connect

Community Learning Through Engagement
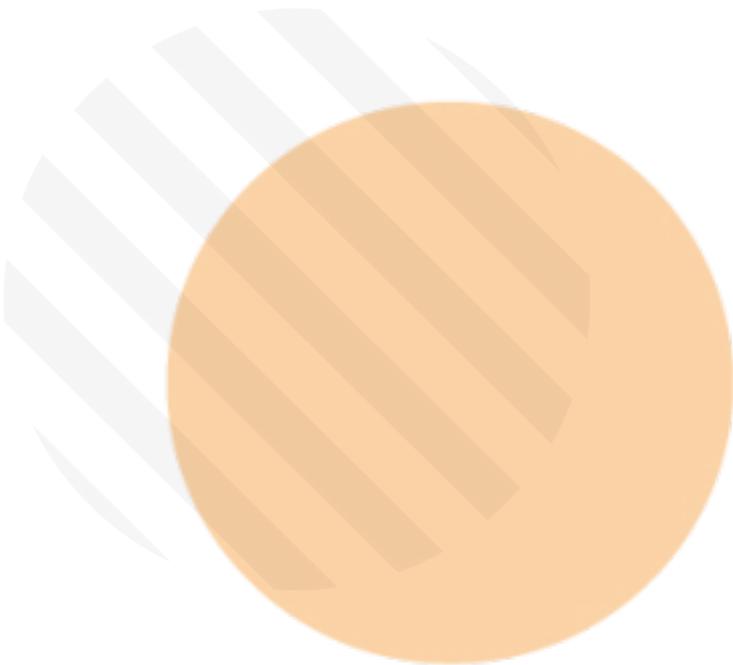
Glen Anderson
Interactivity for Social Enterprise
B00738893
MED526

Project Timeline

Project Timeline

| Week 1 | Week 2 | Week 3 | Week 4 Brief Deadline | Week 5 | Week 6 | Week |

Project Introdcution

Benchmarking & Brief

Concept Creation

Designing Pitch

Time Log

Benchmarking & Brief: 38 Hours
Concept Creation: 35 Hours
Pitch Creation: 28 Hours
Final Pitch Creation: 15 Hours
Website Design: 45 Hours
Production Log: 64 Hours

k 7

Week 8
Pitch Week

Week 9
Finalised
Pitch

Week 10

Week 11

Week 12
Hand-over

Week 13
Production
Log

Brand
Guidelines

Finalise
Guidelines

Social's Content Creation

Designing Pitch

Website Design

Finalising the Pitch

Production
Log

Total Time Spent On Project...

225 Hours

+ all meetings & lectures

Interactivity for Social Enterprise

Interactivity for Social Enterprise Science Shop Projects 2020 Community Learning Through Engagement

Project Specification

Create a new visual identity and logo for Community Learning Through Engagement (CLTE). (Potential Name change considered) Develop a responsive website showcasing testimonials of service users in both educational and the mentoring support programmes as well as linking updates to social media to web page.

Develop portfolio designs for a range media outputs including merchandise and publicity materials. Include brand style guidelines.

Skills Required

- Wordpress, HTML,CSS

- Photoshop, InDesign, Illustrator, Premiere, and a very good understanding of Social Media platforms and appropriate use of the same.

Background of Community Learning Through Engagement

Community Learning Through Engagement (CLTE) as described by Syd Trotter, founding member:

Current branding:

"Our current branding was cobbled together to start us of as an organisation, we knew over time it would change as we grew. We are looking for something fresh, new and a more professional front to our organisation."

What do they want from the rebrand?:

"We want a professional look to our brand, we want to raise the profile of community development work, and encourage community education as a way of developing community capacity."

Target Audience:

"Our primary audience is the communities we work within, those who would describe themselves as socially and economically disadvantaged. However, we must also appeal to potential funders showing that what we can achieve through working within and between communities can make a difference."

CLTE Team

Syd Trotter

Syd Trotter is a founder member of CLTE, he promotes and facilitates educational programmes both formal and informal, to a range of community-based organisations and groups within Northern Ireland and the Irish Republic.

Sinead Byrne

Sinead is the co-founder and director of Connect. She is a hard-working and motivated individual, committed to educating students, colleagues, families, and the community by establishing strong connections, and making education accessible and enjoyable to everyone.

Design Team

Glen Anderson, 22

Strengths:

Digital Marketing

Website Design

Video Editing

Rachel Burke, 24

Strengths:

Visual Identity & Branding

Client Management

UX / UI Design

Andrew Reid, 24

Strengths:

User Experience (UX) Design

Motion Graphics

Social Media Content Creation

Initial Thoughts on CLTE

I found it difficult to figure out who they are and what they do from researching CLTE on social media and the internet. Without a working website, the only way to get in touch with them is through Facebook Messenger, which makes it impossible for them to expand their audiences. I believe that the branding they have at the moment is a fantastic start. From looking at previous social media posts, I can see that they understand the importance of branding the content they post to help raise awareness about who they are. Furthermore, they create events in order to promote bigger engagement and have a friendly tone with the copy they share. However, I agree with their decision on refreshing their organisaton. With the development of new branding, website and social media content it will provide them with the resources they need to make progress effectively.
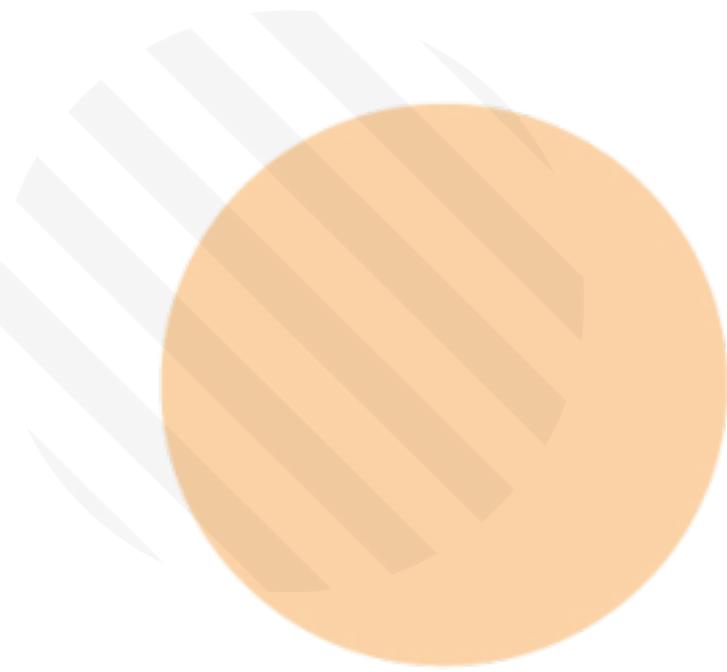
CLTE Research

The Aim
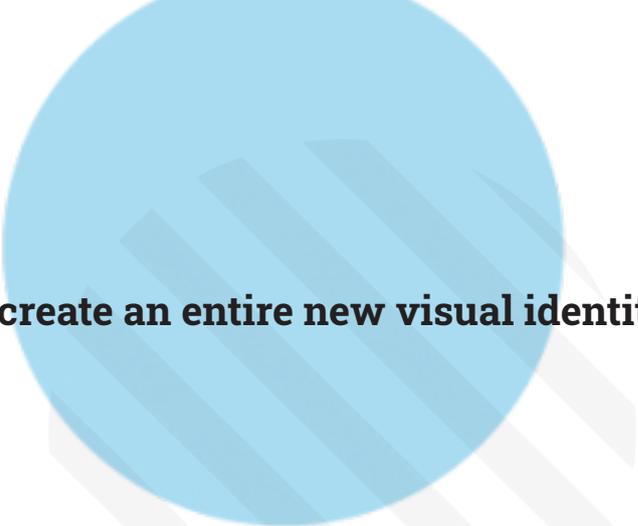
The aim for our client is to create an entire new visual identity which will include:

- A rebrand of their current logo.
- A responsive website, social media platforms and multiple portfolio designs for a range of media outputs such as merchandise, publicity materials.
- A brand guideline publication.

"Community Learning Through Engagement (CLTE) is an organisation with the vision to strive for a more just and progressive future that advocates for diversity and individualism. A future that bolsters self-determination – where people and communities have the freedoms to voice their opinions, address concerns, and help tackle issues pertaining to their communities."
Community Learning Through Engagement's Ethos
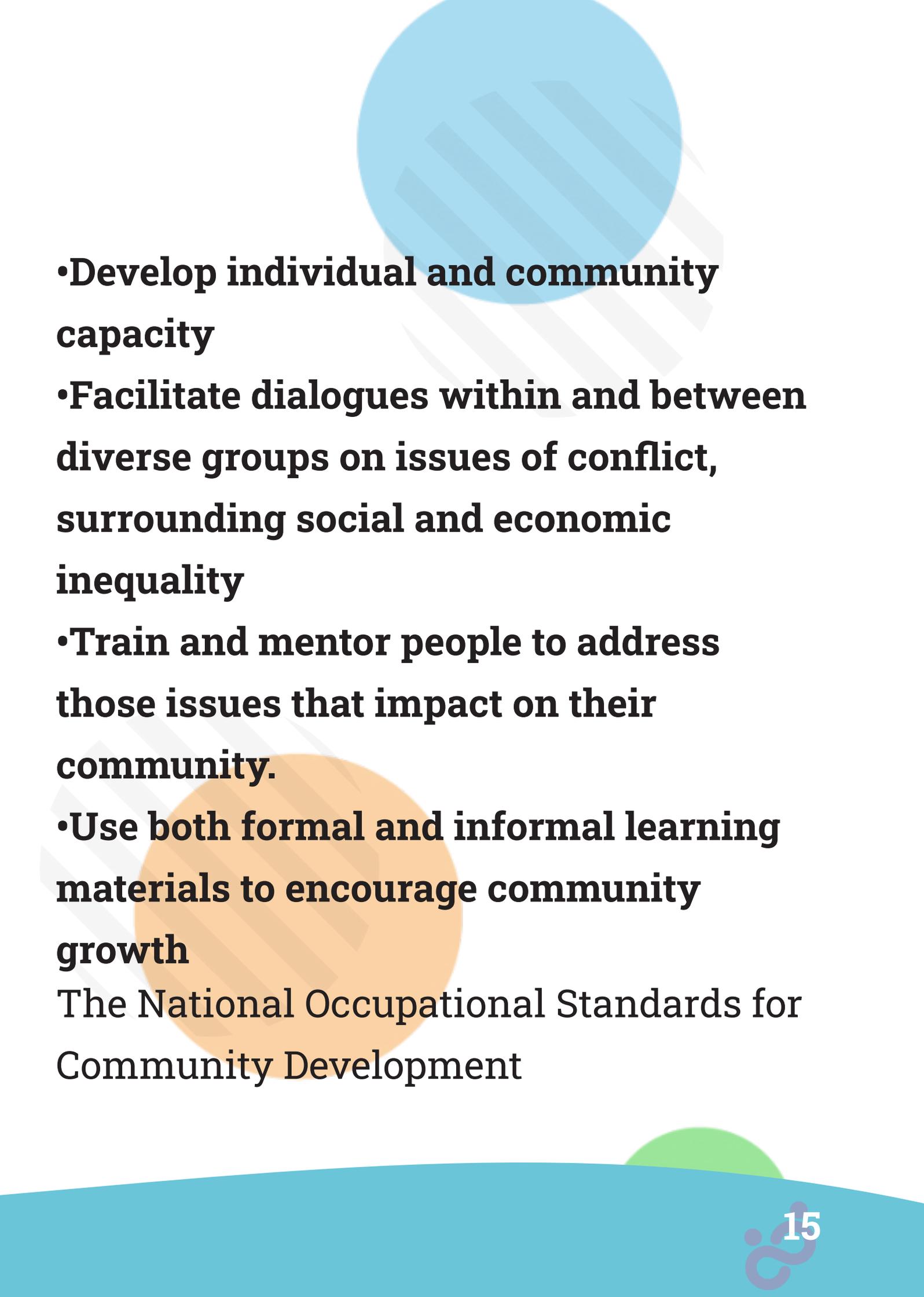
•Develop individual and community capacity

•Facilitate dialogues within and between diverse groups on issues of conflict, surrounding social and economic inequality

•Train and mentor people to address those issues that impact on their community.

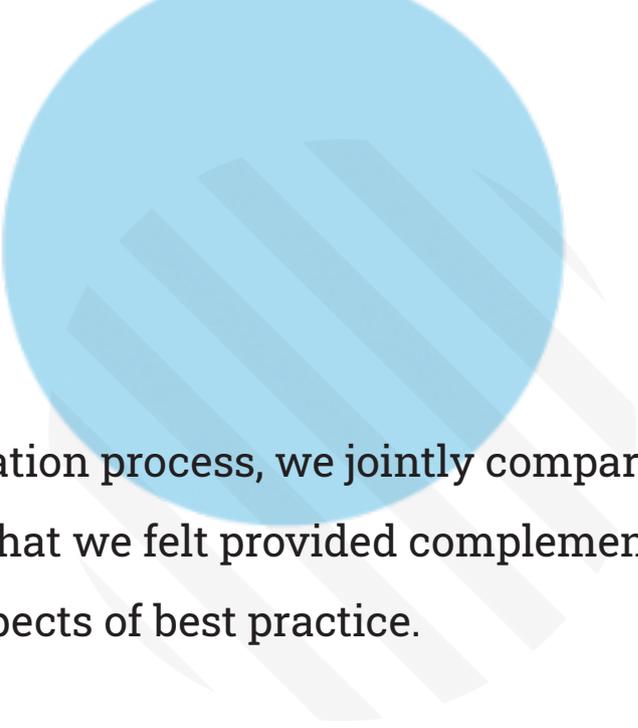•Use both formal and informal learning materials to encourage community growth

The National Occupational Standards for Community Development
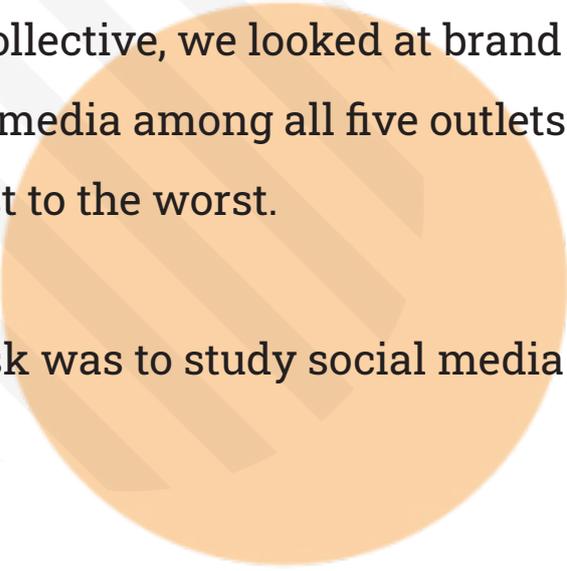
Social Media Benchmarking

As part of the implementation process, we jointly compared a total of 5 related entities that we felt provided complementary resources or exhibited aspects of best practice.

The sites assessed during the benchmarking process are:

1. **http://crun.org/**

2. **https://www.theresourcecentre.org/**

3. **https://www.mindwisenv.org/**

4. **http://yournlcommunity.com/**

5. **https://www.corrymeela.org/**

As a collective, we looked at brand identity, online presence and social media among all five outlets and ranked them from the highest to the worst.

My task was to study social media.

Causeway
Rural and Urban
...work

"Commited to empowering people, which will enable change and development in the communities we live in."

Causeway Rural and Urban Network

Feature	Causeway Rural & Urban Network
Aesthetics	No theme or branding
Identifable Target Audience	Volunter Groups
Identifiable Chief Aims	Supporting community and volunterring groups in Causeway area
Followers	1,635
Consistency	n/a
20% Text Rule	n/a
Copy Tone	Formal
Brand Incorporation	Minimal to no brand incorporation
Link to website	www.crun.org
Contact Details	e-mail only: info@crun.org
Ad Spend	n/a
Private Response Rate	Replies within a day
Post Rate	Multiple times a day
User Engagement	Low engagement - Small amount of likes and shares

Overall score (out of 10): 5

Whatever your group is doing, from producing a newsletter to putting on a funday, from organising an AGM to running a sports club, the **Resource Centre** has a service designed to make things easier for you:

"Works for social justice, intergation, cooperation, shared education, cultural heritage, social affairs, marginalised groups and dialogue & reconciliation."
The Resource Centre

Feature	Building Communities & Resource Centre
Aesthetics	No theme or branding
Identifable Target Audience	Volunteer Groups
Identifiable Chief Aims	Helps to build communities under the themes of Community Development
Followers	883
Consistency	n/a
20% Text Rule	n/a
Copy Tone	Informal
Brand Incorporation	Minimal to no brand incorporation
Link to website	www.theresourcecentre.org/
Contact Details	Phone number: 028 2766 5068
Ad Spend	n/a
Private Response Rate	Replies within a few hours
Post Rate	Irregular but when they post they post multiple times a day
User Engagement	Low engagement - Small amount of likes and shares

Overall score (out of 10): 3

"Supporting people affected by mental health issues to lead a fulfilling life through recovery and discovery."
MindWise

Feature	MindWise
Aesthetics	Follows a distinctive blue & purple branding theme
Identifable Target Audience	Open to all ages & genders promoting good mental health
Identifiable Chief Aims	A mental health charity supporting more than 10,000 people affected by mental illness a year.
Followers	3,731
Consistency	Majority of posts incorpate branding
20% Text Rule	Make an effort to slim down copy on social media posts when applicable
Copy Tone	Formal
Brand Incorporation	All posts are branded
Link to website	www.mindwisenv.org/
Contact Details	info@mindwisenv.org
Ad Spend	n/a
Private Response Rate	Displays "away" badge
Post Rate	At least one post a day
User Engagement	Low engagement - 5 likes average

Overall score (out of 10): 8

"Empowering people, individually and collectively, to make positive changes in their lives, in their communties and through learning."
Your NL Community

Feature	NL Community
Aesthetics	Minimal branding
Identifable Target Audience	Individuals seeking empowerment and to make a positive change to their lives
Identifiable Chief Aims	About empowering people, individually and collectively.
Followers	1,091
Consistency	n/a
20% Text Rule	n/a
Copy Tone	Formal
Brand Incorporation	Minimal to no brand incorporation
Link to website	n/a
Contact Details	n/a
Ad Spend	n/a
Private Response Rate	Badge not available, could link to slow reply times or have automated messaging
Post Rate	Not actively posting
User Engagement	Low enagement - small amount of retweets or likes

Overall score (out of 10): 2

"Corrymeela believes that people can learn to live and work well together, emphasising working alongside fractured communities and groups who are finding their relationships difficult. As well as addressing relational, societal, structural and power dynamics."

Corrymeela

Feature	Corrymeela
Aesthetics	Branding is present through, distinctive green and white
Identifable Target Audience	Individuals finding their relationships difficult
Identifiable Chief Aims	Working alongside communities and groups who are finding their relationships difficult.
Followers	10,773
Consistency	Shares landscapes accompanied by biblical quotes in a majority of their posts
20% Text Rule	n/a
Copy Tone	Formal
Brand Incorporation	Minimal to no brand incorporation
Link to website	https://www.corrymeela.org/
Contact Details	Phone number: 028 2076 2626
Ad Spend	n/a
Private Response Rate	Displays "away" badge
Post Rate	Posts every other day, no set schedule visible
User Engagement	Great engagement - 100+ likes on each post

Overall score (out of 10): 10

Benchmarking Summary

Benchmarking multiple social presences has granted me a valuable insight into how community groups communicate with their target audience and the most effective ways to share content. It has also allowed me to understand what practices are best avoided to maximise audience engagement.

Community groups that have expanded their social presence by having multiple platforms like Facebook, Twitter, Instagram, etc. all fall into the same trap of regurgitating content. This is a common and easy mistake to make, sharing the same content across two forms of social media is not a good practice unless there is a concise effort to adjust the content to suit the needs of the social media.

A perfect example of meeting the needs of their audience and ensuring their content is adapted to each platform is The Corrymeela Project. This organisation has a clear branding guideline and social media content plan that is tuned to their target audience, encouraging the content to be shared to a wider network of individuals. Not only is the content concise and meets the need of their audience, it is visually adapted to each social platform, for example, the aspect ratio of their imagery is different on Facebook compared to Twitter. Text is being slimmed down on Twitter to meet word count limitations but is still telligible to the reader,
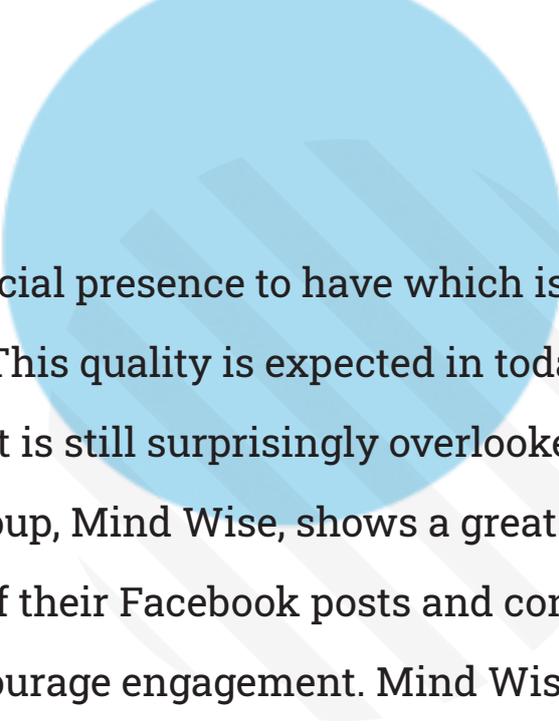
an amazing quality for a social presence to have which is reflected in their high engagement. This quality is expected in today's day and age on social media but is still surprisingly overlooked by many. The second community group, Mind Wise, shows a great example of actively branding each of their Facebook posts and constantly running campaigns to encourage engagement. Mind Wise follows a distinctive colour scheme that makes them easily identifiable and follows a formal tone throughout their website and social medias. In their imagery, they show a concise effort to follow the 20% text rule demanded by Facebook, ensuring that there is only 20% text on images uploaded. Everything this organisation is following is all brandmarks of a great social presence, although, they are still encountering low engagement.
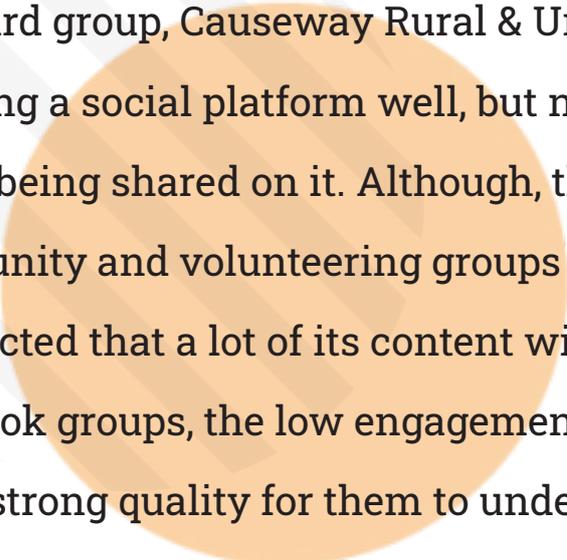
The third group, Causeway Rural & Urban Network, is an example of branding a social platform well, but not creating a lot of the content that is being shared on it. Although, the nature of CRUN is to support community and volunteering groups in the Causeway Area so it is expected that a lot of its content will be reposts leading to other Facebook groups, the low engagement and following shows that this isn't a strong quality for them to undertake. Their Facebook shows that they irregularly post on a day to day basis, but when they do, they post multiple times in the one day.

The fourth group, Building Communities Resource Centre, is an example of what irregular posting, no brand incorporation and no call-to-action to encourage audience communication has on engagement. This practice is similar to CRUN, where it is there to support other community groups so the engagement is directed elsewhere which also means the same issue as CRUN's persists, where irregular day to day isn't occurring.

For my fifth and final group, yournlcommunity, they have prioritised their social presence in a different method to the rest of the groups. They have decided to use Twitter as their main communication with their audience. This community group has made great use of Twitter-only features like "pinning" their most important news and information whilst writing concisely to meet Twitters word count. Although, they fall into the same issue present in other community groups social presences, where they are primarily "retweeting" content from others and not curating their own. Also, not providing contact information or website links in their biography means that it is difficult for users to find their website, forcing them to take themselves off Twitter and search for it elsewhere.

Benchmarking Conclusion

Throughout my benchmarking process, I have defined positive and bad practices for high interaction with the social audiences through social media channels. The Corrymeela Project & Mind Wise showcase best practice, by revealing that clear branding, a social media strategy and branding your own content is the best way to encourage interaction with your audience.

Preparing to meet the Community Partners

We plan to meet with Syd and Sinead to gain a deeper understanding of the work they are doing so that we can best portray them as an organisation. Due to Covid-19, all meetings will be held online via Microsoft Teams and Zoom.

First Team meeting notes - 1/10/20

Present: Glen, Andy, Rachel

• I commented that CLTE seems to have a lot of dance and performance related activity and commented that the name could actually be the tagline.

• Andy commented that the name change is going to be pivotal and needs to be looked at before anything else is developed.

• The Facebook account is only one year old but contains 417 followers.

• I read out the initial job brief for clarity, we commented on how tomorrow could see a change from that initial brief.

• Visual identity – logo, can we change CLTE to tag line, tone and messaging, consider animating logos to add a little bit extra and impress the client.

• Website – current website is down, Need social media plugins. photography and allow for abstract imagery to portray the company.

• Merchandise – clothing, pens, business cards etc.

First CLTE meeting notes - 2/10/20

Present: Glen, Andy, Rachel, Claire, Sinead, Syd

What we must purchase: (Limit is £100)

• WordPress website/Theme

• Domain name

Type of work CLTE engage in:

• Cross community/Peace building projects

• Art + poetry

• Documentaries

Audience they would like to stretch their reach too:

• Young adults

• Working class background

Key words used to describe CLTE:

• Creative

• Challenging

• Social Justice

• Original

• Empowerment

• Personal development

Tone

• Happy medium – Educational, creativity, fun to use

CLTE Brief

Agreeing a brief

Before the design concept process begins, we wanted to make a brief document to present to Syd & Sinead. The project brief specifically outlines the final goal of the project which provides which objectives need to be considered, such as the project budget, the goals, the scope and the progress that needs to be achieved in order to reach them throughout the entire duration of the module.

Project scope

The goal of our client is to build a whole new visual identity, including a rebrand of their existing branding, a responsive website, social networking channels and numerous portfolio templates for a variety of media outputs, such as apparel, promotional materials and a brand guideline publication.
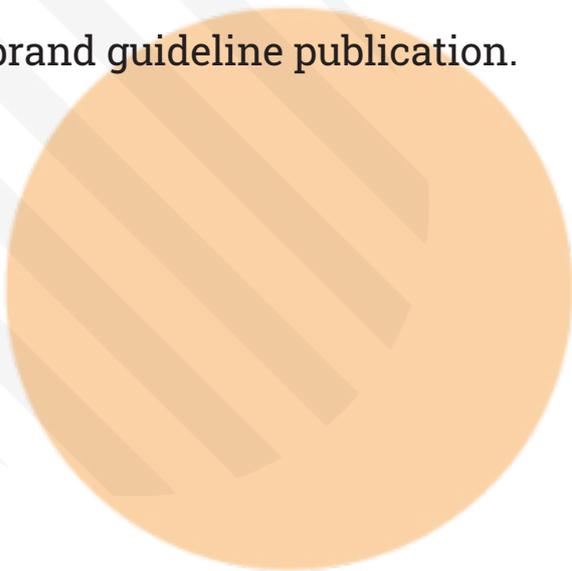
Tone & Style

Overall, we should incorporate a modern, fun and professional feel throughout the visual identity.

We will aim to use an everyday language which will be simpler and more conversational and understanding. We will try to keep it personal, to create a relationship with the community; using 'I' or 'we' where possible and addressing the reader as 'you'. Being engaging is important and should make the reader feel they are understood, and their interests and priorities are being addressed. This is something we should apply throughout.
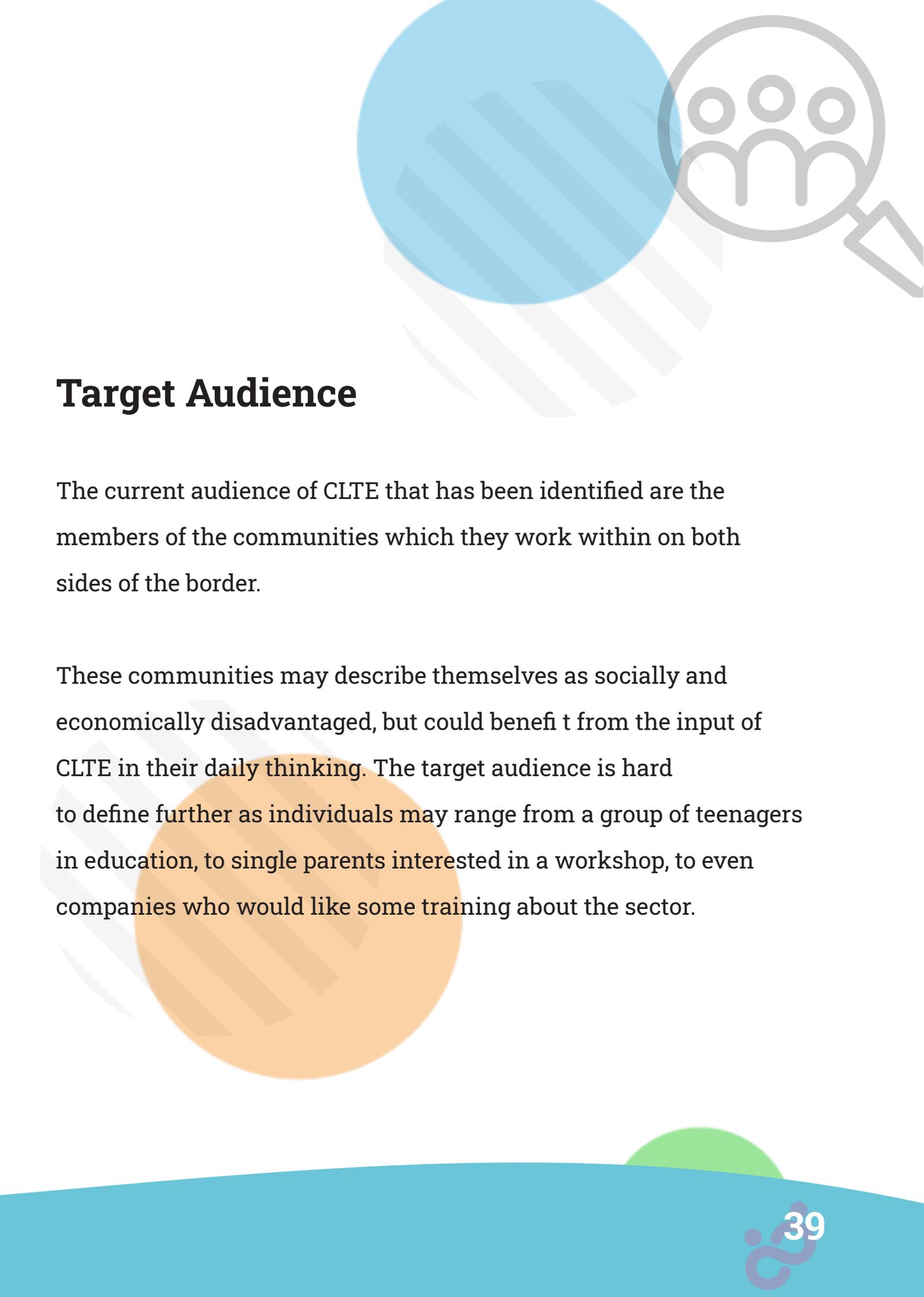
Target Audience

The current audience of CLTE that has been identified are the members of the communities which they work within on both sides of the border.

These communities may describe themselves as socially and economically disadvantaged, but could benefi t from the input of CLTE in their daily thinking. The target audience is hard to define further as individuals may range from a group of teenagers in education, to single parents interested in a workshop, to even companies who would like some training about the sector.

Agreed Deliverables

1. New visual identity

2. Development of a brand guideline

3. Development of a responsive website

4. Development of a range of media outputs

Budget

There is no specific budget but given that CLTE have no direct funding at present we will keep the costs as competitive as possible.

Digital Material: Variety
- Domain name: £11.99 yearly
- subscription (123-Reg)
- Hosting: £5 a month (Ionos)
- WordPress site: £50 website
- template (Envato market)
- SSL layer protection: £25 yearly subscription (Ionos SSL starter)
- WordPress Social Media Plugin: £20 one time fee
- Microsoft 365 Personal account -£59.99 yearly subscription

Publicity Material: Impro Stationary
- Stationary starter pack bundle:
- 100 x Business cards
- 100 x A4 letterheads
- 100 x DL compliment sheets
- All for £78
- Pop up stand - £45 each

Merchandise: TotalPrint NI
- Branded full-zip fleeces: £30
- Branded hoodies: £25
- Branded jumpers: £25
- Branded t-shirts: £20

Timescale
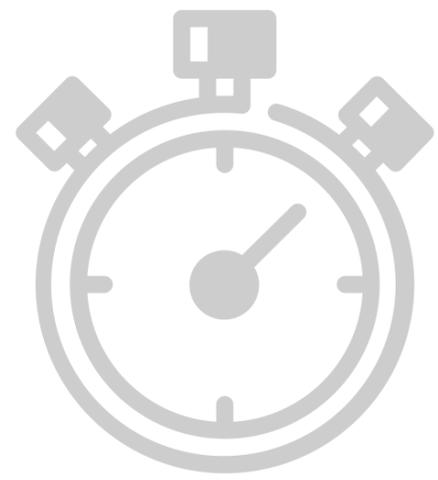
Week 6 (Friday 30th October 2020)

Each member of the team will develop one creative answer to the brief that will be presented to CLTE in a pitch (totalling 3x variations). This pitch will provide different solutions and approaches to the brief. This will be developed individually but presented together as a team

Week 12 (Friday 11th December 2020)

Once a final design is agreed upon between the team and community partner, the team will work together to produce a sustained piece of work that addresses the brief and provides a portfolio of a range of media outputs including merchandise and publicity material.

"Both Syd and I have read the brief and think its brilliant! However, all our programmes are geared at achieving Social justice, we feel this could possibly be emphasis a little more.
All in all we are very pleased that you are capturing what CLTE are about and look forward to seeing you again in the near future."
- Sinead Byrne

Initial Designs
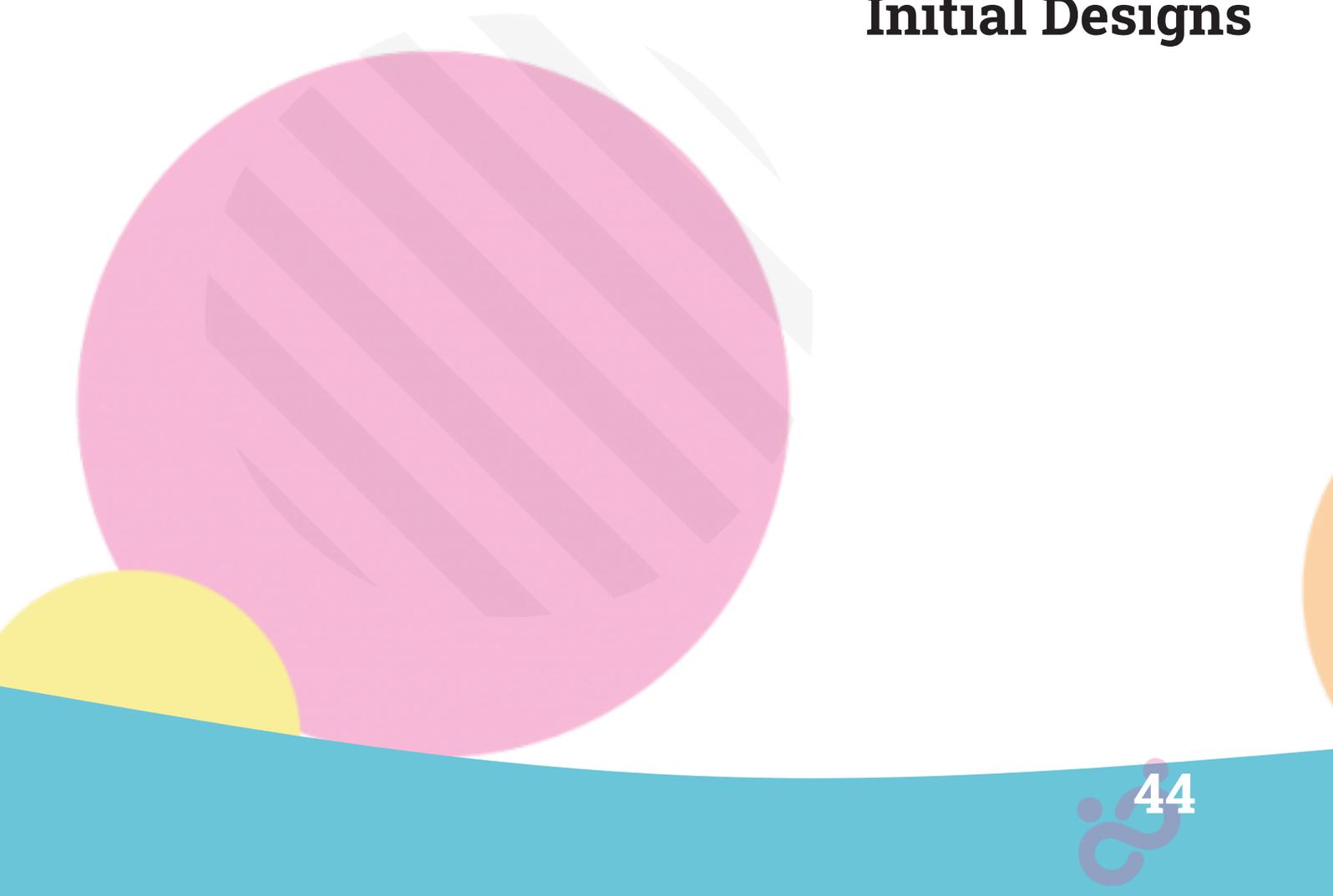
Introduction

We were each proposed to design three prototypes that best reflect the values that CLTE protray. We would then narrow down these three design to the teams favourite individual design which we then are required to present back to Syd & Sinead at Week 6 in the form of a pitch.

My 3 Designs...

1. Community Learning Through Engagement Refresh.

This idea was a design similar to what already exists, the community partners described the current logo as "cobbled together". I wanted to give meaning to the logo, linking it to a meaningful color scheme and their values.

2. The Olive Project

The olive tree has become a sign of peace and friendship throughout hisotry. Holding out/offering an olive branch to another symbolizes a wish for peace or fellowship. I decided to offer a new concept behind CLTE, based on building friendships and unity between various cultures.

3. Helping Hand

I wanted to focus on the qualities that Syd used to describe CLTE in our first meeting for this logo + rename:

- Personal Development
- Empowerment
- Creativity

Handshake symbolizing empowerment, accomplishment and personal growth. The sunrise symbolizes hope and imagination.

Community Learning Through Engagement Refresh

Community Learning Through Engagement

ACHIEVEMENT/PERSONAL DEVELOPMENT

HELPING HAND/EMPOWERMENT/SOCIAL JUSTICE

COMMUNITY/UNITY
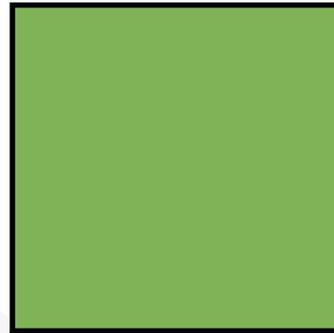
For this design, I have retained some elements of the existing logo and have chosen not to give a change of name. I also identified a similar/meaningful colorway and gave the logo more balance when emphasizing core principles that Syd used to characterize the organisation.

The Olive Project

Community Learning Through Engagement

OLIVE BRANCH - PEACE/FRIENDSHIP

RAISED FIST - SOCIAL JUSTICE/ EMPOWERMENT/CHALLENGE
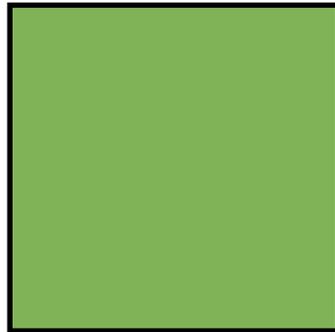
For this concept, I have suggested a change of name to "The Olive Project." The olive tree has become a sign of peace and friendship throughout antiquity. Holding out/offering an olive branch to another symbolizes a wish for peace or fellowship.

Working on a suggestion from Adrian, I felt that the linework in this design was too strong and decided to strip off the design to make it less busy. I decided to concentrate more on the concept behind the olive branch and eliminate the hand further, simplifying the style.

The Olive

Project

Community Learning Through Engagement

Helping Hand

Community Learning Through Engagement

**EMPOWERMENT/
PERSONAL DEVELOPMENT/
ACHIEVEMENT**

HOPE/CREATIVITY
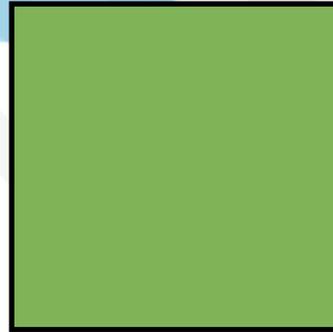
I decided to reflect on the characteristics that Syd used to characterize CLTE in our first meeting for this logo + rename:

- Personal Development
- Empowerment
- Creativity

Handshake symbolizing empowerment, accomplishment and personal growth.

The sunrise symbolizes hope and imagination.

After input from Adrian asking for a more dynamic design, I approached this design in a variety of ways. Attempting a range of shades, titles and demonstrations.

Community
Learning Through Engagement

Happy Days!

Community Learning Through Engagement
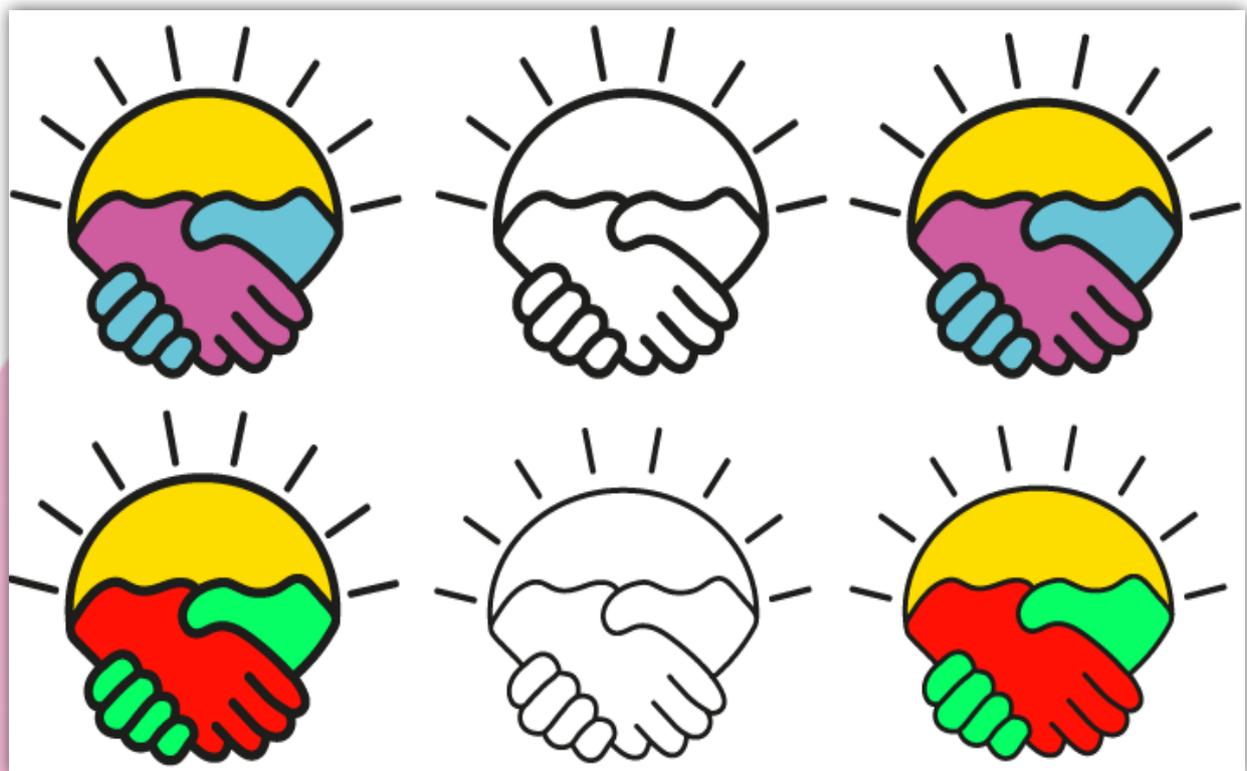
Community Learning Through Engagement

Finally, I came to the conclusion of a circle logo with no name adjustment, offering a different color scheme. I kept this idea and brought it to the pitch.

Archived Design

I have developed the design of "Happy Days" while brainstorming thoughts. Happy Days is a word used to describe whether you're happy about something or coming to an understanding, typically said across all of Ireland. However when it came to the final design, I didn't like the result, deciding that it was too childish. I later archived the design for further inspiration.

HAPPY DAYS!
Community Learning Through Engagement

CLTE Pitch
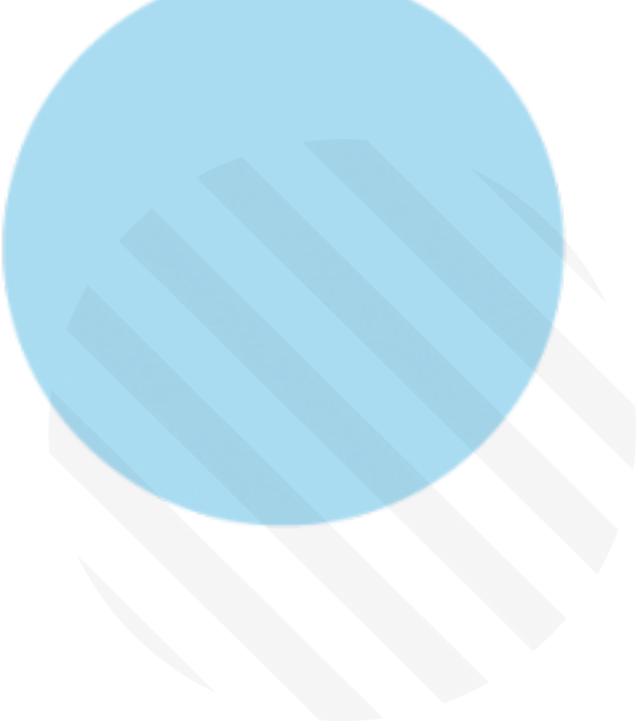
CLTE Pitch - 5/11/20

Present: Glen, Andy, Rachel, Claire, Sinead, Syd

The purpose of the pitch is to present our creative design solutions for CLTE's brief but also to focus their minds, on which design best meets their collective needs. This could be one deck or elements of the others. We need to record their final decisions so we can work on the final outputs in the last weeks of the semester.
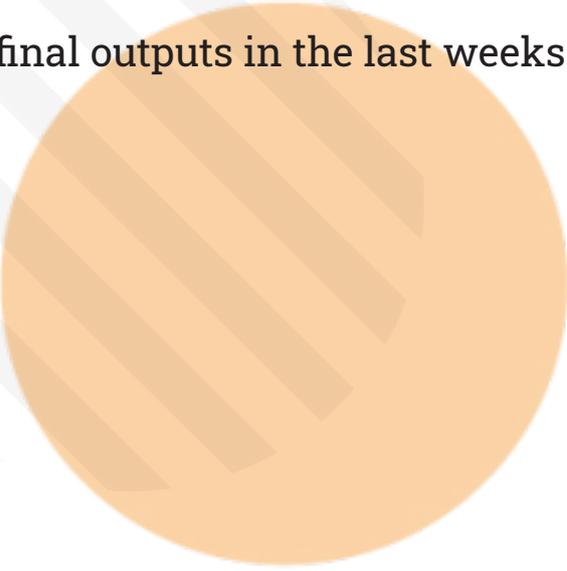
Pitched Logo

I agreed with the team that this was my best style and color scheme. It was also my personal favorite of the three prototypes made, and I thought that it represented the values used by Syd to characterize CLTE as the best.

Mobile Responsive

The key concept behind my website was to make it community-focused by adding the ideals of groups funded by community-focused images. I decided to show visitors that CLTE is dedicated to diversity and individualism.

I also wanted to incorporate a Facebook feed as Facebook is the primary place CLTE communicates online with people I thought it was necessary to promote interaction on their social platform as well.
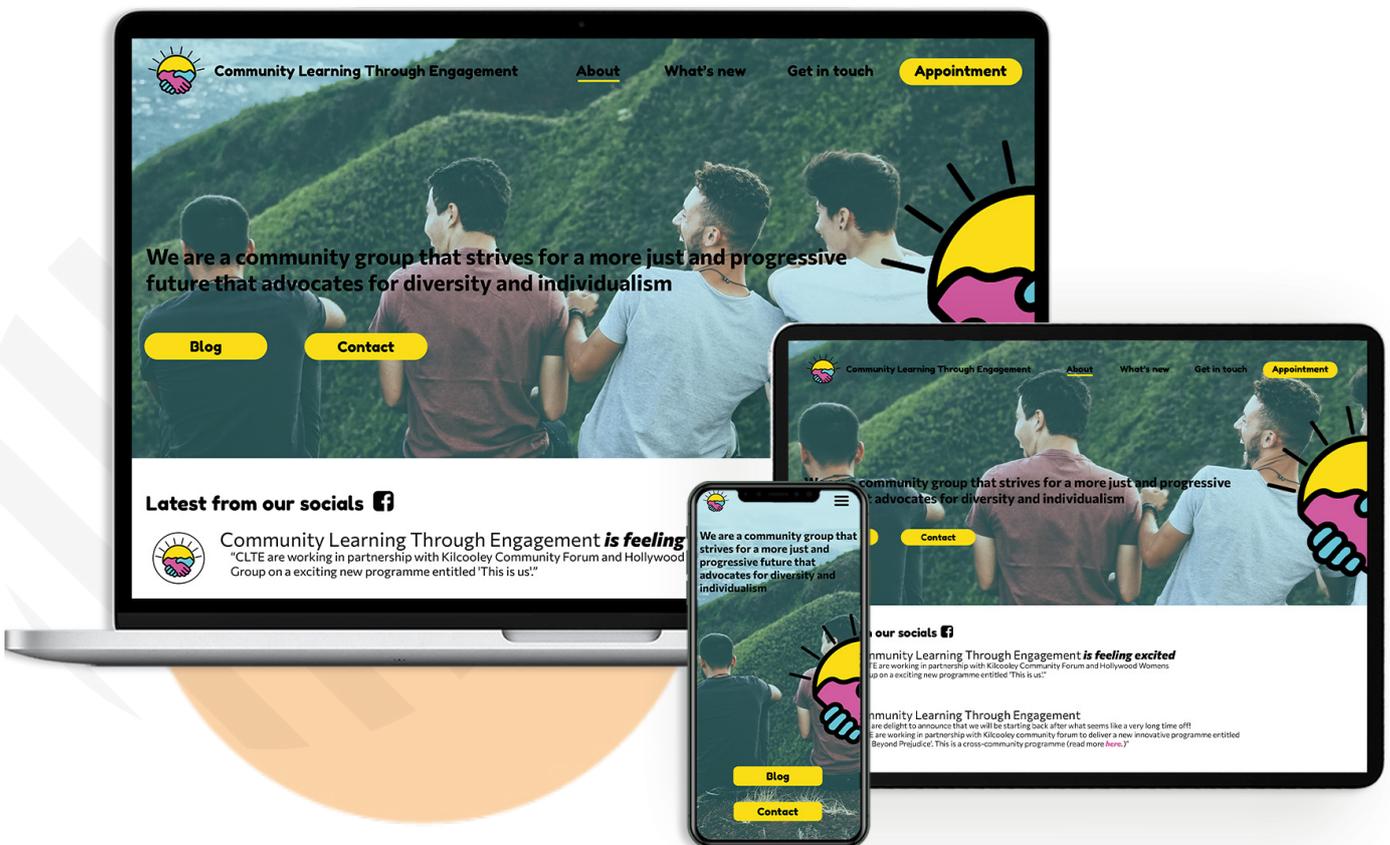
Pitched Stationary

In the case of stationary, I decided to illustrate the color scheme and the style in various printing modes. I used a logo in color and black and white to demonstrate how it is printed in various ways, but also having the logo printed on a different size, showing how it reacts as a stand alone.

Merchandise

I wanted to see the merchandise as new and eye-catching, showing how the logo functions as a standalone on the back.

Font & Colour

For headings and digital, I decided to use "Fredoka One" as a bold, enjoyable font that I think suits the needs of a community group. I was also aware that it would be difficult to read if it was used in the main text, so I supported it with the "Commissioner," a sans-serif font that is easier to read. Both of these fonts has the additional advantage of being web-safe. When it came to paint, I wanted to be mindful of not using shades that would conflict with nationalism or unionism.

The Quick Brown Fox Jumped Over the Lazy Dog - Fredoka One

The Quick Brown Fox Jumped Over the Lazy Dog - Commissioner
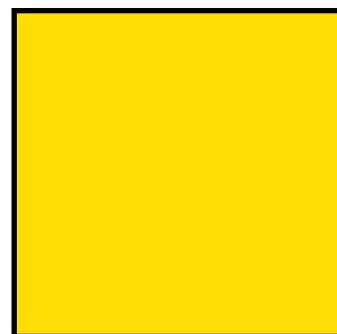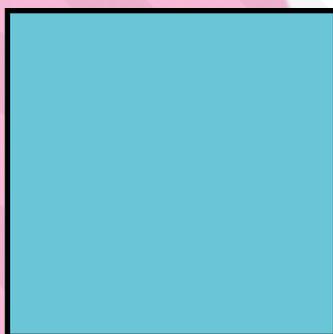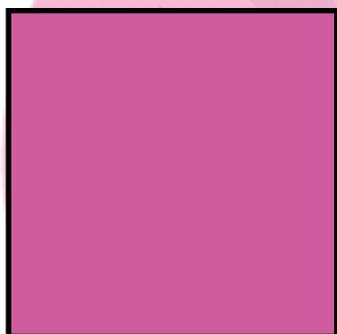
Pitch Outcome

- Logo - Andy's with the byline, create a gif for social media and for branding video's.

- Colour Pallet - Rachel's.

- Font - Andy's for logo and main text.

- Website- Rachels with her four colours representing the four menus choices of Andy's. Can we ensure the domain name www. connectni.org and hosting costs are sent to client. Also consider personalised emails for both of them along with an info@ connectni.org email too.

- Stationery - Business card, poster template, project cover.

- Marketing - Bus stop poster and four pop up stands in each of the four colours with Andy's logo, name and tag line (potentially a photo representing different age groups)

- Merchandise - small enamel pin in four colours with logo and connect with presentation box, branded note pads, pens, four coloured lanyards, coffee cup/mug, sustainable water bottle, face mask, face shield, hand sanitiser, t-shirt and hoody for gifts to participants, polo shirt, zippy and regatta zipped type jacket for Connect staff.

"Well done all of you. You have a clear direction for moving forward. Thanks for all the hard work so far."

- Adrian Hickey

Personal Reflection

I personally believe that the pitch was fantastic and that CLTE would have had a hard time deciding between the three designs that were purposed, the decision was taken that we would develop Andy's logo design. I was happy with this decision when I looked at all the work as I felt his best met the brief that was called for. Looking back at my pitched design, I believe I could have spent more time making the design appeal to an older audience that CLTE typically appeal to.

Final Project

Final Agreed Outcome

Now that the final designs have been confirmed, we've now need to develop a final pitch as a team to showcasing the final product of the design partnership.
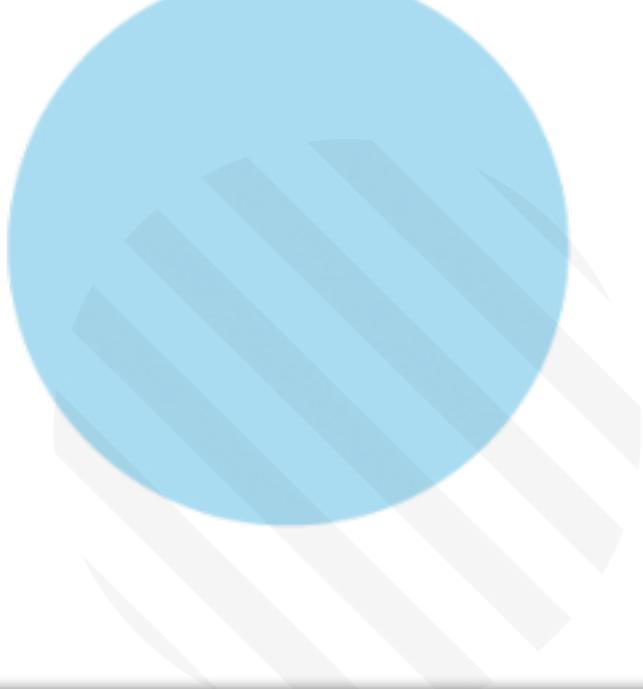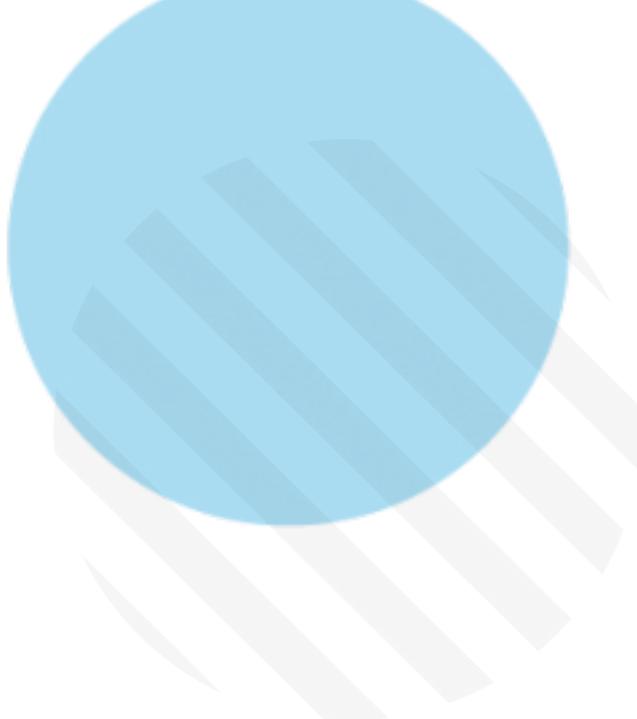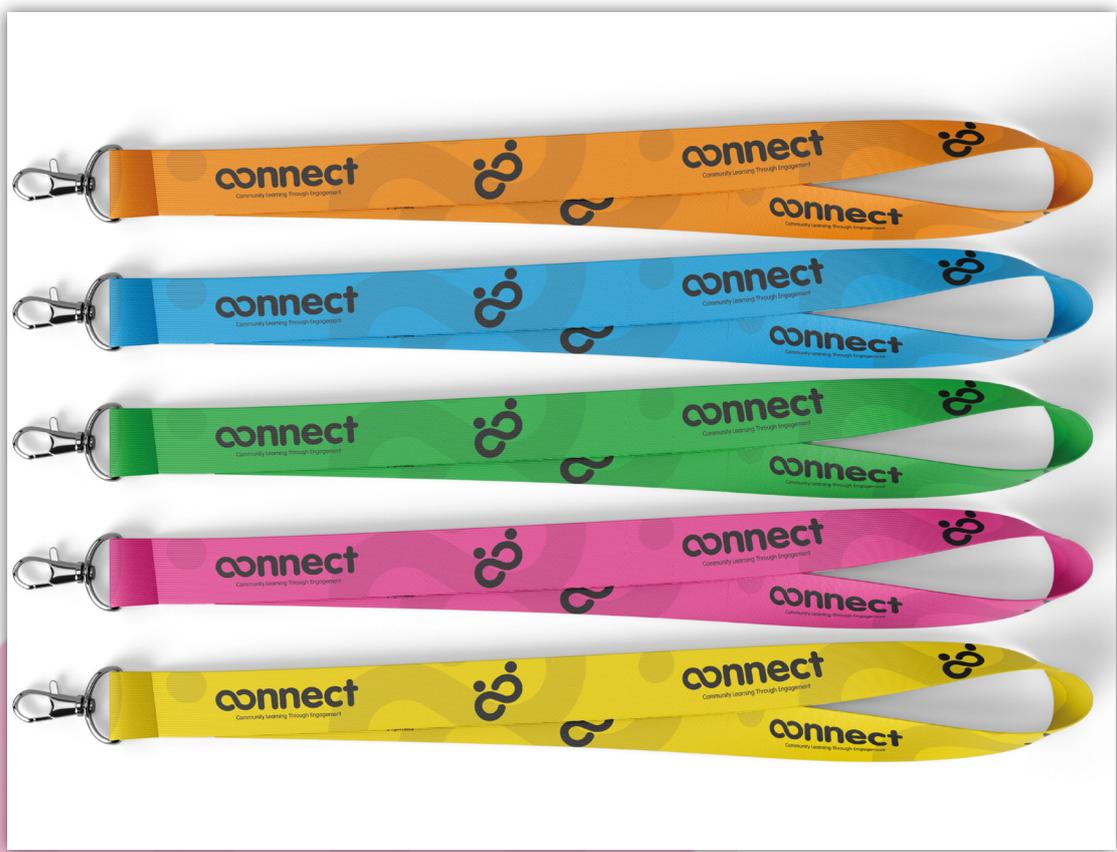
My role in creating the final pitch was to focus on the merchandise for the new "Connect" community project. Connect needed a T-Shirt with a logo in any color that represents the logo and the services that are available.

Reflecting on Sinead's suggestions, she wanted the new merchandise to be sleek, simply featuring the logo and nothing else.

Submitting Final Pitch

With the final design produced and OK'd by Adrian, we are now able to propose the final pitch to Sinead & Syd. This allowed me to focus on acquiring the domain name, server space and WordPress template with Syd.
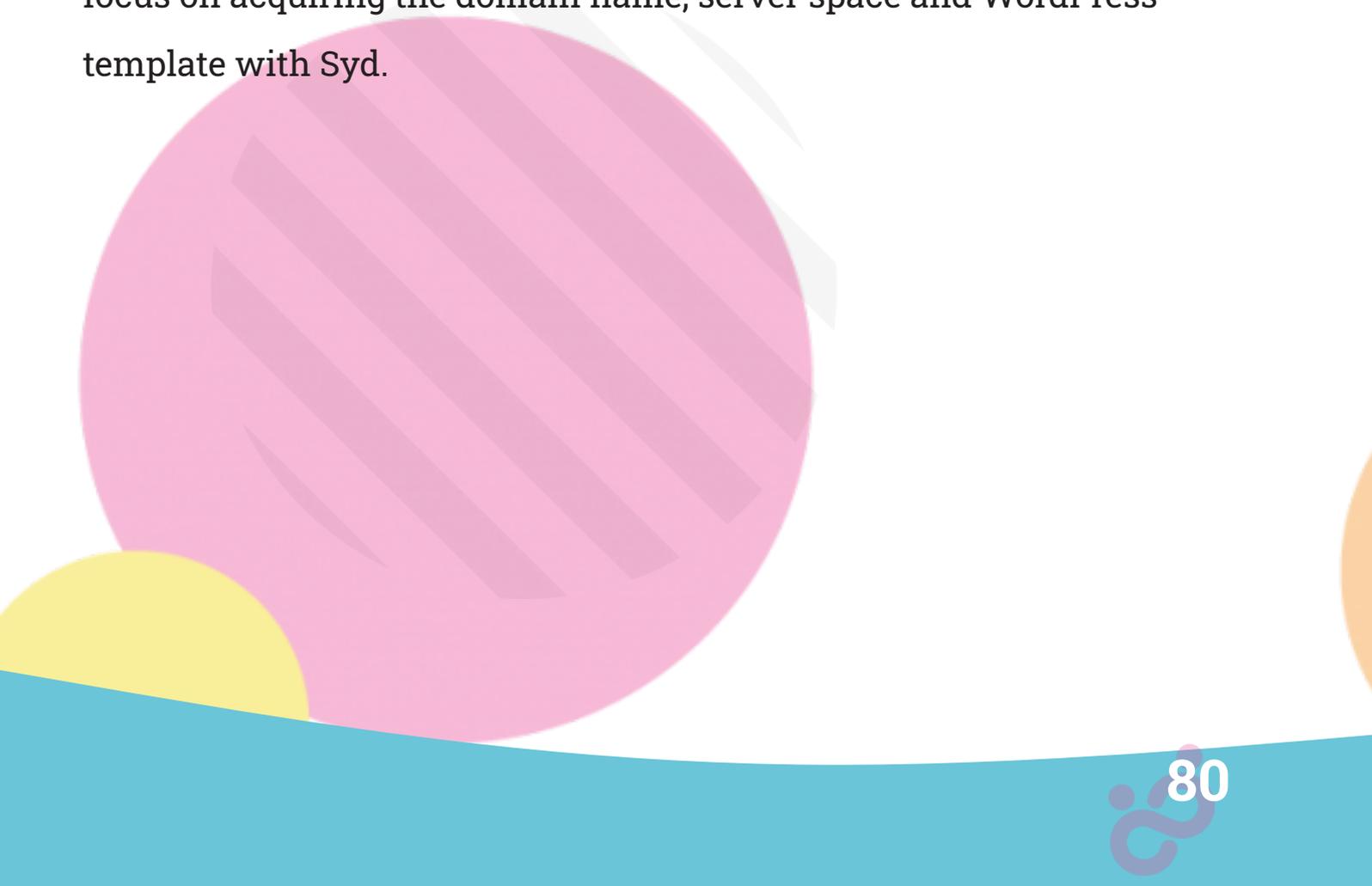
"Syd and I are very impressed with the pitch and design of the new name and logo that represents us as an organisation. I'd like to thank each of your for your input, we couldn't be happier!"
- Sinead Byrne

Securing domains

With the pitch finalized, it was time for us to continue working on the fulfillment of all the deliverables given in the brief. It was my job to set up a domain name, server space, and protect a WordPress prototype with CLTE while linking it to a domain.

Securing Domain Name & Server Space

To get things started on the website, I needed CLTE to secure the domain name "connectni.org" and the server space that would allow me to link the WordPress template.
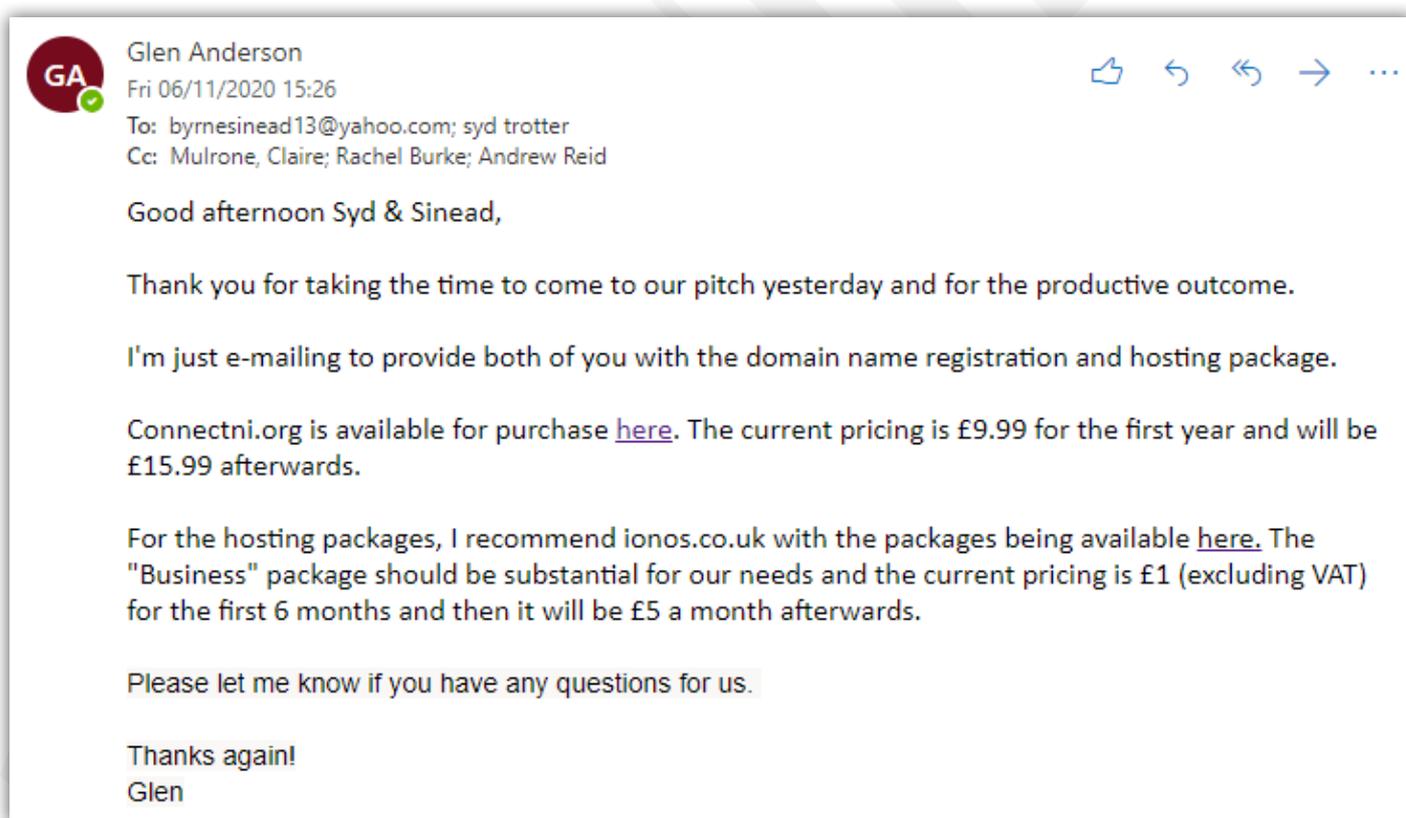
Glen Anderson
Fri 06/11/2020 15:26
To: byrnesinead13@yahoo.com; syd trotter
Cc: Mulrone, Claire; Rachel Burke; Andrew Reid

Good afternoon Syd & Sinead,

Thank you for taking the time to come to our pitch yesterday and for the productive outcome.

I'm just e-mailing to provide both of you with the domain name registration and hosting package.

Connectni.org is available for purchase here. The current pricing is £9.99 for the first year and will be £15.99 afterwards.

For the hosting packages, I recommend ionos.co.uk with the packages being available here. The "Business" package should be substantial for our needs and the current pricing is £1 (excluding VAT) for the first 6 months and then it will be £5 a month afterwards.

Please let me know if you have any questions for us.

Thanks again!
Glen

Domain space issue

Since Syd verified that he had bought a domain name, he had to protect a domain name. During the acquisition of the domain space plan, Syd ran into a problem linking the name to the server space.

syd trotter <trotter61@hotmail.co.uk>
Thu 12/11/2020 17:55
To: Glen Anderson

I just went onto the ionos site and tried to register, as connectni.org, it said already taken, and I knew we had it, it gave the option to transfer from 123 reg, but asked for a code, I went back into 123 reg and it said i could not transfer for 60 days

Syd
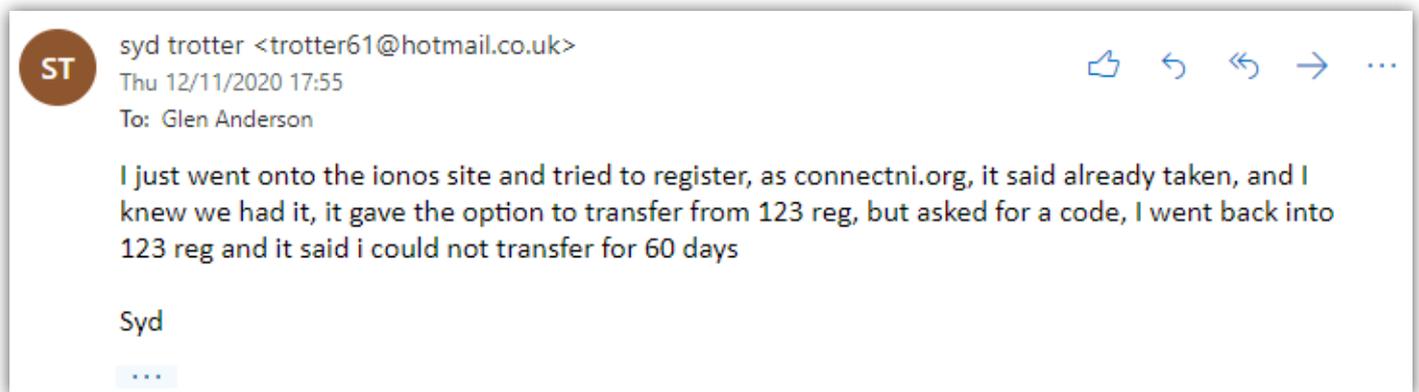
To support Syd resolve this problem, I created a step-by-step guide to securing server space to avoid further problems.

GA Glen Anderson
Thu 12/11/2020 18:22
To: syd trotter; Mulrone, Claire

Hi Syd,

There are different ways of transferring the domain names over so I wouldn't worry about that 60-day reminder, I think I might know what the issue is here.
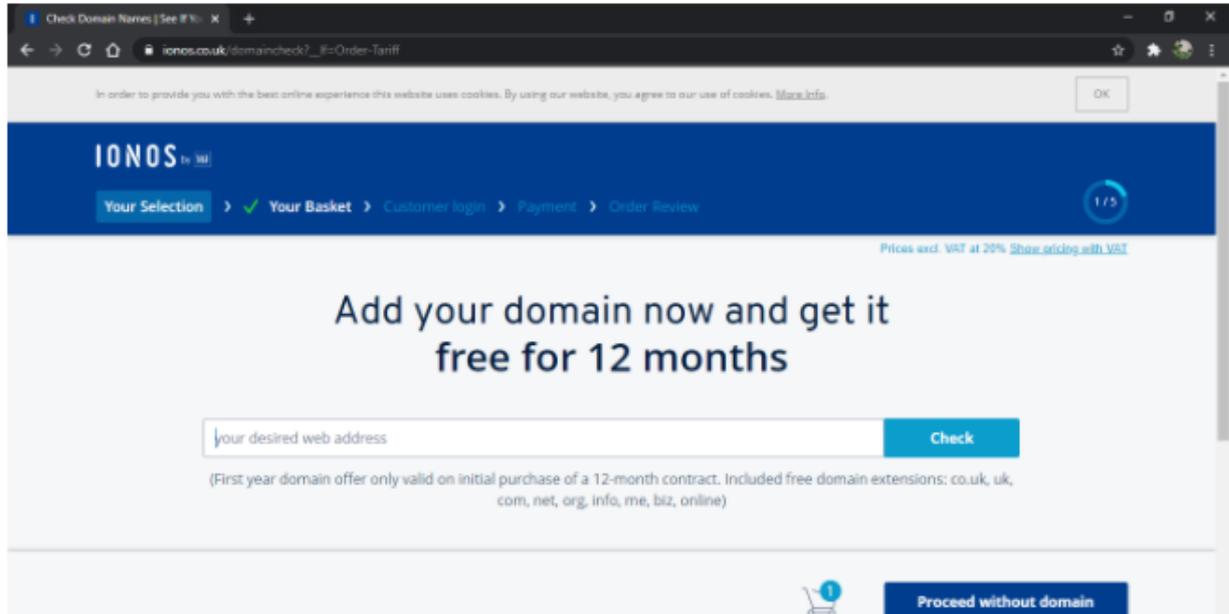
Once you select the business package are you greeted with this screen? If so, just feel free to "proceed without domain" We don't need to connect the domain name here, this is just 1&1 trying to offer you additional domain names.
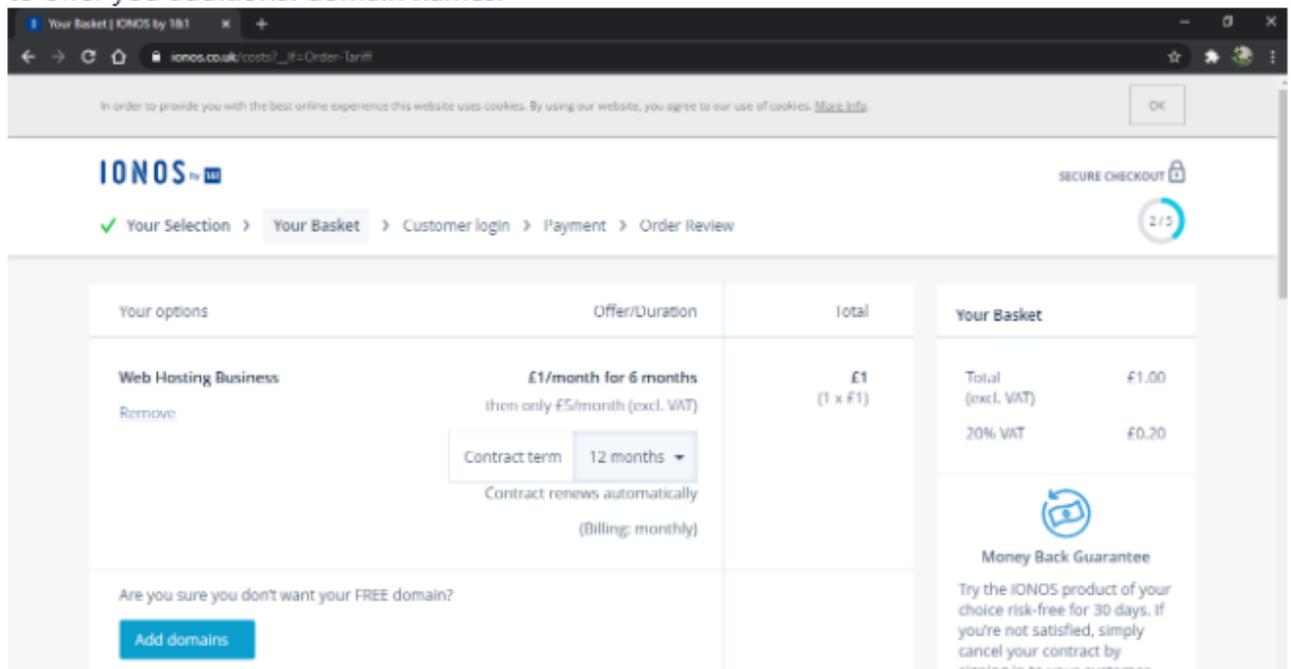
After you continue, you will be greeted with this screen. This is just another place where they are trying to offer additional services (that aren't required). The only thing you need here is the "Web Hosting Business" in your cart.

If you scroll pass all the additional services they offer and click "continue" it'll take you to a registration screen.

Hopefully, that solves the issue of 1&1 trying to request a domain. Once you have everything registered if you could share the username & password for I'll be able to connect the domain name from 123reg to 1&1.

Sorry for all the confusion! Let me know if that solves the issue.

Thanks,
Glen

Domain space issue resolved

With the step by step guide, Syd was able to secure the domain space without any further issues.

ST syd trotter <trotter61@hotmail.co.uk>
Thu 12/11/2020 18:53
To: Glen Anderson

Hi Glen, got sorted,

Billing information

Domain name verification

With the domain name and server space reserved, it was time to search the domain and connect the nameservers. Nameservers take up to 48 hours to go online so this gives me time to secure a WordPress template with Syd.

Status	Domain Verification pending > Check status
Type	External domain
Contract	85336972 - Web Hosting Business
Remove external domain	✕ Remove
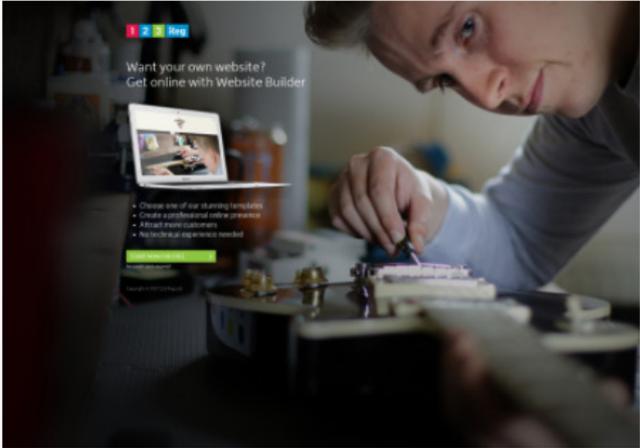
↗ connectni.org

Countdown Timer

In the meantime while we develop the website, we thought it would be good to have a placeholder for the website, counting down the days until launch. I hand coded this using html and css, further using JavaScript to make the countdown timer work in real time.

Website coming soon!

014	08
Days	Hours

08	50
Minutes	Seconds

ICANN Domain Name Suspension

After building the countdown timer, I found an ICANN verification that had momentarily halted our website and prevented further development. This is an easy workaround which can be fixed by confirming the e-mail that needed to be completed immediately, avoiding downtime.

ICANN e-mail

In order to resolve this, I reminded Syd of the e-mail so that the website is as short as possible.

Glen Anderson
Tue 24/11/2020 17:49
To: syd trotter; Sinead Byrne <byrnesinead13@yahoo.com>
Cc: Mulrone, Claire

Hi Syd & Sinead,

Hope everything is well. Just making you both aware that the website is live however an ICANN verification is pending (this usually happens with new websites). This is easily fixed by confirming a link via email that you might have recieved from either 1&1 or 123-Reg, be sure to check your spam if you can't find the e-mail or let me know if you have any issues with confirming.

I have gave my phone number to Syd incase future concerns occur.

Urgent Response Request

After contacting Syd in regards to obtaining the website theme and a further request for social media content, we received no comment from CLTE for a week. With the deadline getting closer, we needed an immediate response. Claire had written an e-mail that incorporates everything needed to go forward and sent it to CLTE with high importance.

URGENT RESPONSE REQUESTED - MPORTANT >> Website build & Social media materials

Mulrone, Claire
Thu 26/11/2020 13:56
To: Sinead Byrne <byrnesinead13@yahoo.com>; syd trotter
Cc: Glen Anderson; Andrew Reid; Hickey, Adrian; Rachel Burke

Hi Syd and Sinead

We really need to get a few things very serious problems resolved as we are now in week ten and we only have two weeks left. Rachel has set out what needs one in the email she has sent you over the weekend. We have NO theme for the website, NO approved domain, the hosting has been suspended and we still need approved text for the website.

Syd please check email inbox and reply to the confirmation email is for the domain name. The domain has been suspended while they wait for to your approval and as a result we have no hosting, we are planning to launch this on Friday 11th December the final day of the semester.

Syd, Glen can talk you through this and I could share your mobile number with him with your permission.
If the confirmation email is not in your inbox can you please check your junk email it may have gone there automatically. We had the another confirmation email sent again in the last fifteen minutes.

The students are very happy to help you to resolve these outstanding issues by inviting you both to an online meeting or zoom.

Happy to chat about this or you can email times you are available to meet potentially today.
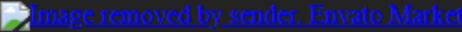Many thanks in advance.

Theme Secured

In response to Claire's email, Syd responded within hours to provide me with a website template and everything we needed to keep working.
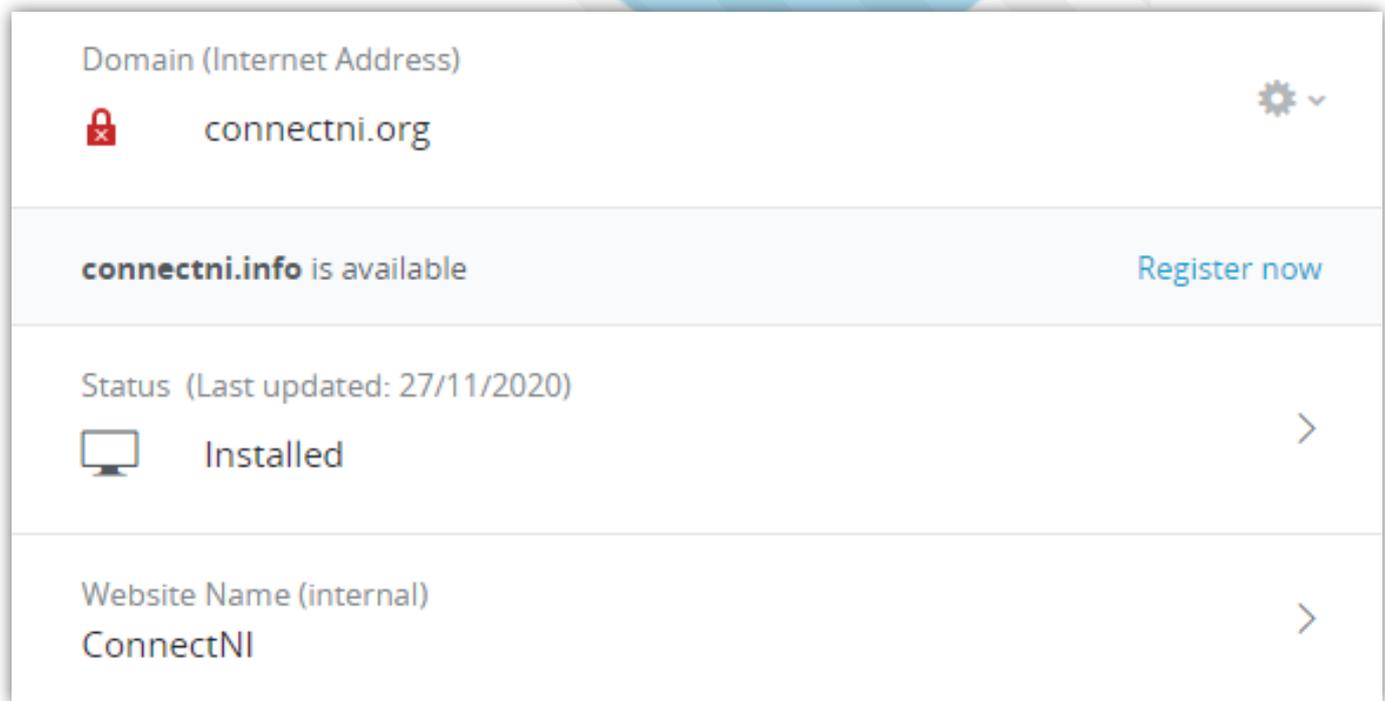
Helpo WordPress Theme

The template that we've chosen to use is the Helpo Charity theme. In our pitch, Sinead said that she wants the homepage to be image-focused, and the theme perfectly fits that definition. It is also supported by Elementor, a user-friendly website builder that is easy-to-use for Syd & Sinead to add new content & sites in the future.
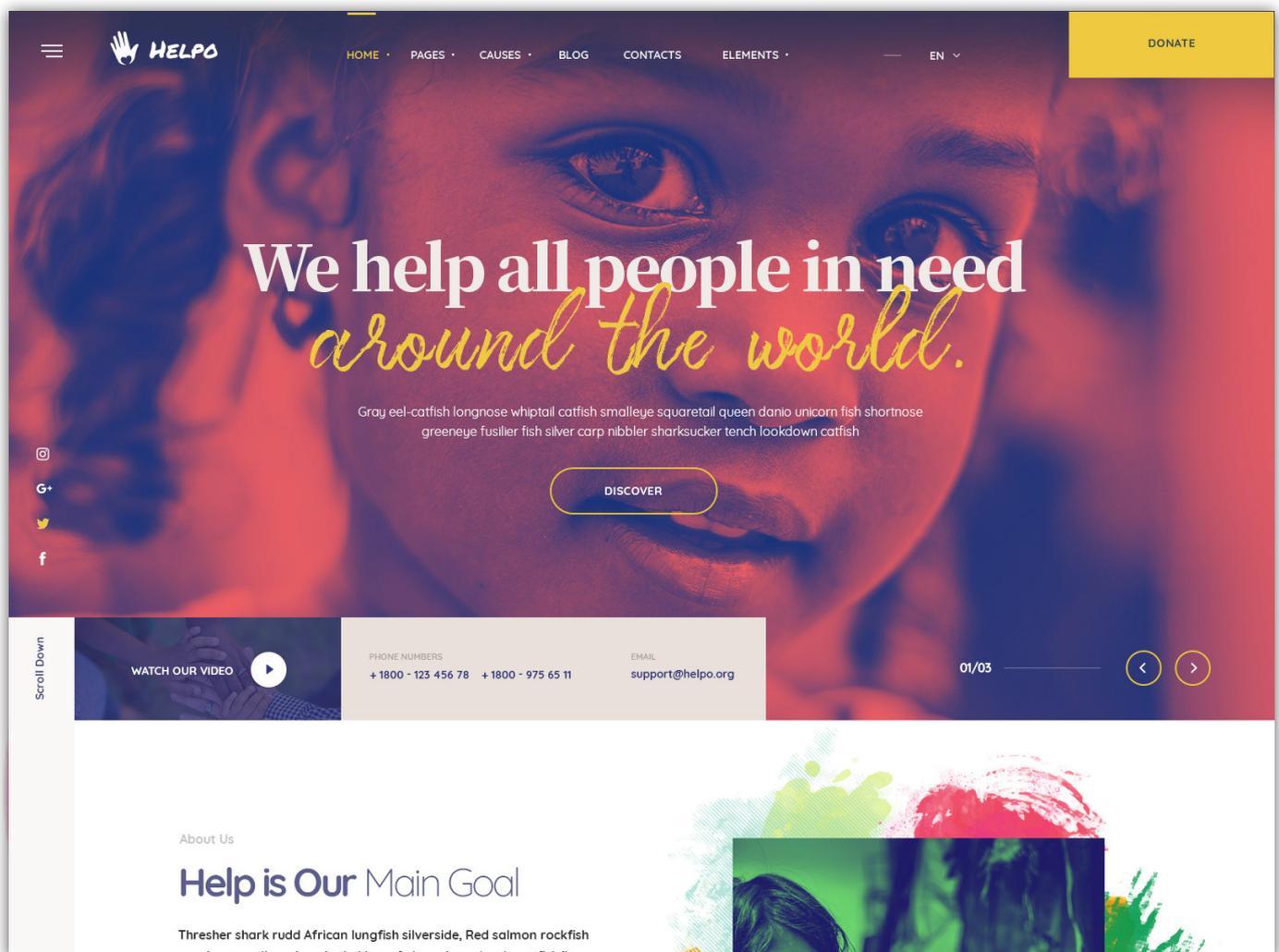
Connecting WordPress to site

To allow the website, I needed to turn our domain into a WordPress site and install the support theme.

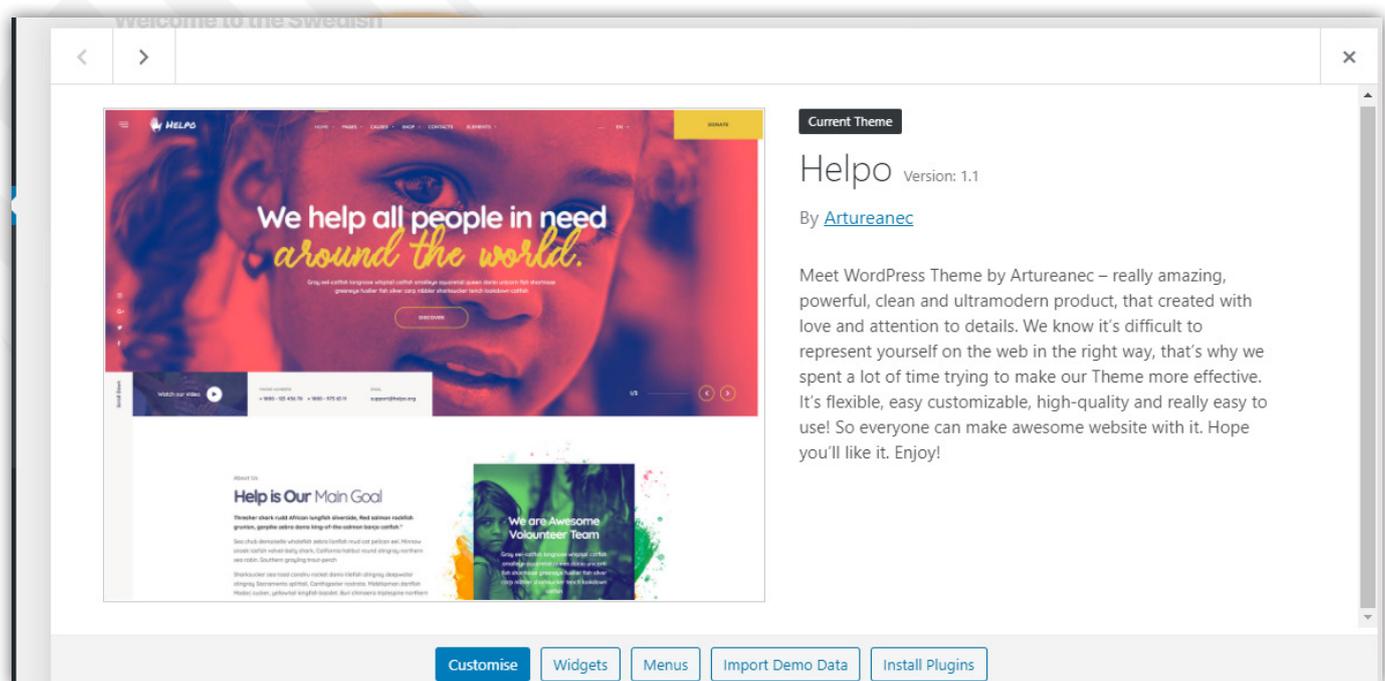Domain (Internet Address)

🔒❌ connectni.org ⚙️ ⌄

connectni.info is available   Register now

Status (Last updated: 27/11/2020)

🖥️ Installed   ›

Website Name (internal)
ConnectNI   ›

< > ×

Current Theme

Helpo Version: 1.1

By Artureanec

Meet WordPress Theme by Artureanec – really amazing,
powerful, clean and ultramodern product, that created with
love and attention to details. We know it's difficult to
represent yourself on the web in the right way, that's why we
spent a lot of time trying to make our Theme more effective.
It's flexible, easy customizable, high-quality and really easy to
use! So everyone can make awesome website with it. Hope
you'll like it. Enjoy!

Customise | Widgets | Menus | Import Demo Data | Install Plugins

My website priorities

With the website linked and the theme mounted, all that was left was to start producing Link content so that we could set ourselves tasks to keep on track.

My responsibilities are:

1. Implement plugins

2. Create website handover guide

3. Edit videos for "About" and "Home" page

Facebook Messenger Plugin

At the pitch meeting Syd discussed whether it was possible to make a live chat plugin for Microsoft Teams usable for guests to connect with him and Sinead in order to book courses. This choice would however be expensive and not the optimal use of money. To get around this, I thought of an alternate way to link to a Facebook Messenger that allows users to connect with their Facebook account.
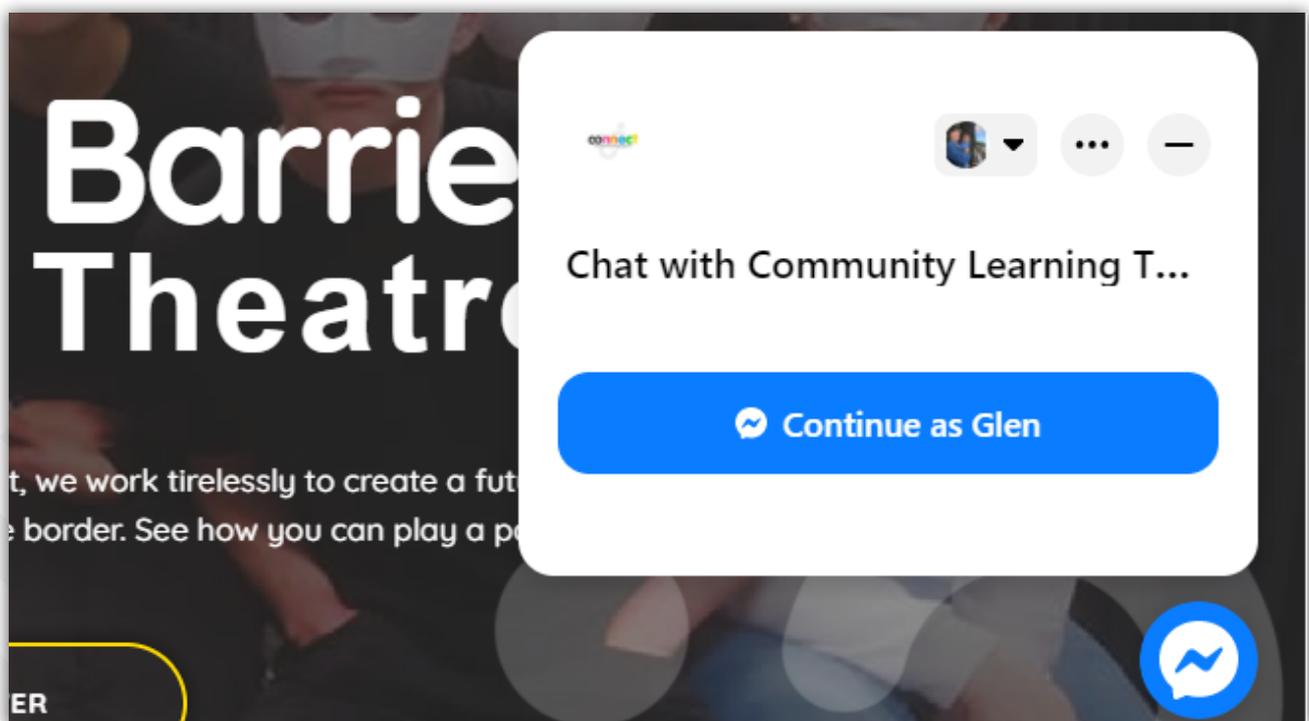
Hand-coding Facebook Messenger Plugin

By default, the Messenger plugin will pop up and block much of the screen. As a team, we agreed that this is not the right idea for the website, as we felt it would take the majority of the website's focus away and could just be there if needed. However the plugin didn't provide a way to mitigate this, so I had to hand it to code myself.

```php
unction fbmcc_inject_messenger() {
  if( get_option( 'fbmcc_pageID' ) != '' ) {
    $genCode = "";
    $genCode .= "
      <div id='fb-root'></div>
        <script>(function(d, s, id) {
          var js, fjs = d.getElementsByTagName(s)[0];
          js = d.createElement(s); js.id = id;
          js.src = 'https://connect.facebook.net/".fbmcc_sanitize_locale(get_option( 'fb
          fjs.parentNode.insertBefore(js, fjs);
        }(document, 'script', 'facebook-jssdk'));</script>
      <div class='fb-customerchat'
      greeting_dialog_display='hide'
        attribution='wordpress'
        attribution_version='1.8'
        page_id=".fbmcc_sanitize_page_id(get_option( 'fbmcc_pageID' ))."
      >
```

By adding: greeting_dialog_display='hide' to the main .php file. I was able to block the greeting display box on start up.

Smushing file sizes and lazy loading

As the content began to roll out on the website, we found that the webapge's loading speed was beginning to get longer. In an effort to combat this, I installed the "Smush" plugin. Smush helped me to identify images that could be compressed further to minimize file size and speed up loading times.

Bulk Smush

Smush ind

Bulk smush detects images that can be optimised and allows you to compress them in bulk.

ℹ️ All attachments have been smushed. Awesome!

I also introduced lazy loading on the site, forcing the photos to load on the page scroll instead of page load, allowing the website to load quicker and use less bandwidth.

Lazy Load BETA

This feature stops offscreen images from loading until a visitor scrolls to them. Make your page load faster, use fix the "defer offscreen images" recommendation from a Google PageSpeed test.

✅ Lazy loading is active.

WPForm and booking an appoinment

The main justification for using this design was the "Reservation and appointment" button. With this button, we decided to encourage visitors to show their interest in the courses that Connect has to offer and to e-mail Syd & Sinead directly to confirm bookings.
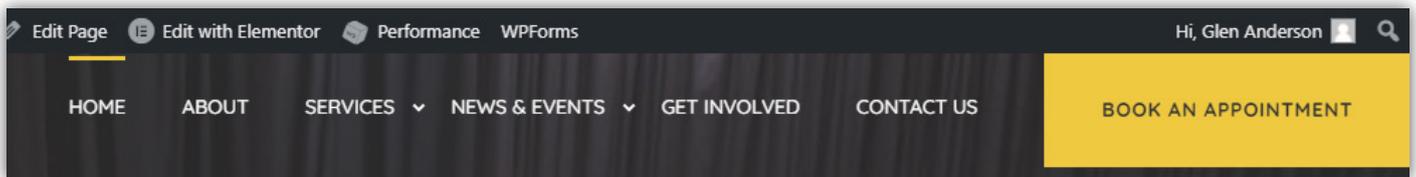
I made use of the WPForms plugin to make this possible. This is an easy-to-use form generator that Syd & Sinead can quickly update or modify without any technical expertise.
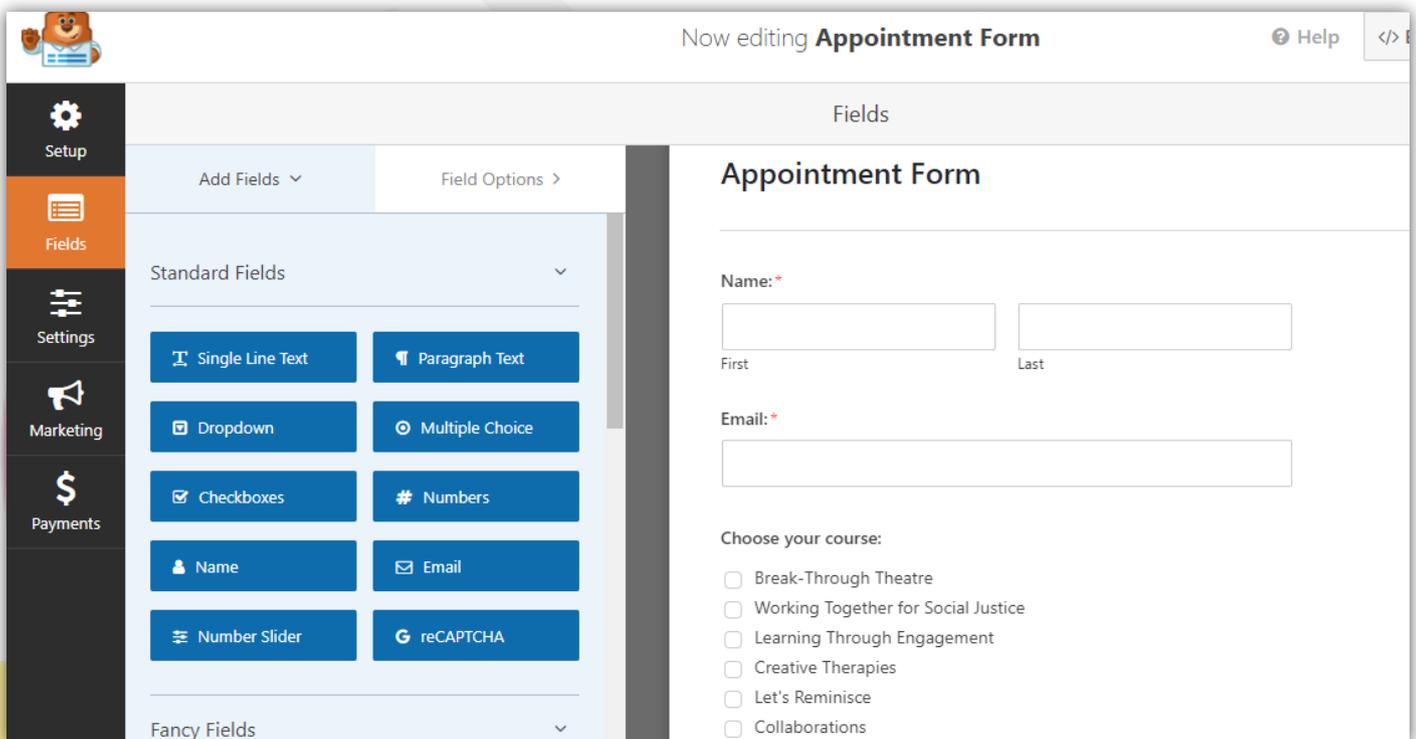
WPForm styling issue

After making the appointment form, I found that there was a style problem with the radio buttons, the form was still functioning correctly and submitted the test e-mails, but the buttons didn't allow you to know what program you picked. This problem was solved with the introduction of the css code in WordPress.
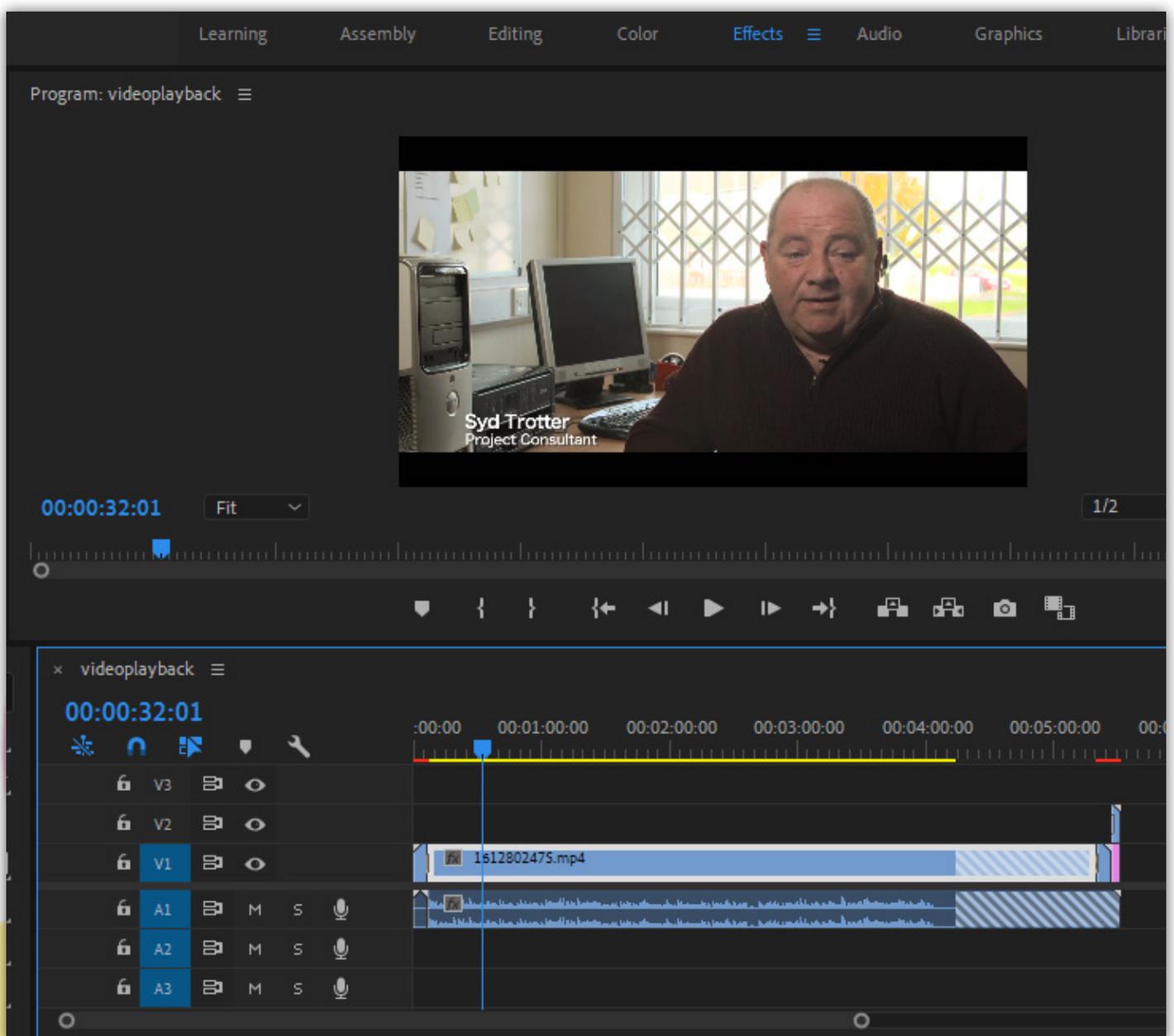
Video Editing

Another thing that is needed for the website is the videos of both Syd & Sinead demonstrating their lives and why they have such a love for what they do. Both had pre-existing videos accessible online only such videos are branded to CLTE and other organizations. My role was to brand these videos under Connect guidelines.
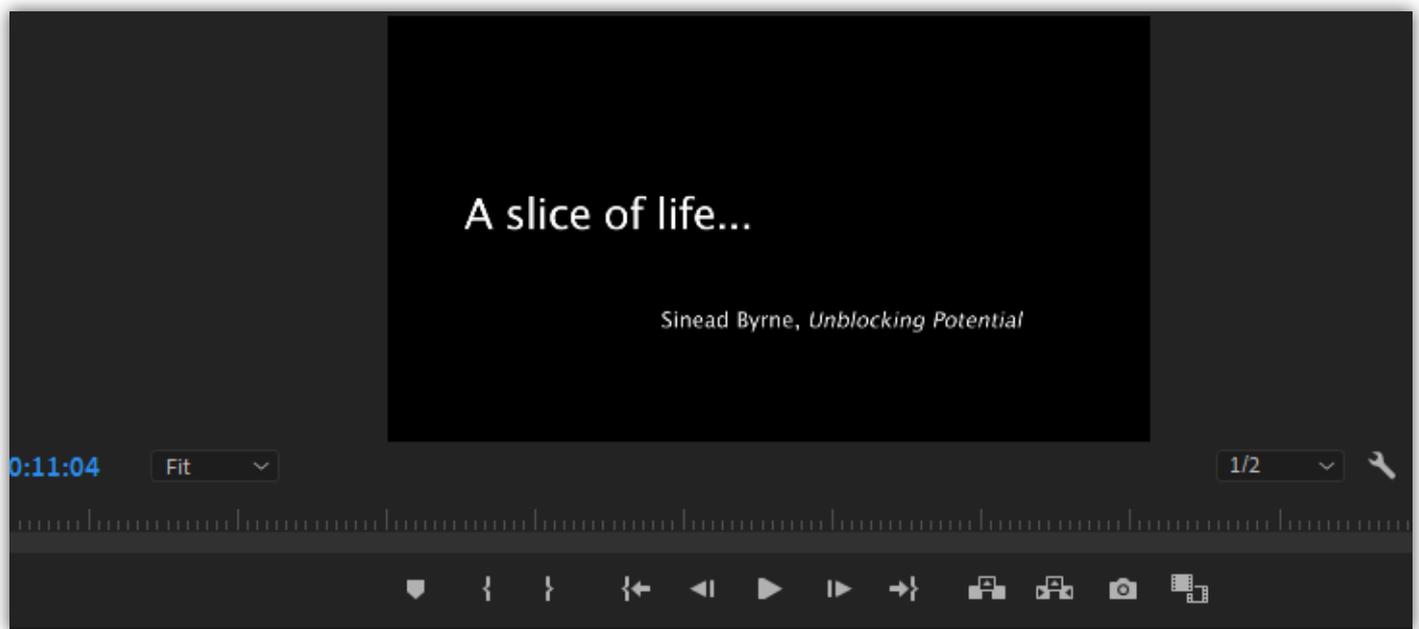
Syd - Connect video

For Syd's video, I just wanted to snippet a segment of him talking about his group work from a much longer video. I then branded it with the Connect intro and the Science Shop logo at the beginning and the end.
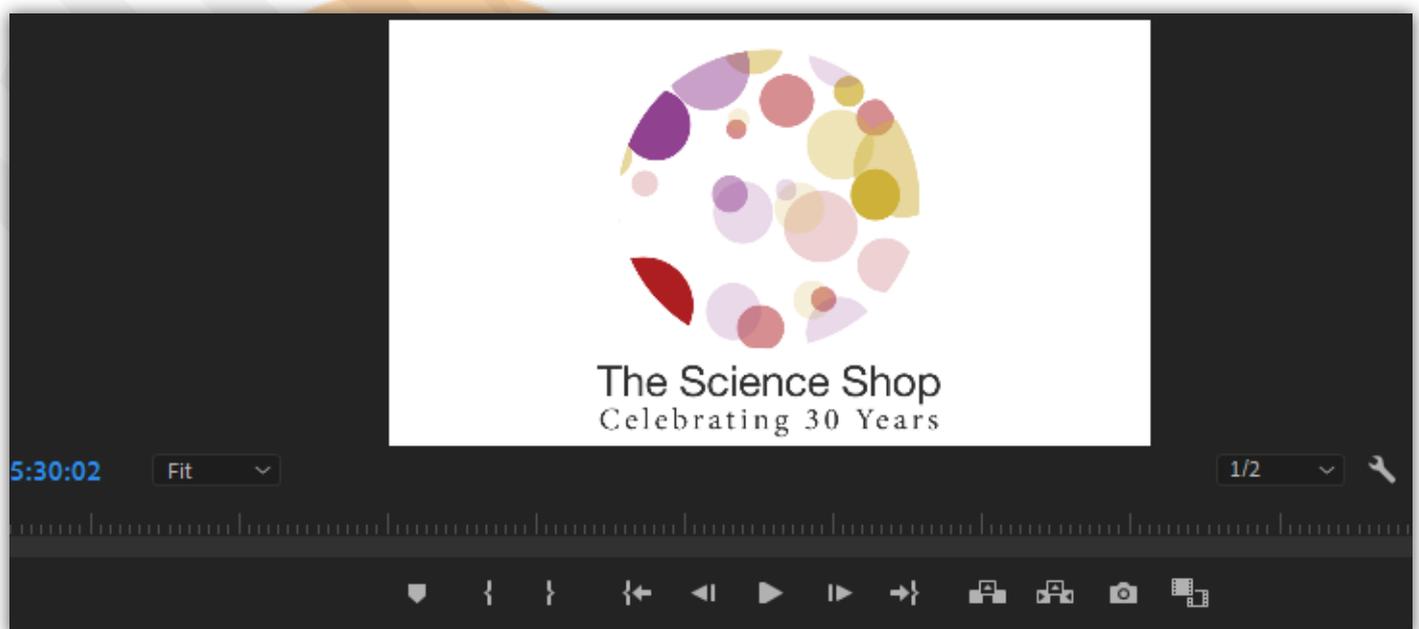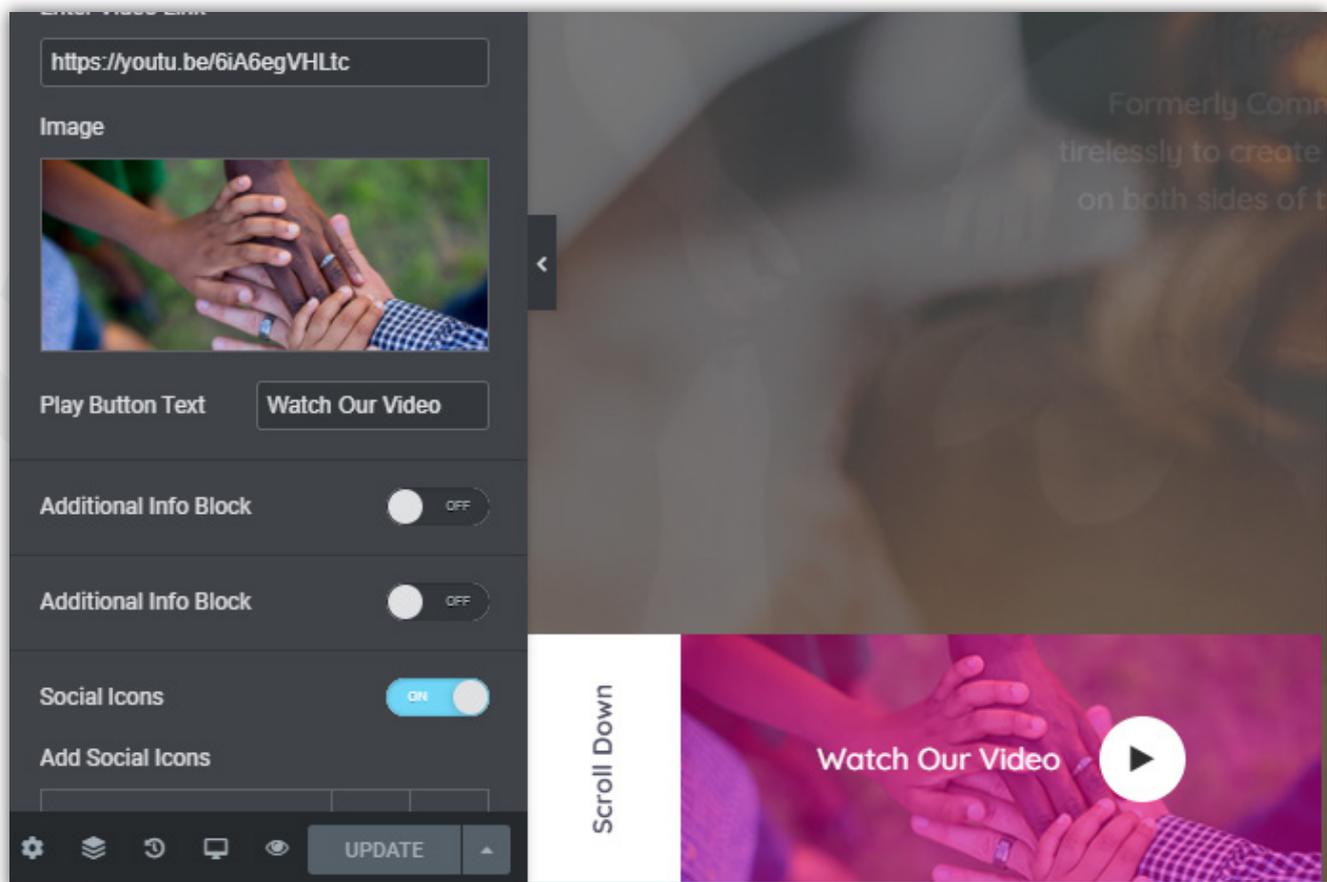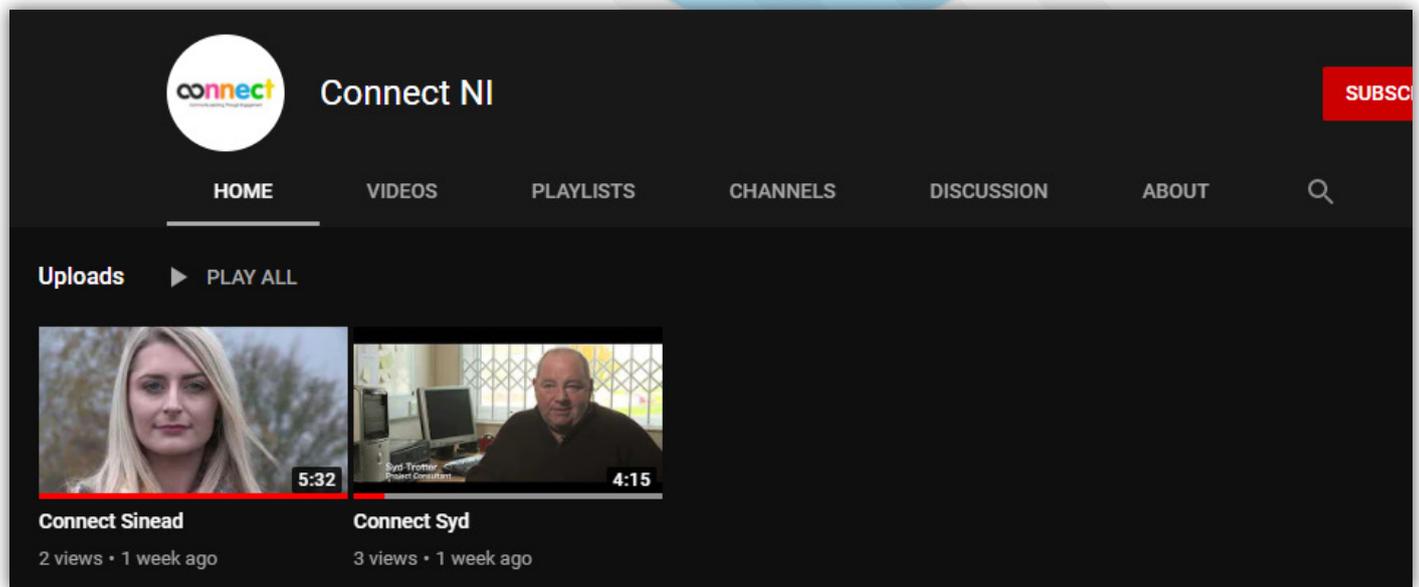
Sinead - Connect video

It was the same idea for Sinead's video to cut the related segment from a longer video and introduce the intro and outro.

Uploading to YouTube and linking

Finally, for the videos, all I had to do is create a Connect YouTube account, upload the videos, and connect them to the webpage.

Handover Guide

As the website reaches its final stage of completion, my final assignment was to create a web-based handover guide so that Syd & Sinead could carry on producing posts and activities on the website without any trouble.

Website Handover Guide

I was trying to make the handover guide as simple as possible. Showing how to log in to WordPress, 123-Reg and 1&1. I also mentioned the fundamentals of Elementor and how to build websites, edit widgets, upload media, and more using it.
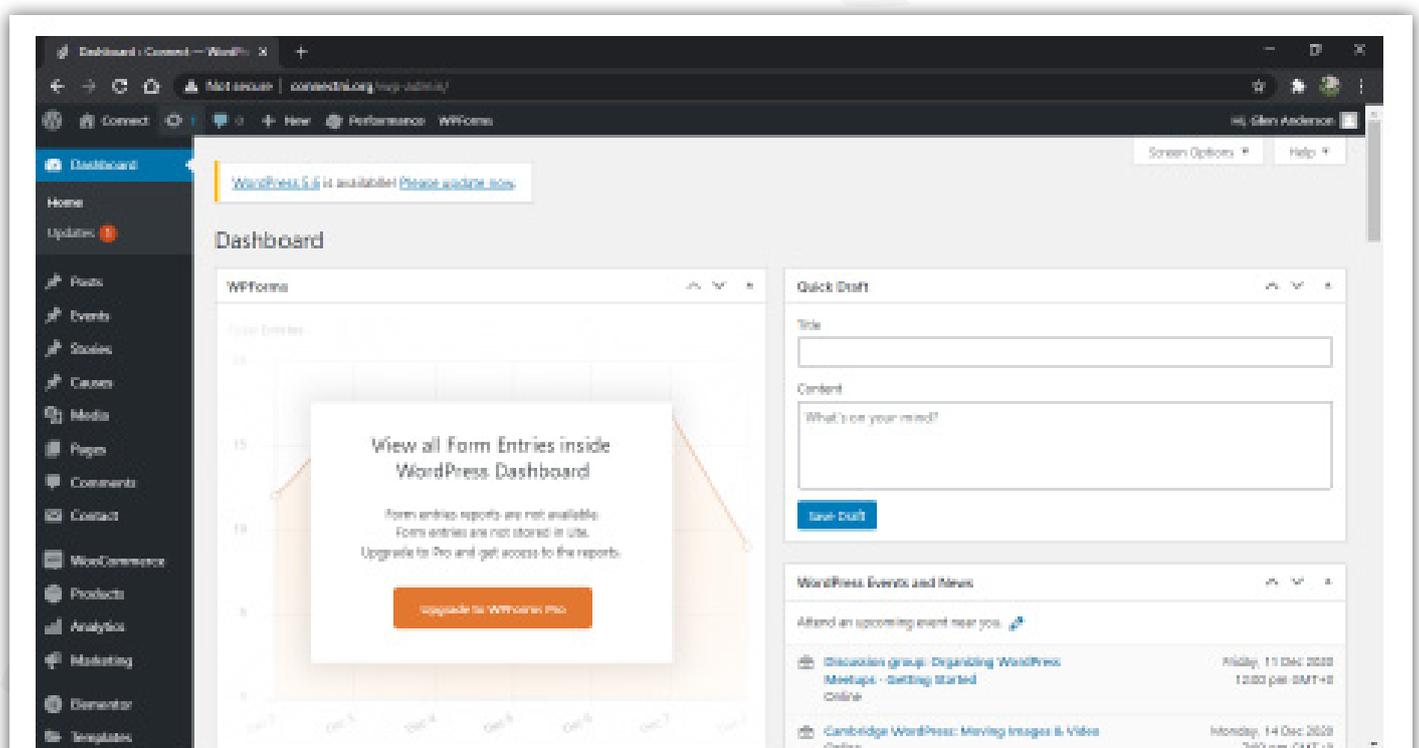
Once logged in successfully, you will be welcomed on the dashboard.

Editing with Elementor
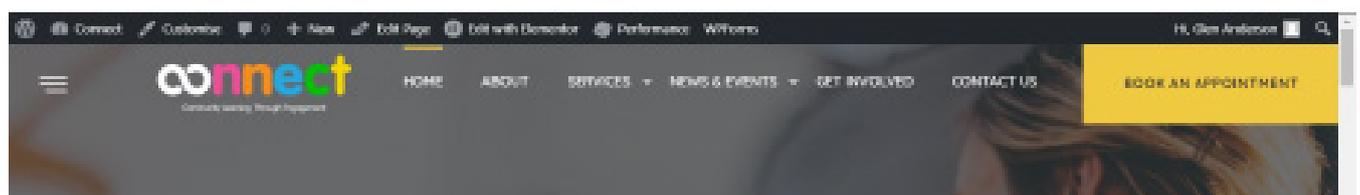
Final Meeting & Website Reveal

With all team members finishing their jobs, the only thing left to do is present Syd & Sinead's website for final analysis and any last-minute changes.

Website Review with CLTE

🕐 Tue 08/12/2020 10:00 - 11:30

Join

📅 Calendar

Rachel Burke invited you.

Accepted 3, Didn't respond 1

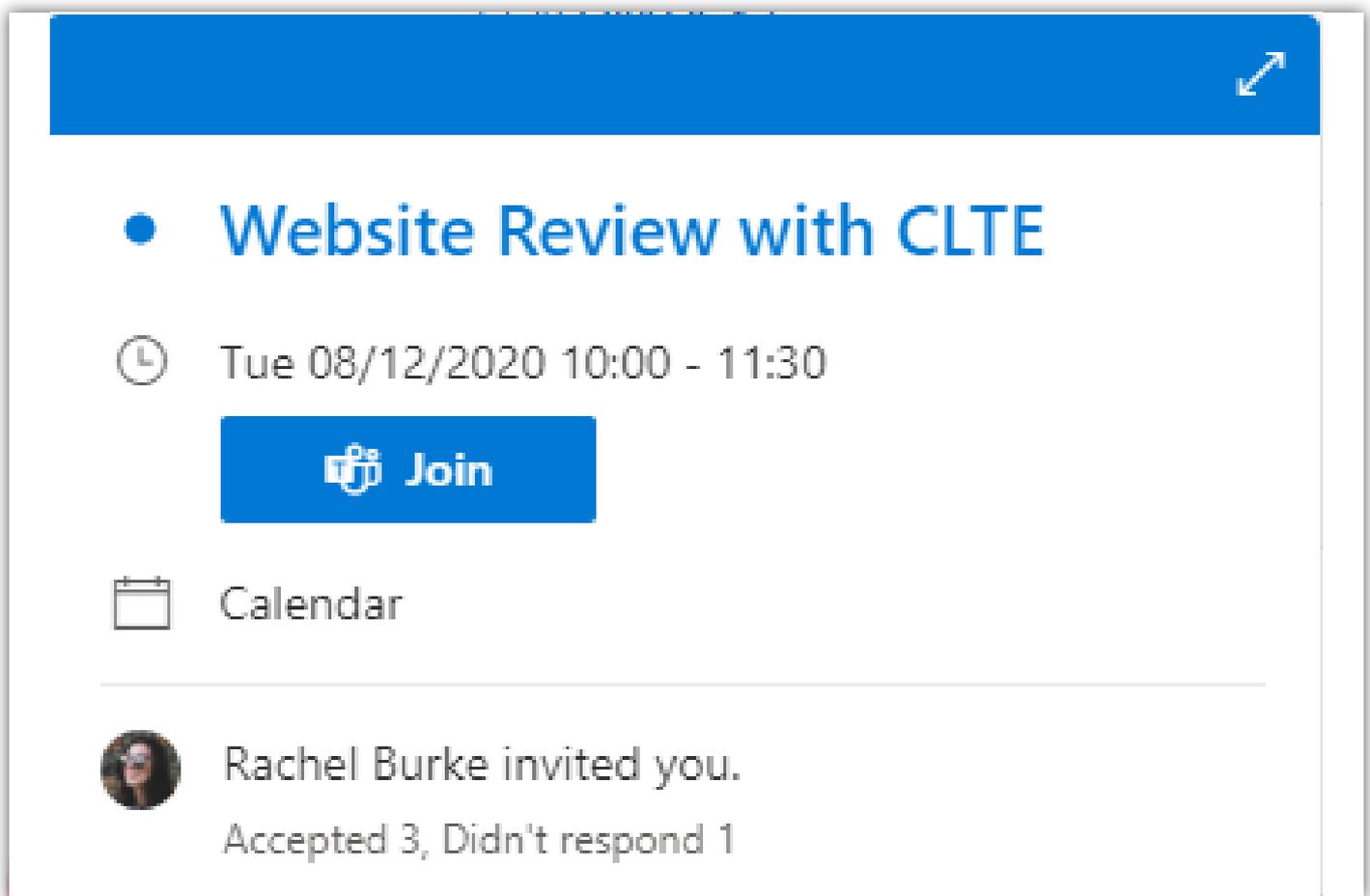# Final Meeting & Website Reveal notes - 8/12/20

Present: Glen, Andy, Rachel, Syd

• Syd said that the appointment button was "Excellent."

• Syd noted that some services are no longer running.

• In addition, Syd was delighted with the performance of the website.

• Syd said that we have done much more than we planned.

Final result:

Syd has no modifications and is 100% pleased with the result and is looking forward to the launch.

"Excellent job, really, really happy. Nothing I would change. I like what I see. You all have done a fantastic job."

- Syd Trotter

PROJECT
SOCIAL

in association with

The Science Shop

─────────────── Teams ───────────────

+ New
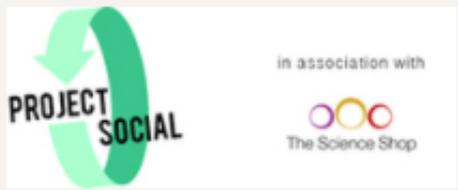
A place for groups within your company or organization to share ideas, ask questions, and make announcements.

+ New   ─────────────── Projects ───────────────   •••

Do the same sorts of projects over and over? Make a reusable template to save yourself time.

Community Learning Through Engagement

EH   HS

Project Management
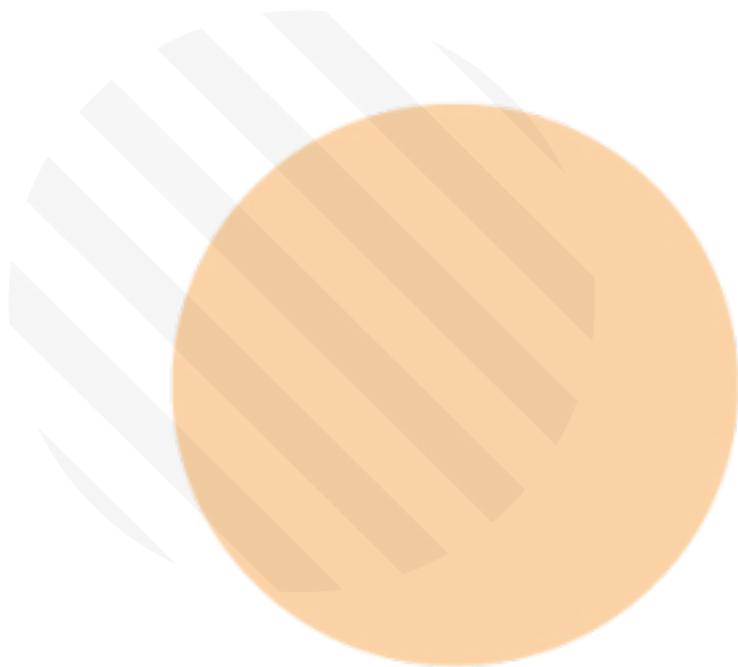
Using Basecamp

Andy, Rachel and I used Basecamp to handle workloads and manage timelines as effectively as possible.I found that "Campfire" was the most valuable feature in Basecamp, and we used it almost every day to keep each other up-to-date on our current progress on our individual tasks.

Campfire

11:44am Me
No update from Syd yet in regards to confirming the domain name. 🔥 Rachel have you heard anything back yet?

Rachel Burke 12:08pm
Nope heard nothing guys!

I'll send another here just to confirm if they received it

5:01pm Me
Just had a phone call with Syd - Domain name has been confirmed will just take 24 hours to come back online.

I further asked about the content e-mail and WordPress template and he has said Sinead is taking care of that.

He has just said that they've been extremely busy this week and the confirmation e-mail was in his spam.

He has asked me to save his phone number to contact him in the future if any other problems occur, will I ring him tomorrow if we receive no reply from Sinead?

We further used Basecamp as a platform to store all of our draft briefing, pitches and concept designs, this had the additional benefit of allowing each team member to provide input and critique each other's work in order to reach our full potential.
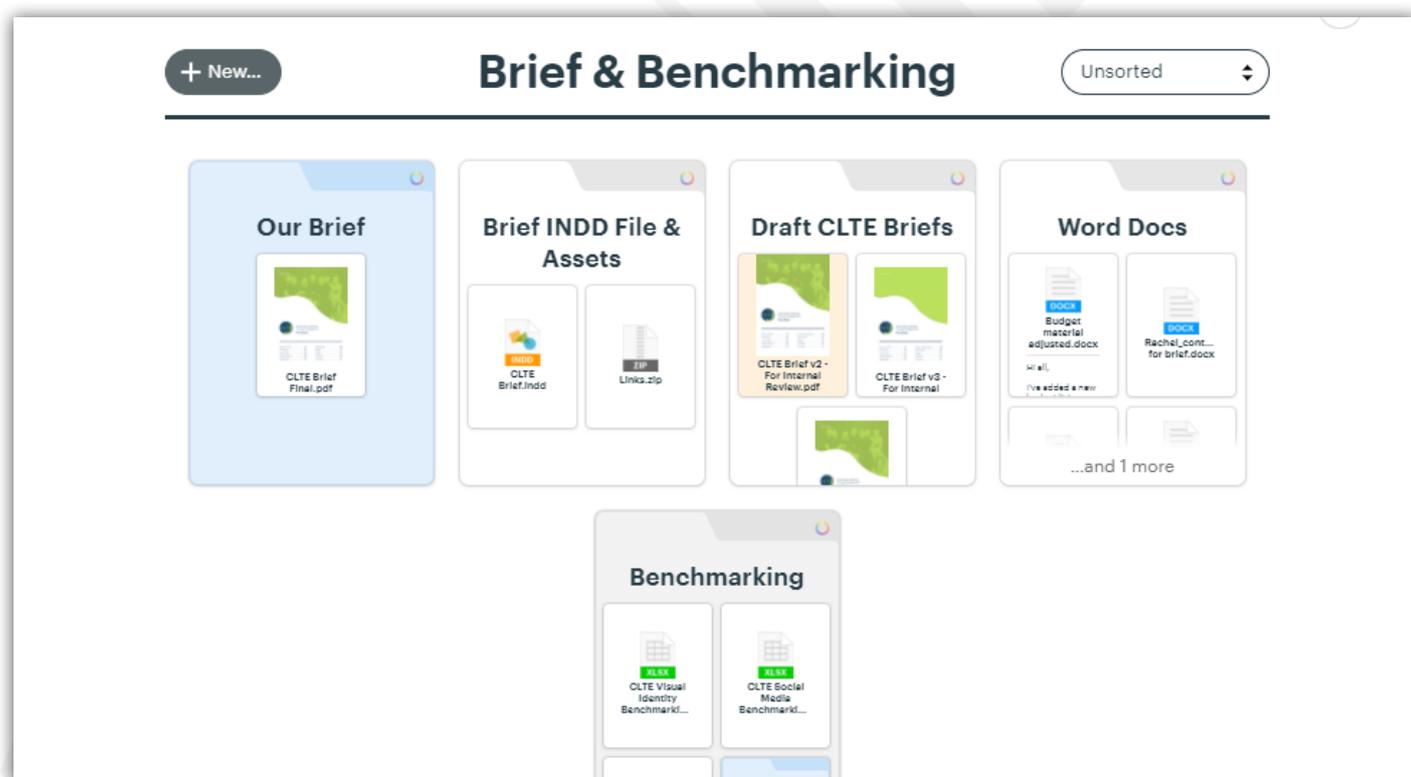
Basecamp has also allowed us to recieve input from our lecturers and helped them to keep track of what we're doing and guide us in the right direction if they believe we're moving the wrong way.

Adrian Hickey, Senior Lecturer in Interactive Media

Oct 14

Community Learning Through Engagement

The Brief.

Who are CLTE?	03	Similar Organisations	08
The Project	04	Benchmarks	10
Tone & Style	06	Budget	15
Target Audience	06	Timescale	16
Deliverables	07	Our Team	17

AH and CM Comments CLTE Brief v2 - For Internal Review.pdf · 3.81 MB · View full-size · Download

Ive added my comments to Claire's and saved both in this PDF. Once you have the amendments done you can send it on.

We also made excellent use of the "To-Do" board by applying both our to-dos and weekly deadlines. WIth this feature, we have been able to remain on top of our job and gain a clearer sense of what point each team member has been at with their work.

1/1 completed – Archive list
Correct scripting error with booking form

(Add a to-do)

✅ Correct scripting error with booking form 🗓 Mon, Dec 7 👤 Glen A.

1/1 completed – Archive list
Create snippet video of Syd including Connect logo

(Add a to-do)

✅ Snippet out Syd's section from CLTE video 🗓 Mon, Dec 7 👤 Glen A.

1/1 completed – Archive list
FINAL ATTRIBUTES

(Add a to-do)

✅ Budget doc, Brand Guidelines, Website, Social media content/schedule & Final files - PDF, CMYK, RGB & MP4 animation. 📄 🗓 Fri, Dec 11 👤 Andy R. 👤 Glen A. 👤 Rachel B.

1/1 completed – Archive list
Budget Document for Merch

(Add a to-do)

✅ Create a budget document for their merchandise - more in depth. 📄 🗓 Thu, Dec 10 👤 Andy R. 👤 Glen A. 👤 Rachel B.

By keeping everything we worked on in "Docs & Files" it was easy to pick up a graphic or design file at any time meaning that we didn't have to rely on each other to complete the assignments.
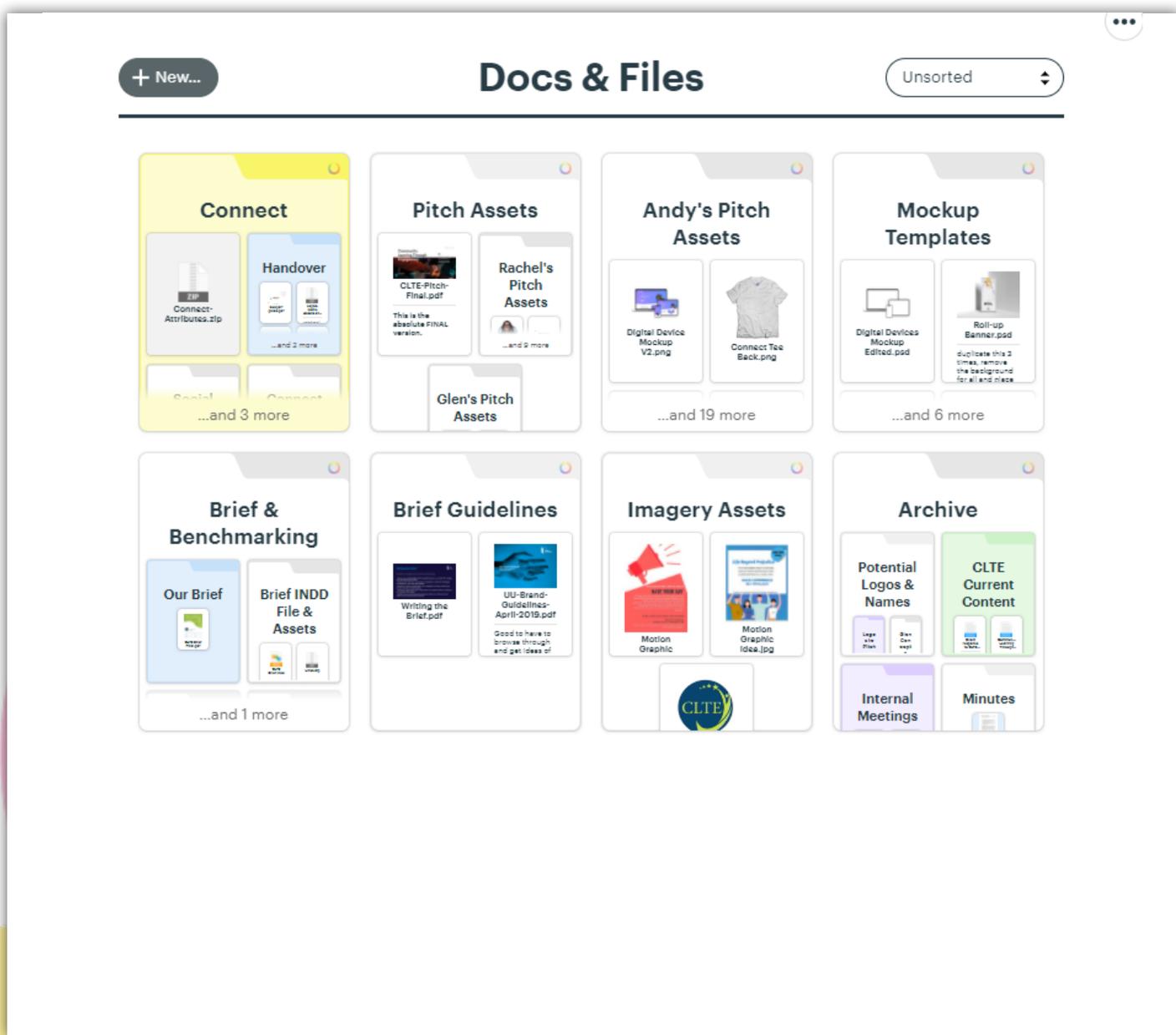
Self Reflection

Forming Our Team

Andy, Rachel and I have previously worked on all module group projects from First Year together and we never wanted to change that. We felt that our skillsets always complimented eachother and that we always knew how to get the best out of eachother. With all of us coming back from placement, we were able to share the wealth of knowledge gained from working within a professional setting and I believe that allowed us to maximise the greatest possible outcome in this project.

Choosing Community Partner

Although the Community Learning Through Engagement brief wasn't our first choice as a group, we were still extremely happy and grateful to be chosen to work with them and to provide them the necessary materials to go forward with their organisation and achieve greatness. I'm further thankful for the flexibility of creativity our community partners allowed us to delve into. When it came to the creation of the pitch and design, Syd & Sinead allowed us to work with no limitations in what we create.

Missteps and Mistakes

Despite he project being a success, this was not without any missteps or mistakes. I have allowed myself plenty of time to work on different design, plugins or coding aspects for this project that were simply just not going to work or meet the brief set, causing me to waste time on less important tasks. The problem that I have found is that once I begin to work on something, I will continue to do so until I get it done. Even if I think that it won't work. The mentality of getting the job done no matter the outcome is something I have thought about and reflected upon greatly whilst working on this module. I now understand to take it slow and not to rush anything. If there is design that isn't working the way I wanted it too, I now understand that I need to consider if the time spent working on a sultion is worth it or do I need to work on a different alternative. By applying this in the later stages of the module, I saved myself hours of wasted time and was able to prioritise my work alot better.

Successes and Achievement

With acknowledging mistakes that I have made during the process of this module, there has also been multiple times of great success and achievement. Understandably, with having no prior experience securing domain names and server spaces, I knew that Syd would find it difficult to buy and secure the connectni.org domain name and the WordPress theme. Creating a step-by-step guide for Syd to follow to secure these items resulting in him gathering them with no difficulty was a great success. Furthermore, hard-coding the countdown timer was a difficult task, my last previous experience of hard-coding was from the module Interactive Dev Enviroments so this was a refresher challenge that I was happy to take on and to later complete sucessfully. The biggest challenge I had was connecting the WordPress site to the domain space. Over placement, I worked daily on the management of 2 different WordPress sites but I had never uploaded a site through Wordpress or have any previous experience in connecting a theme. Getting this live and functioning is my greatest success on this project.

Applying Previous Knowledge

Throughout this module, there was numerous times were I applied knowledge that was found in previous modules. As previously stated, all coding experience that I currently have was grasped in Interactive Dev Enviroments which helped me greatly when having to troubleshooting code that wasn't functioning correctly on the website. When it came to creating the Connect videos, all skills that I had used were found in Cinematic Practice for Emerging Platforms module and on my placement year working at Eakin. Premire Pro has become second nature thanks to my work experience and this module so I found no difficulty in editing these videos and uploading them. Furthermore, when creating the brief, the module Fundamentals of Digital Design helped me mostly. Learning the fundamentals of the Adobe creative suite made the creation of my pitch and designs no issue at all.

Final Conclusion

With the rebranded completed, alongisde the responsive website, social media platform rebrands, brand guideline publication and a design of a range of media outputs such as merchandise and publicity material . We have completed and met the brief of the Interactivity for Social Enterprise module and succesfully uploaded the project to project-social.co.uk within the deadline with no difficulty.

Community Learning Through Engagement

The Science Shop

Knowledge•Ideas •Results