

This Production
log contains all the
research and
development for the
Pink Ladies Cancer
Charity



by Eoin Stewart

Production log

for

MED526

By

Eoin Stewart

Pink Ladies
Cancer Charity

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PINK LADIES

Introduction

The pink ladies originated from a powerful protest outside Stormont against the lack of support and funding for Breast Cancer from the government. They wore Pink during this protest and became known as the Pink Ladies.

The Pink Ladies currently support survivors of cancer, those currently in treatments and the families of the effected, by having monthly meetings and daily events. The Pink Ladies have been helping people all over Northern Ireland for 8+ years and have made significant progress when it comes to ensuring funding to help drive their organisation further and help a bigger audience. The Pink Ladies started with the overall aim to help women with breast cancer however as they got bigger, they were able to extend their organisation to include the Pink Panthers and Hugs.

THE MEETING

Meeting our client

The meeting with the Pink Ladies went well, we learned their story in how they were created. We also learned what they do and that they have smaller programmes within the organisation which include the Pink Panthers and Hugs.

Pink Panthers being the male version of the pink ladies, supporting men with cancer

Hugs being the support and career group, who look after the cancer patients.

When we were chatting with them, they are really passionate about this project and we asked them what they loved about their current visual identity and they said that they were open to any idea and that we could be as creative as we want with it, and they also mentioned that we could be unique and not even use the colour pink.

They had brought some of their leaflets with them and showed it to us, their current logo and the logos for the Pink Panthers and Hugs,

they explained to us what the meaning of all the different elements of the logo is and what they colours represent on it.

We got to the point of the meeting where they discussed what they would like done on this project this includes:

- A Visual Identity
- A Website
- A Short Show Reel of what they do
- A Colouring Book
- Leaflets and Flyers
- A Manual for their Brand Guidelines
- A Manual for the Website and how to maintain it and upload content

We will have a pitch ready for them by week 6 and this will include website mock-ups and designs for their Visual Identity.

BENCHMARKING

Different Cancer Groups

As a group we got 9 different websites to analyse and the three I have chosen are all international, showing me what other countries cancer organisations are doing. This will give me ideas of what the content in the website should be like and the layout of it as well, especially the donate button and how we could make one. From all of the hompages they already feel personal and full of information.

Websites Looked at:

Canadian Cancer Society

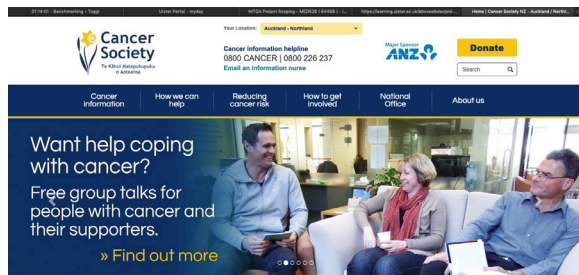
<http://www.cancer.ca/en/?region=bc>

National Cancer Institute

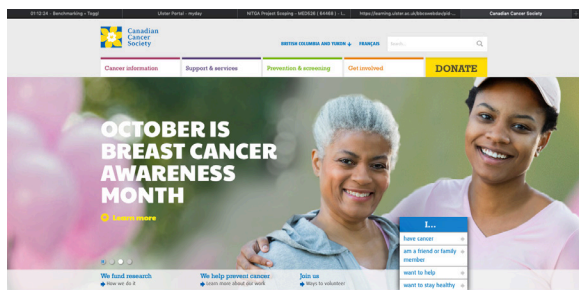
<https://www.cancer.gov>

Cancer Society New Zealand

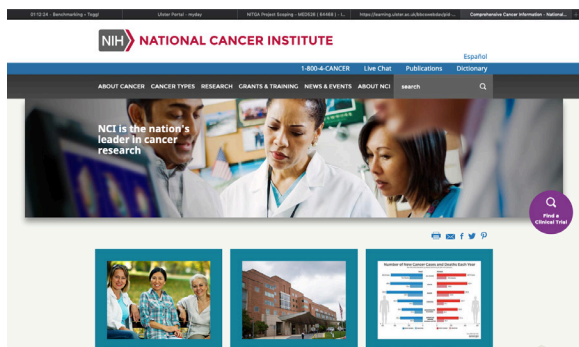
<https://auckland-northland.cancernz.org.nz>



Today 63 New Zealanders will hear the words "you have cancer"
If you or someone you love is told you have cancer, it's a time to feel overwhelmed, scared or unsure your own role as cancer - you have come to the right place.
At Cancer Society, we know how a cancer diagnosis can affect every aspect of your life and we are here to help you through.
Cancer Society can help you get to your medical appointments, or provide accommodation if you live far away from hospital. Our specialist nurses can support you through your



NEWS
OCT Canadians raise \$17 million at the Canadian Cancer Society CBC Run for the Cure
Helps fund breast cancer research



TRUST Breast
Cancer Clinical Trials
Cancer Diagnosis

BENCHMARKING

Category	Features	Cancer Society New Zealand	Canadian Cancer Society	National Cancer Institute	Pink Ladies
First Impressions	Aesthetics	Uses "hero" image to represent aim	uses "hero" image to represent aim.	uses "hero" image and text to represent aim.	
	Identifiable Target Audience	Front Page	Front page	Front Page	
	Identifiable Chief Aim	Helpines	Cancer Support	Researching cancer	
Look & Feel	Retina (HD Ready)	yes	yes	yes	
	Responsive	yes	yes	yes	
	Content In Prime Position	image slider and text	Image and text	image and text	
	Body Text Font	Arial	Sans-Serif	Montserrat	
	Logo Placement	Top Left	Top Left	Top Left	
Technical	Book Online	Donation Button	Donation button	Booking appointments	
	Content Management System	SilverStripe	SiteCore	Drupal	
	Analytics Embedded	Google Analytics	Google Analytics	Google Analytics	
Navigation	Primary Menu Format	Fully exposed	Fully Exposed Rollover	Fully Exposed Rollover	
	Primary Menu Position	Horizontal Top	Horizontal Top	Horizontal Top	
	Means of getting to page top	None	None	back to top button	
	Sitemap	none	None	Yes, footer	
	Breadcrumbs	yes, below menu	Yes	none	
	Contact Us	Footer	Footer	Footer	
	No. of click to contact page	one click	one click	one click	

BENCHMARKING

Catagory	Features	Cancer Society New Zealand	Canadian Cancer Society	National Cancer Institute	Pink Ladies
Content	Explanation of service	on homepage	on homepage	on homepage	
	Evidence of outdated content	none	none	none	
	Social Media	Footer	Footer	On homepage and footer	
	FAQ Section	one click away under about us	none	none	
	Privacy Policy	one click away	one click away on footer	one click away in footer	
Search	Search	Embedded in homepage	embedded in homepage	Embedded in homepage	
	Type of search button	Text search	text search	Text search	
Functionality	Load Time	5.74s	5.37s	3.13s	
	Email Subscription	None	yes on homepage	none	
	Multilingual	yes	yes	yes	
	No. languages other than English	1	1	1	
Accessibility	How many font types	4	3	3	
	Clear & Accurate Headings	yes	yes	yes	
	Are links visually distinct	yes	yes	yes	
	Link underlining	yes	no	yes	
	Hyperlinks change colour if visited	no	yes	No	
TOTAL SCORE		47%	52%	50%	

BENCHMARKING

Summary and Conclusion

The three websites I chose were unique as they all had different components, but they had the same aim, to support people with cancer and their families. They were all responsive so it would be easily accessed for anyone. They all had a form of online payment systems such as donations and had helplines the patients could call so they would be able to talk to someone.

National Cancer Institutes website has a simple but effective user interface which creates a lot of blank space so information is not cluttered. The site uses a hero image and a small slice of information in the top left of the centre image to identify who they are. Further down the homepage their social media is on display in boxes across the screen. By containing everything to boxes it helps create that non-cluttered look. One problem with the website is that the animated roll-over animations on the Navigation Bar; lag and slow the site down, it is unfortunately noticeable.

American Cancer Society's website is scored at 41%. It is another simple yet effective

use of modern web design yet it lacks ease of navigation to make it a effective user experience. For example, if the user wanted to get to the cancer atlas, the user would have to go to the site map to find the link under "our research". However, when the user goes to the our research page there is no link to the cancer atlas. On our future site we must makes pages easier to find and if there are not links to them, then we need to make them visible or remove them entirely if not needed.

Canadian Cancer Society is the next cancer associated website. With a score of 52% this website still holds up with it's contemporary web design. The design is simple and allows the users again easily navigate the site to find whatever their looking for. On the homepage their is a selection box that allows the user to select if they: "Have cancer, are a friend or family member of someone who has cancer, want to help, want to stay healthy". By selecting one of these it takes the user to the information relevant to what they specifically want. This site also uses a fully exposed

roll-over on the navigation bar, when expanded it shows more categories the user can choose from. This will allow them to get to places quicker, meaning less time clicking into unwanted pages.

Through the benchmarking process, I have discovered good industry practice in all of the websites, but the Canadian Cancer Society came out on top in some of the areas that make it a good example of a Cancer support website, that doesn't mean that the other websites are bad, there are some good practice elements that I could take from them, to make the pink ladies website the best it can be.

PINK LADIES

COMMUNICATION DESIGN BRIEF 2019

Created by Cory McShane
Jacques Ball and Eoin Stewart

The Brief

THE PARTNER

The pink ladies originated from a powerful protest outside Stormont against the lack of support and funding for Breast Cancer from the government. They wore Pink during this protest and became known as the Pink Ladies.

The Pink Ladies currently support survivors of cancer, those currently in treatments and the families of the effected, by having monthly meetings and daily events. The Pink Ladies have been helping people all over Northern Ireland for 8+ years and have made significant progress when it comes to ensuring funding to help drive their organisation further and help a bigger audience. The Pink Ladies started with the

THE PROJECT

The Pink Ladies require a new visual identity and a website that provides accessible information with ease. For the website they are looking 1 video, 3 minutes; that showcases the work they do. The Pink Ladies require separate pages for their sub programmes like The Pink Panthers and Hugs. They also require a single email that will distribute emails to their customers/supporters. To make it easier for our client to manage the website after our completion, we will have to create a Manual that clearly shows how to maintain and upload content to the website. When we have created the new

TARGET AUDIENCE

The target audience for the project can be placed into two groups, primary and secondary users:

Primary Users:

Those who are affected by Cancer.

Secondary:

Those who want to learn more about Cancer, support friends or family members effected by Cancer, and

overall aim to help women with breast cancer however as they got bigger, they were able to extend their organisation to include the Pink Panthers and Hugs.

branding, we will also create a document that sets out the dos which will include branding, spacing and placement instructions for their logos and other branding elements. Our client also mentioned that it would be good to make a printed out colouring book for people to do as an activity. Currently the Pink Ladies have no website to compare to similar agencies which gives us a great opportunity to create new branding and online presence to support the growth of the Pink Ladies and to open up new audiences.

possibly volunteers.

As The Pink Ladies currently do not have a website and want to expand the scope of their services and bring in service users from outside of Derry-Londonderry, we want to create a website which has all the information required for a new service user to become involved.

THE DELIVERABLES

The different types of deliverables that are needed to expand the Pink Ladies aim for the organisation are listed below:

- We will provide the Pink Ladies with a new visual identity; this will include new branding for their existing logos (Pink Ladies/Pink Panthers/Hugs), it will also include a printed and PDF version of their new Brand Guidelines. This is a detailed, annotated manual on how to use their logos. Whether this be on printed or online use
- We will also be providing them with a new website, The Pink Panthers and Hugs Support Group will also be getting standalone pages on the site.
- We will deliver a promotional video show reel to show all of the activities available through pink ladies to funders, potential users and the general public.
- We have also been asked to feature printable activities like a colouring book
- We will deliver a detailed manual on how to upload content and other features on the website.
- We will be creating Leaflets and Flyers for the Pink Ladies to put where needed.

BENCHMARKING

We have reviewed 9 different cancer organisations and the best one we had reviewed as being best practice was; Macmillan Cancer Support based on the features they had, the website was welcoming and brought people in with a warm video and text approach that draws the attention of the users instantly. Modern website design with a personal touch keeps the user on the site and allows them to find what they are looking for with ease.

Another best practice we could use is from another charity called the National Breast Cancer Foundation, it is very aesthetically pleasing, and smooth to navigate, it has a personal look and feel that which is what we need to have in ours to make it feel like its personal to the user.

From the benchmarking that was done we found that Action Cancer was not held to the standard in which we had expected to find compared to the others we had looked at due to issues with the layout and general

needs in which we would expect from a website, it was badly constructed in terms of how to navigate throughout and find information that would be relevant to the user.

Overall what we feel needs to be brought over to the project and the Pink Ladies website will be:

Overall based on the benchmarking, we will be ensuring that we provide the Pink Ladies with a website that not only provides users with the best experience possible but allows the user to get the information needed while sticking with a clear and concise design approach that compliments their brand.

THE TONE, MESSAGE AND STYLE

The style will be consistent throughout the project including the logo and sub-logos. This will be determined by the audience, since it will mostly be cancer patients, family members, friends and those who want to learn more about cancer. It will be welcoming, and the goal of the visual identity will be to make it feel personal. The message will be; to support people with cancer and their families on coping with it, there will always be help there for those who need it. The overall tone will be engaging and welcoming but professional as it is a sensitive subject.

THE TIMING

Our Production schedule for deliverables has been decided, Week 6 - Monday 28th October to Friday 2nd November will be the pitch, where we will pitch our individual work on the visual identity and to choose one to go forward with. We will create mock-ups of the website for the pitch. We will be informed of events we will need to film in the coming weeks. We will consider the technical side of the website such as when we should put it up and what

back-ups are in place in case something went wrong with the version we were working on. By the end of week 12 - Monday 9th to Friday 13th December everything will be finished and ready for the exhibition on 9th January 2020 at Ulster University in Coleraine.

THE BUDGET

We looked at multiple domain names such as Pinkladies.co.uk which came to £0.99p/1 year, compared to Pinkladiescharity.org at £15.99/1 Year, which could be preferable as similar organisations would prefer .org, the domains were researched using 123-reg as it is known as a reliable source for domains.

We will be using Wordpress to showcase the website as it is easy to use and it will provide the Pink Ladies with the opportunity to keep on expanding and keeping everyone up to date as its an easy service to use. Price of Wordpress will be £7 a month.

The Pink Ladies had discussed with ourselves that they would like to take different leaflets and flyers online so that more people can have access to them rather than spending some of the budget on printing which worked out around £214.80 for 2000 Letterheads with 120gsm Paper Type.

2000 Leaflet for £110 with 130gsm Paper Type.

10 Colouring Books would be £60.50.

The Brand Guideline book for 2 printed copies would be £17.

THE TEAM

The team is Cory McShane, Jacques Ball and Eoin Stewart with the Project Manager; Claire Mulrone and Creative Director; Adrian Hickey.

We will use our knowledge of Interactive Media gained through study and experience to deliver the project to a high standard. Our individual skills are outlined below.



**CORY
MC SHANE**

SKILLS:

- Communication and Design (Graphic Design)
- Videography
- Photography
- Coding
- After Effects



**JACQUES
BALL**

SKILLS:

- After Effects
- Animation/Modelling
- HTML/CSS
- Graphic Design/Illustration
- Product Design



**EOIN
STEWART**

SKILLS:

- Graphic Design
- Filming
- Editing
- Time Management
- Problem Solving

MY THOUGHTS ON THE BRIEF

Summary

We had a short deadline to complete the brief and we had split it between the three of us to make it even, I see that this was a mistake as, we all have different styles of writing and it ended up, having major grammar and punctuation issues throughout it. We also had a few problems with the deliverables as we had thought we were doing a promotional video and a educational one, once we got feedback from Adrian and Claire, we went over it again and spend longer on the wording of it and checking that it all made sense.

We didn't know if the pink ladies had a domain name as it wasn't confirmed, so Cory and I decided to look up the different domain names on 123reg, and the preferable domain was Pinkladiescharity.org which would be better than Pinkladies.co.uk. We decided that Wordpress would be the best and cheapest option for them, They mentioned that they wanted different flyers and leaflets online which we decided to look up the cost of out of curiosity. They want a

Colouring book, so we looked at the prices to get them printed as if they are going into schools the kids would want something physical to colour in instead of looking at it on a computer screen.

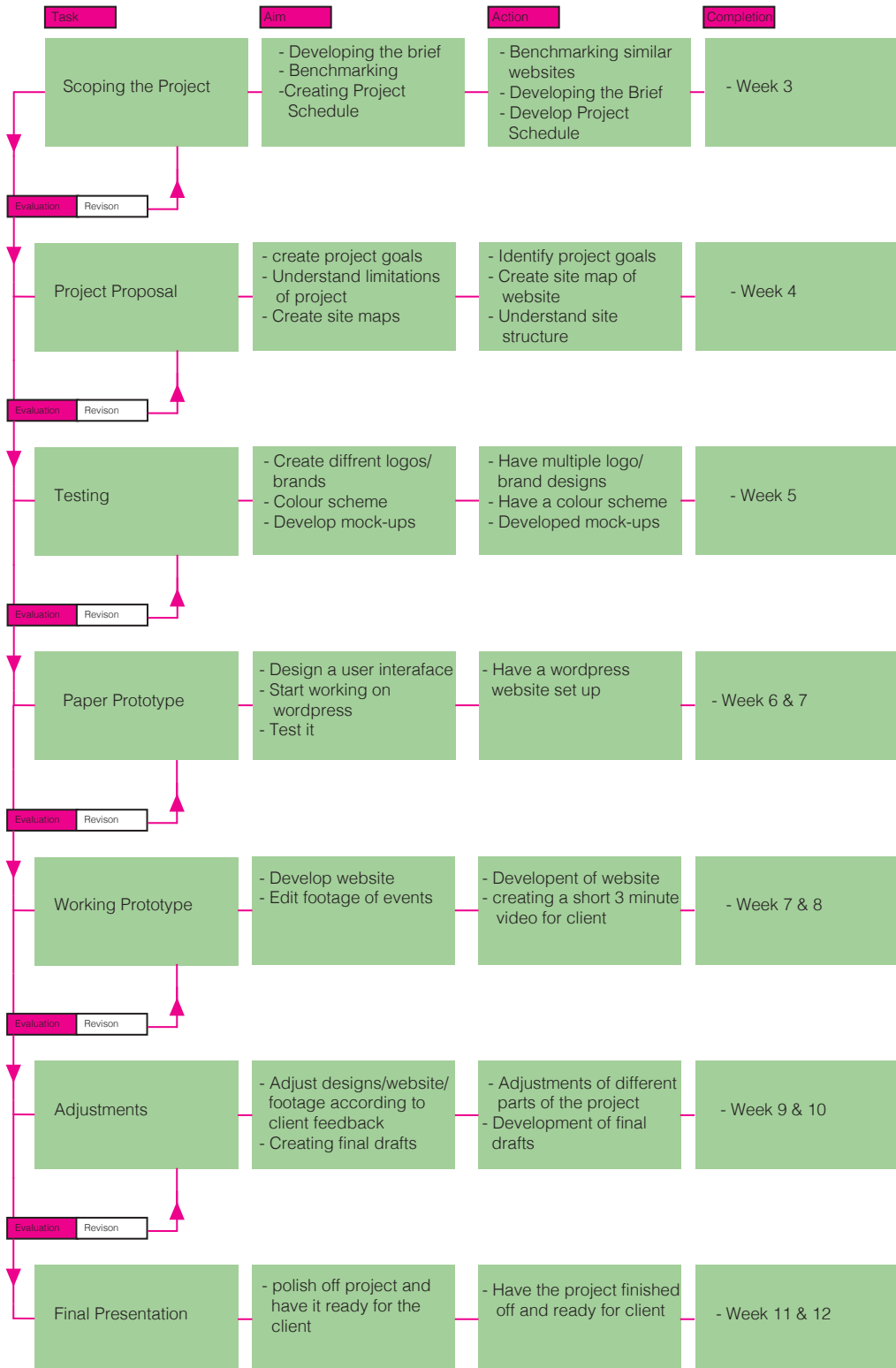
The tone, message and style was one of the first things we had though about and the three of us agreed that the style will have to be consistent throughout the entire visual identity.

On the correction of the brief we had made the target audience more clear that the pink ladies primary target audience is cancer patients and their secondary audience is the families and friends who are affected by cancer and people who want learn more about it. We decided that as a group we will create a website that will have all the information for a new service user to get involved.

I feel like this is a good solid brief that isn't confusing and makes the outlines of the project clear to whoever is reading it.

PRODUCTION

SCHEDULE



PRODUCTION SCHEDULE

Timing

The Production Schedule I have designed for our group takes inspiration from the one Adrian showed us in class as I like the layout of it. The schedule highlights the key parts of the project that need to be done for the time given. The only thing we had late by a few days was the brief due to having to correct it before it was sent away.

I included everything leading up to the exhibition in January 2020 and made the weeks of the semester into the completion dates due to not knowing the exact dates of some of the filming that needs done. Everything should flow well and be done within the time frame.

We all agreed on the production schedule and are all happy with its contents and that everyone understands it.

RESEARCH AND DESIGN

Research

After the meeting with the pink ladies and the benchmarking, I started looking into other charities and their Visual identities, They all had one thing in common and that was the feeling of personal and emotional meaning tied with them as they all had deep meanings.

Starting off with the logo of the Pink Ladies, there is a lot happening in it, the logo is full of different colours and different font types which makes it stand out but confusing at the first glance of it.

The font type for the pink ladies is inspired by the movie grease which looks very retro and doesn't link with the font type for the pink panthers. All of the fonts are different colours and don't relate to each-other.

The semi circle of the different colours are the different colours of cancer, I like this idea as it stands out a lot and it goes with the organisation. The butterflies in the logo are representing hope and strength which I like.

The Pink Panthers part of the logo doesn't really fit into it as its

a different colour and a different font and it feels like it isn't really part of the organisation, the panther design looks similar to the Puma logo, but I do like the pink ribbon on it.



RESEARCH AND DESIGN

Research

The Next Logo I am going to look at is the Action cancer Logo, it is a very well known logo, it is simple yet effective, it has three colours black, white and red, it also has the slogan "Saving Lives, Support People" this gets their message out without having to look for any other information as everyone already knows what Action Cancer is about and what they do.

For the logo that I am going to design, I would like for it to be simple, and for it to be recognised for what it is at a first glance and taking some inspiration from this logo would work well.

The Stand Up To Cancer logo is simple like the Action Cancer one, it uses 3 colours, black, red and orange, They work well together as their isn't much happening in the logo but makes it stand out a lot. The arrows that are pointing upwards go along with the name of the organisation as they are pointing up and the meanings of them can be interpreted such as moving onwards and upwards, positivity and standing up. The arrows are simple but I like the

idea of it as its simple and has more than one meaning to it and it connects with the name of the origination.

I want to take the element of the simple design and apply it to the pink ladies, maybe by adding butterfly designs and panther designs that will fit will with it and also to have a simple colour scheme.

The next logo I am going to look at is the National Breast Cancer Foundation, this logo is widely known throughout the UK, usually when you see the pink ribbon without the name of the organisation you know what it is straight away. It has two different shades of pink, one bright and a darker red in the inside which works well with it. I would like to add the pink ribbon into my design in some way, maybe make it into a letter such as an I or a P, which could work if I could make my own version of the ribbon.

The Logo's I have looked at have inspired me to take elements of each of them and try to add them to my design to see how well it would look and make it successful.



COLOUR

SCHEME

Colours

The Colour scheme for the Pink Ladies, in my opinion should still have the colour pink in it, orange is originated with Hugs and the Pink Panthers could be the same colour as the Pink ladies as I would like to keep it consistent throughout it. On the Pink Ladies Logo they have many colours, but they all represent the different colours of Cancer and I would like to implement that somehow into the designs.

The different Colours of Cancer is as follows:

- Magenta
- Light Blue
- Dark Blue
- Orange
- Green

I think I could implement these colours in my designs by creating butterflies and colour them using the colours here, the same with the Pink Panthers and I could create a panther face or a panther paw and colour it in with one of the colours of cancer, I could also implement it with Hugs as well. The only way I will figure out if the colours work well is if I play around with them.



That is a lot of colours to choose from but my instinct is to have pink as the primary colour for logo and sub-logos, the other colours will be secondary and I will continue to experiment with them.

FONT TYPES

Fonts

The Fonts on the current Pink Ladies logo are all different, they use a font inspired by the film 'Grease' and it adds to the origin of the pink ladies but it is too retro and can be sometimes difficult to read, you want something clear and readable. The font they have used for the Pink Panthers is completely different, they have used a sans-serif font that doesn't connect with the rest of the logo, and the 'Cancer Support Group' written in a light version of the same version. They are also all different colours with the Pink Ladies being pink, and the Pink Panthers being Blue.

I have experimented with a few different fonts that I feel will go really well with the logo and the design. I have stuck with the colour pink for the font and it has worked so far, but maybe with further designs I could change the colour of the font.

The Fonts that I have used are as follows:

- Geno std

The quick brown fox jumps
over the lazy dog

- Forma DJR Display light

The quick brown fox jumps over the lazy
dog

- Futura PT

The quick brown fox jumps over the
lazy dog

I feel like these three fonts have worked well with the designs I am working on and they suit it well. They are very passive and are easy and clear to read.

DRAFT

LOGO'S

Designing - Panther



DRAFT LOGO'S

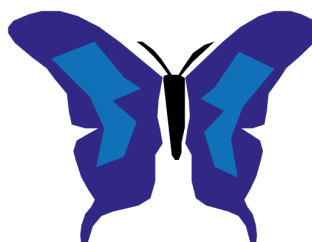
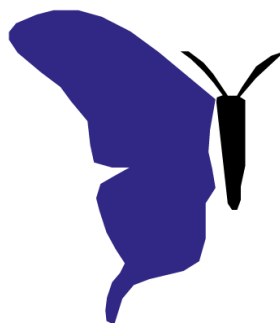
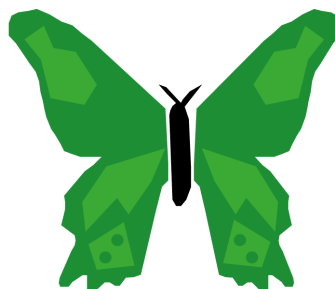
Designing - Butterflies



DRAFT

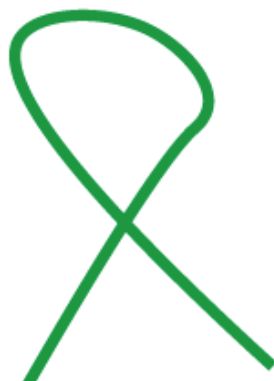
LOGO'S

Designing - Butterflies



DRAFT LOGO'S

Designing - Ribbon



DRAFT

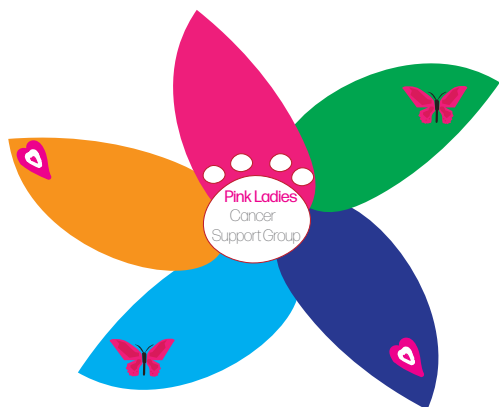
LOGO'S

Designing - Different Colours



DRAFT LOGO'S

Designing - The logo



DRAFT

LOGO'S

Designing - The Logo

The first thing I started to design was a panther face so I had googled panther faces and tried to sketch one to see how it good it would look, I then made it digital and with Illustrator I started to create the outline of the face with the pen tool, making it look like a shape, then adding the ears, I kept along with the design and make the eyes and nose with it, I decided to give it a pink nose, ears and eyes so that it can relate back to the pink ladies and that there would still be a connection there.

The second thing I started to design was the butterflies, again I looked at images of butterflies and attempted to sketch one, which I then made digital and added more to it using Illustrator, having made the first butterfly, I decided to make another two with different wing and body designs and with different colours, but using the colours from the colour palette that I made, and they all have the colours of cancer on them. it would be one element of the original Pink Ladies logo I will keep as I like the butterflies.

Having made panther faces and butterflies I decided that I could make something simple and something that everyone would recognise, which is the breast cancer ribbon, I made my own version of it and made different coloured versions of it still sticking to the colour palette.

From these designs I decided to make a new page and them into it so that I could see them all and all the different colours of them too and to keep all the elements in one document.

My first logo attempt, I copied the semi-circle of colours from the original logo and I turned it into a flower adding the butterflies to it and two hearts from the Hugs logo I am designing , to make it feel warm and welcoming, to incorporate the Pink Panthers I made a panther paw in the middle of the flower. Even though I like this design, I feel like there is way to many colours and can get confusing to look at.

The second design I made was a bit more straightforward,

I added all of the three different butterflies and I also added the ribbon into it, replacing the letter 'l' which I feel like i made breakthrough and i automatically feel like it makes it stand out more which I am confident i will stick with the ribbon like that for the pitch. The lines were to let the rest of the logo stand out, and to give it support, which looking at it now I am going to experiment further with it.

The third design I made, tried putting the butterflies in the centre of the logo and work around that, with each butterfly bigger than the other which is to show growth, and having a line between them to show that they are all different. I made a line coming down from the P to see if I could make it look nice when I put the rest of the writing on it, this is the first logo i am really pleased with, but I am going to continue looking at new ways to make a new design.

DRAFT LOGO'S

Designing - The logo



DRAFT

LOGO'S

Designing - The Logo

The first thing I wanted to do for the Pink Panthers design is to have it relate back and be similar to the Pink Ladies but being different at the same time, I added the panther face and worked around it and the add the words on either side of the face and then adding lines to the end of it to support it and make it stand out more.

The second design I made for the Pink Panthers was a bit more in your face, I enlarged the panther face and put it above the writing, so the first thing the person would notice is the panther and know what it means. Looking back on this design I feel like enlarging the panther like that was a mistake as none of the other logos I made were like that from Pink Ladies and Hugs so it wouldn't make sense as they all had small elements in them that weren't thrown in your face.

The Third logo I designed was similar to the last one but I moved it into the middle of the words and moved over the 'Cancer Support Group' to the right as it had more room and looked nicer that way, the

panther is still too big and in your face which I will make something that won't be the case, experimenting with this is difficult and I am going to try to make similar designs for all three, but the foundations are down and I am happy to see that it's going somewhere,

DRAFT LOGO'S

Designing - The logo



DRAFT

LOGO'S

Designing - The Logo

The first design I created for Hugs was a circular design with the contents inside of it, I made a heart and put another one inside of it to make it different. I added the ribbon inside the letter 'U' which is my favourite feature of this design. The logo is very warm and pleasant to look at as its a simple design.

For the second design I had decided to take away the circle and I think it looks nicer in that way, from looking at the past Hugs logo, they were represented with the colour orange, which is one of the colours on my palette, so I experimented with it and changed the colour of the heart to orange, which adds a bit of warmth to the design, I also made the ribbon in the letter 'U' orange to make it stand out more, I also made it thinner as it was touching the inside of the letter. This is a nice simple design.

The third design I made, I decided to enlarge the heart and like the circle, I added the contents inside of it. I added a stroke to the hear and

made it orange so that it still represents Hugs, it makes the logo more welcoming and very passive, I kept the ribbon pink as I felt it suited it better. This was my favourite design of the three as I liked the idea of it being inside a heart.

DRAFT LOGO'S

Designing - The Logo



DRAFT

LOGO'S

Designing - The Logo

The Montage of designs I created are experiments with different colours, and trying to keep the Pink Ladies, Pink Panthers and Hugs designs all connected, by colours and designs. I like the designs more than the previous ones.

On the Pink Panthers logos at the top I decided to experiment with the colour light blue, the original Pink Panthers colour was a darker blue, but I thought this is a bit more brighter and vibrant. My favourite Panther logo is the one with the light blue heart because it connects with the Hugs logo and the blue ribbon that connects with both Hugs and the Pink Panthers.

I created two more different Hugs logo's, one with hands making a heart shape, and having the content inside the heart, this gives the feeling of having 'a hug straight from the heart'. I then decided to make another version of it and have the hands look like they are holding the heart, I made two hearts with one I coloured orange, and adding the contents of everything

inside the pink heart, this is my favourite Hugs logo so far as I feel like it makes it look and feel personal and hear warming.

I decided to experiment with the circular design and I started off with one of the previous Hugs logo's and then I added the other two different versions, the Pink Panthers version I decided to add other smaller circles, with the different colours of cancer and make it look like a paw which I quite like. I made two different Pink Ladies designs, one with no butterflies and one with all the colours of cancer so that it can connect back with the panther design.

I limited my colour scheme to three colours black, white and pink and made designs with that, I feel I like this makes the designs much nicer looking and there isn't that much colours to look at. I am going to move further on with these three colours since they improve the designs a lot.

DRAFT LOGO'S

Designing - The logo

Pink Ladies
Cancer Support Group

 Pink ♥ Ladies
Cancer Support Group

Cancer Support Group
Pink Ladies

DRAFT

LOGO'S

Designing - The Logo

The first Pink Ladies design with the three colours turned out much better looking than anything I have previously created, it's much easier to look at as having different colours in the designs had too much going on in it, this is a simple design but it's my favourite of all the other ones I have created.

The second Pink Ladies design I worked on I added the heart from the Hugs Logo and put it between the words. That is the only change I made on this design.

The third design I decided to try something different, I connected the 'P' and the 'L' and with the lines at the end of the letters I decided to write the 'Cancer Support Group' between the lines.

I still think the first logo I designed with the three colours is the best one and this is because it's simple and easy to make out.

DRAFT LOGO'S

Designing - The logo



DRAFT

LOGO'S

Designing - The Logo

The first logo I started to design for the Pink Panthers was more challenging than the Pink Ladies one, I started with a heart that I took from one of my Pink Ladies logos and tried to keep it consistent but different, I also kept the ribbon as the I as I like that design which I will use throughout all my designs. I added the panther face inside the heart as well.

The Second logo I wanted to try something different, I enlarged the word 'Pink' Keeping the ribbon as well, I added the heart Inside the 'P' and put the Panthers inside the K, looking back at this design it feels forced.

For the last logo I designed I took the template from the second one, but I made the ribbon a little thicker and then moved the Panthers below the Pink, this is my favourite design I have made for the Pink Panthers.

DRAFT LOGO'S

Designing - The logo



DRAFT

LOGO'S

Designing - The Logo

The first logo I designed for hugs was a previous template that I really liked, I changed the colours to the Pink and Black to be consistent with the other logos I have made.

The second logo I designed for Hugs was another template that I previously used, the only changes I made to the design was the colours, black, pink and white.

The third logo I had designed was inspired by the second one, I was intending to get the feeling of ' a hug from the heart', I also wanted it to look like arms that are going around the words.

DRAFT LOGO'S

The final logo's

Pink Ladies
Cancer Support Group

Pink
Panthers
Cancer Support Group

 HUGS
Support Group

FINAL LOGO'S

The final logo's

The final Pink Ladies logo, I am very happy with it, feedback from my previous designs made it clear that I needed to re-make the ribbon, so I went with Jacques ribbon design, I like this Pink Ladies design as its simplistic and people would know what the logo is about without having to read a tag-line.

The Pink Panthers logo, I changed the word pink to pink to show that its a sub group of the Pink Ladies, I stuck with Jacques ribbon design and also made the Panthers the same size as the pink.

The Hugs logo was an easy fix from the previous one I was happy with, I added the new ribbon design inside the centre of the heart and I also fixed the alignments of the Hugs and Support group to make it fit better and not feel forced.

I am pleased with how the logos turned out, it took a lot of experimenting with the designs and figuring out what would fit the brief the best.

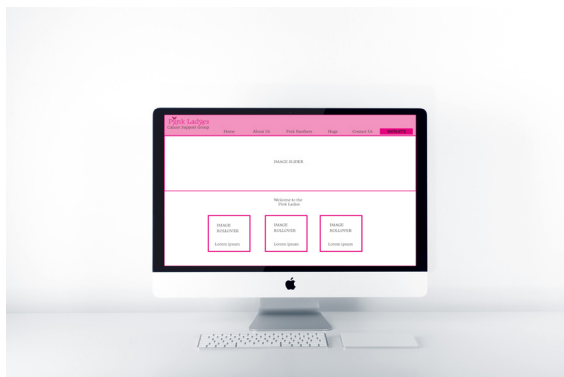
Pink Ladies

Cancer Support Group

WEBSITE

MOCK-UPS

Website designs



WEBSITE

MOCK-UPS

Website designs

For the very first three mock ups I designed I wanted to go with a simplistic design and one that could be easily responsive.

The first design that I created I choose to stick with three colours with them being two different shades of pink and then white. I created an image slider box, as looking at my benchmarking, a lot of the websites had done that for their homepage, but when you scroll down from it , there is 3 image boxes that the user would be able to hover over them and click onto a different page. the navigation bar is a simple one as it is horiztenal and across the header, but at the end of it there is a donation button.

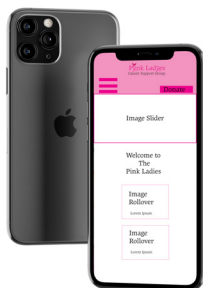
The second design I kept the three colours and I also kept the image slider but made it smaller I moved the image boxes two either side of the image slider, and i also added what would be a motion graphic of the Pink Ladies graphic saying welcome. I also added two event boxes so that is easy to find out what

is on and when it is on.

The third design, I decoded to remove the image slider to see what it would look like, and I also added a calendar, but everything has been kept the same.

WEBSITE MOCK-UPS

Responsive web designs



WEBSITE

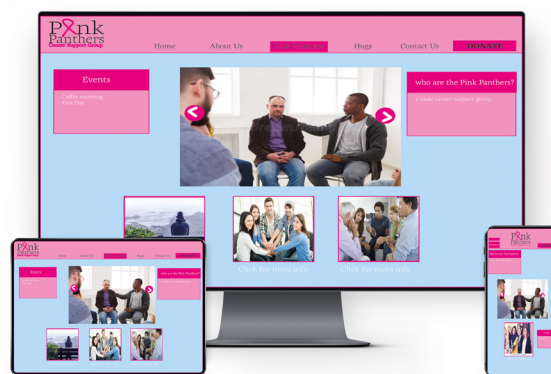
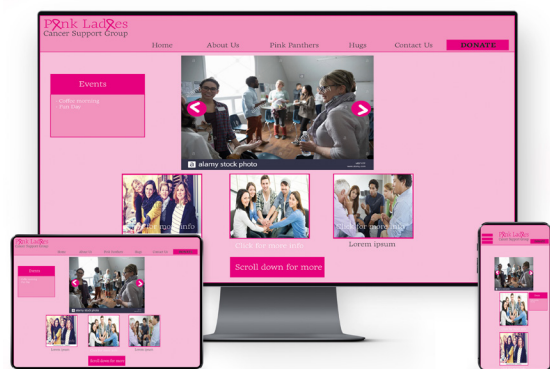
MOCK-UPS

Responsive web designs

From the web mock ups I wanted to show how they would look like on a phone screen, everything is able to move into the screen without anything missing, the navigation bar has turned into a drop-down menu bar so it is easier to access on the phone as well .

WEBSITE DESIGN

Website designs



WEBSITE DESIGN

Website design

Moving on from the first drafts of the mock ups, i was told it looks like a wireframe more than a mock up so decided to add images to it as well and also expand on the screens, having an ipad there as well.

The first web mock ups are for the Pink Ladies, i stuck with the two shades of pink and added buttons on the image slider, I also added images for everything and made sure it worked on the ipad and more so on the phone as well.

The second part of the web mock ups was for the Pink Panthers and i stuck with the two shades of pink but i also added in Cyan to it, to represent the male part of the organisation, everything is kept the same except i added another event box, for their own events that they host.

The third part of the screen mock ups was for Hugs and i kept the two shades of pink to keep it consistent with the other pages but add a light orange to it so that it represents Hugs and i created an event box for their events that they would host.

COLOURING BOOK DESIGN

Colouring book designs



 Pink Ladies
Cancer Support Group



COLOURING BOOK



Pink Ladies



COLOURING

BOOK DESIGN

Colouring book designs

As part of the Brief we were asked to create a colouring Book for their Education programme, I decided to go with a landscape design.

For the front page I used one of the Pink Ladies logos and used one of my Butterflies. I wanted to keep a simple design as it is aimed at primary school children.

For the inside of the I had only got time to design one page, so on that page I made three different butterfly designs and I also made the logo I used for it so that the children would be able to colour it in too.

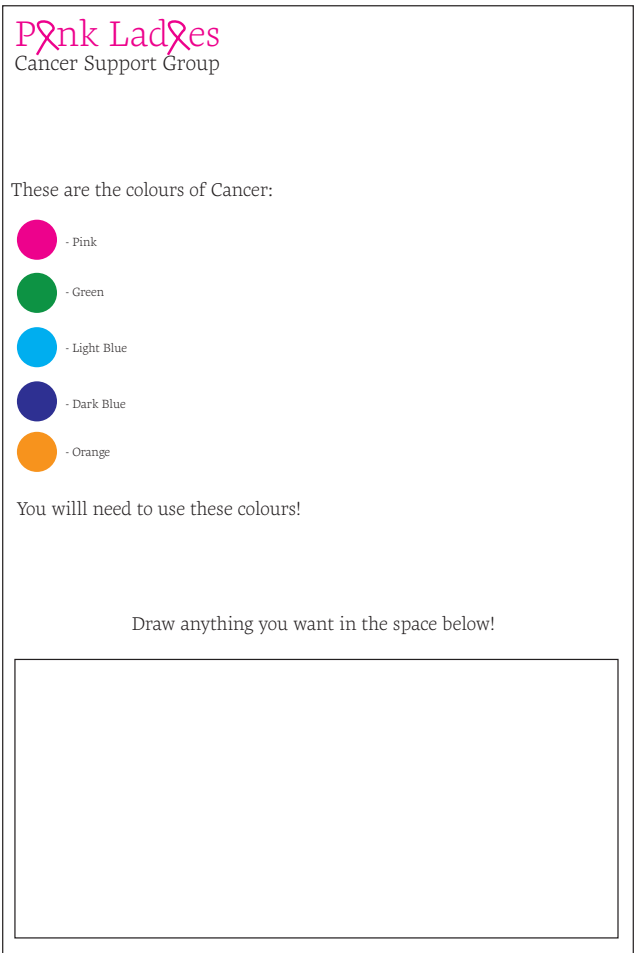
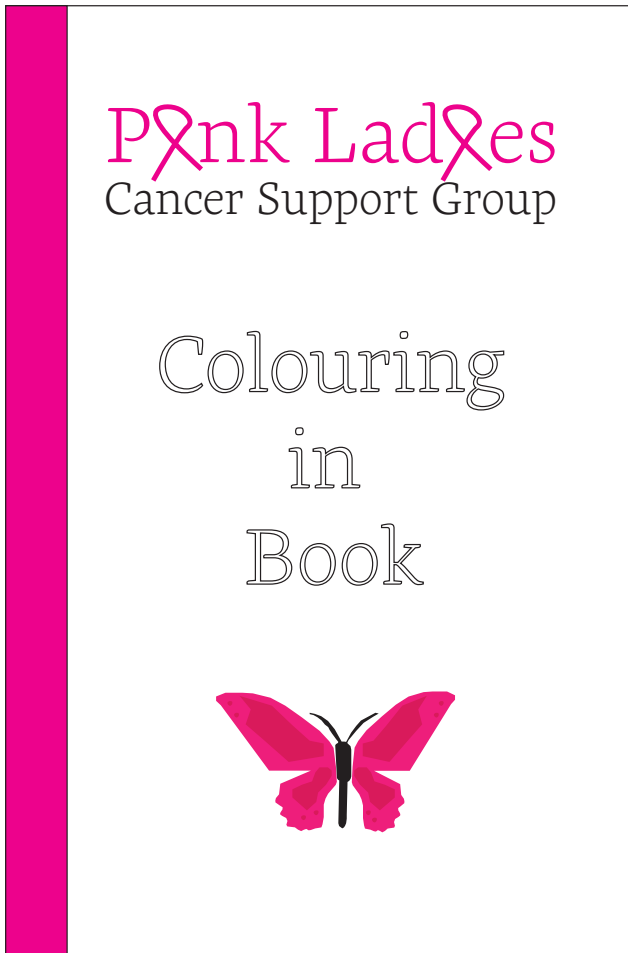
For the back of the book i decided to have it 100% magenta and just put the Logo on it, but have it in white.

If I had more time I would of done lot more to this design.

COLOURING

BOOK FINAL DESIGN

Final Colouring book designs



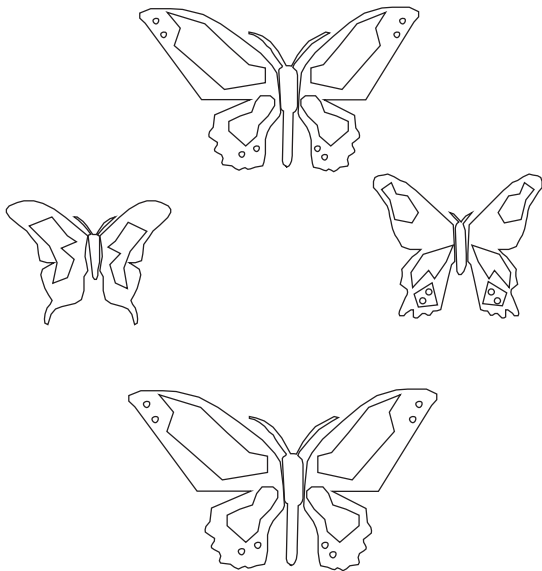
COLOURING

BOOK FINAL DESIGN

Final Colouring book designs

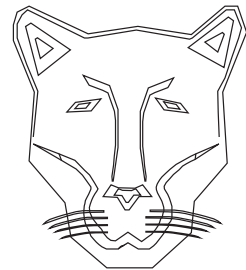
Pink Ladies
Cancer Support Group

Colour in these Butterflies



Pink Panthers
Cancer Support Group

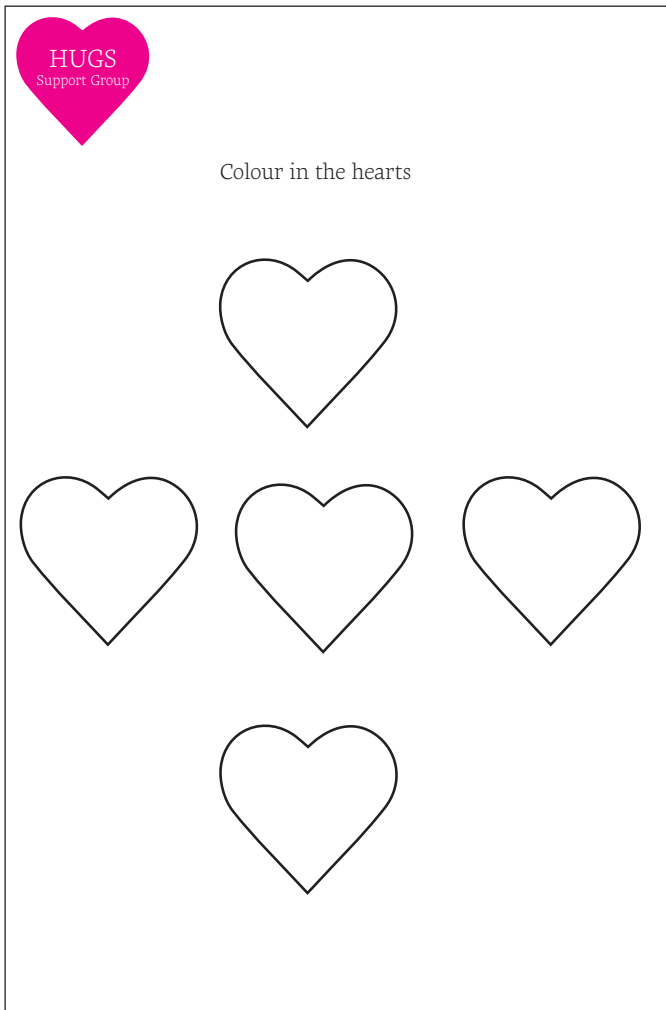
Colour in the panther face



COLOURING

BOOK FINAL DESIGN

Final Colouring book designs



COLOURING

BOOK FINAL DESIGN

Colouring book designs

After receiving feedback from the colouring book, I was told that it should be portrait instead of landscape so I had created a new template, I was also told to think of more content for the book as well.

For the front page of the colouring book, I didn't want to leave a lot of white space so I enlarged the content of the front page in the previous version of it.

For the first page of the inside of the book, I decided to make a colour code just using the colours of cancer, and I also created a section where they could draw anything they want and also colour it in.

The second page I used the butterflies I designed, have different versions of them and different sizes of them too, I also have out the Pink Ladies Logo on the top left of the page.

For the third page I put the panther face I had created into it and enlarged it, since this is representing the Pink Panthers I put their logo on the

top left of the page.

For the fourth page I created hearts and duplicated them so there was 5 hearts to colour in, I also put the Hugs logo I had created on the top left of the page as my Hugs logo has a heart so it represents Hugs.

The back of the book, I wanted to make a blurb, so I decided to put a support number on the back of it, if anyone needed it. I put the Pink Ladies logo at the bottom centre of the back.

This design is an improvement from my first one, but it could of been better, yet not having enough time being able to design more for it..

THE PITCH

The designs I went with

Pink Ladies
Cancer Support Group

Pink
Panthers
Cancer Support Group

 HUGS
Support Group

Events

- Coffee Morning
- Fun Day

Quick Info

- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum



DONATE

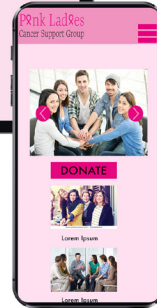


Lorem Ipsum



Lorem Ipsum

Scroll down for more



Events

- Coffee Morning
- Fun Day

Pink Panthers

- Lorem Ipsum
- Lorem Ipsum



DONATE

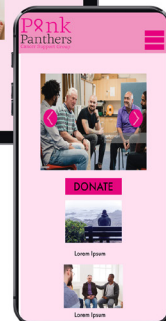
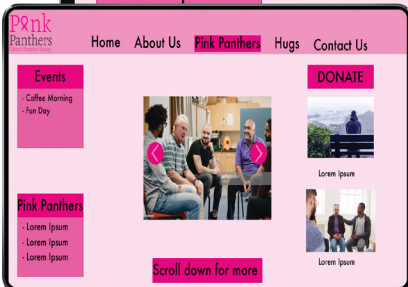


Lorem Ipsum



Lorem Ipsum

Scroll down for more





responsive the website would

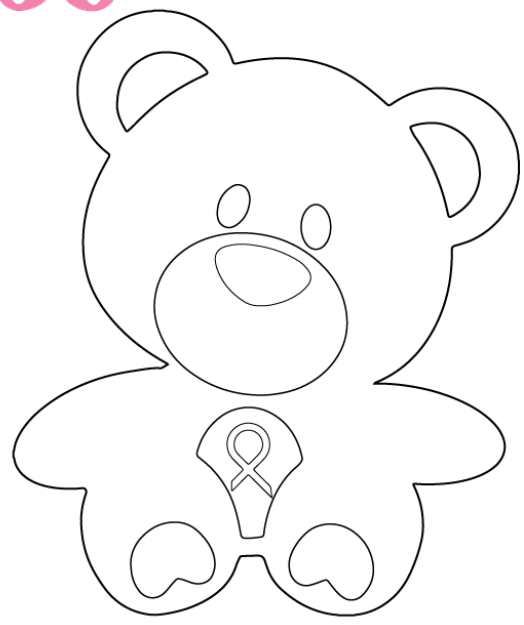
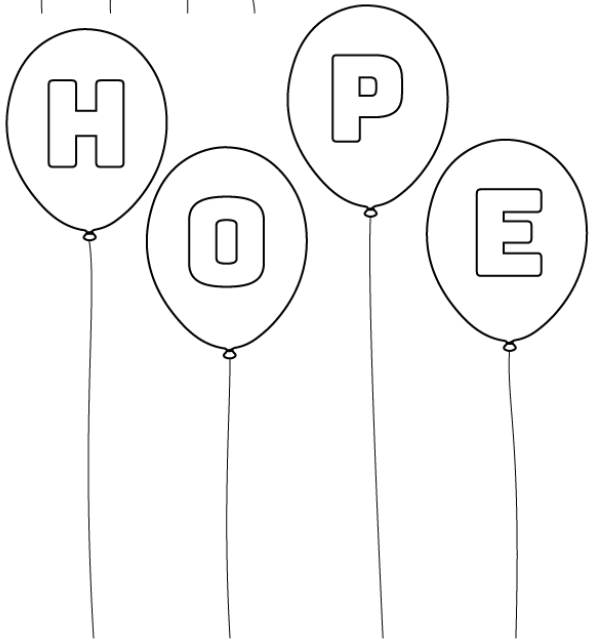
On the day of the pitch, we got to meet the Pink Ladies again and they were very excited about seeing all of our work, I was the last one to pitch to them.

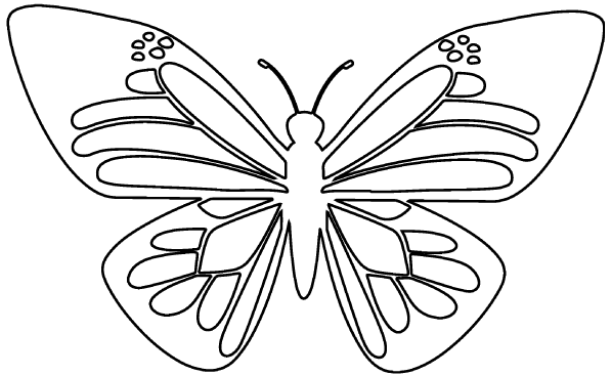
The logos - They had loved what i done with the ribbon as the '1', and also really liked the Panthers logo and they loved my Hugs logo

The websites - They liked the websites but they had agreed that it needed a more modern design for all of them, but they really liked the idea of having a donate button. They really liked the way we had all put them into different sized screens to show how

Overall Colouring Book Design







Pink Ladies
Cancer Support Group



For the colouring book had made a decision to create one between the 3 of us, so we decided to go with Corys front cover design as we all liked it and we had a little debate over the back of it with me just wanting a whole magenta background with a white logo and blurb, but we had compromised with a new design for the back of it, matching the front of the book.

For the inside of the book, we had talked about it for a while discussing things we could put into it, we decided to create helium balloons with a letter on each of them spelling the word 'Hope', the next page we decided to take

Jacques teddy bear as we really liked it, and it looked even better with the cancer ribbon on it as well. we we re-created the butterfly and also had my Pink Ladies logo, Jacques Panthers logo and Corys Hugs logo on separate pages.

The pink Ladies really liked the colouring book, but want a more simple design for it and also to include more content for it such as hospitals and doctors and things such as trees. But overall we were heading in the right path with the book.

Moving forward from the pitch

The Pink Ladies loved everyone's designs but only one design was to be chosen, they debated with Claire for a while and amongst themselves and they decided to go with Jacques designs, but they really liked my Hugs design and wanted to incorporate my design with Jacques so creating an entirely new Hugs logo, they also decided that they need an overall Pink Ladies logo that says 'Cancer Charity' and also create a logo for Pink Educate.

They agreed that we need to rethink the web designs, to have a more modern design to it and to also create more content for the colouring book as well.

We then have to create more mock up designs for them these include...

- Charity Buckets
- Charity Boxes
- T-shirts
- Jackets
- Pop up banners
- Pens
- Business card
- strategic and report cover
- High ves vest
- Stickers, Bumper stickers

MOVING FORWARD

New designs

The logo features a stylized pink ribbon forming the letter 'P' on the left. To its right, the words "Pink Ladies" are stacked above "Cancer Charity" in a pink, sans-serif font.

Pink Ladies
Cancer Charity

The logo features a large, stylized pink ribbon forming the letter 'P' on the left. To its right, the word "ink" is written in a pink, sans-serif font, with "EDUCATION" in a smaller, dark blue, sans-serif font below it. The text "AWARENESS DETECTION PREVENTION" is written vertically in a small, dark blue font to the left of the 'P'.

AWARENESS DETECTION PREVENTION
ink
EDUCATION

The logo features a stylized pink ribbon forming the letter 'P' on the left, with a small blue heart inside the top loop. To its right, the word "HUGS" is written in a pink, sans-serif font. The text "Cancer Support Group" is written vertically in a small, dark blue font to the left of the 'P'.

Cancer Support Group
HUGS

MOVING FORWARD

New designs



MOVING FORWARD

New designs



MOVING FORWARD

New designs



MOVING FORWARD

New designs



MOVING FORWARD

New designs



MOVING FORWARD

New designs



MOVING FORWARD

New designs



MOVING FORWARD

New designs



MOVING FORWARD

New designs



Moving forward from the pitch

Jacque had designed the new overall Pink Ladies logo and I had designed the new Pink Education logo, and Adrian had helped us pick a colour for Education as there was some debate around that, and it is now purple, the Hugs logo we were all not that happy with it as it doesn't look god, but it is what the Pink Ladies had wanted and I had created the new hugs logo.

I had created the new t-shirts for them and they have now been changed to be more like polo shirts and I have designed jackets as well. I designed the pens as well, and I had designed the charity buckets as well. Jacque and Cory have designed everything else.

These are the new mock ups I have designed:



VIDEO

RESEARCH

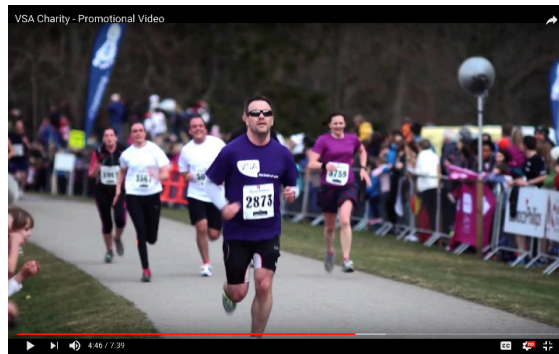
The Videos

The first video I looked at was for UNICEF, it has a voiceover of Liam Neeson and has a lot of stunning b-roll footage, it doesn't have any interviews or anything as the voiceover explains the organisation. It would be an effective video to take inspiration from this as it is an effective promotional video.



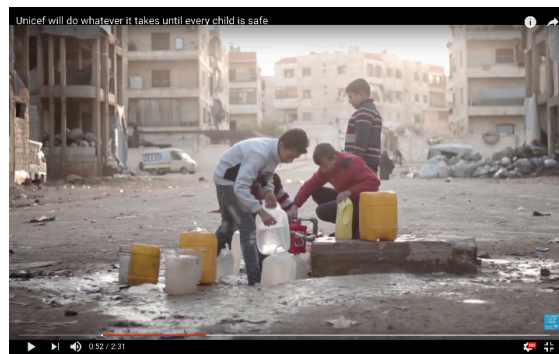
<https://www.youtube.com/watch?v=E1xkXZs0cAQ&t=3s>

The second video I looked at was for the VSA Charity, it was mostly b-roll and a voiceover that explained the organisation and what they do, and what services they provide. It would be an effective video to take inspiration from this as it is an effective promotional video.



<https://www.youtube.com/watch?v=mPRXhNFPgwo>

This third video I looked at was very hard hitting and its another UNICEF video, it has some interviews and a voiceover as well, so it is a good mixture of both, it uses hard hitting footage to get the audience to feel a deep emotional connection to the charity and their work, it feels personal and that will be effective.



https://www.youtube.com/watch?v=EVOGI_EubYk

FILMING EVENTS

The Events

Wednesday 27th November

Me and Cory arrived up to Derry and we got to the Gasyard centre, we met some of the other members of the Pink Ladies as well, we got our equipment set up in the hall, and waited for the event to start, the first thing we recorded was meditation and it lasted for 30 minutes, we had the AC90 recording in one position and then we both had DSLR's taking more videos from different angles and also taking pictures for the gallery on the website. We then recorded the next activity which was making fermented drinks to boost your immune system, we done the same with DSLR's and we changed the position of the AC90 3 times so we could capture more angles. We then recorded their choir practice session and we had left the AC90 in the same position and used the DSLR's to be able to get more angles for videos and also pictures. After this event we had got 3 interviews completed, from the head of the Pink Ladies, someone representing the Pink Ladies and also someone representing Pink Education. After filming we had got a lot of good footage and the Pink Ladies said that they were very pleased with us and the work we have done for them.



FILMING EVENTS

The Events

Friday 29th November

No one else was available to film on this day so I had to go up by myself and film the event.

The event I filmed, was for the Pink Panthers. They had a stall along with other charities and I filmed the Panthers stall, there was only 5 people who had showed up but I got plenty of footage from them on both the AC90 and the DSLR as we will only be using little bits of it. After filming the event, I went back to catch an interview with a member of the Pink Panthers to asked him a few questions. The pink Ladies wanted me to film a reflexology session and the footage wasn't the best as it was a very dark room, and was very tiny so i couldn't fit the lighting kit in it, but it can be fixed in post, I also had taken plenty of photos through out the day. Jacquie was the only member of the Pink Ladies with me, and said I had done a really good job, considering I was by myself the entire day and was really pleased with the footage I had captured.

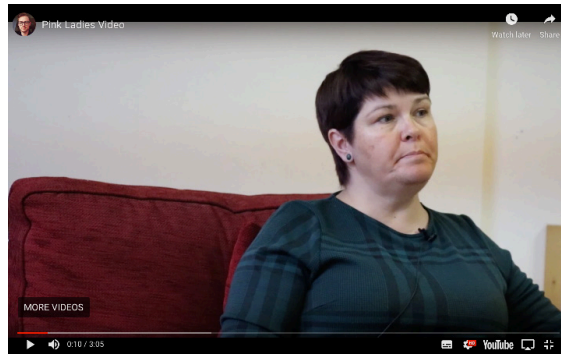


THE VIDEO FINAL VIDEO

From the footage we had took, we gave it to Jacque to start the edit, the inetention was to create a promotional video showcasing everything about who the Pink Ladies are and what they provide.

There were a few things we never got time to film for them, such as an interview for Hugs as no one was available for filming. We filled in that gap with having someone who has been affected by cancer talk about the pink ladies and why they are significant to them.

Overall the video gets the message across and also showcases what the Pink Ladies are all about.



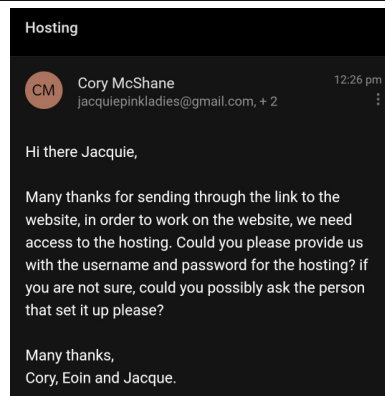
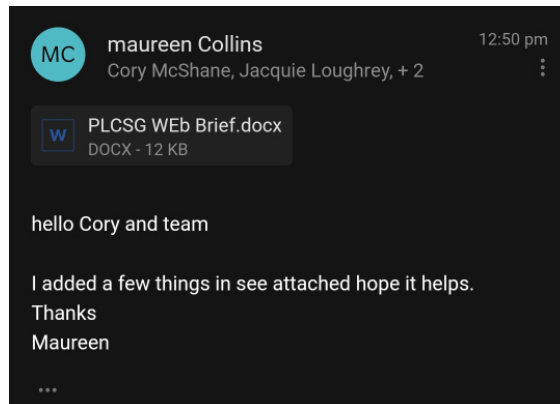
COMMUNICATION

The Pink Ladies

Cory decided he will email the Pink Ladies, and we would help write the emails as well, the first response we received from them was about the brief, they wanted the 'partner' bit changed, so they sent a few paragraphs of what the organisation is about and for us to pick bits out of it and add it to the new brief we will fix.


We emailed them about events that are coming up that we could film. They responded by giving us a flyer with all the dates of their upcoming events and circled the ones that would be good for us to film. We also emailed them about the website to get the hosting and domain set up.

Our communication with the Pink Ladies was really good and were fast replies as well, this let us get through the changes of the brief quickly and to also move forward from the pitch, with the film events and all the details needed for the website, and we were able to get the PDF versions of the leaflets very quickly.



COMMUNICATION

The Pink Ladies

 Jacquie Loughrey
Cory McShane, maureen Collins 11:00 am

Hi Cory
Good to hear from you. I have a 2hr event next week that could provide good visuals.


Wednesday at The Gasyard Centre from 11am until 1pm.

We have a session of CHI ME for a group of ladies from 11 am until 11:30
A Health event showing a facilitator making Kefir and Kombucha from 11:30 until 12
Our Pink Ladies choir will be having a singing practice from 12 until 1pm

Let me know. I can ask them to wear our pink t/shirts or some branding if it would help.

Kind regards

Jacquie Loughrey
Education and Prevention Officer
Email: jacquiepinkladies@gmail.com
Tel: 02871162478/07710025494

 maureen Collins
Cory McShane, Jacquie Loughrey, + 2 9:27 pm

Looks good to go thanks Cory
We are very excited

...

Hello Cory

We have everything arranged for tomorrow,if you come to the Gasyard for 9.30am and ask for Martin Mullan he will bring you with him to the event.
Once you have filmed there you will come back to the Gasyard and film Moira the reflexologist.
Good luck have a great weekend and chat soon
Thanks
maureen

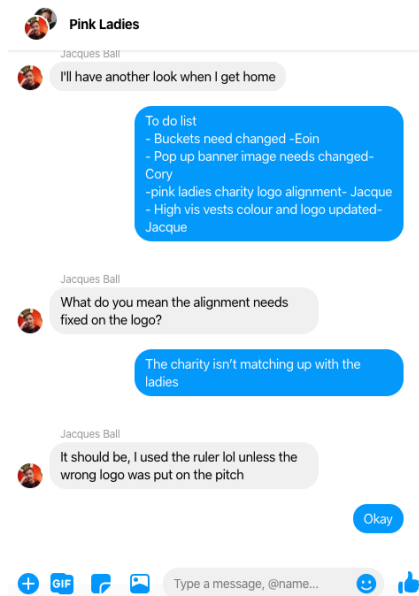
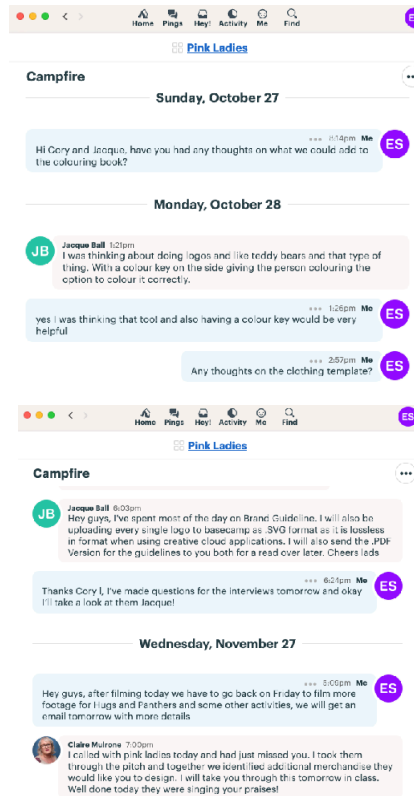
The Pink Ladies always gave us feedback on the things we have shown them, and they were always pleased with the work we have done. And they went out of their way to give us two fully planned days of filming.

COMMUNICATION

The Group

During the project me, Cory and Jacque had set up a Facebook group-chat while also still using Bascamp, as Facebook messenger was more easily accessible for us.

Having Basecamp was very helpful as we were able to show each-other our work and it made it easier to get files of each-other



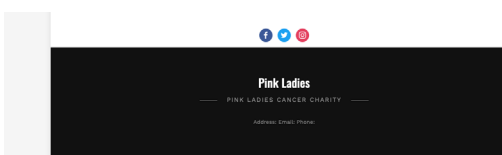
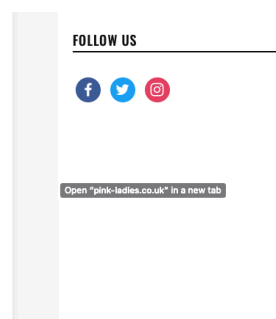
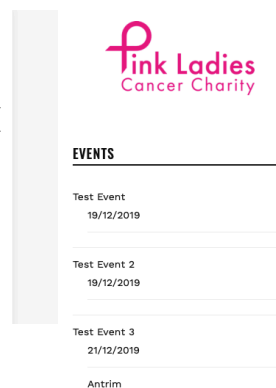
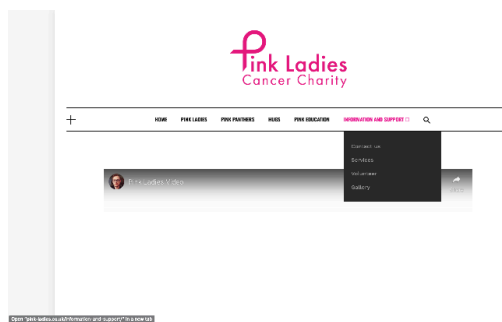
THE WEBSITE

Website

We went through a few themes before we chose this final one. We all contributed to the website and took a few pages to do each, this was a good idea as it was the same layout for most of the pages so it was just putting the information in the website and also creating a gallery for them as well, which I had made and used the photos I took at the two filming events. I also had added socials to every page at the bottom above the footer as I had a problem putting them there due to the theme. I also added events to each page, so you know when their coffee mornings or different classes are on.

I also created a contact page so if anyone wanted to get in contact with the Pink Ladies it is easy to do so in just 2 clicks. I also put their contact information on the footer of every page. And I have embedded the promotional video via Youtube as uploading the video to Wordpress wouldn't work and Vimeo was having issues too.

Overall we have created a simple website that is easy to navigate and you can get the information you want in at least 2 clicks.



THE COLOURING BOOK

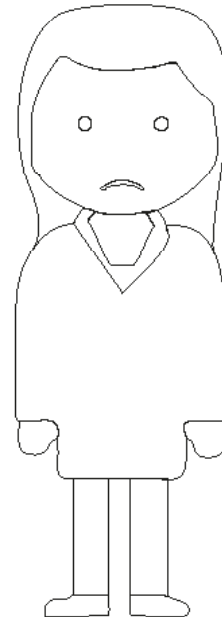
Colouring book

Jacque and Cory had took control of the colouring book and they had created a small story for small children so that they would understand the process of cancer.

Cory had started to develop the story while Jacque used illustrator to create the drawings of the hospital, Doctors and the mother.

The colouring book is a simplistic book but I really like it and I think it meets the brief well.

MUMMY IS SICK.



THE VINYL BOARDS

Boards

I had created the Vinyl boards with little contribution from Jacque and Cory so I had asked Adrians opinion on them and had changed the design a few times on them I went with just having 3 logos on the first board, and a little about the project, and then the web address at the bottom of the board. I used our colour palette with pink and white being the main colours and then black being for the text.

The second board had pictures of three of us and then a few things we have made for them, and then I had put Hugs and Education at the bottom of that board too. If I had more time to design the boards and a little more help they would have been a lot better and I would of also fixed the font on them as well, but overall I am happy with how they turned out.

The logo features a large, stylized pink letter 'P' with a horizontal bar extending to the left. Below the 'P', the words 'ink Ladies' are written in a pink, lowercase, sans-serif font, and 'Cancer Charity' is written below that in a smaller, pink, uppercase, sans-serif font.

The logo features a large, white, stylized letter 'P' with a horizontal bar extending to the left. Below the 'P', the word 'ink' is written in a white, lowercase, sans-serif font, and 'LADIES' is written below that in a white, uppercase, sans-serif font. To the left of the 'P', the words 'WOMANS CANCER SUPPORT GROUP' are written vertically in a small, white, uppercase, sans-serif font.

The logo features a large, white, stylized letter 'P' with a horizontal bar extending to the left. Below the 'P', the word 'ink' is written in a white, lowercase, sans-serif font, and 'PANTHERS' is written below that in a white, uppercase, sans-serif font. To the left of the 'P', the words 'MENS CANCER SUPPORT GROUP' are written vertically in a small, white, uppercase, sans-serif font.

THE PROJECT

The Pink Ladies were established in May 2005, the PLCSG is a community based unique cancer support services model offering vital assistance and advocacy to those who are living with cancer, along with their families and carers. The organisation started with one aim; helping women locally diagnosed with breast cancer. As acknowledgment grew, the Pink Ladies were able to cover more areas of cancer related issues and help not only women, but men too.

The Pink Ladies required a new visual identity and a website that provided accessible information.

pink-ladies.co.uk

THE Guidelines

Boards

Jacque had designed the Brand guidelines and it covers everything that is needed in them. Me and Cory designed the web guidelines as well, using the same template that Jacque had created



THE LEAFLETS

I had started to create my own leaflet designs having about 4 different layouts for them, but the Pink Ladies contacted us to let us know they had recently got brand new leaflet designs, so they sent me 4 of their new designs and I took off their old logos by covering them up and then I put the new logos onto them, making sure I had also included the overall logo as well on them.

PROJECT

EVALUATION

Evaluation

This has been one of my favourite modules in Interactive Media, it has challenged me academically and creatively, while working with a community partner, it gave me a taste of what real life would be like in the industry.

I have learned a lot from this module, and I really enjoyed designing a new visual identity for something in the real world and also creating mock ups with the designs as well, designing the website was difficult for me as I am not very skilled at web design, but Wordpress was easy to understand and easy to edit the pages with anything that was needed.

The pitch in week 6 was a highlight of this module as I really enjoyed explaining my designs to the Pink Ladies that I had worked on for the 6 weeks.

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