

Pink Ladies Cancer Charity

PRODUCTION LOG

Created by Cory McShane

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PROJECT BRIEF

We were given the task of helping an organisation in ways that would benefit them. In terms of re-branding for future and creating a website that can be expanded upon in order to ensure that the organisation and members of said organisation are up-to-date when needed.

Having access to an online location for people to gather information benefits the organisation as it gives people the opportunity to contact the Pink Ladies and provide people with a more detailed informative approach.

PINK LADIES BRIEF

The organisation that we had chosen was The Pink Ladies which help people affected by Cancer, they are currently located in Derry/Londonderry. The Pink Ladies were seeking a re-brand and a website that would allow them to reach a further audience, ensuring that their message was brought across clearly to help as many people as possible.

The Pink Ladies were very enthusiastic and eager to get started, getting in contact with them straight away was a good approach and allowed us get a better understanding of what direction they really wanted.

WHAT THE PINK LADIES HAVE

The Pink Ladies have been interested in expanding their reach and aim of the organisation for some time now.

Through the research we have done regarding the organisation and the information they have provided. They have a rather large following and have gained traction through word of mouth however that can only go so far in the world now considering everything is documented and put online which is exactly what the pink ladies have in mind.

The Pink Ladies want to be able to provide those who have been affected with Cancer the opportunity to find out more and make sure they are aware that none of them are alone, providing personal care tailored towards different families.

THE APPROACH

In order to ensure that the deliverables we want for the Pink ladies. Having consistent contact with the organisation is important to ensure that the work they need for a visual identity is completed to a high standard. I will be outlining what approach to take by making sure the urgent tasks are completed first.

The plan is to create a visual identity for the Pink Ladies that compliment their aim and passion.

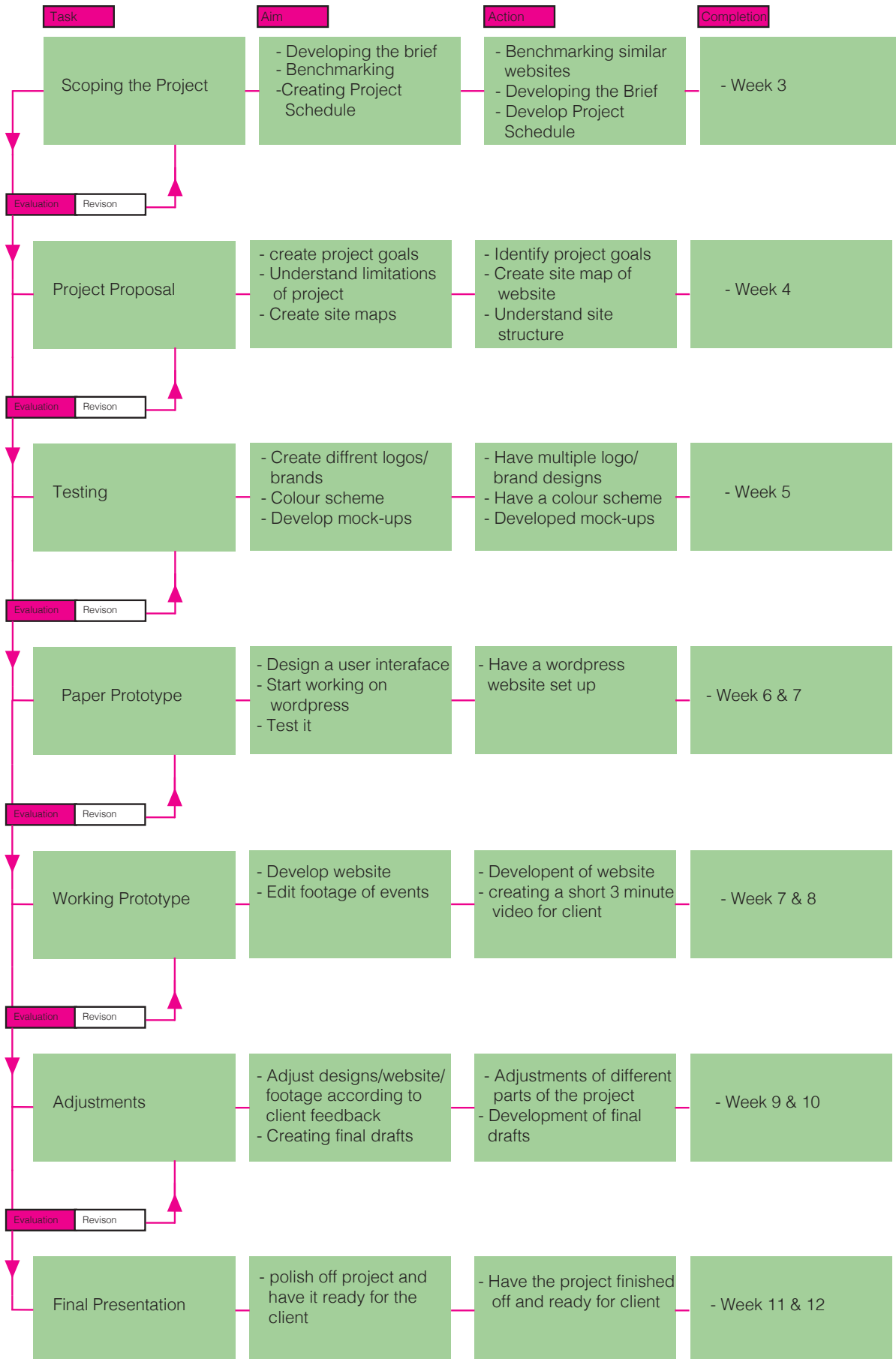
The website that will be created will get them up and running in an online environment which will then bring more people to them looking more detailed descriptions of how to get involved.

PRODUCTION SCHEDULE

The production schedule created allowed the team to stick to tasks for specific weeks, setting ourselves goals and to stay on track and ensure that members of the group understood the time constraints that were present in the creation of the project.

The schedule went from week to week of the project so that there was no confusion on deadlines for the Pink Ladies.

The Production Schedule went up to week 12 in which was the deadline for everything to be completed and given to the Pink Ladies.



Category	Features	Cancer Support Scotland	Cancer Focus NI	Macmillan Cancer Support
First Impressions	Aesthetics	Uses images to represent aim	Uses images to represent what they do	Uses hero images and text to represent aim
	Identifiable Target Audience	On Front Page	On Front Page	On the front page
	Identifiable Chief Aim	Support people who have been affected by cancer	Helping the fight against cancer	Helping people deal with cancer
Look & Feel	Retina (HD Ready)	Yes, HD ready	Some images are HD, others are not	Yes, HD ready
	Responsive	Yes	Yes	Yes
	Content In Prime Position	Images and text	Image Slider and text	Videos, Images and Text
	Body Text Font	Source Sans Pro	Helvetica Neue	Helvetica and Arial
	Logo Placement	Top Left	Top Left	Top Left
Technical	Book Online	Donate, Top Right	Donate, top right	Donate, top right
	Content Management System	Wordpress	Wordpress	Microsoft ASP.NET
	Analytics Embedded	Google Analytics	Google Analytics	None
Navigation	Primary Menu Format	Full Exposed Rollover	Fully Exposed Click-able	Fully exposed
	Primary Menu Position	Horizontal Top	Horizontal Top	Horizontal top
	Means of getting to page top	None	None	Button at the bottom of the page
	Site-map	None	None	Yes, in the footer
	Breadcrumbs	None	None	Yes, Below Menu
	Contact Us	Footer	Footer	In the menu
	No. of click to contact page	One Click	One Click	One click away

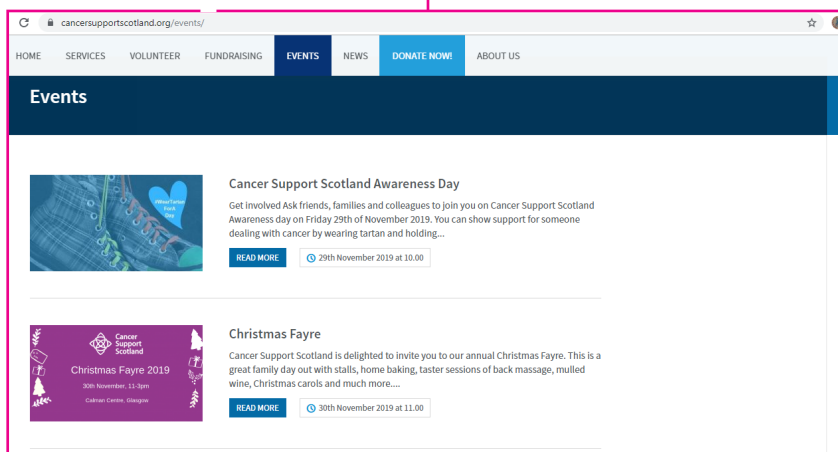
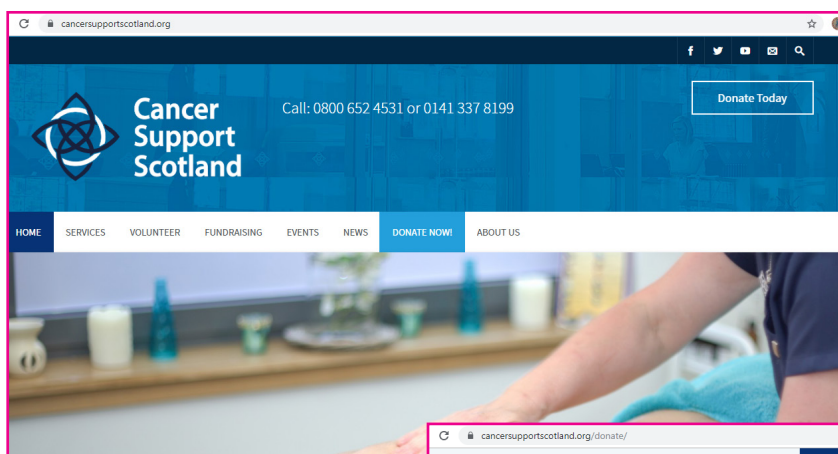
Category	Features	Cancer Support Scotland	Cancer Focus NI	Macmillan Cancer Support
Content	Explanation of service	On Homepage	On Homepage	On the homepage
	Evidence of outdated content	None	None	None
	Social Media	In the Header and footer	Links in header and footer	Yes, to the right of the page
	FAQ Section	Yes, under the About Us Tab	None	None
Search	Privacy Policy	Yes, in the footer	Yes, one click away at the bottom of page	In the footer
	Search	Embedded in Homepage	Embedded in homepage	Embedded in homepage
	Type of search button	Text search	Text Search	Text search and drop town
Functionality	Load Time	3.85s	5.92s	5.80
	Email Subscription	Yes, on home page	Yes, one click away	None
	Multilingual	No	No	None
	No. Languages other than English	0	0	0
Accessibility	How many font types	1	3	3
	Clear & Accurate Headings	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	Yes
	Link underlining	No	No	Yes
	Hyper-links change colour if visited	No	No	No

Cancer Support Scotland: 50%
Cancer Focus NI: 41%
Macmillan Cancer Support: 53%

Cancer Support Scotland

www.cancersupportscotland.org

Screen-shot Research:



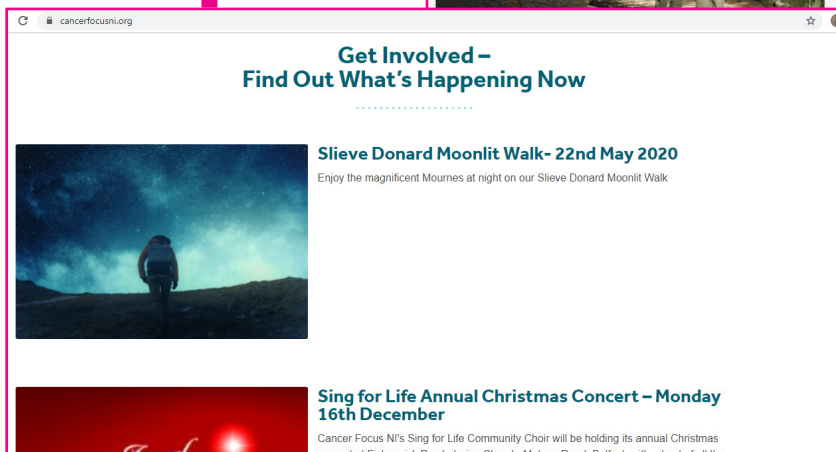
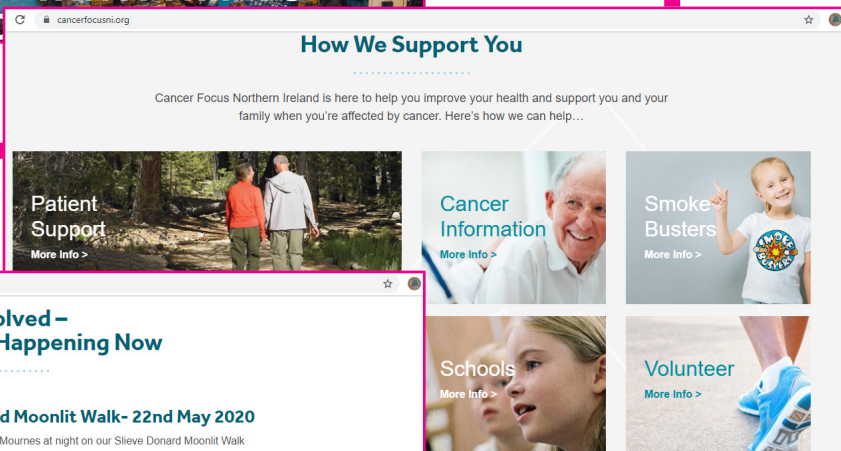
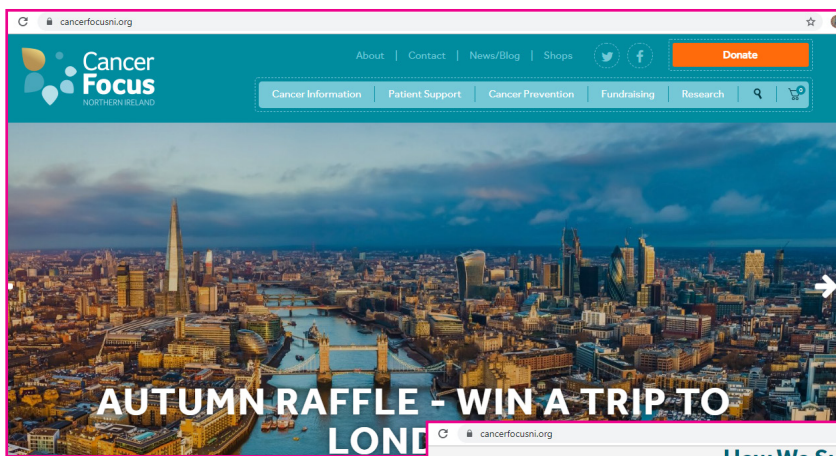
cies and fundraising as we receive no

Cancer Support Scotland provides a clean website however very text heavy and can confuse people who are just looking to find out general information.

Cancer Focus NI

www.cancerfocusni.org

Screen-shot Research:

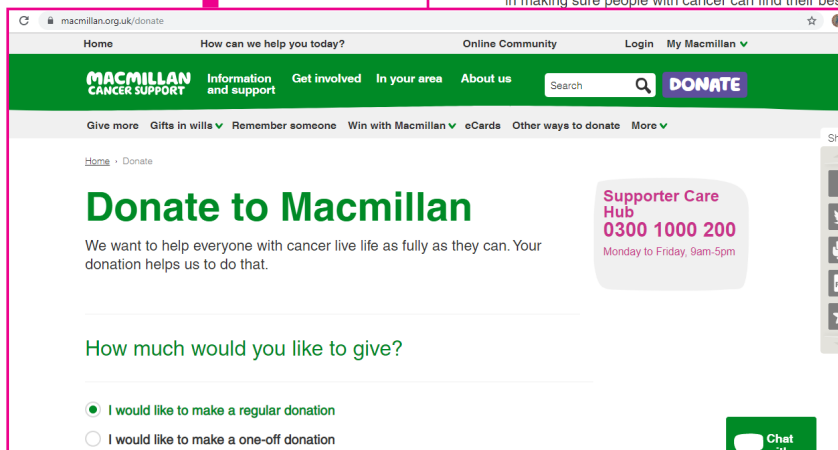
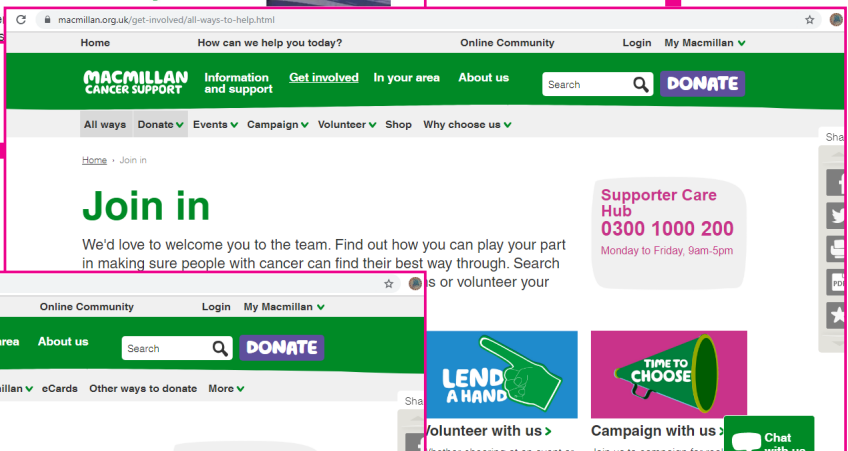
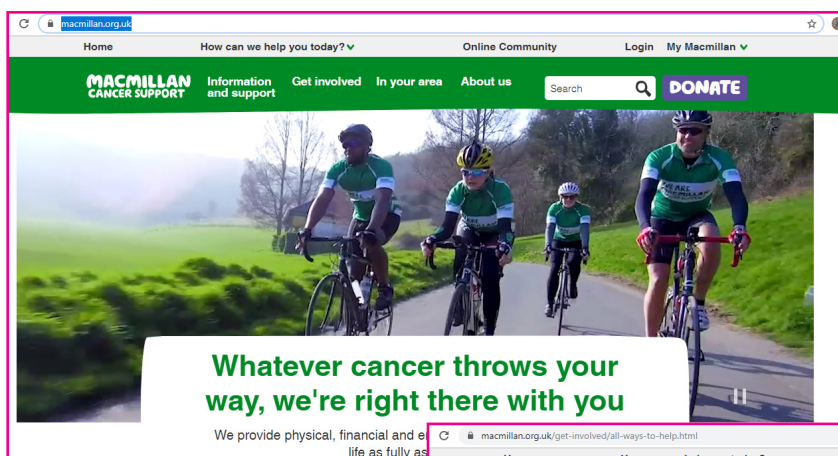


Cancer Focus NI use a lot of imagery to get the message across and it becomes a much more seamless experience and becomes a lot easier to find information as they have taken into consideration what works best in a website.

Macmillan Cancer Support

https://www.macmillan.org.uk

Screen-shot Research:



Macmillan Cancer Support received a higher score in the benchmark as it was more tailored towards the organisation aim and provided personal touches to allow people to be welcomed in with even a warming video.

BENCHMARKING CONCLUSION

Different organisations, allowed me to scope through what makes an effective website for similar aims in which the Pink Ladies are after.

Out of the three websites in which I focused by research on, it was quite clear what was needed to ensure that the website that will be created will be on par or better than what is the currently out there.

The benchmarking is essential to ensure an effective outcome when creating the Pink ladies website. Analysing differently main categories for the benchmarking allows for a broad range of features so that we know what best practice is as we want to be making the Pink Ladies website effective for the target audience.

AN INSIGHT

A look at different organisations in order to gather information on what makes a good website with the right tone and mood to capture the aim of the Pink Ladies.

Being able to weigh different advantages and disadvantages from similar organisations ensures that when it comes to the creation of the website for our chosen organisation that it becomes effective in its aim and is able to convey the main message to the target audience.

There is a certain degree of work that has to go into making an effective website and benchmarking allows me to narrow that down into sections which website features should work so that I can ensure the website being created provides what is needed.

MEETING NOTES

We created the brief and sent it to the Pink Ladies so that if we had any changes, they would be able to get back to me for fixes, we had to make a few changes to the partner section, making it more personal towards the aim of the organisation.

The Pink Ladies had discussed with me what they wanted and having a correct brief reinforces that we will keep everything on track.

Brief notes from the meeting that was held on the Thursday 3rd October outlining what the Pink Ladies wanted :

- The Pink Ladies wanted a complete overhaul in terms of visual identity.
- A website including a gallery to showcase the work provided by the Pink Ladies.
- They want a page within the website that allows people to volunteer.
- Guidelines for helping maintain the website
- Guidelines for maintaining the brand, helping them keep to a good design without compromise.
- A video showcasing the help they provide for people

CREATED BRIEF

The brief for the Pink Ladies was created to review and make changes to if needed, after the initial meeting we had, discussing everything needed to ensure that the project was achievable.

The brief provides the Pink Ladies with an outlined take on what is expected from the group. The brief makes for a smoother project, everything will flow after as it means we have a set of deliverables that need to be fulfilled.

Within the brief, it goes through the timing for the project so that we can stay on schedule and allow us to get everything done. The time-scale is an important part of the brief as it provides me and The Pink Ladies reassurance on when the work needs done.

Having everyone on the same page, knowing that a brief is in place to keep everything going in a straight line. Part of the brief makes sure that the project group members have outlined different skills in the media field to ensure that the project tasks are tailored towards the right members.

PINK LADIES

COMMUNICATION DESIGN BRIEF 2019

Created by Cory McShane
Jacques Ball and Eoin Stewart

The Brief

THE PARTNER

Established in May 2005, the PLCSG is a community-based unique cancer support services model offering vital assistance and advocacy to those who are living with Cancer, along with their families and carers. The organisation started with one aim; helping women locally diagnosed with breast cancer. As acknowledgment grew the pink ladies were able to cover more areas of cancer related issues and help not only women but men too. In 2015 the Pink Ladies achieved a milestone of renting a spacious and accessible City Central Premises, allowing the group to meet and engage with a larger representation of all sections of the community as laid out in the Constitution and Equal Opportunities Policy.

With the implementation of the new premises, they have noticed an increase in numbers visiting the location. In 2017 they were successful in receiving an award from the National lottery Community Fund allowing them to expand their services regionally. They are at the cutting edge of cancer awareness and prevention sessions. The Pink Ladies are currently working on engaging ways to increase the number of volunteers within the organisation and value the role of Volunteers, they are at the heart of the project and without them the Pink Ladies would be unable to achieve their targets nor reach those most in need of assistance

THE PROJECT

The Pink Ladies require a new visual identity and a website that provides accessible information with ease. For the website they are looking 1 video, 3 minutes; that showcases the work they do. The Pink Ladies require separate pages for their sub programmes like The Pink Panthers and Hugs. They also require a single email that will distribute emails to their customers/supporters. To make it easier for our client to manage the website after our completion, we will have to create a Manual that clearly shows how to maintain and upload content to the website. When we have created

the new branding, we will also create a document that sets out the dos which will include branding, spacing and placement instructions for their logos and other branding elements. Our client also mentioned that it would be good to make a printed out colouring book for people to do as an activity. Currently the Pink Ladies have no website to compare to similar agencies which gives us a great opportunity to create new branding and online presence to support the growth of the Pink Ladies and to open up new audiences.

TARGET AUDIENCE

The target audience for the project can be placed into two groups, primary and secondary users.

Primary Users:

Those who are affected by Cancer.

Secondary:

Those who want to learn more about Cancer, support friends or family members effected by Cancer, and

possibly volunteers.

As The Pink Ladies currently do not have a website and want to expand the scope of their services and bring in service users from outside of Derry-Londonderry, we want to create a website which has all the information required for a new service user to become involved.

THE DELIVERABLES

The different types of deliverables that are needed to expand the Pink Ladies aim for the organisation are listed below:

- We will provide the Pink Ladies with a new visual identity; this will include new branding for their existing logos (Pink Ladies/Pink Panthers/Hugs), it will also include a printed and PDF version of their new Brand Guidelines. This is a detailed, annotated manual on how to use their logos. Whether this be on printed or online use
- We will also be providing them with a new website, The Pink Panthers and Hugs Support Group will also be getting standalone pages on the site.
- We will deliver a promotional video show reel to show all of the activities available through pink ladies to funders, potential users and the general public.
- We have also been asked to feature printable activities like a colouring book
- We will deliver a detailed manual on how to upload content and other features on the website.
- We will be creating Leaflets and Flyers for the Pink Ladies to put where needed.

BENCHMARKING

We have reviewed 9 different cancer organisations and the best one we had reviewed as being best practice was; Macmillan Cancer Support based on the features they had, the website was welcoming and brought people in with a warm video and text approach that draws the attention of the users instantly. Modern website design with a personal touch keeps the user on the site and allows them to find what they are looking for with ease.

Another best practice website we found is from another charity called the National Breast Cancer Foundation, it is very aesthetically pleasing, and smooth to navigate, it has a personal look and feel that which is what we need to have in ours to make it feel like its personal to the user.

From the benchmarking that was done we found that Action Cancer was not held to the standard in which we had expected to find compared to the others we had looked at due to issues with the layout and general needs in which we would expect from a website, it was badly constructed in terms of how to navigate throughout and find information that would be relevant to the user.

Overall based on the benchmarking, we will be ensuring that we provide the Pink Ladies with a website that not only provides users with the best experience possible but allows the user to get the information needed while sticking with a clear and concise design approach that compliments their brand.

THE TONE, MESSAGE AND STYLE

The style will be consistent throughout the project including the logo and sub-logos. This will be determined by the audience, since it will mostly be cancer patients, family members, friends and those who want to learn more about cancer. It will be welcoming, and the goal of the visual identity will be to make it feel personal. The message will be; to support people with cancer and their families on coping with it, there will always be help there for those who need it. The overall tone will be engaging and welcoming but professional as it is a sensitive subject.

THE TIMING

Our Production schedule for deliverables has been decided, Week 6 - Monday 28th October to Friday 2nd November will be the pitch, where we will pitch our individual work on the visual identity and to choose one to go forward with. We will create mock-ups of the website for the pitch. We will be informed of events we will need to film in the coming weeks. We will consider the technical side of the website such as when we should put it up and what

back-ups are in place in case something went wrong with the version we were working on. By the end of week 12 - Monday 9th to Friday 13th December everything will be finished and ready for the exhibition on 9th January 2020 at Ulster University in Coleraine.

THE BUDGET

We looked at multiple domain names such as Pinkladies.co.uk which came to £0.99p/1 year, compared to Pinkladiescharity.org at £15.99/ 1 Year, which could be preferable as similar organisations would prefer .org, the domains were researched using 123-reg as it is known as a reliable source for domains.

We will be using Wordpress to showcase the website as it is easy to use and it will provide the Pink Ladies with the opportunity to keep on expanding and keeping everyone up to date as its an easy service to use. Price of Wordpress will be £7 a month.

The Pink Ladies had discussed with ourselves that they would like to take different leaflets and flyers online so that more people can have access to them rather than spending some of the budget on printing which worked out around £214.80 for 2000 Letterheads with 120gsm Paper Type.

2000 Leaflet for £110 with 130gsm Paper Type.

10 Colouring Books would be £60.50.

The Brand Guideline book for 2 printed copies would be £17.

THE TEAM

The team is Cory McShane, Jacques Ball and Eoin Stewart with the Project Manager; Claire Mulrone and Creative Director; Adrian Hickey.

We will use our knowledge of Interactive Media gained through study and experience to deliver the project to a high standard. Our individual skills are outlined below.



**CORY
MC SHANE**

SKILLS:

- Communication and Design (Graphic Design)
- Videography
- Photography
- Coding
- After Effects



**JACQUES
BALL**

SKILLS:

- After Effects
- Animation/Modelling
- HTML/CSS
- Graphic Design/Illustration
- Product Design



**EOIN
STEWART**

SKILLS:

- Graphic Design
- Filming
- Editing
- Time Management
- Problem Solving

AFTER BRIEF

After the brief, designs had to be produced so that they could be presented to the Pink Ladies and they would choose which designs to take forward, whether that be different parts from all the logos produced in the group or just going with 1 Logo overall.

Having the access and freedom to now work on what we thought the Pink Ladies wanted and how the organisation would be represented ensuring that we could do more research into what is out there in terms of similar organisations and how they present themselves. The Pink Ladies have to be different, have to be welcoming to allow people to trust in the organisation.

The logos being created ensured that they represented the Pink Ladies in an inviting manner which would therefore get more people in the doors, helping out more and helping the organisation reach further while staying true to what they believe.

I had a clear goal in which would allow the Pink Ladies to see some of the work that would be created and they would decide on what works best for them.

INITIAL THOUGHTS

After getting the brief sorted and knowing in a way what designs they may like, I would try to see if any of their original logo could be used in some way; however upon further design and research into it; their original logo had to be re-branded completely to provide a strong, simple, clear message.

The designs will have consistency among them to ensure that they can be used together or separate if needed.

LOGO DESIGNS

I had to create a pitch that would outline different logos for the Pink Ladies. Pink Ladies has sub-logos/programmes within the organisation called Pink Panthers and HUGS which needed logos to represent themselves however while staying consistent and linked to the overall organisation.

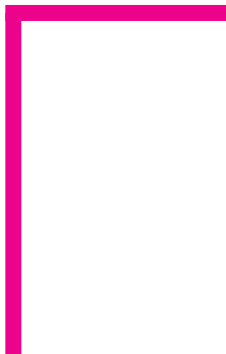
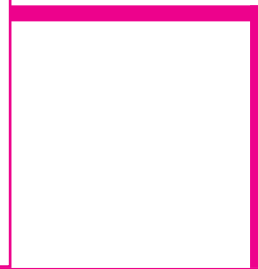
The Pink Ladies support women with cancer as well as being the overall head of the organisation.

The Pink Panthers support men with cancer and hold daily meets that they are involved with the organisation.

HUGS are the carers of the organisation in which they help those who have been affected by cancer, even if that is simply supporting friends and family to come to terms with the situation. They are there when needed to answer any and all questions that may be surrounding the subject.

I wanted to create a logo that represents the Pink Ladies in a friendly manner however still a strong organisation that can help those who are in need while maintaining an approachable look.

LOGO DESIGN - THE PINK LADIES



The Pink Ladies logos allowed me to explore what different Cancer organisation logos have in terms of consistency. I wanted to keep the Breast Cancer Ribbon present within my logos.

LOGO DESIGN - THE PINK LADIES



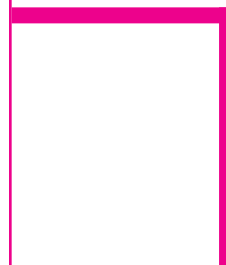
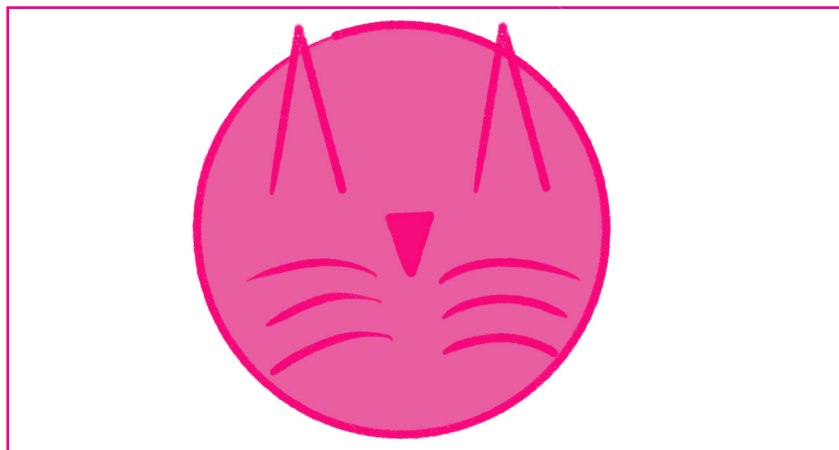
Making different colours for the logo while I was slowly going towards the main one, it was a clean design that would appeal to the personal side of the organisation while staying modern in its aim.

LOGO DESIGN - PINK PANTHERS



The Pink Panthers Logo allowed me to explore different methods with the paw of a panther, I wanted it to seem slightly sketched out rather than clean-cut to show a personal side of the organisation.

LOGO DESIGN - PINK PANTHERS

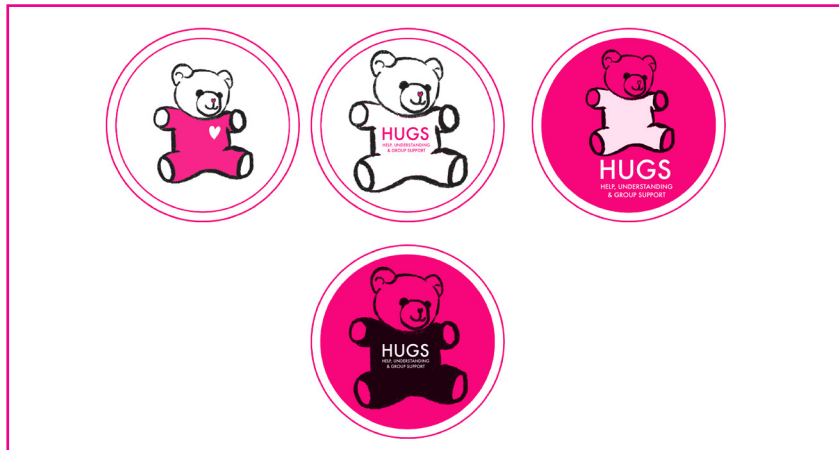


LOGO DESIGN - HUGS



I was thinking of a personal design as well as staying consistent with the previous created logos so I went with a hugs symbol however then changing to a teddy design as it was more appealing for the organisation.

LOGO DESIGN - HUGS



PITCH

After logos had been created for the Pink Ladies and presented to class advisors for some feedback, it had become clear which designs needed refined to allow an effective message to shine through.

The logos were a great stepping stone to get in the right direction of what design to put more work into to provide a clear and modern take on the organisation while staying personal and true to the message they wanted to get across to the audience.

Feedback on logos was essential to ensure I was staying on the right path and not straying away from the aim. I had created the logos in a way that compliments the organisation and ensured they are easily remembered.

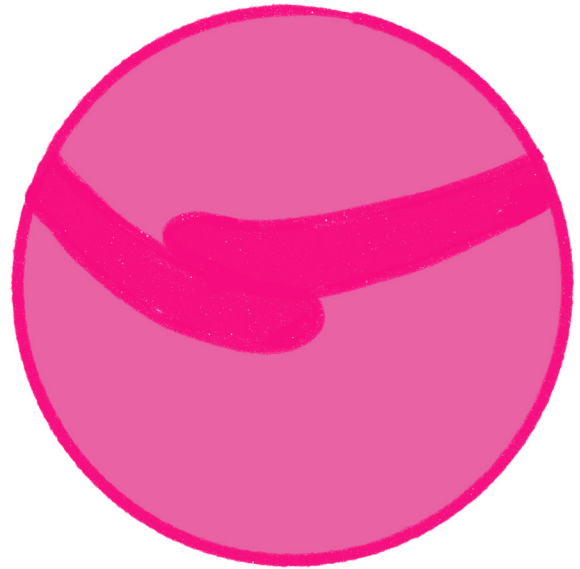
PINK LADIES LOGOS



PINK PANTHERS LOGOS



HUGS LOGOS



WEBSITE MOCK UPS

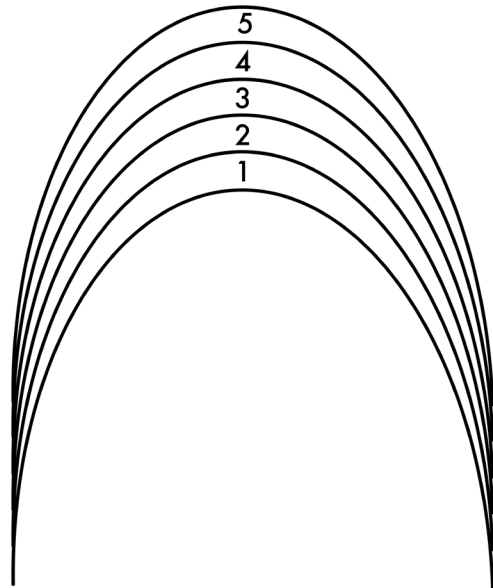


COLOURING BOOK

PINK LADIES COLOURING BOOK



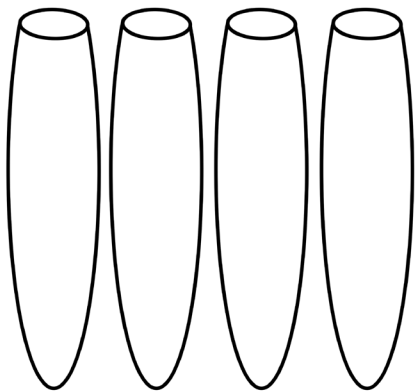
WOMENS CANCER
SUPPORT GROUP



5 DIFFERENT COLOURS TO CANCER

COLOURING BOOK

COLOUR THE CHEMICAL TEST TUBES



DRAW ANYTHING!



CLOTHING



AFTER PITCH

After the pitch had been discussed with advisors, it allowed me to get a better understanding of what they what the organisation would prefer.

Allowing me to create better, more refined designs that would appeal to the Pink Ladies, keeping their aim present. The advisors liked the clean ribbon replacing the "I" in the Pink Ladies therefore representing their aim for the organisation while staying consistent as it could be used across all sub-organisations within the Pink ladies.

FINAL PITCH ADDITIONS

The additions to the pitch was allowing me to create better mock ups for the website so it would give the Pink Ladies a variety when it came to showing them the designs we had created.

The mock-ups gave them more of a feel for the direction in which we would go if the designs were chosen, the mocks-ups that I created were more image based rather than text as I did not want to be over-crowding the website with too much information therefore not giving a clear direction to people who may want general information.

The Logos for the Pink Panthers and Hugs had to be changed to be more consistent with the other ones created for the organisation.

PINK LADIES LOGOS



PINK PANTHERS LOGOS



HUGS LOGOS



NEW WEBSITE MOCK UPS



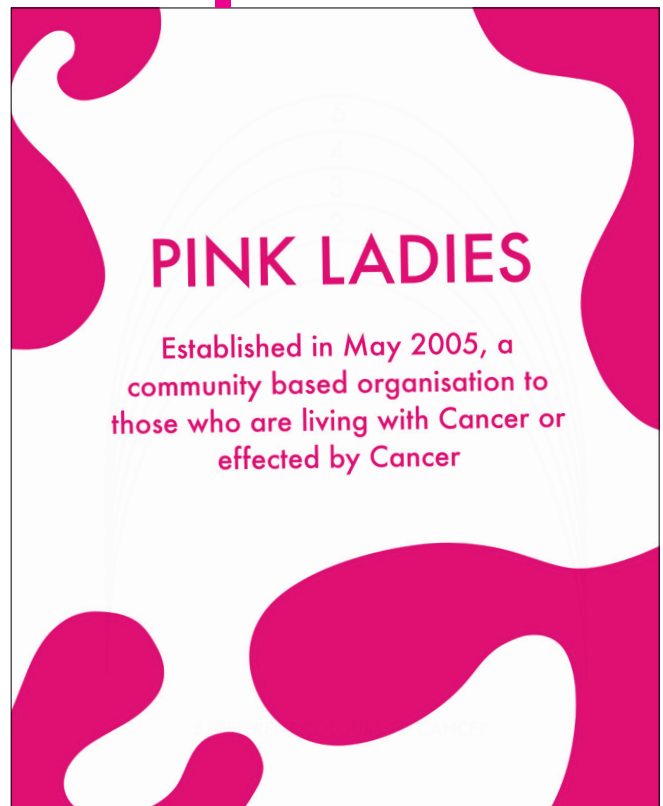
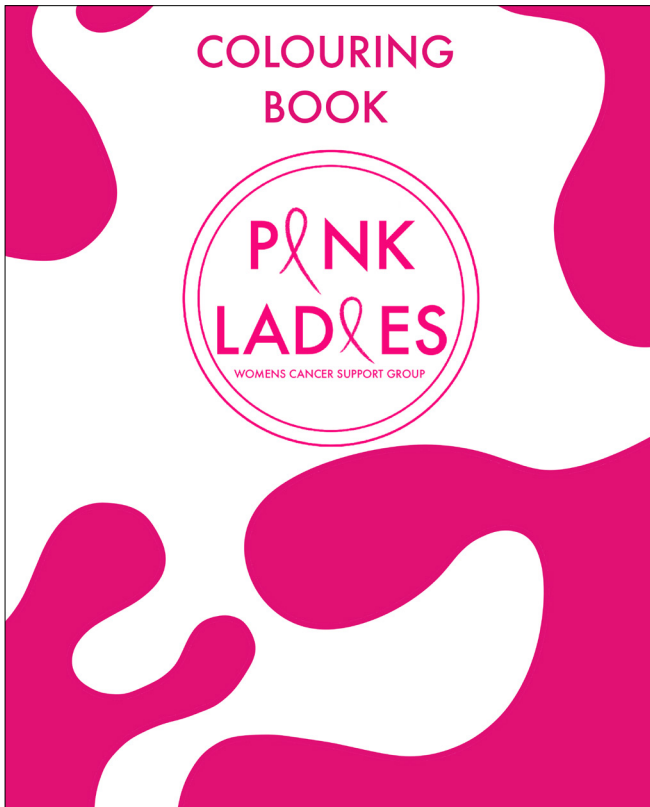
NEW WEBSITE MOCK UPS



CLOTHING LINE



COLOURING BOOK



COLOURING BOOK

COLOUR IN THE CANCER SYMBOL



The pink ladies have been helping men and women who have been effected by cancer for the past 14 years

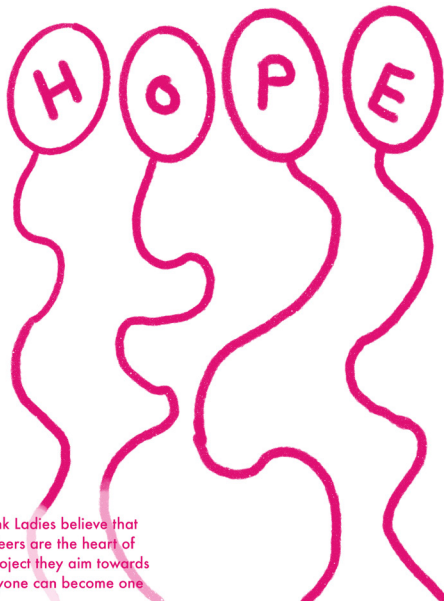
COLOUR THE TEDDY



The Pink Ladies are around to help any and all who are in need of assistance.

COLOURING BOOK

COLOUR THE BALOONS



The Pink Ladies believe that volunteers are the heart of every project they aim towards and anyone can become one

COLOUR THE HEART



The Pink Ladies put their heart and soul into making sure they provide the most personal service they can. The The Pink ladies are not just an organisation, they are family.

COLOURING BOOK

COLOUR THE PAW



The Pink Ladies have an extension called Pink Panthers which aim to help men with Cancer.

PINK LADIES

If you need support,
feel free to contact us
at

FINAL CONCEPT AND MEETING

After the pitch was completed and feedback was received on the Logos, it was clear which of the designs I would take forward, those being the ones that were clean and did not try to push the design any further than it needed to be.

The logos served the purpose of informing the public of the organisation and the message they promote was brought clearly across without confusion ensuring that it would not undermine their statement.

The design was consistent across the two sub genre organisations within the overall Pink Ladies organisation; those being Pink Panthers and HUGS.

I choose distinct colours to outline each logo clearly and cause no confusion, it allowed the designs to be easily remembered and would be easy on the eyes.

FINAL LOGO - PINK LADIES



PINK
LADIES

WOMENS CANCER SUPPORT GROUP

**PINK
LADIES**

FINAL LOGO - PINK PANTHER



**PINK
PANTHERS**

FINAL LOGO - HUGS



HUGS

HELP, UNDERSTANDING
& GROUP SUPPORT

HUGGS

CHOSEN LOGO - WEBSITE DISCUSS

The chosen Logo that the Pink Ladies went for was Jacques and the Logos he had created were modern and conveyed the message of the Pink Ladies while adding a twist of the breast cancer ribbon to become a "P" to represent the brand. The design choice was good as it turned out well and for that logo to be seen on different types of merchandise allowed us to get a clear picture on how it would stand on its own for the future.

While meeting with the Pink Ladies we had discussed the different types of web designs we could go through with. A clear mock up was not decided however what they had briefly wanted was conveyed giving us enough to work with and find a design that compliments their organisation and message.

After Picking Jacques logo, we had discussed how they would transfer to the different sub-organisations within the Pink Ladies. Consisting of Pink Education and Pink Ladies Cancer Support Charity for the overall brand.

CHOSEN LOGO



CHOSEN LOGO



IMPLEMENTATION OF NEW LOGOS



IMPLEMENTATION OF NEW LOGOS



IMPLEMENTATION OF NEW LOGOS



IMPLEMENTATION OF NEW LOGOS



THE MERCHANDISE

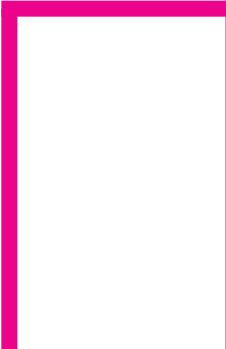
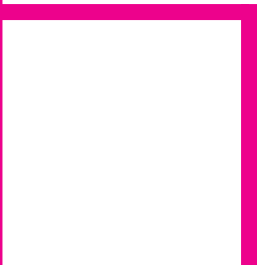
The logo was placed on different sets of merchandise to get a better picture on how the logo would be when printed out.

The different sets of Merchandise we created consisted of:

- T-Shirts
- Jumpers
- School Bag
- Water Bottles
- Charity Bucket
- Pen
- Bumper Stickers
- Pop-Up Banners
- Stationery Set
- Letterheads

THE MERCHANDISE





THE MERCHANDISE





THE MERCHANDISE





THE MERCHANDISE



THE LETTERHEADS



SHOT LIST

27th November - Gasyard Centre
Overall Time: 11 am - 1pm

CHI ME - 11 am - 11:30am
Training section for ladies.
(FILMING AND PHOTOGRAPHY)

People:

A group of ladies, will be filmed and possibly interviewed to get back story and personal information about the organisation.

Activities:

A training session is provided to a group of ladies, so I will be finding out more about the class to get an understanding of why people go and what they want to achieve.



The shot list allows me to be prepared at the event, shot list is subject to change however it becomes a starting point.

The different shots within the event require different methods of filming and photography to ensure an effective outcome while there.

Shot/Camera Movement	Subject	Description
Establishing Shot	The Location	Filming the surrounding area to showcase where they are based.
Medium body shots	The Ladies attending the event	The event as it goes on
Close ups	Interviewees	While interviewing, different angles
Over the shoulder	The organisers	Over-watching the event
Medium close ups	Interviewees	While interviewing, different angles

SHOT LIST

27th November - Gasyard Centre
Overall Time: 11 am - 1pm

Health Event - 11:30am - 12pm
Learning how to make Kefir and
Kombucha.

(FILMING AND PHOTOGRAPHY)

People:

A group will be filmed and possibly interviewed while learning how to make something healthy.

Activities:

A training session is provided to a group of to become more healthy.



The shot list allows me to be prepared at the event, shot list is subject to change however it becomes a starting point.

The different shots within the event require different methods of filming and photography to ensure an effective outcome while there.

Shot/Camera Movement	Subject	Description
Establishing Shot	The Location	Filming the surrounding area to showcase where they are based.
Medium body shots	The group attending the event	The event as it goes on
Close ups	Interviewees	While interviewing, different angles
Over the shoulder	The organisers	Over-watching the event
Medium close ups	Interviewees	While interviewing, different angles

SHOT LIST

27th November - Gasyard Centre
Overall Time: 11 am - 1pm

Health Event - 12pm - 1pm
Choir Practice.
(FILMING AND PHOTOGRAPHY)

People:
A group will be filmed singing as the Pink Ladies have a choir.

Activities:
A group will be practising their singing for future events.



The shot list allows me to be prepared at the event, shot list is subject to change however it becomes a starting point.

The different shots within the event require different methods of filming and photography to ensure an effective outcome while there.

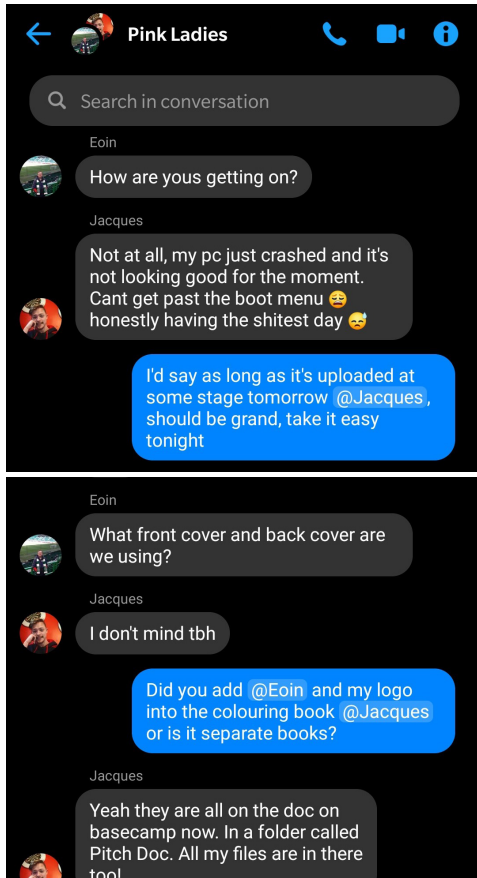
Shot/Camera Movement	Subject	Description
Establishing Shot	The Location	Filming the surrounding area to showcase where they are based.
Medium body shots	The group attending the event	The event as it goes on
Close ups	Interviewees	While interviewing, different angles
Over the shoulder	The organisers	Over-watching the event
Medium close ups	Interviewees	While interviewing, different angles

COMMUNICATION

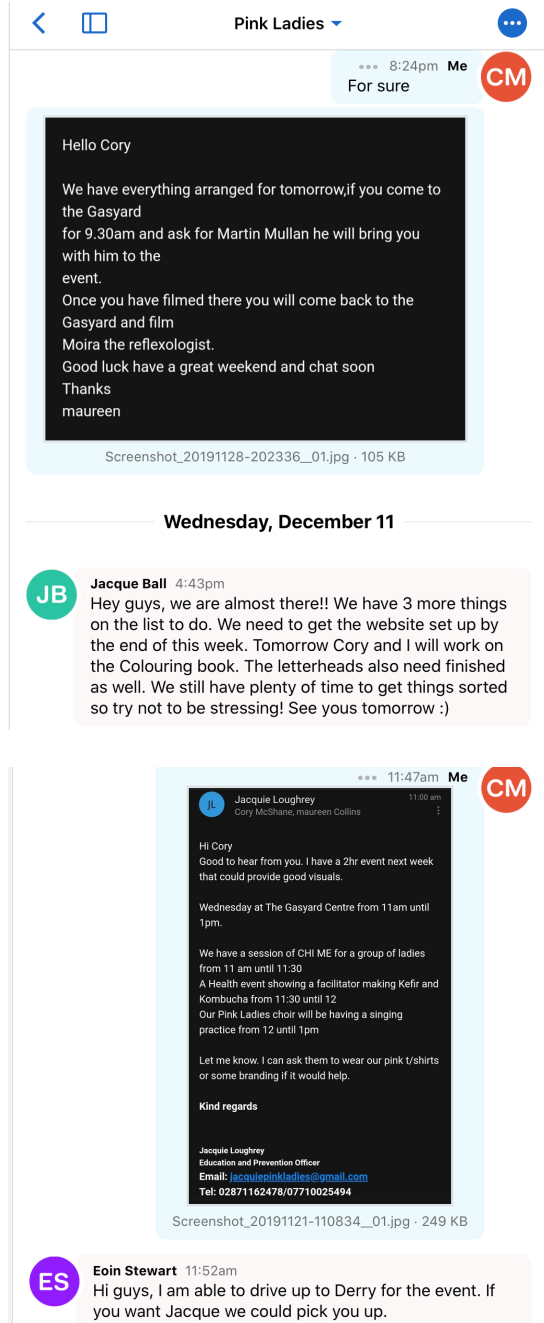
Communication throughout the team was consistent and ensured we all knew what we had to do to meet the expected deadlines in which we would set ourselves.

Methods that we used for communication was Basecamp and Facebook Messenger in which we shared thoughts and ideas with each other. Keeping everyone on the same page was a key factor in allowing the best work to be produced.

FACEBOOK



BASECAMP



DELIVERABLES

Through the production of the project we were able to produce the desired deliverables.

- VISUAL IDENTIFY
- GUIDELINES
- COLOURING BOOK
- LEAFLETS
- PROMOTIONAL VIDEO
- WEBSITE

Sticking to a schedule and ensuring the communication in the group allowed us to come together and finish what was outlined in our brief.

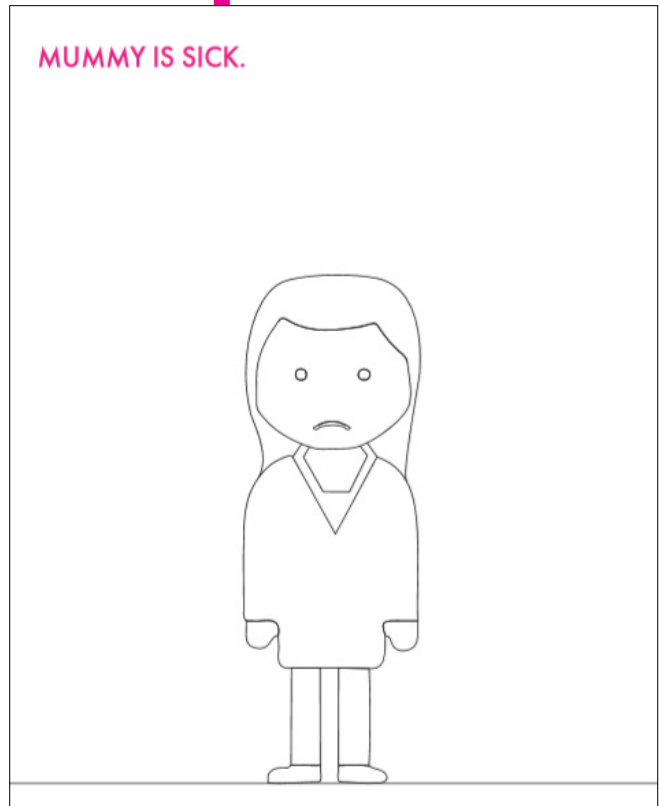
VISUAL IDENTITY



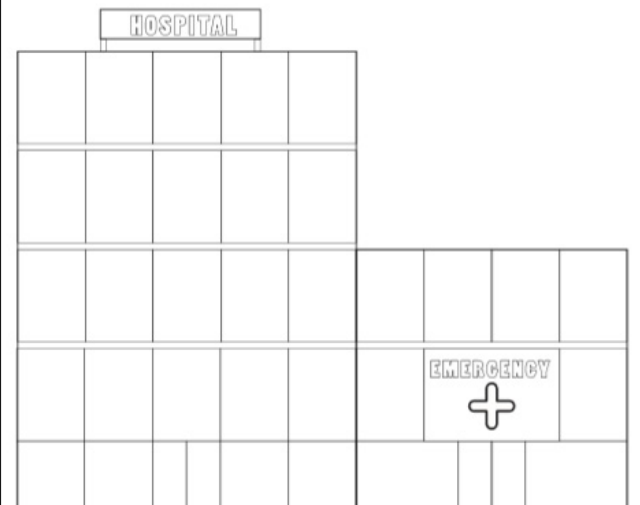
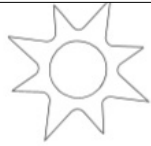
GUIDELINES



COLOURING BOOK



SHE HAS TO VISIT THE DOCTOR AT THE HOSPITAL



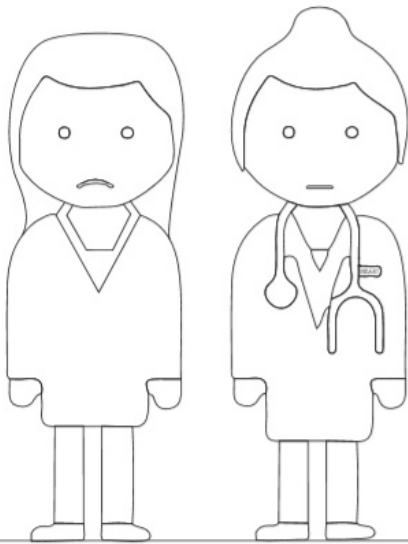
THE SPECIAL DOCTOR IS GOING TO GIVE MUMMY SOME INFORMATION.

CANCER SPECIALIST
DR. HANNAH HEART

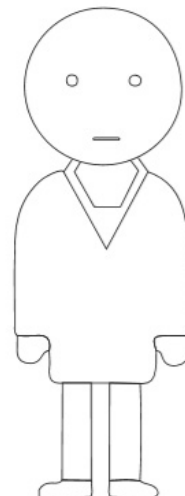


COLOURING BOOK

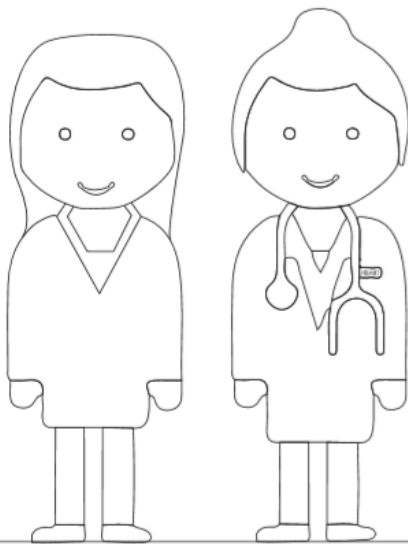
THE DOCTOR TELLS
MUMMY THAT SHE HAS
CANCER. SHE WILL HAVE
TREATMENT TO
MAKE HER FEEL BETTER.



MUMMY HAS NO HAIR.
THIS IS BECAUSE OF HER
TREATMENT.



THE DOCTOR HAS TREATED
MUMMYS CANCER AND SHE
IS GETTING BETTER.



Pink Ladies
Cancer Charity

For more information and support contact
the Pink Ladies

Tel: 028 7141 4004

Mobile: 07710025494

Email: infopinkladiesderry@gmail.com

pink-ladies.co.uk

LEAFLETS

PINK LADIES

SCREENING FOR BREAST CANCER

All women aged 50-70 are invited to attend for a mammogram at their local breast screening unit, every three years. Women over 70 are not routinely invited for breast screening although they are encouraged to call their local screening unit to request breast screening every three years. Breast screening uses a low dose x-ray test called a mammogram to check the breast for signs of cancer.

SAVE YOUR LIFE IN THE SHOWER

Choose a day each month to make breast self-examination a regular part of your good health routine.

Easy finger glide: apply over wet skin in the shower. Use your finger pads to examine one breast at a time. Don't rub any area, including behind the nipple, areola, collarbone, upper chest, to the breasts and the armpits. Feel for any unusual lumps, masses or thickening under the skin. Move your fingers in a circular motion when doing it.

Lumps, Nipples and Nipple Discharge

Any lump or thickening in the breast that feels different from the other breast. Any swelling or lumps under your armpit or around your collarbone. Any change in the shape or size of your breasts. Any change in the way your breasts look or feel. Any change in the way your breasts feel when you touch them. Any change in the way your breasts feel when you move them. Any change in the way your breasts feel when you breathe. Any change in the way your breasts feel when you exercise. Any change in the way your breasts feel when you are stressed. Any change in the way your breasts feel when you are sad. Any change in the way your breasts feel when you are happy. Any change in the way your breasts feel when you are angry. Any change in the way your breasts feel when you are surprised. Any change in the way your breasts feel when you are scared. Any change in the way your breasts feel when you are excited. Any change in the way your breasts feel when you are nervous. Any change in the way your breasts feel when you are shy. Any change in the way your breasts feel when you are confident. Any change in the way your breasts feel when you are insecure. Any change in the way your breasts feel when you are proud. Any change in the way your breasts feel when you are ashamed. Any change in the way your breasts feel when you are grateful. Any change in the way your breasts feel when you are angry. Any change in the way your breasts feel when you are sad. Any change in the way your breasts feel when you are happy. Any change in the way your breasts feel when you are angry. Any change in the way your breasts feel when you are sad. Any change in the way your breasts feel when you are happy.

BOWEL CANCER

Bowel cancer is cancer that starts in the colon (large bowel) or back passage (rectum). It is also known as colorectal cancer.

SIGNS & SYMPTOMS OF BOWEL (COLORECTAL) CANCER IN MEN/WOMEN:

- bleeding from the back passage (rectum) or blood in your poo,
- a change in your normal bowel habit, such as looser poo, pooing more often or constipation,
- a lump that your doctor can feel in your back passage (or bony abdomen), more commonly on the right side,
- a feeling of needing to strain in your back passage (or if you need to push, even after opening your bowels),
- pain in your abdomen or back passage (tenderness and lumps/swellings caused by a lower than normal level of red blood cells (anaemia)),
- losing weight.

WAYS OF REDUCING YOUR RISK OF A CANCER DIAGNOSIS

Whilst cancer still exists it is vitally important to look after and make lifestyle choices to reduce your risk. These include:

- A well balanced Healthy Diet & Nutrition
- Stop Smoking
- Reduce or stop intake of Alcohol
- Maintain a Healthy Weight
- Exercise Regularly
- Limited exposure to Toxic Chemicals

You know your body better than anyone! If you feel that something isn't right, we would advise you to seek medical advice. Ignoring this could cause it to go away, early detection saves lives!

Pink Ladies would advise that you seek medical advice if you have any of the above symptoms.

FEMALE CANCER AWARENESS

GET TO KNOW THE SIGNS AND SYMPTOMS

For further information please contact us ...

The Gayard Centre, 128 Lasky Road, Derry
 Telephone: 028 72 24 3122 | Mobile: 077 1002 5494
 Email: info@pinkladies.org.uk
 Find us on our page on Facebook: https://www.facebook.com/pinkladiesderry
 @pinkladiesderry

CERVICAL CANCER

Cervical cancer is when abnormal cells in the lining of the cervix grow in an uncontrolled way. The cervix is part of the female reproductive system and is in the lower part of the womb. It is the opening to the vagina from the womb. The main symptom is unusual bleeding from the vagina. Finding changes in the cells through screening can help to prevent cancer developing.

SIGNS & SYMPTOMS

- unusual vaginal bleeding (outside of periods)
- vaginal discharge/foet smell
- feeling full quickly
- loss of appetite
- pain in your tummy (abdomen) or lower part of your abdomen that doesn't go away
- needing to pee more often occasionally there can be other symptoms: changes in bowel habit (eg diarrhoea or constipation)
- Extreme fatigue (feeling very tired)
- Unexplained weight loss

If you regularly experience any one or more of these symptoms, which are not normal for you, it's important that you see your GP. It is unlikely that your symptoms are caused by a serious problem, but it is important to be checked out.

OVARIAN CANCER

Ovarian cancer is when abnormal cells in the ovary begin to grow and divide in an uncontrolled way, and eventually form a growth (tumour). The symptoms of ovarian cancer can be very vague, particularly when the disease is in its early stages.

SIGNS & SYMPTOMS

- feeling full quickly
- loss of appetite
- pain in your tummy (abdomen) or lower part of your abdomen that doesn't go away
- needing to pee more often occasionally there can be other symptoms: changes in bowel habit (eg diarrhoea or constipation)
- Extreme fatigue (feeling very tired)
- Unexplained weight loss

If you regularly experience any one or more of these symptoms, which are not normal for you, it's important that you see your GP. It is unlikely that your symptoms are caused by a serious problem, but it is important to be checked out.

BREAST CANCER

Breast cancer is the second most common type of cancer in women in Northern Ireland after non-melanoma skin cancer. Breast cancer can occur at any age. However, the risk of developing it increases with age. Most breast cancers occur in women over 50. If it is found early, there is a better chance that treatment will be successful.

SIGNS AND SYMPTOMS

Appearance:

- a change in size or outline of either breast, especially those caused by arm movement;
- any puckering, dimpling or redness of the skin;
- veins that stand out more than usual.

Feelings:

- pain or discomfort in one part of either breast or in your armpit, particularly if new and persistent.

Lumps:

- any lumps or thickening in either breast that feels different from the other breast;
- any swelling or lumps under your armpit or around your collarbone.

Nipple change:

- a nipple that has become pulled in, changed shape or shows signs of any discharge;
- bleeding, rash or crusted, flaky skin.

If you regularly experience any of the above symptoms, it is important that you see your GP.

PINK PANTHERS

BOWEL CANCER

Bowel Cancer is Cancer that starts in the colon (large bowel) or back passage (rectum). It is also known as Colorectal Cancer.

SIGNS AND SYMPTOMS OF BOWEL (COLORECTAL) CANCER IN MEN/WOMEN:

- bleeding from the back passage (rectum) or blood in your poo,
- a change in your normal bowel habit, such as looser poo, pooing more often or constipation,
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- a feeling of needing to strain in your back passage (or if you need to push, even after opening your bowels),
- pain in your abdomen or back passage, tenderness and lumps/swellings caused by a lower than normal level of red blood cells (anaemia)),
- losing weight.

WAYS OF REDUCING YOUR RISK OF A CANCER DIAGNOSIS

Whilst cancer still exists it is vitally important to look after and make lifestyle choices to reduce your risk.

This includes:

- A well balanced Healthy Diet & Nutrition
- Stop Smoking
- Reduce or stop intake of Alcohol
- Maintain a Healthy Weight
- Exercise Regularly
- Limited exposure to Toxic Chemicals

You know your body better than anyone! If you feel that something isn't right, we would advise you to seek medical advice. Ignoring this could cause it to go away, early detection saves lives!

MALE BREAST CANCER

It's important to understand the risk factors for male breast cancer - particularly because men are not routinely screened for the disease and don't think about the possibility that they'll get it.

A number of factors can increase a man's risk of getting breast cancer:

- Growing older: Male Breast Cancer usually affects men over 60 years old.
- High estrogen levels: Breast cell growth - both normal and abnormal - is stimulated by the presence of estrogen. Men can have high estrogen levels as a result of:
 - taking hormonal medicines
 - having liver disease, which usually leads to lower levels of estrogen (male hormones) and higher levels of estrogen (female hormones). This increases the risk of developing estrogenic breast cancer growth (which is more common) as well as breast cancer.
 - Lifestyle Choices: Diet/Exercise/Alcohol/Smoking

If you notice any persistent changes to your breasts, you should contact your doctor.

HERE ARE SOME SIGNS TO WATCH FOR:

- LUMP
- NIPPLE DISCHARGE
- REDDENING
- INVERSION OF THE NIPPLE
- SKIN DIMPLING

The Pink Ladies would advise that you seek medical advice if you have any of the above symptoms.

MALE CANCER AWARENESS

GET TO KNOW THE SIGNS AND SYMPTOMS

For further information please contact us ...

The Gayard Centre, 128 Lasky Road, Derry
 Telephone: 028 72 24 3122 | Mobile: 077 1002 5494
 Email: info@pinkladies.org.uk
 Find us on our page on Facebook: https://www.facebook.com/pinkladiesderry
 @pinkladiesderry

TESTICULAR CANCER

It's best to do a Testicular Self Examination during or right after a hot shower or bath. The scrotum skin that covers the testicles is most relaxed then, which makes it easier to examine the testicles.

- Examine one testicle at a time. Use both hands to gently roll each testicle (with slight pressure) between your fingers. Place your thumbs over the top of your testicle, with the index and middle fingers of each hand behind the testicle, and then roll it to the bottom.
- You should be able to feel the epididymis (the sperm-carrying tube), which feels soft, rope-like and slightly tender to pressure, and is located at the top of the back part of each testicle. This is a normal lump.

WHAT TO DO IF YOU NOTICE CHANGES

Go to your doctor if you notice any changes at all, only a doctor can tell you what's wrong if anything and if needed send you for further investigation.

Remember that one testicle (usually the right one) is slightly larger than the other for most guys - this is also normal.

When examining each testicle, feel for any lumps or bumps along the top or sides. Lumps may be as small as a piece of rice or a pea.

If you notice any swelling, lumps, or changes in the size or color of a testicle, or if you have any pain or achy areas in your groin, let your doctor know right away.

Lumps or swelling may be cancer, but they should be checked by your doctor as soon as possible. Testicular cancer is almost always curable if it is caught and treated early.

PROSTATE CANCER

WHAT IS THE PROSTATE?

The prostate is a gland found at the base of the bladder wrapped around the tube called the urethra which carries urine out of the penis. It is about the size of a golf ball and its job is produce fluid which carries sperm.

THINGS TO LOOK OUT FOR

The symptoms for prostate cancer can be similar to those found in men suffering from an enlarged prostate (see check list below for most men there are no symptoms. Therefore, it is important that you discuss any symptoms you have with your doctor.

Your doctor may recommend a blood test known as PSA (Prostate Specific Antigen). Higher levels may be associated with prostate cancer.

ASK YOURSELF THE FOLLOWING QUESTIONS

- Do you sometimes pass urine when you don't expect to?
- Do you pass urine three or more times during the night?
- Are you having to go and then find you barely produce a trickle?
- Do you strain to pass urine, or does it take a long time to start?
- When you pass urine are you stopping and starting?
- Do you have any discomfort such as pain or a burning sensation when you pass urine?
- Does your bladder feel full after you've finished?
- Is there any dribbling after you've stopped?
- Are you ever constipated in your urine?

If you answered yes to any of the above Pink Ladies would recommend you see your GP.

PROSTATE CANCER

THINGS TO REMEMBER ABOUT PROSTATE CANCER

- Prostate cancer is new cancer to detect and treat but it is important that men come forward as early as possible.
- Prostate cancer responds well to treatment and may be cured when localized.
- For many men there are no symptoms to alert them to prostate cancer, therefore it is vital for men to be aware of signs around prostate health.
- It is important to note that the majority of prostate problems are not cancer.

PROMOTIONAL VIDEO



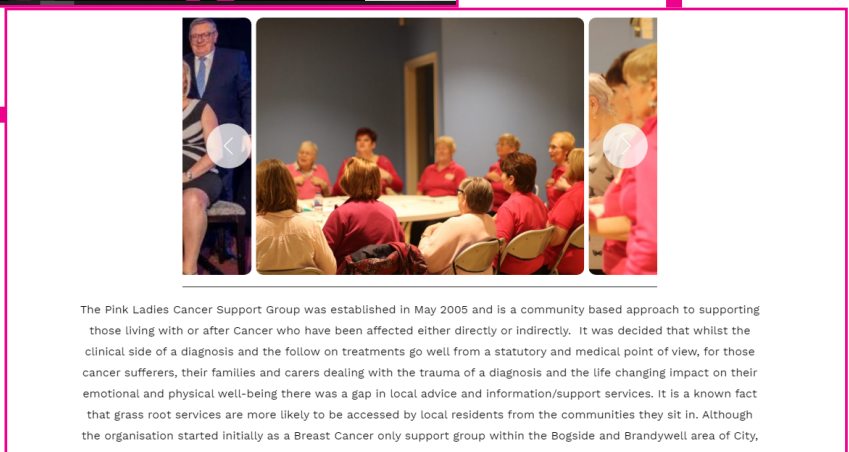
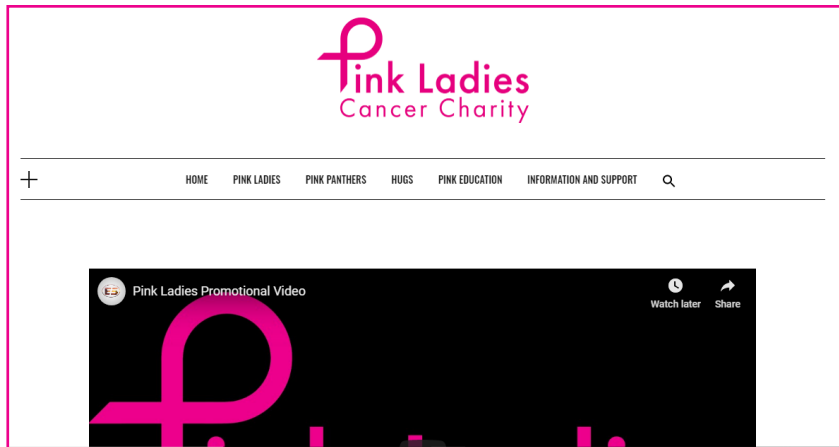
PROMOTIONAL VIDEO



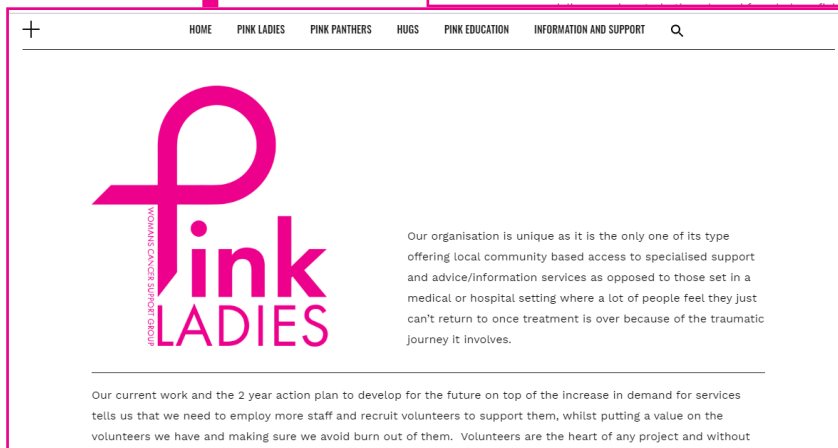
MENS CANCER SUPPORT GROUP
pink
PANTHERS

AWARENES - DETECTION - PREVENTION
pink
EDUCATION

WEBSITE



The Pink Ladies Cancer Support Group was established in May 2005 and is a community based approach to supporting those living with or after Cancer who have been affected either directly or indirectly. It was decided that whilst the clinical side of a diagnosis and the follow on treatments go well from a statutory and medical point of view, for those cancer sufferers, their families and carers dealing with the trauma of a diagnosis and the life changing impact on their emotional and physical well-being there was a gap in local advice and information/support services. It is a known fact that grass root services are more likely to be accessed by local residents from the communities they sit in. Although the organisation started initially as a Breast Cancer only support group within the Bogside and Brandywell area of City,



WEBSITE



GET TO KNOW THE SIGNS AND SYMPTOMS

Breast Cancer:

Appearance:

- A change in size or outline

Ovarian Cancer :

- feeling full quickly
- loss of appetite
- pain in your tummy (abdomen) or lower part of your

HOME PINK LADIES PINK PANTHERS HUGS PINK EDUCATION INFORMATION AND SUPPORT Q



HUGS are our carer support group. Formed in 2016 is open to women and men who are or have been a carer for anyone with a life limiting condition.

We provide Coffee Mornings (Various Venues), Monthly support meetings (1st Thursday of the month, 7-9pm, Bishop Street Community Centre), Therapeutic Services, Benefits Advice and Money Management, Social Events.

We encourage carers to have a voice, to raise issues that carers have and to insure that their voices are heard so that changes can be made in their best interest.


Gallery

Pink Ladies



WEBSITE

Another side to Cancer Support is the promotion of the importance of checking for any change to your body means "Early Detection" and even "Prevention". We offer free Male and Female Cancer Awareness Information sessions to community-based events, schools, youth clubs and in the workplace.



These programmes and services are based completely on research and knowledge learned from those in need themselves in order that we are sure we can offer something if not everything to everyone living through what is described as "an emotional rollercoaster experience".

[get in contact!](#)

[f](#) [t](#)

- Coffee Mornings • Monthly Support Meetings
- Activities and Social outings • Befriending Service/ Listening Ear
- Counselling and Complementary Therapies in partnership with various Agencies
- Education & Prevention Workshops • Carers Support
- Benefit advice/debt and money advice • Bra fitting service in partnership with Cancer Focus.



The organisation offers a range of services specifically tailored and designed to meet the needs of those beneficiaries coming in need of our support during and after Cancer. We offer open monthly support meetings for both male and female members of our sub groups, complimented by weekly coffee mornings in various communities across all our target areas ensuring all-inclusive access to those wishing to avail. We deliver much needed counselling and complimentary therapies equally divided across several community based venues again ensuring easy access for all those

+

HOME PINK LADIES PINK PANTHERS HUGS PINK EDUCATION INFORMATION AND SUPPORT Q

Contact us

Name *

First Last

Email *

Comment or Message *

DELIVERABLES DESCRIPTION

VISUAL IDENTITY

We created a visual identity for the Pink Ladies so that their brand can reach a larger audience and be more precise with what the organisation is about.

The Brand that has been created for them achieves a smart, modern take on the Cancer Organisation, keeping their message at the heart of all designs.

THE GUIDELINES

We created brand guidelines to ensure that the logos that have been created stay consistent, no matter what they are being used on.

- Print
- Web
- Merchandise

We also created web guidelines for the Pink Ladies to ensure that their website can always be up to date with their latest content.

The web guideline goes through different sections such as:

- How to upload/remove photos and Videos
- How to add events and general content

COLOURING BOOK

The colouring book outlines a short story in which goes through the journey of someone having cancer and how help can go a long way in the road to dealing with the situation.

THE LEAFLETS

The leaflets was re-branded to ensure that all the content they produce in the future will contain their new logo and keep consistent with everything else they provide.

The different types of leaflets that we re-branded contain the correct logos for the right sub-organisation within the Pink Ladies.

PROMOTIONAL VIDEO

We created a promotional video that outlines the services that the Pink Ladies provide and how some of the founding members got involved and how they produced a large organisation that is tailored towards specific issues relating to Cancer and how to handle the situations.

The promotional video also included some events that the Pink Ladies host so that it gives viewers a look at what they provide and how welcoming the organisation is.

THE WEBSITE

The website that was created outlined an online presence for the Pink Ladies and provides information for all members and non-members of the organisation.

The website contains images and a video that gives the audience a view on what the Pink Ladies are like and how everyone is welcome.

VINYLS



THE PROJECT

The Pink Ladies were established in May 2005, the PLCSG is a community based unique cancer support services model offering vital assistance and advocacy to those who are living with cancer, along with their families and carers. The organisation started with one aim; helping women locally diagnosed with breast cancer. As acknowledgment grew, the Pink Ladies were able to cover more areas of cancer related issues and help not only women, but men too.

The Pink Ladies required a new visual identity and a website that provided accessible information.

pink-ladies.co.uk

THE TEAM

The team is Cory McShane, Jacque Ball and Eoin Stewart with the Project Manager; Claire Mulrone and Creative Director Adrian Hickey.



TO THE FUTURE

Moving forward, The Pink Ladies have:

- A new visual identity
- A promotional video
- A website
- A colouring book



VINYL PROGRESSION

The vinyl that was created outlined some of the different logos within the Pink Ladies Cancer Charity Organisation to showcase the different sub-organisations within the overall brand.

The project went through information about The Pink Ladies Organisation as a whole and how they had started out.

Outlining the team creating the project and some of the merchandise that was produced in order to get a look at how some of the logos would look on real world objects and clothing for a clear image.

The vinyl boards turned out how we wanted and it allowed us to showcase some of the work that we were able to produce for the Pink Ladies.

EVALUATION

Throughout the project based work for the Charity Organisation known as the Pink Ladies. The Project has allowed me to push the limits of my work to ensure that the work I produce is to a high standard.

The communication and work ethic by all members of the group was to a high standard as we were able to set each other tasks and deadlines to ensure we all were on the same page throughout each stage of the production.

The Pink Ladies were very welcoming in our ideas and were willing to express their opinions and ideas very clearly to allow us to stay on the right direction.

Having good communication with the community partner was an important part of the production. They were very quick in their response and with everything that was needed to progress further.

Creating designs for Pink Ladies allowed me to get experience working in the media industry and how planning is an important stage of every project.

