

# **first steps**

Women's Centre

**Carl Gordon**

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# Introduction

# Aims

The aim of this module is to give students:

- An opportunity to work as a team.
- An opportunity to draw together knowledge and skills developed in previous modules and to apply these to a major project.
- Knowledge of Social Enterprise and how to apply interactive media ideas and concepts to this area.
- The ability to develop a sustained interactive production as part of a live brief.

Final Media Output(s) (Website, Video, Motion Graphics, Game, Visual Identity, etc) The group production will demonstrate that:

- The members of the group have contributed fully to the media output(s) developed
- The members of the group have fulfilled their role within the proposal/brief
- The members of the group have worked as a team to draw together knowledge and skills developed in previous modules and to apply these to this major project

# Time Log

Research & Benchmarking	22 Hours
Brief	10 Hours
Design	20 Hours
Pitch	5 Hours
Website	69 Hours
Guidelines	6 Hours
Meetings	16 Hours
Production Log	30 Hours
Communication with Client	20 Hours
	Total 198

# Meet the Team



Carl Gordon- Web development and design



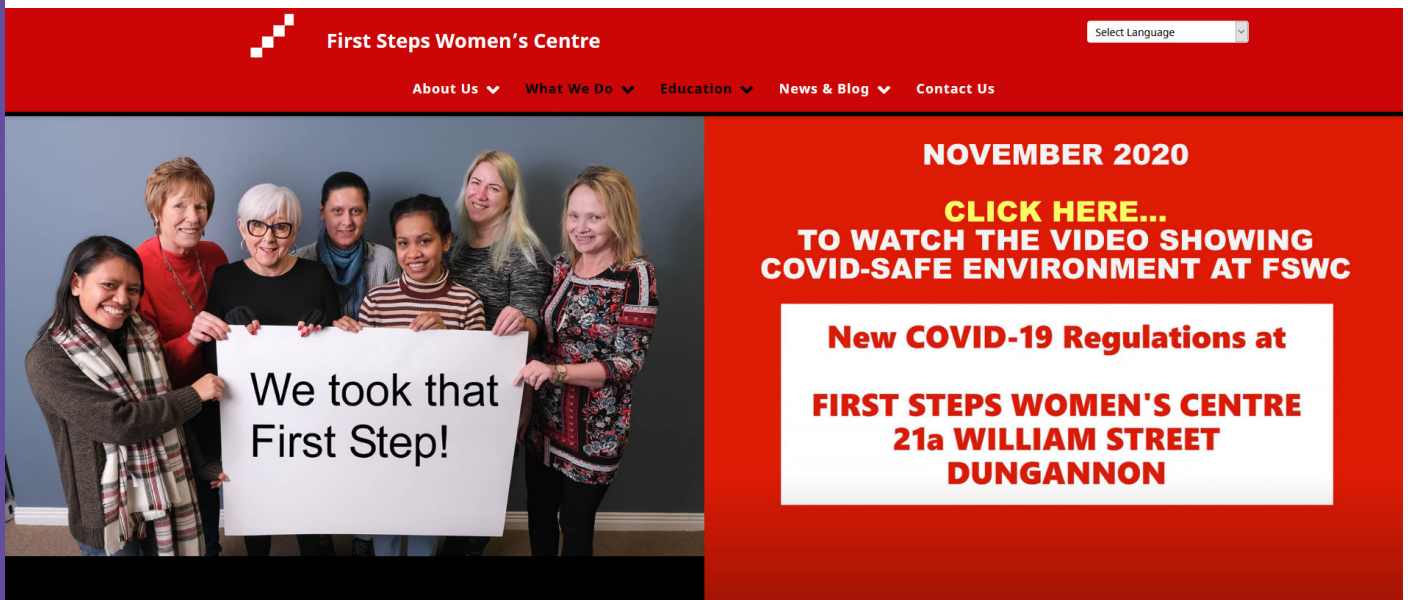
Jack Harkin- Creative Designer and Communications Lead.



Oran McAnaney- Creative Designer

# Website Impressions

My first impression of the website was that it was very intimidating with the colour scheme as the red was too striking especially paired with the white and black. The website also is very text heavy which makes it seem very overwhelming for new users who visiting the site. The images on the website were quite blurry which makes the site seem less professional and modern when compared to other websites. The navbar is quite messy as there is too much going on with some titles having a hover effect and others not having one as well as the sheer amount of buttons under one heading being very overwhelming.



# Logo Impressions

The first time seeing the logo I immediately found multiple issues such as the typeface seems to be using comic sans and new times roman in italics which is an assault on the senses as well as the graphic being squished and the steps being cut off it can definitely be improved upon using some simple modern designs.



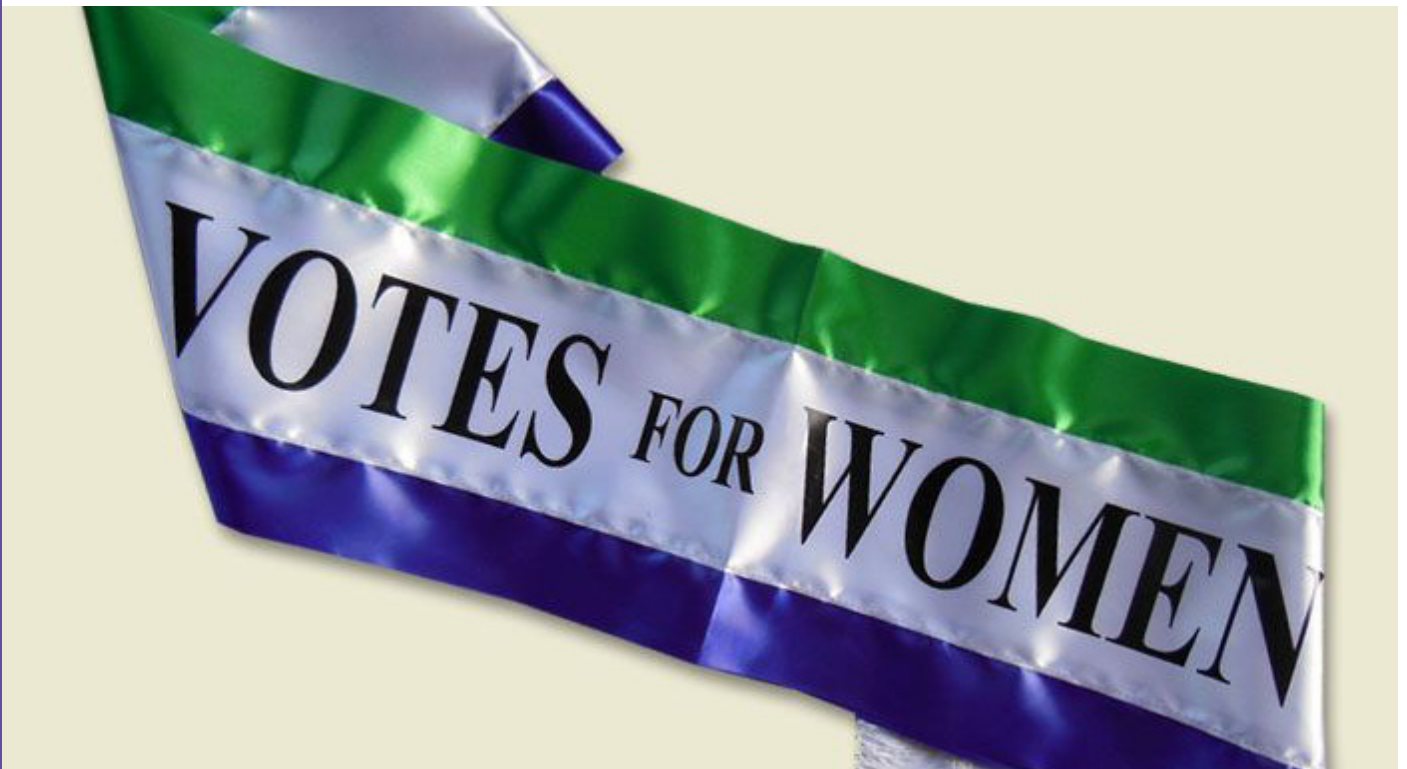
First Steps  

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Women's Centre

# Colour Research

When given this project I had immediately had a colour design choice in mind and this was the pairing of Purple and White as in my mind not only does the pairing look aesthetically pleasing but it is also currently in use for multiple different charities and other businesses that are similar to our clients which include the materials for international womens day as well as one of the websites that the client made clear that they liked. I had also looked into the different pairings of colours and when looking into the complementary colours for purple I had come up with Green as one that would both work for complementary reasons and it is tied into the history of Women's Suffrage movement which is something that I felt would be a great influence on the design for the client.



# Typeface Research

I had originally used an impactful font of Bebas Neue for the fonts of my original ideas however using my research of the different materials that similar websites would use I decided to opt for a more rounded and less impactful font as this was something that seemed to be industry standard and compared to the client old typeface would go a long way to fixing some of the initial design issues that were flagged early by our group.



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# Benchmarking

# Benchmarking One

The client made it clear that the website for the Women's Resource Centre London was one that he liked the visuals of and the functionality and upon further inspection I can say that the website's visual aesthetic is very fitting for the subject matter as the colour palette is one that is calming and welcoming. The site uses plenty of images in order to allow navigation which is something that makes the site more intuitive and interactive. The site also has its focus which is its goals for standing up for women's human rights on the front page and surrounded by a gradient colour as to draw focus to the words. Furthermore, it also has its membership and donation pages front and centre with its buttons to take you to the pages on the top of the landing page.



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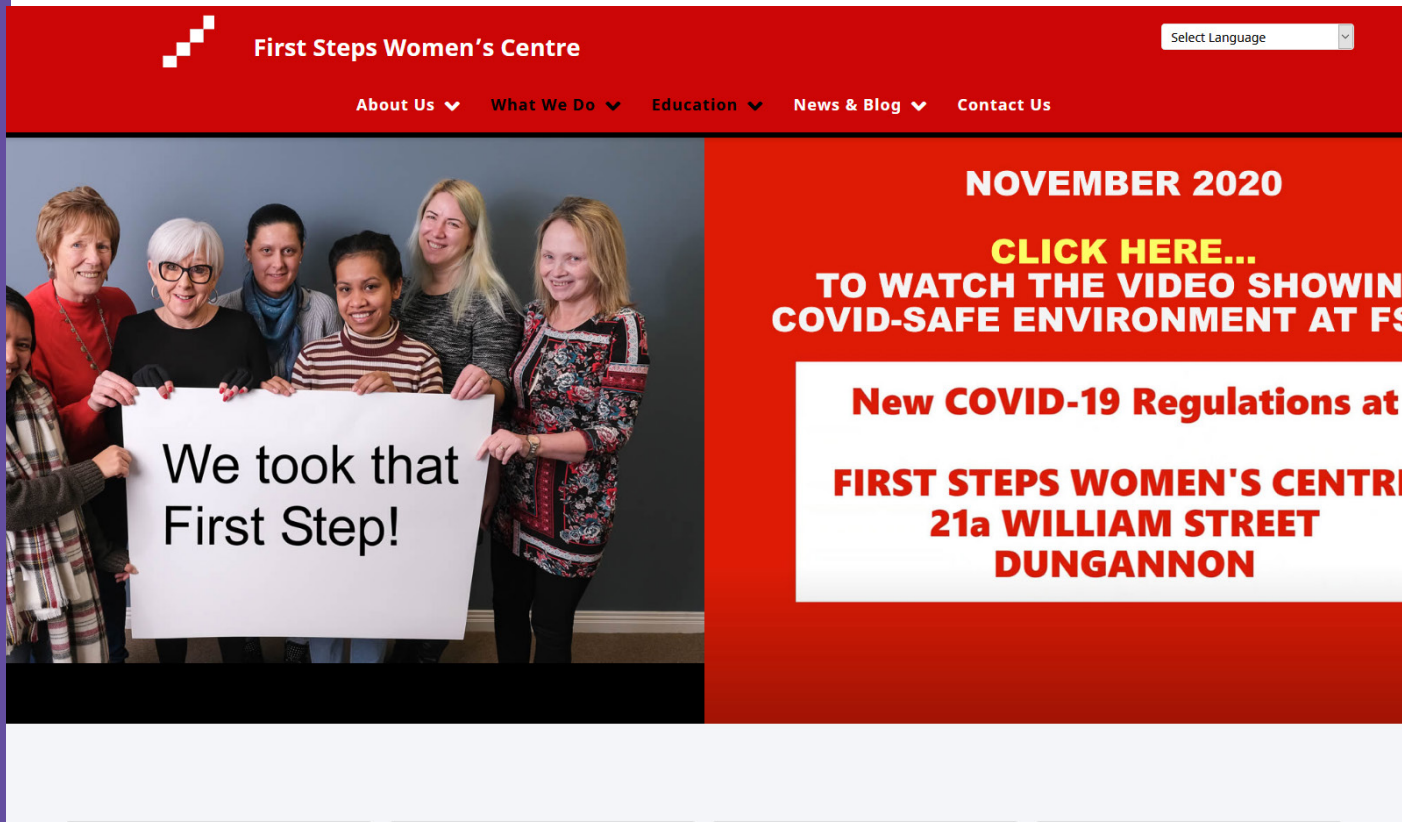
# Benchmarking Two

The Shankill women's centre is another website for a similar community in my local area of Belfast however it is quite outdated but does include some key features such as it having its social media being front and centre which for this centre is more of a focal point that the website itself. The website does include its contact information on the front page however it is not as clear as it should be and is something that we can consider when creating the site for the client. The website is also not responsive which is a key focus for modern industry standard websites.



# Benchmarking Three

Finally I had done a benchmark of the client website in order to analyse the things that their site currently done well when compared to the other sites that are doing well in the same category of their work. First thing that I had noticed was that the site was very text heavy which was something that we wanted to change immediately. I had also noticed that the primary content of the site was not in the correct positions as much of the content was buried under the text. I had also noticed that the aesthetics of the site did not match the content as the pairing of red, white and black was too intimidating and was not friendly nor welcoming which is something that the other websites had done correctly as their colour pallet had been much more bright and welcoming.



# Benchmarking table

Category	Feature	Women's Aid	Women Center Derry	Charis Youth Club	YMCA	WRC (Womens Resource Centre)	SWC (Shankill Womens Centre)	First Steps Women Center
First Impressions	Aesthetic	Clean site with easy navigation	Untidy layout	Clean, lots of images, minimal writing	Clean, lots of images, minimal writing	Uses Hero images as guide	Image slider	Text Heavy
	Identify Target Audience	On front page	Home page	On the home page	On the home page	On front page	On front page	On front page
	Identify Chief aim	On home page	About us page	On the home page	2 Clicks away	On front page	On front page	Front Page
Look & feel	Responsive	Yes	Yes	Yes	Yes	Yes	No	Mainly Responsive
	Content in prime position	Yes	No	Yes	Yes	Yes	No	No
	Body text font	Sans Serif	Sans Serif	Seriff	San Serif	Nunito, Arial, sans-serif	Verdana, Arial, Helvetica, sans-serif	Sans Serif
	Logo Placement	Top of page	Top of page	Top of the page	None	Top left	Top left	Top of Page
Technical	Application form	Yes, on homepage	Downloads button on home page	Yes on home page	Found on the navigation bar	Yes on homepage	None	Yes in education tab
	Content Management System	Wordpress	Wordpress	WordPress	WordPress	Asp.net open source microsoft	Drupal	Joomla
	Analytics Embedded	Google Analytics	No	Google Analytics	Google Analytics	Yes	Yes	Yes
Navigation	Primary Menu Format	Drop Down	Fully Exposed Click Through header	Click Through top of page	Click Through and Footer	Drop down	Drop down	Fully Exposed Click Through and drop down top of page
	No. of clicks to Contact Us	One	One	One	Two	None	One	One
Content	Explanation of service	One Click	Homepage	On home page	On the home page	On homepage	On homepage	One Click
	Evidence of outdated content	None	None	None	None	None	Yes many examples	Outdated forms
	Social Media	Links on homepage	Bottom of Homepage	None	In the footer	Links in header	On homepage	None
	FAQ Section	None	None	None	Drop down menu	None	None	None
	Privacy policy	None	None	Not Secure	Footer	In the footer	In the footer	None
Search	Search	None	Top of Page	None	Navigation Bar	Embedded in homepage	Embedded in homepage	None
	Type of search button	N/A	Drop Done	None	Searches the website	Text and drop down	Text	N/A
Functionality	Load Time	2 seconds	7 seconds	2 seconds	Less than 1 second	Less than a second	3 seconds	2 seconds
	Multilingual	No	No	No	No	No	No	Yes
	Are links visually distinct	Yes	Yes	No	Yes	Yes	Yes	Yes
	Link underlining	Yes	Rollover images as well as underlining	Yes	Yes	None	Yes	Yes

# The Brief

# About the Client

First Steps Women's Centre is an important support resource in Dungannon and has helped many women for over 15 years. Their vision is to have confident women empowered to participate in and influence society through supporting women's professional and personal development through education and training. First Steps Women's Centre has three main pillars which consists of Education and Training, Health and Wellbeing and Vital Life Skills. This year the Centre has decided that a new fresh brand identity and resources would be good for further development. The new identity and resources are being created in order to improve membership and promote the assistance available to those who seek it. A priority is being placed on making their website more welcoming and accessible to all.



# First Meeting

During the first meeting that we had with the client some things were very clear from the beginning first was that the client was open to a complete and open rebranding nothing was exactly off the table within reason of course. There was a clear focus in the meeting that we all got it across that the main things that needed to be front and centre in the final production of the website was their educational services, support services and their application form which they discussed their intent of the new site to have these front and centre due to their current site burying the most important parts in different pages or at the bottom of pages instead of being front and centre which is the goal of the new redesign. The client also made it clear that their target audience would be both local women as well as migrant women and asylum seekers who are in need of support.



# Project Summary

As it stands the current First Steps Women's Centre site is very text heavy. In the redesign of the site we would make sure that it's much easier on the eye, giving it a much more inviting and welcoming feel. In doing this we will ensure that we keep the re-design of the site simple and colourful. We would like to condense the information on the site to be more focussed around the main objectives which we have outlined previously, i.e., Education & Training, Health & Wellbeing, and Life skills. You have made it clear that you are open to us creating a new visual identity for the centre. A new logo, and colour scheme could greatly improve your brand. We all plan on creating our own logos, and colour schemes for you to choose from. The colour schemes and logos will be used across all promotional material. We will create brand guidelines after the designs are finalized to ensure consistency across all material.

From our back and forth we also see that the support services that the centre supplies is a priority that will need to be front and centre on the website. These include the free and on site creche facility, the free minibuss service which picks up the women and children and takes them to and from the Centre. The benefit checker and the advocacy service. It is the above support services that enable women to remain at the Centre. Many of the barriers to training, education, socializing are removed through these services and are hugely attractive to would be participants/students especially the on site creche.

# Deliverables

- 1.** Dynamic Website (potential social media plug-in)
- 2.** New Visual Identity
- 3.** Brand Guidelines
- 4.** Merchandise
- 5.** Web guidelines
- 6.** Social Media hashtags

# Budget and costs

While there is no formal budget assigned to this task there will be some costs involved with development mainly when it comes to hosting a new website especially one that would require an SSL for entering in sensitive information. As such we have researched costs for these things in order to give the client a better understanding of cost of upkeep for years to come. First year of WordPress hosting via Godaddy.com would require £83.88 and after the first year of renewal would cost £167.88 which compared to other sites is good for how valuable a good host is.

## WordPress Hosting Plans & Pricing

We've got a plan to fit your needs.

Free SSL			
Basic	Deluxe	Ultimate	Ecommerce
A great way to get started.	Get more site visitors with an integrated SEO wizard.	Add online marketing with more storage and security.	Get a full-featured online store with fast setup.
As low as <b>£2.99</b> /mo On sale - Save 57% £6.99/mo when you renew*	As low as <b>£3.99</b> /mo On sale - Save 60% £9.99/mo when you renew*	As low as <b>£6.99</b> /mo On sale - Save 50% £13.99/mo when you renew*	As low as <b>£12.99</b> /mo On sale - Save 35% £19.99/mo when you renew*
<a href="#">Pricing conditions apply</a>	<a href="#">Pricing conditions apply</a>	<a href="#">Pricing conditions apply</a>	<a href="#">Pricing conditions apply</a>
<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>
1 website	1 website	1 website	1 website
30 GB storage	75 GB storage	Unlimited storage	Unlimited storage
Ideal for up to 25K monthly visitors	Ideal for up to 100K monthly visitors	Unlimited visitors	Unlimited visitors
Website backup protection with 1-click restore	Website backup protection with 1-click restore	Website backup protection with 1-click restore	Website backup protection with 1-click restore
Automatic daily malware scans	Automatic daily malware scans	Automatic daily malware scan	Automatic daily malware scans
Free domain (£9.99/yr value)	Free domain (£9.99/yr value)	Free domain (£9.99/yr value)	Free domain (£9.99/yr value)
Free business email (£23.88/yr value) - 1st year	Free business email (£23.88/yr value) - 1st year	Free business email (£23.88/yr value) - 1st year	Free business email (£23.88/yr value) - 1st year
		Free SSL Certificate for duration of hosting* (£59.99/yr value)	Free SSL Certificate for duration of hosting* (£59.99/yr value)
			Free access to top premium WooCommerce extensions

# Initial Designs

# Experiment One



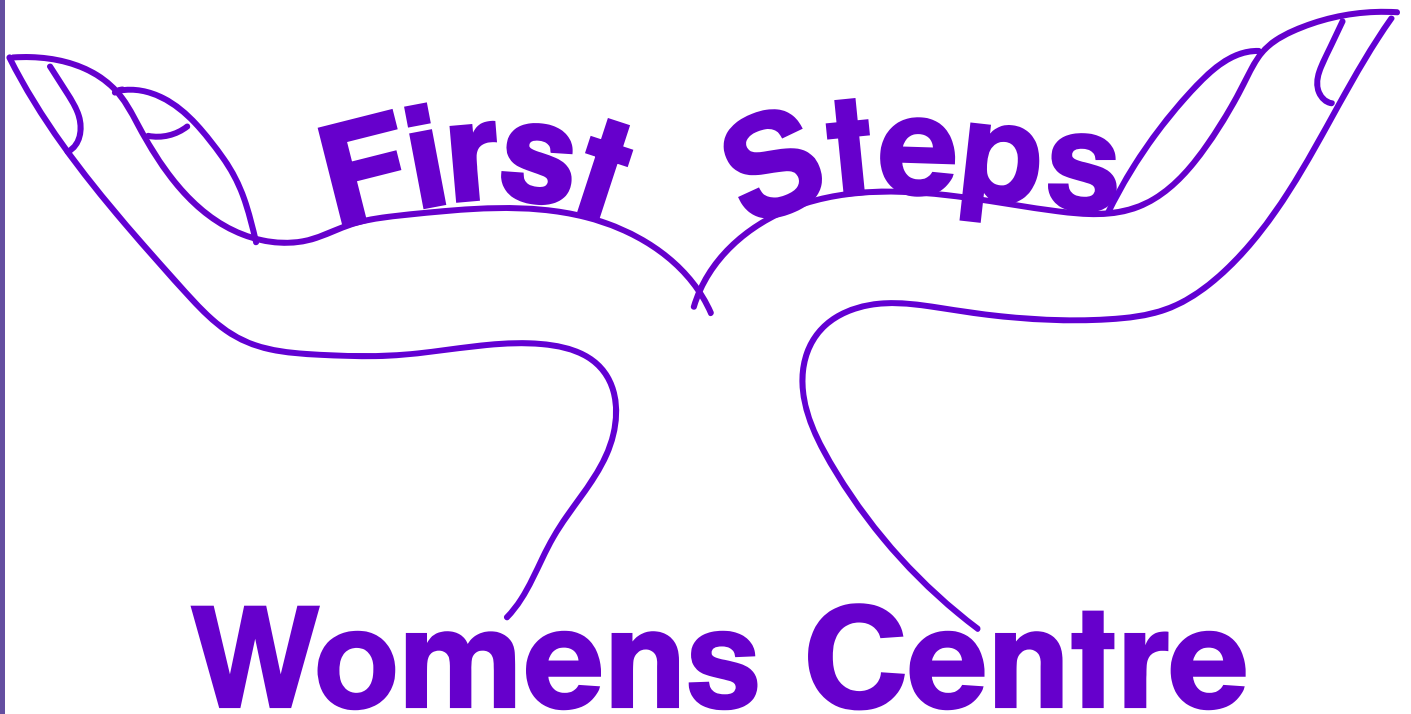
# Reflections

Typeface: I had chosen the typeface of Bebas neue for this initial idea as I had wanted to use a typeface that was bold and reflected the clients ideals for wanting to help empower women to participate and influence society.

Colour: The colours chosen for this design are a purple gradient and an orange gradient. These were used in order to again reflect the clients mission statement of empowering women in society as they are the same two colours used in the materials of the Women's Suffragette movement.

Reflections: Upon showcasing this idea it was clear that it was not good as it looks too much like clip art and the gradient doesn't bring anything to the table compared to a simple matte colour would. This idea also doesn't follow our original ideas for the brief for the client.

# Experiment Two



# Reflections

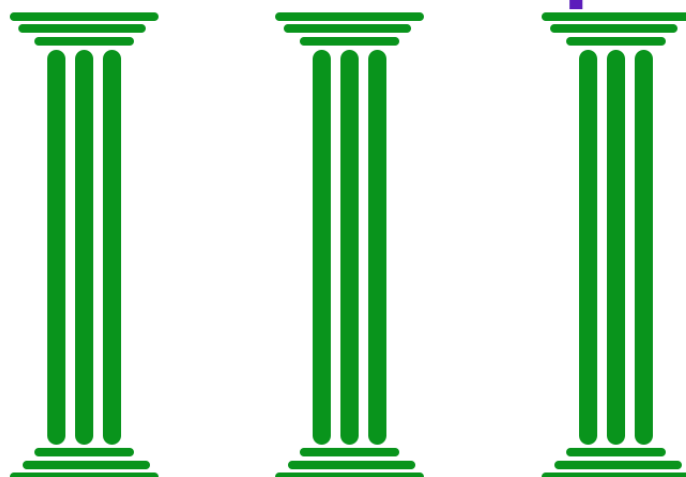
Typeface: I had chosen the typeface of Akzidenz-Grotesk (R) Schulbuch Medium for this initial idea as I had wanted to use a typeface that was similar to that of Bebas Neue however from some feedback on the initial design of the typeface being too bold I decided to use this one as it is not as intimidating

Colour: The colours chosen for this design is only purple and was chosen for many of the same reasons as the first design being that of the same colours as the women's suffragette movement as well as being the same colour used for womens independence day.

Reflections: My idea behind this design was using the first meetings ideas of the client creating a bridge that would provide those in their care with opportunities I used different charities influences to create this piece, however upon looking back it doesn't fit the brief for the client.

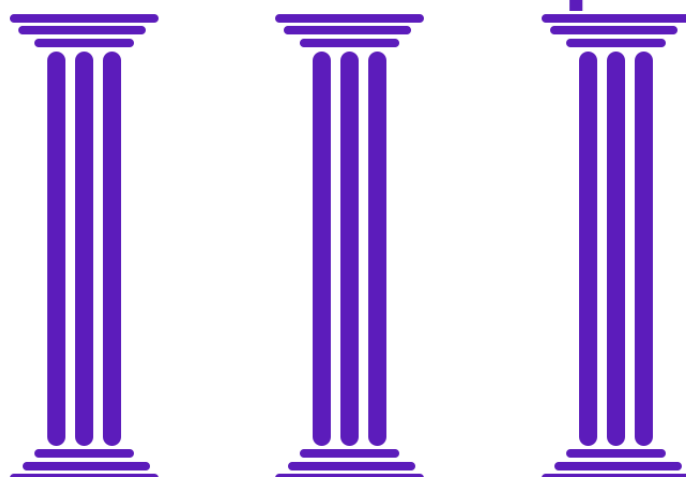
# Experiment Three

First Steps



Womens Centre

First Steps



Womens Centre

# Reflections

**Typeface:** For this design I chose to use Times Sans Serif as the typeface due to its thinner type and also the fact that from the feedback I was given on the previous designs a more ornate and friendly font may be necessary for the design to fit the brief more closely.

**Colour:** For this design I had created two versions due to the feedback of the previous designs. As such I used the same purple as before for the same reasons as this was something that seemed to work well and then a purple and green version which is the same colours as the Womens suffragette movement in the US.

**Reflections:** This idea was built upon the first meeting we had with the client and their mentioning of the three core pillars of their service and as such I thought it fitting to use this as inspiration for this design. However when given feedback I realised that it resembled clip art again.

# Experiment Four



First Steps Women's Centre

# Reflections

Typeface: For this design I chose to continue to use the Times Sans Serif as I felt that it works well for the brand identity and from the feedback I was given I felt I was going in the correct direction.

Colour: This design uses all 3 of the colours used in the international Women's Suffragette movement which includes white, green and purple and is a combination that I felt would do well to encapsulate the ideals of the client as it could also tie into the 3 pillars they mentioned.

Reflections: I wanted to use my original idea of steps and footprints with using a different colour scheme and orientation however after feedback it again did not fit the brief closely enough and it doesn't look clean and simple.

# Experiment Five



**First Steps**  
Women's Centre

# Reflections

Typeface: For this design I chose to use Roundo which is a much more rounded font that I believe makes the logo look much more inviting and better suited to the clients needs and brief.

Colour: For this design I had continued to use the purple and green of the Women's Suffrage movement as I believe that it suits the ideals of the client which they made clear in their first meeting and their mission statement.

Reflections: I felt that this logo would fit the client well however it focussed too much on the footstep theme which I had personally forced upon the designs straying away from what was originally talked about as it didn't focus enough on the actual name of the client.

# The Pitch

# Logo



**first  
steps**  
Women's Centre

# Reflections

Typeface: For this design I chose to use Josefin Sans for the first steps part of the logo and kept it in lower case as to make it more friendly and welcoming and for the womens centre part of the logo i decided to use Kodchasan as i believe it to be a rounded font that accentuates the feminine element of the material.

Colour: For this design I had continued to use the purple and white of the previous designs as it was the pairing that was used in WRC and international womens day as well as being the scheme that has worked the best so far from feedback.

Reflections: I am quite happy with this design as the step in the logo is quite subtle as was requested in my feedback as well as it being a wordmark which is more modern and clean when compared to my earlier designs..











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## Educate, Empower and Support.

Supporting women's professional and personal development through education and training



Education and Training



Lifeskills



Health and Wellbeing

# Client Reflections

After our meeting with the client and being shown the proposed pitch for my design I was given multiple lines of feedback. The first being that they were impressed with the research done for the colour scheme and the idea behind the colours being used and taken from the Women's suffrage movement as well as the International womens day materials. However when asked if they would actually use the colour scheme they stated that it was too feminine and leaned too heavily into the "Women's Centre" name. When looking at the logos typeface that did like it thought that it did fit well with the rest of the design with the step in the logo being subtle as was requested in the original brief. When looking at the mock-ups for the web some of the staff thought it was clean and laid out well and conveyed the information properly as again was laid out in the brief previously however some did not feel that it got their three main pillars across accordingly. I had also shown the client a version of the logo that was made into a GIF using some of the languages listed on their site to allow them to see what it may look like and they liked the idea of using a GIF to showcase the logo in different languages.



# Self Reflection

After the pitch I was obviously disappointed with some of the comments from the client but some are understandable. I had been confused by the comments about my colour scheme after being told that they were impressed with the reasonings behind the colour scheme however the fact that it was criticized for being too focussed on the women's centre side part of the logo as in my mind they were wanting that but evidently not. The client did like the typeface that I had chosen for the logo and that I had kept the entire logo in lowercase to make it less intimidating and more welcoming for the target audience for the client. The main thing that the clients focussed on for my designs were the web mock-ups as when they were discussing the design which they were going to choose for their business they went back to mine for a second time as one of the staff particularly liked the layout of the website and how the information was conveyed as I had followed the brief and the benchmarking examples that the client had previously stated that they liked from other businesses.



# Final Design

# Jack Harkin Designs

















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Services**

**Application  
Form**

Sponsors



# Media Output



**[Education & Training](#)**



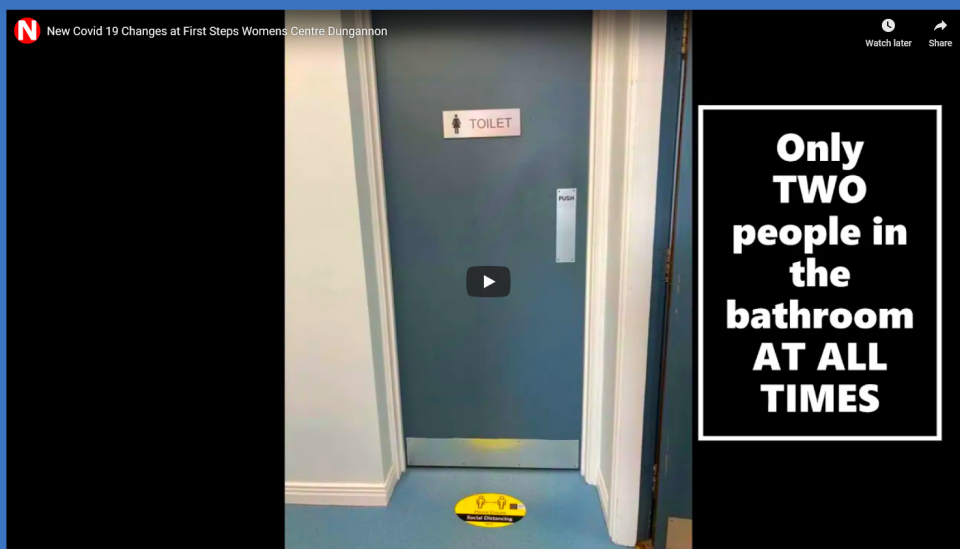
**[Support Services](#)**



**[Application Form](#)**



## Watch Our Video on Covid-19



## Contents [ hide ]

- 1 IT Courses
- 2 Life skills
- 3 Health and Wellbeing
- 4 Other interests

## IT Courses



### Online Budgeting for Beginners

Do you struggle with monthly bills?  
Do you struggle with trying to save for a "rainy day?"  
Are all your days "rainy days?"

Then this course is for you!

Learn to find ways of becoming financially responsible using online tools.

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### Learn to use Zoom

Zoom is a video chatting service which allows users to chat both one-on-one and in groups.

All you need is an Internet Connection and a Mobile device equipped with a microphone and camera (laptop, smartphone, iPad, tablet)

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### Computerised Payroll

**Course duration:** 13 x 2 hour classes (1 week = 2 sessions)

#### Aims

The Level 1 Award for Payroll in Business qualification aims to provide learners with a comprehensive range of knowledge and the practical skills that they will be able to use as a payroll processor for a variety of businesses.

[Read More!](#)



### Learn to use iPad / Tablet

**Course Duration:** 6 x 2 hour classes

This course is ideally suited for those who are new to using an iPad or Tablet

#### Entry requirements:

No previous knowledge is required.

#### Course Content:

- Getting started with your iPad / Tablet
- Using the keyboard
- Browsing
- Installing and managing apps
- Security and general settings
- Using the camera

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### Computerised Bookkeeping

The IAB Level 1 Award in Computerised Bookkeeping qualification is aimed at learners who wish to begin their studies of computerised accounting and gain entry to a Level 1 qualification. There are no formal entry requirements. However, it is important that learners have good basic skills in numeracy and literacy. You will also need to be computer-literate, with the ability to move around a computer screen with confidence.

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### Smartphone

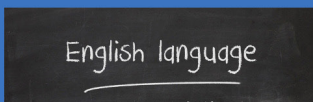
This course is ideally suited to those who are new to using a Smartphone.

#### Course Content

- Getting started with your Smartphone
- Using the touch screen/keyboard
- Browsing
- Messaging
- Security and general settings
- Using the camera

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## Life skills





## Sew Good

This is a fun and uplifting sewing class suitable for beginners and/or those with experience.

You will create something that you can take home.

There are sewing machines available but you are welcome to bring your own if you prefer.

[Read More!](#)



## Conversational Spanish

Would you like to learn Spanish?

Perhaps you are holidaying in Spain this year? If so this 8 week course is a perfect opportunity for you!

In this course you learn and practice conversational Spanish. It is ideally suited to beginners.

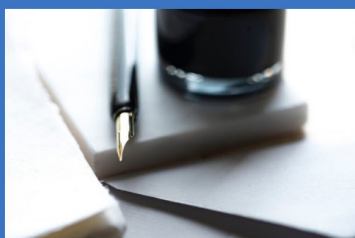
[Read More!](#)



## Crafty Young Things

These ladies meet every Friday from 10am – 1.30pm. Unfortunately the class is at full capacity at the moment. However, if you would like to put your name down on a reserve list, please contact Amanda on (028) 8772 7648

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## Introduction to Calligraphy

This course is aimed at people interested in learning and developing skills and techniques to communicate visually. Throughout the course, you will learn about some of the key skills involved in being a calligrapher.

**Entry Requirements:** None. This course is suitable for beginners. Sessions are a mixture of tutor-led talks, demonstrations, and practically learning calligraphy techniques. The course is about learning the basics from perfecting drills to learning alphabets and letter formation as well as how to connect letters the correct way to form words. Attendees can expect to create their own calligraphy project, perfecting their lettering and layout styles and exploring various calligraphy methods and materials.

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### Minibus Service

We offer a pick-up service for you and your children. The service normally operates within a 5-7-mile radius and is dependent on numbers. If you require this service please request this service on the [application form](#).



### Benefit Checker

FSWC has a Benefit Checker Service which will help you with making an application for Benefits including Universal Credit, Personal Independent Payments, Employment Support Allowance, School Meals & Uniform Grants. In the past 2 years our Benefit Checker Service has successfully identified just over £101,000 in additional benefits. If you wish to avail of this service please contact FSWC by email: [thewomenscentre@gmail.com](mailto:thewomenscentre@gmail.com) or telephone the Centre on 028 8772 7648.



### Childcare Services

Provision of onsite childcare (from 4 months to 4 years old) in our newly built creche. Our Creche is registered with local social services for sessional care. The Childcare is normally open Monday-Thursday. It can cater for up to 20 children per session. The childcare has four bi-lingual staff who are able to provide reassurance, comfort and support to mums and their children who do not speak English as a first language. You can request childcare through the FSWC [application form](#). Demand is very high for this service.



## Online Application Form

PLEASE COMPLETE OUR ONLINE APPLICATION FORM BELOW: Online Courses Application \*\*If you fail to provide a National Insurance Number we will be unable to process your application PLEASE NOTE THAT FILLING IN THIS FORM DOES NOT GUARANTEE A PLACE ON YOUR CHOSEN COURSE(S) DECLARATION: By clicking the Apply Now button, I declare the details given on this form are true to the best of my knowledge

Name \*

First

Last

Email \*

Address \*

Postcode \*

Phone Number

0 of 11 max characters.

Mobile Number

0 of 11 max characters.

National Insurance Number \*

0 of 9 max characters.

Date of Birth \*

Country of Birth \*

What is Your First Language \*

Do you have a disability? \*

- ☐ Yes
- ☐ No

Please tell us about any Special Requirements

Checkboxes \*

- ☐ Essential Skills English
- ☐ Pre-ESOL Conversation Class
- ☐ ESOL (English for Speakers of Other Languages)
- ☐ Employability Skills/Job Search
- ☐ IT for Jobskills
- ☐ Defibrillator Training
- ☐ First Aid
- ☐ Food Hygiene
- ☐ Allotment Project
- ☐ Graphic Design
- ☐ Introduction to iPad
- ☐ Introduction to Tablet
- ☐ Introduction to Zoom
- ☐ Microsoft Office
- ☐ Sage Accounts Level 1
- ☐ Sage Payroll Level 1
- ☐ Social Media
- ☐ Online Budgeting
- ☐ African Drumming
- ☐ Emotional Wellbeing Workshops

## About Us

Here at First Steps Women's Centre our vision is to help reinforce "Confident Women empowered to participate in and influence society".

Our Mission is "Supporting women's professional and personal development through education and training"

First Steps Women's Centre (FSWC) is an Education, Learning and Support Centre for women. We are based in Dungannon, mid-Ulster, Co.Tyrone. It was formed in April 1998. It has grown from small, humble beginnings to the provision of over 60 courses and programmes per year for over 700 participants. We provide Education & Training Courses as well as essential support services such as Childcare, Transport and a Benefit Checker service. We have family friendly times with all morning courses beginning at 9.45am and running for 1, 2 or 3 hours. The afternoon sessions start between 12.30pm and 1.00pm for a maximum of two hours. 746 participants took part in 61 different courses with First Steps Women's Centre during 2019-2020.

The courses can be divided into four distinct areas:

- IT Courses– ranging from Computerised Accounts and Payroll, Digital Photography, Introduction to Computers, iPad & Tablet Courses
- Lifeskills Programmes – includes Numeracy, Literacy and English for Speakers of Other Languages,
- Wellbeing Programmes – ranging from the physical e.g. Pilates, Yoga, Dancing Your Way to Health & Happiness to more personal development programmes including Living Life to The Full, Managing Stress, Sewing, Creative Writing.
- Ancillary Courses – These include First Aid, Food Hygiene

## Meet the Team



Joanne – Monitoring Officer



Luisa – Childcare Assistant



Marion – Progression Officer



Michael – Chief Executive



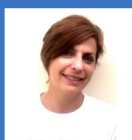
Sonata – Housekeeper



Yvonne – Project Manager



Amanda – Training and Education Co-ordinator



Bernie – Recruitment Officer



Carla – Childcare Assistant



Carmel – Training and Education Co-ordinator



Dominika – Childcare Assistant



Franco – Transport Co-ordinator



Giedre – Childcare Assistant



Gillian – Life Skills Co-ordinator



Helena -Childcare Leader



Ingrid – Participant Liaison Officer



Jacqui – Childcare Assistant Leader

## Annual Report 2018-2019

[Download!](#)

## Annual Report 2019-2020

[Download!](#)

Brilliant course, will certainly recommend and I really like this subject. Tutor was very good, and nice and clear



BrainFit (Anne Bresland - 360 Active)

## Our Contact Information

Landline: 028 87727648

General contact Email: [thewomenscentre@gmail.com](mailto:thewomenscentre@gmail.com)

Course Enquiries: [fswc.enquiries@gmail.com](mailto:fswc.enquiries@gmail.com)

Michael McGoldrick, Chief Executive

First Steps Women's Centre,

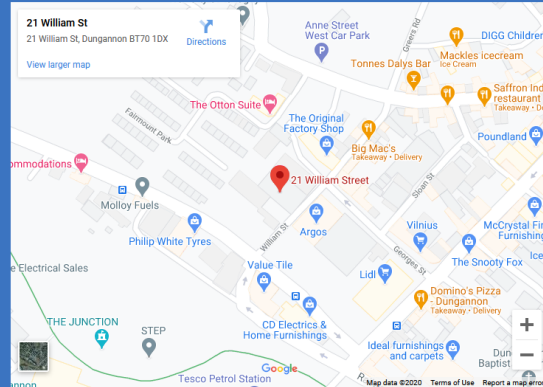
21a William Street, Dungannon, Co.Tyrone BT70 1DX,

Tel: 028 87727648

Mobile: 07898888531

[www.firststepswomenscentre.org](http://www.firststepswomenscentre.org)

## Find Us Here!



## Contact Form

Name \*

First

Last

Email \*

Nature of Enquiry (Select as many as you need) \*

- ☐ Benefits
- ☐ Childcare
- ☐ Counselling
- ☐ Learning
- ☐ Meet People
- ☐ Room Hire
- ☐ Wellbeing
- ☐ Other

Your Consent FSWC Data Privacy Notice is available online [here](#) and by request from any member of staff. It is essential that you familiarise yourself with this policy as it details all aspects of how your data will be used by FSWC \*

☐ Yes - By ticking this box I am consenting to FSWC using my personal data, as per this form, to administer any aspect of my interaction with staff or services provided by and on behalf of myself and the FSWC

☐ No - By ticking this box I AM NOT consenting to FSWC using my personal data, as per this form, to administer any aspect of my interaction with staff or services provided by and on behalf of myself and the FSWC

Comment or Message \*

Submit



## Contents | hide |

- 1 International Women's Day 2020
- 2 International Women's Day Coffee Morning Photos 2019
- 3 Christmas Coffee Morning & Raffle 2019
- 4 Christmas 2018

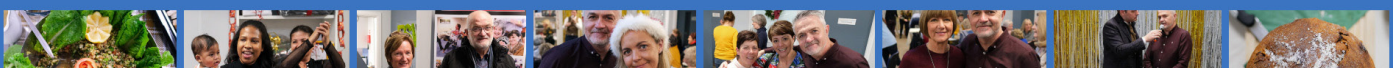
## International Women's Day 2020



## International Women's Day Coffee Morning Photos 2019



## Christmas Coffee Morning & Raffle 2019



# Reflections

The creation of the website was done primarily by me as I was the one in my group who enjoys web design and development whereas the rest of my group were primarily focussed more on the design parts. Because of this myself in particular was very happy with the site as it came out almost exactly like the mock-ups which the client had originally agreed to. The site has been shortened down considerably compared to their original site as per request and as such we kept the mock-ups layout of having the 3 core pillars of the client on the homepage linking to their respective pages. One of the main goals of the redesign was to modernize the website and using Wordpress and their plugins I believe we managed to do so.

During the development of the website we received some feedback on the design of the site so far and were instructed to go back and change a few things mainly to keep the design consistent throughout the entire site as well and correcting some mistakes on the homepage including the addition of the video about Covid-19 which was originally absent as well as the funders logos being changed at the bottom of the website to be a carousel.

The website did take longer than expected to create due to myself never having used Wordpress before and the transferring of domains and hosting being more awkward than expected however it turned out well and was delivered in a timely manner.

# Client Reactions

After the website was complete and was sent to the client for feedback they were very pleased with the result with CEO Michael McGoldrick sending us an email saying "Looks great lads. Looks cool on my phone too." So from that we can take it that the client is happy with how the website works and that all of the deliverables that were agreed upon have been included. We did have to cut one thing that was not set in stone originally which was a VLE as this was something that wasn't possible in this time frame and without funding however despite this the client was pleased.

JM

JohnMichael McGoldrick <fswc.michael@gmail.com>  
Mon 14/12/2020 16:27  
To: Mulrone, Claire  
Cc: Hickey, Adrian; Carl Gordon; Jack Harkin; Oran McAnaney

Hi Claire, can I thank the young men for a great job. I did see a few emails winging their way around in the early hours of the morning.

First Steps would like to send a small gift to each of those involved. Would it be possible to send their addresses or would you prefer if we sent the gifts to your office?

Cheers

Michael McGoldrick  
Chief Executive  
First Steps Women's Centre,  
21a William Street, Dungannon, Co.Tyrone BT70 1DX,  
Tel: 028 87727648  
Mobile:07898888531

[www.firststepswomenscentre.org](http://www.firststepswomenscentre.org)

First Steps Women's Centre

~Supporting women's professional and personal development  
through education and training~

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Any views or opinions presented are solely those of the author.

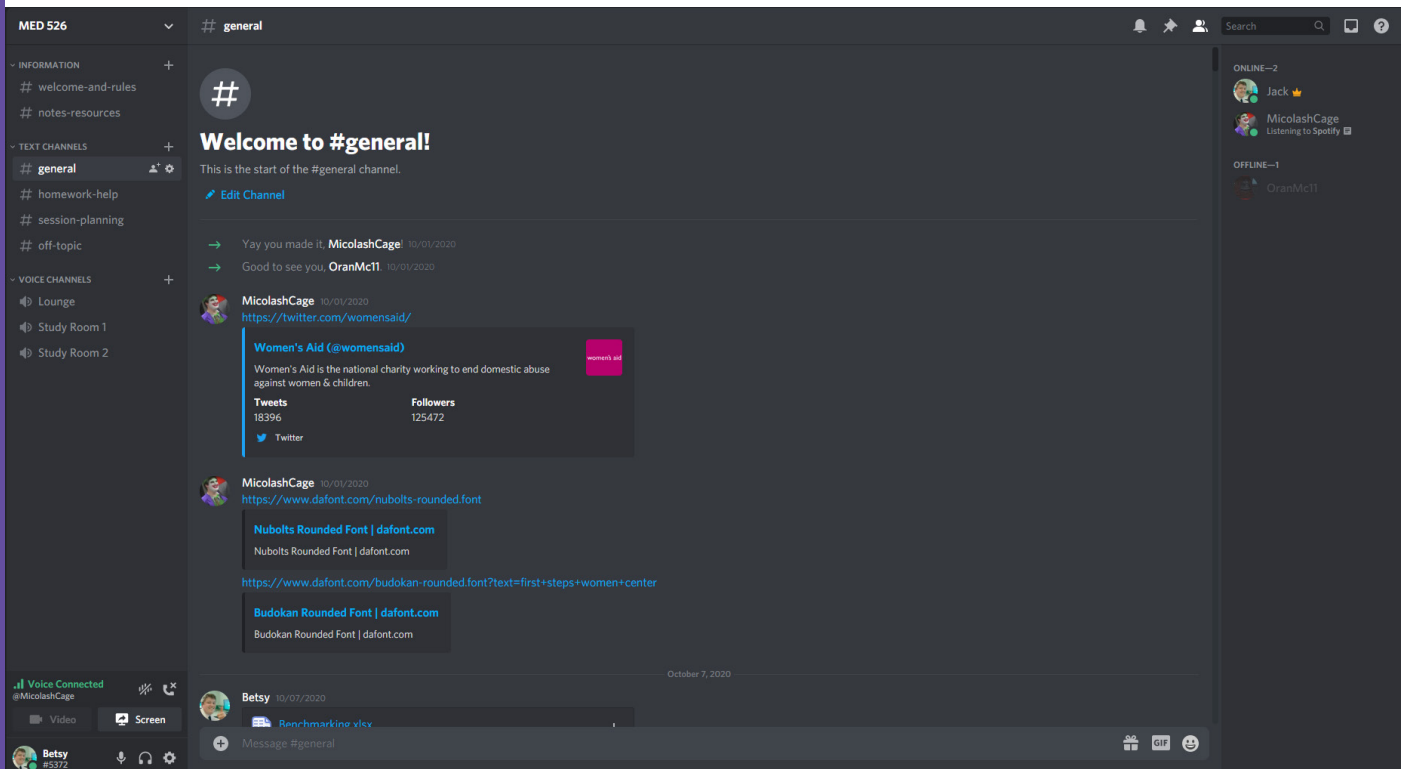
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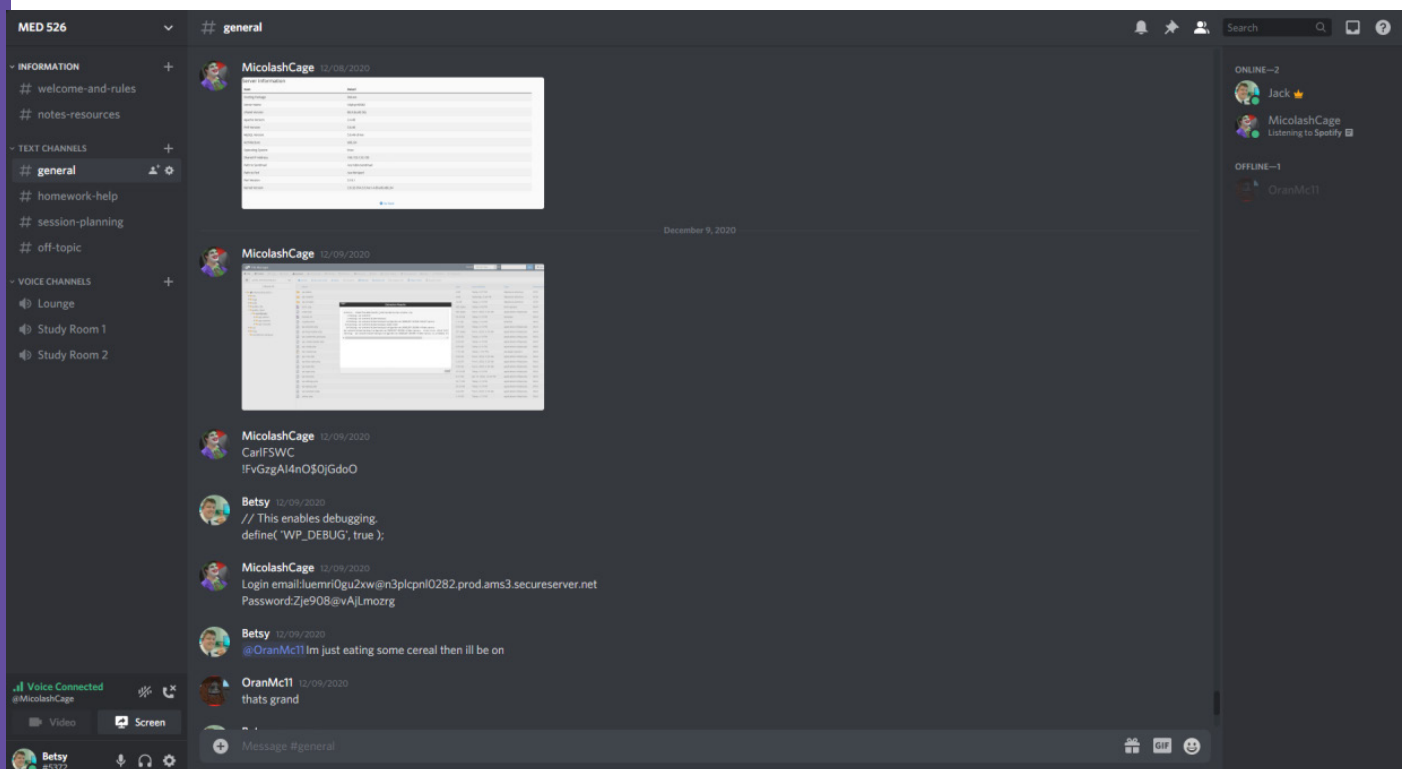
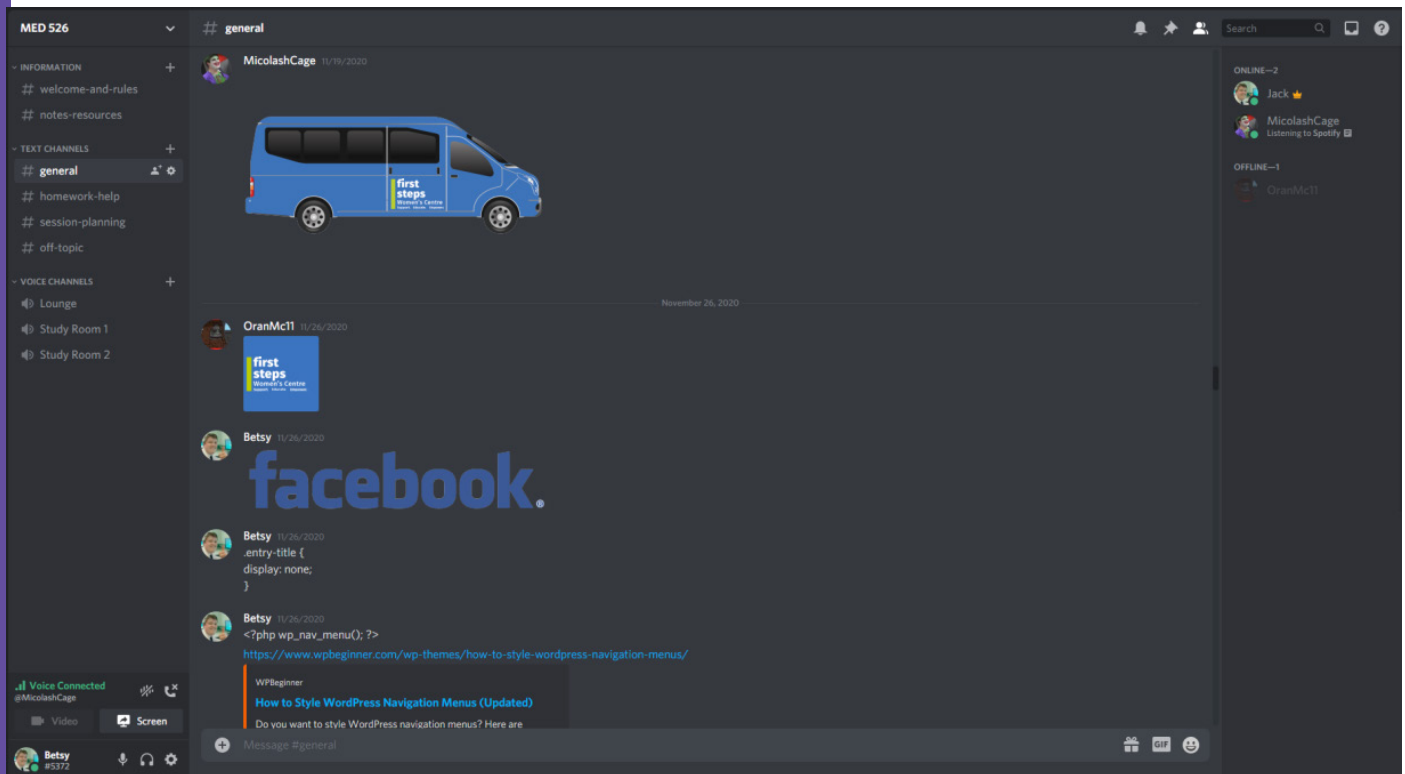
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# Communication

# Discord

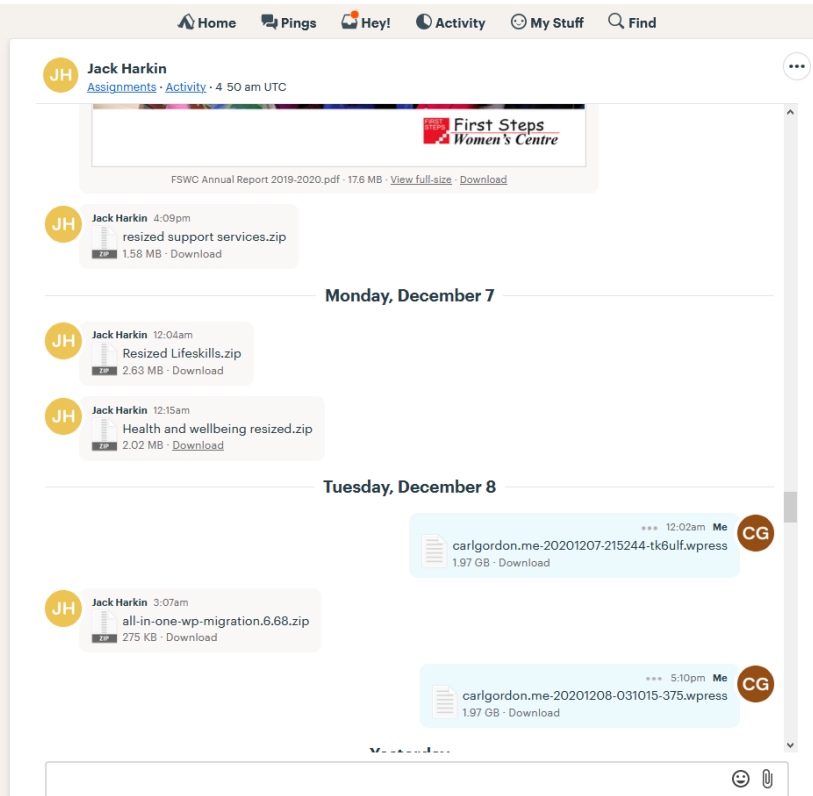
When our group was communicating we primarily used Discord as it was a program that we all used regularly and the fact that we could share our screens, speak with each other and share files it made it convenient to go Online and get work done. There were some limitations to doing this such as a limit to file sharing sizes and we got around this using basecamp.





# Basecamp


When our group was communicating with Adrian and Claire we used basecamp to both gain feedback and discuss how to move forward with the project which was very valuable during the module. Our group had also used basecamp pings in order to send larger files to each other since this was a limitation to discord.



Home
Pings
Hey!
Activity
My Stuff
Find

JH
**Jack Harkin**


Assignments
Activity
4:50 am UTC





FSWC Revised logo - Women's Centre Only.psd · 228 KB · [View full-size](#) · [Download](#)

Thursday, November 19


\*\*\* 11:06am Me CG


Middle Rollup.psd  
33.8 MB · [Download](#)


Left Rollup.psd  
37.2 MB · [Download](#)


Right Rollup.psd  
31.3 MB · [Download](#)


\*\*\* 11:38am Me CG

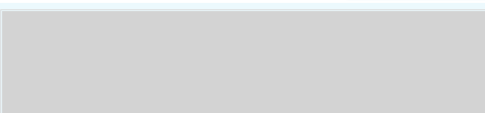

Roll up not final because cant name final.psd  
95.1 MB · [Download](#)

JH
**Jack Harkin** 11:55am

Poster.psb  
13 MB · [Download](#)

\*\*\* 12:21pm Me CG


Pavement sign.psd  
115 MB · [Download](#)

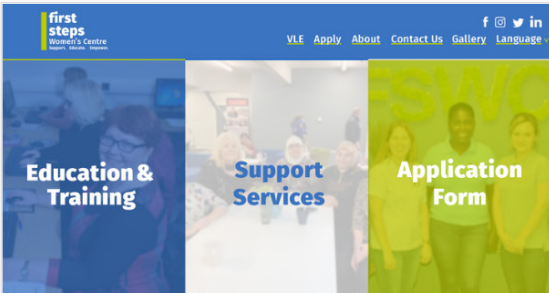


Home
Pings
Hey!
Activity
My Stuff
Find

First Steps Women Centre


Campfire


Home page web mock up colour blocks (UPDATED).psd · 7.17 MB · [View full-size](#) · [Download](#)





Home page web mock up still with colour wash (UPDATED).psd · 9.03 MB · [View full-size](#) · [Download](#)

\*\*\* 6:24pm Me CG


All Together Now!.psd  
97.6 MB · [Download](#)


Left Rollup.psd  
41.4 MB · [Download](#)


Middle Rollup.psd  
34.8 MB · [Download](#)


Right Rollup.psd  
33.1 MB · [Download](#)

OM
**Oran McAnaney** 8:14pm

65

# Module Reflection

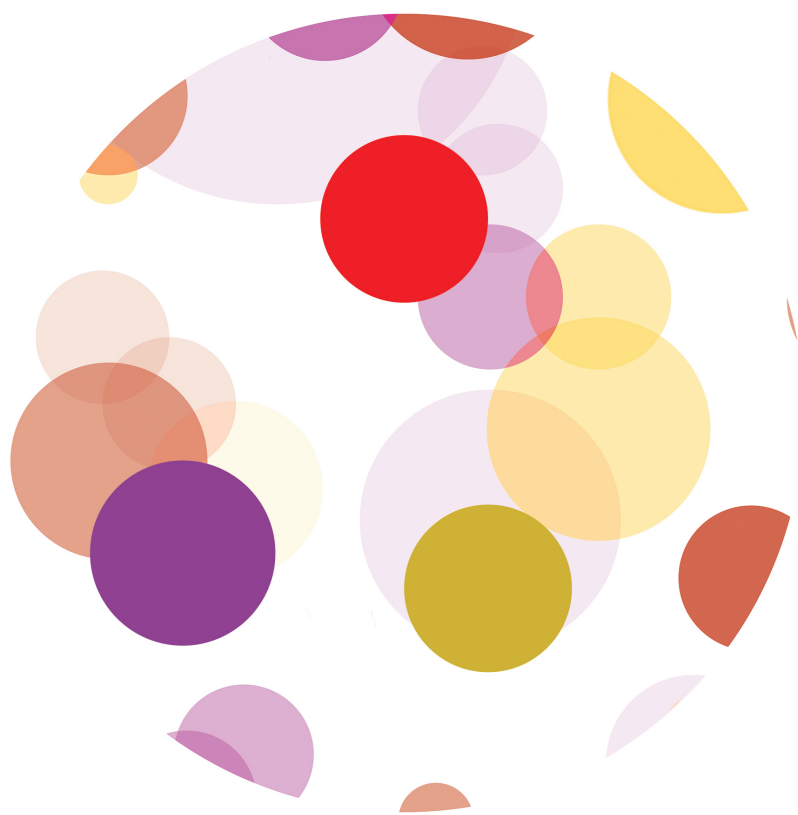
This module has been a difficult one but very rewarding as with the current pandemic leaving for a year of placement was not very ideal and being able to gain experience such as this was something that I will be able to go forward with in my pursuit for a career in the industry. I enjoyed working with my group and am very pleased with how we worked together to create a piece of design work and a website that both our client and ourselves are pleased with. The use of Microsoft teams as well as Discord and Basecamp has allowed effective communication with our Project Manager Claire Mulrone and our Creative Director Adrian Hickey and has been a pleasure to work with them as well as the client Michael McGoldrick as well as the Website Technician Cormac.

# References

First Steps Women's Centre, 2020. [Image] Available at: <<https://www.firststepswomenscentre.org/>> .

Shankill Women's Centre, 2020. [image] Available at: <<https://www.shankillwomenscentre.org.uk/>> .

Womens Resource Centre, 2020. [image] Available at: <<https://www.wrc.org.uk/>> .



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