

The logo consists of a large white circle centered on a solid purple background. Inside the circle, the text "HERe" is written in a bold, purple, sans-serif font. Below "HERe", the letters "NI" are written in a white, outlined, sans-serif font.

**HERe**  
**NI**

**production log**

**Kerri Cunningham**  
**B00736739**





# introduction

MED526 Interactivity for Social Enterprise is a module which challenges final year Interactive Media students to put all practical skills and knowledge to use, by working alongside an existing community partner in order to improve their visual identity, branding, web presence, promotional material and more. This is a vital milestone during the course as it gives students a flavour as to what it is really like to work with a client as they face deadlines, briefs and critique.

Week 1 of the semester saw students, primarily in groups of 3, assigned a community partner each with their preferences in mind. These community partners are 11 non - profitable organisations based in Northern Ireland, specialising in particular areas which are significant to the island, such as sexuality, poverty and culture enrichment.

These community partners were presented to us by The Science Shop, which is a joint initiative between Ulster University and Queen University Belfast. The Science Shop works alongside these organisations and many more to allow students to undertake projects which they propose.

# HERe NI

HERe NI is a charity based in Belfast which provides “a place for lesbian and bisexual women”. Myself and my two fellow colleagues were keen to work with HERe NI as they represent a community which can often be undermined and misjudged, and so we felt motivated to undertake this project in order to educate people on the LBT community and the work that they do.

In week one during the presentation, we were made clear of the main goals that should be achieved over the duration of the semester. The main piece of production would be an update of their existing website which would need to be completely updated with a new look and layout. There would also be the possibility of an animation or introduction video, as well as developing on the current visual identity.

My group and I felt that with our skills and knowledge, we would be able to collaborate effectively to result in a successful outcome for the charity.

# production schedule

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# benchmarking

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%

The benchmarking process is fundamental in identifying the key elements which are essential for a functional website. In order to determine which aspects should be changed, we picked three other similar charities to analyse which give us a good indicator.

I looked at The Rainbow Project which is also based in Belfast and in the same office block as HERe NI. The two organisations often work together and have a strong work relationship. However, even at a first glance the two websites cannot be compared when it comes to functionality and appearance. After tallying up the results, the web presence for The Rainbow Project proved to be the best overall by a considerably higher percentage than the others. This comes down to the bright and airy visual appearance which is welcoming, whilst the simple yet efficient layout creates an easy to understandable journey path for the user. This is something which HERe NI lack as their site is over crowded with information. It is very text heavy with any images being poor resolution.

Stonewall and Queer Space both managed to be more successful as opposed to HERe NI with their websites also. Although they did not share the same fluidity as The Rainbow Project's site, this still proved to be a beneficial task so we could use these points in our production.

# brief meeting

Date: 8th October 2019

Time: 4pm

Location: HERe NI office, 23 - 31 Waring Street, Belfast

## Attendees:

Chloe Rushton

Kerri Cunningham

Jamie-Leigh Gibson

Claire Mulrone

Cara McCann

Tracey McDowell

## Aim:

- to develop an understanding of what HERe NI hope to achieve in the outcome of the project.
- what can and cannot be changed or amended
- to be knowledgeable of the work undertook by the organisation



# 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

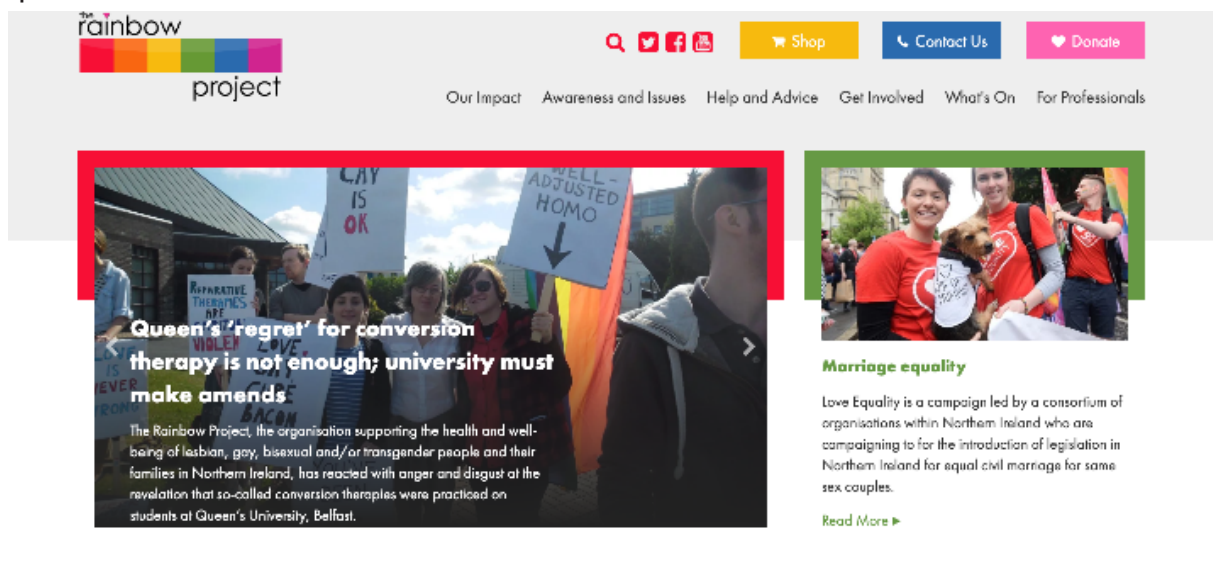
One of the main aims is for the new website and visual identity to give people more of an understanding of what HERe NI is and what it represents. It should be bold and stand out compared to competitors.

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

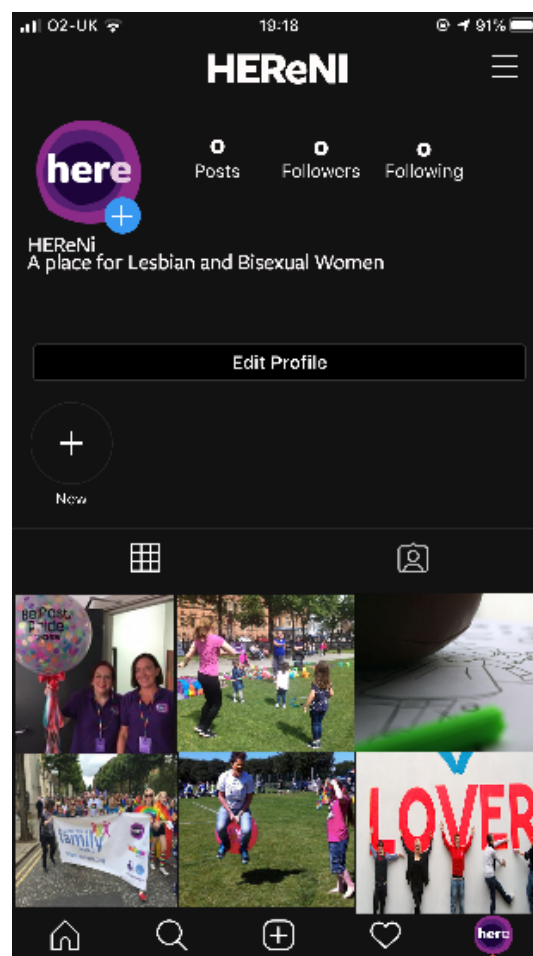
at meeting the expected criteria with a score of 72%. This helps to give a feel for what needs to be amended and what content needs to be created. The Rainbow Project website is similar to what HERe NI are looking for as it is modern, interactive and colourful. Below is an example of what the Rainbow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

# existing identity



The current logo sparked conversation at the initial meeting as we asked the women from HERe NI what the symbolism was. It became clear that there was no meaning or significance of the design, other than the purple tones used which represent the LBT community.

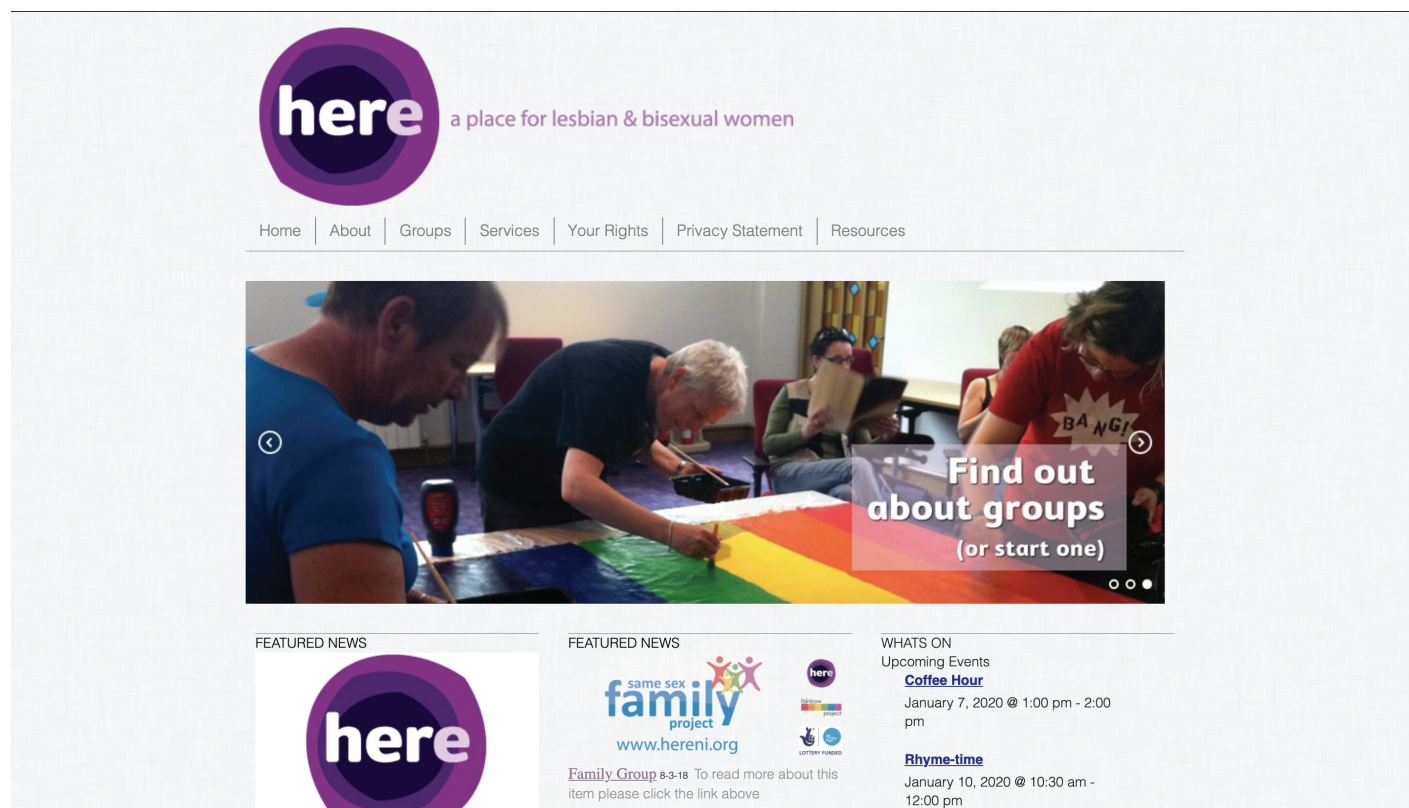
The logo was extremely low res and the charity were limited in regard to the formats available of the file, as this was designed years ago by a company who are no longer in business.

The name of the charity was also another point for conversation as the logo states “here”, however elsewhere, on the site included, they are known as HERe NI. The women emphasised that going forward, we use the name “HERe NI”.

However, it became apparent that the women were not decided on any vision for the new brand identity or what we could or could not change. This left the door open for us to produce something which would be refreshed and more contemporary but also not too far from what they currently have. This is due to issues they may have faced passing this through the board.



The organisation stated at the meeting that the website was the fundamental goal for the project as it was not welcoming or easy to navigate. We discussed possibilities for a basic layout as well as new content that could be included.



The site lacks personality and so the women mentioned that were would like an artefact that could provide this. After a chat we realised that an introductory video of the women at the organisation would be more beneficial as opposed to an animation. This would be a short piece of video production allowing the viewer to meet the staff and a get a feel for their perosnality in order to make them feel at ease and comfortable.

# development of ideas



After the initial brief meeting, I began with my production on the logo. This at first was difficult as I struggled to associate anything with the word “here”. After some brainstorming I decided to keep my designs simple with a clear message. All use the purple colour which is used in the existing logo to represent the community.

My first design was a simple heart which symbolises love and relationships. I added a dot below the point of the heart which would signify a location point, indicating the word “here”.

Secondly, I did a refresh of the current logo which is more simplistic and modern. However, the watermark reminded me of a coffee stain. This one was the most quirky but I wanted to reinforce the sense of community, and coffee mornings is one key event they offer to do this.

The third design was extremely minimal, using the colours of the lesbian flag.





HERE NI

HERE NI

HERE NI







## Sub - Logos



After my development of ideas for the logo, I decided to choose the heart design to pitch to the organisation. I felt that this had the most symbolism and carried a strong message, one which would be easy to identify. The font also has an abstract style which I felt they would like as this is apparent with the current logo and the abstract circle.

I also made two sub logos in a similar style for the 2 most popular groups, the family project and Wednesday Older Women, once again carrying on with the purple colour scheme.

## Website



I also produced mockups for the digital interface, taking points from the benchmarking process in order to create the most effective outcome. The organisation currently use wordpress and stressed that they have issues using it as it is extremely complicated for them. They also wanted to keep the cost to a minimum.

I used a free wordpress template to create a simplistic look that would be comparable to the one used for The Rainbow Project. I wanted to include parallax and also an image slider as this was mentioned at the meeting.

# pitch meeting

With the pitch meeting initially planned for Tuesday 12th November at 2pm on the Belfast campus, unfortunately this did not go to plan.

Due to unforeseen circumstances the pitch did not go ahead on the set day despite both the women from the organisation, Adrian and all three group members attending the campus that day. Miscommunication meant that this could not go ahead.

However, we did manage to get a brief chat with Cara and Grainne from HERe NI who were understanding of the scenario. Chloe made a decision to present the women with our printed logo and website designs in hope that this would save the women of a wasted trip. This seemed to be the most effective decision at the time, but we did not consider that this would mean we could not talk through our work and so it would be at risk for the women to misunderstand the work.

This ended up being the case, as we received an email from Cara that they were not happy with the logos. This then resulted in a telephone call between Cara and Claire, where they decided that everything should be stripped right back. With this in mind, we created brand new logos and mock ups for the rescheduled pitch meeting.



My revised logo is a refreshed version of the original sitting with the purple and the circle. Although this is significantly less complex than my other designs, it is clear and concise. The organisation were most satisfied with this version out of all that were presented, therefore this is the final logo.

WOW

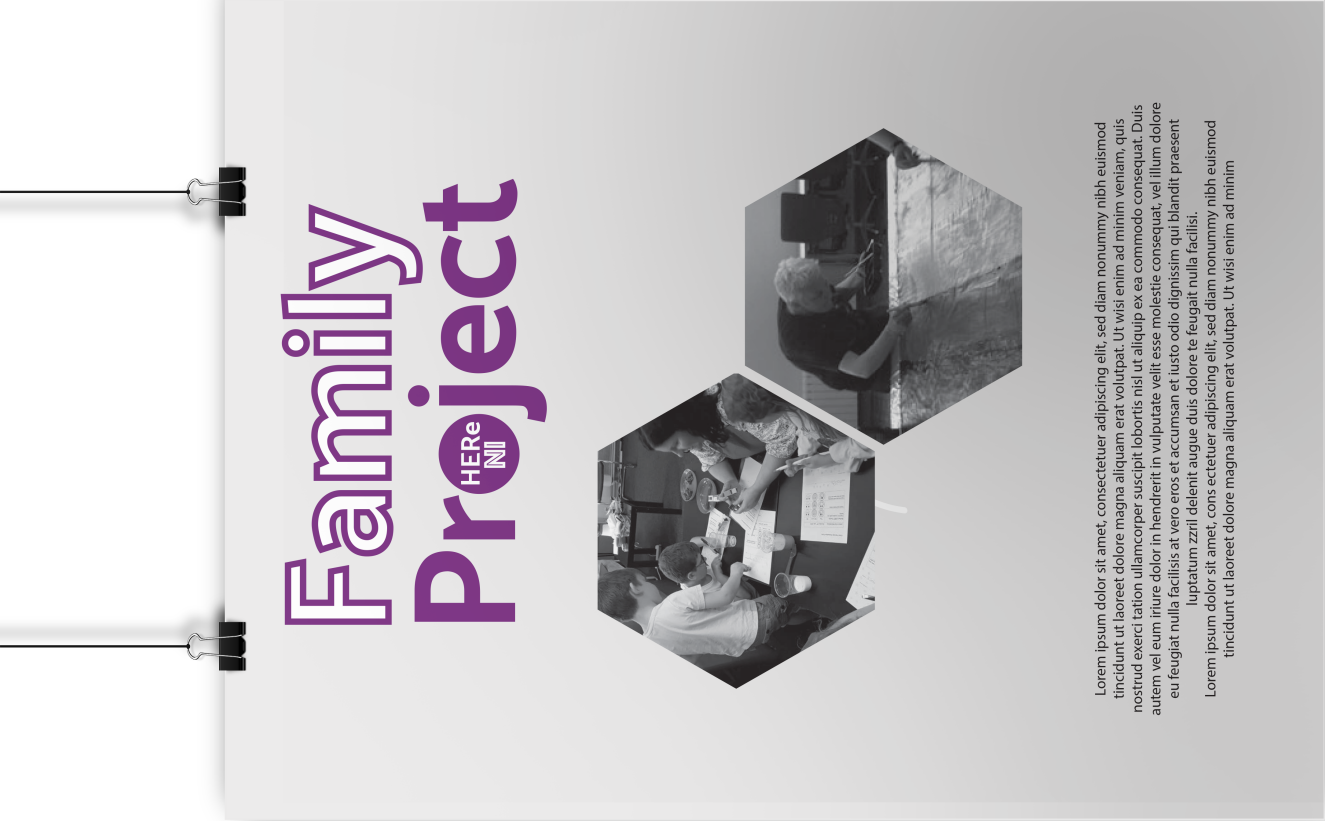
The logo consists of the word "WOW" in a large, purple, outlined font. The letter "O" is replaced by a solid purple circle. Inside this circle, the text "HERe" is written in a white, sans-serif font, with "NI" written below it in a smaller, white, outlined font.

Family  
Project

The logo consists of the words "Family" and "Project" stacked vertically in a large, purple, outlined font. The letter "o" in "Project" is replaced by a solid purple circle. Inside this circle, the text "HERe" is written in a white, sans-serif font, with "NI" written below it in a smaller, white, outlined font.



Rollup Banner & Leaflet



26, thursday april 2012

**DYNAMICS**  
951 Lusington Ave



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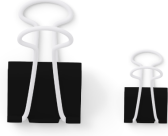
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**Razel Minard**  
Manager



*Cara McCann*  
**Director**

cara.mccann@hereni.org  
028 9024 9452

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

Mug & T Shirt



# Website





# Storyboard



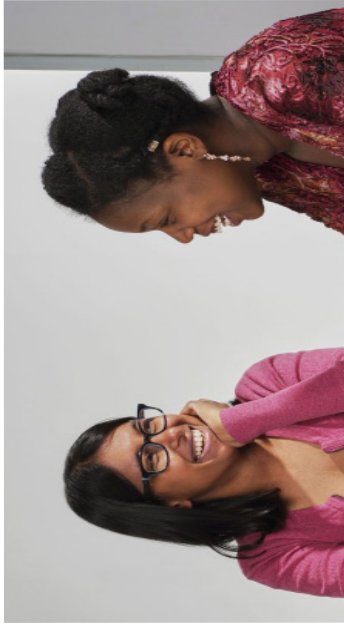
B Roll of outside the building



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 (depending on how comfortable they feel)



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



Cut to the new logo and fade out.

# filming

Date: 28th November 2019

Time: 1 - 4pm

Location: HERe NI office, 23 - 31 Waring Street, Belfast

Attendees:

Chloe Rushton - camera

Kerri Cunningham - director

Jamie-Leigh Gibson - sound

all main staff at HERe NI - interviewees

Aim:

- to capture all interviews / introductions
- take headshots
- capture b roll for the film

The filming had initially been planned to take place at the Belfast campus so that we could aid of the TV studio and equipment. However, due to the strikes taking place on campus at the time the staff from HERe NI were unwilling to cross the picket line.

This resulted in us hiring all equipment which we would need and heading to the HERE NI office to complete the filming. This worked out successfully in the end and the filming process ran smoothly.



During the filming, we used a green screen in our set up so that we could insert an image of the office block as our backdrop. As Chloe was in charge of editing, she inserted the backdrop into the first draft of the video, although it looked quite dull and drab.

I edited the image in Photoshop, creating a purple overlay to lift the image and tie in with the colour scheme of the branding. This worked out well and brightens up the content.

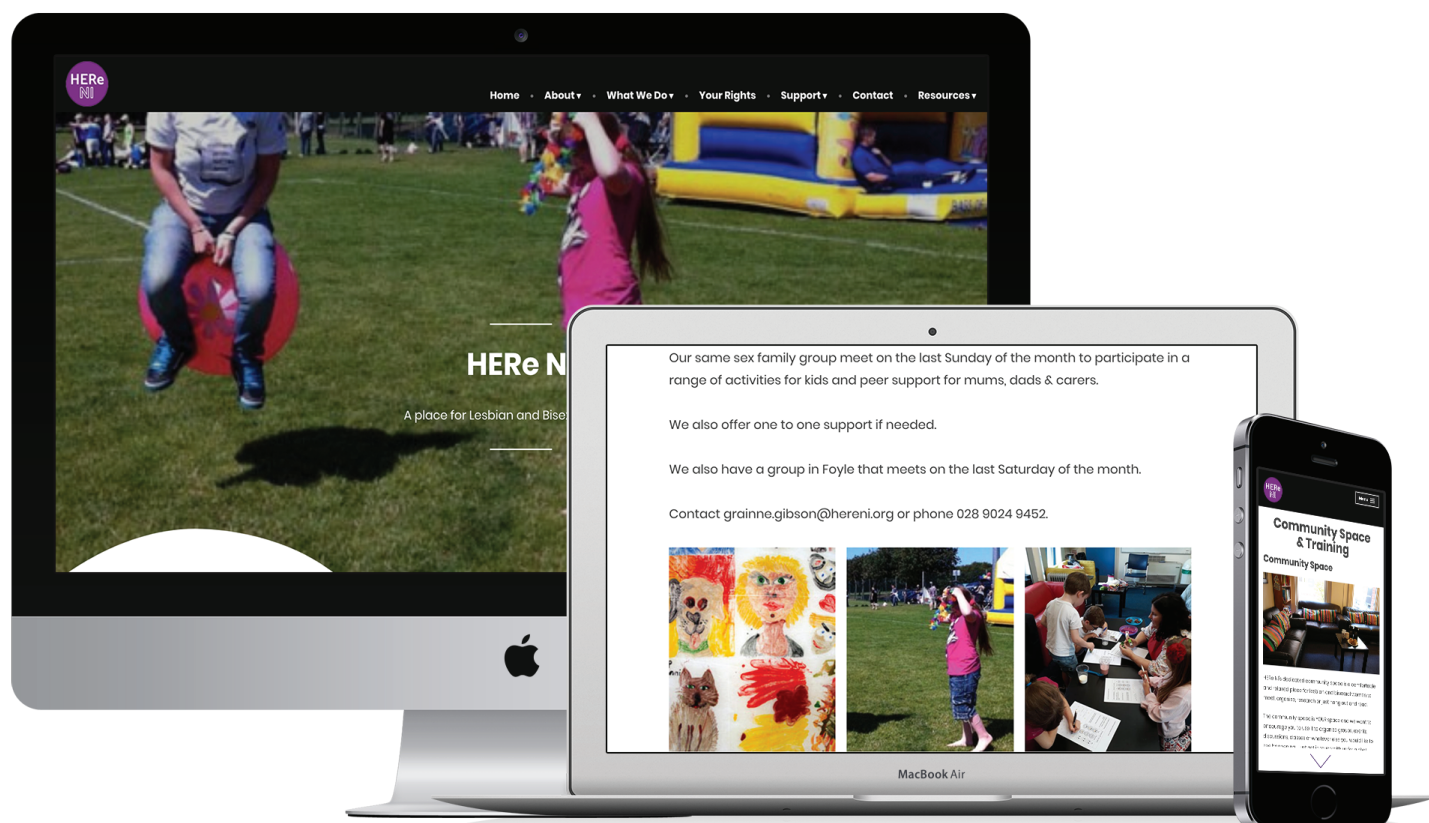


# website

As the website is the most time consuming, the three of us equally split the work so that we would each be in charge of a range of pages on the site.

Cara sent over the content for the site in week 9 which allowed us three weeks to work on the site. During this course, we had to consult back and forth numerous times to ask for further information and discuss any issues we may have encountered.

I worked on the about us page, as well as the adoption, rights and children pages, alongside a thorough rewording and spell check of the overall site.





# exhibition boards

Once all production was complete, I solely designed and created the boards which will be printed and displayed at the exhibition on 10th January 2020. These will brief the audience on the organisation as well as the work we completed.



a place for lesbian & bisexual women

HERe NI is a non - profit organisation based in Belfast which supports lesbian and bisexual women, providing them with a place of leisure and groups and resources for comfort and support.



@NIHere



@Here.NI

23 - 31 Waring Street, Belfast BT1 2DX  
028 9024 9452

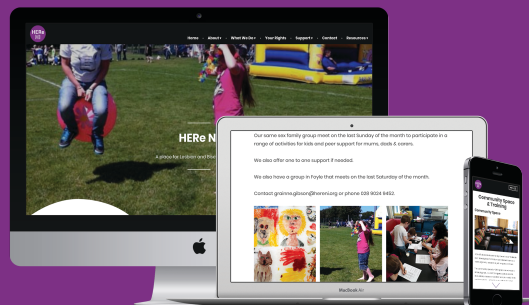
We were tasked with updating their visual identity as well as completely restructuring and recreating their website to be much more functional and user friendly. Furthermore, we carried out a shoot for an “About Us” promotional video which allows the site user to meet the team and learn more about what they do.

Team:

Chloe Rushton  
Videography and Headshots, Editing

Kerri Cunningham  
Brand Identity, Video Director

Jamie-Leigh Gibson  
Sound, Infographics



[www.hereni.org](http://www.hereni.org)

# final preparation

As I was in charge of the boards, Jamie Leigh and Chloe constructed a user manual for HERe NI when using the wordpress. This will help them when they run into any issues.

All production was completed by week 12, and all our content will be added onto a hardrive to hand over to the client at the exhibition.

I completed some further mockups so that the organisation can use these for print if required.



# conclusion

In reflection of this project, I feel that we produced a successful brand identity, video and website. I believe that we met up to the expectations and the brief and have delivered everything to a high standard.

Working with my team was interesting as it worked well but also was a learning curve in regard to a lack of communication within the team members and also the organisation members. But overall I am satisfied with the output.

I spent a credible time on the project each week, using basecamp to communicate with my colleagues. Although I began using Toggl, I must say that I ended up not using this as I should have, as the majority of time spent on the project was not tracked due to overlooking this and doing bits here and there. I would also say that basecamp could have been used more effectively between us all as we ended up mostly communicating in another group chat which we would have been effective along with basecamp.

To conclude, I have found this period a very propitious undertaking and I have thoroughly enjoyed my time working alongside HERe NI.







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