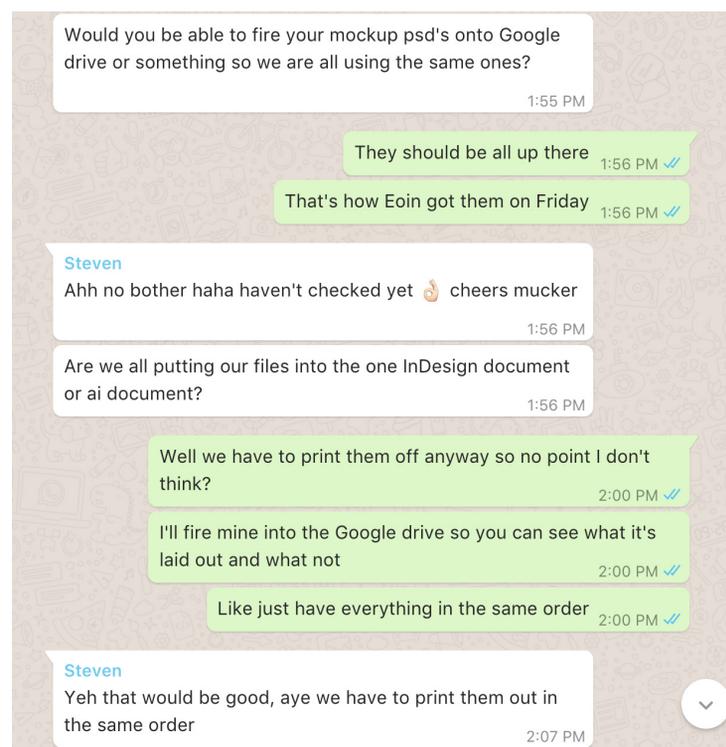
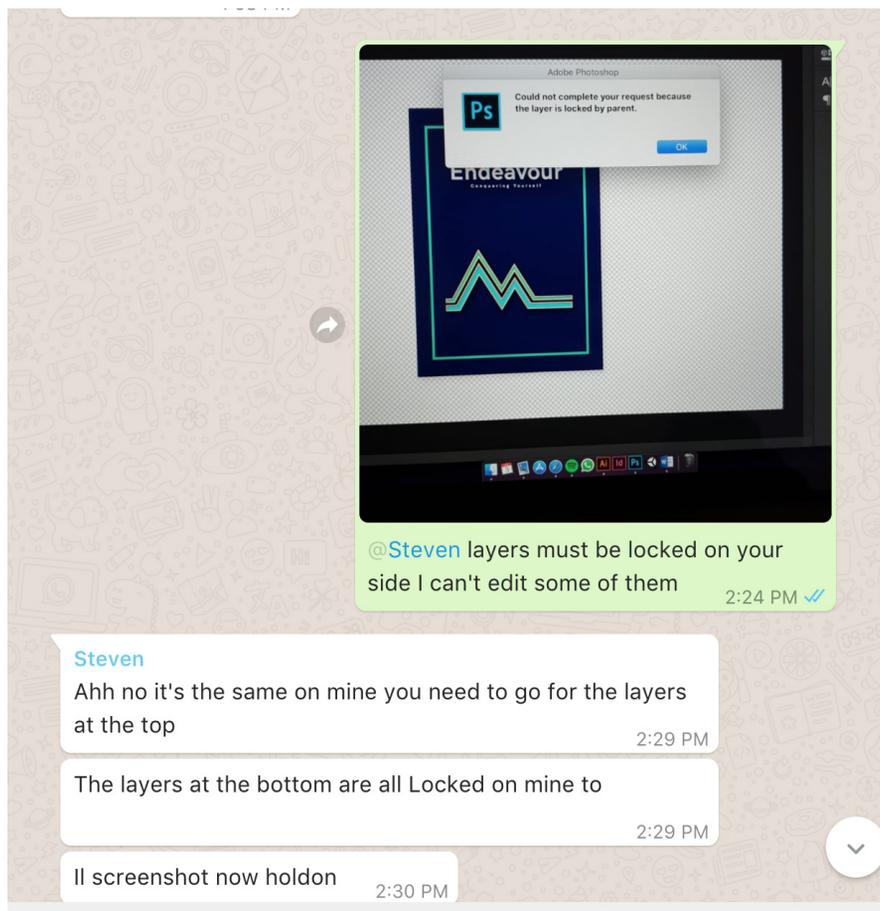


# WhatsApp Group Chat

In group projects, constant communication between the members is key. We created a WhatsApp group chat just for this. We all use WhatsApp so this made it the obvious choice for keeping in touch with everyone. We kept conversation in the chat informal as we mainly used it for solving problems, helping each other or confirming dates, times and so on.



# WhatsApp Group Chat



# Email Communication

Communication between the group and the client was mainly achieved by email. At the beginning, Gary provided us with videos related to mental health which were produced for Lighthouse, the parent of the Endeavour project. This was to provide us with a better understanding of what the project can achieve. We then used email to keep Gary informed of the products we were creating for him, sending him some proofs for him to see and also organising the meetings with the clients for the interviews. Anything we needed Gary was always more than willing to help us, whether it was a question or times for meeting up or providing us with a paragraph about the project for the 'about' section on the website. Gary was great and always provided us with what we needed. He was always quickly to reply and overall just a great client to work with.

**Gary Symington** 12 November 2018 at 11:29 

Re: Favour

To: Cormac Donaghy

---

Hi Cormac

Banjo is free that day but not until about 5pm, but he will get back to me to arrange. I'll maybe get a few teachers/principals to say a few words as well and we could get everyone done that day.

Cheers

Gary

[See More from Cormac Donaghy](#)

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# Email Communication

**Gary Symington** 12 November 2018 at 10:56 

Re: Favour [Details](#)

To: Cormac Donaghy, Cc: Eoin Trainor, Steven Taylor & 2 more

---

**Cormac**

2pm, next Tuesday 20th at;

**NICCY**  
7-9 Shaftesbury Square, Belfast BT2 7DP

Meet yous outside. Just waiting on Banjo and hopefully you can do both videos that day.

Many thanks

Gary

[See More from Cormac Donaghy](#)

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[See More from Cormac Donaghy](#)

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# Email Communication

Gary Symington

11 December 2018 at 13:17

GS

Re: Confirm your email address

[Details](#)

To: Eoin Trainor, Steven Taylor, Cormac Donaghy, Mulrone, Claire & 1 more

Hi Eoin

I really like the idea of a section on the mentors. For example I was with the BBC all morning yesterday filming the mentors delivering workshops to year 9 pupils in St.Malalchys which will be shown on Red Nose Day in March. Definitely go with the mentors section as it will also allow pupils to identify those in their school who they can go to.

Thanks Again

Gary

[See More from Eoin Trainor](#)

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Good morning Eoin, Cormac & Steven

It would definitely be useful to encourage those speaking on the video to focus on mental health, young men and possible benefits of young men mentoring their peers. The aim of this project is use sport as an engagement tool and our choice will be outdoor adventure sport and team building. Considering Banjo Bannon's initial interest in this came about as a result of being involved in cross community youth projects as a teenager, it would be good for him to mention the potential successes created from this type of activity.

I am happy to go with the people I suggested;

- Ken Harland can speak about young men and mental health
- Banjo can talk about outdoor sport and his own success on Everest
- Koulla can talk about the issue of mental health and young people as NICCY recently launched a NI wide report on young people and mental health.

I would also like them to specifically mention the name of the project, Endeavour. Below is a link to a video that was shown on ITV news last night. Lighthouse worked with the soccer team after the death of their player.

Thanks again for all your help.

<https://www.facebook.com/141539079290658/posts/1707048246073059/>

Regards

Gary

# Client Feedback

Hi Cormac, Steven & Eoin

I wanted to take this opportunity to provide you all with some much deserved feedback considering the amount of time and effort you have all put in.

Our first meeting with Claire present at UU was extremely productive and I immediately felt very confident in not only your knowledge, but was also very impressed by the enthusiasm you showed in the Endeavour Project. It very strongly came across from all 3 of you that this was work you believed in and felt honoured to be part of it. Well, I have certainly felt privileged to have you working on building our brand, the website, logo, business cards etc.

As someone with very limited IT ability, I was very dependent on your guidance and expertise and you did not disappoint. You all went over and above the call of duty and for that I am eternally grateful. The fact that you worked so hard on separate ideas and then came to Belfast to present them speaks volumes about your commitment. I am always somewhat nervous when I have made arrangements to meet high profile contributors so to turn up at NICCY and find out you had arrived 45 minutes early gave me real comfort, and I later found you in the Commissioners office, impressing her with your knowledge. She was also very impressed.

I am also really glad you all made the effort to wait and interview Banjo Bannon, that turned out to be a great bit of fun, but an excellent addition for the website.

In terms of the final products, I am absolutely over the moon. I love the website design, the logo, the music and the video you have produced, again all extras that I did not anticipate.

It has been a very worthwhile and rewarding experience and as a project you have no idea how grateful we are for your expertise, dependability and hard work. Such qualities will certainly stand you all in good stead for your future employability. Feel free to use me as a referee if you feel it might support future work.

Many thanks also to Claire Mulrone from the Science Shop & Adrian Hickey from UU for all their support in providing Lighthouse with a trio of very talented and kind young men.

Good luck with the concluding months of your degree course and all the very best with your future Endeavours!



# Client Feedback

I am more than happy with the feedback that Gary provided for us. I feel like we put in a lot of effort and committed our time to this project, which I feel is evident in the final outcome and also through this feedback. Gary was an absolute pleasure to work with, he was always willing to help us out in anyway he could and that made some things, like the interviews, run smoothly. It was a real privilege to be part of the project and knowing the hard work we put in goes toward saving lives and helping vulnerable people.

# Evaluation

During this project for Endeavour, I was mainly tasked with creating visual assets for print, web and also some simply motion graphics for the video. Although we all contributed to each part of the project, each member played to their strengths to produce the best possible outcome for each variable.

Gary was a great client to work with. He was always available to help, whether it was organising meetings with the interviewees, typing out content for the website or travelling to the university to meet up for a discussion. He always give us feedback for the proofs we sent him and he always replied to emails within 24 hours. Having a client who replies to email fast has a massive impact on production as we never had to wait overly long for Gary's input.

Gary gave us free reign with the project which let us have creative freedom. Following the first meeting with Gary, we knew what kind of style he would like, but he never limited us to any specific style, font or colours. This applied to all the assets.

As a group, we always had the work produced on time if Gary wanted something specific. For example, we wanted to have an updated draft of the video for Gary when were meeting him for payment of the web hosting and Wordpress theme. Although the project doesn't actually launch until January, it was always in our interest to have the entire production wrapped up long before then. Thankfully, we never stumbled across any serious problems or complications. Everything went to plan and went as smooth as possible.

As a whole, I feel the project went all to plan and we worked well as a team. One benefit of the team is that we all specialised in different areas such as graphic design or coding or web design. We delivered all variables which were required and to a professional standard. This project has further increased my skill in working for a client, working to a deadline and producing work for a client. These are transferable skills which will no doubt be useful in the future and applicable to any future jobs.

**Cormac Donaghy**  
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