



# Production Log

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**Catherine Morren**

Interactivity for Social Enterprise  
2019

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# Introduction

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In this production log, myself, along with two of my fellow classmates will take part in working with a community partner, in order to create a new visual identity. We have chosen to work with YeHa Project. They are a youth centre which deliver a wide range of youth support services, aimed at tackling issues affecting young people's mental health and emotional wellbeing.

They support young people aged 12 – 21 from North Belfast to overcome barriers to reaching their potential.

As a group we will be creating a new visual identity for YeHa, such as a new logo, website, information cards etc.

As this project will be over 12 weeks, with a

launch taking place early January. The launch will allow us to present our deliverables to our community partner with everything they need in order to maintain their new visual identity.

Throughout my production log I will demonstrate the brief my own research and analysis into possible solutions for the client. It will also contain continuous reflection of my own work as part of the group which demonstrated an understanding of my own creative potential and practices.

Reflection and feedback from all of the meetings will be recorded in this production log to keep track of what the client likes and what needs improved in order to

met the brief.

Also the explanation of all of the decision making will be recorded throughout and the effect this has on the overall project.

Furthermore, continuous reflection on the processes involved in the time keeping and communication with group members, Adrian and Claire.

# Initial Meeting

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## The YeHa Project

YeHa stands for Youth Education Health Advice service which was founded in 2007.

YeHa supports young people in North Belfast aged 12-24 who are dealing with issues that are affecting their health & emotional wellbeing. They provide a range of services such as;

- Core programs – One to One Support & counselling
- Runs a range of support based groupwork programmes
- Provides support in secondary schools such as APIRE & Breakthrough, as a support pathway in reaching employment
- Volunteering opportunities
- Community group work
- Training – school mentoring
- Accredited OCN provider – deliver a range of courses for youth workers, young

leaders and young people.

So we were informed that YeHa is very involved within the wider community especially in school environments. Our work with young people embraces the core principles of youth work with therapeutic approaches. Referrals are taken from professionals, schools, family support hubs, parents/guardians or self referral.

These are beneficial in helping to raise confidence, self esteem, learn more about issues affecting young people and encourages support from peers through a range of activities. These have included:

They try to encourage young people to get involved in various programmes to improve their wellbeing.

After our initial meeting with Sean Devlin we had a better understanding on what the organisation was really looking for in terms of improving their current media sources and digital content.

The main things that he wishes us to achieve throughout this process is to;

- Refresh Logo
- Revamp website
- Video to summarise the company with some motion graphics
- Pull up banners
- Stationery – letterheads & information card
- Hoodies & T-Shirts
- Portfolio Book



# Initial Meeting

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## Current Logo



This is YeHa's current logo which they have had since they first started in 2007.

They are looking for a newer more modern logo, that represents

YeHa and what it's all about. The logo is very grungy looking and needs a newer fresher look and feel to it, as well as a new colour scheme.

# Project Schedule

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After meeting the community partner we developed a project schedule, as this is best practice in order to have a clear plan of all of the tasks that needs

to be completed in the designated amount of time of 12 weeks to achieve the final outcome. Below shows the schedule with the list of the tasks we have

to do, the actions we have to do to complete those tasks, and what week we aim to have them done.. As this is best practice

Phase	Task	Actions	Completion
<b>Scoping Project</b>	<ul style="list-style-type: none"> <li>Benchmarking</li> <li>Developing the brief form the initial meeting with</li> <li>community partner</li> </ul>	<ul style="list-style-type: none"> <li>Content Analysis</li> <li>Technical Analysis</li> <li>Analysing existing functionality</li> <li>Collecting Visual Resources</li> </ul>	Week 3
<b>Project Proposal</b>	<ul style="list-style-type: none"> <li>Analysis of user &amp; client needs</li> <li>Developed data from client meeting &amp; benchmarking process</li> <li>Create brief</li> </ul>	<ul style="list-style-type: none"> <li>Define project goal</li> <li>Finalise all content decisions</li> <li>Assess limitations pf proposal</li> <li>Develop production schedule</li> </ul>	Week 4
<b>Design Phase</b>	<ul style="list-style-type: none"> <li>Pitch Design deck</li> <li>Client decides</li> <li>what design to take forward</li> </ul>	<ul style="list-style-type: none"> <li>Create design deck which answers the brief; logo design &amp; colour palette</li> <li>Analysis gather feedback from client on the deisgns</li> </ul>	Week 5-6
<b>Paper Prototype</b>	<ul style="list-style-type: none"> <li>Plan how the site is going to look by creating a sitemap and wireframes</li> </ul>	<ul style="list-style-type: none"> <li>Create wireframes</li> <li>Create landing and inner artworks</li> </ul>	Week 6-7

Phase	Task	Actions	Completion
<b>Paper Prototype</b>	<ul style="list-style-type: none"> <li>Plan on video content</li> <li>Design for pop up banner</li> </ul>	<ul style="list-style-type: none"> <li>Create storyboards for video work</li> <li>Create pop up banner</li> </ul>	Week 6–7
<b>Develop Phase</b>	<ul style="list-style-type: none"> <li>Develop website</li> <li>Film video content</li> </ul>	<ul style="list-style-type: none"> <li>Coding &amp; validation – design for functionality</li> <li>Content populations–artworks/banners &amp; videos</li> <li>Film/edit video – add motion graphics</li> </ul>	Week 8–9
<b>Testing</b>	<ul style="list-style-type: none"> <li>Upload the site &amp; test functionality of the site and if all elements work effectively</li> </ul>	<ul style="list-style-type: none"> <li>Cross Platform &amp; browser testing</li> <li>Test for navigational issues</li> <li>Video testing</li> </ul>	Week 10–11
<b>Adjustment</b>	<ul style="list-style-type: none"> <li>Make necessary adjustments</li> </ul>	<ul style="list-style-type: none"> <li>Implement changes to the site based on the response from the testing phase</li> </ul>	Week 11
<b>Launch</b>	<ul style="list-style-type: none"> <li>Launch the final site along with video content, pop up banner etc.</li> </ul>		Week 12

# Benchmarking

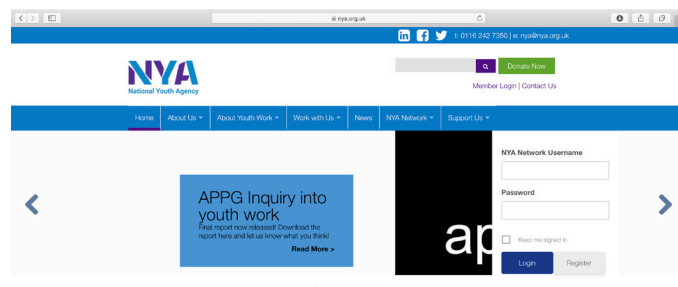
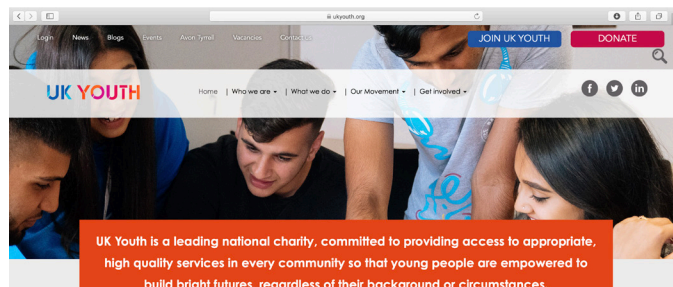
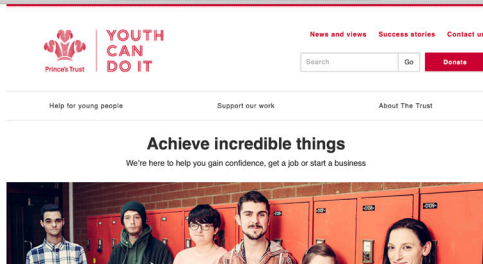
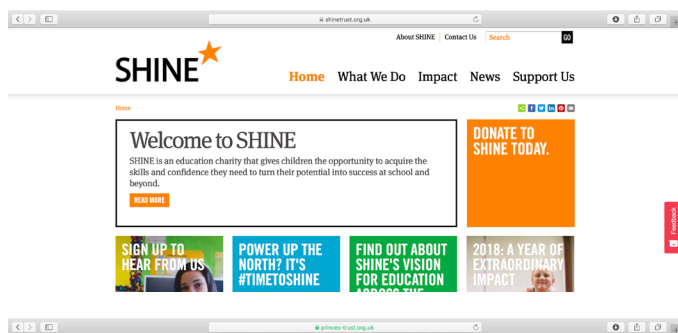
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Category	Features	Shine	UK Youth	Prince's Trust	NYA
First Impressions	Aesthetics	Too text heavy throughout design	Use of Hero images	Use of Hero image to represent youth services	Use of Hero image to represent youth services
	Identifiable Target Audience	On homepage	One click away	On front page	Stated two clicks away
	Identifiable Aim	One click away	One click away	Two Clicks Away	Two Clicks Away
Look & Feel	Retina (HD Ready)	No	Yes	Yes	Yes
	Responsive	No	Yes	Yes	Yes
	Content in Prime Position	Yes	Yes	Yes	Image Slider
	Body text font	Serif	Sans-serif	Sans-serif	Sans-serif
	Logo Placement	Top left	Top left	Top left	Top left
Technical	Content management system	Independent hosting	Independent hosting	Independent hosting	Independent hosting
	Analytics embedded	Yes - Google analytics	Yes - Google analytics	Yes - Google analytics	Yes - Google analytics

Category	Features	Shine	UK Youth	Prince's Trust	NYA
Navigation	Primary Menu Format	Fully exposed click through	Drop down Menu	Drop down Menu	Multiple Drop down Menu
	Primary Menu Position	Horizontal top right	Centered at top	Dropdown at top	Horizontal top
	Means of getting to the top of the page	No	No	No	No
	Site map	Yes but vague	No	Yes <sup>a</sup>	No
	Bread crumbs	Yes	No	Yes under menu	Yes
	Contact Us	Top right	Yes at top	Yes	Yes
	No. of clicks to Contact Us	One click	One click	One click	One click
Content	Explanation of service	One click	On homepage	One click	One click
	Evidence of outdate content	No	No	Yes	No
	Social Media	Yes	Links in header and footer	Yes, in footer	Yes, at top of the page

Category	Features	Shine	UK Youth	Prince's Trust	NYA
	FAQs Sections	No	No	Yes in footer	No
	Privacy Policy	Yes	Yes in footer	Yes in footer	Yes in footer
Search	Search	Yes	Yes	Yes	Yes
	Type of Search Button	Standard Search bar and button	Click and Reveal	Basic search button	Basic text bar and button
Functionality	Load Time	4.6 s	5.2 s	5.0 s	12.6 s
	E-mail Subscriptions	Yes	Yes	Yes	No
	Multilingual	No	No	No	No
	Number of languages other than English	None	None	None	None
Accessibility	How many font types	Two	One	One	One
	Clear & Accurate Headings	Yes	Yes	Yes	Yes

Category	Features	Shine	UK Youth	Prince's Trust	NYA
	Are links visually distinct	Yes	Yes	Yes- Bold and different	Yes
	Link underlining	Yes	No	No	No
	Hyperlinks change colour if visited	No	No	No	No
Overall Score		22%	48%	39%	39%



# Benchmarking Summary

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On benchmarking these websites for youth education charities across the United Kingdom. It is clear from the overall scoring of these websites that UK Youth has the best example of a website with a clear contemporary design including a drop down menu with parallax scrolling and good use of hero images that allows the user to navigate very easily. From all of the features and functionality we would expect to see on a website, UK Youth scored 48% which was the highest score, however it is still a very low score which means that there is still more improvement that could be done to make it better.

This site was very good in the way it put the identifiable aim on the homepage above the hero image. Explanation of service was stated on the homepage,

whereas on the rest of the websites the user has one click before they discover the explanation of service. The Prince's Trust is joint second highest scoring website with 39%, as it has features that we expect to see in a functioning site. My first impression of the site was that it had a clear colour scheme and all content was positioned effectively, which they had the target audience clearly stated on their homepage. The links they had were distinctive and were very clear for the users. This site had one of the quickest load times with 5 seconds which was very key for users. However, the functionality was quite poor as it could have been categorised better for the user to navigate their way through the site with ease. But through other than that the Prince's Trust website was very promising in terms of its

features.

The National Youth Agency shares the same mark as the Prince's Trust as they were the next best thing in terms of contemporary design, but isn't outstanding in any particular area. The features it does have it shares with the other sites, however this site was very good in the way the user can navigate, as the primary menu was a drop down and was simple and easy to navigate through. The website involved the user to click once to find the explanation of service. This was also the slowest load time with 12.6s which isn't good. On first sight the links could have been better displayed and clear to the user if they were bold.



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The Shine Trust website scored the lowest with 22% is a basic structured and holds a lot of content however the font can be overpowering to look at as it is very bold and comes across very text heavy. In terms of colour scheme there is a clear black, white and orange. The search function offered needs refined to be truly useful. They have a basic logo which doesn't really stand out in comparison to the other sites logo's. Overall it was a very basic site and could have been more creative in terms of the design and features included. But it was easily navigated through with useful content and had the quickest load time of 4.6 seconds. However, it is not responsive which we think would be a necessity in contemporary web deployment.

Throughout the benchmarking process we have found elements of good practice which were identified as good features throughout these websites. However, UK Youth performed consistently in most areas to be one of the best examples for contemporary web design. From completing this benchmarking process, it allowed us to analyse all of the similar

# Brief Document

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## **01. Introduction:**

YeHa supports young people's health and well-being in the North Belfast area. They run a variety of programmes tailored towards those struggling with exclusion, mental health and well-being issues and at risk of falling out of education.

## **02. Objectives:**

Our objective is to create a new visual identity for YeHa, starting with a refresh of the logo. We will also create a website for YeHa as their main objective is to attract new funders and to showcase their success and promote the services they provide. We will create a video or motion graphic that targets the audience and represents what YeHa do in a creative way.

## **03. Deliverables:**

- We will deliver a fully functional website, that caters to the target audience in order to secure YeHa with more opportunities for funding.

- We will create a video/motion graphic illustrating the journey of a service user through the programmes YeHa offer. We wish to do something similar representing the journey to becoming a volunteer as this will convey the value of the work they do in the local community and the benefit it has on the lives of young people.

- As YeHa attend talks and visit schools, we will develop an information card that can be handed out easily among possible service users that includes the details of YeHa.

- We will create a range of stationery such as report templates, post templates and powerpoint templates. As YeHa visit different locations we will also create a pull up display.

- As YeHa have active services users, volunteers and mentors we will create a range of merchandise such as hoodies and polo shirts that will display the new logo.

- Overall, we will create a new visual identity complete with brand guidelines and a new logo, to be used for the relaunch of YeHa as well as three pull up banner displays which capture the work that YeHa does for the community.

# Brief Document

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## 04. Target Audience:

The target audience has been identified as mainly funders. We aim to develop a website, portfolio and video that promotes the services and work of YeHa, in order to appeal to funders. Aside from funders, we believe it would be beneficial for the website to contain all the programmes YeHa run, as it may be beneficial for service users or possible volunteers.

## 05. Benchmarking:

After completing the benchmarking process, in which we analysed similar youth charities around the UK, we discovered key trends and limitations and see a clear opportunity to improve YeHa so that they can have the best features incorporated into improving their site.

The highest scoring website we identified was Greater

Manchester Youth Network, scoring 56%. This website had good contemporary features and was user friendly in terms of functionality. It had shared features with other charity non-profit websites such as having the identifiable aim and target audience present in the home page. It had a consistent style between approachable for users but also maintaining professionalism. However, the website was text heavy with information and some of the feature images were blurry or bad quality. There was no search bar option, in order to be more user friendly this feature needs to be implemented. The website lacked any analytics which makes the company unable to analyse their audience.

The Shine Trust website scored the lowest with 22%, it is a

basic structure and holds a lot of content however the font can be overpowering to look at as it is very bold and comes across text heavy. In terms of colour scheme there is a clear black, white and orange. The search function offered needs refined to be truly useful. They have a basic logo which doesn't stand out in comparison to the other sites' logos.

We believe that creating a contemporary website, with a consistent design and colour scheme, as well as strong user functionality and responsive design will improve YeHa's online presence.

# Brief Document

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## **06. Tone:**

We aim to create a balance between professionalism and fun. Professionalism to attract the funders and fun to attract service users. It is important we create a logo which represents what YeHa does, and that is creative in order to give service users a sense of identity.

YeHa's main focus is on the health and well-being of young people, we will take into consideration sensitive issues when using tone throughout the website, pop-up banner, etc.

## **07. Budget Specification:**

Word press – £48 a year for the personal package. £84 a year for the premium package. Deluxe Pull-Up banner – £125  
Standard Pull-Up banner – £65

Info Cards – 100, £33. 500, £45.

Hoodies with Embroidered Logo minimum order of 12 will cost £18 each including VAT.

Polo Shirts with embroidered Logo will cost £11.64 including VAT.

## **08. Project Schedule:**

On week 6, Monday 28th October – Friday 2nd November, we will each present a pitch document displaying the designs that we each think meet the brief the best.

It will then be decided which design pitch meets the criteria; this will be the design we will use to further develop the desired deliverables. All desired deliverables will be finalised in week 12, Monday 9th – Friday 13th December for physical materials to be printed in order to be presented at the exhibition which takes

place on Thursday 9th January 2020 at the Ulster University Coleraine campus.

## **09. Team Members:**

Jade Bailey – Graphic Designer, videographer.

Catherine Morren – Website Designer/ Developer, videographer.

Chloe Rae – Website Designer/Developer, Motion graphics.

Adrian Hickey – Creative Director

Claire Mulrone – Project Manager

# Brief Feedback

After carrying out our benchmarking process after of initial meeting with Sean this gave us an insight to what other similar organisations are out there and what type of digital presence they have. So from gathering this information this enable us to collectively create

a brief which meets the needs for YeHa in order for them to relaunch in their new premises in January. I have included the screenshots of the email which I sent out to Sean which had our brief document attached. Above, I have included Sean's response to the

brief, and he stated that he read through the document and confirmed that they were in line with the suggestions from the initial meeting and he was excited about the deliverables stated within the brief.



Catherine Morren  
Thu 17/10/2019 15:24

yehaproject@gmail.com; Mulrone, Claire; Hickey, Adrian; Jade Bailey; Chloe Rae ✕



Brief final.pdf  
71 KB

Hi Sean,

Following up from our initial meeting please find attached the brief document for your consideration.

Can you confirm if these deliverables are suitable?

Kind Regards,  
Catherine Morren

## Brief Document for YeHa



Yeha Project <yehaproject@gmail.com>  
Mon 21/10/2019 21:39

Catherine Morren; Mulrone, Claire; Hickey, Adrian; Jade Bailey; Chloe Rae ✕



Hi Catherine

I have read through your document and I am really excited about the deliverables, the outcomes are in line with our suggestions from our initial meeting. I can confirm that the deliverables are suitable.

Many thanks

Sean Devlin

# Initial Thoughts

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After our initial meeting with Sean Devlin, we asked him to have a look at some website he likes, in order for us to have an idea of what he likes in a website and what to adapt for the YeHa site.

From further feedback, I discovered that the

main things he wants the visual identity for YeHa is that it has to be bright, youth focused, boldness, clear and simple.

So from finding out this information I decided to create a mind map, showing all the options that Sean wants and

what YeHa represents.

## see email from Sean

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Claire Mulrone  
Oct 14 · Notified 4 people

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Hi Claire

I've had a surf around and the following caught my attention.

[youngminds.org.uk](http://youngminds.org.uk) I like that it's bright and youth focused and imagery brings to life what they do.

[headstogether.org.uk](http://headstogether.org.uk) I like the boldness of it, everything's clear and simple and font is eye catching.

[deafinitelytheatre.co.uk](http://deafinitelytheatre.co.uk) Use of imagery Simple menu list

[mac-uk.org](http://mac-uk.org) Boldness of font, imagery youth focused, like use of logos

I'll keep looking but I hope this gives an idea of what I like from websites

Sean





# Initial Thoughts

## Mood Board



# Initial Thoughts

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## Colour Palette

After completing a mood board which I created in order to gain some inspiration. and develop the concept of YeHa. As the current logo colours is a dull blue and grey, I decided to explore brighter colours, as from feedback from Sean he liked sites that were bright and youthful.

Below I carried out colour analysis and got different colours which represents YeHa and what the colour means.



Orange  
Vibrant, energetic,  
represents change  
and movement.



Black  
Strong and  
powerful



Blue  
Calmness,  
responsibility,  
refreshing, strength  
and reliability.



Pink  
Bright, energetic ,  
caring and kindness.



Purple  
Creativity and  
imagination



Yellow  
Associated with  
happiness, calm  
feeling



# Design Process

## Research Logo Design 1

My first inspiration was initially based on the exclamation mark, as I felt like that represents YeHa perfectly. As YeHa has a very loud message that this represents. The use of the exclamation mark also indicates strong feelings, so I feel that using this as a symbol within this logo design would emphasis this for

the company.

From further research into this idea I started to look at Paula Scher's work, as she's an influential graphic designer who has worked on bold designs for New York's Atlantic Theatre company to "raise its institutional profile and stand out in the city's crowded arts

landscape." (It's Nice That, 2019)

So, from this particular design I created a sketch which included this element. By having the



# Design Process

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## Digital Logo

YEHA

YEHA

YEHA

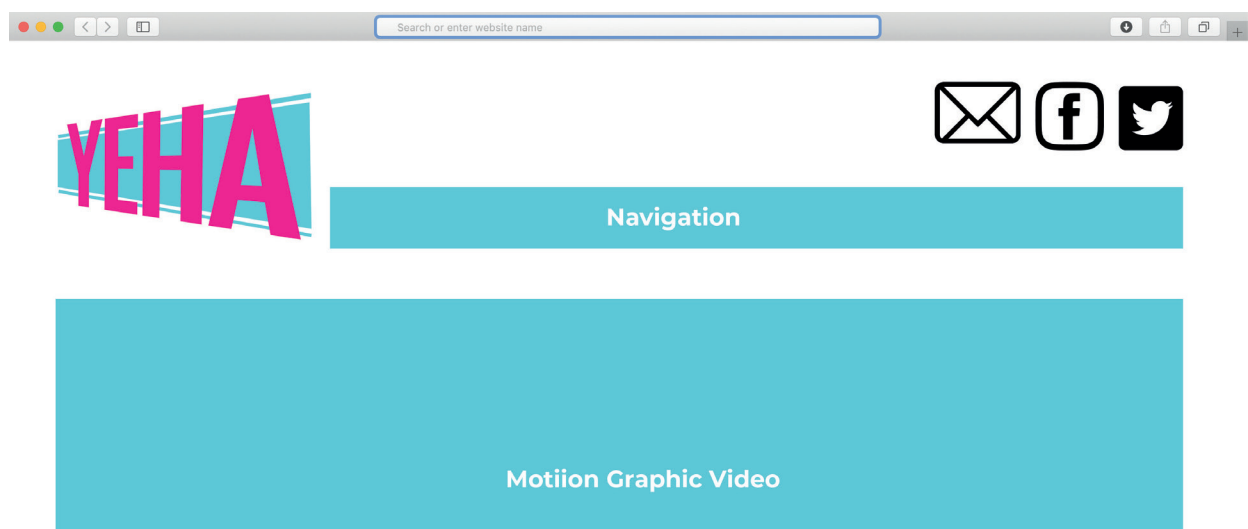
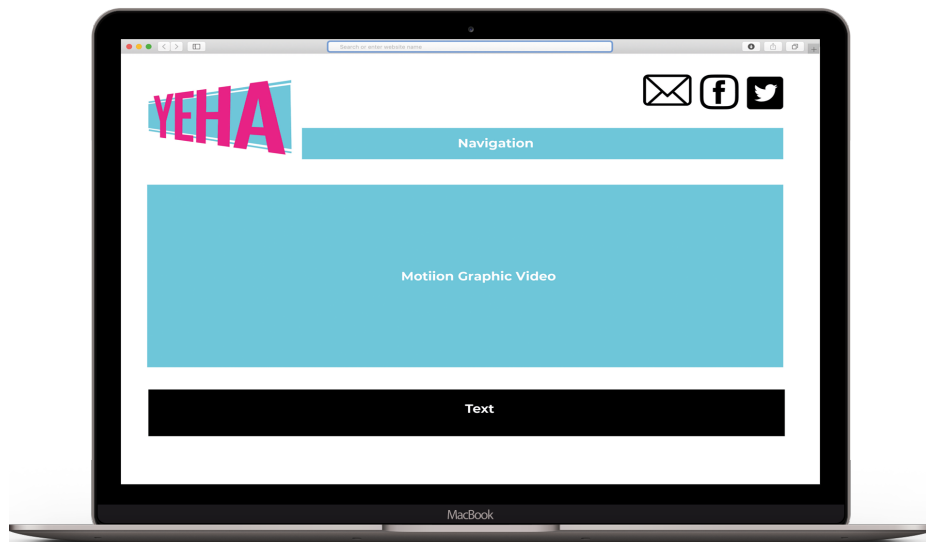
YEHA

YEHA

YEHA

# Design Process

## Digital Mockups



# Design Process

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## Digital Mock Ups



Navigation

Motion Graphic Video

Text

# Design Process

## Research Logo Design 2

For my second logo design I tried to go with a simple bold design. I decided to go with a glitch effect as I though this would be a different concept of their logo from what they have now, as their current logo is more of a street design. I feel that they were going for more of a design that represented the area in

which are located. So for this logo design I looked at more of a contemporary design, in order to make it look more modern.

From my inital research which i carried out I found a piece of design which inspired this particular design.

However, I wanted to

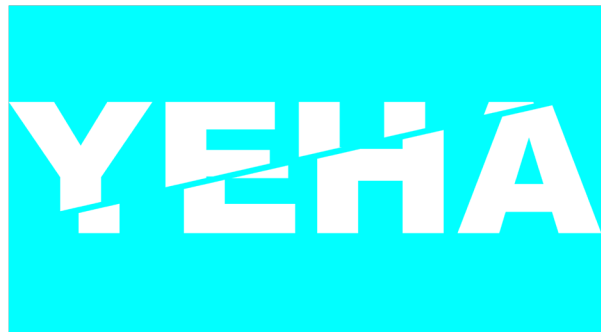
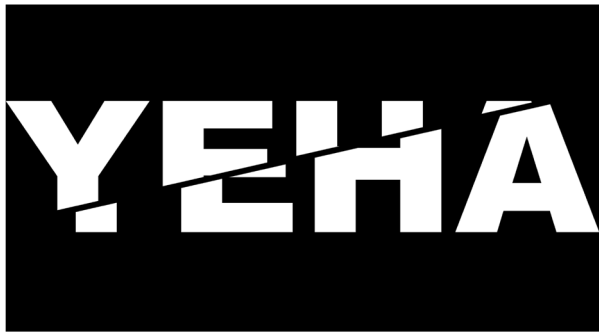
try and make it a bit different so I tried to change the colour of the background and the text to be opposite of the other half, representing the glitch flipped the colours around. This wouldn't be one of my favourite designs as I feel it is maybe too simple and plain.



# Design Process

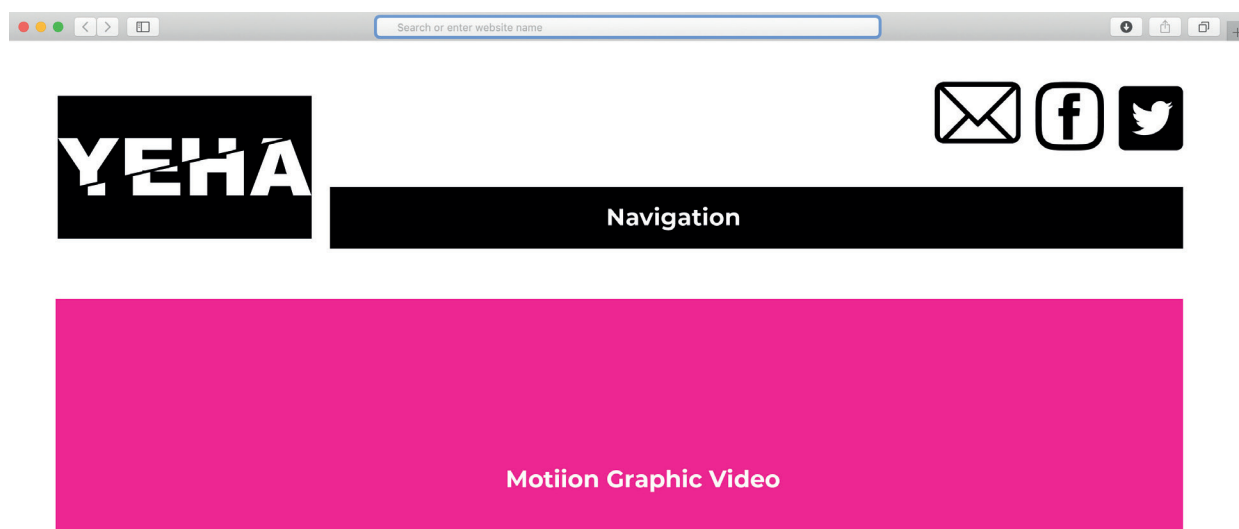
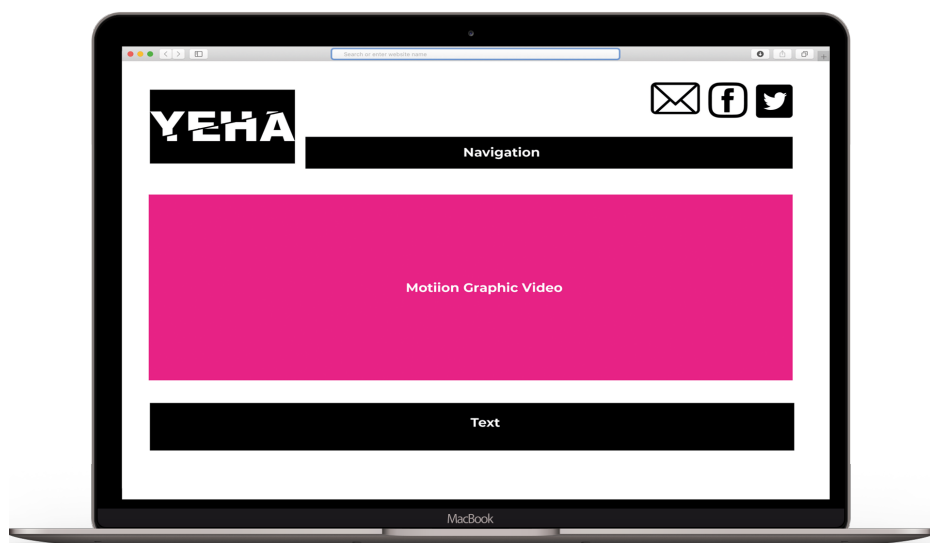
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## Digital Logos



# Design Process

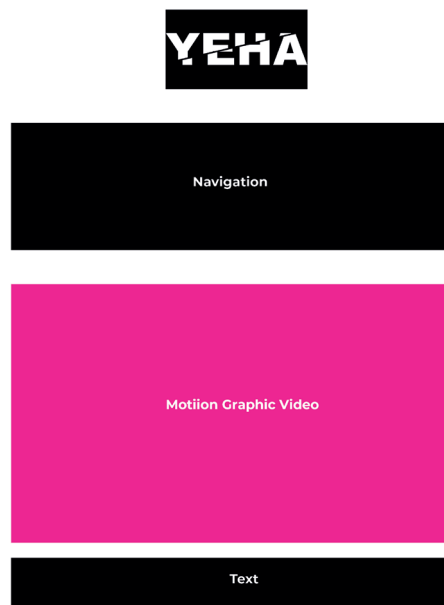
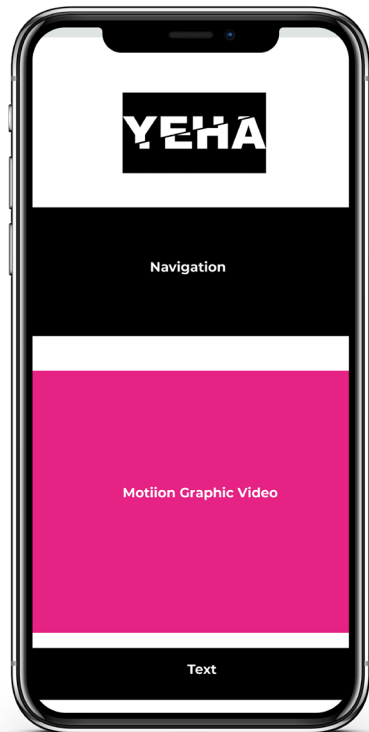
## Digital Mockups



# Design Process

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## Digital Mock Ups





# Design Process

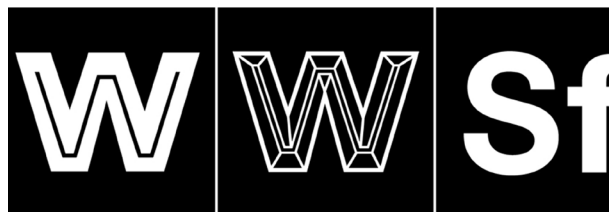
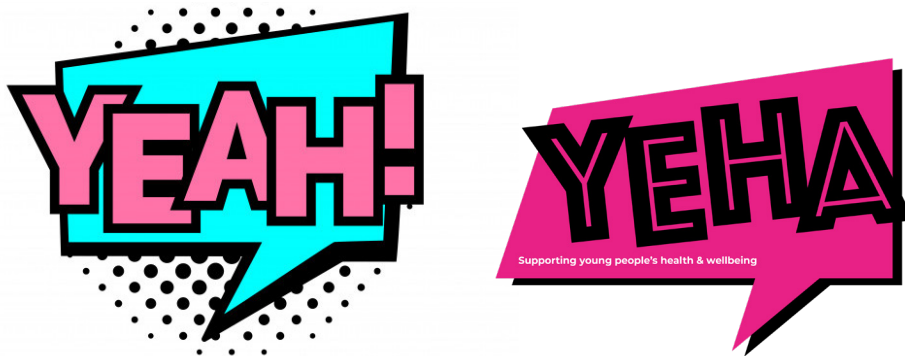
## Research Logo Design 3

From my mood board I had added in a design with a speech bubble, as you can see on the left. I then began to sketching this design in class, as I wanted to incorporate a speech bubble because I felt that it adds a conversational tone to this logo design, and after our initial meeting with Sean we had asked

him to inform us what feelings he wants the new logo to evoke and what he wants YeHa to stand for. He stated that YeHa is there to listen to young people, so I feel that adding in the speech bubble was important in representing a tone of conversation. It also brands for young people.

So, from sketching the design I then created it in Illustrator to see how it would look digitally.

In this process I also decided to play around with different fonts in order to find the right one for this design, as you can see the colour variations.



# Design Process

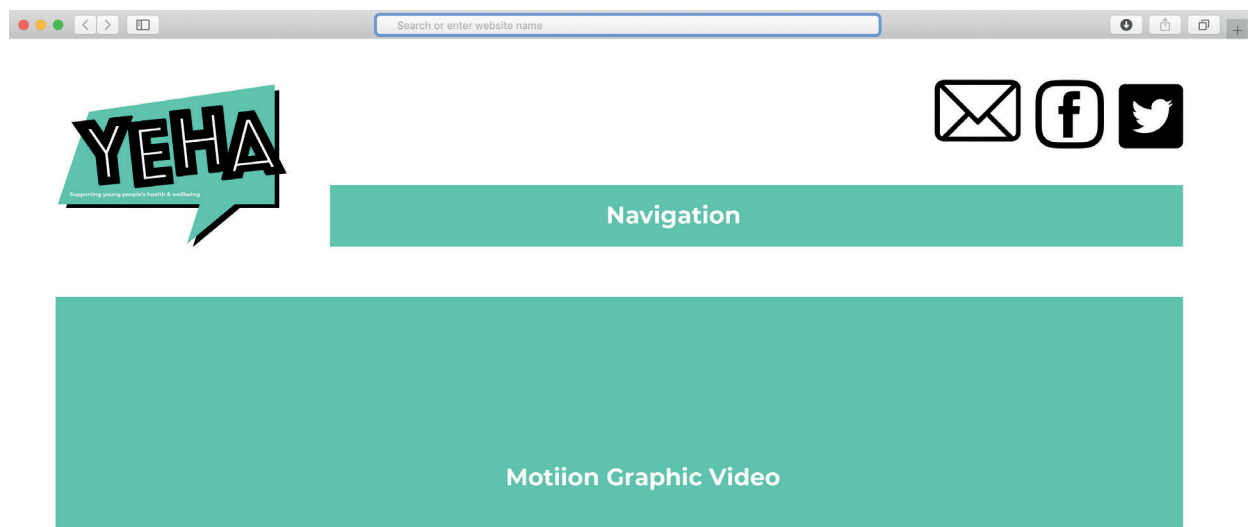
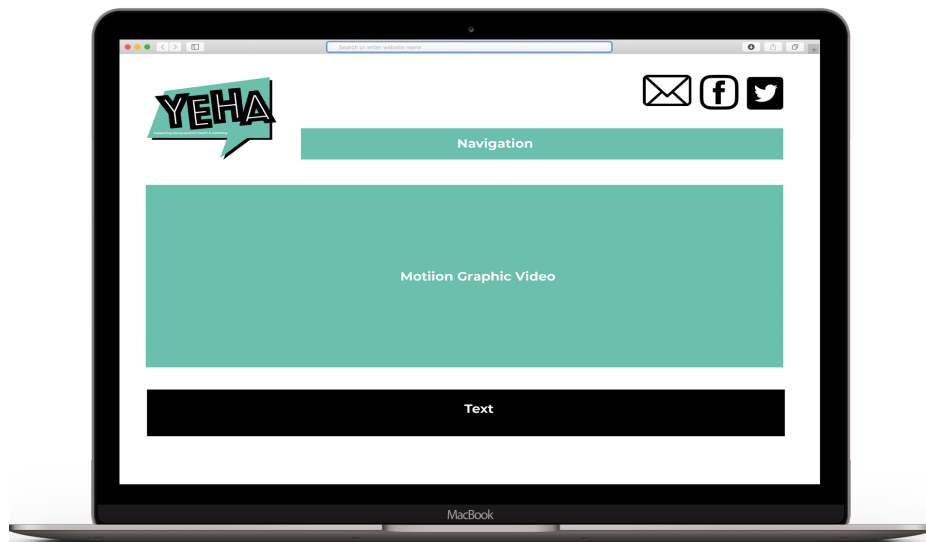
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## Digital Logos



# Design Process

## Digital Mockups



# Logo Design Revision

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After our initial meeting with Adrian and Claire, we all got to showcase our three designs with all of the mock-ups.

The main change which was suggested was to ditch the old tagline 'Supporting Young People's Health and Wellbeing,' and change it to 'Youth Education Health Advice' which basically is what YeHa stands for. As Claire suggested that we should use the meaning behind the name, as

most people outside the organisation would not know what YeHa is abbreviated for. I thought this was a smart idea, as it would be very effective and straight to the point.

Another detail which I had to change was the headings in my pitch document as they were too large and needed to be adjusted so it would be smaller and continue this throughout the pitch document for a consistent layout.

Furthermore, my second design that had a modern yet glitch effect was a wrong choice in design, as this would suggest that YeHa is broken or the people that would attend YeHa are broken. This would be a very insensitive logo and would not represent them properly, so this definitely wouldn't be the design I would choose to amend and pitch to the community partner.





Adrian had suggested to add an exclamation mark at the end of the shape to give more of an affect to this specific logo, as it already implies YeHa is a bold and Loud organisation.

For this first draft of my pitch document I had only included logo designs and screen mockups. Other things which I had to include was hoodie designs, pull up banner designs and stationary designs. So I took this

on board and made sure to add it to my next draft. Also to improve my screen mockups by actually looking at some wordpress themes to see what was achievable when it comes to actually creating the site. Claire also reminded us that we should have 3 pull up banners which included three different pictures that represent YeHa and what they do, however they would have a unique design which would also look

effectively individually but also look consistent once they would be together.

The final suggestion was to create a GIF to bring to the pitch document, while we are presenting our idea and how we could incorporate it within the new website and potentially their social media accounts.

# GIF Research

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## Research

Another suggestion Adrian made when reviewing my design deck, he suggested to make a GIF, of the last design. So I took this on board and began researching into creating a GIF, as initially I was unsure on how to make one.

But after conducting some research I discovered that 'a GIF can capture a mood or convey a message in seconds.' (Creative Bloq, 2019)

As GIFs are on the rise, a good gif can be playful- the key is to understand that you want the gif to be eye catching and to fit the mood of the message. As gifs are now used as a form of advertising on social media-they can be very powerful. So with this in mind, it would very unique to create a GIF for our community partner to showcase the creativity and ultimately advertise

YeHa and the service they bring to their community.

Its important to bear in mind the type of device users will be viewing the site and GIF on, in order to design with the screen size in mind. So I know that I will be designing for an Ipad, as this is what I will bring to showcase the GIF to Sean.

It will be on a continus loop-helps people watch it longer.

'To ensure content can engage with a wider audience, developers need to be mindful of accessibility and web standards. "Web animation should always be used to progressively enhance the experience," argues Grant.' CREATIVE BLOQ

From my initial attempt at creating a gif , after research on articles and tutorials I got a better

insight into how to create one.

After creating my first gif I feel like it was too quick and I needed to add in more frames to show the progress of the logo.

# GIF Research

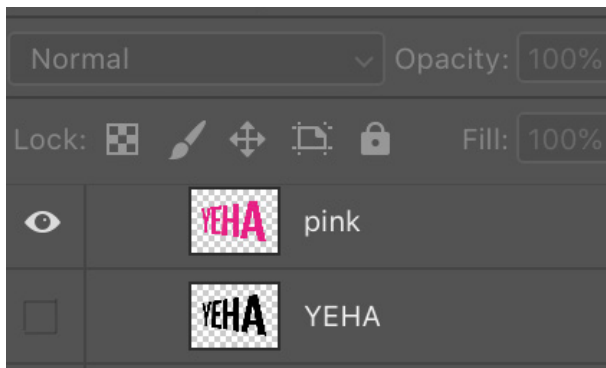
## Creating GIF process

So after conducting some research and further developing my knowledge by watching some tutorials on Youtube I discovered how to create a GIF .

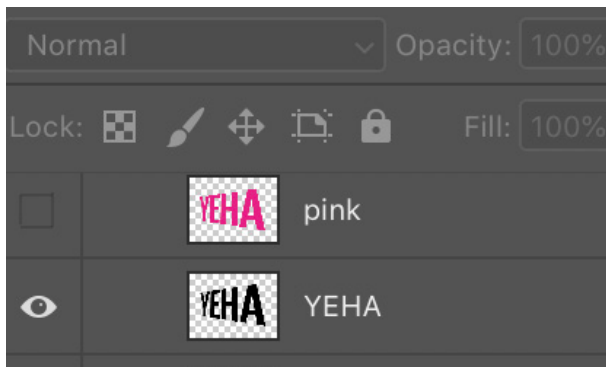
It wasn't as difficult as I thought it would have been. However I really enjoyed the challenge on completing this GIF so I could use it as part of my pitch, in order

to represent more movement in my logo.

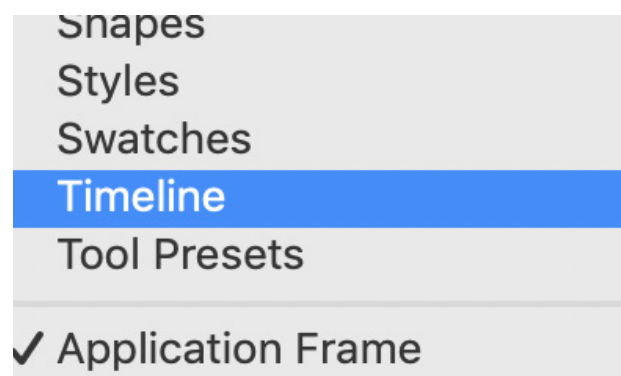
## Step by Step



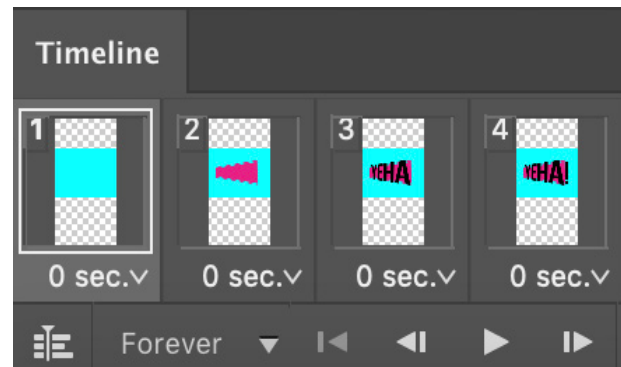
In Photoshop i created all of the colour variations of the logo in different layers.



By clicking on the layer needed, then click the duplicate button and then turn off that layer and put on the next.



I then Clicked the Window tab at the top and clicked on the 'timeline'. This brought up the timeline bar. And then clicked create frame animation.



Then adjusted the time scale between each slide and then played it through.

# Final Pitch

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## Final Pitch Revision

Before our pitch meeting, we had another meeting with Adrian and Claire to discuss final amendments that needed to be changed.

After they looked through the changes I made to my initial design deck, Adrian suggested to change the logo placement on my hoodies, as I have two different colours within my design. Therefore this will be difficult when it comes to getting the hoodies embroidered, so Adrian suggested

that I should add a stroke outline between the shape and the lettering, so that there would be a gap between the two aspects of the logo design.

Finally the last change which I was told to make was to adjust my gif, as they said that I should add an exclamation mark to the end of my logo along with the tagline 'Youth Education Health and Advice.'





# Final Pitch

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## Logos



# Final Pitch

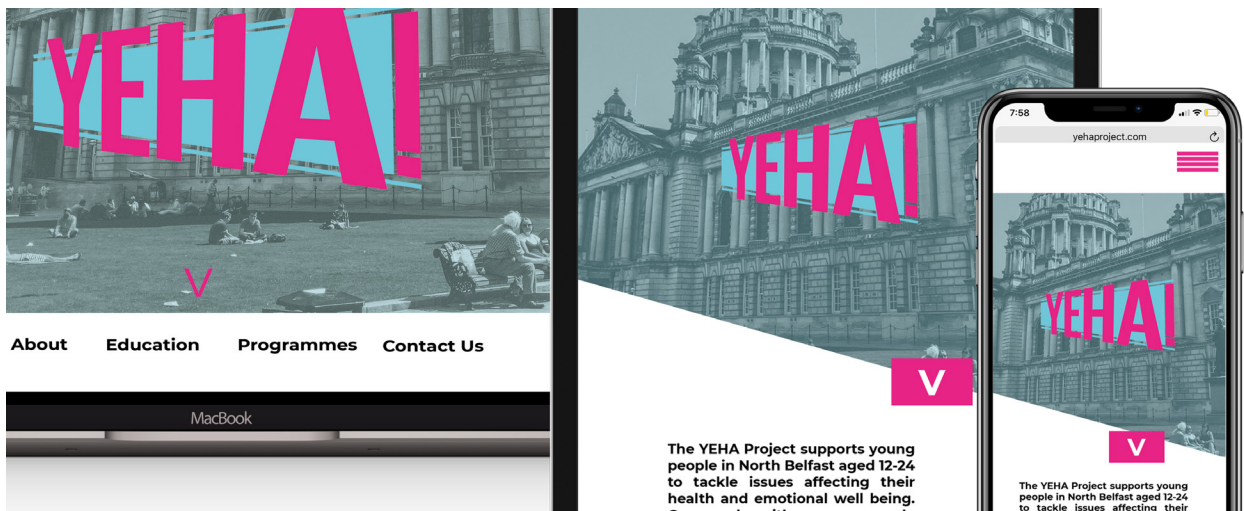
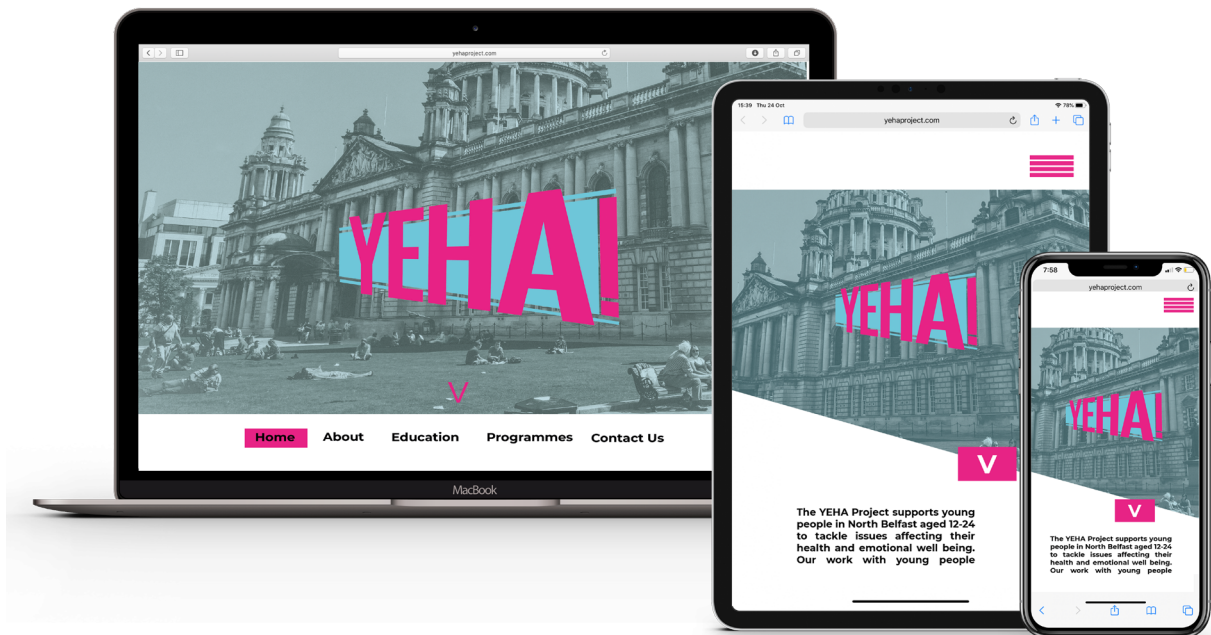
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## Logos



# Final Pitch

## Screen Mock-Ups



# Final Pitch

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## Banners



# Final Pitch

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## Hoodies





# Final Pitch

## Stationery



# Pitch Feedback

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We initially informed Sean that we removed the original tagline 'supporting young peoples health and well being' and changed it to 'Youth Education Health Advice'. The reasoning behind this was that we wanted to keep it short and mainly to inform anyone who didn't know what YeHa stood for was to give them a clear understanding of what YeHa stands for and mainly is more significant. Sean agreed that it was best to change it for it to be more relevant to the organisation.

In reflection on the pitches we presented he thought that my design was good however it was too bold and crisp, and Chloe's seemed to be tailored towards more of a younger audience than what YeHa targets.

Sean really liked Jade's design as he loved the bubble writing as he said it attracts the youth more in comparison to my bold sans-serif font, as this portrayed a soft tone instead of being too bold. He also was impressed with the speech bubble and exclamation mark that

was included in Jade's logo, as it represents the conversational tone YeHa is about.

Sean was also very impressed with the GIFs we presented to him as it allowed him to see movement in each logo and really helped him to make his decision.

So after he listened to our pitches and decided which logo he preferred, we then started to go through each element we included in the pitch document, as we needed to ensure we meet the brief.



# Pitch Feedback

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## Website

We ensured Sean that once we create the website, that we would provide him with a user guide in order how to update and maintain the website once we have completed the rebranding and launching process. We also discussed that we will also provide a brand guidelines which will give consistency and inform them on how to use the logo in order for it to be a success and not stretch the logo out.

Sean was very impressed with the animated statistics on Jade's website design as he feels this will be a unique feature as it allows YeHa to be different

and stand out from other organisations and capture funders eyes into the numbers involved in this organisation. He suggested if we could incorporate the category titles that Chloe had in her mock-ups, as this would allow the user to navigate through the website easily. As YeHa has a lot of different aspects and programmes they are involved in, we discussed what would be the best way to categorise them and this was to breakdown the name YeHa and have the categories

- Youth
- Education
- Health
- Advice

He suggested if we could incorporate the He also loved the fact of having different colours for different categories. So as Jade's logo has a gradient effect this can be captured very well yet tie in very well.

We also agreed to keep the statistics in one colour to keep it separate but also make it stand out from the categories.



Lorem Ipsum  
80%

Lorem Ipsum  
60%

Lorem Ipsum  
20%



# Pitch Feedback

## Banners

Again the Jade's banners were the ones that stood out more, however there were some changes he wishes to be changed and that was to incorporate more text like Chloe's, as the tagline needs to be more present. However =, he felt it represented YeHa very well for young people to talk out and the colours were good. He also thought

that the use of images from YeHa was a good representation of what activities they do. And that the three banners work well together but yet they also work effectively apart. He wanted to see polo shirts in the colours of the logo, so we will amend this also. For the hoodies he suggested to make the colours fit the gradient with a black and white version

of the logo as they preferred a black and white logo against a solid colour hoodie.

Finally the last change he stated was to make the notebook black with a colour logo as he really liked how it stood out.



# Final Design

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## Logo



For our final design Sean decided to go with Jade's logo as he preferred it, as it was very youthful, as the speech bubble and exclamation mark represented a more conversational tone which is what YeHa is all about. We have chosen to keep the bubble writing as this portrays a soft tone instead of being too bold.

## Logo Breakdown



#FFE600  
CMYK: 3,4,91,0



#E94D28  
CMYK: 0,81,88,0



#E81545  
CMYK: 0,95,6,0



#B21F93  
CMYK: 40,92,0,0



#6C368A  
CMYK: 79,89,3,0



#61BB95  
CMYK: 63,0,52,0

# Final Design

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## Logo Variations



Main logo



Logo with no tagline



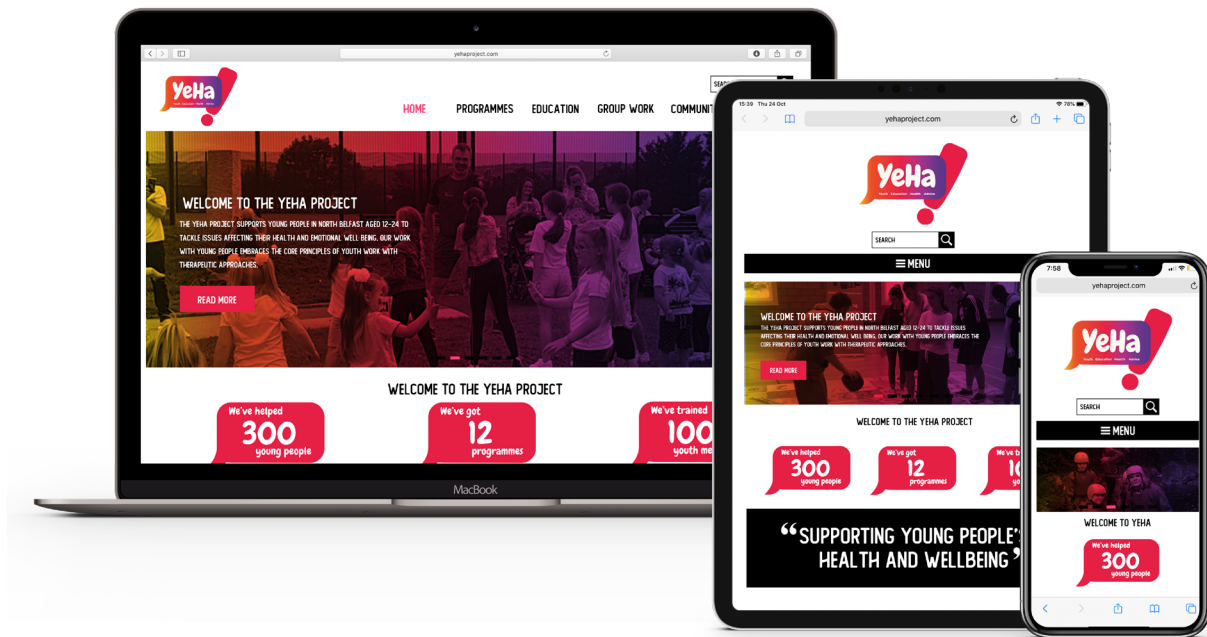
Grayscale logo with White Exclamation mark



Grayscale logo with Black Exclamation mark

# Final Design

## Digital Mockups



# Final Design

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## Banners



# Final Design

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## Hoodies



# Design Process

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## Polo Shirts





# Design Process

## Stationery





# Work Allocation

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## What needs to be done;

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Set Film Dates</li> <li>• Book Equipment</li> <li>• Reply to YeHa</li> <li>• Storyboard Video &amp; list of questions</li> <li>• Film Video</li> <li>• Edit Video</li> <li>• Add motion graphics</li> <li>• Email YeHa regarding domain name &amp; website content</li> <li>• Create website and add content</li> <li>• User Guide</li> <li>• Brand Guidelines</li> <li>• Portfolio Book</li> </ul> | <p>As it is three weeks until when have to deliver our final media output. We decided that it was best to make a list of all the things that needs to be done in order to move forward. Then we decided to allocate all of the work within the team in order to achieve this deadline.</p> |
|--|--|

### Jade

- Storyboard Video
- Create Interview Questions
- Film
- Motion Graphics
- Edit video / Audio
- Brand Guidelines

### Chloe

- Storyboard Video
- Create Interview Questions
- Film
- Motion Graphic
- Edit Video/Audio
- Website
- User Guide

### Catherine

- Storyboard Video
- Create Interview Questions
- Respond back to YeHa regarding film dates
- Book Equipment
- Film
- Website
- User Guide

# Confirming Film Dates

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## Initial Email



Catherine Morren

Thu 14/11/2019 16:42

Yeha Project <yehaproject@gmail.com>; Hickey, Adrian; Mulrone, Claire ✉



Hi Sean,

We discussed creating a video/motion graphic that shows the work YeHa does in the local community. Are there any events coming up or is there any day we can call in to do some video work or possibly interview a service user about their experience in YeHa? Would we need any type of clearance to film in YeHa?

All the best,  
Catherine, Chloe and Jade

Get [Outlook for Android](#)



Yeha Project <yehaproject@gmail.com>

Fri 15/11/2019 09:47

Catherine Morren ✉



Hey Catherine

Thanks for getting back to me and for all of the great ideas that you have come up with, my mind is blown. I will have a meeting with the team today and send you some video opportunities.

Speak soon

Sean



# Confirming Film Dates

## Getting more information



Yeha Project <yehaproject@gmail.com>

Wed 20/11/2019 16:54

Catherine Morren ✉



Hi Catherine,

My name is Cara, I'm a youth worker with YEHA. We have a few groups that would probably be open to you guys filming some of the session & some individuals who may be willing to speak about some of the work we do. The groups will meet as follows:

We have a group of 16/17 year old young women on a Monday morning from 9.30-11am.

We have a group of 15/16 year old young men on a Thursday morning in the gym from 10-12.30am(ish).

We have a group of volunteers between the ages of 15-19 years old. Both young women & men on a Thursday evening from 6-7.30pm.

We have a group of 14/15 year old young women on a Friday morning from 9.30-11am.

If any of these times suit you between now & Christmas then please let me know and I can try and facilitate that.

Also in terms of clearance, all young people we work with will have had written consent from parents about photos/videos etc. If they haven't got consent we will make sure they aren't on film.

Kind Regards,

Cara O'Kane.



Catherine Morren

Thu 21/11/2019 12:25

Yeha Project <yehaproject@gmail.com>; Hickey, Adrian; Mulrone, Claire ✉



Hi Cara,

Thanks for getting back to me.

We would like to confirm the following dates for filming;

- Monday 25th November
- Friday 29th November
- Thursday 5th December

Can you please confirm the locations for the above?

Also with regards to the website, can you please confirm if YeHa has hosting and a domain? We would like to get started on the website as soon as possible. Would you be able to provide written content on each of your programmes such as Aspire etc and sub categories.

Kind regards,

Catherine, Chloe and Jade



# Confirming Film Dates

## Getting more information



Catherine Morren

Thu 21/11/2019 12:36

Yeha Project <yehaproject@gmail.com>; Hickey, Adrian; Mulrone, Claire ✓



Hi Cara,

Also a follow up with regards to the group

Can we get a little bit more detail on what activities the groups will be doing, as we want to prepare a shot list and interview questions.

Can you please advise the groups that we will be attending and maybe select some confident speakers that would be willing to speak to us about their experience so far in YeHa.

Kind Regards,  
Catherine, Chloe and Jade

...



Yeha Project <yehaproject@gmail.com>

Fri 22/11/2019 11:40

Catherine Morren ✓



Hi Catherine,

Apologies for the late reply.

Fantastic, I'm glad you are able to make it to some of our sessions.

I think there will become more sessions available for you guys to come to over the next few weeks but those dates are available for now.

In regards to the domain & hosting - Sean will get back to you on a separate email about that.

The location for Monday 25th of November is : - The Community Hall at St.Marks Church of Ireland - 119 Ligoneil Road Belfast BT148DN.

(The group will be participating in a session around Lifemaps - the group had requested some therapeutic art based work alongside mental health awareness. We have created a session where the girls will creatively map out their life from when they were born until now. They will look at all of the things that they have accomplished and overcome within their lives - this correlates with the message of mental health as it will look at their journey up to now and how it shapes their perspectives about themselves and their futures)

The location for Friday the 29th of November will be : - AYE (Ardoyne Youth Enterprise) Flax Street Belfast BT147EJ.

This session will have the girls engaging in a community give back - they are decorating boxes for Christmas hampers that will be donated to St.Patrick's soup kitchen. The girls will write positive messages of hope and then fill the boxes with food.)

The location for Thursday the 5th of December will be : - Flex Fitness 51-59 Ardilea Street (would need to come in the Ardoyne Avenue entrance as there is building work being done)

The lads are taking part in a fitness class in Flex Fitness. They are learning how to use gym equipment safely and they are gaining an OCN qualification in this.

# Confirming Film Dates

## Getting more information

We have identified speakers for the Friday group - As we haven't seen the Monday group from last week, we haven't got speaking to them to identify speakers but are hoping there will be girls (who are usually quite vocal) who wouldn't mind speaking.

My contact number is 07710653939 incase you need to reach me on Monday morning for any reasons or if you have any questions.

Kind Regards,  
Cara O'Kane



Catherine Morren  
Fri 22/11/2019 15:21  
Yeha Project <yehaproject@gmail.com> ✉



Hi Cara,

Thanks for getting back to us regarding the locations and information about the activities which are being taken place. We are really excited about filming with yourselves.

We have also become aware that from the dates we previously gave you that we are unable to film Monday the 25th November, apologises for the late notice. However, we can film Monday 2nd December. Can you confirm if we are still able to film on this date?

We will also send you over a shot list and list of questions so you know what our plan is.

We apologise for any inconvenience caused.

Kind Regards,  
Catherine Morren.



Yeha Project <yehaproject@gmail.com>  
Mon 25/11/2019 12:14  
Catherine Morren ✉



Hi Catherine,

That is no problem at all, thank you for letting me know.

Yes of course, feel free to come to the next group on Monday the 2nd of December, it will be the same address & time as today's session.

Many thanks,  
Cara O'Kane.

# Confirming Film Dates

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## Getting more information



Yeha Project <yehaproject@gmail.com>

Tue 26/11/2019 16:39

Catherine Morren ✓



Hi Catherine,

I just wanted to send you a message in regards to filming on Thursday morning.

The group will be meeting at YEHA projects space between 9.30am & 9.45am. We then leave to walk round to the gym for 10am for a session.

I just wanted to check do you need time to set up before filming or anything? And whether you would like to just meet us at the gym or if you would want to come and meet the group of lads before hand?

I have rang the owner of the gym and he is happy enough with us filming- he has secured a section of the gym for us to have a bit of privacy for our session so it will rule out any member of the public being filmed etc.

If you fancy giving me a wee ring on 07710653939 just to confirm the details of this for Thursday morning that would be fantastic.

Kind Regards,

Cara O'Kane.

YEHA Project.

After emailing Cara from YeHa I became more informed of all of the potential dates for filming and secured our three film dates, as we wanted to capture as much as possible in the space of time that we had.

Cara also informed us of all of the different sessions that they

were doing with the young people in the community. Along with the specific activities which they would be taking part in. This included making christmas hampers and writing letters of hope and donating them to a soup kitchen.

Another group participated in creating

IMaps of things that happened in their lives, this would look into their mental health.

Finally, the last session which we were invited to attend to film was the gym session with a group of boys.

# Confirming Film Dates

## Confirmation on Thursday's filming session



Catherine Morren

Wed 04/12/2019 10:44

Yeha Project <yehaproject@gmail.com> ✉



Hi Cara,

Can you please confirm the address where the volunteering group tomorrow evening will be taking place?

Kind Regards,  
Catherine Morren



Yeha Project <yehaproject@gmail.com>

Wed 04/12/2019 12:07

Catherine Morren ✉



Hi Catherine,

Apologies but we have to cancel the group due to unforeseen circumstances.

We won't be seeing the group up until Christmas as a lot of them have other commitments with work/ exams etc and attendance has been little to none over the last week or so. So we'll have to cancel it up until Christmas. Apologies again for any inconvenience.

Many Thanks,  
Cara O'Kane.  
YEHA Project.



Catherine Morren

Wed 04/12/2019 13:08

Yeha Project <yehaproject@gmail.com> ✉



Hi Cara,

That's ok we totally understand, thanks for letting us know.

Just double checking, is the session at the gym still on tomorrow morning?

Kind Regards,  
Catherine Morren



Yeha Project <yehaproject@gmail.com>

Wed 04/12/2019 12:07

Catherine Morren ✉



Hi Catherine,

Apologies but we have to cancel the group due to unforeseen circumstances.

We won't be seeing the group up until Christmas as a lot of them have other commitments with work/ exams etc and attendance has been little to none over the last week or so. So we'll have to cancel it up until Christmas. Apologies again for any inconvenience.

Many Thanks,  
Cara O'Kane.  
YEHA Project.

# Film prep

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## Friday 29th November 2019

### Location

- AYE (Ardoyne Youth Enterprise), Flax Street, Belfast

### What will be happening

- This session will have the girls engaging in a community give back
- The girls will be decorating boxes for Christmas hampers that will be donated to St. Patrick's soup kitchen
- The girls will write positive messages of hope and then fill the boxes with food

## Monday 2nd December 2019

### Location

- The Community Hall at St. Marks Church of Ireland – 119 Ligoneil Road, Belfast

### What will be happening

- This group will be participating in a session around Life maps
- The group had requested some therapeutic art based work alongside mental health awareness
- YeHa have created a session where the girls will creatively map out their life from when they were born until now.
- They will look at all of the things that they have accomplished and overcome within their lives
- This correlates with the message of mental health as it will look at their journey up to now and how it shapes their perspectives about themselves and their futures

## Thursday 5th December 2019

### Location

- Flex Fitness and the YeHa building, 51-59 Ardilea Street, Belfast

### What will be happening

- The boys are taking part in a fitness class in Flex Fitness
- The boys are learning how to use gym equipment safely and they are gaining an OCN (Open College Network) qualification in this



# Film Prep

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## Interview Question

1. How long have you been coming to YeHa?
2. What do you enjoy the most about YeHa?
3. Have you made many new friendships since coming to YeHa?
4. Have you learned any new skills at YeHa?
5. Has YeHa been a positive experience for you?
6. Do you think you will continue your journey with YeHa?
7. Do you enjoy working on community projects?
8. Do these activities have a positive effect for you?

# Film prep

## Storyboard



# Film Prep

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## Recce Images – Day One – AYE Building





# Film prep

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## Recce Images – Day Two – St Mark's Community Hall





# Film Prep

## Recce Images Day Three - Flex Fitness



# Website

## Old Website

From looking through their current website, my first impression was that it was very dull and uninviting, as the colour scheme alone was not very eye catching, as they used a very natural palette. This doesn't represent them very well as it doesn't showcase their youthfulness. It doesn't show off

what YeHa do with the young people that they help, there are very few pictures, all of which are of low quality.

The website is just black and white and does not have their logo anywhere and there is a lack of overall content within the website, especially in terms of their images, as they

currently only have one image and this is not enough to represent what services they offer.

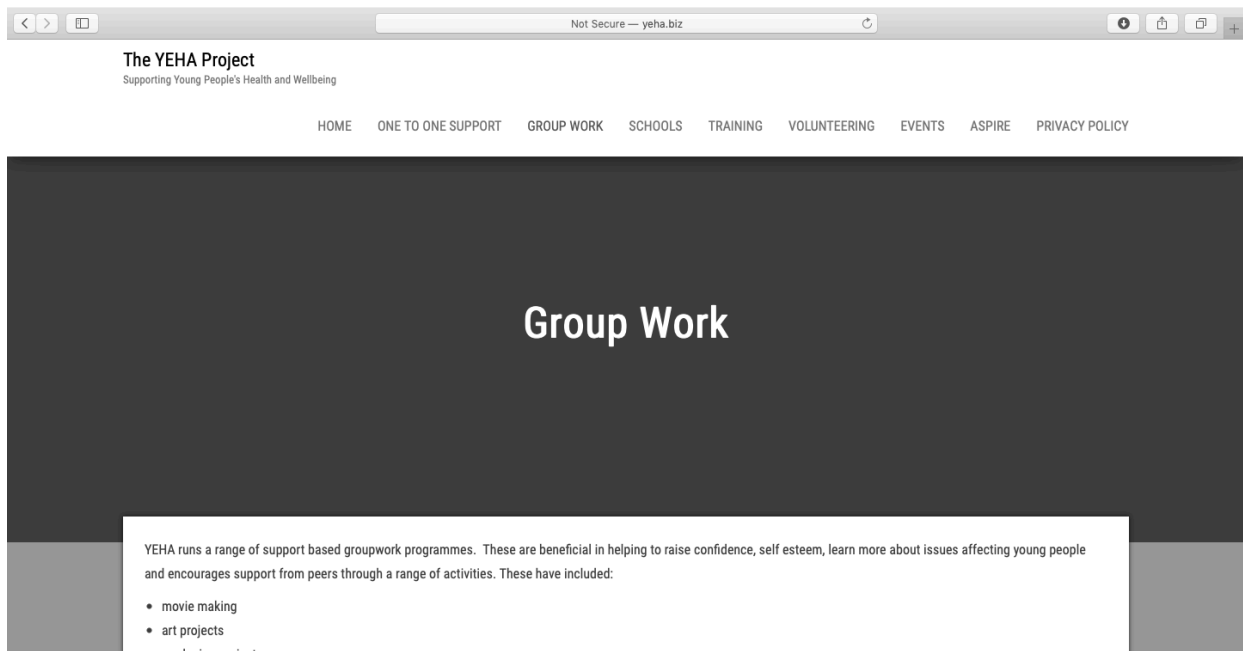
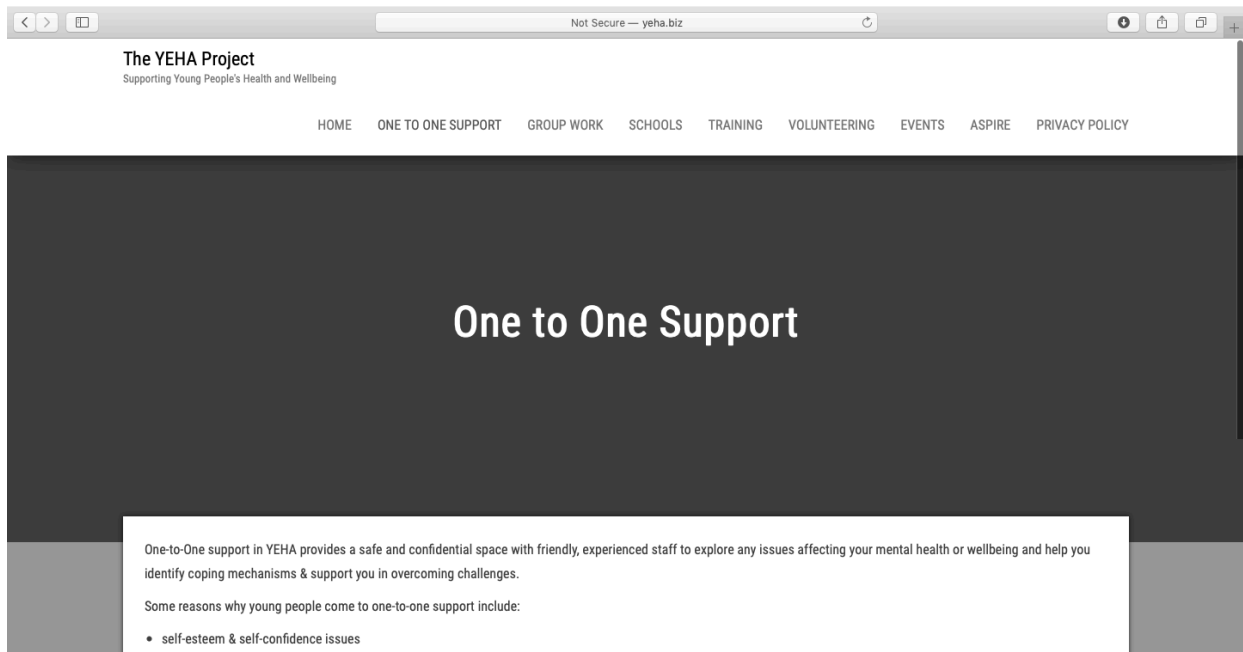
Also there is too much pages used, as I feel like there should be less pages so the user can navigate easily around the site with ease.

[HOME](#) [ONE TO ONE SUPPORT](#) [GROUP WORK](#) [SCHOOLS](#) [TRAINING](#) [VOLUNTEERING](#) [EVENTS](#) [ASPIRE](#) [PRIVACY POLICY](#)



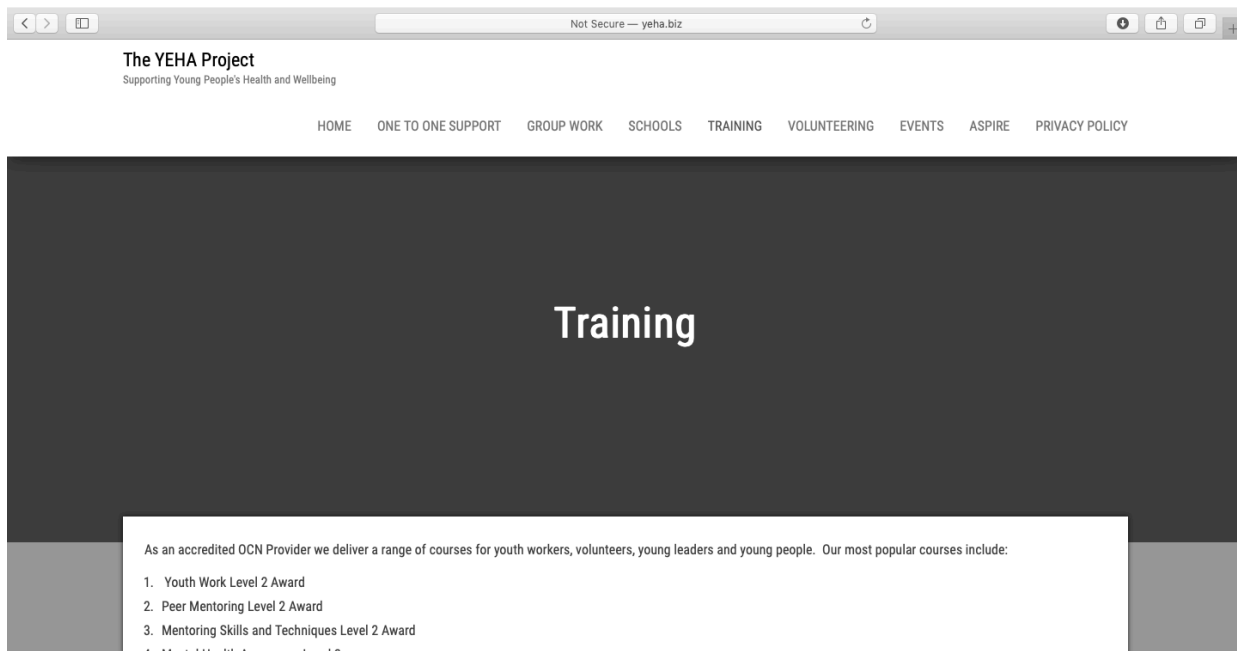
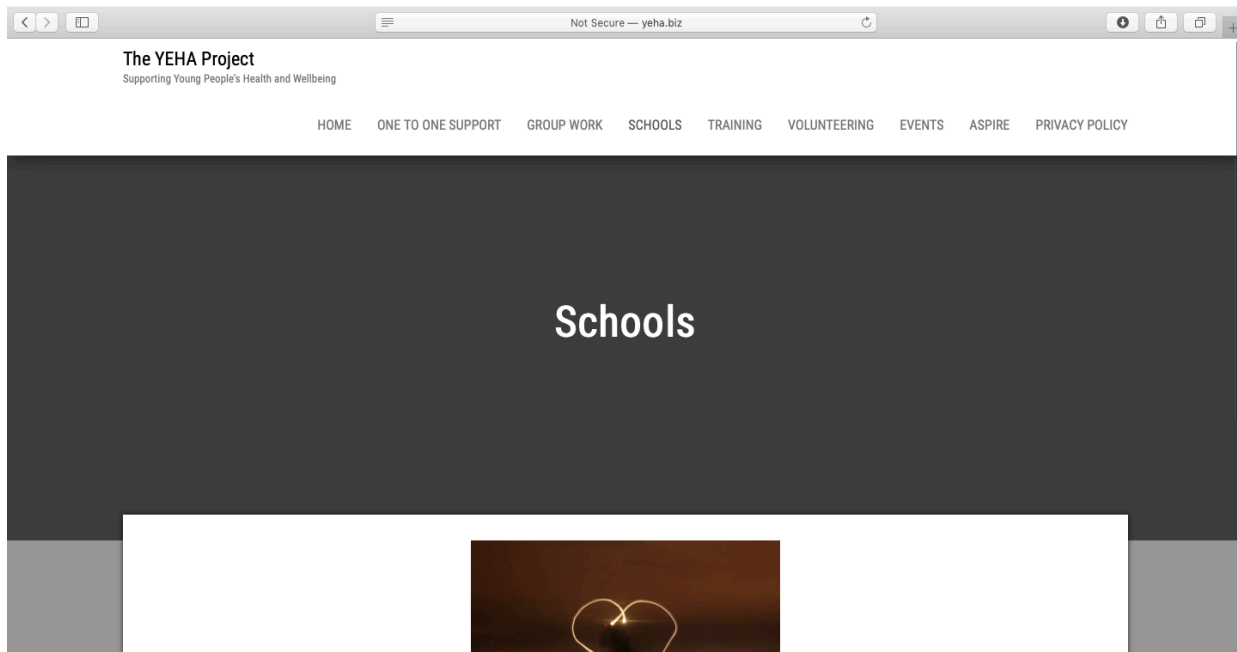
# Website

## Old Website



# Website

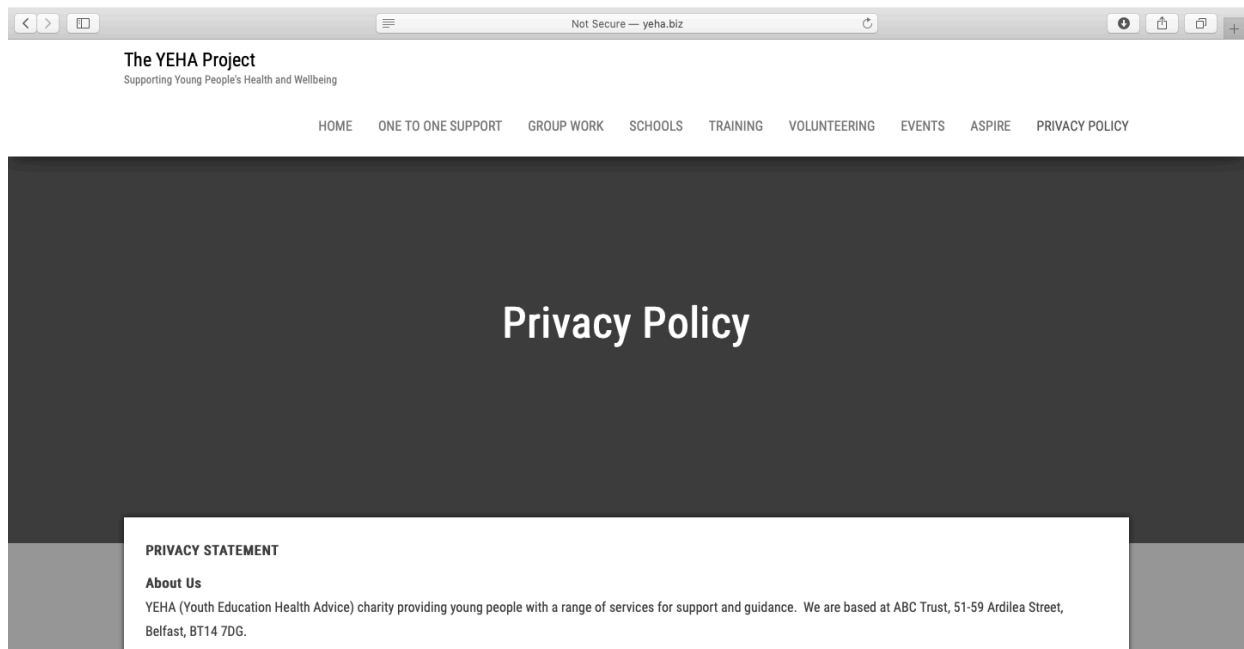
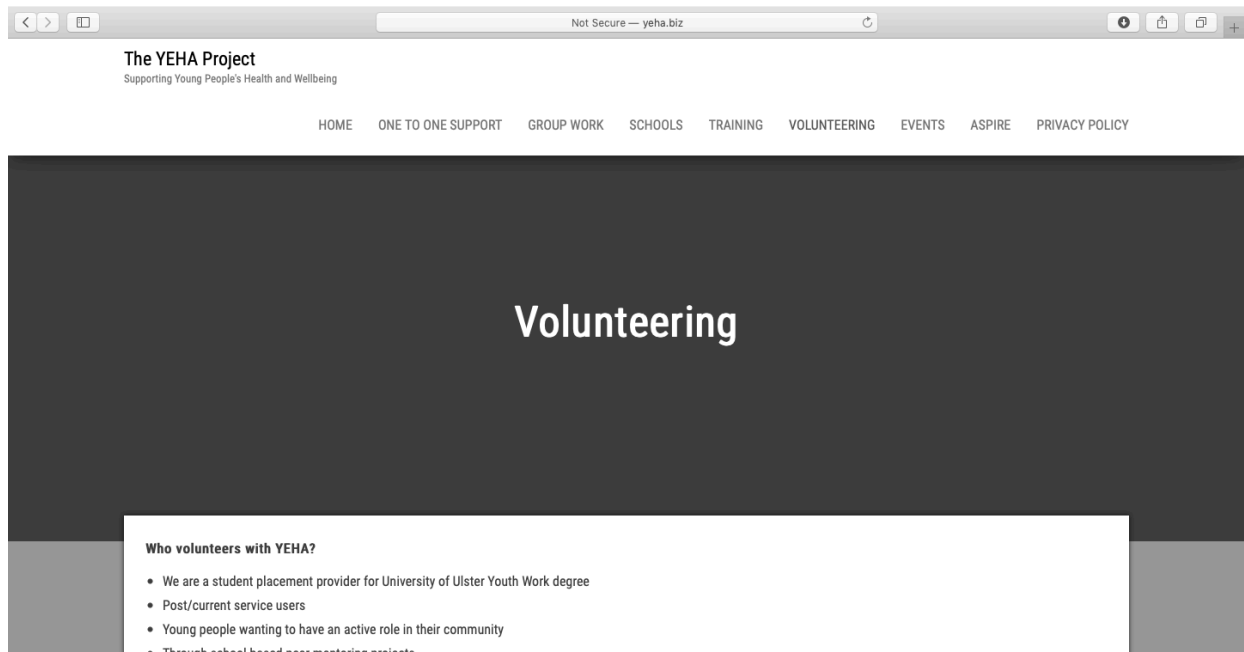
## Old Website





# Website

## Old Website



# Accessing New Website

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Yeha Project <yehaproject@gmail.com>

Fri 22/11/2019 10:32

Catherine Morren ✓



Hi Catherine

Prior to this process I had been working with John Walls from BEAMA to explore opportunities to develop our website. I have spoken to him yesterday and I have made him aware of the project that you are undertaking for us. He has advised me to pass on his email so you can obtain the necessary information regarding the hosting and domain, see his email below

*'yes i have a new domain and hosting for the site  
probably makes sense to pass them on my email and i can get them setup?  
i can setup wordpress for them on the server, the email can also be setup straight away so whenever your ready to update let me know*

*Domain we have is [yehaproject.com](http://yehaproject.com)  
you can have as many email address' as you need just ping through the list  
I should be able to redirect email from your current ones to the new ones when you want to make the move'*

Can you please email John Walls. [info@beama.education](mailto:info@beama.education)

Let me know if you have any problems, my mobile number is 07544812280 and our office number is 02890757809 (Sean Devlin YEHA).

Thanks Again  
Sean Devlin



Catherine Morren

Tue 26/11/2019 11:33

BEAMA <[info@beama.education](mailto:info@beama.education)>; Hickey, Adrian; Mulrone, Claire ✓



Hi John,

That would be great. Once it is set it up can you please forward the log in details so we can have access to the site.

Can you also please forward control panel access?

Kind Regards,  
Catherine Morren

I sent Sean a reminder email that we needed access to their new website. He informed me that John Walls worked with him to

explore opportunities to develop their website and to contact John with regards to obtain the necessary information regarding

the hosting and domain. So I made sure that I sent John an email get access to the YeHa website.

# Accessing New Website

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Catherine Morren

Fri 22/11/2019 15:35

info@beama.education; Hickey, Adrian; Mulrone, Claire ✉



Hi John,

Just to let you know Sean sent us your email address in regards to obtaining the necessary information for the hosting and domain for YeHa.

Can you help us get the Wordpress set up on their server?

Your help is much appreciated.

Kind regards,  
Catherine Morren



BEAMA <info@beama.education>

Fri 22/11/2019 17:19

Catherine Morren ✉



hi Catherine,

no bother - its on my list for monday will fire through details  
I'll install wordpress for you and set you up as admin  
if you need control panel access also let me know and i can forward

kind regards,  
John Walls  
BEAMA  
Belfast Electronic Arts and Music Academy

[www.beama.education](http://www.beama.education)



Catherine Morren

Tue 26/11/2019 11:33

BEAMA <info@beama.education>; Hickey, Adrian; Mulrone, Claire ✉



Hi John,

That would be great. Once it is set it up can you please forward the log in details so we can have access to the site.

Can you also please forward control panel access?

Kind Regards,  
Catherine Morren

# Accessing New Website

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Catherine Morren

Mon 02/12/2019 12:59

BEAMA <info@beama.education>; Hickey, Adrian; Mulrone, Claire ✕



Hi John,

I'm following up from our previous email in regards on the access to the Wordpress.

Can you please forward me the admin log in details before Wednesday 4th December, as we need access to the website as soon as possible in order to get working on the new site?

Thanks.

Kind Regards,  
Catherine Morren



Giga Studios <john@giga-studios.com>

Mon 02/12/2019 13:26

Catherine Morren ✕



hi Catherine,

john ehre re: yeha - had sent details before the weekend there  
please see below,

the BEAMA emails sometimes get flagged by filers so sending from our design email

let me know if you get this ok?

john

\_\_\_\_\_



Catherine Morren

Mon 02/12/2019 13:30

Giga Studios <john@giga-studios.com> ✕

Hi John,

Yes I have received your email below.

Kind Regards,  
Catherine Morren

# Accessing New Website

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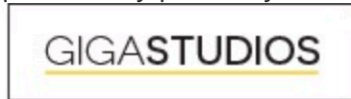


Giga Studios <john@giga-studios.com>

Mon 02/12/2019 13:31

Catherine Morren ✉

perfect, any probs my number is below



Unit 130 North City Business Centre Belfast | BT15 2GG  
028 9581 1202 | 077 8226 0057  
[www.giga-studios.com](http://www.giga-studios.com)



Catherine Morren

Mon 02/12/2019 13:32

Giga Studios <john@giga-studios.com> ✉

Thats great, thank you.

Can you resend the login details again?

Kind regards,  
Catherine Morren



Giga Studios <john@giga-studios.com>

Mon 02/12/2019 13:34

Catherine Morren ✉

hi Catherine,

have resent again - they are also below the email in the previous.

The passes could possibly be flagged as spam so if its not came through or not in junk I'll setup a dropbox link with a doc for you

john



# Accessing New Website

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Catherine Morren

Mon 02/12/2019 13:39

Giga Studios <john@giga-studios.com>; Hickey, Adrian; Mulrone, Claire ✕



Hi John,

It hasn't come through in my inbox or junk folder.

That would be great if you setup a dropbox link with the doc in it and forward it on to myself.

Thanks.

Kind Regards,  
Catherine Morren



Giga Studios <john@giga-studios.com>

Mon 02/12/2019 13:42

Catherine Morren ✕



hi Catherine,

must be getting filtered by your email server - please see doc @ [link](#)

john



Giga Studios <john@giga-studios.com>

Mon 02/12/2019 13:42

Catherine Morren ✕



hi Catherine,

have resent what a dropbox link - if that doesn't come through we may need to resort to facebook or WhatsApp!

john



Catherine Morren

Mon 02/12/2019 13:46

Giga Studios <john@giga-studios.com> ✕



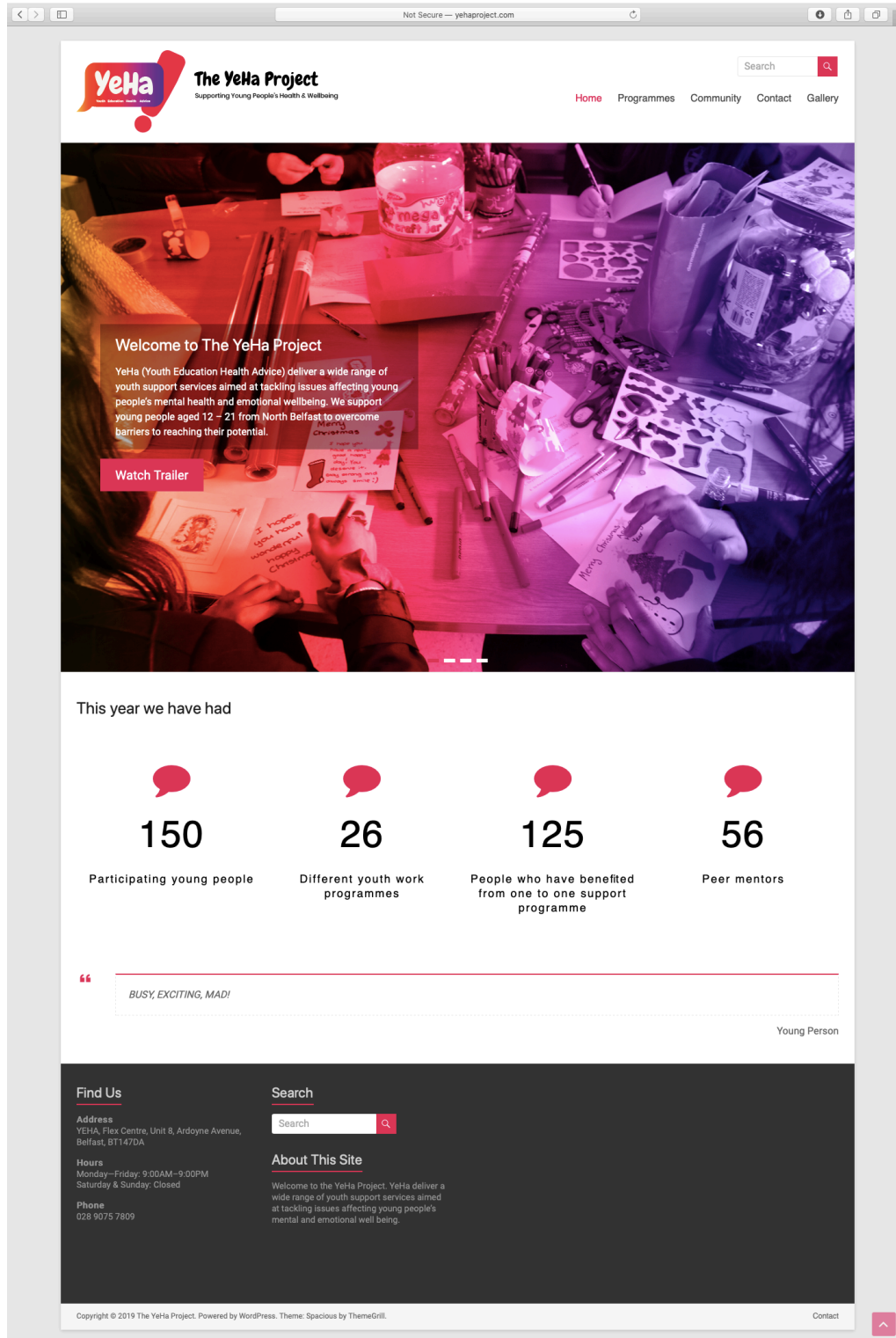
Hi John,

Just to let you know the dropbox link has worked and I have received all login details.

Thank you very much for your help.

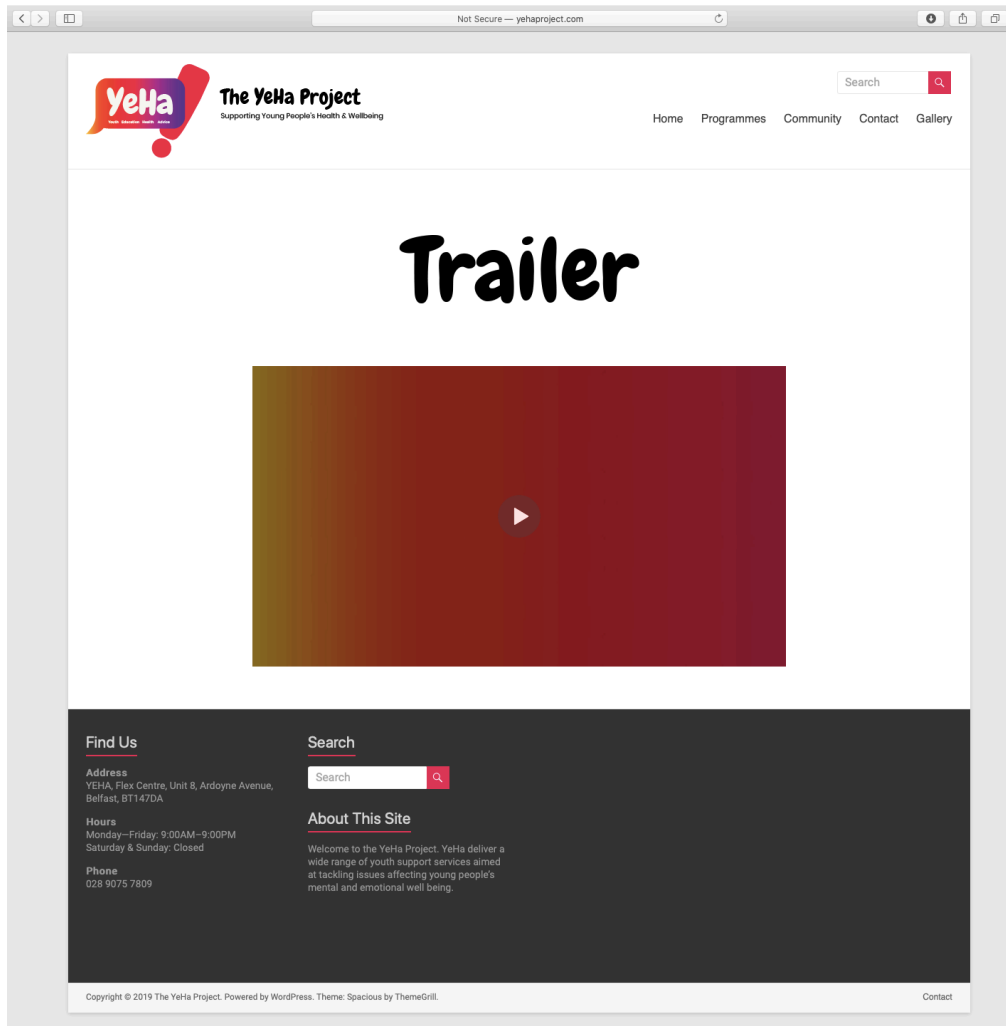
Kind Regards,  
Catherine Morren

# New Website

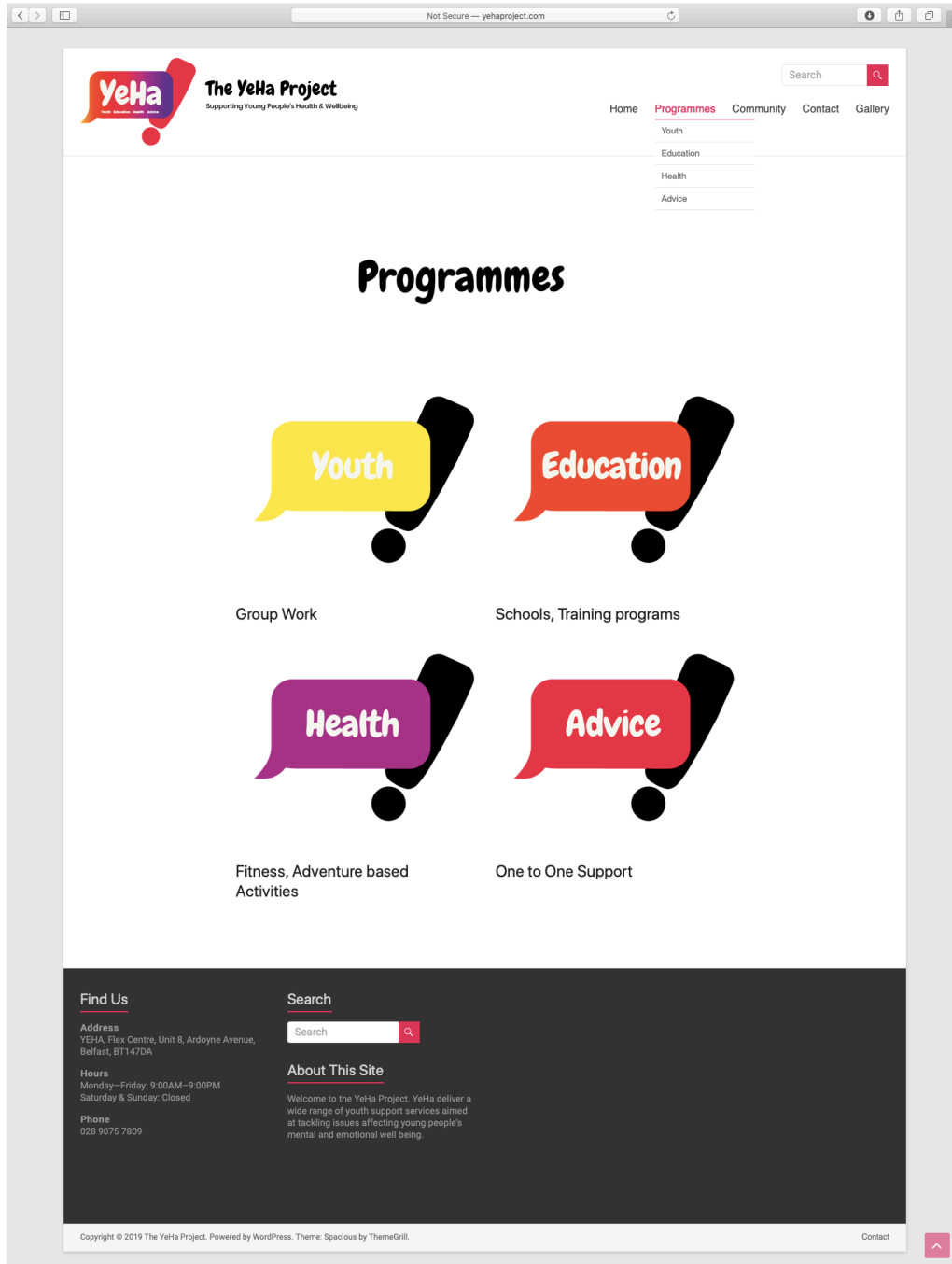




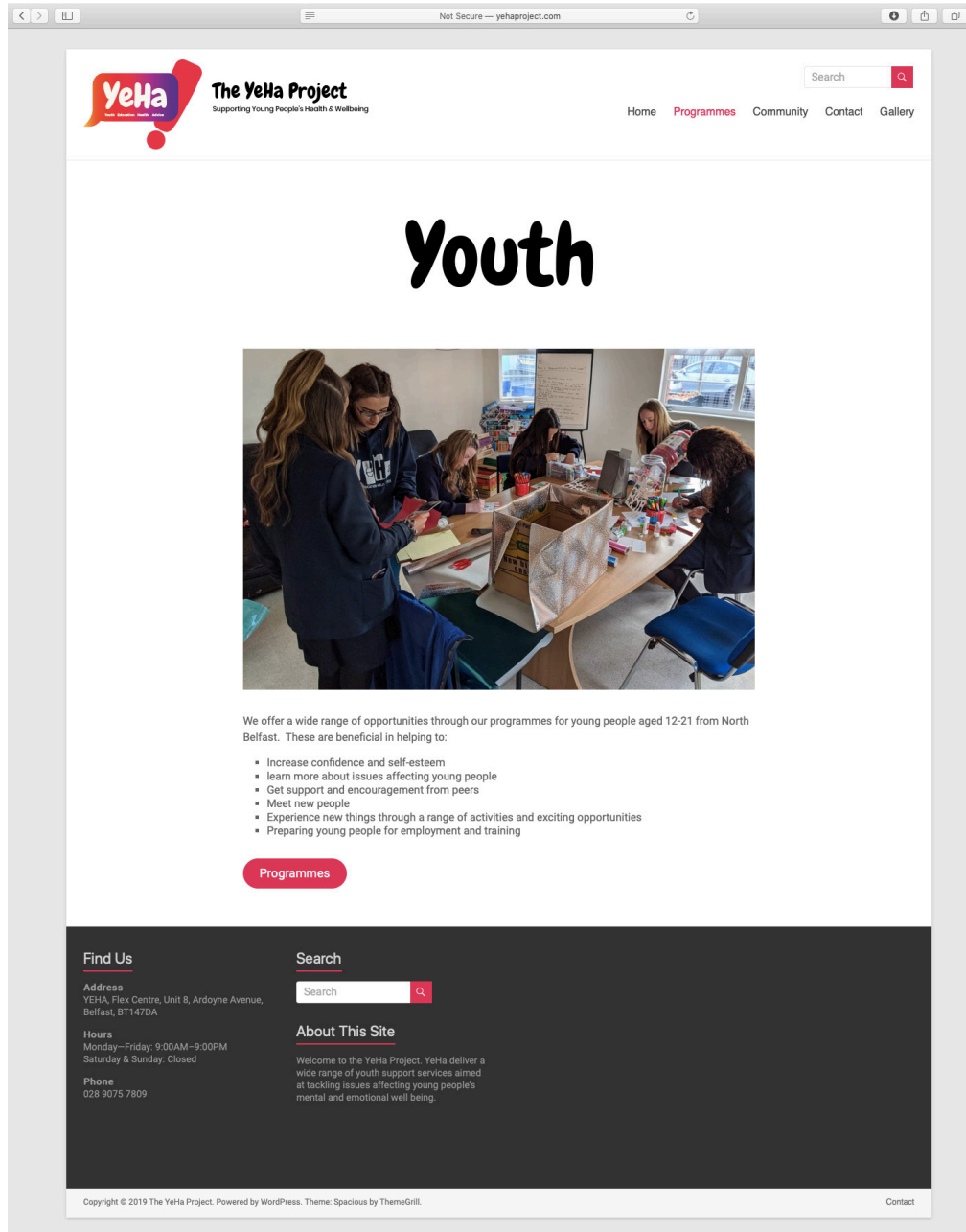
# New Website



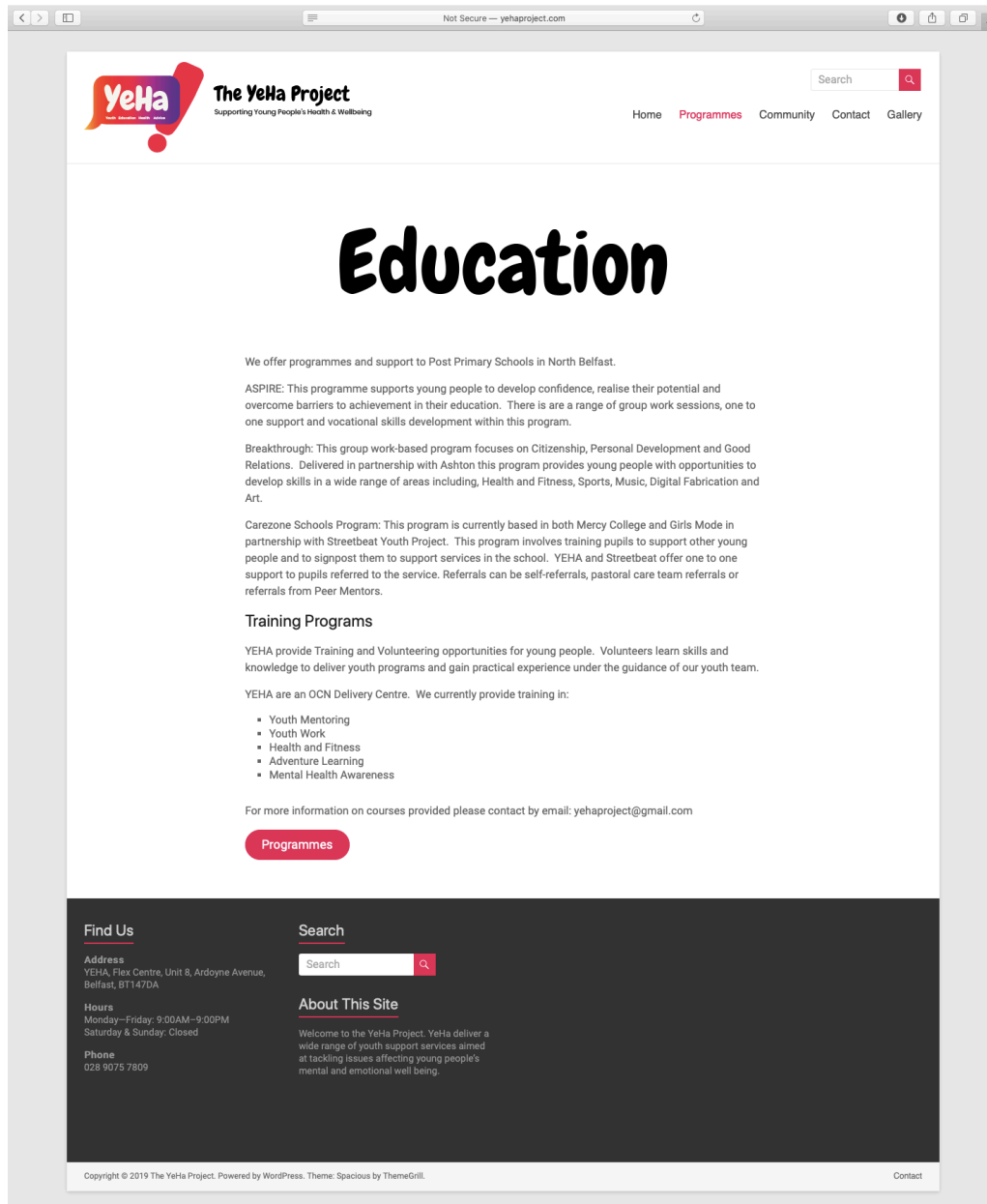
# New Website



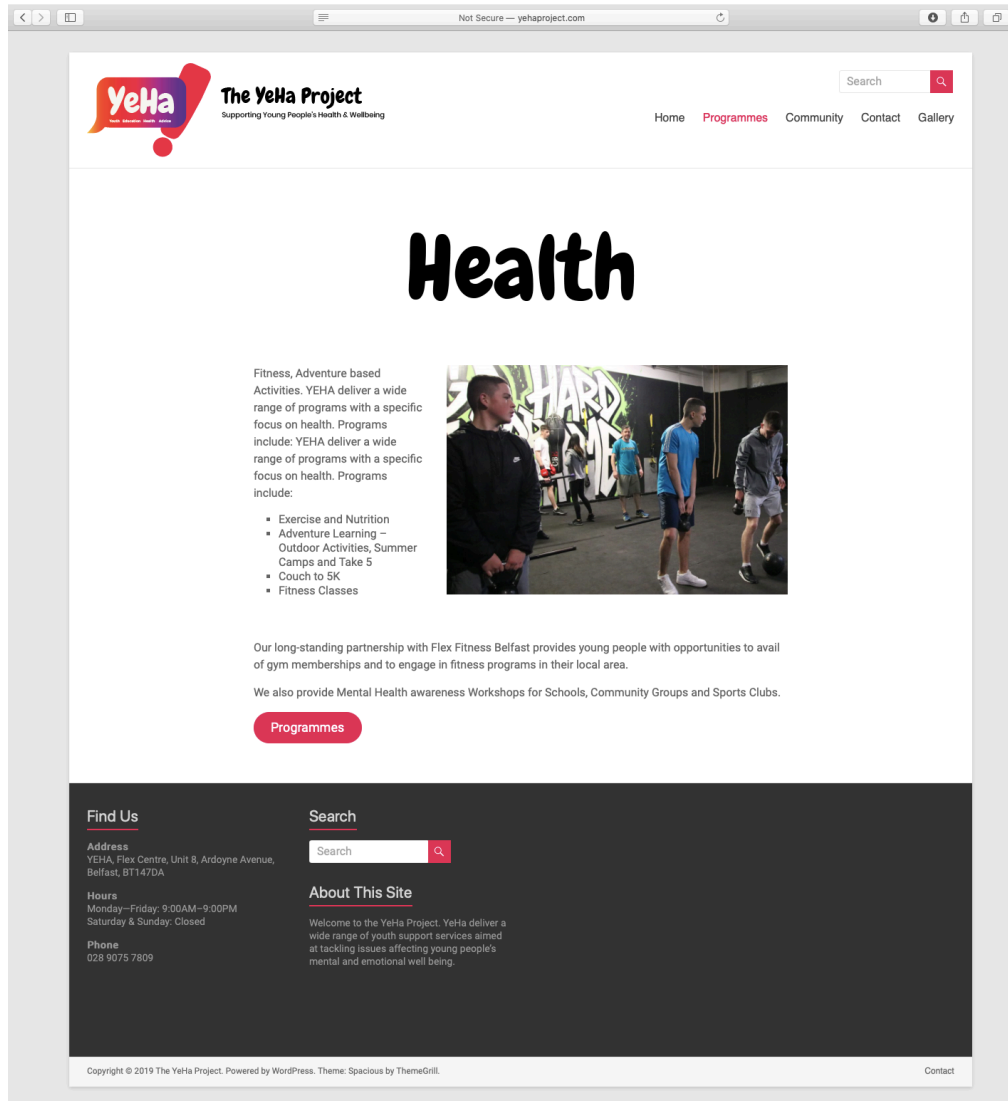
# New Website



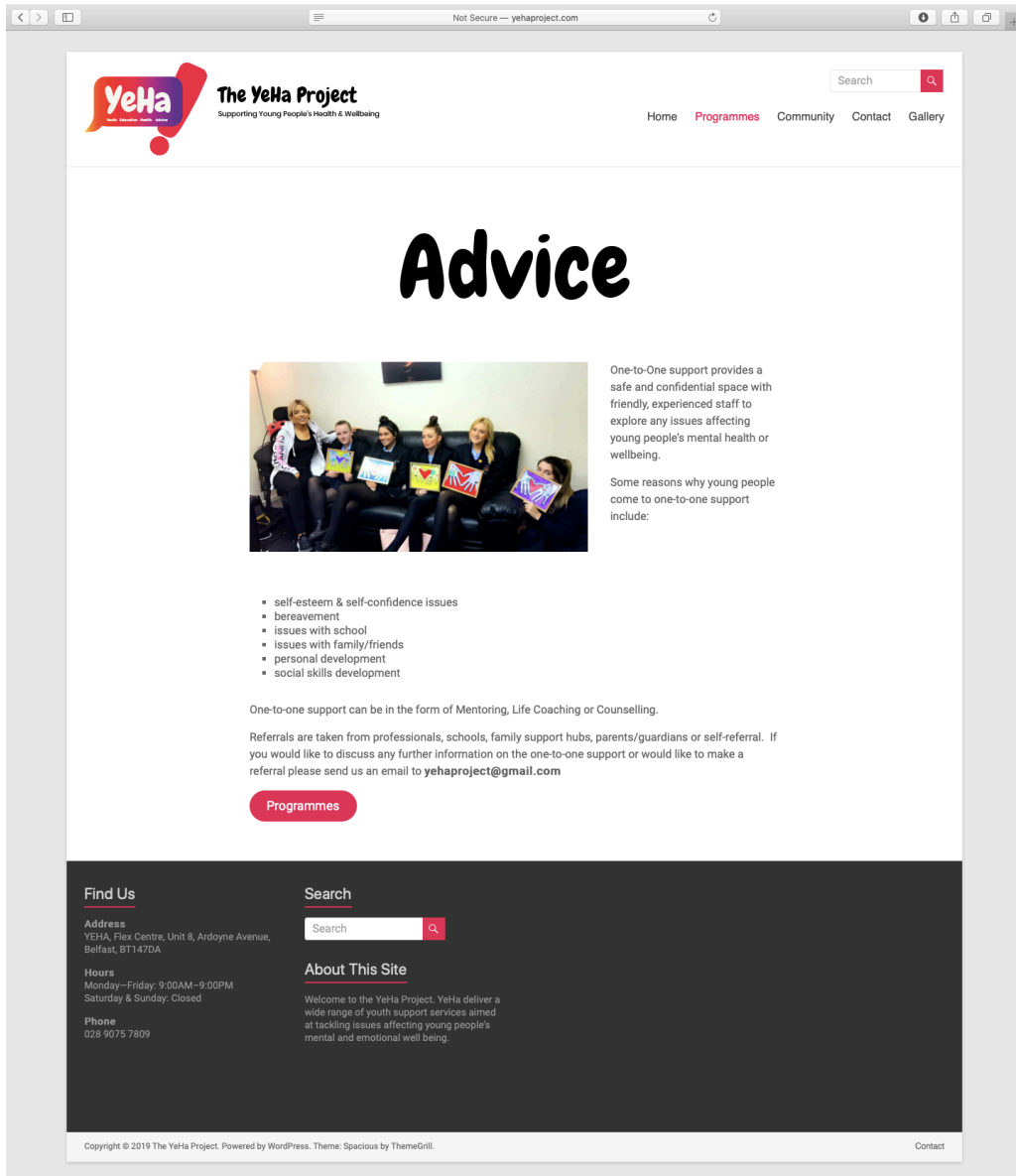
# New Website



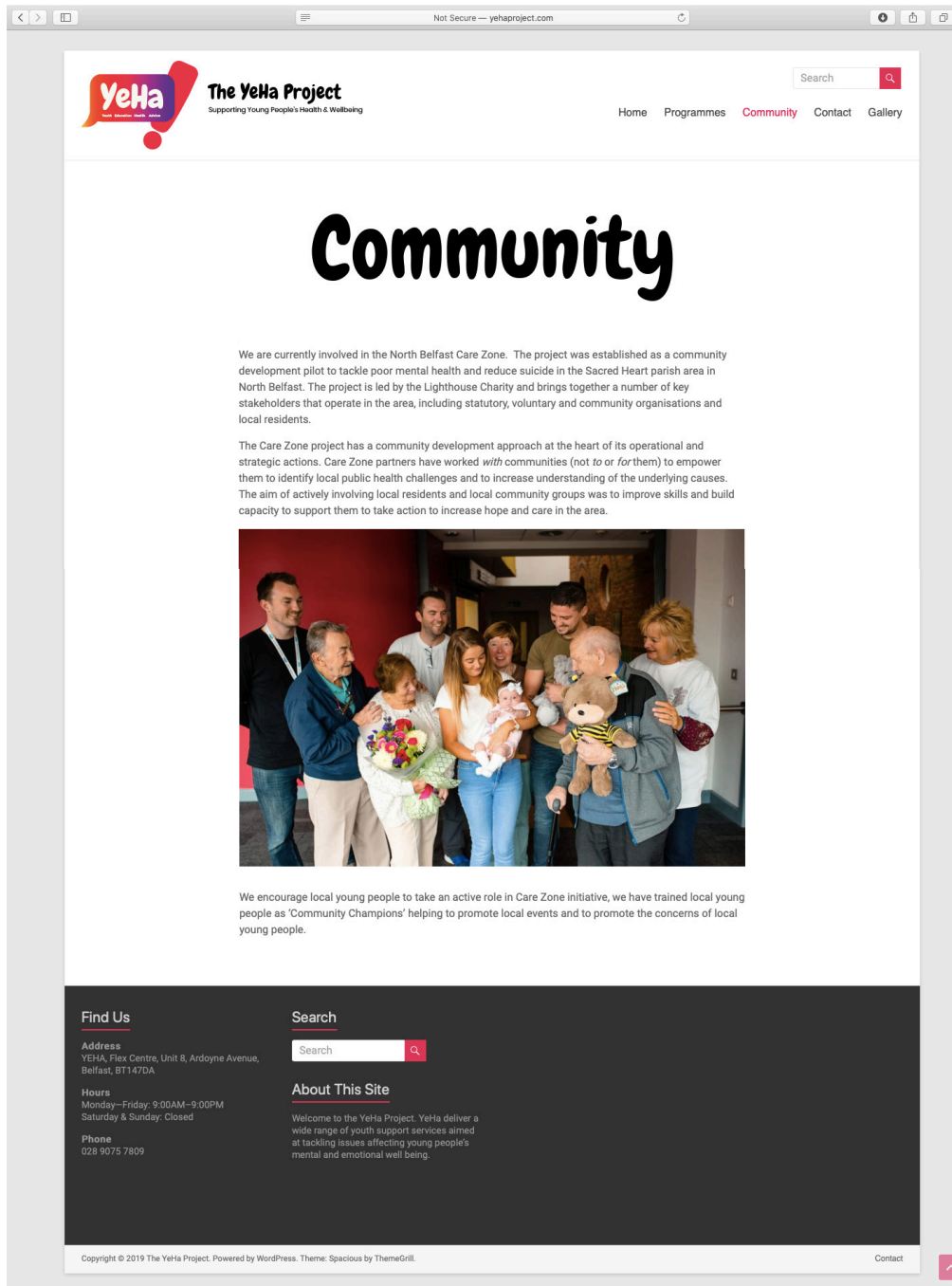
# New Website



# New Website

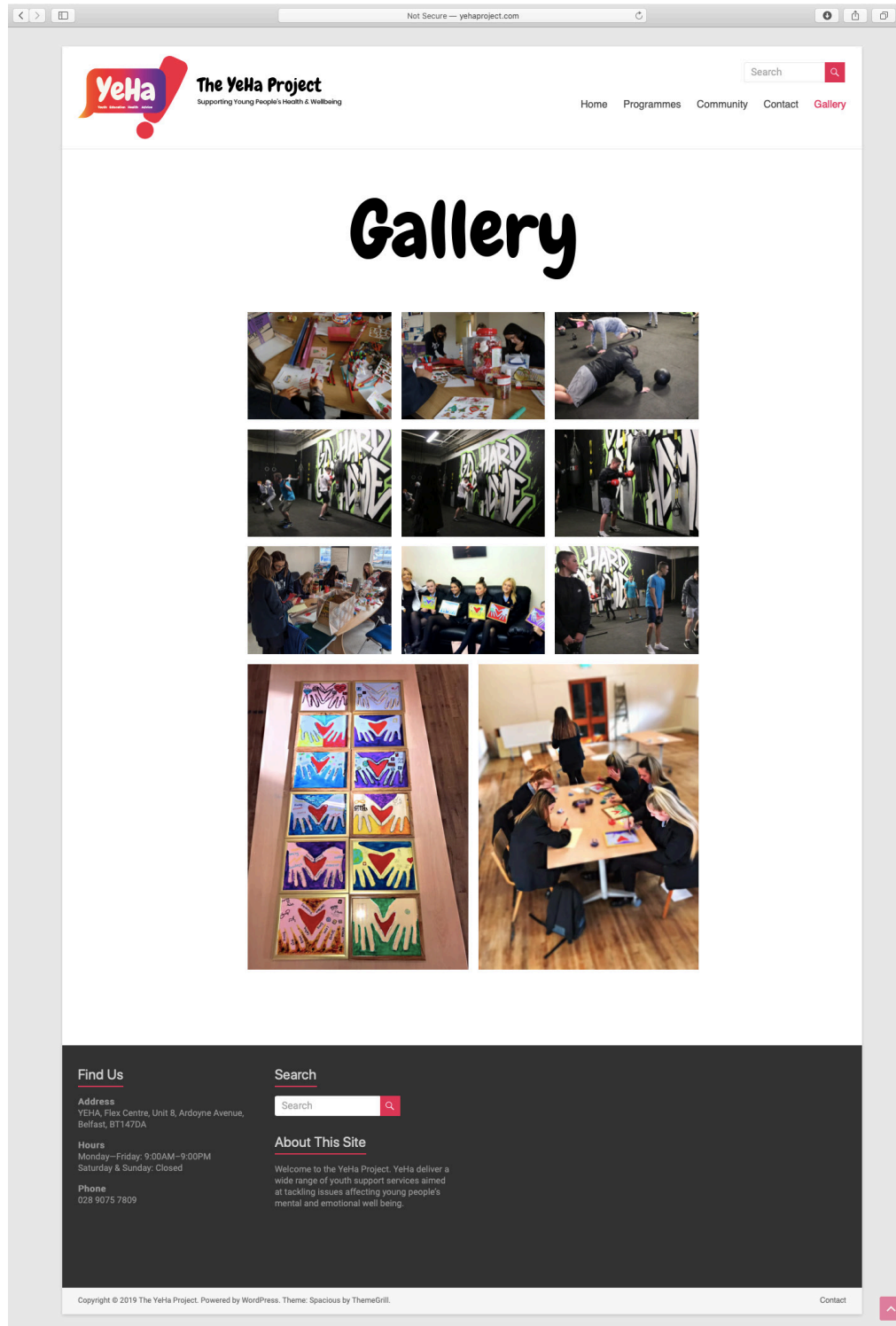


# New Website



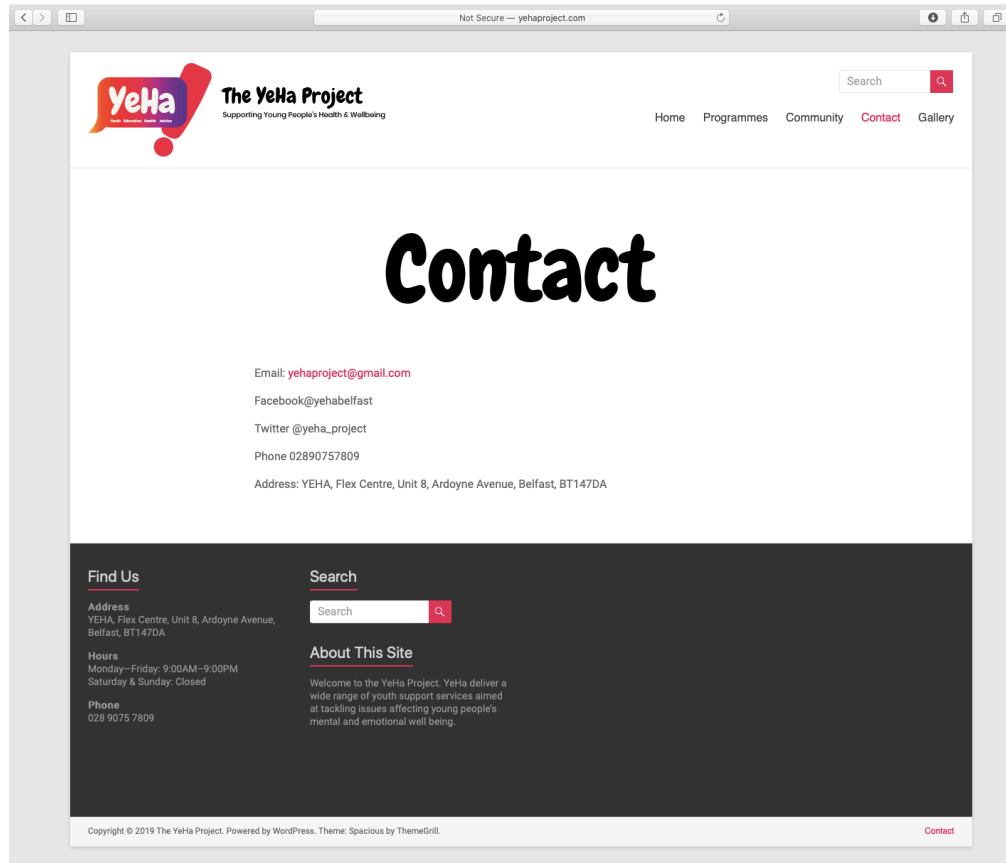


# New Website

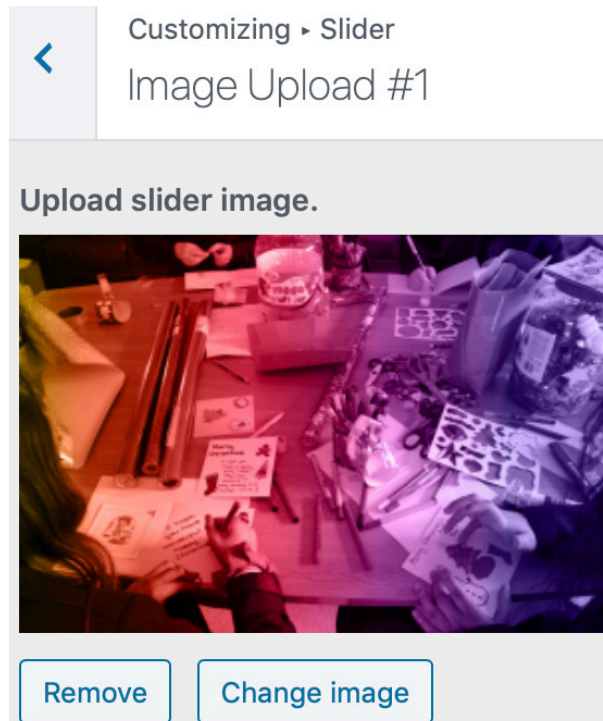


# New Website

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# Website Guide



As we created a new website for YeHa, we thought it would be best to create a website guide for them, as we think it is important for the client to understand what it takes to input new content or amend content on their new website.

It was very important for the client to know this in order to understanding this process, so ensuring we had the website guide is going to be very beneficial for them once they want to add more images or change some of the text on the website.

I made sure that there was a step by step guide on exploring the dashboard, adding a new post/page, videos, changing images on the main image slider on the homepage etc.

# Vinyls



As a team, we created two vinyl boards which will be displayed during our exhibition in January. This is when our community partner

will see the final media output we have created. So on the board we have explained what YeHa does within the community. We have



also included pictures of some of the activities, the new website, hoodie and polo shirts, alongside our process on how we got there.

# Evaluation

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In reflecting upon this project, I feel that we, as a team worked very effeciently together.

We used Basecamp, Campfire and Facbook Messenger to keep each other updated in all of the work that we were doing, such as communicating with the community partner, pitch document etc.

Throughout the project it allowed me to to push myself to a high

standard and gain experience working within this industry.

This project allowed me to push my work to become a high standard, as I know this is required in this industry in order to sicced.

Furthermore, YeHa were very open to all of our ideas and were very impressed with the work we had pitched to them.

We also had good communication with out community partner, as they were quick to respond and help with any enquires that we needed address, with regards to access to their new website and confirming film dates.

# Bibliography

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It's Nice That. (2019). Paula Scher designs bold new identity for New York's Atlantic Theater Company. [online] Available at: <https://www.itsnicethat.com/articles/paula-scher-atlantic-theater-company> [Accessed 4 Dec. 2019].





