

## **PRODUCTION LOG**

Interactivity for Social Enterprise  
MED526  
Ben Davis



# CONTENTS

**01**

INTRODUCTION  
ABOUT THE PROJECT  
THE TEAM

**02**

RESEARCH  
ABOUT ST COLUMBS  
COMPETITORS  
BENCHMARKING

**03**

CLIENT INTRODUCTION  
COMMUNITY PARTNER  
BRIEF

**04**

INITIAL EXPERIMENTS  
DESIGN DEVELOPMENT  
MOCKUPS

**05**

CLIENT PITCH  
FINAL DESIGN CHOICE AND  
REFINEMENT

**06**

FINAL OUTCOMES

**07**

PROJECT MANAGEMENT

**08**

EVALUATION AND REFLECTION

01



INTRODUCTION  
ABOUT THE PROJECT  
THE TEAM

# INTRODUCTION

This module is an opportunity to work for a real-life client to prepare us for the skills needed ready to go into industry once finished Ulster University. As a team we will use each other's skills to deliver the best work possible to meet the client's needs.

# PROJECT SPECIFICATION

St Columb's Hall has received funding to be the first virtual reality performance and live music venue within Ireland. The team must create St Columb's Hall a commerce website where customers can purchase merchandise, event tickets and find out more information about the venue. Advertising media will be created for the launch of the venue to create awareness such as Instagram advertisements, bus stop posters and bill board posters.

## SKILLS REQUIRED:

Adobe Photoshop, Adobe Illustrator, Adobe Indesign, SquareSpace and good research techniques.

# AIMS FROM MODULE GUIDE

- An opportunity to work as a team.
- An opportunity to draw together knowledge and skills developed in previous modules and to apply these to a major project.
- Knowledge of Social Enterprise and how to apply interactive media ideas and concepts to this area.
- The ability to develop a sustained interactive production as part of a live brief.

# TEAM



## **BEN**

During this project I will be focusing on building the website using SquareSpace. This will involve setting up the whole website including the homepage, merchandise store and events page. I will also be responsible for creating a 'How To Guide' on using SquareSpace so that the community partner will be able to make any future changes to the website themselves following the how to guide.

## **BROGAN**

Brogan's main focus was on the designing of the merchandise. He also carried out research from companies to buy the merchandise from.

## **STEVEN**

Steven focused on designing graphics for the website. Steven also completed the brand guidelines.

02



RESEARCH  
ABOUT ST COLUMB'S  
COMPETITORS  
BENCHMARKING

# RESEARCH

I carried out research prior to the client meeting to better understand how virtual reality events work. What makes virtual reality events entertaining. The target audience for virtual reality events.

Many people's experience watching a virtual reality concert is positive. People can enjoy watching their musician without some of the frustrations live events have for example, clean toilets, people bumping into each other, queuing for drinks, travel to and from the concert and losing friends within the concert. Having more control over the experience is another huge positive. People can choose whether to interact with other people (avatars). Viewers feel more engaged within the experience as they are not using their mobile device while watching the vr concert. Downsides to vr concerts where not experiencing the full reality of the concert for example the sensation people have when at a concert usually due to the volume of the music playing and crowds cheering.

"When cinema first came, people thought it was a magic trick, like a circus," Jarre tells Rolling Stone. "They didn't think it could be art, and people didn't understand it. I think VR is seeing the same phenomenon now."



“We previously thought about our audience in two groups: gamers and music fans. In the past four years since we started the company, you’ve seen those audiences start to overlap a lot more” — Adam Arrigo, founder and CEO of Wave

# TYPES OF VR EXPERIENCES

**Diorama** – In the simplest case, we build a 3D scene. You're observing from a third-person perspective. Your eye is the camera. Each eye is a separate camera that gives you a stereographic view. You can look around.

**First-person experience** – This time, you're immersed in the scene as a freely moving avatar. Using an input controller (keyboard, game controller, or some other technique), you can walk around and explore the virtual scene.

**Interactive virtual environment** – This is like the first-person experience, but it has an additional feature – while you are in the scene, you can interact with the objects in it. Physics is at play. Objects may respond to you. You may be given specific goals to achieve and challenges with the game mechanics. You might even earn points and keep score.

**Riding on rails** – In this kind of experience, you're seated and being transported through the environment (or, the environment changes around you). For example, you can ride a roller coaster via this virtual reality experience. However, it may not necessarily be an extreme thrill ride. It can be simple real estate walk-through or even a slow, easy, and meditative experience.

**360-degree media** – Think panoramic images taken with a GoPro camera on steroids that are projected on the inside of a sphere. You're positioned at the center of the sphere and can look all around. Some purists don't consider this "real" virtual reality, because you're seeing a projection and not a model rendering. However, it can provide an effective sense of presence.

**Social VR** – When multiple players enter the same VR space and can see and speak with each other's avatars, it becomes a remarkable social experience.

(Virtual Reality, Johnathan Linowes)

# ABOUT ST COLUMBS HALL

St Columb's Hall is architecturally significant, with a Grade A Listing - one of just 226 buildings (or 2.5% of listed buildings) of "greatest importance to Northern Ireland". The most distinctive feature of the hall are the three statues located above the main entrance. The statuary group, which symbolise Temperance, Erin and Vulcan, were carved by Charles William Harrison (c.1835-1903), a Dublin-based sculptor who predominantly worked in the South of Ireland; the Dictionary of Irish Architects notes that St. Columb's Hall was one of only two contracts that Harrison carried out in Ulster. St Columbs Hall hosts live music and cultural events bringing the community together. The hall has not hosted many live events recently and in order to bring the hall back to life they have focused on virtual reality events to attract a new younger audience. St Columbs Hall will be the first virtual reality venue in Ireland.

# COMPETITORS

## **THE VOID: ([HTTPS://WWW.THEVOID.COM/](https://www.thevoid.com/))**

The Void has an extremely clean and quite modern looking finish which I really like overall. The Void has pretty much all the information a potential client would need on its homepage which is a massive plus when it comes to ease of use. It also has an email subscription service which is extremely interesting and a feature we should intend to implement into our website when making it. Another nice touch of this website is that when you hover over a picture it zooms in slightly. This is a small thing but overall makes the site look a lot better and more interactive. The only negatives I would have with the Void website is that it does not have a search bar. I feel that for a website of this sort a search bar is needed so the users can find a specific experience easily and quickly.

## **OTHER WORLD: ([HTTPS://WWW.OTHERWORLD/](https://www.otherworld/))**

Just like The Void, Other world is another great website and has a nice hero image waiting for you when you first visit. It has a fully exposed click through menu which features easily accessible contact information and has a message button in the bottom right-hand corner. I think the message button is something we should look to include in our website as we want people to be able to contact with ease. Another massive positive is that you can book experiences on the website, which is a feature we need to be including in our own website. The only negative would again be that there is no search bar. It appears to take longer to load than the rest of the websites which is a major issue despite it ranking highly in functionality.

## **DNA VR: ([HTTPS://WWW.DNAVR.CO.UK/](https://www.dnavr.co.uk/))**

DNA VR has a really nice hero image in the shape of a VR headset on its cover page and overall has a really sleek and modern look. It also ranks highly with its features. Contact information is extremely accessible as it is in the nav bar, there is always also a message and email button in the bottom right. You can book on their website and it even has a search bar. The only downside is that they have not given a rundown of their target audience on the homepage and for some people this could be enough to put them off at a quick glance as they're not sure what ages the experiences are aimed at. From what I could see DNA VR did not have any analytics embedded in it. A website of this sort needs to have analytics to track flow into and out of the website and is something they need to add to improve.

# COMPETITORS

## **OCULUS: ([HTTPS://OCULUS.COM/](https://oculus.com/))**

The Oculus website is rated highly in terms of functionality and the navigation system. The navigation system is easy to use giving the user a drop-down menu for the different products. The website's homepage makes good use of moving buttons. When a user is scrolling down the homepage through the different content a button will appear for the user to 'Learn More' or 'Watch Video'. This encourages the user to press the button and find out more information a specific product. The website's logo is in the top left of the homepage. If the user hovers over the logo with their mouse it brings up the company's name. One area the website could be improved on is where to find the information about upcoming events which is at the bottom of the homepage.

## **WAVEXR: ([HTTPS://WAVEXR.COM/](https://wavexr.com/))**

The Wavexr website clearly states on the homepage what the company is about, showing a video of past concerts they have completed in VR. The company clearly posts upcoming events on the homepage which the user can click on to find out more information, such as what platform the event will be available on. The company has also included all their links to their social media accounts in the top right of every page. This is important as users need to easily navigate to the company's social media accounts as this is where the concerts are streamed. Wavexr has similar aesthetics to the Oculus website with both companies using a black on white theme. However, Oculus have made better use of interactive elements of their website to attract users to read more about their products. A negative for Wavexr would be that the website does not allow booking of concerts.

## **VRROOM: ([HTTPS://WWW.VRROOM.BUZZ/](https://www.vrroom.buzz/))**

The Vrroom website has a lot of content on the homepage which could overwhelm users. It also uses Google Ads which can be confusing to users and lead them to clicking on links to different websites by mistake. This feature does not go well with the already overwhelming amount of information the user has to consume. The navigation bar makes good use of drop down menus for users to locate specific content, even including a search bar. The search bar is needed for a website like this as there is too much information on the website for a user to navigate through. The website does not make use of interactive elements to encourage users to find out more information about events and videos are played through YouTube.

This website definitely ranks as being one of the lowest in terms of its functionality and interactivity making users struggle to find information on the website.





Category	Feature	The Void	Other World	DNAVR	Oculus	Wavexr	Vvroom
	Breadcrumbs	None	None	Yes	None	None	None
	Contact Us	In Footer	In Nav Bar, Footer and message button	In Nav Bar, Footer, message and email button	In Nav Bar	In Footer	No
	No. of clicks to contact us	1 click	1 click	1 click	3 clicks	1 click	Not availble
Content	Explantion of service	On Homepage	On Homepage	On Homepage	1 click away	On Homepage	2 clicks away
	Evidence of outdated content	None	None	None	None	Shows previous shows	Shows previous shows
	Social Media	Links in footer	links in footer	Links in footer	Links in footer	in Header	In nav bar drop down menu
	FAQ Section	1 click away in menu, embedded in footer	1 click away in menu, embedded in footer	1 click away in menu	1 click away	None	None
	Privacy Policy	linked in footer	linked in footer	Linked in footer	linked in footer	Linked in footer	None
Search	Search	None	None	Yes	None	None	Yes
	Type of Search Button	None	None	New page and text box	None	None	Drop down menu
Function	Load Time	3.31	4.49	1.51	2.82	1.47	2.5
	Email Subscription	Yes	Yes	No	Yes	Yes	Yes
	How many font types	2	3	2	3	2	3
	Clear and accurate heading	Yes	Yes	Yes	Yes	Yes	Yes
	Are links viually dead	No	No	No	No	No	No
	Link underlining	Yes	No underlining but shading instead	Yes	No underlining but shading instead	Yes	Yes
	Hyperlinks change colour if visited	No	No	No	No	No	No
Overall Score		61	70	74	51	61	41

# REFLECTION

Since there are not that many websites offering the exact same virtual reality experience St Columbs Hall is doing i compared six websites that where similar.

## DNAVR

This was to top overall scoring website. It ticked everybox apart from email subscription and analytics. Analytics is very important though. This shows lack of professionalism within the company.

## OCULUS

I personally thought Oculus was the best website. I thought the branding was really strong and the website was interactive on mobile devices. However, Oculus scored lower than expected due to information being hard to find and lack of some fucntions such as booking online. Oculus doesn't sell their products on their online store this is why you can't book anything.



03



*CLIENT INTRO MEETING  
COMMUNITY PARTNER BRIEF*

# CLIENT INTRO MEETING

## REBRAND

“The current St Columbs Hall designs are focused for the venues older audience who come to the venue for events such as operas. The virtual reality side to the venue needs to be a complete re-brand to appeal to the younger audience to attract them to the vr concerts. Must be modern, new experience, new colours, new name and new logo”

## TARGET AUDIENCe

“The target audience will be young people from the age of 16-34 who are looking for a new experience. The target audience will be active users of social media who want to experience a virtual reality concert interacting with their friends throughout.”

## ECOMMERGE WEBSITE

“The website will be a new website that is specifically for the vr section of St Columbs Hall. It must be a ecommerce website that will support the purchasing of events tickets and merchandise.”

## ADVERTISEMENTS

“Create bus stop posters, billboard posters and Instagram advertisements to create awareness for new modern twist to a historic venue. Make sure all advertisements have similar style to keep them all integrated.”

# PROJECT SUMMARY

To keep St Columbs Hall sustainable to a new generation of people, they have seen a gap in the market to be Irelands first vr ready venue. The project can bring a new experience to a younger audience that nowhere else in Ireland can offer. With the current pandemic ongoing many entertainment businesses are closed due to covid-19 regulations. St Columbs Hall may be the only entertainment business that may be allowed to stay open as they can operate safely during the pandemic. This project has the potential to be the future of live events and concerts.

- We want to tap into an audience of virtual events
- Aid income generation for the hall
- Help preserve the hall
- Use the hall to the best of its capabilities during the COVID-19 pandemic
- Allow the hall to thrive during the pandemic but also beyond
- Raise the hall's profile
- Advertise and offer booking for VR events
- Create a consistent visual identity for the virtual events aspect of St Columb's Hall
- Help generate hype and awareness around the new experience
- Create designs that can adapt depending on event
- Retain the feeling of live events through the application of the designs

# TARGET AUDIENCE

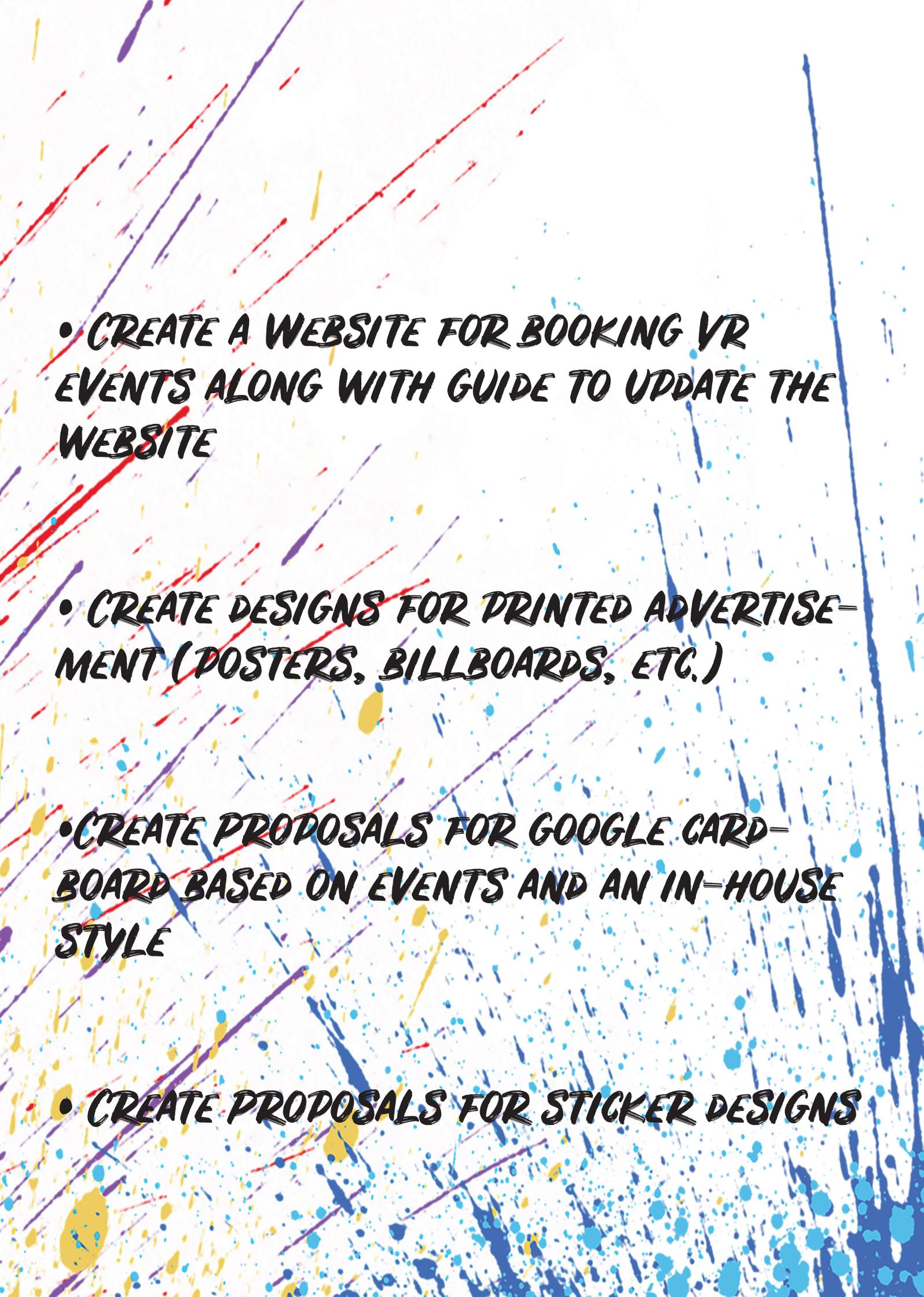
The target audience may vary depending on each event. In general, the target audience will be users under 34 who use social media, mostly Instagram and are open to new experiences. The type of customer will usually have short breaks and love to take advantage of good deals. Therefore, they want something from each event such as knowledge or entertainment. Connectivity is a crucial aspect to this type of audience so sharing experiences is important both online and with other people. There is a female bias in the target demographic with women being more likely to engage in activities like this. There is also a slight C2DE (Skilled working class to non working class) bias on the National Readership Survey (NRS) social grade indicating the target demographic mainly comes from working class households.

## SUMMARY:

- Mainly younger audience (under 34)
- Likely to not have children
- More likely to be female
- Slight C2DE bias
- Involved in buzz and hype culture
- Likely to use AirBnB
- Likely to take short breaks
- Want new experiences
- Connectivity is very important (Wifi, 4G) • Love getting a good deal
- Engage in activities

# DELIVERABLES

- CREATE A LOGO AND VISUAL IDENTITY SYSTEM FOR THE VR EVENTS ALONG WITH A BRAND GUIDE
- CREATE ASSETS FOR USE ON SOCIAL MEDIA FOR MARKETING PURPOSES (PROFILE PICTURES, BANNERS) • ADVERTISING ASSETS FOR USE ONLINE
- CREATE DESIGNS FOR A RANGE OF MERCHANDISE INCLUDING GOOGLE CARDBOARD.



- **CREATE A WEBSITE FOR BOOKING VR EVENTS ALONG WITH GUIDE TO UPDATE THE WEBSITE**

- **CREATE DESIGNS FOR PRINTED ADVERTISEMENT (POSTERS, BILLBOARDS, ETC.)**

- **CREATE PROPOSALS FOR GOOGLE CARDBOARD BASED ON EVENTS AND AN IN-HOUSE STYLE**

- **CREATE PROPOSALS FOR STICKER DESIGNS**

# BUDGET

Below is the approximate cost it will take to produce some of the deliverables. This includes printing of physical materials and the cost of the domain name and hosting of the website.

## Squarespace

Squarespace domain – £16/yr

Squarespace ecommerce site basic – £240/yr Squarespace ecommerce site advanced – £360/yr Total cost yearly – £256/ £376

These plans include hosting and all the tools necessary for creating an ecommerce site. Technical support is also included in these packages and you may upgrade or downgrade your plan anytime to fit your current needs. The team feel the £256 option has the best value for price to features.

## Wordpress

Wordpress multi-purpose business site – £256 Wordpress eCommerce experience - £448

These plans include custom plugins and themes, real-time one-on-one support, Google Analytics, and 200 GB storage. The eCommerce experience plan also includes premium extensions.

# TIME FRAME

Below is the timeline we provided the client in the brief:

All work will be finished by the 11th December. The team will work on creating 3 unique designs (1 per team member) and presenting these designs in week 6 for St Columb's Hall Trust to provide feedback and choose their favourite design to carry forward.

In week 7 (Nov 2nd - 6th) the team will work on finalising a new logo for the project along with other visual identity features such as patterns or key design elements.

In week 8 (Nov 9th - 13th) social media assets such as profile images and banners will be created. Development of the website will also begin and will carry out throughout the rest of the project.

In week 9 (Nov 16th - 20th) marketing materials for print such as posters and billboards will be focused on.

In week 10 (Nov 23rd - 27th) merchandise and google cardboard designs will be finalized.

In week 11 (Nov 30th - Dec 4th) we will be focused on finalizing and testing the website.

In Week 12 (Dec 7th - 11th) we will be finishing up and preparing all the materials to send to the client.

# TONE AND MESSAGE

We also set out some goals for the feel we wanted to achieve with the brand and after discussion we agreed the brand should convey excitement and energy, hyping up this new way to enjoy entertainment and placing it as a solution to the lock down blues. By mimicking the buzz around live events we hope to transfer that level of excitement into the digital events too.

Again we reiterated the need to keep the community at the heart of the brand as it was such a big part of the Hall itself.

# 04



*INITIAL EXPERIMENTS  
DESIGN DEVELOPMENT  
MOCKUPS*

# INITIAL IDEAS



COLUMBS

I started out an idea for a logo thinking about creating a futuristic font to try and represent the virtual reality world. I highlighted the font with the colours blue and pink to represent both genders. After spending many hours using gradients, I settled on this font.

Once I finished this font I thought it didn't portray what the company will be doing. I decided not to pursue the font and finish of the rest of the logo. I thought the font was too complicated. I also didn't think in portrayed the virtual reality part of the business.

# INITIAL IDEAS

The next idea for a logo I had was to portray to the audience what the company is about just by looking at the logo. I came up with the idea of having a person wearing a virtual reality headset to represent the vr section of the business. I created the hologram with the company's name to represent the live shows viewers will be watching through their device.



Finishing this logo, I thought it was too complicated. I didn't think it would look well on the company's website as it wouldn't sit proportional in the navigation bar. I thought it wouldn't represent a strong brand the company needed as it would be hard to make out the font when potential customers seen advertisements with the company logo if they were driving past billboards and posters. I thought the logo wasn't simplistic and modern which is why I didn't take this idea any further.

# INITIAL IDEAS

This idea for the logo was to try and keep the logo as simplistic as possible but also represent the virtual reality and the 360-degree cameras to company using to film the live events. I decided to use a modern font to appeal to the younger audience. I then came up with the idea to put a circle around the letters 'VR' to represent the virtual reality and 360-degree events the company will produce.



I was pleased with how the logo turned out and thought it would create a strong brand for the company as it was simplistic and stood out making people remember the company's branding. I wasn't sure about the red and white colours used for the circle as I felt this could be more dominant to make the company's logo more eye-catching and stand out more. I chose to pursue this logo as I felt it represented the company and would appeal to the younger target audience.

# DESIGN DEVELOPMENT

Developing the logo further the first step i took was try and make the circle more dominate. I made it all red to make it stand-out more. I wanted to keep the circle red so that it would link back to the original St Columbs Hall logo. However, i wasnt pleased with how the red turned out. I decided to change the circle colour.



ST COLUMBS VR  
HALL

# DESIGN DEVELOPMENT

I changed the circle colour to blue and green as i thought these colours made the logo more eye catching. The company was looking to create a new visual identiy for the virtual reality business therefore, i thought a colour change different from the old logo would be beneficial in creating this new identity. I changed the word 'VR' to the number '360' to represent the 360 degree events to make it easier to understand for people first looking at the logo. I then changed the word 'Hall' to 'Immersive' to represent the virtual reality part of the business. I thought the logo had to many words making it too complex therefore decided to refine the logo further.



ST COLUMBS 360  
IMMERSIVE

# DESIGN DEVELOPMENT

The final logo i took away the word 'immersive' to keep the logo simplicitic. I replaced the number '360' back to the word 'VR'. I though the circle representing the 360-degree footage was sufficant. I liked how this logo was the most simplistic version of this idea. I thought this logo would create the strong image the company needed as was pleased to propose this logo to the client.



The logo still keeps it's strong branding image on a white background. This is very important that the logo will work on both light and dark backgrounds so the company has no restrictions placing the logo on any type of background in the future.

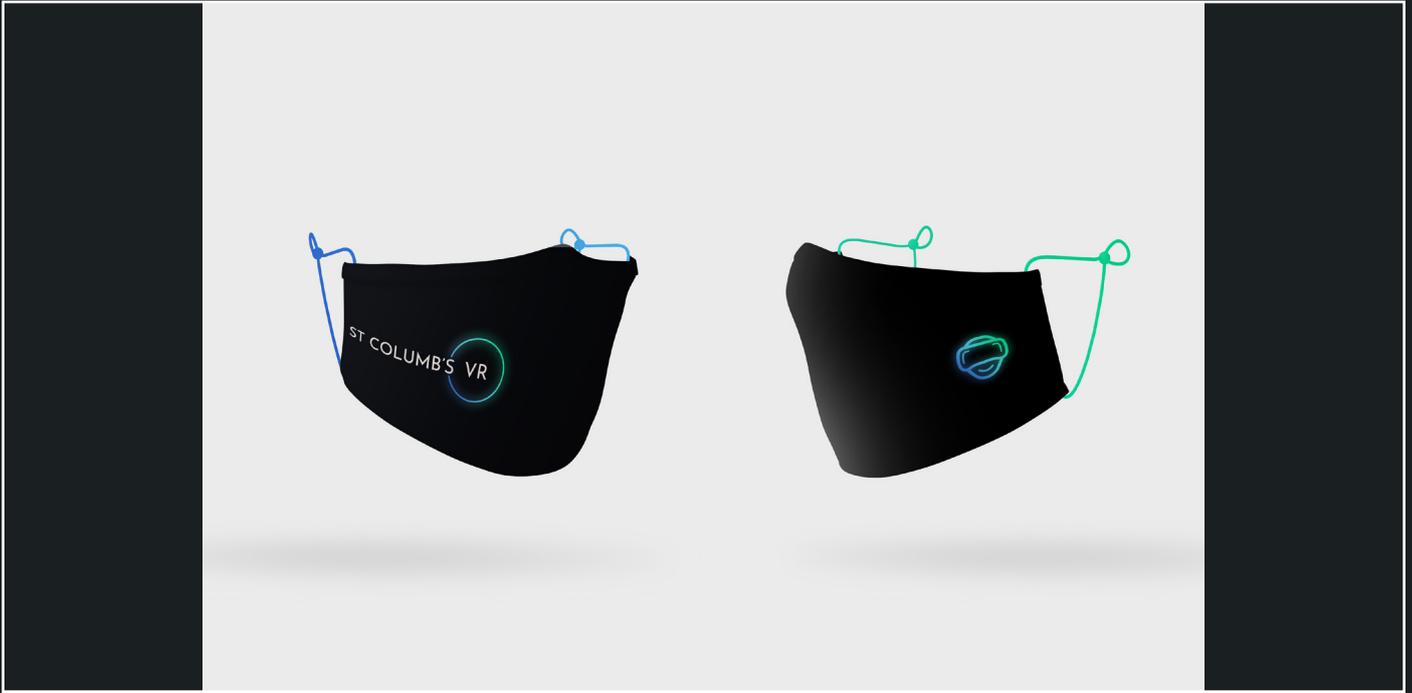


# MOCKUPS





# MOCKUPS





MOCKUPS

# ST COLUMB'S VR

#THEPEOPLESVENUE





# MOCKUPS



# ST COLUMB'S VR

#THE PEOPLES VENUE



**St Columb's Hall**  
Performance art theatre



Liked

[Send Message](#)



2,221 people like this

Home

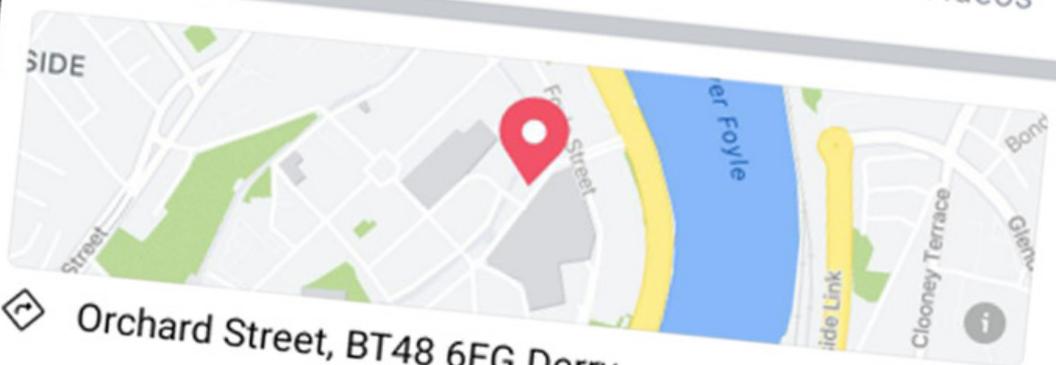
About

Photos

Reviews

Events

Videos



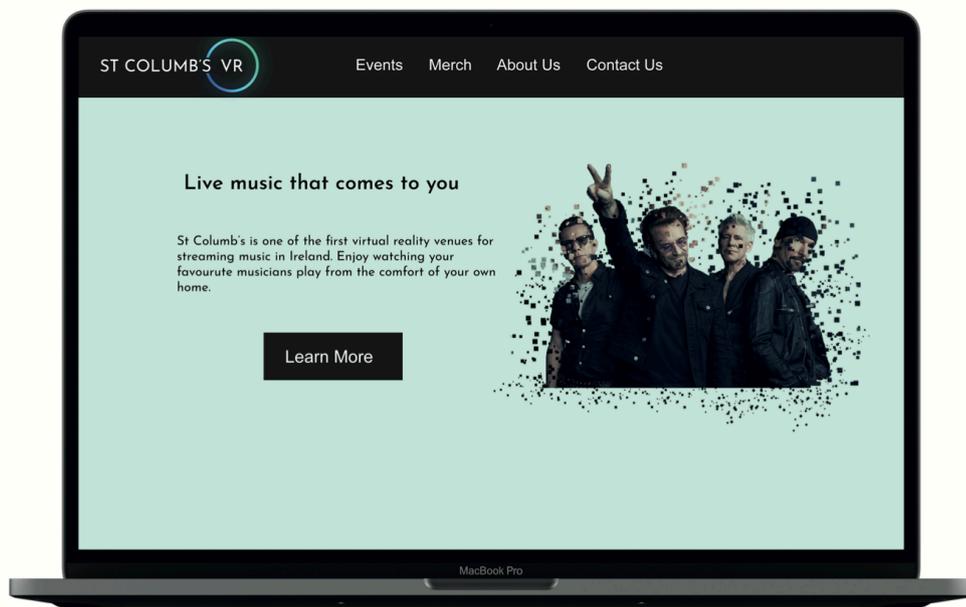
[Orchard Street, BT48 6EG Derry](#)

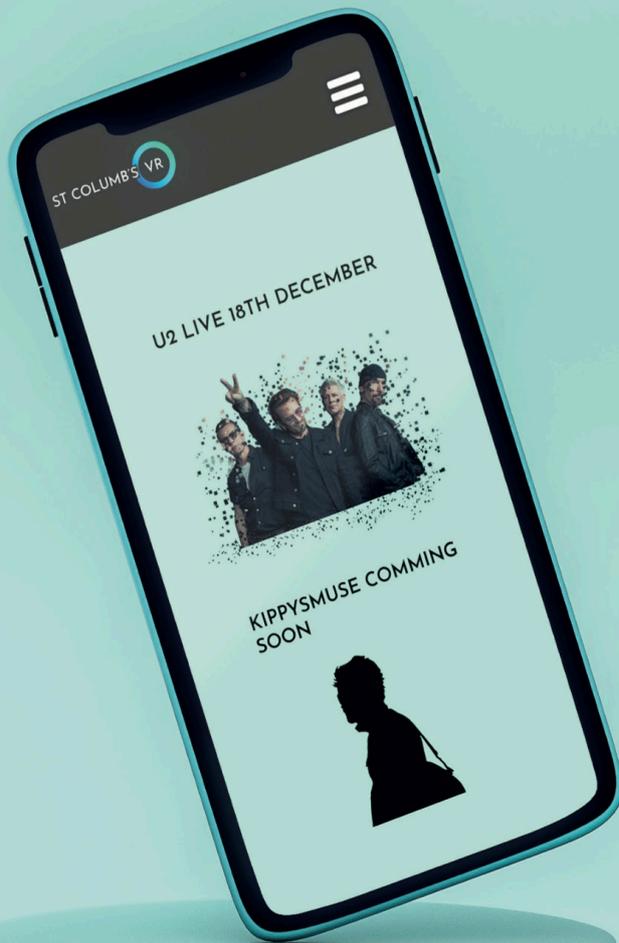
[GET DIRECTIONS](#)

[028 7126 6676](tel:02871266676)

[hello@saintcolumbshall.com](mailto:hello@saintcolumbshall.com)

# MOCKUPS





# MOCKUPS

ST COLUMB'S VR

Events

Merch

About Us

Contact Us

## What's on?

U2 LIVE 18TH DECEMBER



KIPPYSMUSE COMMING SOON



RYAN MC MULLAN COMMING SOON



ST COLUMB'S VR

Events

Merch

About Us

Contact Us

## Merchandise



## What is St Columb's VR?

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Follow us on social media!



# MOCKUPS



ST COLUMB'S VR

U2 LIVE IN VR



#THEPEOPLESVENUE

ST Columb's Hall, Orchard Street, Derry  
For more info, visit our website: [www.stcolumbsvr.com](http://www.stcolumbsvr.com)



ST COLUMB'S VR

U2 LIVE IN VR



#THEPEOPLESVENUE

**ST Columb's Hall, Orchard Street, Derry**  
For more info, visit our website: [www.stcolumbsvr.com](http://www.stcolumbsvr.com)

# REFLECTION

I was happy with how the mockups turned out. I thought they gave the client a good idea of how the project will look if my pitch was chosen. I gave the client a good range of merch to choose from. I particularly thought the phone mockups looked very professional and loved how the green background matched in with the company logo. In future i would spend more time on the website mockups as i thought they were my weakest mockups. Looking back i do not like the background colour i choose for the website mockups and thought the homepage needed more detailed graphics so that the client would have a better idea of how the website will look when created.



05



*CLIENT PITCH  
FINAL DESIGN CHOICE AND REFINE-  
MENT*

# PITCH INFORMATION

1 PM on Microsoft Meetings

In attendance: Ben

Steven

Brogan

Anne-Marie (Client)

Claire

Due to the on going pandemic the meetings took place through webcam's using Microsoft meetings. Each of us presented out pitches. We discussed why we choose our designs and how we thought they portrayed the company. We presented what potential merchandise could be created for the company and how this would look. We also explored other ideas such as posters, social media and event mockups.

# CLIENT PITCH

## ST COLUMB'S VR

I started of my pitch by discusiing the origin of my logo. I knew the client wanted a new logo that was going to represent this new part of St Columbs Hall. I explained to the client why i choose this modern font to appeal to the younger audince. I explanied the circle with the word VR in it was to represent the types of events the company will be doing. Finally, i explained i choose these bright colours to make the logo dominant and show that this is a new business path the company has choosen so different colours from the colours the old logo had is the best way to represent this.

# CLIENT PITCH



The social media banner i explained the image of the virtual reality headset was to represent the events the company does. I explained why i added the pixelated effect to the image to represent how people will be watching live shows that come to them through the pixels on their mobile device. For the profile picture i designed a simple graphic of someone wearing a vr headset to represent the virtual reality events. I explained why i keep the picture simply so it can be used as an icon to represent the business and that is why i highlighted it in the same colours as the circle in the logo. Finally i explained the hash tag to represent to the audience that they are the people who make the venue what it is by participating tin the virtual live events and interacting within other people how they please.

# CLIENT PITCH

ST COLUMB'S VR

Events

Merch

About Us

Contact Us

## What's on?

U2 LIVE 18TH DECEMBER



KIPPYSMUSE COMMING  
SOON



RYAN MC MULLAN  
COMMING SOON



# CLIENT PITCH

Finally i showed the client a mockup of what the website could look like and the merchandise. I explained the background colour which is a lighter version on one of the colours used in the logo to keep it all contrasting. I explained the merchandise was kept simple by using the companies logo on the front. Then using the companies icon and hash tag on the back. This way the company could create more brand awarness.

# REFLECTION

Looking back i was pleased how everything was designed. I though it created a good visual identity for the company. I also thought the pixaleted graphics represented what the events where very clearly. One area of improvement i could have made was on the website mock-ups. The background colour i used was quite out there, maybe to aggressive and bold for a website background colour. Looking back i think white would have looked alot more appealing to the client and more modern. I should have spent more time on the 'whats on' images to make them look much more creative and fully re-present the brand the way all the other designs do.

# THE CLIENTS FEEDBACK

"Ben i like how your idea is very simplistic and modern. I also like the tagline you've used on the website hompage and think it would work very well. The merch looks great and i love how it great awarness for the companys brand."

# FINAL DESIGN CHOICE

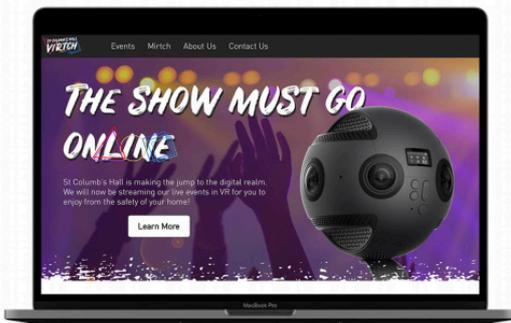
In the end the client choose Steven's idea. The client thought the paint splash affect Steven used best represented the target audience and made the company stand-out. The client thought the paint splashes represented the live music events as it matched the excitement feeling people get at concerts. The client was happy with Steven's pitch and only suggested small changes such as the layout of the homepage. The client also suggested the only merchandise she was looking to have was one generic Google Cardboard and one style of t-shirt in different colours and to not have any of the rest of the merchandise we suggested in the pitch. The client also suggested that in the social media banner to unfill the colours on the shapes.



# VIRTCH MIRTCH



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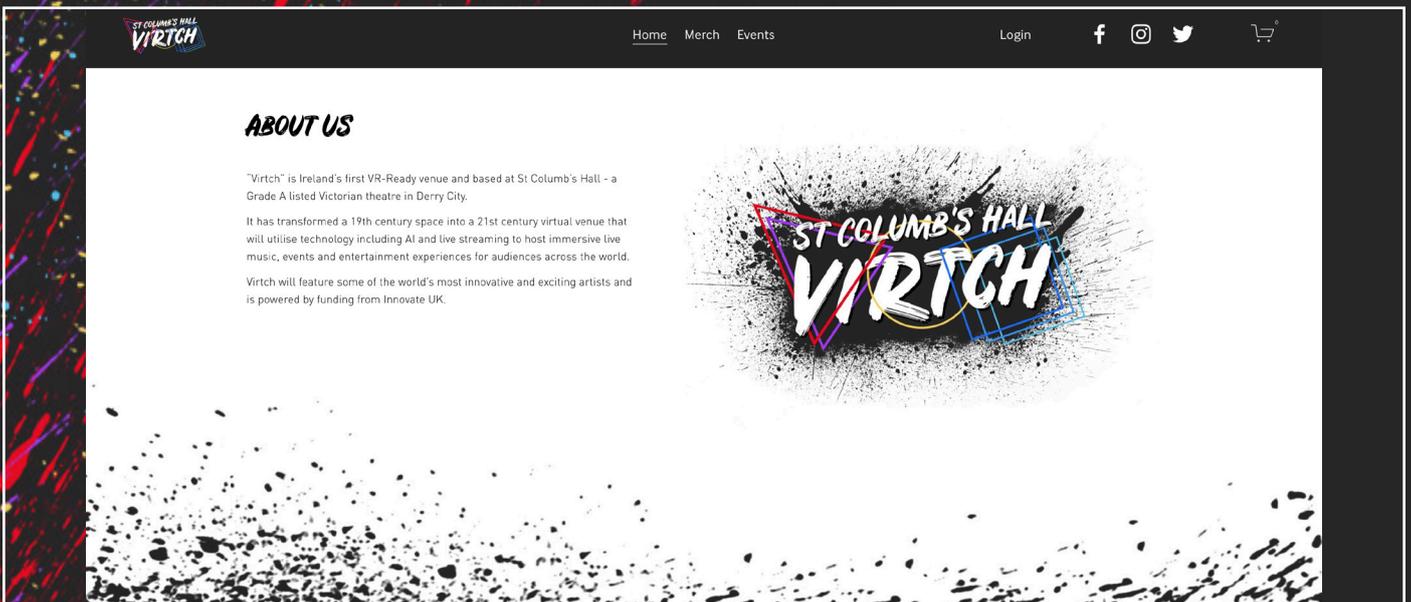
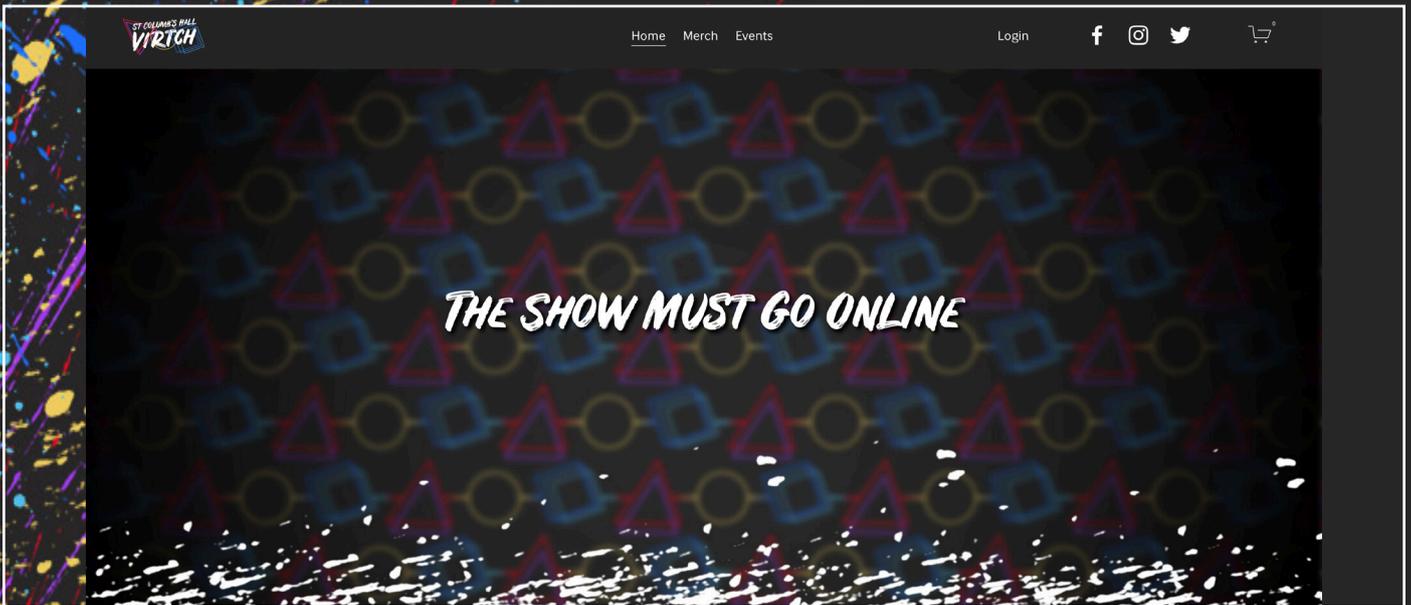
06



*FINAL OUTCOMES*

# FINAL OUTCOMES

My final outcomes of the project was building the whole website and creating a 'How to Guide' on how to edit the website so the client can make changes themselves in the future. I have never used the platform SquareSpace before so it was very enjoyable learning new skills on this platform. I learnt how to use SquareSpace very quickly and accomplished everything that needed to be added to the website. The client said the website looks 'very professional'. The only feedback she had was to add a sponsorship section in but she needed to look into this idea further so told us to leave it for now.



## WHATS ON

The Democracy Series: **VIRTCH**



The Democracy Series: **VIRTCH**



Google Cardboard Headset  
£5.00



Virtch T-Shirt  
£20.00



Virtch: Fake News is Over | March 2021  
£5.00



Celtronic 21: Together Apart | 19th June 2021  
FROM £10.00



Virtch: Where's My Job? | 25th June 2021  
£5.00

# FINAL OUTCOMES

Steven worked on the brand guidelines and the graphics. I was happy how the graphics turned out as the only major issue the client had was to unfill the colours from the shapes which Steven has done.



# FINAL OUTCOMES

Brogan worked on finalising the merch and created a document on where the client can purchase the merch from. This document will save the client a lot of time in the future in having to shop around businesses to find the best deals on merch.

## T-SHIRTS

**Partridge Peartree:**  
<https://www.partridgepeartree.com/>

### Information/Pricing:

- Minimum order size of one colour is 24 units
- Design printed on front of T-shirt
- 24 units is £142.80 in total
- 1 unit is £5.95

### Templates/File Formatting:

- All artwork to be supplied in either a PDF or Adobe Illustrator vector format.
- PDF and Illustrator versions of the logo can be found in the Virtch Package under Merch files and then in the T-shirts folder.



## HOODIES

**Partridge Peartree:**  
<https://www.partridgepeartree.com/>

### Information/Pricing:

- Minimum order size of one colour is 24 units
- Design printed on front of Hoodie
- 24 units is £334.80 in total
- 1 unit is £13.95

### Templates/File Formatting:

- All artwork to be supplied in either a PDF or Adobe Illustrator vector format.
- PDF and Illustrator versions of the logo can be found in the Virtch Package under Merch files and then in the Hoodies folder.



### Streetshirts:

<https://www.streetshirts.co.uk/>

### Information and Pricing:

#### Design on the front:

- 1 T-shirt is £9.99
- 100 T-shirts is £699
- 200 T-Shirts is £1200

#### Design front and back:

- 1 T-shirt is £11.99
- 100 T-shirts is £899

### Teepig:

<https://www.teepig.co.uk/cart/>

### Information and Pricing:

#### Design on the front:

- 1 T-shirt is £10
- 100 T-shirts is £650
- 200 T-Shirts is £1200

#### Design front and back:

- 1 T-shirt is £14
- 100 T-shirts is £870

### Streetshirts:

<https://www.streetshirts.co.uk/>

### Information and Pricing:

#### Design on the front:

- 1 Hoodie is £18.99
- 100 Hoodie is £1599
- 200 Hoodie is £2998

#### Design front and back:

- 1 Hoodie is £20.99
- 100 Hoodie is £1799

### Teepig:

<https://www.teepig.co.uk/cart/>

### Information and Pricing:

#### Design on the front:

- 1 Hoodie is £25
- 100 Hoodie is £1375
- 200 Hoodie is £2950

#### Design front and back:

- 1 Hoodie is £29.50
- 100 Hoodie is £1492.50



07



*PROJECT MANAGEMENT*

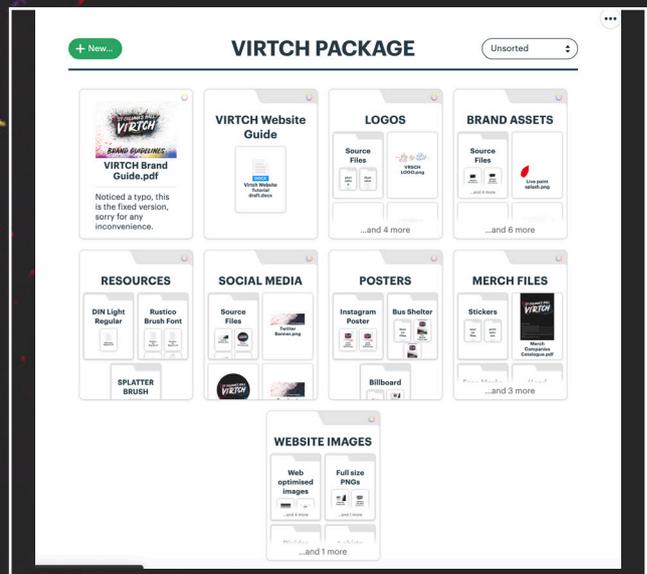
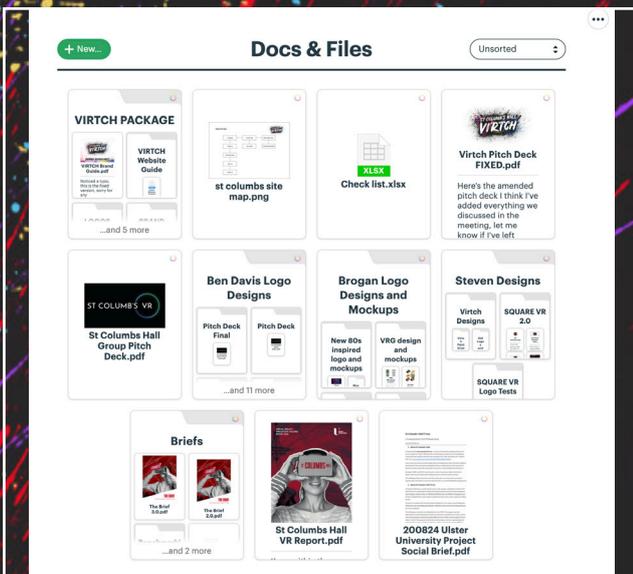
# BASECAMP

13/13 completed

## Website

Add a to-do

- ✓ Merchandise buying page  Tue, Dec 1  Benjamin D.
- ✓ Ticket buying page  Tue, Dec 1  Benjamin D.
- ✓ Merchandise page  Tue, Dec 1  Benjamin D.
- ✓ Events page  Tue, Dec 1  Benjamin D.
- ✓ Contact us section  Tue, Dec 1  Benjamin D.
- ✓ About Us section  Tue, Dec 1  Benjamin D.
- ✓ Whats on section  Tue, Dec 1  Benjamin D.
- ✓ splash page  Tue, Dec 1  Benjamin D.
- ✓ Content for website received from client  Wed, Nov 25
- ✓ Let client know what content we need them to create for the site  Steven F.
- ✓ Squarespace subscription purchased and login received
- ✓ Url purchased (virtch.live)
- ✓ Site map  Thu, Nov 19  Benjamin D.



# ASSIGNMENTS

This section on Basecamp was used to set dates for tasks to be completed by. This helped keep all the group on track for the deadline. It was especially useful for my as i needed certain graphics to be completed by specific dates to allow me to upload the files to the website.

# DOCS AND FILES

This section was used to upload work to. We could view each others files and give feedback on what we thought of them to make the best possible content for the client. We also uploaded all of the files the client will need in the future. Claire can then download all the files onto a memory pen to give to the client.

# CAMPFIRE

Since our course was all done online due to the pandemic we had to use campfire to communicate to each other. Campfire was used to let each other know how certain tasks were getting on and to keep updated if the client had any questions.

The screenshot shows a chat interface for a group named "Campfire". The chat history includes several messages from Steven Fleming, Brogan Fitzpatrick, and Adrian Hickey. There are also two messages from "Me" (BD) with timestamps and thumbs up emojis. The chat is dated "Friday, November 20".

**Campfire**

big job to implement the text she wants and that gives plenty of time to do it

**Steven Fleming** 6:00pm  
No problem I'll send her an email now

**Steven Fleming** 6:07pm  
I've sent Anne-Marie the email and copied you guys in

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**Friday, November 20**

**Steven Fleming** 11:03am  
Anne-Marie says that's no problem and she'll get that content to us 🙌

... 11:05am **Me**  
Happy days 🙌 **BD**

**Brogan Fitzpatrick** 11:06am  
Good stuff

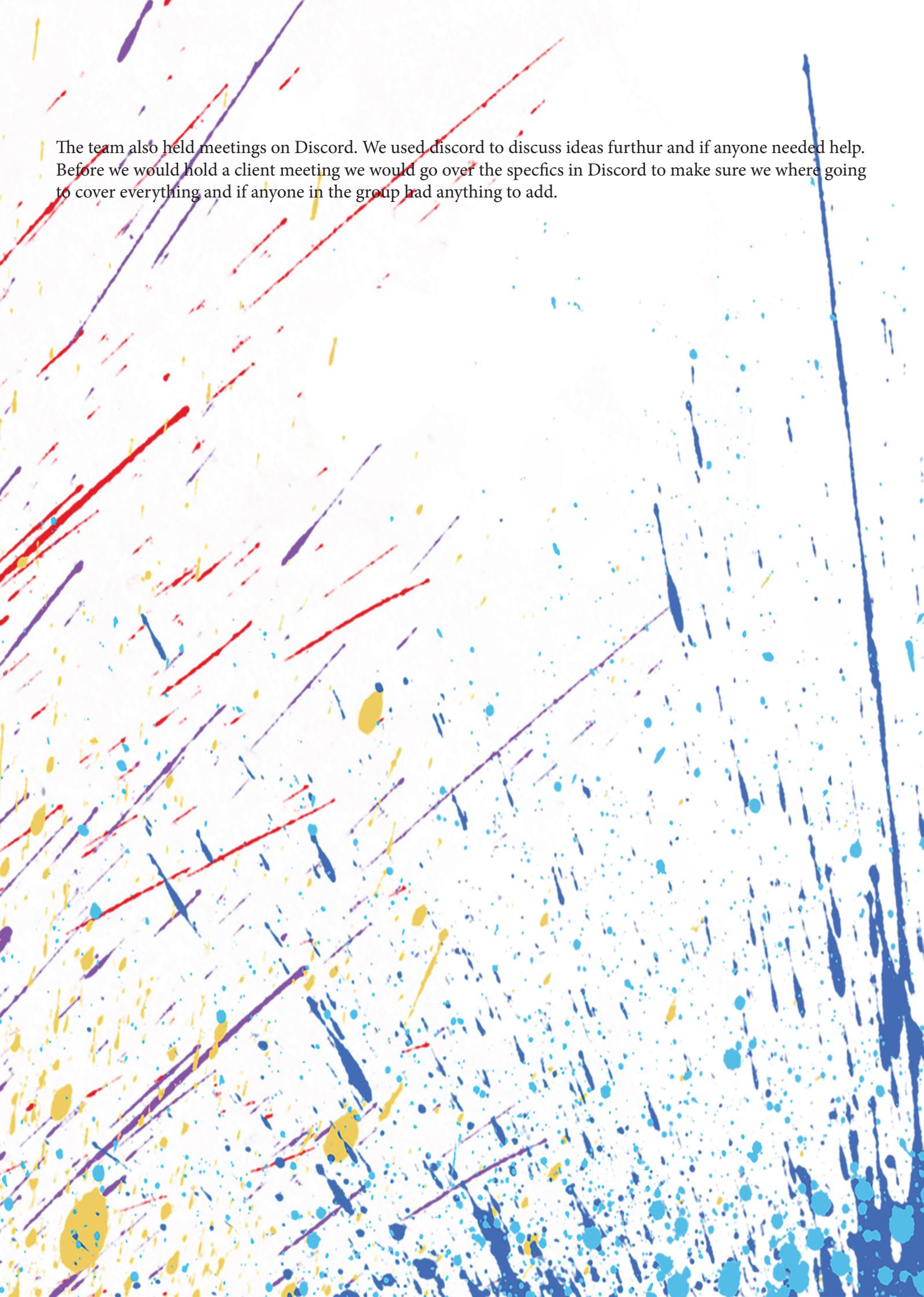
**Adrian Hickey** 1:22pm  
Brilliant. Thanks Steven

**Brogan Fitzpatrick** 7:43pm  
Guys the check list is now up in the to-dos section. I have assigned each task to the person doing them and hopefully the correct end date, in line with the schedule. Feel free to add/change anything you think I have missed.

... 7:46pm **Me**  
Okay 🙌 **BD**

**Steven Fleming** 8:03pm  
Sounds good cheers 🙌

Our team had a Facebook group chat to communicate to each other more regularly. Examples of this include how each member of the group was getting on and if there were any problems. Steven was the one in contact with the client so as soon as he would send or receive an email from the client he would let us know through Facebook.



The team also held meetings on Discord. We used discord to discuss ideas further and if anyone needed help. Before we would hold a client meeting we would go over the specifics in Discord to make sure we where going to cover everything and if anyone in the group had anything to add.

08



*EVALUATION AND REFLECTION*

# EVALUATION AND REFLECTION

## WORKING AS A GROUP

At the start of the semester i didnt have a group. I suggested to Adrian my preferred skills and he matched me with a group my skills best suited. This worked out well for me as i could carry out any work that the group needed. However, in future projects i would like to work in a group that needed work done that i lacked in skill. This would allow me to progress more in my weaker areas of interactive media and make me better overall. Brogan and Steven were very good to work with and always notified me of any files ready to be inserted onto the website.

## COMMUNITY PARTNER

Anne-Marie at St Columbs Hall was a great partner to work with. She knew what she wanted from the projects and give good constructive feedback on all the major parts of work we produced. Any content that was needed for the website Anne-Marie had it emailed to us very quick and the same for any questions we had her responses were always fast.

## INITIAL DESIGN IDEAS

When creating initial designs the client was open to any ideas as long as it was modern and appealed to a young audience. The client liked how all our groups designs were different so she had a good range to choose from. The client liked all our designs and thought they would suit the business.

## FINAL OUTCOME

I am extremely satisfied with the final outcome. Our group has worked hard and re-branded a company to start their new business adventure. We have created a functional website that the client will be able to use for many years to come. The only regret i have is not focusing enough time on the website mock-ups in my pitch to make them the best they could have been. This project has taught me valuable skills i will need for the industry. The main skill i have learnt is how to communicate with a client, adjust work to suit the clients need, meet deadlines, building a website on Squarespace and communicate as a group to achieve the end goal of the project.

