The Science Shop

Knowledge • Ideas • Results

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Content

BRIEF	4 - 7
PRODUCTION SCHEDULE	8
GROUP CHARTER	9
RESEARCH	10 - 17
PITCH DECK 1	18 - 25
FEEDBACK	26 - 29
PITCH DECK 2	30 - 33
MY FINAL PITCH DECK	34 - 45
CHOSEN PITCH DECK	46 - 51
GROUP FINAL PITCH DECK	52 - 57
MERCHANDISE	58 - 61
INFOGRAPHIC	62 - 65
MOTION GRAPHIC	66 - 81
INVITATION	82 - 87
BASECAMP	88 - 95
MEASSAGES	96 - 107
TIME SHEET	108 - 109
EVALUATION	110 - 113

Brief:

The aim for this project is to create a new visual identity for the Science Shop 30th anniversary. As a group we need to come with new logos, film, motion infographic, print infographic, exhibition and a holding page.

The client would like us to come up with contemporary logos with a 30th anniversary element that can be stripped away after 2019. The client would like to keep the colour the same as the old logo because each colour represents the different elements of every science shop project; the community, an academic and students.

The exhibition display should respect the two institutions and the two brand identities under the Science Shop umbrella; in a cohesive style but it must also stand alone for smaller events. The exhibition will depict the work of the Science Shop with the students and community partners. The preferred option after the celebrations have finished is that both institutions can have part of the exhibition.

The Client has asked us to create a landing/holding page for the website scienceshop.org which will contain a link to each of the science shop websites at their own University. The website holding page may contain some photos, videos and statistics of current science shop projects however the client is open to how this is created.

A motion info graphic was also requested by the client which will be incorporate joint statistics in the static infographic. Our client also asked us to create a video to tell the story of the science shop and how the three elements come together to produce a finished project to make a positive impact on the community partners business.

Client:

Claire Mulrone (Community Engagement Manager Ulster University),
Eileen Martin (Science Shop Manager, Queens University Belfast),
Emma Mc Kenna (Science Shop Manager, Queens University Belfast),
The Science Shop 30th Anniversary.

Audience:

The Science Shop targets both students and community partners. The Science Shop (based in the university) links the students to the community. It is important that all designs are accessible to all Students, academic staff and potential community partners. The campaign must promote The Science Shop campaign in an appealing way to encourage participation and funding.

Project Objectives:

To create an authentic representation of the Science Shop and the work it does. To modernise the science shop logo and merchandise. To illustrate to the exhibition attendees, (student, staff and community partners) the importance of and the extent of the work carried out by the Science Shop in the last 30 years. This will include;

Timescale Important Dates:

1st November 2018 (Week 6): Pitch Decks Due
11th January 2019: Project Hand In
20th February 2019: Exhibition Day

Introduction / Project Description:

The Science Shop is a joint initiative between Ulster University and Queens University Belfast, they will celebrate 30 years of this joint partnership in 2019. The project will see the development of an info graphic and motion graphic campaign, a portable exhibition, merchandise and video stories of students, partners and academic staff.

1. A Video Motion Graphic:

Visually display the benefits of the work that the Science Shop has done over the past 30 years. (Include statistics)

2. Pop up exhibition

Which are cohesive in design, and are very visual (limited amounts of text). NOTE; client is open to creative display designs.

3. Holding Page

A creative holding page for the links to the Queens website and Ulster website; this may display some videos, pictures, statistics about the science shop projects of recent (client is open to suggestions)

4. An Updated Science Shop logo

Modernise and redesign the Science Shop logo. (Link the rings)

5. A 30th Anniversary logo

Combine the main logo with the anniversary, the client would like to utilise the logo after the 30th celebrations so it is important that the 30th anniversary element can be stripped away.

6. Info-graphics (prints)

A series of info-graphics depicting the work of the Science Shop and how it has benefited the community over the past 30 years. (UU and QUB separate)

7. Any other creative merchandise to be approved by the client of submission of design decks.

Style Guidelines:

1. The Science Shop Colours (can be found in current logo) and meanings;
Purple: Students
Gold: University
Red: Community

2. Must adhere to the UU and QUB brand guidelines when using each institutions logo etc.
https://www.ulster.ac.uk/__data/assets/pdf_file/0017/206045/Interim-guidelines-May-17.pdf
https://www.qub.ac.uk/brand/

Deliverables;

1. A Video Motion Graphic/Info-graphics (prints)
2. Pop up exhibition
3. Holding Page
4. An Updated Science Shop logo
5. A 30th Anniversary logo
6. Any other creative merchandise to be approved by the client of submission of design decks.

Budget:

This project can be budget friendly design wise as we as a group has agreed to use only free sources, such as royalty free musics, plugs etc. The most money spent on the project will be the printing of the exhibition pop ups stands which are priced below. The rest of the print outs can be carried out in the Ulster University reprographics department which is very reasonable. As the client is open to more creative exhibition designs budget is something that we will have discuss with the client as we progress through the project.

Logo: £0
Exhibition:
6 pop ups 850mm x 2000mm £389.94
4 pop ups 2000mm x 2000mm £879.20
Holding page: £0 (host and domain already paid for)
Motion/Infographic: £0
Video: £0 (try to only use royalty free music and free plug-ins)
Reprographics printing: £50

Estimate Total Budget = £440

Production Schedule

WEEK	TASK	AIM	ACTION	COMPLETION
2	**Scoping the project**	Research and develop the brief after meeting with Partner	Each group member will research at least x3 logos, exhibitions, landing pages, motion infographics, info-graphics and video projects	Class time week 3 (11/10/18)
3	**Create Project brief**	Complete and finalise a brief to send to Partner	Brief to include: •Project objectives •About the client •Timescale •Indroduction/Project Description •Style/Guide lines •Budget •Deliverables	End of week 3 (12/11/18)
4	**Generating ideas for visual identity**	Generate at least 3 ideas for each element of the project objectives	Each group member will create at least: x 3 logos x 3 exhibitions x 3 landing pages x 3 motion infographic storyboards x 3 infographics to bring to class week 5	Class time of week5 (25/10/18)
5	**Finalise pitch decks**	Finalise chosen idea by Adrian in week 5 to create a pitch deck to bring to week 6 client pitch	Each pitch deck will include a complete idea from the chosen identity from week 5: x 1 Logo x 1 exhibitions x 1 landing pages x 1 motion infographic x 1 infographic	Class time week 6 (1/11/18) *PITCH TO CLIENT*
6	**Assign and complete job roles**	After pitch to client decide on who will complete each element of the project	Assign tasks to group members for: Logos - Emily Exhibition - Chloe and Nutchiraphon Landing Page - Chloe Infographic - Nutchiraphon Motion Graphic - Nutchiraphon	End of week 11 (6/12/18)
12	**Submit finalised projects to Client**	Bring all the project together to send to client	Collect all the deliverables of the project and copy onto a USB/Basecamp to send to the client	Week 12 (13/12/18)

Group Charter

1. Members of this group will be punctual to group sessions and meetings

2. Members of this group will share the work load equally

3. Members of this group will stick to the production schedule to meet deadlines on time

4. Members of this group will communicate about this project through Basecamp project area

5. Members of this group will attend 80% of group sessions (Member must make group aware of any known absences prior to the group session in order to reschedule meetings if possible)

6. Members of this group will do the work to the best of our ability (level 6 for final year)

7. Members of this group will be determined

8. Members of this group will be organised

9. Members of this group will be respectful to other members of the group and to the Client

10. Members of this group will attend the Science Shop event on the 20/02/19 to exhibit the completed project.

Research

Logos

(abdesigns.co, 2018)

Still keeping with the theme of round logo from the original, we found this minimalistic logo. I really like how the text ‘Stitch Seating’ is incorporated into the circular line to explain the ‘S’ initial stands for. The logo itself is simple but eye catching and we can easily include the 30th anniversary into the logo that the client has asked for. We can also incorporate the three main colours into this logo by using it on the ‘S’.

(Smart Colours Logo Design, 2018)

Keeping with the theme of circular logo, I found this example that I really like because of the way the circles of colours are being used and I like how the three colours blend into each other. We can use the three main colours of the Science Shop that blend into each other so it will give the old logo a modern and minimalistic twist but people will still be able to recognise the organisation if we apply the theme throughout the visual identity.

(Superhero Design Co., 2018)

I have chosen this example because I like the way the colours and the circular lines are being used. I like how they have used the colour grid and circular lines to create the ‘C’. So keeping with the theme of the original logo we can incorporate the initial of the Science Shop (‘S’) with the three main colours to create a colour grid.

Exhibition Displays

(Pentagram, 2018)

This is a multimedia exhibition celebrating the history of film making in and about New York City. I really like the idea and the display of this exhibition because of the layout. The layout is like a time line so the audience is able to start from end and work their way to the end. It was displayed in a triangular shape where the wall dripped in and out and the information could be displayed on both sides.

(Zero1 Exhibitions, 2018)

This exhibition display was created by 01Ex for Easy Web Recruitment. I really like the idea of the two walls display and how it was used in this exhibition,it’s clean and minimalistic. The exhibition incorporates the use of coloured banners, television screens and Ipads as means for the audience to gather information. The exhibition does it’s job well and it can draw in the audience to find out more about the company by approaching and interacting with display.

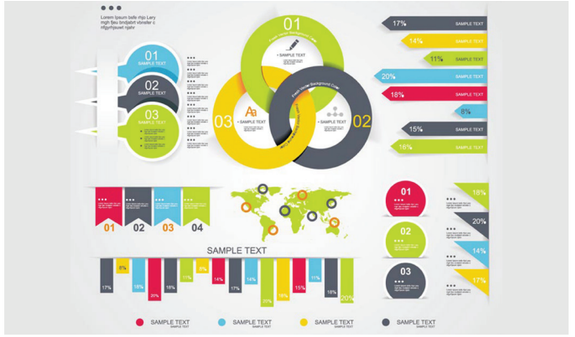
(Isodesign.co.uk, 2018)

This is a part of a display in the Titanic in Belfast. This display is done by using projectors to project the diagram of the Titanic on the floor and part of the wall. It was be cleverly designed for the audience to interact with the blue print of the ship. To achieve this display, they have used multiple projectors to display the diagram across the room. I was thinking that this can also be achieved for the display for the 30th anniversary of the Science Shop.

Infographics

(Freepik, 2018)

Keeping with the circular theme from the logo, I found this example for the infographic. This will work really well with time lines and how it can put information across to the audience. This example is simple but I think it can be used really well in applying into the motion graphic where we can use each step to cover a statistic and explain it in more detail. The colour can be changed so it suits and goes with theme of the organisation to apply it across the visual identity.



(Vectors, 2018)

This infographic is really complex but I like the layout of it because each part can be broken down. The use of colour coding in this infographic is clever because each colour represents different statistics and the same colour within the diagram represents the same area that the statistics were gathered from. This infographic is really good at dealing with complex v to break it down to a simple diagram.

(Young, 2018)

I was extremely drawn by this infographic because the use of the circular shape and the colours. The circular shapes keep in the theme of the logo and this will make the whole visual identity of the Science Shop the same throughout the print and digital aspect of the 30th anniversary. I also liked the used of the icon in this infographic and how each one represents a statistics/information given in this diagram.

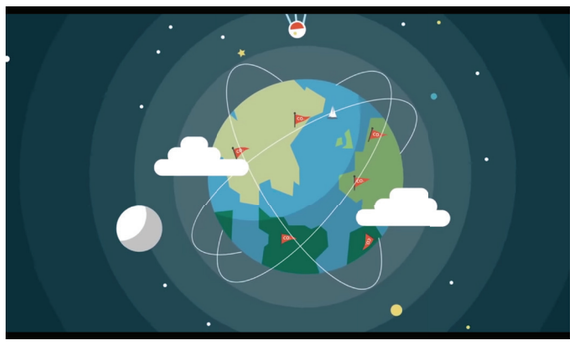
Motion Graphics

(Corporate, 2015)

This motion graphic was created for credential financial Inc. This motion graphic uses their main colours really well that's what I like about this one. This motion graphic uses voice over to explain the statistics as well as showing it to the viewers with it. This way the motion graphic is not clotted with information and it and the viewers will be focus on listening to it rather than spending time reading the statistics.

(British Council - Social Media & You, 2014)

This motion graphic was created for the British Council, this motion graphic piece is to be used as part of the launch of their brand new social media strategy pack. I really like how each imagery of the motion graphic will explain the statistics in a diagram. The main colour of the British Council is used throughout this motion graphic and this a clever way to get the viewer to associate the colours to the British Council.



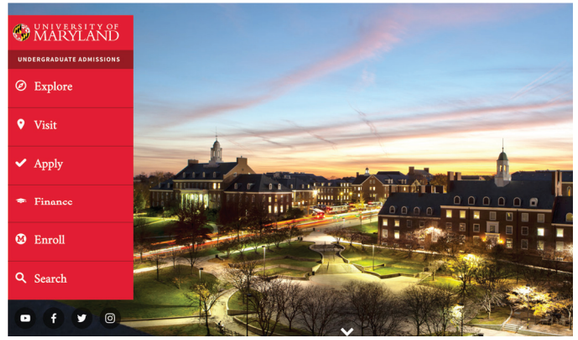
(Cisco, 2015)

This motion graphic was created for Deloitte and how it helps you strategically manage corporate exposure to the action of third parties. This motion graphic purely uses imagery to use explain to the viewers what the company does and how they can help you. The voice over explains in detail why the motion graphics are just there to be aesthetically pleasing to the viewers.

Holding Page

(Gwu.edu, 2018)

This is the home page for George Washington university. The home page for this university is really interactive, the main part that we will see is when we enter the site in the slide show of the different Faculties and see quotes relating to the university. This is a really good use of a slide show on a website and I think this layout/ design will work really well for the holding page for the Science Shop website for each university.



(Admissions, 2018)

This is the home page for Maryland university. I really like the use of the images in this university website and I also like the vertical scrolling were it will bring you to a different section of the page just by scrolling down through it. I like the idea of the holding page for Science Shop being a visual rather than information based page, that's why I think this is a really good example of that.

(Bates, 2018)

This is the home page for Bates university. This university website is also picture based and very aesthetically pleasing to the eye by the way that it was structured. This is also a vertical scrolling website and as you scrolling down more information will slide in which makes this really interactive and the user will spend more time looking through it.

Pitch Deck 1

This first idea I have was to create something that still has the round element of the old logo left so I combine it in the outline of this new logo. This logo has an gold outline to represent the two university element of the logo and I had used the red for the ‘S’ which represent the students. I have created the ‘Science Shop’ to complete the circle and I also used purple as the colour because it represent the community partner. All of colours and elements represent the different people the Science Shop work with.

After I created the main logo for the Science Shop, I then have to create a another logo for the 30th anniversary that could be use for different events. In this logo I have remove the ‘S’ to replace it with the 30 years anniversary, I still kept the red element from the main logo so you still be able to recognise the logo.

This is the second idea I had for the new logo and keeping with the theme of a circular logo, I created this logo that has the three colours blended into each other. I had the gold bigger than the other two because it represents the two university’s because through there the students and the community partners can get involved in the programme. I used the three main colours of the Science Shop that blend into each other so it will give the old logo a modern and minimalistic twist.

To create the logo for the 30th anniversary I added the 3 in front of the logo to create a 30 and I made the Science Shop bigger so it’s in proportion to the 30. Adding the 3, people will still be able to recognise the organisation if we apply the theme throughout the visual identity.

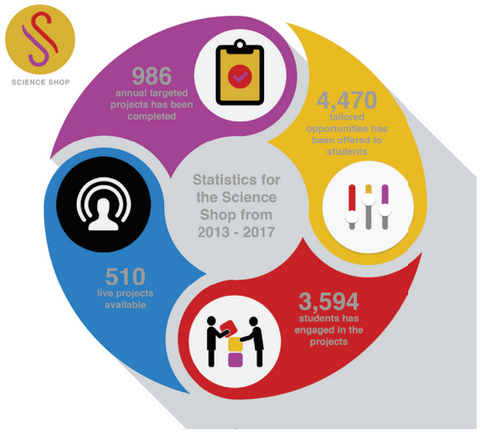
This is my third idea for the new logo and keeping with the theme of a circular logo from the old logo I created this one. I created this round, minimalistic logo with the incorporation of the colours from the old logo. I used the gold as the background colour of the circle and I then used the other two colours to create the ‘S’ initial for the Science Shop. I have combined two hooks to create the S, one in red and the other in purple and then I added the name on the bottom to explain the initial.

In creating the 30th anniversary logo, I just combined the 3 with the round main logo that I have created and I made the Science Shop bigger so it’s in proportion to the rest of the logo. Out of the 3 I like this one the best because it’s really minimalistic but it still ticks all of the boxes the client has given us.

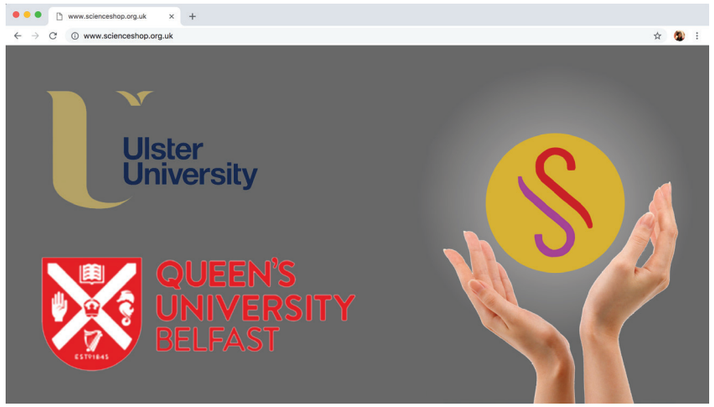
For this display I like the idea of having the back- ground colour to be the same so it will look like a con- tinual display. The layout of this is like a time line so the audience is able to start from one end and work their way to the other end. It’s displayed in a triangu- lar shape where the wall dripped in and out and the information could be displayed on both sides.

This display incorporates the use of coloured pop ups as means for the audience to gather information. The colours used on the pop ups represent different association in connection to the Science Shop and I thought it would be a good idea to incorporate the colours in the display. This is just a simple layout, the client will be able to decide if they want to add other information onto the display.

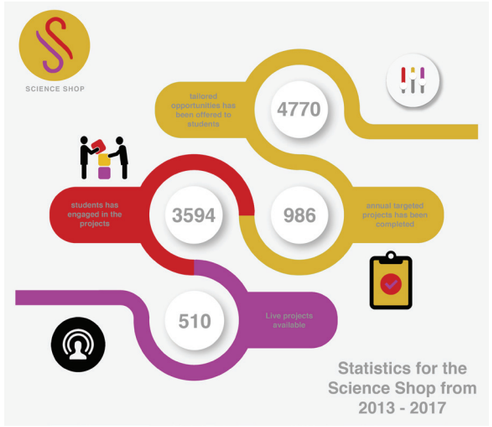
I thought of this idea by doing it through a projector. I have created this display as an example for the client to see what I had in mind. Still keeping colour themes from the old logo, I created a banner which will be the base colours for the display and other information will be on top of it. This display will be projected onto the wall and the audience will be able to interact and gather information from it.



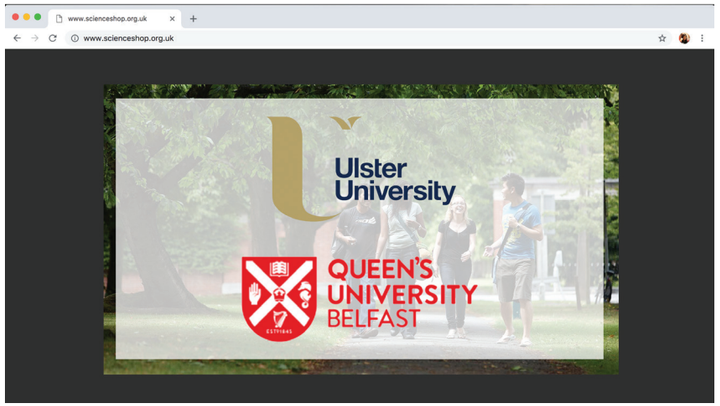
I created this infographic to keep in theme of the rest of the visual identity of the Science Shop so it will look the same throughout the print and digital aspect of the 30th anniversary. I have used icons in this infographic to represents the statistics/information given in this diagram.



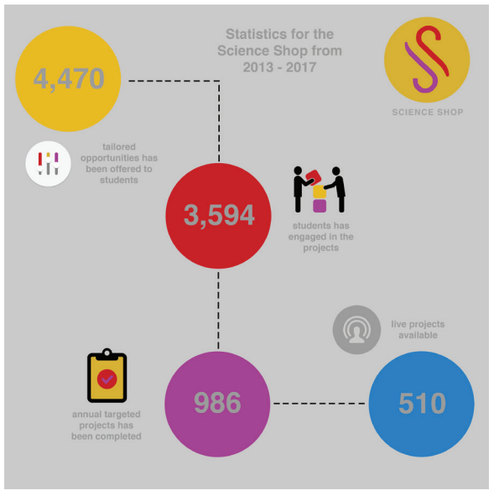
This is a simple layout for a holding page where the user will be able to use when arriving on the website. Each of the logos for the two university's is a link to a Science Shop belonging to the university.



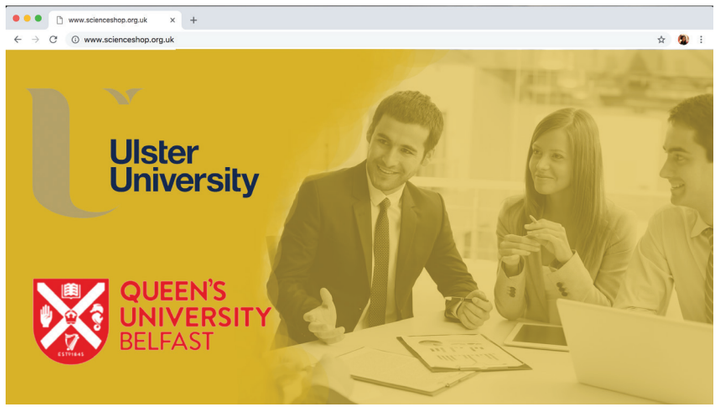
Keeping with the circular theme from the logo, I created this infographic. I have used the three main colours from the Science Shop to create the time line starting with gold to represent where the project starts off in the process of completing it. I have used icons throughout to represent different elements in the statistics.



This holding page has a slide show element as a background and the images will change to display different projects that the Science Shop has completed. The links to the university pages are layered on top and the logo is used as a link to it.



I created this infographic to look like a time line, starting with the highest number of the statistics and work it's way down to the lower statistics. The client will be able to add other information/statistics to this to create a bigger time line.



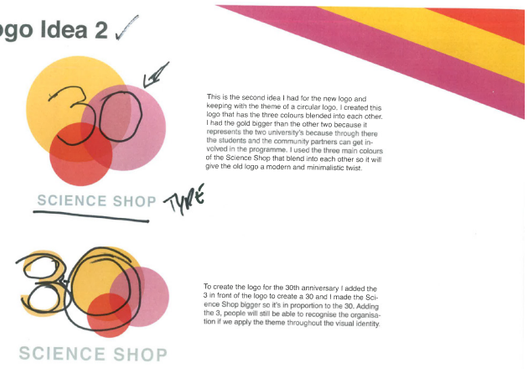
I have use the gold colour element to represent the two university's as a background colour and I have combined an image with it. Again the two university logo's are links to the Science Shop and belonging to each university.

Feedback for 1st Pitch Deck

Logo Idea 1

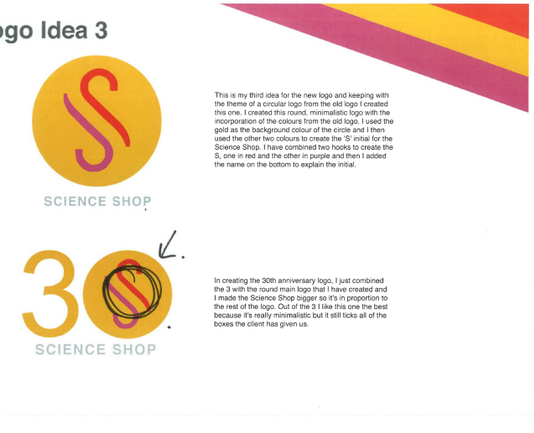
The feedback that I receive for this logo was that the spacing on the “Science Shop” is to far apart because at the moment the spacing of the words are right and I need to revisit the design and correct the spacing if I was going to go forward with this idea. The 30th logo version was too simple and the 30 in the circle doesn’t work. Also, I got feedback that I need to look at different font styles to see which one will suit the Science Shop better because this current font doesn’t look like the right one.

Logo Idea 2 ✓



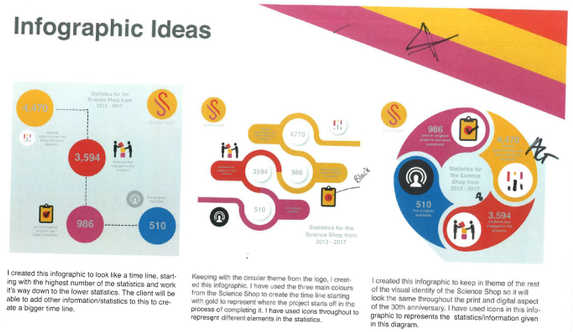
For this 2nd logo that I created, the feedback that I received was that I needed to look at different ways on how the 30 can be incorporated into the main logo better and we looked at how the 30 can maybe fit into the 3 circles of colour, also, we looked at maybe the 3rd logo can have the 3 made out of the three main circles using the three colours. I also need to look at the font for this logo and colour of the wording again so it will improve the way it will all incorporated together better.

Logo Idea 3



This 3rd logo idea was my favourite because of the way the S was done and how it incorporate the three colours set by the client. The feedback that I receive for this logo was that they didn’t like the solid gold used as the background colour of the logo. In the 30th logo, they wanted to see the ‘0’ be created with a hollow so it will look more like a zero rather than an ‘O’.

Infographic Ideas

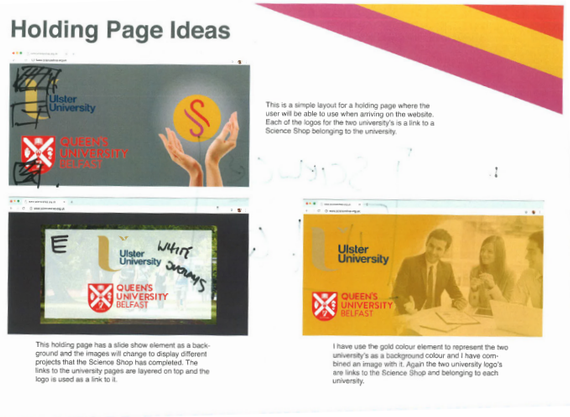


On this page I have created three infographic ideas that could be used. The feedback I received for the first idea was that they said it was too simple and the time of this one didn’t work. The feedback I received for the second one was that I needed to change the colour of the tick and the tailored icon needs to be revisited and find something else that works better. On the third idea, they didn’t like the colour blue being used in the logo because the blue is not in the main colour of the organisation so they would like me to create one for a secondary colour.

Exhibition display Ideas

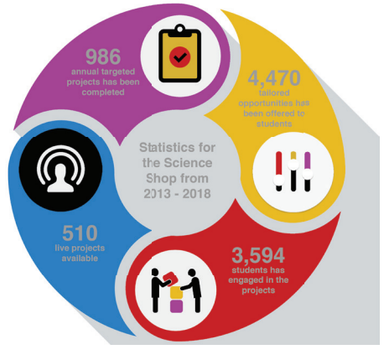
The X on the three colours on the banner is to tell me to remove it from the pitch deck, and to leave the design plain and simple because the idea design is more important than the design of the page. The feedback I got for this exhibition displays is that they like the second idea but I need to add more image to the display to break up the information. The first idea needs to have a full colour for the background so it will look better and look for a square board rather than rectangular.

Holding Page Ideas



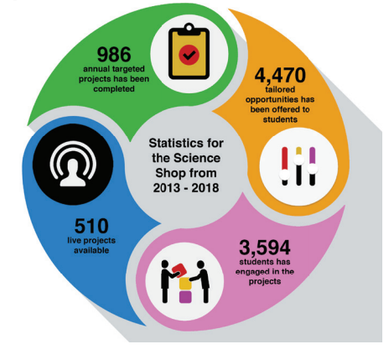
The feedback for the first logo is that the logo for both of the universities needs to be smaller and that’s the same with the second idea. The white background of second logo needs to be removed because they said it looks like a website in the 90s. The gold colour on the third holding page will not work and it would not get passed the guide line so the colour will need to be changed on that if I was going to go forward with the idea. I was also given an idea on how to create a new holding page and that is to have two university logos side by side and have the link to the Science shop at the bottom, also add pictures so the audience can interact with.

Pitch Deck 2



This is the new version from the first deck, I have changed the colour to make it bolder and I have changed the icons to a better version. I have also changed the colour of the font so it will be more clearer for the audience to read and it will stand out more on the bold background colours.

This logo was inspired by a book that I was given to look at. This logo was create d with different types of icons that represent different elements that have something to do with the university and the colour gold that the client has told us to use to represent the university, the 30 is incorporated into the main logo. This logo is for the university but there needs to be another two created for the community partners and one for the students.



This is the secondary colour from the version in the first pitch design that they have asked me to create. I have also to make the font black and change the icon to the new version.

This logo is a fixed version from the first pitch deck. They wanted the gold to be on top of the other colours and I turned down the opacity so that you can see the other colours through it, the font of the ‘Science Shop’ has been changed to Helvetica Light so it will look a bit better, to be used on the logo.

This is the new improved version from the first pitch deck. The only change I was asked to make on this one was the colour of the tick on the clipboard, change the colour from purple to black so it will stand out more.

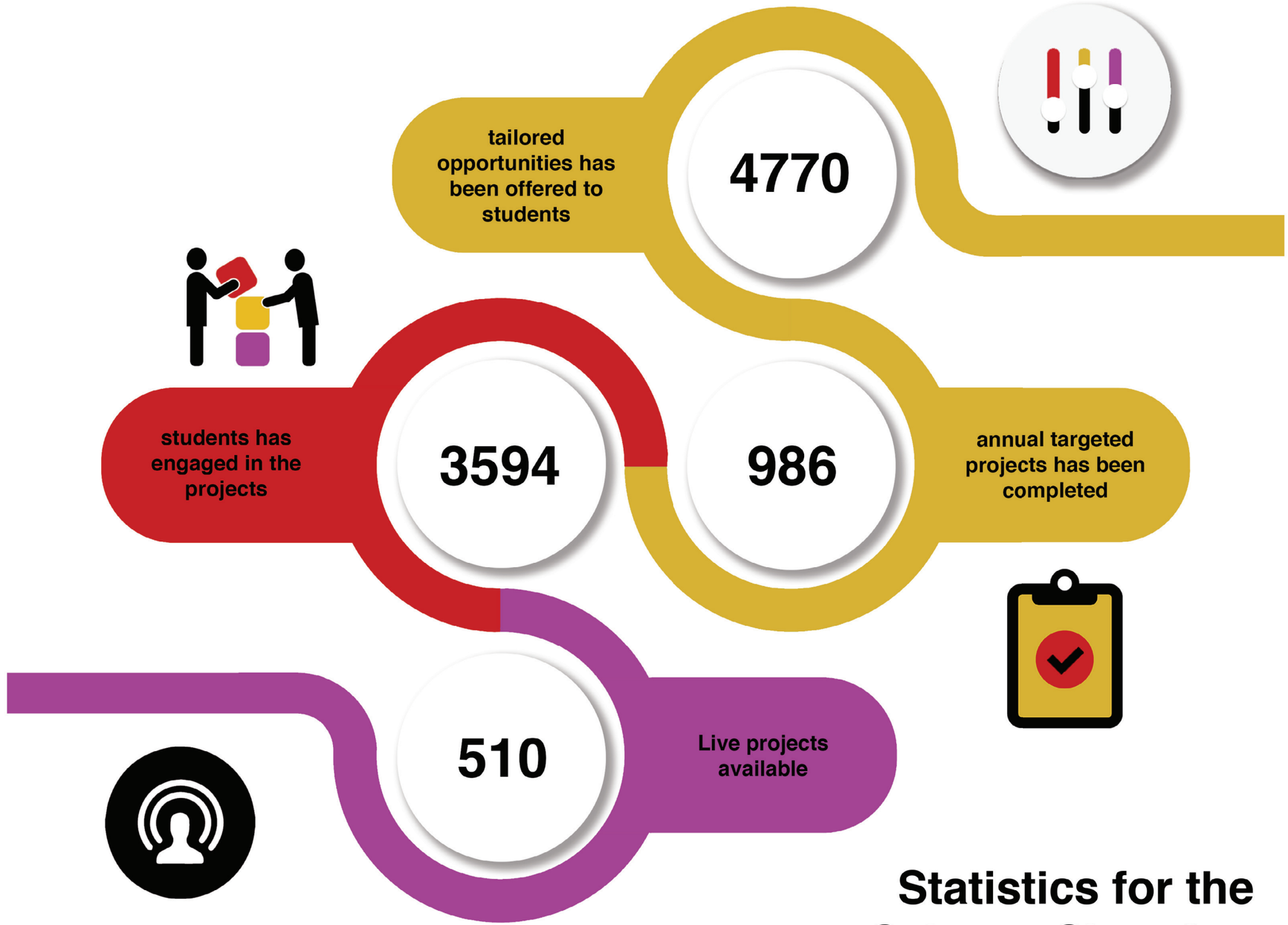
The icons that were used in the logo were incorporated into the display with a thick band across the boards used to link one board to another. I have used the other colours on the top or bottom and if the colour is on the top I will be putting an image on the bottom and then the opposite on the other board On the colour side there is information on it to explain a bit about the Science Shop.

This is the new holding page idea, I have reduced the size of the two university logos and added a line in-between the logos, I have also added a photo slide show which will help the audience interact with the web page and give them some more information on the Science shop. This holding page has more interaction than the current version.

My Final Pitch Deck

Logo Idea

Infographic Idea

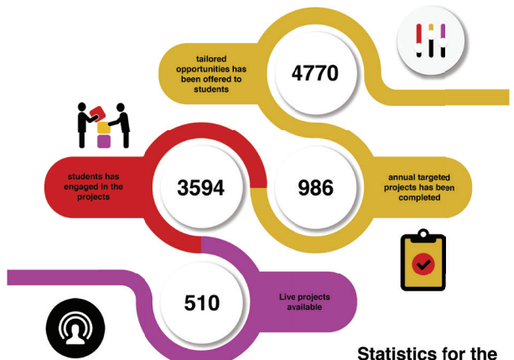


Statistics for the Science Shop from 2013 - 2018

Exhibition display Idea

Holding Page Idea

After showing Adrian my second version of the pitch deck there was a bit of change needed to the logo before pitching the idea to the clients. The main thing that needed to be fixed on this was the balloons because the last version the balloons was not clear and they wanted the edge to be more smooth so it will fit in better with the rest of the icon.



Statistics for the Science Shop from 2013 - 2018

After getting feedback from Adrian, he told that the text in the infographic would be much clearer if the text was in black so that's what I did and as you can see the infographic does look much better when the text is black.

The feedback that I got for the last pitch deck was that they wanted the icons used in the display to fill the whole way across the board so as to blend in better along the board. The images on the board are currently place holding images and they will be replaced if this idea is chosen.

From the feedback that I received from my last pitch deck, I have fixed the placing of the slide show where it's now in between the two university logos and the Science Shop 30th logo. The images are in the middle because that will help break up the three logos and it will also help the user to interact with it more.

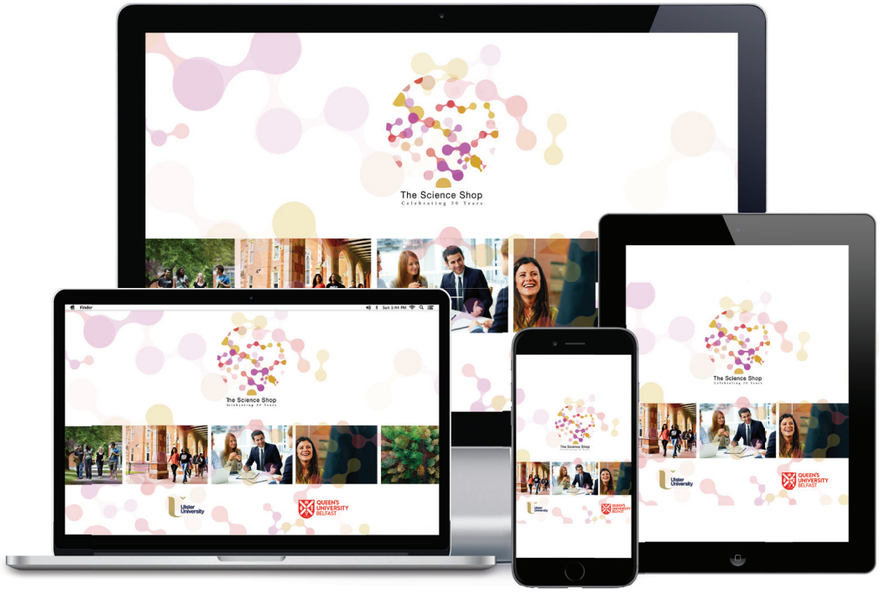
Chosen Pitch Deck

When we had finalised our own pitch deck, we then met with the clients and pitched to them our ideas. This logo was produced by Emily.

The clients are quite fond of this idea for infographic but they wanted a few things changed with it to improve the look that they desire.

This exhibition display that the clients have chosen was designed by Chloe. They admire the colourfulness of the boards and how the information is spread along them.

This was another exhibition display created by Chloe. This is a single standing board with images on them, the clients wanted to create something similar to this.



This holding page was designed by Emily and the clients really like how it interacted the holding page and how modern it looked.

These are some merchandise that Chloe had mocked for the pitch and the clients liked the idea of doing a t-shirt and mug but some improvements are needed.

Final Pitch Deck

The Science Shop

Ideas • Knowledge • Results

This is the final idea of the logo for the Science shop, Emily had made it more circular and improved on the colours to make it more balanced.

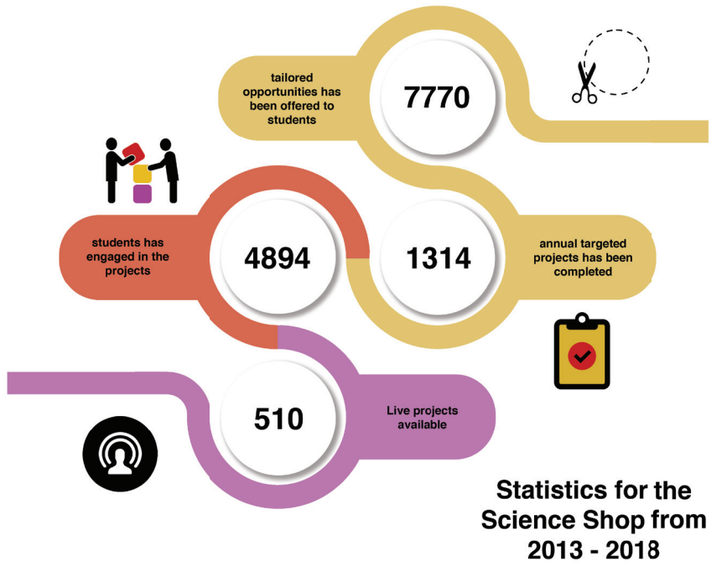
The Science Shop

Celebrating 30 Years

The client wanted to keep the 30th logo as close to the main one as possible so Emily created this one just by adding “Celebrating 30 Years” to identify between the two.

When discussing the idea for the exhibition display the client wanted to have two sides of the boards done. This is the picture side of the board created by Chloe

This is the other side of the exhibition board, on this side the clients wanted the infographic to be stretched out across all the boards. This design was created by me.



Statistics for the Science Shop from 2013 - 2018

This is the final design of the infographic. As you can see I have changed the top icon to suit the Science Shop better and the opacity was turned down to 70%.

This is the new version of the holding page for the Science Shop. As you can see the theme of the logo is also applied across the holding page to keep the theme across the different element of the Science Shop.

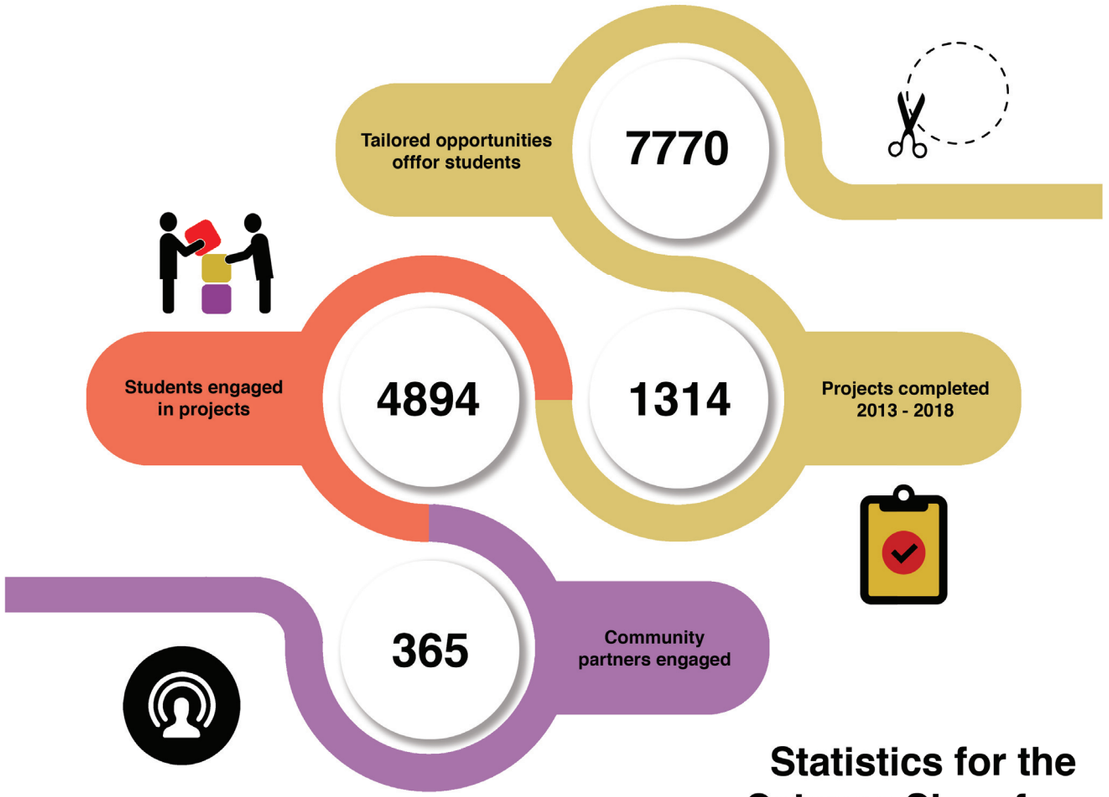
When the main logo was finalised, we then applied the logo onto some ideas for the merchandise. We still kept with what the client has asked for but we also added some more items to give them an idea of what it will look like across the range.

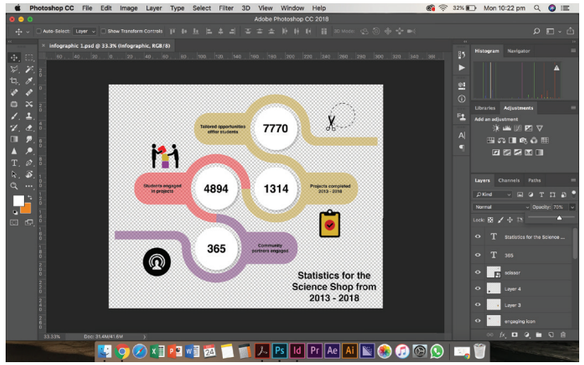
The clients also asked for a mock up of how the logo would look as a water mark that could be applied to images and video for branding the Science Shop.

Merchandise

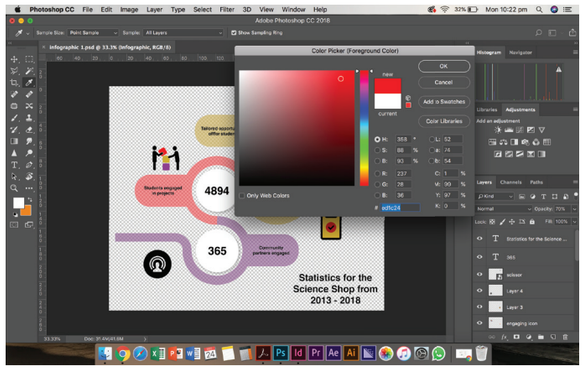
These are the final mock ups for the merchandise that I have created with the new version of the Science Shop logo. By the brand guideline the logo can not be put on a black background without sitting on top of a white box that's why the mock ups are only white or silver. These are the items that the client wanted us to create so they could see what it would look like when the logo was applied to them so they could choose the ring one to give out at events.

Infographic

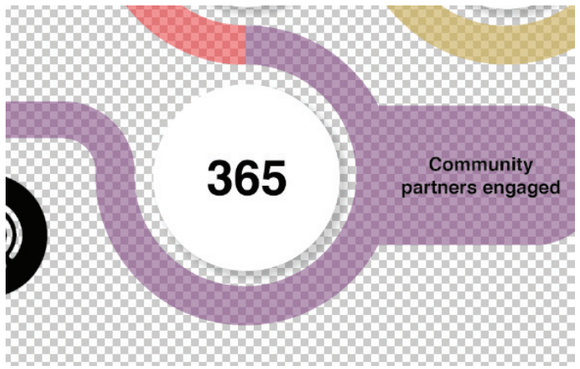




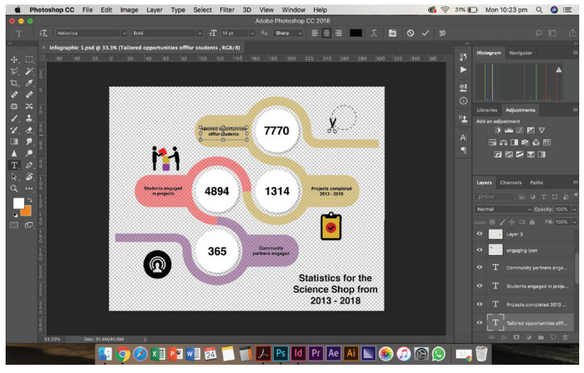
The clients wanted me to turn down the opacity of the colours of the path so it will blend in better with the whole aesthetic of the theme with the logo and the exhibition boards. To do this I had to select the layer of the path and then go to the top of the Layer tab and click on the drop down beside the opacity and from there I had to slide the bar to test and see what percentage works better with the path. The opacity percentage that I have chosen is 70%.



When I was showing the final logo, the client wanted to make a few changes to the colour to make it brighter so it would stand out more. So by changing the colour of the logo means we needed to change the colours across the different ranges of each element of the project and the infographic was one of them. To change the colour, I have to get the hex codes of the new colours and by using the paint bucket, I applied it to the path.



The client also wanted to change the last tab of the infographic so it will suit the statistic of the Science Shop better and it will suit the colour that each statistic is sitting on, for example the purple represents the community so the statistic should have something to do with the community. The client wanted to change the last statistic to “365 Community partners engaged.”

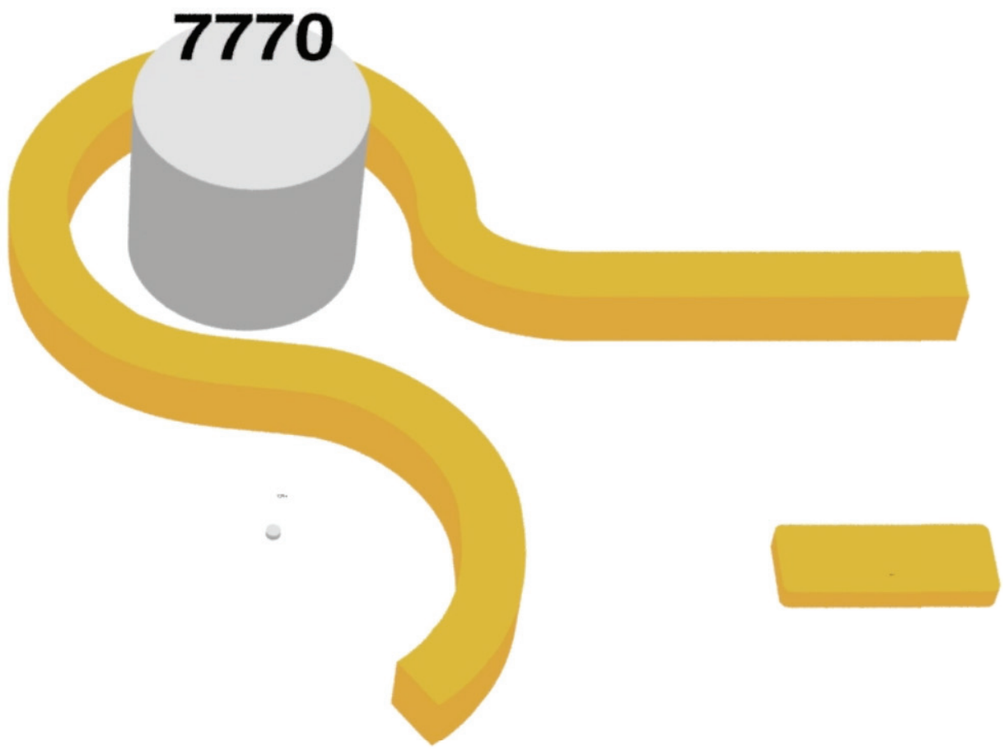


When the client did the final run through of the infographic, she wanted to change some wording to make it short and snappy so the audience will understand it better. To change the text, I used the text tool to select the text box I wanted to make the changes and then after I had finished, I had to make sure to click on the tick on the top to apply it to the changes to the text layer. The process is then
repeated throughout the infographic.

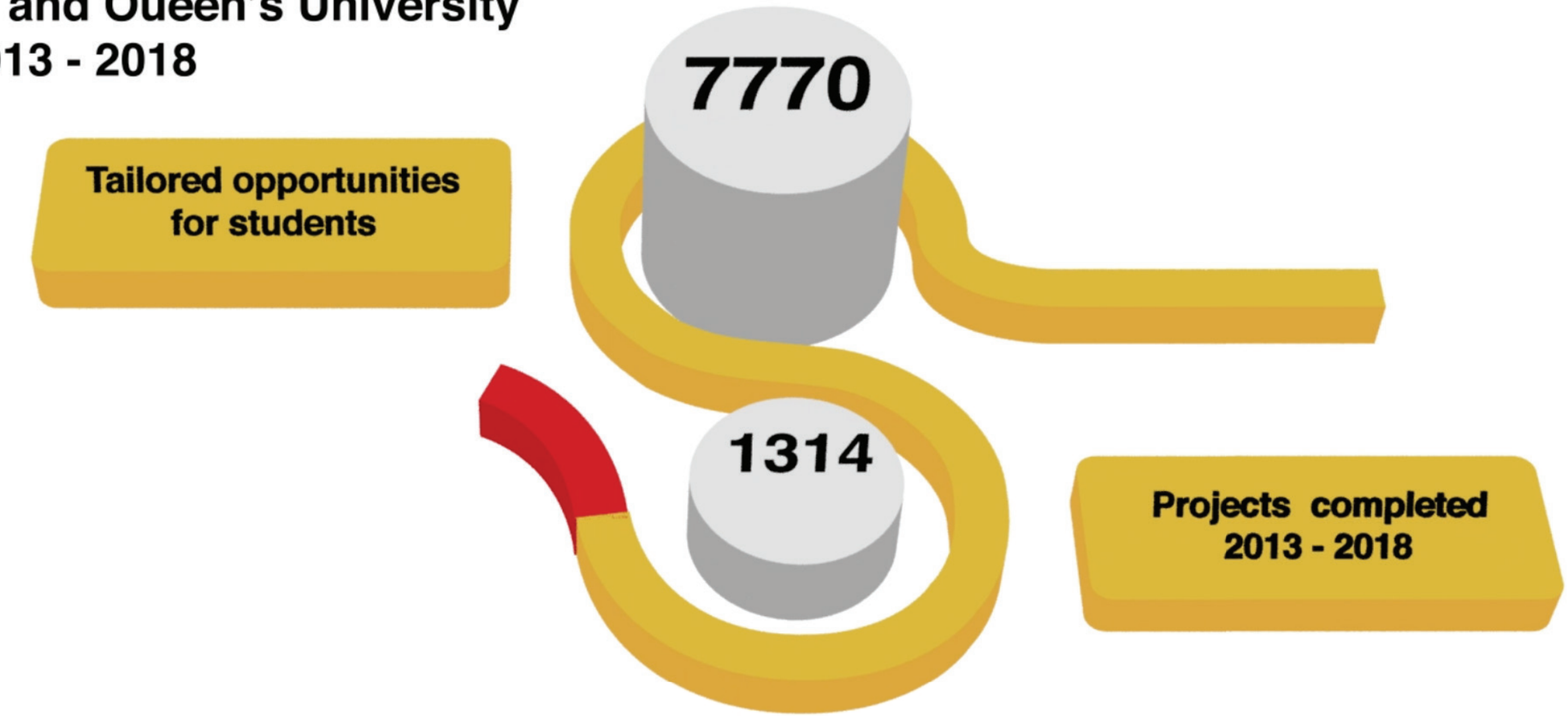
Motion Graphic

Science Shop Statistics
Ulster University and Oueen's University
2013 - 2018

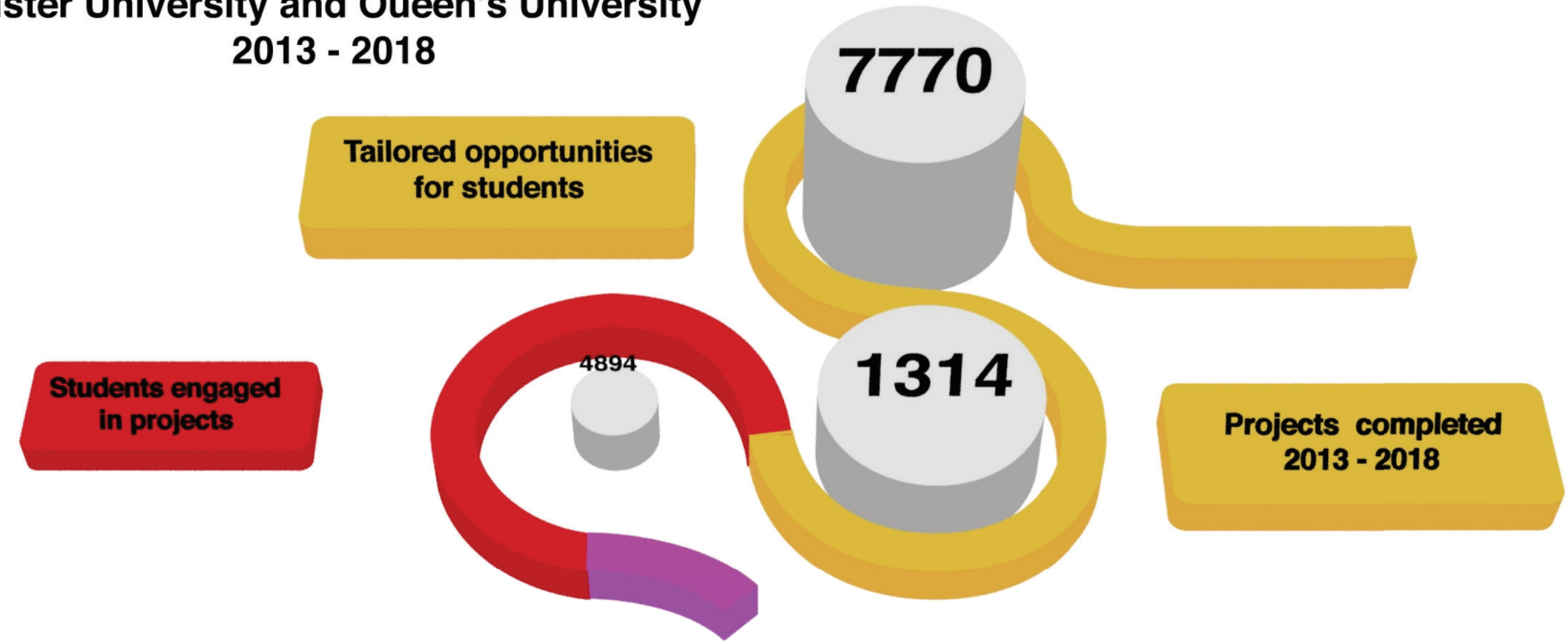
Tailored opportunities for students



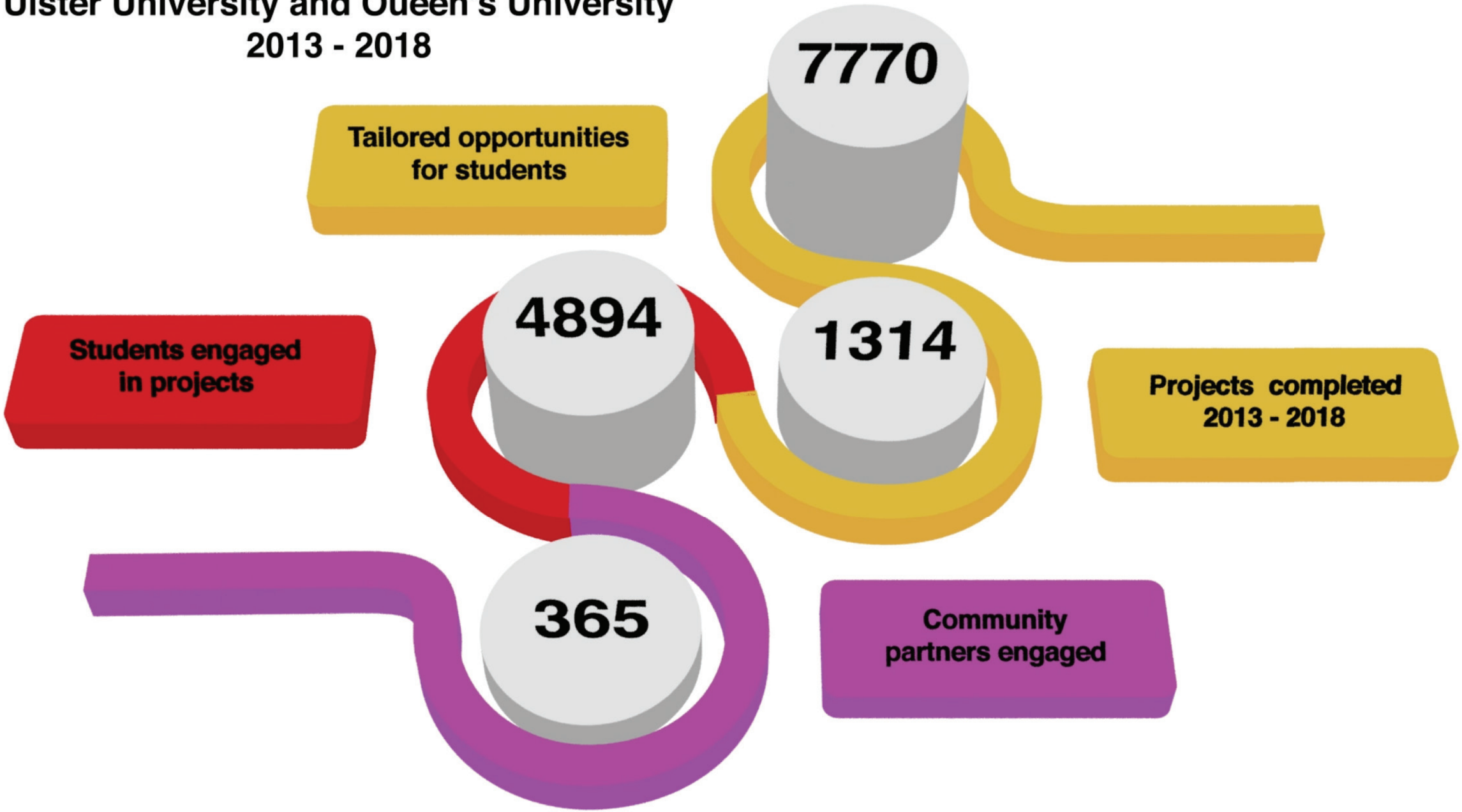
Science Shop Statistics
Ulster University and Oueen's University
2013 - 2018



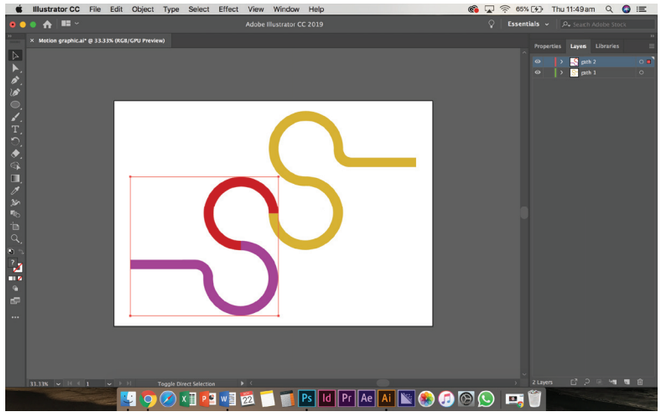
Science Shop Statistics
Ulster University and Oueen's University
2013 - 2018



Science Shop Statistics
Ulster University and Oueen's University
2013 - 2018

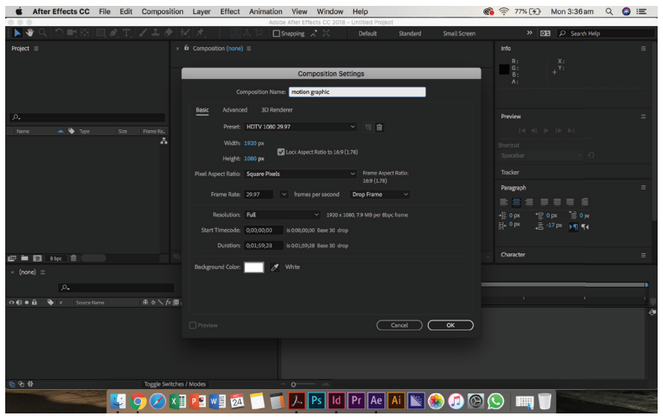


How it was created:

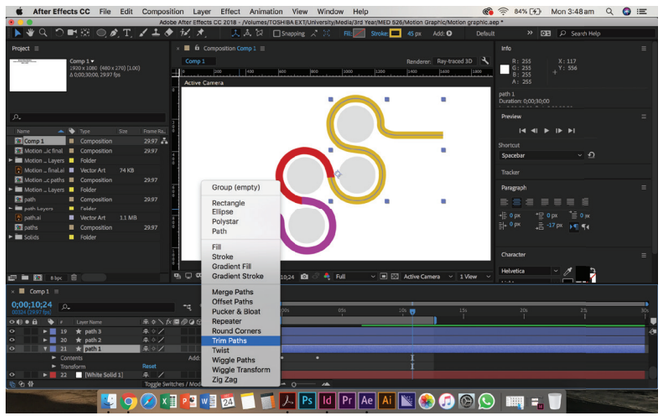


I started to create my motion graphic on Adobe Illustrator by creating the paths from the infographic. To create the paths I used the pen tool to each bit of the three different colours , each of those paths are on a different layer to help me identify the right one to work with.

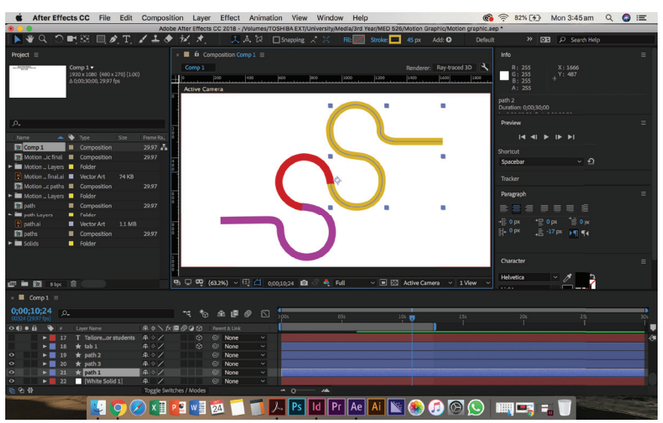
Now that I have the paths created and converted, I have to create the circle to go in the middle and to do this I had to click and hold on the rectangle tool and this will create a drop down menu with other shapes that you can create. The one that I used was the ellipse tool to draw the circles. To make sure that the circles were in proportion I held down shift and then drew out the circles. I created one circle and then I duplicated the layer to create more and made sure I renamed the layers.



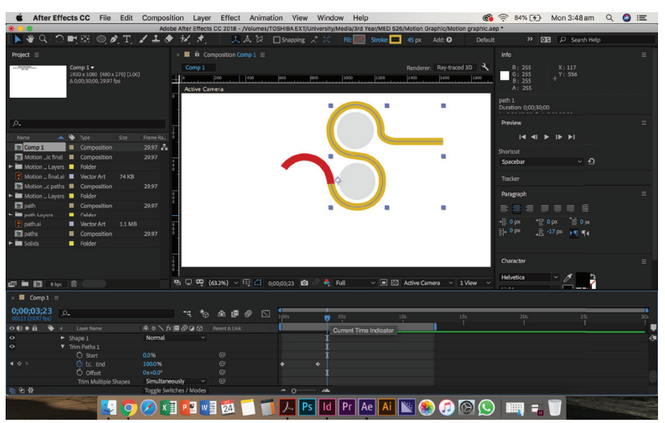
After creating the paths I then used Adobe After Effect to animate my paths. First I had to set up my composition with the frame rate and time line. After this I imported the paths that was created in Illustrator into After Effect by dragging and dropping it into the project box. I then had to make sure that my paths were in vector art so I would be able to animate them.



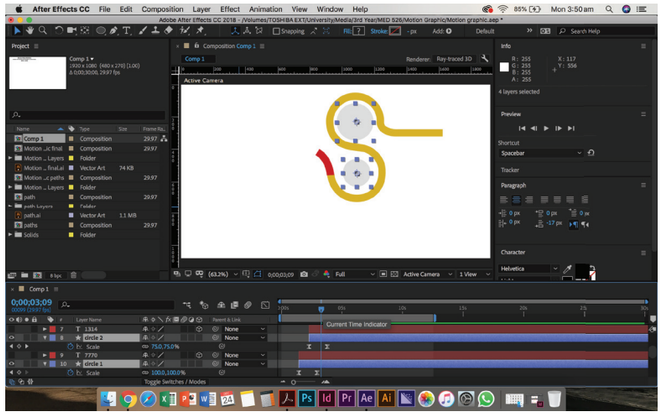
To animate the paths we need to add a trim path on each of the path layers and to do this I had to click on the drop down menu on the layer and then click add and select trim paths and this will allow me to animate the path and set key frames for start and end. This process is then repeated on to the other two paths making sure when one path ends the other one starts intimately after so it will become one flow.



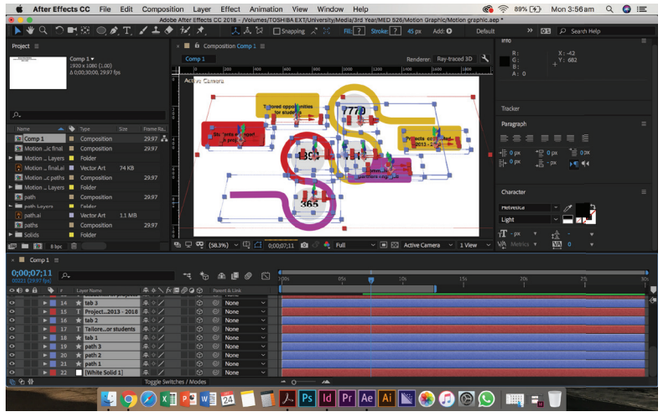
There are three different paths that I have created, each colour is a new path. As you can see in the time line tab I have named my paths so as to be able to identify them and this will help me when I have a lot more elements to edit. To change the name of the layer, you just right click and a drop down menu will be given and at the bottom there should be an option for renaming the layer.



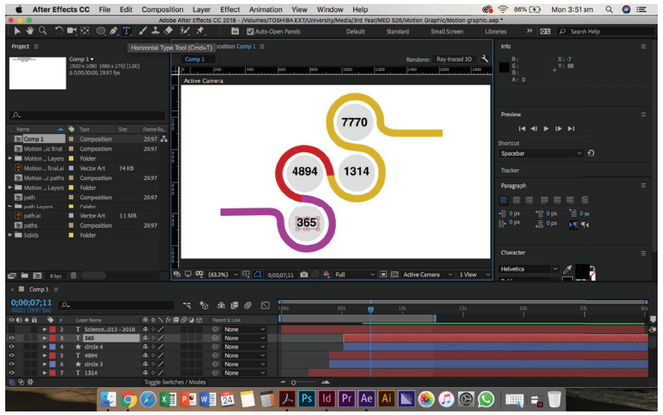
We will be starting the animate in 2D first and then we will turn it into 3D whenever we have created all the elements for the animation, this will save on rendering time because if we work in 3D the preview will take longer to render. This is the process on how I have set the key frame for each of the paths, making sure that the path ends in 100% to get the full length.



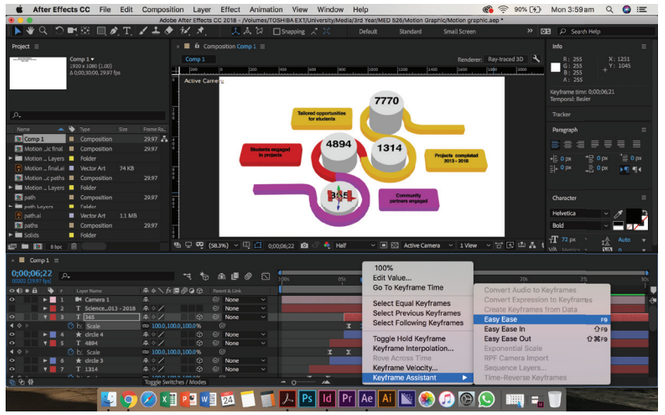
In this part of the animation I have to make the circles pop up whenever the path is going along the page. To do this I used the scale to make the circles start off at 0% and end at 100% so as the path is moving the circle will also be growing to its full size to give the affect of it popping up on the screen. After working out when I want the circles to appear I then set a start and an end key frame for each of the circles at different times so they don't appear at the same time.



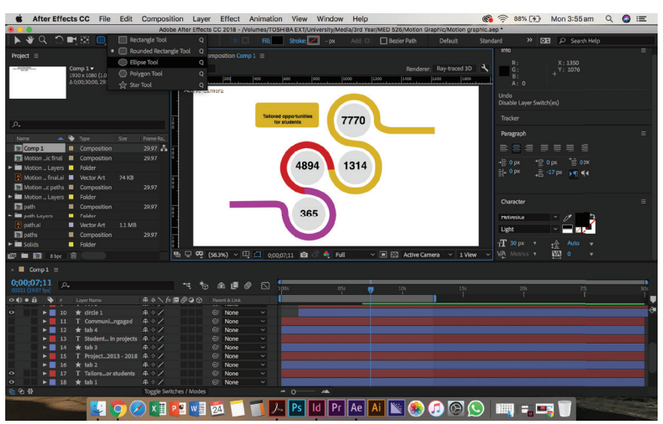
After creating all the elements for the motion graphic I then had to turn it into a 3D animation and to do this I selected all the layers and clicked on the 3D box. This will turn all the shapes into 3D where I can edit the Y or X axis. Before we could view them in 3D I had to make sure that all the animation is completed just for simplicities sake. So make sure the all the key frames are in the right place in the animation.



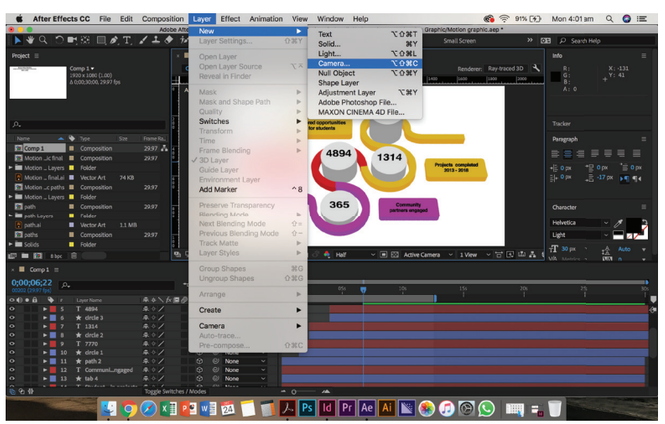
The next thing I had to create was the text to go on top of the circles. To do this I needed to create a text box by click on the "T" along the top bar on the page, this is the text tool. When that was selected I then dragged and created a box to drop the text into. This process is repeated for the other three texts. I also had to animate the text boxes to appear along side the circle so it would pop up at the same time. To do this I again had to set key frames in the scale.



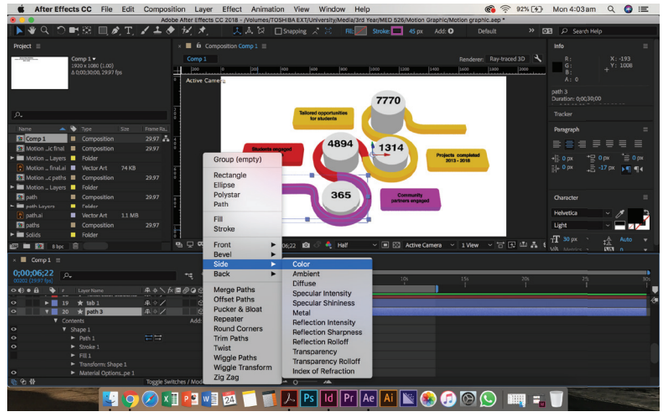
When setting the key frames for the paths, the circles, the numbers and the tab with text, I had to make sure that they don't scale up at the same time so I had to set them on a different time. After setting the key frames, I also added an easy ease to make the animation run a bit smoother. I had to make sure that all the elements had an extrusion depth and to do that I dropped down the layer and you will get an option called geometry and what you do is take your extrusion depth and push it out to wherever you want.



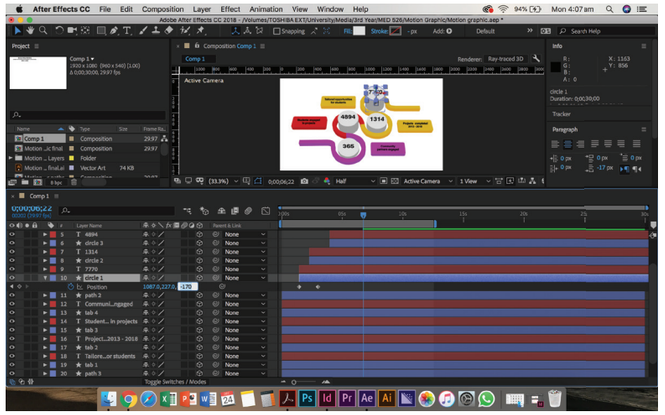
At this stage of the motion graphic I had to create a tab for the information to sit on top of. To do this I had to use the rounded rectangle tool and fill the shape with the same colour as the path relating to the information that is going to be put on it. Again this will have to be animated so it will pop up when the path is run, the circle and the number are appearing on the screen.



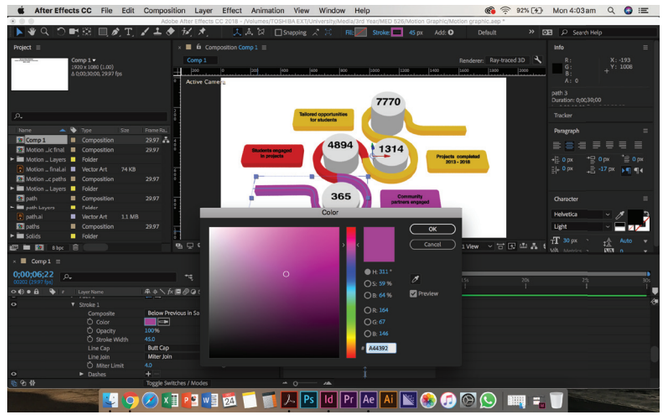
After adding the extrusion depth we can now add the camera to see what that has done to the animation. To do that go to Layer, New and then select camera and press C to bring up the unified camera tool and tap through that until you get to rotate and then holding shift and dragging up you will be able to see that the shape has a 3D depth.



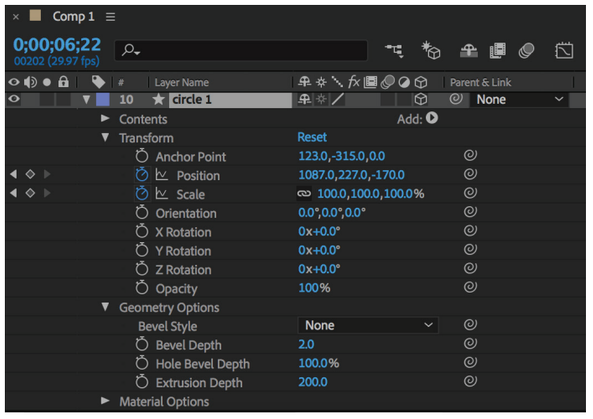
Now that the shapes are in 3D, I had to make sure that there is shading to the shapes so you can tell that the shape is in 3D. To do this we need to add a side colour to the path so it's a different colour to help differentiate it. Select your path and make sure your clicking on the shape itself, click add and then sides and select colour and that will add a colour to the side of that shape.



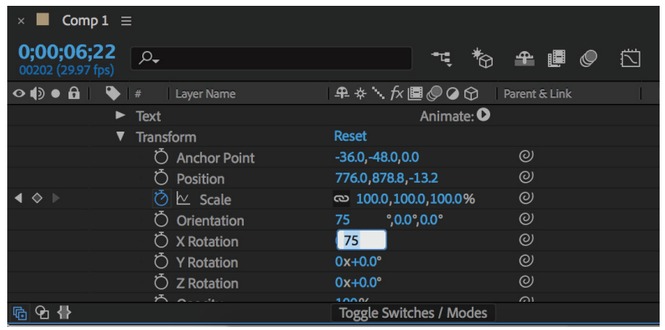
At this stage of creating the animation I will be finalising different parts so it will look right when before exporting it out. In this part I had to make sure that the numbers are sitting on the circle correctly and that it's in the middle. To do this I had to use the position to make sure the key frames are set in the right place and this will be done throughout each of the number sitting on to the circles.



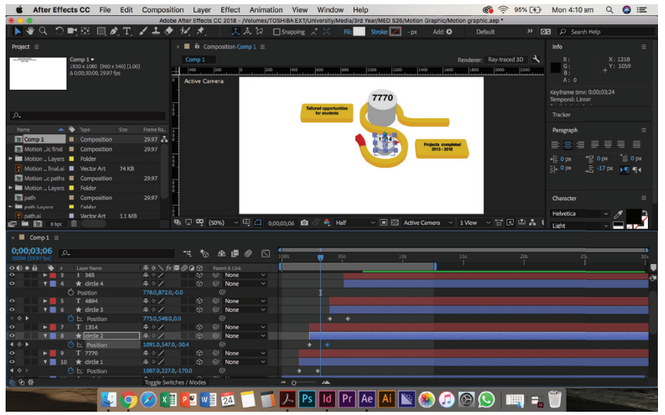
When the side colour is now added I will have to change the default colour from red to a colour darker than that of the main colour so it will create a shading. I will get the hex code for the main colour and by using the selecting tool, I will chose a darker colour. I will be repeating the process and add shading to all the shapes in the animation.



This is the different animation that is added to the circle to make sure that it pops up at the right time when the path is appearing. As you can see I have set my extrusion depth to 200 and the opacity has to be set to 100% so the shape will not look like it's floating in the air.



Now that the animation is in 3D, I will be able to edit the rotation of the shapes so it will sit up right when the camera is on it. To do this I used the scale and by selecting the X rotation will adjust it to 75. This process will be done to all the shapes but they will all have different rotations according to where the camera is hitting the shape.



This part of the animation is me finalising all the shapes and adding a title so the audience will understand what this motion graphic is about. After checking with Claire if she was happy with the final look, I then export it to an mp4 file. The export took an hour so I had to make sure that each element is correct and the client is happy with it.

Invitations

The Science Shop
Celebrating 30 Years

YOU ARE CORDIALLY INVITED

to attend the joint celebration with Ulster University and Queen's University Belfast.

This is the first version of the invitation that I created. The top one is the front and the bottom is the back of the invitation.

Ulster University

QUEEN'S UNIVERSITY BELFAST

Hosted by
Professor Paddy Nixon Vice Chancellor
at Ulster Universit and
Professor Ian Greer Vice Chancellor
at Queen's University Belfast

Wednesday 20th February 2019 at **12.00-2.00pm**
in the Harbour Commissioners in Belfast

RSVP by WEDNESDAY 6th February at
sceicneshop@ulster.ac.uk
Please indicate if you have any special dietary requirements

The Science Shop
Celebrating 30 Years

YOU ARE CORDIALLY INVITED

to attend the joint 30th celebration with Ulster University and Queen's University Belfast

After showing the first version on the invitation to the client there were a few things that needed to be improved to make the invitation better. The changes that I needed to make to the front were to create a box with the circular design as a background for the text to sit on top.

Ulster University

QUEEN'S UNIVERSITY BELFAST

Hosted by

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Vice Chancellor Ulster University

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On the back the client told me that the names of the two vice chancellors had to be on the same level because of political reasons so that was the first thing that I changed. The next thing that needed to change was the position of the rest of the text so it's all in proportion.

The Science Shop
Celebrating 30 Years

YOU ARE CORDIALLY INVITED

to attend the joint 30th celebration with
Ulster University and Queen's University Belfast

This is the final version of the front of the invitation. The client wanted me to try and put a gold box as the background colour to see if it would look better that the last version. This idea was then chosen to be used by the client.

Ulster University

QUEEN'S UNIVERSITY BELFAST

Hosted by

Professor Paddy Nixon
Vice Chancellor Ulster University

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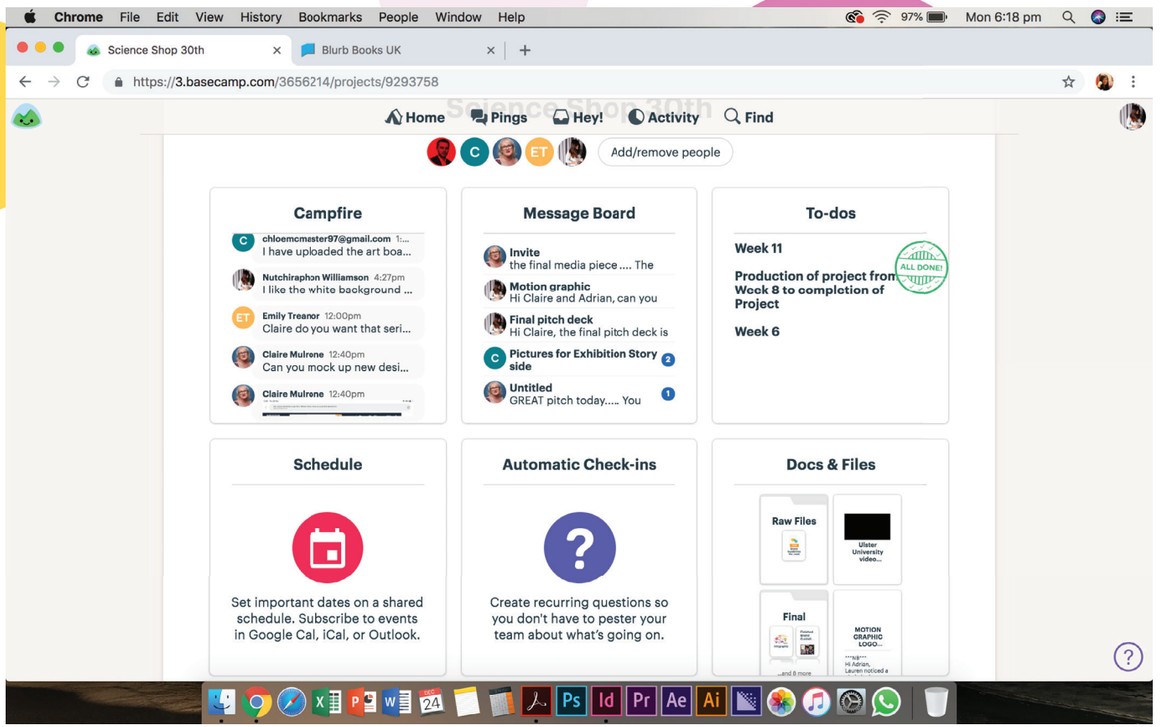
I had to make some changes to the back of the invitation. The first thing I had to change was the opacity of the background because it was hard to read the information on top of it. The other thing that has changed was the size of the two university logos, I had to make sue that both logo s were the same size.

Basecamp



Basecamp was important in achieving this project, it allowed us to complete the project and post the updates using different tools. We have tried using the message board but it was too slow in getting responses and we decided to use another form of communication.

CAMPFIRE -
This allowed each member of the group to create a topic that needed to be discussed, it allows members to chose other members in the group to communicate with.

MESSAGE BOARD -
The message board allows us to communicate with members of the group about the project and it also allows us to communicate with the client directly because our client is Claire.

TO DOS -
The to dos feature allows us to create lists that each member will be assigned to compete. The list will also allow us to set deadlines for when the task has to be done for and this has helped us keep on top of the work load. When the task is competed the member that was assigned to it can tick it off as done.

DOCS and FILES -
This area of Basecamp is the most used on this project because this is where member of the group can share documents or files to all the members to access. Within this area we have made folders for different stages and element in the project.

O2-UK 4G 10:37 pm 100%

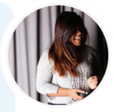
Science Shop 30th

Friday, October 12

chloemcmaster97@gmail.com 5:07pm
Can one of yous please upload the updated brief with the changes Claire and Adrian suggested yesterday

Emily Treanor 7:34pm
I fixed the actual text but nutchiraphon wanted to fix the layout. I can send in a copy of it now with fixed text as that's the most important part anyway!

Emily Treanor 7:53pm
All is up now! Thanks for putting up the charter and doing up the schedule chloe!!

7:58pm **Me**

I'll will get the layout done for tonight.
Yes, thanks for doing the charter Chloe

chloemcmaster97@gmail.com 8:04pm
No problem thanks for uploading that Emily!

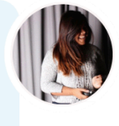
Send

Home Hey! Activity Find Me

O2-UK 4G 10:37 pm 100%

Science Shop 30th

chloemcmaster97@gmail.com 1:58pm
I have uploaded the art boards for the story side of the exhibition in both the yellow colour and white both with and without the writing (ideas, knowledge and results). I also put the boards together in indesign and exported them out to see what it would look like together so please let me know which you prefer and/or what changes you would make, thanks

4:27pm **Me**

I like the white background Chloe, also
Can You try having more pictures on one board rather than having one big picture
🤷🏽‍♀️

Tuesday, November 13

Emily Treanor 12:00pm
Claire do you want that serif font on the t shirt or would you prefer the font that "The Science Shop" is written on. I'm fixing the t shirts now. Thanks

Send

Home Hey! Activity Find Me

Home Pings Hey! Activity Find

+ New list

To-dos All done!

View as...

7/7 completed – Archive list

Week 11

Add a to-do

- [x] Invitation Thu, Dec 13
- [x] Edit Merchandises with new logo Thu, Dec 13 Nutchiraphon W.
- [x] Edit text for motion graphics Thu, Dec 13 Nutchiraphon W.

And 4 more completed to-dos...

13/13 completed – Archive list

Production of project from Week 8 to completion of Project

Add a to-do

- [x] Produce style guidelines for future projects Emily T.
- [x] More Merchandise Thu, Dec 6 Nutchiraphon W.
- [x] Price exhibition boards Nutchiraphon W. chloemcmaster97@gmail.com

And 10 more completed to-dos...

6/6 completed – Archive list

Week 6

Add a to-do

- [x] Merchandise Tue, Nov 6 Emily T.
- [x] De-sciencify logo for visual identity Tue, Nov 6 Emily T.
- [x] Merchandise Tue, Nov 6 Nutchiraphon W.

And 3 more completed to-dos...

Home Pings Hey! Activity Find

+ New message

Message Board

Invite
Claire Mulrone • Dec 5 — the final media piece .... The invite uploaded an example of a typical university invite to docs and files. Details to be included (Front)

Motion graphic
Nutchiraphon Williamson • Dec 1 — Hi Claire and Adrian, can you please have a look at the motion graphic for me and see if you want me to fix anything. Thanks,

Final pitch deck
Nutchiraphon Williamson • Nov 13 — Hi Claire, the final pitch deck is up.

Pictures for Exhibition Story side 2
chloemcmaster97@gmail.com • Nov 12 — Hi Claire, I wondered could you send in those images you wanted us to use for the exhibition piece, I think you mentioned

Untitled 1
Claire Mulrone • Nov 1 — GREAT pitch today..... You worked very well together and explained your individual designs perfectly. You compromised to meet the client

Stats From QUB
Claire Mulrone • Oct 17 — Eileen at QUB compiled the following stats. In the last 5 academic year (12-13 – 17-18) Over 3,000 students offered tailored opportunities

Exhibitions I like
Claire Mulrone • Oct 17 — https://www.pentagram.com/search/?query=exhibitions&sector=&discipline=&clients=&page=2 an exhibition is a room

Untitled
Claire Mulrone • Oct 11 — [Image] Northside Graphics Units 5 & 6 Round Tower Development, Dargan Crescent, Belfast BT3 9JP [Image] | +44 (0)28 9022 2111

Untitled
Claire Mulrone • Oct 3 — You must attend class tomorrow!!

Uploaded files 1
Claire Mulrone • Oct 2 — this is a flavour of the type of hard copy print I have. The red coloured documents are student focused and the purple are community

Home Pings Hey! Activity Find

+ New...

Docs & Files

Unsorted

Raw Files

INDD
Brand Guidelines file .indd

Ulster University video sequence-2.mov

Final

Infographi

Finished Brand Guidelin...

...and 8 more

MOTION GRAPHIC LOGO FINAL.mp4

NB
Hi Adrian,
Lauren noticed a circle in the motion graphic that is flying

MOTION GRAPHIC LOGO FINAL.mp4

NB
Hi Adrian,
Lauren noticed a circle in the motion graphic that is flying

brand guidelines 2 .pdf

Hi,
I fixed the guidelines based on the corrections you gave me last week.

GIF

circlesmov

circlesmov

Motion Graphic

Science Shop Logo 2nd dra...
Motion Graphic of

Science Shop Logo finishe...
Hi Claire, Due to the

...and 1 more

1st draft for print

...and 5 more

Ulster Law Clinic Magee Launch Invite Front.jpg

Ulster Law Clinic Magee Launch Invite Back.jpg

Brand Guide .pdf

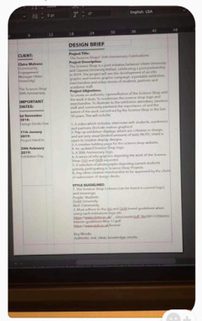
This is a rough draft of the brand guide

Messages

O2-UK 4G 10:09 pm 100%

Home IM gurls 👧😎🤗

Emily



Can you's read that

Yes 👍

You need to change the o to zero in the 30th

Chloe

Sounds really good!

Aa

O2-UK 4G 10:09 pm 100%

Home IM gurls 👧😎🤗

Emily

Do I need to add examples of similar projects??

Chloe

I think so

Or even show the examples of the science shop stuff that Claire sent to us on base camp and evaluate it

Emily

Ok can you's find like a good example each

Cuz if I put in the current stuff then analyse two that should be it sweet

Chloe

Of similar projects like the science shop??

Emily

Like better examples of similar things I suppose

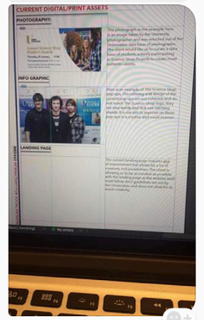
Aa

O2-UK 4G 10:11 pm 100%

Home IM gurls 👧😎🤗

Emily

Ok just this page too



If someone could link me to the current landing page that'd be fab

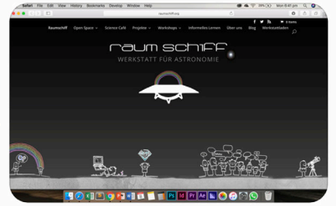
Chloe

http://www.scienceshop.org

Aa

O2-UK 4G 10:12 pm 100%

Home IM gurls 👧😎🤗



Emily

can you still link them

found this from the Switzerland science shop

that's their home page

8 OCT, 7:23 PM

I sent over some examples through your email. Please excuse the grammar and spellings 😅 read over it and you can correct it 😅 hope it's ok

Aa

O2-UK 4G 10:10 pm 100%

Home IM gurls 👧😎🤗

Chloe

Does that thing make sense ok to you emily??

Emily

Right read this wee bit

Yes it make sense Chloe, what other example do you want me to get?

Aa

O2-UK 4G 10:11 pm 100%

Home IM gurls 👧😎🤗

Emily

Can't say too much about the info graphic as your one made it

They're perfect

Chloe

Good job! Yeah Emily that sounds grand haha I know 😂

I didn't get an example of a motion graphic or you could get an example of a different sort of display exhibition or a logo that uses circles idk🤔

I'm going to the gym and dancing soon so I'll not be back home to like half 9 but let me know if you need me to do anything else sure

What about the example Adrian shown us last week?

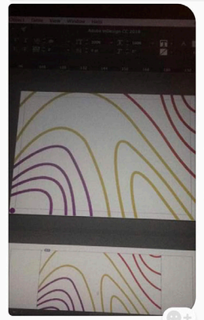
The 100th year anniversary if that library

Aa

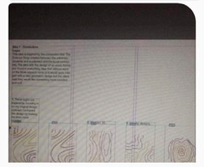
O2-UK 4G 10:15 pm 100%

Home IM gurls 👧😎🤗

I'm currently laying out my indesign doc so not everything I've done is in it



Just a wee cover there

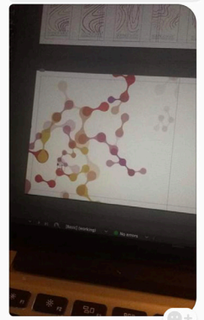


Aa

O2-UK 4G 10:15 pm 100%

Home IM gurls 👧😎🤗

Some wee logos there

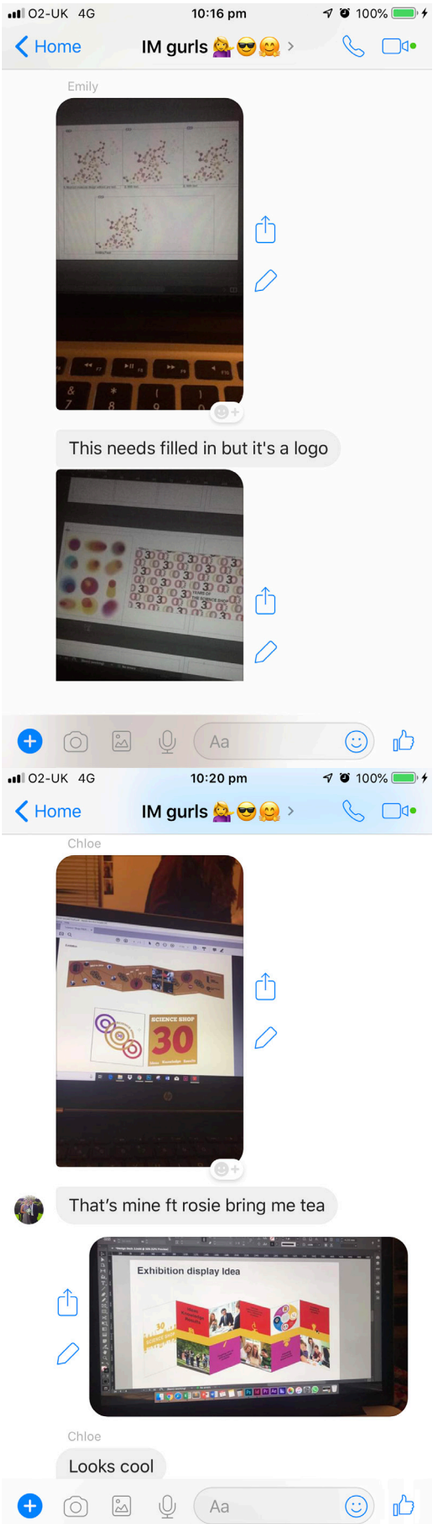


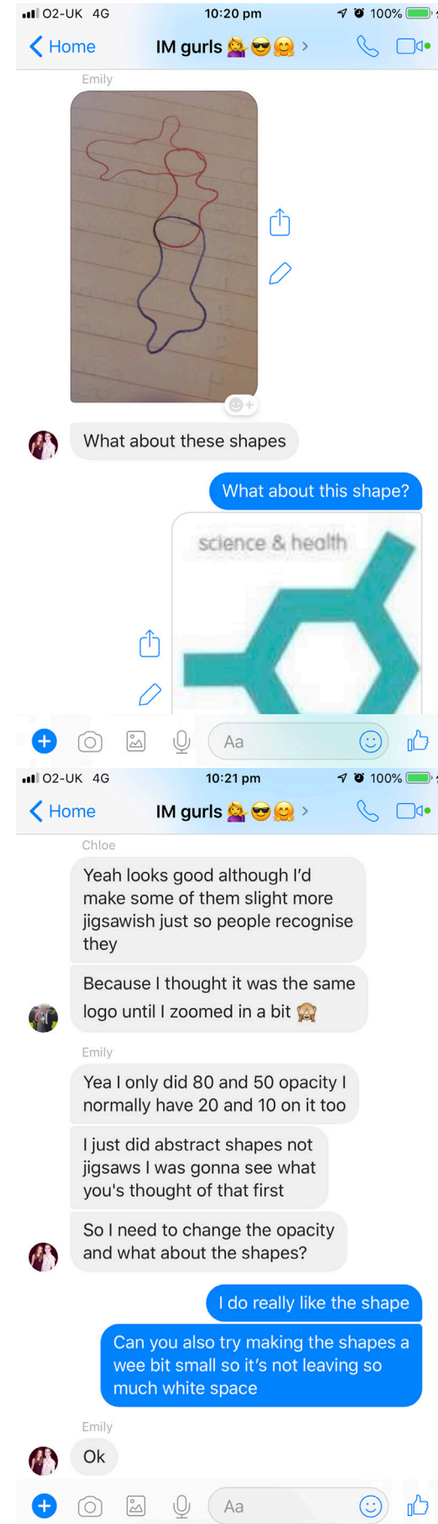
Then another wee cover

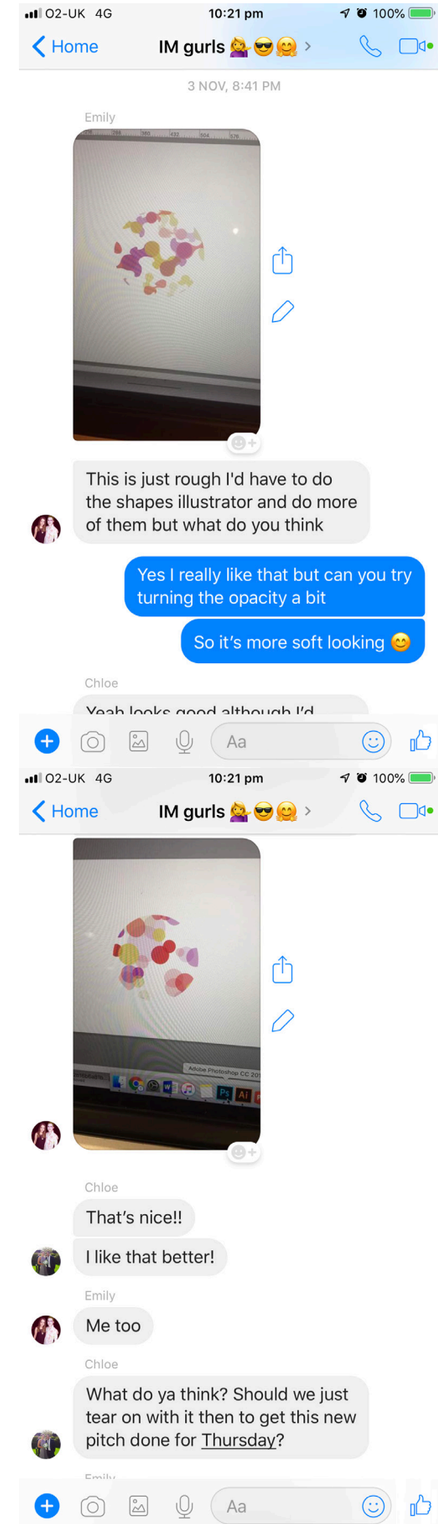
Chloe

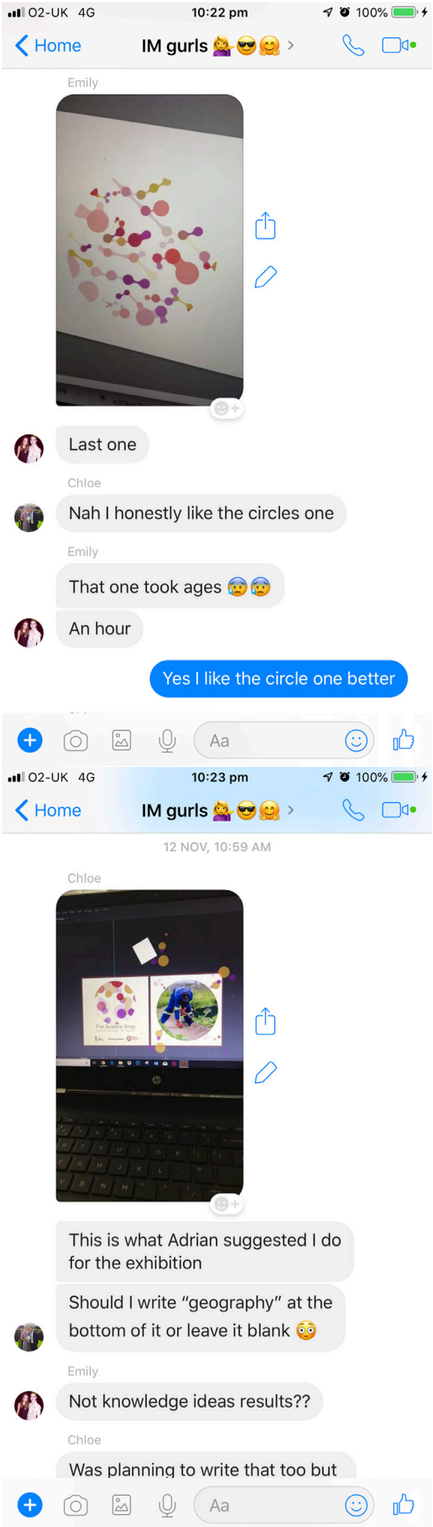
My design deck is a hash and I haven't written about any of them 😂

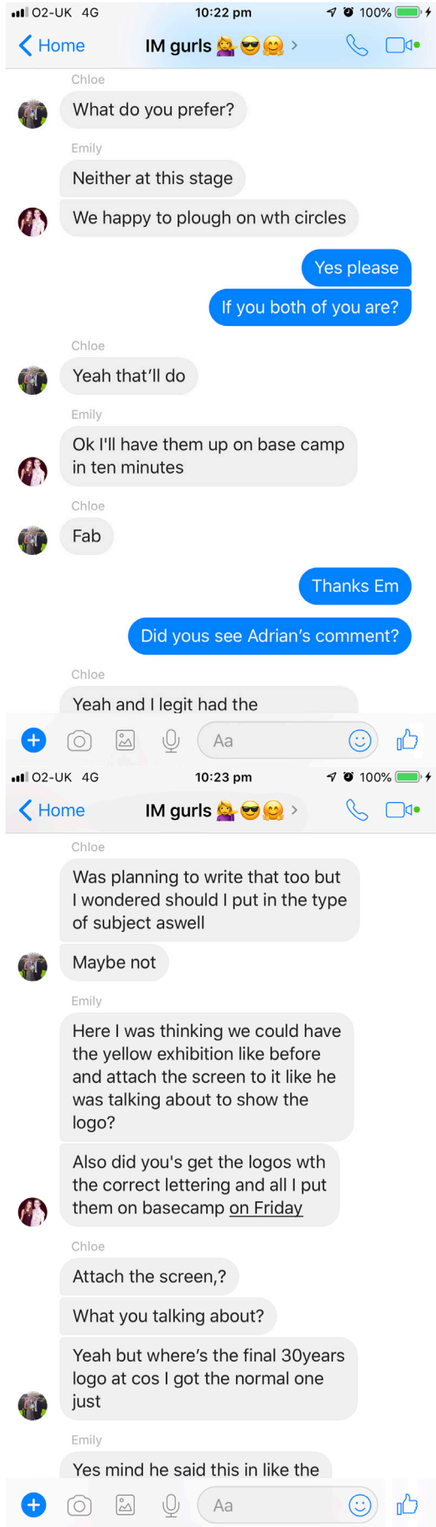
Aa

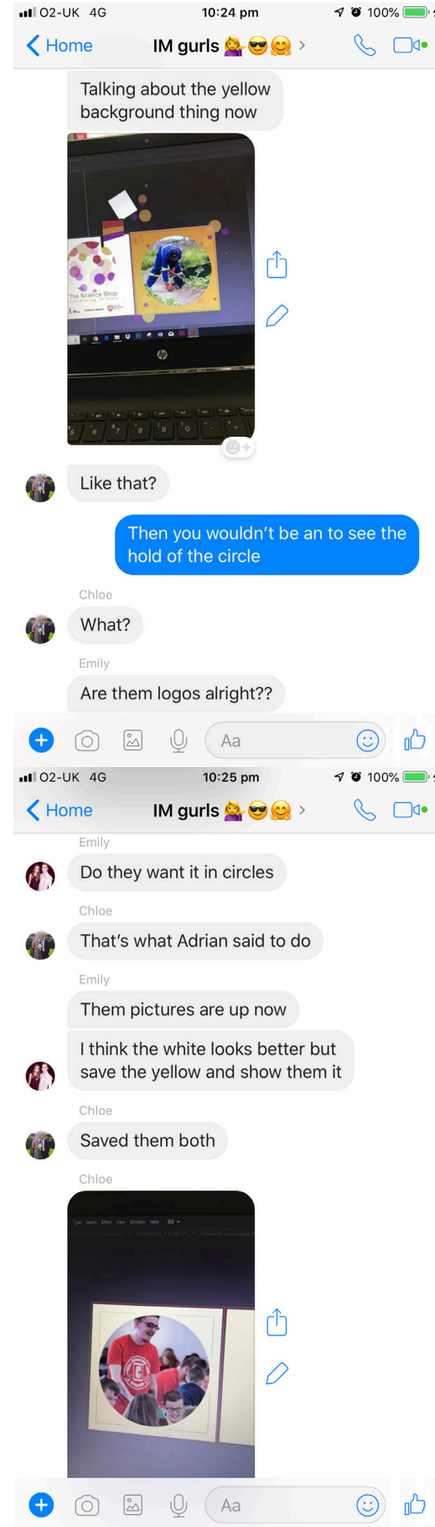

O2-UK 4G
10:16 pm
100%
Home
IM gurls
Emily
This needs filled in but it's a logo
Aa
O2-UK 4G
10:19 pm
100%
Home
IM gurls
Emily
I like the text going around the circle but I feel like that's what Adrian's gonna say
Chloe
What do you mean by flatten tho
Like how do I do that
Emily
If you draw a line or a curve and
Aa
O2-UK 4G
10:20 pm
100%
Home
IM gurls
Chloe
That's mine ft rosie bring me tea
Exhibition display Idea
Chloe
Looks cool
Aa
O2-UK 4G
10:20 pm
100%
Home
IM gurls
Emily
Any blob ideas pals
3 NOV, 3:58 PM
Chloe
Literally have no clue
My daddy says try it with like match stick type shape, try circles or maybe back to the triangle type shape again but softer
Emily
I looked at trying match sticks actually hold on ...
Aa

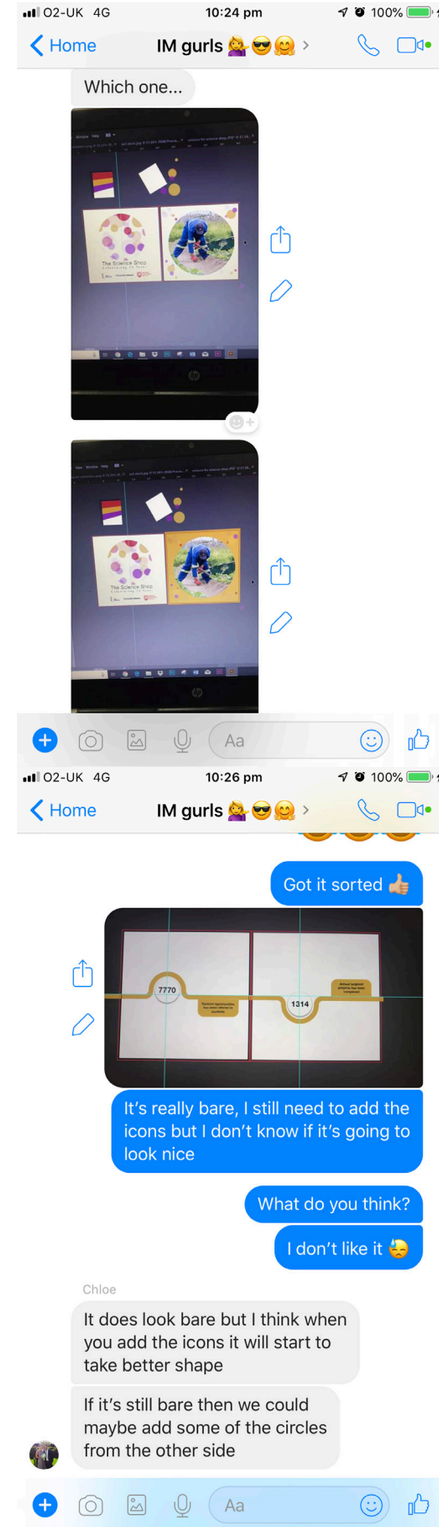

O2-UK 4G
10:20 pm
100%
Home
IM gurls
Emily
What about these shapes
What about this shape?
science & health
Aa
O2-UK 4G
10:21 pm
100%
Home
IM gurls
Chloe
Yeah looks good although I'd make some of them slight more jigsawish just so people recognise they
Because I thought it was the same logo until I zoomed in a bit
Emily
Yea I only did 80 and 50 opacity I normally have 20 and 10 on it too
I just did abstract shapes not jigsaws I was gonna see what you's thought of that first
So I need to change the opacity and what about the shapes?
I do really like the shape
Can you also try making the shapes a wee bit small so it's not leaving so much white space
Emily
Ok
Aa


O2-UK 4G
10:21 pm
100%
Home
IM gurls
3 NOV, 8:41 PM
Emily
This is just rough I'd have to do the shapes illustrator and do more of them but what do you think
Yes I really like that but can you try turning the opacity a bit
So it's more soft looking
Chloe
Yeah looks good although I'd
Aa
O2-UK 4G
10:21 pm
100%
Home
IM gurls
Chloe
That's nice!!
I like that better!
Emily
Me too
Chloe
What do ya think? Should we just tear on with it then to get this new pitch done for Thursday?
Aa


O2-UK 4G 10:22 pm 100%
Home IM gurls
Emily
Last one
Chloe
Nah I honestly like the circles one
Emily
That one took ages
An hour
Yes I like the circle one better
Aa
O2-UK 4G 10:23 pm 100%
Home IM gurls
12 NOV, 10:59 AM
Chloe
This is what Adrian suggested I do for the exhibition
Should I write "geography" at the bottom of it or leave it blank
Emily
Not knowledge ideas results??
Chloe
Was planning to write that too but
Aa


O2-UK 4G 10:22 pm 100%
Home IM gurls
Chloe
What do you prefer?
Emily
Neither at this stage
We happy to plough on wth circles
Yes please
If you both of you are?
Chloe
Yeah that'll do
Emily
Ok I'll have them up on base camp in ten minutes
Chloe
Fab
Thanks Em
Did yous see Adrian's comment?
Chloe
Yeah and I legit had the
Aa
O2-UK 4G 10:23 pm 100%
Home IM gurls
Chloe
Was planning to write that too but I wondered should I put in the type of subject aswell
Maybe not
Emily
Here I was thinking we could have the yellow exhibition like before and attach the screen to it like he was talking about to show the logo?
Also did you's get the logos wth the correct lettering and all I put them on basecamp on Friday
Chloe
Attach the screen,?
What you talking about?
Yeah but where's the final 30years logo at cos I got the normal one just
Emily
Yes mind he said this in like the
Aa


O2-UK 4G 10:24 pm 100%
Home IM gurls
Talking about the yellow background thing now
Like that?
Then you wouldn't be an to see the hold of the circle
Chloe
What?
Emily
Are them logos alright??
Aa
O2-UK 4G 10:25 pm 100%
Home IM gurls
Emily
Do they want it in circles
Chloe
That's what Adrian said to do
Emily
Them pictures are up now
I think the white looks better but save the yellow and show them it
Chloe
Saved them both
Chloe
Aa


O2-UK 4G 10:24 pm 100%
Home IM gurls
Which one...
Aa
O2-UK 4G 10:26 pm 100%
Home IM gurls
Got it sorted
It's really bare, I still need to add the icons but I don't know if it's going to look nice
What do you think?
I don't like it
Chloe
It does look bare but I think when you add the icons it will start to take better shape
If it's still bare then we could maybe add some of the circles from the other side
Aa

O2-UK 4G 10:26 pm 100%
Home IM gurls 🙇‍♀️😎🤗

Yeah but I think the icon will just look out of place 😅 i might try adding the circles from the other side

Emily

I saw a good motion graphic tutorial for the info graphic I'll send you the link when I'm on my computer

12 NOV, 6:41 PM

Emily

https://www.youtube.com/watch?v=aoXxFT588k8&t=29s

Looks really good 👍

Emily

hey you know your thailand infographic?

Yes?

Emily

maybe do something for the last

O2-UK 4G 10:27 pm 100%
Home IM gurls 🙇‍♀️😎🤗

Emily

maybe do something for the last square with that similar style

Yes what you mean?

Emily

but a map of NI and the 5 campuses of the universities on it?

and this could be in the motion graphic too

You mean have a map with pin point on it?

For the 5 campuses

Emily

or like wee icons that represent each one

so like the windmill for coleraine

the fancy buildings for magee and queens

then idk the other two i've never seen them?

O2-UK 4G 10:28 pm 100%
Home IM gurls 🙇‍♀️😎🤗

Chloe

Looks nice

I think this looks better

12 NOV, 10:10 PM

Chloe

Can someone pulled together a final pitch deck tomorrow then for Claire to print

Yes I can do it now. Is everything that needs to be on the pitch on Basecamp?

Chloe

Yeah I think so

Ok thanks 👍

Emily

Is it alright if we do it tomorrow I've everything done but Adrian wants me to put the logo on photos and to create some stickers for Claire and I have yet to

O2-UK 4G 10:29 pm 100%
Home IM gurls 🙇‍♀️😎🤗

Chloe

Could I even upload the photo shop file of the mug to basecamp and one of yous could slap on the logo, it literally takes two minutes but I've tried redownloading it and all and it's still giving me bother?

So do you want me to make the pitch deck with everything that we have now and you can put the rest in tomorrow Emily?

Chloe

I think the files don't like going from MacBook to pc

Also did someone do the holding page?

Emily

Yea me

Chloe

Emily did it on Thursday sure

The t shirt is done

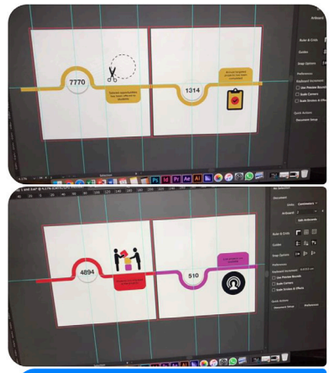
O2-UK 4G 10:27 pm 100%
Home IM gurls 🙇‍♀️😎🤗

I think we could do the map with pin point for the board and then in the motion graphic we could add all of that in

Emily

something like that i just thought of the idea there because i was writing about motion graphics in my production log

O2-UK 4G 10:27 pm 100%
Home IM gurls 🙇‍♀️😎🤗



Should I add the circle background?

Emily

Try it

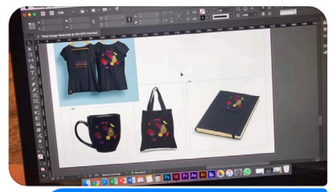
O2-UK 4G 10:29 pm 100%
Home IM gurls 🙇‍♀️😎🤗

Ok thanks, is it on Basecamp? I'll try something Chloe

Chloe

Thanks! I'm just uploading it now

12 NOV, 11:22 PM



Any other idea for merchandise?

Chloe

Where did you find that notebook? I went through 22 pages of graphic burger to find one and they weren't right kind 🤦‍♀️

Maybe a landyard type thing

O2-UK 4G 10:29 pm 100%
Home IM gurls 🙇‍♀️😎🤗

Maybe a landyard type thing possible or pen

She defo mentioned a pen

12 NOV, 11:52 PM

Ok I'll try that 😅

TUE 10:18 AM

Emily

A lanyard would actually be good

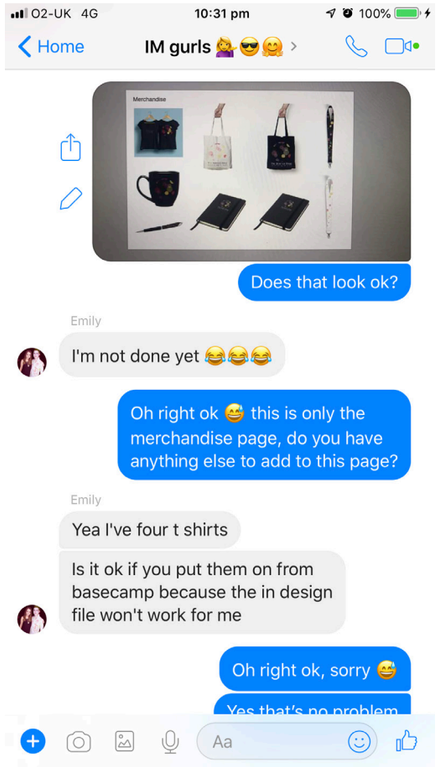
I've the holding page done I need to photographs and stickers then I'm sending it to you

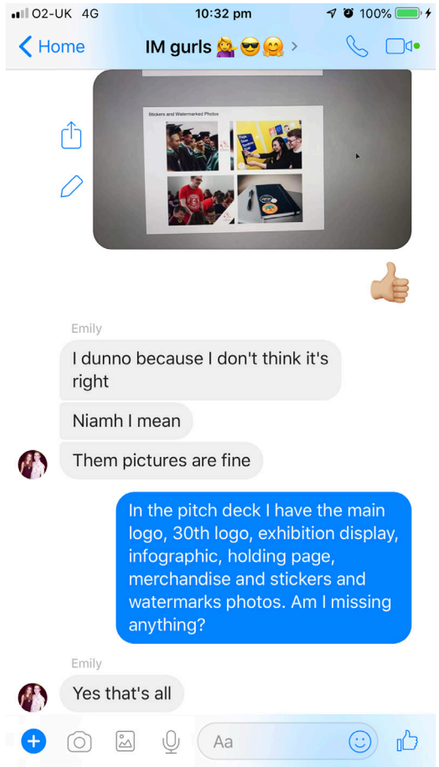
I tried the lanyard last night and it didn't look right so I didn't put it in

The indesign file is on base camp if you want to just put the stuff you're doing on it

Emily

Did you try just the circles in a line not the actual logo


O2-UK 4G
10:31 pm
100%
Home
IM gurls 💁😎🤗
Merchandise
Does that look ok?
Emily
I'm not done yet 😂😂😂
Oh right ok 😅 this is only the merchandise page, do you have anything else to add to this page?
Emily
Yea I've four t shirts
Is it ok if you put them on from basecamp because the in design file won't work for me
Oh right ok, sorry 😅
Aa


O2-UK 4G
10:32 pm
100%
Home
IM gurls 💁😎🤗
Stickers and Watermarked Photos
Emily
I dunno because I don't think it's right
Niamh I mean
Them pictures are fine
In the pitch deck I have the main logo, 30th logo, exhibition display, infographic, holding page, merchandise and stickers and watermarks photos. Am I missing anything?
Emily
Yes that's all
Aa

TIMESHEET

University of Ulster

Name Group Member: Nutchiraphon Williamson

Month/Year: October 2018

Project Title: Science Shop 30th Anniversary

Day	Date	Project (Design & Build)	Hours	Other Activities (Meetings & Research)	Hours	Total Hours
WEEK 2						6
Monday	01/10/2018					
Tuesday	02/10/2018					
Wednesday	03/10/2018					
Thursday	04/10/2018	Scheduled class	4	Meeting with client	2	
Friday	05/10/2018					
WEEK 3						9
Monday	08/10/2018					
Tuesday	09/10/2018	Research	1			
Wednesday	10/10/2018					
Thursday	11/10/2018	Scheduled class	6			
Friday	12/10/2018	Brief Layout	2			
WEEK 4						12
Monday	15/10/2018					
Tuesday	16/10/2018	Research 3 ideas for each element: 1. Logos 2. Exhibition Display 3. Infographic	5			
Wednesday	17/10/2018	Research 3 ideas for each element: 1. Holding Page 2. Merchandise	3			
Thursday	18/10/2018	Scheduled class	4			
Friday	19/10/2018					
WEEK 5						14
Monday	22/10/2018	Coming up with 3 ideas for each element: 1. Logos 2. Infographic	5			
Tuesday	23/10/2018					
Wednesday	24/10/2018	Coming up with 3 ideas for each element: 1. Holding Page 2. Exhibition Display	5			
Thursday	25/10/2018	Scheduled class	4			
Friday	26/10/2018					
WEEK 6						12
Monday	29/10/2018	Second pitch ideas for: 1. Logo 2. Exhibition Display	3			
Tuesday	30/10/2018	Second pitch ideas for: 1. Infographic 2. Holding page	3			
Wednesday	31/10/2018					
Thursday	01/11/2018	Scheduled class Finalising Pitch deck for client	4	Meeting with client	2	
Friday	02/11/2018					

WEEK 7						16
Monday	05/11/2018	Fixing client's chosen idea 1. Infographic 2. Exhibition display 3. Merchandise	8			
Tuesday	06/11/2018					
Wednesday	07/11/2018	Start on Motion graphic	4			
Thursday	08/11/2018	Scheduled class	4			
Friday	09/11/2018					
WEEK 8						8
Monday	12/11/2018					
Tuesday	13/11/2018	Fixing exhibition display	2			
Wednesday	14/11/2018	Production log	2			
Thursday	15/11/2018	Scheduled class	4			
Friday	16/11/2018					
WEEK 9						11
Monday	19/11/2018					
Tuesday	20/11/2018					
Wednesday	21/11/2018	Motion graphic	5			
Thursday	22/11/2018	Scheduled class	4			
Friday	23/11/2018	Mock up different ideas for merchandise	2			
WEEK 10						9
Monday	26/11/2018					
Tuesday	27/11/2018	Watching tutorials and improving motion graphic	5			
Wednesday	28/11/2018					
Thursday	29/11/2018	Scheduled class	4			
Friday	30/11/2018					
WEEK 11						6
Monday	03/12/2018					
Tuesday	04/12/2018	Creating invitation	2			
Wednesday	05/12/2018					
Thursday	06/12/2018	Scheduled class	4			
Friday	07/12/2018					
WEEK 12						11
Monday	10/12/2018					
Tuesday	11/12/2018	1. Finalising merchandise 2. Finalising invitation 3. Finalising and rendering motion graphic	6			
Wednesday	12/12/2018					
Thursday	13/12/2018	Scheduled class	4	Upload files to Basecamp	1	
Friday	14/12/2018					
				Total Hours		**102**

Signature: _____

Evaluation

Conclusion

Creating a new brand identity for the Science Shop has been a valuable experience for the team and myself. We got to experience the process of working for a live client and the different stages we had to go through to achieve the final outcome.

When we had chosen the project we knew that our client was going to be Claire who is also helping to teach this module and we knew that she would be in the classroom every week to help guide us along the project. So whenever we established out brief and understood what the clients wanted, we were able to allocate deadlines for the team to work towards because of how time sensitive this was going to be. When creating the production schedule it was important that we put down dates that we have to work towards because some of the tasks relied on meeting those deadlines so get the project closer to the finish product. Such as creating the main logo and the 30th logo so it could be applied across each element of the project.

When we created the production schedule we were able to allocate roles to each member of the team so we all knew what had to be completed to achieve the end product. The first task we all had to do was to research three ideas that inspired us or what we thought could be used in the project. The next task we had to complete was to take the feedback from our research and create three ideas for each element of the project and we presented these ideas to Claire and Adrian during class and they both gave us feedback where we needed to fix the idea to improve the way it looked.

Before we could meet with the clients, we had to get our pitch deck perfect, Claire and Adrian had agreed for us to pitch the ideas to the clients. It took me three pitch decks to get the final one where I was really to pitch it.

We met with the clients (Claire Mulrone) twice in a formal setting and then we met with Eileen Martin and Emma McKenna (Science Shop Manager, Queens University Belfast) once to pitch our final ideas to them and from there they chose different ideas from across our design decks and we then had to work together to produce the final product. At the pitch meeting the clients told us what they were looking us to create in terms of the new identity for the Science Shop and we told all on board and created their vision of the brief.

Each week we were able to come to class with new ideas on how we could improve the project and we could talk to Claire and Adrian about them and they were able to help us work through it and because Claire is our client, she was able to tell us what she wants each element of the project to look like and how we can improve them so the other two clients will be happy with it.

Working on this project with live clients has improved my commutation skills where I was able to gain a better understanding on how to pitch a design deck of my idea to the clients and was able to gather feedback to improve the work. This project also help me to understand the importance of keeping to track of the work load because if you fall behind then the rest of the team will as well because each part of the work links together and we had to work as a team to complete this project to the best of standards.

Feedback from client

Infographic -
The info graphic very cleverly demonstrates in 3D, the depth and breathe of the work both science shops do across the two institutions. Your knowledge of three constituent targets of the science shop are demonstrated by the correct use of colour with the right statistics. Brilliant.

Motion Graphic -
Bringing the info graphic to life has modernised the way I can demonstrate the impact of science shop activities. I will now be able to use media resources across the campuses to showcase the work of the science shop to staff and students. Thank you.

Exhibition infographic side -
This was a challenge as you had to adapt what worked as a info and motion graphic, but you did it. Elongating the graphic to run the length of the exhibition will allow the guests at the celebration see the impact of this partnership. I really think this works well.

Merchandise -
I love the breathe of the product range. They will definitely be used as we move towards planning the celebratory event, now all I have to do is secure a bigger budget.

Invitation -
This works very well within the limitations we have to adhere from communications at Ulster. The balance of the text and the institutions logos with the new science shop branding embraces the equal partnership between Ulster and QUB

Over feedback of project contribution -
You played a crucial and integral role within the team, embracing the new visual identity and creating the graphic content for the exhibition. The exhibition will be a key feature of the 30th celebration. You nailed it!

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The Science Shop
Knowledge • Ideas • Results