

TRIANGLE

Building better lives together

LOG BOOK

Kyle Crawford

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Meeting the client

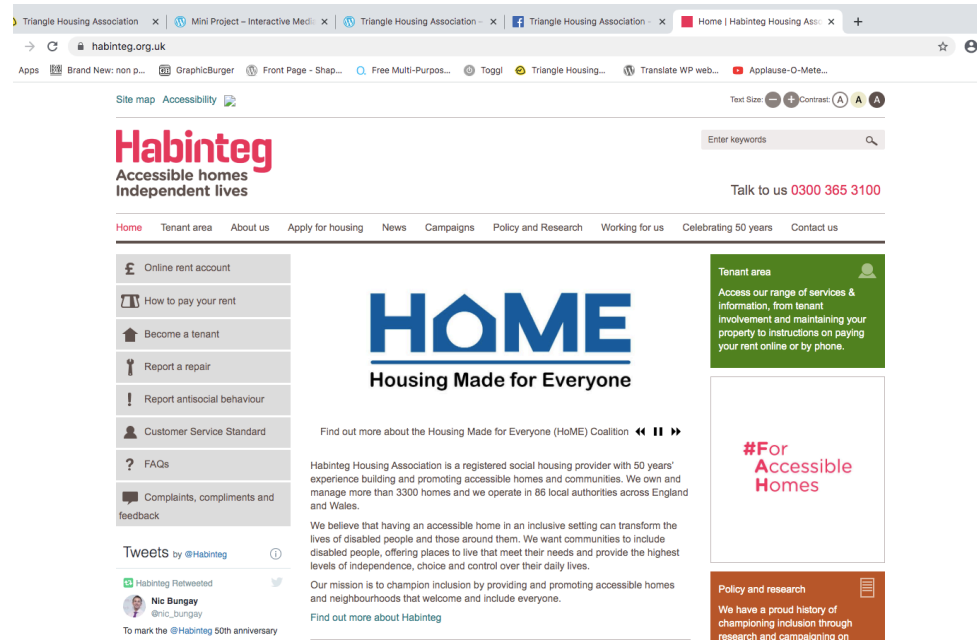
We met with our client to discuss what their organisation does, and what their needs are that we can provide them. Triangle are a non-profit organisation providing social housing to their community. Within Triangle, they run the Alternative Angles social enterprise scheme who provide support for people with learning disabilities to experience and develop new skills which may lead to them gaining employment. Alternative Angles forms part of Triangle's Progression to Employment Service and is funded by the European Social Fund, Northern Health & Social Care Trust and the Department for Employment & Learning.

Triangle are in need of a new website as on their current one it is very difficult to find all the community work they do and services they do. They'd like a site that current residents, staff, public funders and parents of young adults with learning disabilities can all access. Triangle would also like a new visual identity as their current one is very dull and doesn't represent the uplifting work they do. We will refresh the current Triangle logo and create a new one for Alternative Angles. We will also update the current typeface and colour palette which can be used for print and digital work.

The overall aim is to overhaul and modernise the Triangle brand so that they become more well known across Northern Ireland and people are aware of all the work they do and services they provide.

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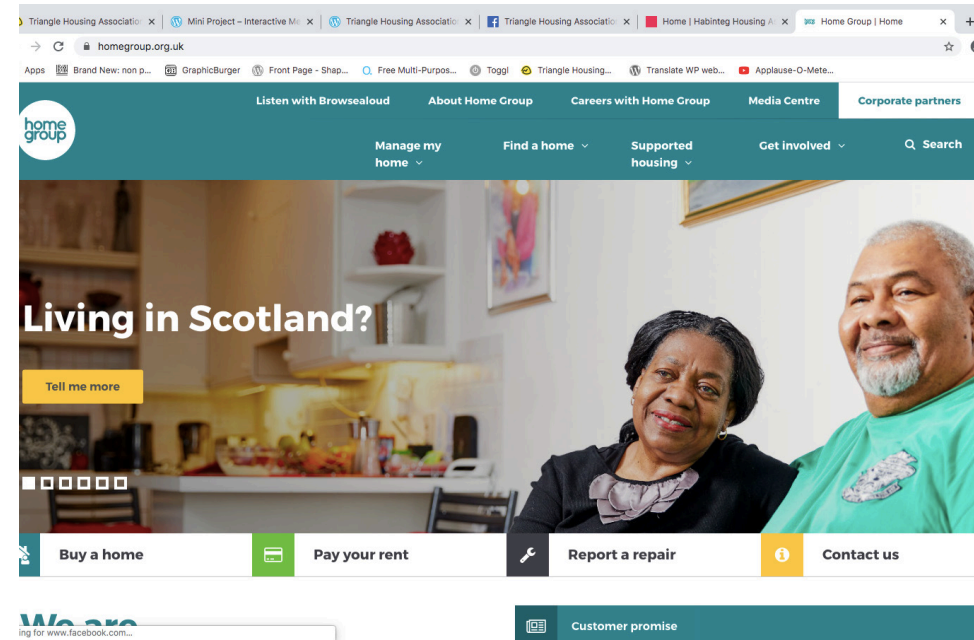
Benchmarking



Habinteg

www.habinteg.org.uk

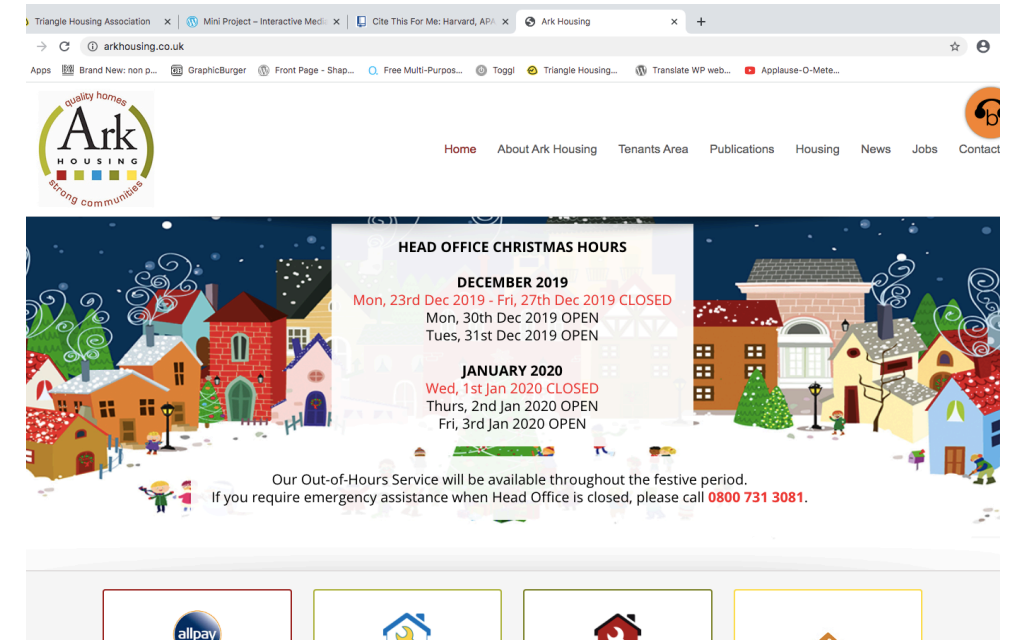
(Association, 2019)



Home Group

www.homegroup.org.uk

(Homegroup.org.uk, 2019)



Ark Housing

www.arkhousing.org.uk

(Ark Housing, 2019)

These are the three sites I will be analysing and comparing in order to gain the knowledge on what Triangle should include on their new site. I have decided to look at two NI based organisations, Habinteg and Ark Housing and one English based, Home Group. I will present all this information in a table and give scores to each site based on a number of features I will judge them on. I will then give a summary talking about the general takeaways I have taken from each site and the overall benchmarking experience.

Category	Feature	Habinteg	Home Group	Ark Housing
First Impression	Aesthetics	Title and tagline prominent on first glance	Large images showing residents	Large images showing board members
	Target Audience	Target Audience on Homepage	Target audience on homepage	One click away
	Chief Aim	Chief aim is on homepage	Chief aim is on homepage	Chief aim is on homepage and read more link
Look & Feel	Retina (HD Ready)	Logo is good quality, however images of staff are pixelated	All images are off great size and quality	Images are pixelated
	Responsive	Yes	Yes	Yes
	Content in Prime Position	Image Slider	Image slider	Welcome Text
	Body text font	Sans serif	Sans Serif	Sans serif
	Logo Placement	Top left	Top left	Top left
Technical	Pay Online	Can pay rent, request repairs	Can find houses, jobs, community work	Can pay rent, report repairs
	Content Management System	VerseOne group	WordPress	Giant Design and Digital Marketing
	Analytics Embedded	Google Analytics	No	No
	Primary Menu Format	Click through	Click through and rollover	In header
Navigation	Primary Menu Position	Horizontal top	Horizontal top	Horizontal top
	Means of getting to top of pg	Not on homepage, but the other main pages	Not on homepage but the other main pages	Arrow button in footer
	Sitemap	One click away	One click away	None
	Breadcrumbs	Yes, under homepage	One click away, under header image	None
	Contact Us	In the main menu	In the header	In header
	No. of clicks to Contact Us	One	One	One click away
	Explanation of Service	On homepage	On homepage	On homepage
	Evidence of Outdated Content	None	None	YouTube video from 2017
Content	Social Media	Links in footer	Links in footer	Links in footer
	FAQ section	Left hand side in sub menu	Within Contact us	None
	Privacy Policy	One click away in footer	One click away in footer	None
	Search	Embedded in homepage	Embedded in header	None
	Type of Search button	Text and search	Text and search	N/A
Functionality	Load Time	1.36s	2.2s	4.42s
	Email Subscription	None	None	None
	Multilingual	No, however different background colours and text size settings	Yes, there is an option in header to translate	Yes, there is an option in header to translate
	No. of languages	N/A	100+	100+
Accessibility	How many font types	Two	Two	Two
	Clear and accurate headings	Yes	Too many	Yes
	Are Links visually distinct	Yes	Yes	Yes
	Link underlining	Yes	Yes	Yes
	Hyperlinks change colour if visited	Yes	No	No
Overall Score		85%	85%	59%

After Benchmarking three sites from the UK, two from NI and one from England it is clear that Ark Housing is clearly lacking from the other two. It has a very basic design and doesn't have a modern look. While it contains everything it's target audience would want, the overall site design isn't very appealing and the large images of the board members upon entering the site doesn't really give it a community feel.

Habinteg and Home Group both scored highly and respectable scores at 85 percent each. Home Group certainly comes across as a more modern site however Habinteg's contains all the information you'd expect and then some. I feel like Home Group's homepage is too in your face and too 'busy', I can imagine it overwhelming users on their first visit. I really like the layout of Habinteg's homepage. The main menu In the header is for general pages like 'About us' and 'Contact us', while they have a sub menu on the left which is for tenants where they can pay rent and report any issues. Nothing is cluttered, it has been spaced out very well and makes the most out of text and imagery.

Creative Brief

In order to create the brief, we had to factor in the following guidelines:

1. Describe your community partner.
2. Summarize the project.
3. Explain your objectives.
4. Define your target audience.
5. Outline the deliverables.
6. Identify competitors.
7. Tone, Message and Style.
8. Provide the timing.
9. Specify your budget.
10. List the team.
11. Presentation.

Describe your Community Partner:

Triangle Housing Association is a registered Housing Association within the Department for Communities in Northern Ireland. Triangle is a non-for-profit organisation and a registered charity. They provide supported accommodation, family housing, specialised care and support services and supported employment programmes for tenants across Northern Ireland. Triangle is a progressive service provider, promoting social inclusion through a range of strategic partnerships. Triangle are involved in a government scheme, Progression to Employment, which provides the necessary support systems to enable people with learning disabilities to achieve and maintain employment. Part of the service involves enterprise activities – “Alternative Angles”, with facilities in Antrim, Ballymena, Coleraine, Magherafelt and Newtownabbey.

Summarize the Project:

We are going to redesign the visual identity of Triangle, in order to improve the brand and represent a more contemporary style. We will also create new logos for Alternative Angles and to help improve their recognition in the community. We will also revamp the website and make it accessible for service users, professionals and funders involved with Triangle.

Target Audience:

The target audience is current residents who use Triangle services. We are also targeting potential residents so we will need the necessary info that they should require. Parents of young adults with disabilities will also want to access the site to perhaps find information about the 'Progression to Employment' scheme. Public funders will access this site to explore the services that Triangle provides. As a result, it's important the website is professional.

Deliverables:

We aim to create a website with clear sections for Residents, Staff, and Services pages while containing all the information which is required. As Triangle has grown so much in the past few years, this is a perfect time to overhaul the website so we can start from fresh and include everything they have recently done which the public are not aware about. The homepage will introduce Triangle and from there the user will be able to click on the Residents, Staff, or Services section depending on what they are interested in. Word Press is probably the best tool to create the site, as anyone from the company could make changes and we will create a user guide to aid them.

We are developing a new visual identity, which can be used for print and digital work including an annual report. This will help boost the Triangle brand recognisable across Northern Ireland. We will create a showreel showcasing all the community work that Triangle and Alternative Angles does. This video can be used on the Facebook and Twitter pages to help spread awareness of their charitable work. We will also create a user guide for the website, so all staff are aware of how to make changes after this project ends.

Identify Competitors:

In terms of competitors, we've benchmarked several social housing organisations such as Choice, Home Group and Sanctuary Housing. Similar trends we've noticed are that all the logos are simple and easy to interpret. In terms of the website, the resident portals are clear to spot and easily accessible which is key.

Where we feel Triangle could branch out from the rest is to include a staff section and introduce each member of staff and explain their role, so it portrays a more community and less corporate feel.

Tone, Message and Style:

We want the tone to be lively, welcoming and represent a community feel that is for everyone. Content Management Guidelines will be produced as part of the design process and colours palettes and typefaces will be documented so in future there will a consistent design across all Triangle reports and documents.

Timing:

- Brief agreed with Triangle

Sign Off
Week 4 ending
18-10-19

- Pitch Document discussed with Triangle

Sign Off
Week 6 ending
01-11-19

- Film Showreel

Sign Off
Week 10 ending
29-11-19

- WordPress site goes live

Sign Off
Week 12 ending
13-12-19

- Project Exhibition and Presentation

Sign Off
Week ending
10-01-20

Budget:

Quotes:

Digital Printing:

50x50
A4 Portrait Booklets: £128.03

Doxzo:

A4 Portrait Booklets: £87.60
30x30
Business Cards: £4.63

Hello Print:

25x25
A4 Portrait Booklets: £171.95
500x500
Business Cards: £12.25

Fiverr:

60 sec promotional Video: from £83.09

Biteable:

Any Duration promotional Video: Free

Magisto:

Any Duration/Yearly promotional Video: From
£394.96

Team Members:

Claire Mulrone- Project Manager

Adrian Hickey- Creative Director

Kyle Crawford- Web Design, Graphic Design, Social Media.

James Buick- Graphic Design, Editing, Video

James Caulfield- Graphic Design, Visual Identity

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Who are Triangle

Triangle Housing Association is a registered Housing Association within the Department for Communities in Northern Ireland. Triangle is a non-for-profit organisation and a registered charity. They provide supported accommodation, family housing, specialised care and support services and supported employment programmes for tenants across Northern Ireland. Triangle is a progressive service provider, promoting social inclusion through a range of strategic partnerships. Triangle are involved in a government scheme, Progression to Employment, which provides the necessary support systems to enable people with learning disabilities to achieve and maintain employment. Part of the service involves enterprise activities - 'Alternative Angles', with facilities in Antrim, Ballymena, Coleraine, Magherafelt and Newtownabbey.

Project Objectives

The aim of this project is to improve the brand of Triangle and create a visual identity that relates to the work they do. We aim to make Alternative Angles, the social enterprise arm of Triangle, well known within the NI community and make it clear that it is part of Triangle's brand so that when people see or hear the name Triangle, they're already aware of all the work they do across NI.

Project Summary

We are going to redesign the visual identity of Triangle, in order to improve the brand and represent a more contemporary style. We will also create new logos for Alternative Angles and to help improve their recognition in the community. We will also revamp the website and make it accessible for service users, professionals and funders involved with Triangle.

Target Audience

The target audience is current residents who use Triangle services. We are also targeting potential residents so we will need the necessary info that they should require. Parents of young adults with disabilities will also want to access the site to perhaps find information about the 'Progression to Employment' scheme. Public funders will access this site to explore the services that Triangle provides. As a result, it's important the website is professional.

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We are developing a new visual identity, which can be used for print and digital work including an annual report. This will help boost the Triangle brand recognisable across Northern Ireland. We will update the Triangle social media pages. We will create a showreel showcasing all the community work that Triangle and Alternative Angles does. This video can be used on the Facebook and Twitter pages to help spread awareness of their charitable work. We are looking for consistency across the Triangle visual identity, so we will be creating brand guidelines, so staff know what typefaces, and to use. We will also create a user guide for the website, so all staff are aware of how to make changes after this project ends.

Team Members

Claire Mulrone- Project Manager

Adrian Hickey- Creative Director

Kyle Crawford- Web Design, Graphic Design, Social Media.

James Buick- Graphic Design, Editing, Video

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Competitors

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Where we feel Triangle could branch out from the rest is to include a staff section and introduce each member of staff and explain their role, so it portrays a more community and less corporate feel.



Tone

We want the tone to be lively, welcoming and represent a community feel that is for everyone. Content Management Guidelines will be produced as part of the design process and colours palettes and typefaces will be documented so in future there will be a consistent design across all Triangle reports and documents.

Budget

Quotes

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300x300 Business Cards: £17.02	30x30 Business Cards: £4.63	500x500 Business Cards: £12.25
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Production Schedule

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Week 12 ending
13-12-19

- Project Exhibition and Presentation

Sign Off
Week ending
10-01-20

Design Applications



Adobe Photoshop CC: For creating logo's and design mock-ups for website, branding etc.



Adobe Premiere Pro CC: Editing videos, we are planning to create a promotional video for Alternative Angles.

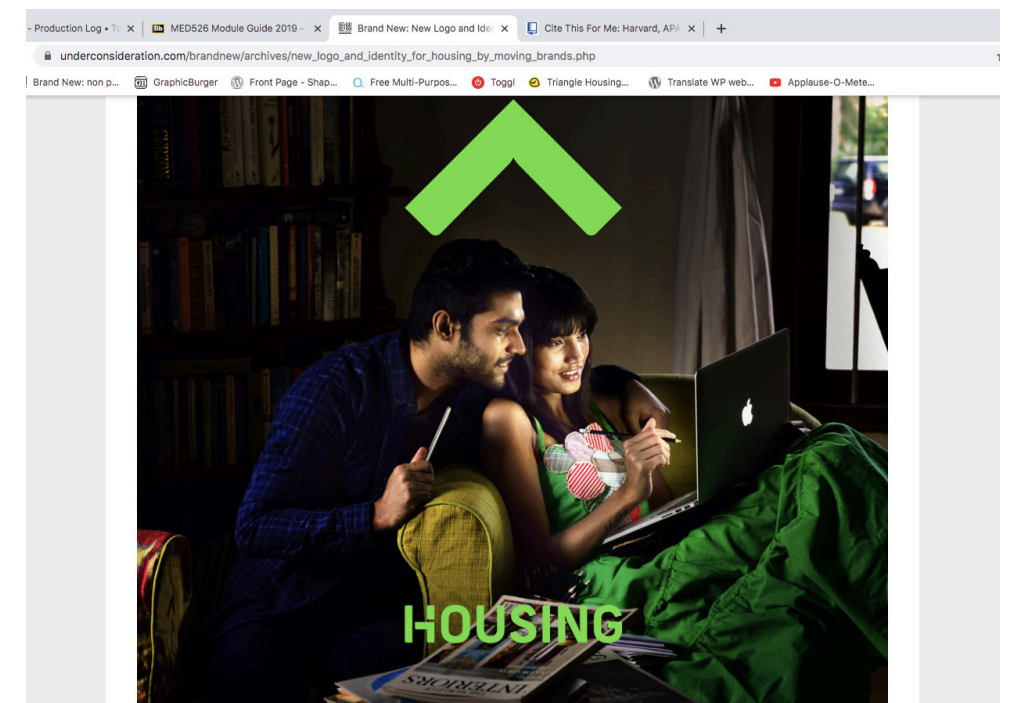
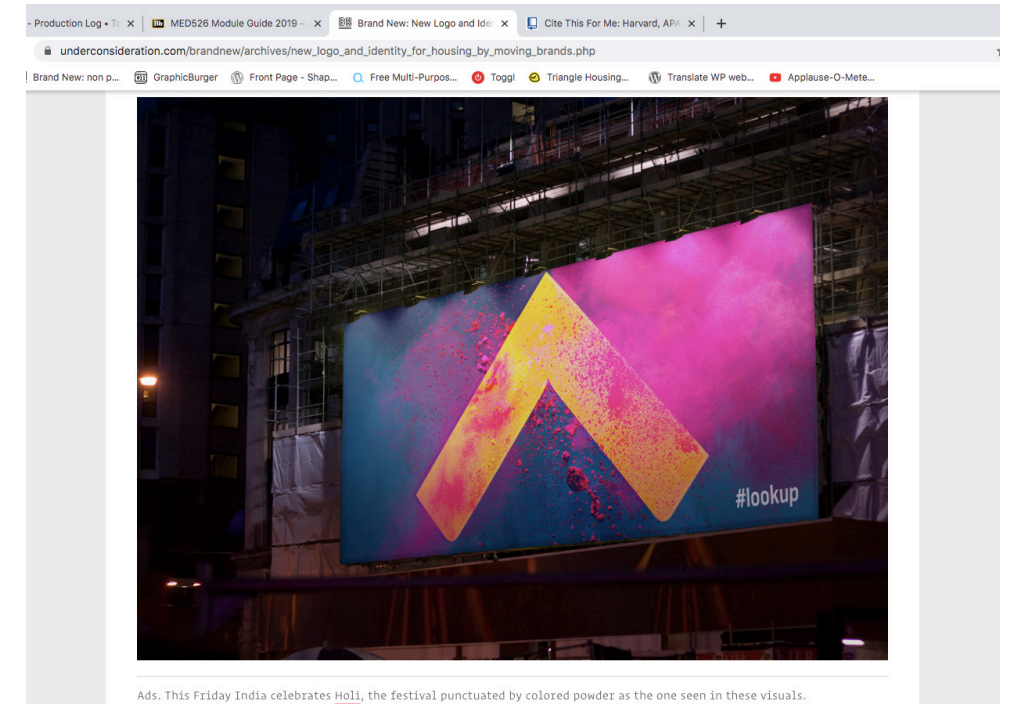
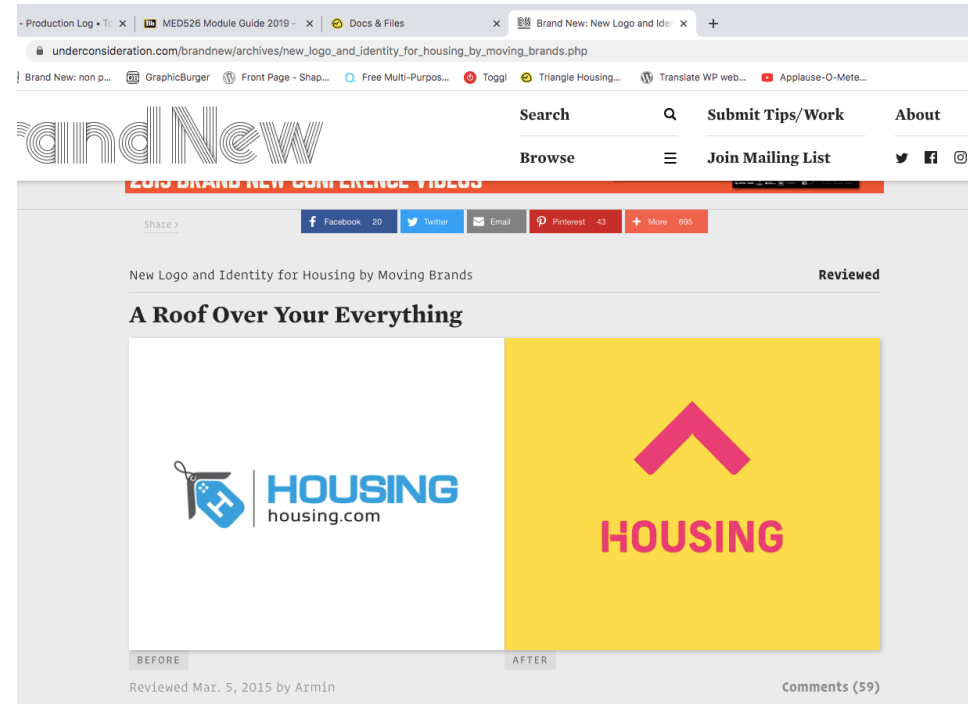


WordPress: We will be using WordPress to create the new Triangle website. We will be using a template and adding in the required assets. Using this application makes it easier for staff to make changes afterwards.

Logos

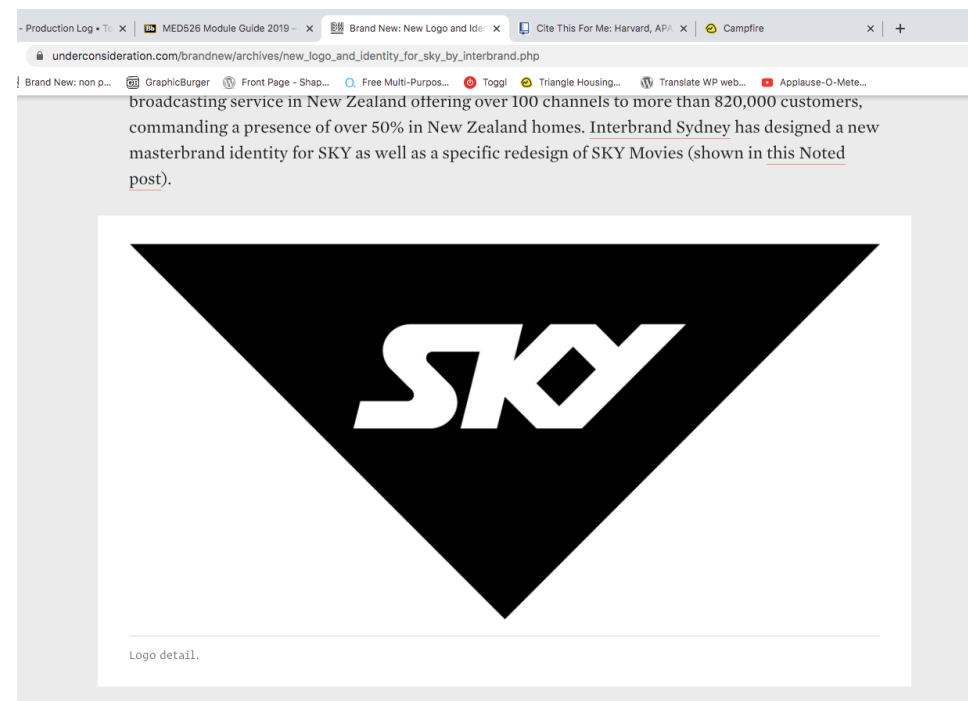
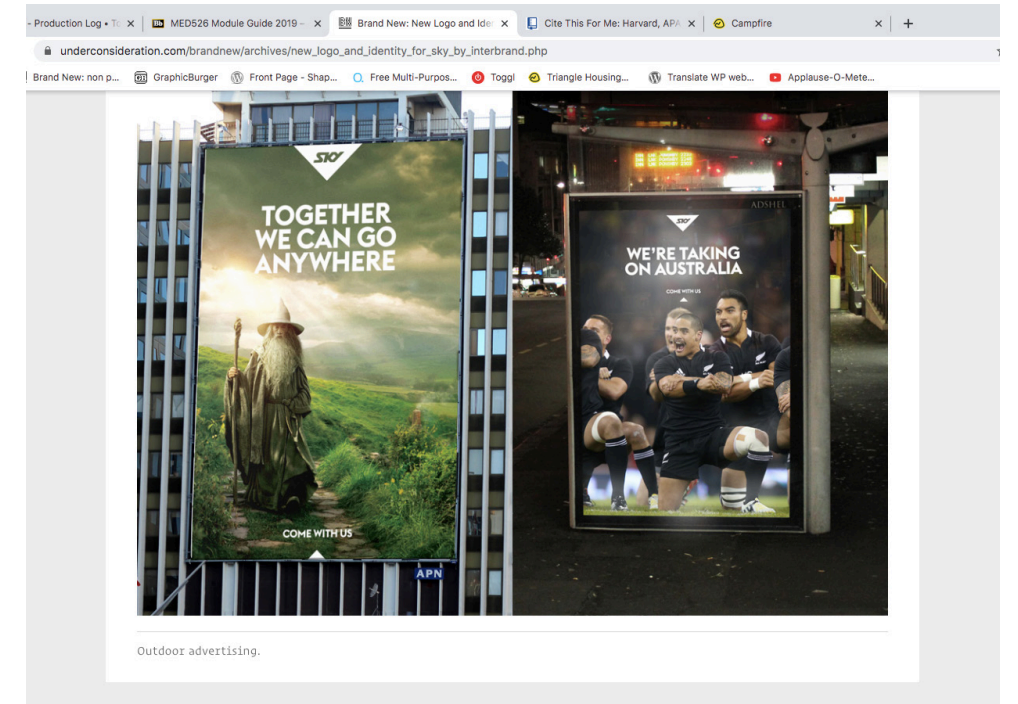
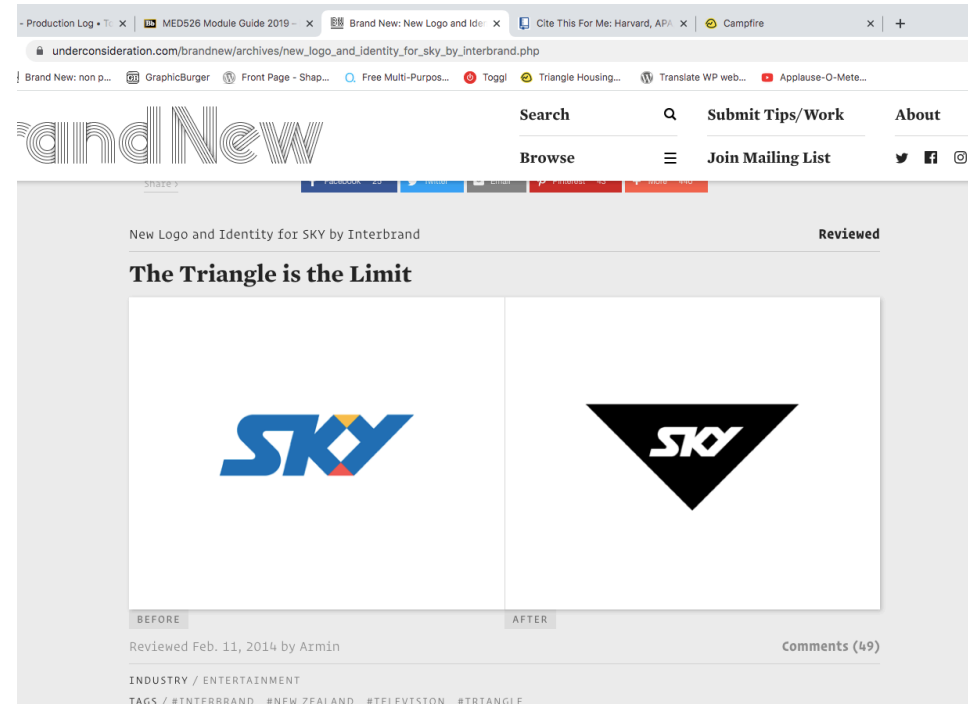
I have researched different design sites to see different housing associations logos. This particular one titled 'A Roof Over Your Everything' is for an Indian real estate company. I like the idea of a roof and I feel it could be a good Idea for Triangle as I feel they have missed a beat by not making their current logo a roof considering the organisations name. I have found this logo on Brand New (Underconsideration.com, 2019).

It is shown here that particular logo is versatile and can be used to represent the company in almost any environment. My hope is to create a logo for the client that when people see a roof for example like this one that they will instantly recognise that it's Triangle.



This logo here, 'Sky' a New Zealand broadcasting service has used a triangle for it's design which I feel is relevant to our client. The black and white palette obviously represents NZ and I feel this is a good idea to represent your client which we could use the current colour palette Triangle uses.

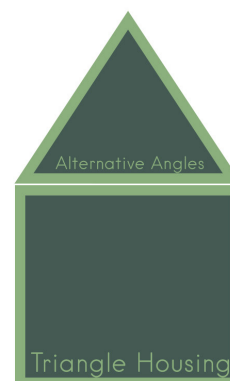
I like how in the promotional material the logo is very subtle and in the background and I feel in Triangle's case a logo like this would work as it wouldn't distract the viewer from the work they'd perhaps like to showcase such as properties or voluntary work. I feel like a triangle is a quirky shape and using it as the predominant design for the triangle would help represent the uplifting and positive work they do.



In terms of logo's, I wanted to refresh the Triangle Logo and incorporate Alternative Angles into it as currently, it is difficult for people to understand that Alternative Angles is part of the Triangle brand. For my first design, I created a triangle which obviously represents the company but also a roof of a house. I kept the same colour scheme as Triangle currently uses. I'm a fan of this design as it has a simple yet modern look.

For the second Triangle logo, I have simply created a house to represent the work the company do and the roof emphasises Triangle Housing Association. I'm not sure how this design would look on branded products or merchandise but I feel as a logo itself it could work as it has a quirky look and would be recognisable.

The third logo is a mixture between the first two which is in the shape of a house with the word's Alternative Angles acting as the bottom of the roof. I feel this design is a bit too complex to work as a logo, maybe after a bit more refinement it'd look more appropriate however I feel the first design is more fitting.



For the first Alternative Angles logo, I kept the same design as the first Triangle Logo as I wanted to keep a consistent design and ensure it is easy to tell Alternative Angles is a part of the Triangle brand. Upon reflection, I quickly decided to align the Alternative Angles text with the triangle shape. Again, I like this design as it is easy to understand yet has a modern look.

For the second logo, I simply created a triangle and included the text on each side of the triangle to represent 'Alternative Angles'. I feel this is a very basic design however because of its simplicity, the company may appreciate it.

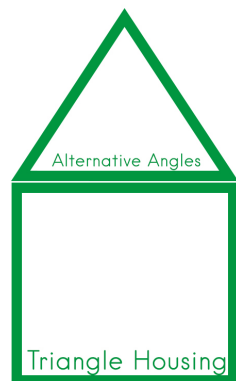
For this final logo, I decided to go with a large 'A' to represent Alternative Angles and a green triangle in the middle of the A to represent Triangle Housing. I feel this is a simple yet effective design as it is easy to understand and accomplishes everything it needs to.



I felt the current Triangle design was a bit dull after looking at the logo's I designed and felt it didn't really represent the mood of the company and uplifting work they do so decided to change the primary dull green to an electric green to give it a more uplifting look (#009640).



The two logo's I have decided to pitch to Triangle are the first two for each brand I shown previously. I feel like they will appreciate the new design and also approve of it's simplicity and easiness to understand as well as a more vibrant colour. Also, I feel they'll like how I've incorporated Alternative Angles into Triangle Housing.





Triangle Housing

Alternative Angles



Alternative Angles



Triangle Housing

Alternative Angles



Alternative Angles



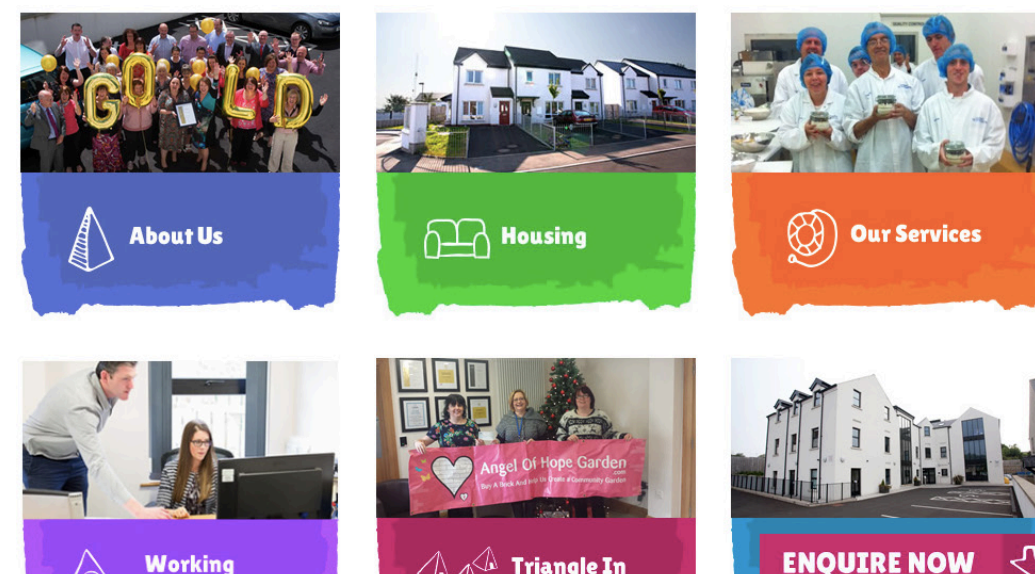
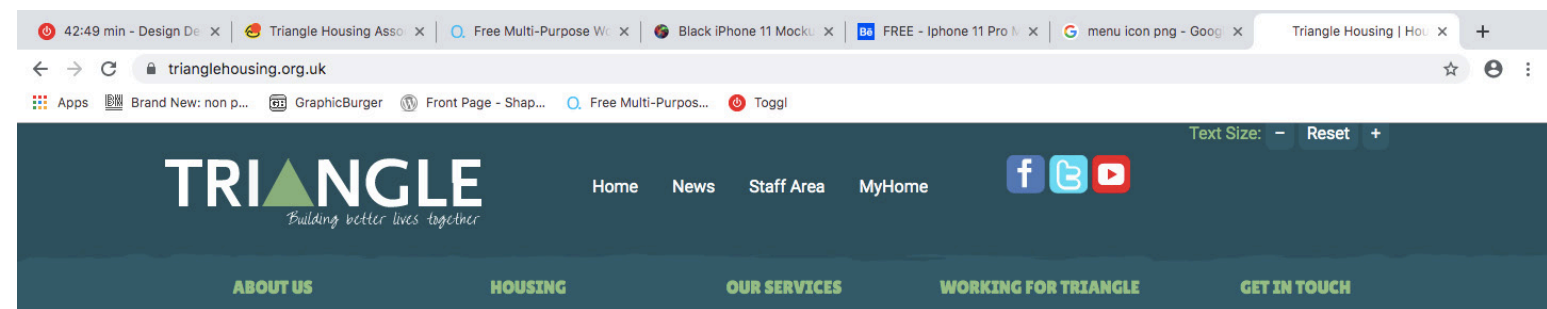
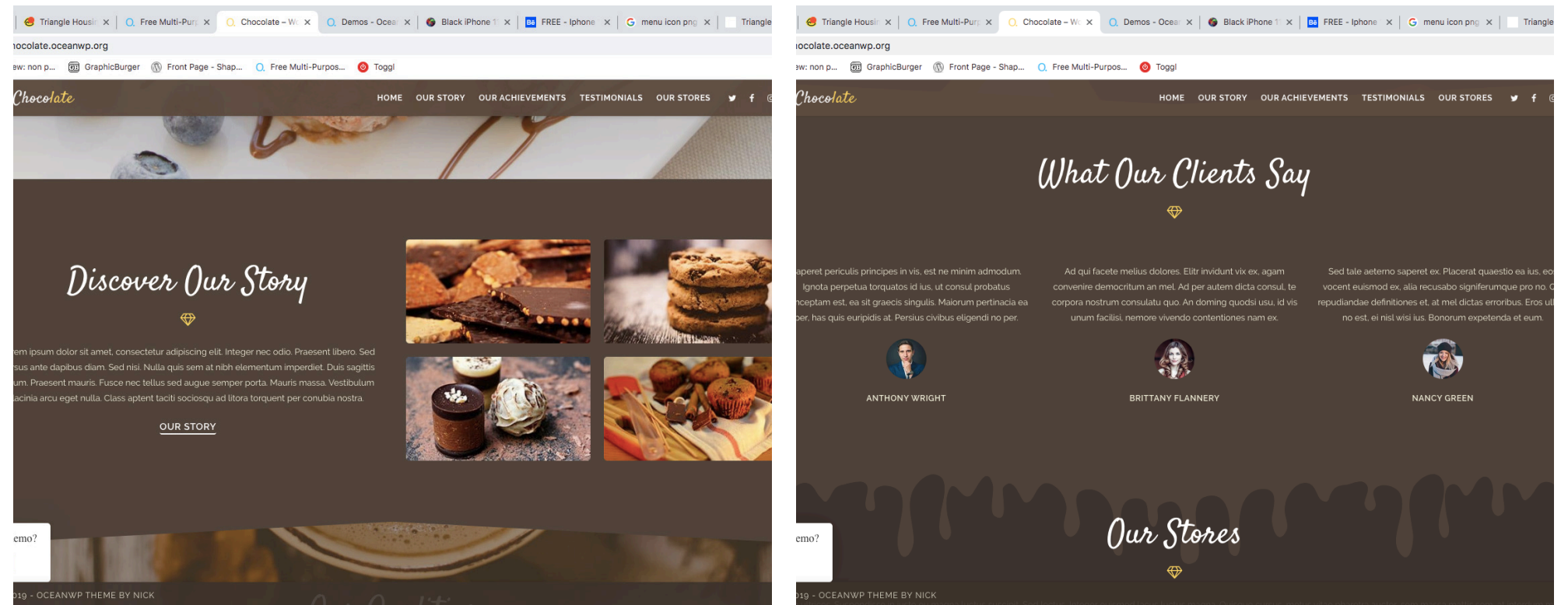
Web Design

For web design, we decided WordPress would be the ideal solution to creating a new site for Triangle. The fact changes can easily be made to the site means that after we've finished the project, Triangle staff can make changes to the site themselves after we've explained to them how to use WordPress of course.

We also decided to use WordPress, as it is fully responsive and it's templates feature a modern design.

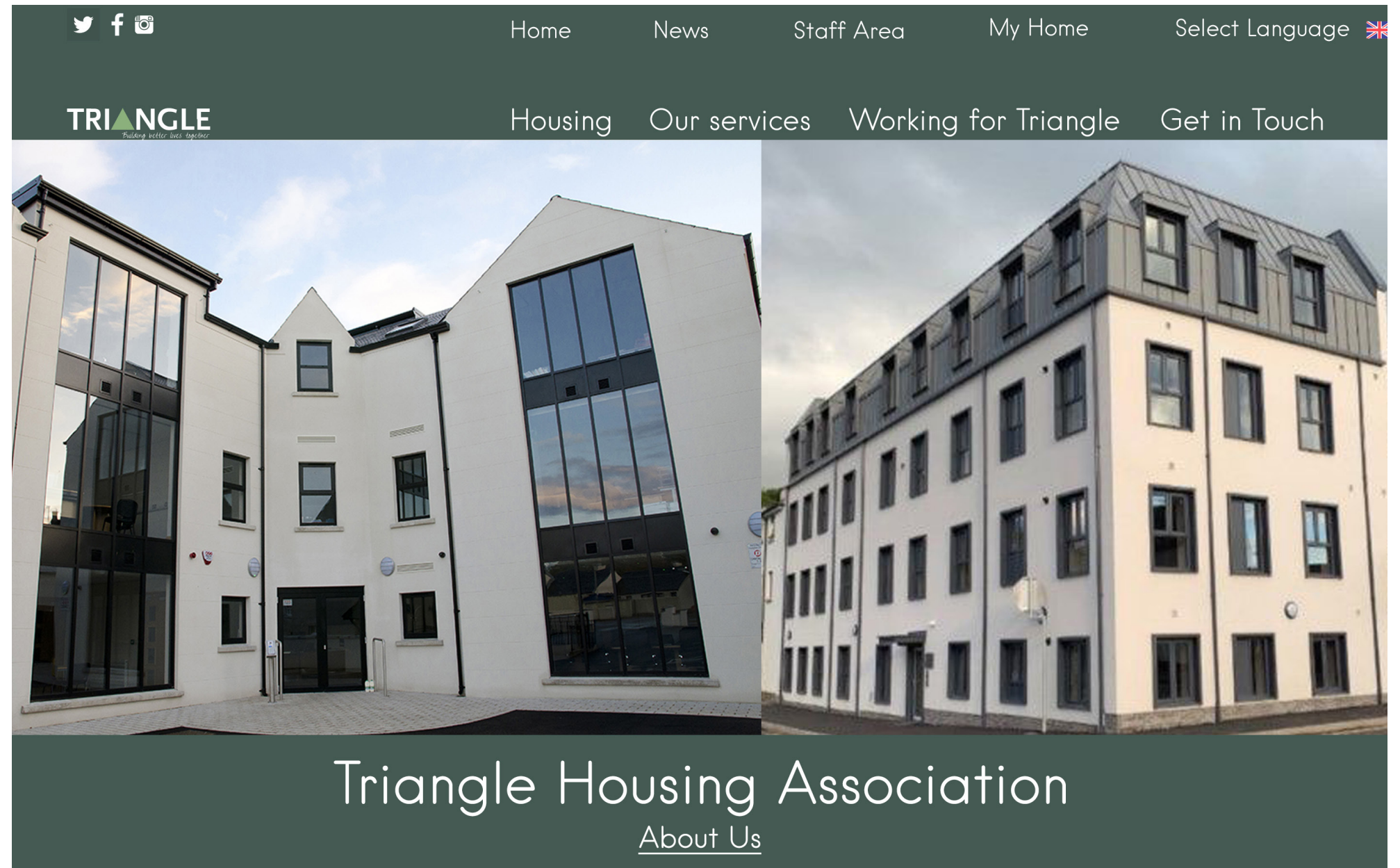
Upon researching, I felt the OceanWP (Chocolate.oceanwp.org, 2019) would be appropriate as it contains a parallax scroll which means all relevant information can be contained on the homepage and we can still keep the menu options from Triangle's current website.

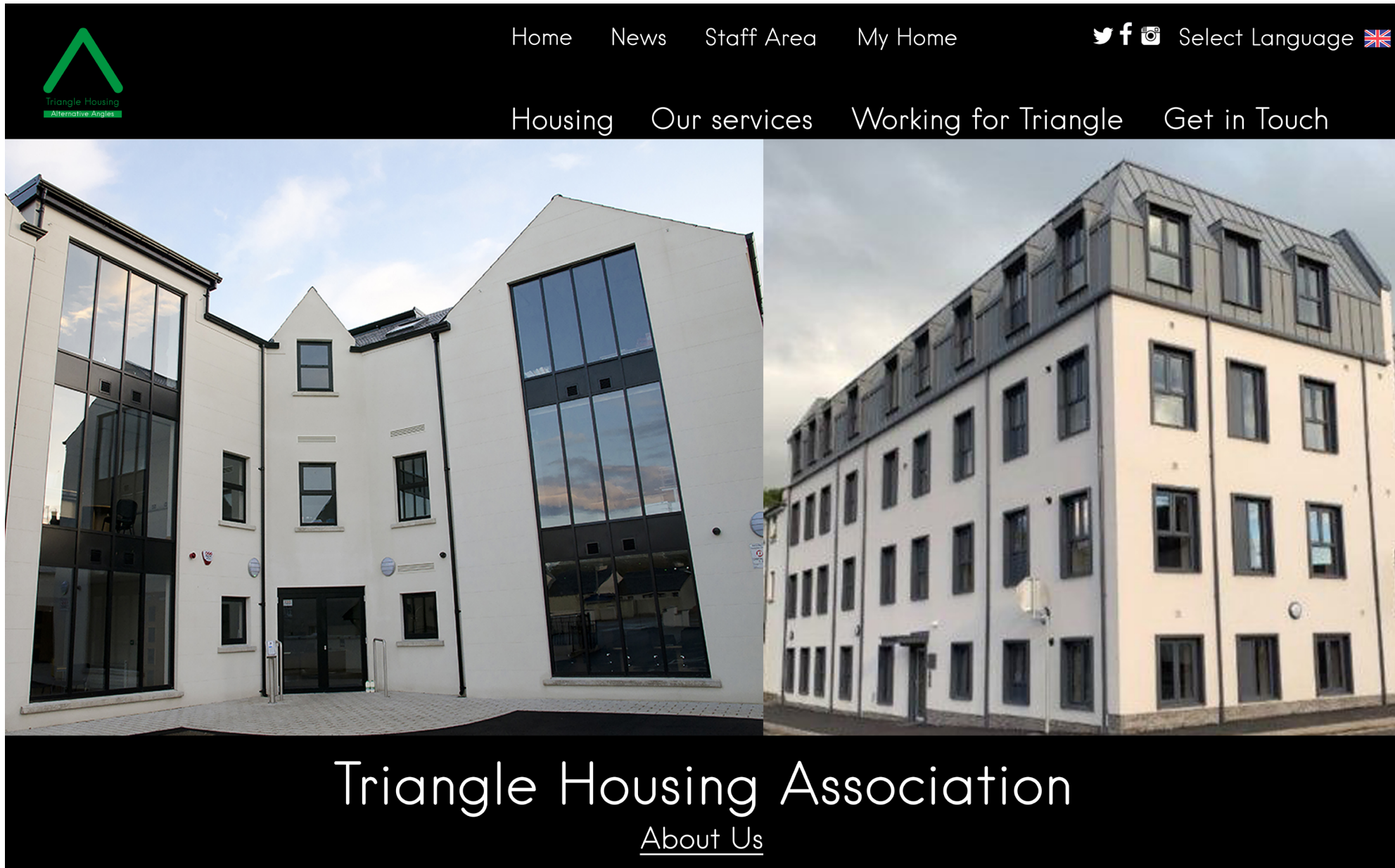
I have shown Triangle's current site on the right, it is clear it is in need of a refresh as it looks quite dated and it is difficult to find what you're looking for. I feel the top menus could be kept and implemented into the new site as they are all relevant titles.



This is my first attempt at mocking up a website for Triangle. I have kept the same menu's so staff and service users won't be left wondering where everything is. I have added a 'select language' feature as the current site doesn't have one and after benchmarking I have found that several similar sites do have the option to translate.

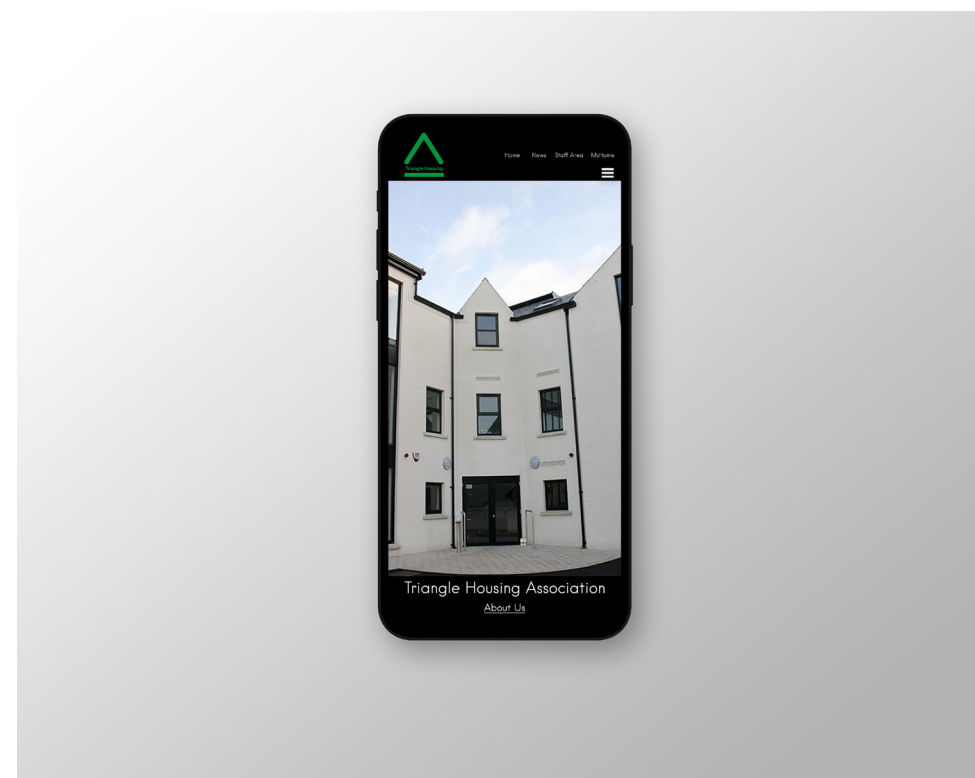
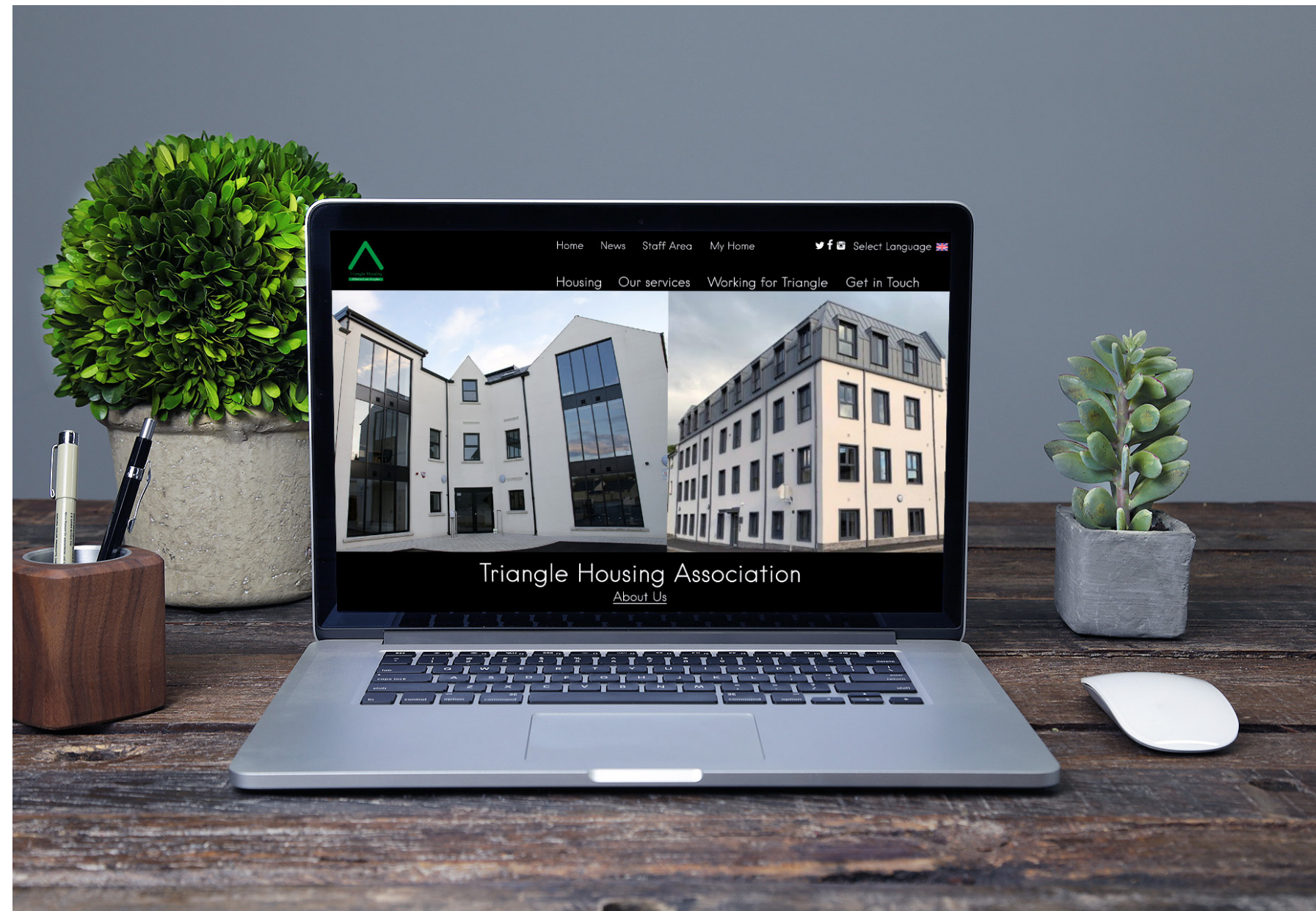
I have created a banner using the current Triangle green and included two large images in the middle to complete the banner. I have also included an About Us link below the company name so potential service users or public funders can quickly find out all about Triangle.





This is the updated version of Triangle mock-up I've created, I've changed the banner colour from green to black as it's easier to understand and shows off the new proposed logo. I have moved the Social Media logo's to the right hand side in order to make the Triangle logo bigger so it is more recognisable.

This is how my proposed Website would look on devices such as smartphones and tablets. Since WordPress sites are fully responsive, it is important to show the client how their site would look on different sites as people these days browse the web on many different sized appliances.



Branding

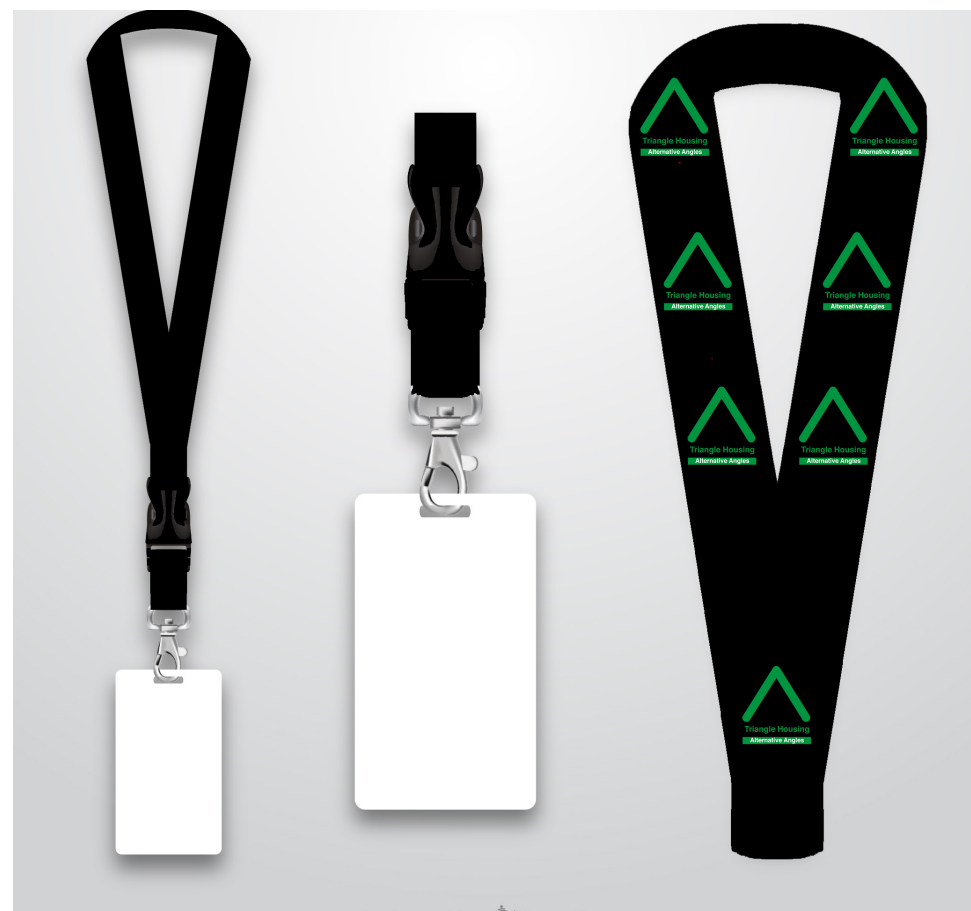
To help promote Triangle to the wider public, we decided to mock-up several lines of branding and merchandise that staff/ volunteers could wear in public so people could easily identify the company and logo.

For the hoodie's we decided to go with black and then the green logo as it stands out and with the Alternative Angles logo on the back, we had the idea that their volunteers could wear this when they are out working.

We also designed lanyard's that staff could use for keys, ID badge etc. but also when they are out and about people would notice it and see the company they work for.

For Triangle, I have created mock-up business cards and an annual report. The business card features the new logo prominently on the front and has the new electric green colour. I have created a new annual report design which cleans up the design and isn't messy like the current one. I feel this is an improvement as it features a consistent colour and design and looks more corporate friendly in my opinion.

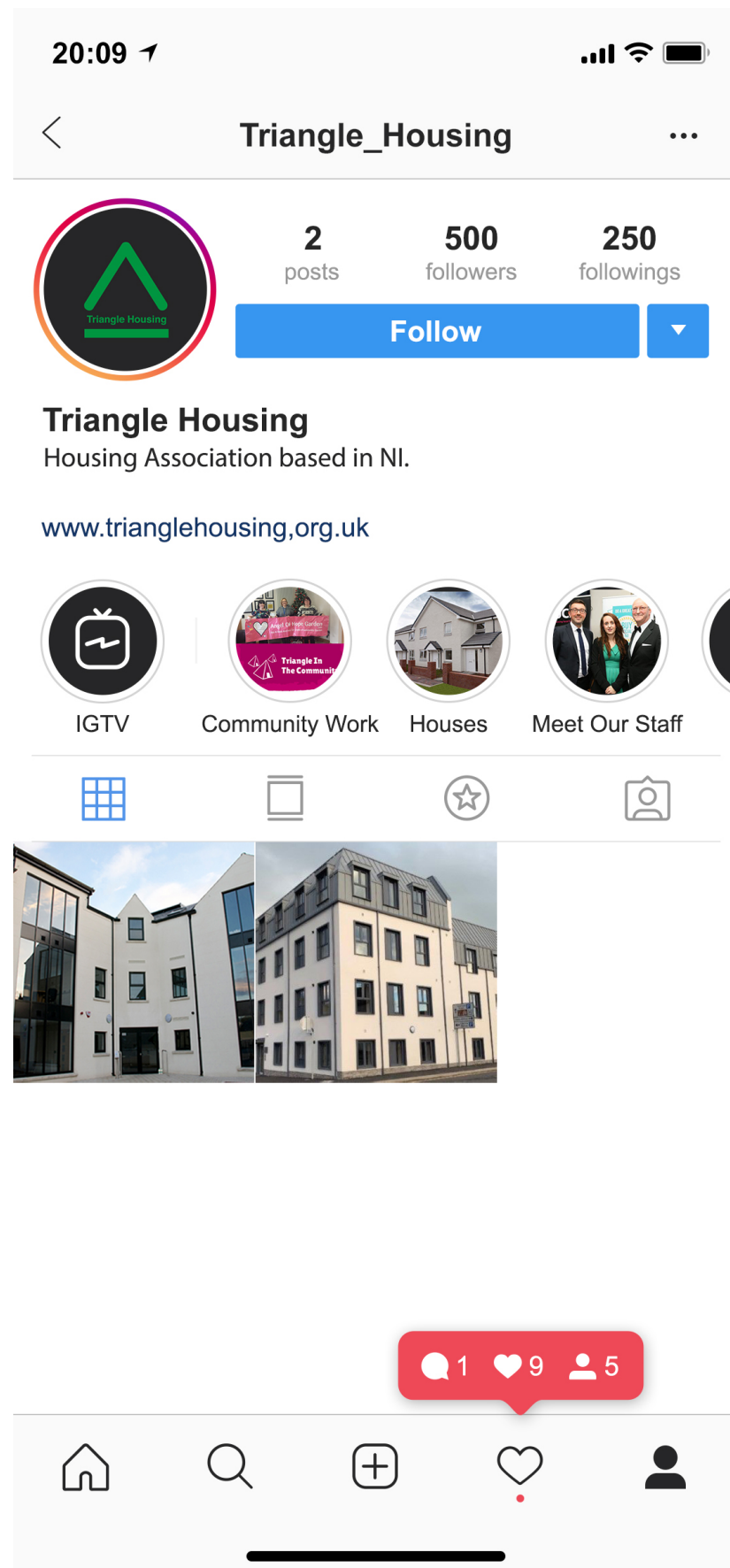
I have accessed these mock-up designs from www.graphicburger.com (Graphicburger.com, 2019)





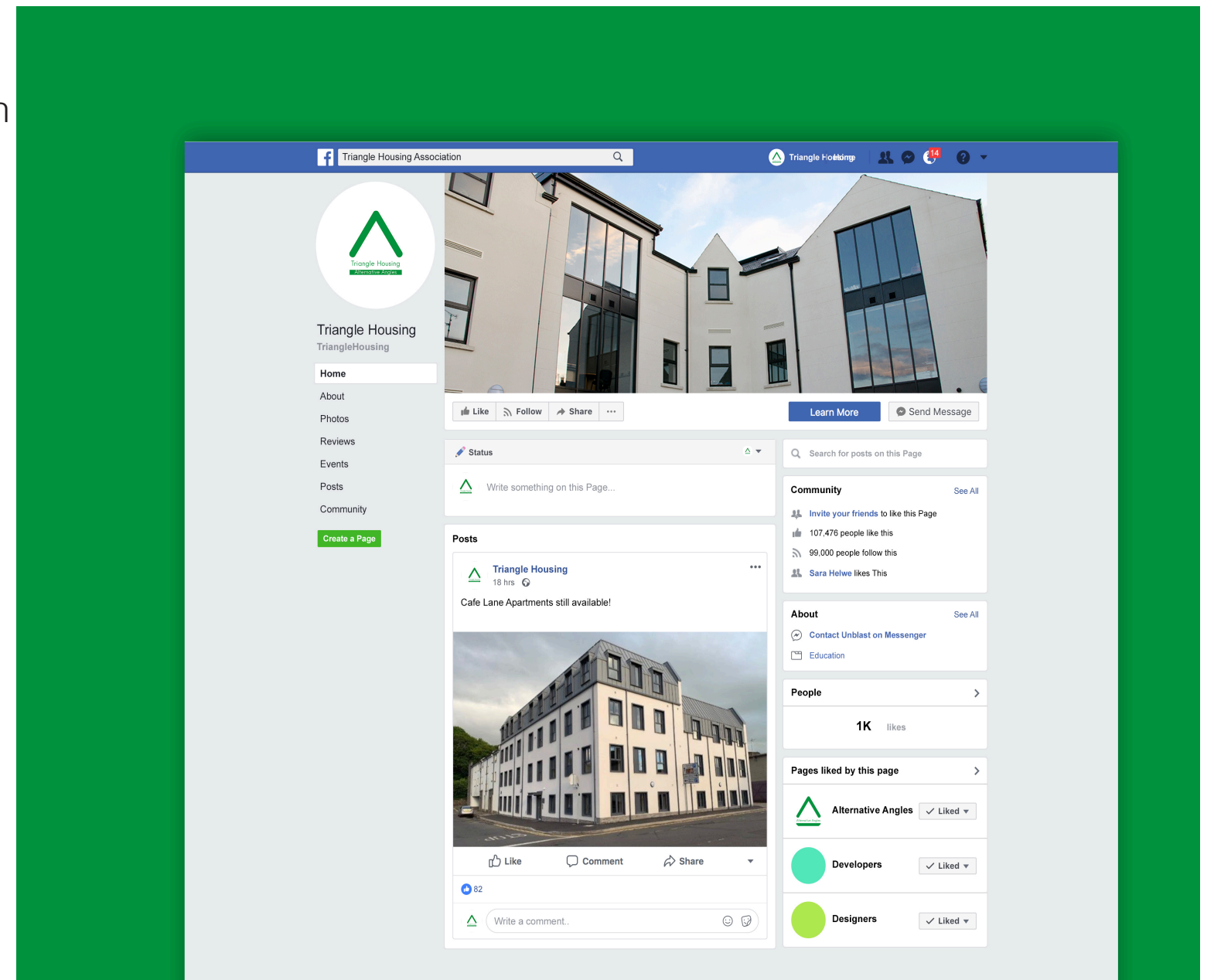
These are bus stop poster mock-ups I've designed to show the client what the new logos could like from an advertising standpoint. To create this I've simply downloaded the bus stop mock-up then within that file on Photoshop, added the Triangle office with a colour-way and dropped the opacity then placed the logo in the centre.

Out of these three, I feel the first logo looks the best in this setup. It's more eye-catching in my opinion and more professional. The other two I feel are too awkward looking in promotional material and the size is also an issue.



Instagram I feel could be a major tool for Triangle to utilize. They can post images of the latest houses they are offering potential residents as well as post images and videos of all their community work. This way, they can bring themselves closer together to their local community and help improve their brand across the country.

For Facebook, I've decided to create a simple profile, which will include relevant information and will provide continuous updates on new houses or the latest community work they are involved in.



Final Designs

In the end, these are the two logos I've decided to pitch to the client. I wanted a consistent design across the two and incorporate both Triangle and Alternative Angles brands. I also feel this design looks best on the branding and promotional materials I mocked up.



Triangle Housing
Alternative Angles

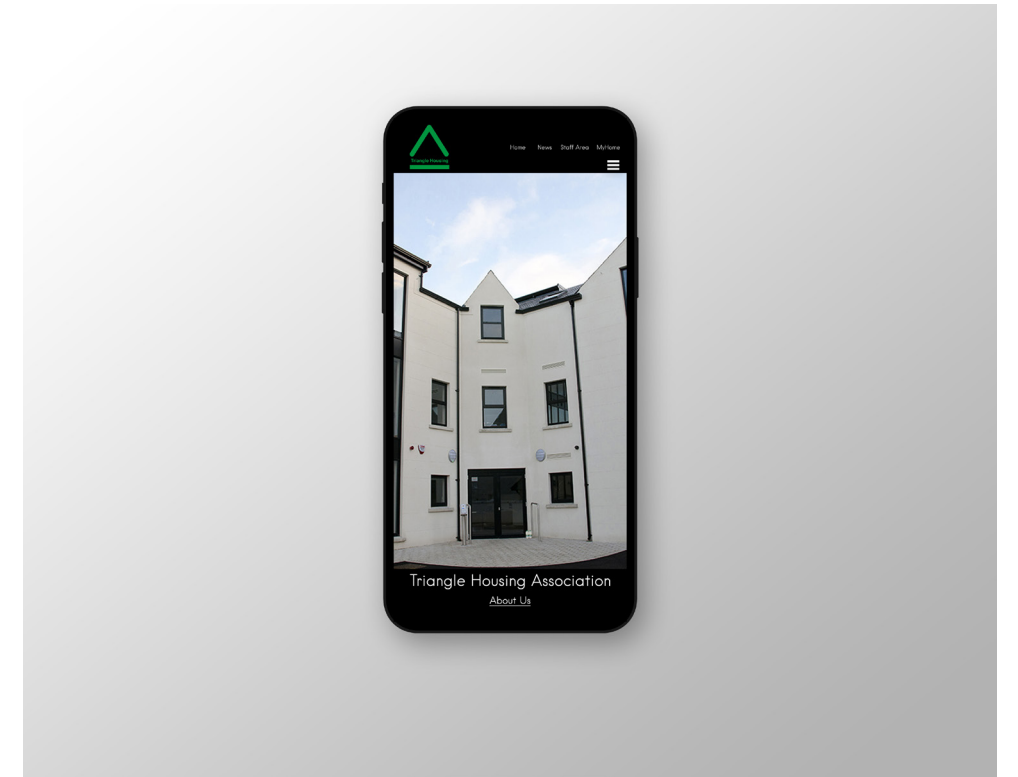


Alternative Angles

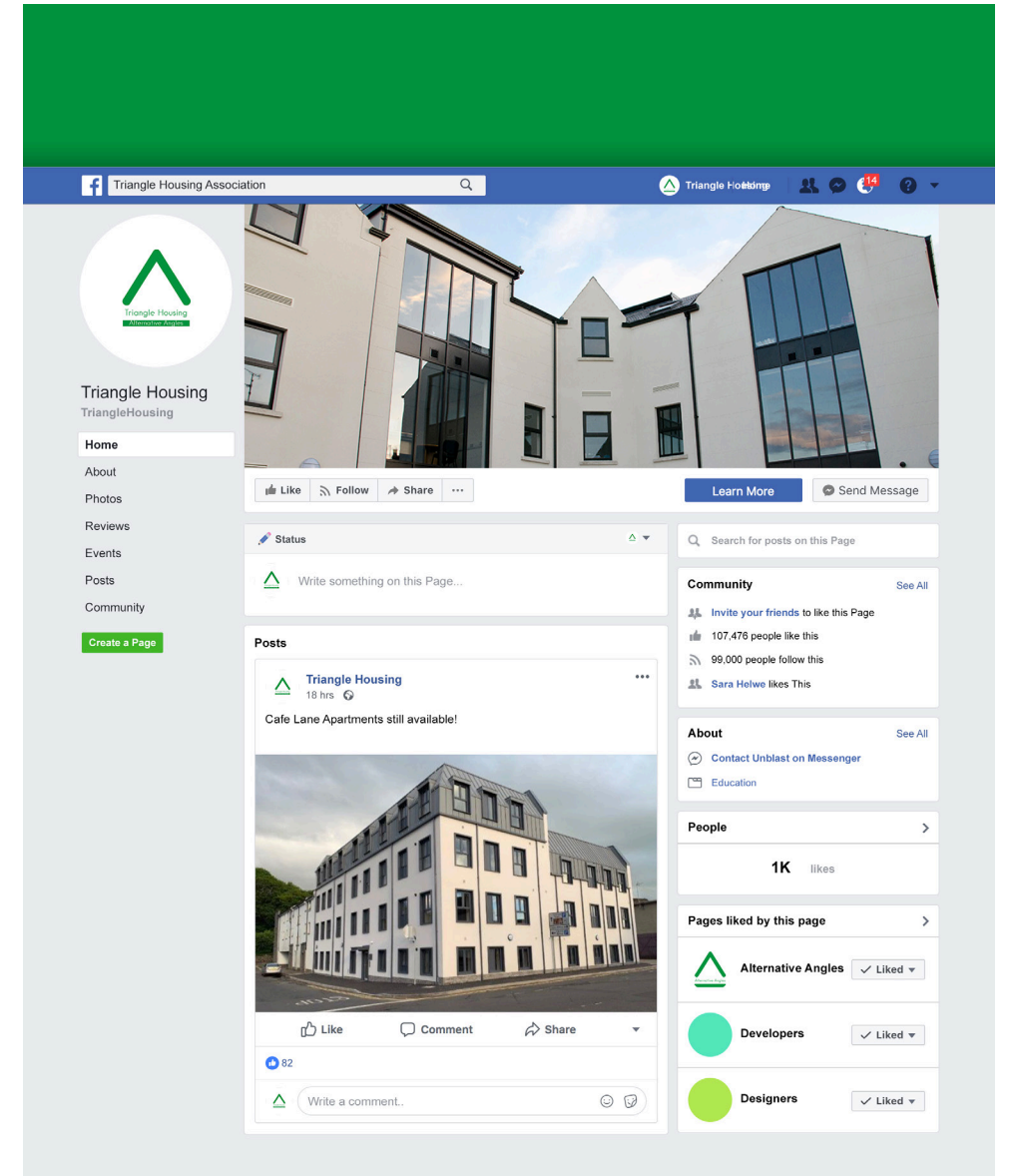
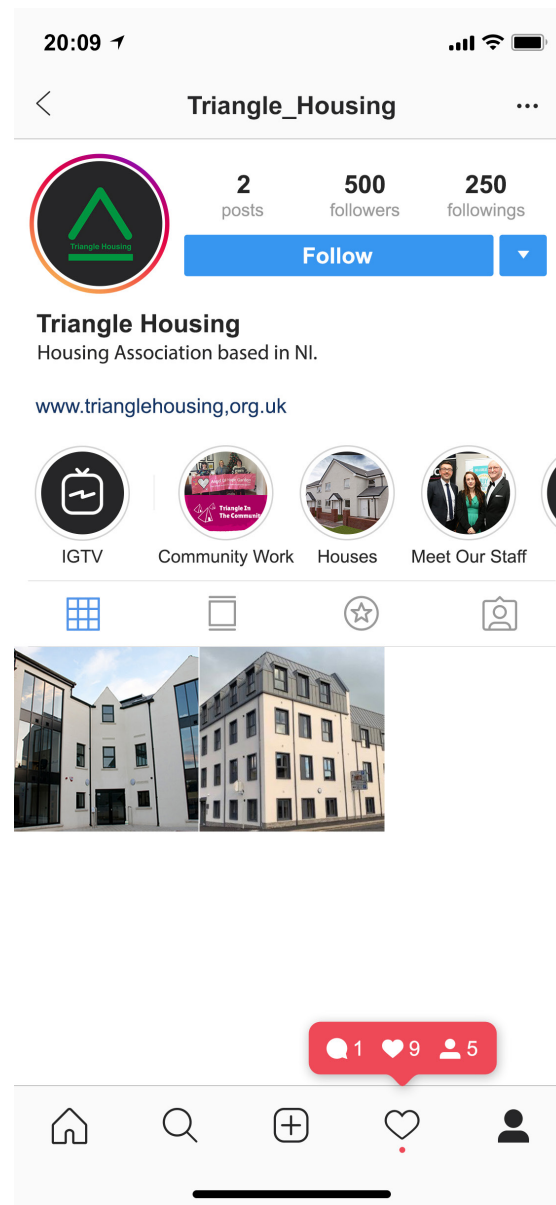


Triangle Housing Association

[About Us](#)





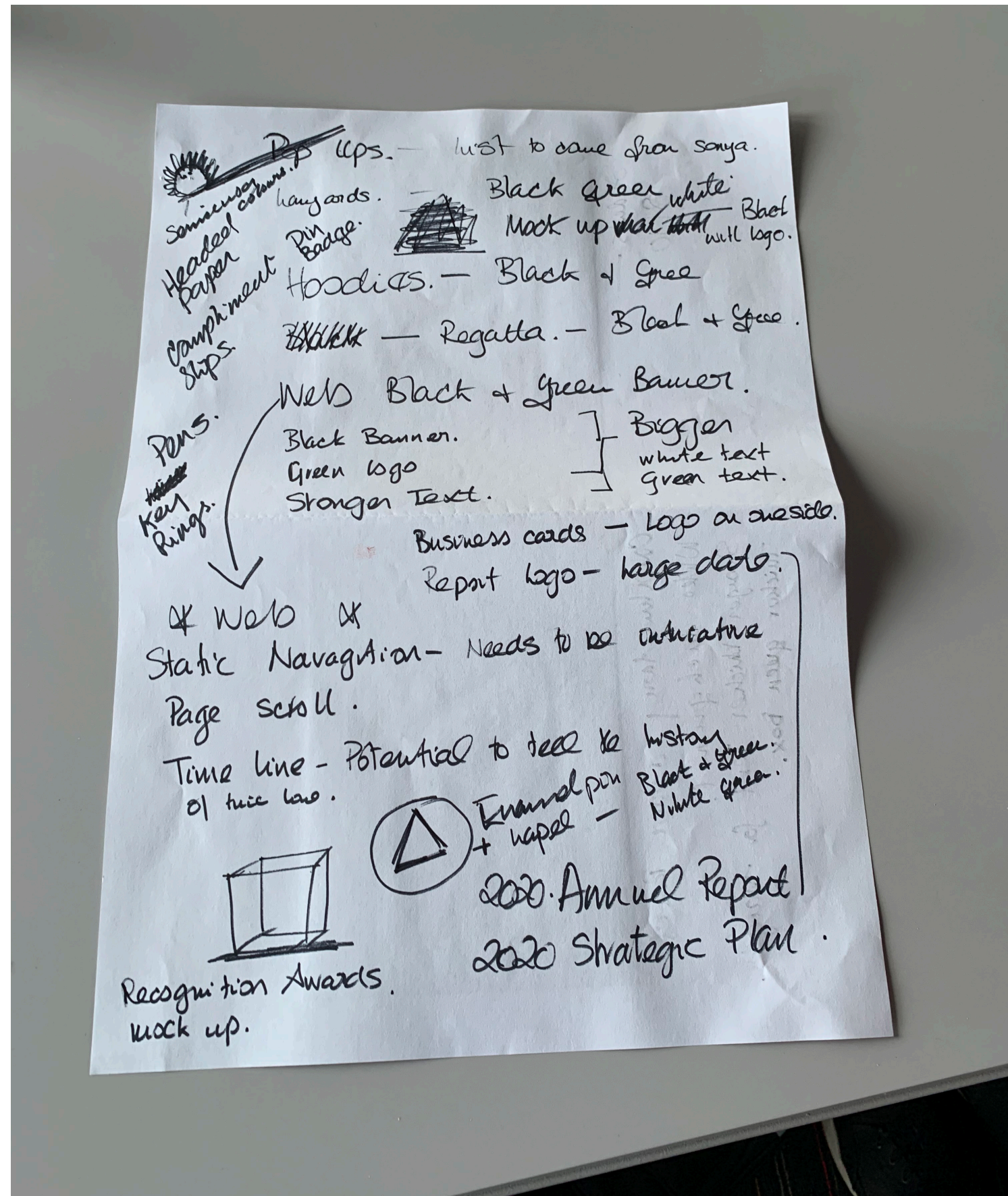


Meeting Feedback

After pitching to the client on the 08/11/19, this is the feedback we received regarding our designs. The client decided to choose my logo as their new one however they asked for a stronger text to make the 'Triangle' text stand out more and instead of having the 'Alternative Angles' text inside the main logo, if they wish to use it for AA purposes, they can replace it for the 'Triangle' text and the same for Progression to Employment if they want to promote it.

Other suggestions from the client including a few new mock-up's including a white van, a trophy that could be presented as a recognition award for staff, pens, badges, letter head, compliments slip and some more clothing.

The client also wished to create a time-line for their website which would be a good way to help inform users about the history of the organisation and what they have accomplished since their formation.





Based on the client feedback, I have changed the text from 'Hanken Light' to 'Helvetica' as it is heavier therefore the text is more noticeable from a distance and it is a versatile typeface that can be used anywhere. I also decided to create a few different colour variations of the logo that the client could perhaps use for print work.

I decided to use 100% Cyan and Magenta as these two colours print really well and are bright and vibrant and reflect well the uplifting work that Triangle do. I've also went with a shade of orange # f05e23 as again this is a bright colour. I've also mocked up a black and white logo and inverse of the original logo just to show how the logo could look on potential merchandise.





Other mock-ups I have designed. Even though the van is unlikely to ever materialise, it is still nice to show the client of what it could look like.

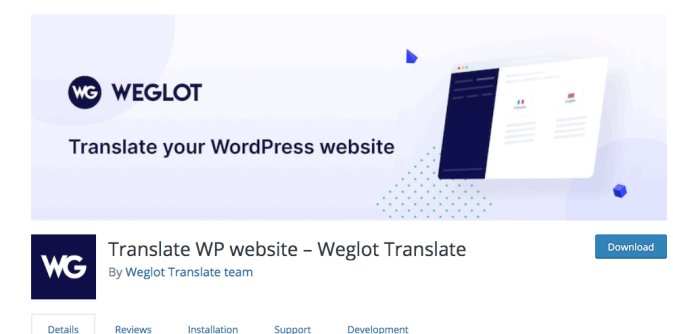
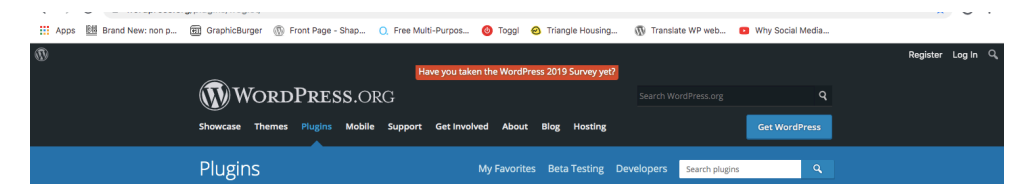
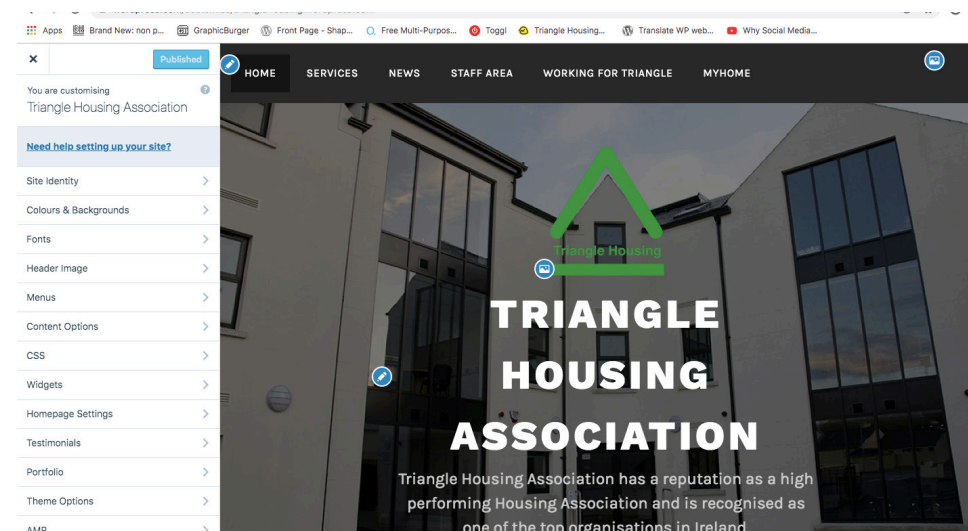
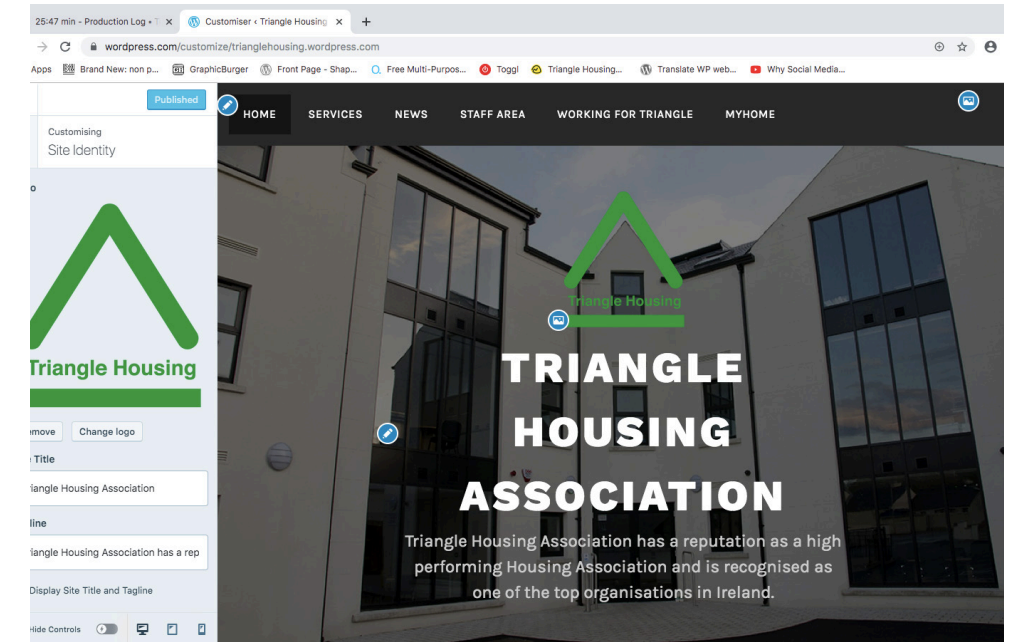
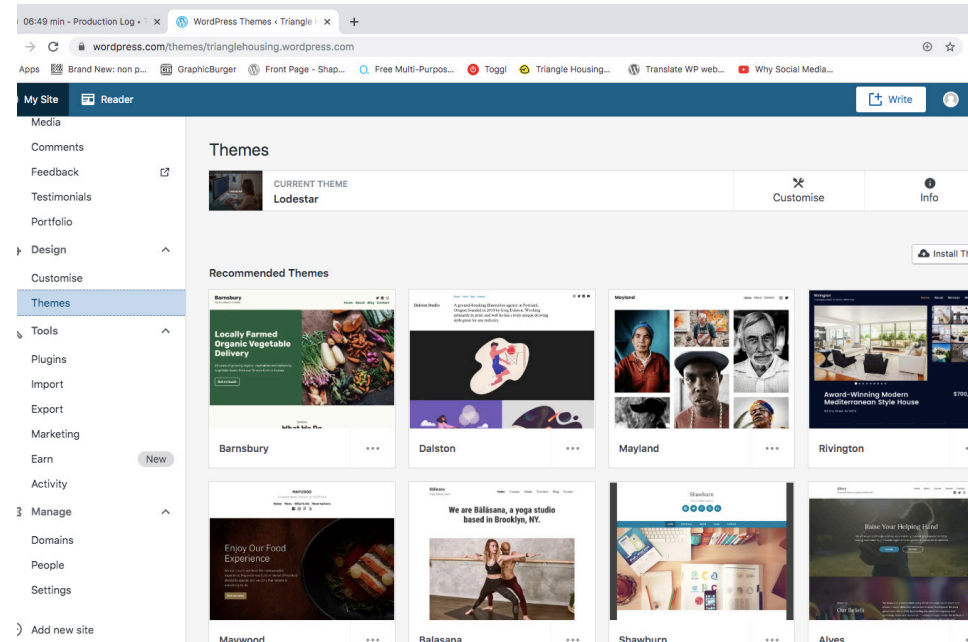


Web Building

Before we started making the Triangle site, we had to first choose our WordPress theme. Since we were working off the free WordPress plan, we were limited to just a couple free themes. We decided to go with the 'Lodestar' theme as it's responsive and has a static navigation bar which the client wanted.

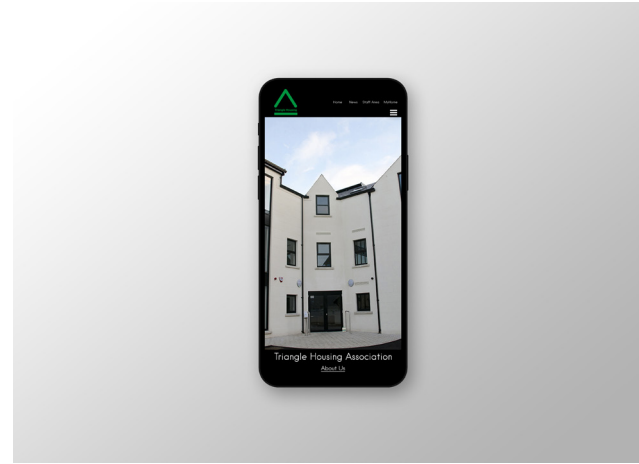
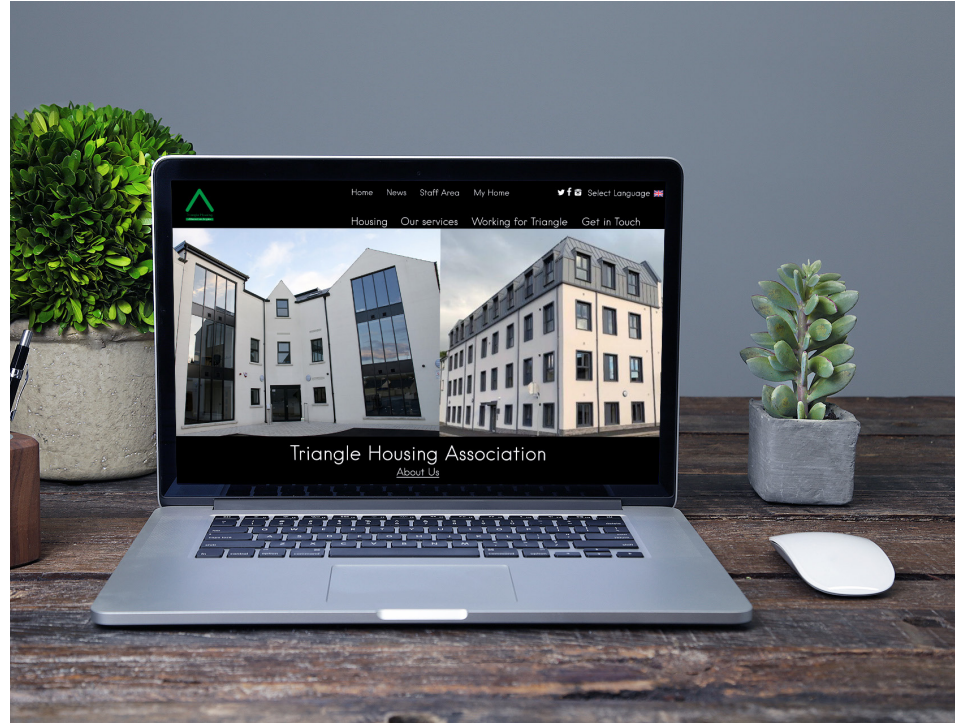
The Homepage was the first page I started populating, I first worked on the design and while it ended up looking slightly different to our initial design, I feel the final version has a clean and professional look and I like how the Triangle office blends into the background.

It should be noted that we are unable to use any plug-ins as you need the WordPress business package and since we aren't replacing Triangle's current website right now we are only using the Free version to show them what they could have. This means the bilingual feature won't be on this new site but I've included a screenshot of a plug-in that could be used.

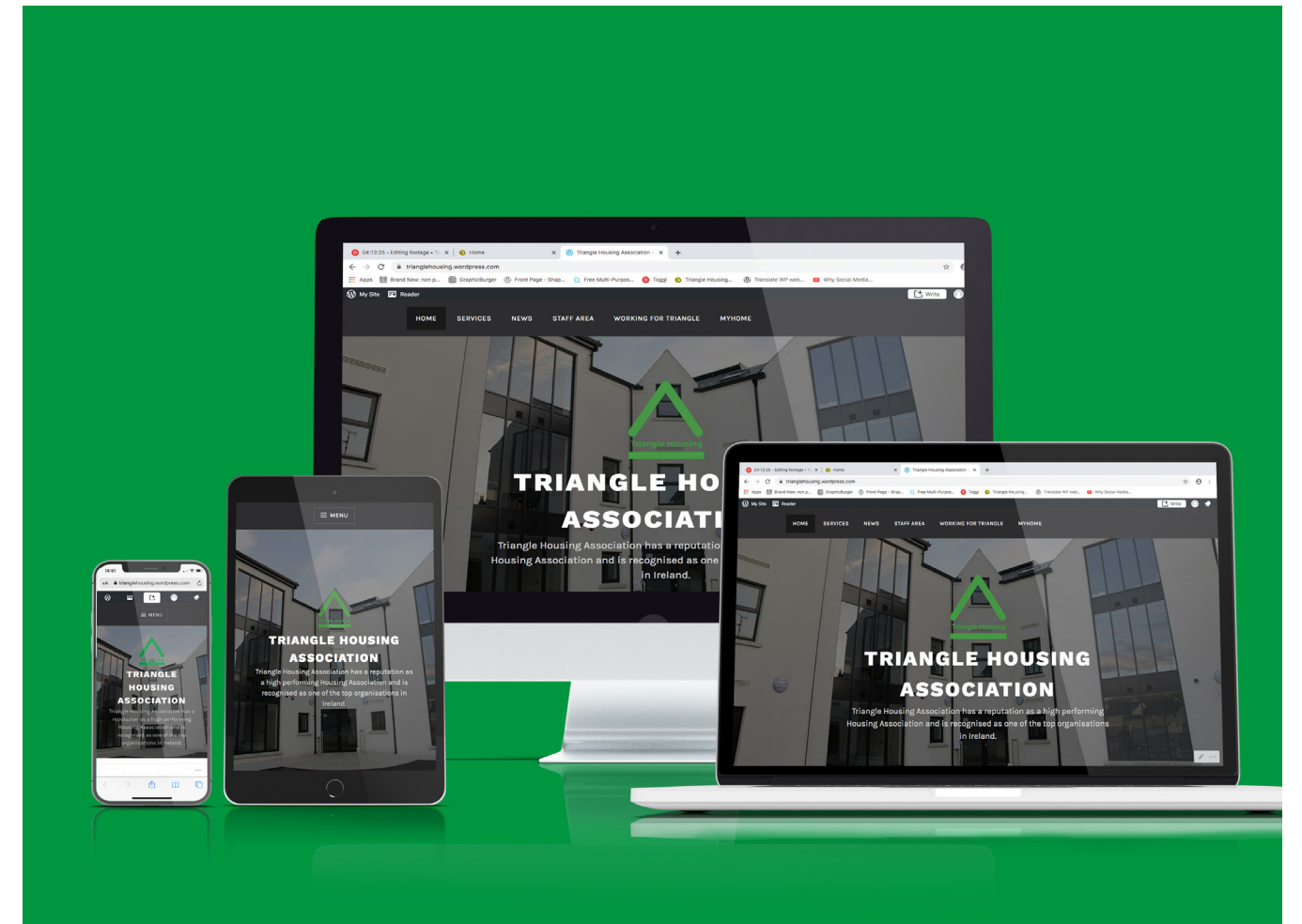


(Laurentiu and G, 2019)

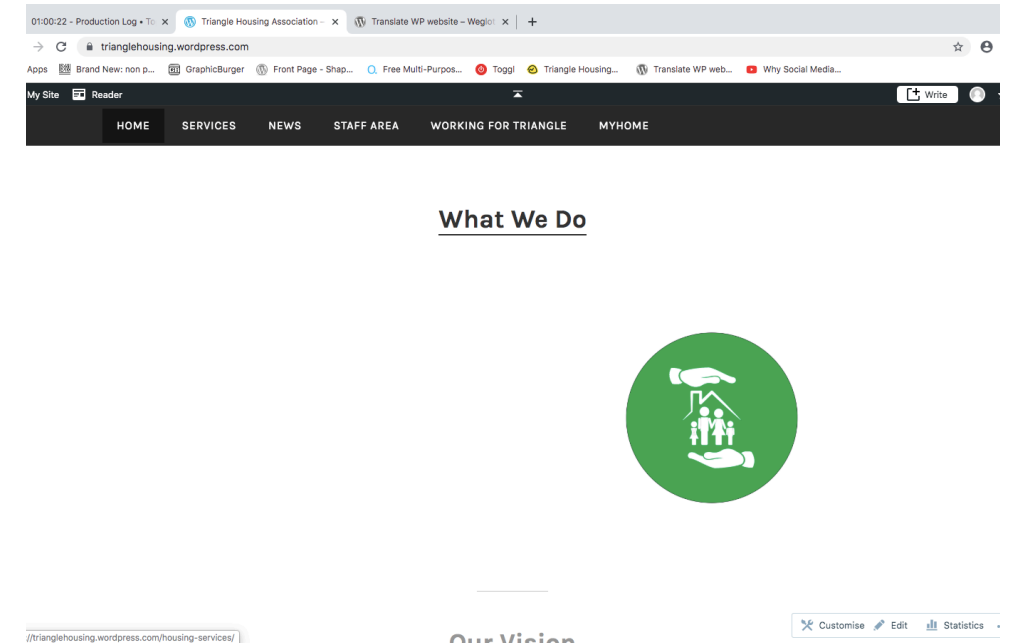
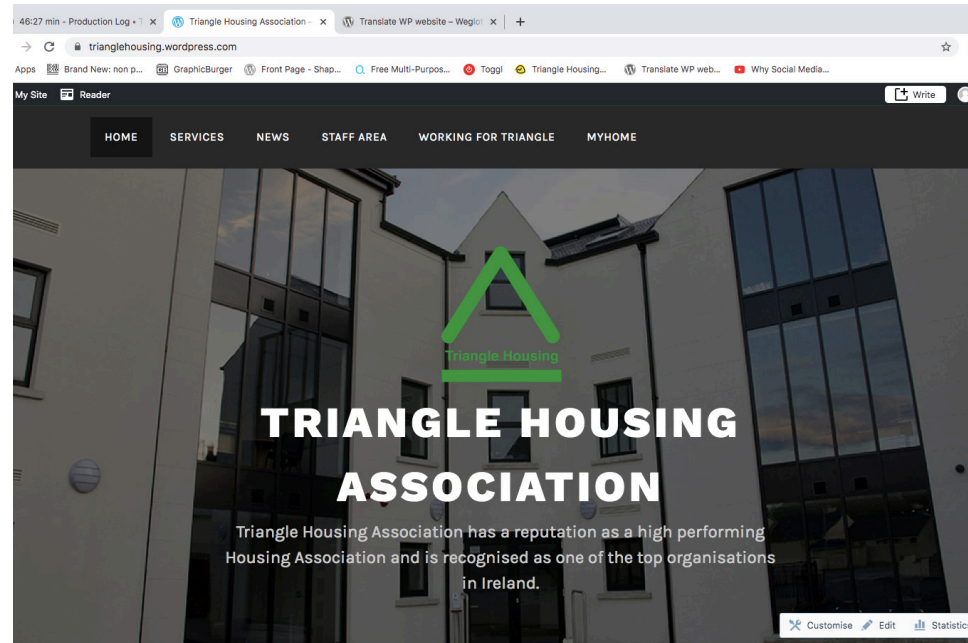
Original Site Design



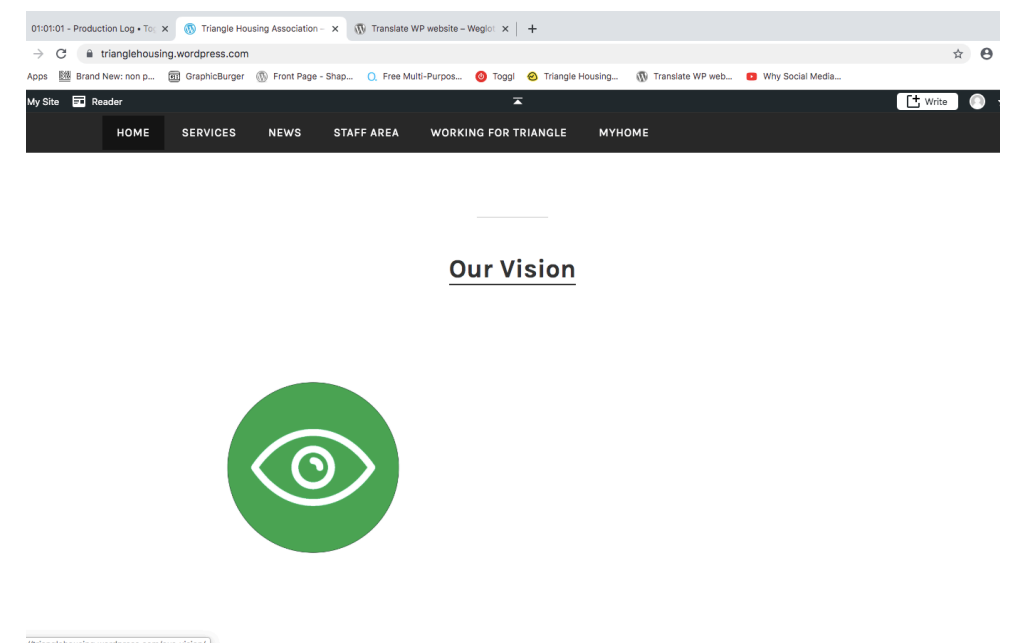
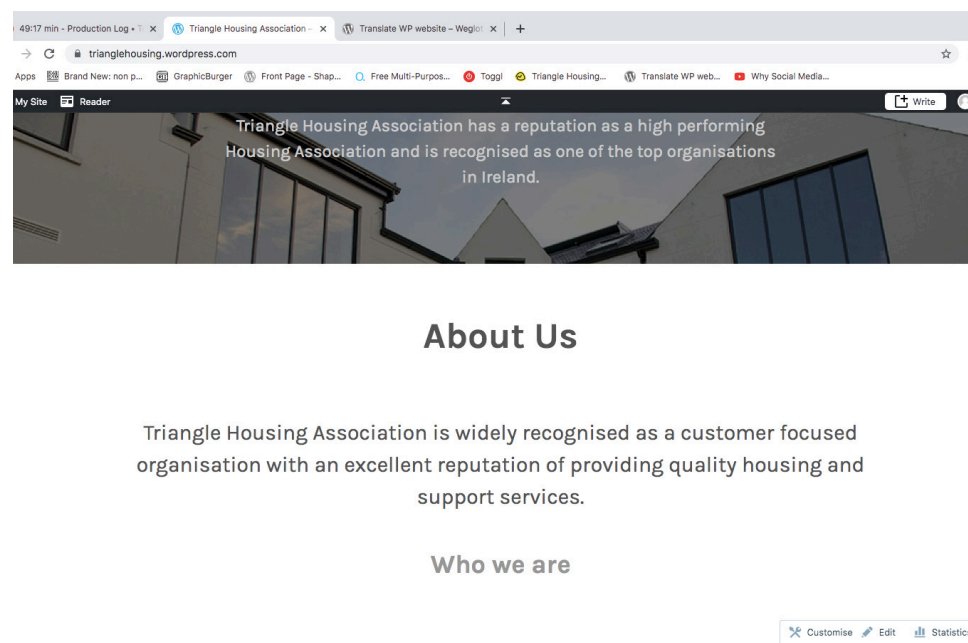
Final Site Design



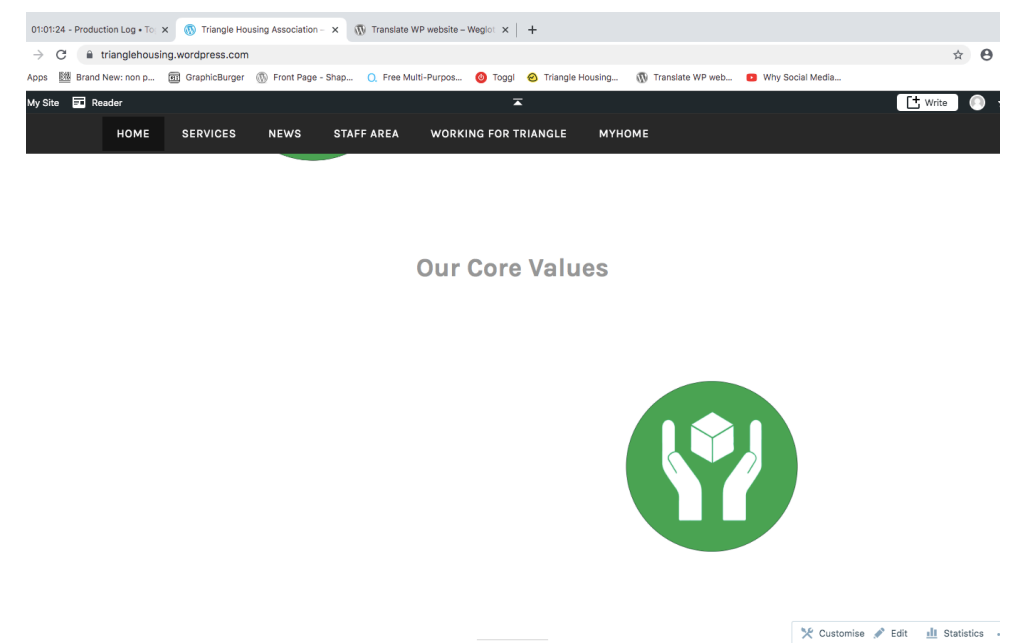
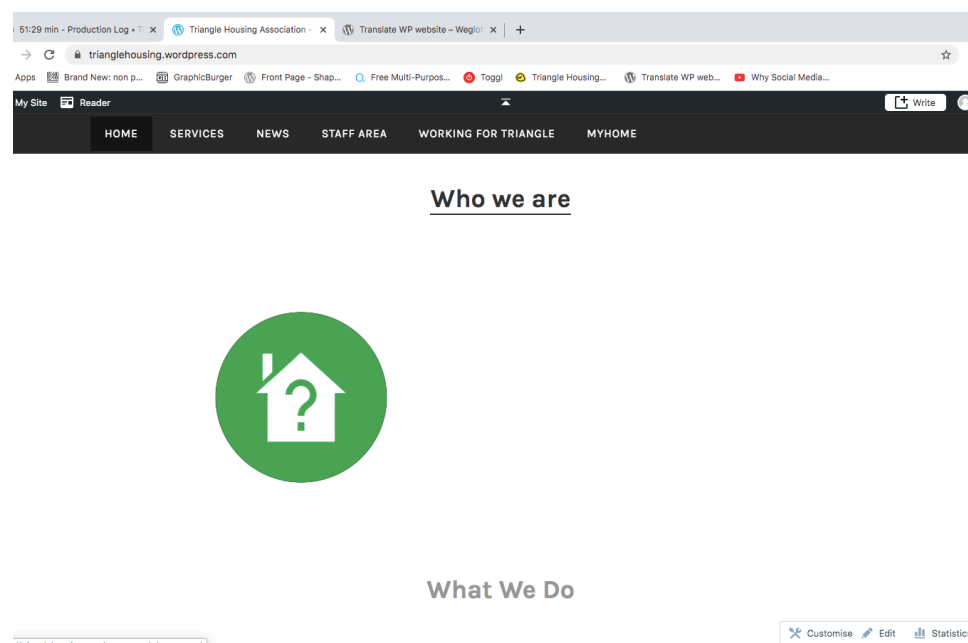
This is the completed home page we've created. The top menu is similar to Triangle's current site in that it contains the same menu options. We wanted the logo to be prominent and also put in a short piece of text that introduces who Triangle are. As mentioned on Page 1, we wanted to create a site that service users, current residents, public funders and current residents can all access and I feel the top menu covers all bases.



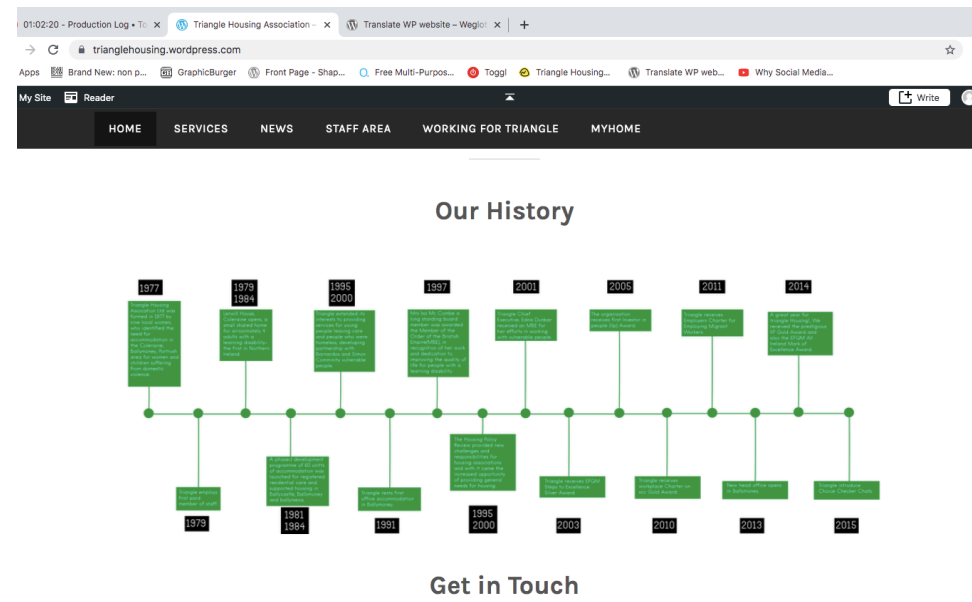
The homepage has a parallax scroll which makes navigation a lot cleaner and smoother. We wanted to include an 'About Us' section on the homepage as many users may not be fully aware of who Triangle are, and on this first page this is a good opportunity to educate users on what Triangle is about. This main page is all about Triangle itself whereas the pages in the header are for residents and staff.



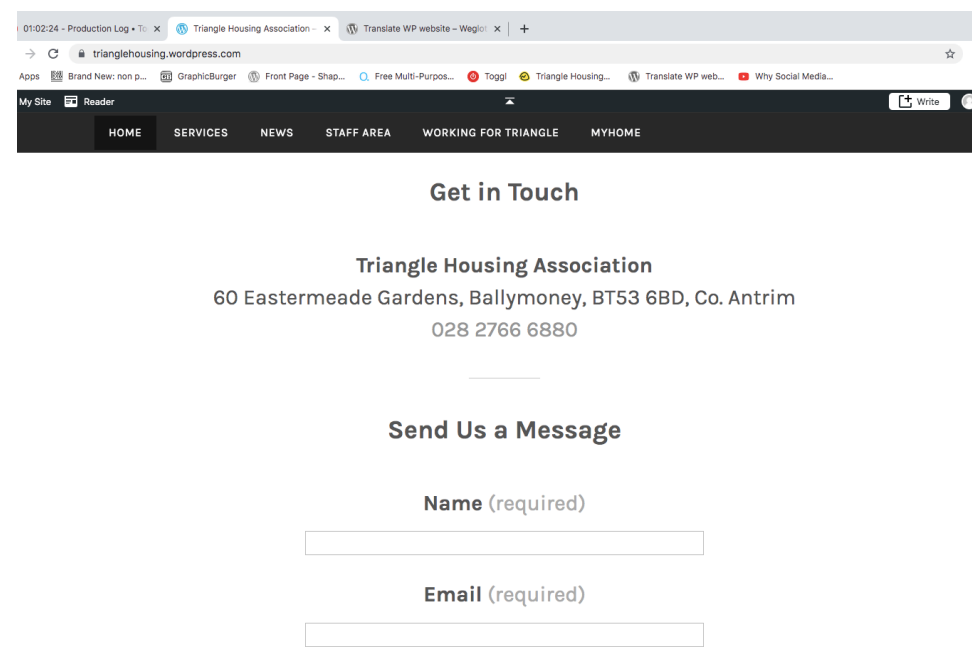
In this instance, when the user clicks 'Who we are', it'll take them to that particular page. We've included links like these for 'What we do', 'Our Vision' and 'Our Core Values' as these pages are key in explaining who the company is and what they are about.



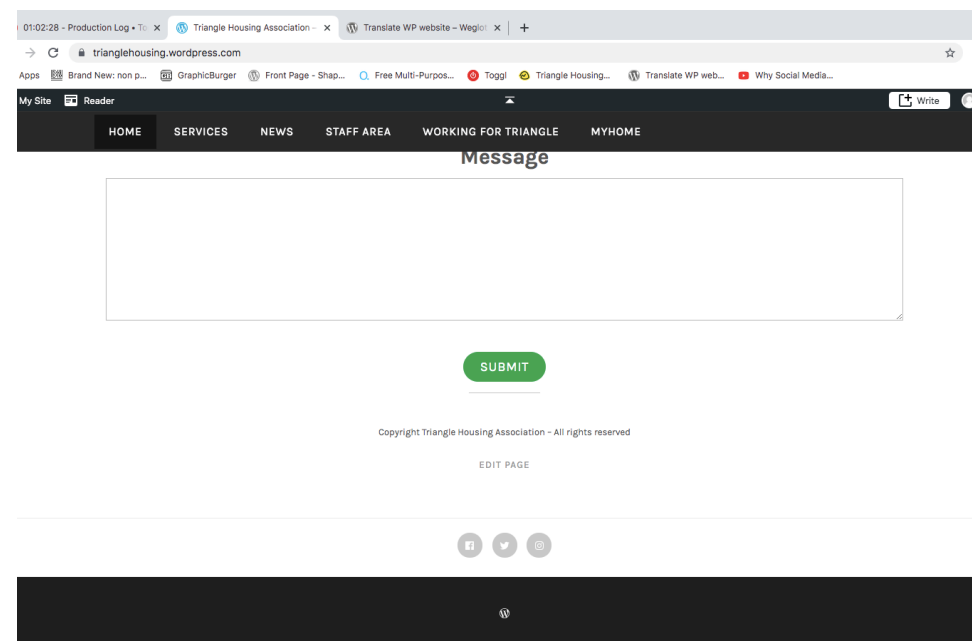
We have created a time-line showcasing Triangle's history since it's formation in 1977. We have decided to include this in the homepage as it is information that users may find useful to find out more about the organisation.



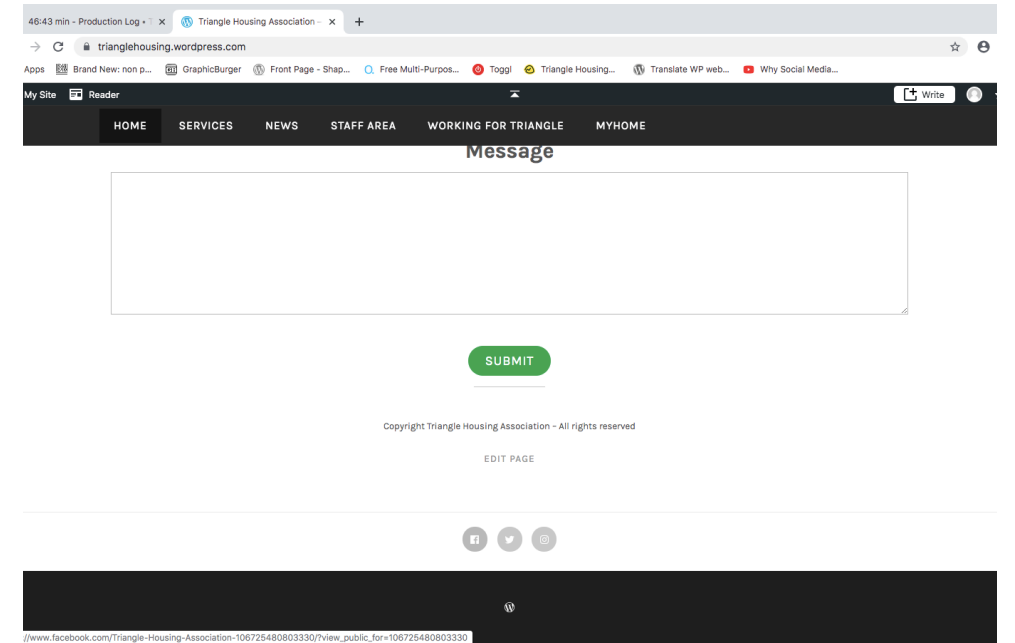
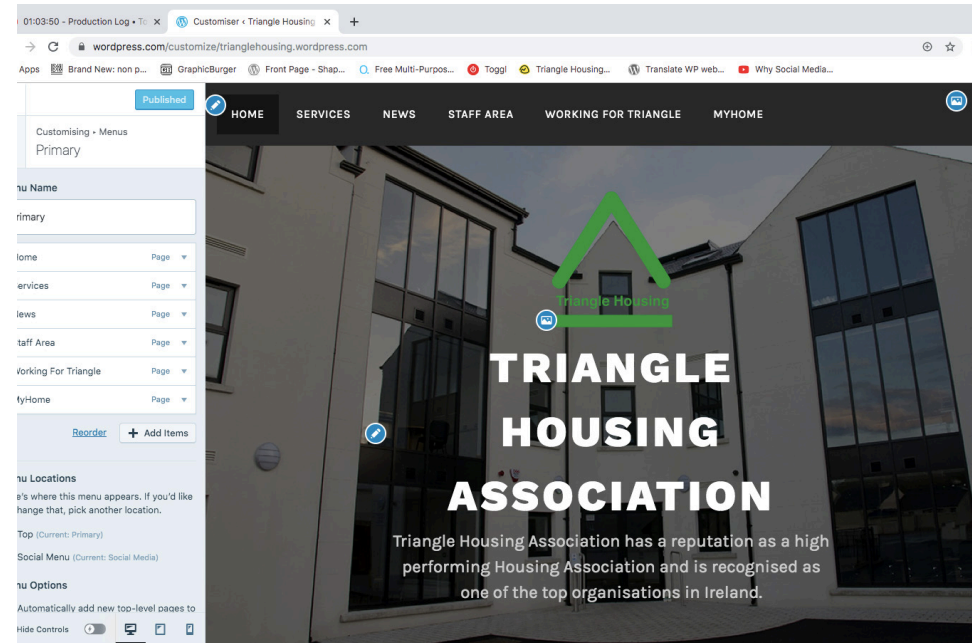
We have included a Get in Touch section as users may wish to ask questions, such as requesting more information about Triangle or further questions regarding services or houses. I have shown an email beside to show that the form works correctly.



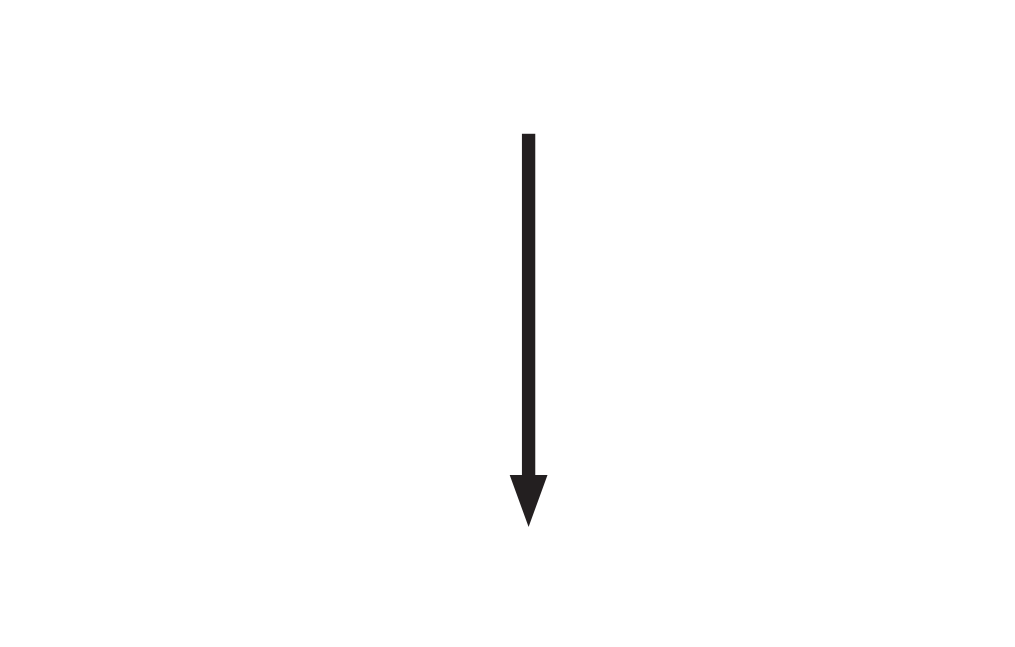
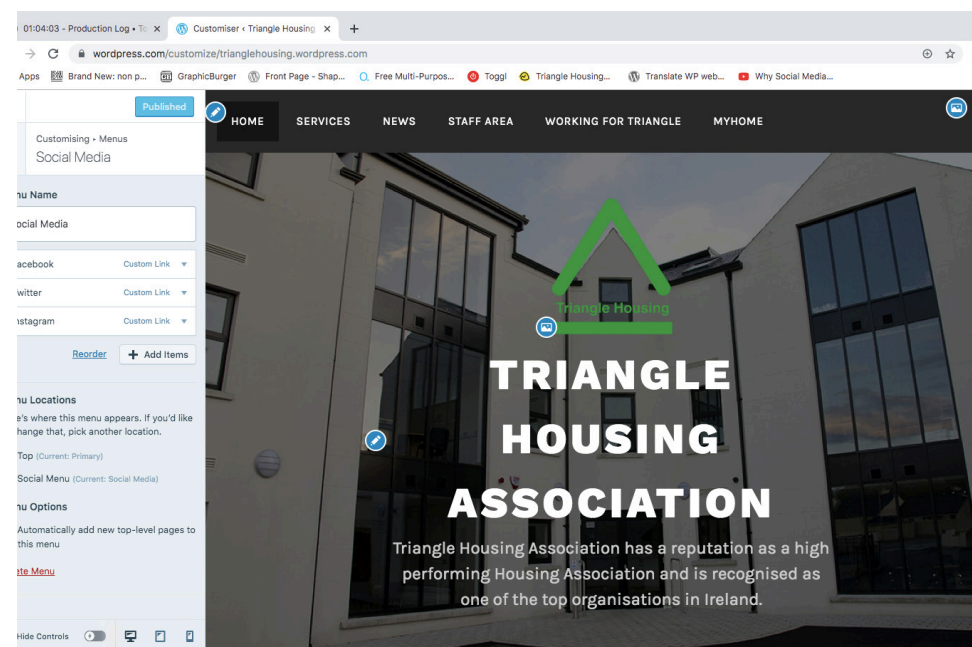
Finally in the footer, we've included Social links as every site these days should have links to their Social Media pages. We originally planned to have these links in the header however with this particular template, by default they are in the footer.



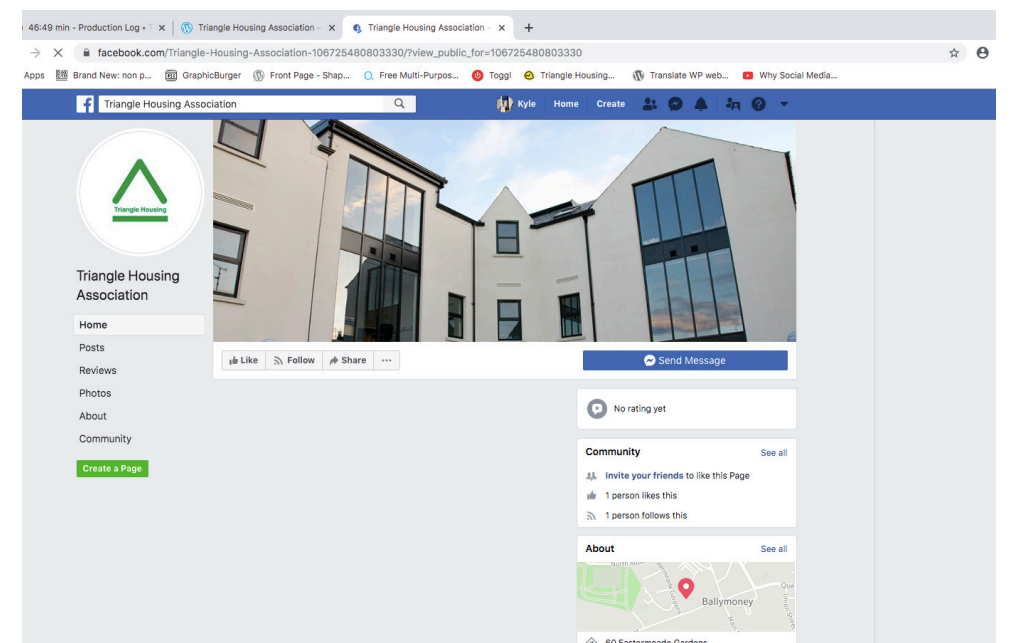
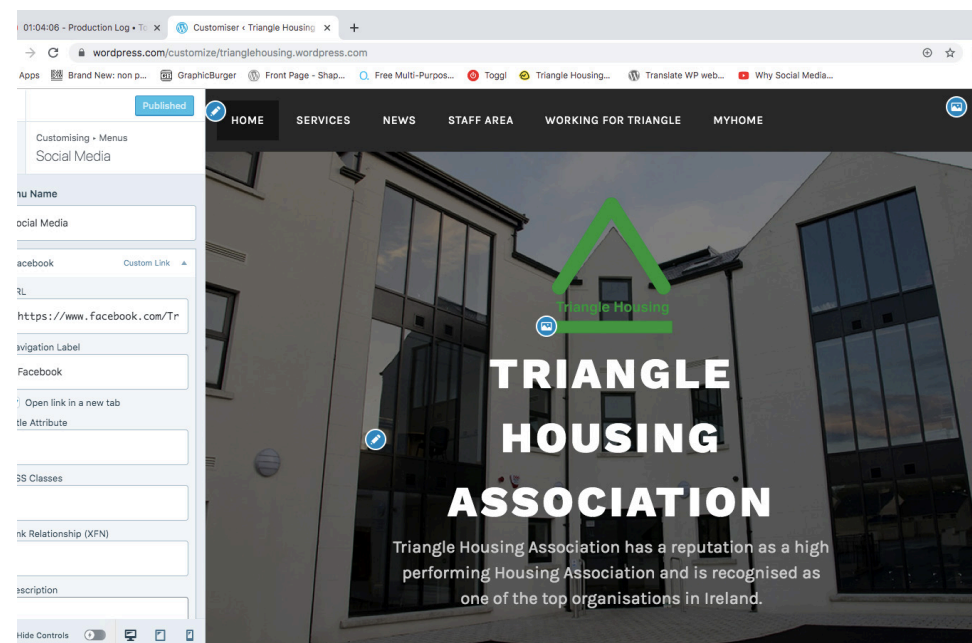
This is the primary menu layout, every page listed here will be included in the top menu. Not every page will be listed here as some will be linked in through the other pages. As mentioned



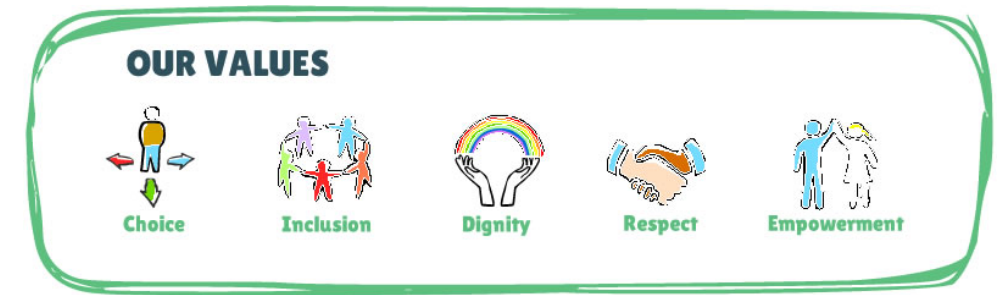
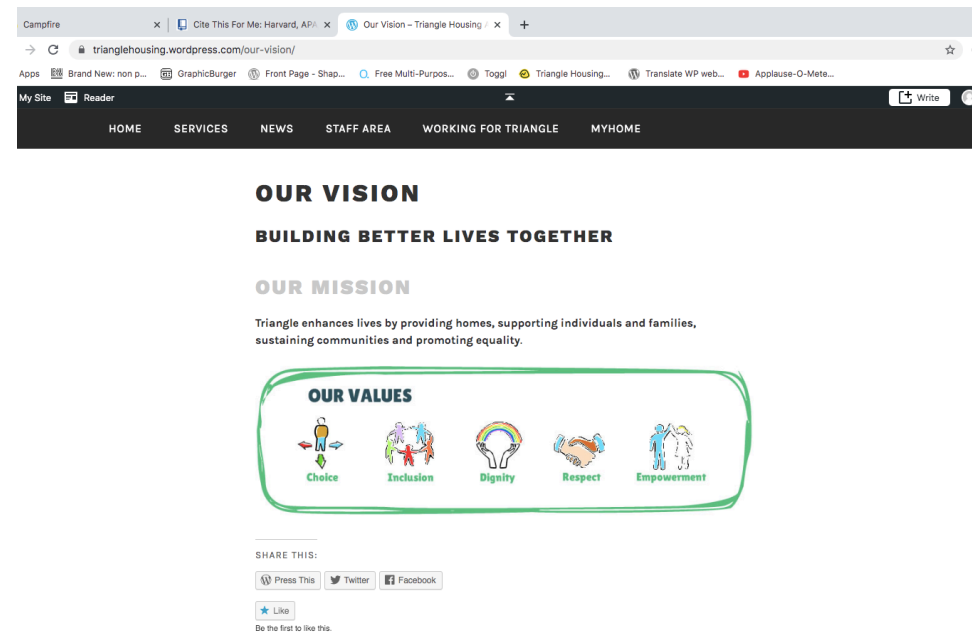
This is the Social Media menu layout, we will have a link for the Facebook, Twitter and Instagram pages. WordPress has made it very easy to add these links as the option is already there by default you just need to add the URL.



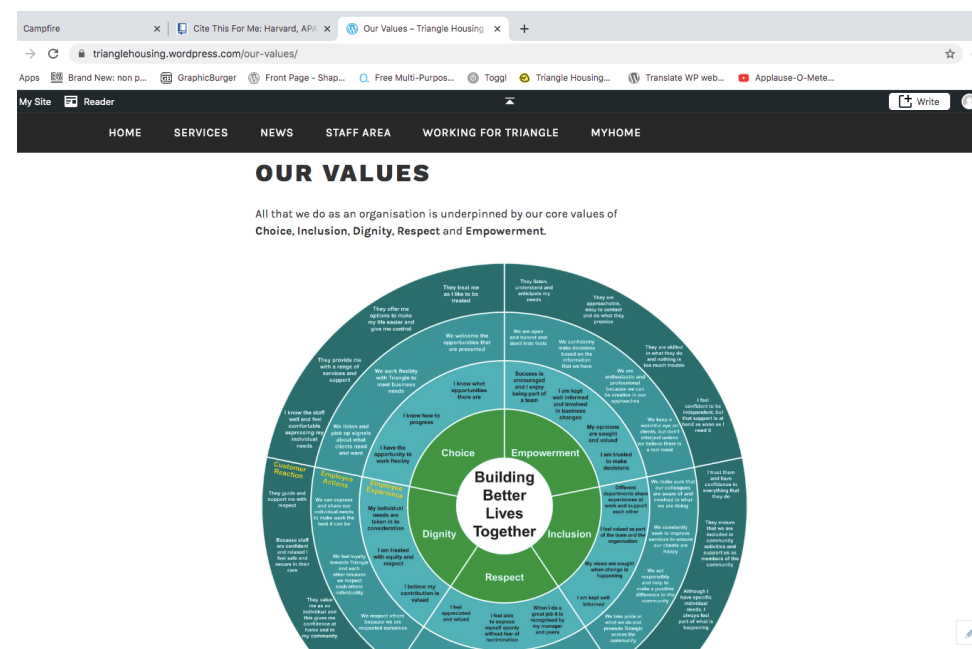
I have set the option to open in a new tab once clicked as the user may not necessarily want to leave the website so it can be an inconvenience to have to click back to return to the site.



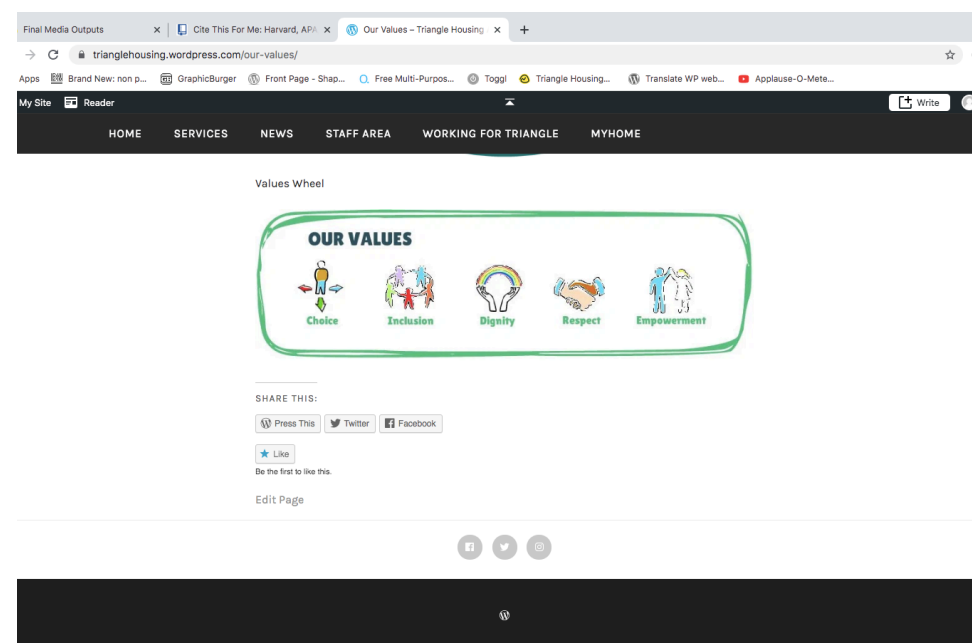
On the homepage, there is a link to the 'Our Vision' page. On this page I have simply included their tag-line and also their mission statement. I have also inserted their core values image which is featured heavily in their current site. This page is useful for potential residents and parents to find out a bit more about Triangle and what they represent.



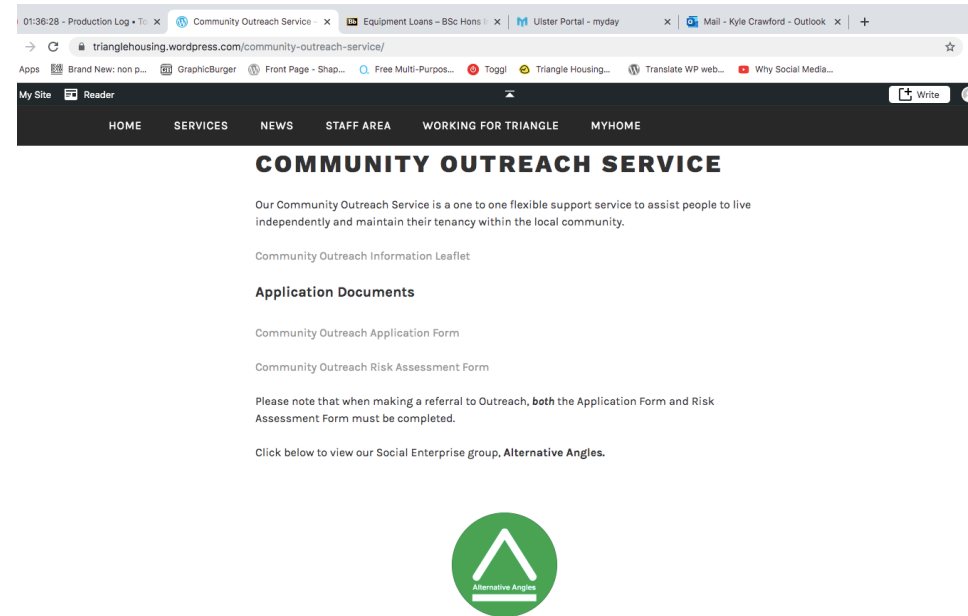
Also on the homepage, there is a link to the 'Our Values' page. On this page, I have inserted the values wheel which was on their current site. I have updated the colour palette to match the one we have come up with.



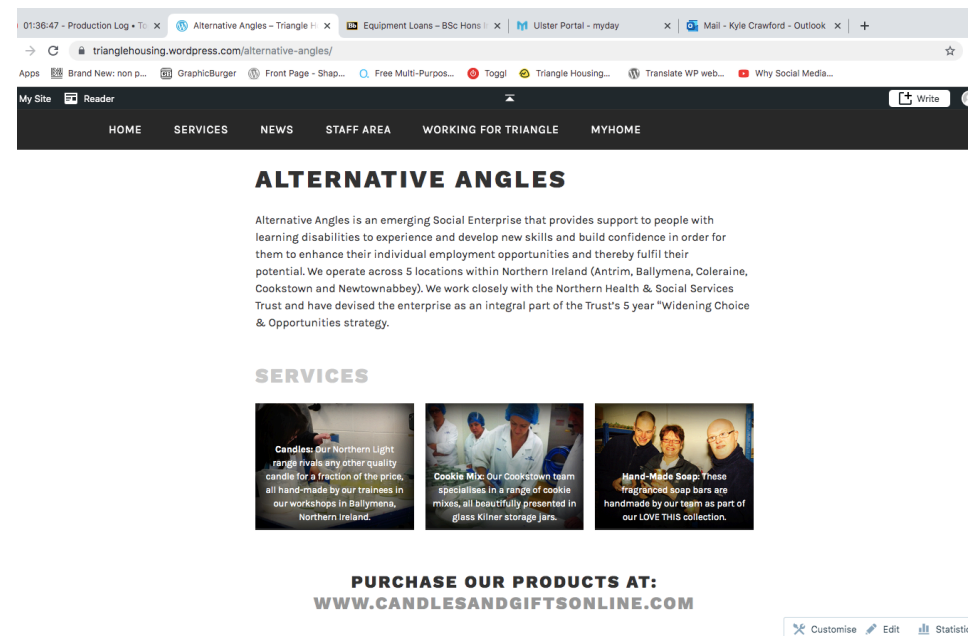
At the bottom of the page, I've again included the 'Our Values' image as it is obviously relevant to this specific page and further reinforces the Triangle values.



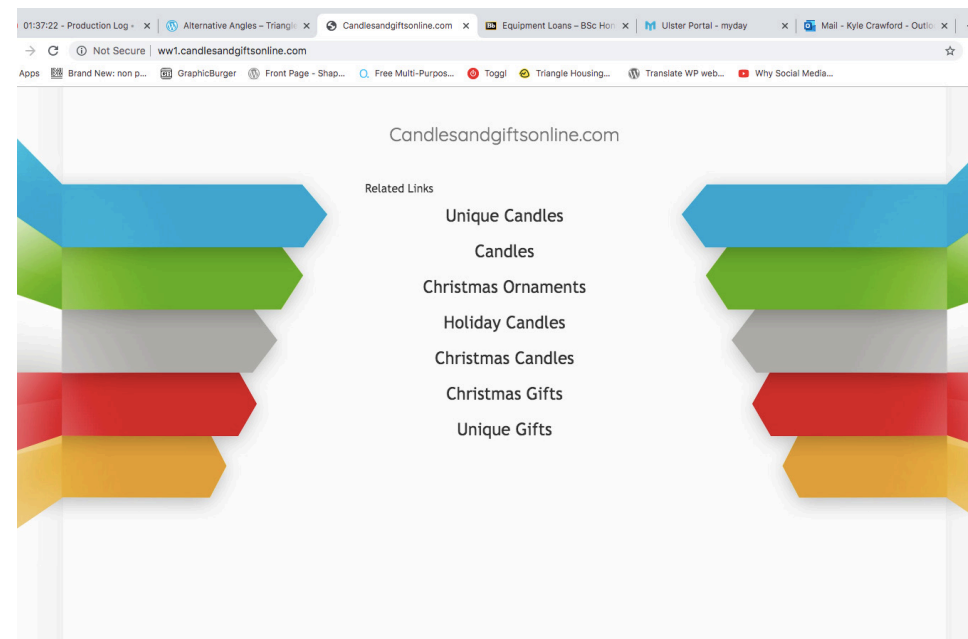
Within the Community Outreach Page which can be found within the 'Services' menu, I have created a page for 'Alternative Angles', the Social Enterprise group that belongs to Triangle.



I have included relevant information regarding Alternative Angles such as what they do, I have also created a gallery showcasing the different products that the Alternative Angles volunteers make and included a link below where users can buy these products.

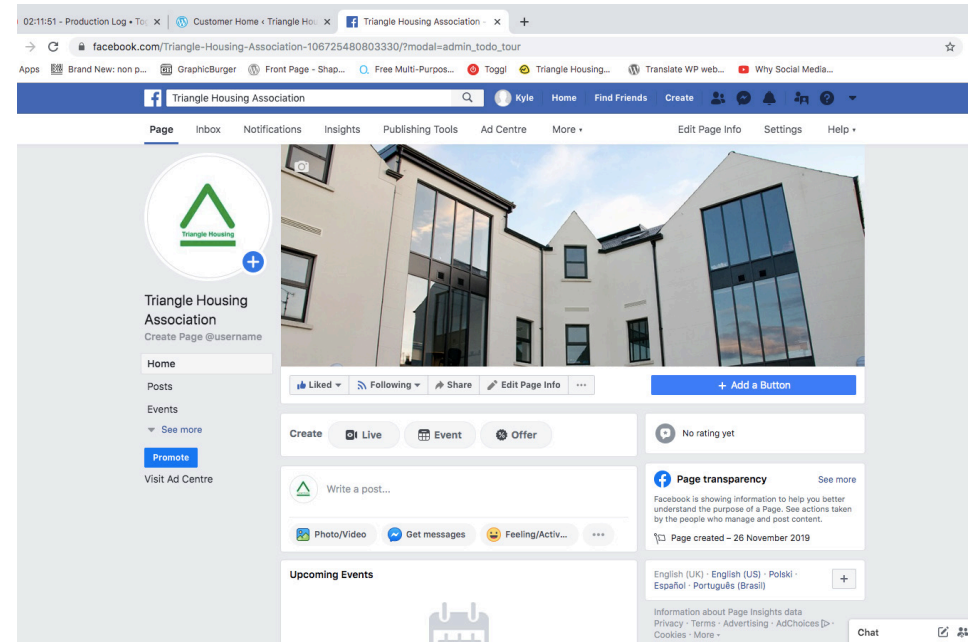


When the user clicks the link, they will be taken to this page where they can access these products. I feel this is a useful features for the parents of the volunteers as this gives them the chance to buy the products their son/daughter has helped create.

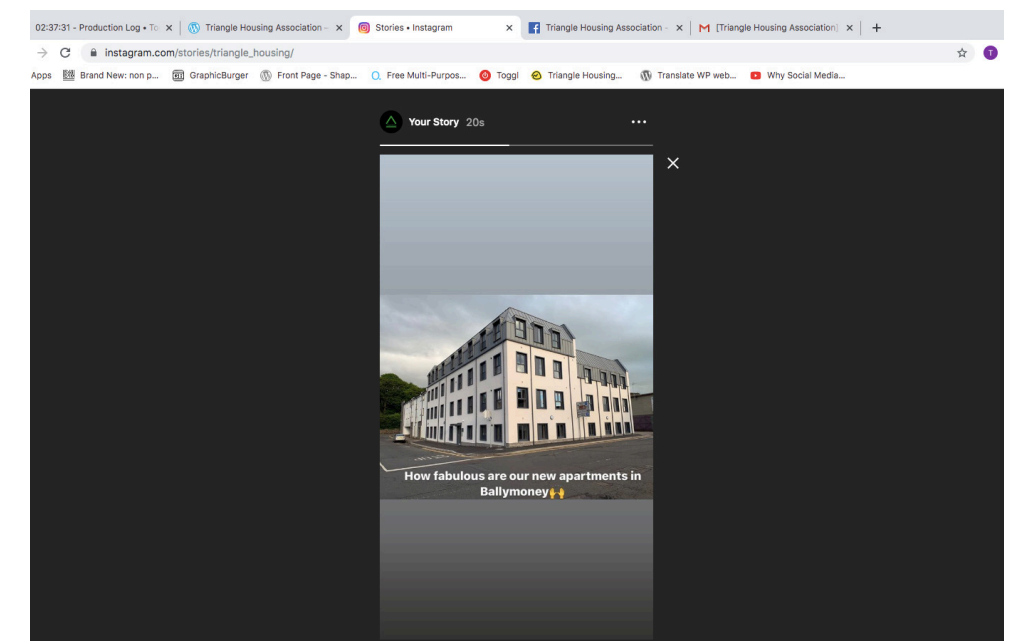
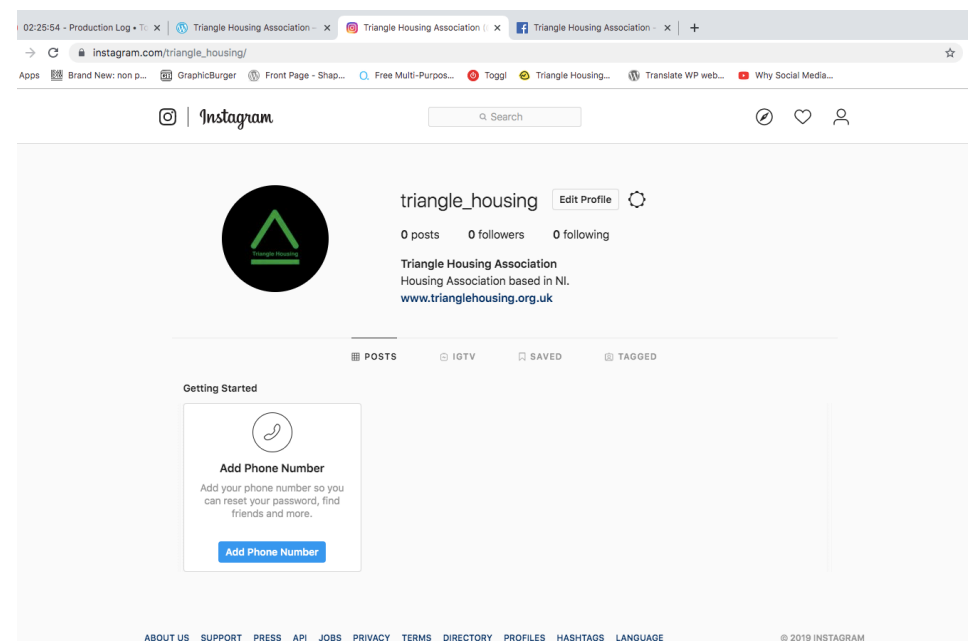


Social Media Implementation

This is the Triangle Facebook page I have created, as I have mentioned it has been linked to the WordPress Site. This page can be used for advertising jobs, updates about latest property developments and discussing what the Alternative Angles group have been doing.



Like Facebook, I have created an Instagram page, this page can be used for showing images of property developments, volunteer work so service users or potential funders can see them in action and also I plan to show a snippet of the show-reel we are creating. I have used the 'Stories' feature to showcase some new Triangle properties, Stories are a useful way to promote user engagement.



I have created User Guide for the website should the client ever decide to change over to the new site we've created. I've approached the User Guide as if the client has never touched WordPress before so I've ensured that I've broken every detail down as simple as possible so anyone who has never touched WordPress before will have a good level of understanding after reading the manual towards using the site. I have broken the User Guide into four parts then within those parts condensed the information into more detailed sections which I've shown the screenshots.

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Themes and Menus

Changing theme- pg 4

Customising Menus- pg's 5-7

Adding Content

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Linking and Embedding videos- pg's 12-15

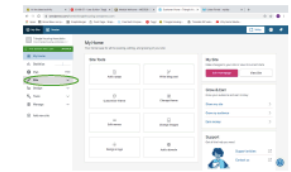
Background Images- pg's 16-18

Responding to Messages

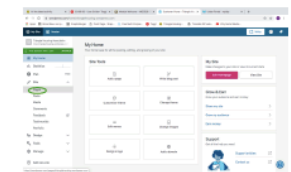
Receiving messages from homepage- pg 19

Adding Content

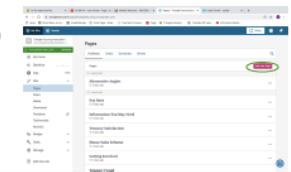
To view any pages or add new content, first click 'Site'.



Then click on 'Pages'.



This is the 'Pages' menu, if you wish to create a new page then click 'Add New Page'.



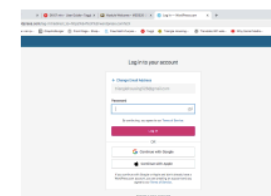
8

The Basics

This is the WordPress homepage. To log into your own site, click 'Log In' at the top right corner.



Once you have entered your email address, next enter your password then click 'Log In'. In this case the password is 'trianglehousingmed526'.



Once you have entered WordPress, this is the page you'll see. Next, click on the 'My Site' icon.



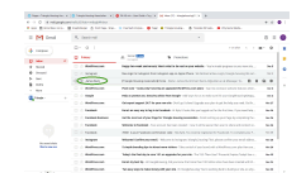
1

Responding to Messages

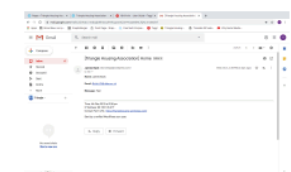
On the Homepage, we have created an online form which allows users to send messages. When someone has sent a message, you can view it on the email associated with the site.



I have created a Gmail for this site. The Email address is trianglehousing526@gmail.com and the password is trianglehousingmed526. When you view your inbox, a message will show up as the users name.



When you open the email, you can view the person's message and can use the 'reply' function to respond to the message.



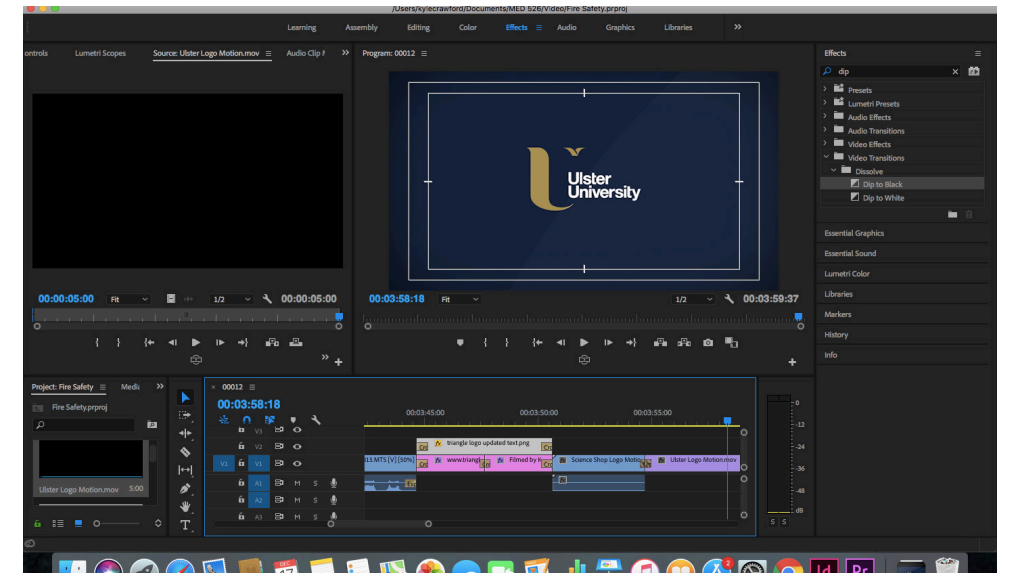
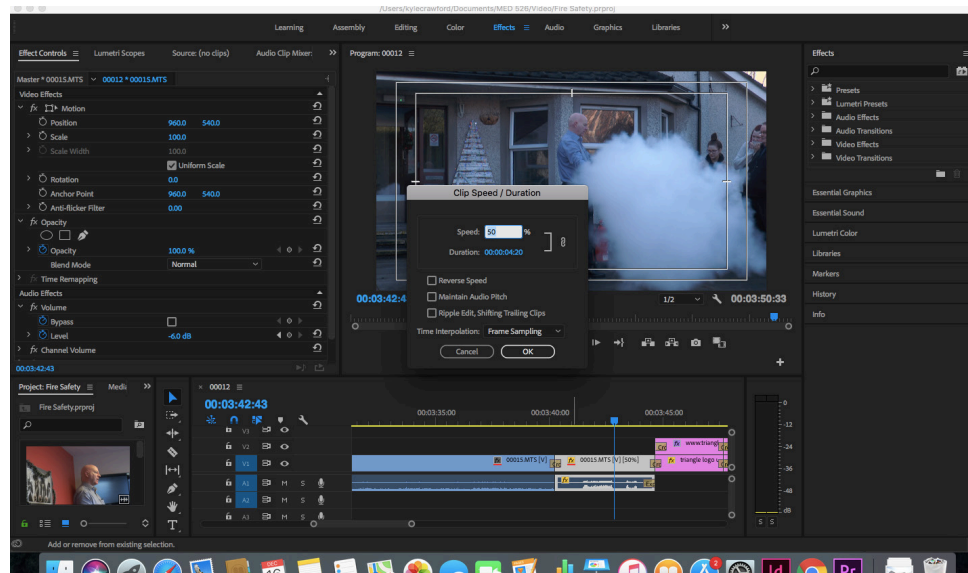
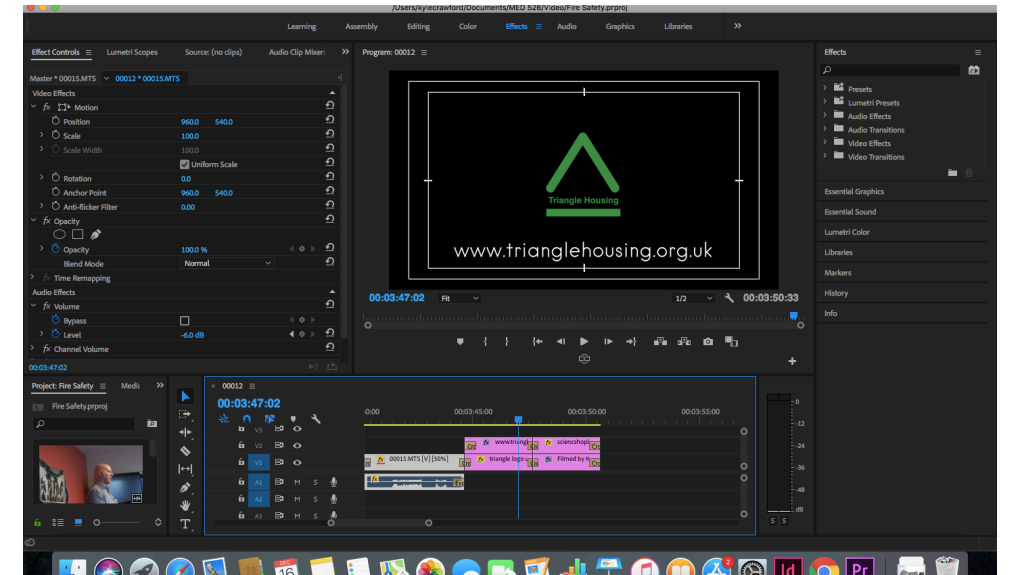
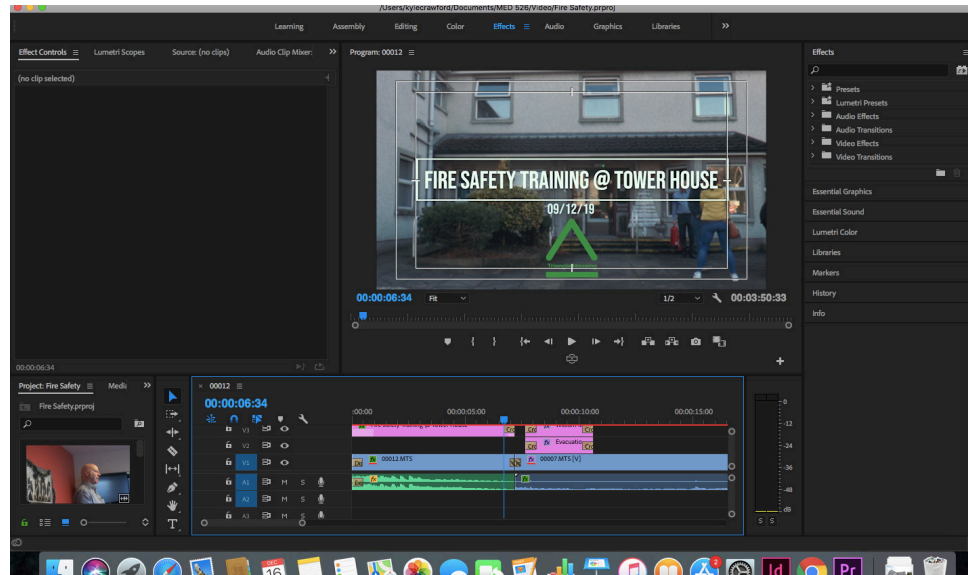
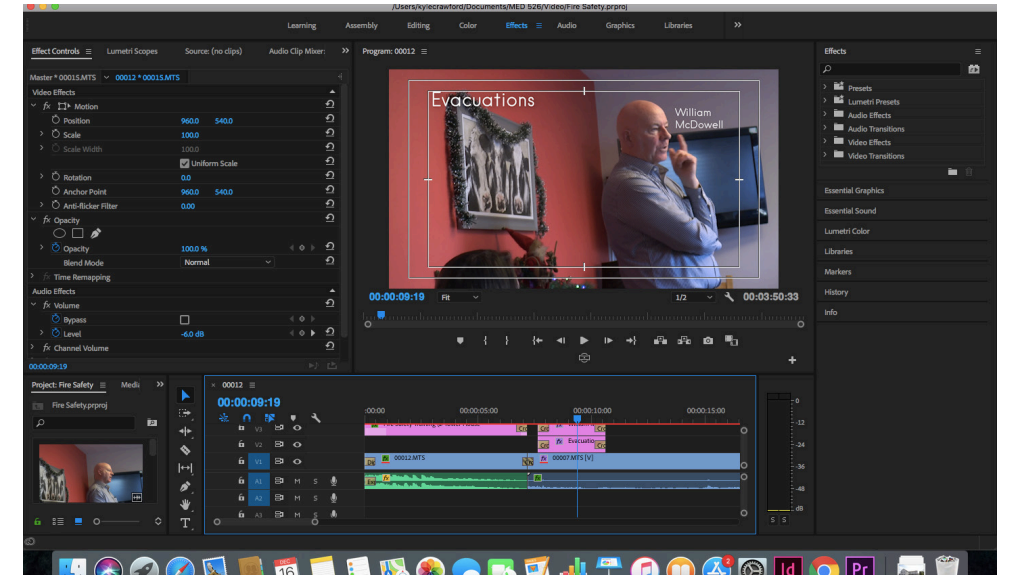
19



Videography

We agreed with the client, that we would go to Tower House in Ballymena, to go shoot a fire safety training demonstration (09/12/19). Tower House is a supported living facility provided by Triangle. We used the Panasonic AC90 to shoot our footage as it is a high quality camera capable of shooting in 1080p. We were able to capture William McDowell who gave the presentation and then give a tutorial on how to correctly use a fire extinguisher. This presentation was aimed for Triangle staff who work at supported living institutions like Tower House and the video will also be useful for staff as it will be contained within the website and they can view it at any time.

I added a title sequence to the video featuring the new Triangle logo, I feel this is a good way to show of the new logo and helps with the branding side of things. When it came to the fire extinguisher, I decided to slow a clip down to 50% so when the powder is shot out it will appear in slow motion. I feel this is an unique effect and a good way to finish the video in a creative way.

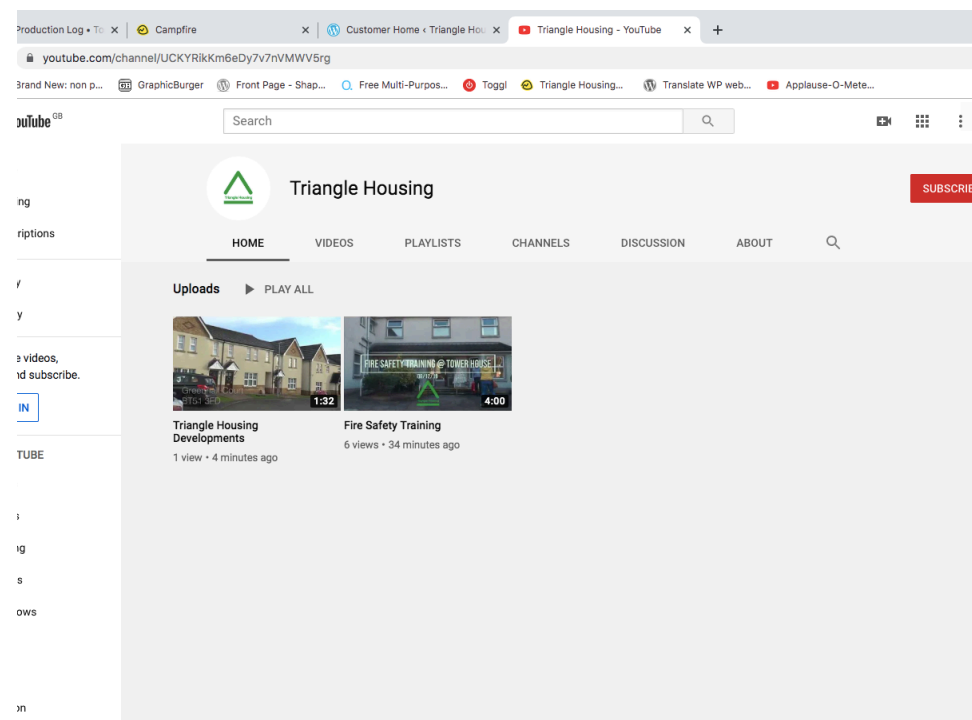
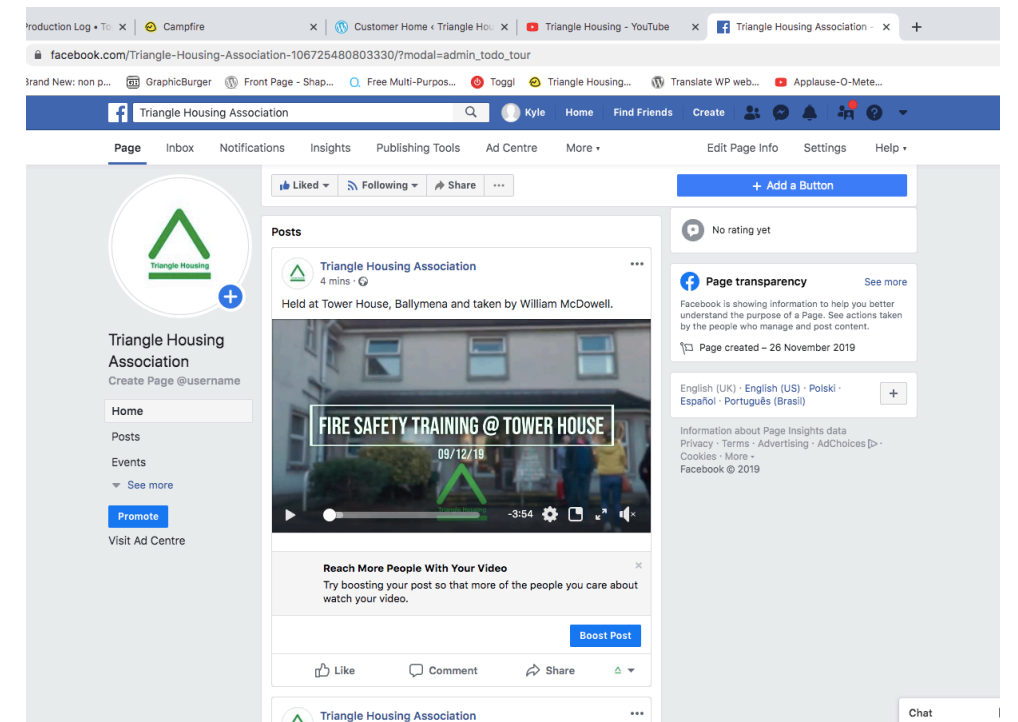
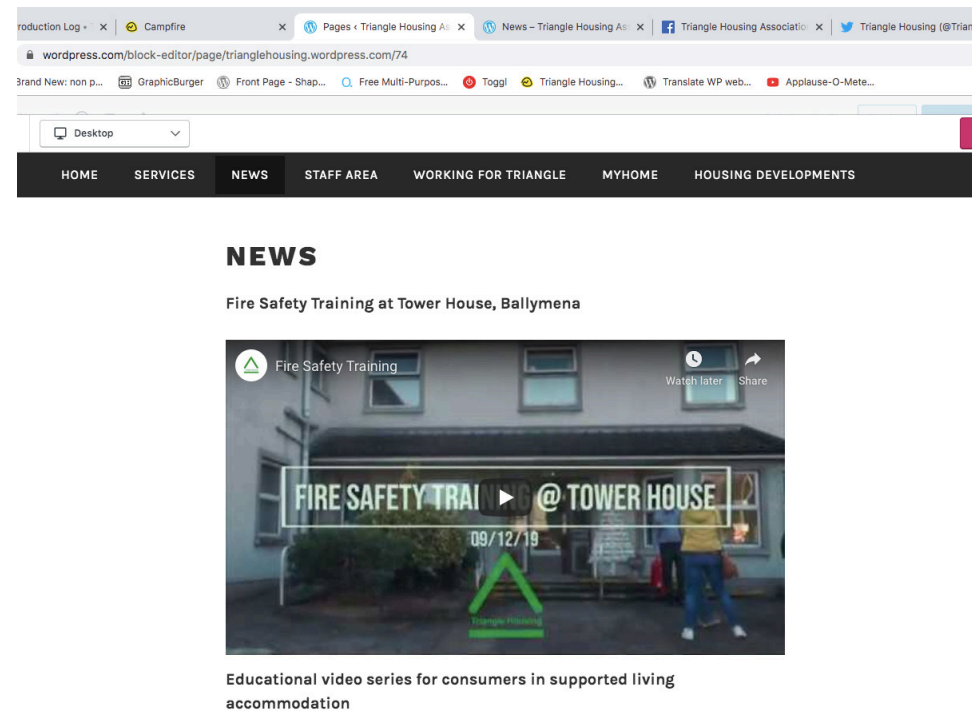


I have created a Triangle YouTube channel so we can easily embed videos into WordPress. I've just used the Gmail I've used for WordPress and Social Sites for the YouTube channel as the client can easily access and use the channel if they wish.

The two videos we have created, the fire safety training I mentioned and then another, which showcases three of Triangle's housing developments in Coleraine which James Buick edited and will be uploaded onto this channel.

The video I've edited will be contained in the News section of the website as this can alert staff and residents that appropriate Fire Safety training has taken place. I also feel it's important to notify potential funders that the staff here are well equipped to take care of emergency's and that Triangle is a well run organisation.

I will also post the video onto the Triangle Facebook page I have created as Social Media was one of the areas that the client wanted to explore and help boost their profile.




Pop-Up Displays

For the exhibition that is taking place on 10/01/19 where we will showcase our work to the client and fellow students, lecturers and other University personnel, we have mocked up a design that will be shown as a 8 ft pop-up display.


I designed the first page which we wanted to showcase the new logo, so I've placed a large copy of it at the top so it is the main thing people see, I've also included headshots of the team members so it is clear who was involved in the process. Also, I've mocked up how the finished site looks on screen as this was one of the main digital assets we created. Since it is a responsive site I've used different appliances as the site will appear differently due to the differing screen sizes. I've also included a small piece of text explaining the project objectives.




Completed Boards



Triangle Housing




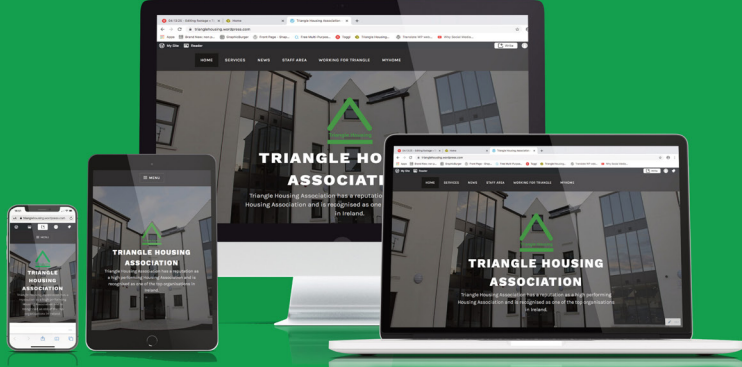
James Buick



Kyle Crawford

ABOUT THE PROJECT


We have been asked to create a new visual identity that would help modernise their brand and to ensure that they use Social Media platforms to inform residents and potential users of their services.



Triangle Housing

ABOUT TRIANGLE

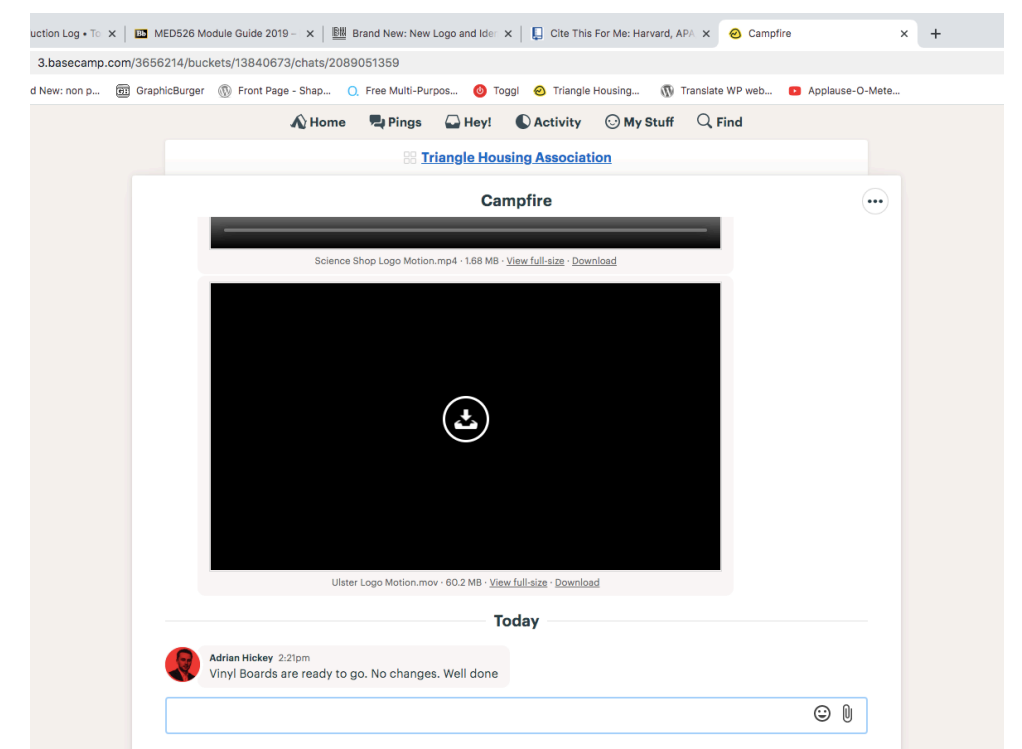
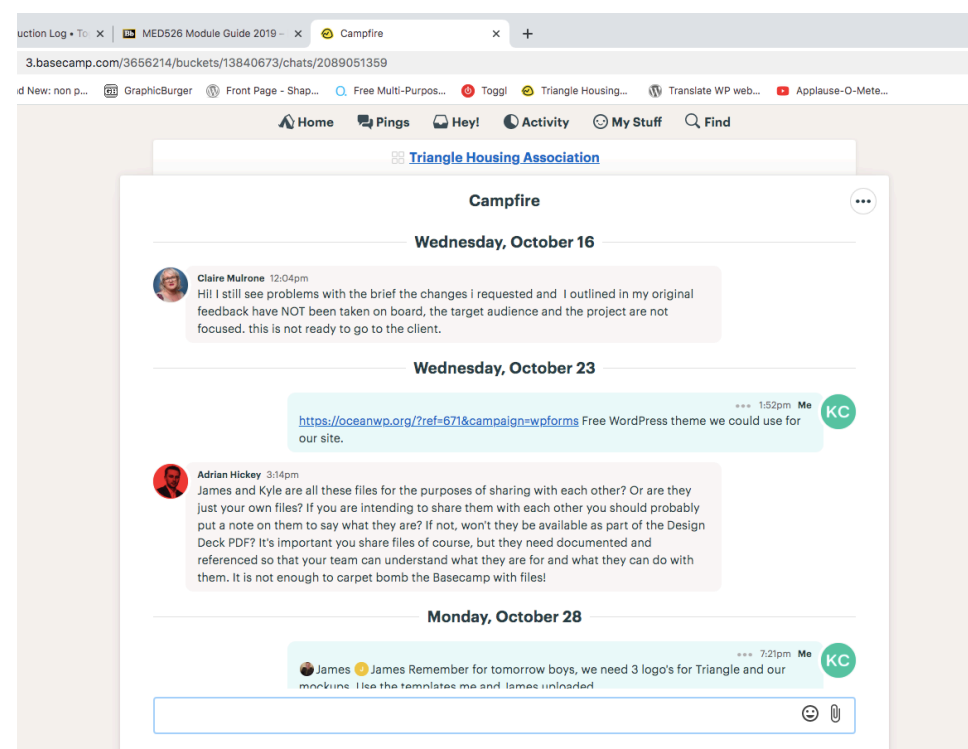
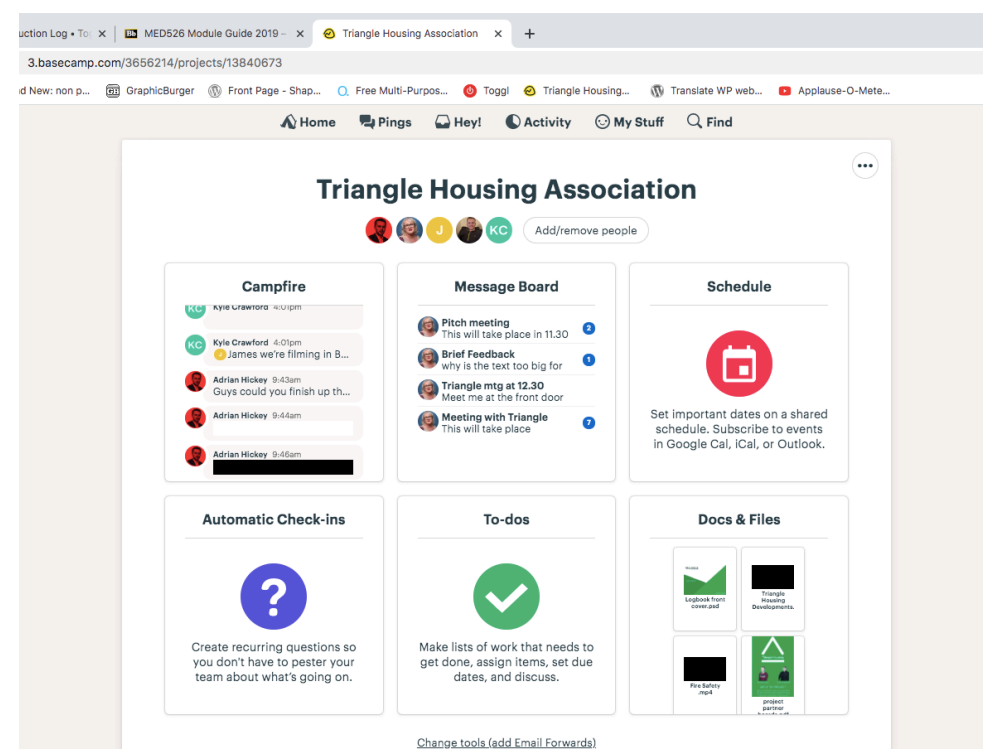
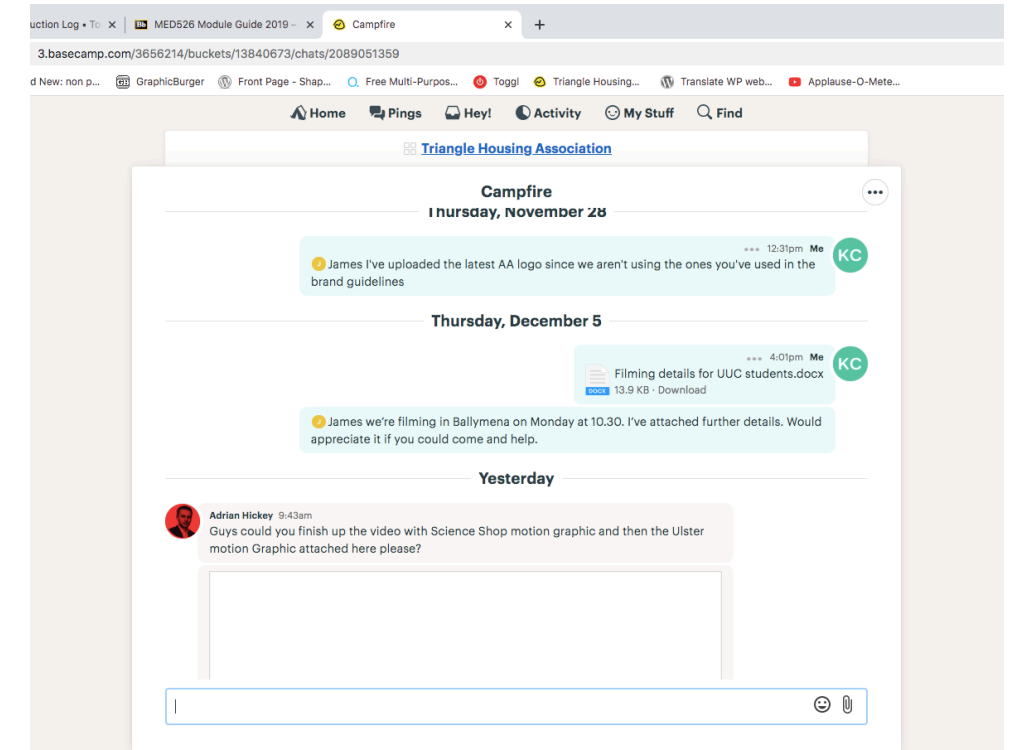
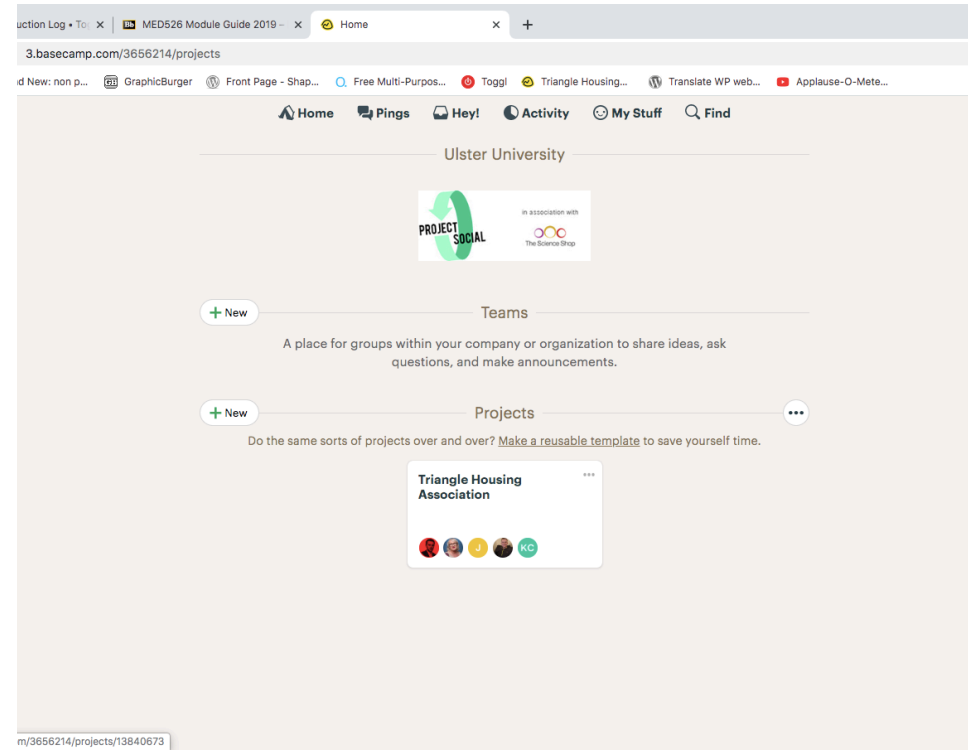
Triangle enhances lives by providing homes, supporting individuals and families, sustaining communities and promoting equality.



Project Management

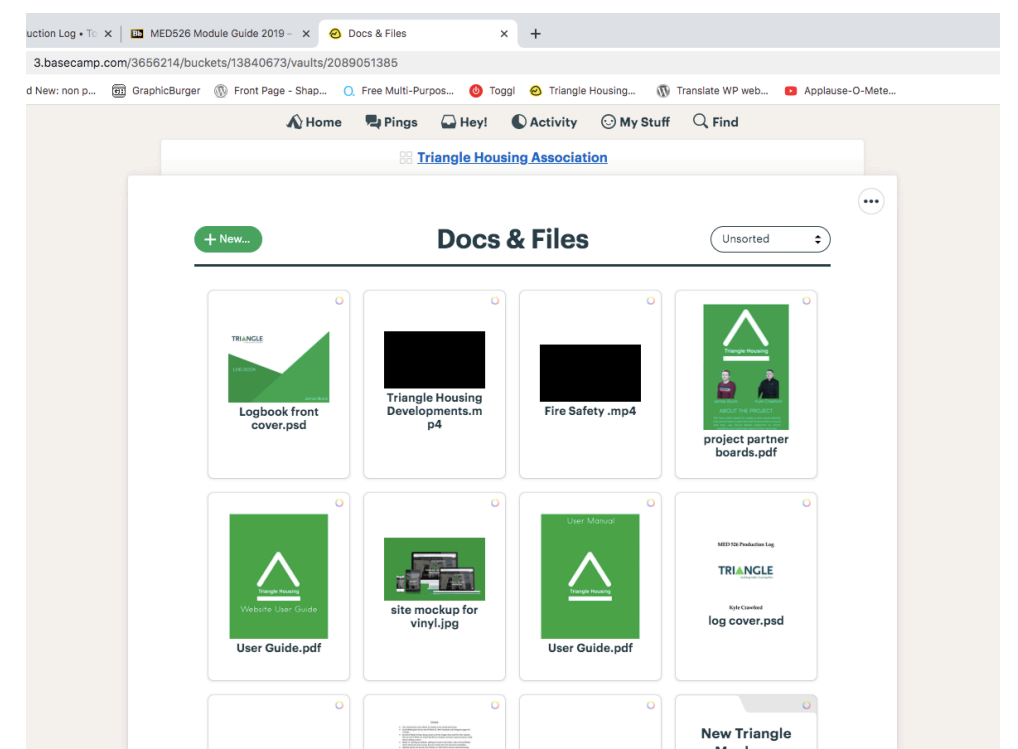
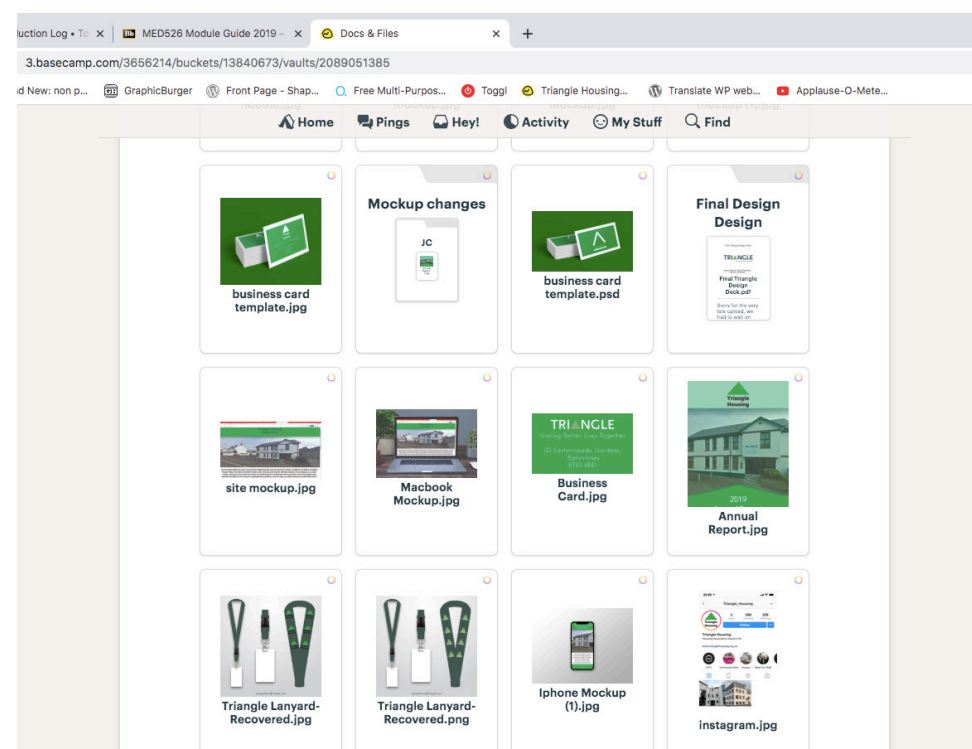
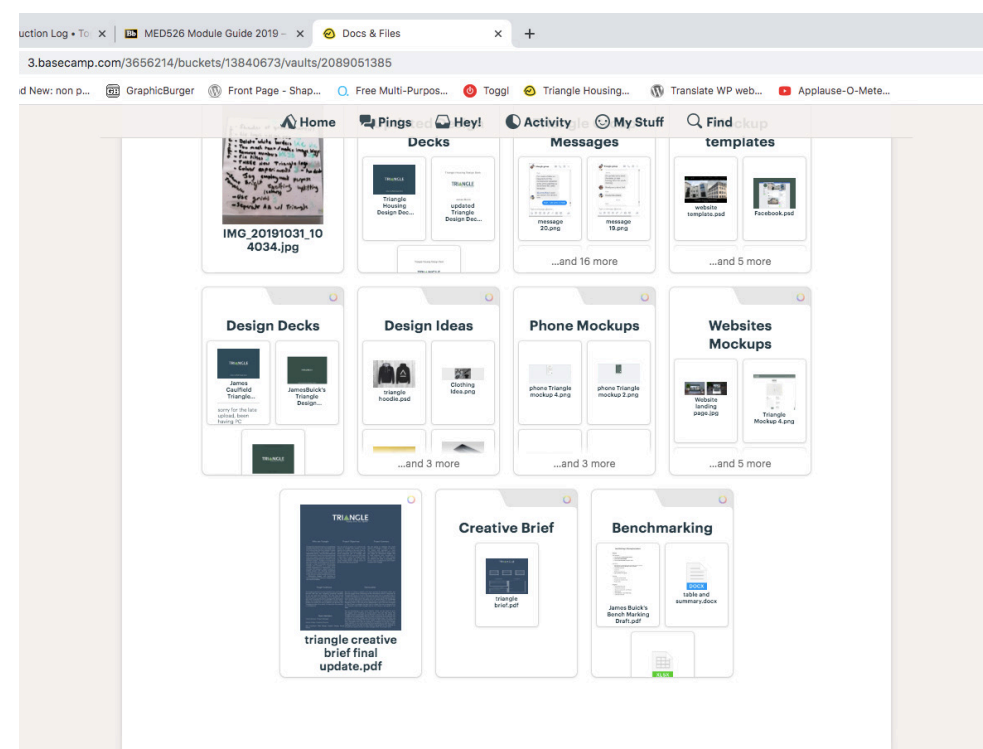
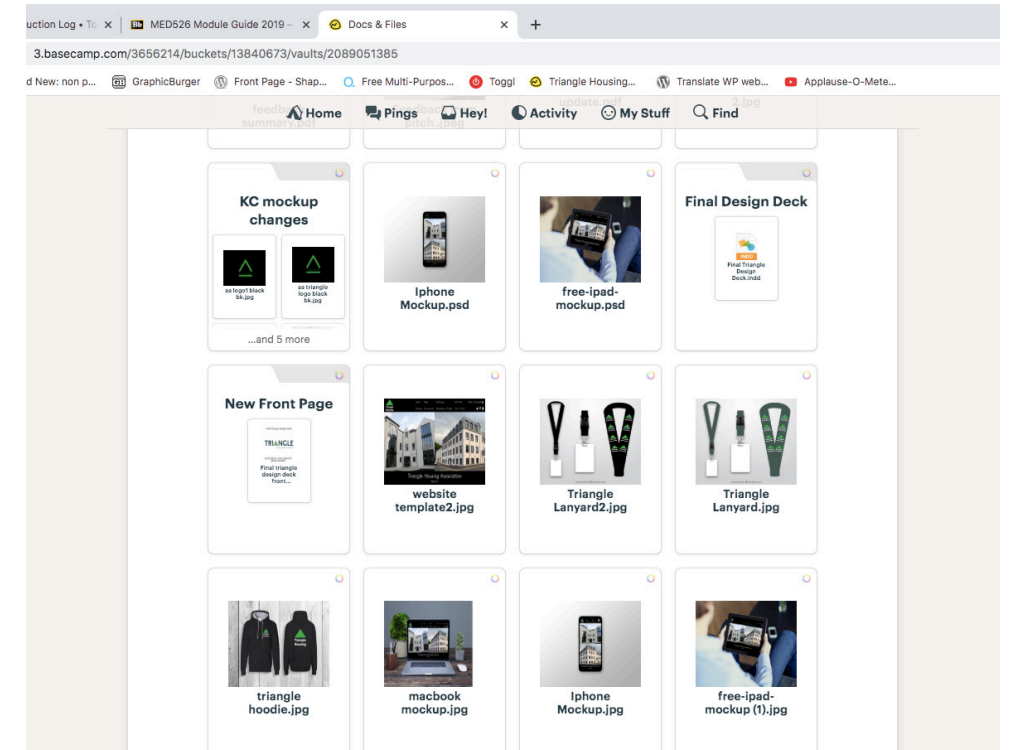
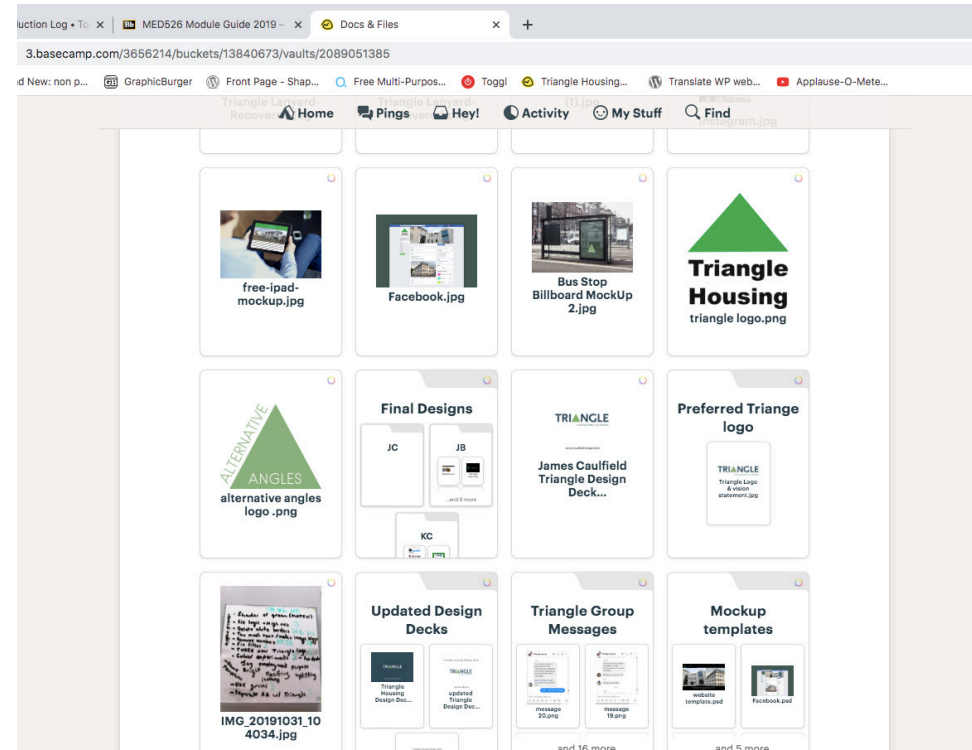
Throughout the module the team has used Basecamp, a project management site that has allowed us to communicate and share files with each other. Claire Mulrone (Project Manager) and Adrian Hickey (Creative Director) have also been included in our Basecamp group so we can show them what we've designed and receive feedback from them.

I feel Basecamp has been an effective tool throughout this creative process as it has allowed us all to communicate and share files all under the one application and has kept everything in the one place allowing us to be more organised and work more efficiently.



The Docs & Files section of Basecamp has allowed to share all our files such as logos or mock-up templates with team members so they can use them to complete their own designs or to combine designs in order to create a larger piece of work.

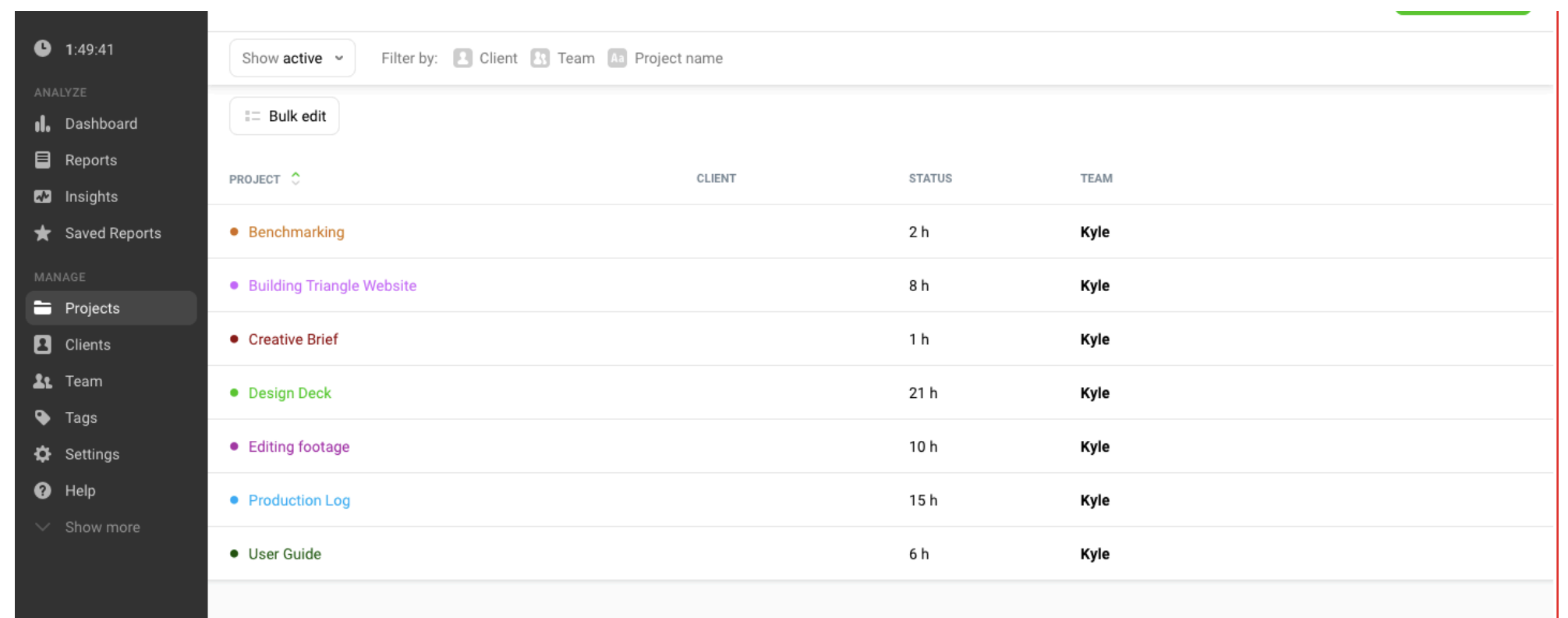
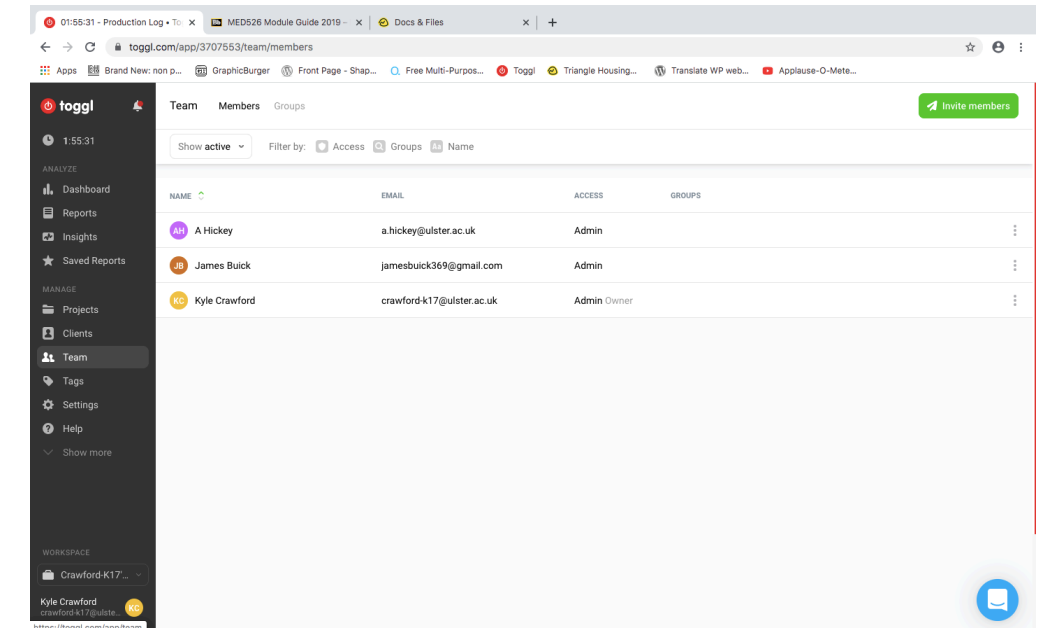
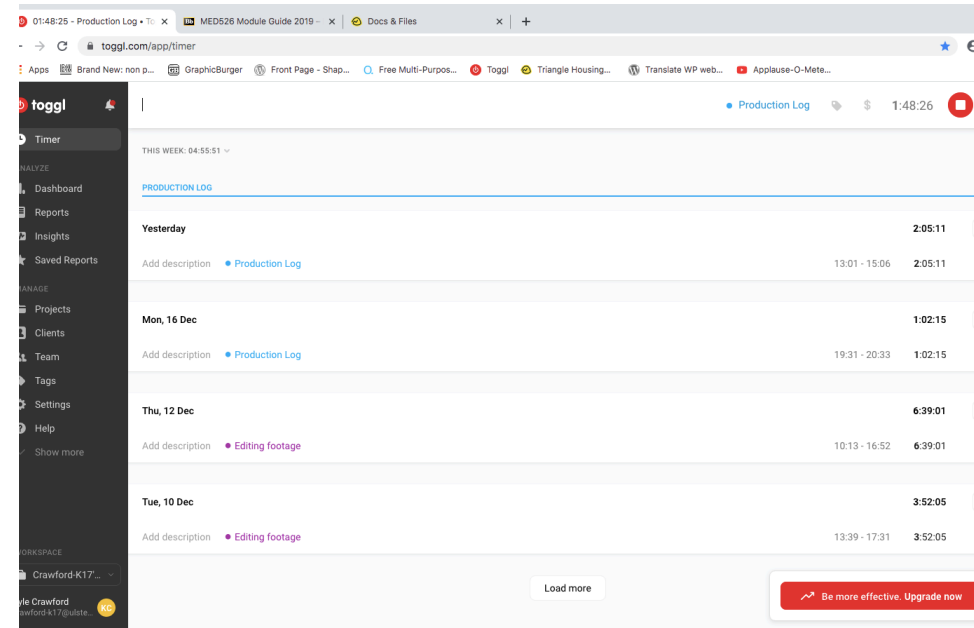
I've made folders which I've then titled 'Design Decks' or 'Mock-up's so we can then place the relevant files into those so it is easy to find and they are all in the same place. It has also made the workspace less cluttered.

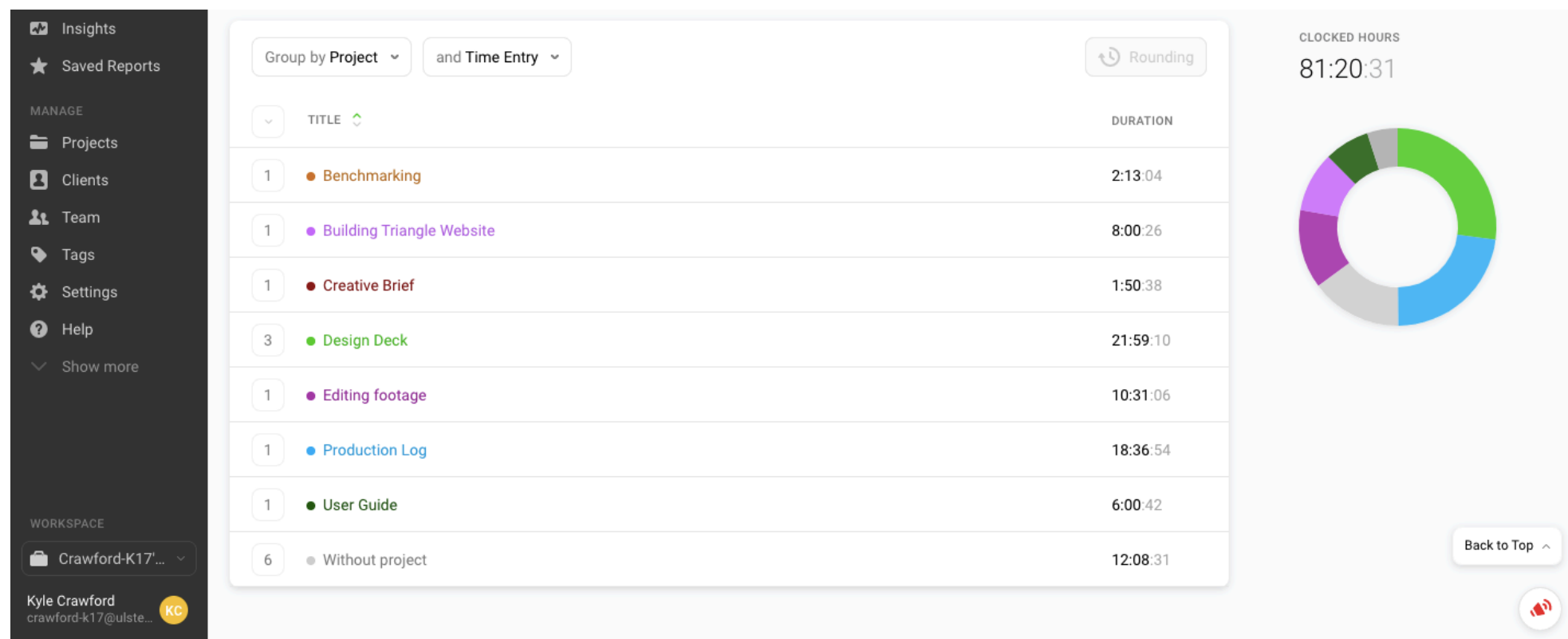
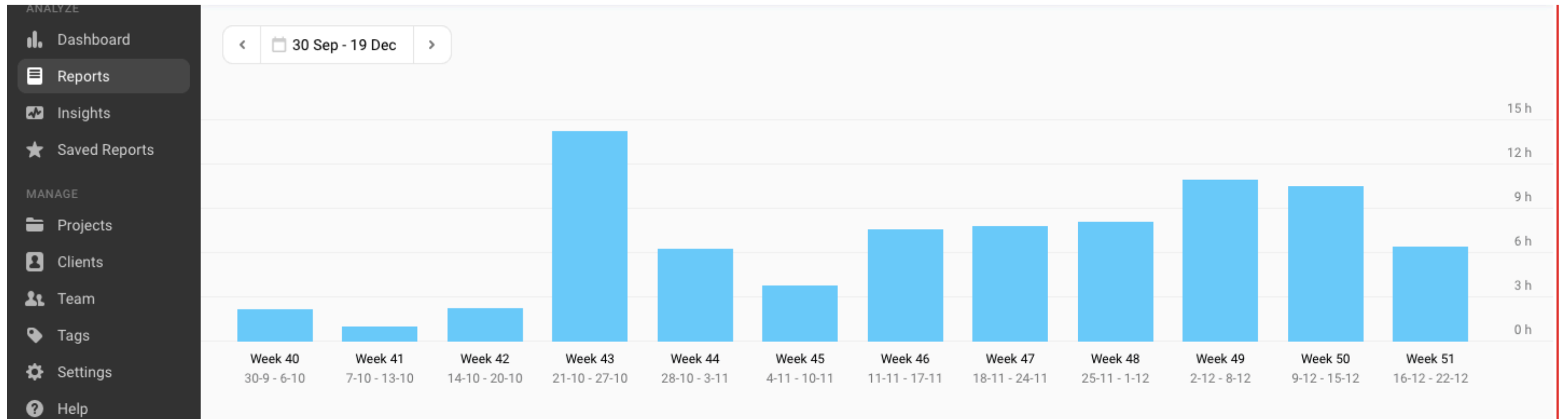


Time Log

Also, throughout the entire progress, I've used 'Toggl' a free time tracking software which I've had on in the background while I've done all my work. This has allowed me to see how much time I've spent on each section as I've split the project into different sections.

I have made different 'projects' to split up the tasks such as 'benchmarking' and 'design deck'. This has allowed me to see exactly how much time I've spent on each task.





I have accessed these two charts on Toggle and it shows how much time I've spent on the project. The above bar chart goes through each week since we started the project and shows how many hours I've spent per week working on it. The Pie Chart on the left shows how much time I've spent working on each section.

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