first steps

**Women's Centre
Production Log
Jack Harkin**

Contents

Aim of the module

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

Getting Started

In our first lecture we were split into groups. In these groups we were given a number of different projects to choose from.

My Group

Jack Harkin

Carl Gordon

Oran McAnaney

Our project

Collectively we decided to take on the **First Steps Women's Centre** project. From the start we knew that this project was going to be a real test of our practical and communication skills and the final media outcomes which First Steps we knew that our groups practical skills best suited this project.

Research

Who are First Steps Women's Centre?

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.
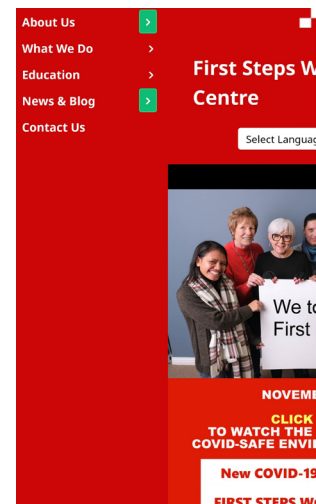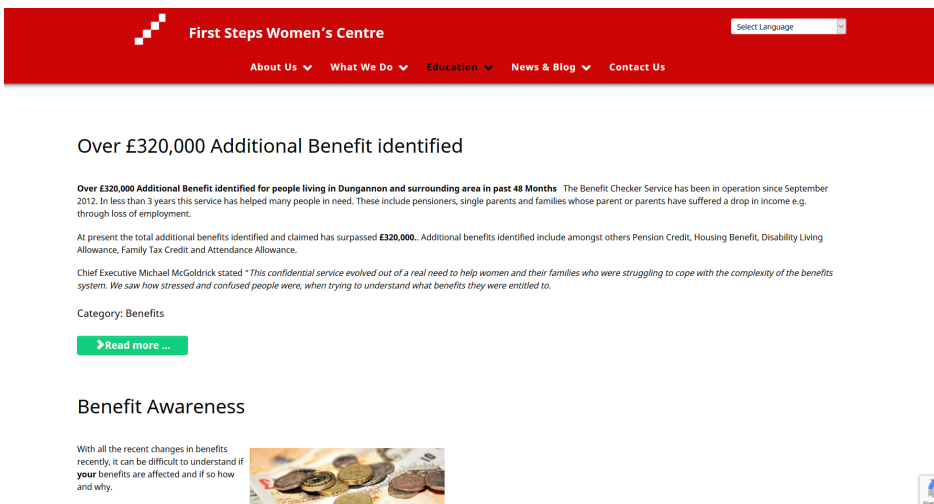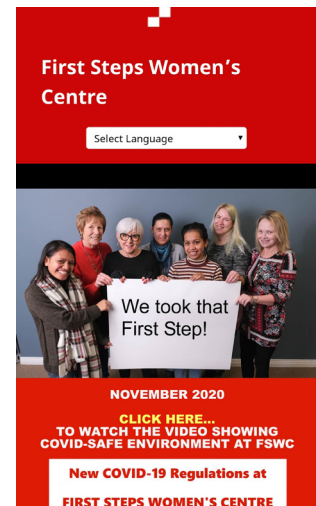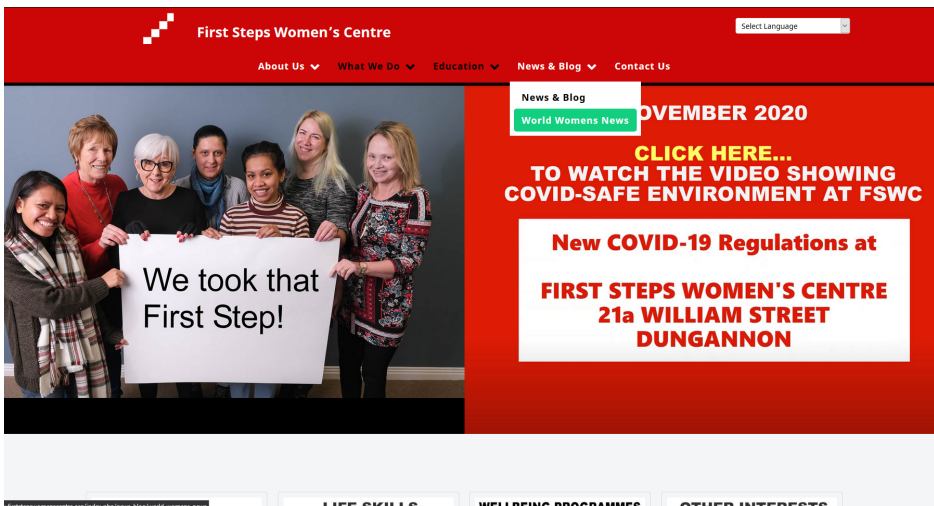

(Home - First Steps Womens Centre Dungannon County Tyrone, 2020)

Initial thoughts on website

The Website

The website that First Steps currently have is quite dated and also is not responsive.

The site itself is very hard to navigate and find any specific information you are after. This is down to the layout of the site, and there being too much text on each of the pages. A lot of the information is hidden underneath a plethora of content.

The colour scheme used matches the first steps logo, however they use a green fill colour on the dropdown menu's in the navbar.

Initial thoughts on logo

The Logo

The First Steps logo uses two different fonts. The two of them are also very basic. The steps on the left side I think work quite well but there is definite room for improvement on the logo.
A change in colour scheme and font may work very well, and give the logo a more refreshed look.

First Experiments

Logo Experiments

Experiment one

After having a look at the current FSWC logo I had a go at creating some new logos for them based off what they already have. I got rid of the First Steps text inside of the red square. Along with this I changed the two fonts they are currently using.

As well as creating a remake of their current logo, I also tried it out with different colour combinations, typefaces, and layouts. Doing this has given be a good idea of what typefaces, and colour combinations I should be looking at for the final media output.

Different Colours & Layouts

TYPEFACE NUBOLTS ROUNDED

Typeface Gorgone

Meeting with First Steps

Talking with Michael

Michael done an excellent job at settling any nerves that any of us had about starting this project. He was full of useful information with regards to First Steps. He made it clear that he wanted the site to be kept as simple as possible, acknowledging that there was too much information on the current one. He wanted to make sure that the site was colourful and interesting. The importance of making the site visually appealing was stressed during the meeting.
Michael also gave us some sites that he likes that can help us get a better understanding of what he wants us to do with the site.
He also was able to break the organisation down into three words. Support. Educate. Empower.

Key areas for improvement

- The application form is too hard to find
- Too busy
- Add a better Gallery
- A change of colour scheme
- Open to a complete refresh of their visual identity

Support.   Educate.   Empower.

Benchmarking

Charis Youth Centre

Charis Youth Centre is based in Dungannon and helps children with learning difficulties with their spiritual and social needs. The club is aimed at children from 8 – 16 years old. It's a site which the client has expressed interest in. After looking at the site we can say that it has the same look and feel we want to transfer on to the new and improved first steps women centres' site. It is a very clean and stripped back site with minimal text and more images. The site still communicates well, even with less text. They have a navigation bar along the top of the page which brings users to different sections of the site with one or two clicks. It's a very accessible site, and we think there are a lot of features from it which we could implement into the FSWC site.

(Home | Charis Youth Club, 2020)

YMCA

The YMCA is the oldest and largest youth charity in the world. They focus on five key areas of work, support and advice, accommodation, family works, health & well being, and training & education. Their website is great right away you are greeted with a hero image with some information about the organisation over the top of it. The site itself is very clear and well laid out. They have a lot more information on their site compared to the others but that is a given considering the size of the organisation. The site uses different animations throughout it making for a much better user experience. I will say that the site does seem a lot busier than other sites which is something we will avoid when creating the FSWC site.

(YMCA, 2020)

YMCA is the oldest and largest youth charity in the world

Benchmarking Excel Sheet

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	Clean, lots of images, minimal	Uses Hero images as guide	Image slider	Text Heavy
	Identify Target	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 Seriff	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
Techincal	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 eduction tab
	Content Management System	Wordpress	Wordpress	WordPress	WordPress	Asp.net open source microsoft	Drupal	Joomla
	Analytics Embedded	Google Analytics	No	Google Analytics	Google Analyitics	Yes	Yes	Yes
Navigation	Primary Menu Format	Drop Down	Fully Exposed Click Through	Click Through	Click Through	Drop down	Drop down	Fully Exposed Click Through and
	Primary Menu Position	Horizontal top	Horizontal top	Horizonatal top	Horizontal top	Horizontal top	Horizontal top	Horizontal top
	Sitemap	One Click Away	None	None	Footer	In the footer	None	None
	Means of getting to top of page	None	None	Button on Footer	None	None	None	Button on footer
	Contact us	One homepage	Exposed in header	Navigation Bar top of	Top of the page and	In the footer	In menu about us	Navigation Bar top of
	No. of clicks to Contact Us	One	One	One	Two	None	One	One

Oran McAnaney

Jack Harkin

Carl Gordon

Benchmarking Excel Sheet

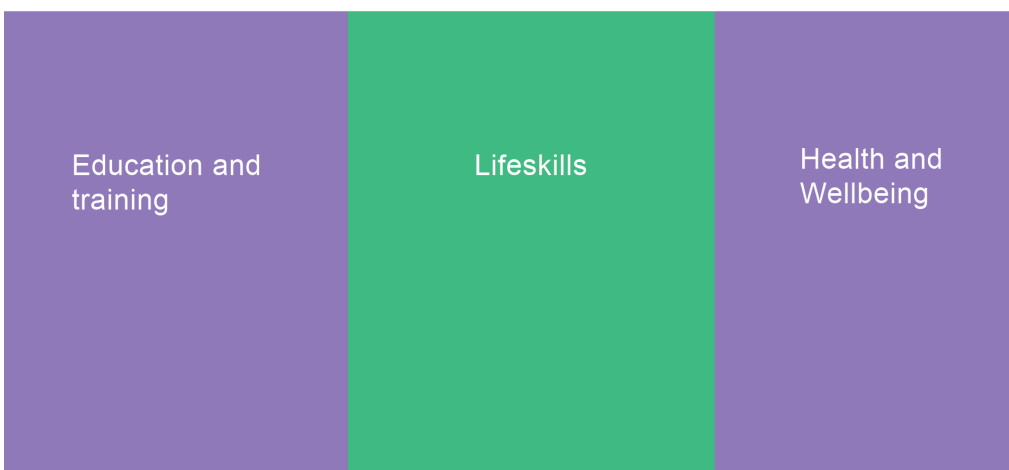|									
18	**Content**	Explanation of service	One Click	Homepage	On home page	On the home page	On homepage	On homepage	One Click
19		Evidence of outdated content	None	None	None	None	None	Yes many examples	Outdated forms
20		Social Media	Links on homepage	Bottom of Homepage	None	In the footer	Links in header	On homepage	None
21		FAQ Section	None	None	None	Drop down menu	None	None	None
22		Privacy policy	None	None	Not Secure	Footer	In the footer	In the footer	None
23	**Search**	Search	None	Top of Page	None	Navigation Bar	Embedded in homepage	Embedded in homepage	None
24		Type of search button	N/A	Drop Done	None	Searches the website	Text and drop down	Text	N/A
25	**Functionality**	Load Time	2 seconds	7 seconds	2 seconds	Less than 1 second	Less than a second	3 seconds	2 seconds
26		Multilingual	No	No	No	No	No	No	Yes
		No. languages	0	0	0	0	0	0	20
23	**Search**	Search	None	Top of Page	None	Navigation Bar	Embedded in homepage	Embedded in homepage	None
24		Type of search button	N/A	Drop Done	None	Searches the website	Text and drop down	Text	N/A
25	**Functionality**	Load Time	2 seconds	7 seconds	2 seconds	Less than 1 second	Less than a second	3 seconds	2 seconds
26		Multilingual	No	No	No	No	No	No	Yes
27		No. languages other than English	0	0	0	0	0	0	20
28	**Accessibility**	How many font types	2	4	2	1	2	3	2
29		Clear & Accurate Headings	Yes	Yes	Yes	Yes	Yes	No	Yes
30		Are links visually distinct	Yes	Yes	No	Yes	Yes	Yes	Yes
31		Link underlining	Yes	Rollover images as well as underlining	Yes	Yes	None	Yes	Yes

Moving Towards The Final Pitch

New Ideas

Logo Revamp

After the first meeting with Michael and a review of the benchmarking sites it is clear to us as a group that there will need to be a total revamp of the First Steps logo.
It won't be suitable for us to take their current logo and change the fonts and colours. From experimenting with colours we have found some good combinations and have experimented with some nice fonts.

Website Ideas

The website that we create for First Steps must be easy to use and navigate through. In our meeting with Michael he was able to tell us that there are three main pillars of First Steps. Education & Training, Life skills, and Health & Well-being. He wants these pillars to be the focal point of the site. My first idea for this is to have three blocks covering the entire page, with a nav bar at the top. The three blocks would then be given a specific title matching the three pillars that Michael talked about.

Education and training	Lifeskills	Health and Wellbeing

Bridge Logo

FIRST STEPS
Womens Centre

FIRST STEPS
Womens Centre

Bridge Logo

FIRST STEPS

Womens Centre

FIRST STEPS

Womens Centre

Bridge Logo

FIRST STEPS

Womens Centre

FIRST STEPS

Womens Centre

Step Logo

FIRST
STEPS
Womens Centre

Step Logo

FIRST STEPS Womens Centre

Step Logo

FIRST STEPS
Womens Centre

Step Logo

Review of ideas

Bridge Logo

The strongest bridge logo was this one. I think the colour pallet works very well with the design. It is very different to what First Steps already have. The purple and green colours are the same colours used for International Women's day in the UK.

FIRST STEPS
Womens Centre

Step Logo

The strongest of the step logos was defiantly this one. The step logo is a lot simpler than the bridge logo. It's a very clean revamp of the step idea in the current First Steps logo. I think the best thing about this logo is that the full logo could be potentially shortened to the smaller FSWC logo on merchandise.

FIRST STEPS
Womens Centre

FS WC

Column logo

First
Steps
Women's Centre
Support.   Educate.   Empower.

Column logo

The new column logo was one of the strongest logos I created. It is simple like First Steps wanted. The text is layered to make it still look like a step. Our lecture told us to stick to word-mark logo designs rather than heavily graphic designs. The gold and purple colour scheme doesn't work as well as the green and

First
Steps
Women's Centre
Support. Educate. Empower.

I went back to the original purple and green colours and made the "First Steps" all caps. I was hoping here that it would make it more impactful but it ended up making the logo look angry.

FIRST
STEPS
Women's Centre
Support.   Educate.   Empower.

Here I brought the tag-line "Support. Educate. Empower" closer together which I think makes the logo look much better.

First
Steps
Women's Centre
Support. Educate. Empower.

Column logo

Adrian liked this design but wanted me to try it out with a different font. Here I tried out the different fonts in different font weights.
The heavy weight for "First Steps" worked a lot better.
The light thin font worked much better for "Women's Centre" and the tag-line.

First Steps
Women's Centre
Support. Educate. Empower.

First Steps
Women's Centre
Support. Educate. Empower.

First Steps
Women's Centre
Support. Educate. Empower.

Column logo colour blocks

First
Steps
Women's Centre
Support. Educate. Empower.

first
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Women's Centre
Support. Educate. Empower.

First
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First
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first
steps
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Logo Colours

To get the new colours for First Steps I took a photo which they had sent to us of a few of their staff members standing in-front of a sign inside of the Centre. I took the photo into Photoshop and used the colour dropper on the image which gave me a dark navy blue, and a dark green.

Logo Colours

I then made the colours brighter which made them much more approachable and easier on the eye. The lower case font also makes the logo a lot less intimidating and much approachable.

First Steps Women's Centre — Support. Educate. Empower.

First Steps Women's Centre — Support. Educate. Empower.

first steps Women's Centre — Support. Educate. Empower.

first steps Women's Centre — Support. Educate. Empower.

Initial Pitch

Initial Pitch – Logo

Concept 1 – Jack Harkin
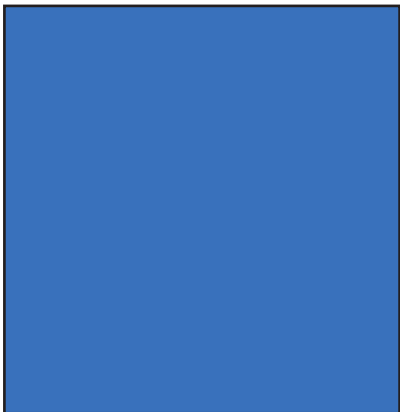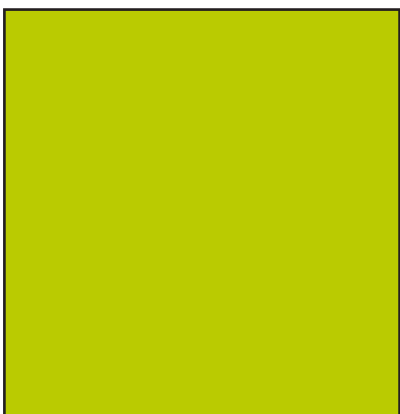
Blue

Green

Initial Pitch - Logo

Concept 1 - Jack Harkin
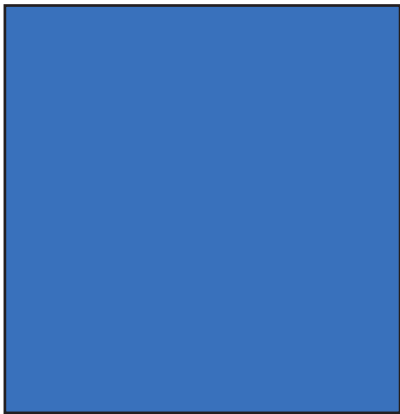
Blue
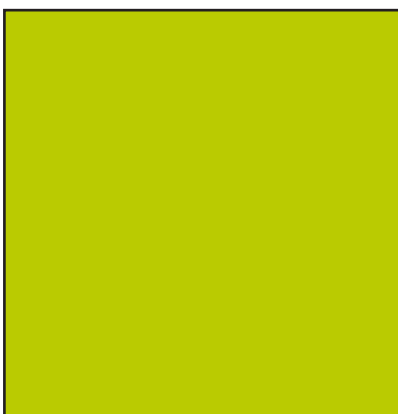
Green

Initial Pitch – Web

Concept 1 – Jack Harkin
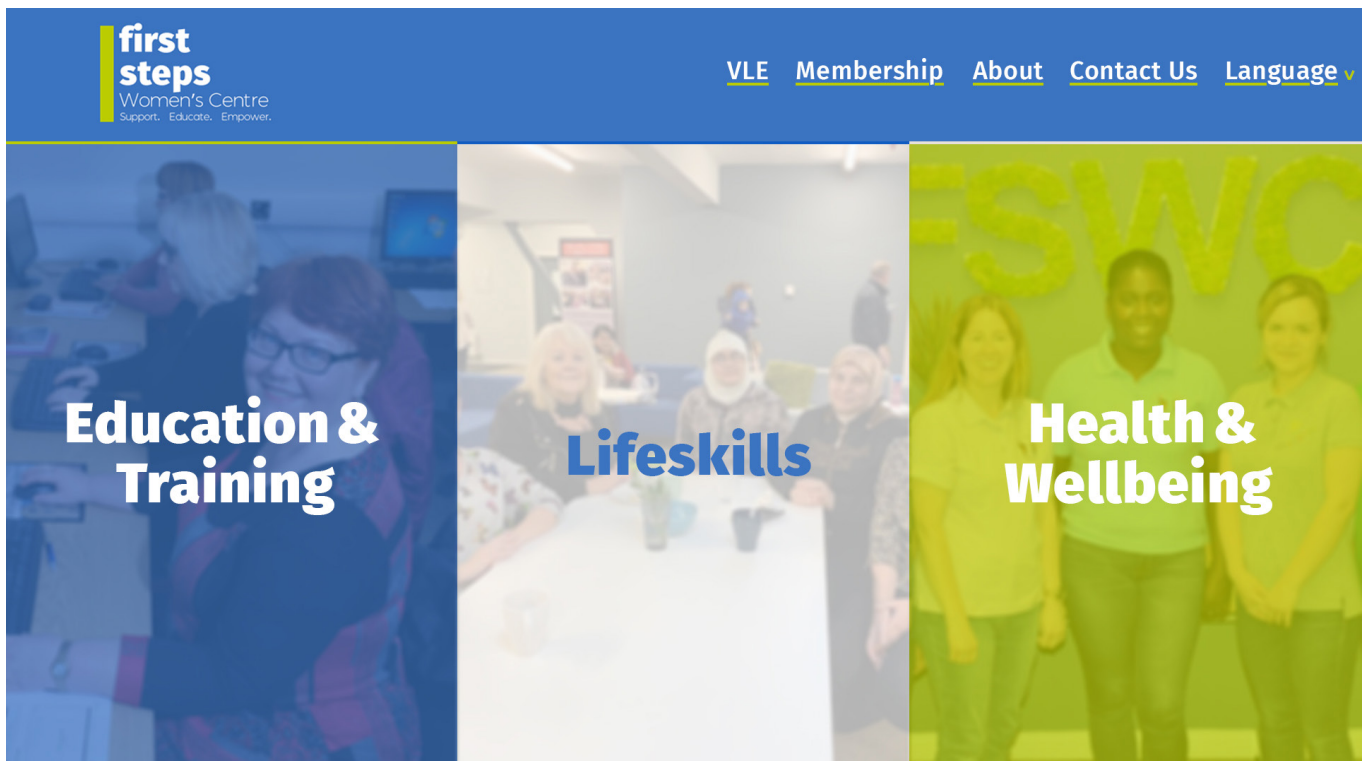
Initial Pitch – Mobile

Concept 1 – Jack Harkin

Initial Pitch – Web
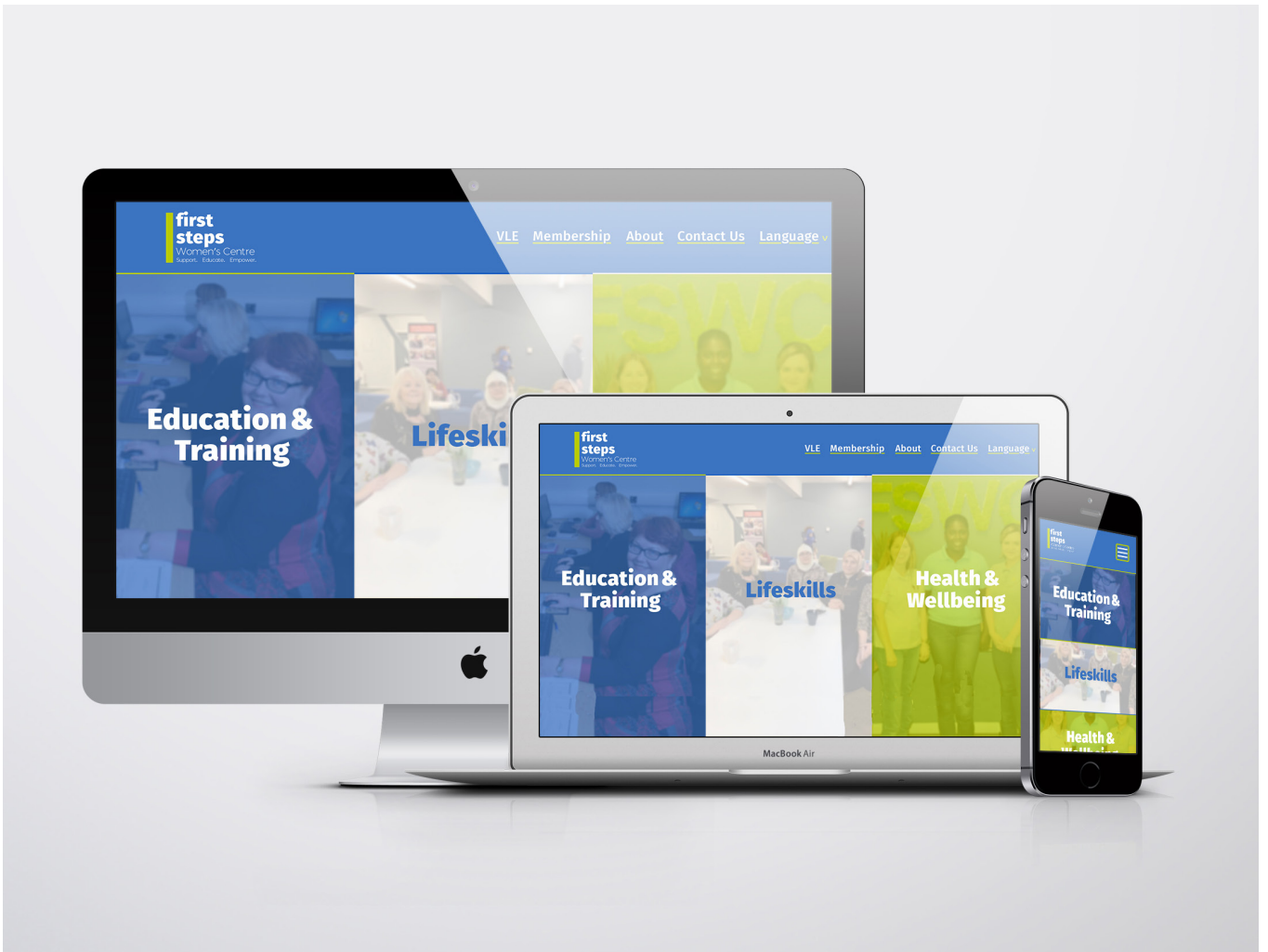
Concept 1 – Jack Harkin

Initial Pitch – Merch

Concept 1 – Jack Harkin

Initial Pitch – Merch

Concept 1 – Jack Harkin

Initial Pitch – Merch

Concept 1 – Jack Harkin

Initial Pitch – Merch

Concept 1 – Jack Harkin

Initial Pitch – Merch

Concept 1 – Jack Harkin

Initial Pitch – Merch

Concept 1 – Jack Harkin

Initial Pitch – Merch

Concept 1 – Jack Harkin

Final Pitch

Final Pitch

Updated Logo

After the initial pitch, it was agreed with the team members that my logo, colours, and web mock-ups would be going through to production.

They really liked the logo however they wanted to make the weight of the "Women's Centre" and the tag-line heavier.

Old

New

Final Pitch

Childcare Logo

During the presentation it was mentioned in passing that there was a separate logo for the childcare part of First Steps. Claire brought the conversation back to it and asked if we could possibly create a logo which would tie all the visual identities together.

Final Pitch

Updated Web Mock Ups

First Steps really liked the idea of having the three pillars that Michael described as the main part of the new website. However they did want to change the colour washes that I had over each of the blocks. They also wanted to change the pillars to be "Education & Training, Support Services, and Application Form". They instead want an image to make up two thirds of the space, with the title of the section in the final third

Final Pitch

Updated Mock Ups

Final Pitch

Updated Mock Ups

Final Pitch

Updated Mock Ups

Website

Homepage

first steps
Women's Centre
Support. Educate. Empower.

Education & Training

Support Services

Application Form

Watch Our Video on Covid-19

New Covid 19 Changes at First Steps Womens Centre Dungannon

Watch later   Share

TOILET

PUSH

Only TWO people in the bathroom AT ALL TIMES

COMMUNITY FUND

Department for **Communities**
www.communities-ni.gov.uk

DUNGANNON
CREDIT UNION LIMITED

Education & Training

first
steps
Women's Centre
Support. Educate. Empower.

Homepage   Education & Training   Support Services   Application Form   About Us   Contact Us   Gallery   🇬🇧 English ⌄

Contents [hide]

IT Courses

Online Budgeting for Beginners 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.

Read More!

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 equiped with a microphone and camera (laptop, smartphone, iPad, tablet)

Read More!

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

Read More!

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.

Read More!

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

Read More!

Support Services

first steps Women's Centre
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Homepage   Education & Training   Support Services   Application Form   About Us   Contact Us   Gallery   🏴 English   ⌄

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 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.

Application Form

First Steps Women's Centre
Support. Educate. Empower.

Homepage   Education & Training   Support Services   Application Form   About Us   Contact Us   Gallery   English

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 Inusrance Number *

0 of 9 max characters.

Date of Birth *

1/1/2020

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

About Us

Homepage   Education & Training   Support Services   Application Form   About Us   Contact Us   Gallery   🇬🇧 English ⌄

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, huble 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 Execuative

Sonata – Housekeeper

Yvonne – Project Manager

Amanda – Training and Education Co-ordinator
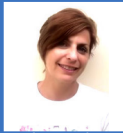
Bernie – Recruitment Officer

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!

Contact Us

Our Contact Information

Landline: 028 87727648

General contact Email: thewomenscentre@gmail.com

Course Enquiries: fswc.enquiries@gmail.com

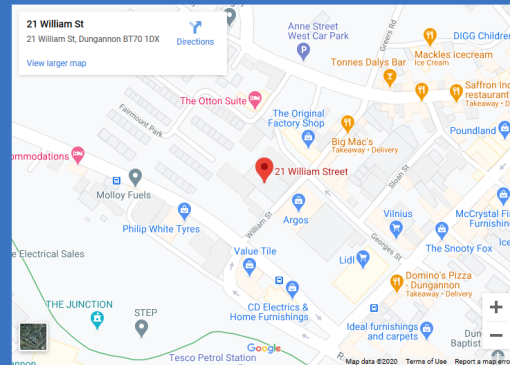Michael McGoldrick , Chief Executive

First Steps Women's Centre,

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

Tel: 028 87727648

Mobile: 07898888531

www.firststepswomenscentre.org

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

Gallery

first
steps
Women's Centre
Support. Educate. Empower.

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International Women's Day 2020

International Women's Day Coffee Morning Photos 2019

Christmas Coffee Morning & Raffle 2019

Website User Guide

Logging into the site

Getting into the site is simple. Firstly you need to go to: southtyronewomenscentre.org/wp-admin/
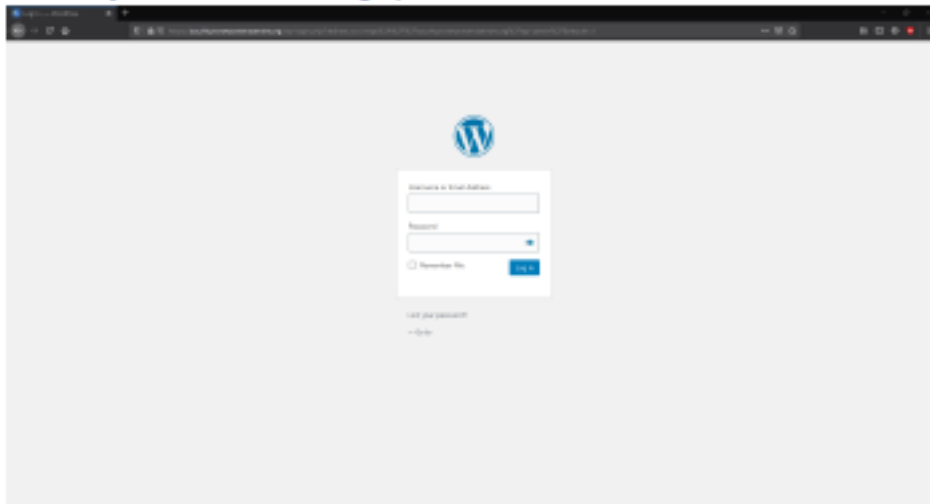
Once here, you will need to enter the Username/E-Mail and your Password. You will then have access to the WordPress Admin page to make any changes to the site.
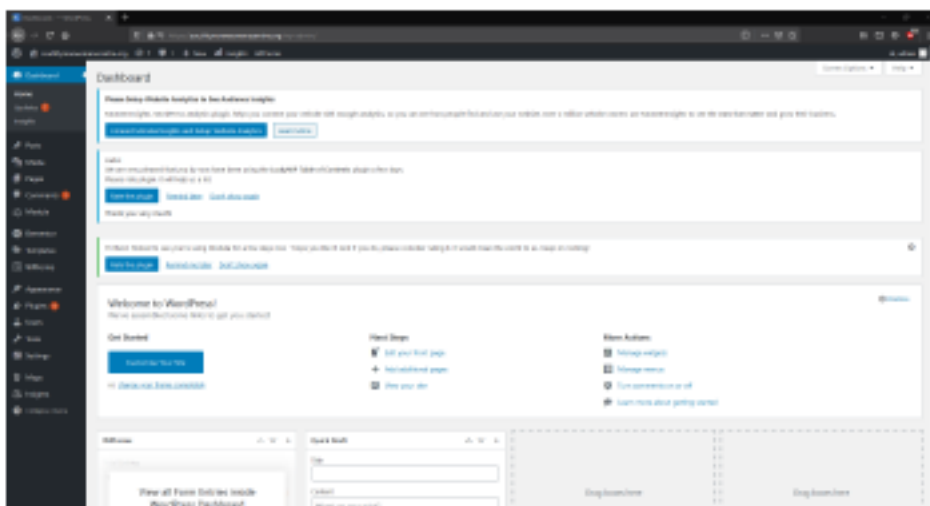
See the full document on, project-social.co.uk/first-steps-womens-centre/

Text fonts, colours, and sizes

Font: **Fira Sans**

Header Colour: **Green**

Body text Colour: **White**

Background Colour: **Blue**

| Green #bbcd11 | Blue #3e73ba | White #00000 |

Titles/Headers: **H2**

Sub-Headers: **H3**

Body Text font size: **18**pt

See the full document on, project-social.co.uk/first-steps-womens-centre/

Brand Guidelines

Brand Guidelines

The main logo is 800x800 pixels which has the main part of text within the centre. This supports a blue background with white text and a green bar along the left hand side

See the full document on, project-social.co.uk/first-steps-womens-centre/

Logo Usage for Print

For documentation the logo should be placed in the top left of the page and take up the grid space as shown.

To the right of this will ve contact information.

Below in the main body the heading will be just under the logo and then the main body of text will support just below.

first steps
Women's Centre

Contact Information

Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean gravida felis a sapien ultrices, sit amet hendrerit purus pellentesque. Nam sit amet magna nunc. Nulla eu tincidunt nisl. Aenean sagittis sem nunc, ac congue nunc condimentum at. Pellentesque eu tempor tellus. Interdum et malesuada fames ac ante ipsum primis in faucibus. Integer eget urna in neque tempus elementum. Aliquam vitae mauris nisl. Donec rutrum ullamcorper vehicula. Vestibulum id pellentesque mi. Vivamus consequat quam at commodo accumsan. Praesent nec tempor nunc. Vivamus efficitur nulla sed felis convallis, ac consequat eros tristique. Vivamus imperdiet magna sed ante tincidunt, nec commodo nibh imperdiet.

Vestibulum tempus tincidunt fringilla. Donec tempor diam arcu, sit amet facilisis nunc ullamcorper at. Nullam pulvinar mollis aliquet. Aliquam id est tortor. Morbi bibendum eu eget dictum congue. In suscipit felis eu, a rhoncus urna ornare et. Ut non dolor consectetur, mollis dui eget, scelerisque dui. Etiam a tincidunt tellus.

See the full document on, project-social.co.uk/first-steps-womens-centre/

70

Communication

Communication

The Group

As a group we done most of our communication over Discord. Discord allowed us to speak with eachother, share our screens, and share files. With the way that the world is right now Discord was the perfect solution for communicating effiecently as a group.

Discord only let us transfer files up to 8mb, so a lot of files we're also shared through pings on Basecamp.
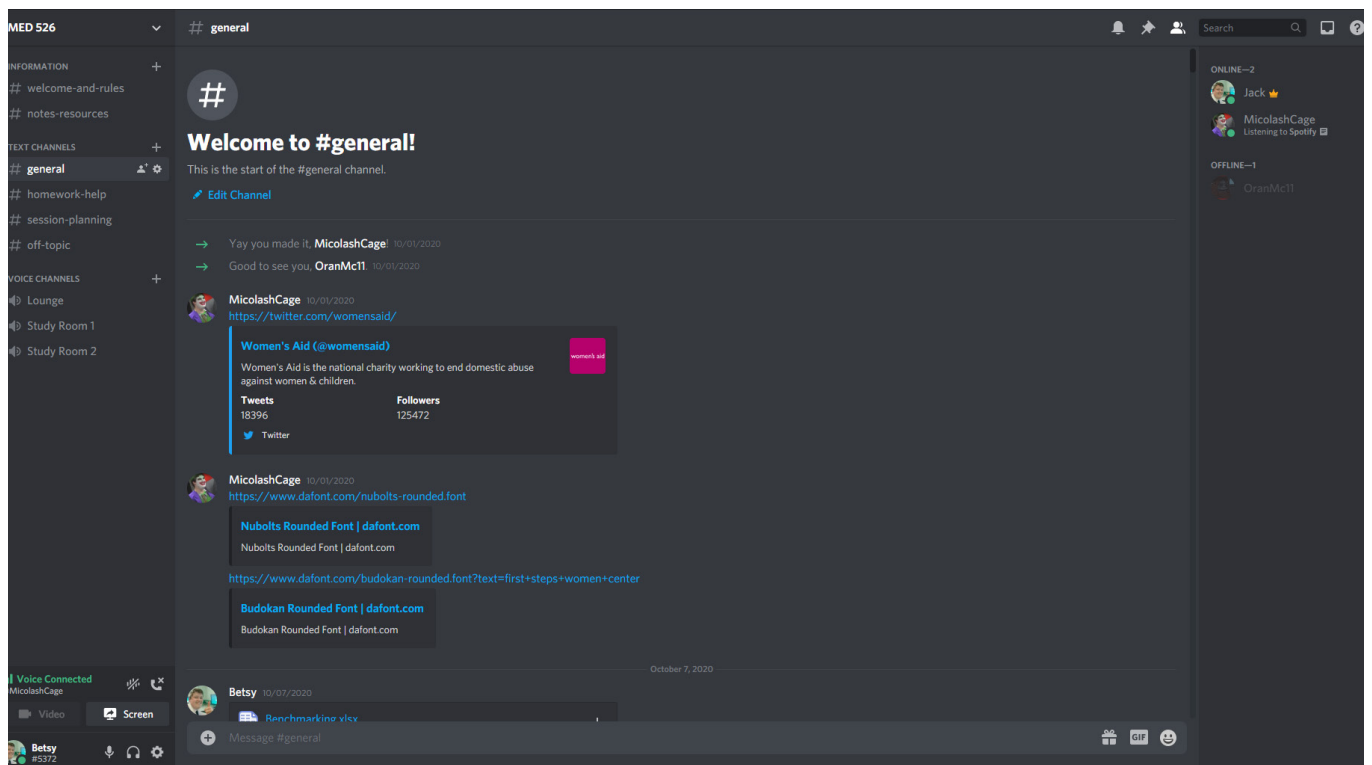
Communication

Lectures

Both Claire and Adrian have worked with us throughout the project. Communication with them has been done through weekly meetings, Basecamp, and through E-Mail. The pair have given us critical feedback on all of our work as we progressed through the semester, as well as making sure we were getting the work done. Claire worked with Michael to get any information we required and to let him know if we needed anything.
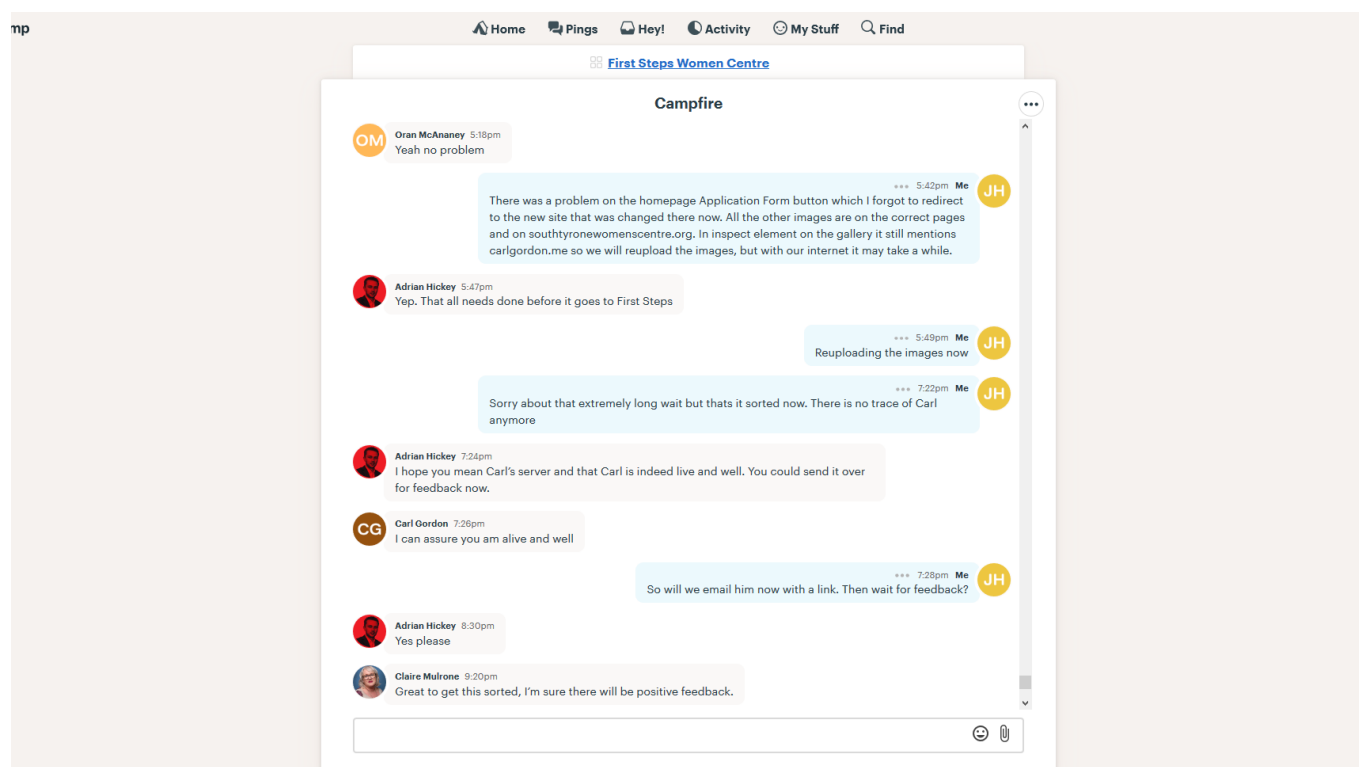
Good Pitch

Claire Mulrone
Nov 12 · Notified 4 people

(3)

Well done everyone. delighted we now have the new visual identity sorted. Make sure you include all of the notes you took today in your production logs.

heres what you agreed to produce for the client. Please up date the pitch deck. please find a mini bus to mock up and add three pop ups with empower, support and educate and Mock up social media post for Face book, twitter, instagram and linkedIn for revised pitch deck. Get this to client by Monday 16th November.

1. logo - Jacks make the Women's centre and the three word in bold they re not easily read. mack up three version of the logo, the existing one, one with just women's centre and one with first steps and the three words. Great a gif with the women centre change into different languages. (Polish, Portuguese, Arabic, Russian, Lithuanian, Tetum (East Timor) and Croatian. Micheal to send childcare logo. look at how this might be incorporated into new brand for Creche staff uniforms.
2. Colour Pallet - Jack
3. Web - Jack three pillars, no colour wash, block of colour with the name of the pillar, new pillar names to come from client. Include live feed option for events on webpage.. logos of partners and funders bottom of page.. site map to be agreed with client. client to start develop text. please liaise with Michael re word press theme purchase, provide options and costs in a word doc and email Monday. put COVID secure bottom on home page connect to new video. Mock up social media post for Face book, twitter, instagram and linkedIn. include a gallery of photo's
4. Merchandise - mugs, face masks, face shield, using two main colours text in White. design polo shirts and zippy's. bookmarks, pen's, key rings, trolly keys, pencil, children's colouring pens, stress ball and sustainable water bottle.
5. Marketing - Poster template, annual report, induction booklet, A5 leaflet double sided, bus stop ad with photo's, letter head, compliment slip, business cards in blue not green, Pop ups x 3 with three words. Create a pavement sign.
6. Mock Up - 2 metre roll up vinyl sign to hang out side. new building signage and branded mini bus. Using the building facade mock up what it would look like with new logo and a paint refresh in both of the new colours with white text. 2 separate looks. also include the long wall beside the building.

This is a huge list of media outputs. Lets get going on this, you only have a few weeks before this is due. Well done again for today. Jack thanks for being the IT guy.
Claire

First Steps Women Centre

Campfire

Green

FSWC Pitch Deck 1 Without Carl.pdf · 9.74 MB · View full-size · Download

Here is the pitch document without carls stuff. I have had to run back to derry, and there was a problem when I downloaded his files. He has uploaded his Mock ups seprately. I will have an updated version of the pitch by 7 at the latest tonight. Very sorry.

··· 6:38pm **Me** (JH)

Concept 1
Jack Harkin
Logo **&** Colours

first steps

first steps

Blue

Green

FSWC Pitch Deck.pdf · 14.3 MB · View full-size · Download

Here is an updated version of the pitch with Carl's mockups in there.

Adrian Hickey 6:51pm
Well done all of you. Massive move forward here. Im sure first steps will enjoy the pitch next week.

Communication

Client

Working with Michael at First Steps was great. He responded quickly to our emails and was able to sort out any problems and answer any questions that we had for him. He also put us into contact with Cormac who is First Steps' website technician. Cormac was also very helpful, we ran into a good few problems while transfering our wordpress files and he was able to help us out with them.

Final Project Update for First Steps Women's Centre

Email list (left panel):

A — accountregistration@gradintel.com — Tue 23:28
Gradintel account activation re...
Dear JACK, We are pleased to inform you that ...

OM — Oran McAnaney — Tue 22:47
(No subject)
Updated
[Brand Guideline...] [Brand Guideline...]

○ Mulrone, Claire; JohnMichael McGoldrick — Tue 17:04
Final Project Update for First...
Hi Michael I contacted the students after your ...

SS — Sophia from Studiosity — Tue 16:03
24/7 Holiday opening hours ❄
Anytime, anywhere

OM — Oran McAnaney; Mulrone, Claire — Tue 11:51
Good morning
Hi Claire My address is : 157 Elaghmore Park , ...

Cortana — Tue 08:33
Your daily briefing
Hi Jack Harkin, Make today count! Commitmen...

D — do-not-reply@blackboard.com — Mon 14/12
Daily Notifications
Gradebook Practice as Research, a contextual s...

Hickey, Adrian — Mon 14/12
First Steps Womens Centre
Occurs every Thursday from 10:00 to 10:30 eff...
Event cancelled   [Remove]

a.hickey@ulster.ac.uk — Mon 14/12
PRODUCTION LOG SUBMISSI...
Dear all Just to clarify - Can you please submit ...

JM JohnMichael McGoldrick <fswc.michael@googlemail.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 invol;ved. 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

First Steps Women's Centre

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

Attention:
This e-mail is privileged and confidential. If you are not the intended recipient please delete the message and notify the sender. If you do not wish to receive further emails please
Any views or opinions presented are solely those of the author.

. . .

Tue 08/12/2020 03:42
To: Jack Harkin
Cc: John Michael McGoldrick <fswc.michael@gmail.com>

Hi Jack

Bandwidth issue now sorted.
Regards
Cormac
NetStretch Limited
www.netstretch.com
+44 07808 663385

. . .

JH Jack Harkin
Tue 08/12/2020 03:35
To: cormac@netstretch.com

Hi Cormac, sorry for the timing of this email but me and a member of my group have been working on trying to transfer the WordPress files across to the practice URL you se
a plugin called All in One WP Migration. We seem to have run into a bandwidth problem while uploading. We have had to try importing the files twice because the first time
cut and messed up the upload. The second attempt almost finished but then we reached the maximum bandwidth usage. Is there any way you can change this?

Project Reflection

Project Reflection

Looking back on this module I can safely say that it has been brilliant. Having the opportunity to work alongside a community partner to create a professional media outcome which is going to be used by their organisation was amazing. It has been tough, but as a group we have produced something that we can be proud of. Working with Michael, Cormac, Claire, and Adrian in quite a professional setting has been great experience. I have particularly enjoyed creating the new visual identity for First Steps. It was a challenge but being able to look back and see how the designs have evolved into what they are now is great.

I'm very happy with how the website has turned out. It is almost identical to the mock ups and it functions like I thought it would.

Overall I am very happy with how we worked as a group to produce these media outcomes for First Steps. Under the strange circumstances of today and not having any face to face contact with the group, lectures, and First Steps. I am quite proud with what we were able to do.

Bibliography

Bibliography

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3) Charis Youth Club. 2020. Home | Charis Youth Club. [online] Available at: <http://www.charisyouthclub.org/>.

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