



GRACE BOYLE

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INTRODUCTION

World United NI was created in 2004 with the support of Irish Football Association (IFA) as an intercultural community football project targeting refugees, asylum seekers and people from black and minority ethnic groups which has now developed into a wider community outreach project offering educational anti-racism and discrimination workshops in schools, promoting respect and equality. This project needs recognition and funding to ensure further survival making this our primary goal.

Aims and Objectives: To create a new visual identity for World United that will represent what their organisation does for the community and internationals within the area. This project aims to showcase the work that World United do in a fresh and contemporary way in order to gain more support and possible funders to the organisation. We will be focuses on their aims and values that will inform the creation of all new brand materials and outputs for World United.

MEETING THE CLIENT

We first meet with our client Paul on the 3rd of October in the atrium. Paul is the current chairman of the organisation World United. Paul discussed that he wanted a new visual identity for World United including a new badge, website and kit. World United doesn't have a budget for spending and we discussed what else we could provide Paul to attract more people to get involved in the project.

Our notes from the meeting include:

- X3 Video's
- Re-hauled website
- New social media
- Redesign logo and badge
- Wordpress manual
- Brand guidelines

TEAM

Grace Boyle

Responsibilities:

Creating the new visual identity, brand guidelines, Microsoft documents as well as creating and updating social media accounts. Photography, storyboarding

Skills:

Adobe CC, motion graphics, HTML, written communication, marketing, advertising, creative, collaborator, interpersonal, analytical thinker, mediator

Karolina Dymek

Responsibilities:

Photography, Filming and Web Design and providing the Wordpress manual Skills - Adobe CC HTML, CSS, JQuery, video editing, photography,

Skills:

Adobe CC HTML, CSS, JQuery, video editing, photography, design, creative, organisation, problem solving, time management.

BENCHMARKING

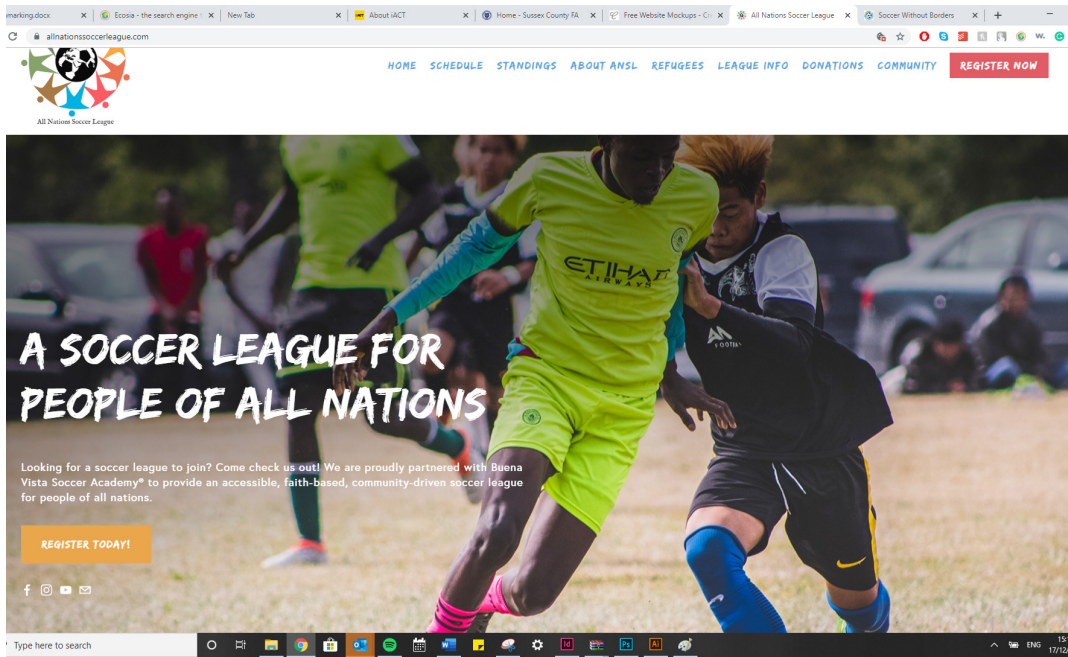
RESEARCH

The research undertaken after meeting our client is was to look at other visual identities and mission statements similar to World United. This included organisations that were focused on refugees and football as well as community based projects.

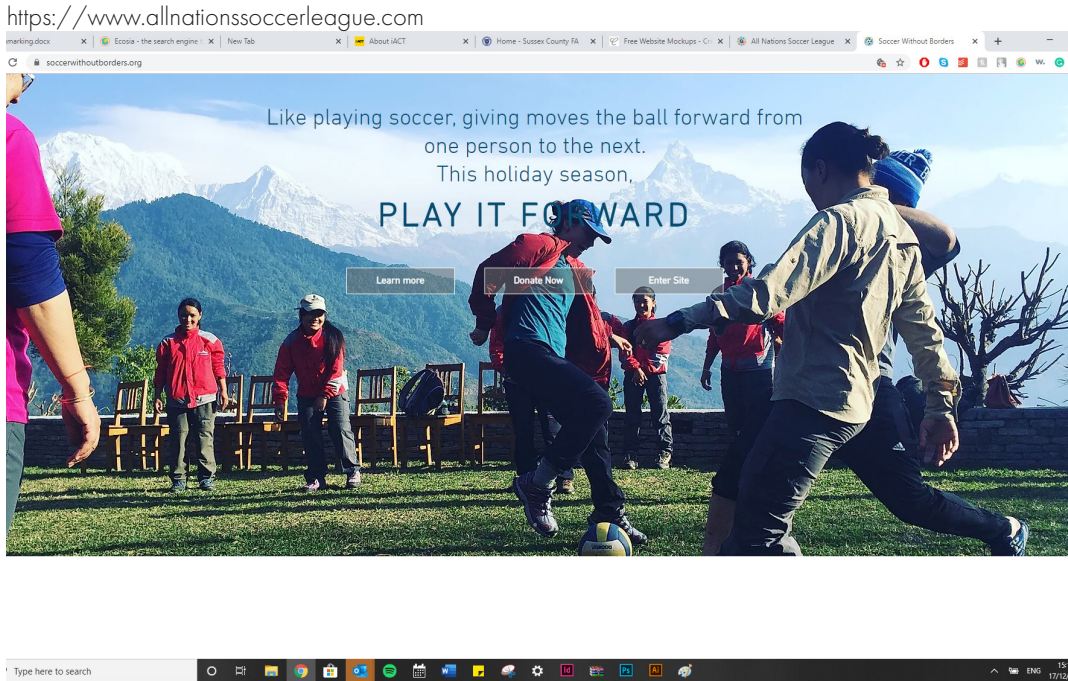
We looked into the key factors to make up a new brand identity for the client, this included the international links, friendship and football. I looked at logos that were more atheistically pleasing and reflected of a football badge whilst bringing in more colour to the logo. Paul specified that the new kits will be green and that the colours he wishes to be in the brand creation is black and green.

We then began benchmarking other competitors in these areas. I chose 4 organisations to benchmark and Karolina chose 4. We then compared them against World United current website and tabulated the results.

EXAMPLE SITES



All nations Soccer League

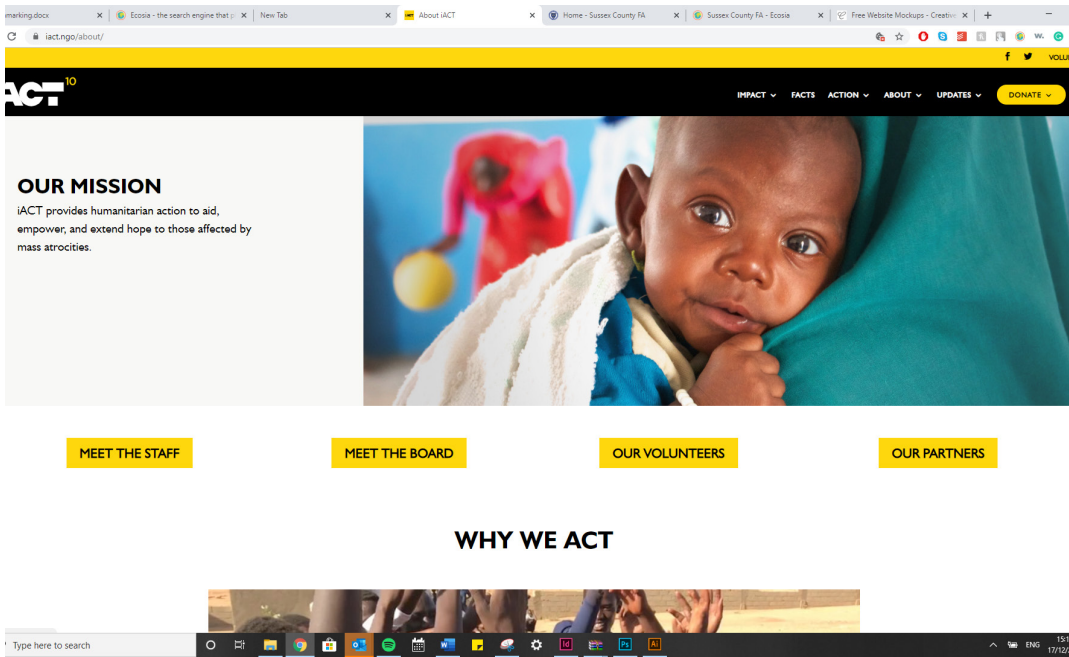


Soccer without borders

<https://www.soccerwithoutborders.org>

BENCHMARKED LOGOS

When benchmarking the websites I took special attention to the logos of the competitor. The designs are clean and versatile with a strong theme. I was most attracted to the iACT logo as it is simple and straight to the point.



iACT Refugee Led Solutions

<https://www.iact.ngo>



Nations United FC for Sussex FC

<http://www.sussexfa.com/news/2018/dec/18/meet-nations-united-fc>



Category	Feature	Sport Against Racism Ireland SARI	United Glasgow FC	Etnoliga (Poland)	Nations United Soccer (USA)	All Nations Soccer League	iACT	Sussex	Soccer without borders
First Impression	Aesthetics	Clean easy to follow layout	High background to text contrast and central image showing the team	Clean aesthetically pleasing layout, 'Hero' image showing players	'Hero' image slider showcasing their players	Clean layout, high quality image shower player.	Aesthetically pleasing format. High quality landing image with 'hero' video and text overlay	'Hero' landing page, slide show of events	Clean medium sized layout. Landing page.
	Identifiable Target Audience	Click away	On homepage	On homepage	On homepage	On homepage	On homepage	On homepage	On homepage
	Identifiable Purpose	On homepage	On homepage	On homepage	On homepage	On homepage	On homepage	On homepage	On Homepage
Look & Feel	HD Ready	Logo and some images are not	Most images are not	Yes	Yes	Yes	Yes	Yes	Yes
	Responsive	No	Yes	Yes	No	Yes	Yes	Yes	Yes
	Content in Prime Position	Information and Image slideshow	Image of the team	Image of players	Image slider	Image and register today button	Video	Image and text box	Image and buttons
	Body Text font	Sans Serif	Sans Serif	Sans Serif	Sans serif	Sans serif	Sans Serif	Sans Serif	Sans Serif
	Logo position	Top right corner	Top left corner	Top left corner	Top center	Top left corner	Top left corner	Top left corner	Top mid-left-hand corner
Technical	Content Management System	SilverStripe CMS	SquareSpace	WordPress	Wix	SquareSpace	Wordpress	SiteCore	Wix
	Analytics Embedded	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Category	Feature	Sport Against Racism Ireland SARI	United Glasgow FC	Etnoliga (Poland)	Nations United Soccer (USA)	All Nations Soccer League	iACT	Sussex	Soccer without borders
Navigation	Primary Menu Format	Fully exposed click through	Rollover click through	Fully exposed click Through	Rollover click through	Fully exposed click Through	Rollover click through	Rollover click through	Rollover click through
	Primary Menu Position	Left hand side down vertical	Horizontal Top	Horizontal top	Horizontal Top	Horizontal top	Horizontal top	Horizontal top	Horizontal top
	Means of getting back to the top of page	None	None	Top of page arrow	None	None	None	None	None
	Sitemap	None	None	None	None	None	None	None	None
	Contact Us	Primary menu	Primary menu	Contact details in the footer	Contact email in the footer	On About Us page	In the footer	Through "About Us"	In footer
	No. of clicks to Contact Us	One click away	One click away	Scroll down	Scroll down	Click away	Click away	3 clicks	Scroll down
Content	Explanation of main goal	Click away	Short on homepage – long one click away (our story)	On homepage	Short on homepage – long one click away (our story)	Short on homepage – long one click away (our story)	On homepage	On homepage	On homepage
	Evidence of outdated content	Media/Press releases dated 2014-2016	None	None	None	None	None	None	None
	Social Media links	In the footer	In the footer	In the primary menu, Instagram feed embedded on homepage and links in the footer	In the footer	On hero image and In the footer	In header and footer	In header and footer	In header and footer

Category	Feature	Sport Against Racism Ireland SARI	United Glasgow FC	Etnoliga (Poland)	Nations United Soccer (USA)	All Nations Soccer League	iACT	Sussex	Soccer without borders
	Privacy Policy	T&C in primary menu	None	Linked in the footer	None	None	Through search bar	In the footer	In the footer
Search	Search	Not available	Not available	In the primary menu	Not available	Not available	In the primary menu	In the primary menu	Not available
Functionality	Load time	2.40 sec	2.20 sec	3.24 sec	2.46 sec	2.12 sec	3.41 sec	2.42 sec	2.0 sec
	Multilingual	No	No	Yes	No	No	No	No	No
	No. of languages other than English	None	None	1	None	None	None	None	None
Accessibility	No. of different font types	2	2	2	13	2	2	2	2
	Clear Headings	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes on the landing page, All Nations Soccer League has an atheistically pleasing and interactive landing page
	Visually distinct links	Yes	Links in buttons	Yes	Images linked to external websites	Yes	No	Yes	Yes
	Links underlined	No	No	No	No	Yes	Yes	No	Only some
	Hyperlinks change colours if opened	No	No	No	No	No	No	No	No
Total score		27%	37%	69%	27%	44%	59%	48%	48%

BENCHMARKING CONCLUSION

During the benchmarking process we investigated eight different organizations across UK, Ireland and US, whose purpose aligned with that of our client. During this process we have identified Etnoliga and iACT as the obvious leaders achieving scores of 69% and 59% respectively, they are the best example of a modern web design when measured against our metrics. Etnoliga received a high score due to the aesthetically pleasing and playful design as well as good functionality. The scroll down format of the page, consistency in fonts and style make it easy to follow the content. Search bar in the primary menu enables the user to find the desired content quickly. The content management system is WordPress and the website is responsive and looks well on all devices. Etnoliga is based in Poland however it also offers translation of it’s content to English, making it the only site offering another language. Despite the highest score there is still an area for improvement as the site doesn’t include a contact tab in the primary menu and compared to other organizations it doesn’t provide a lot of information.

iACT scored 59%, making it the second highest scoring organization. The homepage presented a ‘hero’ muted video which was interesting but also increased the loading time of the page. Content management system for the site is WordPress. The page is responsive and very interactive, filled with variety of large icons and buttons which the user can press or hoover over in order to explore the contents of the page. The overall design is very user friendly with high contrast colour scheme and consistent font. However, a score of 59% indicates an area for improvement functions are displayed more than once on the main landing page, in the index and on the ‘hero’ slider, this could be improved by refining it to one area, preferably the index. All Nations Soccer League had metric scores of 44%.

With a clean layout on the landing page, All Nations Soccer league has an atheistically pleasing and interactive landing space with a button telling the user to click the “register today” within the image. They have a very clear identifiable target audience in this landing image explaining their ethos as a “faith based,community driven” organisation. All Nations Soccer team had the quickest load time of 1.95 seconds which is the fastest of all the websites benchmarked. However, there is no search function on the website making the user experience a series of click throughs to find the information they are wanting to obtain.

Soccer Without Borders has a pretty static landing page. The content is busy, the chief aims text is somewhat small for the user to see, especially in the contact section within the footer. Another pressing concern is on its landing image, the buttons embedded on the images of “latest News” and “donate” are difficult to read due to the colour clashes in the design of the buttons against the landing image. The clean layout of the page is digestible for a user to read but lack of interactive features making the page look static may be a result of the CMS being Wix which may lack some interactive features and plugins as opposed to All Nations Soccer League who use SquareSpace which merges interactive features and content seamlessly.

One of the lowest scores on our metric was Sports Against Racism Ireland SARI which had a score of 27%. The user experience as soon as you land on the page is something of not of a contemporary web design. The home page doesn’t cover the whole site page and leaves a grey background around the empty space. Some of the features are placed in jarring way. The gallery feature for the “United through Sport” section is on the right hand side of the home page, this meant that there isn’t a natural eye flow for the user. The overall experience seems clunky and not easy to navigate. This continues onto the colour scheme, which is not aesthetically pleasing, sponsors and social links are in their brand colours with no consistent colour scheme in place. As Sports Against Racism performed poorly in aesthetic and functionality, the experience is overall bland and out dated.

BENCHMARKING CONCLUSION

Throughout this benchmarking process I have taken note of what is good practice in organisation and what is bad practice. This exercise was deeply informative in starting the cog-works of the vision for World United future brand outputs.

This was an opportunity to assess what we can do to exceed these performance measures for World United and become a stronger competitor in against the sites that we have benchmarked.

BRIEF

Aims

The main aim of this project is to provide our client with a new visual identity and website along with other content that may be used in order to secure funding. We will aim to raise awareness and show the value of the work that World United is currently doing the great impact it has on the local community.

Budget

For this project we have no budget therefore we are limited in what we can provide. The domain name has already been bought and costs are absorbed by the organization, we will further use a free wordpress template to launch the new website. The brand guidelines and microsoft documents and booklet will be provided with a hope that in the near future

Audience

For this project we will focus on potential sponsors and donors as our primary target audience and refugees, asylum seekers and people from ethnic minorities along with local community as our secondary target audience

The secondary target audience are the refugees, asylum seekers and people from ethnic minorities as well as people within the local community. As the training and games take place in Belfast and surrounding area our target audience will be people currently residing within this geographic area, local and foreign male individuals aged 18 and above , who are physically able to participate as players, coaches and referees.

PLANNED DELIVERABLES

We will provide our client with a new visual identity and a Wordpress website that will replace their current outdated site. Brand guidelines will be provided along with a set of locked Microsoft Word and PowerPoint documents following the set guidelines.

We will provide our client with a booklet created primarily for the potential sponsors outlining the mission and vision statement of the organization, clearly explaining the purpose and the importance of their work. Wordpress manual will also be provided with step by step instructions to accommodate our clients limited technical abilities.

We will further produce a variety of video content - first we will deliver a promotional video that will be used to show potential sponsors and donors what the organization does and the value it brings to the community, furthermore video content will also be produced to showcase their soccer and futsal team, and lastly, three player profiles will be produced in a form of a short documentaries that will align with the theme of UEFA campaign #EqualGame.

Given the degrading attention spans we will keep each video content relatively short. Furthermore we will provide the client with a variety of photographs of the team, individual players and games all of which can be used across social media platforms such as Facebook, Instagram and Twitter, which we will aim to create, update and then link on the new website.

PRODUCTION SCHEDULE

October

31st -Brief pitch to World United.

November

1st - Begin the creation of the new visual identity and brand guidelines.

4-20th - Weeks allocated to filming, depending on availability of the client and us, giving us enough time to shoot at least twice.

14-21th - Editing video footage and creating content for print.
18-25th Web Design and creation of social media sites.
25-27th Creating Wordpress manual.

December

4th - Website launch 3pm-5pm , current site will be down for approximately three hours. Contingency plan allowing extra hours between 5-8pm to fix any issues.

12th - Final media outputs uploaded to Basecamp.

January

9th - Exhibition set up
10th - Exhibition day
11th - Exhibition disassembly

ADJUSTED PRODUCTION SCHEDULE

October

31st -Brief pitch to World United.

November

7th - Pitch
14th - Final Pitch
20th - Filming training sessions
23rd - Filming match
2rd-25th - Editing images
25th-27th - creating and updating social media site

December

1st- Filming Unity Cup
2nd - editing and updating social media
2-5th Making the website
5th - Photoshoot - pictures for pop up banner
7th-10th - Editing footage for promotinal video
11th - Wordpress manual and brand guidelines
12th - Final Media outputs

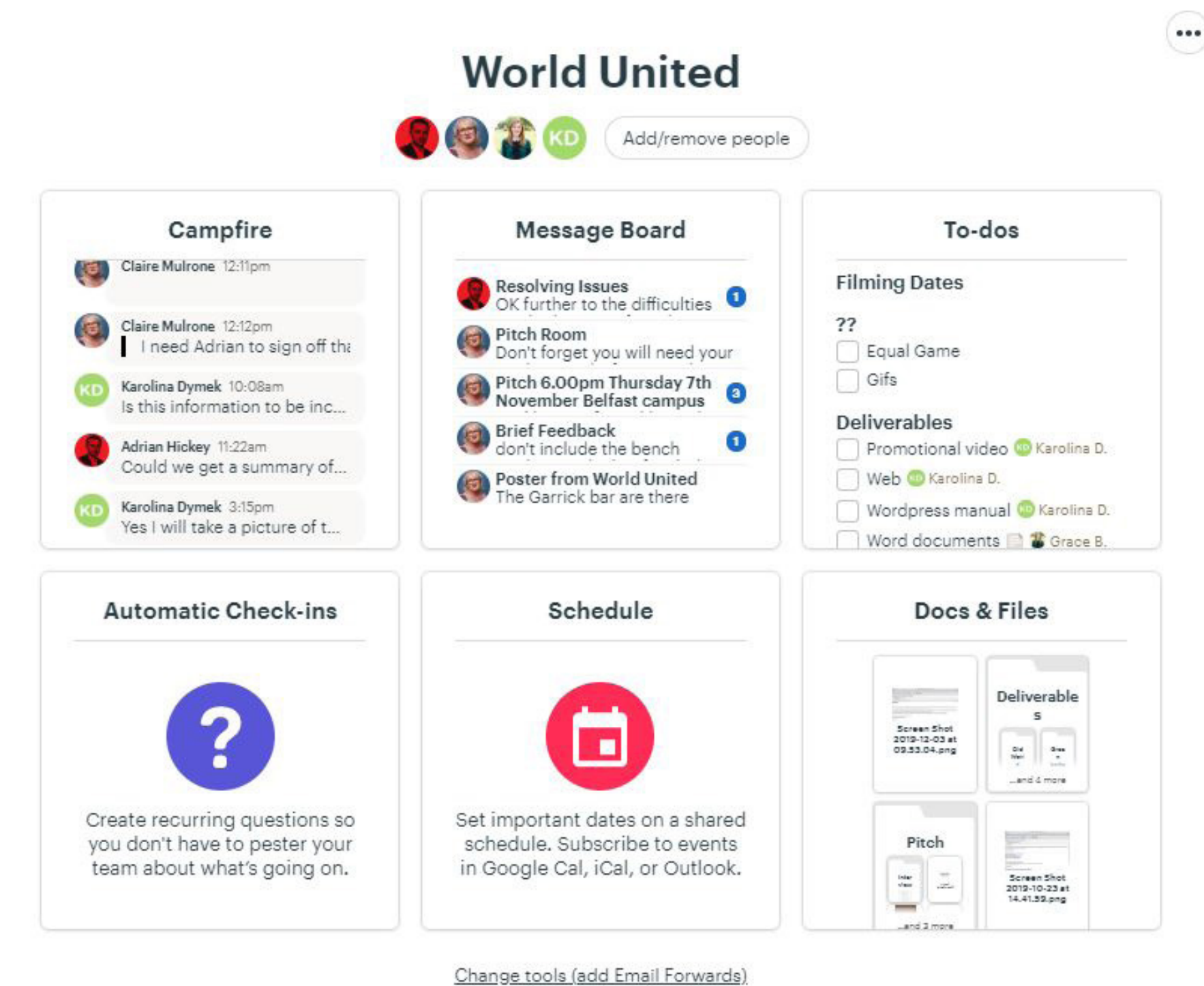
January

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COMMUNICATION

BASECAMP

We used Basecamp to communicate and upload content whilst also using to do lists and calendars to keep track of deliverables that needed to be actioned. This was an effective platform to share our work as we progressed through the project whilst also keeping a schedule of what was to be completed.



TO DO LIST

To-dos 33/38

0/0 completed

Vinyls 2

Add a to-do

3/3 completed – Archive list

Filming Dates

Add a to-do

Unity Cup Sun, Dec 1 Grace B. Karolina D.

Game @ 12.45 Sun, Nov 24 Grace B. Karolina D.

Training Day Wed, Nov 20 Grace B. Karolina D.

0/2 completed

??

hat we wanted to deliver but might not be able to due to schedule of our cli...

Equal Game

Gifs

Add a to-do

5/8 completed

Deliverables

Wordpress manual Karolina D.

Word documents Grace B.

Powerpoint template Grace B.

Add a to-do

4/4 completed – Archive list

Social Media

Add a to-do

Facebook Grace B. Karolina D.

Twitter Grace B.

Templates

And 1 more completed to-do...

5/5 completed – Archive list

Wordpress

Add a to-do

Team Page

Contact Page

Donate Page

And 2 more completed to-dos...

7/7 completed – Archive list

To do

Add a to-do

Gather information for web Karolina D.

Set up wordpress

Strip content from website Mon, Nov 18 Grace B.

And 4 more completed to-dos...

2/2 completed – Archive list

Karolina

Add a to-do

New Mockups : Scarf, jersey , shorts, polo tops Tue, Nov 12 Karolina D.

Upload full design deck Fri, Nov 1 Karolina D.

3/3 completed – Archive list

Grace

Add a to-do

Pop up stands Grace B.

New mockups : Annual report, compliments slip Tue, Nov 12 Grace B.

Business Card, Document Header Tue, Nov 12 Grace B.

4/4 completed – Archive list

Design Deck

Add a to-do

Web Mockups Grace B.

Change the green in the designs Grace B.


Social Media Mockups Fri, Nov 1 Karolina D.

1 more completed to-do...

EMAIL

Throughout this project we regularly kept in contact with our client Paul as well as Reg and Aruna. We used email for for-
mal communications and to plan our filming days. Examples of this is is assisting reg with setting up the hosting site as well as
sending interview question so that the team could prepare responses for shoot.

Hosting Set up



Grace Boyle

To

Reginald Vellem

Cc

Karolina Dymek; Mulrone, Claire

Reg Hosting.docx

926 KB

Reply

Reply All

Forward

...

Fri 29/11/2019 20:18

Hello Reg,

Hope you are well!

Following up from our chat. Once you have set up the account open the attached document buy the hosting. When you get that set up, link your domain name to the new hosting space. Ideally we need this up ASAP so we can begin working on the site. Please don't hesitate to email me if there is any issues.

Many thanks,
Grace

From: paul mottett <paulmottett7@hotmail.com>

Date: Monday, 2 December 2019 at 20:24

To: Claire Mulrone <cm.mulrone@ulster.ac.uk>

Cc: Karolina Dymek <Dymek-K@ulster.ac.uk>, Grace Boyle <Boyle-G12@ulster.ac.uk>, Reginald Vellem <vellemr@yahoo.co.uk>

Subject: Grace and Karolina attendance at unity cup

Claire.

I have to record with you that I have been organising the Unity cup in Belfast each year for 15 years. This year included teams from Ghana, Syria, Algeria, Sudan and an amalgamation of teams with over 20 different nations including Limestone Utd (young Protestant and Catholic disadvantaged lads from the north Belfast area) who reached the final and were absolutely "over the moon". This year for me has been the very best, played in the spirit of fun and total respect.

Grace and Karolina participated in the event from early start to finish (3.5 hours) when all were gone in absolutely freezing temperatures. Their dedicated participation added tremendously to the overall success of the event and I can but thank them. Also a big thanks for all their tireless work with Reg.

Girls - hope all goes well for your completion on 12/12/2019. Please contact Reg or me on anything you need and we will see you on launch day 10/01/2020.

Claire from a client point of view its a "First" from us!!

Well! Well! done Grace and Karolina.

Paul and Reg

Email

Grace and Karolina attendance at unity cup

PM

paul moffett <paulmoffett7@hotmail.com>

To: Mulrone, Claire

Cc: Karolina Dymek; Grace Boyle; Reginald Vellem

Reply

Reply All

Forward

Mon 02/12/2019 20:25

Claire.

I have to record with you that I have been organising the Unity cup in Belfast each year for 15 years. This year included teams from Ghana, Syria, Algeria, Sudan and an amalgamation of teams with over 20 different nations including Limestone Utd (young Protestant and Catholic disadvantaged lads from the north Belfast area) who reached the final and were absolutely "over the moon". This year for me has been the very best, played in the spirit of fun and total respect.

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Claire from a client point of view its a "First" from us!!

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Paul and Reg

From: Reginald Vellem <vellemr@yahoo.co.uk>
Sent: 29 November 2019 17:57
To: Karolina Dymek <Dymek-K@ulster.ac.uk>
Cc: paul moffett <paulmoffett7@hotmail.com>; Grace Boyle <boyle-g12@ulster.ac.uk>; Mulrone, Claire <cm.mulrone@ulster.ac.uk>
Subject: Re: World United Website

Hi Karolina and grace,

Please see my first draft of the website content. We will provide the Futsal / Football and players profiles at the weekend or early next week.

Regards,

Reg

From: paul moffett <paulmoffett7@hotmail.com>
Sent: Wednesday, December 11, 2019 8:10:49 PM
To: Karolina Dymek <Dymek-K@ulster.ac.uk>; Grace Boyle <Boyle-G12@ulster.ac.uk>
Cc: Reginald Vellem <vellemr@yahoo.co.uk>
Subject: Tomorrows submission.

Karolina / Grace.

Good luck for tomorrows submission (you don't need it, you will be great). See on the 10th January - send me and Reg the prior arrangements. You both, family and friends have a lovely and stress free Christmas.

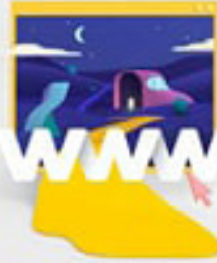
Thanks for your great work.

Paul

SMS

I messaged Reg to guide him through how to set up hosting and took the lead for when Karolina was not available to set up the Website.

Hello Reg it's Grace. Karolina is in work sorry. So I need you to set up a GoDaddy account uk.godaddy.com and then we can go from there. I will email you if that's okay



Make Your Own Way | GoDaddy UK

All the help and tools you need to grow online: Websites, Domains, Digital

uk.godaddy.com

R

That's ok. Thanks Grace

R

I now have an account. Should I have opened it using a world United email address? Or does it not matter?

Reg

now have an account. Should I have opened it using a world United email address? Or does it not matter?

R

Use World United if you can please!

R

Ok. Did you guys open a new WU email account? I think you did

Yep, do you have access to it?

R

No I don't

R

No I don't

I am just waiting to get details off Karolina!

R

That's ok. Thanks Grace

29 Nov, 21:07

No problem!

Welcome!

You're welcome!

+ Attach

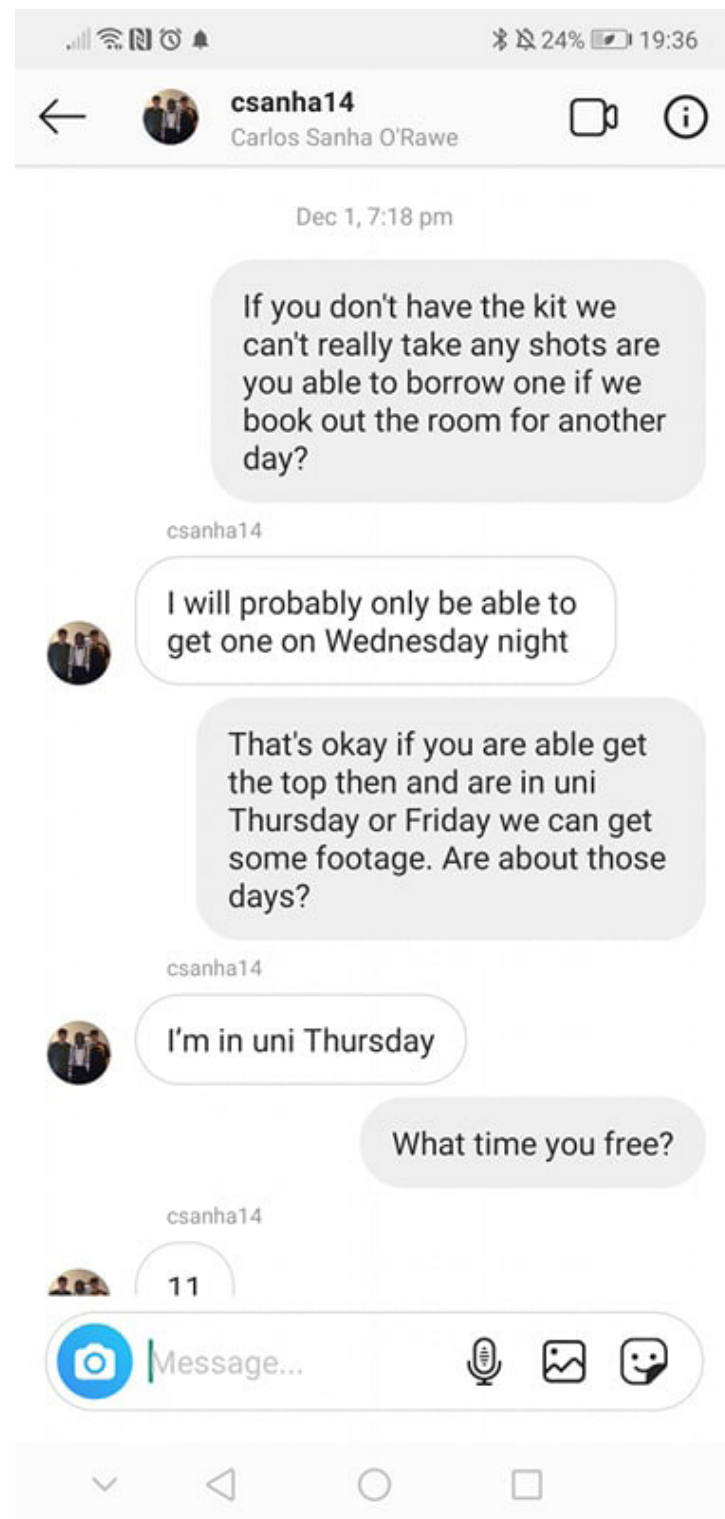
Text message

Smiley

SMS

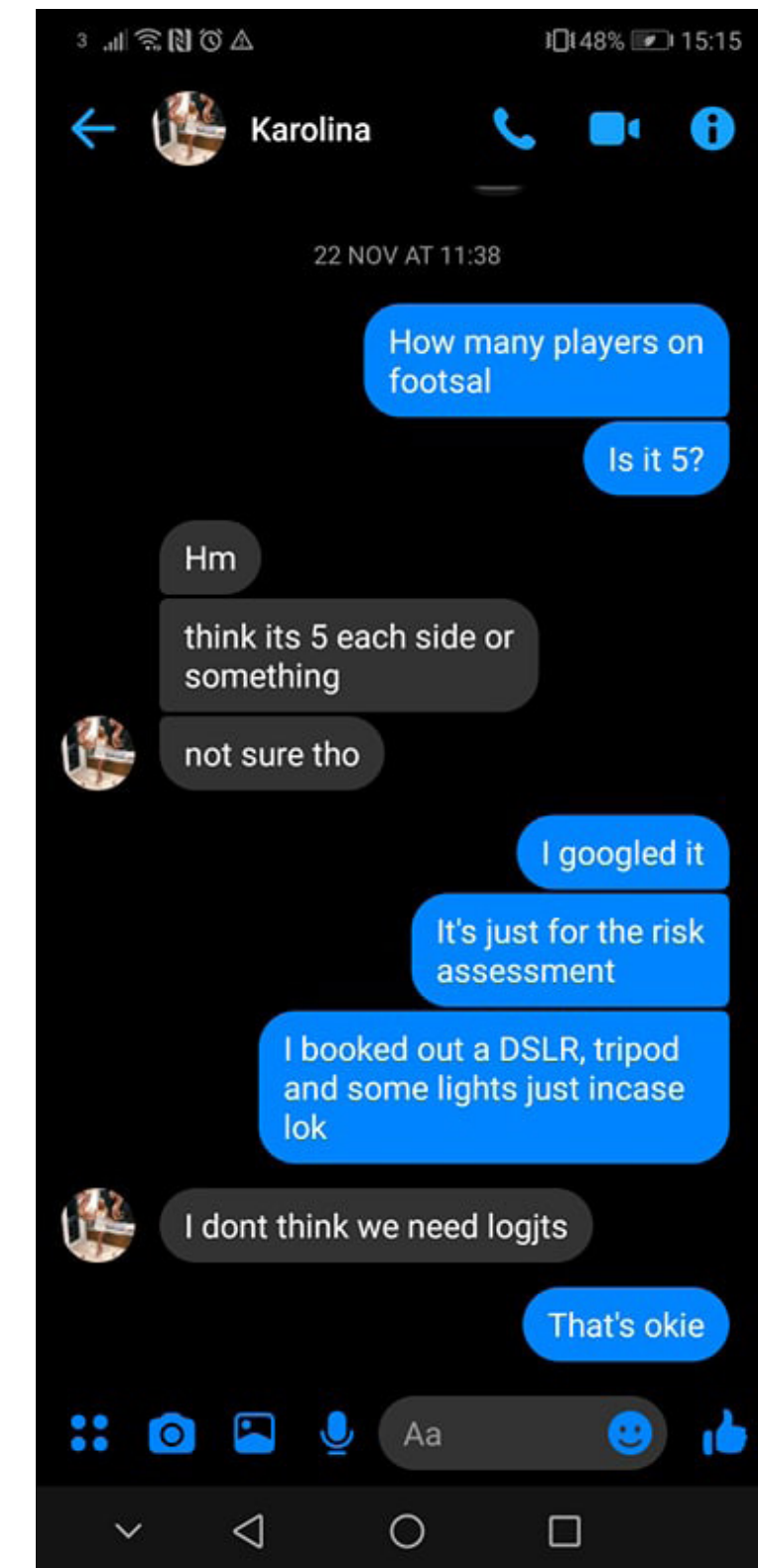
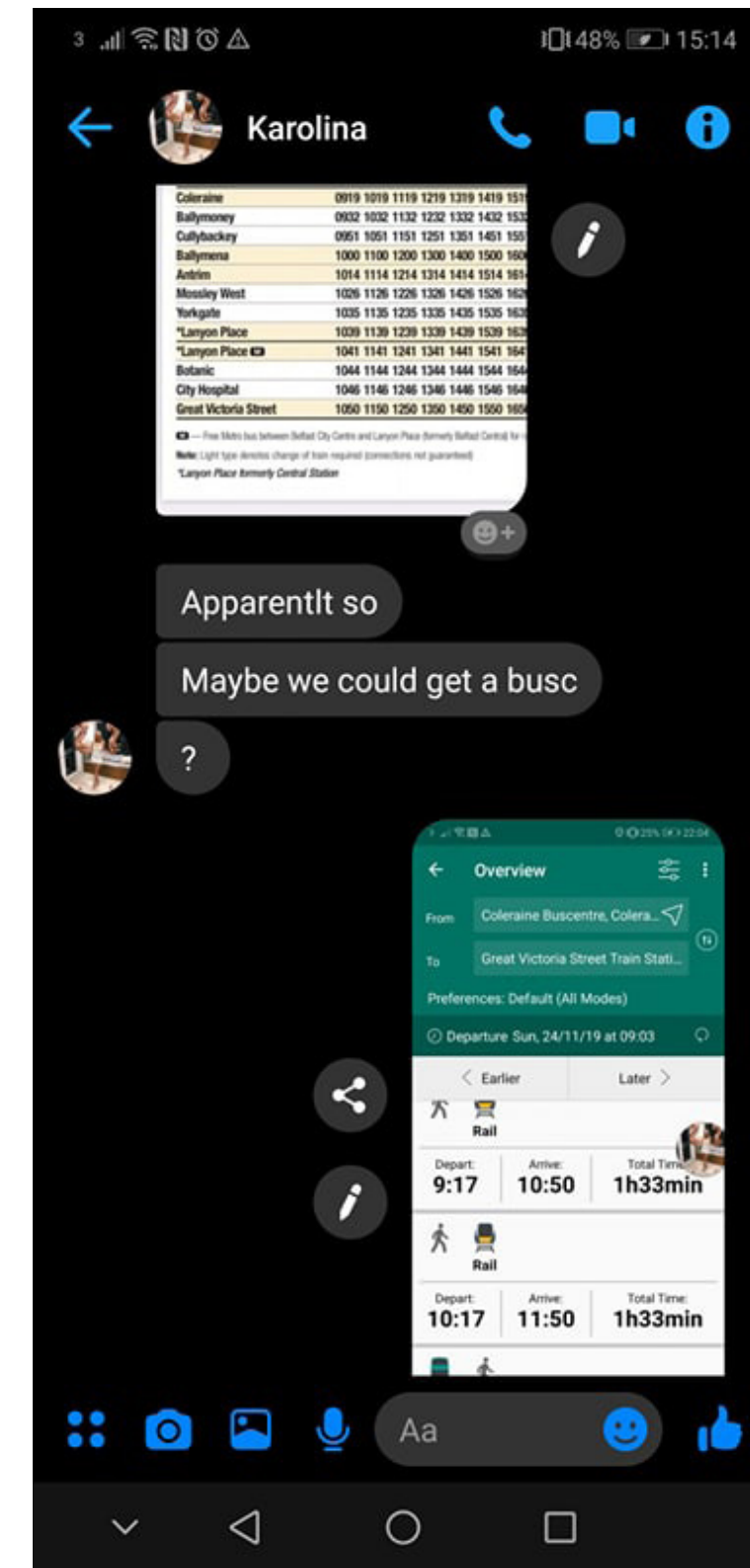
INSTAGRAM

I encountered one of the players of World United who studies in Coleraine and asked him if he could do a few last minute head shots for the banners. I communicated with him through Instagram DM and for this one time off instance



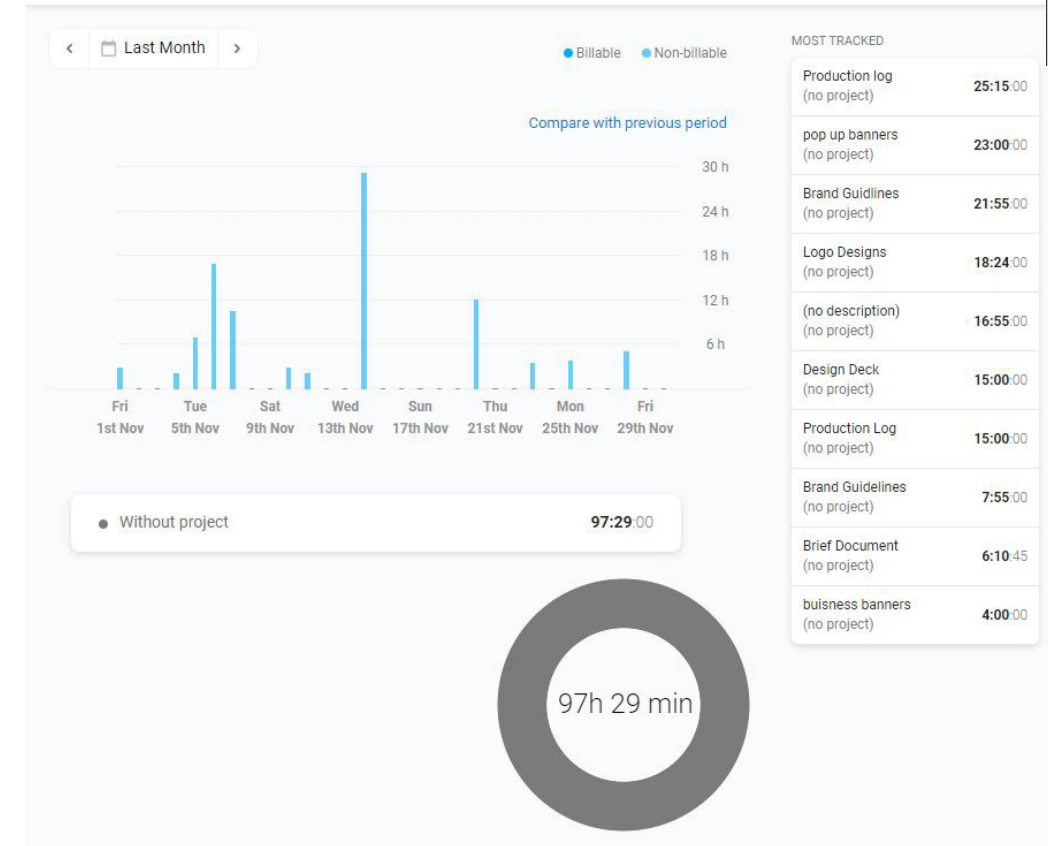
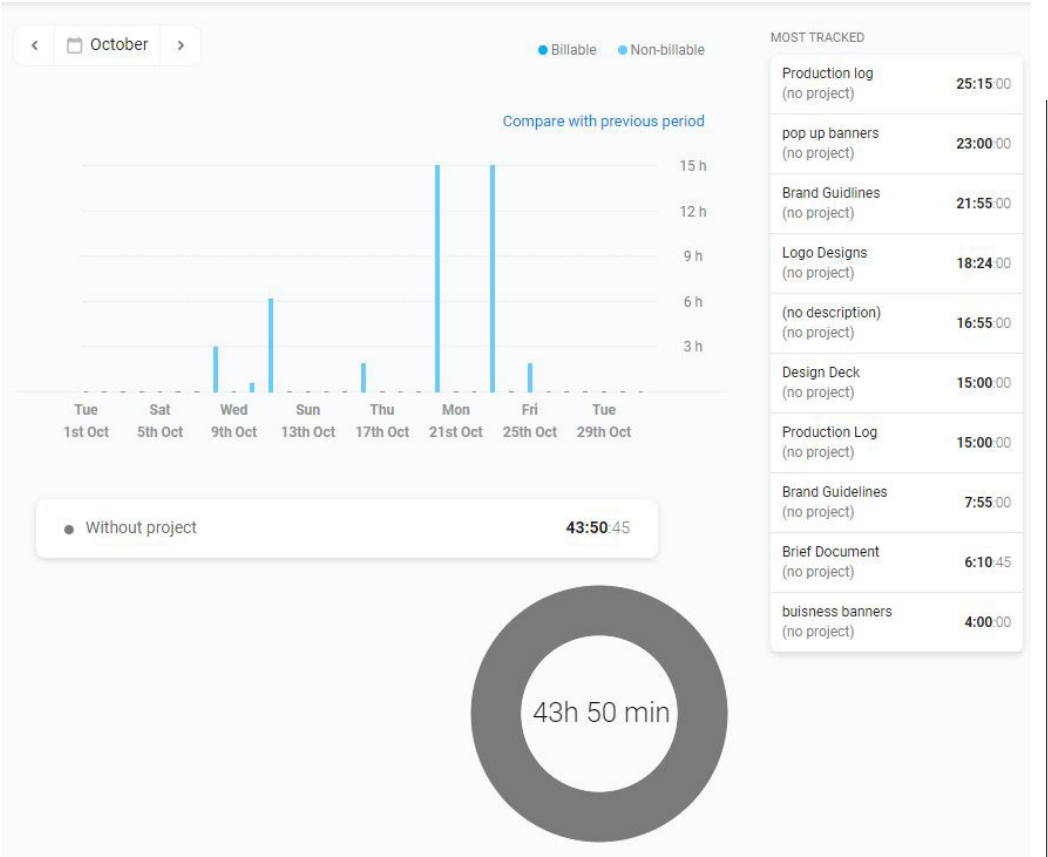
MESSENGER

Our main point of my communications with my teammate was through messenger, this was to arrange travel to Belfast and to communicate the deliverables to be met within the project. As Karolina and I both spent a lot of time in the university together we were able to discuss and plan our action points in person.



TOGGL

Monthly breakdown of the hours I have done over the course of this project. Throughout this process I manage time through the Toogl. I seen a considerable spike in the prgress hours when we began to implement a to do list on Basecamp. The clear format allowed me to action and tick off items that needed to be completed and therefore I better managed my time in the second portion of the project.



DESIGN

CURRENT WEBSITE

The current website for World United was made with Dreamweaver in 2003. The website has not been in use since 2014 and with Dreamweaver no longer being used in contemporary web development. Paul required a new website that was free, modern and easy to use.



CURRENT RESEARCH

Looking at the current logo there isn't a consistent colour or font. Developing on the themes discussed in our meeting with Paul I began to research elements of logos that would multi purposed, clean, contemporary and colourful whilst still remaining true to the football and futsal engagements within the organisation.

I liked the design of the football to be slightly abstract that it wasn't just the core part of the organisation and that World United had a lot more to offer than just football/futsal.

When thinking of international I researched the Olympics as it is the one sport that brings the whole world together. I began to look at these colours and apply them to test logos.



DESIGN RESEARCH

Style

The style of the logo is a factor that the client specified in the ethos of the organisation, fun, friendship, respect and commnity. This message should be embodied in the logo.

Type

Our client didn't indicate this but from the research conducted it is important that the type should be legible and relevant to football.

Colour

The colour of the visual indenty was decided on the day of the pitch. Paul would like to keep the current kit colour (green) although the logo does not necessary need to be green this is something to keep in mind as a concept theme for the other parts of the project.

LOGO RESEARCH



https://stock.adobe.com/uk/92412658?as_campaign=TinEye&as_content=tineye_match&epi1=92412658&iduid=2d69ba5c8b23fa64cea9a04876fb1c87&as_channel=affiliate&as_campclass=redirect&as_source=arvato



https://stock.adobe.com/uk/133083834?as_campaign=TinEye&as_content=tineye_match&epi1=133083834&iduid=2d69ba5c8b23fa64cea9a04876fb1c87&as_channel=affiliate&as_campclass=redirect&as_source=arvato



<https://www.unhcr.org/ke/13761-new-study-reveals-private-sector-investment-opportunities-build-self-reliance-empower-refugees-kakuma-camp-kenya.html>



https://stock.adobe.com/uk/274265465?as_campaign=TinEye&as_content=tineye_match&epi1=274265465&iduid=2d69ba5c8b23fa64cea9a04876fb1c87&as_channel=affiliate&as_campclass=redirect&as_source=arvato

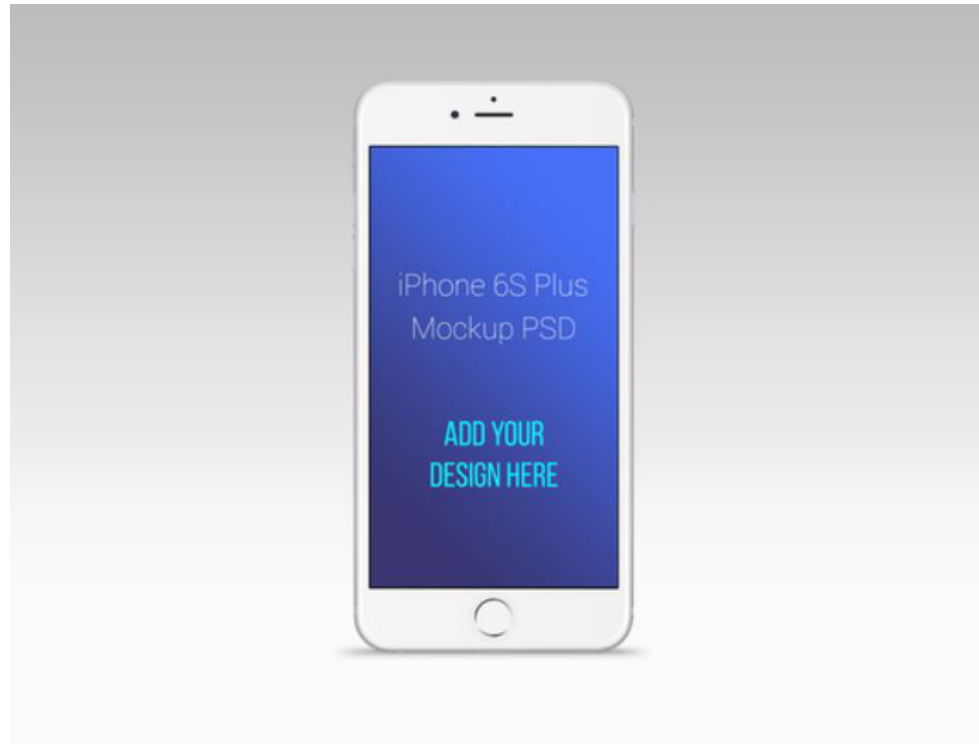


<https://lapsesandsynapses.com/2019/05/02/moving-to-tokyo-1st-impressions/>



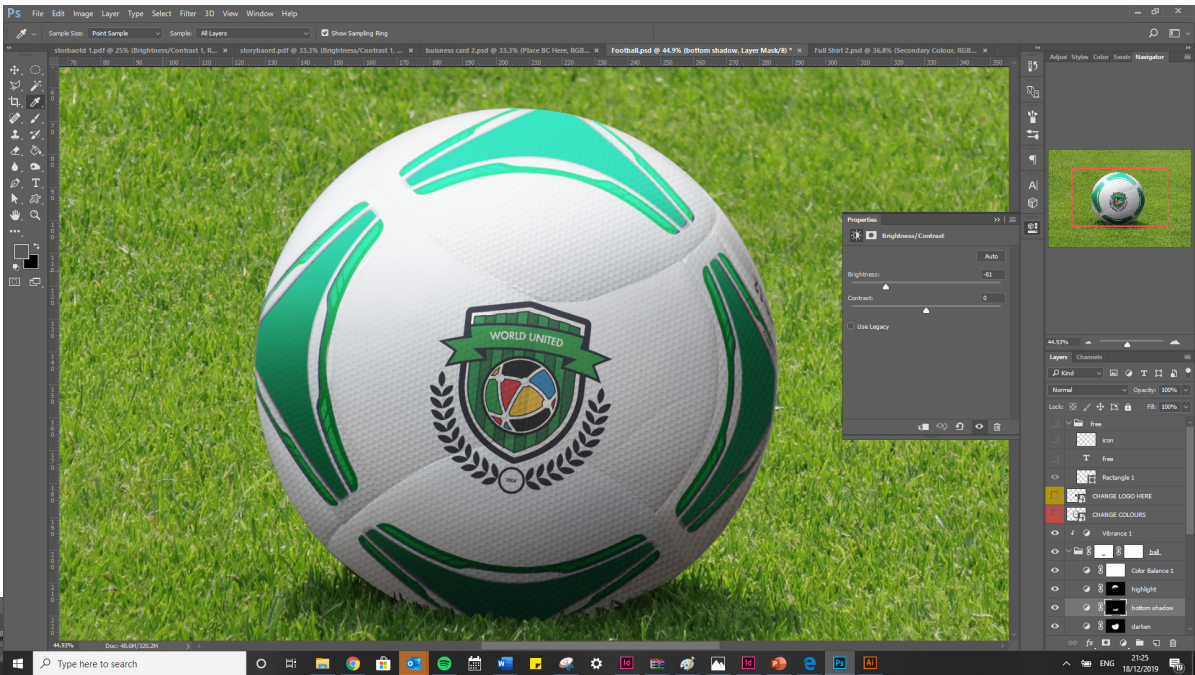
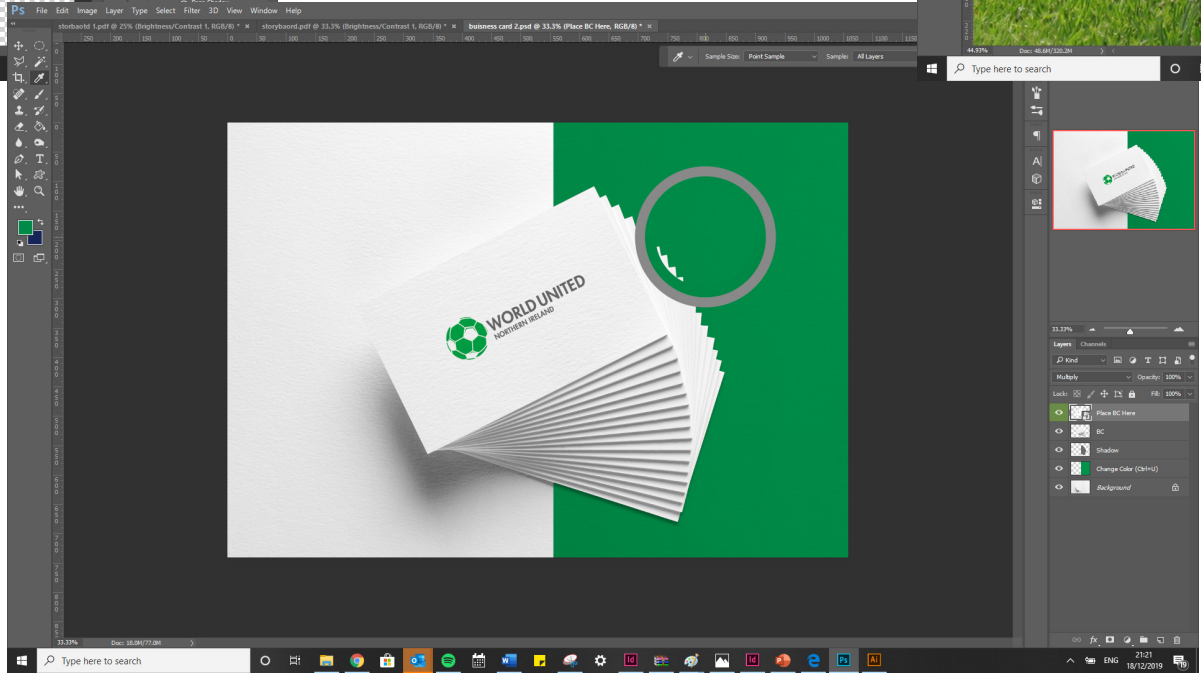
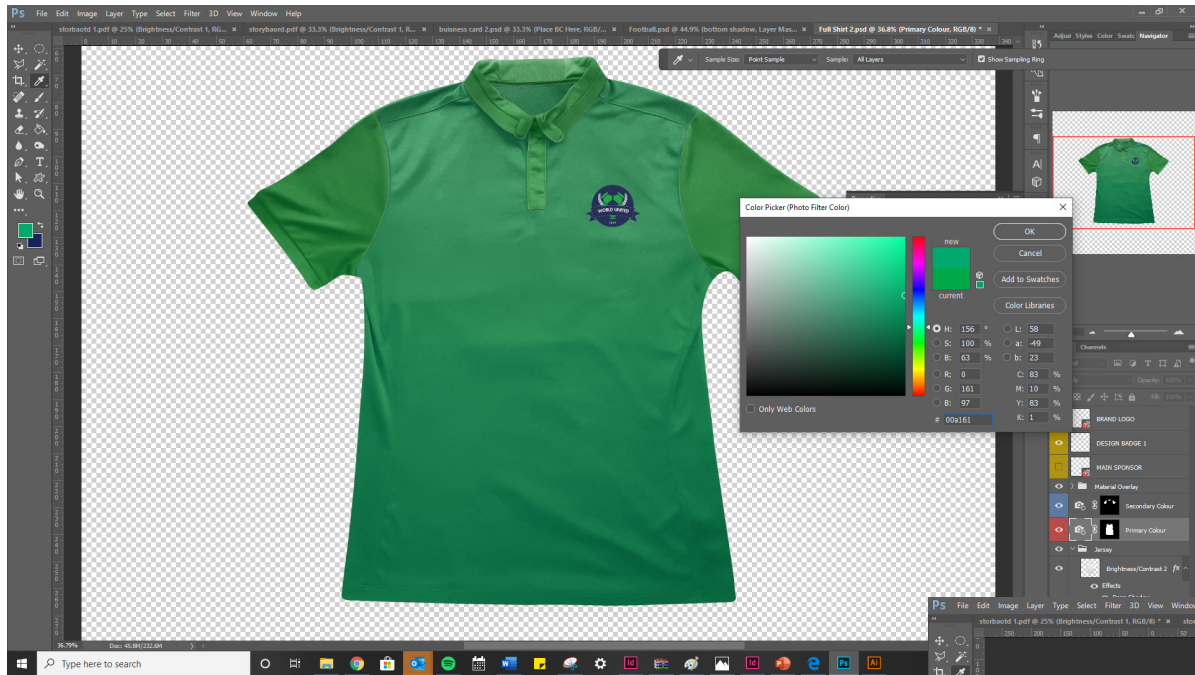
https://stock.adobe.com/uk/180047335?as_campaign=TinEye&as_content=tineye_match&epi1=180047335&iduid=2d69ba5c8b23fa64cea9a04876fb1c87&as_channel=affiliate&as_campclass=redirect&as_source=arvato

MOCK UPS



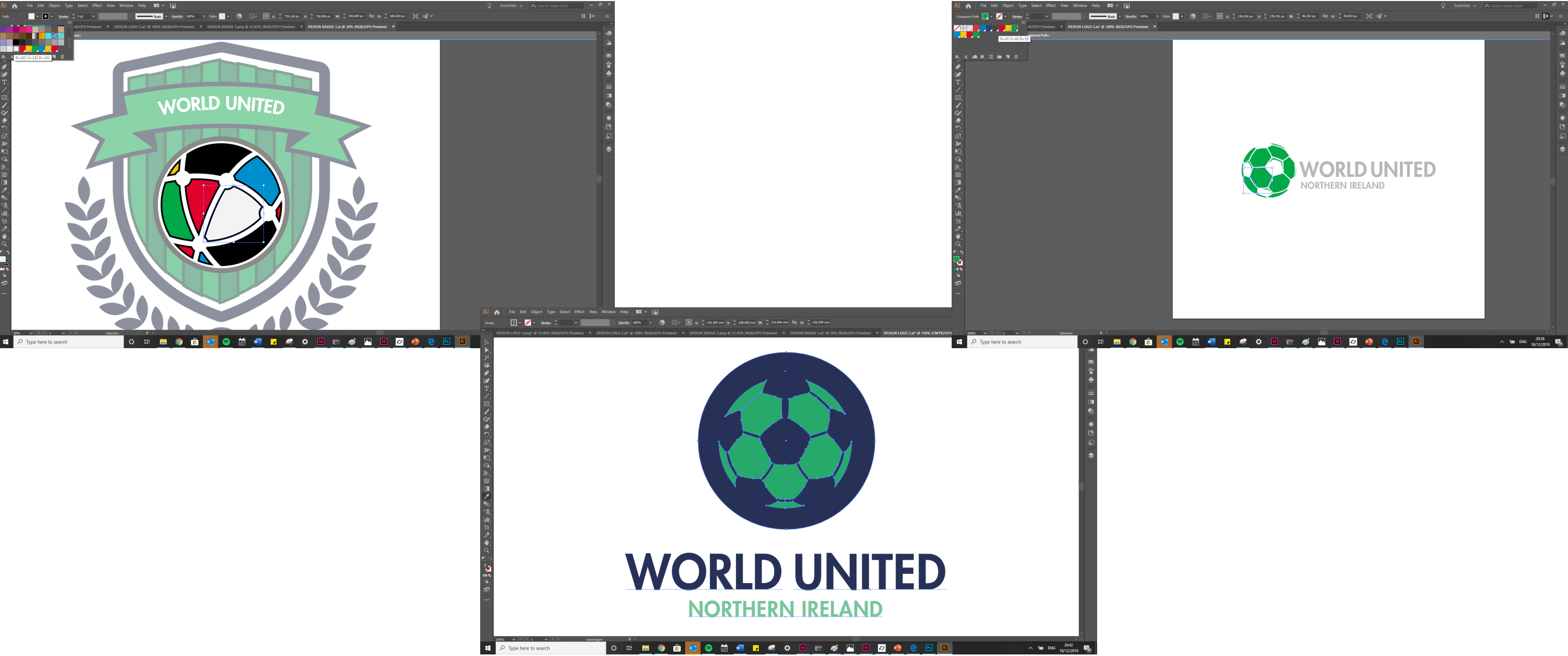
USING PHOTOSHOP

I used Photoshop to create the mock ups to manipulate layers and smart layers in order to insert the my logo designs. During this process Karolina and I updated each-other on which mockups we were using in order to keep consistency for our pitch.



USING ILLUSTRATOR

I decided to use Illustrator instead of Photoshop to design all of the logos as I felt it was the more appropriate platform to vectors and elements in a clean and swift manor.



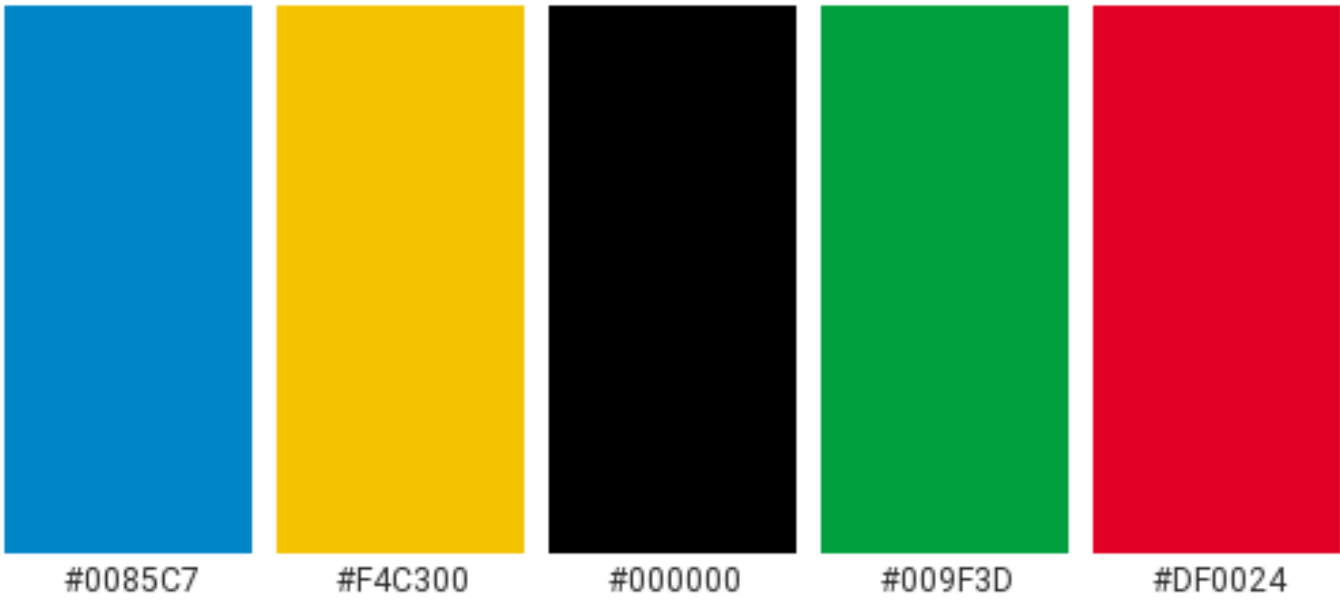
DESIGN 1

LOGO DESIGN

The first design I decided on the colour schemes from the Olympics as the main colour of the ball. This represented the internationalised ethos of World United.

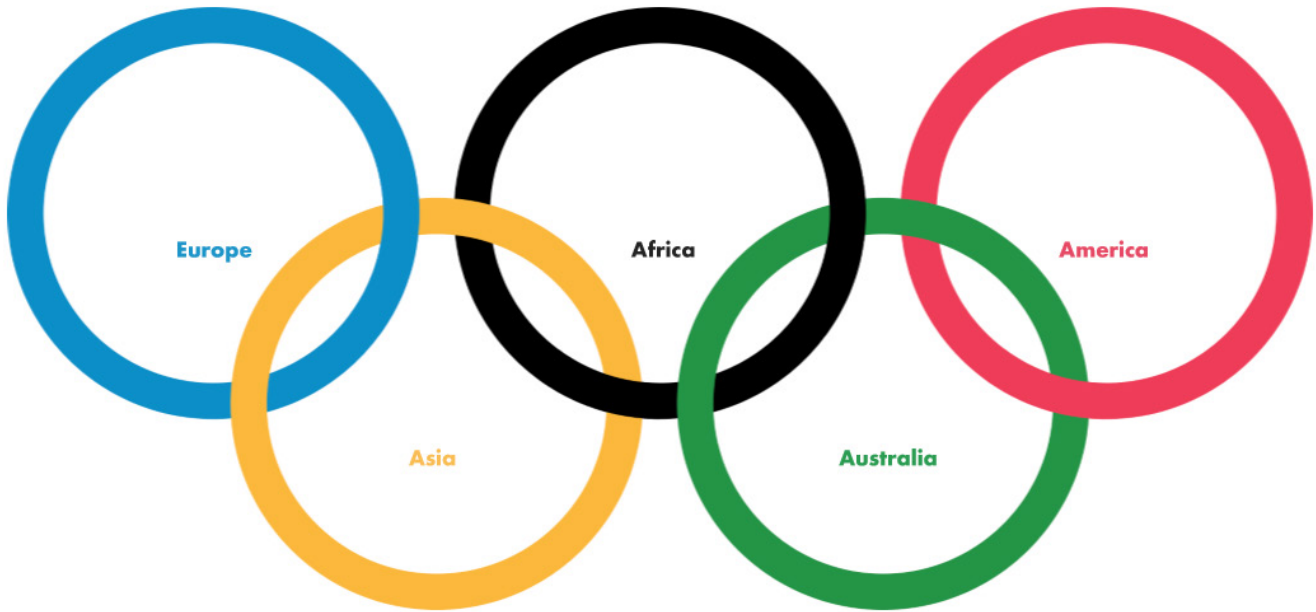
Looking into other charities I decided used the laurel as like in UNICEF to represent World United welcoming refugees ans asylum seekers.

https://upload.wikimedia.org/wikipedia/commons/thumb/5/5c/Olympic_rings_without_rims.svg/1200px-Olympic_rings_without_rims.svg.png



Olympic Logos And Symbols Color Scheme - by SchemeColor.com

Olympics Logo



HEX: #026c3e

RGB: 2 108 64

CMYK: 90 33 93 24

PANTONE: 349 C

HEX: #089f49

RGB :8 159 73

CMYK: 84 11 100 1

PANTONE: 7739 C

LOGO DEVELOPMENT

I took inspiration from these ideas and used a template to develop my design. I used the IAF colour green and then a shade darker as the primary colour of the badge. I used a sports template for the badge to signify that it was a sports team.



https://www.freepik.com/premium-vector/cute-soccer-badges_2397023.htm



LOGO AND BADGE

Font: Futura Medium



**WORLD
UNITED**









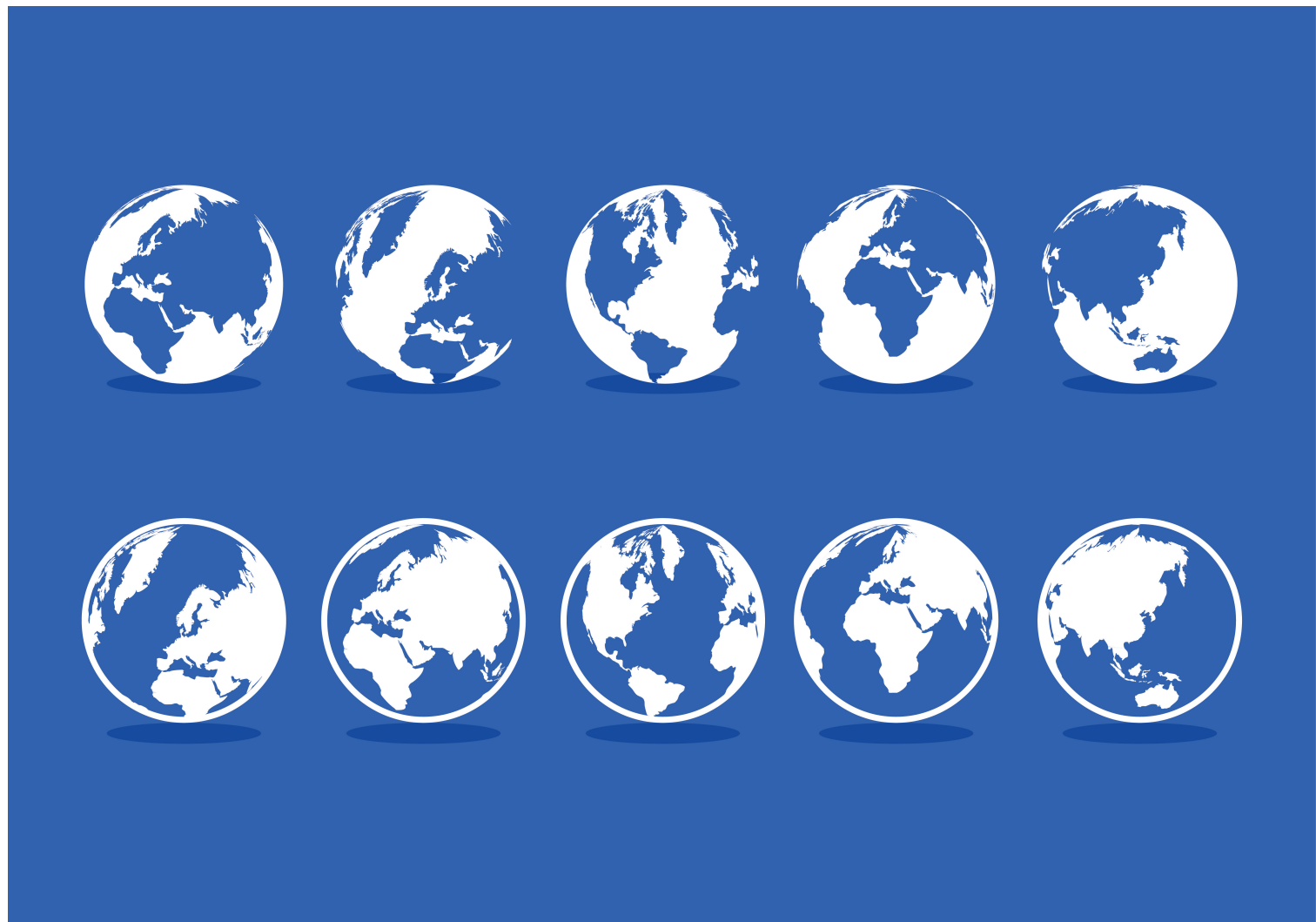


DESIGN 2

LOGO DEVELOPMENT

Keeping to the global theme I decided to research into a blue earth theme that represented global community whilst still keeping green in the colour scheme. I created this colour scheme to be symbolic of the sea!

HEX: #70c599 RGB: 112 197 153 CMYK: 56 0 52 0 PANTONE: 345 C	HEX: #4785c5 RGB: 27 34 84 CMYK: 73 51 0 0 PANTONE: 699 C	HEX: #1b2252 RGB: 27 34 84 CMYK: 100 94 34 36 PANTONE: 2766 C
---	--	--



LOGO DEVELOPMENT

I used a template that was circular like the globe. I used the earth and sea colours for this logo as well as adding the laurel element to the design.



https://www.freepik.com/free-vector/football-badges_781012.htm#page=1&query=football%20badge&position=14

LOGO AND BADGE



WORLD UNITED
NORTHERN IRELAND





GraphicsFuel
Fantasy Street 11nd
India KDP30

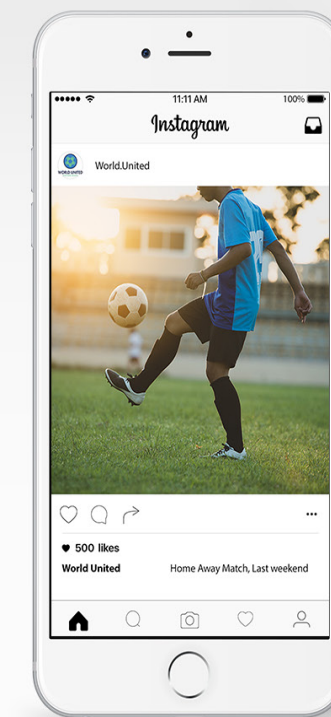
E. graphicsfuel@gmail.com
T. + 91 987654321
W. GraphicsFuel.com

Dear / Sir Madam,

Morbi hendrerit imperdiet ipsum eget auctor. Duis eu metus neque. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Phasellus scelerisque imperdiet felis eget rutrum. Quisque in sem ac tellus euismod ultricies. Donec lacinia nisi ac diam dignissim sit amet egestas velit facilisis. Etiam vel consequat purus.

Sed libero enim, rhoncus vel malesuada ac. euismod a velit. Morbi pellentesque eleifend lectus quis congue. Aenean quis tellus tortor, quis fermentum diam. Pellentesque molestie, dolor et tempor molestie, dui ipsum egestas elit, non aliquet neque orci vitae est. Nulla et dolor enim, Cras tempus semper neque. Cras trincidunt ante eget turpis dapibus eleifend. Ut sodales sagittis orci, et tristique ipsum laculis sed. Fusce nec tortor id justo ultrices luctus et vel justo.

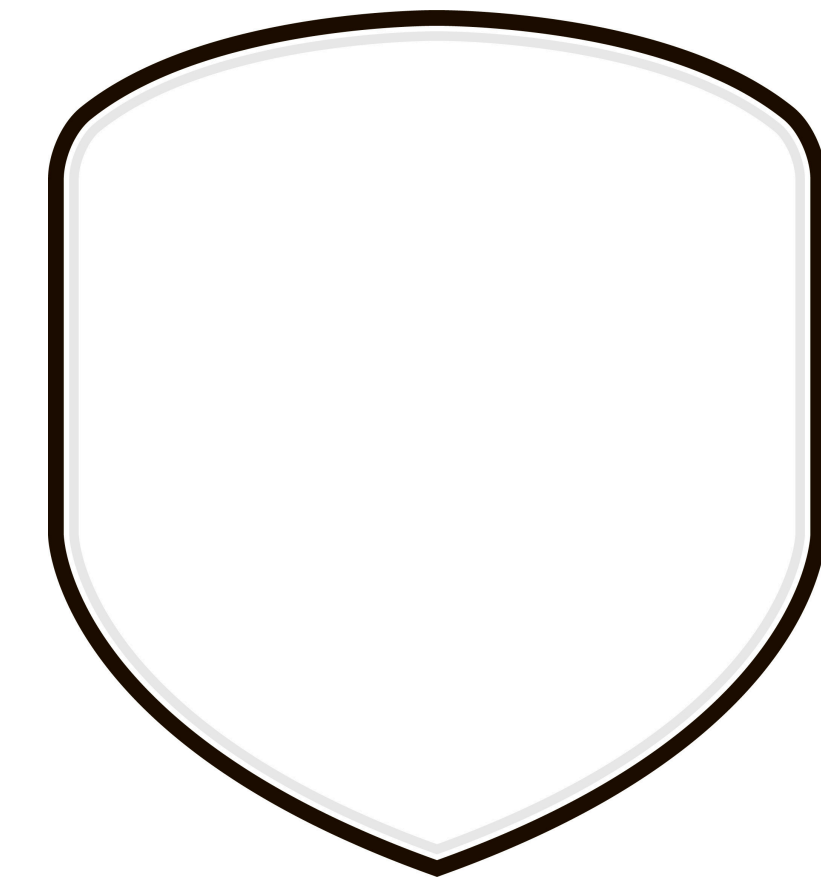

JOHN CHRISTOPHER



DESIGN 3

LOGO DEVELOPMENT

The final logo was designed with a mix of the colours of the Olympics and a traditional football style badge. The badge is simplistic and versatile



https://www.freepik.com/free-vector/football-badges-set_799415.htm#page=1&query=football%20badge&position=6

LOGO IDEAS

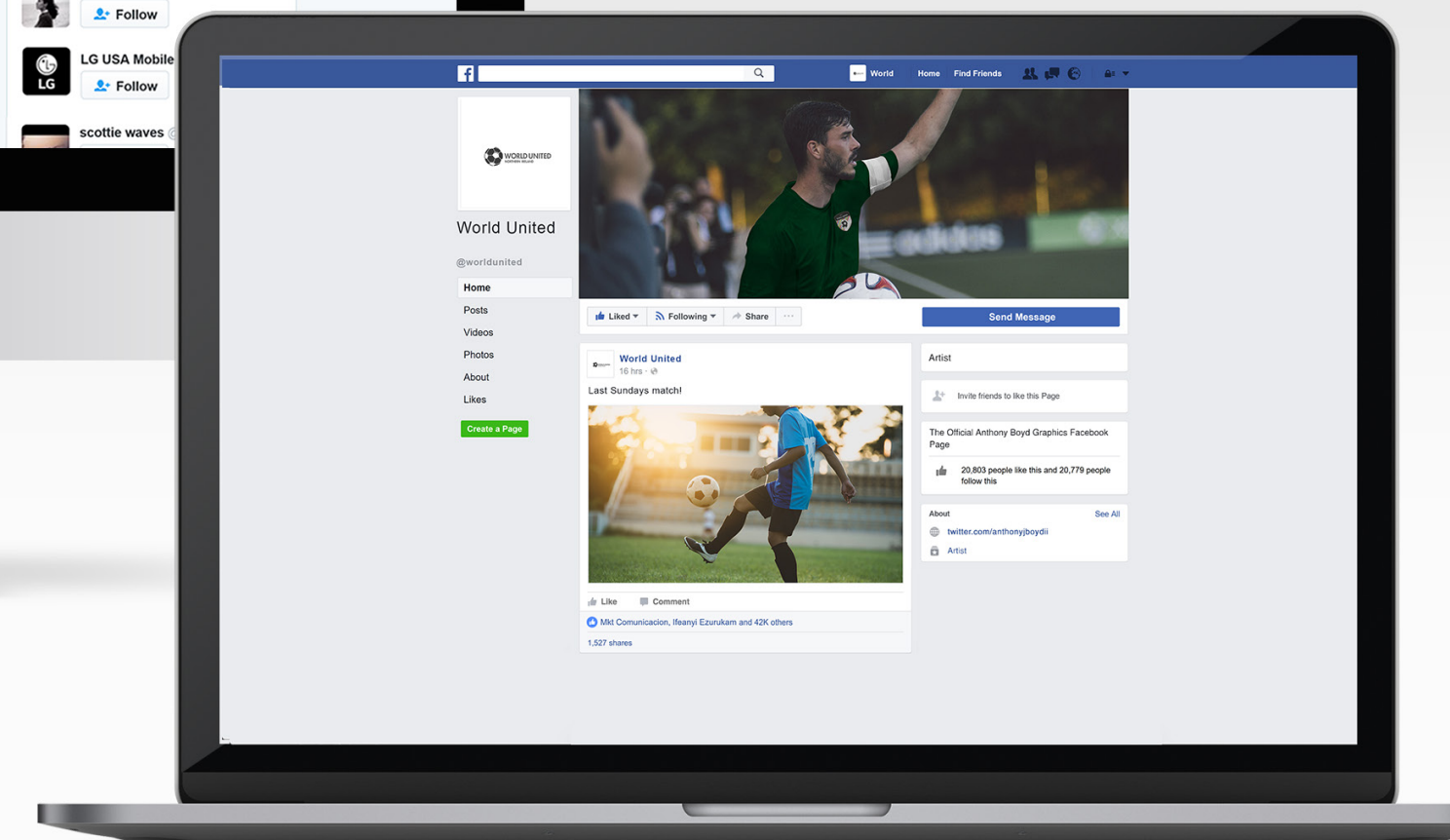
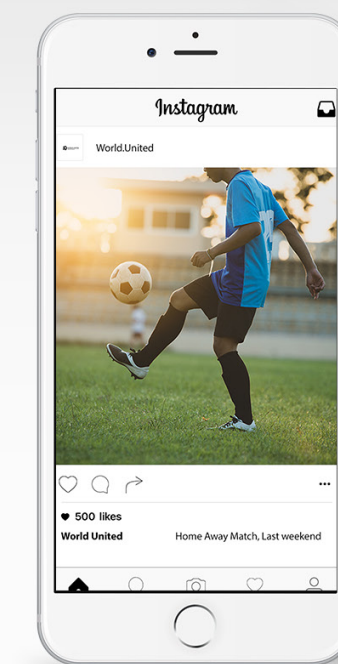
These are the variations of the logos for design 3. I felt that considering the client may want to be versatile in the badge use to pitch the badge to be used as a logo as well. Therefore the these design ideas for the logo were not used in the final pitch document.



BADGE









GraphicsFuel
Fantasy Street 11nd
India KDP30

E: graphicsfuel@gmail.com
T: + 91 987 654 321
W: GraphicsFuel.com

Dear / Sir Madam,

Morbi hendrerit imperdiet ipsum eget auctor. Duis eu metus neque. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Phasellus scelerisque imperdiet felis eget rutrum. Quisque in sem ac tellus euismod ultricies. Donec lacinia nisi ac diam dignissim sit amet egestas velit facilisis. Etiam vel consequat purus.

Sed libero enim, rhoncus vel malesuada ac, euismod a velit. Morbi pellentesque eleifend lectus quis congue. Aenean quis tellus tortor, quis fermentum diam. Pellentesque molestie, dolor et tempor molestie, dui ipsum egestas elit, non aliquet neque orci vitae est. Nulla et dolor enim. Cras tempus semper neque. Cras trincidunt ante eget turpis dapibus eleifend. Ut sodales sagittis orci, et tristique ipsum iaculis sed. Fusce nec tortor id justo ultrices luctus et vel justo.

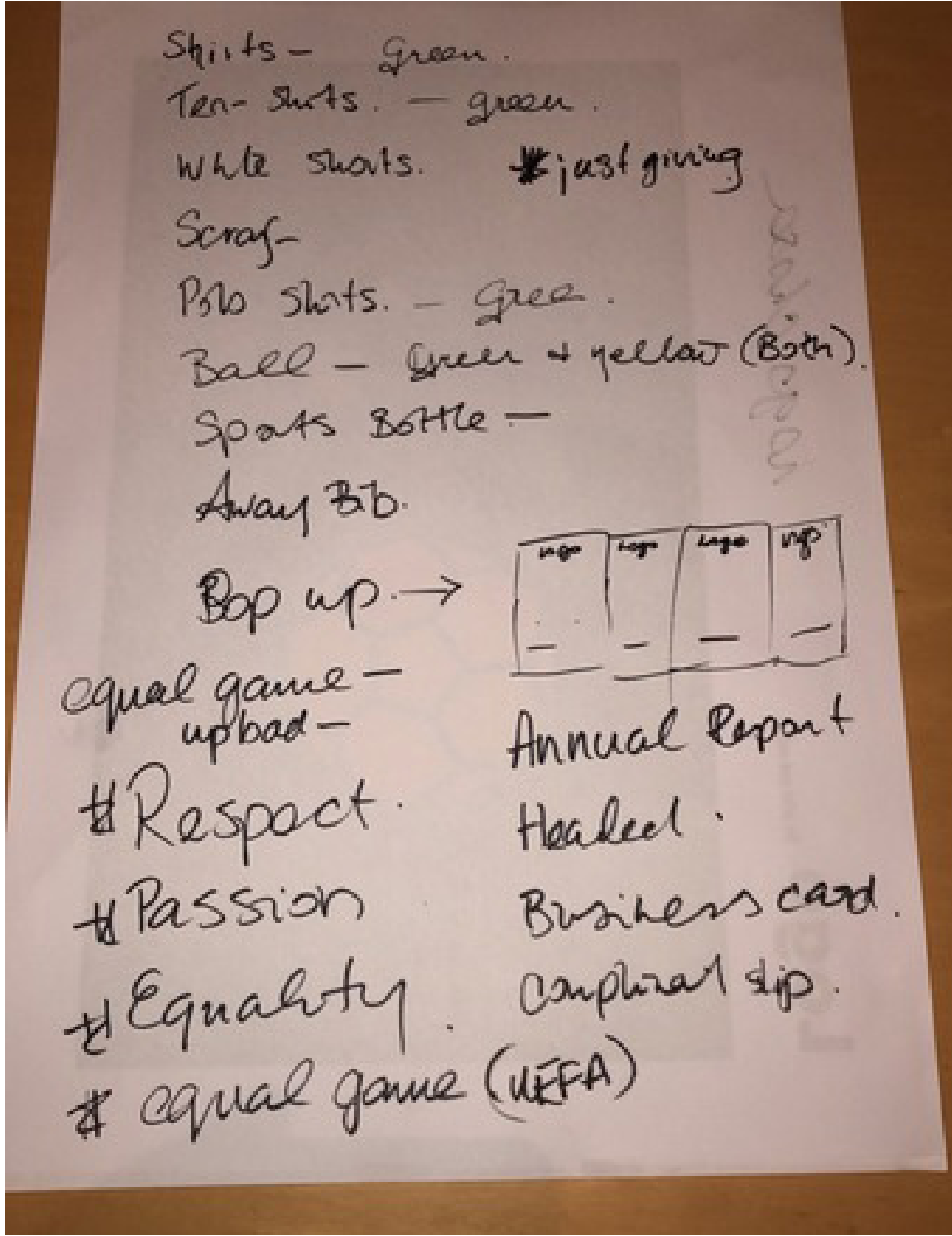

JOHN CHRISTOPHER

PITCH DAY

Based on the pitch the client went with Karolina's pitch with an alteration to the logo.

Paul felt that whilst my pitches were good that the logo and badge of the first design resembled much like a beach ball.

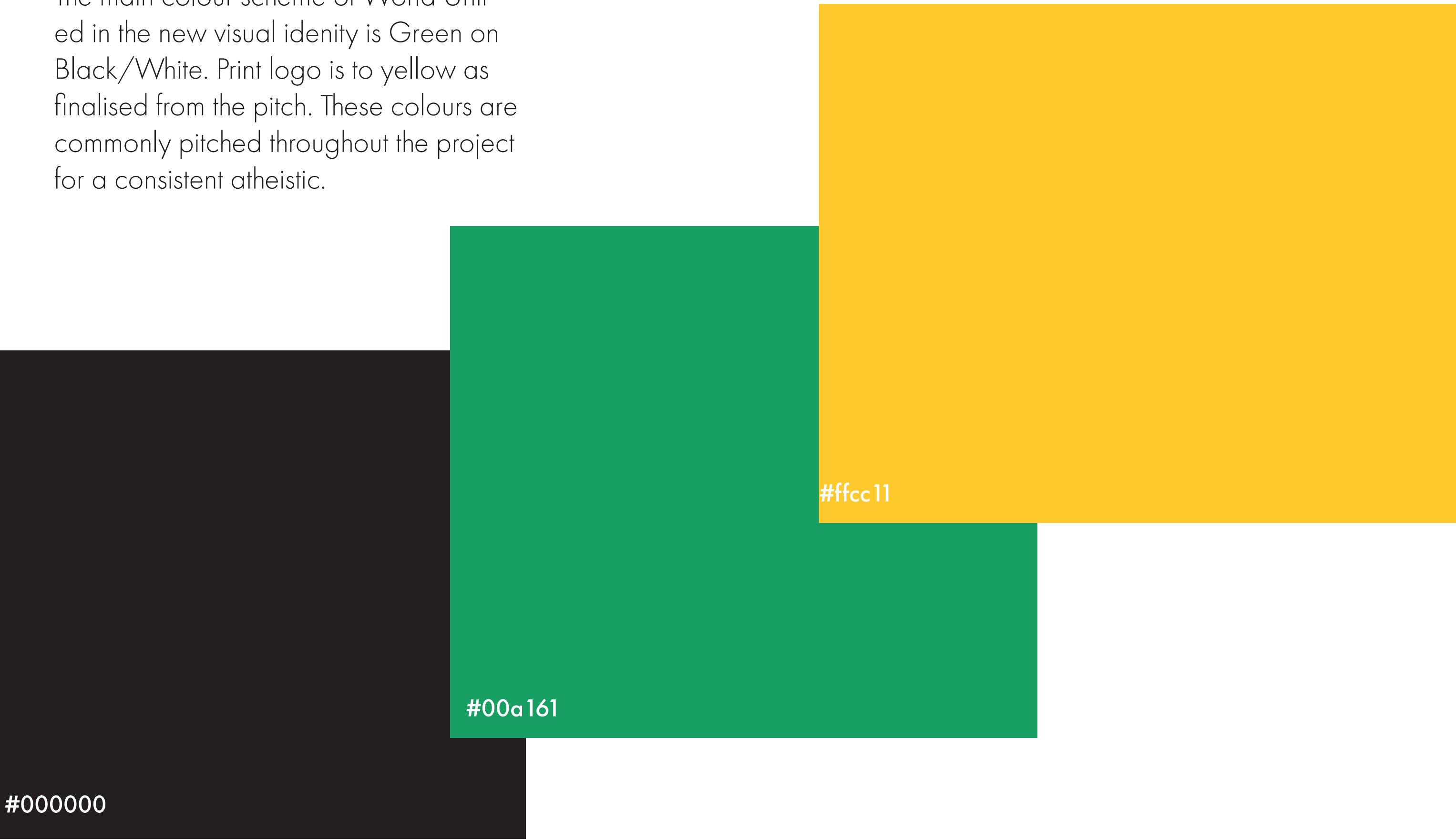
Going forward divided up improvements for the final pitch deck. I was in charge of creating the annual report, buisness card, pop up banners and compliment slip.



FINAL DESIGN

PRIMARY BRAND COLOURS

The main colour scheme of World United in the new visual identity is Green on Black/White. Print logo is to yellow as finalised from the pitch. These colours are commonly pitched throughout the project for a consistent aesthetic.



SHADES

These are the variations of green to be used through the brand. The middle green is the primary colour for World United based on the brief requirements to be the same colour as the kit, inspired by the green IFA use.



NCAA UTAH UTES

NCAA Utah Utes is the primary heading font for all communications across World United. As this font resembles a football font I believe it matched well to World United's brand as a community football organisation

WORLD UNITED BELIEVES IN
SHARING THE **PASSION** AND
PROMOTING RESPECT

Futura

Medium

Book

Light

Aa

The primary body text is to be Futura as it is clear and modern. Using this typeface creates a vibrant and open visual identity, welcoming people into the organisation

WORLD UNITED

#EQUALITY

WWW.WORLDUNITEDNI.CO.UK

WORLD UNITED

WORLD UNITED

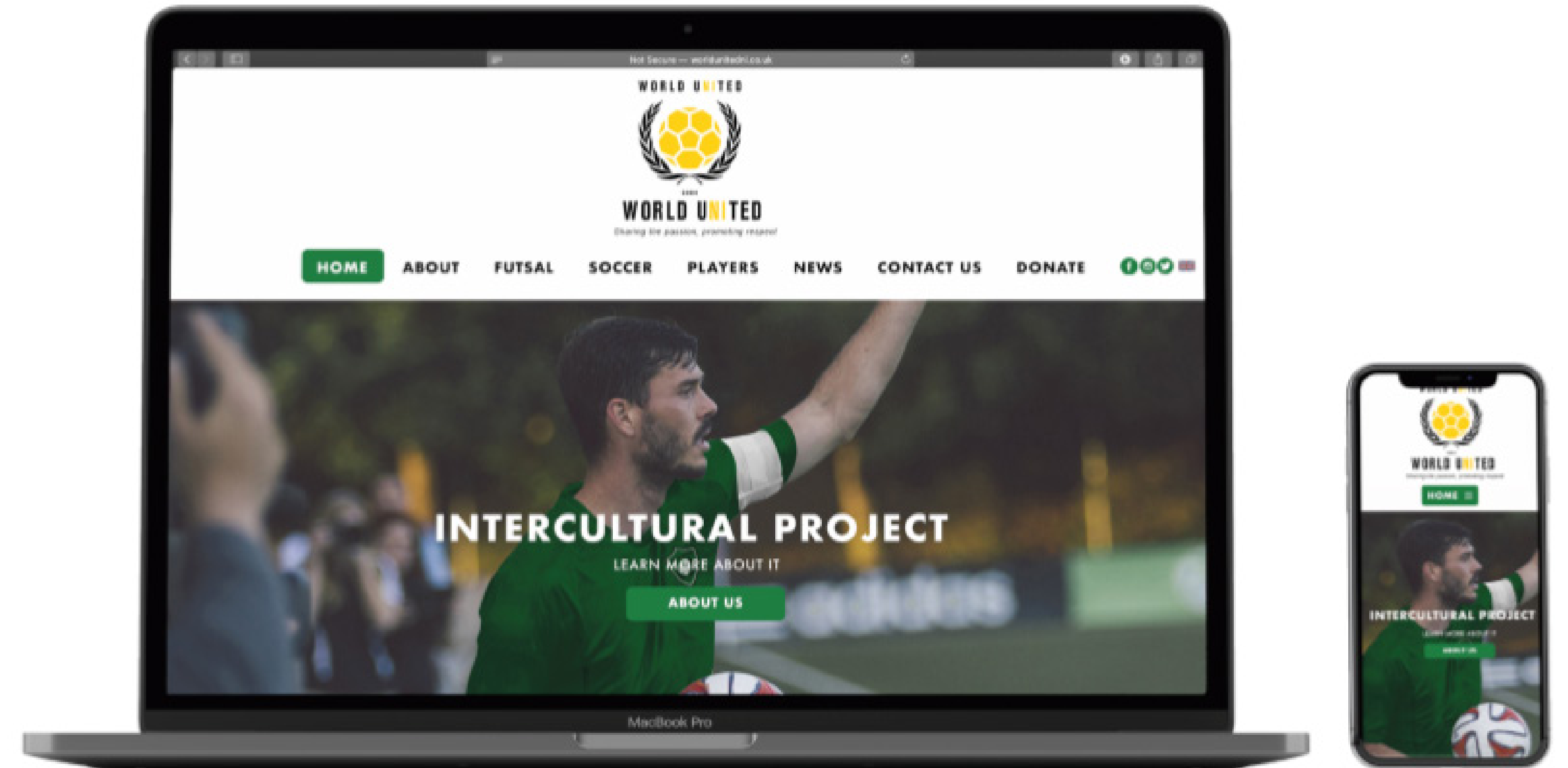
Sharing the **passion**
Promoting **respect**

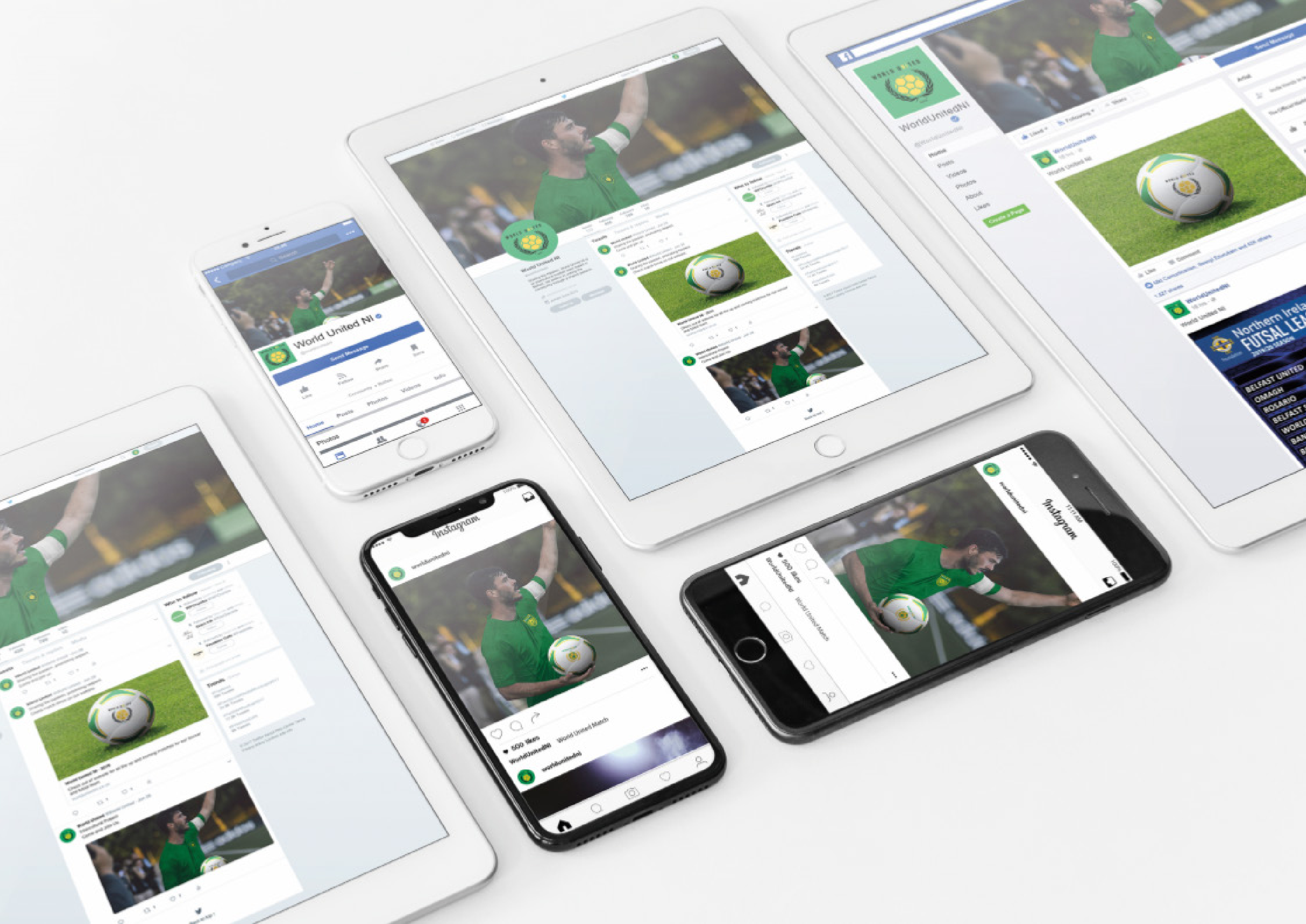
WWW.WORLDUNITEDNI.CO.UK

WORLD UNITED

#RESPECT

WWW.WORLDUNITEDNI.CO.UK









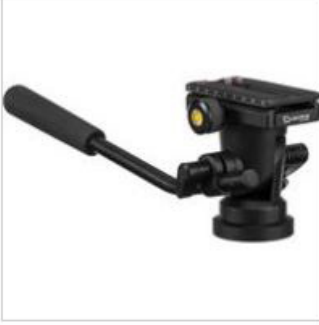





PRODUCTION

BOOKING EQUIPMENT

For the production shoots I booked out equipment and took risk assessment for each of the shots that were required.

Anticipating to use the green screen for our first day of shooting I discovered that because we were not aware of which of the shirts that the players were going to wear that their green kits would class with the green screen.

Other equipment booked out such as lights were used to light up the players for their head shots for the team photos for the website. This however didn't go to plan as some of the players did not want to be in the photo and therefore we couldn't capture this for the website.

	<div>Calumet Photography Tripod w/ Giottos VH6011 Head</div> <div>Equipment Store</div> <div>Tripods</div>	<div>Add to basket</div>
	<div>Calumet Photography Tripod with Ball Head</div> <div>Equipment Store</div> <div>Tripods</div>	<div>Add to basket</div>
	<div>Canon EOS 750D DSLR Camera</div> <div>Equipment Store</div> <div>Cameras</div>	<div>Add to basket</div>
	<div>Cullman 3205 Tripod Photography w/ Ball Head</div> <div>Equipment Store</div> <div>Tripods</div>	<div>Add to basket</div>
	<div>Ledgo LG-B150 LED Modular Lighting Kit</div> <div>Equipment Store</div> <div>Lighting</div>	<div>Add to basket</div>
	<div>Manfrotto Lastolite Green Screen Kit</div> <div>Equipment Store</div> <div>Lighting</div>	<div>Add to basket</div>

RISK ASSESSMENT

BOOKING EMAILS

Room bookings in the university was required to film the last minute shoots with Carlos. I communicated with the school office via email to arrange this.

School of Media, Film and Journalism		Location Risk Assessment Form	
coleraineequipment@ulster.ac.uk		Equipment Collection Room 1045 off the Atrium Faculty of Arts building	
Opening Hours Monday to Friday 9:00am to 12:30pm			
Student(s) Grace Boyle	Student Number(s) B00688638		
Course and Tutor: Interactive Media / Adrian Hickley	Production Title: Promotional Video for World United		
Date of collection: 29/11/19	Date of return: 26/12/19 Time: 11am		
Equipment: List all equipment required to be taken on this shoot: SLR Canon Tripod Microphone			
Storage: Describe how equipment will be securely stored, especially overnight: Securely stored in locked bedroom			
Location: Shankill Leisure Centre			
Has a full receipt been carried out? YES/NO (circle) IF NO, please give reasons:			
Location contact: Address: 100 Shankill Road, BT13 2ED Phone: 028 2521 3745 POLICE - contact the nearest police station to alert them if filming in public or re-enacting crimes or any event that could trigger public concern			
Nearest Hospital: Mater Hospital			
Give a detailed description of the location and environment, for example - Coleraine Showgrounds, with 2,000 fans. Coleraine FC vs Cliftonville FC			
Describe in detail what and who you will be recording, for example - Recording football match from stands			
Football match from stands, or			
Vox pop interviews on alcohol abuse.			

Please turn over

Please note: Late returns may result in a financial penalty, since it inconveniences other students.

School of Media, Film and Journalism		Location Risk Assessment Form	
coleraineequipment@ulster.ac.uk		Equipment Collection Room 1045 off the Atrium Faculty of Arts building	
Opening Hours Monday to Friday 9:00am to 12:30pm			
Student(s) Boyle Grace	Student Number(s) Grace Boyle		
Course and Tutor: Interactive Media / Adrian Hickley	Production Title: Promotional Video		
Date of collection: 25/11/19	Date of return: 26/11/19 Time: 10am		
Equipment: List all equipment required to be taken on this shoot: Canon 750D Rode Mic Green Screen			
Storage: Describe how equipment will be securely stored, especially overnight: In locked Room			
Location: Has a full receipt been carried out? YES/NO (circle) IF NO, please give reasons:			
Location contact: Address: School of Media and Journalism Location address: Ulster University Commerce East Location phone no: 028 2521 3745 POLICE - contact the nearest police station to alert them if filming in public or re-enacting crimes or any event that could trigger public concern			
Nearest Hospital: Causeway			
Give a detailed description of the location and environment, for example - Coleraine Showgrounds, with 2,000 fans. Coleraine FC vs Cliftonville FC			
Describe in detail what and who you will be recording, for example - Football match from stands, or			
Vox pop interviews on alcohol abuse.			

Please turn over

Please note: Late returns may result in a financial penalty, since it inconveniences other students.

School of Media, Film and Journalism		Location Risk Assessment Form	
coleraineequipment@ulster.ac.uk		Equipment Collection Room 1045 off the Atrium Faculty of Arts building	
Opening Hours Monday to Friday 9:00am to 12:30pm			
Student(s) Grace Boyle	Student Number(s) B00688638		
Course and Tutor: Interactive Media / Adrian Hickley	Production Title: Promotional Video for World United		
Date of collection: 29/11/19	Date of return: 29/12/19 Time: 12:00		
Equipment: List all equipment required to be taken on this shoot: Canon 750D Rode Mic Green Screen			
Storage: Describe how equipment will be securely stored, especially overnight: In locked Room at Night Clocked car when transporting			
Location: Has a full receipt been carried out? YES/NO (circle) IF NO, please give reasons:			
Location contact: Address: St Vincent Street Belfast BT1 3AG Location phone no: 028 2521 3745 POLICE - contact the nearest police station to alert them if filming in public or re-enacting crimes or any event that could trigger public concern			
Nearest Hospital: Royal Victoria Hospital			
Give a detailed description of the location and environment, for example - Coleraine Showgrounds, with 2,000 fans. Coleraine FC vs Cliftonville FC			
Describe in detail what and who you will be recording, for example - Football match from stands - filming players before match - filming off			
Football match from stands, or			
Vox pop interviews on alcohol abuse.			

Please turn over

Please note: Late returns may result in a financial penalty, since it inconveniences other students.

Sent: Wednesday, December 4, 2019 3:58:53 PM
To: Boyle, Grace <g.boyle@ulster.ac.uk>
Subject: Room I104

Hi Grace

Unfortunately room I203 is booked all day. I have booked you Room I104 from 11 – 12 tomorrow. This room is below I203, so hopefully the same light etc.

Hope this is ok?

Best

Lyn

Lyn Doyle
Business Support
School of Communication and Media

Office Hours

Tuesday 8.45am – 5pm
Wednesday 8.45am – 5pm
Thursday 8.45am – 5pm
Friday 8.45am – 4pm



Dear Grace Boyle,

You are now late in returning your Equipment Store items. Details are below. Please return the equipment as soon as possible, as you may be impacting on bookings for other students.

If there is any issue with returning the equipment today then please contact the store ASAP at
coleraineequipment@ulster.ac.uk

Booking: Con000366
Start: 29/11/2019 12:00
End: 03/12/2019 10:00
Item(s): Canon EOS 750D DSLR Camera - 002, Canon EOS 750D DSLR Camera - 006 & Rode 'VideoMic' 1/2"
Condenser shotgun mic - 005

Regards,
Equipment Store.

SHOT LIST AND INTERVIEW

Due to our first filming day not going to plan, I created and sent over a shot list for Reg so that he would have a better idea of what we were looking to shoot as well as making our time at the next shoot worthwhile in gathering footage.

All players must be in full kit when filming

24th November – 11am

Film Shot List:

1. Shankhill Leisure Center, 1 player, putting shoes on, tying laces – still close up shot
2. Shankhill Leisure Center, 1 player, drinking water close up shot
3. Shankhill Leisure Center, 1 player, kit close up - pan up shot
4. Shankhill Leisure Center, all players, walking into the sports hall - still shot
5. Shankhill Leisure Center, all players, warm up - long moving shot
6. Shankhill Leisure Center, 1 player face (focused look) – close up
7. Shankhill Leisure Center, 3 players warm up (focused on feet) – close up
8. Shankhill Leisure Center, goalie bent knees – medium shot
9. Shankhill Leisure Center, goalie bent knees – close up on knees
10. Shankhill Leisure Center, 3 players, one scores into goal – medium shot
11. Shankhill Leisure Center, all players huddle, strategizing with coach. – above pan in shc
12. Shankhill Leisure Center, 2 players shoulder hug – medium shot

24th November – 20 minutes after for after match shots

1. Shankhill Leisure Center, 1 player, focused face – close up
2. Shankhill Leisure Center, 2 player high fiving – medium shot up
3. Shankhill Leisure Center, 2 player high fiving – medium shot up

24th November – 20 minutes after for after match shots

1. Shankhill Leisure Center, 1 player, focused face – close up
2. Shankhill Leisure Center, 2 player high fiving – medium shot up
3. Shankhill Leisure Center, 2 player high fiving – medium shot up

24th November 11.30am

Still Shot List:

1. Shankhill Leisure Center, all players head shot on white wall (Smiling) – medium shot
2. Shankhill Leisure Center, Board members head shot on white wall (Smiling) – medium shot
3. Shankhill Leisure Center, 1 player, face looking intense – close up
4. Shankhill Leisure Center, 2 players, running onto the match – medium shot of their backs
5. Shankhill Leisure Center, Coach plus 2 players, Coach pointing to the pitch, serious expression – medium shot
6. Shankhill Leisure Center, Goalie catching ball, – medium shot
7. Shankhill Leisure Center, 3 players, 1 running to kick ball, 2 players in the background running – medium shot
8. Shankhill Leisure Center, 1 player, kicking ball into air, – front medium shot
9. Shankhill Leisure Center, 2 players tackling for ball, – front wide shot
10. Shankhill Leisure Center, 2 players, shoulder hugging, – behind close up shot.
11. Shankhill Leisure Center, 1 player balancing ball on head – below front wide shot

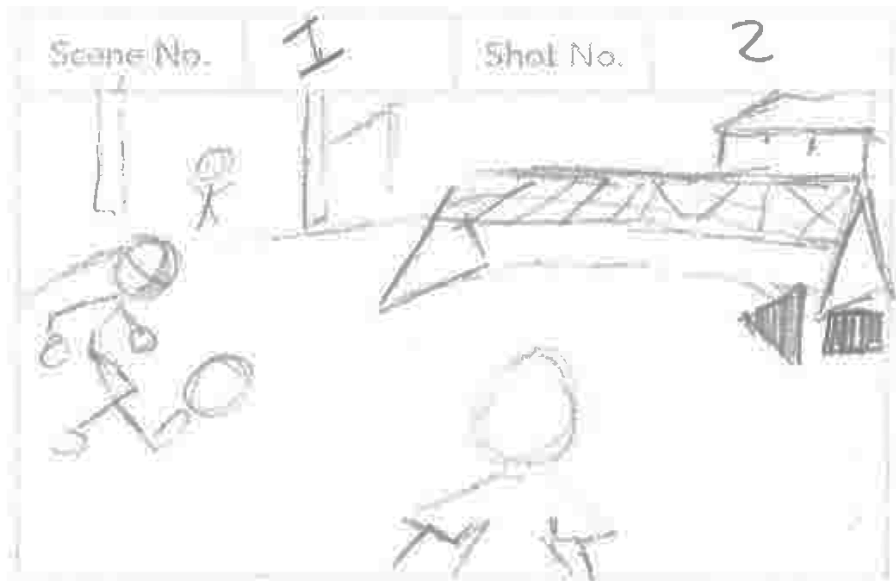
Thursday 28th November 12 noon Interview shot:

1. Belfast campus plain white room, 1 board members sitting down giving an interview – Medium still shot
2. Belfast campus plain white room, 1 player member sitting down an interview – Medium still shot

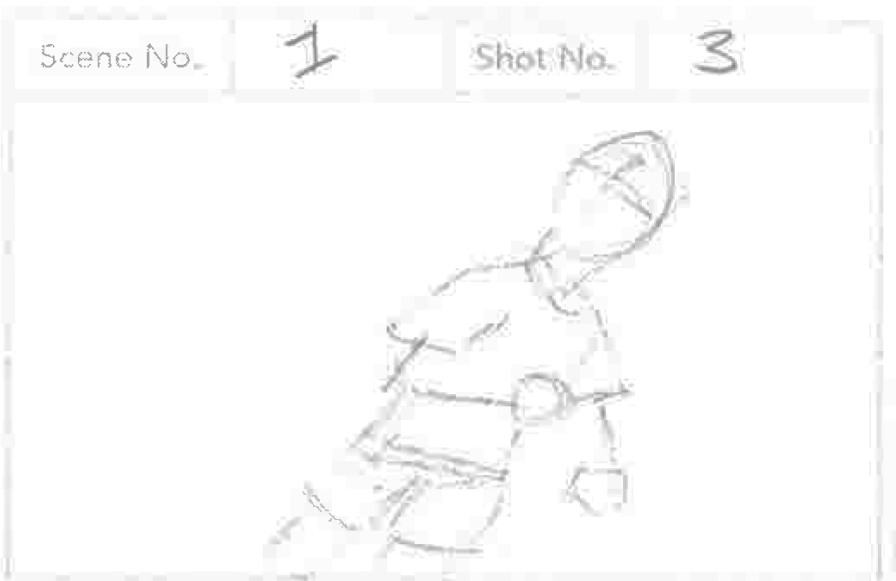
STORYBOARDS



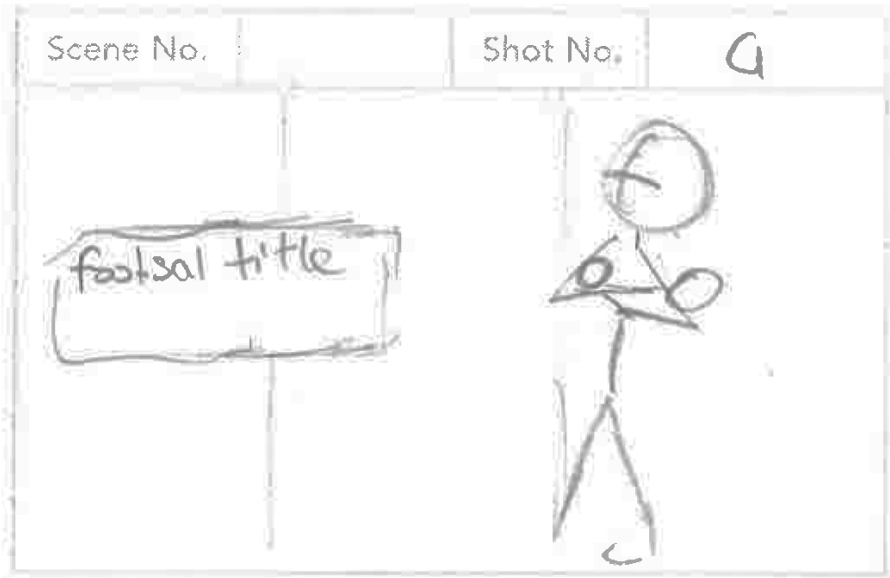
wide shot pan out for opening shot



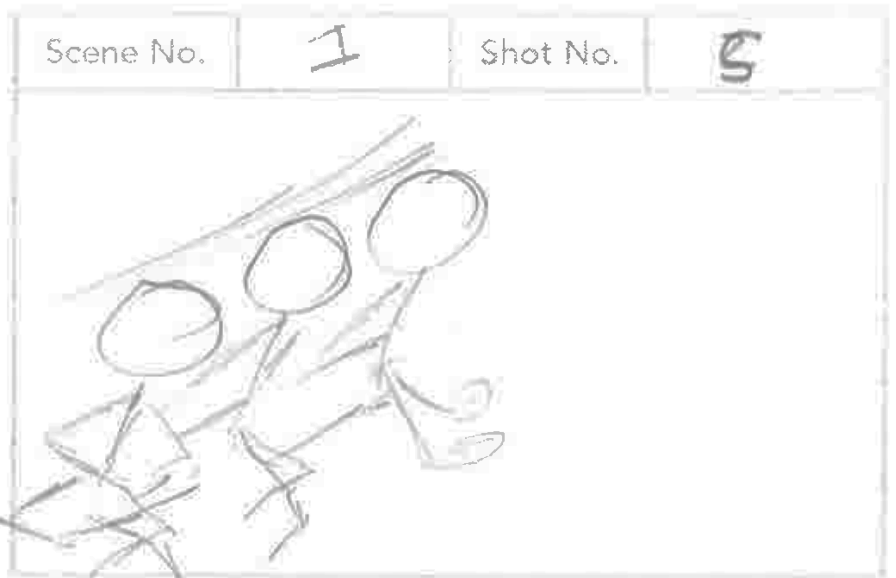
footballers playing; Pan shot left



Footballer running; medium shot; moving with the player



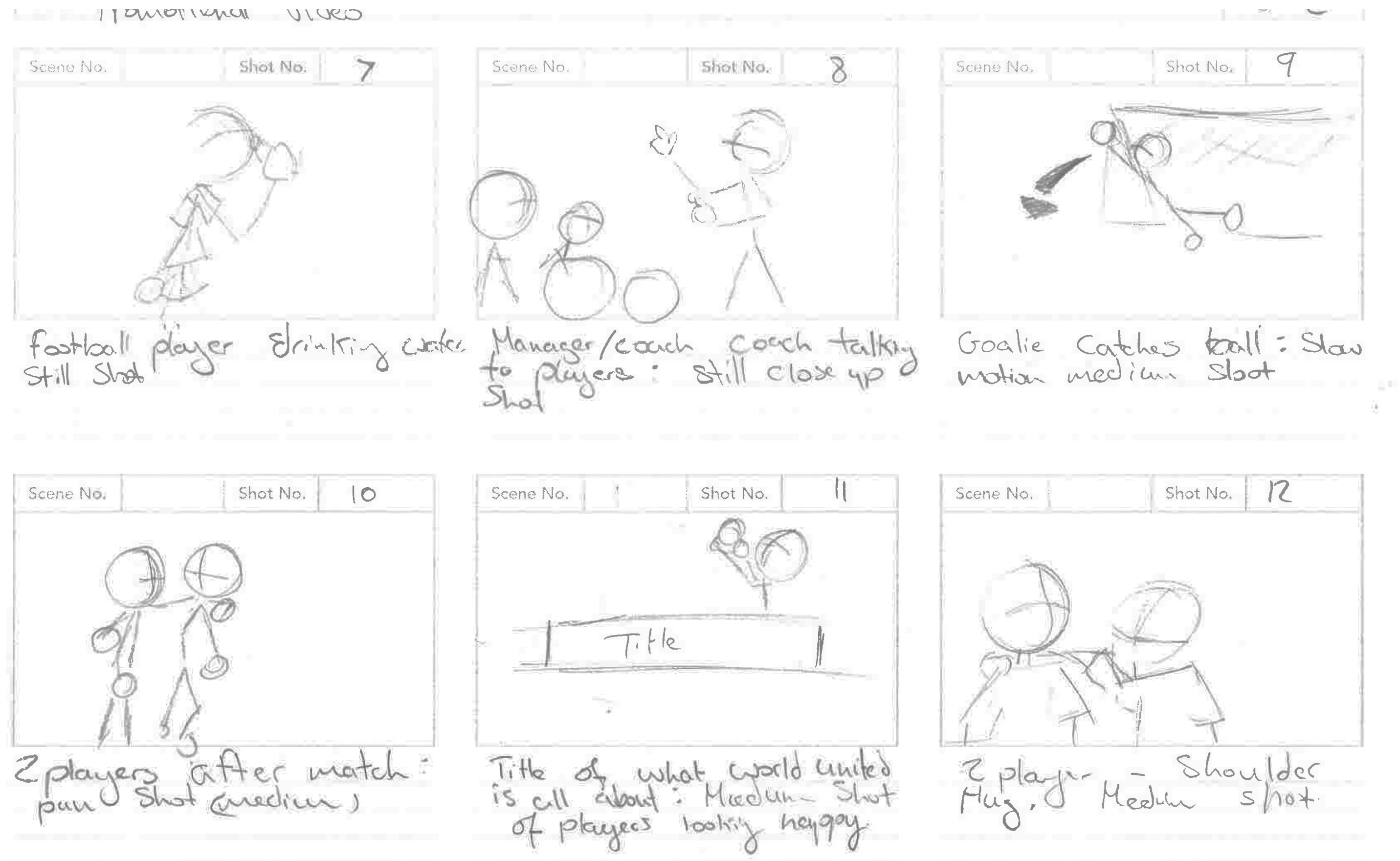
Manager on field: still medium shot



face shot: close up shot, players on the bench watching match



All players on pitch: wide shot



SHOOTING

RESPONSIBILITIES

During the shooting and filming process I was responsible for booking equipment, storyboarding, creating shot lists and will operate one of the cameras, capturing still images as well as video footage for the client. During each shoot I directed team players to act out what I envisioned in the shot list as well as filming live action shots.



DAY 1

Our first day of shooting was in the Shankill Leisure centre on the 20th of November, we filming and photographed headshots of the team players as well as their training match.

During this shoot we had a number of issues with the green screen and graining in the lighting. it was difficult to correct this on the day. I had worked on the images afterwards and the ISO was too high on my own DSLR.

For our next shoot I booked our better equipment with including the Universities DSLR and Son 4k Broadcasting camera.



DAY 2

Developing a refined shot list and interview questioned allowed us to go into our second day of shooting with a better production plan. We photographed action shots as well as conducted an interview that I had sent out earlier that week for the members to prepare for. Interview with 3 players and board remember.

The interview is important to showcase the players stories of how they got involved with World United and bring humanity to the organisation. This narrative is a critical theme for World United as the organisation is all about community through football and it was important to demonstrate this in through the interview



DAY 3

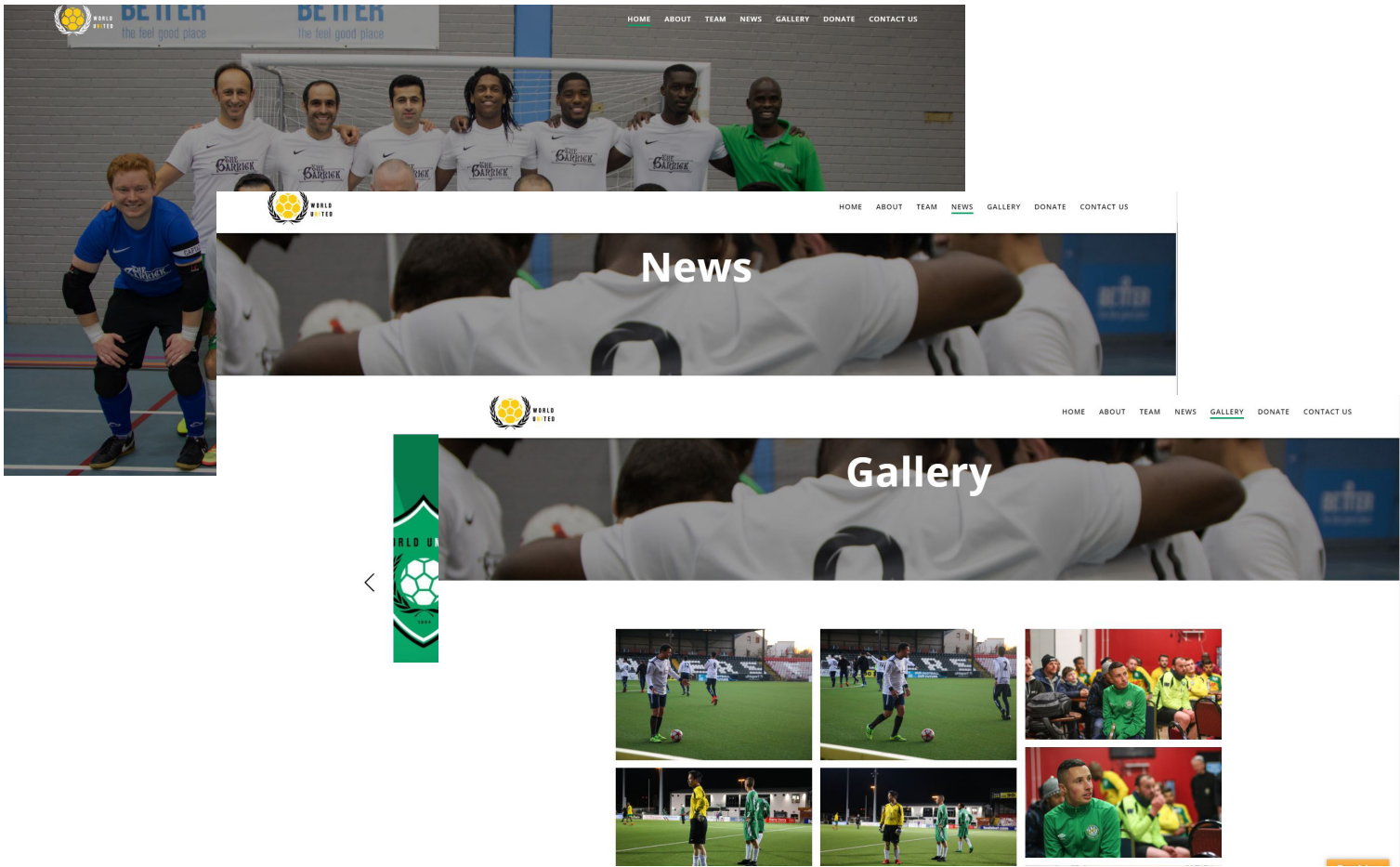
The Unity Cup which was filmed and photographed on the 1st December is our last full shooting day. We began at 4pm and finished at 7pm. Due to the poor weather conditions Karolina and I alternated between filming and photographing.

I took shots of the matches from the stands as well as from the pitch. This allowed for a large range of shot samples for the website and producing the video.



WEBSITE CONTENT

Whilst Karolina created the website I added brand guidelines to the content of the site.



SOCIAL MEDIA

TWITTER

World United NI

2 Tweets

WORLD UNITED

1999

Edit profile

World United NI

@WOrldUnitedNI

Multicultural football project based in Belfast
Sharing the passion promoting respect
Contact us to join : worldunitedni@outlook.com

Belfast Joined December 2019

1 Following 0 Followers

TweetsTweets & repliesMediaLikes

World United NI @WOrldUnitedNI · 1s

This Sunday 🕒 12.45 Shankhill Leisure Centre Belfast #futsalleague #match #futsal #sports #sportevent

WORLD UNITED

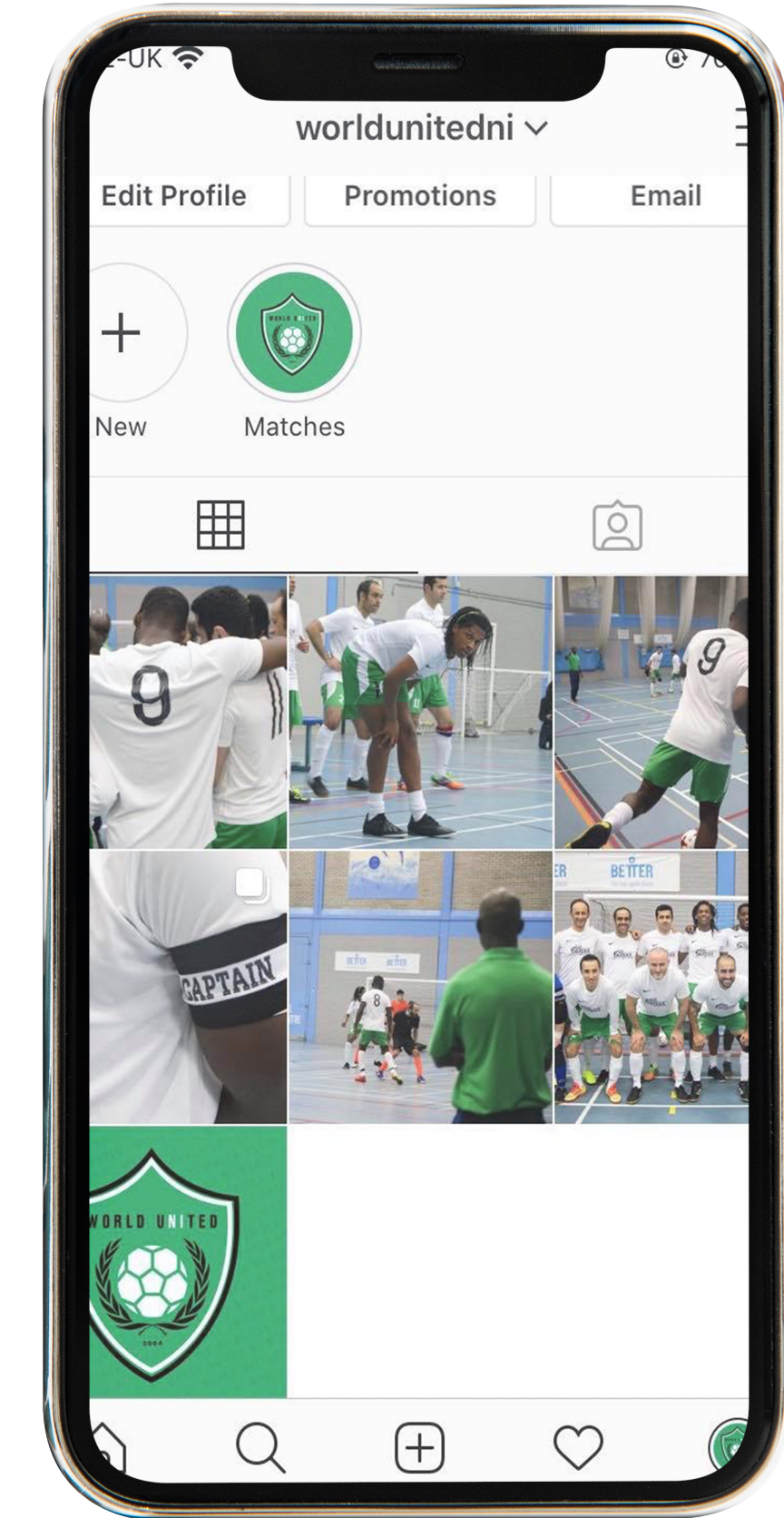
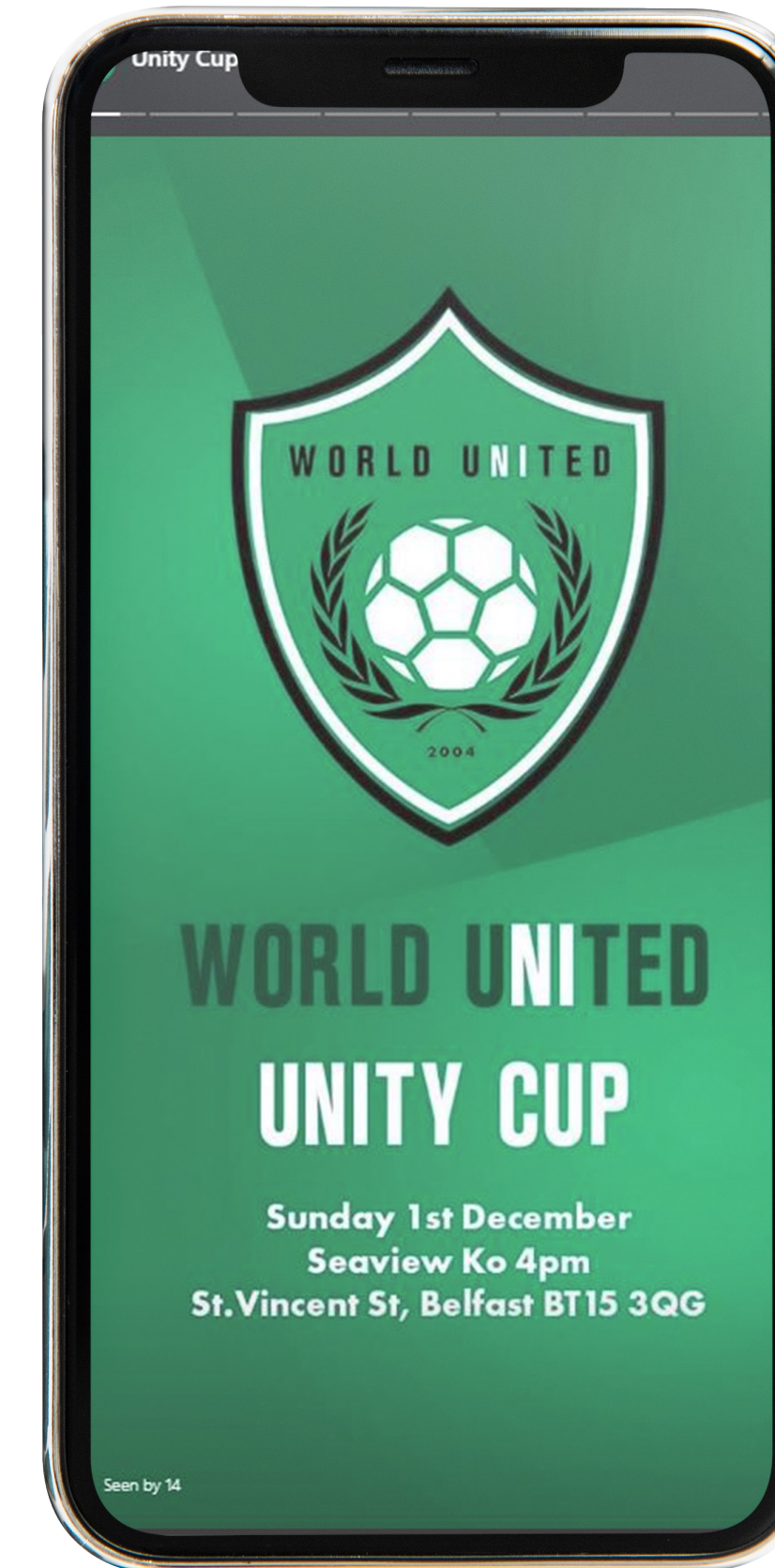
1999

Vs

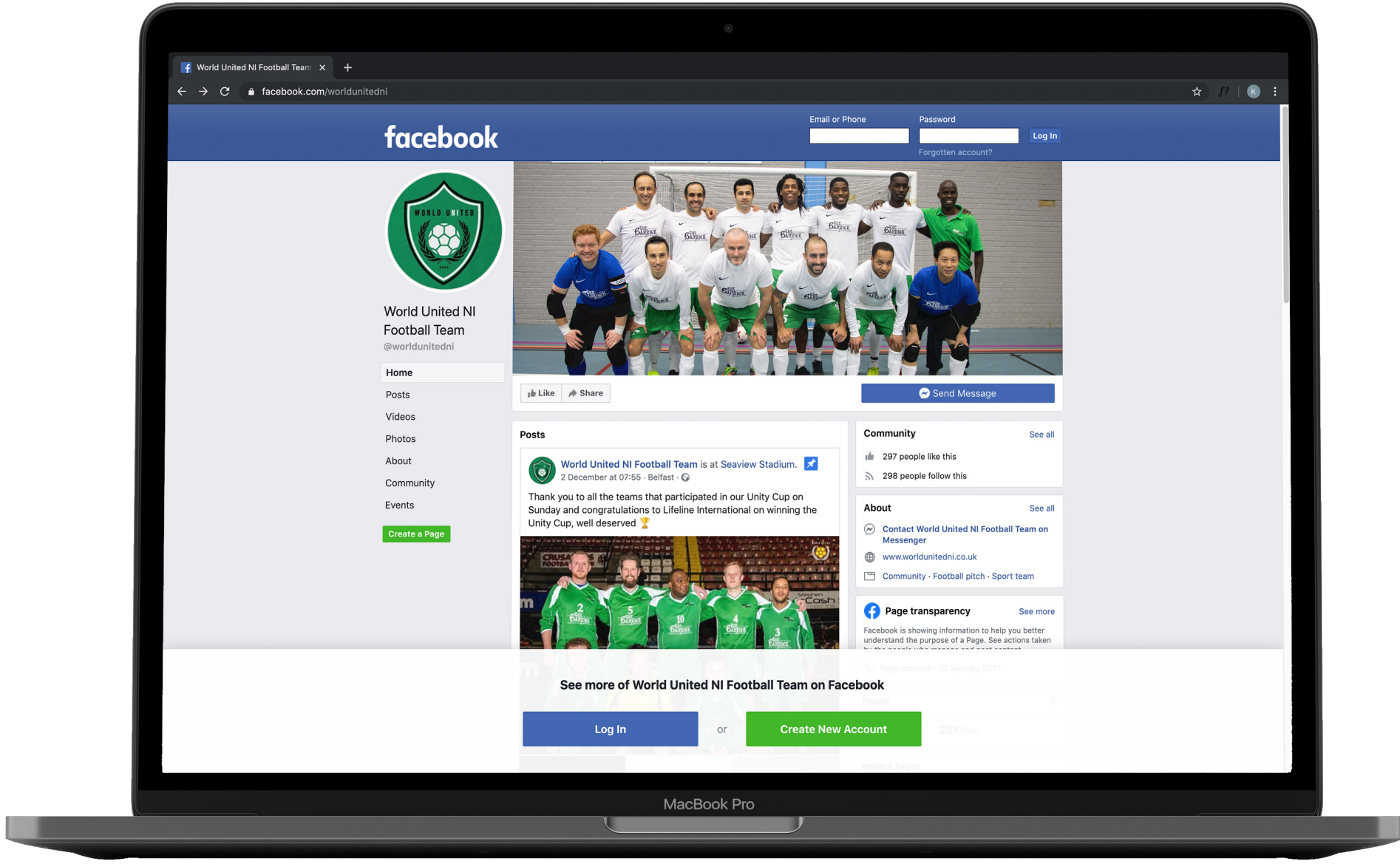
BELFAST CELTIC

SUNDAY 8TH DECEMBER
SHANKHILL LEISURE CENTER || 12.45

INSTAGRAM



FACEBOOK



PRINT

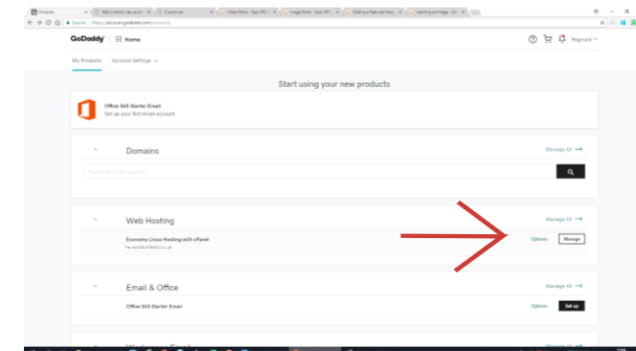
WORDPRESS

In order for World United to use the new vamped up website correctly I created a Wordpress Manual to get them started in using what may be a new platform for the members within the organisation. The Wordpress manual included how to access the site through our GoDaddy Hosting. As the previous website was left inactive the contemporary and helpful guides will get World United more willing to engage and develop the site with the help from the guide.

HOW TO LOGIN TO WORDPRESS

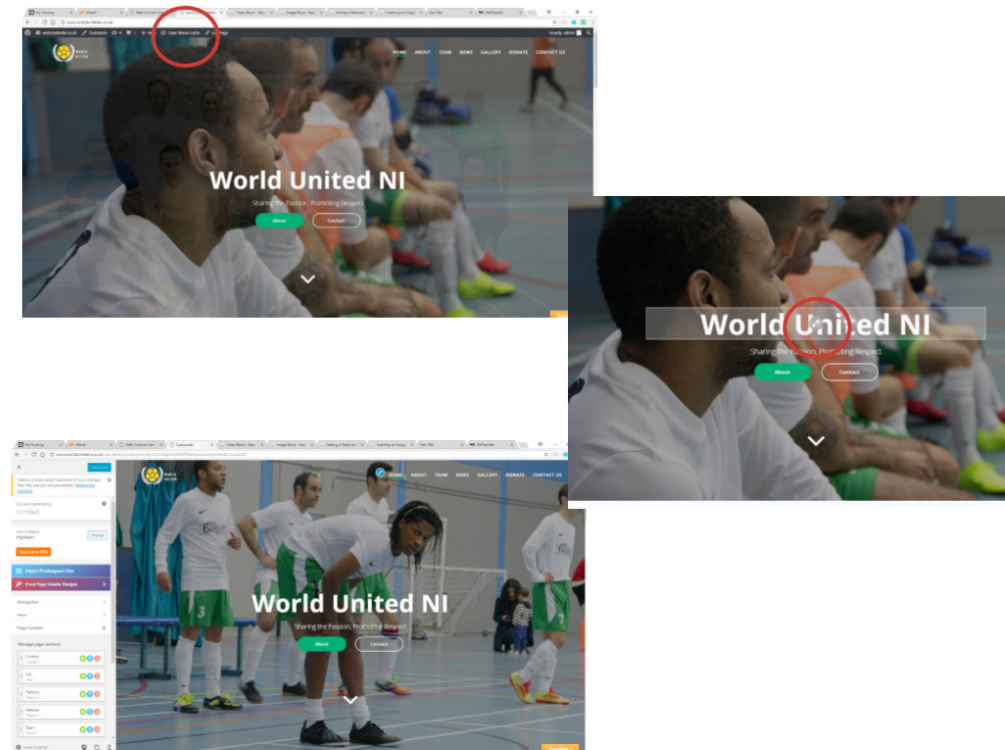
To access the Wordpress you must login to GoDaddy and follow these steps.

1. Click "Manage" on the Web Hosting tab below.
2. Click "Installatron"



HOW TO EDIT YOUR HOMEPAGE

1. You can edit your homepage by clicking the "customize" button on the black ribbon.
2. You will be presented to a page where you can hover over different elements of the page, including title buttons and more.
3. Once you have finished editing a section of the Homepage you can click publish to save it.



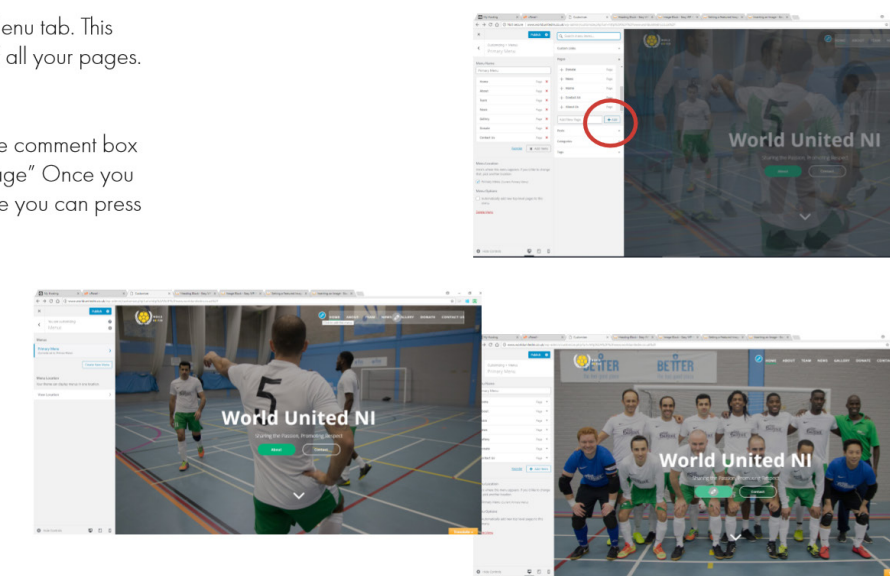
WORDPRESS

ADDING A NEW PAGE

Click on "Customizer" view on the ribbon tab.

Click on the Primary Menu tab. This will take you to a list of all your pages. Add a new item.

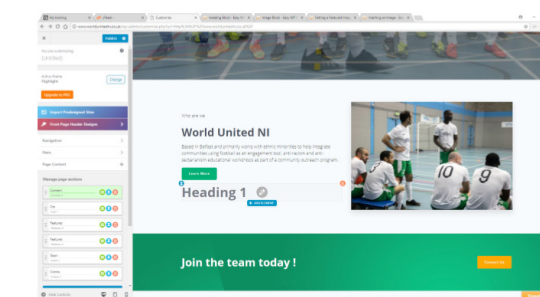
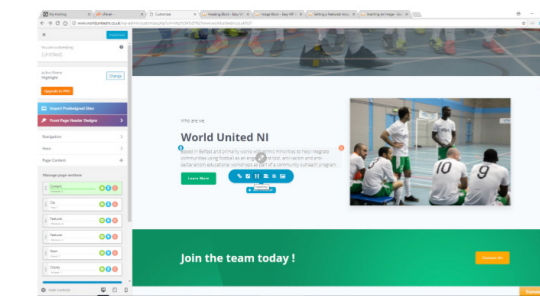
Name your page in the comment box that says "Add New Page". Once you have named your page you can press "Add".



HOW TO ADD HEADINGS

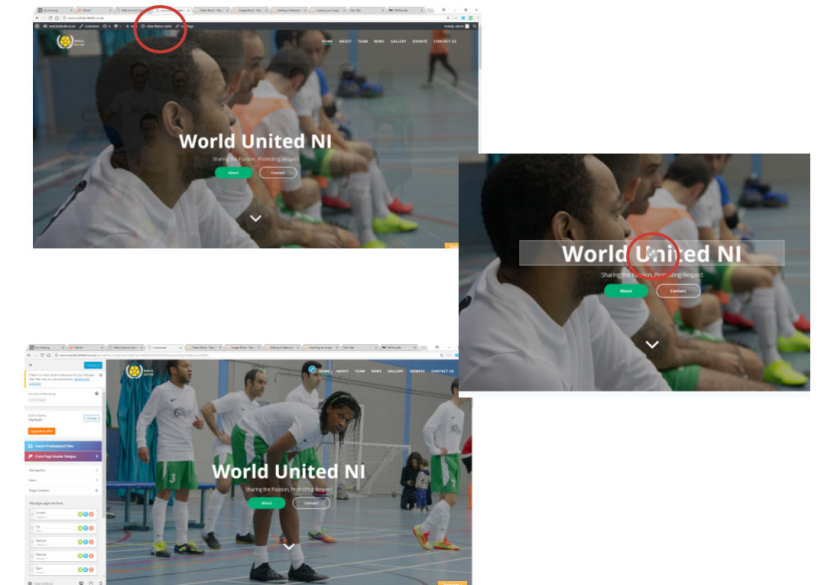
Click on "Customize"

To add a heading click the + button. You can customise the heading by sizes and font. When you are ready to publish it click the publish button.



HOW TO EDIT YOUR HOMEPAGE

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BRAND DOCUMENT

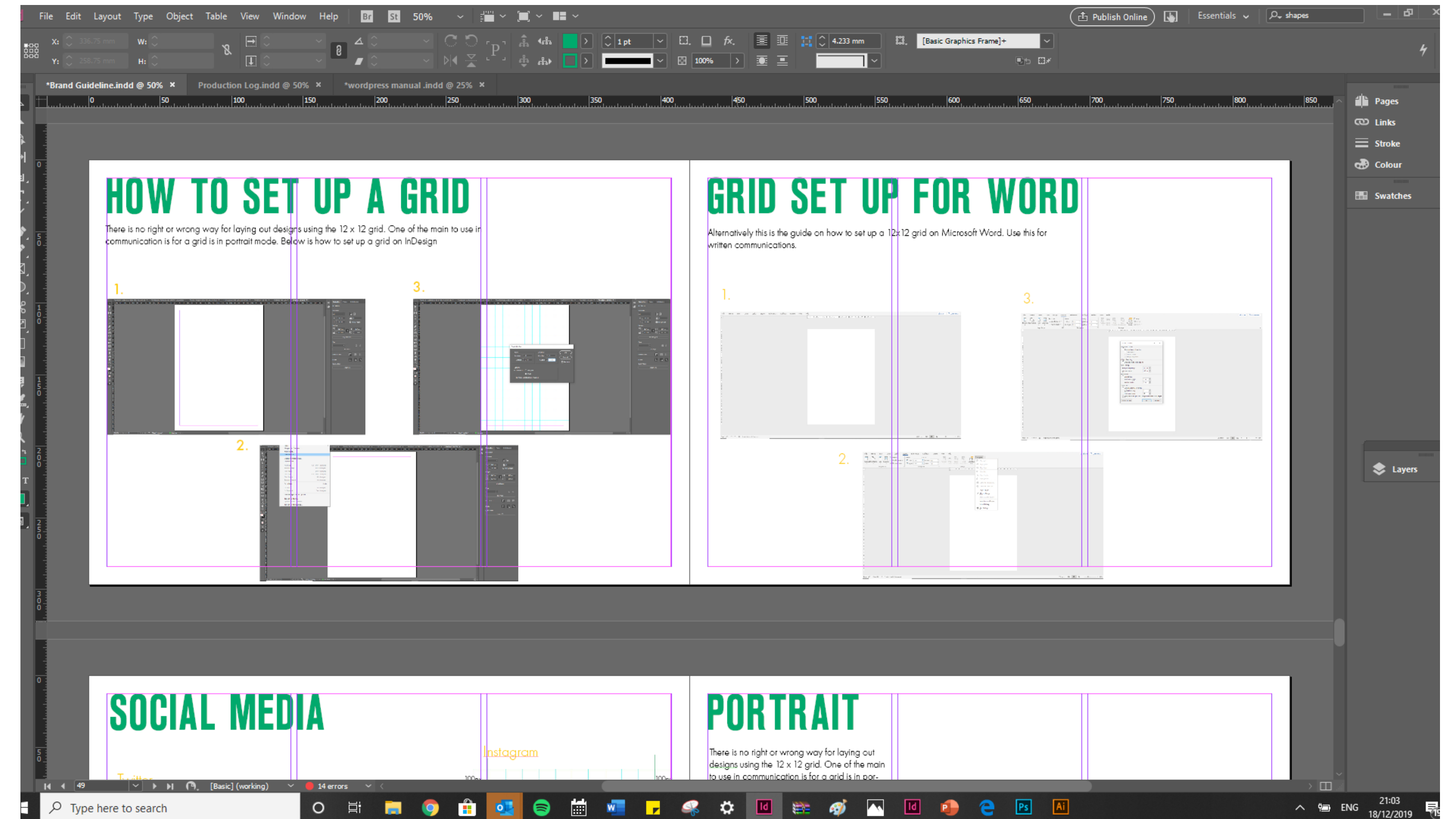
World United previously had no consistent brand guidelines. I create a condense brand guideline for their organisation that holds true to the ethos and values of World United. I believe it was important to reference and make note of why World United exists and how their message can be translated in their future communications

Priority instructions for the Brand Guidelines include how to use colours, text, layout, formatting, grids and more.

It was important to present how World United can be represented in the future with strong brand values on social media and other publications through the brand guideline document.

Examples of the document are presented in the following pages.

USING INDESIGN



**TELLING POSITIVE STORIES. WE
ARE INTER-CULTURAL. WE ARE
DIVERSE. WE ARE A COMMUNITY.**

KEY MESSAGES

Passion

Sharing the passion for football through sport without discrimination with a spirit of friendship, respect and fair game.

Team that is inclusive and has players from around the world as well as both sides of the community in Northern Ireland, aiming at building good relations in all communities.

Respect

Promoting respect through the outreach program which partners with key organisations such as the PSNI, Belfast City Council and other community groups to deliver educational workshops on racism, its impact and an insight into why people migrate from their countries to live elsewhere.

Culture

Activities to help foster friendship among the players, their families and all stakeholders. Fundraising events bring us together for Salsa dancing, cultural events where food from different countries is on offer and an annual Unity Cup tournament which is more than football but a family event with other activities.

Futura
Medium
Book
Light

Aa

Typeface Principles

Futura is the typeface for World United. Futura PT is the specific version of the font that must be used on all materials. This is the main typeface. We only use 3 weights from the typeface, Medium, Book and Light. Medium can be used for headings and sub headings. These weights should be used in bold messages and communications.

Spacing between letters should be set to optical. Spacing default is 0.

Leading is the spacing between the lines of text. Should be set at 2 points higher than your text size. For example if your text is at 12 then the leading should be set to 14 point.

PRIMARY BRAND COLOURS

These three colours are the primary colour that works across all our communications

HEX (screen) are the preferred reproduction methods for web based materials.

CMYK (print) is the preferred method to use for any print materials.

#000000

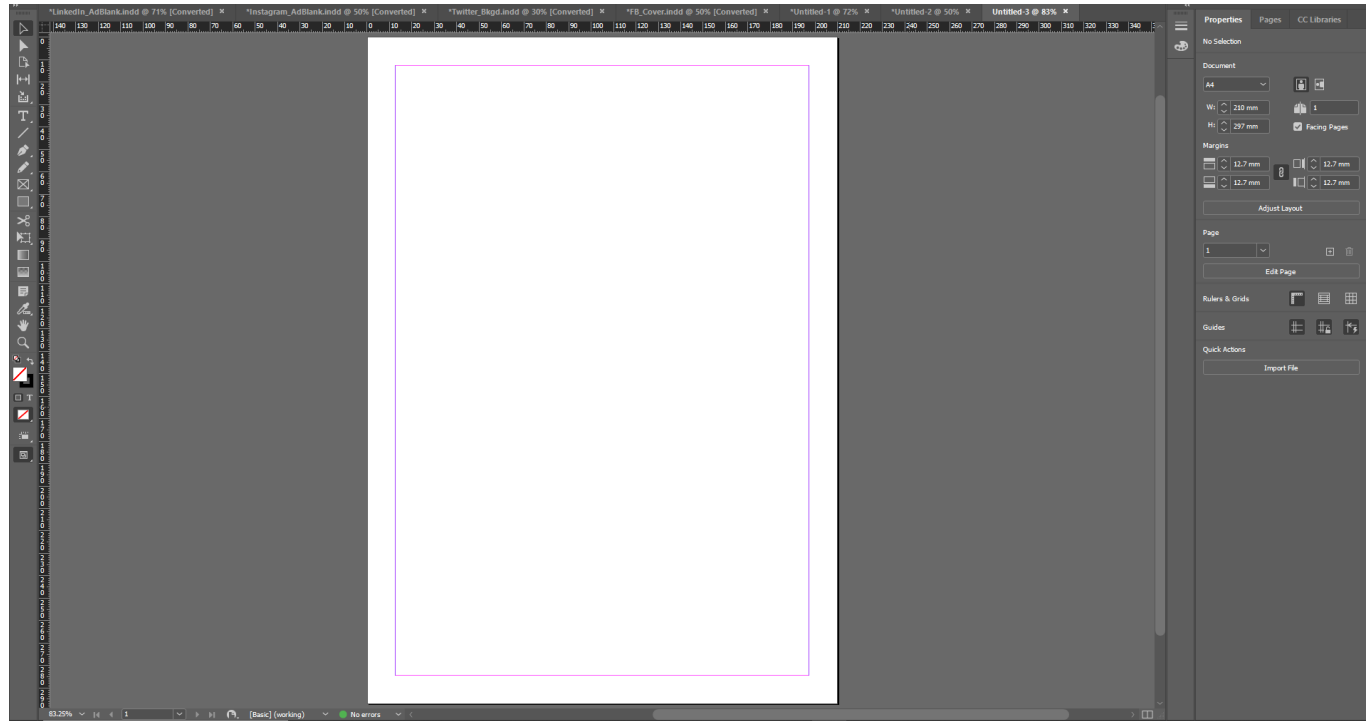
#00a161

#ffcc11

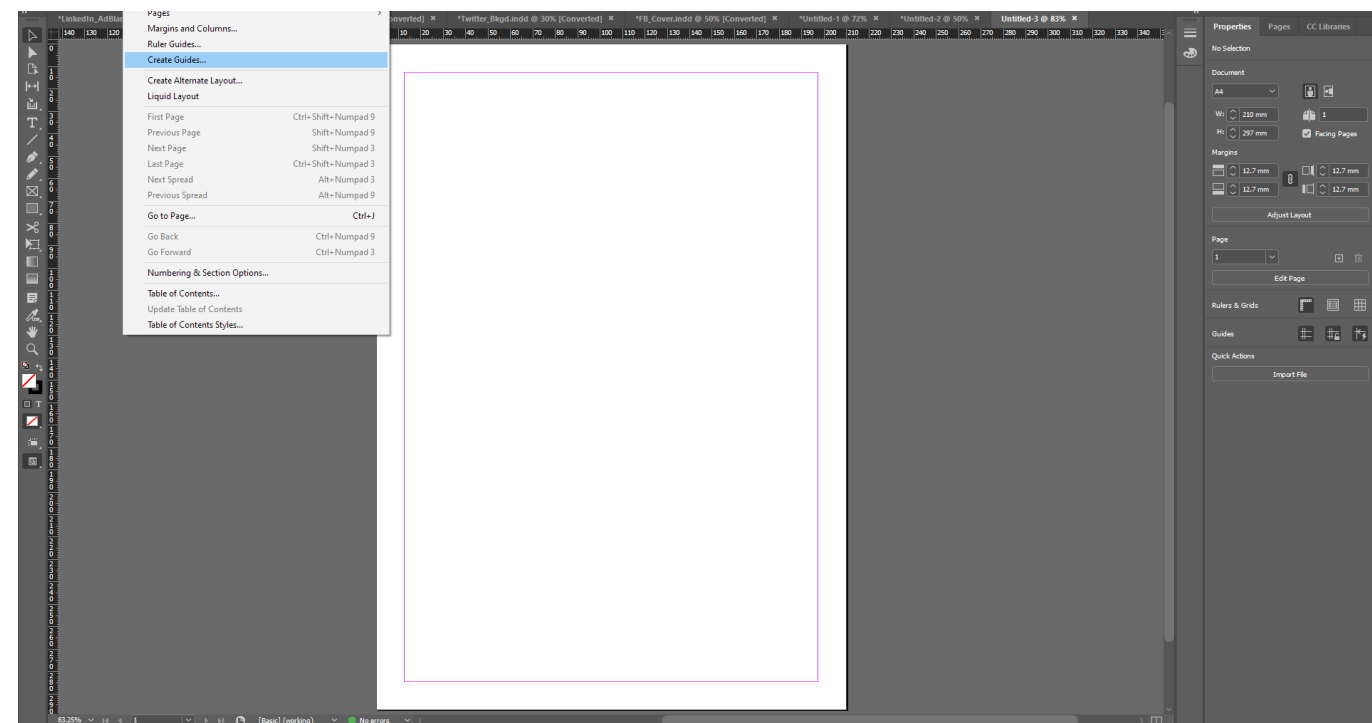
HOW TO SET UP A GRID

There is no right or wrong way for laying out designs using the 12 x 12 grid. One of the main to use in communication is for a grid is in portrait mode. Below is how to set up a grid on InDesign

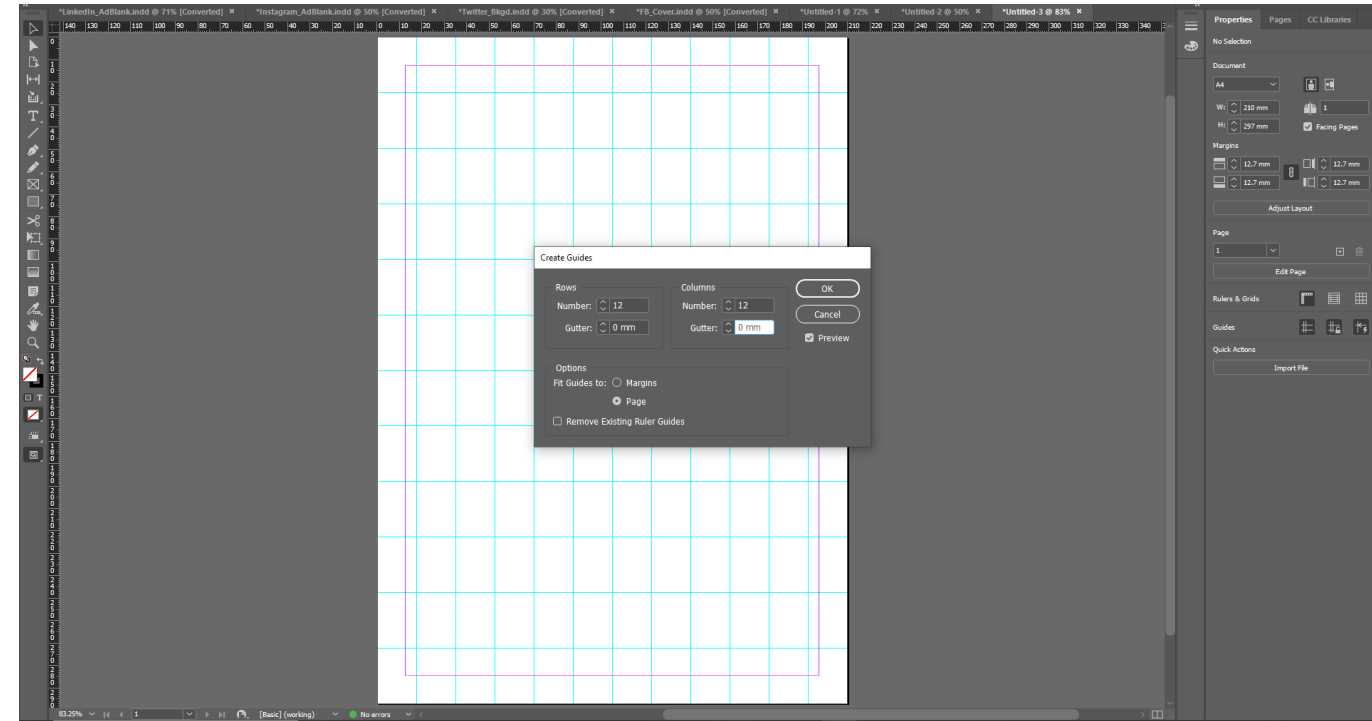
1.



2.



3.

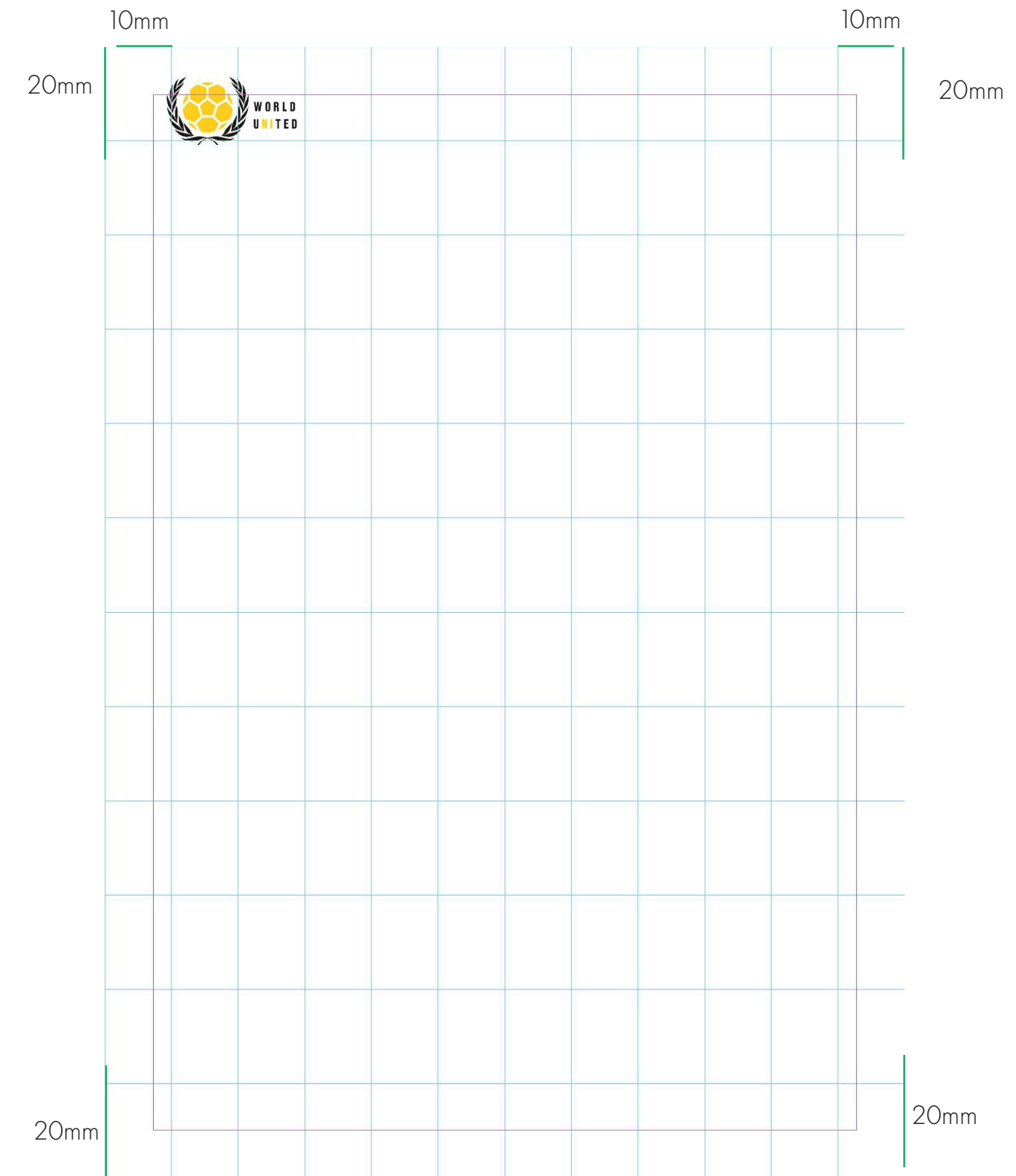


GRIDS 12X12 INDESIGN

The purpose of a grid system is to allow the placement of images, text and shape in a structured manner.

Creating elements such as text, images and shapes must align to the vertical and horizontal lines of the image board. When logo is present use a 10mm margin between the top right hand corner of the grid.

Using a 12 x 12 grid in InDesign is a great tool to structure and format an image. No matter what the dimensions or aspect ratio of a format are, the 12 x 12 grid can be applied across different grid styles. The main grid styles you will be using will be in landscape portrait and square.



DO'S AND DONT'S

World United primary print logo is in yellow, it can also be used as white on a green background. The logo can appear as inverted with white football element if the background is too dark. The logo should not be manipulated or stretched. Refrain using on complex backgrounds or patterns. Do not rotate or distort the logo.



TYPOGRAPHY DO'S AND DONT'S

Examples here are the do's and don'ts when using typefaces. some of the incorrect ways to use typeface is by using drop shades, multicoloured text, textured text and slanted text.

Sharing the passion for football through sport without discrimination with a spirit of friendship, respect and fair game



SHARING THE PASSION FOR FOOTBALL THROUGH SPORT WITHOUT DISCRIMINATION WITH A SPIRIT OF FRIENDSHIP, RESPECT AND FAIR GAME



Sharing the passion for football through sport without discrimination with a spirit of friendship, respect and fair game



Sharing the passion for football through sport without discrimination with a spirit of friendship, respect and fair game



Sharing the passion for football through sport without discrimination with a spirit of friendship, respect and fair game



Sharing the passion for football through sport without discrimination with a spirit of friendship, respect and fair game



LOGO SIZES FOR WEB

This is sized to multiple sizes in PNG format dependent on the resolution of the screen being used.



LEAFLET

One of the priorities for World United was to gain more sponsors and funding, myself and my teammate wanted to help them in this. I created a leaflet that gives an overview of what World United is all about and how the public and others can get involve in the project. I created the leaflet to be a modern and versatile piece of material that World United can print and use in a multiple of different settings and places where it may be relevant to them.



WHAT IS FUTSAL?

WORLD UNITED NI

World United formally started in 2004 when a management committee was elected, and the World United name adopted. Prior to formalising the structure, the team met regularly meeting in Ormeau Park for casual football, organised through an organisation called NICEM (Northern Ireland Council for Ethnic Minorities).

When the player numbers grew, NICEM invited the IFA (Irish Football Association) to get involved, providing football kit and arranging friendly games for the team. The team was now under the wing of the IFA's Community Relations program until 2009 when it became an independent entity



BUILDING COMMUNITY
PROMOTING RESPECT



Respect

Promoting respect through the outreach program which partners with key organisations such as the PSNI, Belfast City Council and other community groups to deliver educational workshops on racism and its impact and an insight into why people migrate from their countries to live elsewhere.



Passion

Sharing the passion for football through sport without discrimination with a spirit of friendship, respect and fair game. Team that is inclusive and has players from around the world as well as both sides of the community in Northern Ireland, aiming at building good relations in all communities



Culture

Activities to help foster friendship among the players and all stakeholders. Fundraising events bring us together for Salsa dancing, cultural events where food from different countries as well as our Unity Cup tournament a family football event celebrating diversity.

Players

We are global

Since 2004, World United has had over 200 players from 33 different countries that have played for it and some of the World United pioneers are still part of the team.



Some countries our players are from:

Portugal
Guinea Bissau
Zimbabwe
Northern Ireland
England
Ethiopia
Iran
Brazil

// SUPPORT US



JOINS US : Come along to one of our training sessions to join!



VOLUNTEER : We require coaching players, officiating at our football tournaments that we host, putting together funding applications, English Language classes for some of our team and other administration work.



SUPPORT US : We welcome donations! Monetary or football equipment and supplies. Monetary donations help fund our operational costs which include football pitch hires, referees, transportation to away games for our players, football equipment (bibs, kit, cones, footballs) and refreshments at matches.

MORE INFO

Connect with us on social media and stay up to date with training times and match dates and other events

CONTACT US

Connect with us on social media and stay up to date with training times and match dates and other events

Email: worldunitedni@outlook.com
Website: www.worldunited.com



[facebook.com/worldunitedni](https://www.facebook.com/worldunitedni)



[instagram.com/worldunitedni](https://www.instagram.com/worldunitedni)



twitter.com/Worldunitedni

EDUCATIONAL MATERIALS



EXPLORING STEREOTYPES 30-45 MINUTES

If the children are not already grouped on tables then please

Explain that you are going to give each group 3 pictures

Tell the students that they are going to introduce the people need to look at the pictures and try to imagine what these where they come from, what job do they do, what are they? Would they have anything in common with this person? In each group.

Invite one group to start by introducing one of the people the same person; you could make some notes about each of the 3 people.

Discuss any similarities, differences and question:
Where did you get your information from?
Why did you decide on those things?
Was it difficult / easy?
Did you use any people that you might already know or seen or heard on tv/papers/internet?

If you had time you could also ask questions and get the think it applies to, for example: Who is the richest? Who would they most like to be friends with? Who is most like country? / Able to speak another language? Be a criminal?

Explain to the group that you are going to REVEAL the real pictures. Show the zoomed out pictures of the people at a time.

Question:
Are you surprised by anything?
Did you learn anything?
Why do you think we made the choices we did?

Explain the word 'Stereotype' ask if they can think of any stereotyped? Judged? Could give the example of 'Only how does that make them feel? Why does the shopkeeper them? Are they all thieves?



GLOBINGO

Find someone who...

Has a friend or relative that lives in another country...
Their name:
Country:

Is wearing something made in another country...
Their name:
Country:

Can name a famous person from another country...
Their name:
Country:

Has travelled to another country this year...
Their name:
Country:

Can say hello in another language...
Their name:
Country:

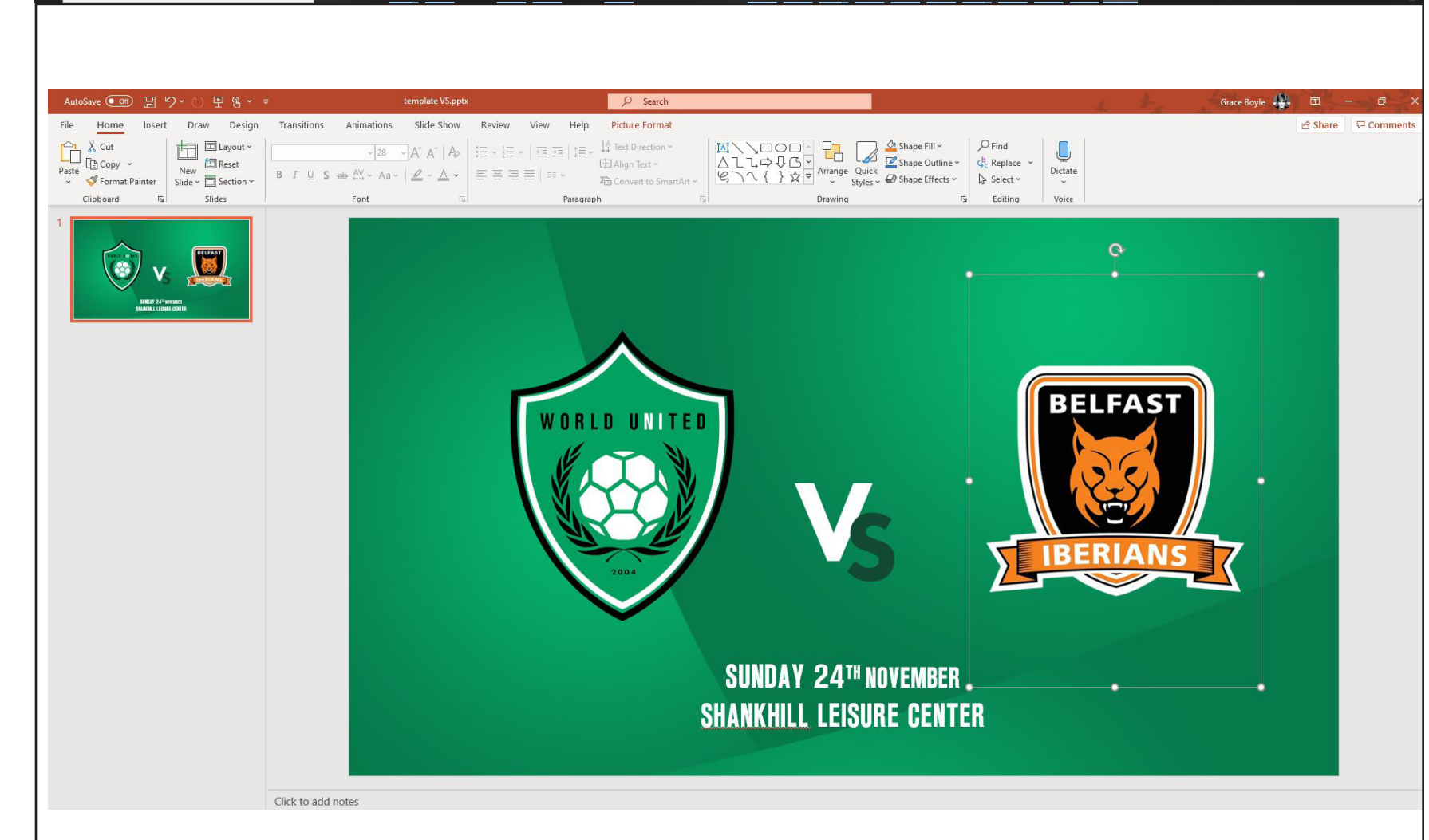
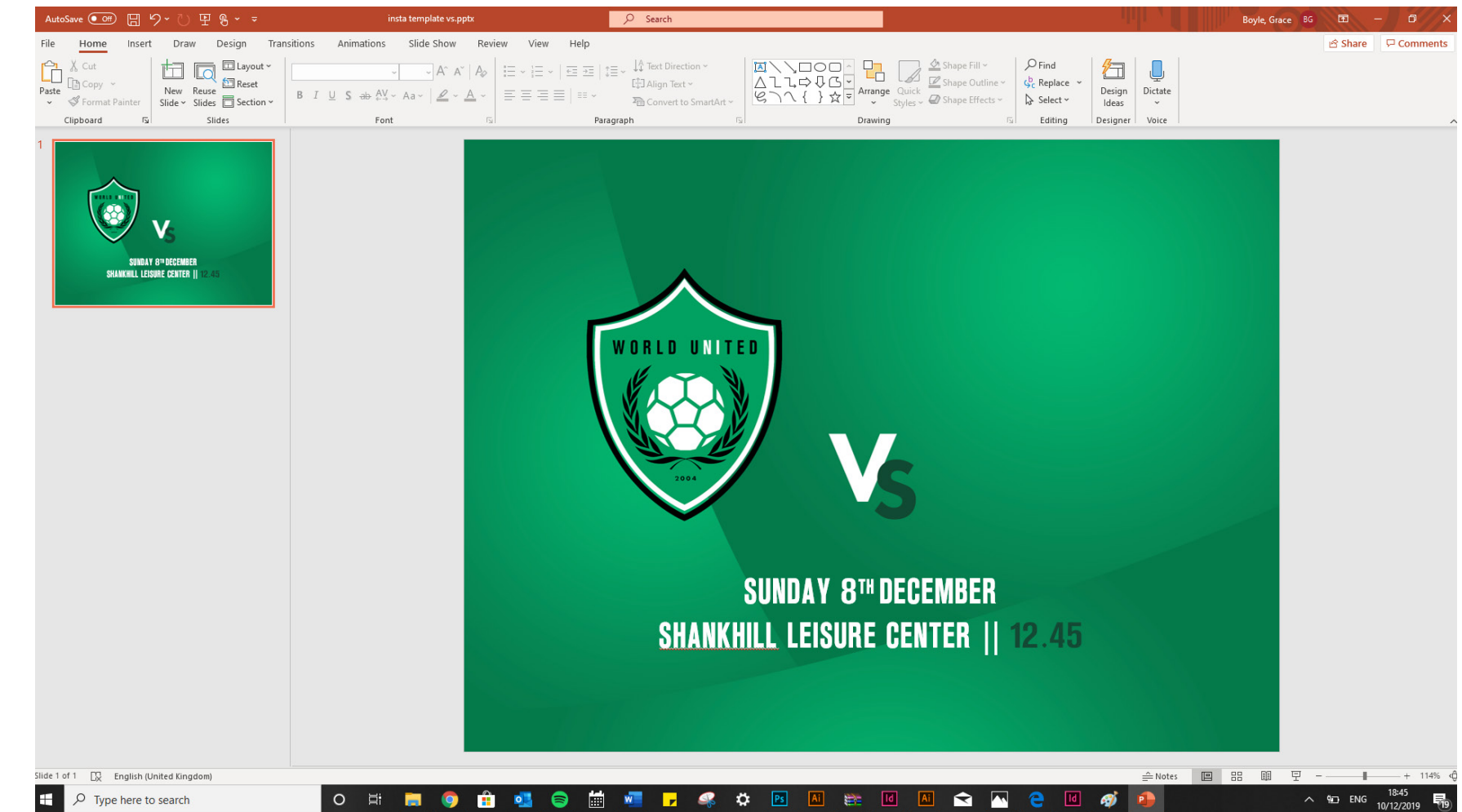
Has a parent / relative who was born in another country...
Their name:
Country:

Enjoys food from another country...
Their name:
Country:

Has seen a TV programme from another country this week...
Their name:
Country:

POWERPOINT

Using Powerpoint as a template for brand outputs. First example shows the uploaded locked template. I created these in order for World United to have an easy and quick way to execute upcoming matches on their social media and other communications.



FEEDBACK

Evaluation

In conclusion I believe that we meet the brief fully. Base on current client feedback Paul and his committee have responded with positivity of their new visual identity.

We have delivered on a strong new web presence, a vibrant badge and logo as well as video outputs and social media update.

I have redesigned current materials to make the next stages in the upkeep of website and use of logo in the wordpress manual, brand guidelines and vamped up education materials

World United now has a bank of photography to use that represents the organisation with a new vision statement in the theme of friendship, fun and football.

Limitations

One of the main limitations in this project was budget. As World United didn't have a sizeable budget we could not add in additional features onto the website such as a globe that displayed where each player was from.

Scheduling was another limitation and our availability with the team couldn't align at times and therefore we were able to deliver on the Equal Game video.

If Done Again

I believe if we were to do this again we would outline a much clearer production plan for our client so that when it comes to shot we would get the most valuable shots within the time frame.

In saying that I am confident that we delivered to the brief, designing and new visual identity for the client, website and guide packages as well as additional content such as bolstering activity on their current and new social media outputs. Creating a user friendly guide in using wordpress, powerpoint and anual report documents

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