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MED526

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Introduction

This production log will demonstrate the process of working alongside a community partner to offer them a chance to enhance their organisation through a new visual identity, website, and anything else they require.

The first step in this process was to select team to work with. I chose to be in a team with Jamie-Leigh Gibson and Kerri Cunningham. Once we had our team, we were introduced to all of the different community partners that were signed up to be a part of this project. The first community partner that we were interested in working with was HERe NI. HERe NI is an organisation that supports lesbian and Bisexual women through providing information, peer support, facilitating training, lobbying government/ agencies and finally offering community space.

HERe NI were looking for a new website to be developed that would be easy to update, with new images. They were interested in looking at a new logo and visual identity. HERe NI were thinking about creating a short animation that would be used to educate children on different family types.

With HERe NI being our first choice to work with, we luckily were picked to do so.



Team

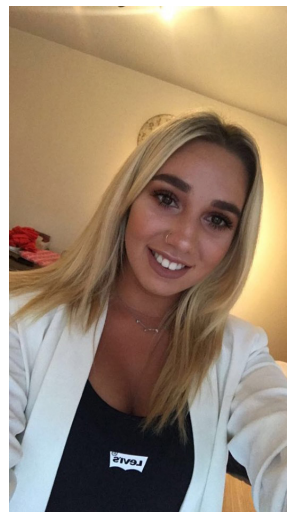
Chloe

- Benchmarking: animations, HERe NI website
- Brief: timing, branding, budget, team, fixing corrections
- Initial Storyboard
- Visual Identity: t-shirts, travel mugs, reusable water bottles, business cards and presentation folders
- Camera operator
- Renting out equipment
- Video editor
- Taking/Editing headshots
- Instruction Manual
- Website



Jamie-Leigh

- Benchmarking: Queer Space, Stonewall
- Brief: platform, audiences, deliverables, fixing corrections
- Second Storyboard
- Visual Identity: Pens, trolley keys/keyring, mesh banner
- Sound operator
- Brand Guidelines
- Instruction Manual
- Motion Graphics
- Website



Kerri

- Benchmarking: Rainbow Project, put everything together
- Brief: Background, project summary, aims, benchmarking
- Visual Identity: pop ups, flag, lanyards, letter head
- Video Director
- Website



Benchmarking

In preparation for our first meeting with HERe NI, we carried out some benchmarking. This is where we looked at organisations that are similar to HERe NI and compared their websites and visual identities against HERe NI's. We also looked at various different animations that have the same goal as the animation that we were going to create. Carrying out benchmarking allowed us to define what makes a successful and aesthetic website. We noticed that some of the local similar organisations such as The Rainbow Project had a very modern, up to date website, which could not be said about the current HERe NI website.

I did all of the animation benchmarking and did the HERe NI column for the website and Jamie-Leigh and Kerri did the other websites and then put all the website benchmarking together.

The first animation looked out turned out to be the best one that could give us inspiration for our video. It was a good length and it was not too long, there was a good use of still images with a voiceover telling the story. This animation was very age appropriate with a very clear storyline.

Category	Feature	LGBT Fairytale	Sam's Story	UN Free & Equal
First	Aesthetics	Colourful	Colourful	Colourful
	Identifiable Target Audience	Yes	Yes, but not too specific	No
	Identifiable Chief Aim	Yes	Yes	Yes
Look and Feel	Retina (HD Ready)	Yes	Yes	Yes
	Responsive	Yes - on YouTube	Yes - on YouTube	Yes - on Youtube
	Body Text Font	None	Sans Serif	Sans Serif
	Logo Placement/ Watermark	On Screen at End	On Screen at End	On Screen at End
Technical	Autoplay	No	No	No
	Speech	Voiceover	None - only background music	None - only background music
	Length	Short - good length	Too Long	Short - good length, could be shorter
	Closed Captions	Yes	No	No
	Sound	Yes	Yes	Yes
Creative	Storyline	Clear and concise	Clear and concise	Clear
	Design	Drawings	Drawings	2D animation
	Movements	Little	Small gestures	Very animated
Overall Score		87%	67%	60%

Category	Feature	HERe NI	Rainbow Project	Queer Space	Stonewall
First Impressions	Aesthetics	Text heavy, outdated	Bright and modern, balance of text + imagery	Outdated	Bright and modern
	Identifiable Target Audience	Yes	Yes	Yes	Yes
	Identifiable Chief Aim	No	Yes, front page	Yes, 1 click away	Yes, 1 click away
Look and feel	Retina (HD Ready)	No	Yes	No	Yes
	Responsive	Yes	Yes	Yes	Yes
	Content in prime position	Image Slider	Latest news	Image Slider	Image
	Body Text Font	Inconsistent mix of serif and sans serif	Sans serif	Sans serif	Sans serif
	Logo Placement	Top left	Top left	Top left	Top left
Technical	Content Management System	Wordpress	Not stated	Wordpress	Catch Digital
Navigation	Primary Menu Format	Drop down	Drop down	Drop down	Drop down
	Primary Menu Position	Horizontal	Side bar	Horizontal	Horizontal
	Means of getting to top of page	None	None	None	None
	Site Map	None	Yes	None	None
	Contact Us	Yes	Yes	Yes	Yes
	Number of clicks to contact us	2 clicks	Scroll down	1 click	1 click

Category	Feature	HERe NI	Rainbow Project	Queer Space	Stonewall
Content	Explanation of service	1 click away	3 clicks away	1 click away	1 click away
	Evidence of outdated content	Yes - annual report	No	Yes - images	No
	Social Media	Links on home page, don't work	Links in menu	Links in the header	Links in the header
	FAQ Section	No	No	No	Yes - 1 click away
	Privacy Policy	Yes	Yes	No	No
Search	Search feature	No	Yes	No	Yes
	Type of search button	None	Animated	None	Animated
Functionality	Load time	1.7 seconds	1.4 seconds	2.9 seconds	1.6 seconds
	Email Subscription	Yes	Yes	Yes	Yes
	Number of secondary languages	None	None	None	None
Accessibility	How many font types	3	1	1	2
	Clear and accurate headings	Too many	Yes	Too many	Yes
	Are links visually distinct	Sometimes	Yes	Yes	Yes
	Link underlining	Sometimes	No	No	No
Overall Score		34%	72%	45%	66%

First meeting

Our first meeting with HERe NI was on Tuesday the 8th of October. Myself, Jamie-Leigh, Kerri and Claire met with Cara and Tracey at their offices in Belfast. This meeting allowed us to go over everything that we would soon be putting into the brief.

The first topic we discussed was the website. Tracey had mentioned that she was the employee responsible for updating the website and that she finds it really difficult to do so. The website exists on a Wordpress and HERe NI currently already pay for the domain name and hosting which is handy for us.

Cara and Tracey feel that their current website is 'bleak and boring', especially when compared against similar organisations. They wanted to ensure that the new website would be able to support video, as the current website already does and there would be the addition of a new video that we are creating for them.

One thing that Cara and Tracey mentioned that they would like for the new website to feature was all of the current events to be displayed on the home page. By doing so, it would allow any visitors to the site to be welcomed immediately and have the ability to see the events without any navigation.

Speaking of navigation, this was something the employees at HERe NI were concerned

with. They felt that the navigation on their current site made it difficult to find information and would like that to be changed. Cara and Tracey also mentioned that a lot of their information on the site would have to be changed, with the new legislation in Northern Ireland, making it legal for same sex partners to get married.

The website needs to have different pages for each of the groups. HERe NI run two separate groups - one is the Family Project which offers a range of activities for mums, dads, and carers. The other is the WOW project, which stands for Wednesday Older Women. WOW offers support to older lesbian or bisexual women. Although both these groups already have pages, they only consist of 2/3 sentences, so more information would be useful.



Another page that already exists on the HERe NI website but needs updating is that staff page. Since the page was last updated, there are a lot more staff working for the organisation and the images of the staff are inconsistent, with some being larger than others and some are portrait and others are landscape.

As previously mentioned, Tracey has had problems when it comes to updating the website. To make this site easy to use, we will be providing her with a manual, showing every step on how to update the site.

The next topic we discussed at the meeting was the new visual identity and logo. The current logo has a couple of problems. First, the name of the organisation is incorrect. The name should be HERe rather than here, although the 'her' does stand out due to the e being in a different colour, the 'her' should be in capital letters.

Cara and Tracey mentioned how they feel as though the current logo is too dark and would be interested in seeing something brighter. There is also no significance between the circles. For the new logo, they would like to see something similar and not too different. Purple and white are the HERe NI corporate colours, so it would be good to keep them incorporated in the logo, the one colour that we were told not to include at all is the rainbow.

The employees at HERe NI were open to the idea of new logos for the different groups they run. The WOW group currently does not have a logo, whereas the Family Project already has a logo, as shown below.



It is clear that the logo for this project and the HERe NI logo are not consistent and do not match, therefore it would be important to have some consistency between the main logo and the sub-logos.

Once we have the logo created, we will go on to make the following:

- Business cards
- Letter heads
- Pop-up stands
- Leaflets

These will all be standard templates that will then allow the employees at HERe NI to add in their own information as and when they need to.

After we had finished discussing the visual identity, we went on to discuss the animation.

Originally, the idea was to create an animation that could be used in an educational environment to teach children about different family types. As we were discussing this, Cara and Tracey decided that rather than creating an animation, they would like to have a video talking about what the organisation does.

This video would be a showreel and include interviews with different staff members who talk about what their role is. This would be accompanied by b-roll of events that they run and some of the drawings that the children in the family group have drawn.

Schedule

Once we had finished up with our meeting, we started to work on the schedule. This would allow us to keep on track and ensure that everything was being done for us to finish on the 13th of December for our final hand in date.

Kerri put together everything in this template:

TASK	AIM	ACTION	COMPLETION
PROJECT SCOPING	- developing the brief based on information received at initial meeting - researching similar non-profit organisations	- customer analysis - content analysis - collecting resources - benchmarking, looking at other non-profit organisations in the same field, analysing website, animation and visual identity in regard to their aesthetic and functional features	SIGN OFF: WEEK 3 10th Oct
EVALUATION	REVISION		
PROJECT PROPOSAL	- compose a written brief to be signed off by the client - identifying the needs of the client and user	- define project goal - create a clear structure plan of goals needing fulfilled - assess the limitations of proposal - source technical solutions for design issues	SIGN OFF: WEEK 4 17th Oct
EVALUATION	REVISION		
TESTING STRATEGY	- design a user testing questionnaire to detect any current issues	- use data collected from the questionnaire to present the best solutions to the client	SIGN OFF: WEEK 5/6
PREPARING FOR PITCH	- prepare design decks for presenting to the client	- construct mockups / prototypes to give the client a visual sense of what the proposed ideas will look like and how they will function	PITCH MEETING 29th Oct
ANSWERING BRIEF	- prepare mockups		
EVALUATION	REVISION		
WORKING PROTOTYPE	- begin construction of site and video content - first draft of production analysis - discuss hosting package / passwords	- design a functional layout for the site so that all text received from the client can be inserted - film video content, whilst working on the aesthetics of the visual identity and other material	SIGN OFF: WEEK 7/8 14th Nov
EVALUATION	REVISION		
DRAFTING PROTOTYPE	- build from feedback received on the first draft	- amend any issues reflected in the feedback, developing towards the final outcome - finalise designs for any other promotional material	SIGN OFF: WEEK 9/10 28th Nov
EVALUATION	REVISION		
FINAL PRODUCT TESTING	- using user scenarios questionnaires to test functionality	- ensure that all areas for potential issues have been explored and examined in regard to navigation etc.	SIGN OFF: WEEK 11 5th Dec
LAUNCHING SITE	- final proofing - uploading site	- ensure that all aesthetics meet the guidelines created	
EVALUATION	REVISION		
PREPARING PRODUCTION LOG	- process to be documented in log	- final proof of production log, ensuring that all areas of research and production have been covered - finalising a user manual for the client	SIGN OFF: WEEK 12 12th Dec
EVALUATION	REVISION		
EXHIBITION SETUP	- preparing for the presentation	- exhibition set up on 9th January	SIGN OFF: EXHIBITION 10th Jan
FINAL PRESENTATION		- final outcome and harddrive with all assets to be presented to the client at exhibition on 10th January - exhibition to be disassembled on 14th Jan	

Brief

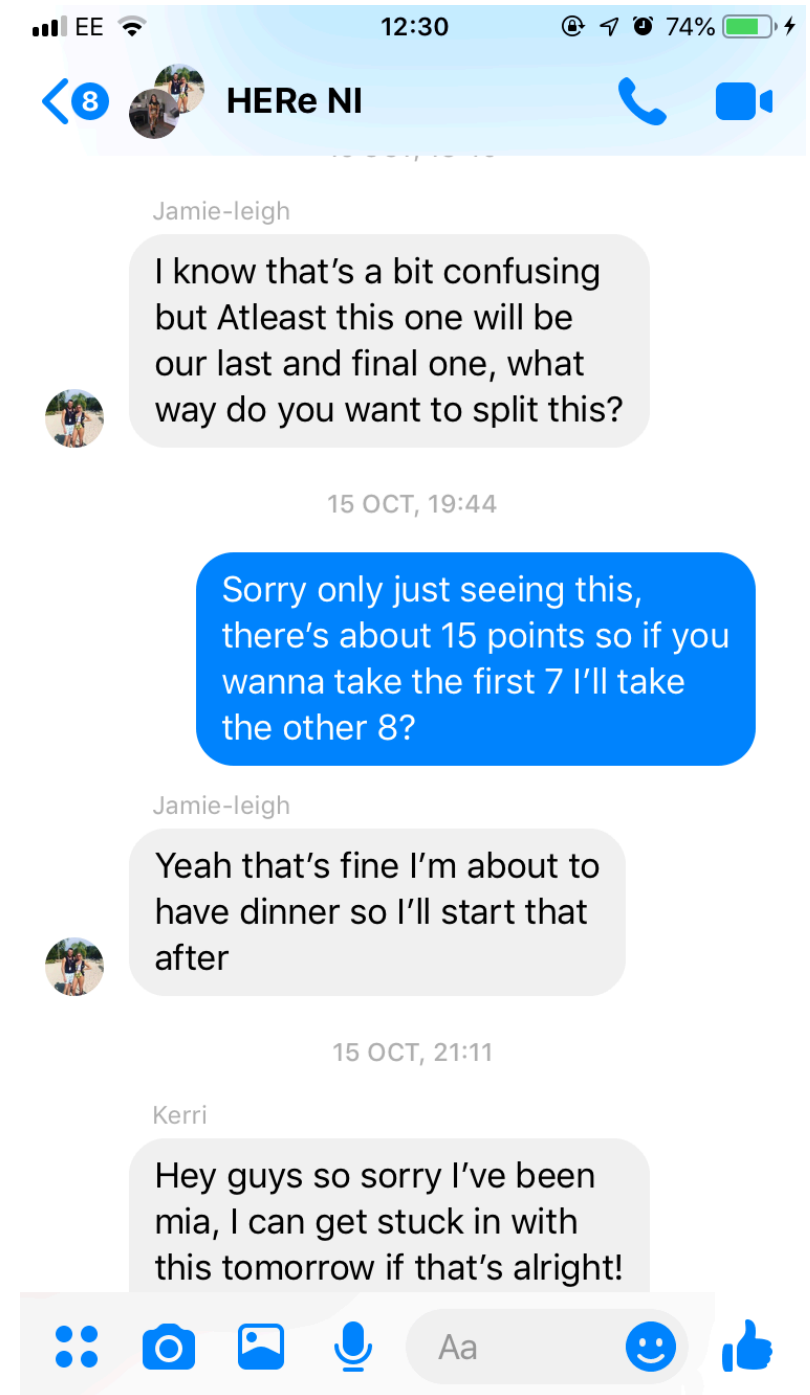
Our next task was to get started working on the brief. For the brief, there were various points we had to cover, so we evenly divided them between myself, Jamie-Leigh and Kerri, so that we were each adding something to the brief. In total there was 10 points that needed covered so once we had divided them up evenly, we began to work.

Once everyone had finished their section, we uploaded it to basecamp and put everything together in one file. This is where we began to have some lack of communication. We had each assumed that everyone had already proof read their own section, and used the name of the organisation consistently (for example, some of used HERe NI, some used Here NI etc). This was reflected in the feedback that we were given by Adrian and Claire.

As there were quite a few changes to be made to the brief, we communicated on our Facebook group chat on who should do what changes.

Once we had made all the changes by Adrian and Claire, they signed the brief off and Jamie-Leigh sent the email to Cara and Tracey. Here was another time were we had a lack of communication as Cara came back with a lot of changes to be made. Once we had divided up these changes, we were able to send back the new and updated brief and Cara then

signed off on it.





Official
HERe NI
Brief

Background

HERE NI is a non-profit organisation which supports Lesbian and Bisexual women and their families and improves the lives of Lesbian and Bisexual women in Northern Ireland. They offer a comfortable environment for Lesbian and Bisexual women to relax and mingle, whilst also running several groups and various training seminars. The main goal of their web presence and social media is to inform the user of the work they do, whilst providing knowledge and assistance on the sensitive topic.

After examining the website, it was evident that the current content is outdated and the layout and visual appearance is not consistent throughout the different pages. During the briefing meeting, the representatives from the organisation agreed that the site does not function as well as it should, with certain aspects of the site not working how they should.

Project Summary

HERE NI would like to redesign their website as they feel the current one is “bleak and boring” and therefore not representing who they are as an organisation. They would like the new one to be user friendly and have lots of updated information. HERE NI wish for the site to be easy for them to use. The staff at HERE NI are also open to looking at new logos, along with sub-logos for groups within the organisation. They would like us to create a video showcasing all of the work they do. This video will include interviews with the staff about their roles and what they bring to the organisation, along with possible footage of groups (depending on whether the women are comfortable with being filmed). The end project will include: a fully functioning website and a new visual identity.

The deadline for this project is Friday the 13th of December.

Aims

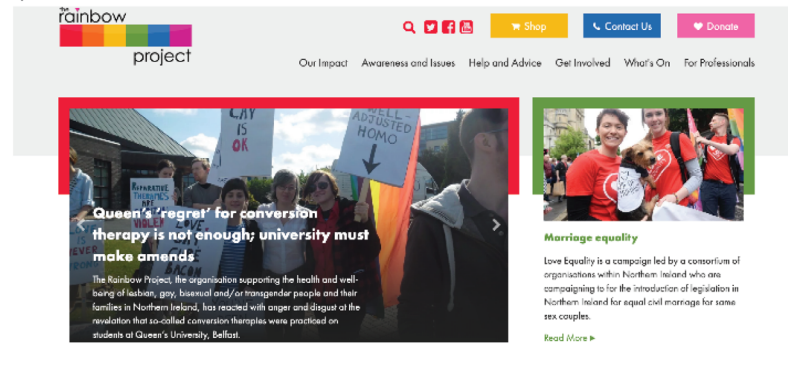
One of the main aims is for the new website and visual identity to give people more of an understanding of what HERE NI is and what it represents. It should be bold and stand out compared to competitors.

It became apparent that the current navigation on the website is overly complex and it can be problematic trying to source particular information if the user isn't sure where to locate it. There is an opportunity to build a new visual identity for Here NI. Whilst they have a logo which represents the organisation as a whole, they suggested that refreshing this would give the service user more familiarity with the staff who work with the organisation. Furthermore, they indicated that there was a lack of personality within the website itself. It didn't represent the organisation the way it should be and they would like the user to be informed on the staff behind the organisation. We proposed the idea of an introduction video which will greet the user and give them a sense of those involved in the organisation and the roles that they play.

Benchmarking

As a group, we carried out a benchmarking process, looking at websites in sector. One of which was The Rainbow Project who are also based in Belfast. The representatives from HERe NI had discussed how they felt that their branding and web presence stood out over their own. Once we completed the benchmarking, we calculated an overall score for each organisations benchmarked and Rainbow Project proved to be the most effective

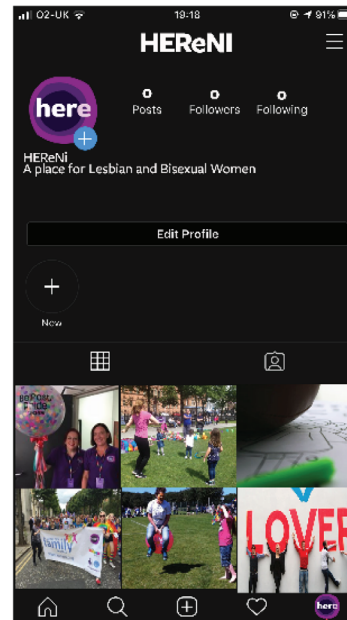
at meeting the expected criteria with a score of 72%. This helps to give a feel for what needs to be amended and what content needs to be created. The Rainbow Project website is similar to what HERe NI are looking for as it is modern, interactive and colourful. Below is an example of what the Rainbow Project website looks like.



Platform

The new website will be responsive to the user which means it can be used on any device and still work the same. We will be using a WordPress based software to develop the website as the employees at HERe NI said they would like to be able to update the website whenever it needs be. When handing over this website upon completion, we will also deliver a manual on how to update the website to reduce any confusion on how to work the site for HERe NI employees.

As discussed at the meeting, a possible Instagram page may be relevant to HEReNI. Below we have created a mock-up for Instagram to show the user what it may look like if they were to go ahead with this different platform.



Audiences

The website will have 2 main audiences - members and the administrators. The website will steer more towards the women in the group than the children because the women are the ones that are seeking the help and support of HEReNI. The video will feature the website for the employees inducing themselves explaining what they do, for newcomers to recognise a face from the video when they are coming to HERe NI for the first time.

The Target Audience is for a range a Women who identify as Lesbian or Bisexual. Their experience should be educational and contain resources should they wish to obtain further information. HERe NI are keen users of social media, regularly posting on their Facebook and Twitter accounts. According to the demographics of their users, these are the two main platforms that are used. With this in mind, we will aim to embed these with the website.

Deliverables

By the end of the semester we will have delivered a new visual identity for HERe NI. This will include a new logo, website and features within the website. We will be creating an interview style video that should be around 3 minutes long for the employees to introduce themselves and explain their role. This will also be accompanied with images and videos of the families that HERe NI work with and the events that they organise. This video might include short pieces of motion graphics if appropriate to help demonstrate all HERe NI does for their members. We expect to also create sub logos for their groups such as WOW (Wednesday Older Women) and the family group. We will be creating headed papers, business cards, pop up designs, annual report design, leaflets and poster templates. The final deliverable that we will be creating for HERe NI is staff photos which can be used on the new website.

Tone, Message and Style

The tone of the projects will be consistent with the main logo. Everything will have the same colour palette which will be purple and white as they are their corporate colours. We have chosen to keep the colour purple because of the representation of the colour to the Lesbian community.

Timing

By 29th October, we will have completed 3 logos, websites and storyboard for the videos. This will give the community partner options to choose for the final design. From then until the 13th December, we will be working on all of media outcomes. There are still some specific dates to be confirmed with staff at HERe NI to film interviews with them and also dates to film events that they are organising.

Branding

HERe NI should have a strong and powerful brand identity. As a team we feel the logo/ website should be a lot bolder and modern as their current visual identity is outdated. Along with this new visual identity will come a Brand Guidelines Booklet. The Brand Guidelines document will help Here NI preserve and keep the integrity of the brand in future communication projects after this initial re-brand project is completed.

Budget

There is no budget for this project. The domain name and hosting is already paid for by HERe NI and we will use it in combination with a new WordPress install. There may be additional costs for printing the leaflets, business cards, letter heads, pop up displays and further promotional products. Some estimates for print costs are below:

Company	Business Cards	Leaflets	Letterheads	Pop-Up Banners
Kaizen Print	100 for £24	400 for £15	250 for £47	£90
Mini Print	250 for £160	5000 for £95	1000 for £55	£65
Cathedral Graphics	250 for £18	500 for £40	N/A	£60
Giga Studios	250 for £40	250 for £78	250 for £45	£90

Team



Kerri Cunningham

Website
Filming
Visual Identity
Promotional Products



Chloe Rushton

Website
Filming
Editing Video



Jamie-Leigh Gibson

Website
Filming
Motion Graphics

Claire Mulrone

Project Manager

Adrian Hickey

Creative Director

Visual Identity Design

Once we had completed the brief and had a general idea about how the workers at HERe NI would like the logo to look like - I started to create some logos.



This was the first logo idea that I had come up with. I wanted to keep some of the original ideas that their current logo has i.e. the purple and the logo being a circle. HERe NI is an organisation for lesbian and bisexual women, so I came up with the idea of having the lesbian and bisexual flags within the logo as I felt that it would allow people who belong to these communities to see that HERe NI are for them. The crossing of the flags represent unity, which I thought would be a good way to represent HERe NI.



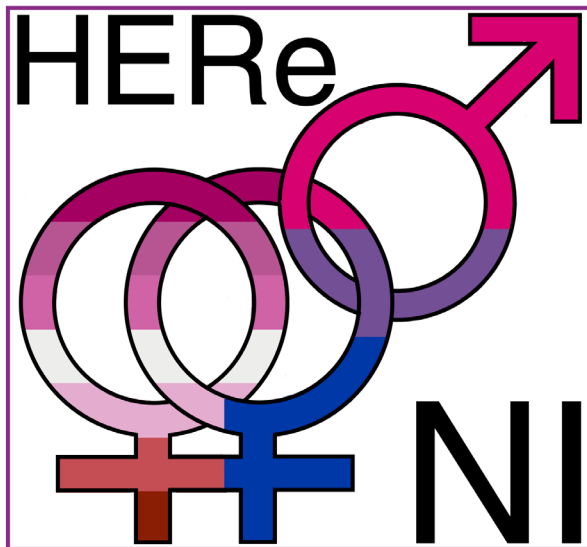
This next logo was a follow on from the previous logo as it is for the family group that HERe NI run. The graphic in the middle shows two mums hugging their child. A limitation of this logo is that with both the mums having long hair, it could be stereotypical of what women look like, however whenever I experimented with short hair, it actually ended up looking like a man.



The next logo I created was for the Wednesday Older Women's group. With this group I found it difficult to come up with a graphic that would be suitable, as I didn't want to have a graphic that represented 'older women' that would be offensive in case it came across that they were 'old' when in fact the group is for 30+ year olds. This is when I came up with the idea to just write the initials for the group instead.

With my next logo, I tried to go with something that would allow lesbian and bisexual women to very clearly see that they are represented by HERe NI and that HERe NI is for them.

After doing some research I found that the symbol for lesbians is the female symbol linked together, and the bisexual symbol the same as the lesbian symbol, but with the male symbol coming out from the right hand side. I thought it would be a good idea to incorporate these symbols into the logo. For the colour of the symbols I decided to use the flag colour scheme. The lesbian flag covers the whole of the first female symbol and half of the second female symbol, whereas the bisexual flag covers the other half of the female symbol and the whole of the male symbol. I then put a rectangle around the symbols to tie it all together.



I then began to carry out some research on logos that show support. I thought that it would be a good idea to show support at the centre of the logo as HERe NI support lesbian and bisexual women and by having this on display it would allow those interested in the organisation to see and understand what they do, simply from the logo.

The logo idea was then developed to become a hand which holds a heart that has the name of the organisation inside it. This was to represent that HERe NI are there to support their community.

Overall I decided not to go any further with this idea as I felt that it did not look professional enough to represent the community partner.



Cara and Tracey at HERe NI had mentioned that they believe their existing logo is 'bleak and boring', however they also mentioned that purple and white are their corporate colours. This led me to the idea to create an evolved and modern version of their current logo. The current logo is 3 circles inside one another with the name in the middle, so I decided to experiment and see what it would look like to place the circles with different shades of purple beside each other, overlapping. I then placed the organisations name over the circles in white.

The end result of this experimentation did not come out as expected as the shades of purple used (which are the same as their existing logo) were too dark and the logo simply did not look aesthetically pleasing.



After doing some research on different LGBTQ+ charity logos, I noticed a common theme among them was to have the rainbow flag used as the colour for the text. This was a very effective way in getting the message across about who they are trying to engage with.

With this idea in mind, I tried various versions of creating this style of logo for HERe NI with the lesbian and bisexual flag.



For my first draft I created a clipping mask to have the flag inside the text. As the tag line for HERe NI is 'a place for lesbian and bisexual women', lesbian comes first so I decided to make the lesbian flag inside the word 'HERE' and the bisexual flag inside the word 'NI'. This design did not end up working because as you can see, the white stripe in the flag sits in the middle of the word, therefore making it illegible.



To attempt to solve the problem that occurred in the previous logo, I tried to make the flag in only the first letter of each word. I also changed the font and increased the size, by doing so it just made the logo seem awkward, especially due to the fact the other letters in 'HERE' are capital. The same problem occurred where the white stripe in the middle of the 'h' made it difficult to read and see the design in its entirety.

I decided that for the next logo I was going to create that I would go back to the circle idea. I knew that this is a shape that the employees at HERe NI like and that fit the brief.



In my previous logos I used the colour scheme of the lesbian and bisexual flag and this was a theme I wanted to stick to as I wanted the logo to be recognisable to lesbian and bisexual women. For this logo I took each of the individual colours of the flag and created a rectangle, then lowered the opacity to 70% so that the colours underneath would be visible. The organisations name then went on top of the final rectangle and I cut it down into a circle.

For the WOW logo I stayed with the same general layout, however I pulled different colours to the front so that it would stand out as it's own logo. I also changed the colour of the text where it said 'Wednesday Older Women' from blue to white. I thought that the white stood out a lot more than the blue did when comparing the logos.

The family project already has an existing logo, so for this sub-logo I pulled some of the colours to the front.

A problem with this logo was that due to the lighter colours, when printed it looks as though there is a gap in the circle which can look very obvious. This logo is also too complex for what HERe NI is looking for, with too many different elements going on at the same time.

When thinking about what HERe NI represents, I wanted to start to focus more on the 'here' aspect.



To represent the 'here' in the name, I created a location pointer, and to represent the 'NI' I created a map of Northern Ireland. In previous logos I created, I attempted to create a clipping mask to have the bisexual and lesbian flags within an image/text and I wanted to try and use this method a final time to see if there was a way to make it work. Previously, I saw that the lesbian flag was difficult to use in this scenario due to the white stripe in the middle, so I used it for the NI map as the scale is smaller, and then I used the colours from the bisexual flag for the location pointer. To keep it all together I then put a box around the text.

The gap around the box was then used for the name of the group 'Wednesday Older Women' and the 'Family Project'. By placing the text here, it filled a gap to make the shape fuller.

This logo had a couple of issues. Firstly, the shape was too awkward that it would be difficult to be able to place onto different elements such as the website and merchandise. The size difference between the location pointer and the map is also not correct, therefore making it look odd. A final issue is the colour - there is too much pink which is a colour that does not fit the brief.

As previously mentioned, my last logo had too much going on and was too complex to fit the brief, so for my next logo I decided to try to simplify the representations that I was attempting to get across.



I started by have the name of the organisation 'HERE NI' in a simple sans-serif font. I then created a heart, using two different coloured ellipses. The first colour on the left is the first colour from the lesbian flag and the second colour on the right is the first colour on the bisexual flag, the opacity was lowered to see the cross over at the bottom of the heart. At the bottom I put the HERe NI tag line in a handwritten font as this added a softer touch.

The WOW logo followed the same format, but this time the colours of the heart were different. Rather than having the first colour of each flag, I included the second colour of each flag. The tag line at the bottom was then replaced with the name of the sub-group.

Once again the family project logo has the same layout, but this time it includes the third colour of each logo.

Out of all the logos that I had created so far, this was the one that I felt fit the brief the best. This led me to making some mockups to see what the logo would look like if it were to be used and then placed on the website and some merchandise.


The first piece of merchandise I completed mockups for was a leaflet, letter head, roll-up banner and badges.

HERE NI employees had mentioned how they would like a leaflet for the family project.



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Although they did not specify if they would like a badge, I saw on their website they had some, so I thought that this badge could be added to their existing ones.



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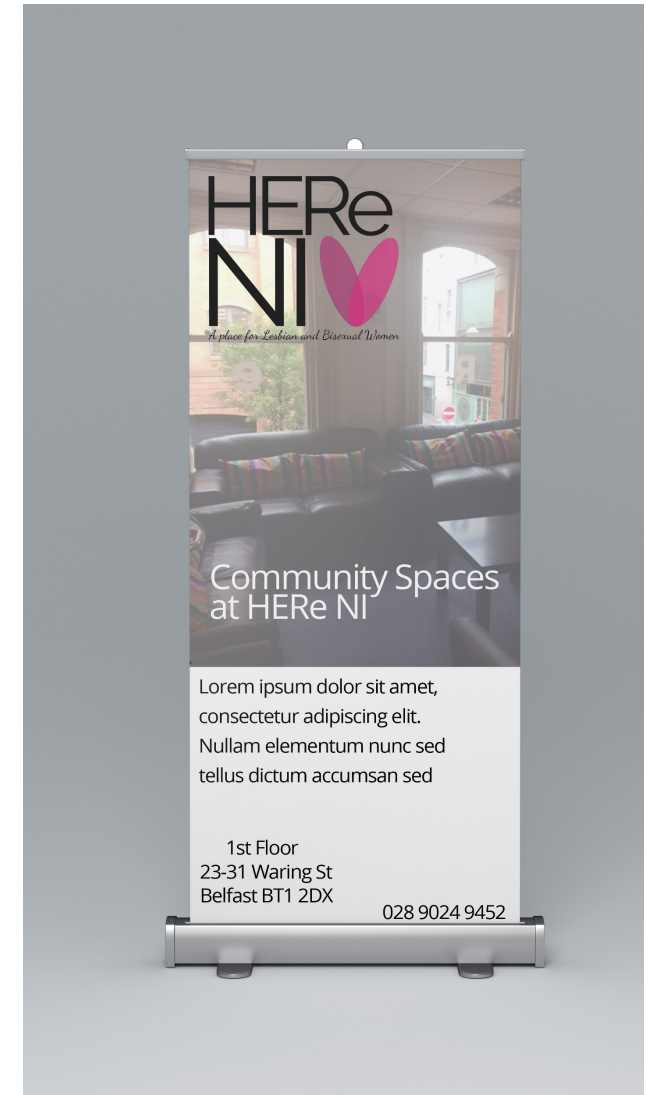
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Sincerely,



028 9024 9452
1st Floor 23-31 Waring St | Belfast BT1 2DX

I thought that the roll-up banner was a good method to advertise the community spaces that HERE NI offer.

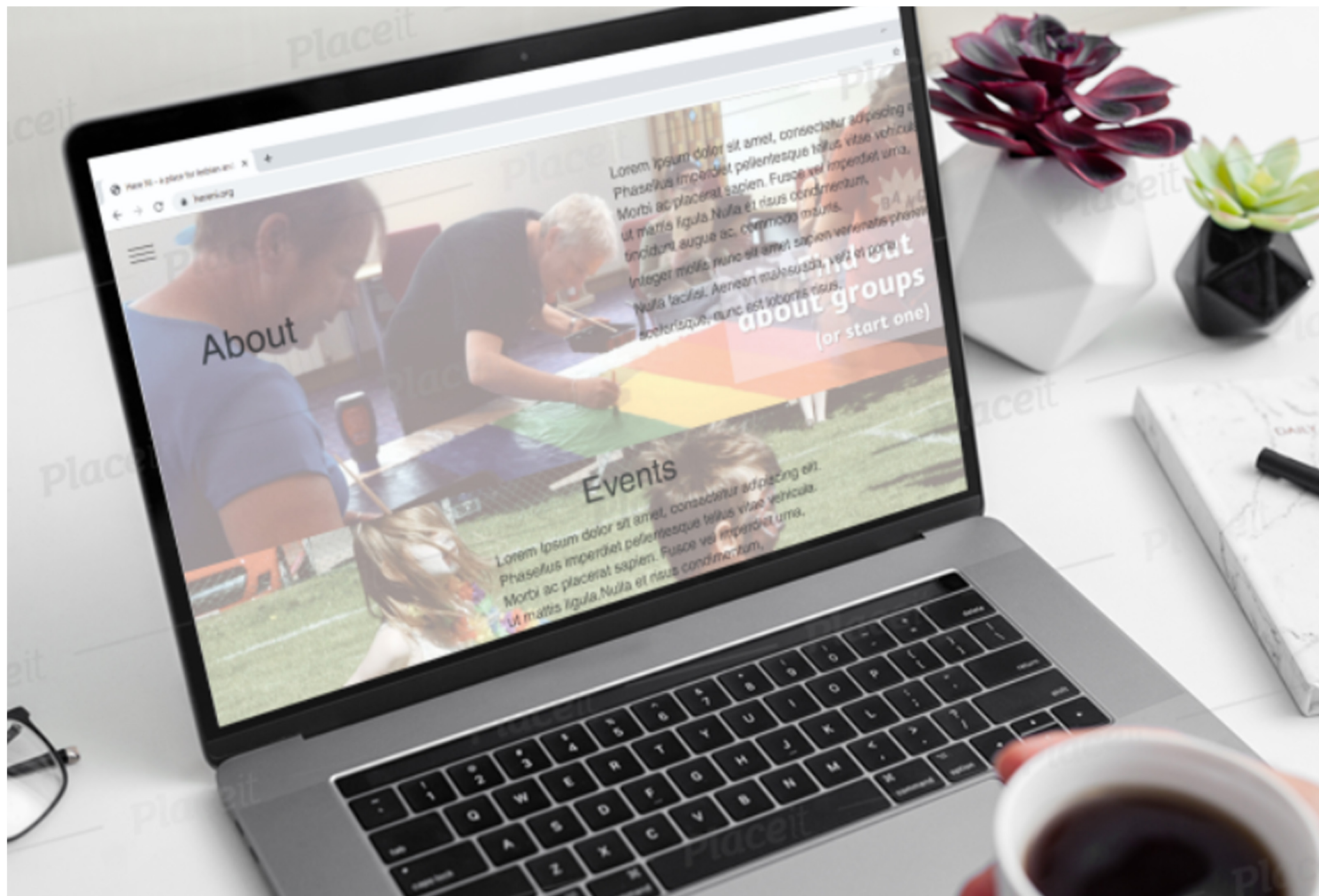


The next mockup I created was for the business cards. On one side of the business cards there was the logo, and on the other was all the information of the employees. The background colour used for the text side is the colours used in the logos, this gives the employees two different options on what colour they want their card to be.

The mockups on the following page are for the website. I used an existing Wordpress theme that was free to design the mockups.









Mockup evaluation

The issues with this logo was that the shapes did not look enough like a heart as the shapes are too far apart at the top. Another issue was that as the logo's progressed, the names of the groups got shorter, meaning the text size had to increase to fit in the same grid. This ended up causing the logos to look out of place when together.

The logo ended up having an awkward shape when being placed onto the roll-up banner, letter head, and leaflet. It seemed too big and it not fit neatly into the corner or centre of the page.

The business cards seemed too pink once the colour of the logo was placed onto the background of the card. This was something I wanted to avoid as the employees at HERe NI do not like this colour.

The website mockup was based off the free Wordpress theme Alves by Automatic. I chose a free Wordpress as HERe NI does not have a lot of money, therefore they should not have to pay for something that has opportunity to be free. This theme was very image based and contained parallax. I thought that this would be very useful as it would allow visitors to the site to see what they to, and the parallax would make the site seem very professional.

After looking at these mockups I decided that the logo was not the best fit for the brief, so I continued in creating more logos.

Logo reflection

When looking back at all of the different logos that I have created up until this point, I noticed that many of them have the same issue. I have tried to do too much, as in I have tried to incorporate too many elements into one logo, trying to make everything represent something related to the organisation. In our initial meeting with Cara and Tracey from HERe NI, they had mentioned that they thought their current logo was 'bleak and boring' so I ended up going too far in the opposite direction, trying to be overly colourful and trying to have too many meanings. This was also an issue that Adrian had picked up on, therefore I needed to avoid repeating this mistake in any further logo designs.

For my next set of logos, I decided that I should try to stick to only working within a rectangle and only using black and white. Once I have then created a logo in black and white I will only add one more colour - purple. I chose to stick with a deep purple as it is one of the corporate colours for HERe NI. Even with only using one colour, there are different combinations that can be used to have good middle way between having no colour at all to having an overwhelming amount of colour.

I also started to experiment more with different typefaces. This allows me to see which style of typeface fits best with the logo. I tried to have at least 10 different typefaces for the rectangle logos.

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Out of all of the styles I created with the rectangle shape, I decided to further develop one of them to possibly pitch to HERe NI.

I decided to go with the shape where the NI was at the bottom of the rectangle. After experimenting with the different colour, the one with the purple rectangle around the black text fit the brief more accurately. However, the solid purple seemed slightly too flat, so I created a gradient to make it seem more exciting.

I changed the name from 'HERe NI' to 'HER NI' as in the initial meeting we were told that the only reason for the additional 'e' was due to the domain name not being available, however after some research I found that this domain was now available. By presenting Cara and Tracey with the logo of the name they originally wanted, it gives them the opportunity to go back to the name they had hoped for.

The next thing I had to do was see how this logo looked when mocked up. For each of the 3 mockups, myself, Jamie-Leigh and Kerri were all using the same templates as this made it easier for Cara and Tracey of HERe NI to decide between them.



For this badge design, as a group we decided that it would be a good idea to include the date the 21st of October 2019. This was the date where same sex marriage finally became legal in Northern Ireland. This date is very significant in the country and will have a huge impact on the work that HER NI do, which is why we found it important to ensure that some of the merchandise recognises that.

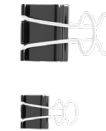
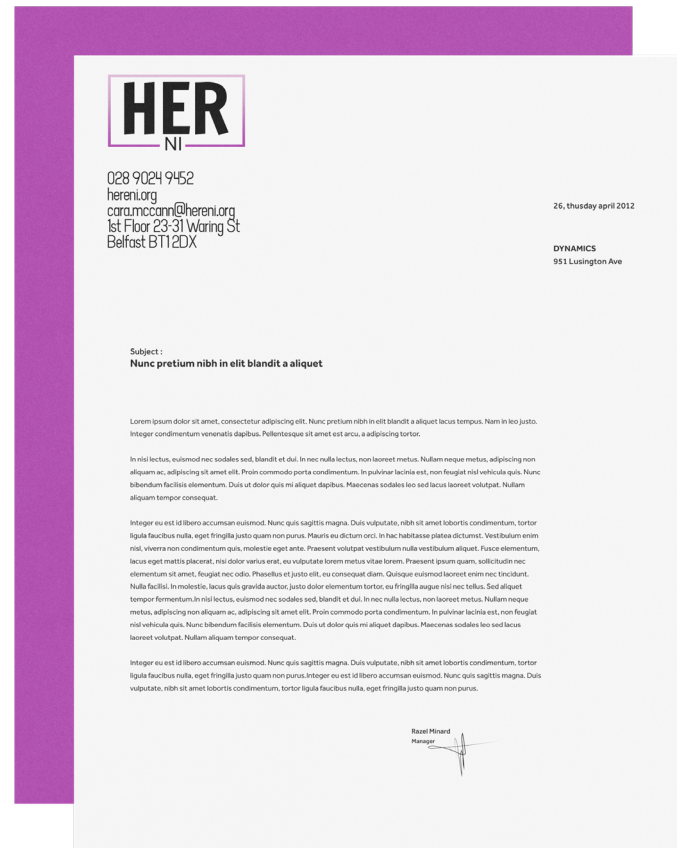
For the poster I created a simple mockup that was for the family project. It used one of the images that was featured on their website, however this image would only be acting as a place holder as it is not very high quality.

The roll-up banner had the same problem with the image, in that the quality was too low when scaled up. I kept the same idea for this banner as I did with the previous mockup as I do think it would be good to feature the community spaces in a form of advertising.



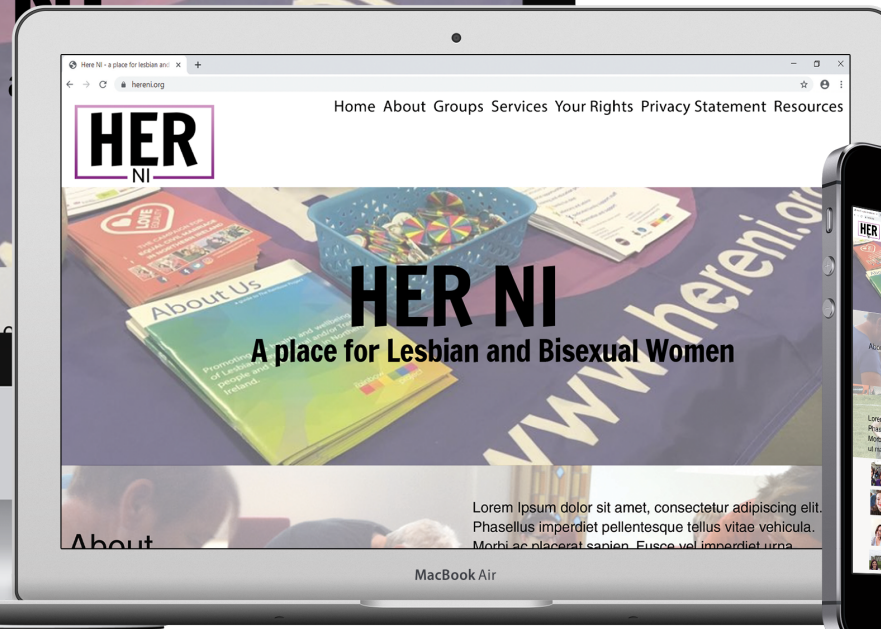
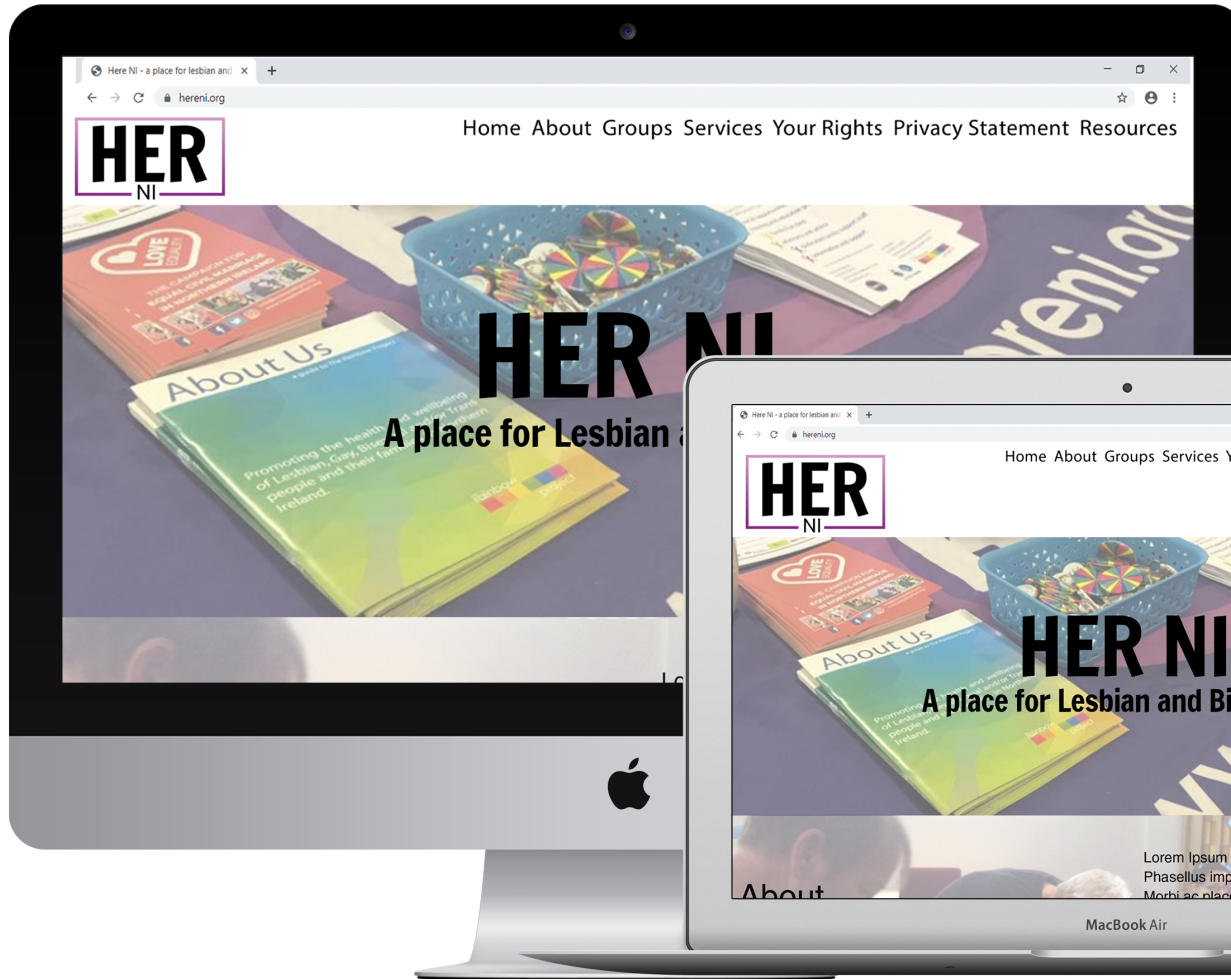
I kept the stationery fairly simple. For the letter head, I included the logo at the top, followed by some of the general HERe NI information, such as their phone number, website, address, and email address which can be personalised for each employee. The background colour of the letter head is the deeper purple, which can be found at the bottom of the gradient of the rectangle.

The business cards feature the logo on a white background on one side, followed by the information of the staff member on the other side. The background colour of the information side is the same colour that can be found at the top of the gradient in the logo. The typeface that is used to display all of the information is the same typeface that is featured in the logo.



We had noticed that in some of the HERe NI staff images, that they were wearing work tops. We decided that it would be a good idea to mock up some new ideas for them. We also mocked up some mugs as since they have a communal space, some mugs could come in handy for them.





Overall, I liked the design of this logo and felt that it matched the brief well. The old logo is very bleak and boring, where this logo is much more modern.

The colours used in the logo are very on brand for what HERe NI are looking for. They previously mentioned how their corporate colours are purple and white, therefore including the purple is very important. I did not include the white as it did not fit in well with the design. They had also mentioned that the old logo seems flat, by creating a gradient this adds more life to the logo.

As the logo is a simple shape, it fits in well to each of the mockups. Some of my previous logos had awkward shapes and would not have fit in as well as the current logo does.

A problem with the logo is that it could be a bit too corporate and not representative of the type of work that HERe NI do. Another issue is that this logo does not have sub-logos for the WOW and family group.

The website layout is based off an existing free Wordpress theme, as previously mentioned in the last mockup. HERe NI employees feel as though the navigation on their existing website is overly complicated so I created a simple navigation where visitors could easily see each of the pages. The logo fits well in the top left hand corner and the colours are a good match.

I created this mockup on a computer, laptop, and mobile as the site is going to be responsive so that users can visit the website on any device they like.

In a few of my failed logos, I tried to incorporate a heart, however these simply did not work out as well as originally planned and ended up not fitting the brief. This time, I wanted to try and make a more sophisticated heart. With many of the previous logos, the lower case 'e' in 'HERe' has looked out of place, however this could not be changed to me made upper-case as the organisation specifically asked for it to be lower, as it is currently wrong in the original logo. This led me to the conclusion that I could experiment and attempt to put the 'e' inside the heart.

Similarly to the rectangle logo, I started by creating the logo in black and white, and then later began to add some more colour. I also experimented with different typefaces to see which style best suited this logo.

Along with having the 'e' inside the heart, I placed the 'NI' inside the heart on other designs. This better represented that Northern Ireland is the heart of the organisation.

Once the 'e' and 'NI' were inside the heart, I had to think about placement. When the heart was upright and straight, I felt as though there was too much of a gap between the heart and the last letter. However, when the heart was tilted and sideways, it seemed too out of place and did not fit well. For this reason I decided not to pursue this logo any further, but instead I will continue evolving the heart idea.



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As mentioned, the positioning of the heart in the previous logo did not look of high quality, I gave one last attempt to create a logo with a heart. This time I did some research on logos for charities and community groups. One idea that caught my eye that I believed could fit the brief was the idea of having the skyline of Belfast going across the middle of the heart. HERe NI do have groups based in Derry/Londonderry, so if they decided to go with this logo, I would be able to create new ones for them with the Derry/Londonderry skyline across the middle.

During our initial meeting with Cara and Tracey, they had mentioned how they did not want to be name 'HERe NI', but actually wanted to be called 'HER NI', which explains the lower-case 'e'. They only changed their name to 'HERe NI' because there were no domain names available with their original name. After doing some research, I noticed that there were now domains for the name 'HER NI' available, so I mocked up some logos with the name 'HER NI' to let them know the name they wanted was now ready to use.

I created the logo with various different colours to see which one would fit best. After making various logos which featured the colour purple or the colours of the lesbian/bisexual flag, I thought that it would be an opportunity to create a logo that strayed away from these colours, as it would be something different for HERe NI and allow them to see the logo with bright, vibrant colours.

I then selected my the most appropriate colours for each logo.

I decided that for the main logo, the pink heart would fit best. This was due to the fact that pink is the closest to the purple, but is much brighter and brings life to the logo.

For the Wednesday Older Women group, I though the yellow heart suited best. The colour yellow as it represents happiness, positivity and optimism, all which represent the WOW group.

Finally I chose the red heart for the family group. Red is the most recognisable colour for a heart and love, and love is at the core of this group.



As previously mentioned, the colour I chose for the main logo is pink. I thought that this would be a good way to catch users eye as it will stand out and be of high quality when featured on the website and any merchandise.

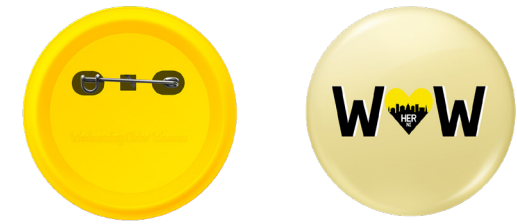
This is a design that is modern and colourful, therefore fitting the brief. It is something that visitors will be able to recognise straight away and will give them a sense of what HERe NI do, along with where they are based.



The leaflet followed the same style as the previous mockup, however this allowed me to use the sub-logos. As the red heart is used for the family project, this was the logo that was used at the top of the leaflet. As you can see there is also matching between the colour of the heart and the shirt the boy in the photo wearing.

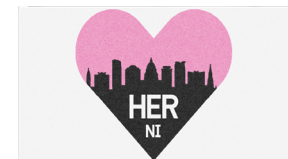
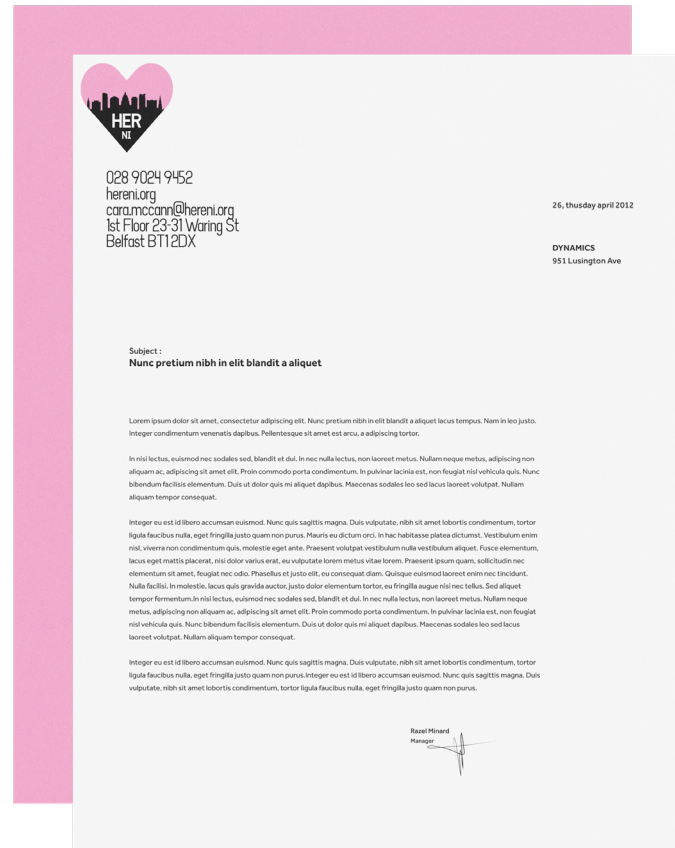
The button for the main logo follows the same premise as the previous button, with the date when same sex marriage became legal in Northern Ireland, however the '0' in the month date has been replaced with the heart logo, this allows people to see that the badge is specific to HERe NI and not any other lesbian and bisexual organisation. The heart replacing the '0' was a theme that followed into the WOW badge. The WOW badge also features a white shadow which makes the black text stand out more. The family project badge simply has the sub-logo featured on it. For each of these logos, I placed the exact colour of the heart onto the back of the badge, and slightly lightened the colour of the heart for the front, so that it would still be the same colour, but a different shade so that the logo would stand out.

For the roll-up banner, I used the same layout as the previous.



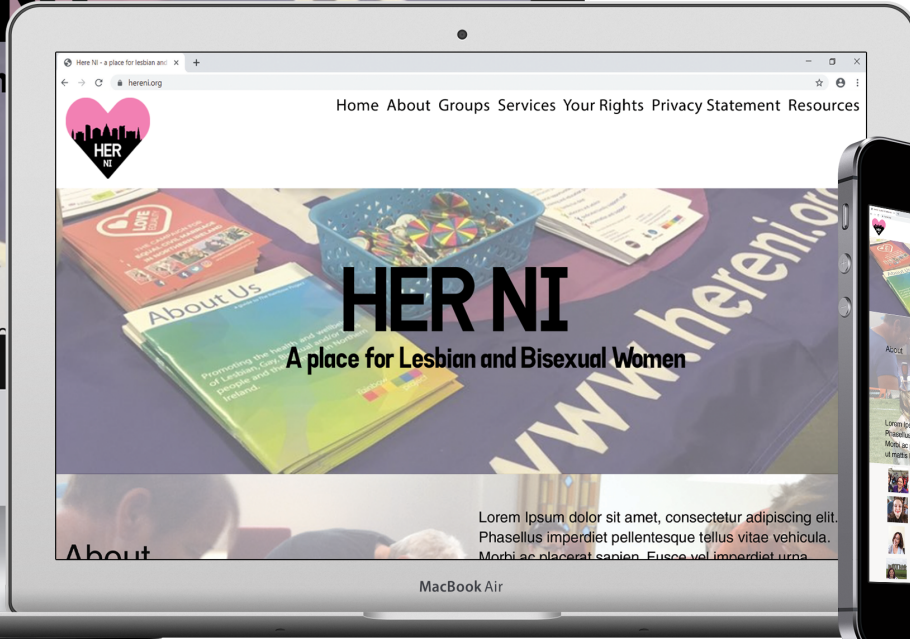
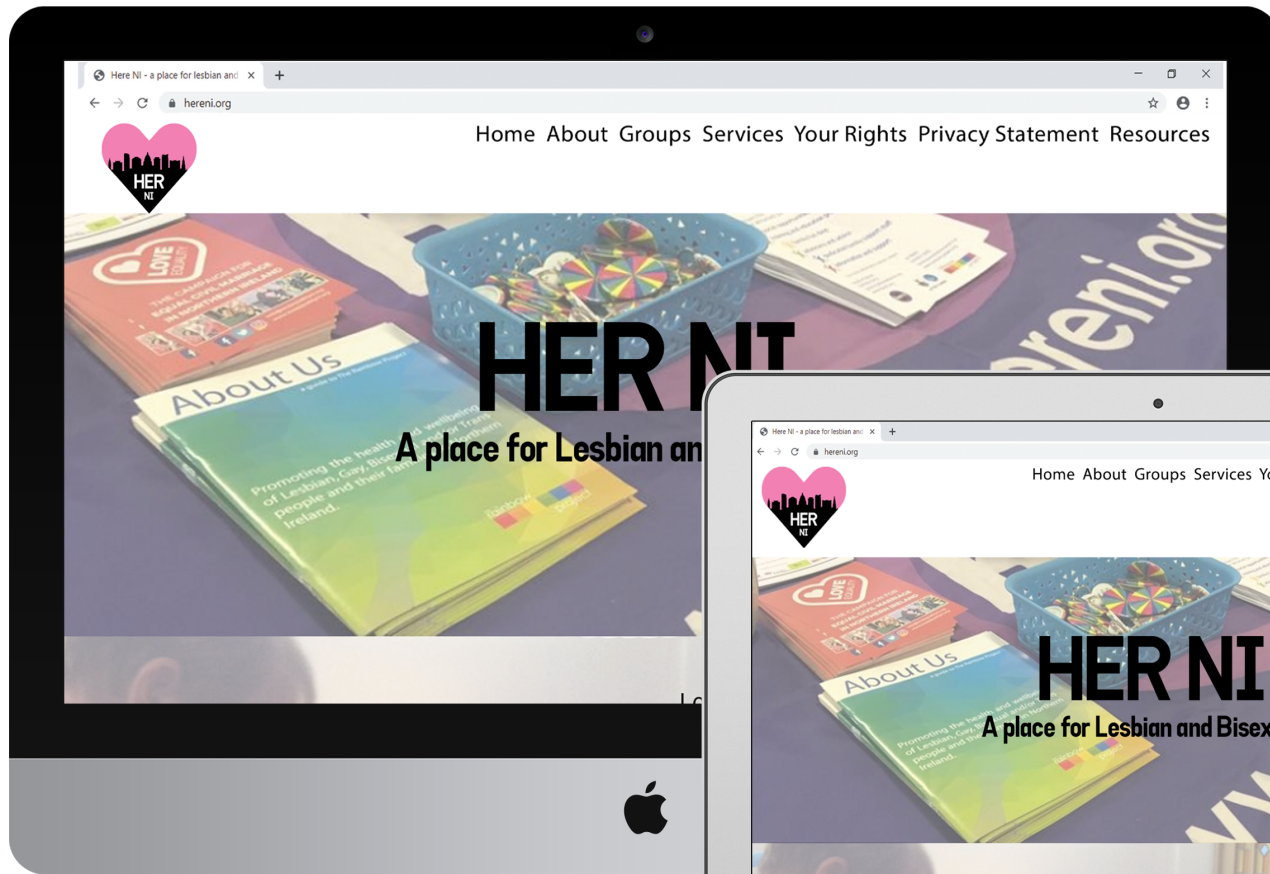
The letterhead mockup contained the main logo in the top left hand corner of the page, with all of the information of the organisation below. The information under the logo is written in the same typeface as the logo itself. The background colour of the letterhead is the exact same shade of pink that appears on the logo, making everything consistent.

As there are 3 different coloured logos, I created more than one business card that displays the different colours on them. I decided that this could come in handy for the employees at HERe NI as if they were more involved in one group more than another, they could have a business card that displays that logo.



The mug and t-shirt both feature the main logo as it is general for any employees to use/wear.





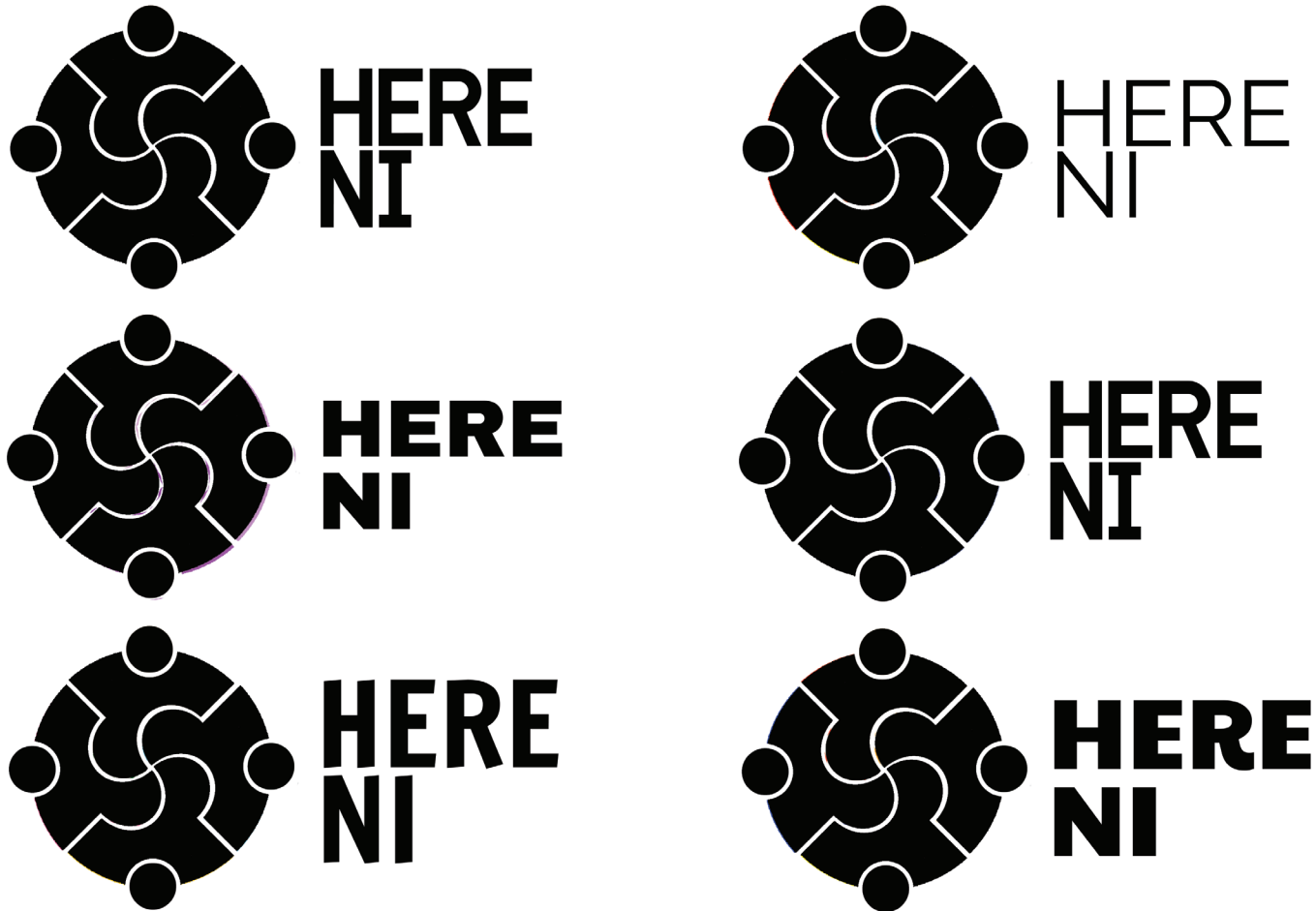
For the website design, I kept the same Wordpress theme as the rest of the mockups I created. The logo fits in very well here and stands out a lot, which is what HERe NI were looking for. Although the shape is not a traditional circle or square/rectangle, it still fits well into the website and all of the different merchandise.

The website will feature a lot of purple as their existing images contains the colour, so by the logo itself not being purple, means that it will not blend in to other images.

Overall, I think this logo matches the brief well. I think that by not using the purple it will show HERe NI that they can still have a logo that is a nicer and brighter colour and still represents the organisation well.

For my next logo, I decided that I would create something that would represent the community within HERe NI. I decided to create this logo that shows four different people, all fitting together like a puzzle piece. I decided to create this in black and white to begin with, to ensure that the design worked and fit together. This also allowed me to experiment with different typefaces.

Once I had created the logo in black and white, I was able to add some colour. I used various different colour palettes for the different logos. For some I simply used colour swatches of the same colour to get different shades, where for the rest I used Adobe colour wheel to get colours that complimented each other.





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After experimenting with many different colour palettes, the colours below is what I thought would best suit the brief. The general primary colours that feature in the logo are very simple and bright. I found it hard to decide between these primary colours and the different shades of purple. Purple is a corporate colour of HERe NI and the employees did mention that they would like to have some purple incorporated within the logo, but after comparing the two the purple seemed very flat and dull compared to the bright, lively pink, blue, yellow and red.

I also chose this typeface as it is very simple, bold and thick. Some of the other typefaces I looked at for this logo were too thin, and a couple were too squished, but this one had the right amount of thickness and height.



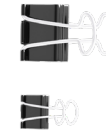
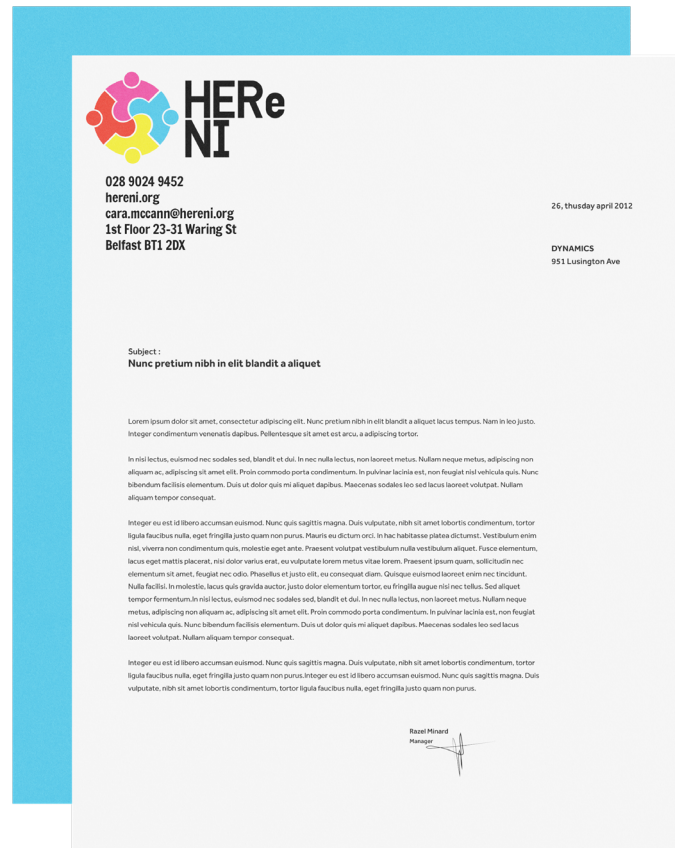
The badge I created for this logo contains the date where same sex marriage became legal in NI. The background of this badge is the graphic that is featured in the logo, therefore creating a colourful background that is very recognisable. For the back of the badge I chose to go for the pink colour from the logo as it is bright and eye catching. If HERe NI were to go for this idea then they could have a variety of badges, each with different coloured backs.

The leaflet and roll-up banner follow the same layout as the previous mockups.

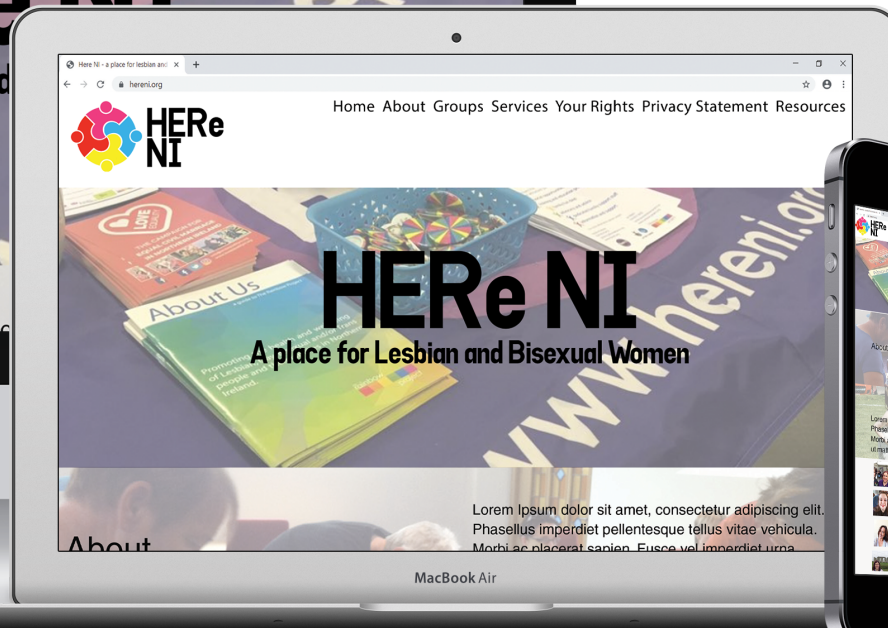
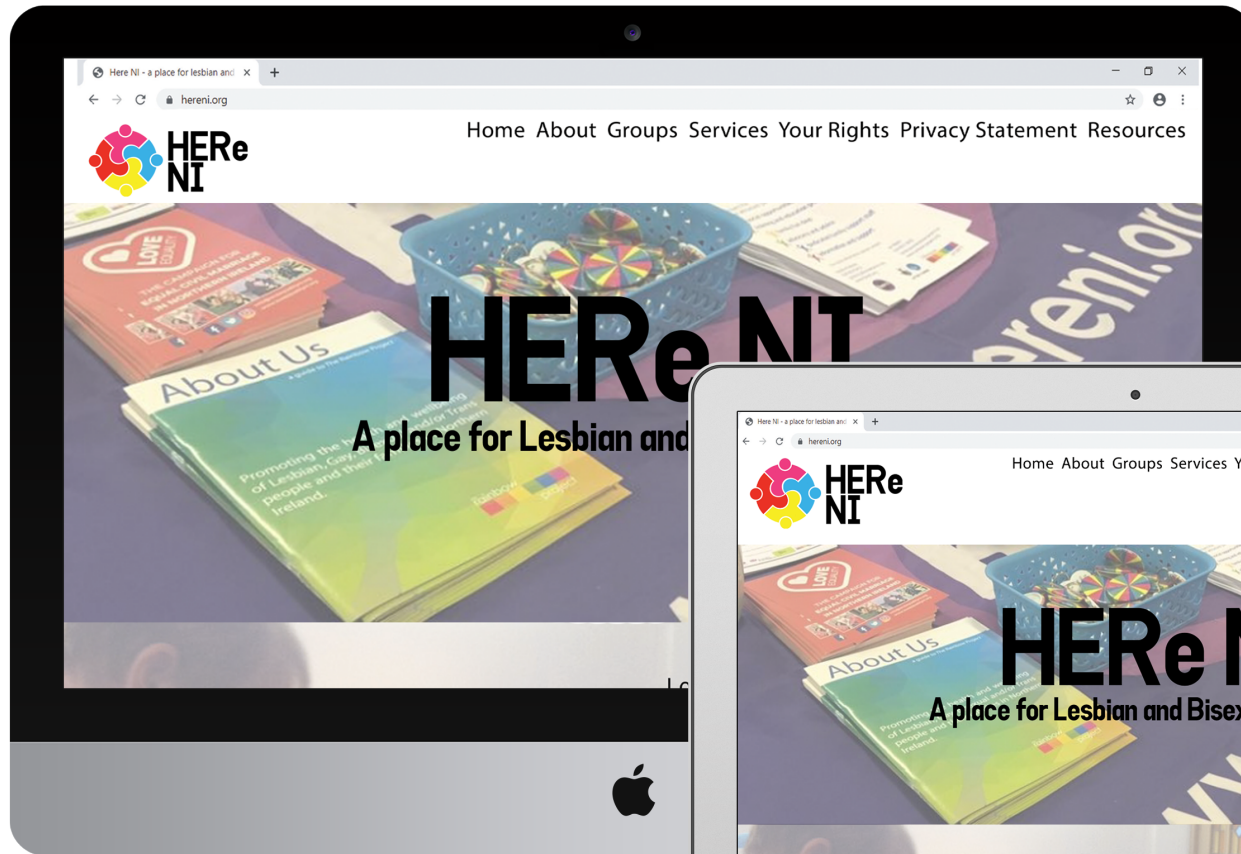


The letterhead contains the logo at the top left hand corner of the page, with all of the information about the organisation below, in the same typeface as the logo.

The logo features four different colours, so when it came to making the business card, I decided to go with the blue for the solid colour background. However, the employees could each have a different colour, so that they had their favourite one out of the four, which would allow them to be more personalised.







After an evaluation of this logo I decided that it wasn't the best fit for the brief. It seemed too corporate and did not seem fit for the work that HERe NI do. Although the shape of the logo was not awkward and fit well into the website and merchandise, I prefer how some of my other logos looked with the name of the organisation being inside the logo.

Cara and Tracey had mentioned how they would like the logo to include some purple and white, so although I created something different to show them that they have options beside those two colours, I think this colour palette goes too far off what they are looking for. They had also mentioned that the one colour group we should stay away from is the rainbow, however this logo does seem like it could represent the rainbow.

Pitch Meeting

When the day of our pitch meeting was due to happen, Claire contacted us to let us know that she was unavailable to attend, and that Adrian was going to come to the meeting instead. In this message she accidentally said the wrong meeting time, getting us mixed up with the following pitch meeting she had that day. This led myself, Jamie-Leigh and Kerri to arrive late to the meeting. Luckily, we managed to see Cara and explain the situation to her. Unfortunately, she had a meeting in Lisburn and could not stay any longer. I gave her our pitch so that she could have a look at the designs, as we were unsure of when the next meeting would be.

Later during the week, Claire got in contact with Cara and she provided her feedback on the logo. The logo that I had gone for was the pink heart logo with the Belfast skyline as I felt that this logo best represented the brief.

Cara did not like the heart design, as she felt it did not represent HERe NI. She strongly disliked the pink, and would much rather have a logo that was still purple. She mentioned that the Belfast skyline reminded her of New York, and therefore did not suit. Finally, she said that in the initial meeting, where she mentioned that the only reason they called HERe NI was because they did not want the NI to be in the name, not the 'e' as we had previously thought.



Cara had also mentioned to Claire that it was not just my logo they did not like, it was also Jamie-Leigh's and Kerri's. This meant that for the pitch meeting, we had to come up with new logos. Claire and Cara decided that it would be best to keep it simple and just have the name of the organisation in a purple circle.



For my new logo, I decided to go for a lighter, lilac shade of purple. At our first meeting, the HERe NI employees said that their current logo is boring and they did not like the shades of purple used, as it was very dark, so by giving them a lighter purple, there is more life in the logo. I went for a black text as it stood out well against the purple, whereas a white was far too light and did not stand out enough.

The WOW logo was very simple, where the 'O' in the name was replaced with the logo. This fit well as the logo is already a circle therefore there is no need to have both logos beside each other which would take up a lot more space.

The family project logo follows the same design as the WOW logo, where the logo itself replaces an 'O'. By having these sub-logos the same format, it been everything consistent. Kerri and Jamie-Leigh also followed the same layout, as suggested by Adrian.

Once I had the logo made, it was time to start creating more mockups to show Cara and Tracey what the logo would look like if they were to choose it and feature it on any merchandise and the website.

We decided to change the mockup template that was being using for the leaflet, as we found it was slightly difficult to see and we did not like the hand that was holding it up. HERe NI have leaflets for their family project, which is what I based this mockup off. It contains the logo at the top, followed by an image that has text over it. The image's opacity was lowered so that the text would be easy to read, and I also put a purple tint over it, as this made the leaflet seem more cohesive.

HERe NI decided that they do not want any buttons, as the date where same sex marriage became legal in Northern Ireland is not as clear of a law as it seemed, so this idea was not unusable.

I kept the same idea for the roll-up banner as before, as it is a good way to get the community space involved.

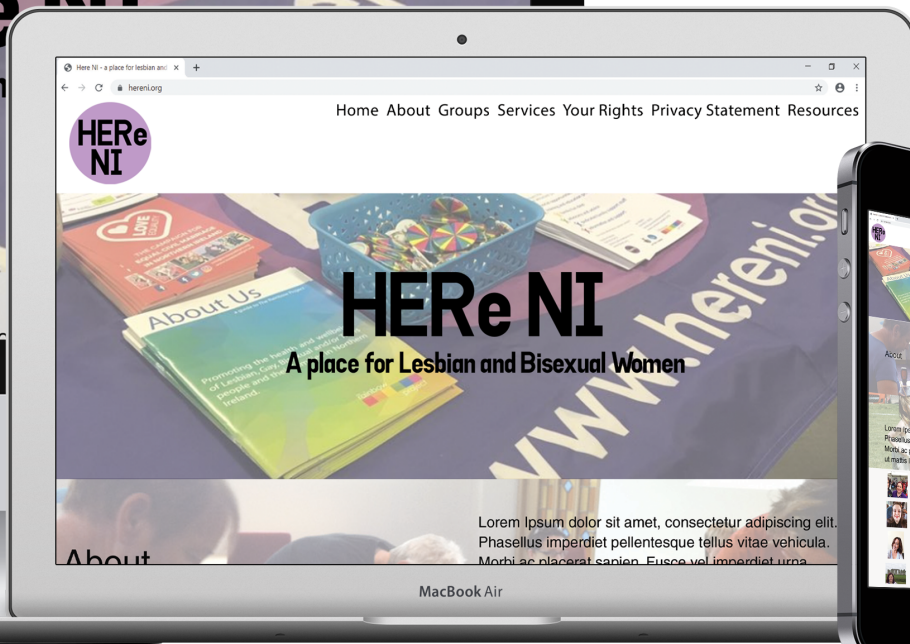
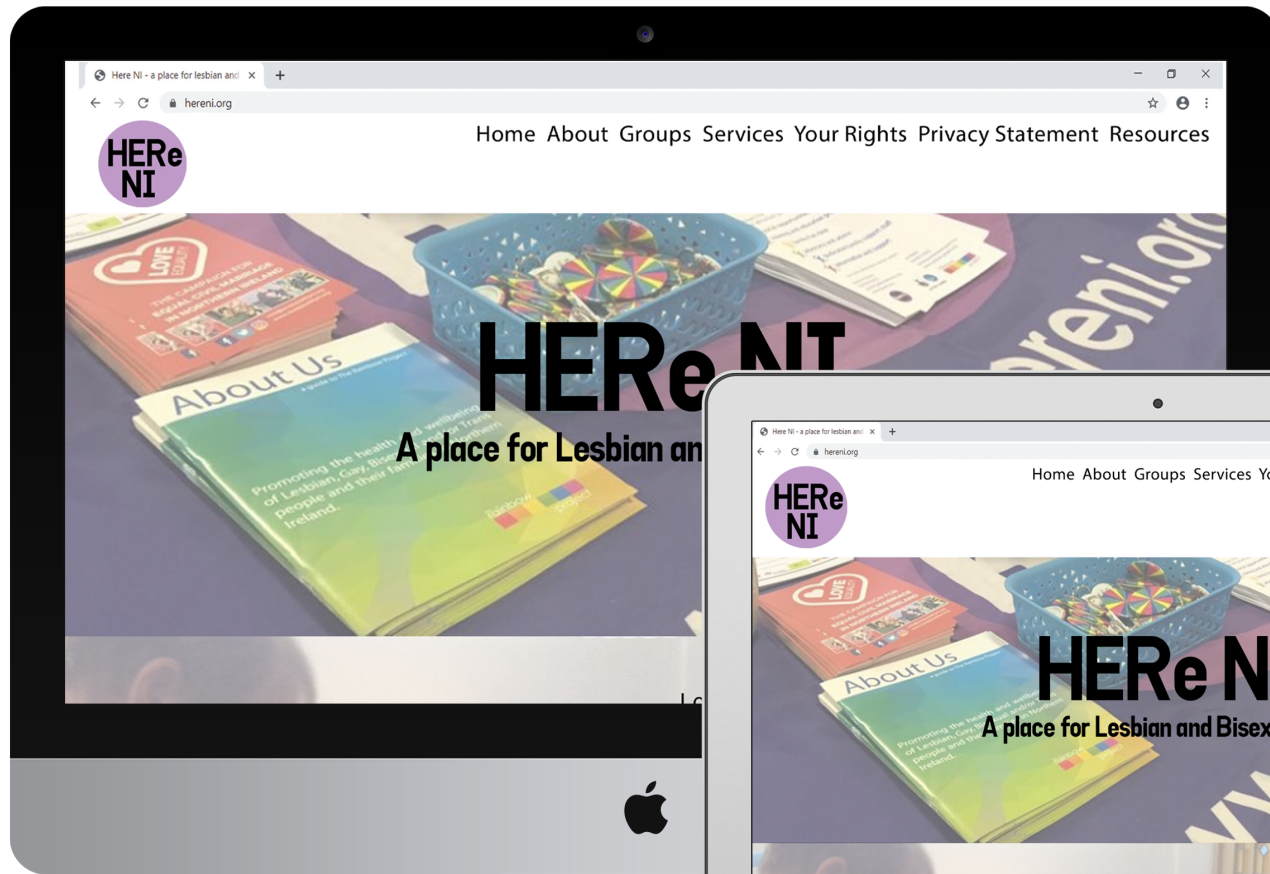


The colours on the letter head and the business card were now the same light purple that is featured on the logo as this makes everything consistent with the same colour use.

Cara had mentioned that she did not want to have any of the buttons, as the date we used may not be as significant as we once thought as the law that was passed on that date is unclear.







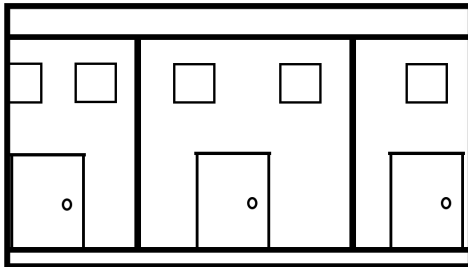
Storyboard

As we were also planning on filming a showreel video for HERe NI, we had to come up with a storyboard. Here is the storyboard I made below.

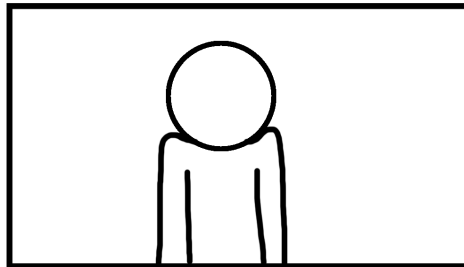
Title HERe NI Showreel

Scene 1

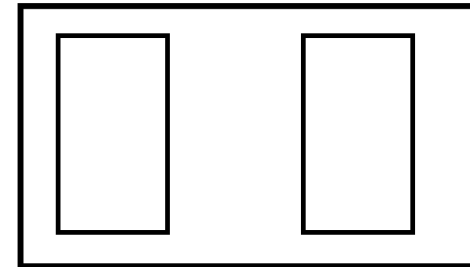
Page 1



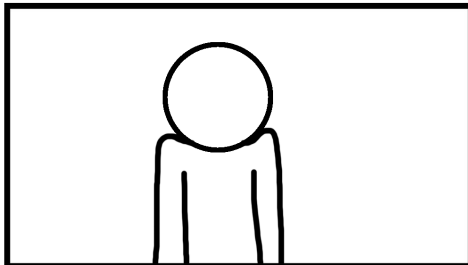
Wide pan showing the Belfast offices with the HERe logo outside - 10 sec



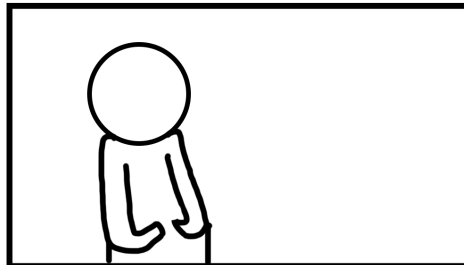
Close up interview with one of the staff explaining what they do - 20 sec



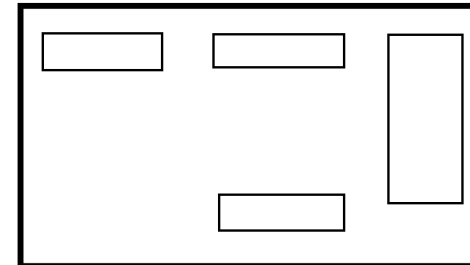
B-roll of one of the drawings/artwork from the family project - 10 sec pan



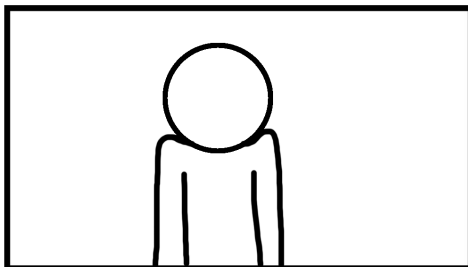
Back to interview with staff member - 20 sec



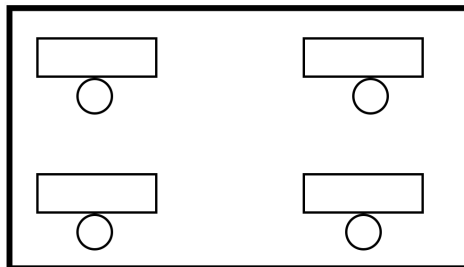
Switch to a different angle during the interview - 10 sec



Pan around the offices and the safe space - 15 sec



Back to interview with staff member - 30 sec



B-roll of staff doing their work - 10 sec



Finish off with a black screen displaying the HERe NI logo

However, we soon came to the conclusion that there was no need for each of us to create a storyboard, as we were doing a simple interview style video, so we came up with the storyboard below to present.

Storyboard



B Roll of outside the building



Cara and Tracey talking about HERe NI



B Roll of offices, while Tracey and Cara are talking in the background



Possible Footage of the WOW group or the family group (depeding on how comfortable they feel)



Skip back to Cara and Tracey talking and finishing the video.



Cut to the new logo and fade out.

Second pitch meeting

Our pitch meeting occurred on 20/11/2019. As this was later than expected, we had to ensure we were leaving with knowledge on what logo they wanted to go for. Myself, Claire, Kerri, and Jamie-Leigh all arrived at the Belfast Campus before the pitch to go over everything to ensure we knew what we were going to be talking about. After that, we walked over to the HERe NI office to begin our pitch.

Once all three of us had given our pitch, it was time for Cara and Tracey to decide which they were going for. In the end, they chose Kerri's design. They felt as though Kerri's logo had the best colour, which was the deep purple which was already on their original logo. They liked how Kerri had incorporated the white text, but also had the outlines as it made the design more interesting and creative.

Once we were set on the logo, we began to talk about the merchandise. They liked all of the ideas we already had, and we began to come up with more ideas of what types of items we could make for HERe NI.

The final list of items included:

- 3 pop up banners
- A flag
- Lanyards
- Posters
- Leaflets
- Letterheads
- A mesh banner

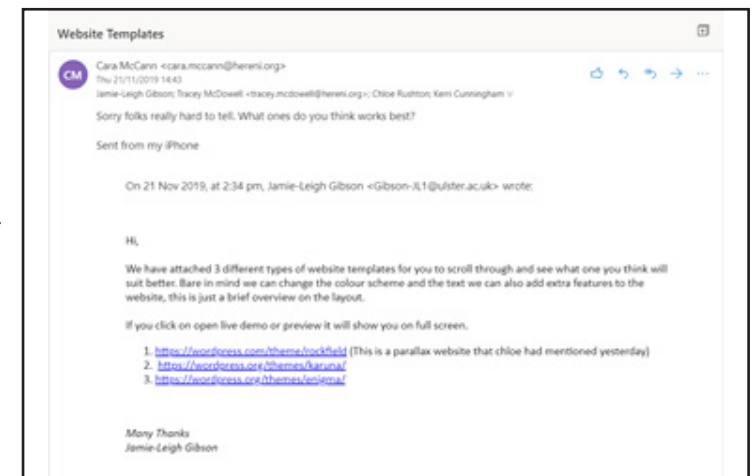
- Pens
- Keyring
- Trolley token
- Shell jacket
- Polo shirt
- Travel coffee mug
- Reusable water bottle
- Business cards
- Presentation folder

After discussing the merchandise, we talked about what the website would be like. Cara and Tracey were not keen of my chosen Wordpress, as they were not a fan of the idea of having a lot of text over an image. In fact, they did not end up choosing any of our Wordpress' as they found it difficult to tell from an image what the site would look like. We then began to discuss what are the elements they are looking for. They wanted to have the navigation menu at the top of the page, and something from their old site that they wanted to carry across was a carousel image, where a selection of images will move like a slideshow on their own. In the footer of the page they wanted to include their funders logo. They also liked the idea of a live twitter feed

The following day each of us found a free Wordpress theme that matched this criteria and sent it over to Cara for her to decide which one she liked the best, the email beside was her response.

We then suggested to go with the last one, which was the one I suggested, however once we had replied with that, Cara wanted to go with the first.

During the meeting it was important to set up a date to film the showreel. Claire had the idea that we should use a green screen and then make it seem as though the employees were talking outside the building. We were planning on doing this in the Belfast campus, so we needed a day that we could be able to have all the employees available and also book out the studio. We decided on the 28/11/2019.



As previously mentioned, Kerri followed the same layout as me when creating these logos, as since we all followed the same format, it would be easier for Cara and Tracey to compare and decide between them.



After we had our meeting, we now had to work on and start getting all of the deliverables ready for the hand in day. To keep us on track, we came up with a to do list, and the days in which everything had to be completed for.

As we could not start the website until Cara had given us the information that was to be added into the site, and we could not do anything about the showreel until the filming day, so we decided that it would be best to divide the visual identity work so that we could have that done first, then to be able to work on the website and filming as soon as possible.

I was in charge of making the t-shirt, travel mug, water bottle, business cards and presentation folder.



WEEK 10

- Monday 25th November - have all merchandise completed

Kerri: pop ups, flag, lanyards, posters, leaflets, letterheads

Jamie-Leigh: banner, pens, keyring, trolley token, shell jacket

Chloe: t-shirt, travel mug, water bottle, business cards and presentation folder

- Thursday 28th November - filming and headshots

Kerri: directing

Jamie-Leigh: sound

Chloe: camera

WEEK 11

- Monday 2nd December - first draft of website

- Thursday 5th December - video footage edited

WEEK 12

- Monday 9th December - instruction manual and brand guidelines

- Friday 13th December - final submission

Visual Identity

I decided that it would be best to create two different versions of the polo top. In the pitch meeting it was mentioned that HERe NI currently have purple tops, and prefer them over white tops. However since the logo is purple, it would mean the logo colours would

have to be inverse to fit onto a purple top. Therefore having a white top allows them to have the original one and the purple one allows them to have the inverse one.



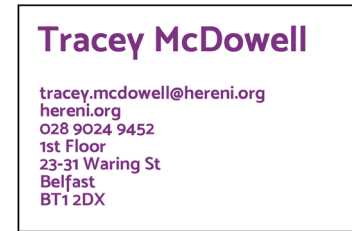
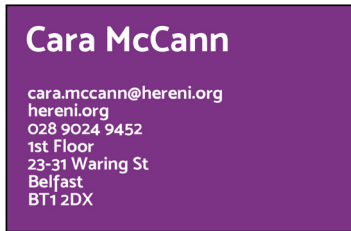
As the polo shirts had an original and inverse colours, I felt as though it would be a good idea to carry this on through the rest of the merchandise because it means HERe NI have variety and do not have to stick to just one version. Below is the mockup of the reusable travel coffee cups. I included the logo in the centre and at the bottom of the mug I placed the tag-line 'a place for Lesbian and Bisexual women'



Nowadays, when people have a reusable water bottle, they go for the ones that are designed to keep your drink cold. This is why I decided to go for this make in the mockups as it is a lot more common for these styles of bottles to be used.



The business cards design is simple, but effective. One side simply contains the logo with the background colour the same as the test colour, and the other side has the background colour of the circle, and the text colour the same as the text colour on the logo.



During the pitch meeting, it was Kerri's idea to use presentation folders. This is something that will be useful to HERe NI as they can be used when they attend meetings, which they will be a lot recently with the new changes to the law.

On the inside I included the URL of the website at the bottom of the page.

On the cover page at the bottom, I included HERe NI's tag-line, similarly to the coffee



Filming

In preparation for filming, we rented out some of the equipment we would be using a few days early, so that we could practice setting everything up, as none of us had ever used a green screen before and it had been a while since we used softbox lighting.

The day before the shoot day, we received a message from Claire on basecamp. She explained to us how since there were strikes going on within the university, HERe NI employees were not willing to cross the picket fence so that we could film in the Belfast campus. This then meant that we would have to do all of the filming inside their offices.

The day of the filming, I emailed Cara to ask if it was alright for us to arrive at their offices an hour before we were suppose to start filming, this was to ensure that we had plenty of time to get everything set up.

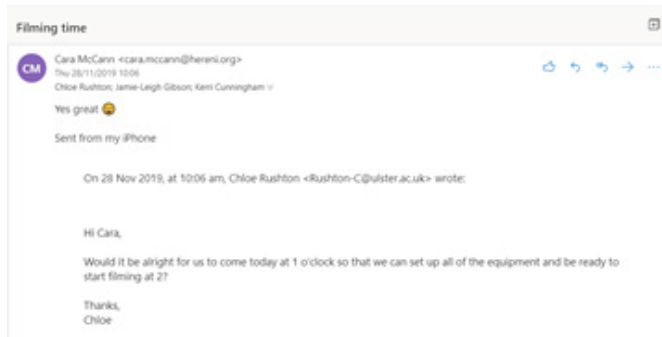
Lucky, whenever we arrived we were told to set up inside the conference room, which we were glad to hear as we did not think there would be room to set everything up inside their small office.

Kerri took the role of director, Jamie-Leigh was in charge of sound, and I looked after the camera.

As we were in the conference room, we asked each member of staff to come in individually as at our previous meeting we were shown a video of Cara and another member of staff attempting to film a promotional video, but they kept laughing and were unable to get through the whole thing. By bringing each of them in one at a time it reduced the chances of this happening again.

Some of the staff came prepared whereas others didn't. Those who didn't were prompted by Kerri so that they had more to say and more to add, therefore increasing the time which would hopefully allow us to get to the desired three minutes.

Once each member of staff had said their part of the interview, we took a couple of photos of them for their headshots for the staff page on the website. They already have images of themselves on their existing staff page, however they are all different sizes and some are landscape whereas others are portrait. By taking new headshots we will be able to create a cohesive and aesthetically pleasing page.



The use of the green screen was so that we would be able to make it seem as though the employees at HERe NI were outside their offices. However, their office is based in a busy part in the middle of Belfast, therefore it was quite difficult to be able to find a time when it was suitable to get a good photograph, as there is a car parking space right outside, that is usually taken. It was also difficult as right beside their offices is a restaurant, and the walls are the same colour on the outside, so it almost looks like they are joined and that they are advertising the restaurant. One Saturday when I went to Belfast and I managed to get a good picture of the office, the only problem was that there was a car in the way. During the day I visited their offices a couple of times to see if the space was available, but unfortunately it was always taken. With the best picture I got, I decided that the best thing to do would be to Photoshop the car out, as this would be the only way to get a photo of the office, with no car in the way. It was quite difficult to do so, as the car was reflecting into the window on the door, but I managed to get it looking good in the end.

I also had to Photoshop the headshots we took to get rid of the green screen background. This was difficult as although the green background was easy to take away, some of the green remained in the employees' hair and had to be taken away very carefully.







Video editing

The showreel video we are producing for HERe NI is one of our main deliverables, so we have to ensure that it is edited correctly so that it is ready for professional use.

I was in charge of editing the video. I first of all started by taking away the green screen from the rushes. Having never used a green screen before, this process took some time to get right and ensure that the green screen was taken away from the clip, but ensuring that it was smooth and was not seemingly obvious that a green screen was used. Editing wise it was handy that all rushes with the green screen were interviews where the talent was sat down and not moving as this meant that I did not have to worry about it working in one second of the clip but not in another.

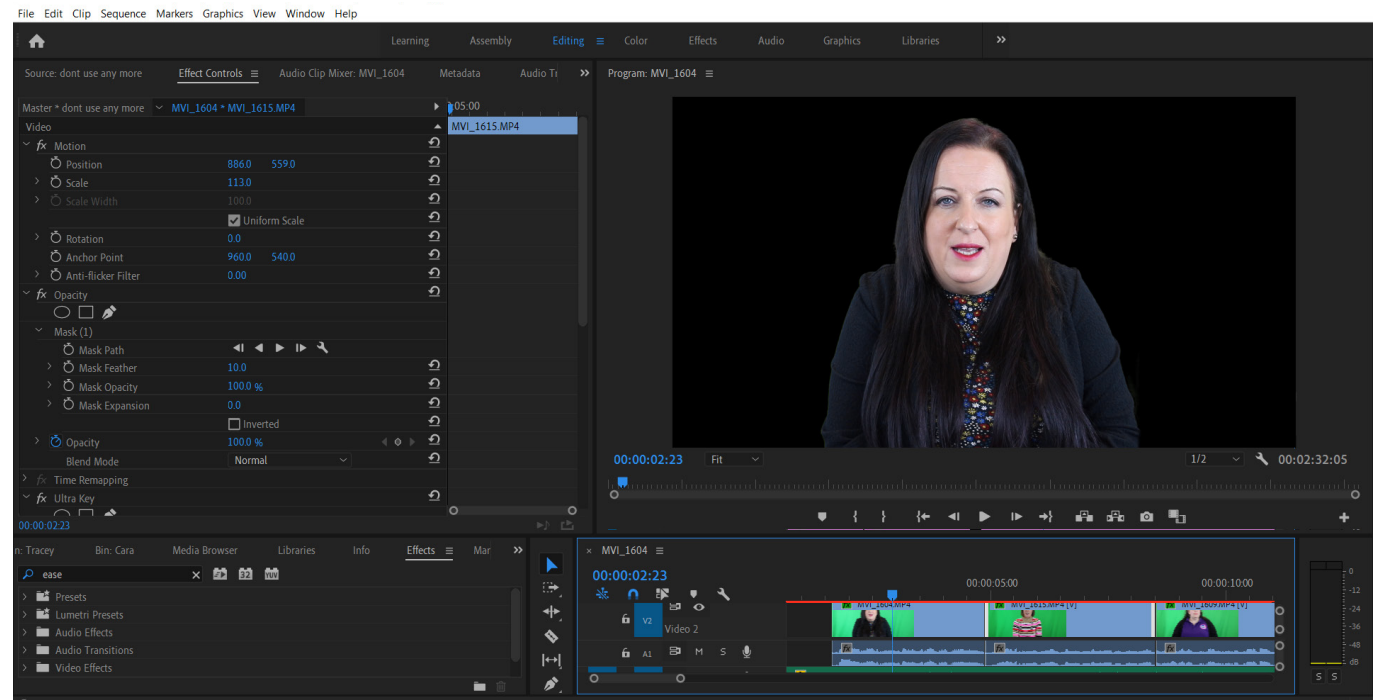
On the day of the filming, we ensured that the green screen had no wrinkles on it and that it was lit correctly. Due to the fact we did so, it meant that it was not too difficult to talk away the green screen and replace it with a different image. With each HERe NI staff member, we did a couple of takes so that we had options when editing.

I started the video off with each employee stating their name and what their role is within the organisation. Following this, I watched each of the individual clips through and wrote down what each person talked about. I did this because some of the staff talked about the

same things, so I had to ensure that they were not having the same information repeated numerous times throughout the video. There were also some employees who had more to say than others, so I wanted to make sure that everyone was evenly spread out during the video.

A few of the HERe NI staff members were nervous about being in front of the camera, so while editing I had to take out quite a lot of 'um's' and 'ah's' that they said mid-sentence. There were also a few moments where they looked away from the camera at the beginning and end of sentences as they were looking at Kerri, waiting for her to tell them to start and stop.

As they looked away from the camera, I covered this up by using some b-roll. It turned out working in our favour being at their offices rather than the Belfast campus as it allowed me to film around their offices inside their community space and also get footage of some banners they had created, along with awards that they had won.



Once I had the green screen taken away from each clip and when they were all in order, I started to work on editing the audio. It was quite time-consuming editing the audio, as it was difficult making sure that all of the clips were the same volume. As previously mentioned, some of the staff were more nervous than others in front of the camera, which led to them speaking more quiet than others.

Using the audio gain tool, I was able increase and decrease the volume so that all of the clips matched in volume.

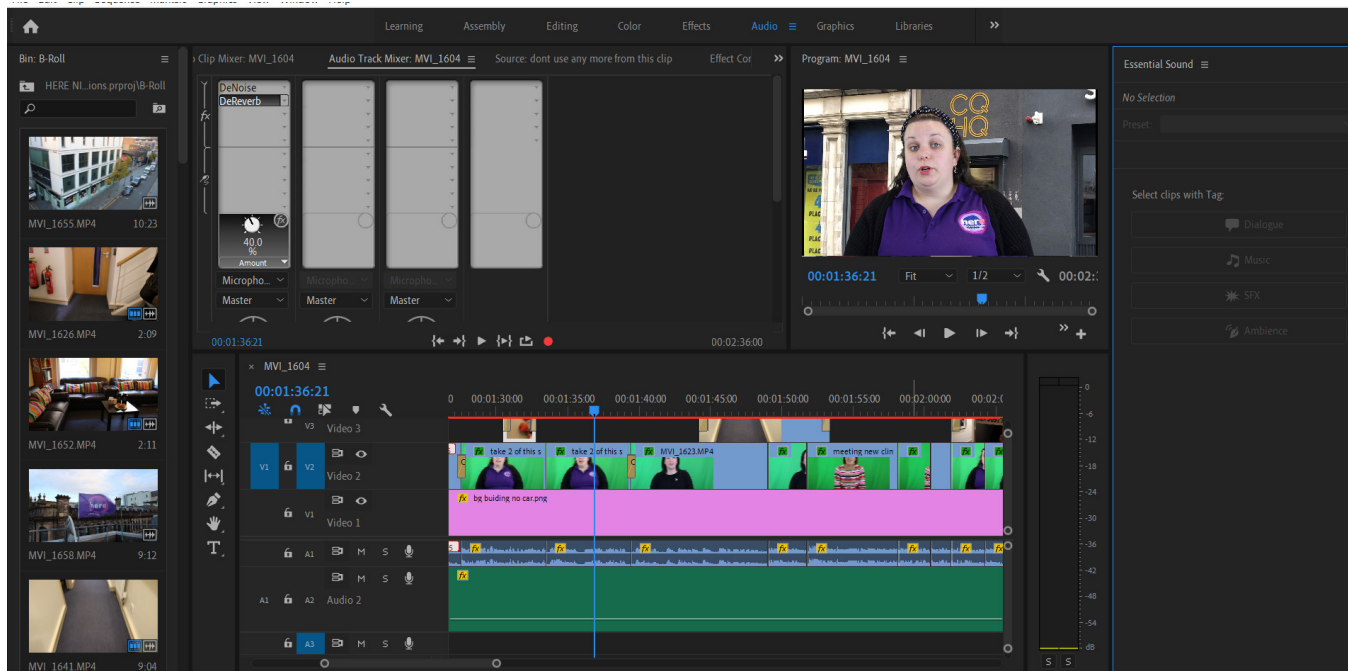
Once each of the clips were the same volume, I had to add some background music. As HERe NI are looking to not spend any money,

I had to ensure that I was using background music that was royalty free and did not have any copyright. There is a lot of different copyright free background music, so I had to search for one that fit the tone of the video. I wanted something that was professional, but not too corporate. After a lot of searching and experimenting with different sounds, I found the right one on YouTube.

After finding an appropriate piece of music, I had to add it into the video. At the start of the video, the music is loud as an introduction, but whenever Cara starts to speak, I used key points to lower the volume so that the interviewees could be heard.

As mentioned in the brief, Jamie-Leigh created a small piece of motion graphics. She created a collection of words that represent HERe NI and then finished off with the new logo and the URL for the new website. Once she had uploaded this in a mp4 format to basecamp, I was able to add it into the composition. This was a good way to end the entire video.

A few days after the video was finished, we had class and Adrian gave me some feedback on how I can improve the video. Rather than the video starting black and the building background slowly fading in, he suggested I changed it to a purple background and had the logo come in, as this meant that the video would not be starting off black. Another change that I made the transitions between clips smoother, as this would allow for an easier watch. He also suggested that Jamie-Leigh added in some more pieces of motion graphics throughout the video.



The motion graphics that Jamie-Leigh added included adding in the titles of each of the employees names and titles as they said it. She also added in some ending credits, this included displaying the HERe NI logo and social media handles, along with the Ulster University and Science Shop motion graphic logo. The ending credits also mentioned myself, Jamie-Leigh and Kerri and what our contribution to the video was.

Jamie-Leigh also created a piece of motion graphics which displayed a number of words that are associated with HERe NI all coming together.

When reviewing the video, Adrian suggested that we change the background image and add a colour overlay to it. The street that HERe NI have their offices isn't the brightest, so by doing so it would make the background look cleaner. Kerri was the team member who put the purple overlay on the image.

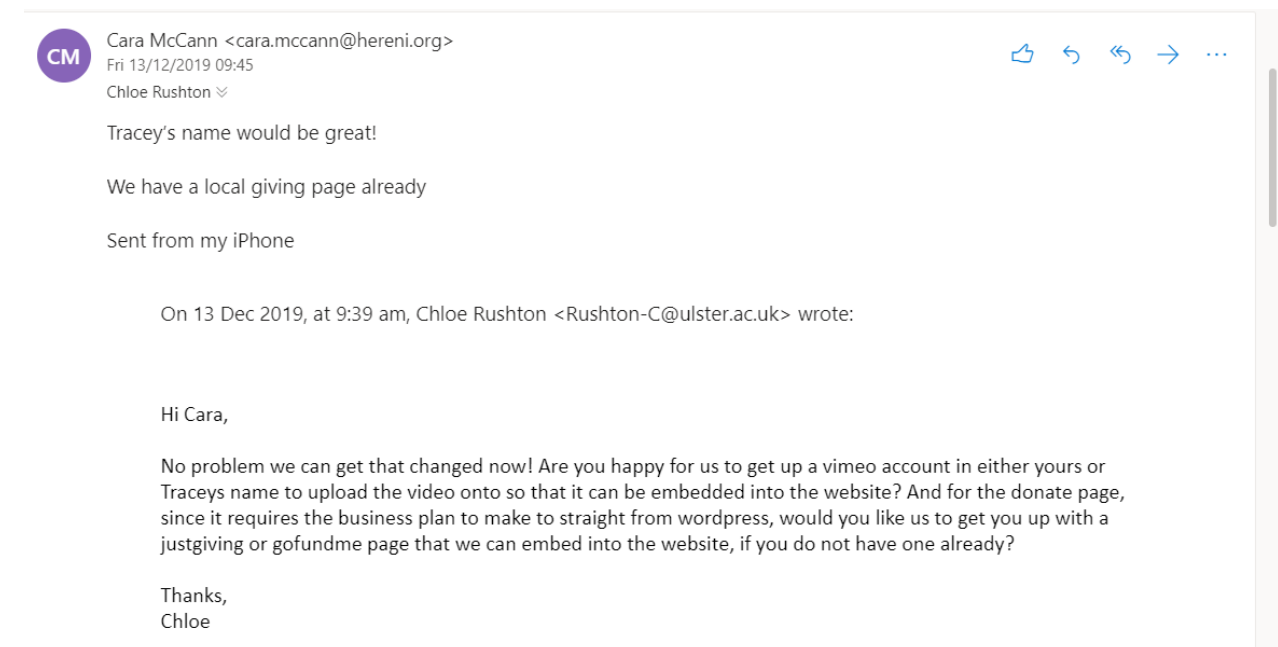
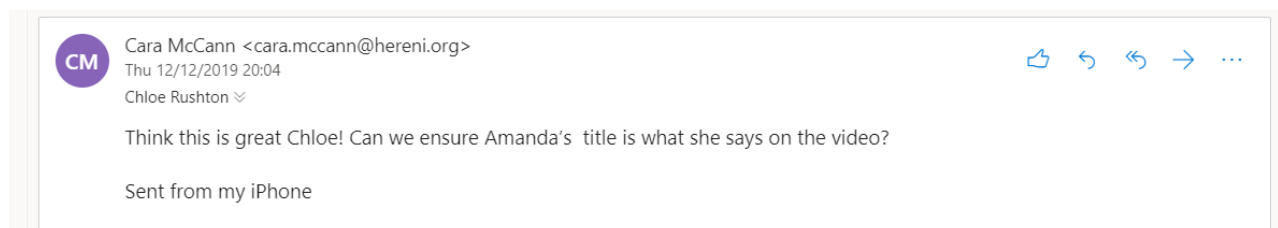
Love is Love
Inclusion Community Lesbian
HERE NI Rights Respect Northern Ireland
Support Family Equality Pride
Visible Identity Bisexual Women
Powerful Marriage



Once the video was completed, all that was left was to upload the video to the website.

Before we put the video up, we had to get it signed off by Cara. I emailed the video to her and she said she thought it was great, her only suggestion was to change Amanda's title, which Jamie-Leigh was able to quickly change.

To upload a video to a Wordpress page, you are required to have a business plan. As HERe NI do not have this as they are using a free Wordpress, we have to embed it using a Vimeo account. I asked Cara if she was happy for us to create an account in Tracey's name so that we could upload it. However, Tracey's email address was already being used for a Vimeo account, so I simply used the gmail address that was being used for the calendar on the website.



Website

The next thing we had to make was the website. As previously mentioned, Cara has chosen a free Wordpress that she felt would be the best fit for the organisation. The chosen theme is called 'Rockfield'.

This website was to contain high quality images, as the current website has very low resolution images. While we were at their offices filming, I was able to take a couple of photos that could be used for the site. Unfortunately, we were unable to take photos of any events as in the first meeting we had with HERe NI they mentioned that the women and families who come to their groups may not feel comfortable to be on camera. I emailed Tracey and asked if she had any more images that were not supplied to us that we could use, as the ones that we were given were also low quality.

HERe NI would like for the footer of the page to contain the logos of their funders. They also mentioned how they would like simple navigation at the top of the page, and most importantly the website was to be easy to updated, as this is something Tracey currently struggles with.

Cara had supplied us with a word document that contained all of the information that was to be included onto the website.

Between myself, Jamie-Leigh and Kerri, we started to work through the website. The way we divided the pages was that we each started with one page, and worked on that one until the next person was ready to move onto the next. I created the home, about, what we do, additional services, support, resources and privacy statement pages.

HERe NI had a couple of specific elements that they wanted included in the home page. They wanted a carousel of images, however the theme chosen by contained multiple parallax images on the home page, therefore there is no need for a carousel image. Cara had mentioned that she would like an events calendar on the home page, however I when I tried to add this in, I was unable to do so because we were using a free Wordpress, and to have an events calendar you are required to have a business plan. Instead, I ended up using an event countdown.

During the meeting we had discussed with Cara and Tracey the possibility of including a live twitter feed, which would update as they updated their profile. I added this in to the homepage, alongside a link to their Facebook page. These are both social media platforms which HERe NI are very active on, so making it easier for them to get new followers is important.

wordpress.com/view/here875008472.wordpress.com

My Site Reader Write Edit Visit site

HERE NI View here875008472.wordpress.com Private

Free domain with a plan UPGRADE

My Home Statistics Plan Site Pages Posts Media Comments Feedback Testimonials Design Customise Themes Tools Manage

Your site hasn't been launched yet. Only you can see it until it is launched. Dismiss Launch site

HERE NI

Home About What We Do Your Rights Support Contact Resources

HERE NI

A place for Lesbian and Bisexual Women

wordpress.com/view/here875008472.wordpress.com

My Site Reader Write Edit Visit site

HERE NI View here875008472.wordpress.com Private

Free domain with a plan UPGRADE

My Home Statistics Plan Site Pages Posts Media Comments Feedback Testimonials Design Customise Themes Tools Manage

HERE NI

Home About What We Do Your Rights Support Contact Resources

Welcome to HERE NI

HERE NI is a community organisation and registered charity based in Belfast. We're here to support lesbian and bisexual women and our families and improve the lives of L & B women across Northern Ireland. We do this in lots of different ways: through providing information; peer support; facilitating training; lobbying government and agencies on your behalf, offering a community space for meeting and much more.

wordpress.com/view/here875008472.wordpress.com

My Site Reader Write Edit Visit site

HERE NI View here875008472.wordpress.com Private

Free domain with a plan UPGRADE

My Home Statistics Plan Site Pages Posts Media Comments Feedback Testimonials Design Customise Themes Tools Manage

Calendar

2
DAYS

0 HOURS 34 MINUTES 27 SECONDS

UNTIL

Coffee Hour

wordpress.com/view/here875008472.wordpress.com

My Site Reader Write Edit Visit site

HERE NI View here875008472.wordpress.com Private

Free domain with a plan UPGRADE

My Home Statistics Plan Site Pages Posts Media Comments Feedback Testimonials Design Customise Themes Tools Manage

Facebook

Follow us on Twitter

Tweets by @Here_NI

Here Retweeted

WSLobbyistNI @WSLobbyistNI

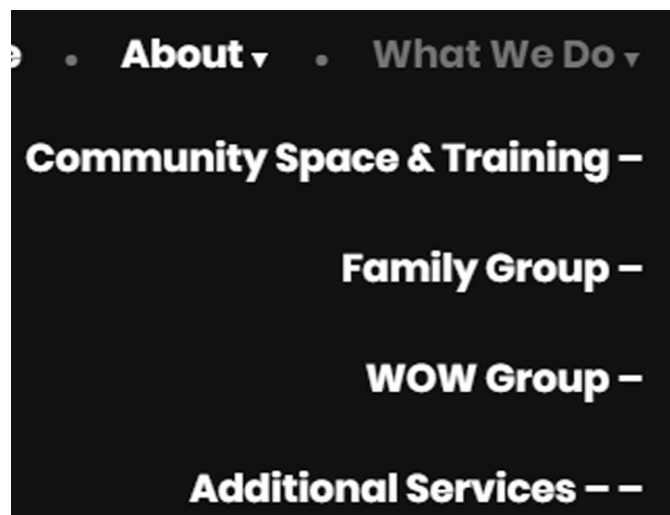
Next up under the Equality Pillar, we make recommendations on how to break down barriers lesbian, bisexual and gay women face. @Here_NI#GeneralElection2019

Read the full manifesto here: womensregionalconsortiumni.org.uk/sites/default/...

We ran into some issues when figuring out the site map. After I had created the resources and privacy statement page, I thought that the website was finished in regards on content being uploaded, so I went through Cara's document and checking off everything that was included in the website. This was when I noticed that information about the community space and the training HERe NI offer was nowhere to be seen on the website, however I did remember Jamie-Leigh adding this page onto the site.

After searching the site, I realised that I was unable to find this information as it was under the 'What We Do' tab, whereas I was only focusing on the sub-heading. This meant I had to rethink the sitemap and come up with a less confusing way for users to find information.

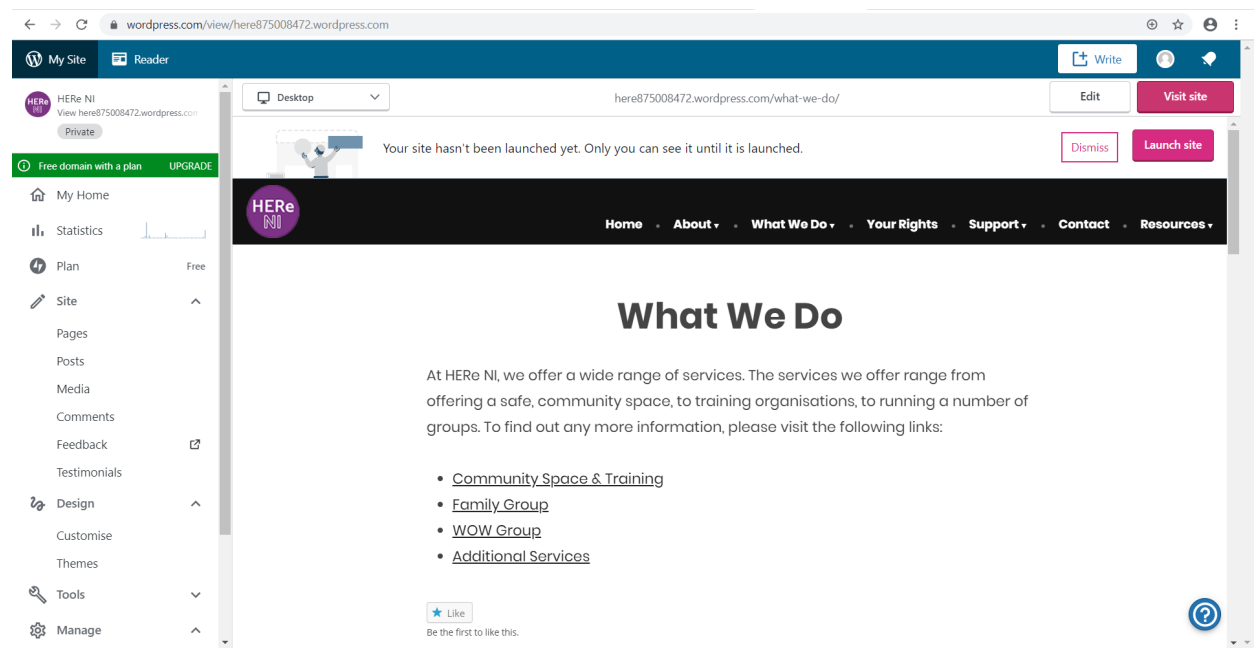
The first thing I attempted was simply duplicating the page so that the information would appear when the users clicked either



the 'What We Do' button or the 'Community Space & Training' button. However the issue with this is that it would be too confusing for Tracey at HERe NI to edit, as it would require her editing each page twice. This does not fit the brief as we said that the website we were creating would be easy to update.

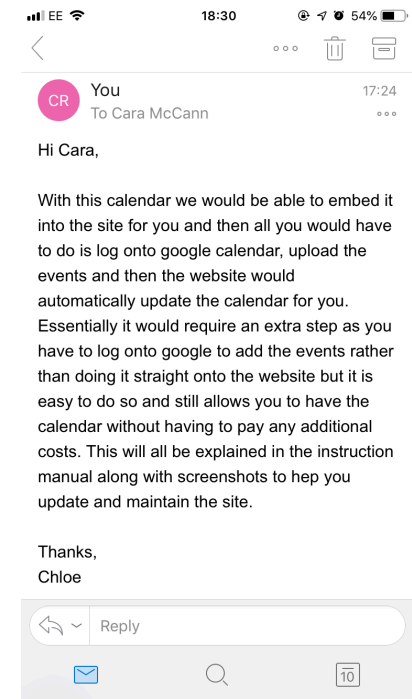
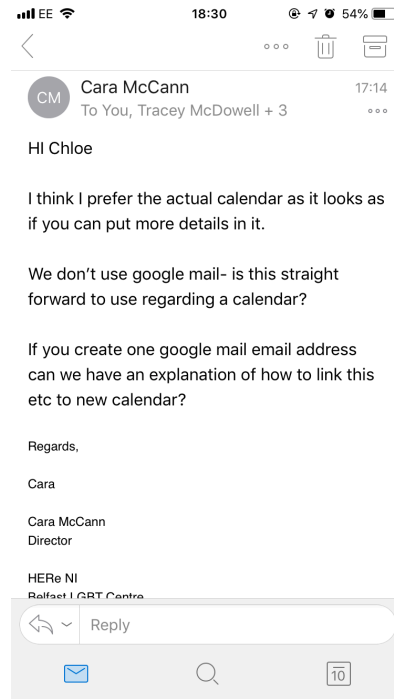
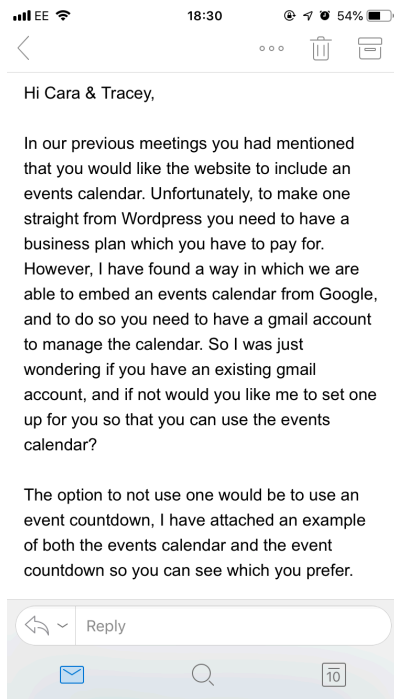
The next idea I created was simply to remake the what we do page so that it contained hyperlinks to the subheading pages. This meant that it would simply take users straight to the page of information that they are searching for. It also meant that if they did not click this link and only used the sub-heading pages, they would not be missing any vital information.

I used this same layout for the support page, as it also featured various sub-headings, therefore making it easy for the user to navigate the site.



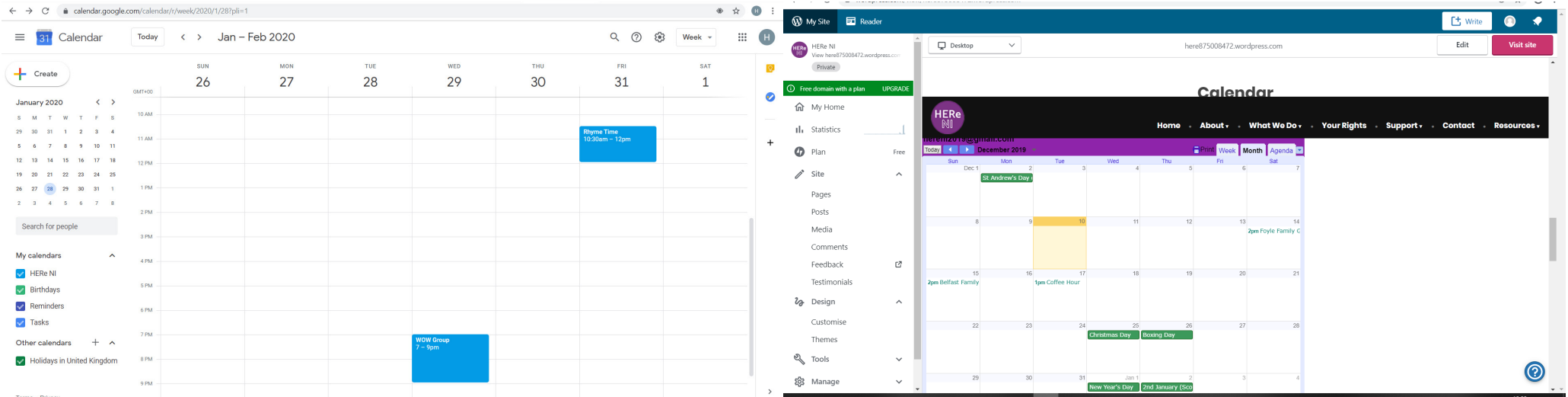
After doing more research on events calendars and trying to find one for free, I finally found something that would prove useful to HERe NI. There is a way to embed a Google Calendar into a Wordpress, the only problem to this is that you need to use a gmail account to do so. I emailed Cara and Tracey to find out if they already had a gmail account that we could use, and if they didn't if I could set one up for them. I also included screenshots of both the event calendar and the event countdown, to let them know they had options. Cara quickly got back to me and was more interested in the calendar.

After this exchange, I had to get started on setting up the profile. Unfortunately, the user names, hereni, Tracey's name and Cara's name were all taken, so the log in name became hereni2019@gmail.com. I kept the password the same as the Wordpress password so that it would be easy to remember.



Once the profile was set up, I had to start adding in some of the dates for events. I took these dates straight from the existing HERe NI website. This means that when the website is passed over to HERe NI some of the key dates will already be included in the calendar.

After adding all of the dates in, the final thing to do was to embed the calendar into the website. This calendar will be very easy to use as all Tracey will have to do is add an event on the Google calendar and it will automatically update on the website.



The final page that was added to the website was the donate page. This page contained a link to a local giving site where HERe NI accepted donations. This page did not contain a lot of information as there was not a section about donations in the document that Cara gave us that contained all of the information that was to be included on the website.

Once all of the information from the document Cara gave us was successfully on the site, I went through every page to ensure everything looked consistent, and to ensure there were no grammatical errors. This was especially important as at the beginning of this project, there was inconsistency within the brief, so it was very important that this website was delivered to HERe NI.

During our benchmarking of HERe NI and compared their website against existing similar organisations, we found that HERe NI had some out of date content whereas most of the competitors did not. This meant that when creating the new website, we wanted to avoid including any content that is old and out of date as this is HERe NI's chance to refresh their identity. On the document that Cara had given us, she had included some annual reports from previous years, the most recent one being 2015. To avoid having any more old content on the website, I simply put 'coming soon' under the heading for this years annual report, as previously Cara had mentioned that they are finishing up the report now, so that can easily be added once it is completed.

[Home](#) · [About](#) · [What We Do](#) · [Your Rights](#) · [Support](#) · [Contact](#) · [Resources](#)

Articles of the convention. This report from HERe NI take the main issues faced by lesbian and bisexual women, in the context of the convention and shows how the Northern Irish Government is failing to meet it's commitments to CEDAW.

[CLICK HERE](#) to download the HERe NI Shadow Report, 2013.

Annual Report 2017/2018

Coming soon

Instruction Manual

Tracey is the employee at HERe NI who is in charge of updating the website. She finds the current website difficult to use, so to avoid this occurring again, we are creating an instruction manual for her to follow along with to ensure that the website can be maintained well once we have handed it over.

Myself and Jamie-Leigh worked on this manual. Jamie-Leigh worked on the first half of the manual and I worked on the second. We used a lot of screenshots in this manual as we found that it would be easier for Tracey to follow if she was able to see what we were talking about. We also circled any elements that we were talking about, just to avoid any confusion once the website is handed over.



**Website
Instruction
Manual**


How to log in

Log in to your account

[← Change Email Address](#)

tracey.mcdowell@hereni.org


Password


.....| 

By continuing, you agree to our [Terms of Service](#).

Log In

OR

 Continue with Google

 Continue with Apple

If you continue with Google or Apple and don't already have a WordPress.com account, you are creating an account and you agree to our [Terms of Service](#).

Create a new account

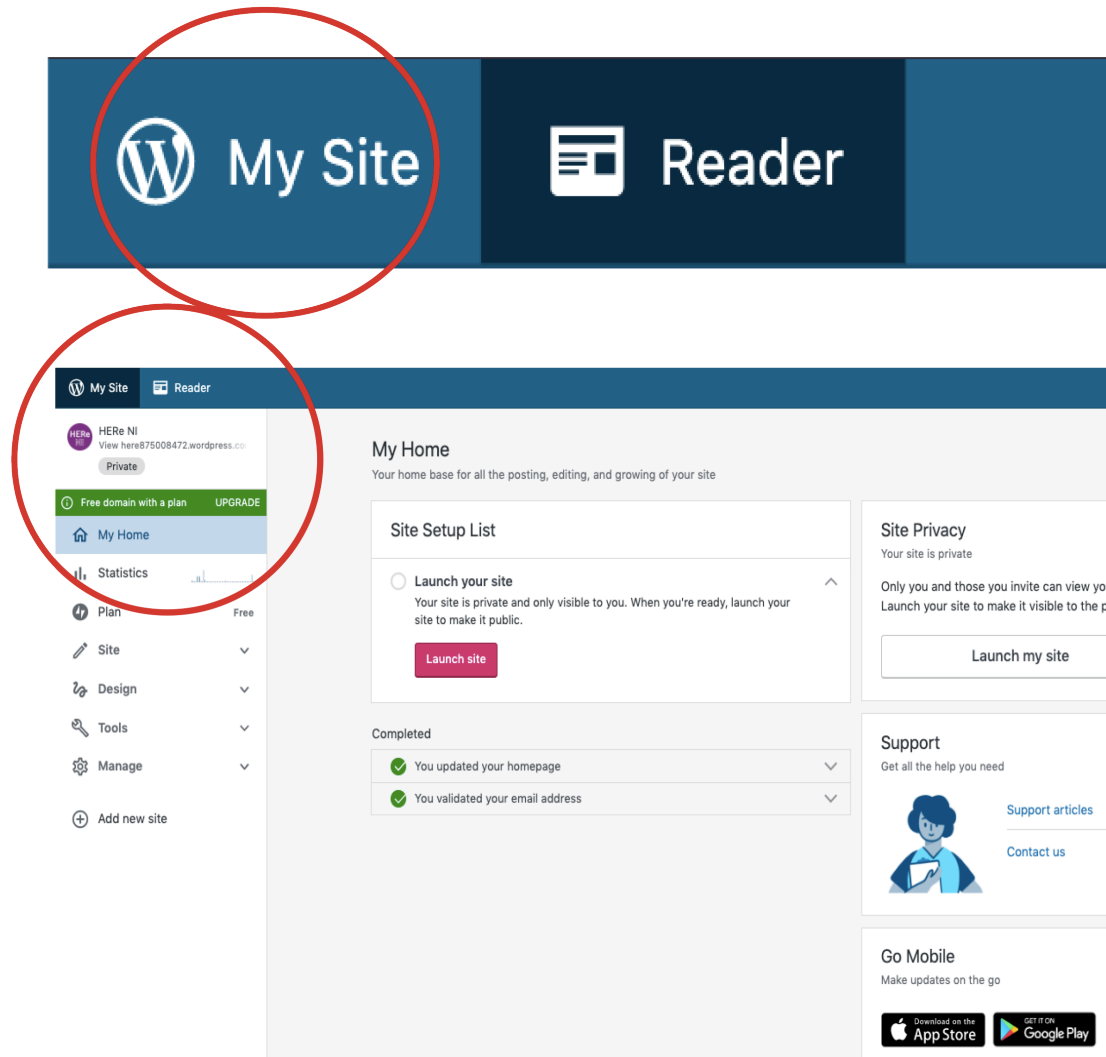
WWW.wordpress.com, enter the new account details which are:

Email Address: tracey.mcdowell@hereni.org

Password: Equality19

This password can be changed at any time if your not happy with it. Once that you have logged on it will take you to the main wordpress page and to get to your site simple click the top left button that says 'My Sites'

How to access



Once logged in, this will be the first screen you come across, to access the HERe NI home page you need to click the top left corner to take you to the page.

On the left hand side, is the menu that you will use to edit, the only pages you will need to use is pages, customise and themes if you wish to change the style of the website.

The screenshot shows a website management interface. On the left is a sidebar menu with options: My Home, Statistics, Plan (Free), Site, Pages (selected), Posts, Media, Comments, Feedback, Testimonials, Design, Customise, Themes, Tools, Manage, and Add new site. The main area is titled 'Pages' and lists several pages with their last update times: Resources (7 days ago), Privacy Statement (4 days ago), Community Space & Training (2 days ago), Additional Services (7 days ago), About (7 days ago), Housing & Benefits (7 days ago), Children & Family (7 days ago), 10 Things Lesbians Should Discuss With Their Health Care Providers (7 days ago), and Support. At the bottom right of the page list, there is a blue question mark icon. Below the page list, there are navigation buttons: 'Switch to Draft', 'Preview', and 'Update'.

When you click on the site drop down it will give you all the essential options for you to edit your website. The pages button, will be the button to use when you want to edit in certain pages, so for example, if you wanted to to edit the about page, click on the page.

About

Our Vision

Our vision is that all lesbian and bisexual women are visible, included and valued in all aspects of society.

Our Mission

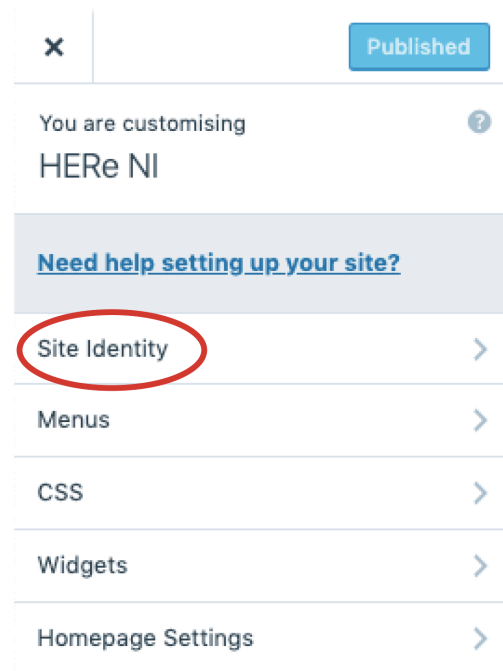
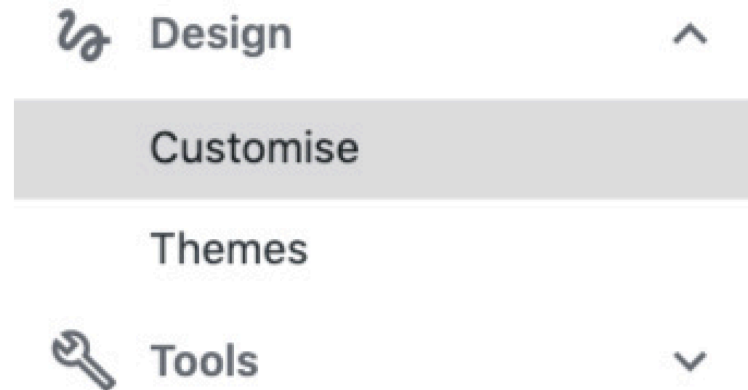
HERE NI empowers, supports and advocates for all lesbian, bisexual women, and their families.

Our Values

- All our work is founded upon the following values and principles:
 - Equality and Inclusion

This is the page that the 'About' button will take you too when you click on it, this is the way to edit your content on the pages and the same for the other pages.

Site Identity



To change anything from the menus to the logo image or the name, you can go to customise and it will give you options to change the menu buttons or the logo on the website.

You can change the logo, the site title and add a tag-line on this page by clicking customise, site identity.

Menus

× Published

You are customising
HERE NI

[Need help setting up your site?](#)

Site Identity

Menus

CSS

Widgets

Homepage Settings

This menu page will allow you to add new menus and add new sub menus, you can also modify the original menus. You even have the option to reorder the menus by clicking and dragging them into place.

To add a new menu click the +Add Items.

× Published

Customising > Menus
Primary

Menu Name

Primary	
Home	Page ▼
About	Page ▼
Staff	Page ▼
History	Page ▼
What We Do	Page ▼
Family Group	Page ▼
WOW Group	Page ▼
Your Rights	Page ▼
Support	Page ▼
Health	Page ▼
Adoption	Page ▼
Children & Family	Page ▼
Housing & Benefits	Page ▼
Contact	Page ▼

[Reorder](#) [+ Add Items](#)

Menus

Custom Links

Pages

- + Home Custom Link
- + About Page
- + Housing & Benefits Page
- + Children & Family Page
- + Adoption: Could you adopt? Page

Add New Page + Add

Posts

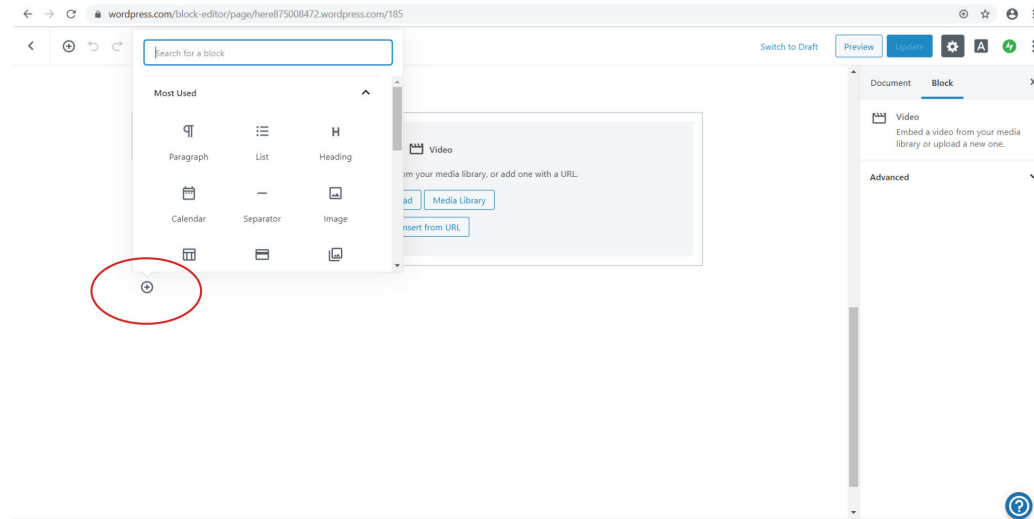
To add a sub menu, you need to grab the one that you want and move it slightly to the right, underneath the menu you want it to be under, for example; The family group is slightly shifted to the right underneath what we do, this will mean that its a sub heading and not a main heading.

What We Do Page X

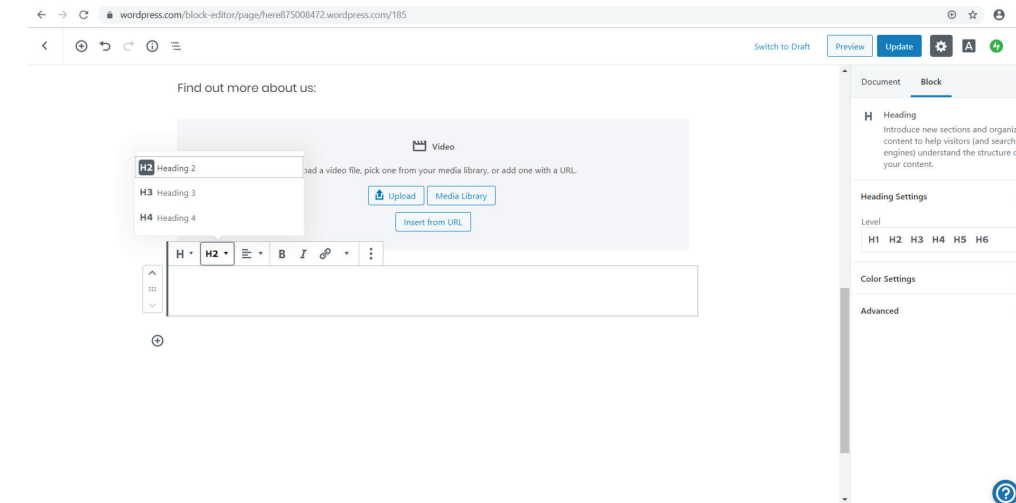
Family Group Page X

WOW Group Page X

Edit Text

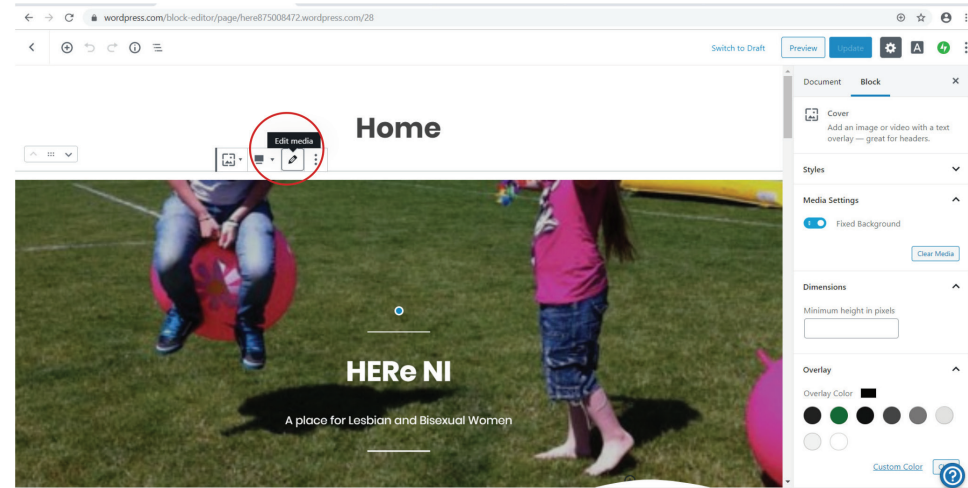


If you wish to add a new element to a page, simply click on the '+' symbol. This will then open up a variety of different options for you to add.

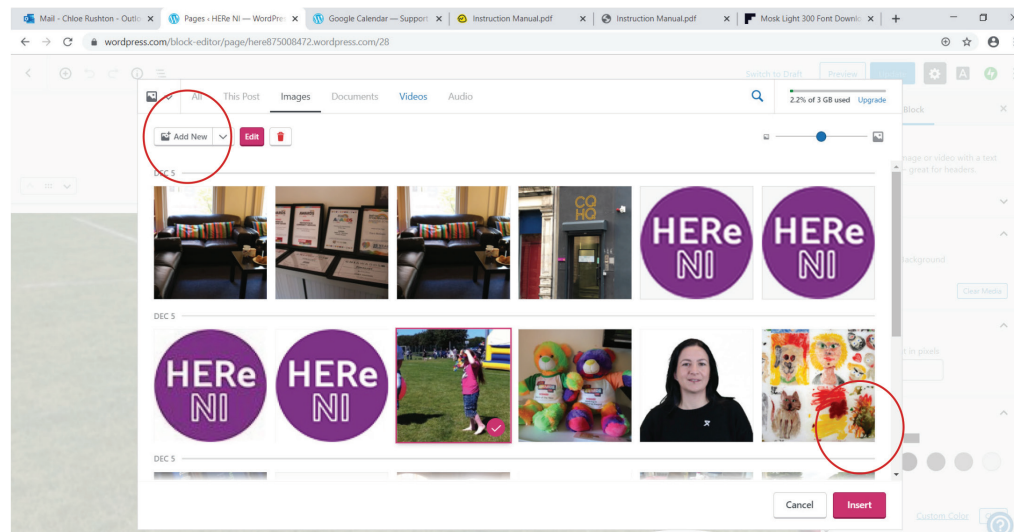


If you would like to add more text, click the 'Paragraph' button. If it is a heading you would like to add, choose 'Heading 3' for main headings at the top of the page, 'Heading 2' for sub-headings, and if you require even further sub-headings, use 'Heading 4'

Edit Images

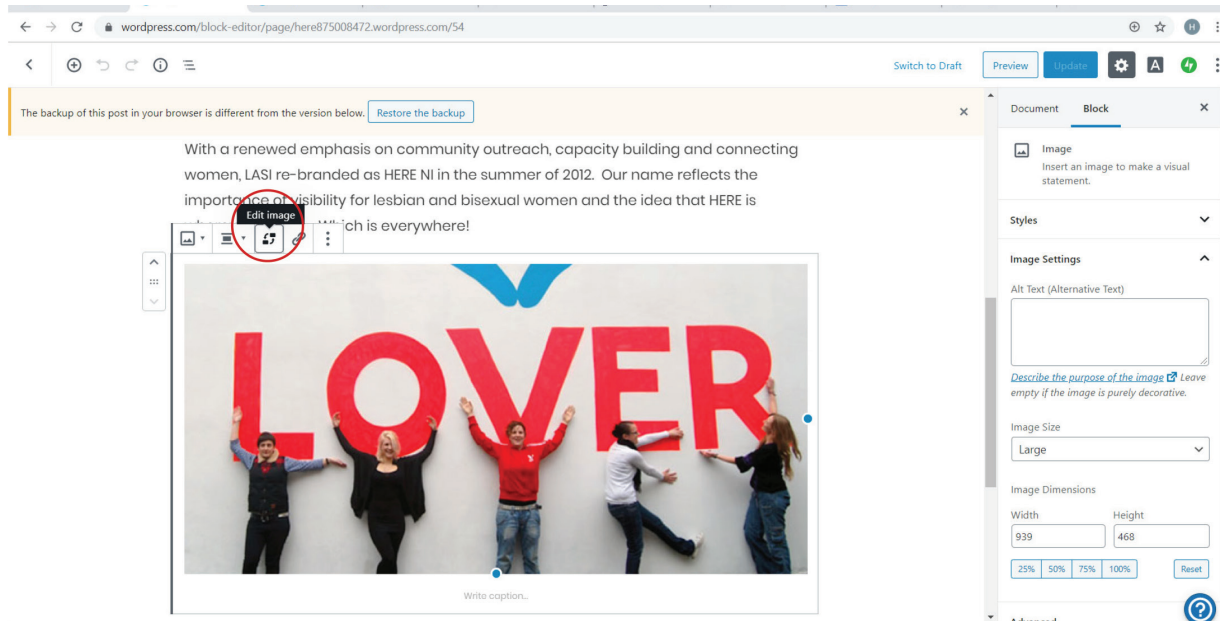


The home page uses parallax images, if you wish to change these images, you need to click on the image itself, then select the pencil button. This will open up the media library, which is all of the images that are already featured on the website



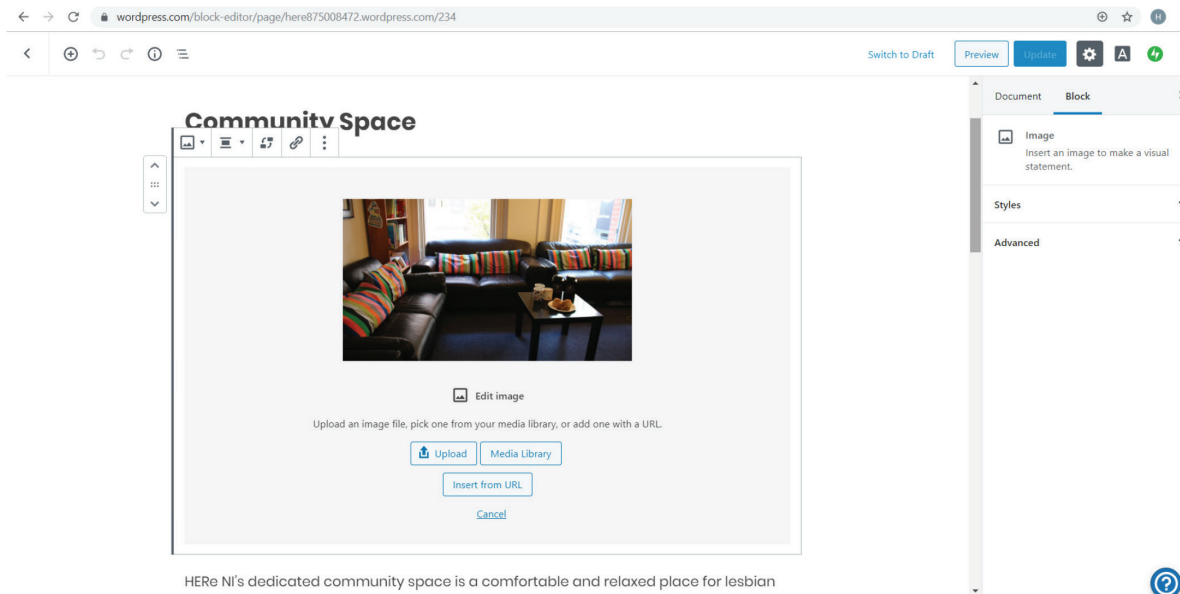
If you would like to add an image that is already inside the media library, simply click the chosen image and then select insert.

If you would like to add an image from your desktop, select 'Add New', and then find the image from your files.

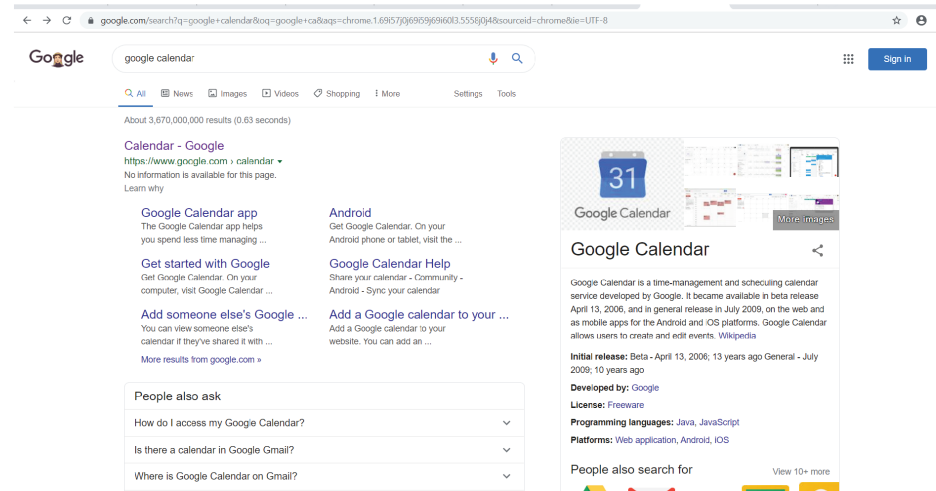


To change an image on any of the other pages, click the circled button.

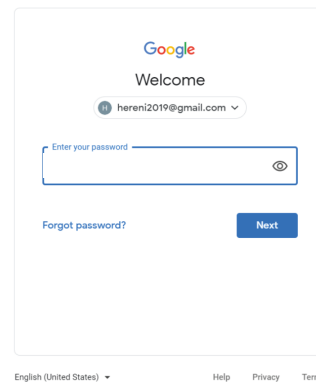
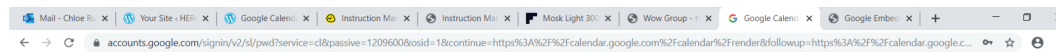
You will then be given a choice on whether you wish to pick an image from the media library (an image that's already on the site) or upload an image (one from your own files)



Edit Calendar



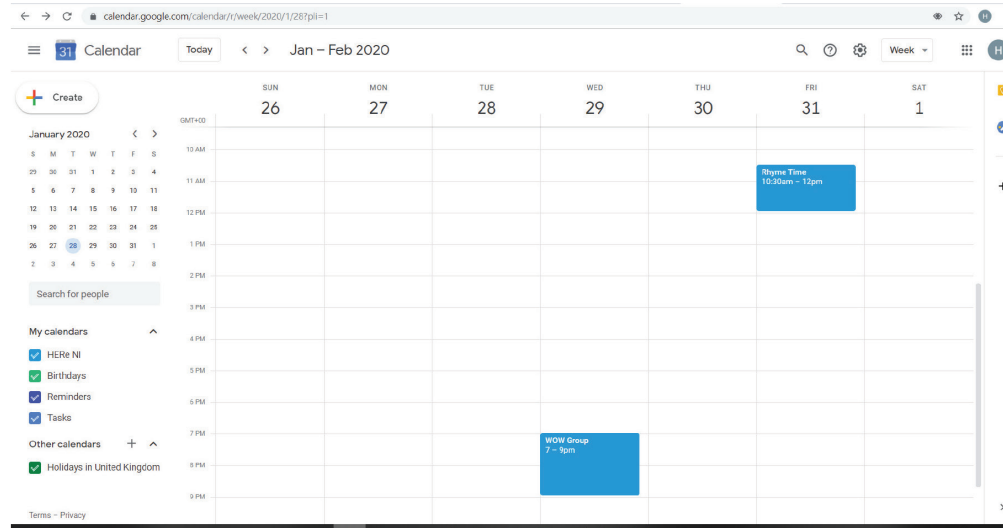
To update the events calendar, firstly type into Google 'Google Calendar' and click on the first link.



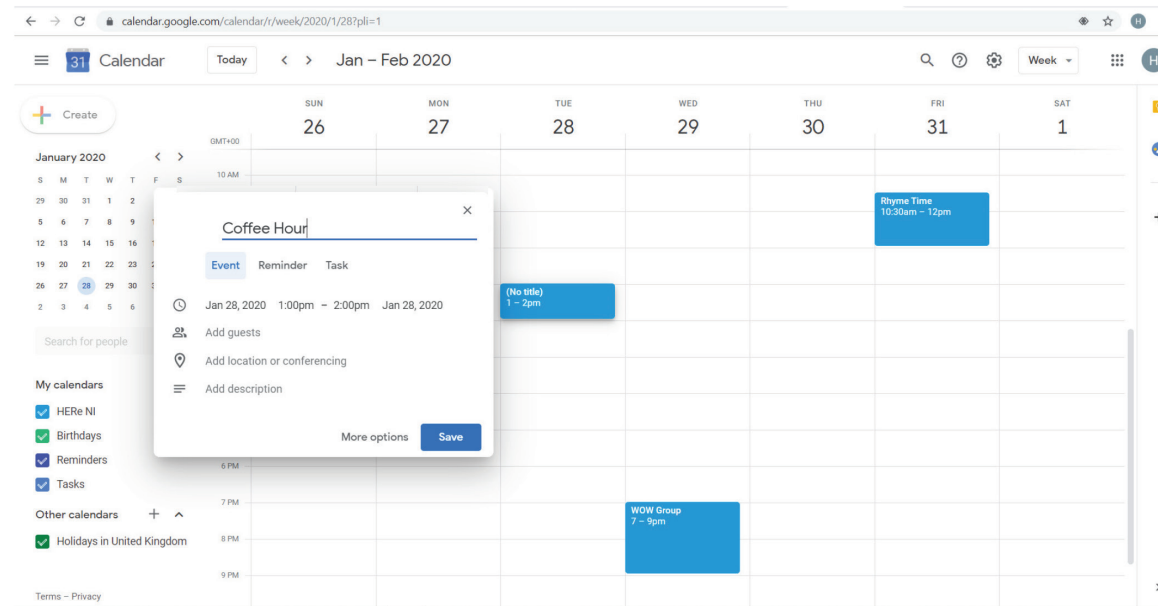
You will then be asked to sign in. Sign in using the following details:

Username - hereni2019@gmail.com

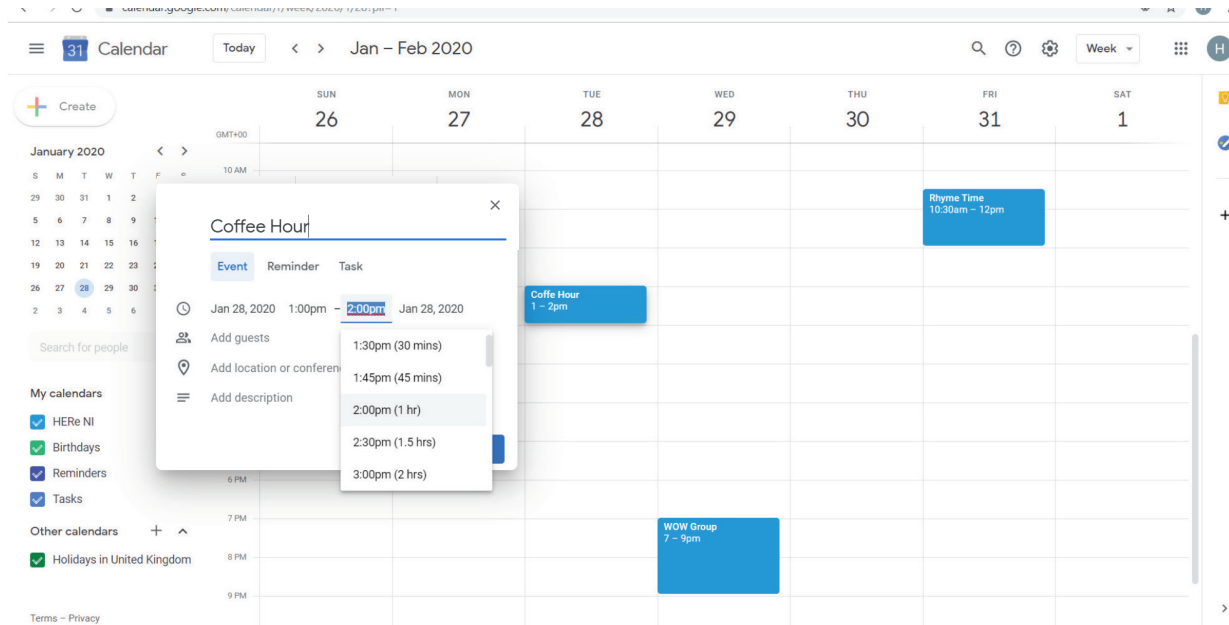
Password - same as Wordpress password



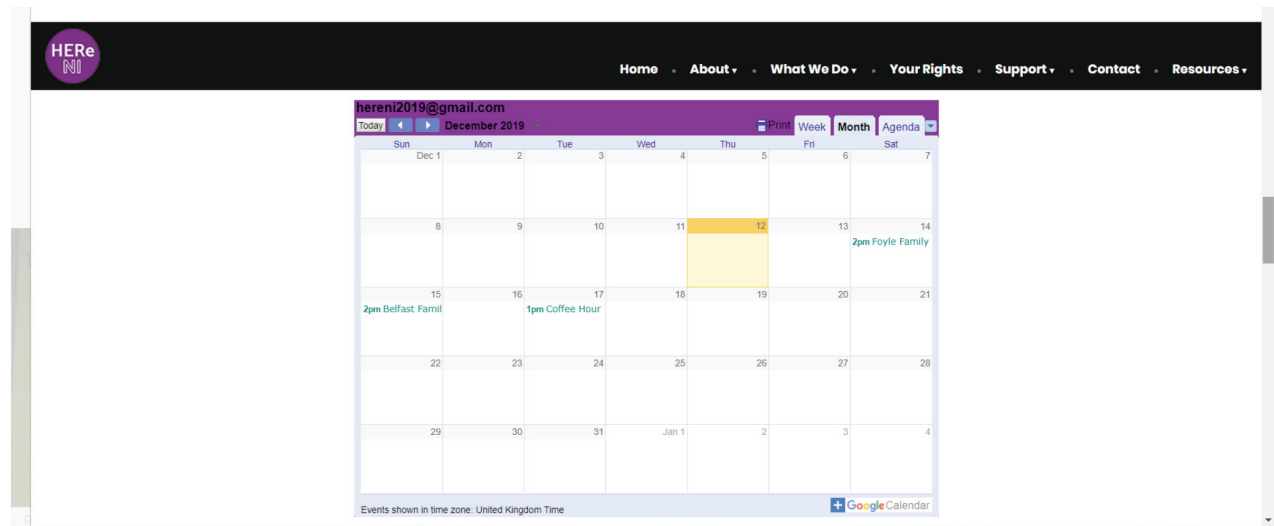
After signing in, you will see the Google calendar with all of the events on it.



To add a new event, find the date which the event occurs on, and click the box under that date at the correct time. You can then name the event.

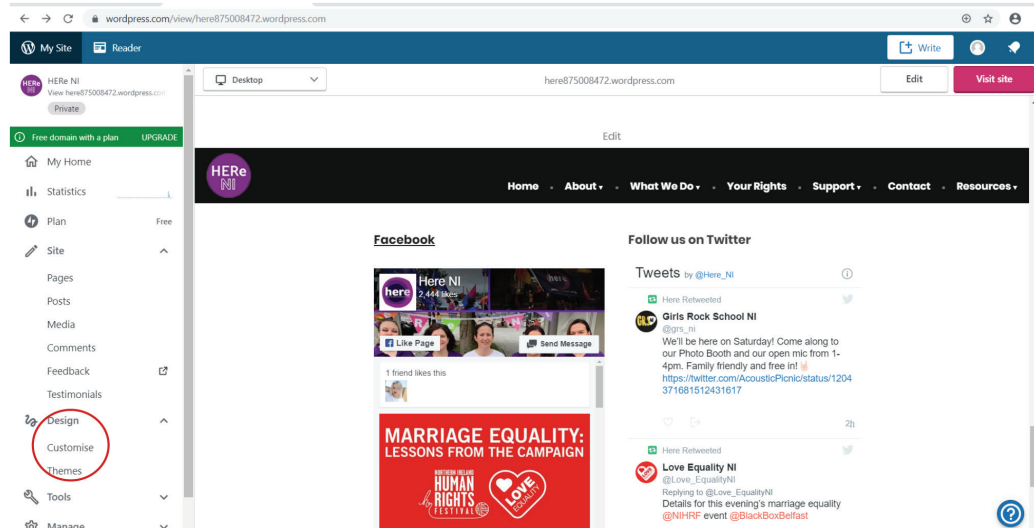


If you need to edit the time, simply click on the time and then you can either manually enter the time change, or pick a time from the drop down menu. You can also add a location and any further notes. Then hit save.

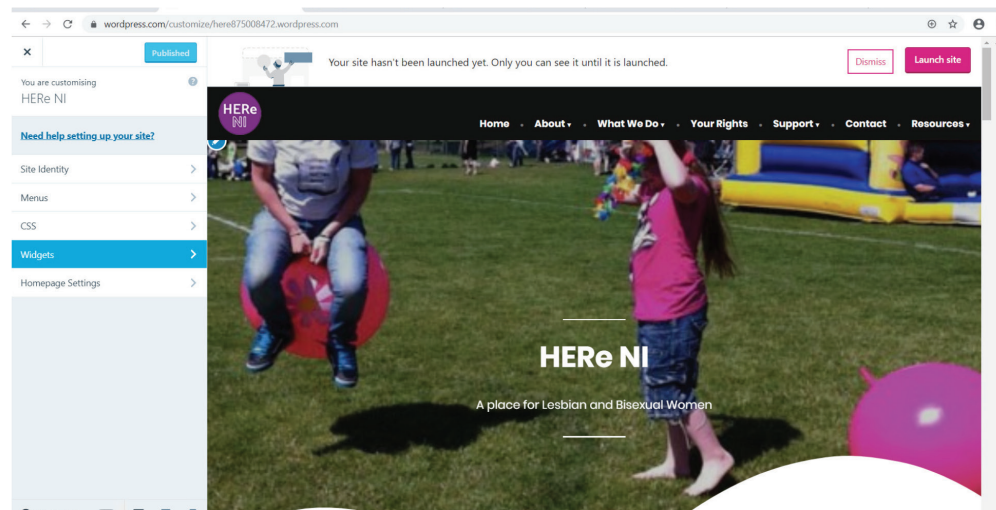


Following this, you should now see your event on the calendar on the website.

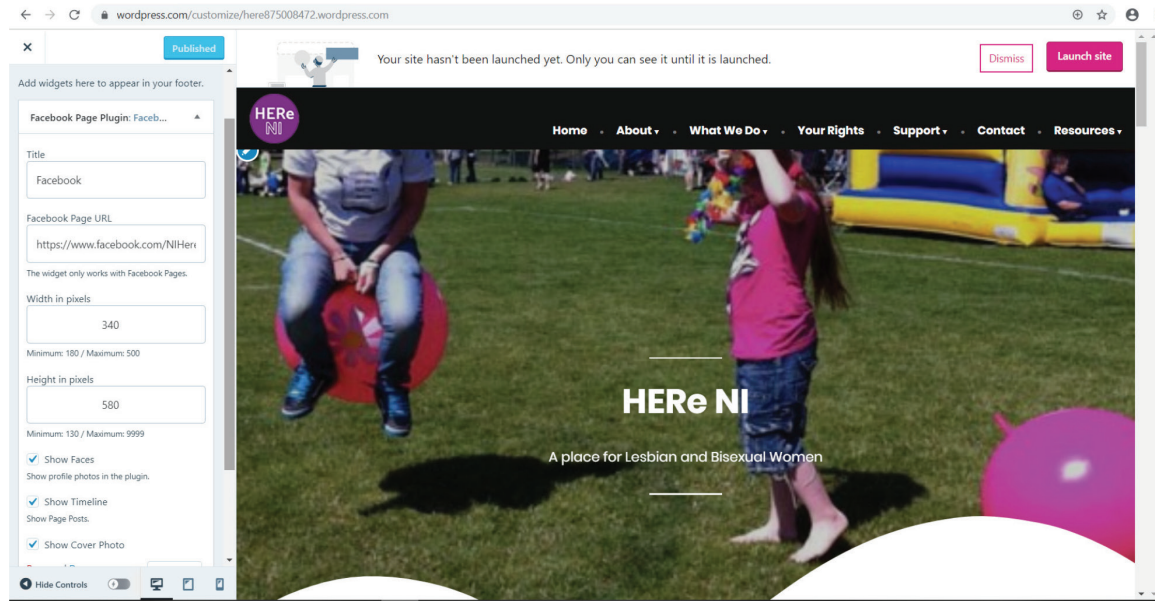
Edit Social Media



The Facebook and Twitter links at the bottom of the home page are what's known as 'widgets'. To edit these, first select the 'customise' button.

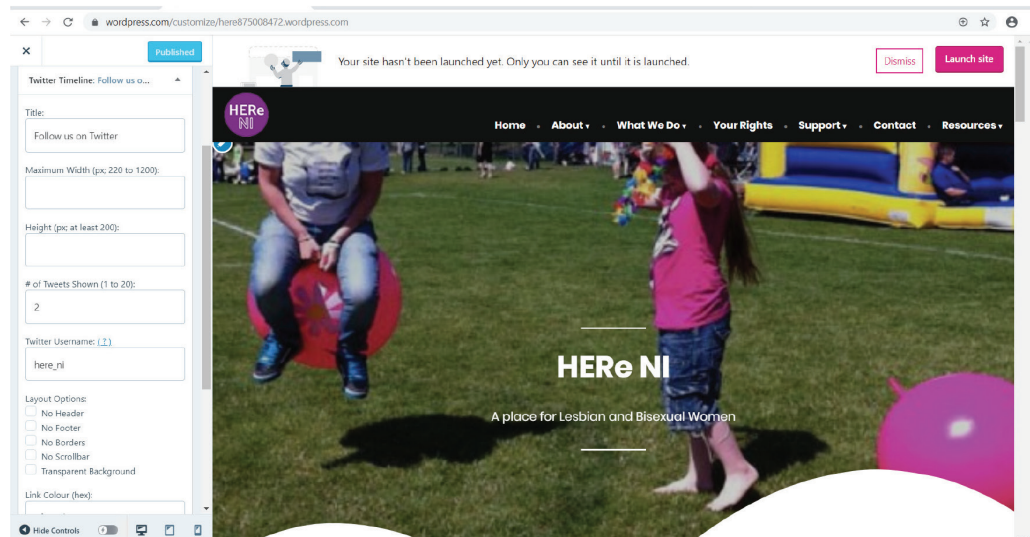


Next, you should select the 'widgets' button.



This will then provide you with various options, You can change the title of the widget, the URL, the size, and what the widget will show, whether it be just simply the link to the Facebook or the last two posts that the page has made.

You can make the same changes to the Twitter feed. You can edit the number of latest tweets that are on display. We have set it at two currently as that matches with the Facebook, which you cannot change.



The image shows the WordPress Customizer interface. On the left, the widget selection panel is visible, featuring a search bar and a list of widget categories. The 'Add a Widget' button at the bottom of this panel is circled in red. The right side of the screen displays a preview of a website with a dark header, a navigation menu, and a main content area with a large image and text.

WordPress Customizer Interface:

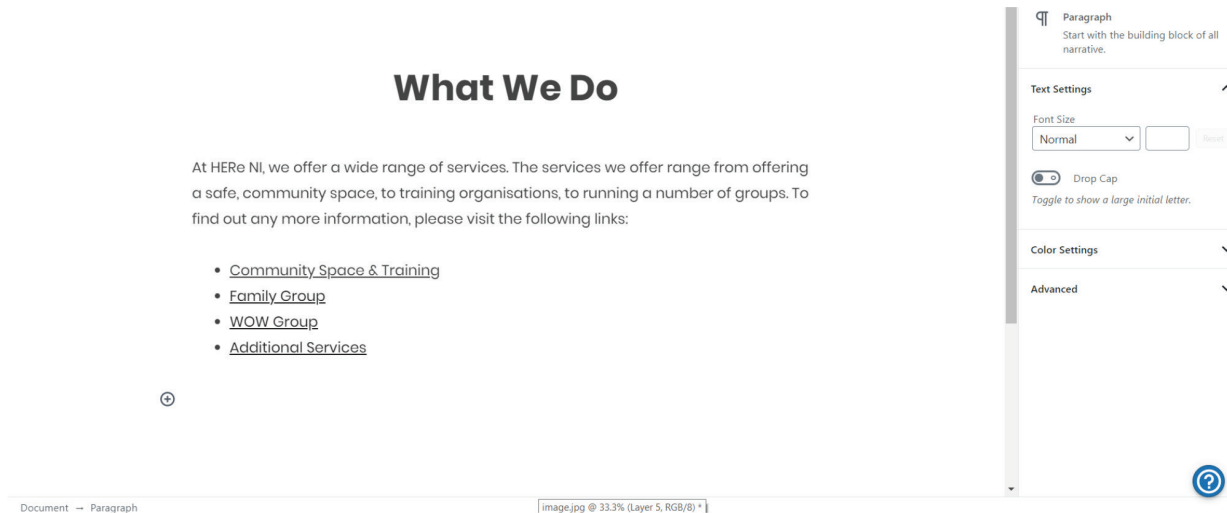
- Search widgets...
- Akismet Widget: Display the number of spam comments Akismet has caught.
- Archives: A monthly archive of your site's Posts.
- Audio: Displays an audio player.
- Authors: Display blogs authors with avatars and recent posts.
- Blogs I Follow: Display linked images for the blogs you follow.
- Blog Stats: Show a hit counter for your blog.
- Calendar: A calendar of your site's posts.
- Categories: A list or dropdown of categories.
- Category Cloud: Your most used categories in cloud format.
- Contact Info & Man...

Website Preview:

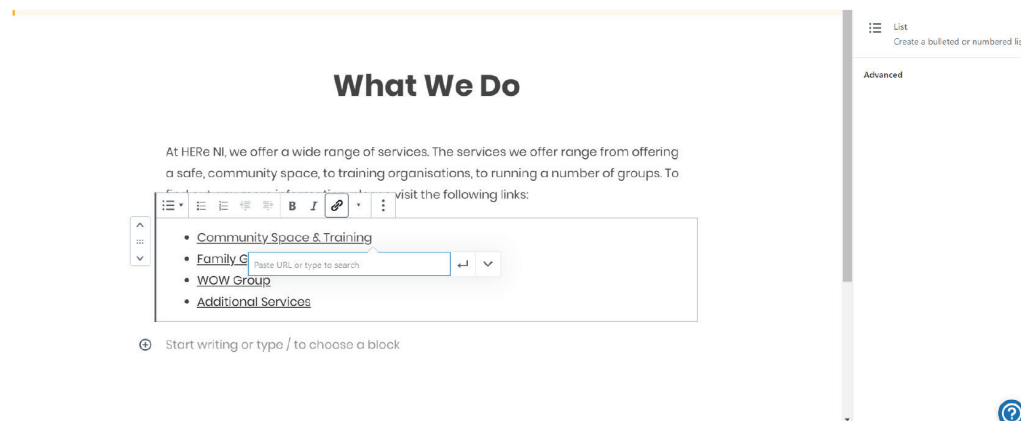
- Header: HERE NI
- Navigation: Home, About, What We Do, Your Rights, Supp...
- Main Content: HERE NI, A place for Lesbian and Bisexual Women

To add a new widget, select the 'Add Widget' button, then a list of widgets will become available.

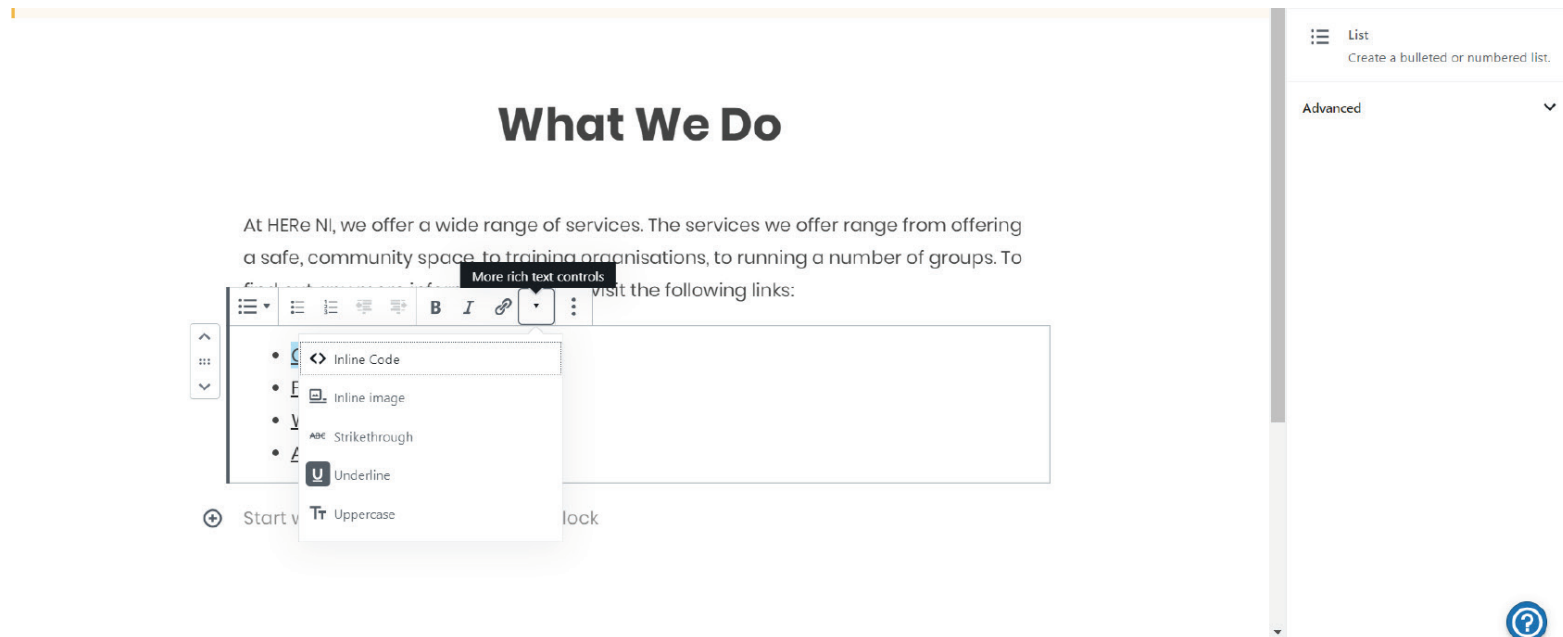
Edit Hyperlinks



The 'What We Do' and 'Support' pages contain a number of hyperlinks to other pages within the website.



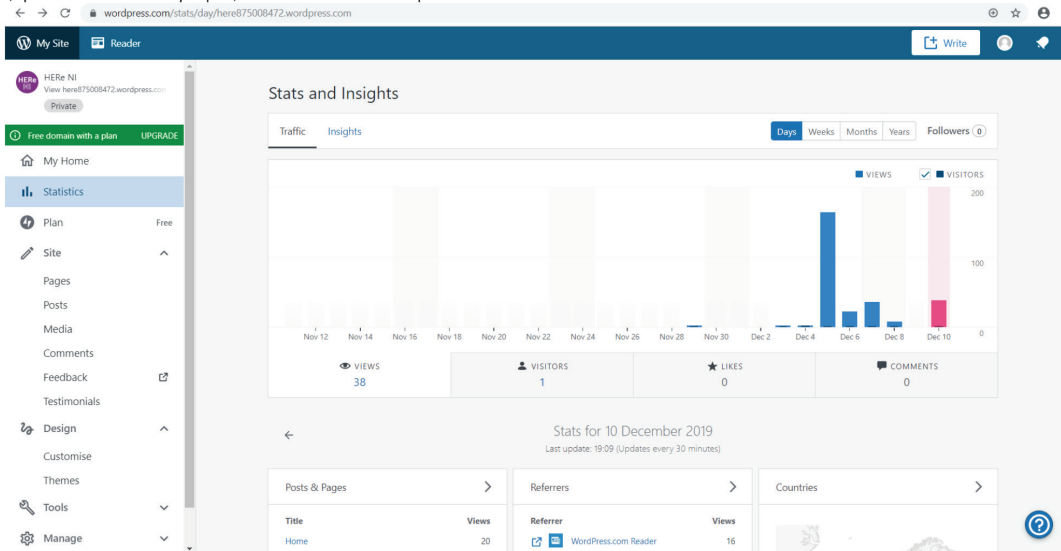
To add a new hyperlink, highlight the text that you would like to become a link, and then select the 'attach' button. This will then display a box where you would attach the URL which you would like to link together.



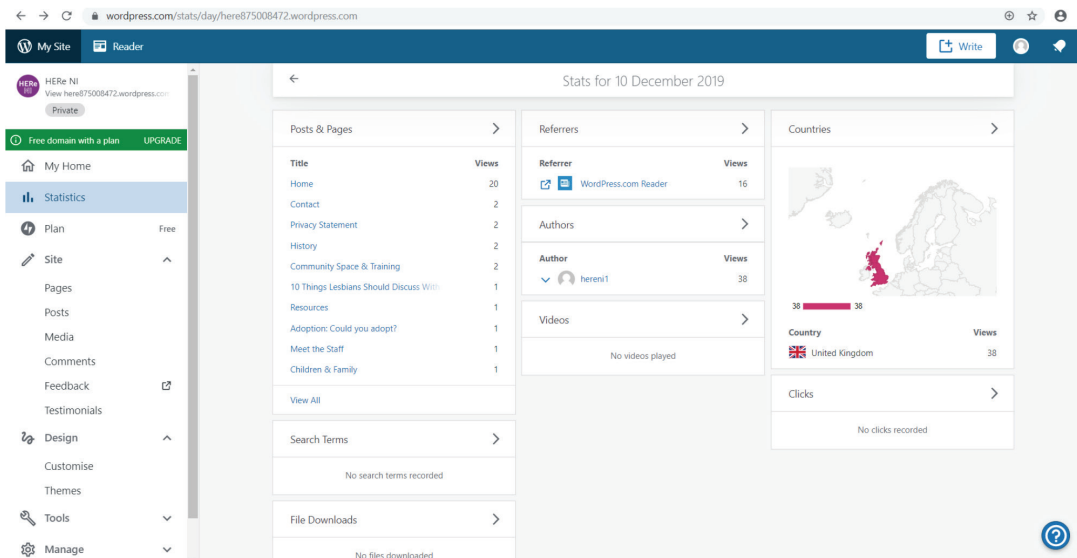
Finally, select the small downward facing arrow, and click on 'underline'. By doing so it will allow users to tell that this is a hyperlink.

Statistics & Analytics

On Wordpress, you are able to see how many people have visited your website. If you go to the 'Statistics' page, you will see a graph, and a number of views and visitors who have come to the website.

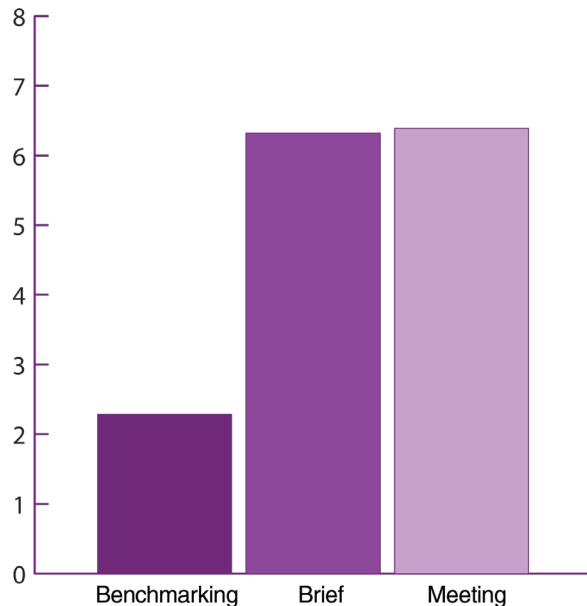


If you scroll further down, you will be able to see what pages have been visited the most, and even what countries your users are from.

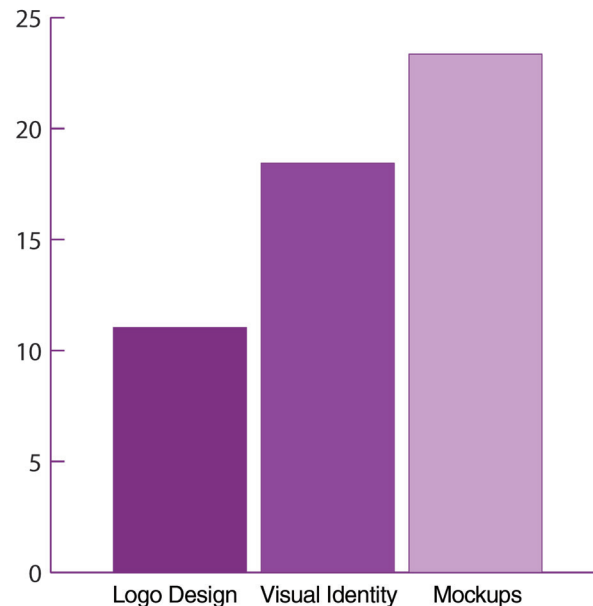


Conclusions

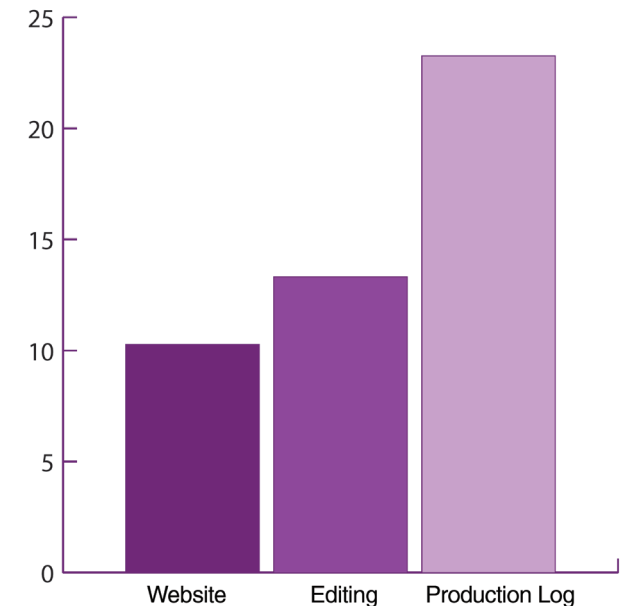
During this project, I used Toggl to track how many hours I spent working on each element of this project.



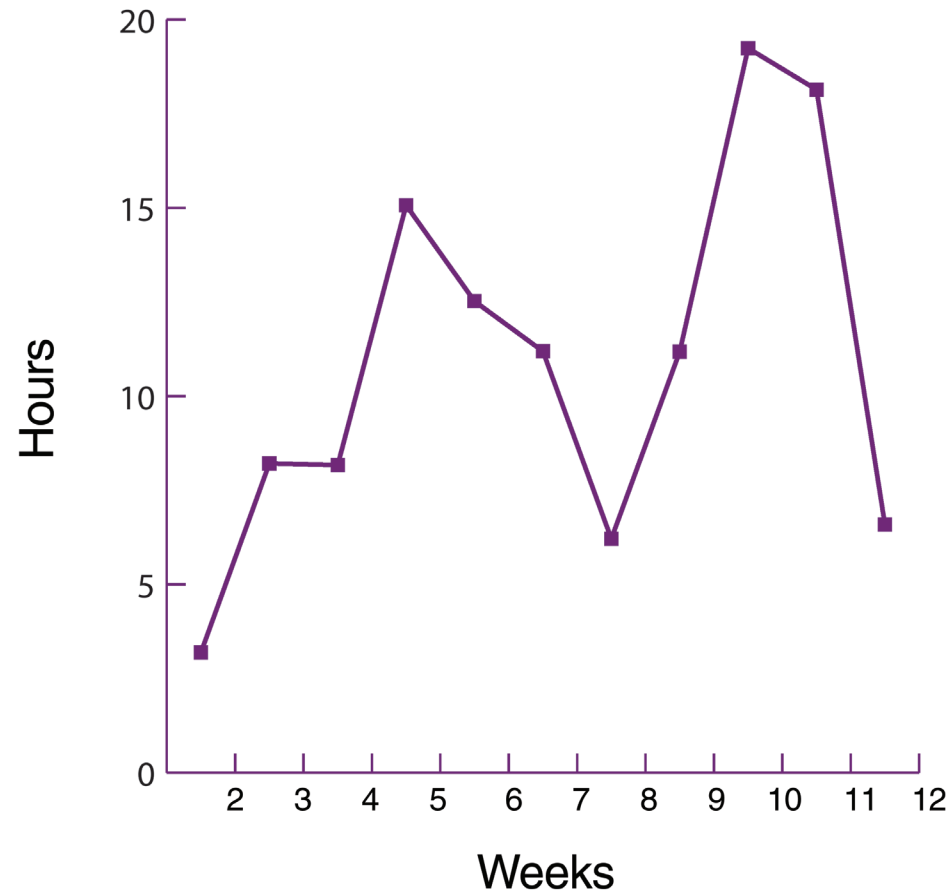
This graph shows how much time I spent working on different aspects of the project. I spent 2.28 hours working on the benchmarking, 6.32 hours working on the brief, including any corrections. I also spent 6.39 hours in meetings with HERe NI, including our initial meeting, our two pitch meetings and the filming we completed at their offices.



The above graph shows how much time I spent on the visual identity section of the project. I spent 11.03 hours creating the different logos, 18.43 hours on the visual identity, and 23.35 hours creating the mockups.



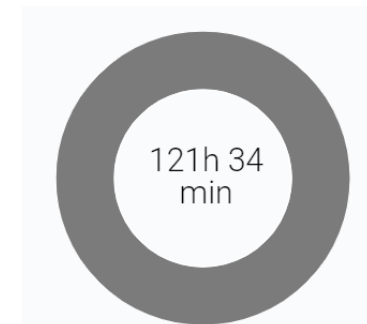
It took me 10.27 hours to create the website, 13.31 to edit both the video and the head shots, and finally it took roughly 23.26 hours to create this production log, however this number is most likely higher as I have not included the time it takes me to write this section of the log, including any second readings and touch ups.



The graph above shows how much work I did for this project as the weeks progressed. Generally, as the weeks went on, there was more and more work to do as we were in more contact with Cara and Tracey, therefore we knew what deliverables they were looking for. In week 7, there was a drop in the amount of time I spent on this project. This was due to the fact that our original pitch meeting was suppose to happen this week, meaning the previous week I had all of my pitch prepared, to avoid doing all of the work last

minute. However, as previously mentioned the pitch did not occur on this date due to miscommunication. This meant that there was not too much work for me to do this week due to the fact I was already prepared for the meeting and could not work any further as the meeting did not happen until the week after. There was also a dip in week 12, this was because I did not want to leave everything until the last week, so I made sure that most of my work was finished during weeks 10 and 11. On average, I worked roughly 10 hours every

week, and in total I worked for 121 hours and 34 minutes.



Working with HERe NI allowed me to develop new skills. For example, I had never used a Wordpress and I did not have any experience using a green screen. This allowed me to learn how to not only get up a green screen correctly and light the scene correctly, but I learned how to edit both video and images taking the green out. The green screen turned out very successful and allowed us to create a professional promotional video for HERe NI.

Along with developing new skills, I was able to continue to work on my current skills. I really enjoyed editing the promotional video for HERe NI and would enjoy working on this kind of work in the future.

Working with Jamie-Leigh and Kerri was interesting. It was good working in a team as we were able to divide the workload and we were able to ask for each others opinions on the work we did. Providing feedback is something that is very important to ensure that we are producing high quality deliverables to HERe NI. We were able to work off a brief and ensure that what we were creating matched up with what was discussed at the beginning of the semester with HERe NI employees.

The communication between my team and HERe NI was an aspect of this project where I definitely learned from our mistakes. There was miscommunication involving the brief, which is a factor that we had to make up for during the rest of project, to ensure that all communication to the community partner was professional.

The HERe NI website and logo were dated and therefore needed to become more modern, and I found that it was interesting to see the difference when comparing the old against the new once the visual identity and new site were completed.





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