

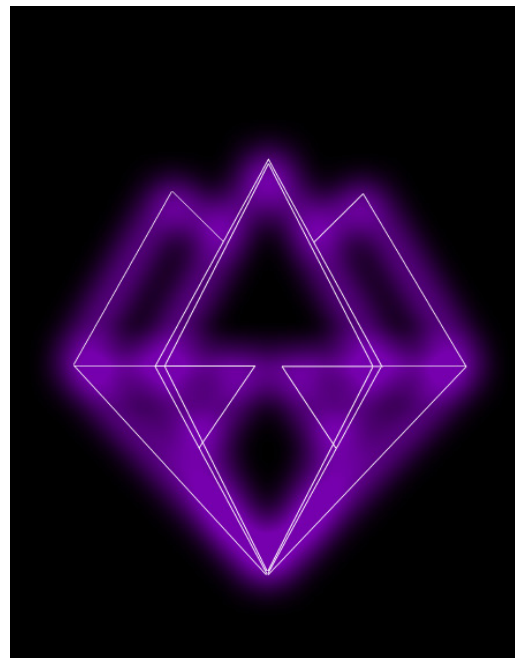


Jamie-Leigh Gibson Production Log



LOGO 1

This first logo was created before researching on the symbolism of the LGBTQ community, I wanted to keep the colour palette the same as the original logo because of the representation to the colour is very relevant to them which I feel is necessary to have as for this type of organisation there branding should be strong and reflective. With this I wanted to try something a little different and decided to use to rectangles and put their name and tag-line in the middle along with 3 little representation symbols, I took inspiration from a flat diamond design that I created when playing about with shapes. The colour that I used for this colour was AF60A2 and the font is optima Bold.





LOGO 2



After researching about LGBTQ symbols, I came across the pink triangle. And this represents LGBTQ identities, initially intended as a badge of shame, but later reclaimed as a positive symbol of self-identity. In Nazi Germany in the 1930s and 1940s, it began as one of the Nazi concentration camp badges, distinguishing those imprisoned because they had been identified by authorities as homosexual men a category that also included bisexual men and transgender women. In the 1970s, it was revived as a symbol of protest. against homophobia, and has since been adopted by the larger LGBTQ community as a popular symbol of LGBTQ pride and the LGBTQ rights movement. I thought this would be a relevant idea for a logo because it has meaning to their organisation and it also keeps the colours of purple instead of pink as the purple was first associated with lesbianism in the late 60s.

LOGO 3

Logo 3 is another triangle logo, using the colours # 88348B, # AF60A2 and # 951B81, using the font Optima Regular and size 72. After re-researching that triangles were a symbol of lesbians, I really tried to make the triangle work and use it in different forms and colours but it was clear after this attempt that it was not going to work and I should move on.



LOGO 4

This logo was created after feedback from Adrian after he mentioned that the triangle could be an arrow, taking his feedback I used the triangle to create an arrow pointing down onto Belfast City Hall, I used the colour #B57EDC and Shree Devanagari 714 Bold for the text. I soon realised this wasn't a great idea as HERe NI have another group in Londonderry so in that case I decided to scrap this idea.





LOGO 5

For this logo, I took inspiration from the Montague Street Business Improvement District new brand identity. While I was looking for inspiration on pentagram, I found this design and thought it looked very effective, modern and simple, which was the type of vibe. I created different types of logos like this one. For this logo and the next too, I have used Avenir Next Bold and used different ranged of the colour purple #7D2BC6



WOW LOGO

The first meeting with HERe NI, they mentioned that they would like some logos for their other groups which is the Wednesday Older Women Group (WOW) and the Family Project.

As the WOW group didn't have a logo, it was hard to find a colour for the group, for the first one I decided on red and added a texture effect so it wouldn't look so flat. I used the colour red because it means strength and I thought that it would work well with the purple in the original logo as purple has a meaning behind it too.

The next one I decided to play about with colours that all had a strong meaning behind them and decided on the dark green colour as it is a shade of Cyan it has a strong meaning behind it also. On the HERe NI website, it says that they enjoy a chat and 'cuppa' so I thought id create a coffee vector for the symbol of the group.

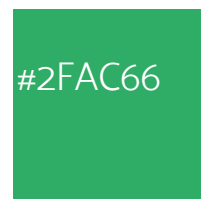
Growth



Strength



Self-Expression



Enthusiasm



Family Project Logo

At this point we didn't know the exact name of the group so I took the name from the banner that they already had which was the same sex family group, I created a vector of 2 people and a child in the middle as it is a family group, but the more I looked at it, it looks like a face. I had no idea how to approach this so I made it as simple as possible. Once I pitched my idea to Adrian he told me to scrap them and focus on the original logo for now.

For the colours I didn't want to chose just 1 colour the group is for Mums & Dads so I wanted to use a mix of colours because with this group HERe NI work with the Rainbow Project as well so I wanted to incorporate all of the colours into this one Logo.



LOGO'S 6&7

After the previous pitch, Adrian decided that we should drop the tag line out of the logo and start working on typography because in each design that I was creating had a different font which was making it difficult to decide which ones were better and to make it more simplistic as the previous had a number of different effects, like outline, drop shadow and gradient, we agreed to work on the typography, pick a font that I liked and continue using it, in different ways.

The problem that I was having with creating the previous logos were I was trying to look into the background make sure everything had a meaning behind it.

HERE NI[♥]
HERE NI[♥]
HERE NI^{21.10.19}
HERE NI
HERE NI[♥]

HERE NI[♥]
HERE NI[♥]

HERE NI^{21st October 2019}
HERE NI

HERE
NI[♥]
HERE/NI
HERE N[♥]

The first set of logos I was still trying to hard, as I was adding in the date that same sex marriage became legalised, I was adding = for equality, hearts for love is love, really trying to make a meaningful logo. I was still using different shades of purple and which didn't exactly help when trying to pick a font. In the second set of logos, I started to add unnecessary features like the I becoming to triangles still trying to push for that triangle symbolism. I



LOGO'S 8&9



After we had shown Adrian our last designs and he told me to focus on the fonts, I went home and starting playing with fonts, I stopped using colour and started using black and white before adding colour again. I really liked the font Optima it wasn't plain and it wasn't too bold so I kept this font choice in the back of my head if I didn't find the right one I was looking for.

LOGO 9

Here again I was trying to figure out different fonts that could be used, while trying to find a way to make the HER in HERe stand out. I enjoyed using the font Scarlet World Bold (circled) I thought the wood effect made the name stand out more, especially the way the e looked.

I especially liked the way I outlined the e in the logo circled I thought it really made the HER stand out without taking the e away or without making any drastic changes

HER@NI

HEReNI

HEReNI

HER@NI
HER@NI
HEReNI
HEReNI

LOGO 10

The next 3 designs, I tried to make the HER stand out by putting a box around it, but after looking at it for so long it looked like a corporate business logo which is not what I was trying to go for. The next 2, I wanted to try and incorporate the map of Northern Ireland into the logo because its relevant to there name and the work that they do, as they work in Belfast and Londonderry.



HERe NI



HERE NI



HERE NI

LOGO 11

At this point into week 6 we realised that we weren't getting anywhere with the logos. Adrian then told us to drop the e and make it HER NI, play with different colours and see how that looks and work with that. As in the first meeting we had with HERe NI they said that the reason that the organisation is called HERe is because they couldn't get a domain for HER NI so they added the small e to make it HERe. During this class I had so many ideas now using different colours and changing the name all motivation came back and I started making these different logos starting of with the most simple, then adding in the outline of NI and finally adding in the together logo, which is what the line is above the HER NI.



LOGO 12



I took inspiration from this vector and used the pen tool on Illustrator to create my own shape, so that it looked 2 people together minus the heads and added it to the logo with a gradient. After while of looking at it, it reminded me of the NI Water logo, or an activity centre logo. some of these logos were oddly shaped as well it would like weird on the left hand side of a website so trying to fit it in would of been hard so these logos were scrapped.

LOGO 12



HER
Northern Ireland

During the class that I created these logo's Adrian asked me which design was my favourite and this was the one that I chose to pitch to the HERe NI staff

I used the pen tool to draw the map of Northern Ireland I could then add a gradient to that shape . The final font that I decided to use as Avenir Next Demi Bold for HER and Avenir Next Normal for Northern Ireland

#DF0A82

#6F308F

LOGO 12

I decided to make the same type of logo for the Family group and the WOW group as it made more sense instead of creating to new logos for them. I used the same font choice Avenir Next Demi Bold and Normal.

I decided to use different colours to make these to different from the original logo



#0A9EDF



#52A17B

#F4EB17

#6FCBCE

Mock-up Designs

These are the first mock up designs that I created for HERe NI, We still needed to use the photos that they are had in our mock ups as we hadn't got round to the filming yet so some of the images are very pixelated and poor quality.



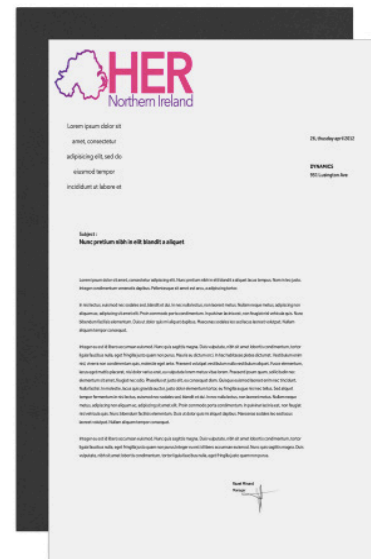


Mock-up Designs

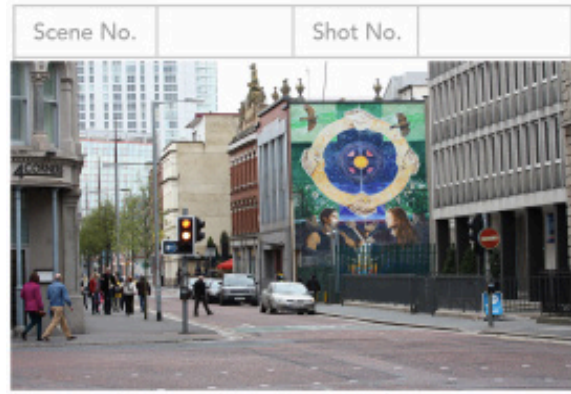




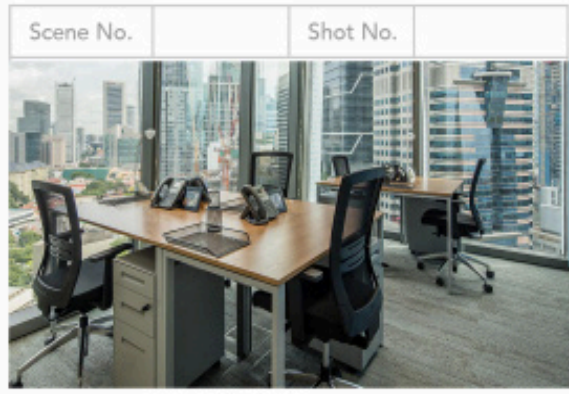
Mock up Designs



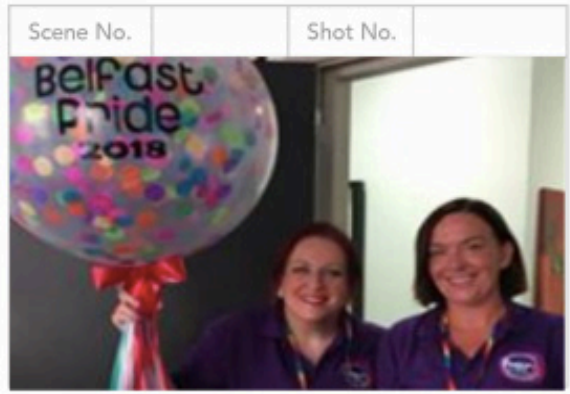
Mock up Designs



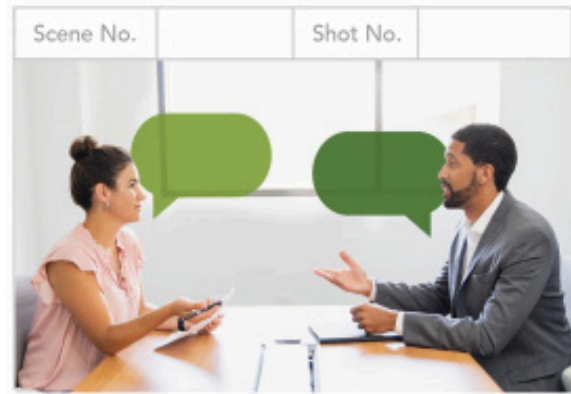
B Roll of Outside Offices
20 Seconds



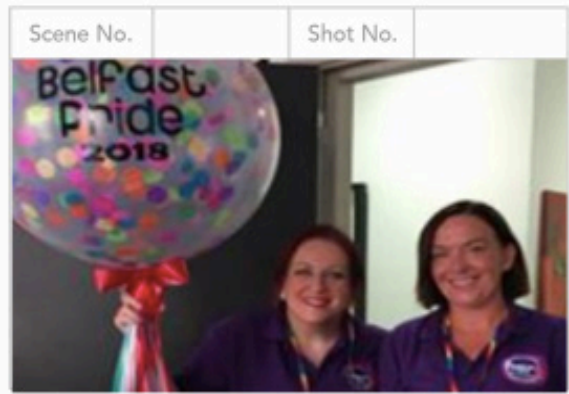
B Roll of Offices
15 Seconds



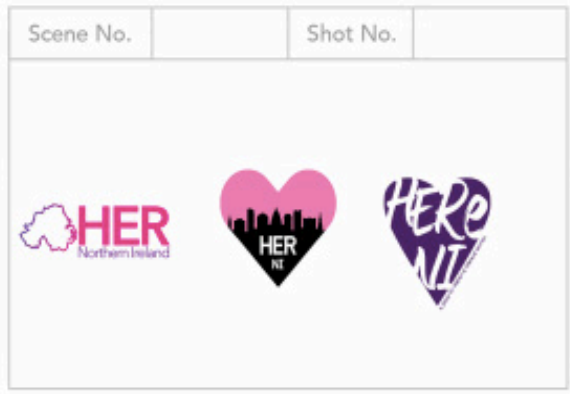
Cara and Tracey Starting to talk about
the group
1 minute



Possible B Roll of Groups
40 seconds



Cut back to Cara and Tracey
1 minute



Chosen Logo faded to black
15 seconds

Pitch Meeting.

Our first pitch meeting was to take place Tuesday 12th November. There were a few issues that occurred that day which resulted in the meeting not talking place, as I was walking towards Belfast campus I met Cara and Grainne, as everyone was late, they needed to head off to another meeting, we decided to give them the pitch to take home and look over and email us the feedback. This resulted in the team not liking any of our designs and HER NI not being suitable because it was already taken which was not properly communicated at meeting 1 as we all thought it was HERe NI because they could not get the domain name.



Back to the Drawing Board

After Cara got back to Claire with the feedback, we all agreed on upgrading their current logo to make it more modern, Adrian wanted to see 1 Dark Purple, 1 Light Purple & A Flat blue, in a circle, no effects, just a flat design, with this being said we started on making the new logo and the new mock ups.



Old Logo

5 different colours used in the logo, and the shape being a really odd unstructured circle. The colours are really dark when the logo is printed and the name is not in capitals like they wanted it to be so that the HER would stand out, the font used looks like a comic sans or some type of school font.

#7283C0

#475577



New Logo

I used a 200mm X 200mm circle, with 200 size text to create this logo, the colours used are # 7283C0 for the circle colour and #475478 for the text colour and the font is Avenir Next Bold. I used a monochrome effect on this, instead of the text being white or black I chose a darker blue colour because I thought that a white or black text made the words stand out too much.

WOW Logo

For this design we made sure that it was simple and we didn't make a complete different logo for these other groups as that wasn't really necessary, so we just made WOW with the original logo in the O as Adrian had suggested this would be simple enough for the WOW group.



Family Project Logo



Old Logo

I personally feel as if the old logo isn't too bad, if they had changed their font and used the proper name "Family Project" it wouldn't need a new logo at all.

Family Project

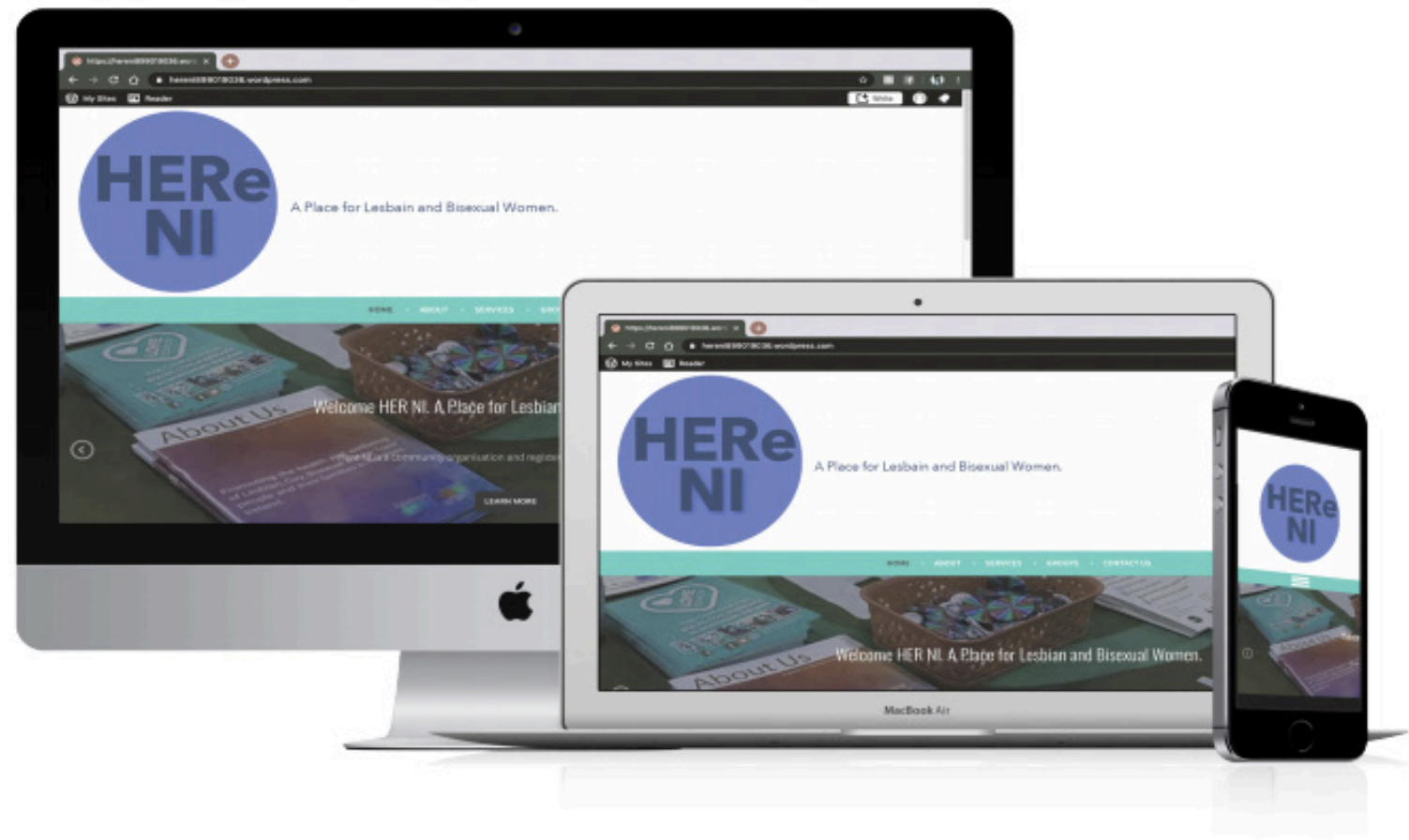
New Logo

Again just like the WOW logo, its just the Family Project with the HERe NI Logo in the O of project, we decided if we were to all do the same type of design it would be easier for the girls in HERe NI to chose the one that they liked the most.

Mock-ups



Mock-ups



Mock-ups



Final Pitch Meeting

The final pitch meeting took place on Wednesday 20th November, we all presented our ideas and they finally agreed on Kerri's design as it represented exactly what they were looking for, with the colours and the font, where as since my design was a completely different colour to what they wanted they didn't think the blue on blue monochrome worked well with their brand.



HERe
NI

#7C3282

As you can see here kerri has taken the colour #7C3282 from inside the original logo and used it in the new one so they're still using the same colour palette as they already have, The font Kerri used is Mosk Bold 700 which has 9 different styles. When we are finished with everything we will give HERe NI a memory stick with the font and all the styles on it so if they wish to use it in documents or annual reports they have it without having to download it themselves.





Final Pitch Meeting

W **HERE** NI W



Final Pitch Meeting

Family Project

HERe
NI

Other Mock ups

During our final pitch meeting we discussed creating further mock ups for more products that they would like to have, so as a group we created around 17 mock ups all together of things that HERe NI might consider or already have but will need to be upgraded along with the new logos.



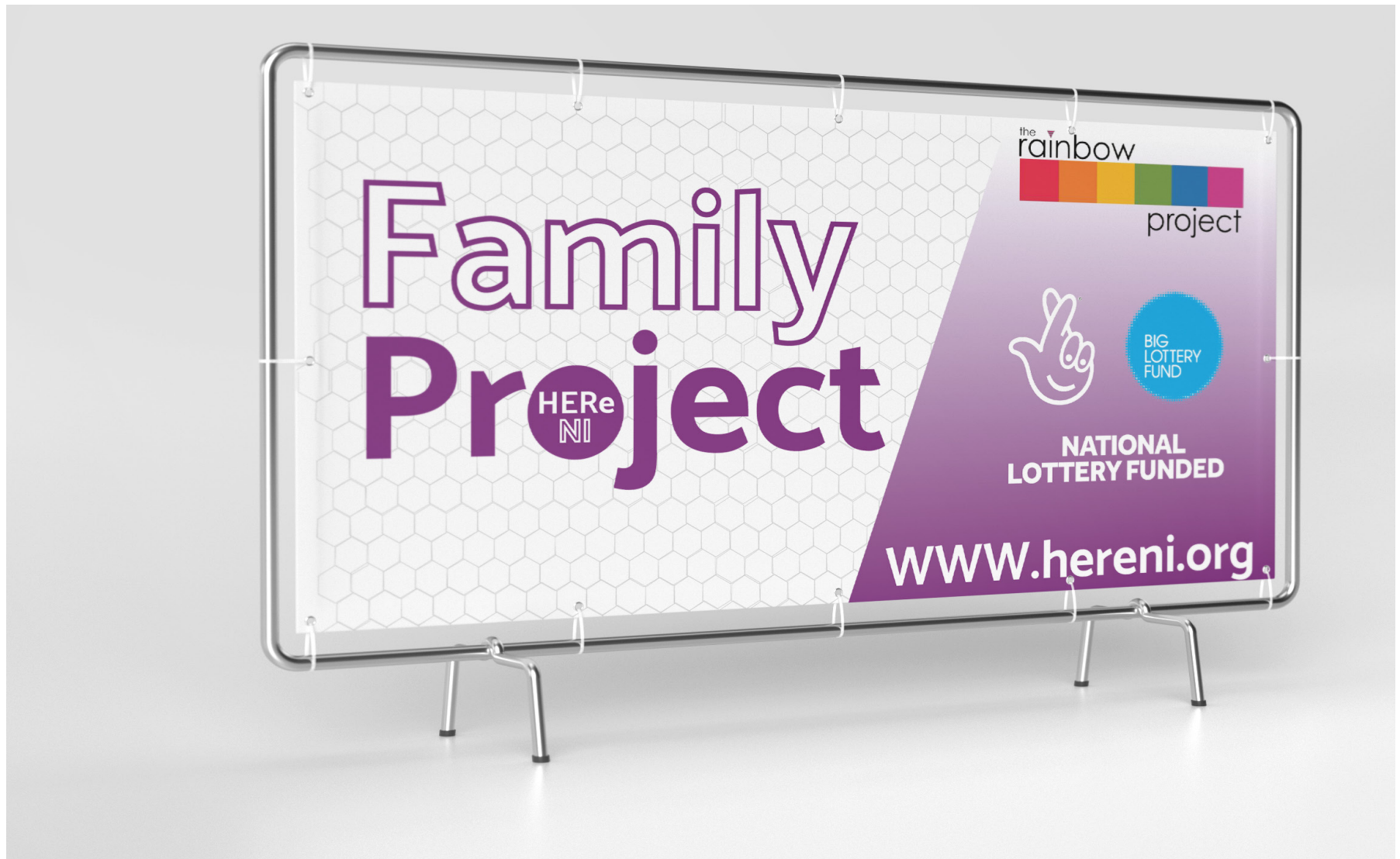
Pens



Trolley Key

Other Mock ups

This will be there new mesh banner for the Family Project, which I think looks a lot more Professional with the new logo, and proper name.



Other Mock ups

At the pitch meeting we didn't discuss an outdoor light but as the HERe NI offices are in a building with multiple other organisations it could be difficult for people to find so by having the outdoor light on the front of the building it will let people know that they're going to the right place. I wanted to add this in in case they every decide to add one in,



Filming Day

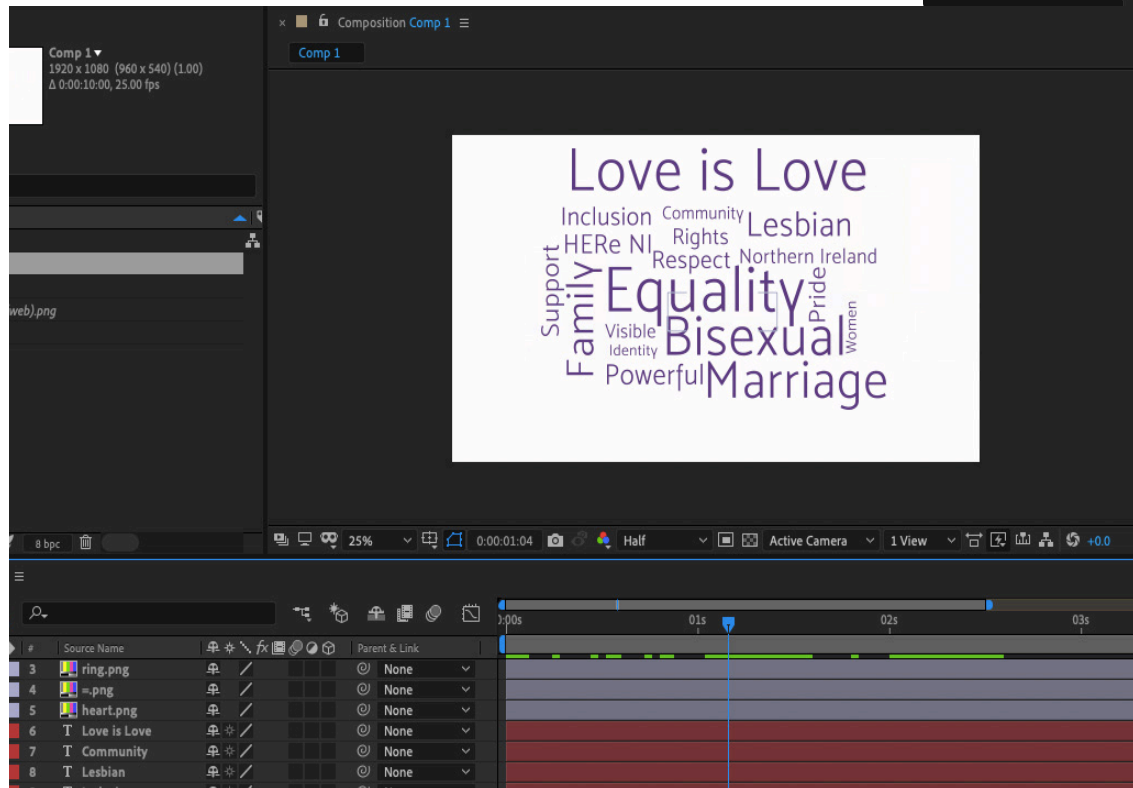
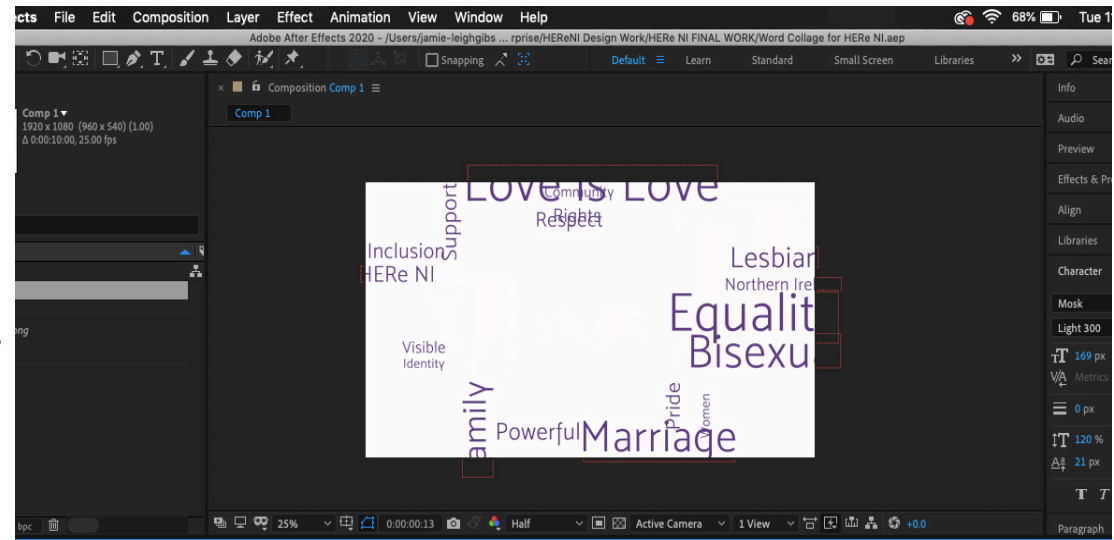
Thursday 28th November was the day we were filming for their video that they had asked for. We originally were suppose to be filming in the film studio on the Belfast campus at 2.00 but the HERe NI team refused cross the picked line of the campus so we had to go to their offices on warning street to set up our equipment and get on with the interviews. We got their around 1.00pm to set up so that we had enough time to get all the equipment together before we started to 2pm. We had everything set up within the hour and started immediately after. My roll in the filming was sound, Chloe was working the camera and Kerri was the director. We filmed 4 women speaking about their roles and involvement within the organisation roughly each interview lasted between 5-10 minutes depending on what they had prepared to say.

Once all 4 interviews had been done we started taking the shots of the B-roll around the offices and on the roof where they kept their flags and amazing views of Belfast City Centre. We had the equipment taken down fairly fast and we finished for around 4pm.



Editing & Motion Graphics

After everything was completed, Chloe started on the editing of the video, it took around 5/6 days to have the first draft complete for class so Adrian could have a look at it. While Chloe was editing the main video I was making a Word Collage of Motion graphics for the end of the video using words that was related to HERe NI, It took me around 2 days to get the final version ready to send to Chloe to add into the main video.



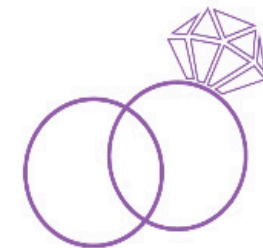
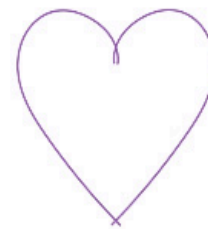
Editing & Motion Graphics

In my first draft of the motion graphics I originally had the words slide in from different directions they would stay on screen for around 2 seconds and the words would fade out to leave Love is Love, Equality and Marriage on screen and would then fade to leave 3 symbols, a heart, an = sign and a ring to symbolise the meaning of HERe NI. Claire then decided to remove them from the video as it wasn't something that we had discussed with Cara and we didn't want her to have any problems with the video when it was sent for approval so we decided to remove it and then to add a Twitter and Facebook logo along with their facebook and twitter names to keep it clean and simple.

Love is Love

Equality

Marriage



Editing & Motion Graphics

For the twitter and facebook logo, I took a JPEG image of google and used Photoshop to change the colour from blue to purple on both so that they would tie in with the purple theme of the video.

@Here_NI



Here NI



www.here.ni.org

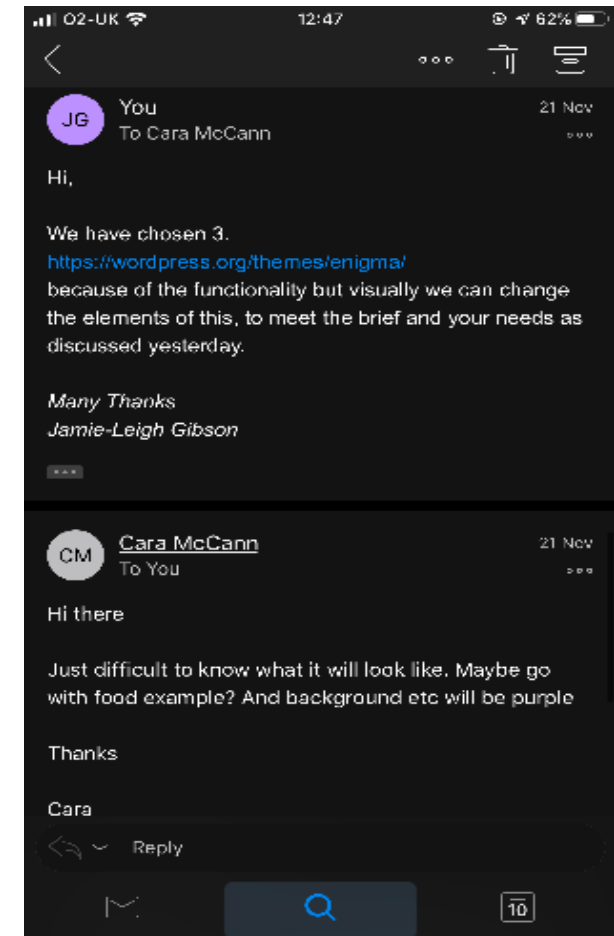
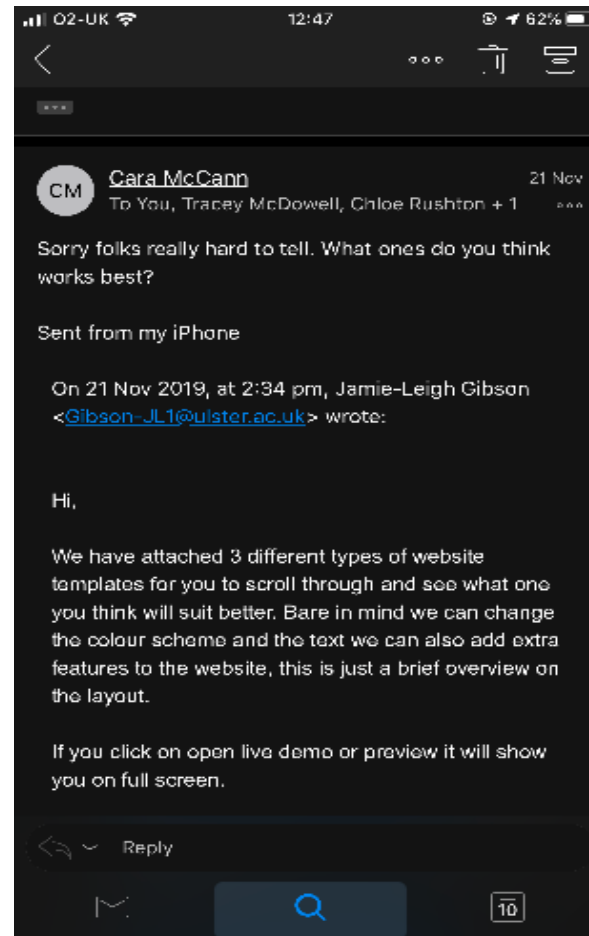
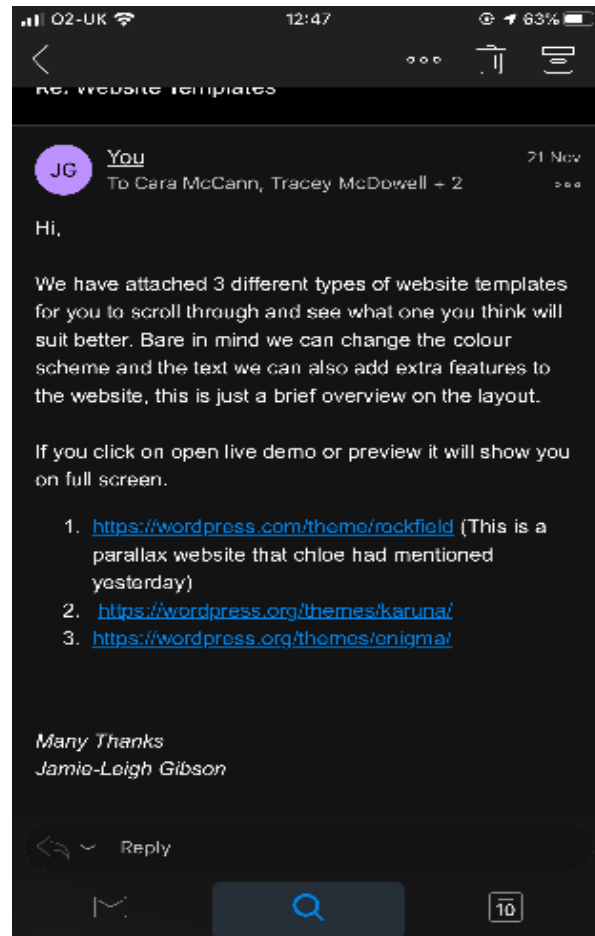


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Knowledge • Ideas •



Ulster
University

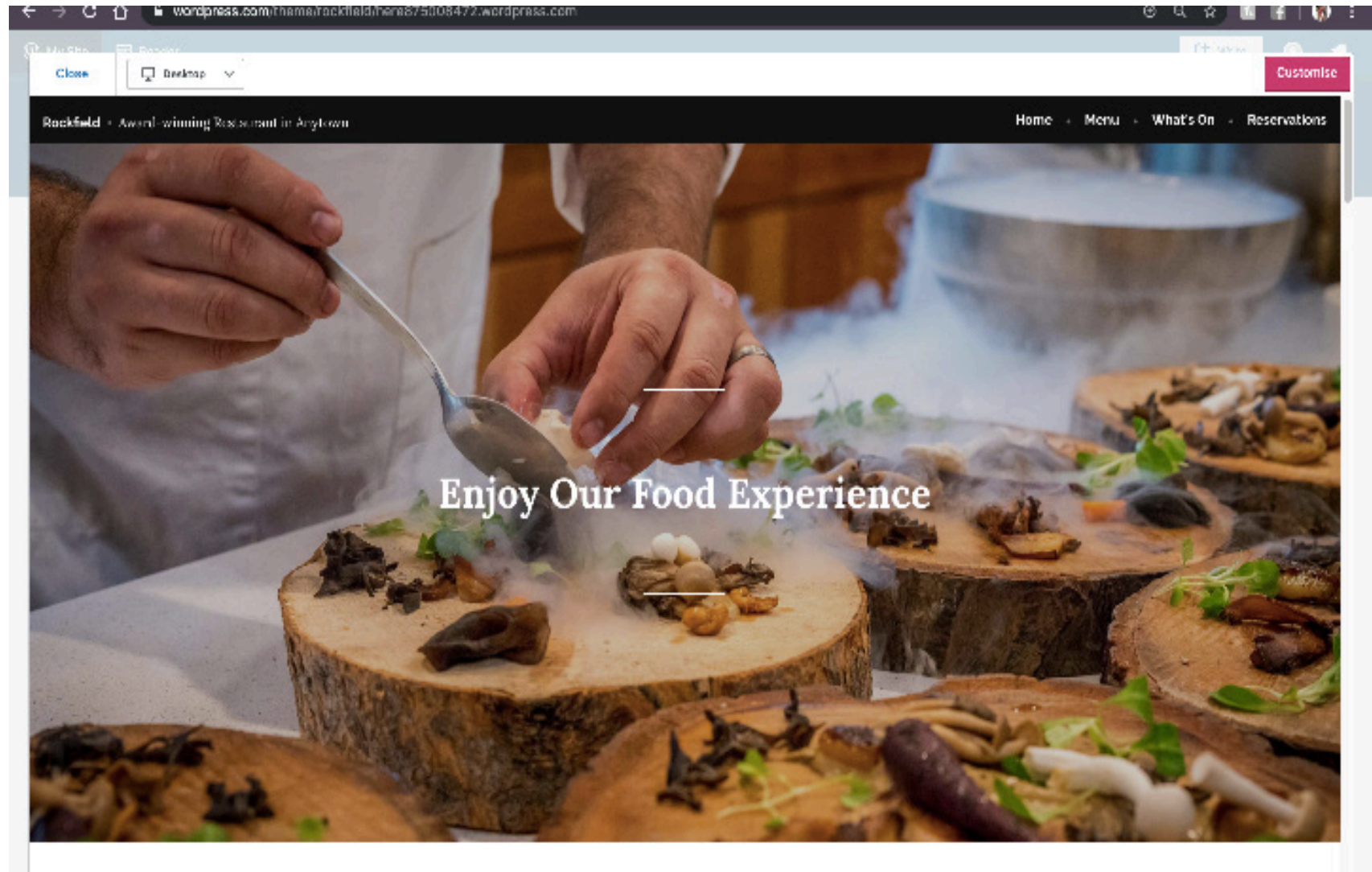
Staring off the Website



We started off the website by sending Cara 3 website templates to see what style and layout she liked the most after, looking at all she couldn't decide which one she liked the best and told us to choose the one we think will work the best, We chose the 3rd template because we thought that it would fit the brief and what they were looking for the most. When we told Cara we wanted to choose 3 she then told us she wanted to go with the first one, which was a parallax website and very picture based. We then started to work on the template and make it the new HERE NI web page.

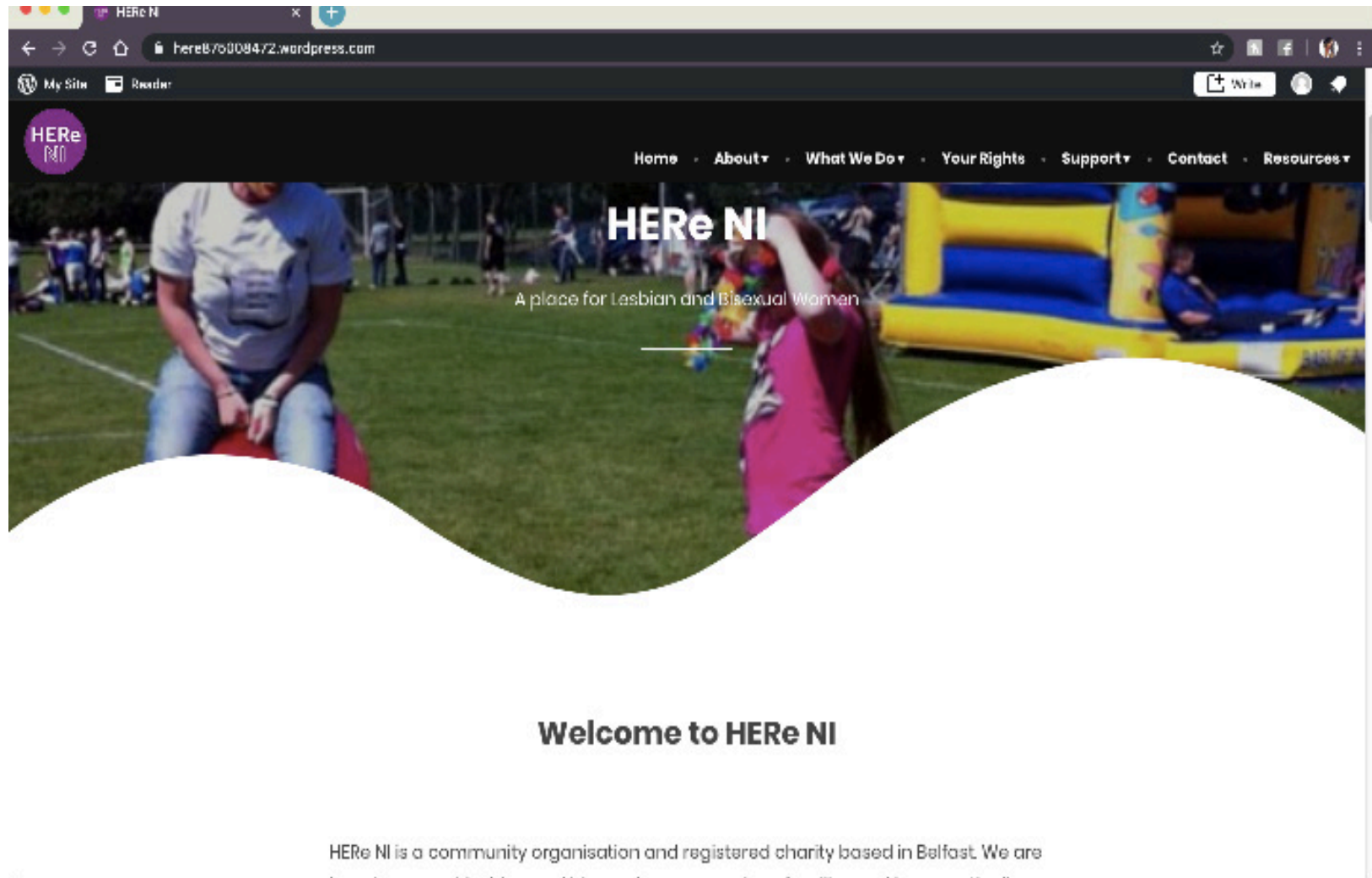
Website Creation

The template that Cara had chosen is called Rockfield, It is free to use and has multiple different assets to it, such as parallax scrolling, Live twitter feed and a calendar which is what they wanted to have in their new website



Website Creation

To work on the website, we split it 3 ways so that we would do certain pages. We were able to get all the information and the pictures etc onto the website in around 4/5 hours which really impressed us as we thought it would take around a week as the HERe NI team wanted so many changes and we were worried it would take us a while to figure them all out.



Overall Work

Overall I have spent just over 160 hrs on this module, I did stop using toggle towards the end and during classes as I just forgot to record my work and I am also not recording while I am writing this so that would bring it just over 170 hrs.

As I am writing this its the 16th December 2019, we have finished all of the creating for HERe NI, we have finished the website, the video the Brand Guidelines and the Instruction manual and everything is ready to be submitted on Friday 20th December, I am now just finishing off the end of my production log and the website needs to go live and we will be finished.





Jamie-Leigh

Benchmarking
Brief
Storyboard
Visual Identity Mock ups
Brand Guidelines
Instruction Manual
Website
Motion Graphics
Sound Person



Chloe

Benchmarking
Brief
Visual Identity Mock ups
Renting equipment
Instruction Manual
Website
Video Editing & Editing Head
shots
Camera Operator



Kerri

Benchmarking
Brief
Visual Identity
Website
Video Director
Vinyl Board Mock up



The Science Shop
Knowledge • Ideas • Results