



01 KAROLINA DYMEK

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TEAM

01 KAROLINA
DYMEK

02 GRACE
BOYLE

BRANDING

I will be responsible for the general branding including the logo, style and layout of the website, business cards and banners. Grace will be responsible for creating the brand guidelines, leaflet and rebranding all of the current educational materials including word documents and powerpoint.

PLANNING AND EDITING

Grace will be responsible for booking equipment, storyboarding, creating shot lists and will operate one of the cameras, capturing still images. I will be responsible for photography and videography as well as the production and editing of any images and video content.

WEBSITE

The website will be created using a WordPress template for which I will be responsible. I will work closely with our client to gather the necessary content which I will then organise into sections on the website. Grace will be responsible for creating the WordPress manual as she will be able to design it from a perspective of someone who hasn't worked with it before, hence providing a clearer explanation.

SOCIAL MEDIA

Due to our personal preferences of social media platforms, I will be responsible for Instagram and Facebook while Grace will take responsibility for Twitter.

CLIENT

WORLD UNITED NI

World United NI was created in 2004 with the support of Irish Football Association (IFA) as a multicultural community football project targeting refugees, asylum seekers and people from black and minority ethnic groups. Since 2004, 200 players from 33 different countries played for World United and some are still a part of the team.

Over the years World United NI developed from a football project into a wider community outreach project which offers educational anti-racism and discrimination workshops in schools, promoting respect and equality.

This project has a great purpose and is of value to all those participating as well as the community however it lacks resources therefore it is necessary to demonstrate the need for funding for this project.

1 Current logo



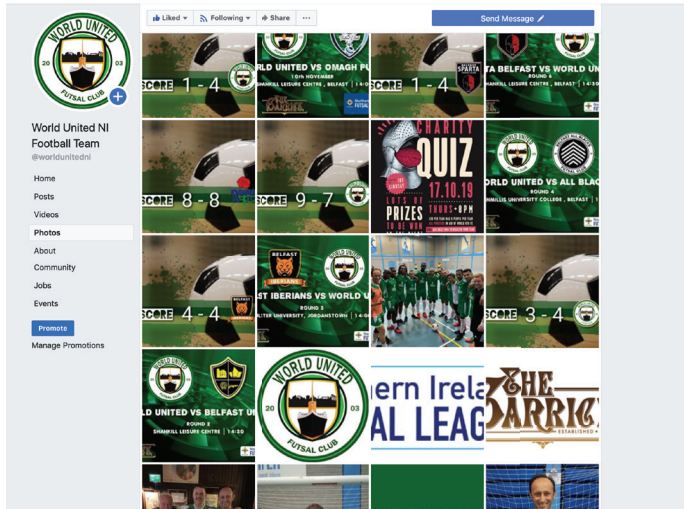
2 Current badge



CLIENT

EXISTING MATERIALS

3 Facebook Page



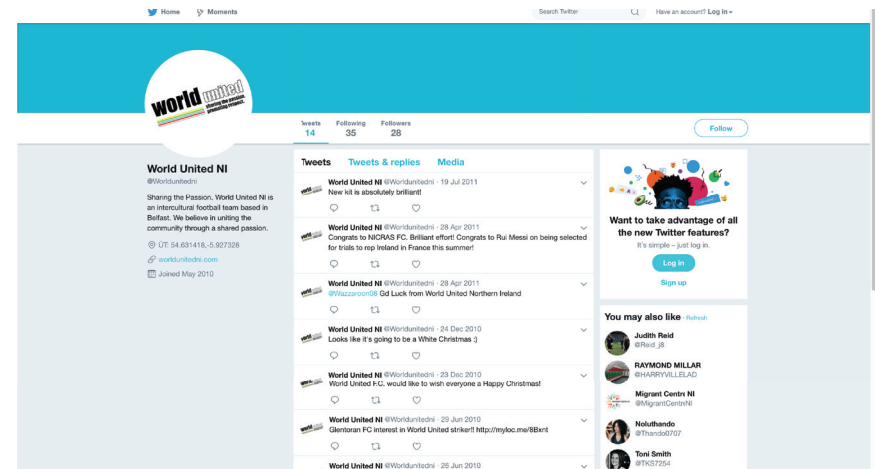
4 Facebook graphics



5 Website



6 Twitter Page



THE BRIEF

AIMS

The main aim of this project is to provide our client with a complete rebranding including new visual identity, website, promotional video along with content for social media sites that can be used to raise the profile of the organization and encourage more players to participate, who in turn will demonstrate the need that will allow World United to secure funding.

AUDIENCE

Refugees, asylum seekers and people from ethnic minorities along with local community are our primary target audience and potential sponsors and donors our secondary target audience.

COMMUNITY

The primary target audience are the refugees, asylum seekers and people from ethnic minorities as well as people from the local community. As the training and games take place in Belfast we will target people currently residing within this geographic area, local and foreign male individuals aged 18

and above, who are physically able to participate as players, coaches and referees.

SPONSORS AND DONORS

Secondary target audience are the potential sponsors and donors. They are important as the cost associated with this project cannot be fully covered by one sponsor that World United currently has. Examples of this kind of audience will be local businesses, council and Irish Football Association (IFA).

BUDGET

This project has no budget therefore we are limited in what we can provide. The domain name has already been purchased and costs are absorbed by the organization, we will use a free WordPress template to build the new website. Microsoft documents, banners and booklet will be provided with a hope that in the near future the organization will gain enough funding to print a supply of them.

DELIVERABLES

We set to provide our client with a complete rebranding , including new visual identity with a logo for print and a badge. Other key deliverables include a new website constructed using a free WordPress template along with a detailed manual accommodating our clients technical abilities.

Promotional video showcasing World United along with other graphics that can be shared on social media to raise their profile. We will create or update any existing social media sites ensuring our client has a good online presence.

We will also create three player profiles in form of a short documentaries that will align with the theme of UEFA campaign #EqualGame. Given the degrading attention spans we will keep each video content relatively short. The videos will aim to encourage people from different cultures to join World United team by providing a short inspirational video to motivate them.

Set of locked word documents,PowerPoint and brand guidelines will also be provided ensuring the design will remain consistent. Furthermore we will provide the client with a variety of photographs of the team, individual players and games all of which can be used across social media platforms and lastly we will create a GoFundMe page for our client which can be used to gather donations.

TONE

With 150 players from 30 different countries who have been involved in World United, providing a multilingual website is fundamental in widening the demographic outreach to communities who may have not been able to engage in the site if only English language was an option. Therefore we will install a WordPress plug-in which will translate the website accordingly to the language in which the viewing browser is set allowing individuals to view their site in their native or preferred language.

TIMELINE

October

31st Brief pitch to World United.

November

1st Begin the creation of the new visual identity and brand guidelines.

4-20th Weeks allocated to filming, depending on availability of the client and us, giving us enough time to shoot at least twice.

14-21th Editing video footage and creating content for print.

18-25th Web Design and creation of social media sites.

25-27th Creating WordPress manual.

December

4th Website launch 3pm-5pm, current site will be down for approximately three hours. Contingency plan allowing extra hours between 5-8pm to fix any issues.

12th Final media outputs uploaded to Basecamp.

January

9th Exhibition set up

10th Exhibition day

11th Exhibition disassembly

EXISTING CONCLUSION

SIMILAR ORGANISATIONS

We firstly identified various organisation with a similar purpose to that of our client. We wanted to see what's out there and identify any trends, as shown, common trend in the logos identified in our research is the badge along with a logo within a circle shape. Football is incorporated in almost every design and in it's own way each logo reflects the purpose of the organisation.

All Nation Soccer League incorporates various symbols such as people football and the globe, various colours reflect the inclusion of all nations, similar idea can also been in the Etnoliga logo design.

0.1



0.2



0.3



All Nations Soccer League

0.4



0.5



0.6



0.7



0.8



0.9

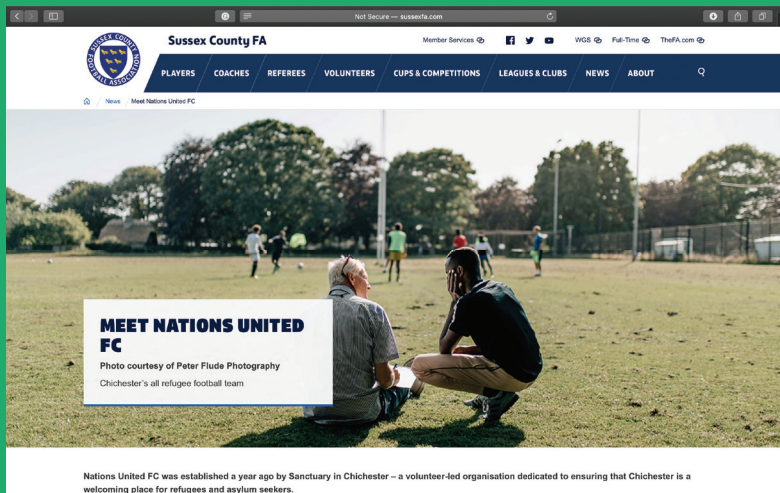


BENCHMARKING

SIMILAR ORGANISATIONS

During the benchmarking process we investigated eight different organizations across UK, Ireland and US, whose purpose aligned with that of our client. Benchmarking exercise allowed us to determine how our client's current website performs in relation to other websites. This exercise also allowed us to also identify best practices and highlighted effective ways to improve our clients website performance.

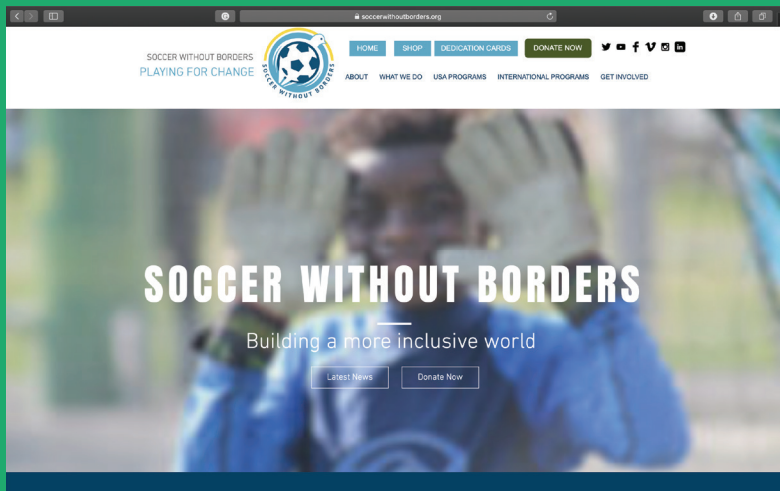
We gathered eight different organisations, out of which I had a close look at Sports Against Racism (SARI), United Glasgow FC, Etnoliga and Nations United Soccer (USA) whereas Grace investigated All Nations Soccer League, iACT, Sussex and Soccer without borders. Together, we also investigated the website of our client. During the benchmarking process we highlighted the good practices and based on this we scores each website, which allowed us to compare their score to that of our client.



0.10 Nations United FC Sussex FC
www.sussexfa.com



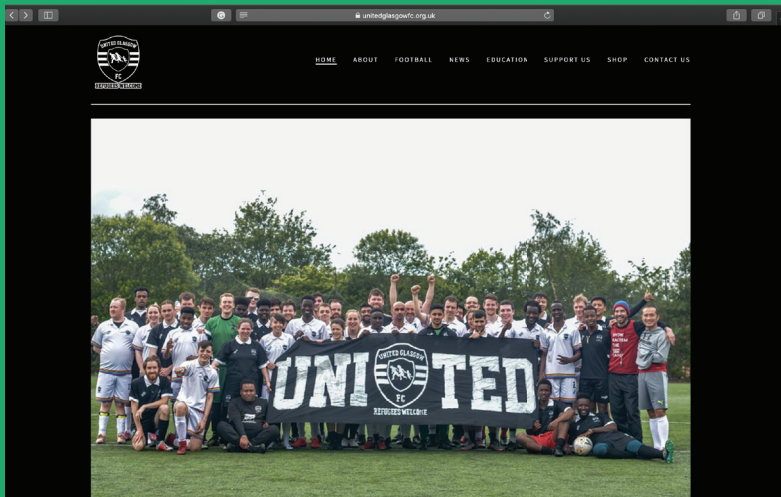
0.12 Sport Against Racism – SARI
www.sari.ie



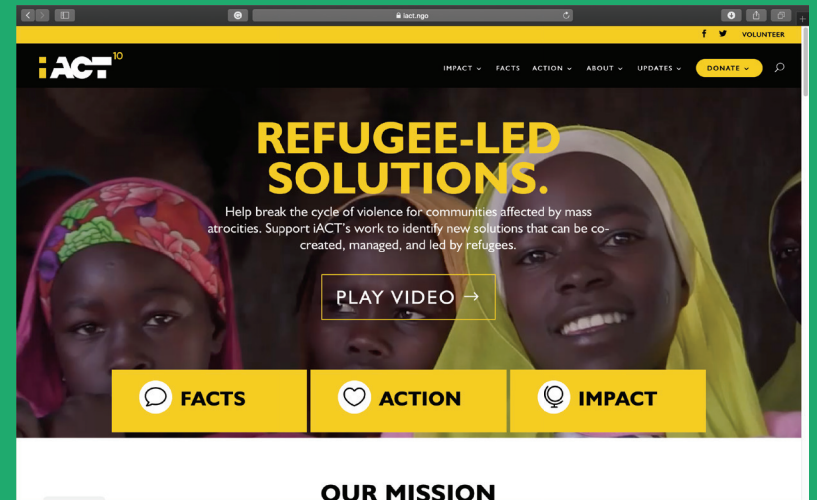
0.11 Soccer without borders
www.soccerwithoutborders.org



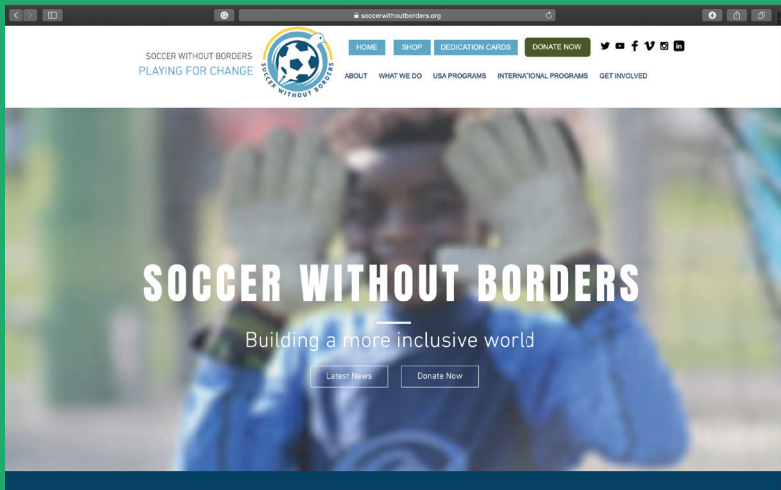
0.13 Nations United Soccer
www.nationsunitedsoccer.com



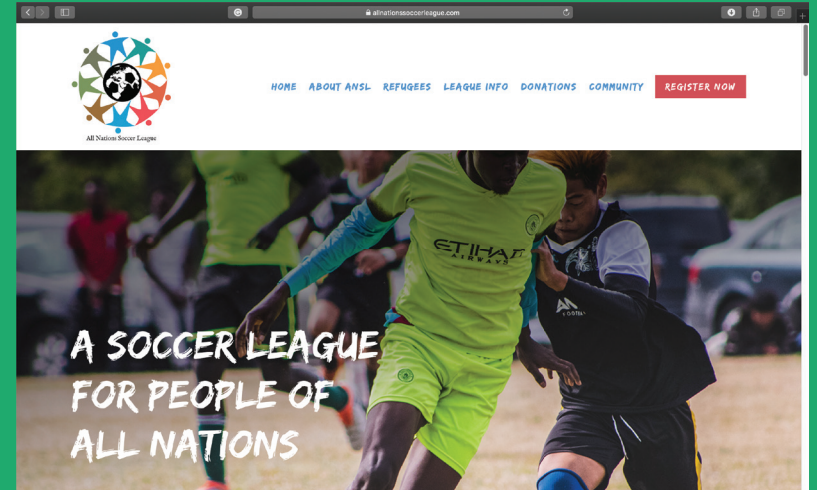
0.14 **United Glasgow FC**
www.unitedglasgowfc.com



0.15 **IACT**
www.iact.ngo



0.16 **Etnoliga**
www.etnoliga.org



0.17 **All nations united soccer**
www.allnationsoccerleague.com

BENCHMARKING

Category	Feature	Sport Against Racism Ireland SARI	United Glasgow FC	Etnoliga (Poland)	Nations United Soccer (USA)	All Nations Soccer League	iACT	Sussex	Soccer without boarders	World United NI
First Impression	Aesthetics	Clean easy to follow layout	High background to text contrast and central image showing the team	Clean aesthetically pleasing layout, 'Hero' image showing players	'Hero' image slider showcasing their players	Clean layout, high quality image shower player.	Aesthetically pleasing format. High quality landing image with 'hero' video and text overlay	'Hero' landing page, slide show of events	Clean medium sized layout. Landing page.	Colorful , includes moving text and image slideshows
	Identifiable Target Audience	Click away	On homepage	On homepage	On homepage	On homepage	On homepage	On homepage	On homepage	Click away
	Identifiable Purpose	On homepage	On homepage	On homepage	On homepage	On homepage	On homepage	On homepage	On Homepage	Click away
Look & Feel	HD Ready	Logo and some images are not	Most images are not	Yes	Yes	Yes	Yes	Yes	Yes	No
	Responsive	No	Yes	Yes	No	Yes	Yes	Yes	Yes	No
	Content in Prime Position	Information and Image slideshow	Image of the team	Image of players	Image slider	Image and register today button	Video	Image and text box	Image and buttons	Image / text slide show
	Body Text font	Sans Serif	Sans Serif	Sans Serif	Sans serif	Sans serif	Sans Serif	Sans Serif	Sans Serif	Sans Serif
	Logo position	Top right corner	Top left corner	Top left corner	Top center	Top left corner	Top left corner	Top left corner	Top mid-left-hand corner	Top left corner
Technical	Content Management System	SilverStripe CMS	SquareSpace	WordPress	Wix	SquareSpace	Wordpress	SiteCore	Wix	Adobe Dreamweaver
	Analytics Embedded	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No

Category	Feature	Sport Against Racism Ireland SARI	United Glasgow FC	Einoliga (Poland)	Nations United Soccer (USA)	All Nations Soccer League	iACT	Sussex	Soccer without boarders	World United NI
Navigation	Primary Menu Format	Fully exposed click through	Rollover click through	Fully exposed click Through	Rollover click through	Fully exposed click Through	Rollover click through	Rollover click through	Rollover click through	Fully exposed click through
	Primary Menu Position	Left hand side down vertical	Horizontal Top	Horizontal top	Horizontal Top	Horizontal top	Horizontal top	Horizontal top	Horizontal top	Horizontal top
	Means of getting back to the top of page	None	None	Top of page arrow	None	None	None	None	None	None
	Sitemap	None	None	None	None	None	None	None	None	In primary menu
	Contact Us	Primary menu	Primary menu	Contact details in the footer	Contact email in the footer	On About Us page	In the footer	Through "About Us"	In footer	Primary menu and email icon in the footer
	No. of clicks to Contact Us	One click away	One click away	Scroll down	Scroll down	Click away	Click away	3 clicks	Scroll down	One click away
Content	Explanation of main goal	Click away	Short on homepage – long one click away (our story)	On homepage	Short on homepage – long one click away (our story)	Short on homepage – long one click away (our story)	On homepage	On homepage	On homepage	Click away
	Evidence of outdated content	Media/Press releases dated 2014-2016	None	None	None	None	None	None	None	All outdated
	Social Media links	In the footer	In the footer	In the primary menu, Instagram feed embedded on homepage and links in the footer	In the footer	On hero image and In the footer	In header and footer	In header and footer	In header and footer	Below the primary menu

Category	Feature	Sport Against Racism Ireland SARI	United Glasgow FC	Enoliga (Poland)	Nations United Soccer (USA)	All Nations Soccer League	iACT	Sussex	Soccer without borders	World United NI
	Privacy Policy	T&C in primary menu	None	Linked in the footer	None	None	Through search bar	In the footer	In the footer	None
Search	Search	Not available	Not available	In the primary menu	Not available	Not available	In the primary menu	In the primary menu	Not available	Not available
Functionality	Load time	2.40 sec	2.20 sec	3.24 sec	2.46 sec	2.12 sec	3.41 sec	2.42 sec	2.0 sec	2.12 sec
	Multilingual	No	No	Yes	No	No	No	No	No	No
	No. of languages other than English	None	None	1	None	None	None	None	None	None
Accessibility	No. of different font types	2	2	2	13	2	2	2	2	3
	Clear Headings	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes
	Visually distinct links	Yes	Links in buttons	Yes	Images linked to external websites	Yes	No	Yes	Yes	Yes
	Links underlined	No	No	No	No	Yes	Yes	No	Only some	No
	Hyperlinks change colours if opened	No	No	No	No	No	No	No	No	Yes
Total score		27%	37%	69%	27%	44%	59%	48%	48%	24%

BENCHMARKING CONCLUSION



Benchmarking process identified Etnoliga and iACT as leaders achieving scores of 69% and 59% respectively, they proved the best example of a modern web design when measured against our metrics. Whereas Nations United Soccer (27%), SARI (27%) followed by World United (24%) achieved the lowest scores.

Etnoliga received a high score due to the aesthetically pleasing and playful design as well as good functionality. Search bar in the primary menu enables the user to find the desired content quickly. The content management system is WordPress and the website is responsive and looks well on all devices.

Etnoliga is based in Poland however it also offers translation of it's content to English, making it the only site offering another language.

iACT scored 59%, making it the second highest scoring website. The homepage presented a 'hero' muted video which was interesting but also increased the loading time of the page. Content management system for the site is WordPress. The page is responsive and very interactive, filled with variety of large icons and buttons which the user can press or hover over in order to explore the contents of the page. The overall design is very user friendly with high contrast colour scheme and consistent font.

All Nations Soccer League had metric scores of 44%. The design is clean and aesthetically pleasing including variety of images and a funky choice of font. All Nations Soccer team had the quickest load time of 1.95 seconds which is the fastest of all the websites benchmarked.

The lowest scoring organisation such as All Nations United, SARI and World United picked up scores for functionality but suffered when it comes to design and aesthetic of the website.

All Nations United used an excessive amount of different fonts throughout the website and included some images of good and poor quality, lacking consistency in overall design aspect.

World United website scored the lowest due to the poor aesthetic, low quality images, lack of responsiveness, broken links and outdated content. Benchmarking exercise highlighted the good practices and will provide guidance as we begin creating the new website.

BRANDING

DEVELOPING IDEAS

COLOUR SCHEME

During our first meeting our client specified the need for a new logo and stressed the importance of creating a new badge that will reflect the purpose of the organisation. The colour scheme specified by our client included green, black and white. I also decided to include a shade of yellow (mustard) which provided a good contrast on the green background.

Initially I have started my design process with a darker shade of green (01) , however as our client wanted to maintain it's association to IFA therefore, for my final designs I have incorporated the same shade of green to reflect the connection to IFA.



DEVELOPING CONCEPTS

World United aims to help refugees and asylum seekers integrate in the community therefore the idea was integrate a sign that would reflect this purpose.

UNHCR The United Nations High Commissioner for Refugees is a United Nations programme with the mandate to protect refugees and their logo is widely recognised, therefore by incorporating the symbols used in their logo I hoped to reflect the similar purpose.

0.18 United Nations High Commissioner for Refugees



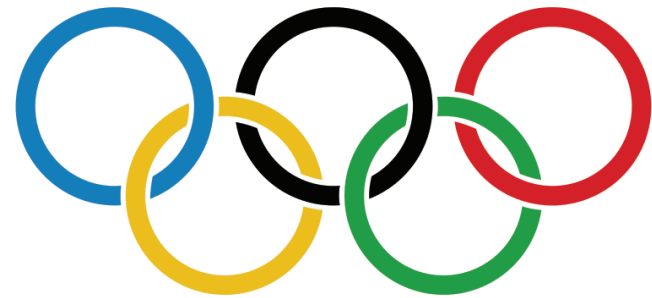
LOGO

OLYMPICS

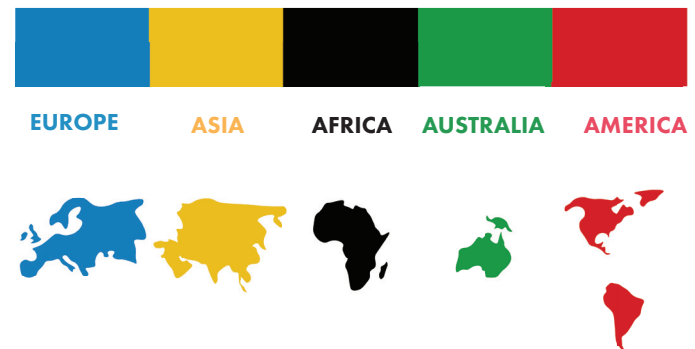
As seen in logos of other organisations, various colours are often used to represent inclusion of all nations. This thought has led me to the logo of Olympics which is symbolic and recognised worldwide. Olympic logo includes five interlaced rings which represent five continents of the world.

The goal of Olympics is to promote building of a peaceful and better world by educating youth through sport without discrimination of any kind and in the Olympic spirit. Olympics initiatives include Sport and Active Society, Olympic Refugee Foundation, Education through Sport and Sport for Hope (International Olympic Committee, 2019).

In Rio 2016 first refugee Olympic team took part in the Olympic games, 10 athletes from Ethiopia, South Sudan, Syria and the Democratic Republic of the Congo, sending a message of hope and inclusion to millions of refugees around the world and inspiring the world with the strength of their human spirit. (International Olympic Committee, 2019).



0.19 Olympics Logo.



0.20 Continents

DRAFT IDEAS

When investigating logos of similar organisations, symbols such as soccer ball and globe were included in majority. Therefore, this provided me with basis to

draft my badge designs. Laurel wreath was also incorporated in most draft ideas to make a connection to UNHCR.



ADJUSTMENTS

NEW DESIGNS

When I presented my designs to Adrian and Claire in my first design deck, feedback I received led me to making some crucial changes in order to improve my design. Such included changing the green from a dark shade to the green used by the IFA. Furthermore, as the official name of the organisation is World United NI the feedback I received emphasised the need to incorporate 'NI' within the badge design.



WORLD UNITED
NORTHERNIRELAND

WORLD UNITED NI

WORLD UNITED



PRIMARY COLOURS

#00A161

R 0 G 161 B 97

C 81 M 5 Y 77 K 0

#FFCC12

R 255 G 204 B 18

C 0 M 21 Y 91 K 0

#007345

R 0 G 115 B 69

C 89 M 29 Y 85 K 17

#00A161

R 0 G 0 B 0

C 100 M 100 Y 100 K 100

DESIGN DECK

DESIGN DECK

INITIAL DESIGNS

My design deck initially consisted of three designs shown below. Out of those shown only two designs were included in the final pitch. First design **01** was the most creative design however as it would require a significant amount of

funding I decided not to include it in the final pitch. The remaining designs were included and for each design I provided a badge as well as logo variations for print and web.

The final pitch was presented to our client on the **7th** of November and decision to proceed with design **03** was made.



01



02



03

01

01 CONCEPT

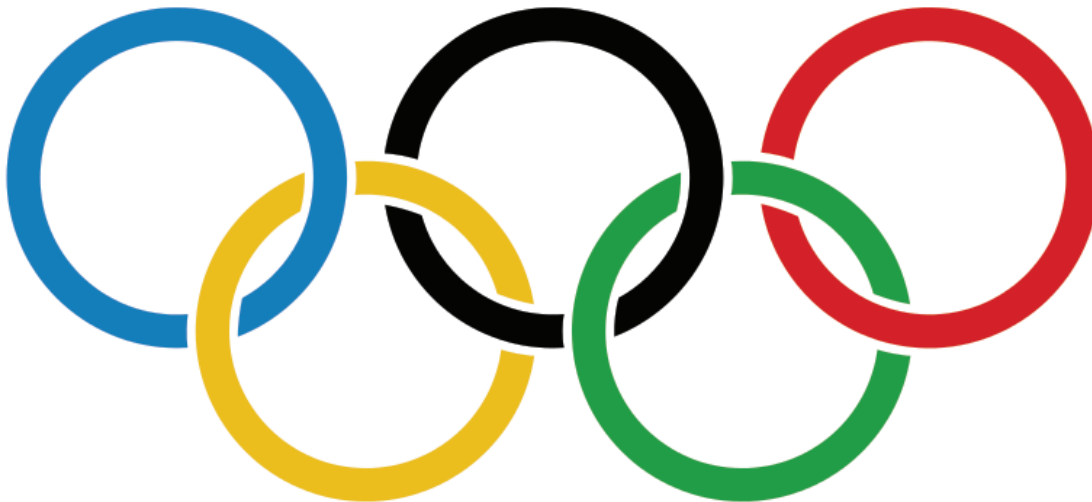
Olympics logo includes five interlaced rings which represent five continents of the world, each continent represented by a specific colour.

Given this idea I have adapted the official colour scheme of Olympics logo to my design, correlating the colour of each continent to the related ring. However, as the official green used in the Olympics

logo was too light and blended with the colour of the official kit I have made the green darker in order to make it stand out.

The idea behind this design was to allow a different badge for each player depending on which continent they are from, showcasing the diversity of the team. In theory this concept could work very well with a multinational sports team

however given the lack of resources and funding our client would not be able to proceed with this design therefore it wasn't realistic for me to include it in my final pitch.



0.21 Continents



0085C7

F4C300

000000

009F3D

DF0024

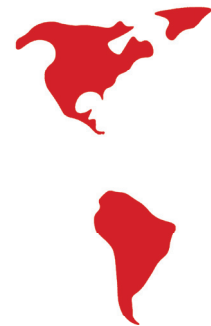
EUROPE

ASIA

AFRICA

AUSTRALIA

AMERICA



0.20 Continents

03

TYPOGRAPHY

PRIMARY FONT

NCAA UTAH UTES

ABCD

ABCDEFGHIJKLMNO

QRSTUVWXYZ

WORLD UNITED

FONT **NCAA UTAH UTES**

KERNING **160**

SECONDARY FONT

Futura PT Book

ABCD

ABCDEFGHIJKLMNO

QRSTUVWXYZ

2004

FONT **FUTURA PT Book**

KERNING **160**

AFRICA



SOUTH AMERICA



NORTH AMERICA



EUROPE



ASIA



AUSTRALIA

VARIATIONS OF THE LOGO

FOR PRINT

Globe combines all continents therefore represents inclusion. Similarly, the variations of the logo for print adapt the colour scheme from the Olympics logo.



WORLD
UNITED



WORLD
UNITED



WORLD
UNITED



WORLD
UNITED

ABSTRACT IDEA

FURTHER DEVELOPMENT

If our client had funding this idea could further be developed into more fun and abstract design while still maintaining the colour scheme of the Olympics logo.



0.22 Africa ClipArt

02

02 CONCEPT

DESIGN IDEA

This design not only incorporated a soccer ball but also included the laurel wreath used in the logo of **UNHCR**. When presented this idea to our client, he liked the concept behind the design and the reference to the **United Nations High Commissioner for Refugees**. However our client didn't like the colour scheme which incorporated a shade of yellow therefore he didn't want to proceed with this design.

FOR PRINT



**WORLD
UNITED**

BADGE



BADGE MAKING

VARIATIONS



**WORLD
UNITED**

WORLD UNITED

2004



COLOR SCHEME

#00A161
R 0 G 161 B 97
C 81 M 5 Y 77 K 0

#FFCC12
R 255 G 204 B 18
C 0 M 21 Y 91 K 0

#FFFFFF
R 255 G 255 B 255
C 0 M 0 Y 0 K 0

03

TYPOGRAPHY

PRIMARY FONT

FUTURA CONDENSED

EXTRABOLD

ABCD

A B C D E F G H I K L M N O

Q R S T U V W X Y Z

WORLD UNITED

FONT Futura Condensed ExtraBold

KERNING 60

SECONDARY FONT

Futura Condensed Medium

ABCD

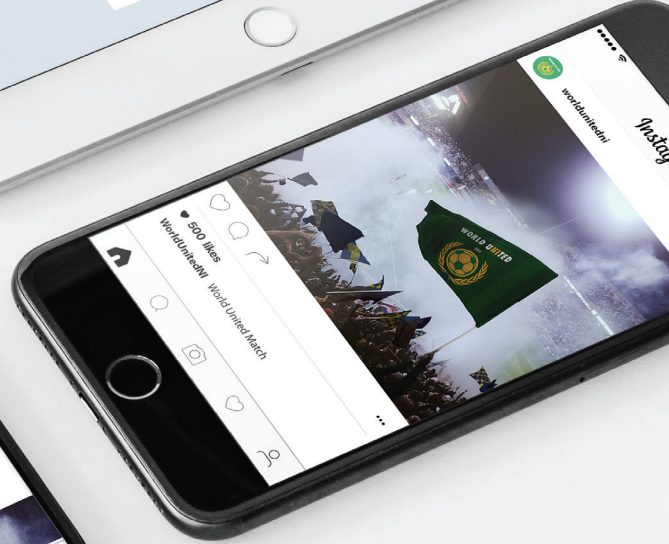
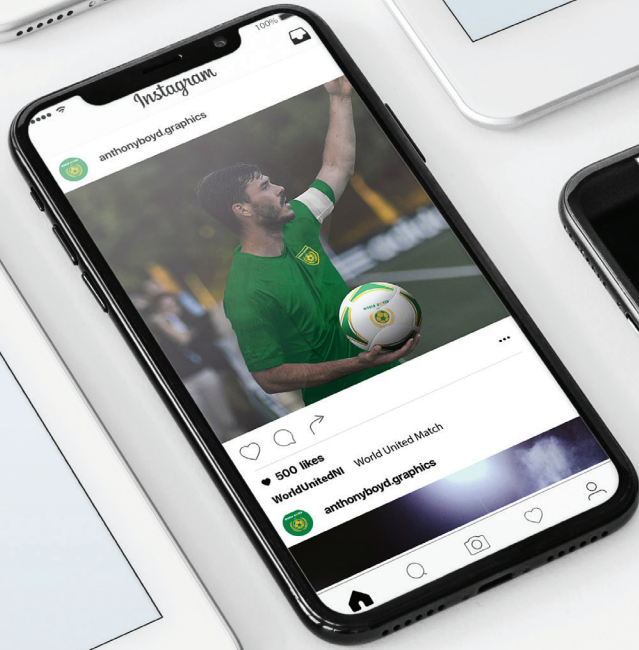
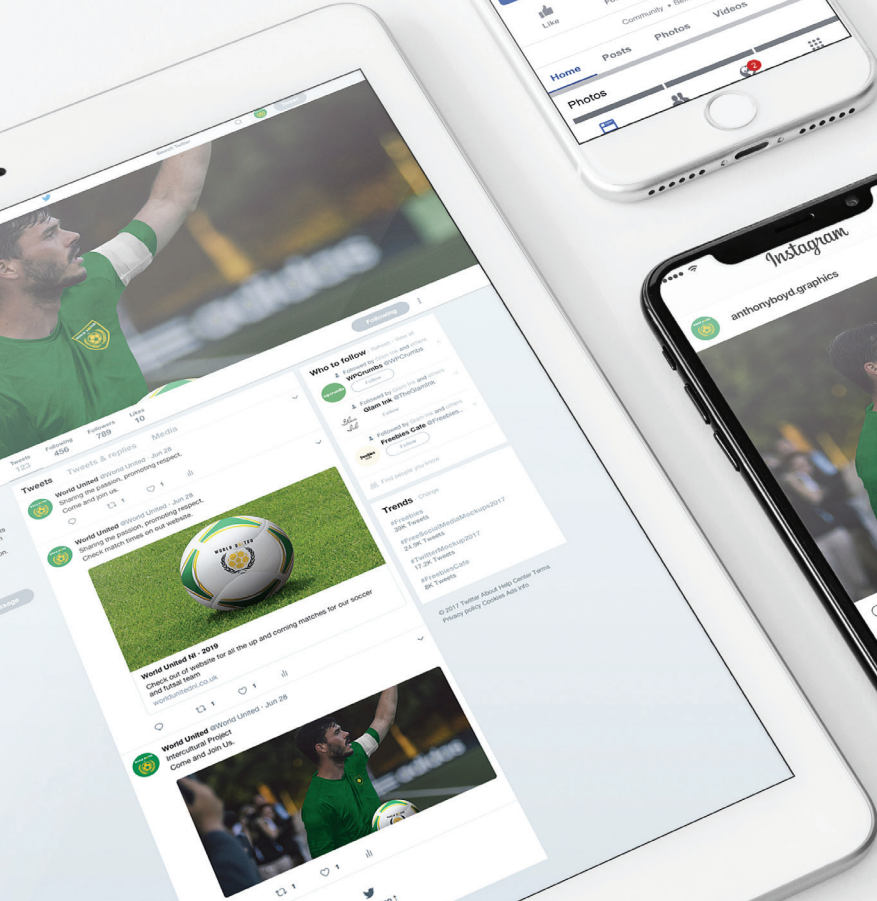
A B C D E F G H I K L M N O

Q R S T U V W X Y Z

2004

FONT FUTURA Condensed Medium

KERNING 60

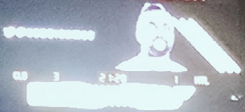








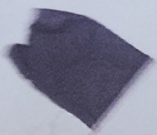
MAPFRE STADIUM



photohealth

Text PAN ASSIST to 86323 for assistance

WORLD UNITED
2004







WORLD UNITED

2004



03

03 CONCEPT

DESIGN

This concept also incorporated a soccer ball and a symbol from the logo of United Nations High Commissioner for Refugees.

To create this badge I incorporated an outline from an already existing logo of Rebels soccer club, I did this by saving the logo and using the Magic Wand tool in Photoshop in order to duplicate the outline.

ICONS

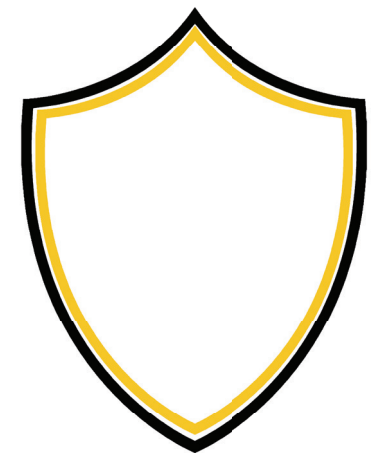


0.23 Icon made by Freepik



0.24 Leaf Laurel Icon

BADGE MAKING



0.25 Rebels Soccer Club badge

03 COLOUR SCHEME

#00A161
R 0 G 161 B 97
C 81 M 5 Y 77 K 0

#FFCC12
R 255 G 204 B 18
C 0 M 21 Y 91 K 0

#FFFFFF
R 255 G 255 B 255
C 0 M 0 Y 0 K 0

#00A161
R 0 G 0 B 0
C 100 M 100 Y 100 K 100

03 TYPOGRAPHY

PRIMARY FONT

NCAA UTAH UTES

ABCD

A B C D E F G H I K L M N O

Q R S T U V W X Y Z

WORLD UNITED

FONT **NCAA UTAH UTES**

KERNING **180**

SECONDARY FONT

Futura Bold

ABCD

A B C D E F G H I K L M N O

Q R S T U V W X Y Z

2014

FONT **FUTURA BOLD**

KERNING **180**

03 FINAL OUTCOMES

Final design included two badge designs, one for the futsal team and other for soccer team. Furthermore colour variations for the print logo were also created.

FUTSAL



SOCCER



FOR PRINT

WORLD UNITED



03 FINAL

FINAL PITCH

During the pitch our client decided upon this design, however he wanted to make few final changes. Given that only the futsal team plays competitively our client didn't want to have two different badges and decided to proceed with the black and white badge design while keeping the black and yellow logo with variation on the logo in black and white.

We have 14th of November we have completed the final pitch including changes outlined by our client. Following pages will showcase the final pitch, including mockups of the kit and banners produced by Grace.

FINAL BADGE

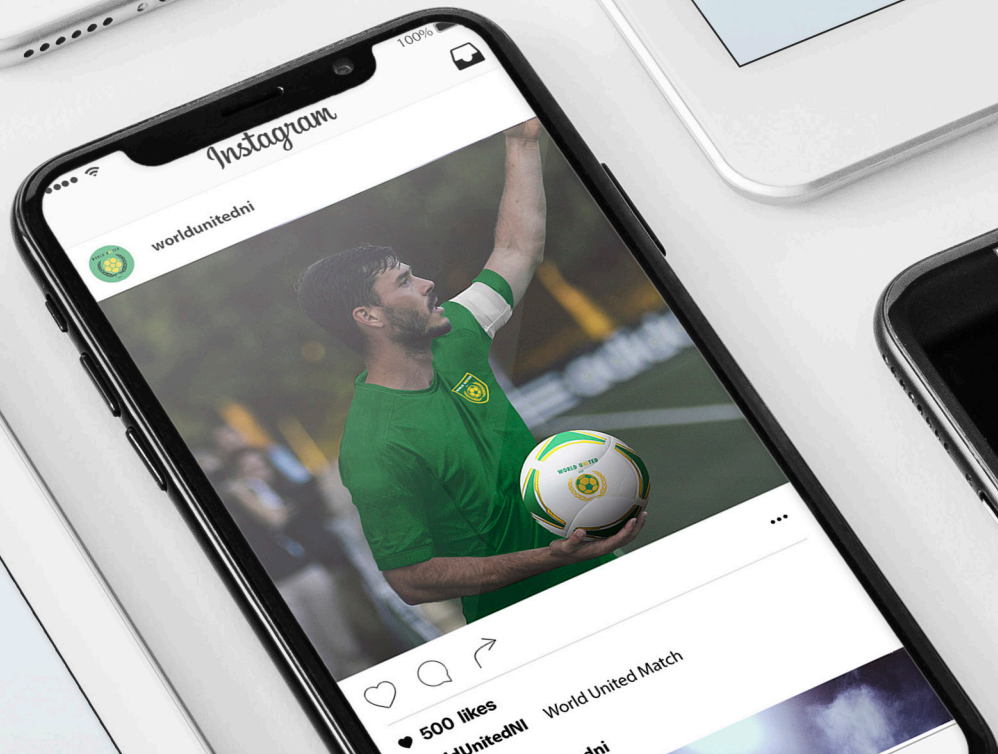


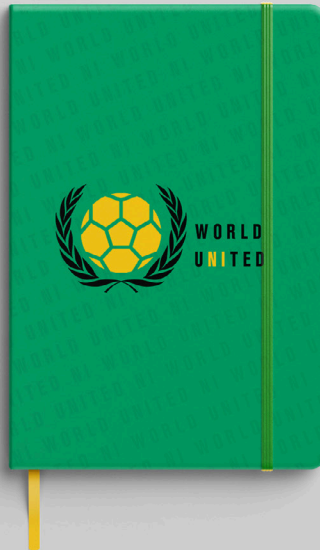
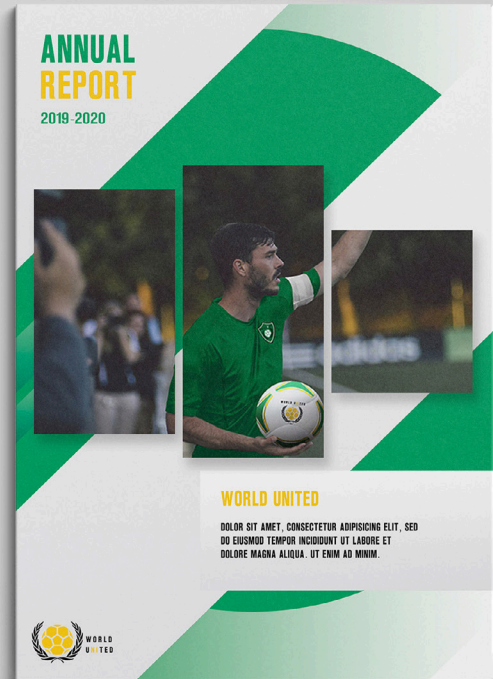
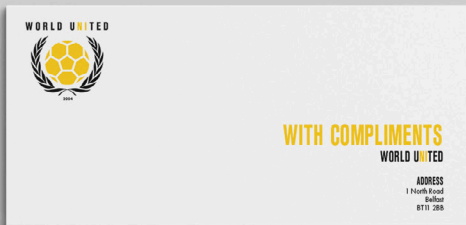
03 WEB

MOCKUP

This web mockup was inspired by free WordPress theme 'Redhill'.







MOFFETT
CHAIRMAN
@HOTMAIL.COM
0784219766



WORLD UNITED
PAUL MOFFETT
WORLD UNITED CHAIRMAN
PAULMOFFETT7@HOTMAIL.COM
0784219766



WORLD UNITED
PAUL MOFFETT
WORLD UNITED CHAIRMAN
PAULMOFFETT7@HOTMAIL.COM
0784219766



WORLD UNITED
PAUL MOFFETT
WORLD UNITED CHAIRMAN
@HOTMAIL.COM



WORLD UNITED



#EQUALITY

WWW.WORLDUNITEDNI.CO.UK



WORLD UNITED



WORLD UNITED

Sharing the **passion**
Promoting **respect**

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WORLD UNITED



#RESPECT

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WORLD UNITED

SHARING THE PASSION
PROMOTING RESPECT

WWW.WORLDUNITED.CO.UK



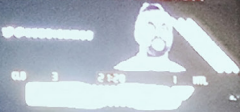






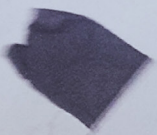


MAPFRE STADIUM



OhioHealth

Text PAN ASSIST to 85525 for assistance







WORLD UNITED



2004

PRODUCTION

TIMELINE

ADJUSTMENTS

After the pitch our client wanted to make some changes therefore our timeline needed adjustments. Our first pitch took place on the 7th of November at the Ulster University Campus in Belfast, final pitch with all adjustments was delivered on the 14th of November.

Furthermore, upon receiving more information regarding the training times and matches we were also able to schedule filming dates which also pushed back our filming dates. We agreed that the first filming date will be the 20th of November and the last will be the 1st of December, allowing us to enough time to cover at least 3 different occasions including training, match and the Unity Cup event organised by World United. 8th of December was our contingency filming date.

NOVEMBER

- 1st** Begin the creation of the new visual identity and brand guidelines.
- 4-20th** Weeks allocated to filming
- 14-21th** Editing video footage and creating content for print.
- 18-25th** Web Design and creation of social media sites.
- 25-27th** Creating WordPress manual.

DECEMBER

- 4th** Website launch 3pm-5pm
Current site will be down for approximately three hours. Contingency plan allowing extra hours between 5-8pm to fix any issues.
- 12th** Final media outputs uploaded to Basecamp.

NOVEMBER ADJUSTED

- 7th** Pitch
- 14th** Final Pitch
- 20th** Filming training sessions
- 23rd** Filming match
- 23-25th** Editing images
- 25-27th** Creating and updating social media sites

DECEMBER ADJUSTED

- 1st** Filming World United Unity Cup
- 2nd** Editing and updating social media
- 2-5th** Making the website
- 5th** Photoshoot - pictures for the pop up banner
- 7-10th** Editing the footage for promotional video
- 11th** WordPress manual
- 19th** Final media outputs uploaded to Basecamp.

FILMING DAYS

01 TRAINING

DATE: 20th November

TIME: 7pm

LOCATION: Shankhill Leisure Centre, Belfast

EQUIPMENT USED: Panasonic Lumix

This filming session took place during the training at the Shankhill Leisure Centre in Belfast. At this session we realised World United has various colour variations for the kit and for training each player wore different kit and therefore we couldn't maintain consistency for the player profile pictures. Some players also didn't wish to have their picture taken therefore we have decided player profile pictures won't be included on the website.

When editing pictures we also quickly realised the poor quality of the images which wasn't clear when viewing them on the camera display. The footage was taken in the auto ISO settings of the DSLR Panasonic Lumix which made the images blurry and grainy. This camera also didn't provide efficient enough zoom to capture close up footage.

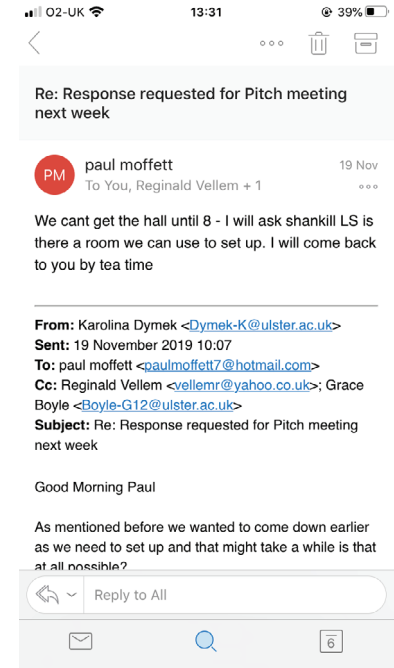
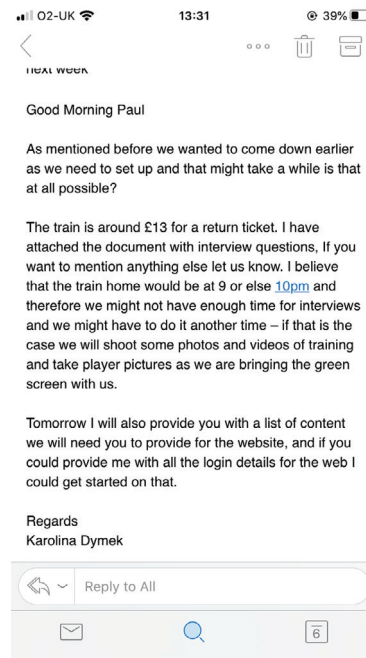
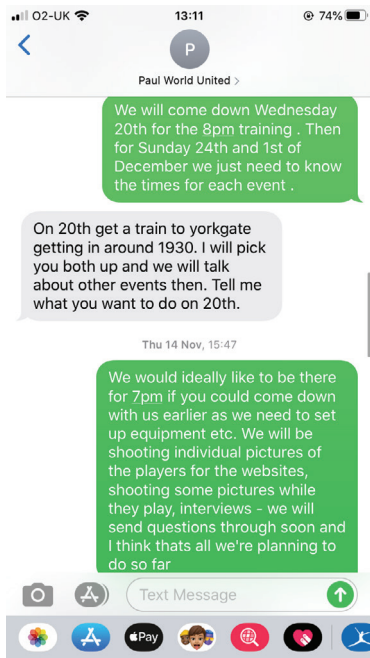
CHALLENGES

Few assumptions that we made prior to this filming sessions were that all the players will be wearing the same kit and will be aware and willing to participate in filming and taking pictures which on the day was not the case therefore our plans regarding the previously outlined deliverables had to be adjusted.

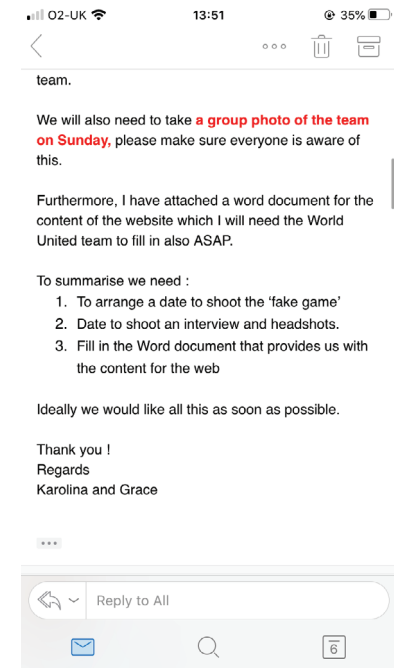
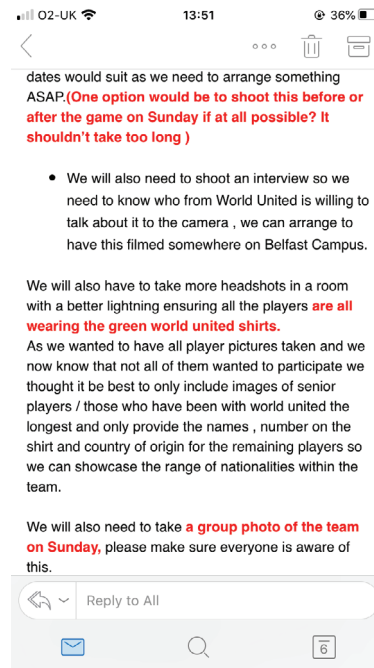
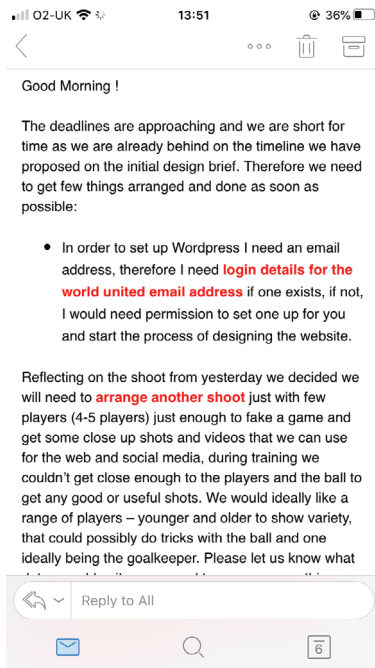
We also had to improve the communication with our client in order to clearly specify our needs for next filming session in order to gather the content that will allow us to deliver everything we set out to deliver in the brief. Furthermore, we also had to create a detailed and easy to understand shot list that we can share with our client.



BEFORE



AFTER



SHOT LIST

A shot list created by Grace maps out exactly what we intend to capture in each shot, or scene, who will act it, when and where.

FILM SHOT LIST BEFORE THE MATCH

23RD NOVEMBER

LOCATION Shankhill Leisure Centre

1. 1 player, putting shoes on, tying shoelaces – still close up shot
2. 1 player, drinking water close up shot
3. 1 player, kit close up - pan up shot
4. All players, walking into the sports hall - still shot
5. All players, warm up - long moving shot
6. 1 player face (focused look) – close up
7. 3 players warm up (focused on feet) – close up
8. Goalie bent knees – medium shot
9. Goalie bent knees – close up on knees
10. 3 players, one scores into goal –

medium shot

11. All players huddle, discussing strategy with coach – above pan in shot
12. 2 players shoulder hug – medium shot

AFTER

LOCATION Shankhill Leisure Centre

- 1.1 player, focused face – close up
2. 2 player high fiving – medium shot up
3. 2 player high fiving – medium shot up

STILLS

23RD NOVEMBER

LOCATION Shankhill Leisure Centre

1. All players head shot on white wall (Smiling) – medium shot
2. Board members - headshots on white wall (Smiling) – medium shot
3. 1 player, face looking intense – close up
4. 2 players, running onto the match –

medium shot of their backs

5. Coach plus 2 players, Coach pointing to the pitch, serious expression – medium shot
6. Shankhill Leisure Centre, Goalie catching ball, – medium shot
7. 3 players, 1 running to kick ball, 2 players in the background running – medium shot
8. 1 player, kicking ball into air, – front medium shot
9. 2 players tackling for ball, – front wide shot
10. 2 players, shoulder hugging, – behind close up shot.
- 11.1 player balancing ball on head – below front wide shot

02 MATCH

DATE: 23th November

TIME: 1pm

LOCATION: Shankhill Leisure Centre, Belfast

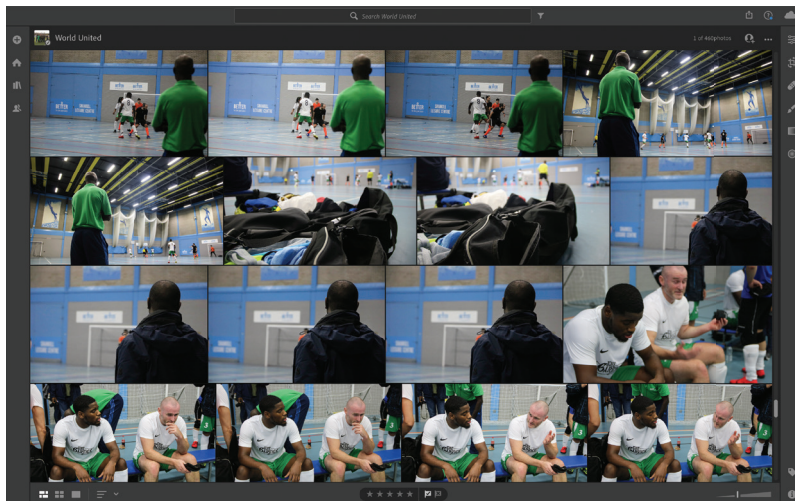
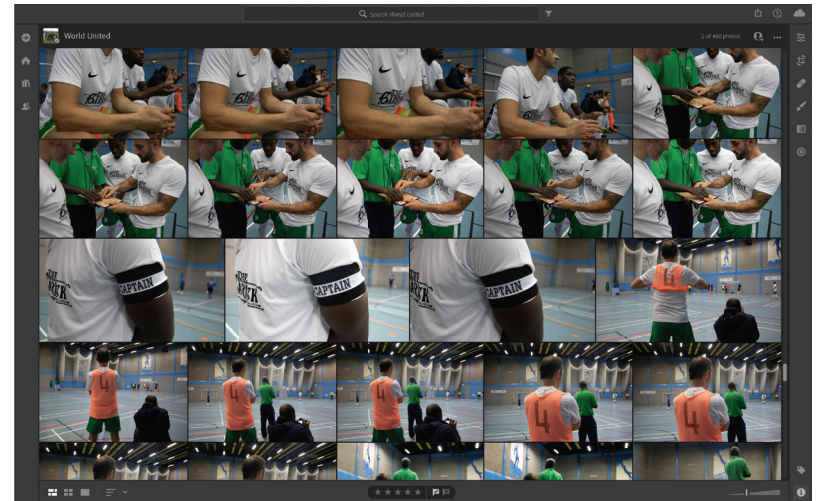
EQUIPMENT USED: Canon EOS 750D

During this session we wanted to record short interviews with players and committee members of World United however Shankhill Leisure Centre provided us with a conference room located next to the swimming pool therefore the background noise was significant and impacted the quality of the footage.

Furthermore, for this match players arrived 30 minutes prior to the game and had to complete a warm up which also meant we couldn't ask them to act therefore we were also limited in what footage we could gather on this day. We were not able to gather some shots from our shot list but despite this we were satisfied with the footage that we got as it provided a good variety of images and footage that we could use for the website and the short video.



LIGHTROOM GALLERY



02 EDITING

All the images gathered from the match were edited using Adobe Lightroom CC.



03 UNITYCUP

DATE: 1st December

TIME: 4 pm

LOCATION: Seaview Stadium, Belfast

EQUIPMENT USED: Canon EOS 750D , Panasonic AC90

Unity Cup is an event organised by World United which promotes equality and respect by bringing together teams made up of international players as well as players from Northern Ireland.

The client asked us to make sure this event is well covered therefore for this event we have utilised Panasonic AC90, a high rate camera which allowed us to gather wide establishing shots as well as slow-motion footage. The pitch was divided into two playing fields and two matches were played simultaneously on each side. We also utilised two Canon EOS 750D which allowed us to capture stills of two games at the same time.

Due to the poor weather conditions we had to take regular breaks indoors in order to warm up therefore we weren't able to capture every game. However, we gathered an extensive amount of content and received a very positive feedback from our client.



UNITY CUP



SOCIAL MEDIA

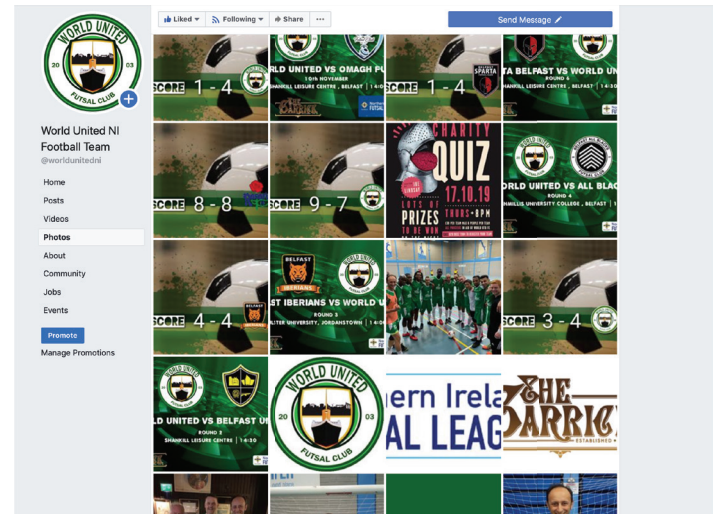
FACEBOOK

As we started to have a closer look at World United NI social media accounts we saw a need for new graphics. Upcoming matches and scores were posted on Facebook by World United NI to keep the audience up to date with upcoming games and their final outcomes. As we aimed to provide full rebranding we wanted our client to maintain consistency across all platforms, to do so I created a template using Adobe Photoshop which I then inserted into PowerPoint to allow our client to easily edit the document.

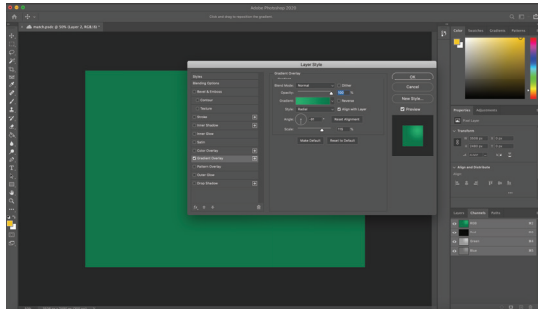
GRAPHICS FROM FACEBOOK



FACEBOOK PAGE

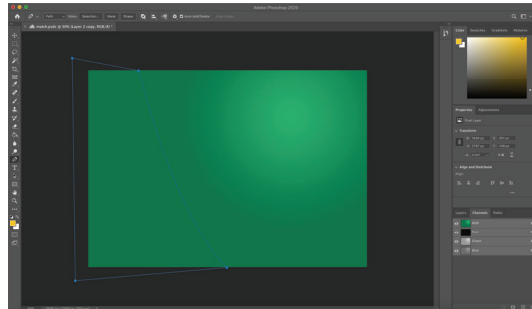


CREATING NEW GRAPHICS



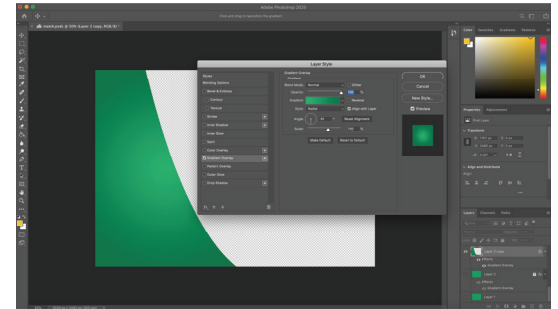
STEP 1

Using green background and putting a radial gradient overlay.



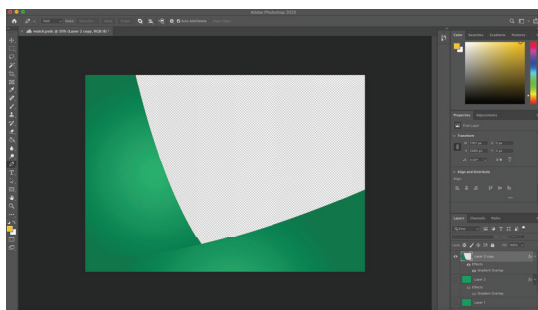
STEP 2

Using pen tool to cut out a new shape from the existing background.



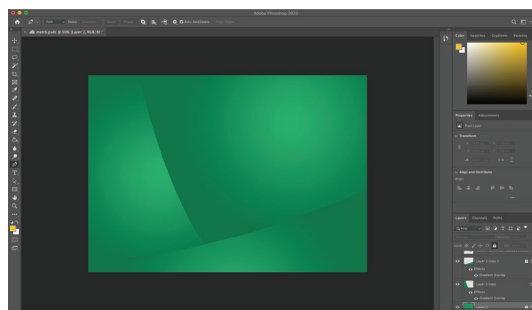
STEP 3

Adding a radial gradient overlay on the new shape.



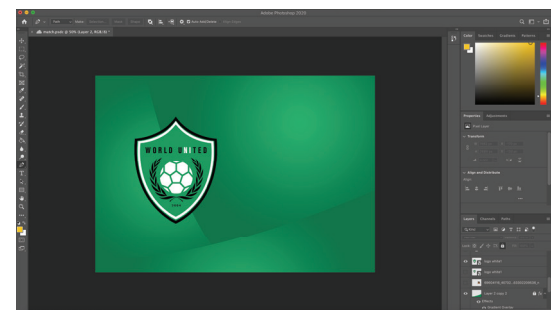
STEP 4

Duplicating and rotating the new layer.



STEP 5

Making the background layer visible.



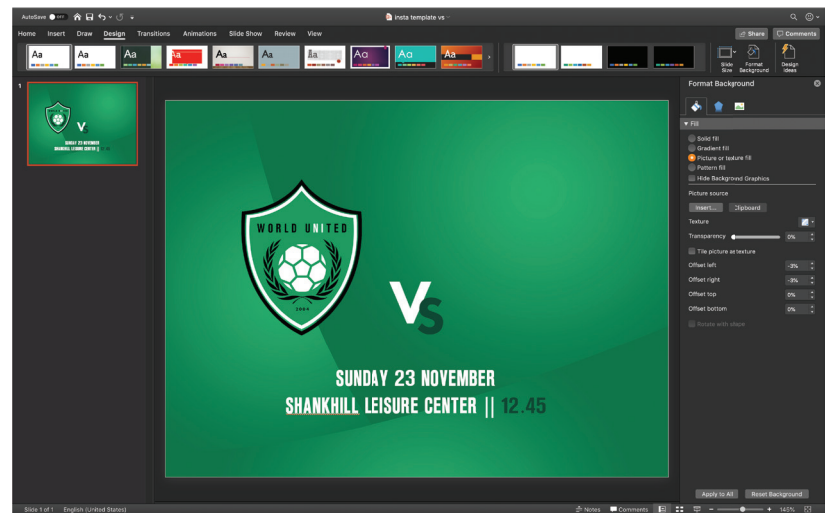
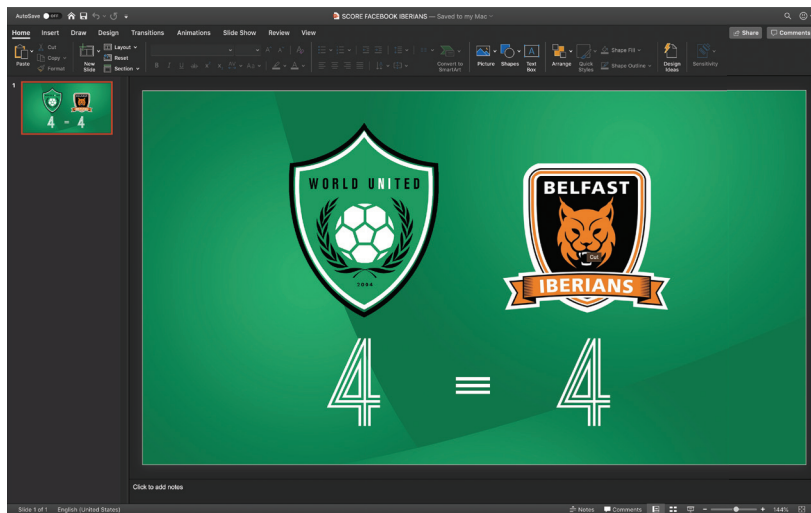
STEP 6

Inserting the logo and merging all the layers.

TEMPLATES

POWERPOINT TEMPLATE

To accommodate our clients needs we have created the graphics which we then inserted as background image in PowerPoint .
Templates included graphics for upcoming matches and final scores, both for Instagram and Facebook. The placeholder text was inserted in the template to allow our client to follow the same format and maintain consistency with every graphic design.



FINAL OUTCOMES

FOR FACEBOOK



WORLD UNITED

VS

BELFAST
IBERIANS

SUNDAY 23RD NOVEMBER
SHANKHILL LEISURE CENTER || 12.45



WORLD UNITED

UNITY CUP

Sunday 1st December
Seaview Ko 4pm
St.Vincent St, Belfast BT15 3QG

Players from all over the world including all regions
Teams including World United , International Community, Limestone, IFA, Syria, Sudan and Ghana



WORLD UNITED

VS

BELFAST CELTIC

SUNDAY 8TH DECEMBER
SHANKHILL LEISURE CENTER || 12.45

FOR INSTAGRAM

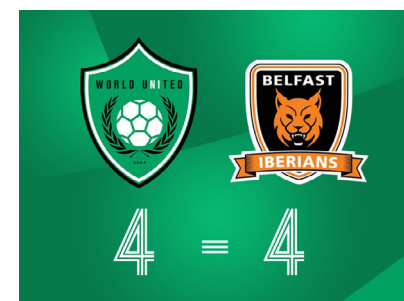


WORLD UNITED

VS

BELFAST
IBERIANS

SUNDAY 23 NOVEMBER
SHANKHILL LEISURE CENTER || 12.45



WORLD UNITED

VS

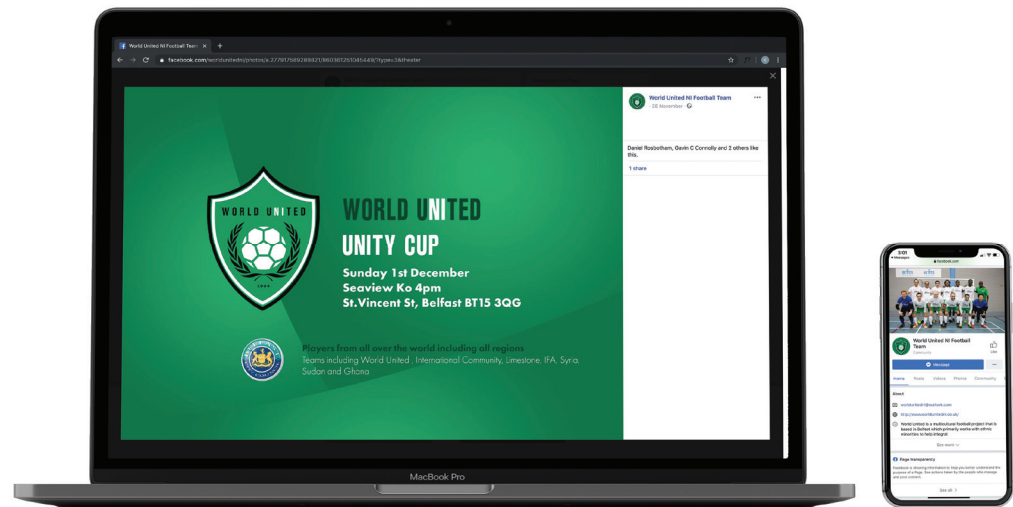
BELFAST
IBERIANS

4 = 4

FACEBOOK

WORLD UNITED NI FOOTBALL TEAM

World United has added me as an admin of their Facebook page therefore I was able to continuously create and post new graphics. These included upcoming matches, scores and events such as Unity Cup as well as the images from the event itself.

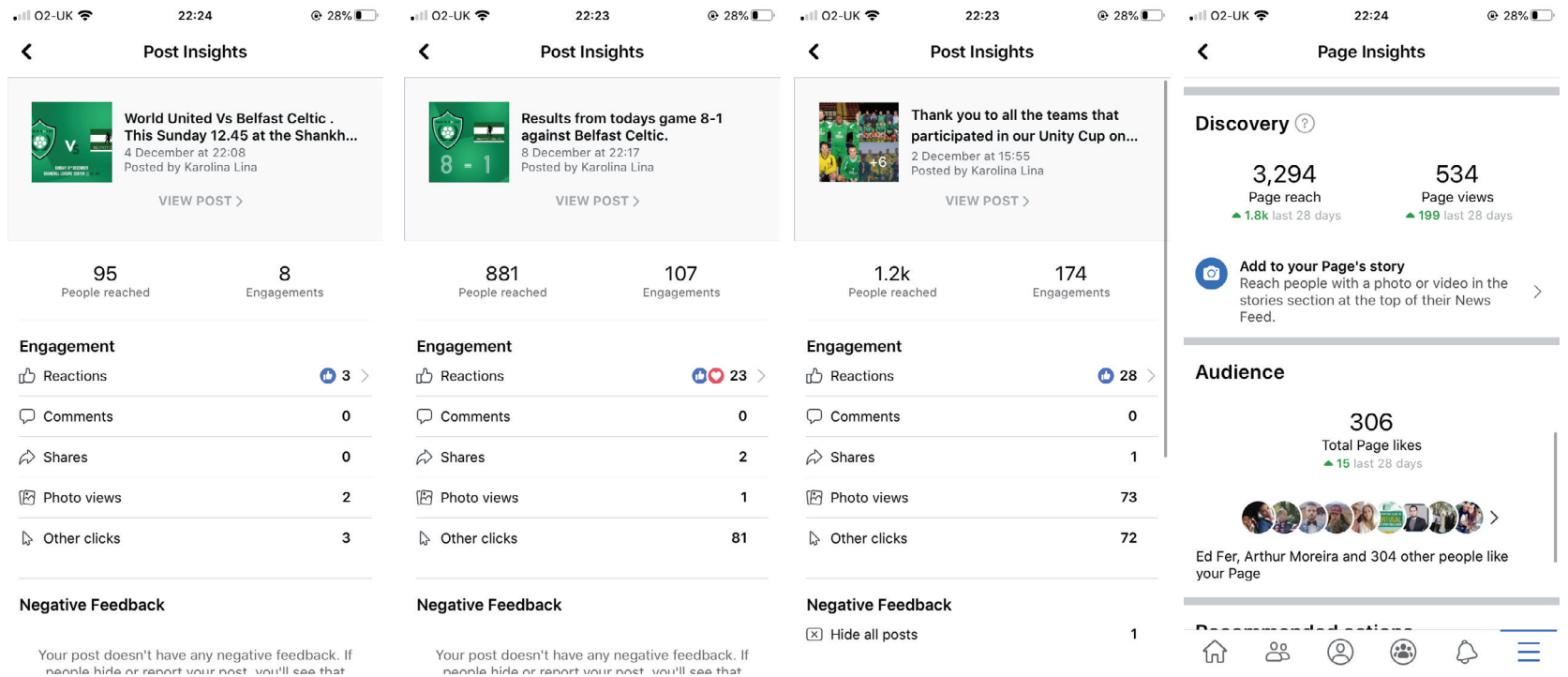


FACEBOOK

INSIGHTS

Facebook insights allowed me to keep track of page views, fan statistics, wall posts and photo views. The statistics show an increase in page reach and

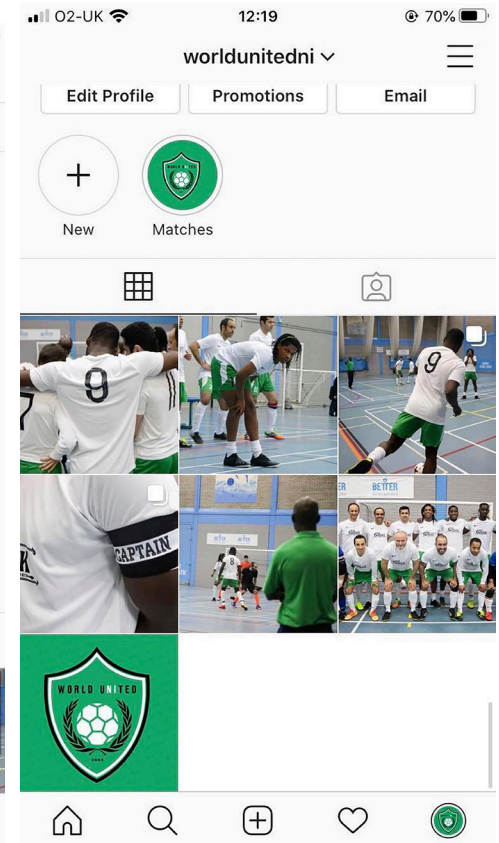
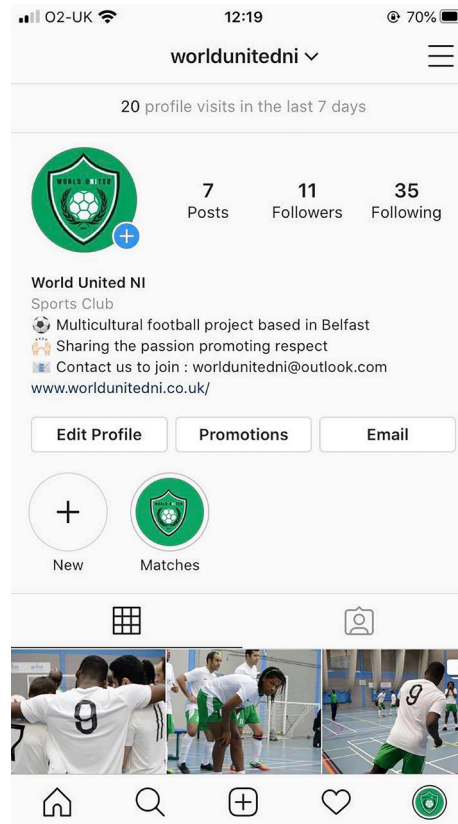
page views as well as increase in total page likes. Engagement was the highest for images from Unity Cup, an event organised by World United.



INSTAGRAM

WOLRDUNITEDNI

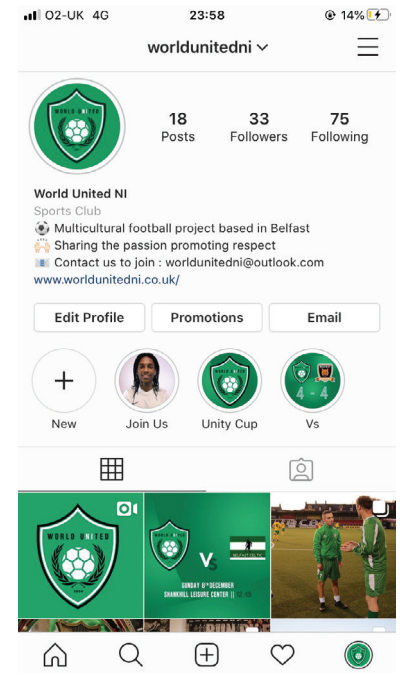
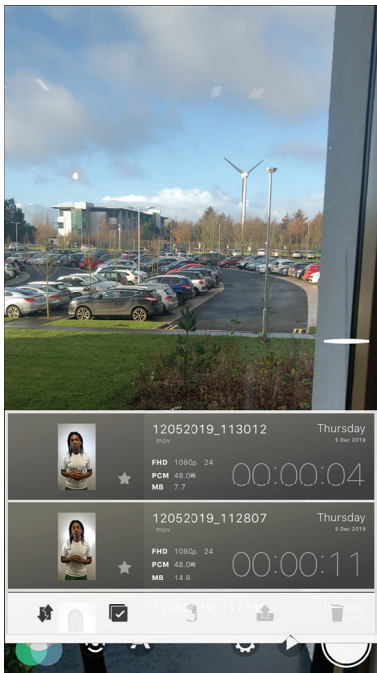
World United did not have an instagram account, therefore with their permission I have created a business account under a category of a sports club which will provide insights into the profile including number of impressions, profile visits, website clicks , number of followers and likes on each post. In the 'bio' I included a short description of World United along with a link to their website.



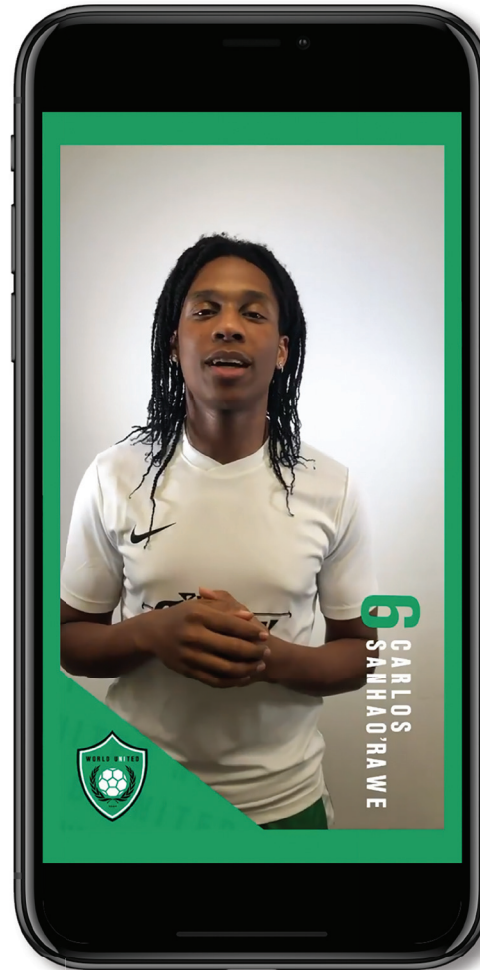
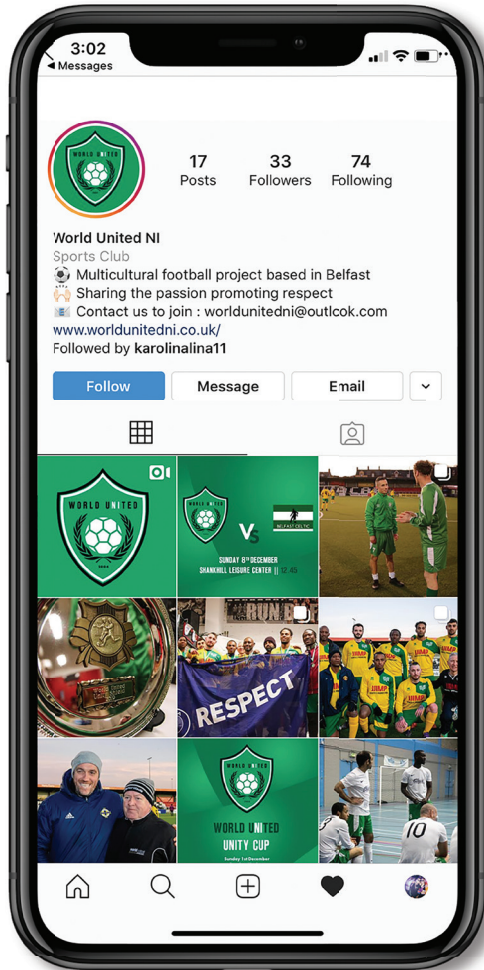
VIDEO CONTENT

Due to cooperation with one of the players of World United we were able to record a short video specifically for Instagram using an iPhone 8 and an app FilmicPro, this allowed us to record a mobile friendly content relatively quickly and in a good quality. We wanted this content to be natural therefore we didn't provide a script, we simply asked the player to tell us how to join World United both in English and his native language Portuguese.

I used Premier Pro to do colour correction on the footage and using After Effects I created an opening sequence and inserted a logo in the corner along with the players shirt number and full name. The video was then exported and uploaded into Instagram story and saved in the highlights so that it can be viewed by anyone at any time.



INSTAGRAM UPDATED



WEB

WEB

WORLDUNITEDNI.CO.UK

Initially our client had no budget and specified the need to use free WordPress template to deliver new website. Current domain and hosting was purchased with EasySpace however when trying to access the current website through FileZilla we faced few issues that we couldn't resolve, the hosting wasn't secure therefore we requested that our client purchased a new hosting with GoDaddy as the old one was due to expire soon.

Once our client purchased the hosting package I was able to change the DNS servers on EasySpace in order to point them to GoDaddy. Furthermore, I installed the WordPress into the hosting and created a website using a WordPress template.

From: Grace Boyle <Boyle-G12@ulster.ac.uk>
Date: 28 November 2019 at 17:05:43 GMT
To: "Mulrone, Claire" <cm.mulrone@ulster.ac.uk>
Cc: Karolina Dymek <Dymek-K@ulster.ac.uk>
Subject: New Hosting

Evening Claire,

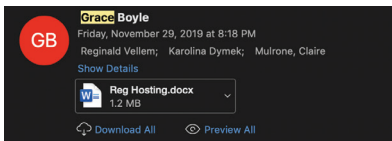
After logging onto EasySpace today and working through the hosting space, we have come to the conclusion that the hosting space is not secure. We will not be able to use it for the new site.

Considering the EasySpace hosting expires in 3 months, we don't see the point in continuing working on this when the new site will have nowhere to be hosted on come February. Therefore since it is coming up to Black Friday, We have found a much a deal through GoDaddy that is much more secure and is fit for purpose (See attached).

We to create the best website for World United that showcases the great work they do. Could you let us know if Paul and Reg would consider this option?

Kind regards,

Grace and Karolina



Hello Reg,

Hope you are well!

Following up from our chat. Once you have set up the account open the attached document buy the hosting. When you get that set up, link your domain name to the new hosting space. Ideally we need this up ASAP so we can begin working on the site. Please don't hesitate to email me if there is any issues.

Many thanks,
Grace

Hi Claire,

We are happy to go with the domain change. What do you need me to do. I can pay from my end.

Regards,

Reg

On Friday, 29 November 2019, 10:35:20 GMT, Mulrone, Claire <cm.mulrone@ulster.ac.uk> wrote:

Paul please see email below, from your student team your hosting is up in February and the hosting is not secure. The student have got you a great deal and I know that's a relative term given that you have no money but if you have a website to attract players, sports journalists and potential funders you will be in a better place to attract funding for the great work you do.

This is your domain and hosting for a year with Black Friday discounts.

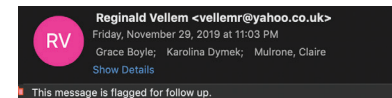
The students have two weeks to build this website. It would be imperative that this is purchased today. I know you are dealing with a difficult family illness but if you agree could Reg take this on to sort out. Once the registration name and password are set up and passed to the students they can build this for you as agreed.

Kind regards

Claire

Sent from my iPad

Begin forwarded message:



Thanks Grace for the instructions. I have made the purchase.

I have used the same credentials as the WU email address for the GoDaddy account.

Over to you ladies and thanks again for your help with this.

WEBSITE

I began creating the website on 2nd of December and delivered the full website on 4th of December. The content for the website was provide by Reginald Vellem and Aruna Djalo, members of World United. The website consists of the following pages: Home, About, Team, Gallery, Donate, Contact.

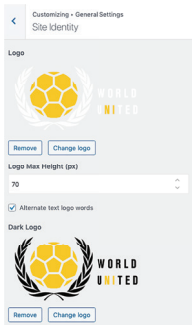
The website was designed using a Template 'Highlight' which original colour scheme included black, blue and orange, this meant that every button on the website was blue by default setting of the template. To match the colour scheme of World United I wanted the buttons to be green however the option to edit live content directly in customizer was only available to PRO users. I decided to explore other themes but this seemed to be the case with most of them. As 'Highlight' was my favourite theme I explored other ways of changing the colours to match my colour scheme.

As I explored WordPress I found Theme Editor under the appearance tab. Theme Editor allowed me to see the code of every style sheet and find the one responsible for the blue and orange buttons.

To customise the theme I opened the page in the customizer where I used an Additional CSS option in General Settings to copy over the code with colour adjustments and see the live view. By doing this I was able to change all blue buttons to green buttons which turn yellow when you hoover over them and orange buttons to yellow buttons which turn green when you hoover over them.

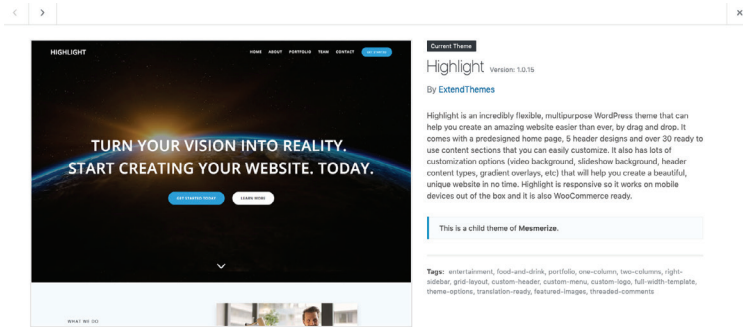
The logo on the home page is a white variations as the black and yellow version was not visible as the hero image has a black colour overlay. Other pages however include the black and yellow logo.

LOGO



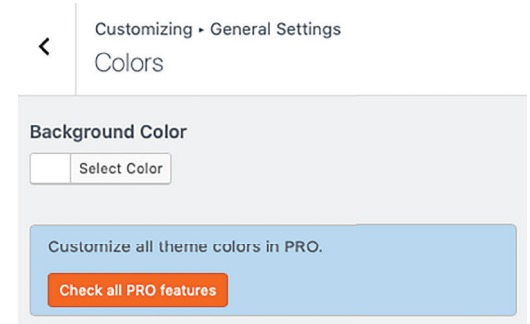
Logo variations on the website .

TEMPLATE



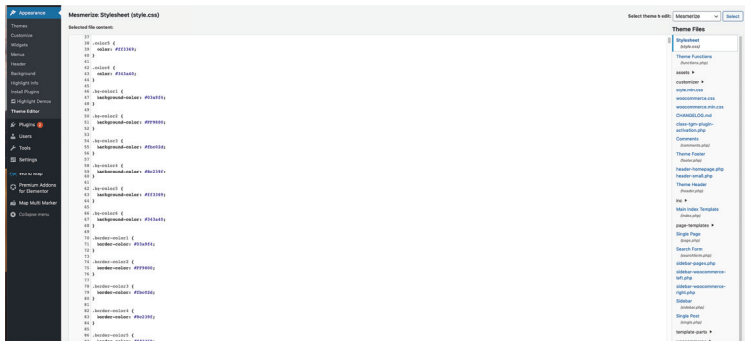
The theme used to create this website is 'Highlight'. I decided upon this theme as it offer an aesthetically pleasing layout and a hero slideshow.

COLOURS



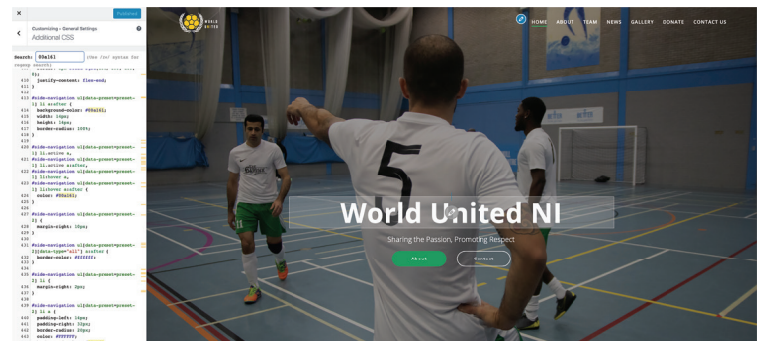
The colour scheme could not be adjusted in the live customizer as it is an option available only to PRO accounts.

THEME EDITOR



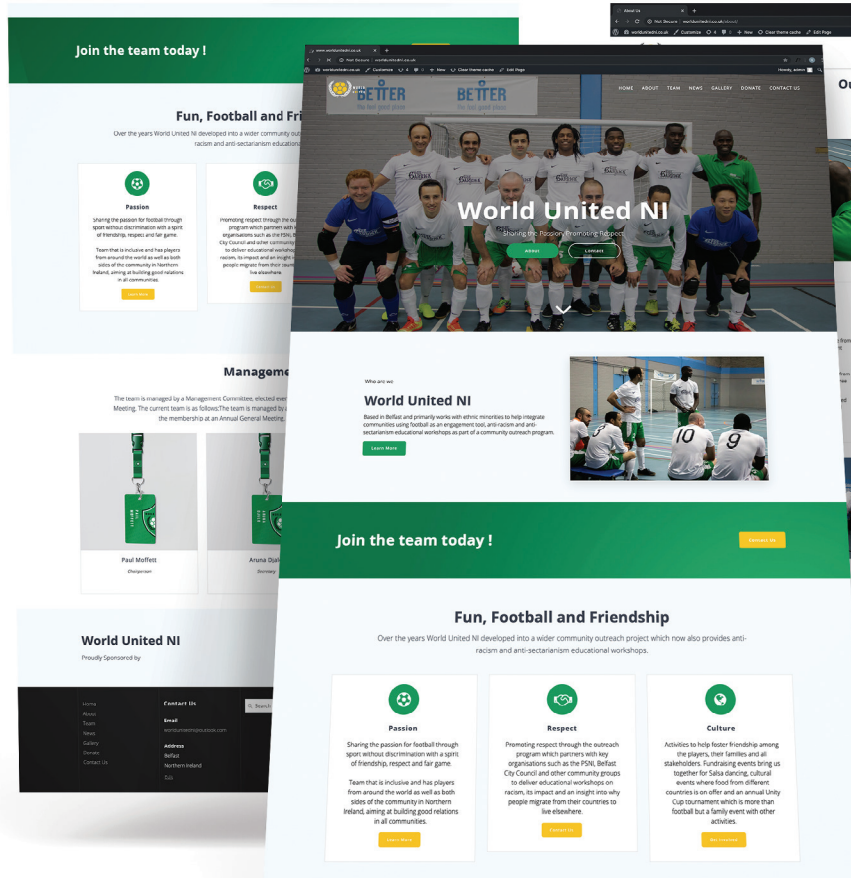
Theme editor allowed me to explore the code of the website and find the features that I wanted adjusted such as the colours in the menu and the buttons.

ADDITIONAL CSS

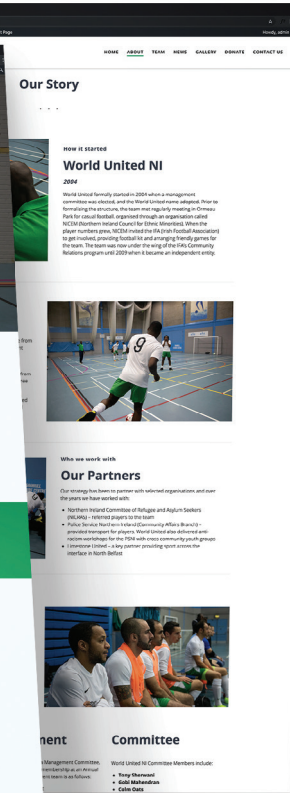


By copying over the adjusted code to the Additional CSS I was able to see all the changes on the live view.

HOME PAGE

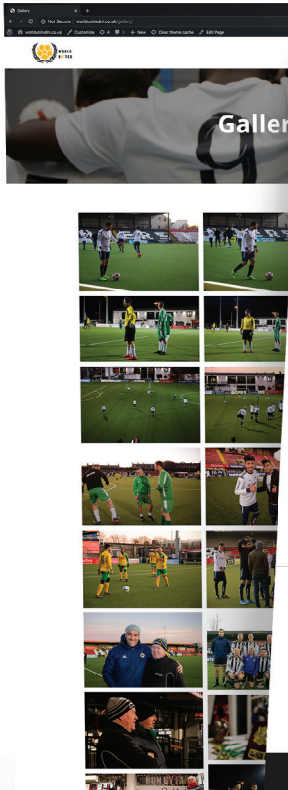


ABOUT US PAGE

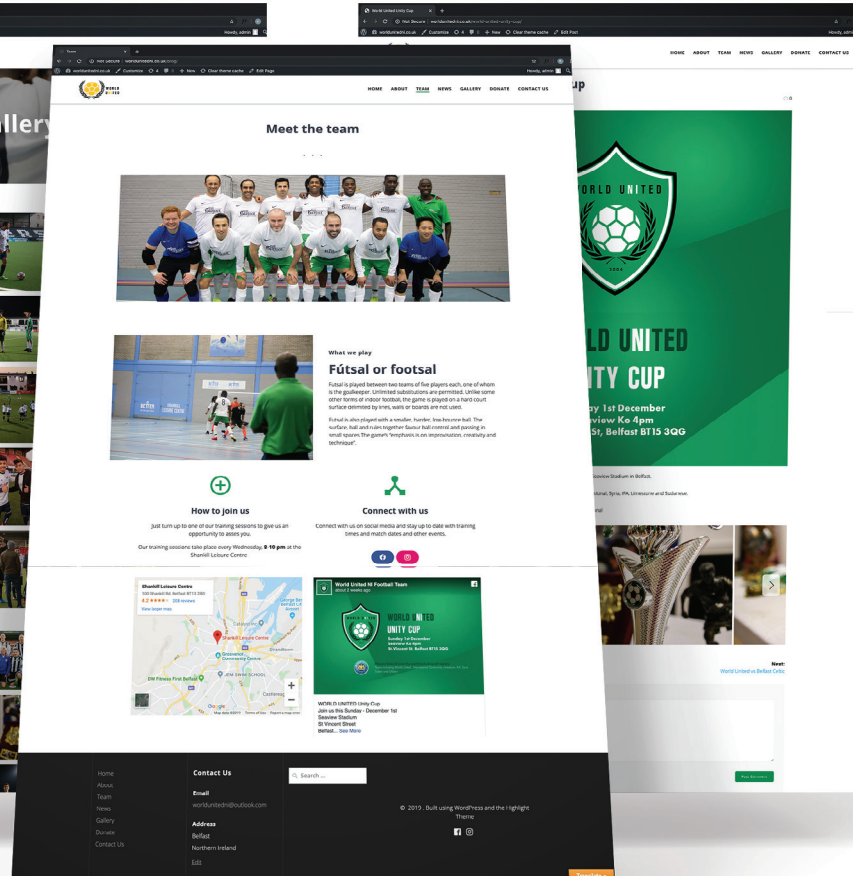


HOME PAGE

GALLERY PAGE



NEWS PAGE

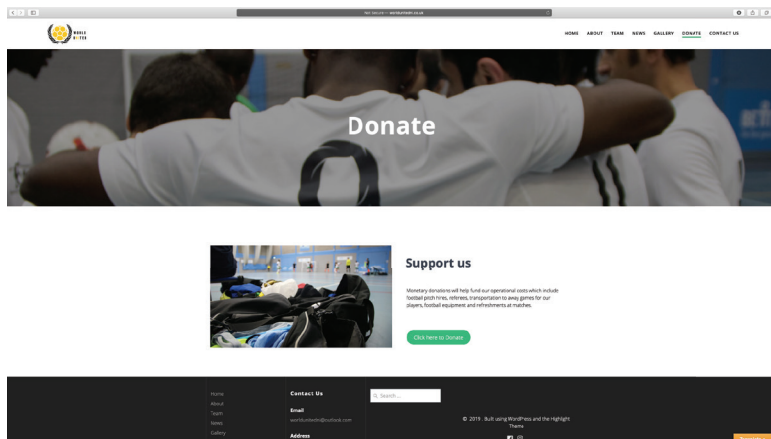


TEAM PAGE

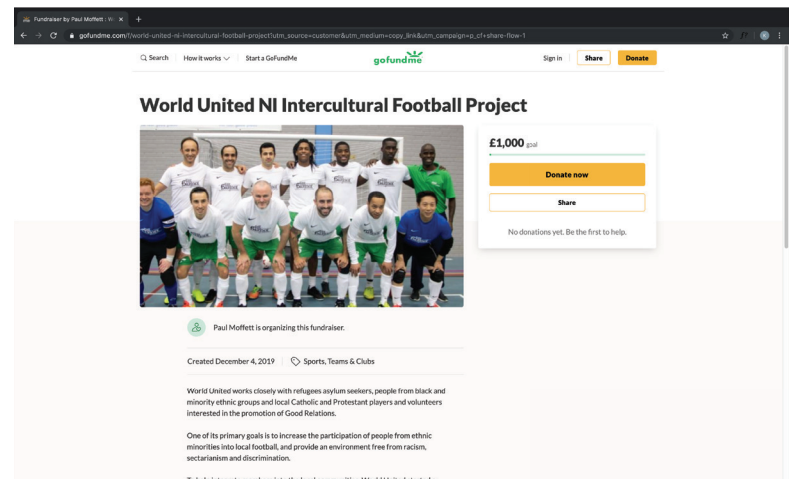
DONATE PAGE

With permission from World United I have set up a GoFundMe page which was linked to the button on the Donate Page. The purpose of this is to raise any funds that can be used to support World United and help them cover cover the cost of new kits, pitch hires, referees and transportation.

DONATE PAGE



GOFUNDME



Overall, the website is consistent with the colour scheme developed for World United. There are various features throughout all the pages that will keep the user interested and allow them to explore the website. On the home page I included section for 'Management', however as some involved did not wish to have their pictures taken I used mockup lanyard designs as an alternative to pictures of the given person, which I believed worked very well and diversified the content on the page.

On Teams Page I included features such as map which pin points where World United training takes place, an embedded Facebook post and social icons to Facebook and Instagram profiles.

Initially I did not anticipated inclusion of Gallery page into the website however given the amount of images we gathered during the matches and the Unity Cup I saw an

opportunity to showcase World United and their events.

An important feature of the website which plays a key role in reaching foreign audience is the 'translate' plug-in which allows translation of the website to the default browser language.

I also included a news page which in simple terms is a blog including posts regarding upcoming matches, their outcomes and any other relevant events. This will give World United an opportunity to keep their audience up to date.

The website is responsive, aesthetically pleasing and easy to navigate. The template used made the entire design process simple and with WordPress manual developed by Grace our client should not have any difficulties updating and navigating the site.

BANNERS

BANNERS

To create banners we arranged a photoshoot with one of the World United players Carlos. For this shoot we utilised Canon EOS 750D. The images were downloaded and edited in Lightroom CC. Furthermore, following the design developed by Grace for our final pitch, I used Photoshop CC to remove the background and provided two designs for each hashtag, one with a white background and one with a background image with a white colour overlay on a low opacity .



SIDEBANNER



FRONTBANNER



SIDEBANNERS

DESIGN

TYPEFACE

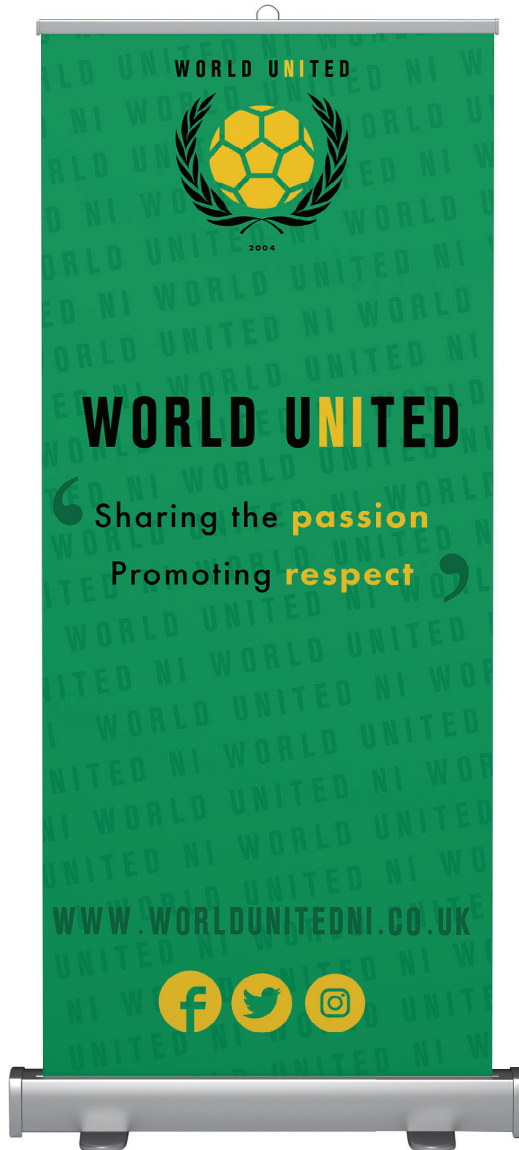
To create this banner I used the black and yellow version of logo designed for print. The primary typeface used in this banner is NCAA Utah Utes and the secondary font is Futura PT Medium and Heavy.

COLOUR SCHEME

#00A161	#FFCC12
#007345	#00A161



BANNERS



PROMO VIDEO

PROMO VIDEO

Initially we wanted to provide our client with a promotional video along with three short documentaries in a theme of #EqualGame, a campaign launched by UEFA, however, due to our client and his players lack of availability we were not able to proceed with this and had to adjust our deliverables, setting a more realistic goal and creating one video using the footage we gathered during the matches.

Our client continuously emphasised that World United is more than just football therefore my goal for this video was to convey his message. I used footage taken during one of the matches and a voice over from an interview with one of their players. To accompany the voice over I used a royalty free song 'The Epic Hero'. Furthermore, I added titles in order to allow people whose native language isn't English and who may have trouble understanding the accent to follow the video and make it easier for them to understand what is said.

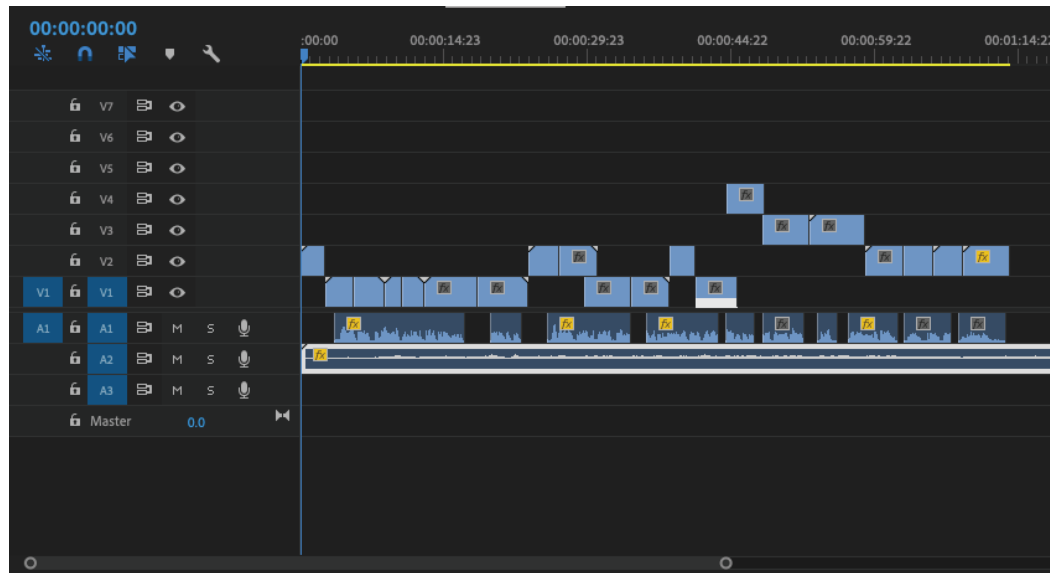
VIDEO EDITING

To create this video I firstly imported all the footage into Premiere Pro, picking only seconds from each clip and creating a coherent sequence on the timeline. Once I achieved the wanted visual result I began to add sound. For this video the background music was a royalty free song 'The Epic Hero' along with a voice over of one of the players. Given that this voice over was taken from an interview at which the player spoke quite fast I decided to cut the entire speech into words and short sentences and allow longer gaps inbetween.

V1-V4 Video footage

A1 Voice-over

A2 Background music

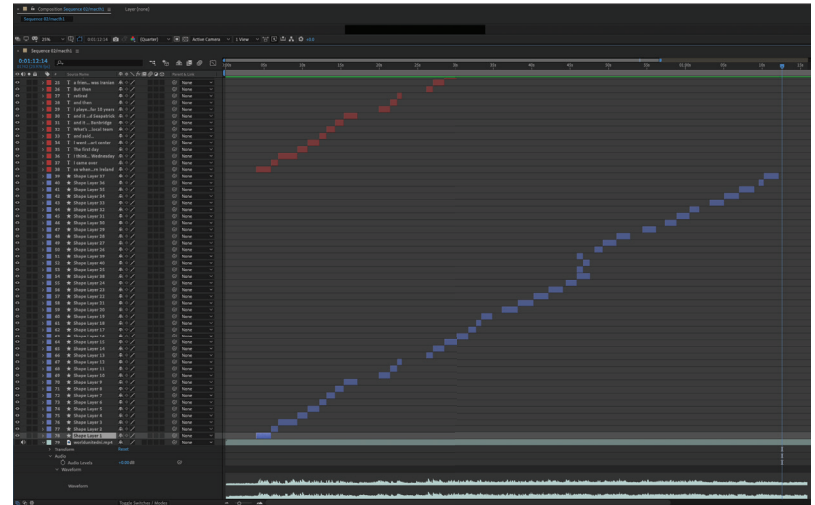


TITLES AFTER EFFECTS

To create the titles I imported the Premier Pro project into After Effects where I matched the titles to the wavelength of the voice. Initially the text was white in Arial font, however, feedback received from Adrian pointed out that thicker type set on a coloured background would be easier to read. Following this feedback I created new titles using Futura PT Heavy and a green background to set the type on.

The shape layers are shown on in blue and text layers in red on Figure 1. The final titles with the background are shown on Figure 2.

FIGURE 1



BEFORE



AFTER



FINAL OUTCOME

The final After Effect sequence was imported over to Premiere Pro where I carried out colour corrections on the

footage and rendered the project as a High Quality 1080p video.





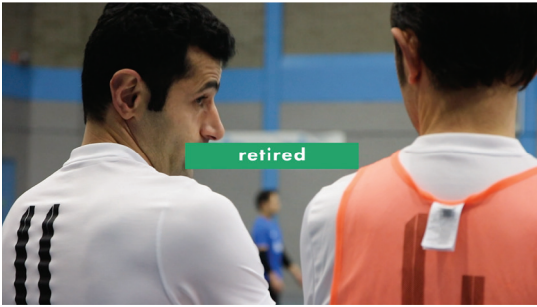
and it was a team called Seapattrick



I played for them for 10 years



and then



retired



But then



a friend who was Iranian



was playing for World United



and he said come on, come along



...come along



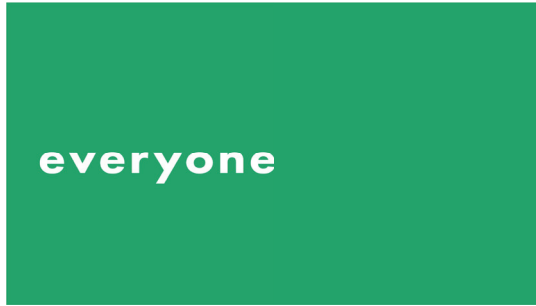
and a ...



thats the way I got involved



Just loved the ethos





breaking down barriers



it just enlightens...



that there is more people



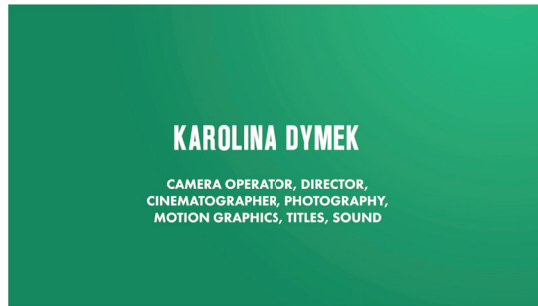
around the world



that's the mix of what



World United is really all about



KAROLINA DYMEK

CAMERA OPERATOR, DIRECTOR,
CINEMATOGRAPHER, PHOTOGRAPHY,
MOTION GRAPHICS, TITLES, SOUND



GRACE BOYLE

CAMERA OPERATOR, DIRECTOR,
STORYBOARDING, PHOTOGRAPHY



The Science Shop
Celebrating 30 Years

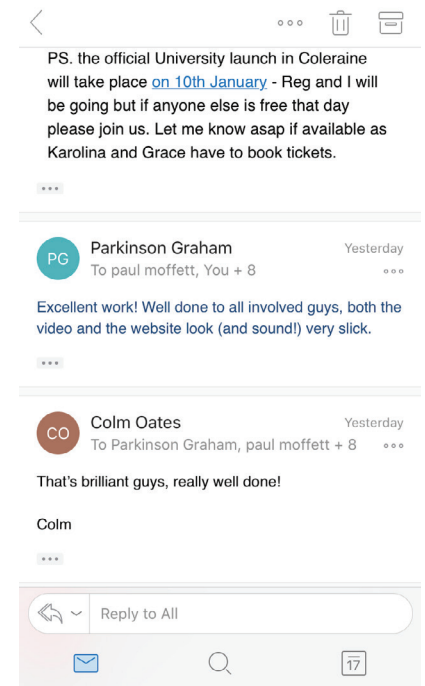
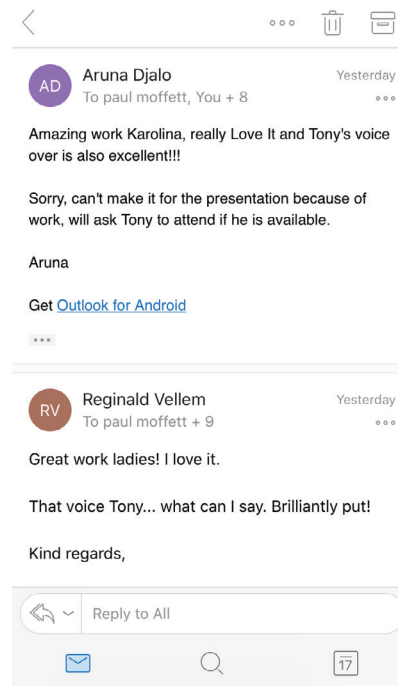
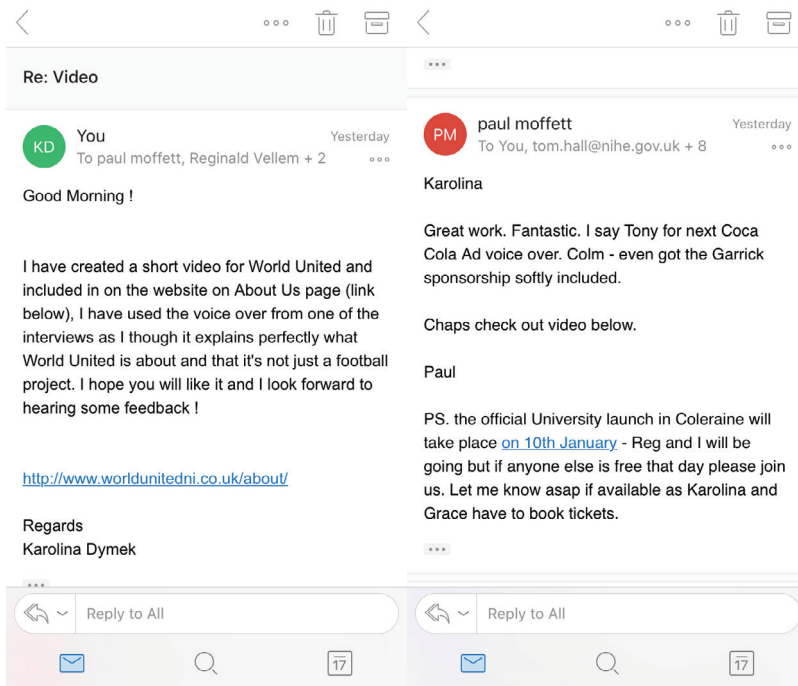
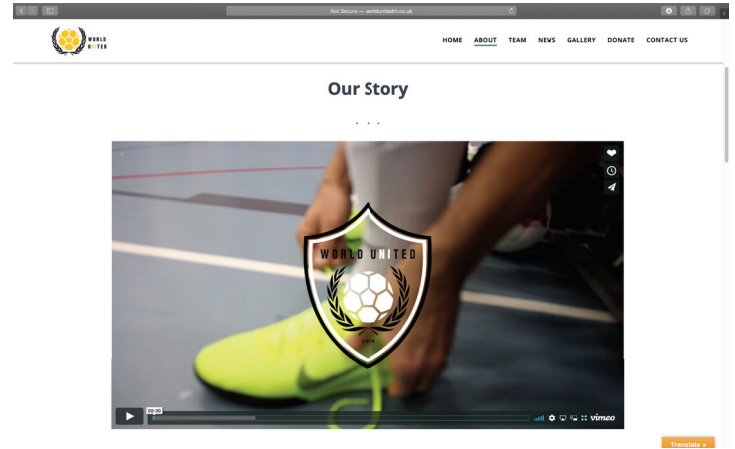


Ulster
University

CLIENT FEEDBACK

UPDATED SITE

The file size exceeded the maximum upload size allowed by WordPress, therefore in order to embed this video I created a Vimeo account for World United where I uploaded the video in full HD. This allowed me to then embed the video on the website at the top of 'About Us' Page.

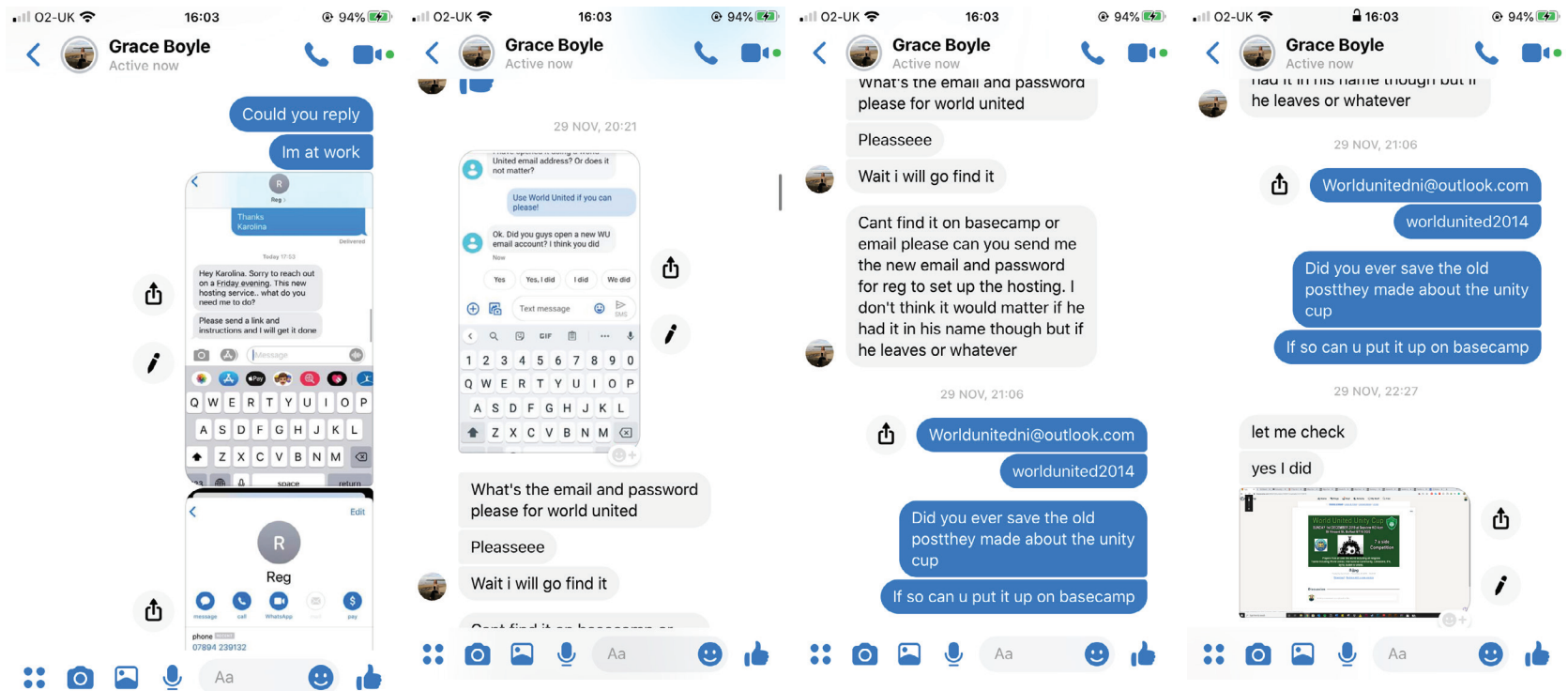


COMMUNICATION

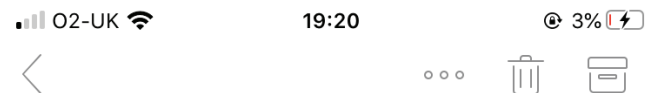
TEAM COMMUNICATION

Communication between myself and Grace took place mainly on Facebook or in person. Everything we discussed was then posted on the Basecamp.

INFORMAL COMMUNICATION



Throughout this project our points of contact from World United were Paul Moffett, Reginald Vellen and Aruna Djalo. To communicate we used direct messaging, emails and Facebook.

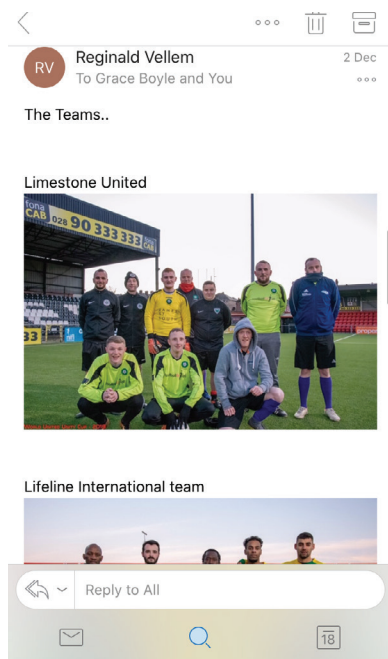
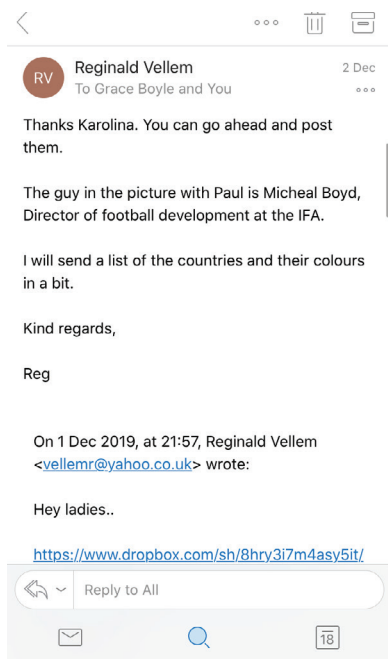
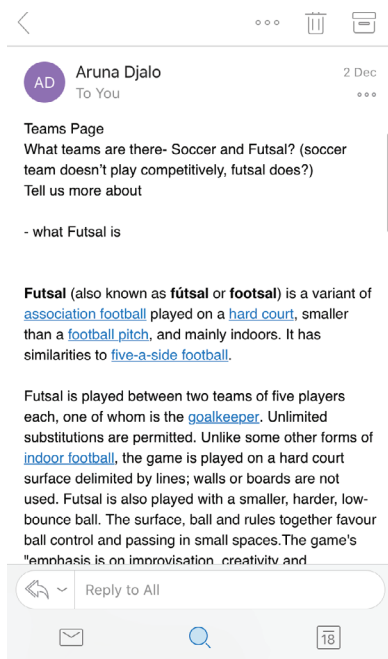
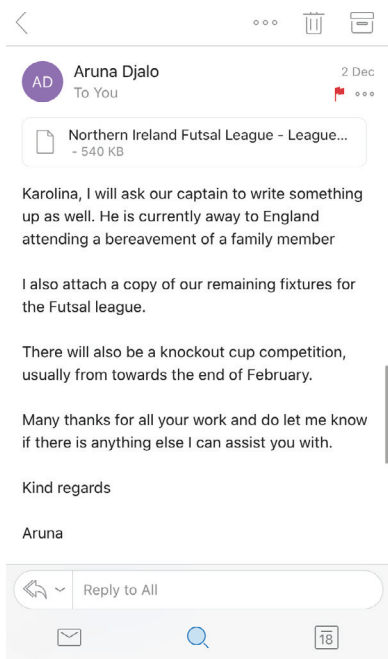


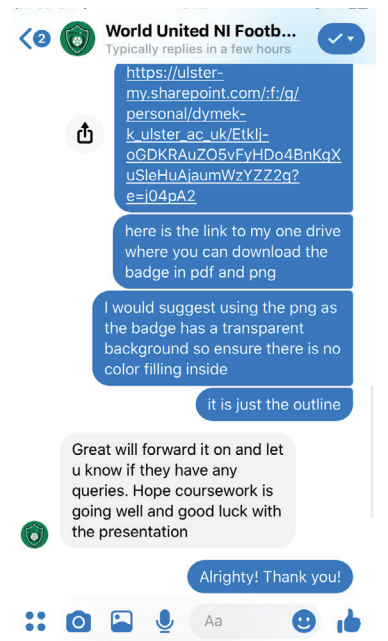
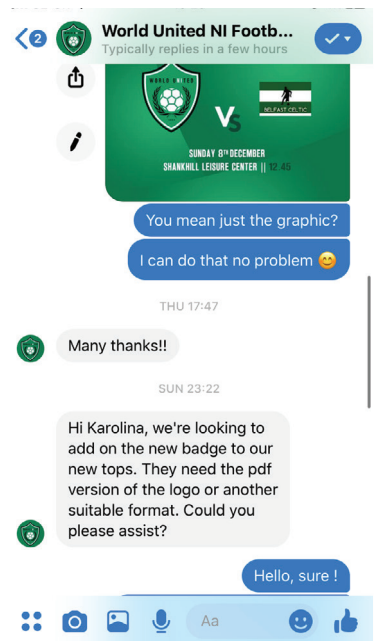
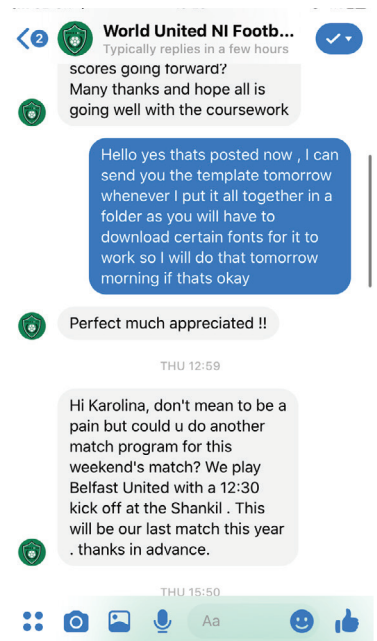
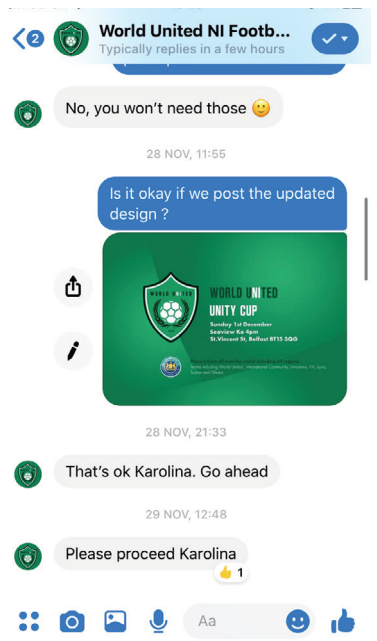
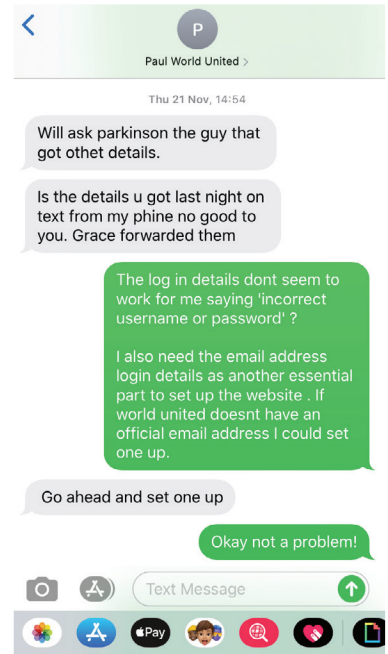
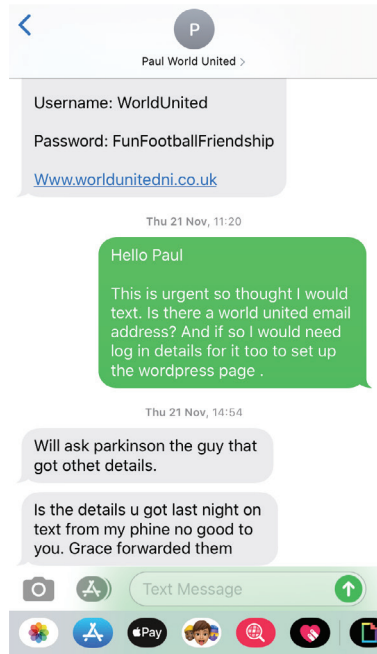
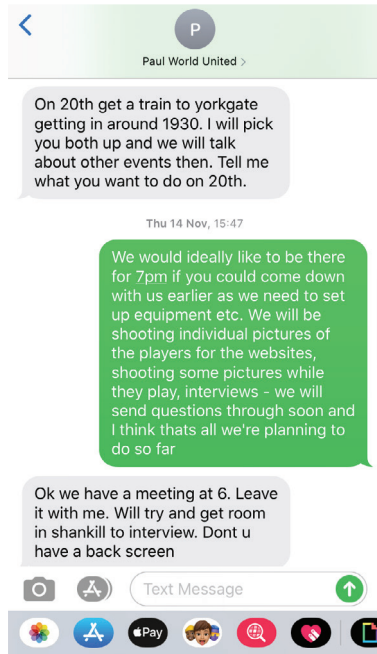
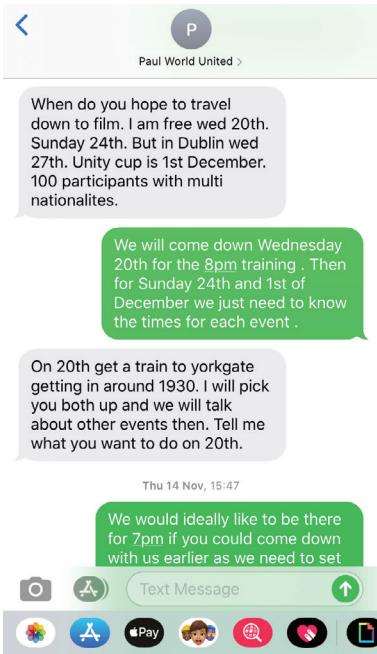
RV Reginald Vellen 29 Nov
To Grace Boyle, Mulrone, Claire + 1

Thanks Grace for the instructions. I have made the purchase.

I have used the same credentials as the WU email address for the GoDaddy account.

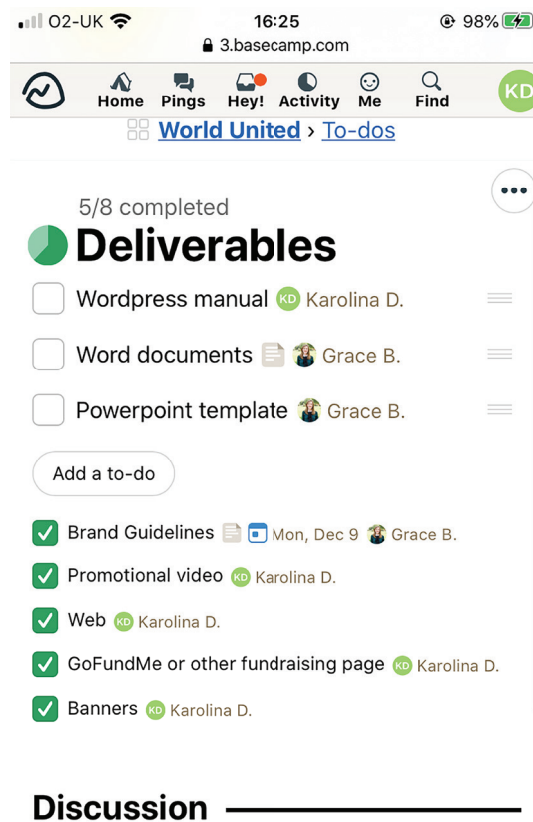
Over to you ladies and thanks again for your help with this.



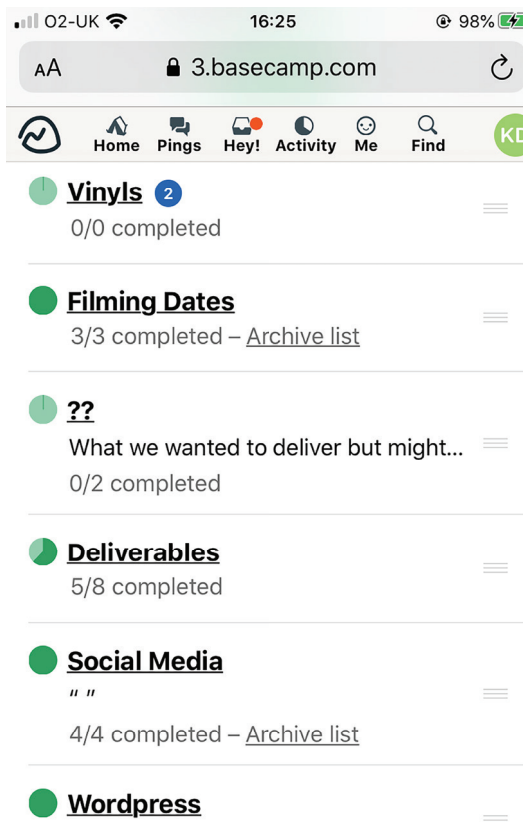


TIME MANAGEMENT

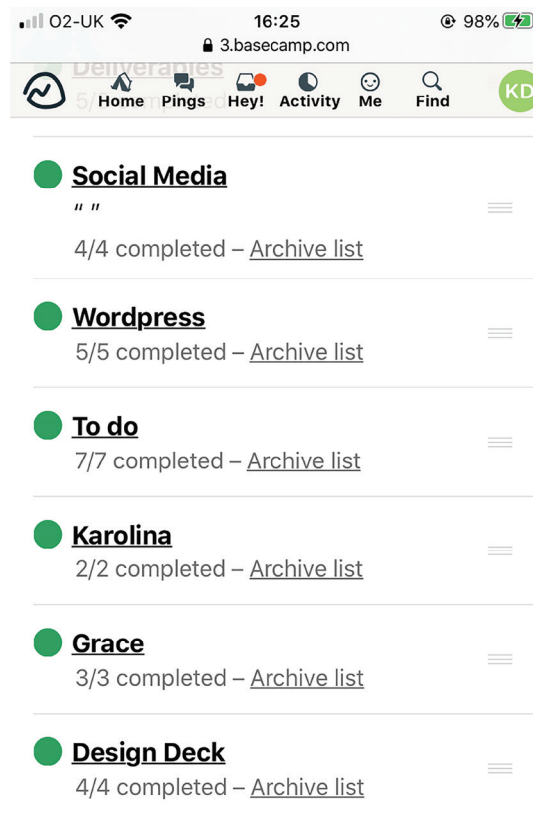
All tasks and upcoming filming dates discussed were outlined on Basecamp. We used 'To-do' lists and calendar to keep track of all the work we need to deliver and matches we need to attend.

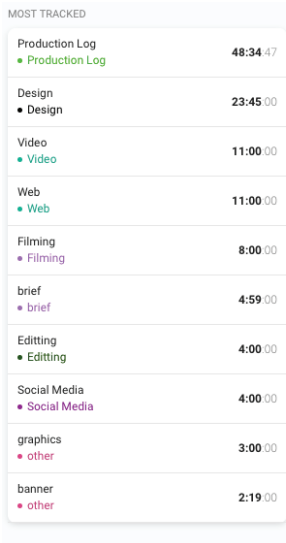


Each task was assigned to either me or Grace and depending on the relevance, myself, Grace, Adrian or Claire were notified once it was completed or overdue.



Basecamp provided us with an effective way of tracking our progress ensuring we are completing our assignments.





MOST TRACKED	
Production Log • Production Log	48:34.47
Design • Design	23:45.00
Video • Video	11:00.00
Web • Web	11:00.00
Filming • Filming	8:00.00
brief • brief	4:59.00
Editting • Editting	4:00.00
Social Media • Social Media	4:00.00
graphics • other	3:00.00
banner • other	2:19.00

Toggl offers online time tracking and reporting services, we used this for our project to track the hours spent on each task. Toggl allowed me to track everything from the creation of the brief and designing visual identities to production of all deliverables.

To outline the key elements:

Design process consisted of designing all visual identities, creating mockups, putting together the design deck and making corrections requested by the client for the final pitch.

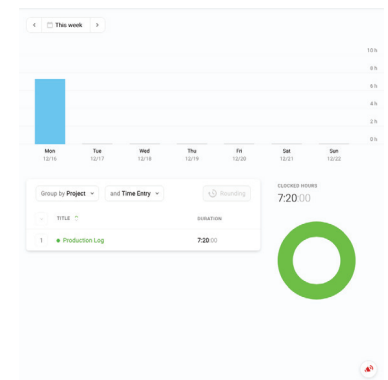
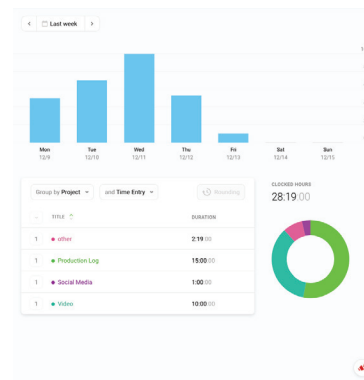
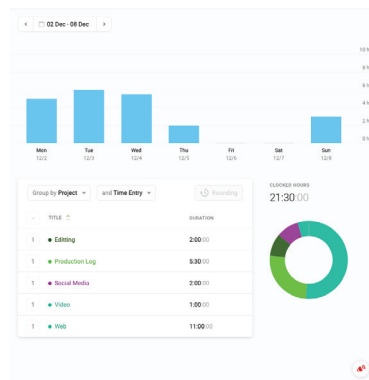
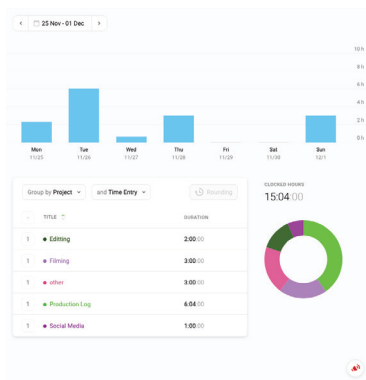
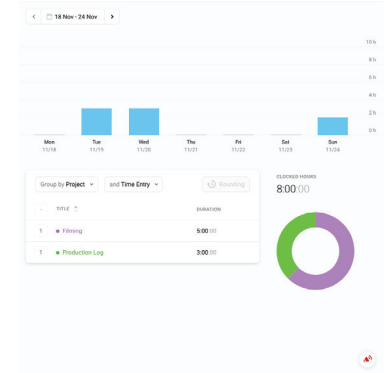
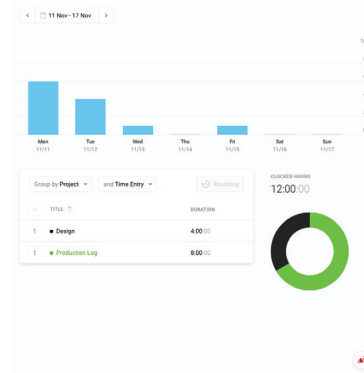
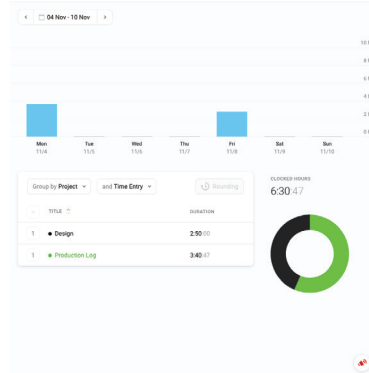
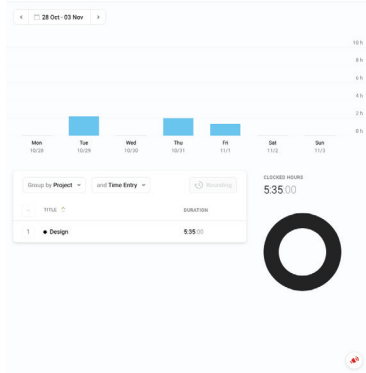
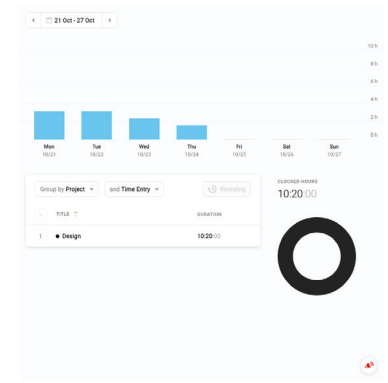
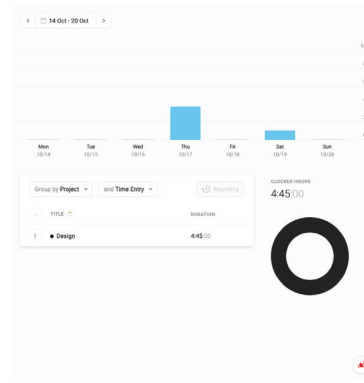
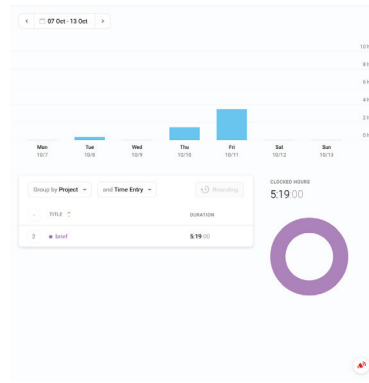
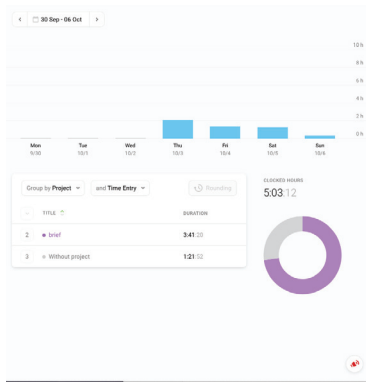
Furthermore, my Toggl report shows that between the 3rd of October and 16th December I logged in a total of 11 hours for Video Making which included the creation of the promo video and

video content for instagram. I also spent a total of 11 hours creating and updating the WordPress website, the content was provided by our client and template was used which made the entire process quicker, it was simply a matter of creating pages and organising the content accordingly.

We filmed on three occasions, firstly the training, secondly the interviews and the match and lastly the Unity Cup which in total added up to a total of 8 hours of filming. Editing of images gathered on all three occasions took a total of 4 hours.

Throughout this project I learnt how to manage my time effectively. Tracking my time and setting deadlines ensured that I was continuously delivering on time.

WEEKLY BREAKDOWN



CONCLUSION

Throughout this project we faced many challenges, most of which we were able to overcome. Firstly, the poor communication and planning skills from our part which were resolved as we gained a better understanding of our client and the environment in which we will be working in.

The first shooting session was discouraging from our point of view as we did not gather any content that we were able to use for this project. After the session we realised the miscommunication between us and the client and we knew this had to improve. Before the next shooting sessions we explained our needs and expectations, provided a full shot list and ensured the client understood us and vice versa.

In the brief we set out to deliver three short documentaries in the theme of Equal Game campaign, these however required extra filming time and at least three different players. Given the amount of responsibilities we had beyond this project and the busy schedules of our client and his players, this deliverable couldn't be achieved.

To compensate for the fact that we were unable to deliver equal game content we focused on providing more social media content. This included short video of one of the players, a promotional video and various graphics and images that were posted on social media on weekly basis. Throughout this project we were active on social media platforms increasing engagement and encouraging others to join.

Reflecting back to the brief, we have successfully delivered to them a new visual identity including logo and the badge, brand guidelines, promotional video, social media graphics, images, print documents, leaflet, banner designs and a website. With the positive feedback we have received from our client we believe we have met and exceeded their expectations.

BIBLIOGRAPHY

BIBLIOGRAPHY

Text

International Olympic Committee. (2019). Olympics | Olympic Games, Medals, Results, News | IOC. [online] Available at: <https://www.olympic.org> [Accessed 17 Dec. 2019].

Images

1. World United NI logo from twitter.com/worldunitedni
2. World United NI badge from facebook.com/worldunitedni
3. Facebook feed screenshot facebook.com/worldunitedni
4. Facebook post available at <https://www.facebook.com/worldunitedni/photos/a.374022226346023/800655217016053/?type=3&theater>
5. Website www.worldunitedni.co.uk

6. Twitter feed twitter.com/worldunitedni
- 0.1 www.sussexfa.com
- 0.2 www.soccerwithoutborders.org
- 0.3 www.allnationsoccerleague.com
- 0.4 - 0.6 www.iact.ngo
- 0.7- 0.8 www.etnoliga.org
- 0.9 www.unitedglasgowfc.org.uk
- 0.10 www.sussexfa.com
- 0.11 www.soccerwithoutborders.org
- 0.12 www.sari.ie
- 0.13 www.nationsunitedsoccer.com
- 0.14 www.unitedglasgowfc.org.uk
- 0.15 www.iact.ngo
- 0.16 www.etnoliga.org
- 0.17 www.allnationsoccerleague.com
- 0.18 <https://www.unhcr.org/en-ie/>
- 0.19 https://en.wikipedia.org/wiki/Olympic_symbols
- 0.20 <https://images.app.goo.gl/SNY2LYPfdFt3DBv96>
- 0.21 <https://webstockreview.net/pict/>

- getfirst
- 0.22 <https://www.pinterest.co.uk/pin/583216220468365611/>
- 0.23 https://www.freepik.com/free-icon/soccer_931320.
- 0.24 <https://www.kissclipart.com/olive-wreath-png-clipart-laurel-wreath-clip-art-insdc6/>
- 0.25 <https://rebelssc.com>

MOCKUPS

Mockup set :

<https://www.behance.net/free-sports-mockups>



Lanyards : <https://mockups-design.com/free-lanyard-mockup/>

<https://mockups-design.com/free-lanyard-id-badge-mockup/>

Stationary set <https://goodmockups.com/free-premium-stationery-mockup-psd-set-corporate-identity/>

Business cards <https://unblast.com/diagonal-business-cards-mockup/>

Standing banner <https://mockups-design.com/free-banner-frame-stand-mockup-300-x-100cm/>

Hanging banner <https://www.behance.net/gallery/54543685/Free-Flag-Mockup>

(3) Banners <https://www.mockupworld.co/free/roll-up-mockup-bundle/>

(2) Banners <https://mockups-design.com/free-roll-up-mockup/>

Multiple devices (phone/ipad) https://www.freepik.com/free-psd/mockup-various-devices_3454160.htm#page=2&query=device+mockup&position=43

iphone: iphone template <https://www.behance.net/gallery/81613271/Free-iPhone-X-PSD-Template>

Laptop and Iphone: Laptop phone mockup <https://www.anthonyboyd.graphics/mockups/front-view-iphone-x-and-macbook-pro-mockup/>

Web pages: <http://www.graphberry.com/item/3d-web-presentation-mock-up-psd>



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Knowledge • Ideas • Results