CARE ZONE

COMMUNITY   **COMPASSION**   **HOPE**

"The Care Zone to me is actually magical, it's a whole new, different way of working. It's that bottom up approach that represents every local resident."

Jo Murphy
Lighthouse Charity

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INTRODUCTION

"COMMUNITY. COMPASSION. HOPE"

In a group of 3, which included Mark Fox, Chloe Magee and myself. We all chose a creative project from Claire's science shop which we were interested in.

For our project we chose the organisation called Care Zone who are looking for a rebranding of their organisation which consists of a new logo, web presence, images and videos of community champions. Jo Murphy is the project lead of Care Zone and highlighted the importance about instilling the meaning of 'hope' behind the new re branding.

Care Zone seeks to support local residents to improve their health and social well-being, with the longer-term aim of reducing suicide, giving the community an online resource that gives them a voice and a place to go for help.

RESEARCHING CARE ZONE

• Care Zone Health Profile
The Care Zone health profile was produced as part of the Care Zone project, which was established as a community development in order to tackle poor mental health and to reduce suicide in the Sacred Heart Parish area in North Belfast. The project is led by the Lighthouse Charity and brings together a number of key stakeholders which work within the area, including statutory, voluntary, community organisations and local residents.
Part of the project was the establishment of an evidence base which highlights the severity of the health challenges that local residents are facing. The health profile was used to advise the training of a group of local residents as 'Community Champions' and subsequently used to structure focus groups with the local residents on public health challenges in the Sacred Heart Parish area.

• Care Zone Report

• A sense of peace

• Social Media and Website
Care Zone don't have any social media or a website, they currently share a website with Lighthouse and post on their Facebook, which we think is an opportunity to reach out to more people as if they have a social media presence more people can get connected and this is somewhere where they can post videos and photos of events.

CONTINUED...

I looked at all these booklets to gain more knowledge about Care Zone and to see what kind of typography, colour themes, images, etc which they are using so this will help whenever in the designing process and coming up with ideas of how I will rebrand Care Zone with the requirements which were stated in the meeting. I want to ensure that with my designs that they will meet the clients brief of what they have asked for, creating a brand which is consistent and modern to appeal to all ages with their wide target demographic.

Whenever choosing colours I will need to be careful also to it ties in with the meaning behind Care Zone and the logo, 'Community, Compassion and Hope'.

CREATING THE BRIEF

We had our first meeting with Care Zone where they discussed their vision for the new branding identity for the organisation. Some of the things which were outlined include:

• A new quirky wholesome symbolised logo – thinking about the three words, community, compassion and hope. The logo had to have a meaning behind it, something that the community can connect with.

• Using visual symbols to connect with meaning throughout the designing, including the website, logo, posters, etc. Has to be easy to understand for the target audience has it is aimed at a community ranging from all different ages.

• Care Zone are passionate about spreading the gift of hope throughout their community and wanted to ensure that we brought this message across the new branding.

• A website to be made for Care Zone. Pages which Care Zone wanted on the website include,
1. Recruitment page for volunteers to apply, an events page which shows upcoming events too.

2. Health and well-being page which states all the services across Belfast, this will include a PDF on the page showing a 'z card' from the Public Health Agency. This page will show all the different mental health, e.g. eating disorders, links to support people.

3. Partners page, their resources and people e.g. Public Health Agency.

4. Gallery of photos and videos of what has happened already in Care Zone and event photographs. We are to source out clips which have already been taken before as well from Belfast Live.

5. Community champions page which will include short interviews to showcase voices of activists and local people of their opinions and views and the main pages to include on a website i.e. contact, about pages.

• We will also produce a showcase video for Care Zone which will be included on the website also. Care Zone want their website to show 'What we can do', from the community up.

• A site map and guide will be produced for the website so Care Zone are able to update it when needed and know how to do this easily.

• Mock ups will be produced to showcase the new branding identity, this will be published on clothing designs, the website, etc.

• We also suggested to Care Zone, that we thought to reach out to more people we thought social media accounts would be a good way of doing this as it will reach out more to the younger audiences with the use of Instagram and Twitter and older audiences who use Facebook, alongside the website where anyone can access. Care Zone were happy with this idea and agreed that we will make them a social media presence.

Conclusion

To conclude the overall points which Care Zone talked about in the meeting, the aim of the new design is to instil positivity, bringing a community together and spreading hope which is to be shown throughout the new branding identity, to let people know that Care Zone is here for their community because some people may not know that they live in a Care Zone area.

In Care Zone's current logo, they emphasise 'Community', 'Passion' and 'Hope' - ultimately the main goal for us as a group is to try and reflect this in a way in which all members of this area will feel involved and are aware of the support at hand for them. The target demographic highlighted in the meeting is all members of the community so it is extremely important for us to be inclusive in our approach to this project.

WHAT ARE WE GOING TO DO ?

• Produce a website on WordPress, Care Zone are happy with buying a template so it doesn't need to be free. New logo will be designed and produced with the meaning of 'community, compassion and hope'.

• Get involved in the community and attend events.

• Take interviews of activists and local people to showcase opinions and views.

• Get as many people involved, we can do this by giving Care Zone a more active online presence - e.g. Revised Facebook.

• On the Care Zone social media accounts, we will create a trending hash tag which immediately links to related posts that people can use and get involved.

• Social Media, We had the idea that at events we will look into the possibility of creating a Snapchat filter that will be entertaining for people to use, however because we will not be available after the assignment to update these filters we believe it might be too difficult and complicated for this to be handled and updated easily. We could also go 'live' at any event on Facebook or Instagram depending on the appropriateness of the event content so that people who cannot attend the event can still feel a part of it by virtually being there.

• Creating promotional posters/leaflets for events.

• Before and After photos, if there is potential to show how certain parts of the area are improving it's crucial, we show this. Gain access to photos used on social media and Lighthouse website.
• Promotional/Showcase Video, If the opportunity to create a video to promote an event or the area arises, we will create it.

• Obtain a domain for the website (keeping it similar to their new twitter and Instagram handles).

BENCHMARKING

In order to gain more of an understanding of the Care Zone project as group we researched and assessed various organisations that are similar to Care Zone.

One of the main priorities of the Care Zone is to create an online presence (A website), we carried out an exercise in our preparation where our group compared and contrasted a total of 9 websites that Care Zone can relate to. This exercise gives us more of an understanding of the kind of features and style to be taken into consideration whenever designing and building Care Zones website. In our group we chose 3 different websites to compare to total 9 websites altogether and we displayed our benchmarking on a chart. The websites which we looked at include:
• Movember
• EIF (Early Intervention Foundation)
• Family Links
• Young Minds
• TASC (The Alliance of Suicide Prevention Charities)
• Think Twice
• Extern
• The Calm Zone
• Papyrus

The main factors we will be assessing are:
Target audience, colours used, images used, logo, the typography, the content itself, their target demographic, exclusivity, social Media presence and an Evaluation – is this relative to Care Zone?

I created the chart to display the benchmarked websites in Adobe Illustrator, colour coding the different websites of each person in the group to show who done what. The first 3 websites displayed in the chart were completed by Mark, the second 3 were completed by Chloe and the last 3 were completed by myself.

BENCHMARKING 1.

	MOVEMBER	EIF	FAMILY LINKS	YOUNG MINDS	TASC	THINK TWICE	EXTERN	THE CALM ZONE
FIRST IMPRESSIONS	The website is very quirky	Dull however.purple across website to promote peace	Simplistic and informative design	Uses imagery to represent a positive outlook	Very text heavy Impression	Uses imagery and colours to represent positivity	Very inconsistent in the colour theme throughout	Nice design but too much dark colours - dampen mood
TARGET AUDIENCE	Located on homepage	Located on homepage	Located on homepage	Located on homepage	Located on homepage	Located on homepage	Located on homepage	Located on homepage
CHIEF AIM	Located on homepage	Located on homepage	Located on homepage	Located on homepage	Located on homepage	Located on homepage	Located on homepage	Located on homepage
RETINA (HD READY)	Images and logo are high quality	Images and logo are high quality	Images good quality, logo slightly lacking	Some images are not HD	Some images are not HD	Some images are not HD	Most images are HD	Images and logo are high quality
RESPONSIVE	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
CONTENT IN PRIME POSITION	Header image	Header image	Text and header image in 50/50 split	Image Slider	Support links	Image Slider	Image Slider	Image Slider
BODY TEXT FONT	Anton	Roboto, Arial, Helvetica, sans-serif	Alright Sans, Arial sans-serif	Sans Serif	Sans Serif/Serif Lato, Arial	Sans Serif Raleway, Helvetica	Lato, Sans Serif	Open Sans, Sans Serif
LOGO PLACEMENT	Top left	Top left	Top left	Top left	Top left	Top left	Top left	Top left
CONTENT MANAGEMENT SYSTEM	Wordpress	Soap Box	Wordpress	GitHub	Wordpress	Wordpress	Wordpress	Wordpress
ANALYTICS EMBEDDED	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics

BENCHMARKING 2.

	MOVEMBER	EIF	FAMILY LINKS	YOUNG MINDS	TASC	THINK TWICE	EXTERN	THE CALM ZONE
PRIMARY MENU FORMAT	Full exposed click through	Full exposed click through	Full exposed click through	Drop down	Fully exposed click through	Drop down	Click through and rollover	Click through and rollover
PRIMARY MENU POSITION	Horizontal top	Horizontal top	Horizontal top and vertical left	Horizontal Top	Vertical Left	Horizontal top	Horizontal top	Horizontal top
GETTING TO TOP PAGE	There are no means of getting to the top of page	There are no means of getting to the top of page	There are no means of getting to the top of page	Back to top button	Arrow button	None	None	None
SITEMAP	Bottom of page	Below Navigation	None	In footer	On most pages	None	None	None
BREAD CRUMBS	None	Yes	None	Yes, on top of header image	None	None	None	None
CONTACT PAGE	Page footer	Page footer	Page footer and navigation	In the primary menu	Exposed in header	Exposed in header	Page footer	Exposed in header
NO. CLICKS TO CONTACT	Two clicks	Click and drag	One click	Scroll below fold and one	One click	Scroll below fold and one	Scroll to the footer	View on header
EXPLANATION OF SERVICE	One click	One click	Home page header	On the homepage	On the homepage	On the homepage	One click	Home page header
OUTDATED CONTENT	None	None	None	None	Links to articles 3 years or older in "Recent News"	None	None	None
SOCIAL MEDIA	Page footer	Navigation	Page footer	Links in footer	None	Page footer	Links in header	Links in header

BENCHMARKING 3.

	MOVEMBER	EIF	FAMILY LINKS	YOUNG MINDS	TASC	THINK TWICE	EXTERN	THE CALM ZONE
F&Q SECTION	A click away	None	None	Below the header image	In the primary menu	In the primary menu	None	Two clicks away
PRIVACY POLICY	Website footer	Website footer	Website footer	Two clicks away in footer	None	None	None	None
SEARCH	Embedded on navigation	Embedded on navigation	None	Embedded in homepage	Embedded in resources page	Embedded in header	None	Embedded on navigation
TYPE OF SEARCH BUTTON	Icon dropdown	Icon dropdown	None	Text pop up	Drop down	Text and dropdown	No search	Icon with text
LOAD TIME	4.15s	1.20s	0.96s	1.43s	1.33s	2.09s	0.89s	0.93s
EMAIL SUBSCRIPTION	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
MULTILINGUAL	Google translate plug in	Google translate plug in	Google translate plug in	Google translate plug in	Google translate plug in	Google translate plug in	Google translate plug in	Google translate plug in
NO. LANGUAGES OTHER THAN ENGLISH	50+	50+	50+	50+	50+	50+	50+	50+
HOW MANY FONT TYPES	2	3/4	3	2	3	2	2	2
CLEAR & ACCURATE HEADINGS	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

BENCHMARKING 4.

	MOVEMBER	EIF	FAMILY LINKS	YOUNG MINDS	TASC	THINK TWICE	EXTERN	THE CALM ZONE
ARE LINKS VISUALLY DISTINCT	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
LINK UNDERLINING	No	No	No	No	No	No	No	No
HYPERLINKS CHANGE COLOUR IF VISITED	Embedded on navigation	Embedded on navigation	None	Embedded in homepage	Embedded in resources page	Embedded in header	None	Embedded on navigation
OVERALL SCORE	60%	32%	18%	58%	19%	59%	40%	60%

								PAPYRUS
FIRST IMPRESSIONS	hard to navigate, left no direction of where to go	**RESPONSIVE**	Yes	**CONTENT MANAGEMENT SYSTEM**	WordPress
TARGET AUDIENCE	Homepage	**CONTENT IN PRIME POSITION**	Slider Image	**ANALYTICS EMBEDDED**	Google Analytics
CHIEF AIM	3 clicks away	**BODY TEXT FONT**	Roboto, Sans Serif	**PRIMARY MENU FORMAT**	Pop up menu
RETINA (HD READY)	Some images are HD	**LOGO PLACEMENT**	Top left	**PRIMARY MENU POSITION**	Horizontal right

BENCHMARKING 5.

					PAPYRUS
GETTING TO TOP PAGE	None	**SEARCH**	Embedded on navigation	**HYPERLINKS CHANGE COLOUR IF VISITED**	No
SITEMAP	None	**TYPE OF SEARCH BUTTON**	Drop down search button	**OVERALL SCORE**	12%
BREAD CRUMBS	None	**LOAD TIME**	2.06s		
CONTACT PAGE	Page footer	**EMAIL SUBSCRIPTION**	Yes		
NO. CLICKS TO CONTACT	Scroll to footer	**MULTILINGUAL**	Google translate plug in		
EXPLANATION OF SERVICE	3 clicks away	**NO. LANGUAGES OTHER THAN ENGLISH**	50+		
OUTDATED CONTENT	None	**HOW MANY FONT TYPES**	2		
SOCIAL MEDIA	Links in footer	**CLEAR & ACCURATE HEADINGS**	Yes		
F&Q SECTION	3 clicks away	**ARE LINKS VISUALLY DISTINCT**	No		
PRIVACY POLICY	None	**LINK UNDERLINING**	Yes		

EXTERN

Extern is the leading social justice charity on the island of Ireland

• **Target audience:** Externs target audience is very wide, offering support to everyone from children, young people, individuals and families. This is a similar demographic to Care Zone which is why I looked at this website.

• **Colours used:** Green, Pink and White. The colour green has meanings of life, renewal, nature, and energy, is associated with meanings of growth, harmony, freshness and safety. The colour pink is the colour of universal love of oneself and of others. Pink represents friendship, affection, harmony, inner peace, and approachability. White is associated with light, goodness, innocence and purity.

• **Images used:** There are many images used on this website, especially the events page with loads of event images showing many people together having fun which is something similar to which Care Zone would like for their images.

• **The logo:** The logo is text based with their slogan below the logo saying 'Changing Life's everyday' I like the clean look to this logo and it is very modern looking and stands out.

• **The typography:** The typography is a basic font which makes it very easy to read and works well with their website style and there is no difficulty in reading the typography as it is very clean which is what Care Zone would like for their website to suit people who are illiterate.

• **The content:** I think this website is very text heavy, not a lot of symbolism or using pictures instead of text. Menu navigation is very confusing because there is so many pages to access.

• **Social Media:** All their social medias are very active and regularly post to them.

• **Evaluation:** Overall, I think this charity is similar to Care Zone in that their website and social media are based on a wide demographic so all their content is suited for all audiences and I like that they have loads of pictures showing their events and people working together.

THE CALM ZONE

https://www.thecalmzone.net

My write up summary is included in the next following pages for 'The Calm Zone'. Here are some images from 'The Calm Zone' website which I liked and can be used for inspiration for the Care Zone website. The images display their helpline page, their previous and upcoming events, a page where it talks about how you can help out in the community e.g. volunteering etc. Lastly there is a page talking about who Calm is and I really liked the style and layout for this.

PAPYRUS

https://papyrus-uk.org

• **Target audience:** Papyrus is the national charity dedicated to the prevention of young suicide.

• **Colours used:** Purple, Blue and White. The colour purple has meanings of extravagance, creativity, wisdom, dignity, devotion, peace and independence. The colour blue is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith and truth. White is associated with light, goodness, innocence and purity.

• **Images used:** I couldn't find an events page easily with images used to show these events. However, there is a good use of images used on the homepage.

• **The logo:** I really like the logo of the two speech bubbles, I think it works well behind the meaning of charity.

• **The typography:** I don't think the typography works for this website as it doesn't really stand out because it is a thin font and gets lost against images.

• **The content:** I think this website is very text heavy, not a lot of symbolism or using pictures instead of text. Menu navigation is very confusing because there is so many pages to access.

• **Social Media:** All their social medias are very active and regularly post to them. I particularly like the Instagram page for Papyrus as they have made their own icons for highlights and their social media feed looks really nice and stands out. (images added below).

• **Evaluation:** I personally don't really like the website; I think it looks slightly outdated and not really appealing to a younger audience who are their target audience. However, their social medias are very updated and suitable for their target audience.

OVERALL SUMMARY

After analysing these websites, we chose some of our favourites from the 3 websites which we individually looked at. We produced a short summary on each of these websites to explain why we liked the website, this being features the website may have, colour scheme, typography, etc. These include:

1. MOVEMBER

https://uk.movember.com/

• **Target audience:** Primarily for Men as it's targeting testicular cancer and prostate cancer. It's marketing campaign encourages people to grow moustaches.

• **Colours used:** Black, white and blue. We liked this as your eyes don't wander, you can identify each heading clearly as it is very clean and stands out.

• **Images used** are very silly and funny which mainly promotes positivity they also involved both genders and all ethnicities which is an important as it gives the impression it's very inclusive.

• **The logo** is straight to the point in promoting their campaign simple moustache, simple colours.

• **The typography** is a very loud font as it's all in capitals which gives a serious message.

• **The content** (more importantly what words they use) – immediately drawn to words on the first page such as 'DONATE', 'GROW', 'MOVE' and 'HOST'.

• **Social Media** is very active.

• **Evaluation: Is this relative to Care Zone?**
Some factors we can use for encouragement in our approach to our project. We particularly liked how little words Movember uses as they do it in a style that is positive and entices you to get involved.

2. YOUNG MINDS

https://youngminds.org.uk

• **Target audience:** Young Minds was directed at children and adolescents; however, Care Zone is directed to people of all ages and gender. The consistency of colours and text is what makes the website.

• **Colours used:** They use 4 colours; white (to represent goodness), yellow (to represent optimism), grey (to represent security), and occasionally blue (to represent trust) but it works well for the target audience as it's bright and fun looking, encouraging.

• **The logo:** is simple and uses their key colours and would be transferable for print and other areas.

• **Images used:** The use of videos and images to explain and demonstrate stories is something we would want to do within the Care Zone website, none are negative and are of good quality. However, some of the text is still quite wordy and so in our website we might decide to have a sound bites (or soundbite alternative) for those with literacy issues.

• **The typography:** is consistent and used well for headers and key points and slogans or tags, such as "#HelloYellow" for World Mental Health Day. The navigation is easy to get through and key buttons or places on the website are a different colour.

• **Social Media:** accounts are very active and updated regularly.

• **Evaluation:** Overall, we think Young Minds is the best for content, with TASC being the best for support/helplines, and Think Twice is the best for not having too much text but also being appropriate for all genders and ages. The use of hashtags and slogans within Young Minds and Think Twice is something that can be used for Care Zone as it could be used throughout website and social media.

3. THE CALM ZONE

https://www.thecalmzone.net

• **Target audience:** CALM is a leading movement against suicide. They focus on the suicide of men; the single biggest killer of men is under 45 in the UK.

• **Colours used:** Black, navy, white and yellow. Yellow is used to highlight big titles which they want to stand out. The Navy and black tends to be used in the background and buttons etc. White is the text.
Navy conveys importance, confidence, power and authority.

• **Images used:** I couldn't find many images on the website, there are a few videos displayed on the website but I think more images and videos would make the users connect more with the cause and gain more understanding of what the website is conveying.

• **The logo:** The logo is displayed in a speech box which I think it is trying to convey to speak out more, but I don't think it is a very effective logo if it was to be put against other layouts such as poster, leaflets etc.

• **The typography:** The typography is very bold, easy to read and stands out against the background. Headers are based in capitals which stands out against other text.

• **The content:** #LETWHATINSIDEOUT is a hashtag which they have trending around their website is a campaign they have with Topshop where their brand is imprinted onto t shirts and other clothing to spread the word out for the awareness of speaking out is important.

• **Exclusivity:** Girls can get involved too as well as men, and with the Topshop and topman launch anyone can wear the clothing, made to feel a part of the cause and promoting mental health.

• **Evaluation:** Overall, this website looks very modern and professional looking with the style, colours giving a chill/calm tone throughout the website. I think some factors could be used towards our project with Care zone such as the bold font as I think this is very effective. Isn't too information heavy which can be used towards our project with more visual content.

EVALUATION

Out of all 9 websites,
If our target audience was children and adolescents, we would choose Young Minds, however our audience is a community of all ages and genders and so Think Twice suits best as if an adult who viewed the Young Minds website, they wouldn't think it was a place for them unless they were a parent. Think Twice gives a different impression compared to the other websites as it doesn't just identify to one age group or audience.

CURRENT DESIGN

In Care Zone's current logo, they emphasise 'Community', 'Passion' and 'Hope'. The main goal for us as a group is to try and reflect this in a way in which all members of this area will feel involved and are aware of the support at hand for them. The target demographic highlighted in the meeting is all members of the community so it is extremely important for us to be inclusive in our approach to this project.

Care Zone's current logo doesn't stand out, or symbolise anything to mean much to the community which is why I wanted to produce something which will mean something to the community and where people will look at the logo and know what it symbolises and stands for, still bringing in the meaning of 'Community, Compassion and Hope' into the new logo design.

Care Zone didn't have a consistent theme throughout their brand, so I want to create a branding identity for them where it is consistent with colours, style, etc. So that their brand is more recognisable to the community with consistency throughout all their platforms i.e. website and social medias. I really liked the design of the booklet called 'A Sense of Place' I thought the design was really nice and modern with the illustrations of the maps of the community area. I used this for inspiration for some of my designs for Care Zone.

RESEARCHING LOGOS

I got a lot of logo inspiration from Pinterest. I made a board where I saved any logos related to Care Zone for e.g. mental health logos. I was looking for inspiration for a symbolised simple logo which had big meaning behind it as Care Zone stated that they wanted for the new design. All these designs inspired me towards my designs, I liked the simplicity to them and how they look very clean and modern looking.

CONTINUED...

These were my top 4 favourites for logo inspiration which really inspired me towards my ideas for logos. From all the logos I really liked the bright solid colours which sat behind them and how the logos were in a solid bold colour, typically white. I thought this really makes the logo design stand out and look very modern and would look great against poster/leaflet designs and social media, etc. My favourite from all 4 has to be the 'Voices of Youth' I love this logo because it is so simple but effective with the letter 'V' being turned into a

speech bubble to portray a conversation. I like these styles of logos and this is where I took a lot of my inspiration from viewing these designs.

My second favourite design is the red background logo where they have shaped the hands into a shape. I really like this logo as I thought this would look great redesigned in the shape of a heart to connate the 'Compassion' and the hands of the symbol would connate 'Community'.

The other 2 logo designs were in the shapes of hearts, which I thought the heart symbols would meet the meanings behind Care Zone the most as they symbolise love, care, etc.

RESEARCHING COLOURS

OPTION 1.

OPTION 2.

OPTION 3.

OPTION 4.

OPTION 5.

OPTION 6.

COLOUR MEANINGS

The most common colours which I used throughout the different colour palettes are purple, dark blue and pink. I tried to stick to these colours because I think they symbolised the meaning behind Care Zone the most and I wanted to choose colours which had meaning to Care Zone rather than just random colours which look nice.

• Purple
The colour purple represents power, and ambition, wisdom, devotion, peace and independence. The colour purple has a variety of effects on the mind and body, including uplifting spirits, calming the mind and nerves, enhancing the sacred, creating feelings of spirituality, increasing nurturing tendencies and sensitivity, and encouraging imagination and creativity.

• Dark blue
Blue is often associated with depth and stability. The colour symbolises trust, loyalty, wisdom, confidence, intelligence, faith and truth. Blue is considered beneficial to the mind and body and produces a calming effect. Blue is strongly associated with tranquillity and calmness.

• Pink
The colour pink is the colour of universal love of oneself and of others. Pink represents friendship, affection, harmony, inner peace, and approachability. I really liked the meaning behind this colour the most as I think it describes Care Zone the most within a colour.

The other colour meanings include:

• Green
Green, the colour of life, renewal and energy, is associated with meanings of growth, harmony, freshness, safety and environment. Green is soothing and relaxing, it helps alleviate anxiety, depression, and nervousness. Green also brings with it a sense of hope, health, adventure, and renewal, as well as self-control, compassion, and harmony.

CONTINUED...

• Teal

Teal combines the calming properties of blue with the renewal qualities of green. It is a revitalizing and rejuvenating colour that also represents open communication and clarity of thought. I liked the meaning behind this colour because I like how it represents open communication which is important when dealing with mental health, being able to communicate with others and get help.

• Yellow

Yellow is the colour of sunshine, hope, and happiness. The colour stands for freshness, happiness, positivity, clarity, energy, optimism, enlightenment, remembrance, intellect, honour, loyalty, and joy. Again, this colour has meanings which are associated with what the Care Zone is about and it is a very bright colour which stands out. However, it is hard to use this colour in design where it isn't too distracting or can sometimes be hard to look at.

• Light Blue

Light blue is a peaceful, calming colour. Doing some research, according to colour psychology, blue is associated with trustworthiness and reliability. Blue is also said to promote feelings of tranquillity; light blue's gentle appearance means it is particularly likely to make that impression.

MURO

AQUAWAX

Coolvetica

BEBAS

JAVATA

COUTURE

helvetica

cocogoose

CONTINUED...

I downloaded all these fonts from DaFont.com, which is a website which contains many different fonts to download for free.

I particularly liked the bold fonts such as, 'Muro', 'Javata', 'Aquawax' and couture for headings which I would want to stand out for e.g. headers on the website to signify important information and designs for the posters/leaflets as they are nice bold fonts which are easy to read and work well with basic body texts such as 'Helvetica', 'Calibri' etc.

The other fonts were more subtle fonts which aren't so bold compared to the others which I liked for sub headers and 'Helvetica' as body text. I wanted to keep 'Helvetica' as body text as I think this font goes with any other font which I looked at and it is very easy to read.

Favourites

My most favourite fonts were 'Muro', 'Javata' and 'Bebas' because they were nice big bold fonts which will emphasise important texts and stand out with the boldness. They are easy to read and will sit well against poster designs, leaflets and the website as they aren't too distracting and decorative as a font.

Least Favourite

For my least favourite font I ended up disliking 'Coolvetica' as I think it was too curly of a font for Care Zone and not really professional looking for a website.

RESEARCHING WEB DESIGN

On Pinterest, I made a mood board and saved website designs I liked the look off which would work for design for the Care Zone brief. Also benchmarking websites similar to Care Zone had already gave me an idea for what these websites typically look like as I wanted to create a design which is professional and suitable for Care Zone. From the images above were my top favourite website designs which I saw on Pinterest, these websites have similarities to each other where they have a basic layout which I think is suitable for Care Zone as they want a website which is easy to navigate and targeted to all ages. This type of layout makes everything to be easily accessed without confusion and difficulty and with videos and images inserted on the website it'll be visually interesting and not text heavy as some of the videos will explain what Care Zone is with the Community Champions.

RESEARCHING TEMPLATES

1. EXFORD

On WordPress I looked at templates which would go along with the same sort of layout inspiration which I found on Pinterest. For the first template I found with a similar style was a template called 'Exford' which is a free WordPress template available to download. This template has similar design and layout like the images I found for inspiration and I think this design looks very clean and professional for Care Zone and one of my favourites from all the templates.

2. BALASANA

The second WordPress template which I found was 'Balasana' which is another free template to download. Again, this template is very simple and minimalistic and very clean looking which is why it also inspires me for the website design.

3. OVATION

This third WordPress template had a cost of £62 compared to the other templates which were free. This template has a unique design and style which is very nice and stands out. However, I think the theme is too dark in theme and very graphic which is good but I don't think it expresses Care Zone enough and looks slightly more like a portfolio website. However, I will take certain aspects from this template into consideration whenever designing mock ups for the website as it is very unique.

RESEARCHING SOCIAL MEDIA

INSTAGRAM
@Papyrus_uk

I benchmarked Papyrus website which wasn't very updated, looking at their Instagram page it is very updated and visually appealing. I love that they have created their own icons for the highlight's menu for their story, which inspires me to produce icons for Care Zone's Instagram highlight icons.

For these icons I can include an icon for each word behind the meaning of the logo, 'Community, 'Compassion, and 'Hope'. All their posts are colour themed to their branding identity which keeps everything consistent and visually attractive. It also makes people identity the brand easily which is what I want to produce with my designs. The social media accounts will be used to upload event information and pictures from events to promote them to encourage more people to join and get involved.

TWITTER

@PAPYRUS_tweets

I looked at Papyrus twitter page to compare the difference between their other social media. Like their Instagram, the theme is consistent and looks very professional with regular updated tweets and pictures of recent events.

They have trending hashtags for e.g. "#CharityTuesday" which I would like to do similar to Care Zone's Twitter page because this way with a trending hashtag which everyone can use, it'll get more people involved and promote events more.

I also looked at their Facebook page which is regularly posted too, also sharing their posts from the other social media platforms to this platform to ensure anyone who doesn't have for e.g. Instagram are still involved and can see the content on this social platform.

RESEARCHING BUDGET

Domain and Hosting

In our group we compared prices of domains and hosting for the domain name 'carezone.org' These are the 3 different options we found:

• **IONOS**

Domain is £1 for first year, then £16 per year afterwards.

Hosting is £1 per month for first year, then £5 per month afterwards. • 123Reg

Domain is £11.98 valid for 1 year, then it is annual renewal after for the same price.

Hosting is £5.49 per month, however could go back up to £7.99 per month.

• **GoDaddy**

Domain is £7.99 for first year, then £19.10 for renewal afterwards. Hosting is £3.99 per month, but could go back up to £7.99.

As a group we recommend getting Care Zone's domain and hosting from separate companies as their website will less likely to be hacked this way.

Printing

We compared prices of printing for posters and leaflets and received quotes from quantity of 100 for reference.

DP (Digital Printing) Online

• Posters A4 £78. 78p per unit.

• Folded leaflet A5 £15.56. 16p per unit.

Instant Print

• Posters A3 £30.

• Folded leaflet A5 £21

RESEARCHING ICONS

SUMMER

XMAS

I wanted to create an icon pack for Care Zone which they could use for different seasonal events. So, I looked on Pinterest for inspiration for summer icons which can be used for posters, leaflets and on the website over the summer period. I also looked on Pinterest for Christmas icons which can be used for the same reasons and from Pinterest I liked these icons as it is clear to see what each icon is. When making these icons I have to be careful with the icons I choose as the target audience is varied and I don't want to offend anyone and keep the icons relevant.

These icon packs really inspired me towards my designs and I will be creating similar icons to these in Adobe Illustrator.

On Pinterest, I researched Christmas graphics to give me an idea the type of illustration style I would like to produce for Care Zone's Christmas leaflets. I liked all these graphics as I think they are visually interesting to look at and simple but effective. The second image shows the graphics being used with text which Care Zone's leaflet will contain and these graphics look really well alongside the text which is what I would like to produce whenever making the Care Zone leaflet. The main theme for the Care Zone leaflet is Santa and his elves, so I wanted to create a graphic of an elf and the last image inserted above really inspired me towards ideas for graphic designs which I could produce for the Christmas leaflet.

I really like the layout for these Christmas leaflets I think it stands out and looks visually attractive and professional, I want to produce something similar as I think it will work well with the guidelines Care Zone provided for how they would like the leaflet to promote. I think these leaflet designs look fun and interesting which is the message I want to promote with the leaflet design as the leaflet is for a Christmas clean up and I want to make it sound interesting to all ages to come join Care Zone to this event. I found these leaflet designs on Pinterest also.

I really love these poster designs; I think the bold text is very effective against the coloured backgrounds. The first poster has a very effective message being said with the use of little imagery which I think works really well. It includes a speech bubble reading "Ask More" and thought bubble reading "Assume Less". I like this design as I think it is a very true saying regarding mental health, telling anyone reading the poster a strong message which could potentially help anyone who is struggling and needs to talk to someone. This poster is telling the readers to talk to people. The second poster design is my favourite as the colours used really stand out and has a small illustration of the brain to portray mental health. There is a quote which reads "Just stop being so negative" I like the idea behind this poster using quotes and messages which really inspires me towards the ideas behind designing my posters.

Looking at all these poster designs on Pinterest has inspired me towards ideas for my poster designs where I would like to produce something text based behind a bright colour so it'll stand out to readers. My idea behind this is to use these posters to promote the cause and to send positive messages to the community, which is what Care Zone is about.

I think these posters are impactful and stand out with a big bold text with a bright colour behind them, they are simple but very effective at the same time where anyone walking by can read them and hopefully be affected in a positive way and if they are struggling with mental health that they will reach out to someone to communicate because it is a very important cause where so many people are suffering different issues.

RESEARCHING TEMPLATES

I researched templates to use for my mock up designs in my design decks to present to the client our ideas so they could see it visually without having to imagine what the final product will look like. I wanted to use templates with similar style to each other so it is consistent throughout all the designs. I began by researching a template to use to showcase the website on different platforms i.e. phone screen, tablet and computer. Showing the website on different screens will allow the client to see how the website will look across the different platforms and showing that the website will be responsive across these different platforms.

In our group we are also making social media accounts, So I also found template designs for the social media pages. On these templates I will upload mock up images and content to these templates so the client will get an overall feel for the design and see how the new branding identity will look overall.
I found mock ups for clothing which includes, T shit, polo shirt and hoodie design. For the design decks the branding identity being chosen to present will be presented on these clothing mock ups i.e. the logo design for Care Zone. Lastly, I got a template of a billboard post to present how the poster designs will look presented on a billboard in the street to give the client a more visual for the idea being presented.

DESIGN 1.

After researching logo ideas, I began designing my own logos with some of the inspiration I gained from my research. This is the first logo which I designed. The circles were to portray a community with the smaller circles portraying people's heads. I made these shapes to look like people holding onto each other with their hands to symbolise the community in the Care Zone logo. I choose purple, light blue and a dark blue, making each person a different colour as I liked what the meanings behind these colours which I have previously researched and included the meanings previously. Under the logo design I have wrote 'Care Zone' and 'Community, Compassion and Hope' underneath so people know this is what Care Zone promotes.

I have included a black version of the logo because with the different colours on the main logo, it may clash with other colours if the logo is sitting against an image.

THE PROCESS

In Adobe Illustrator, I used the shape tool and created a circle with a stroke of 28 pt with no fill. This first circle is to portray the bodies of the people in a circle. Next I made another circle which is a lot smaller compared to the first one and filled this with black and an outline stroke of 5 pt in white. This circle is to portray the head of the person to connect it with the body.

CARE ZONE

COMMUNITY | COMPASSION | HOPE

Now you can see that it is beginning to look like people in a circle. So, I wanted to add hands but using a simple shape. To do this I used the pen tool and created a curved line to portray a hand. I made the stoke white and 5 pt.

I added these strokes across the shape to make them look like arms and hands. Lastly, I added the text to the logo, I used the font 'Coolvetica Regular' for the Care Zone text and 'Helvetica' for the other text. After this I went into Photoshop and added colour to the font to create a colour version of this logo.

LIMITATIONS

After making this logo, I don't think it is effective enough and would stand out on a website, posters, etc. I think this logo it is hard to tell what it could be unless it was explained properly and I wanted to create a logo with covers all three words 'Community' 'Compassion' and 'Hope'. Even though I still do like this logo design, I wanted to make something better which will portray all three words which Care Zone are highly passionate about and want to promote to the community. I want to produce something that the community can relate too and something which is unique to Care Zone.

LOGO IDEAS

DESIGN 2.

From the previous logo design, I got an idea to use the letter 'C' from Care as the main part for the logo. I thought I could turn the logo into a person by adding a head and then adding the Care Zone name beside the 'C'. The other idea behind this logo was that the letter 'C' part with the head could eventually be identified by itself without the 'Care Zone' wrote beside it.

THE PROCESS + LIMITATIONS

logo. I think this logo is too simple and doesn't say a lot about Care Zone as much as I would like it too. Again, I used this dark blue colour because I think this colour works well with lighter background colours and also works in the reversed white colour for darker backgrounds.

The process of this logo is fairly straight forward. I began by using the text tool in Illustrator to add the letter 'C' I used the font 'Coolvetica Regular'. I then made a circle with the shape tool to add a filled circle to the top of the letter 'C' to portray a person's head. Lastly in the font 'Helvetica' I added the text 'Care Zone'. Overall, I like this logo design but I don't think it meets Care Zones brief with how they want the community to be able to relate to the

DESIGN 3.

I then produced this logo design with inspiration from my previous ideas. Similar to the first logo design, I wanted to produce something with shapes to portray people for the "Community" aspect which Care Zone promotes. So instead of a circle like my first design, I made a design of where it is two people coming together and hugging to portray "Compassion" and "Hope".

THE PROCESS + LIMITATIONS

I began by making two circles from the shape tool, I positioned the two circles horizontally parallel. I then used the pen tool to make a shape to look like arms. Once I made one arm, I duplicated this shape and flipped it so that they were identical all over. I then added the Care Zone text in the font 'Coolvetica Regular'. However, reviewing this logo, I don't think it is very effective and not what I thought it would turn out. Whenever designing the arms, I was trying to make them look like the letter 'C' to stand for the 'Care' from Care Zone but I ended up disliking this logo design.

LOGO IDEAS

DESIGN 4.

For my fourth design, I produced a logo in the shape of a flower, changing the opacity to see the different petals. Flowers symbolise friendship and love and I think a flower is a good symbol for Care Zone. I think flowers are very delicate too and so is mental health so I think this logo design is quite symbolic to the cause and something that the community could relate too.

THE PROCESS + LIMITATIONS

Using the pen tool, I drew out petal shapes, each petal I drew I adjusted the opacity to create an overlay effect for the flower, so the petals are visible. I used the smooth tool to ensure that the petals are perfect and no lines look wobbly. I repeated this process till it began to look like a flower. To ensure the other side of the flower is identical I highlighted all the petals and duplicated them, I then flipped them so they would be facing the other direction. I finished the logo with some petals in the middle and added text. The meaning behind this logo was strong but I think the logo was too complicated against backgrounds and didn't stand out.

DESIGN 5.

The leaf design in this logo is to symbolise hope, renewal and growth. A leaf can represent a variety of aspects of one's life as it is a symbol of life. I have put the leaf design inside the head to portray mental health as I think the meaning behind a leaf has a big meaning behind it and something the community can relate too. This logo has big symbolism behind it which is what Care Zone wanted for design.

THE PROCESS

I went through a process of this logo changing slightly. The first two images were what the logo originally looked like before the final thing shown in the last image. With the first design of this logo, I feel like it didn't stand out look very professional, So I tried changing the colour from the green to a lilac colour however, this colour didn't stand out either and looked washed out. So, I went and edited the logo slightly by adding more smaller leaves to the logo and adding a stem to portray a jawline for the face. I tried using the green colour in the beginning again but I didn't think it worked for the logo so I tried a dark purple and this stood out well.

CONTINUED...

I firstly drew an outline of a face with the pen tool and instead of drawing a brain, I made leaves to portray the meaning of life. However, I changed the leaf shapes and made the top of the leaf smaller and duplicated this and rotated the shape to outline a tree shape. I then illustrated a jawline shape to connect the leaves to the face to portray the 'stem'. I used the font 'JAVATA' which I downloaded from 'Da Font', this font is big and bold and will stand out against backgrounds as it is thick and can be seen easily.

LOGO IDEAS - TOP 3

DESIGN 6.

I made a design of using 'hands' in the shape of a heart to portray the 'Heart in Hand' which is a symbol of a heart in an open palm. The message behind this logo is that everything is given from the heart and Care Zone is here for you with an open heart and hand.

The purple coloured logo is used against light backgrounds and then the white logo is used against dark backgrounds.

THE PROCESS

I began by using the pen tool to illustrate the hand keeping in mind to keep it similar to a heart shape. After adding in all the fingers and gaining a rough heart shape, I went back into the shape and edited it more to make everything more even and symmetrical so that it would look as clean as possible. The typeface I used for this logo is 'Cocogoose'. Before I decided on this font, I tried using the font 'Helvetica' and using the text in different areas around the logo but it didn't stand out as much and was hard to read.

This logo was one of my top 3 designs from all my logos, I think it is very simple but effective and stands for what Care Zone is about. This logo can be easily identified and would look great against different designs.

DESIGN 7.

This design I kept things simplistic with the design but with meaning behind it. The speech bubbles are to portray Community Champions conversations that Care Zone are here to talk to, letting people know it is okay to communicate. That Care Zone are here to help others in need. The logo on the left will be used against light backgrounds. The logo on the right will be used against dark backgrounds to ensure the logo stands out and is easily seen.

THE PROCESS

I began by making two speech bubbles, for the second speech bubble I made it smaller and added a white stroke to the shape so the speech bubble wouldn't clash with the other shape and sit on top of it nicely. I then added text in the font 'Aquawax', using the same colours as the speech bubbles I done each word a different colour for consistency and then added the 'Community, Compassion, Hope' to the logo design. I added grid lines to make sure everything is aligned up with everything else and used the smooth tool on the shapes so that they looked very clean and professional.

OTHER IDEAS DISCUSSED

(Pinterest, 2019)

One of the ideas discussed as a group was to create Care Zone a Snapchat account to connect to the younger audiences, where Care Zone can upload event pictures and record videos. We also had an idea of where we can create a filter for Care Zone to use where anyone at these events can use this filter on their video or photo and it would be a way to get more people involved and Care Zone more known because anyone nearby will see the Care Zone filter and be curious to know more about the organisation and event happening.

However, we then came to a decision that this may be too complicated to take control off as well as the other social media on top. As making the filters can be confusing to someone unfamiliar with Snapchat.

(Far'n'Beyond I Design Print Digital, 2019)

We also discussed making a selfie frame for Care Zone to use to take pictures with at events as this is a very fun and interesting thing to do where people can get involved and it promotes the organisation, with all information such as the website and social media accounts so people can easily find them.

We think an A1 design would be perfect for Care Zone to use, which we will design and print for them to start them off.

THE PROCESS

From my top 3 logo designs, I began to make design decks for each individual logo design creating a branding identity, where I will talk through the different designs which include the colour theme, typography, website design etc. This is how my design idea was looking before I went back and made final changes, so originally my colour theme for this idea was green, lilac and blue. The green and lilac were the typical most common colours used throughout this design as the green is used for the logo and then the website was more lilac based in colour. With prior research done, I chose these colours because of their meanings, which include:

• Green is a colour that helps relieve anxiety, depression, and nervousness. Green also brings with it a sense of hope, health, adventure, and renewal, as well as self-control, compassion, and harmony.
• Lilac symbolises happiness, tranquillity, love and passion.
• Navy has positive effects on the mind and body. The colour also communicates significance.

The reason why I chose these colours as the colour green is very important to the meaning behind Care Zone as it brings connotations which they want to portray i.e. hope, compassion.

THE PROCESS

I decided to use the typeface 'JAVATA' for the headers for this design, which I downloaded from Da Font, I then chose to use 'Coolvetica' as the sub headers and 'Helvetica' for the body text.

• I chose this header typeface because it bold and will stand out, especially on print i.e. poster design. The bold capital typeface will communicate significance in text.
• The sub header typeface is easy to read and contrasts nicely with the other typefaces as it is a nice medium stroke nothing too heavy but bold enough to stand out still.
• 'Helvetica' is the typeface for the body text as it is an easily read typeface and works well with variety of typefaces.

For the web design I decided to bring in the lilac colour from the colour theme, I took on board on using the map from the Care Zone 'Health Profile' book as I think graphically looks very interesting and cool and it is the current map of Sacred Heart Parish Area. So, I took this map into Photoshop and edited to match the lilac from the colour theme as before it was just a brownish colour.

THE PROCESS: EDITING MAP

In Adobe Photoshop, I opened the original image of the map which I got from the Care Zone 'Health Profile'. I then went to Image - Adjustments - Colour Balance. I then adjusted the colour slider for the Yellow and Magenta settings and changed the colour of the map until I gained a nice purple effect. I then rotated the map by holding in 'Command and T' and holding Shift down while I rotated the map around until it was horizontal. Lastly with the opacity option, I turned the opacity down from 100% to 30% as I just want the map to be in the background of the website and wanted the text to stand out from the image so it is easy to read and that the image wasn't too distracting.

THE PROCESS

This T Shirt mock up shows the two different colours of logo used against different T Shirt colours.

I have designed two styles of which the logo's can appear on the T Shirts to give people more than one choice.

T SHIRT MOCK UP 06

INSTAGRAM:
FILTER 'GINGHAM'

07

On this design deck I only included a clothing mock up how the design would look like on a T shirt. I included two colours of a purple T shirt and a grey T shirt design with the white logo and green logo in use. Looking at these mock up designs, I think they're inconsistent with the logo design, for e.g. on the purple T shirt I have included a small logo in the top right corner and for the grey T shirt design I have used the logo to be cantered big. I don't think the grey T shirt and green logo works together looking at the mock up design which is what I will change in the edited design deck.

I also used a different phone template from the template pack which I used for the different web platforms which doesn't look very professional and as clean to present the design deck to the client with inconsistency so this is another pointer which I have to adapt in the edited design deck. For this page in my design deck I showed the Instagram page to give an example of how the images will look, I also included the filter which works nicely with the branding theme which Care Zone can use easily and for free on the Instagram app whenever uploading pictures. The filter which I used for the design is 'Gingham'

THE PROCESS

Using the tablet from the different platform template which I downloaded, I added in content to the Twitter and Facebook to make it look as realistic as possible, as if it is an actual account. After adding in the logo design to the top left corner in the profile picture area, I don't think the logo stood out well so with the edited design deck I wanted to look at using a different colour palette so the logo design stands out and also edit the logo slightly so it looks as best as it can be.

I made two poster designs, talking about the first poster design with the lilac background. I used an outline of the map which I talked about earlier of the Sacred Heart Parish Area. After speaking to my lecturers, they advised me to change the information provided on the poster such as, the telephone number. They believed it would be better to include the life line number on the poster for someone in need that needs to speak to someone immediately as providing the lighthouse charity (another charity linked alongside Care Zone) number, there might not be someone at the telephone 24/7 to answer the phone call. So, I wanted to listen to their advice as I didn't think this through whenever adding this information to the poster designs. They also advised me to use a different font than 'Coolvetica' as it is too curly and fun of a font for the cause of the organisation which I also agree, I didn't realise how curly the font was until I had used it to write a sentence on the poster and didn't think it looked as clean and professional as I thought it was going to look.

THE PROCESS: EDITING POSTERS

COMMUNITY
COMPASSION
HOPE

VISIT FOR MORE
INFORMATION
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From the 'sense of place' book I took a picture of the map illustration and I opened it up in Adobe Illustrator. Using the pen tool, I started to trace the map outline and kept the fill transparent and made the stroke white. I made the stroke black for the screenshot so it is visible to see. In the last image I added the map illustration I made in Illustrator to the background of the poster design. I then added text in the font 'JAVATA' removing the 'Coolvetica' font as used before in the previous poster design. Since the text is sitting on top of the background image, I think it is clashing too much and the text isn't that clear to read. So, to overcome this I added in rectangle shapes behind the text in the same colour as the background colour behind the map image so the text is easier to read.

CONTINUED...

THE PROCESS: EDITING POSTERS

In the bottom right corner, I have included the new design of the logo, which looks more cleaner and stands out more compared to the previous logo design. However, I think the colour palette needed changed as it is too washed out looking colour and doesn't make the information stand out. So, I choose a darker purple for the background colour and immediately everything stands out so much clearer and bolder.

Overall, I think this poster design looks much better compared to the previous one I had designed and glad I took the advice given to me by my lecturers about using a different colour and redesigning the logo design.

THE PROCESS

With the edited designs I adjusted the design deck with the updated content. The updated colour theme which I decided to use is green, purple and blue as I think these colours still relate to Care Zone and are similar to the colours used before but just darker to stand out more. I also created an Icon Pack for Care Zone to use for the website. These just include the Facebook, Instagram and Twitter social media accounts and two symbolic icons to be used on the website. The first icon I produced is a cross to symbolise mental health page on the website and the heart icon is to symbolise support and love. I kept the same typeface apart from I removed the sub header typeface of 'Coolvetica' and decided to just keep the sub headers the same as the headers typeface which is 'JAVATA'.

The website remained similar to before but I just updated the colour scheme to the website and added in the updated logo. The website is designed based on a WordPress theme I seen - Exford Theme which is also free with no cost which I thought was good because the layout is very modern and sufficient for a free theme and has the basics which Care Zone wanted for their website design.

THE PROCESS

On the new design deck, I got templates to show clothing designs for T shirts, hoodies and polo shirts. I chose the colours black and purple and a white logo as I think these stood out the most and these colours go along with the colour theme and are also suited for all genders, with nothing too flashy for colour wise.

On the back of the designs I included the website URL address which I think is useful so people know where to visit for the Care Zone website, especially at big charity events where the community is coming together, people can easily identify the organisation and find their website easily.

I then included all the social media onto one page, where Instagram is used on the phone platform and I used Facebook and Twitter inside the tablet examples. I updated the new logo for the social media pages, which is the darker purple logo which I think stands out better compared to the lighter green from before.

THE PROCESS

POSTER
MOCK UP

The idea behind this poster was to take the outline of the map around the area of Belfast to create the background used in this poster.

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I then added the poster mock up to the design deck, I put the design inside a template which I found online of a billboard to give an idea of how it will look in public if Care Zone was to print these and publish them on bus stop signs etc.

I really like the background design for this poster however, if I had more time to go back and change anything, I would have included some information about Care Zone because I don't think the name stands out enough or is easily seen as it is so small in print on the logo design.

THE PROCESS

The second design deck which I produced was for the heart in hand logo. The colour theme is similar to my previous design but different shades and I think these colours stood out more and the turquoise shade contrasted nicely against the purple. I produced a logo design that the dark purple one will be used against lighter backgrounds and then the white one will be used against dark backgrounds so it is always visible.

The colours include:
• Purple represents ambition, wisdom, devotion and peace.
• Green is associated with meanings of energy, friendship, wisdom and love.
• White is associated with light, purity and safety.
These colours represent Care Zone and tie in along with the meaning behind the logo design of what Care Zone is all about and what they provide to the community.

The typeface I decided to use include:
'Helvetica' is used for the body text. 'Cocogoose' is used for headers and main text to stand out. This font is bold and works well against different backgrounds. Mixture of all capitals and non-capitals will be used depending on the text. I chose these fonts as they are very clean and easy to read.

THE PROCESS

ONE PAGE
WEBSITE

This is a mock up of the landing page for the website and what you will see till scrolled down to the footer.

Under the menu icon, there will be more pages to view through the website through this easy navigation.

A search bar is available for users to search for pages if they don't wish to use the menu icon.

4.

RESPONSIVE
WEB DESIGN

5.

I produced a website mock up with the first image displaying a mock up I made showing how the homepage will look like as a landing page for the website and what you will see till scrolled down to the footer. I wanted to give the client a rough idea how majority of the website will look rather than just mocking up one page. This way they can gain an idea of how it will look overall.

I wanted to create an easy navigation, with a lot of symbolism instead of text so it is suited to the wide target audience and everyone will be able to visually understand the symbols and access everything with ease. For example, the cross symbol is to symbolise the Mental Health page and the heart symbol is to symbolise the Support page. I chose these symbols because I think they are easily identified, the cross symbol giving conations of first aid, help and health which is why I thought it was suited for the Mental Health page. The heart stands for love and care which is why I used it for the Support page.

The second image is mock ups of the same website design shown on different platforms to show that it is responsive and can be accessed across different platforms. As the version shown on a phone/tablet is different to what a laptop or computer shows is why I wanted to show the website mock up across these platforms to show how they will look on each device.

THE PROCESS

T SHIRT
MOCK UP
6.

I wanted to keep the design simple for the Care Zone t shirts. This mock up shows a design on a plain t shirt displaying their logo in the left corner and small text at the back of the top below the neckline.
The t shirts will come in different colours, and for darker t shirt designs the white logo for Care Zone will be used.

FILTER: 'ADEN'
INSTAGRAM:
7.

For the T shirt design, I wanted to show the purple logo so I decided to put the logo on a grey T shirt because I think grey is a good colour which is suited to all sexes. I kept the design for the T shirt simple as I think this looks the nicest for design and that the logo will stand out the most as it is the only graphic on the T shirt. I also included the Care Zone website on the back of the T Shirt so anyone reading the T Shirt will know where to go to access more information about Care Zone.

Same as before, I created mock up designs for the social media. I done 3 mock ups for Instagram, showing different content to give the client a visual of how the final outcome will look like. I also edited the pictures on Instagram before uploading them to the mock up using one of Instagram's filters. I chose the filter 'Aden' for the photos, I wanted to stick to one filter for the images whenever the images are being uploaded to Instagram so it is an overall theme. I liked the filter 'Aden' as I think it's very subtle and will go with many images.

THE PROCESS

ONE PAGE WEBSITE

This is a mock up of the landing page for the website and what you will see till scrolled down to the footer.

Under the menu icon, there will be more pages to view through the website through this easy navigation.

A search bar is available for users to search for pages if they don't wish to use the menu icon.

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DESIGN DECK 2

THE PROCESS

FACEBOOK + TWITTER 8.

028 9075 5070
CHAT IS AVAILABLE ON OUR
WEBSITE OR PHONE
CAREZONE.ORG

POSTER
MOCK UP

IT'S OKAY
NOT TO
BE OKAY

This poster design is about spreading
positive messages. This is the type of
idea I had for the Care Zone poster's
where they will have positive messages
on them to promote hope, kindness and
care.

CARE ZONE 9.

Using the templates, I downloaded, I made mock ups for the Facebook and Twitter page for Care Zone to make it look as realistic as possible to make it look like it is actually a live page which is active.

For the poster design I wanted to spread positive messages, so someone walking by in the street and was to see this poster it will hopefully make a change to their mood in a positive way. The message on this poster design reads 'It's okay not to be okay' telling people that if you are not feeling okay it is normal, and they can say that they are not okay and not feel like they can't. These type of posters with different message designs is the type of thing I had for poster designs where they spread positive messages to promote hope, kindness and care to the community.

Talking to my lectures about this design, they advised me again not to use the lighthouse telephone number for contact as someone in need will be better to add the lifeline number as Care Zone isn't by their phones 24/7.

THE PROCESS

After listening to my lectures advice and thought ideas, I updated all my design decks. They suggested that all our group use the same template so all the design decks have the same layout and will look more professional and cleaner. So, using the same template throughout all my design decks already looks a lot better than before it was all different and didn't look as good.

For this design I decided to keep the same colours, typeface and logo as I didn't think there was anything to change as I think these already look good as they are. My lectures and team mates all had agreed that for this design to do some changes to the website and clothing mock ups.

One of the changes which I was advised to make by my team mates and lectures was to add an image to the homepage so it has more visual and just plain colour blocks which I had before. After adding an image to the homepage, it made all the difference it needed and gives the website design more character and people can get a rough idea what the website is about for someone who has never heard of Care Zone and wouldn't know. I also added a menu bar to the top of the website page as I think this looks cleaner and was also another comment, I was advised was to add these to my mock ups. The website layout is based on a free theme I found on WordPress called 'Exford'.

THE PROCESS

Keeping a similar theme to before, I wanted to have the logo as the main focus on the front of the clothing designs. On the back of the T shirt designs I have included the slogan from Care Zone, 'Community, Compassion and Hope' as I think this adds a nice touch to the design and describes Care Zone in 3 words.

Like the other updated design deck, we decided to keep all the social media on the same page as it looks better and makes more sense keeping them all on the same page together.

After reviewing my previous design deck for poster designs with my team mates and lectures we came up with an idea of having the same layout as before but a title reading 'We are the Champions!' and including headshots of all the champions. I really liked this idea however; I didn't have access to headshots of all the champions so I could only include 2 of them for the poster design.

THE PROCESS: EDITING POSTERS

I added the text 'We are the champions!' in the font 'cocogoose' I used the font size of 76 pt. because I want this to stand out the most on the poster. The bold font stands out really nicely against the purple background and draws the readers eyes in. I also added the logo to the top right corner, big enough so it can be easily identified. I then added all the other content onto the poster with the updated telephone number using the life line support telephone now instead of lighthouse. I also took out the chat available on the website because we decided that we weren't going to have a chat on the website anymore, so I just added 'Visit our website for more information' with the Care Zone website link. I then added in the graphics from the map illustration I made for the previous design but changed the colour to suit my colour theme. From the 'sense of peace' book I scanned these images and added a black and white filter to them as I think this went with my colour theme more. For final touches I added a purple overlay on top to make the images contrast better with the background.

THE PROCESS

With some small changes to the poster this is my finalised design. I included two poster designs to show my idea of spreading positive messages, to give the client an inspiration for other messages which could be spread across these poster designs.

Overall, I am pleased with the final outcome of my design and my favourite part from this design has to be the poster designs I created because I think they promote Care Zone for what they are about and the spreading of positive messages targets everyone and something the community can relate too by reading these posters which is something Care Zone stated that they wanted in their re branding identity.

THE PROCESS

LOGO

For this logo design I wanted to keep things simplistic with the design but with meaning behind it. The speech bubbles are to potray that Care Zone are here to talk to, letting people know it is okay to communicate. That Care Zone are here to help others in need.

The logo on the left will be used against light backgrounds. The logo on the right will be used against dark backgrounds to ensure the logo stands out and is easily seen.

Care Zone
Community | Compassion | Hope

Care Zone
Community | Compassion | Hope

02

COLOUR THEME

#CD428E   #7D9699   #469CA5

- **Pink** is the colour of universal love of oneself and of others. It represents friendship, affection, inner peace, and approachability.

- **Turquoise** is associated with meanings of refreshing, calming, energy, friendship, love.

I chose these colours as pink brings in a bright warm colour which will stand out and brings relatable meanings to Care Zone e.g friendship, affection.

The turquoise brings a refreshing feel with meanings which Care Zone are wanting to portray through their branding identity e.g. energy, love.

03

For this logo design, it was one of my favourites as I think people could relate to this logo the most and would be able to get a rough idea who Care Zone is and what kind of charity they are with this design. The logo is very simple displaying two speech bubbles which I like the most about it because everyone will be able to understand it and know what it symbolises which is something I took into consideration whenever coming up with design ideas. I included 'Care Zone' and their slogan 'Community, Compassion and Hope' below the logo design. The colour theme is a mixture of colour with the two main colours being a hot pink and a teal colour, with grey being the neutral colour between these two. I love how these colours look together as a palette and the meanings behind them.

• Pink is the colour of universal love of oneself and of others. It represents friendship, affection, inner peace, and approachability.

• Teal is associated with meanings of refreshing, calming, energy, friendship, love.

I chose these colours as pink brings in a bright warm colour which will stand out and brings relatable meanings to Care Zone e.g. friendship, affection. The teal brings a refreshing feel with meanings which Care Zone are wanting to portray through their branding identity e.g. energy, love.

THE PROCESS

TYPEFACE

Headers: 'AQUAWAX' Black

Sub Headers: 'Aquawax' Medium

Body: 'Helvetica'

The header typeface is a nice bold typeface in the form of block capitals as it really stands out and emphasis importance in the use of text.

The sub headers I chose to keep the same typeface but in lower case and in the style 'Medium' so this text can be identified from the body text easily.

'Helvetica' is the typeface chosen for the body text as it is easily read and contrasts nicely against the other typeface.

04

WEB MOCK UP

05

The header typeface is a nice bold typeface in the form of block capitals as it really stands out and emphasis importance in the use of text. The header font is called 'Aquawax Black' which I downloaded free from Da Font.

The sub headers I chose to keep the same typeface but in lower case and in the style 'Medium' so this text can be identified from the body text easily.

'Helvetica' is the typeface chosen for the body text as it is easily read and contrasts nicely against the other typefaces.

Like before, I then created a website design based around visual identity. I kept the layout like a standard website where everything looks clean and easily identified so user navigation is at ease. I also included an interactive map at the bottom where the footer is as I think this is a nice touch to add to the website so anyone who doesn't know where Care Zone is based can easily click on the map and locate Care Zone. The website is responsive on all devices as we are building it on WordPress which allows us to be able to design this website so it is accessible on everything.

THE PROCESS

This T Shirt mock up displays the 'Black and White' logo which is used against darker backgrounds.

The front of the T Shirt I wanted to make the logo stand out so it can be seen easily so I made the logo design oversized. The back of the T Shirt you can see the 'Care Zone' and 'Community, Compassion, Hope'.

T SHIRT MOCK UP   06

INSTAGRAM:

Filter 'Crema'

07

For this T shirt design, I wanted to try something different and have the logo placed in the centre of the T shirt enlarged. However, after reviewing it with my lectures and team mates we all concluded to keep the logo placed in the top corner like my other designs as we all agreed it looked a lot nicer. Another pointer which we all discussed was why to include the Care Zone name again on the back of the T shirt and to replace this with the website URL instead as it is repetitive with Care Zone wrote on the front and back. I made an Instagram mock up for this design to showcase how the logo will sit against the social media platform and for this mock up I chose the filter 'Crema' for the theme for Instagram.

I used the tablets platforms to display the Facebook and Twitter mock ups but with this logo design and identity.

FACEBOOK + TWITTER   08

DESIGN DECK 3

THE PROCESS

The poster design was inspired by the logo design of the speech bubbles so I wanted to create something to symbolise the logo and I was trying to create a consistent theme throughout this design so everything ties along together. I done this by using speech bubbles with the text 'Speak Out' because I think this is an important message to anyone who needs help that they speak out and seek help and that they are not suffering alone.

Whenever presenting this design deck in class to my team mates and lectures we all came to an idea of using another speech bubble on the poster saying 'Speak up!' and to include the social media tags and logo on the top half of the page because we all decided there was too much content on the bottom half of the page. To produce this poster, I made the speech bubble in Adobe Illustrator and then produced the poster content in Adobe Photoshop where I added in the text and logo.

DESIGN DECK 3 UPDATED

THE PROCESS

LOGO DESIGN

COLOUR THEME

TYPEFACE
HEADER:
'AQUAWAX' Black
BODY:
'Helvetica'

ICON PACK

WEBSITE

Listening to all my feedback given by my lectures and team mates I made all these changes and presented them into a new design deck with the same layout as the others. I didn't change the logo illustration itself; I just made the 'Community, Compassion and Hope' align with the 'Care Zone' text which is something Claire, one of my lectures identified and would have liked to see this fixed.

For the website design I added more visual content as before I just had blank boxes and I also added filler text than 'Lorem Ipsum' which was another thing we had discussed in class altogether and concluded it would look much better if I added some proper text and images to the mock ups so the client can get a feel for the design and make the mock up designs look as real as possible.

DESIGN DECK 3 UPDATED

THE PROCESS

I adjusted the clothing designs and made them similar to my other designs because as a team we all agreed it looked the best and cleanest for design. I choose the colours black and pink for the clothing mock up because I think black is a very popular colour and I chose pink as it goes along with the colour theme of my design.

Another thing I took on from the feedback that everyone thought the white logo against the pink background stood out the most and after adding this version of the mock up to the social media accounts it stands out so much better and can be seen easily compared to before it wasn't as easy to see.

This is how the updated poster design looks after taking on my feedback and changing the poster about, it looks much better compared to before it looked slightly bare and I think this design stands out much more and looks like a conversation now like my logo design. The speech bubbles also have connotations of community conversations.

THE PROCESS: EDITING POSTERS

In Adobe Illustrator, I began by creating the speech bubble graphic and to do this I used the ellipse tool to create the inside of the speech bubble and filled this with the colour white. I then used the pen tool to create the tail of the speech bubble and filled this with white. I used the pen tool again to create another tail but this time with no fill, just a black stroke in 5 pt. I made this tail a lot bigger than the one before and put it out of position so it was sitting on top of the white speech bubble to the side slightly. I then duplicated the white ellipse I create but removed the fill and added a black stroke of 5 pt. to attach to this other tail which I made. Then this was the completed speech bubble which I exported out of Illustrator as a PNG file.

CONTINUED...

In Photoshop, I inserted the speech bubble which I made previously in illustrator and added the text 'Speak out!'. I then added all the information text at the bottom cantered on the poster and put the life line number in bold letters for it to stand out against the other information. I then inserted another speech bubble and added the text 'Speak up!' and made this bubble slightly smaller so it would sit nicely behind the other speech bubble. Lastly, I added the social media icons and the logo design which I designed.

CHOOSING THE DESIGN

From my top 3 designs I had to choose one design to take on to present to the client, the design I choose being the best from all my designs. I had to choose the design which meets the brief the most as well of what the client asked for us to design for them.

Once I choose which design to take on to present, I will get the design deck printed so there will be a physical copy for the client to see in the meeting. I will get this printed by a printing company called Zing, who are based in Coleraine. To prepare for the meeting to present my idea I will make sure to discuss the colour palette meanings, and to discuss my reasons behind my logo design and other ideas.

CHOSEN DESIGN DECK

Care Zone
Community | Compassion | Hope

I decided to choose design deck 3 as my design deck to take on and present to the client as I think this would have been the idea, they would have liked the best out of all my designs and the design which met the brief the most. As my other logos didn't have 'Community, Compassion, Hope' wrote under the logo design which is something which they would have preferred to have included, however whenever I designed the slogan under the other logo designs it didn't suit them and stand out. Then for this logo design I think the slogan works really well alongside the graphic of the speech bubbles.

Another reason why I liked this design this most was because I think the colour theme popped out the most compared to the others and looking at other designs, I hadn't seen many of these colours used together which I thought would be great for Care Zone to stand out.

This meeting was for us as a group to showcase our individual ideas and thoughts which we took on board for designs for Care Zone and to pitch these to the client and this would be the meeting where the client would decide on who's idea we will take forward and actually construct and build this visual identity to real life. Each member of our group had completely different ideas which I thought was interesting so the client would have a variety to choose from.

We all printed our design decks and pitched our individual ideas and the client came to a conclusion that they loved Chloe's logo design for Care Zone but preferred my colour scheme so they wanted us to emerge the two together. For the website design, the client chose Marks design as they really liked how clean the menu navigation looked and how it stood out the most. So, after this meeting, as a group we all helped to construct a new design deck of the overall finalised visual identity which we would be taking on board to produce so we could send it on to Care Zone and they can see this idea as a visual.

The image above shows the finalised logo design which we produced for Care Zone, where we used a different colour to symbolise the different meanings. So, we used the symbol of people (friendship) for community. The heart for compassion and a flower for hope.

Things to change pointed in the meeting to the group:

• Incorporate 3 words into logo 'community, compassion, hope'
• Use My colour palette
• Add speech bubble to the icon pack, also add Christmas and summer icons
• Use Marks web layout with new palette
• To produce a different logo for social media which just reads 'Care Zone' as the logo with the symbols is hard to see
• Produce a GIF with the logo transforming into the different icons
• Produce mock ups of the clothing in new colour palette with white logo on all
• Update poster design with new Care Zone logo

I updated the poster design by adding the chosen logo design to the top corner and updating the social media icons to Chloe's chosen icon pack.

CHRISTMAS ICONS

This is the finalised Christmas icons which I illustrated out in Adobe Illustrator using the pen tool. The Christmas icon pack is a special pack of icons which can be used for the seasonal time of year so they have the option to use these icons if they would like over the Christmas periods. These icons can be used on the website, leaflets, poster designs etc.

I chose to use the teal colour for the icons because they were really liked this colour the best out of the whole colour palette.

THE PROCESS

To match the theme of the other icons we made, my lecture advised me to make the icons look more wonky than perfect. So, I made some adjustments to the icons to make them consistent with the others.

These are the finalised Summer icons which I produced for Care Zone's icon pack so they have the option to use these in the summer period on their website or leaflets, posters, etc.

I kept the icons basic so they are suitable to all their target audience. Like the previous icon pack I made for Christmas, I made these in Adobe Illustrator using the pen too.

THE PROCESS

Keeping in the mind not to make the icons too perfect, I made the different icons to represent summer which is why I chose these certain icons because I think they represent summer very well and suits everyone in the target audience.

I done 6 icons for the Summer and Christmas icon pack as I think this will give Care Zone a good variety to choose from.

FILMING

As a group we all planned to go up to Belfast to film the Community Champions to add this content to the website and use snippets of this to use for the promotional video. We booked out all the camera equipment, lighting and microphone which we needed for the interviews. However, whenever we got to Belfast, we discovered the microphone was dead and not charged so we weren't able to use this which is disappointing and a limitation to our project because the audio didn't pick up as well as it could have. So, we recorded on the two camera's and decided to use the audio from what my camera picked up as it sounded crisper.

Chloe was in charge of editing the videos we filmed so we gave all our footage to Chloe so she could begin the editing process for the videos.

FIELD TRIP

Our group all took a trip up to Belfast for a trip alongside the sociology students from another Ulster University campus. On this trip we were able to take pictures and videos of the area and get to hear more about who and what Care Zone is. Care Zone took us on a tour around the area discussing how the area needs cleaned up and things they would like to change in the future to help the community.

We wanted to cover 4 main things in the video which was facts, the area, community champions and the community. These were important things to include in the video to promote Care Zone because we wanted people to relate and see what Care Zone has done and bringing the community together.

The video used a mixture of videos and photographs and we used some of the interview videos which we took of the community champions into the promotional video as well as they stated some really interesting good stuff and we wanted to showcase their voices in the promotional video as we loved their message they were getting across and gives the audience more of an understanding of who Care Zone is.

The promotional video is about spreading hope which is why we included videos of the community being together and the concert of hope where everyone is dancing and having fun together.

We published the promotional video and the interview videos onto YouTube so they can be easily embedded onto the website.

CHRISTMAS CLEAN UP

Care Zone contacted us regarding us designing them a Christmas Clean Up leaflet in the Belfast area. They had an idea of the leaflet detailing that Santa is coming to the Care Zone, the elves need the area to be clean and tidy. They also gave us details that the clean-up was Thursday the 19th December 11am - 3pm. They wanted to leaflet to be A5 with the 'Christmas clean up' on the front, their logo and brief information on who and what Care Zone is. They stated they wanted the leaflet to be quirky also. The images above show the finalised leaflet. The following pages will show the process of the creation.

LEAFLET PROCESS

CONTINUED...

Our group discussed how we could lay out the leaflet front cover page and we came up with the idea of having an elf peeking over a bin, which we thought would be a really good idea since it is about cleaning up the area and Christmas based.

So, in Adobe Illustrator, I used the pen tool to begin designing the face of the elf and drawing out hands so it looks like the elf is peeking. I then drew out with the pen tool a bin and drew a recycle icon to put on the bin so it is clear that the leaflet is about recycling and cleaning. To begin with I had the bin in the colour black, with a grey background and started off with the white logo design but the leaflet didn't look Christmassy enough so I thought we could design the logo red for a Christmas special logo. So, in Photoshop I took the white logo and added a colour overlay and made the logo red and then added this to the leaflet design. After adding the red logo, they grey background didn't sit well with it and stand out so I then removed the grey background and made it white. I also changed the bin to red to make it more Christmas themed. I showed this design to my group and lectures and we all agreed that it needed more colour because it wasn't Christmas themed enough. So, to fix this I thought it would be best to use the red as the background instead.

Changing the background to red, I then added a black stroke to the illustrations so it can be seen as parts of the elf was red and it blended with the background and couldn't be seen. I put the white logo back as this stood out the best against the red background.

Designing the inside of the leaflet I thought it would be interesting to have the elf in full body form with the speech bubble I previously created for the poster design and have the text that Care Zone wanted as if it was the elf speaking so I wanted to add this into the speech bubble. I also began to illustrate the rest of the elf body using the pen tool on Illustrator and added all the content.

After I completed this I sent this to my lectures and they suggested it would look better if I added some more text to the inside of the leaflet and changed the bin to an actual skip rather than a wheelie bin. So, I googled skip bins to give me an idea for illustration. I found a skip and using this image I imported it into Adobe Illustrator and using the pen tool I illustrated around the skip.

This is what the final leaflet looked like before we sent it off to Care Zone to hear their feedback of what we need to adjust or change. Whenever we got Care Zone's feedback, they wanted more information added to the leaflet and some illustrations of snowflakes etc added. So, Chloe done the final changes to the finalised leaflet design and I provided her the additional graphics of the snowflakes. The finalised poster design is shown on the previous pages to show how it turned out. So, we sent the poster design to Care Zone print ready so they can get it printed for the Christmas clean up.

SELFIE FRAME

This is how the finalised selfie frame turned out which we suggested doing as a group just something extra which we wanted to give to Care Zone whenever we are presenting their new branding identity in January at the exhibition, we will give them this selfie frame which we have produced.

We wanted to keep the style of the frame very simple so we added the website with the updated URL of 'carezonecommunity.com' as we unfortunately couldn't get 'carezone.com' as it was already taken. We added the social medias to the selfie frame as well and the hashtag '#carezonebelfast'. The idea behind this selfie frame is for some fun where people can take photo's inside the frame and tag Care Zone and use the trending hashtag tagged at the bottom of the frame for everyone else to see their photo.

Mark took charge of this selfie frame by designing it and went and got it printed for us in time to use for the exhibition.

THE PROCESS: INSTAGRAM

This is how the finalised Instagram account looks like for Care Zone. I set up their page as a business page so they are able to see their statistics for every post and see how many visits their page has had in the last 7 days. I also created different highlight icons categorised as the logo 'Community, Compassion and Hope' so every time they post a story, they can highlight the story to whatever highlight of their choice. I thought it was important to include these icons in the highlights as for the logo on social media doesn't show the full logo like we do on the website so this way we are still showcasing the icons and keeping the theme consistent.

I also posted 3 images to get the Instagram page started, to give them a starting point. I used the filter 'Aden' which is free whenever posting an image on Instagram, so all the images have the same consistent theme throughout them and will look really nice whenever more images are posted. I added a short bio describing who Care Zone is and added the website URL so people can access it easily and I added their address so people will know where they are located.

Post insights allows you to see many things which include:
How many visits that post made, the reach, interactions. It also shows how people discovered the post so this could be from hashtags, home page, etc. There is also an option to promote your posts if Care Zone wanted to do this, they can do this easily by simply clicking on the promote button below a post which they upload.

THE PROCESS: INSTAGRAM HIGHLIGHTS:

Using the different symbols from the logo, I made them into separate highlights so whenever a story is posted they can add it to a highlight which is relevant and appropriate to the story they have posted. For example, if they post a heart filled quote, they can add this to the 'Compassion' highlight.

To begin the highlights, I began with the highlight 'Community' and added the symbol which stands for this word and added a short sentence to describe this symbol. After I added all the text, I then added it to the appropriate highlight.

THE PROCESS: INSTAGRAM HIGHLIGHTS:

Like before, I repeated the same process for each symbol from the logo so each highlight of that symbol talks about what each symbol stands for so people can gather more of an understanding. I had created a symbol for another highlight for 'Events' so they could highlight all their events in this up to date. However, you need a story to be able to keep a highlight up so I uploaded the 'Christmas Clean up' event onto the Care Zone story so I would have something to showcase the highlight with and I edited the details for the story highlight specifically so it would look nice. Care Zone happened to contact us to say that this event could no longer happen so I had to delete the story which deleted the event but I will still provide Care Zone with the event highlight if they would like to use it whenever they do end up posting an event onto their story.

SOCIAL MEDIA

THE PROCESS: INSTAGRAM HIGHLIGHTS:

I began by taking some parts of the leaflet and then using this as a starting part for the design for the story to highlight as I wanted it to visually look interesting and Christmassy. I then uploaded the image I took from the leaflet onto the Instagram story and then added in the important additional text, such as the date and the time. After that I thought it would be interesting to add a filter to the story so I added a glitter effect which sparkles so it looked very Christmas themed.

SOCIAL MEDIA

THE PROCESS: INSTAGRAM POSTS:

This was my first post to promote the Christmas clean-up which was coming up, and I added a caption to give them an example of how they could post event flyers without it being too text heavy and interesting to read and so it sits nicely on the social media page. However, I deleted this post as the event had to be cancelled.

I used emoji's in the caption of the post to make it look interesting to read and keeping up with the Christmas theme.

THE PROCESS: INSTAGRAM POSTS:

BEFORE   **AFTER**

These are the images which I posted to the Instagram page to get Care Zone started. I included before and after pictures to show the difference between the filter and non-filter.

As I don't expect Care Zone to personally edit every image they upload, it is very easy to use a filter from Instagram whenever uploading a picture. You can see from seeing all the images together the ones with the same filter blend a lot nicer together and look consistent in theme in compassion to the non-filter photo's as there are too many colours mixing together and isn't looking like an overall theme.

THE PROCESS: TWITTER

This is the Twitter page which I have made for Care Zone where they can tweet upcoming events and use the hashtag 'carezonebelfast' so people can find them easily and then everyone can use the hashtag as well whenever talking about Care Zone.

With the same logo design which I used for the Instagram account; I will be using this logo for all the social media accounts so it is consistent throughout. I added the same bio to the Twitter page showing a small description about who Care Zone is and I also added the URL address for the website so it can be easily accessed.

SOCIAL MEDIA

THE PROCESS: FACEBOOK

I made a Care Zone business page for their Facebook presence. I added the updated logo and a cover picture to begin. I then began adding in their information by adding in a bio, contact number, email and their website URL. Since this Facebook is set up Care Zone can now use this to post content onto this page and start using the other social media easily now since it is set up.

I included a before and after picture of how the page looked before I set it up and how it looks after.

THE PROCESS: YOUTUBE

I created a YouTube channel for Care Zone so they can upload all their videos onto this site in the future. We already uploaded 3 videos to the channel to embed onto the website. I had to create a Gmail for the YouTube account to be made as they use Gmail for YouTube accounts so I couldn't use the other email we made Care Zone. I updated the bio and added the Care Zone logo to the profile picture.

SOCIAL MEDIA GUIDE

INSTAGRAM: HOW TO UPLOAD

INSTAGRAM: HIGHLIGHTS

I made a step by step guide for how to use the Social Media accounts for Care Zone in case they are unsure. I laid them out in order so I began with Instagram and done a page to show how to upload images/videos being labelled as 1 - 4. I also done a circle to highlight things so they know the exact button to click on to do something so it is easy to read and understand. I done a step by step guide to show how to upload onto the story settings on Instagram and to add it to their highlights. I briefly spoke about the going 'live' option on Instagram in case they ever wanted to use this setting in the future.

INSTAGRAM: INSIGHTS

Instagram business accounts have the option for post insights to be viewed so I included this in the guide so they can access this easily.

I think viewing insights for your posts are very helpful and useful whenever trying to reach out to more people because you can see if your posts are being reached more by location, hashtags, etc. It also tells you who views your content the most as well this goes by age and gender.

SOCIAL MEDIA GUIDE

FACEBOOK: HOW TO UPLOAD

1.

2.

To upload content onto Facebook, where highlighted begin to type a status to upload or you can upload a photo/video. When finished, click 'Share Now'.

To change the cover photo, click on 'Change Cover'.

You can choose to select a photo which you have already uploaded onto Facebook or choose from your camera roll by selecting 'Upload Photo'.

FACEBOOK: INSIGHTS

2.

To view Insights, select 'Insights' tab shown at the top of the page and this will show various information about your likes, post reach, etc.

For the Facebook I showed how to upload a post which includes, uploading photos, videos and statuses. I also showed how to change the cover picture. There is an insights option on Facebook too which is similar to Instagram's so I showed how to access this.

TWITTER: HOW TO UPLOAD

1.

Where is highlighted is where you will write a 'tweet', this will be posted onto your wall.

2.

This is an example tweet. Whenever you have finished writing the tweet just click on the 'Tweet' button to post it.

3.

The cover photo can be changed by clicking on the icon which I have highlighted above.

YOUTUBE: HOW TO UPLOAD

1.

Upload video

Go live

Click on the icon which is highlighted and 'Upload video'.

1.

Select the button which reads 'Select file' and then upload the video you wish to publish.

On the Twitter account, I showed how to tweet and use a hashtag. I also showed how to change the cover picture. The YouTube account will be used to upload videos too so I done a step by step to show how to upload a video onto YouTube so they can do this easily.

VINYL BOARDS

CARE ZONE
COMMUNITY   COMPASSION   HOPE

MEET THE TEAM

CHLOE MAGEE   ERIN STAVRI   MARK FOX

THE PROJECT

Using technical skills and knowledge including WordPress (HTML, CSS), Photoshop, InDesign, Illustrator, Multicamera setup and Sound Recording we delivered a high quality media communication package and a new visual identity that helps Care Zone in their mission to spread Hope.

CARE ZONE
COMMUNITY   COMPASSION   HOPE

ABOUT

The North Belfast Care Zone was established following an initiative by the Public Health Agency aimed at tackling issues of suicide across Belfast. The Care Zone endeavours to instil hope in the community with a bottom up approach.

• Suicide rate within the Sacred Heart Parish area is more than **60% higher** than the Belfast average.

• Unemployment is generally **higher than** Belfast and Northern Ireland average.

Care Zone Belfast   @carezone_

carezonecommunity.com

These are the finalised Vinyl Boards which we will be printing and putting up in January for the Exhibition presentation. The white border won't be printed, I only included a white border around the boards so they can be seen on my production log. I designed these boards on Adobe InDesign. The first board talks about us as the team and what we have produced and the second board talks about Care Zone and who they are. I then included the social media accounts at the bottom of the board and the website URL.

VINYL BOARDS

THE PROCESS: BOARD 1

Board 1

THE PROJECT

The Care Zone is a new initiative in the North Belfast community that endeavours to instil hope.

With the use of technical skills and knowledge including WordPress (HTML, CSS), Photoshop, InDesign, Illustrator, Multicamera setup and Sound Recording we were able to deliver a high quality media communication package and a new visual identity that helps Care Zone in their mission to spread Hope.

MEET THE TEAM

CHLOE MAGEE   ERIN STAVRI   MARK FOX

Board 2

THE PROJECT

The Care Zone is a new initiative in the North Belfast community that endeavours to instil hope.

With the use of technical skills and knowledge including WordPress (HTML, CSS), Photoshop, InDesign, Illustrator, Multicamera setup and Sound Recording we were able to deliver a high quality media communication package and a new visual identity that helps Care Zone in their mission to spread Hope.

MEET THE TEAM

CHLOE MAGEE   ERIN STAVRI   MARK FOX

Board 3

CARE ZONE
COMMUNITY   COMPASSION   HOPE

MEET THE TEAM

CHLOE MAGEE   ERIN STAVRI   MARK FOX

THE PROJECT

Using technical skills and knowledge including WordPress (HTML, CSS), Photoshop, InDesign, Illustrator, Multicamera setup and Sound Recording we delivered a high quality media communication package and a new visual identity that helps Care Zone in their mission to spread Hope.

THE PROCESS: BOARD 2

Board 1 (teal):

CARE ZONE

COMMUNITY   COMPASSION   HOPE

carezonecommunity.com

Board 2 (pink):

ABOUT

CARE ZONE

COMMUNITY   COMPASSION   HOPE

• Suicide rate within the Sacred Heart Parish area is more than **60% higher** than the Belfast average.

• Unemployment is generally **higher than** Belfast and Northern Ireland average.

carezonecommunity.com

Board 3 (pink):

CARE ZONE

COMMUNITY   COMPASSION   HOPE

ABOUT

The North Belfast Care Zone was established following an initiative by the Public Health Agency aimed at tackling issues of suicide across Belfast. The Care Zone endeavours to instil hope in the community with a bottom up approach.

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Care Zone Belfast   @carezone_

carezonecommunity.com

VINYL BOARDS

Using the template which our lecture made for us to use, I began by using the teal colour for the background of the board and writing a small summary about the project. I wanted to include a part discussing our team and I used the headshots which we had recently got took. I made the headshots black and white as I think this looked better as it will be all the same colour for all our headshots and not a mixture of colours. I edited my headshot in Photoshop as I had a lot of hair sticking out in the photo so using the eraser tool and the magic wand tool, I removed the background of the photo to neaten up my hair. I also edited my team mates headshots making them all black and white.

The images to the left show the before and after me editing my hair. I placed our headshots in circles on the vinyl board and included our names under each head shot so everyone knows who is who. I also added in a mock-up of all the main productions which we done as a group for the Care Zone project. This includes, a web presence, a promotional video and social media presence so I wanted to include one of each in the mock up to show the finalised result.

For the second board I started off by using the same teal colour until my lecture suggested using another colour from our colour palette for it to stand out more. So, I changed the board to the colour pink from our palette which immediately made the board stand out and look much better. I added in an illustration of the map of the Sacred Heart Parish area which I illustrated on Illustrator and used for previous designs in my mock-ups. I found some facts about the area from the Care Zone Health Profile and added these into the map. I also added a small description about who Care Zone is and added in the social media accounts at the bottom of the board and the website URL.

WEBSITE

This is the finalised website which is hosted on WordPress. The WordPress template which we used for the website is 'One Press theme'. Since the URL of 'carezone.com' was taken, we all came to the conclusion to use the URL of 'carezonecommunity.com', we thought of using 'Belfast' after Care Zone but our client discussed with us that they would prefer not to have 'Belfast' in the URL.

EVALUATION

Overall, our group produced a new visual identity for Care Zone in their mission to spread hope into the community. We all used our technical skills and knowledge which we have learnt from our modules in our 3-year duration at Ulster University. We were able to produce a new website which works across all platforms, such as phones, tablets, laptops etc. Film and produce our own video content, design a new logo, social media accounts, leaflet designs, etc.
I am happy with the outcome of our project and being able to work as a team to produce a high-quality media communication package and a new visual identity for Care Zone.

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