MED526: Interactivity for Social Enterprise

Production Log

Oran McAnaney

Content

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Interactivity for Social Enterprise

Interactivity for Social Enterprise

"Social enterprises are businesses that are changing the world for the better. Like traditional businesses they aim to make a profit but it's what they do with their profits that sets them apart – reinvesting or donating them to create positive social change. Social enterprises are in our communities and on our high streets."
(Social Enterprise, 2020)

For this module we as a group need to bring the clients proposal to life using skills that we have developed over the course of our Interactive Media degree.

Project Specification
This module offered us the opportunity to develop a critically informed creative group project. As a team we will work with a Social Enterprise to develop a creative brief, that will allow us to produce a sustained interactive production. The interactive production will be supplemented, as defined by the needs of the Social Enterprise client, with one or more of the following media: photography, video, motion graphics, computer gaming, social media, audio, visual design and interactive installation.

What we will need
For this project we need to use all out skills learned from, Photoshop, InDesign, Illustrator, Knowledge of code, teamwork and project management skills.

Interactivity for Social Enterprise

Overall Aim of the Module:

- Demonstrate an understanding of key integrative practices in interactive media and ways of conceptualising creative practice in relation to an agreed live brief for a client.
- Gather, organise , deploy ideas and information in order to complete a project to a high standard.
- Demonstrate industry-standard competence in the IT skills required to complete a project.
- Effectively utilize a range of technical concepts and methods developed in other modules.
- Contribute to the quality and productivity of the production process.
- Take responsibility for your own actions in order to reduce health and safety risks.
- Undertake extensive, specialised research.
- Analyse closely, in order to use effectively, a range of media practices for Social Enterprise.
- Use acquired models to develop new and original ideas.
- Demonstrate a high level of achievement in project management skills, including structuring tasks, prioritising, showing initiative and delivering on time.
- Engage critically with major intellectual paradigms relating to their own project work and put them to productive and reflective use.
- Demonstrate an understanding of own creative potential and practices in relation to the degree programme's intellectual aims.
- Contribute to good working relationships
- Take the lead when necessary and coordinate the work of others.

The team

Oran McAnaney

For this project I will be focusing on design and digital work. This will range from creating branding material to logos and editing images . As well as doing research.

Jack Harkin

Jack loves working in design. For this project he will be working closely on making digital materials and other graphics.

Carl Gordon

Carl has strong knowledge of coding, this is one of his biggest strengthens. So for the project he will be doing most of the code.

Claire Mulrone
–Project Manager

Adrian Hickey
– Creative Director

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First Steps Research

Benchmarking and research

Before we met up with our client for the first meeting I thought that it was important to do some research to better understand the clients needs and what work they do.

Our client First Steps Women's Centre have a vision to empower confident women to participate and make a influence in society today. Within the centre they value equality and want to provide a safe place for women .

For me one of the key factors we needed to consider when working with out client is to make the site and brand reflect what they stand for. In order to do this we need to stay close to their identity and this will reflect on our outcome.

Charis Youth Centre

The client sent us this site to have a look at as they liked how the site was laid out. The Centre is based in Dungannon and help children who have learning difficulties with their spiritual and social needs. The centre is aimed at children from 8 – 16 years old. Looking at the site we concluded that it has a simple and professional layout. The site contains minimal text and more images. Having less text is what our client desired, so this is something that we needed to note. The navigation bar is along the top of the page and brings users to different sections with one or two clicks. It's accessible and contains a lot of features from it which we could implement into the First Steps Women's Centre site.

Women's Aid

The Women's Aid site appears clear and simple as well as having a very modern look to it. Additionally the values of the organisation are clearly stated, which sends a clear message to the user. The site is also very responsive which is key to anyone viewing on tablet or on mobile. These features are certainly something that we wanted to include in the First Steps Women's Centre Site.
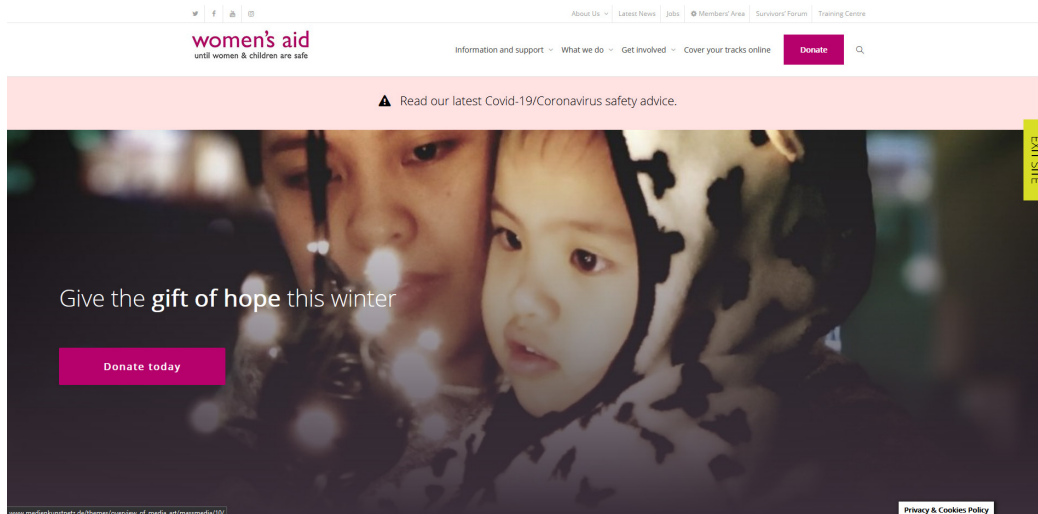
Women's Centre Derry

Our client recommended that we had a look at the website for the Women's Centre in Derry. Upon first look the site it looks quite outdated and some parts of the site. Some functions on this site do not work as they should. However in terms of navigating content it is presented all on the homepage with key points in the middle. This page also contains a VLE (Virtual Learning Environment) which is something that would be beneficial to our client.

Women's Resource Centre London

Women's Resource Centre London website was highlighted by our client as desired due to the visuals and the functionality and upon further inspection I can say that the websites visual aesthetic is very fitting for our clients subject matter as the colour pallet is one that is calming and welcoming. The site uses plenty of images in order to allow navigation, which is something that makes the site more intuitive and interactive. The site also has its focus which is its goals for standing up for women's human rights on the front page and surrounded by a gradient colour in order to draw focus to the words. Furthermore, it also has its membership and donation pages front and centre with its buttons, taking the user to the pages on the top of the landing page.
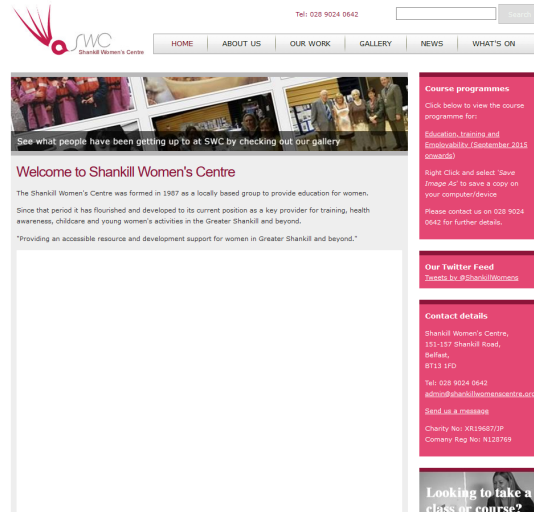
YMCA

The YMCA is the oldest and largest youth charity in the world. They focus on five key areas of work, support and advice, accommodation, family works, health & well being, and training & education. Straight away their website directs the user with a hero image. The site itself is very clear and well laid out. They have a lot more information on their site compared to the others, however this is a given considering the size of the organisation. The site uses different animations throughout making for a much better user experience. I will say that the site does seem a lot busier than other sites which is something we will avoid when creating the First Steps Women's Centre site.
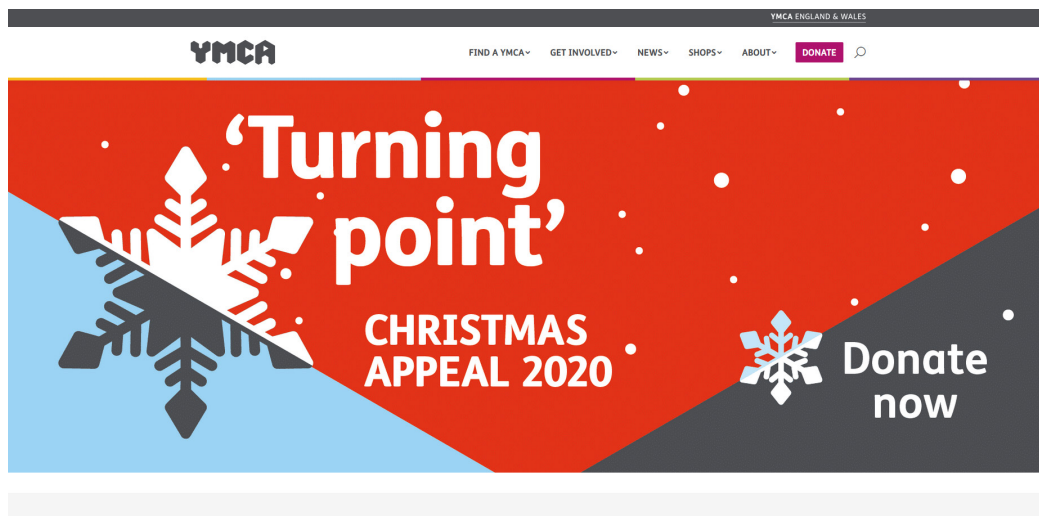
Shankill Women's Centre

The Shankill women's centre is another website for a community centre. However it is quite outdated, despite this it does include some key features, such as it having its social media being front and centre, which for this centre is more of a focal point that the website itself. The website does include contact information on the front page however, it is not as clear as it should be and is something that we can consider when creating the site for the client. The website is also not responsive, which is a key focus for modern industry standard websites.

Benchmarking

Category	Feature	Women's Aid	Women Center Derry	Charis Youth Club	YMCA	WRC (Womens Resource Centre)	SWC (Shankill Womens Centre)	First Steps Women Center
First Impressions	Aesthetic	Clean site with easy navigation	Untidy layout	Clean, lots of images, minimal writing	Clean, lots of images, minimal writing	Uses Hero images as guide	Image slider	Text Heavy
	Identify Target Audeicne	On front page	Home page	On the home page	On the home page	On front page	On front page	On front page
	Identify Chief aim	On home page	About us page	On the home page	2 Clicks away	On front page	On front page	Front Page
Look & feel	Responsive	Yes	Yes	Yes	Yes	Yes	No	Mainly Responsive
	Content in prime position	Yes	No	Yes	Yes	Yes	No	No
	Body text font	Sans Serif	Sans Serif	Seriff	San Seriff	Nunito, Arial, sans-serif	Verdana, Arial, Helvetica, sans-serif	Sans Serif
	Logo Placement	Top of page	Top of page	Top of the page	None	Top left	Top left	Top of Page
Techincal	Application form	Yes, on homepage	Downloads button on home page	Yes on home page	Found on the navigation bar	Yes on homepage	None	Yes in eduction tab
	Content Management System	Wordpress	Wordpress	WordPress	WordPress	Asp.net open source microsoft	Drupal	Joomla
	Analytics Embedded	Google Analytics	No	Google Analytics	Google Analyitics	Yes	Yes	Yes
Navigation	Primary Menu Format	Drop Down	Fully Exposed Click Through	Click Through	Click Through	Drop down	Drop down	Fully Exposed Click Through and drop down
	Primary Menu Position	Horizontal top	Horizontal top	Horizonatal top	Horizontal top	Horizontal top	Horizontal top	Horizontal top
	Sitemap	One Click Away	None	None	Footer	In the footer	None	None
	Means of getting to top of page	None	None	Button on Footer	None	None	None	Button on footer
	Contact us	One homepage	Exposed in header	Navigation Bar top of page	Top of the page and Footer	In the footer	In menu about us	Navigation Bar top of page
	No. of clicks to Contact Us	One	One	One	Two	None	One	One

Benchmarking

Content	Explanation of service	One Click	Homepage	On home page	On the home page	On homepage	On homepage	One Click
	Evidence of outdated content	None	None	None	None	None	Yes many examples	Outdated forms
	Social Media	Links on homepage	Bottom of Homepage	None	In the footer	Links in header	On homepage	None
	FAQ Section	None	None	None	Drop down menu	None	None	None
	Privacy policy	None	None	Not Secure	Footer	In the footer	In the footer	None
Search	Search	None	Top of Page	None	Navigation Bar	Embedded in homepage	Embedded in homepage	None
	Type of search button	N/A	Drop Done	None	Searches the website	Text and drop down	Text	N/A
Functionality	Load Time	2 seconds	7 seconds	2 seconds	Less than 1 second	Less than a second	3 seconds	2 seconds
	Multilingual	No	No	No	No	No	No	Yes
	No. languages other than English	0	0	0	0	0	0	20
Accessibility	How many font types	2	4	2	1	2	3	2
	Clear & Accurate Headings	Yes	Yes	Yes	Yes	Yes	No	Yes
	Are links visually distinct	Yes	Yes	No	Yes	Yes	Yes	Yes
	Link underlining	Yes	Rollover images as well as underlining	Yes	Yes	None	Yes	Yes

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Community Partner Brief

Notes from first meeting

First Client meeting

2/10/20 – 12.00 – 13.00

At attendance

Claire Mulrone
Michael McGoldrick
Oran McAnaney
Carl Gordon
Jack Harkin

In the first meeting with the client we met with Michael McGoldrick in order to discuss how the project would be carried out and the different deliverables that would be agreed upon. This meeting would also give us a better understanding of who First Steps Women's Centre are and their main objectives and goals in more depth and detail.

The overall conclusion of this meeting was that we could create the following:
• Dynamic Website
• New Visual Identity
• Brand Guidelines
• Merchandise
• Web guidelines
• A Virtual Learning Environment (This was not 100% confirmed but we said we would try and incorporate this)

Building Community Partner Profile

From the meeting we gathered more information on First Steps Women's Centre and their ethos. This gave us a better profile of who they are and what they are looking for.

First of all they stressed that the website that we were making needed to be very simple to navigate, as women from all over the world will need to be able to access it. For this Michael gave us a small list of example sites to look at, which helped form our benchmarking in the beginning.

From the meeting Michael made it clear that First Steps Women's Centre are centralised around three core services which he wanted to be the main centre of the web page. These being Education & Training, Their support services and the application to the centre.

The Deliverables

New Visual Identity

For our community partner we want to create a new beginning and have a fresh new identity for them. This identity should represent who they are and what they stand for and also bring a welcoming feel along with it. The logo itself should be well presented and be easily identifiable to the target audience. In order to do this we will also provide out client with a guide of the proper typography and colours used with the logo.

Dynamic Website

The website's main feature should be its simplicity. Along with this we need to ensure the three core services are the main access point of the site, as this was stressed in our meeting with Michael. The content on the site should also allow the women to view various courses availably as well as apply for these with ease.

Merchandise

With our client we discussed how the new identity will appear on various merchandise like jumpers, pens, water bottles, face masks and much more. They should follow the same colours and be consistent with the new branding for First Steps Women's Centre.

The Deliverables

Brand and Web Guidelines

At the end of this project we will provide the client with these two documents. The brand guidelines will be a document that showcases how to use the logo and present the colours in the correct ways for future use. The web guidelines will illustrate step by step how to change all aspects of the site in order update content at a later time.

A Virtual Learning Environment

The VLE was something our client proposed to us as like how other centres have implemented this. We needed to do more research into how we could create this to see of it is possible however we are not 100% certain it was.

The Brief

Our Objective

We will be giving First Steps Women's Centre a new brand and identity in order to modernise the current one, providing them with a new up to date site that is easily accessible and is consistent throughout.

Target audience

The web site that we are creating will be directed towards a female audience, who are 18 and older. The Centre itself works to help local women, migrant women, and asylum seekers. So it is important that the site is able to be navigated by wide rage of society. Due to the current pandemic it is important that the audiences are ale to access the site and stay up to date with all First Steps Women's Centre messages so they know if a class is available and that services is up and running.

The Brief

Tone, Message, and Style

We will design a new visual identity and website with a new brand guideline, which will outline the tone and style for the promotional material that will be created for years to come. The website will be created by us for the end of this semester.

The message we want to give out should reflect the three pillars of First Steps Women's Centre : Education & Training, Support Services and Application. The site will be based around these three pillars in order to keep it simple and easy to access.

The tone of the website should be welcoming and lively in order to make the time on the site engaging and stress free. In order to do this we will make the colour scheme easy on the eye and make that the colours consistent with the new visual identity.

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Experimentation

Community design

When we first met with Michael he expressed to us how important portraying the sense of community established in First Steps Women's Centre was to the logo. This is something I wanted to incorporate into my first design.

I went and did some research and a common theme that I found was the idea of joining hands and bringing each other together. A few of the examples that I found also use the colours of the rainbow to show inclusion.

This is what I came up with for my first design. I made the text in a bolder and more simplistic typeface than what is used in the current First Steps Women's Centre logo. Then I wanted to make the icon on the left reflect the community reaching out and coming together. The design itself was made by creating one of the people seen in the circle and linking them to form a pattern.

This design also uses purple as the main colour as through research purple is used for national women's day and is also the colour associated with the early women's suffrage movements.
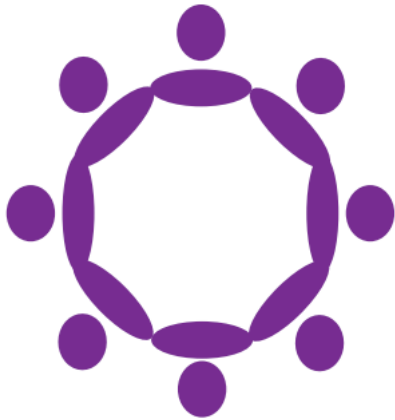
The font choice for this design is Helvetica. The reason that I chose this typeface was it is very common, clear and straight forward. For this particular design it fits well however it doesn't match who the client are and what they do.

Design Reflections

After this logo was finalised I sent it onto Claire and Adrian for first time feedback. And the message about it was very strong and true. It was just not a strong logo. The message that it was sending wasn't hitting the brief we set.

Adrian also stated that for this particular community partner it may be best to create a word mark logo instead of trying to incorporate a icon into the logo. So as a result of this we needed to move away from creating any icons and try and create the word mark with typefaces that would describe our clients best.

After reflecting on this design myself I can see that it just wouldn't hold up or be a strong enough design to pitch to our client.

Pillar Design

For my second design I wanted to incorporate a pillar into the design. The reason behind this was that Michael stated that the three core pillars that First Steps Women's Centre are based around are very important to them as they showcase their core services.

This gave me the idea of making a logo that would have this pillar shadow over the text, that ideally would be sloping down like a step.

The images below show some styles of pillars that I was looking at in order to make this logo.

(In8Finity, 2013)

Following on from my first design I decided to stick with purple as the main colour of the logo and followed up this time with a newer font that fits well with this design.

The idea of having the logo cut through the text makes the pillar look more like a F and aligns well with the chosen typefaces. For this design I wanted to use a different typeface that would remain simple but bring a professional look to it.

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Steps
Women's
Centre

Design Reflections

Unfortunately after further reflection and feedback from Claire and Adrian I came to the conclusion that again this design was just not strong enough to bring to the pitch.

Indeed, these initial two designs that I made did not really fit well with image for out community partner. The logos just didn't bring the character and personality that was needed to express a new brand image.

As well as this Adrian expressed again that I needed to take a newer approach to the logo and try and focus on just using the typeface in a way that it will speak for itself. So from here on i just focused on design a logo, focusing on fonts that would speak for themselves.

More Research

After receiving feedback on my first two designs I knew that I needed to take a new approach into creating this new image for First Steps Women's Centre. Adrian recommended that we take a look at a site called 'Brand New'. This site shows off transitions that other businesses and organisations have went through over the years. This would be a good place to start looking for typefaces that work well and for various colour schemes used by other businesses.
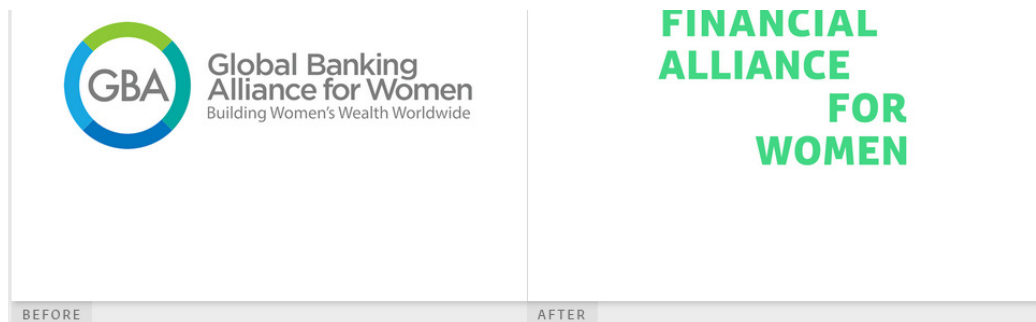
commonwealth
war graves
foundation
keep their stories alive

Above are two of the logos which I thought reflect effective typography and gave me some inspiration for constructing my third design. From here I looked on Google fonts to find a typeface. Images taken from Brand new (Brand New, 2020).

Typeface Experimentation

The first fonts that I liked was called Red Hat Display. I used Google fonts in order to preview how it would look using the words First Steps Women's Centre. After experimenting with the fonts I decided that the First Steps should be written in Red Hat Display. Furthermore, I found a font called Pacifico, which is cursive and brought a more feminine look to the logo in the words Women's Centre. I believe this brought a change to my design as I was no longer using an image to represent femininity.

First Steps

(Red Hat Display)

Women's Centre

(Pacifico)

I tried this typeface in Upper Case and Lower case. This allowed me to see how the logo comes across in the different sizes and I found that in lower-case it comes off more friendly and welcoming

First Steps Women's Centre   **first steps** Women's Centre

Indenting the typeface created a 'Step' without actually having a physical one on the logo. This was something that was discussed in our feedback with Claire and Adrian.

From here we met up again with Claire and Adrian for some more feedback. During this we decided to add a tag line to the logo to add a bit more meaning and personality to it. So my next step was to add this to the logo and finalise to soon for the pitch

Logo Experimentation

After taking on the feedback given I went back into Photoshop and began shaping the logo and adding in the tag line. I also wanted to try a different colour to move away from using purple. For this experiment I wanted to make yellow the main colour as it is the symbol for freshness and happiness, as I believe it would reflect the centre's goal of creating a welcoming environment.

My feedback from these two designs were positive, as Adrian felt these should be layout for my final design . He felt that I needed to experiment further with my colour palette in order to find one that will fit best. So my next step was to create a new colour scheme for this logo to see what would fit the brief best.

Colour Experimentation

Final Designs

In the end I decided to go for my Blue design. My feedback from Adrian and Claire suggested that this design was the most legible out of my experimentations. I also decided that it was the best colour palette to choose for the pitch as our client had indicated that they didn't want an overly feminine colour for the design.

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Mock Ups

Mock Ups

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Community Partner Pitch

First Pitch to Community Partner

Thursday 12th at 11.00am – Microsoft Teams

Attendees:

Oran McAnaney   Michael McGoldrick

Jack Harkin   Bernie Mallon

Carl Gordon   Joanne Orr

Claire Mulrone   Marion Murphy

Adrain Hickey

This was the first pitch that we had where we would present our designs to the community partner. This pitch would take place online through Microsoft teams this year due to the ongoing COVID-19 pandemic . So we will have to use cameras and microphones, as well as sharing what is on our screen in order to present our ideas.

Before going into the pitch Claire had explained the running order of who would present their work. Jack volunteered to take control of the screen and slide throughout the pitch document when it was time for us to explain our ideas.

For this pitch I would be presenting my final colour block idea with the blue main colour

Jack's Pitch

First up was Jack. He was presenting his idea that supported a bar along the side and the text that gave off the impression of a step. His two logos were the same just with opposite colour schemes. He presented his idea along with the website mock ups and other merchandise mock ups also.
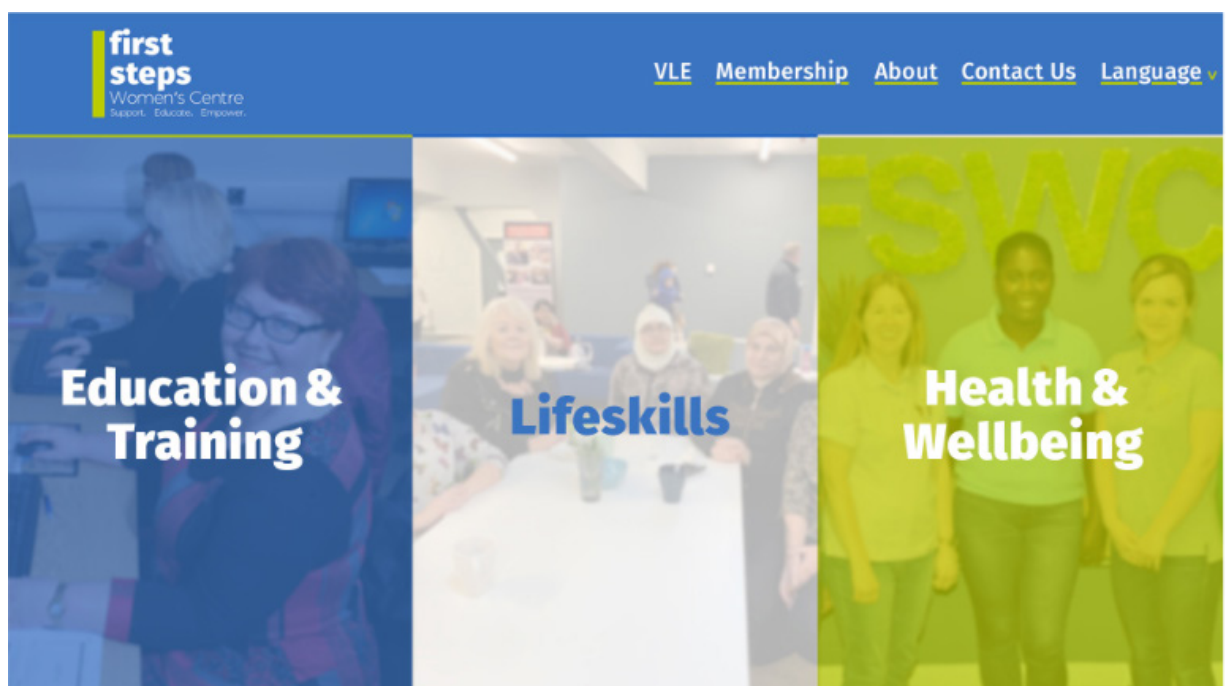
Jack's Pitch

Concept 1
Branding
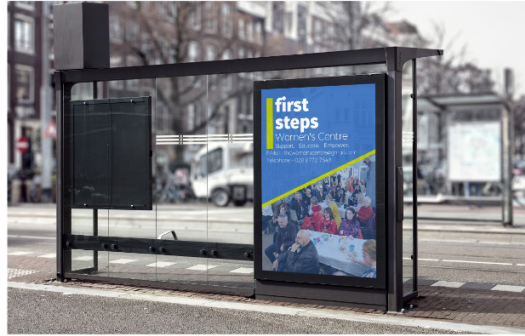
Concept 1
Merchandise

Carl's Pitch
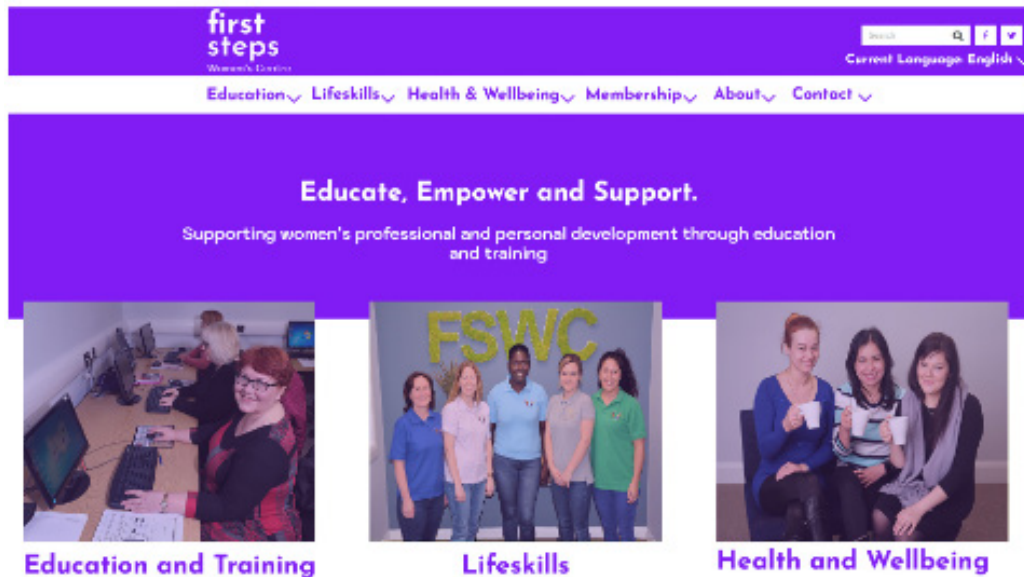
Second to go was Carl. He was presenting his idea which was also a wordmark but his approach supported a purple background and white text.

Carl's Pitch
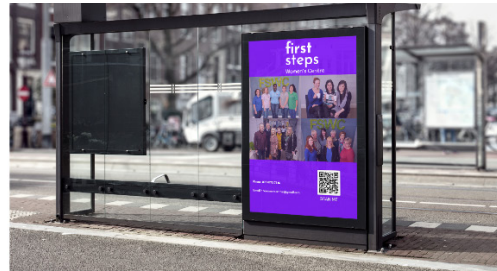
My Pitch

My idea was the last one to be present which put me a bit under pressure as I wanted the pitch to finish strongly. I started by explaining my reason of why the colours were chosen. Additionally, I wanted to get the point across that this design's use of the calming colours of blue and white illustrates a simple yet clean logo, yet still reflects the goals of the centre as place of hope and new beginnings. As well as this I explained how the softer font for women's centre ties in well with the logo and brings the meaning of who the service is for.

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My Pitch

When creating my logo I wanted it to be versatile and be adaptable across a wide range of materials. In order to do this is made it work on a dark black background, a white background and the blue background. This would allow the logo to sit on documentation as well as promotional material.

I showed the client various mock ups of how these materials would look so they could get a better idea of how my logo design would work.

My Pitch

For our client we needed to present a mock up of how their site would look. In Photoshop I made a mock up based on my research and expressed to the client that making the site as accessibly as possible was very important.

I explained that the best way to do this is the keep everything just a few clicks away instead of going through multiple links just to get basic information.

To give them better context as well of how the site would look on their devices I designed mock ups for Mac and IOS devices so they can see how it scaled down to a phone.
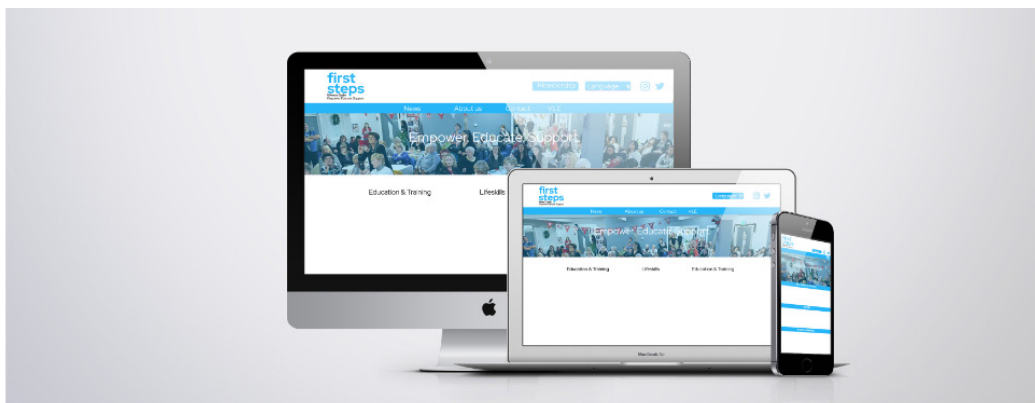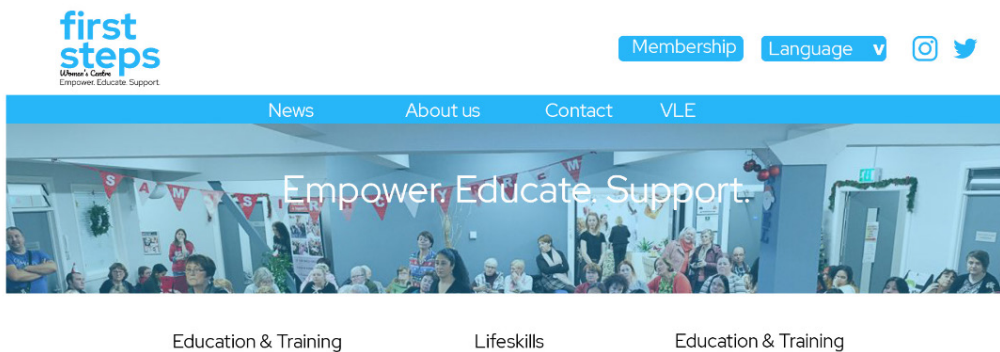
My Pitch

Next, I showed the client some of the merchandising mock ups that I made to give them a better understanding of the logos adaptability to the products.

My Pitch

To conclude my pitch I showcased how the new brand could be promoted through public displays and on poster forms. This was well received as the client was able to get a better understanding of how the logo would look in the real world.

Personal Reflection

I felt that during the pitch I was able to explain my vision well and gave in detail why certain colours or typefaces where chosen. Looking back on the pitch I should have spent more time making the web mock ups and providing more detail on other pages on the site, as this would have been more beneficial for the client to see how the whole site was laid out. Personally I liked my idea in particular how the colours brought a nice meaning to the logo. I believe the font choices fit well with the logo and give it a overall clean look that was received well by the client.
Some of the comments I received were very positive and one member from First Steps said :

"The use of the more cursive font really gives of a good view of women and adds to the logo" Marion (First Steps Women's Centre)

More Comments

"Blue is something that we have never used before and it looks really fresh" Marion (First Steps Women's Centre)

"The way that you have used different colours looks good and the black design stand out for me"
Marion (First Steps Women's Centre)

Overall Feedback

Overall our client was very happy with how we presented our ideas and even though there were initial technical difficulties due to the presentation being online and not in person it was still a good experience.

The final decision that the client went with was Jack's presentation for the logo and his layout for the website. How this conclusion was made was we got all three designs together and tried to break down which one fitted the desire and needs of the client best. The main point for the client was that Jack's logo was actually using colours they have previously used and the liked how he presented this on his logo on the web mock up.

So in the end the client gave us some adjustments to make to jacks logo. The client wanted there to be a bigger font for the women's centre as it was not easy to read when scaled down. Along with this they wanted to see a GIF made of the logo that would change to all the languages that are spoken within the centre.
Then for the website the client wanted us to add a section about all their latest COVID-19 updates so people can know how to safely come into the centre.
Finally the client give us a list of various merchandise and marketing mock ups that they would like to see made up with the new logo.

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Revised Pitch

Revised Pitch

After the first pitch with our client we all needed to get back together and start making changes that were wanted and present the client with a new updated logo and merchandise.

Firstly we had to change the font on Jack's logo from the pitch. The client wanted there to be a bolder font across the whole logo as it was to hard to read once shrunken down. Jack got to work on this as it was his logo and he had all the files already. When he was doing this Carl was doing research into creating the website and how we would get that started. At this time I gathered all the new mock ups together and was just waiting on jack to finish the logo so I could then put this onto the new mock-ups to present to the client at our next meeting.

New Logo Change

This was the first change that we had to make. After re-design of the logo used a bolder font for the words Women's Centre and the tag line in order to make this more viable.

After changing the logos and adding the client feedback we could immediately see the difference it made/ it looks a lot better and makes it a lot easier to read especially in our mock ups where the logo needs to be shrunken down to different sizes.

Old Logo

Updated Logo

Additional logo changes

During the meeting with the client we also agreed to make changes to the childcare logo that they currently have. For this design we took the old image that was already used for the childcare and added the new logo we made and added the text for childcare. This logo looks well and will be used for the staff uniforms for the childcare which we also made mock ups for.

Merchandise

Our client wanted us to mock up some clothing merchandise, so they could see how the logo transferred to different materials other than just digital. They all have the new logo on them as well as the matching brand colours.

Merchandise

Below are some office supplies and promotional material that were mock ups and presented to our client.
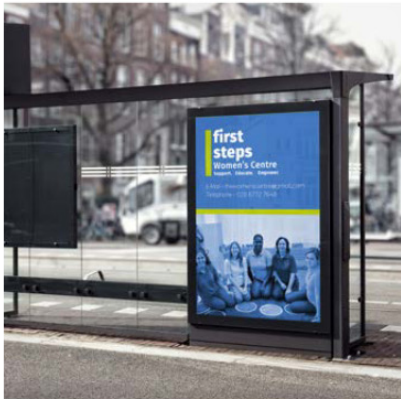
Merchandise

It was suggested at the meeting that we would find some mock ups for face mask. As during the current COVID-19 pandemic that is going on these would be a useful and good way for First Steps Women's Centre to advertise their new brand.
Along with this we made mock ups for mugs and for flasks which would support the updated changes to the logo.

Merchandise

At the meeting a member of First Steps Women's Centre asked us of we could have a mock up for the van and the outside building along with the pavement sign. So we made these up to support the new brand colours. These quick mock ups gave our client a good idea of how their new brand identity would look and how it can be presented.

Website

Finally we made the changed to the web mock up that they wanted. We got rid of the wash over on the images and kept it simple so the images could still be viewed. Additionally, we added in the clients funders along the bottom and put the social media links at the top.

All of these mock ups and new changed were sent back to Michael, in order to get final approval so we could move onto creating the site.
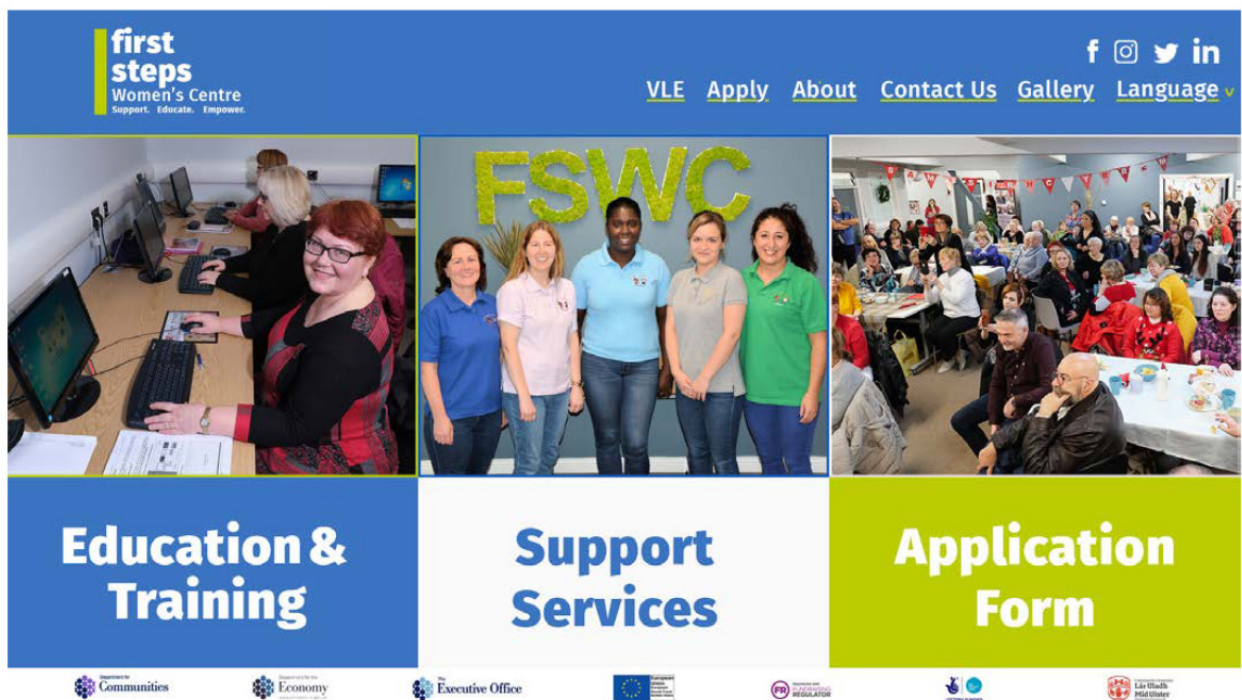
Publicity Materials

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Building the Site

Building the site

After sending mock ups back to the clients and they approved the design of the site. It was time to start making it. We knew the design and how we wanted it to look it was just a matter of coming together and making this happen.
The point of this site was so the women who wanted to reach out to the centre can access the needed details and information easily and without any complications.

Carl began looking at options of how we will get the site up and running. He previously had a GoDaddy account where he could start making the site and then when the time came we could transfer it over to the First Steps Women's Centre domain.

Our first pitched showed that this website would be based around the three main section of the site, these being education and training, support services and the application form. Then along the top would be the other services that were available. We had also discussed that on the mobile version of the site the pillars would be facing vertical instead of horizontal.

The client had told us that we don't need to worry about hosting costs, as they were providing this and all we had to do was transfer the site to them once we were finished. This was a real benefit to us as it meant we could get straight into making the site.
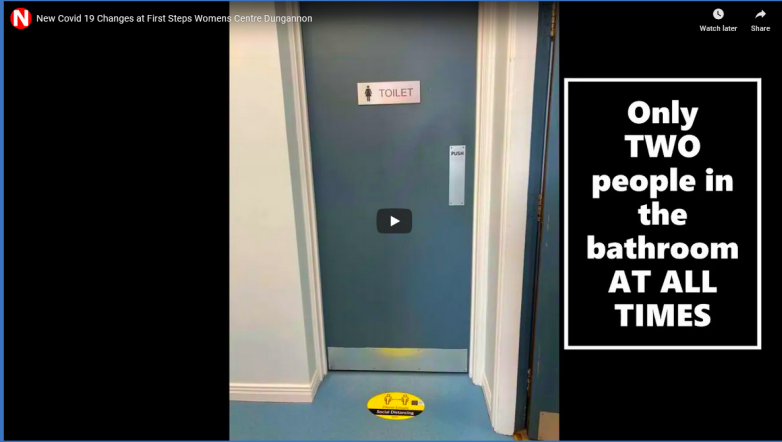
Final Site – Home Page

Final Site – Education and Training

Homepage   Education & Training   Support Services   Application Form   About Us   Contact Us   Gallery   En

Contents [hide]

1 IT Courses
2 Life skills
3 Health and Wellbeing
4 Other Interests

IT Courses

Online Budgeting for Beginners Beginners

Do you struggle with monthly bills?
Do you struggle with trying to save for a "rainy day?"
Are all your days "rainy days?"

Then this course is for you!

Learn to find ways of becoming financially responsible using online tools.

Read More!

Learn to use Zoom

Zoom is a video chatting service which allows users to chat both one-on-one and in groups.

All you need is an Internet Connection and a Mobile device equiped with a microphone and camera (laptop, smartphone, iPad, tablet)

Read More!

Computerised Payroll

Course duration: 13 x 2 hour classes (1 week = 2 sessions)

Aims
The Level 1 Award for Payroll in Business qualification aims to provide learners with a comprehensive range of knowledge and the practical skills that they will be able to use as a payroll processor for a variety of businesses.

Read More!

Final Site – Support services

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Homepage   Education & Training   Support Services   Application Form   About Us   Contact Us   Gallery   🇬🇧 English   ⌄

Minibus Service

Benefit Checker

Childcare Services

We offer a pick-up service for you and your children. The service normally operates within a 5-7-mile radius and is dependent on numbers. If you require this service please request this service on the application form.

FSWC has a Benefit Checker Service which will help you with making an application for Benefits including Universal Credit, Personal Independent Payments, Employment Support Allowance, School Meals & Uniform Grants. In the past 2 years our Benefit Checker Service has successfully identified just over £101,000 in additional benefits. If you wish to avail of this service please contact FSWC by email: thewomenscentre@gmail.com or telephone the Centre on 028 8772 7648.

Provision of onsite childcare (from 4 months to 4 years old) in our newly built creche. Our Creche is registered with local social services for sessional care. The Childcare is normally open Monday-Thursday. It can cater for up to 20 children per session. The childcare has four bi-lingual staff who are able to provide reassurance, comfort and support to mums and their children who do not speak English as a first language. You can request childcare through the FSWC application form. Demand is very high for this service.

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Final Site – About Us

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About Us

Here at First Steps Women's Centre our vision is to help reinforce "Confident Women empowered to participate in and influence society".

Our Mission is "Supporting women's professional and personal development through education and training"

First Steps Women's Centre (FSWC) is an Education, Learning and Support Centre for women. We are based in Dungannon, mid-Ulster, Co.Tyrone. It was formed in April 1998. It has grown from small, huble beginnings to the provision of over 60 courses and programmes per year for over 700 participants. We provide Education & Training Courses as well as essential support services such as Childcare, Transport and a Benefit Checker service. We have family friendly times with all morning courses beginning at 9.45am and running for 1, 2 or 3 hours. The afternoon sessions start between 12.30pm and 1.00pm for a maximum of two hours. 746 participants took part in 61 different courses with First Steps Women's Centre during 2019-2020.

The courses can be divided into four distinct areas:

· IT Courses– ranging from Computerised Accounts and Payroll, Digital Photography, Introduction to Computers, iPad & Tablet Courses

· Lifeskills Programmes – includes Numeracy, Literacy and English for Speakers of Other Languages,

· Wellbeing Programmes – ranging from the physical e.g. Pilates, Yoga, Dancing Your Way to Health & Happiness to more personal development programmes including Living Life to The Full, Managing Stress, Sewing, Creative Writing.

· Ancillary Courses – These include First Aid, Food Hygiene

Meet the Team

| Joanne – Monitoring Officer | Luisa – Childcare Assistant | Marion – Progression Officer | Michael – Chief Execuative | Sonata – Housekeeper | Yvonne – Project Manager | Amanda – Training and Education Co-ordinator |

Annual Report 2018-2019
Download!

Annual Report 2019-2020
Download!

Brilliant course, will certainly recommend and I really like this subject. Tutor was very good, and nice and clear

BrainFit (Anne Bresland - 360 Active)

I have enjoyed some great courses in the women's centre and I am glad I am retired to enjoy them

Hormone Harmony (Mayella Almazan-Arreola)

Very interesting, very informative, very enjoyable. I got some great information that I can implement into my daily life

Assertiveness (Norah Hughes, BGR8 Coaching & Training)

Final Site - Contact Us

Homepage   Education & Training   Support Services   Application Form   About Us   Contact Us   Gallery   English

Our Contact Information

Landline: 028 87727648

General contact Email: thewomenscentre@gmail.com

Course Enquiries: fswc.enquiries@gmail.com

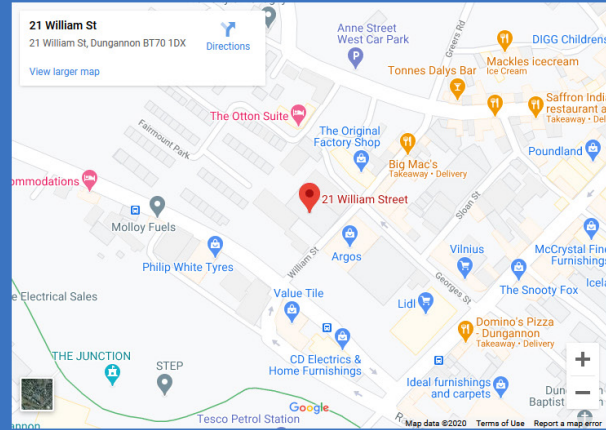Michael McGoldrick , Chief Executive

First Steps Women's Centre,

21a William Street, Dungannon, Co.Tyrone BT70 1DX,

Tel: 028 87727648

Mobile: 07898888531

www.firststepswomenscentre.org

Find Us Here!

Contact Form

Name *

First

Last

Email *

Nature of Enquiry (Select as many as you need) *

- Benefits
- Childcare
- Counselling
- Learning
- Meet People
- Room Hire
- Wellbeing
- Other

Your Consent FSWC Data Privacy Notice is available online here and by request from any member of staff. It is essential that you familiarise yourself with this policy as it details all aspects of how your data will be used by FSWC *

☐ Yes - By ticking this box I am consenting to FSWC using my personal data, as per this form, to administer any aspect of my interaction with staff or services provided by and on behalf of myself and the FSWC

☐ No - By ticking this box I AM NOT consenting to FSWC using my personal data, as per this form, to administer any aspect of my interaction with staff or services provided by and on behalf of myself and the FSWC

Comment or Message *

Submit

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Final Site – Gallery

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Homepage   Education & Training   Support Services   Application Form   About Us   Contact Us   Gallery   English   ⌄

Contents [hide]

International Women's Day 2020

Site Reflection

I believe that Carl has done a fanatic job in making the site. The site looks very professional and sticks by what we showed the client in the meetings. It follows along with the easy navigation that they wanted and includes all the section that were in the deliverables. One of the only things that we could not include in the site was the VLE. After meeting up with Adrian and Claire we discussed that this was causing too many issues. Adrian and Claire were very understanding and in the end we had to leave this out of the site, as it was quite a demanding task that would needed a lot more attention to detail in order to do it well.

The site itself fits into the whole brand image and is consistent throughout. The colours within stick to the logo and brand identity giving it a unique look that only First Steps Women's Centre will have.

Overall I am happy with our progress with a few ups and downs we got together and produced a outcome that is professional and functional. The outcome was what the clients wanted and they were pleased with how it turned out.

"Looks great lads. Looks cool on my phone too "

– Michael McGoldrick (First Steps Women's Centre)

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Brand Guidelines

Brand Guidelines

When creating the brand guidelines it was important to get the main points across in a way that the client can easily understand and follow along for the future. What was noted was the Logo and how it should be used and the colours that went with it. Along with other details about colour and fonts.

The brand guidelines give the client a guide in how to keep the business consistently professional, through usage of the logo and typefaces.

The main things that I included into the brand guidelines are:

– The logo usage
– Logo variations
– Logo spacing
– Brand colour and typefaces

First Steps Women's Centre Logo

This is the main Logo. It should only appear like it is above with the blue background supported with the white text and green bar along the left hand side

Logo Variations

Secondary Logo

This is the secondary logo which in has to main colours used but just with a white background and blue text.

Childcare Logo

This is the logo that will be used for the childcare part of First Steps Women's Centre

Logo Usage

Correct Usage

Incorrect Usage

Logo Usage for Print

For documentation the logo should be placed in the top left of the page and take up the grid space as shown.

To the right of this will be contact information.

Below in the main body the heading will be just under the logo and then the main body of text will support just below.

Colours

Blue
#3b74c1

Green
#bbcc01

White
#ffffff
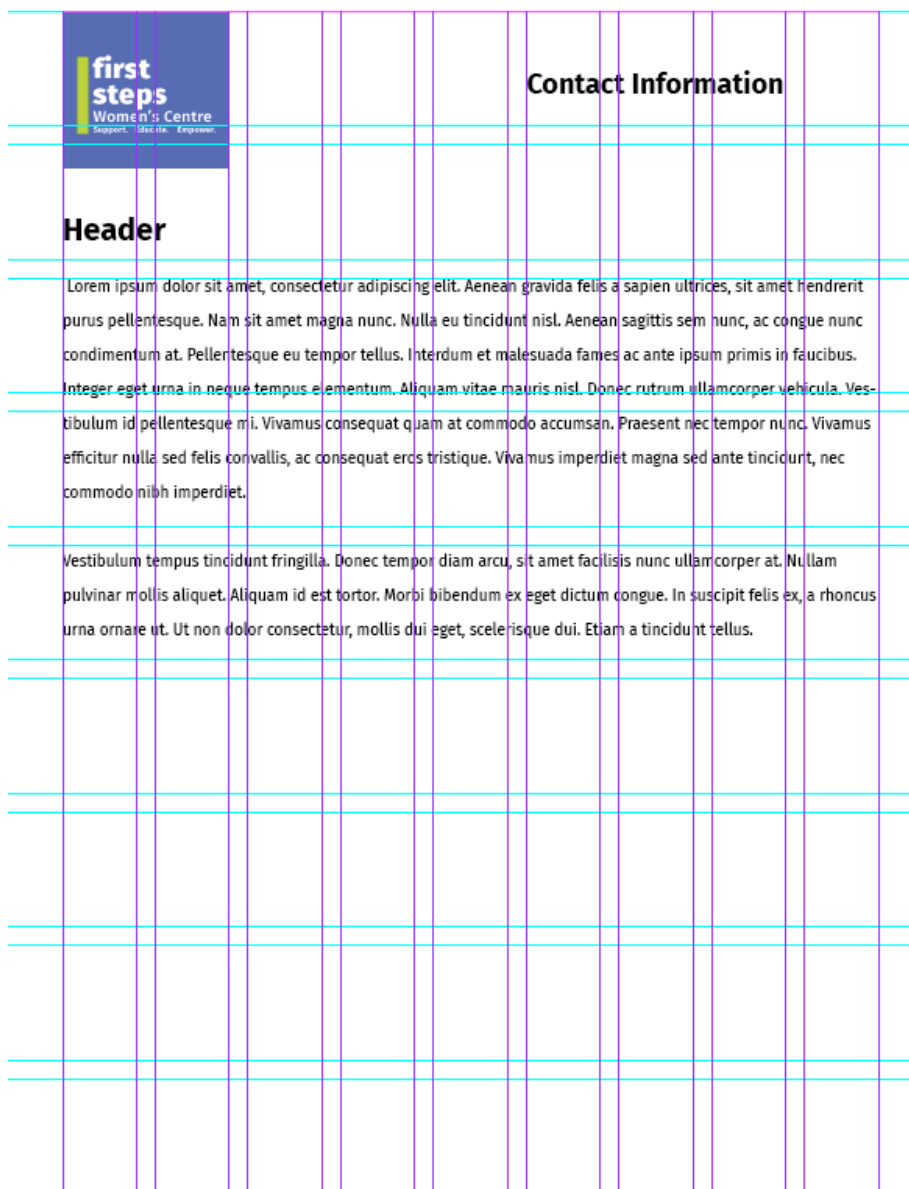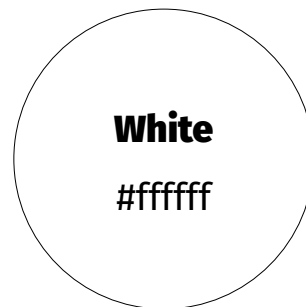
Fonts

The typeface for all documents should be Fira Sans, this is the typeface that is seen on both logo and website.

It is very important to keep consistency throughout all documentation. This typeface was carefully chosen to represent the brand so it is key that it is use effectively.

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Fira Sans
Fira Sans Medium
Fira Sans Bold
Fira Sans Extra Bold
Fira Sans Black

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Web Guidelines

Web Guidelines

We needed to make a document for our client that would walk them through the website for future use.

When making this document it was important that it read well and could be easily understood for First Steps Women's Centre. This included details of the login information as well as how to add and update pages on the site. It was also crucial that this document didn't have too much detail to overwhelm the client, so it needed to be simple and effective.

After Jack made up this document I then had a look at the document to make sure there was no errors before we sent it off to the client.

Logging into the site

Getting into the site is simple. Firstly you need to go to: southtyronewomenscentre.org/wp-admin/
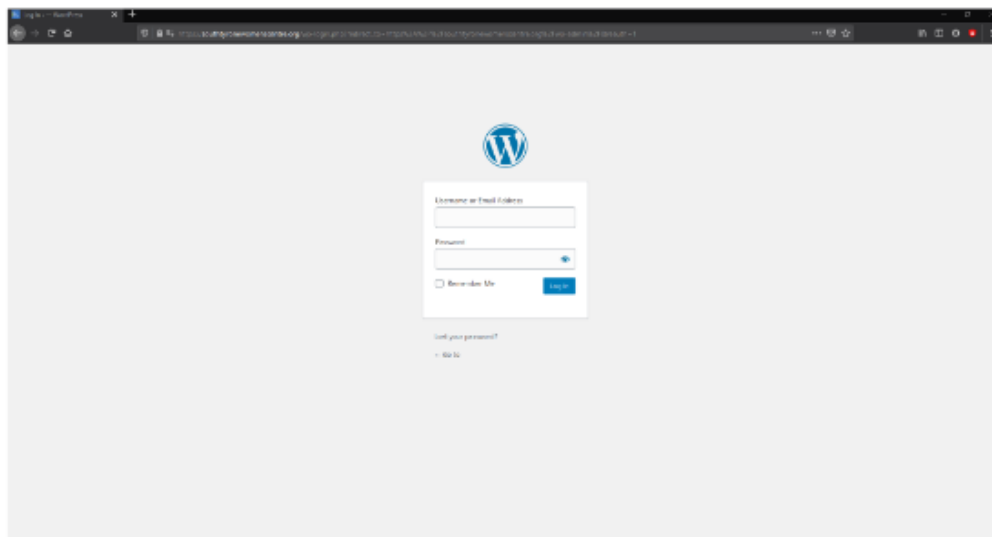
Once here, you will need to enter the Username/E-Mail and your Password. You will then have access to the WordPress Admin page to make any changes to the site.
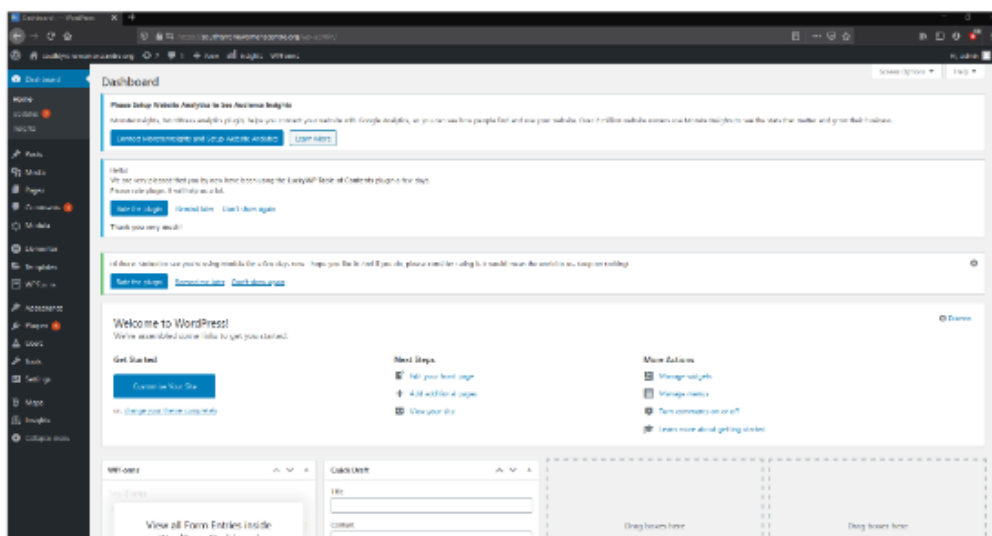
Text fonts, colours, and sizes

Font: **Fira Sans**

Header Colour: **Green**

Body text Colour: **White**

Background Colour: **Blue**

Green #bbcd11　　**Blue #3e73ba**　　**White #00000**
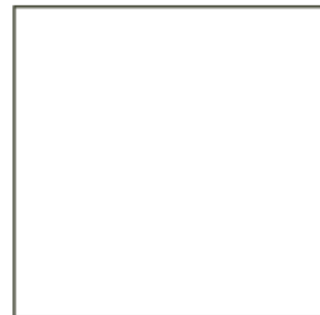
Titles/Headers: **H2**

Sub-Headers: **H3**

Body Text font size: **18pt**

Modula Gallery

Adding photos

Adding photos to the Gallery is simple. Navigate to the Wordpress Admin page and select Modual on the left hand side.
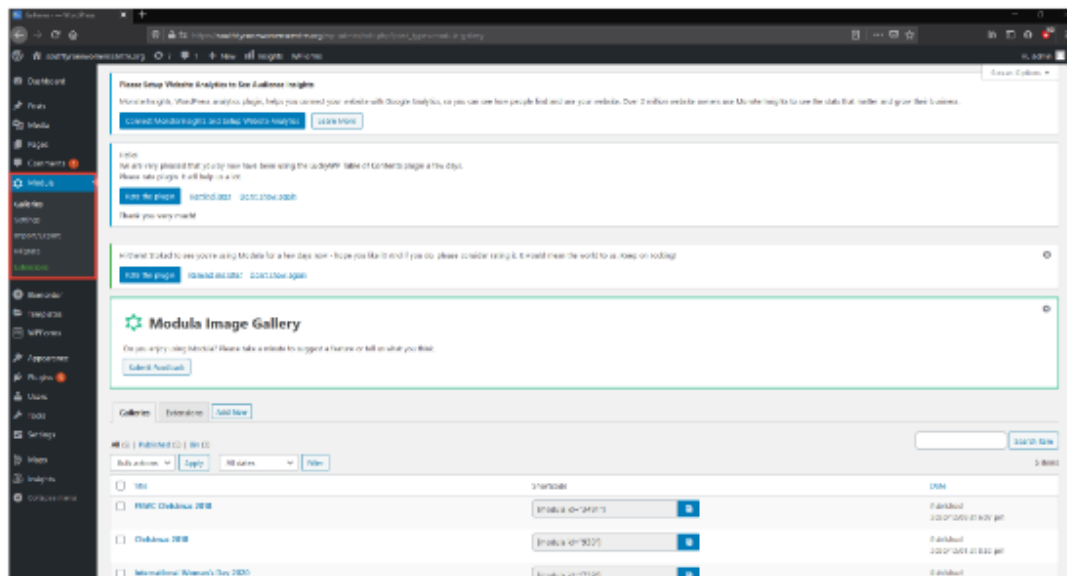
From here click on the add new beside the Galleries and Extensions tabs at the bottom.
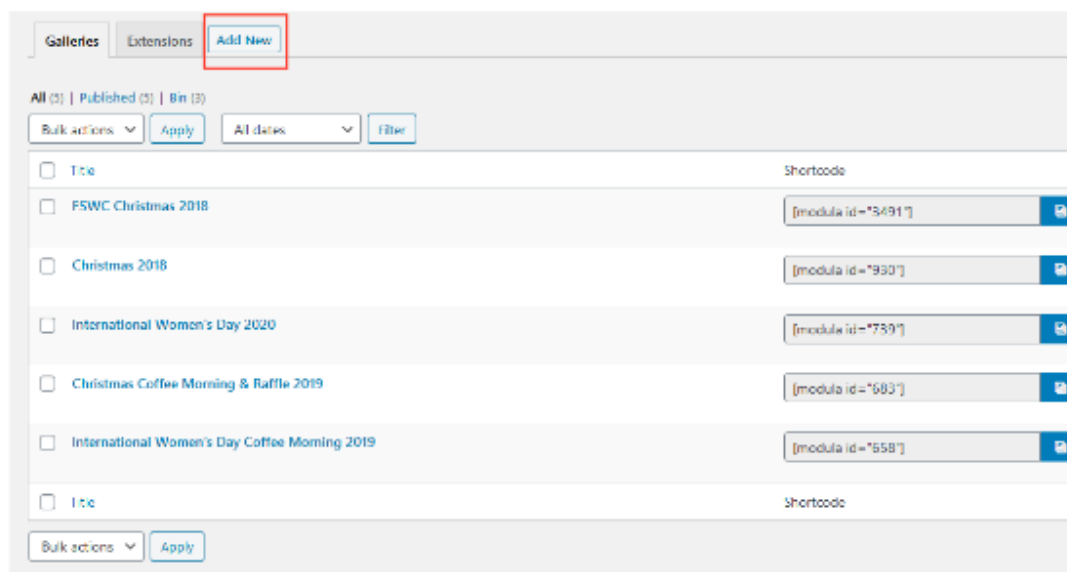
Web Guidelines

These images are just some of the pages that are in that document. The document itself is around 20 pages long and explains how to access each section of the site.

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Project Management

Team Work

During this project I felt that me, Jack and Carl worked well as a team. Before this project we all have worked together previous for Interactive Media so we knew each others strengths and weaknesses .This made it easier to assign roles through the whole duration of the project. Carl was the strongest at code so he did most of the content for the website and me and Jack are more suited to design so we made up the designs and other content that needed to go on the site.

Due to the current COVID-19 pandemic this year we could not meet up to do any work or even to discuss things with Adrian and Claire. The only exception being Jack and Carl who live together.

In order to keep in touch and organise the project we put all of our content on Basecamp. Basecamp is a project management system that allowed us to upload files, discuss our project, receive feedback and organised through the use of to do lists and calendars. This allowed us to stay on task and ask questions if we were unsure.

Organisation

Throughout the whole project most of the discussions with Claire and Adrian went on Basecamp. This was a easy and effective way for us to communicate. As well at this the Campfire was a place where we could send links or images in for approval.

Basecamp also has a feature where we can add in key dates to the calendar and mark it off and receive notifications a day before. This was very useful as each time we completed a task we could tick it off.
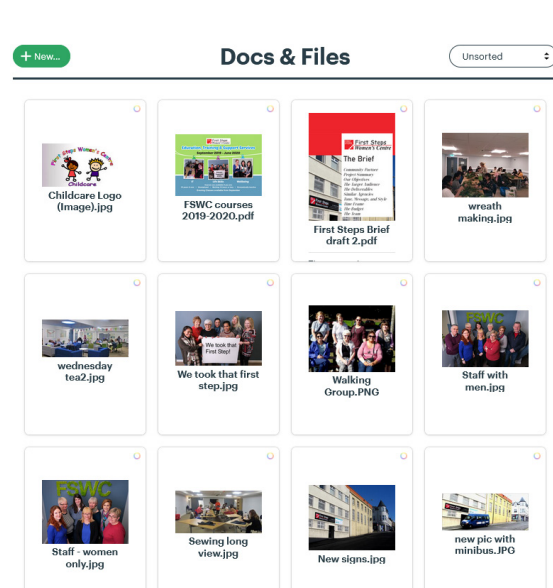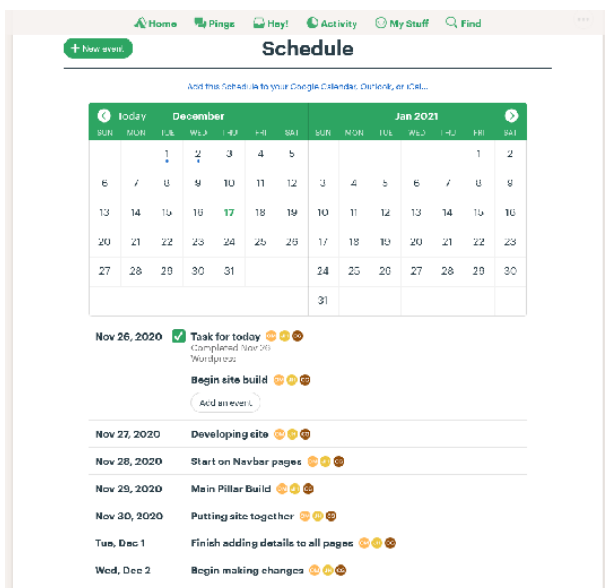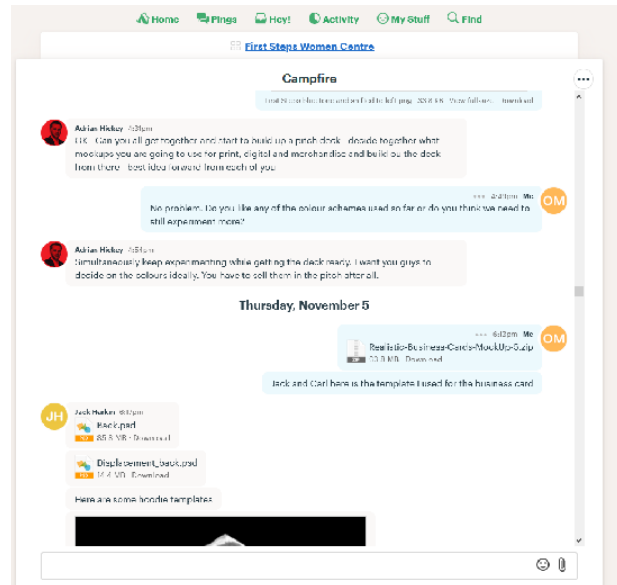
Discord

As well as using basecamp we would also use Discord to talk day to day when we were working on the project. Similarly to Basecamp, Discord allowed us to send each other files and it has a chat feature so we could all talk and share our screens when building the site or making designs. The screen share ability was very useful especially because of the pandemic where we could not all be in the same room.
We mainly used this to send text, mock-ups and website code as well as YouTube tutorials for other video material.
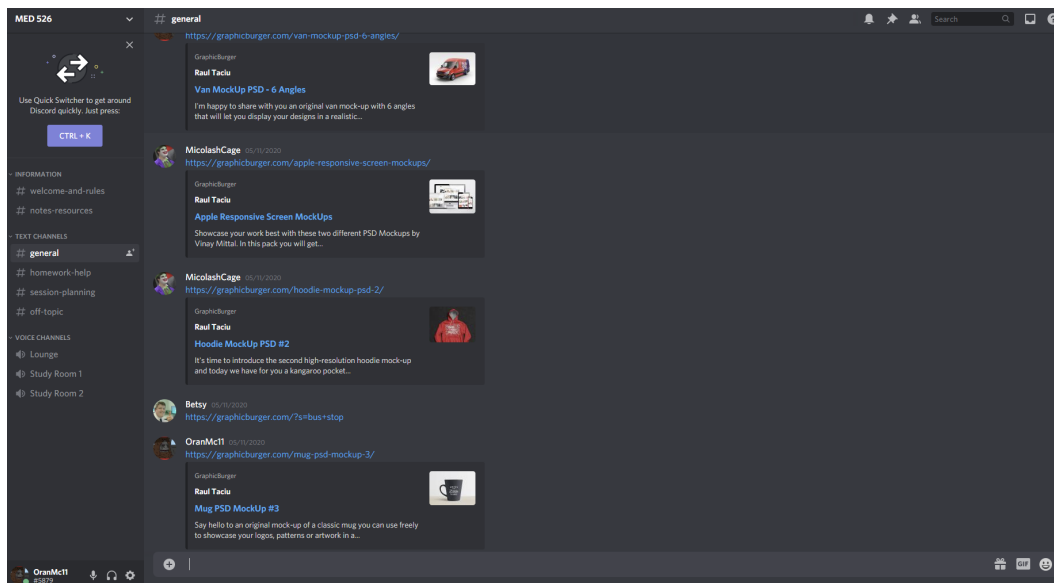
Working with the client

When ever we needed to meet with the client we would do it over Microsoft Teams. As mentioned before this year we had to work a bit different due to the COVID-19 pandemic. Previously we would have met with the client in person but this year it was all online.

We mainly used email in order to talk to the client. This is where we sent on our mock ups and drafts in order to get approval or ask the client more information.
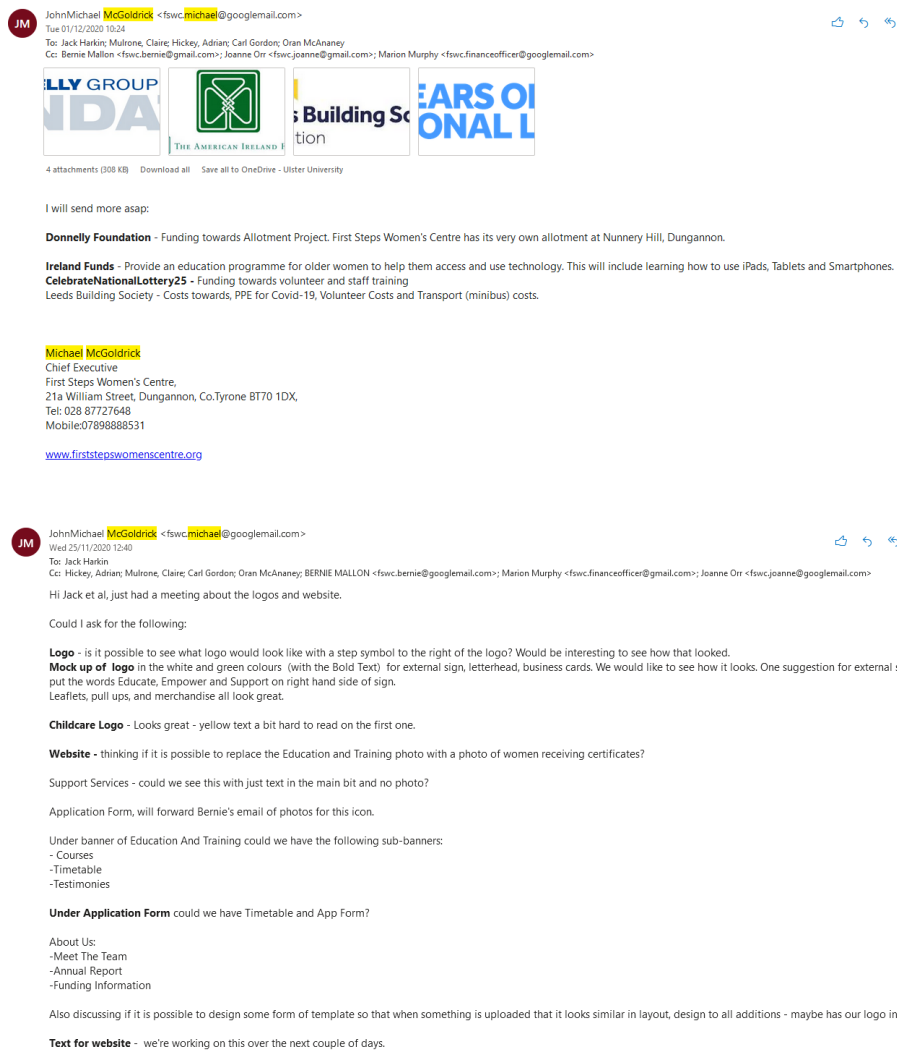
Time Log

Research	8 Hours
Benchmarking	14 Hours
Brief	10 Hours
Design	20 Hours
Pitch	30 Hours
Website	60 Hours
Guidelines	6 Hours
Meetings	16 Hours
Production Logs	55 Hours
Communication with Client	20 Hours
	Total: 249

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Evaluation and Reflections

Self Evaluation

This module has given me hands on experience working with a client and allowed me to develop my skills in communication, teamwork and time management skills.

Working with a client made me see what is expected in this line of work, as I have not been on a placement yet.

When working in a group it can be good. However, there are some downsides and other outside interferences that get in the way. Despite this, I feel like as a team we were able to manage around these and still push through, ensuring the clients needs were met.

Overall I feel that I developed and improved a lot of my skills throughout this whole experience. One of the skills that I think I improved the most my was organisational skills. Having basecamp to assign tasks and create to do lists was very helpful especially during the end of the project where we needed to be most focused. Quite often I needed to make decisions quick and improve my problem solving and thinking skills which was useful in some situations. This project was useful as it placed us in a professional environment and it showed us what it is like to receive professional feedback, which will be beneficial in our future careers.

"can I thank the young men for a great job. I did see a few emails winging their way around in the early hours of the morning" Michael McGoldrick

Reflections

Working with First Steps Women's Centre has been such a learning experience and has opened up my eyes to knew ways of problem solving. Prior to this I have never worked with a client so this being my first time was a challenge but gave me such a good experience which is will take with me into the future.

Since we first met with the client they had a vision of what they wanted in terms of the website, but allowed us to have all the creative freedom in making it look how we wanted. Something I learned from this was to pay close attention in meeting with the client because they only happened a few times and some key information can be lost if not noted correctly. However, during the project we always tried to focus on the feedback in order to produce the product the client desired.

In the future if I were to have another experience like this I would time manager better and have more things prepared in advance for pitching. This would allow myself more time to focus on other aspects in order to not fall behind. But overall I think my skills over the last 12 weeks have improved greatly and this has been a enjoyable learning experience.

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