Kilcooley Together

Project Manager

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Project Log

By Oskar Gruszewski

Ulster University Science Shop collaboration with Kilcooley Together.

Twenty**20**

Contents

Ulster University Science Shop collaboration with Kilcooley Together.

First Meeting

In our first meeting we got to meet the 3 main people from Kilcooley Education Working Group who are going to be responsible for making the decisions in regards to the brand and the website going forward. The three key people were Francesca, Syd and Evan.

During the meeting we were able to get a better understanding of what the working group is and what the idea behind the new brand is. The Group is currently formed from a number of partners that come together to provide education and support to the people of the Kilcooley area.

During the meeting it became clear that the new brand needed to be clean, modern and, appealing to the target audience of the group. We were also told that we were free to explore alternative names which the group could be know as which unlocked more options for us to be creative as a group working on this project.

Target Audience

Following the first meeting with the Kilcooley Education Working Group we got a better understanding of who their target audience is. The working group is trying to attract people of all ages who are interested in getting back into education.

Their audience is people from children to the elderly who may be in need of help or want to take a new career path and thus are wanting to re-enter education and open new doors for their future.

The main tag line that we decided to go with will be Removing Barriers, Unlocking Potential which is something Evan gave us during the first meeting. This tag-line will be appealing to people of all ages and will help to encourage them to get in contact with Kilcooley Education.

Project Deliverables

Following the first meeting we agreed on all the deliverables that we needed to come up with for the Kilcooley Education Working Group.

Deliverables:

> Branding and visual Identity

> Design and Development of new website

> Website Domain, hosting and emails

> Website guidelines

Researching Competitors

After agreeing on the deliverables with the group we each then proceeded onto carrying our own research into competitors of the Kilcooley Education Working Group. Once we found competitors we had to perform a benchmarking task in order to find the good and the bad points of each brand and the website. This benchmarking task allowed us to determine what website functionalities are required to create a great education website that will be suited for people of all ages.

I carried out research into a number of competitors and presented the group with 4 main competitors that I found and decided to benchmark. The competitors were:

> Northern Regional College

> Open University

> Irish Education Group

> Education Europe Group

I also looked into competitors such as Educatius Group USA, ITS Education Asia and Advance He. I didn't include the groups above in the benchmarking process as we decided to use 3/4 groups each for the brief document we created. In the Bench marking section you can find all the groups each member of our team researched.

Benchmarking

Category	Feature	Northern Regional College	Open University	Irish Education Group	Education Europe Group	Conway Education Centre	Southern Regional College	Westminster Adult Education Service	Supporting Communities	Education Group	Oasis Community Learning
First Impression	Aesthetics	Fresh, modern and recently refreshed	Content heavy, bit dated	Very basic	Poor design, dated and static	Poor and outdated	Standard for an institution like SRC but could be improved	Poor and outdated	Relatively modern, clean design but navigation feels cramped	Fresh, modern design	Modern design, animations and videos
	Identifiable Target Audience	Front Page	Front Page	Front Page	Front page	On front page	Yes	Yes	First page	First page	First page
	Identifiable Chief Aim	Doesn't give a specific aim	Front Page	Front Page	Front Page	Does not explain things too well	Yes	Does not explain things too well	First paragraph	Front page	First page
Look & Feel	Retina (HD Ready)	Most of the site	Most of the website	Some of the images are not	Images look good	Not all images are	Most images and logo	None	Yes	Yes	Yes
	Responsive	Yes but doesn't look the best on mobile in terms of design	Yes	Yes but its not the best	No	Only responsive up till a tablet size	Yes	Yes to a extent not mobile friendly	Yes	Yes	Yes
	Body text Font	San-serif	San-serif	San-serif	San-serif	San serif	San serif	San serif	San-serif	San-serif	San-serif
Technical	Content Management System	Expression Engine	Custom built	Squarespace	Wix	Wordpress	Wordpress	Wordpress	Squarespace	Fully custom web framework	Finalsite
	Analytics	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes

Benchmarking

Category	Feature	NRC	Open University	IDG	EEG	Conway Education Centre	Southern Regional College	Westminister Adult education service	Supporting Communities	Education Group	Oasis Community Learning
Navigation	Primary Menu Format	On hover drop downs/ click through	Standard click	Standard click	Standard click through	Standard click through	Standard click through	Standard click through	Standard	Hamburger menu	Standard
	Primary Menu Position	Horizontal op	Horizontal Top	Horizontal top, two lines	Horizontal top	Horizontal Top	Horizontal Top	Horizontal Top	Horizontal top	Top left	Horizontal top
	Breadcrumbs	Yes top of the page	Yes in courses	none	no	None	Top Footer	Top Footer	None	None	Yes
	Contact us	Footer	Main menu	main menu	Bottom of front page	Top menu Bar	Bottom of the main page	Top menu bar	Top menu	Top right and footer	Top bar above navigation and footer
Content	Explanation of service	About the college/ about higher education	About us page	Home and about us	Home and about us	Front page	Front page	Hidden in the services and support tab	First paragraph and separate 'About' page	Home page and about page	Home page and about us page
	Evidence of outdated content	None, site is new	None	Images, text and footer date is 2018	Design, responsiveness, the whole website isnt great	Every page of the website	None	On the main home page	Some images are small, rest of the site feels relatively modern	None	None
	Social Media	In the Footer	About us Page	None	header, top right	Bottom right of main page	Main page	In every page except main index.	Header and footer	Footer	Vertical on the right side and in footer
	FAQ Section	Under your application	None	None	None	None	None	None	None	Top left beside hamburger menu	None
	Privacy Policy	Footer	Footer	None	None	None	Bottom footer	Bottom footer	Footer	Footer	Footer

Benchmarking

Category	Feature	NRC	Open University	IDG	EEG	Conway Education Centre	Southern Regional College	Westminister Adult education service	Supporting Communities	Education Group	Oasis Community Learning
Search	Search	Top of the page	Top of the site	None	None	None	Top right	Top right	Below header, right side	None	Top right beside navigation
Functionality	Load time	2.2s	1.9 s	1.5 s	2.0 s	2.48s	1.55s	1.83s	4.05s	1.1s	1.8s
	Email Subscription	none	None	none	Yes	None	None	None	Yes	Yes	None
	Multilingual	no	nope	Yes	None	No	Not working	No	None	None	Yes
	No. languages	Nope	none	10	None	0	0	0	1, English	1, English	102
Accessibility	How many font types	3	2	2	3	4	3	5	1 font throughout	2	2
	Clear accurate headings	Yes	yes	yes	yes	No	Yes	No	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	No	No	No	Yes	No	Yes	Yes	Yes
	Link underlying	Not underlying but they have hover effects	Not all	On hover effects	not all	No	Yes but only works on specific browsers	No	On hover effects	No effects, mouse icon change only	No, but various hover animations
Overall Score		16	15	12	8	5	15	7	14	18	21

Creating the Brief

After all the members in our group finished their benchmarking process they both sent their sheets over to me. I took on the responsibility of writing the first draft of the brief. To do this I went through all the possible points that are relatable to the client and what we will need to achieve as a group.

Down Below you can find the full draft of our brief 1 draft. The first draft was created for our group to have all our information gathered in one document before moving forward and creating the final brief with an updated layout and shortened information put in simpler terms.

Along with the first brief draft I created the first draft of the site map which is included in the brief PDF.

Kilcooley Working Edication Group

Introducation

Background

Kilcooley Working education group is a partnership fromed to help people get back into education. The groups main mission is to help adults and teenagers achieve their full potential by offering them education through a number of different courses that are available to the public.

The group is currently expanding and have asked Ulster University to carry out a project that will help them grow their brand and attract more people who might be willing to change their life by taking on a course and entering a new role. The Partnership is made up of the following partners :

- Kilcooley Community Forum
- Kilcooley Women's Centre
- Bangor Alternatives
- Kilcooley Primary School
- Lady Bird Childcare/Sure Start
- Kilcooley Nursery unit
- Ard & North Down Borough Council

The project that we will carry out will involve:

- Design of a new Brand Identity
- Design of a hub website
- Development of the new website
- SEO set-up
- Email and website hosting set up

The Client has not specified a budget however we would like to keep the expenses to a minimum. The dealine for our project is the Friday 11th of December 2020

Benchmarking

Benchmarking Competition

As part of this project we carried out benchmarking excercise on the kilcooley competitors. The compertitors are all in the same sector, however they may not all be from the same area. As kilcooley is a growing group we want to ensure that they will be able to compete with the biggest education groups on all levels. The websites benchmarked below are all competitors which we feel are the closest to the kilcooley group.

NRC
https://www.nrc.ac.uk/

Open University
http://www.open.ac.uk/

IDG
https://www.irishedgroup.com/

EEG
https://www.educationeuropegroup.eu/

Conway Education Centre
https://www.conwayeducation.org/

Southern Regional College
https://www.src.ac.uk/

Westminister Adult education service
https://www.waes.ac.uk/

Supporting Communities
https://supportingcommunities.org/

Education Group
https://www.educationgroup.co.uk/

Oasis Community Learning
https://www.oasiscommunitylearning.org/

NRC
https://www.nrc.ac.uk/

Open University
http://www.open.ac.uk/

IDG
https://www.irishedgroup.com/

Conway Education Centre
https://www.conwayeducation.org/

EEG
https://www.educationeuropegroup.eu/

Southern Regional College
https://www.src.ac.uk/

Westminster Adult education service
https://www.waes.ac.uk/

Education Group
https://www.educationgroup.co.uk/

Supporting Communities
https://supportingcommunities.org/

Oasis Community Learning
https://www.oasiscommunitylearning.org/

Category	Feature	NRC	Open University	IDG	EEG	Conway Education Centre	Southern Regional College	Westminister Adult education service	Supporting Communities	Education Group	Oasis Community Learning
First Impression	Aesthetics	Fresh, Modern and recently refreshed	Content Heavy, bit dated	Very Basic	Poor design, dated and static	Poor and outdated	Standard for an institution like SRC but could be improved	Poor and outdated	Relatively modern, clean design but navigation feels cramped	Fresh, modern design	Modern design, animations and videos
	Identifiable Target Audience	Front Page	Front Page	Front Page	Fornt page	On front page	Yes	Yes	Yes, supporting communities	Yes, first page	First page
	Identifiable Chief Aim	Doesn't Give a specific aim	Front Page	Front Page	pront pahe	Does not explain things to well	Yes it does	Does not explain things to well	First paragraph	Front page	First page
Look & Feel	Retina (HD Ready)	Most of the site is	Most of the website	some of the images arent	images look good	Not all images are	Most images and logo. Are	None	Yes	Yes	Yes
	Responsive	Yes but doesn't look the best on mobile in terms of desigj	Yes	Yes but its not the best	No	Only responsive up till a tablet size.	Yes	Yes to a extent not mobile friendly	Yes	Yes	Yes
	Content in Prime Position	Slider	Information banner	Banner	Below header	Image slider content messy across site	Slider	Slider	First paragraph	Slider	Image with text slider
	Body text Font	San-serif	San-serif	San-serif	San-serif	San serif	San serif	San serif	San-serif	San-serif	San-serif
	Logo Placement	Top left	Top Left	Top left	top left	Top left	Top left	Top left	Top left	Middle	Top left
Technical	Book Online	None	None	None	none	No learning query online	None	None	None	No, does have events calendar	None
	Content Management System	ExpressionEngine	Custom built	Square Space	Wix	Wordpress	Wordpress	Wordpress	Squarespace	Seemingly fully custom, Web Framework	Finalsite
	Analytics Embedded	Yes	yes	yes	no	None	Yes	Yes	Yes	Yes	Yes
Navigation	Primary Menu Format	On Hover drop downs/Click through	Standard Click	Standard click	Standard click through	Standard click through	Standard click through	Standard click through	Standard	Hamburger menu	Standard
	Primary Menu Position	Horizontal Top	Horizontal Top	Horizontal top, two lines	Horizontal top	Horizontal Top	Horizontal Top	Horizontal Top	Horizontal below logo, converts to hamburger for responsiveness	Top left	Horizontal top
	Means of getting to top of page	None	Scroll, on mobile there is an arrow that scrolls up	Scroll	scroll	None	None	None	Scroll	Scroll	Scroll or click on logo
	Sitemap	None	None	none	None	None	None	None	None	None	None
	Breadcrumbs	Yes top of the page	Yes in courses	none	no	None	Top Footer	Top Footer	None	None	Yes
	Contact us	Footer	Main menu	main menu	Bottom of front page	Top menu Bar	Bottom of the main page	Top menu bar	Top menu	Top right and footer	Top bar above navigation and footer
	No. of clicks to contact us	1 but you need to scroll	1	1	scroll	2 Clicks	1 Click	No online contact forum	2 clicks (includes submit button)	2 clicks (includes submit button)	1 click
Content	Explanation of service	About the college/ about higher educatiom	About us page	Home & about us	home & about page	Front page	Front page	Hidden in the services and support tab	First paragraph and separate 'About' page	Home page and about page	First page and about us page
	Evidence of outdated content	None, site is new	None	Images, text and footer date is 2018	Design, Responsiveness, the whole website isnt great	Every page of the website	None	On the main home page	Some images are small, rest of the site feels relatively modern	None	None
	Social Media	In the Footer	About us Page	None	header, top right	Bottom right off main page	Main page	In every page except main index.	Header and footer	Footer	Vertical on the right side and in footer
	FAQ Section	Under your application	None	None	None	None	None	None	None	Top left beside hamburger menu	None
	Privacy Policy	footer	Footer	None	None	None	Bottom footer	Bottom footer	Footer	Footer	Footer
Search	Search	Top of the page	Top of the sire	None	None	None	Top right	Top right	Below header, right side	None	Top right beside navigation
	Type of section	none, site is new	None	none	none	None	Text	Text	Text	None	None
Functionality	Load time	2.2s	1.9 s	1.5 s	2.0 s	2.48s	1.55s	1.83s	4.05s	1.1s	1.8s
	Email Subscription	none	None	none	Yes	None	None	None	Yes	Yes	None
	Multilingual	no	nope	Yes	None	No	Not working	No	None	None	Yes
	No. languages	Nope	none	10	None	0	0	0	1, English	1, English	10
Accessibility	How many font types	3	2	2	3	4	3	5	1 font throughout	2	
	Clear accurate headings	Yes	yes	yes	yes	No	Yes	No	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	no all	not all	No	Yes	No	Yes	Yes	Yes
	Link underlying	Not underlying but they have hover effects	Not all	On hover effects	not all	No	Yes but only works on specific browsers	No	On hover effects	No effects, mouse icon change only	No, but various hover animations
	Hyperlinks change colour is visited	No	no	no	no	No	Yes	No	No	No	No

Benchmarking

Summary

Benchmarking summary to be added.

The Brief

Audience

This organisation is unique in the sense that it is aiming to be all inclusive to people of all ages regardless of sex, race or background. From primary school aged children to adults, the brand and subsequent website should reflect that. The organistion is also looking to attact people who are looking to change careers or persue their life long dream in a specific sector by offering courses that will help and individual achieve their full potential.

The website will be designs for two specific groups, the customer and the administrators. The customers will be people who visit the website looking for information in regards to education in the Ards and North Down area. The Administrator will be the person who is in charge of updating the website to make sure they are always up to date.

Aims

From our meeting we gathered that the organisation will be a hub; an amalgamation of all groups in the area in which users can learn more and interact with each group in one centralised place. It will essentially be a 'Kilcooley Education' brand, with each group being a sub-brand. Education must be the sole focus, not just for young people but for older people and those looking to get back into education; therefore, the website and overall brand should be fully accessible to everyone.

Whilst education is the sole focus, it isn't necessarily focused on education just for certificates; but also supports education for mental wellbeing through things like man-sheds.

During our meeting it also became apparent that this group had bigger ambitions, ambitions that spread further than the area of Kilcooley. Pushing the brand to the wider Ards & North Down area would provide a wider audience for the organisation and would enable increased growth over time. In order to facilitate this direction, a name change may be a smart decision as it would open the organisation to wider possibilities. The name could be completely unrelated to the origins of the organisation; however, it may be beneficial to draw inspiration from its roots without confining it to a specific area.

The client specified that they require a fully responsive website that will be easy to use for all ages. As their audience includes adults there is the possibility that they may not be able to

Platform

The websites needs to be mobile and tablet responsive as a large percentage of website visitors prefer to use devices such as Ipads, tablets and mobile phone instead of a laptop or a desktop computer. This means that we need to ensure that the website will work on all screen sizes.

A lot of education websites use WordPress as their primary CMS, WordPress is very easy to use for the administrator and offers a very simple plugin update section. WordPress is the CMS that we advise to proceed with for ease of use.

Hosting and Emails

For website Hosting and emails we recommend using a company called Big Wet Fish in Carrickfergus. The Company offers online support from 8am to 11pm every day which the client can use if anything were to go worng. They also offer email services that are included in the hosting price and provide a free SSL certificate that comes with the hosting package.

Branding

There is already somewhat of a brand for the sub-brands within this organisation, however there is no set brand for this specific organisation currently. It may be beneficial to incorporate aspects (such as colour palettes) of the existing brands into this one. Whilst a logo will be an important area for this as it will be the face of the organisation, the brand extends much further than the logo in the form of marketing materials for print and social media, photography and videography etc.

We will explore possible names and brand designs and present them to the client to pick the best possible brand identity for the group. The brand should last for many years and will be the key element for the groups expansion

Look/Feel

The website should be very modern and easy to use. We want to make sure that the audience of Kilcooley finds the website user friendly and not content heavy as this can put off visitors from exploring the website further. We will design the website in line with the brand we create. The website will be easy to navigate yet it will have a modern design and feel fresh and pleasing to they eye. On the website we will incorpotate an events page that visitors can look through and attend the events most suited to them.

Content Management Guidelines

Along side of the new brand we will also probide content management guidelines for the client. This will help to make sure that the brand always follows the correct style and used the correct fonts, colours and images. This is not only for websites as it will also apply to future poster, animation, leaflet, booklet designs. We will supply a pdf with full brand guidelines upon selection of the brand.

Website Optimisation

We will make sure that the website is fully optimised to make sure the loading speed is below 2 seconds. Users who spend more than 2 seconds waiting for a website to load are more likely to click of the website and go elsewhere therefore installing speed optimisation plugins such as Humming Bird, Smus and asset clean up will allow us to use G-Zip compression, reduce the resource block render time and compress CSS and JS on the live website.

SEO

As the group is currently expanding it is important that the seo and google analytics are set up correctly. We will work with the client to write the best meta descriptions that will help them rank in google. We will also create a google analytics account and upload the site map onto google search console to help them index on google and help the expansion of the group.

Tone

The client will supply content for the website, We will produce a website guideline that the client will then use to write content for each section. The content will need to match the website guideline as we want to make sure that it doesn't make the website look too text heavy.

USP'S

Kilcooley has an exisitng brand we can work off.
Kilcooley has a number of testimonials we can use.
Kilcooley has each partners website live so we can look at content on each.

Matinance

The website will be fully customisable by the client. We will crate the website using ACF to allow the client to change the content on the website without actually changing the layout. This will ensure that the client will always have the option to change the website with having very little risk of the website breaking.

Using Big Wet Fish for hosting also offers support to the client should anything go wrong in the future. The support team will be able to fix any issues that may happen on the website. Along this we will provide website trainging and a pdf that the client will be able to revert to at any point in time

Project Breakdown

Project Break Down
Brand Identity is going to be our starting point of the project. We will come up with names for the group which we will then use to create a new brand which includes:
- Logo
- Business Card Design
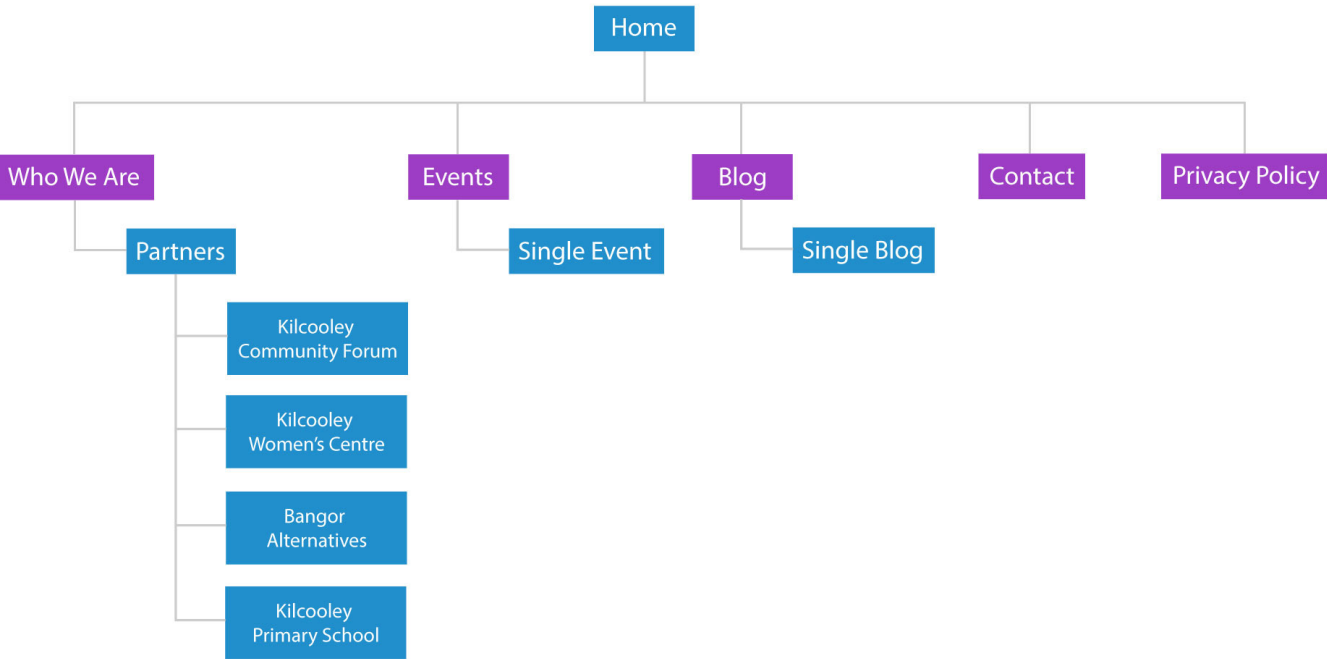- Social Media profile assets
- Website Design

We will create a brand guideline document that will outline how the brand should be used. This will include the typeface the brand uses and colours which the company will use going forward. The colours will be supplied in all formats to ensure the clients has all the codes for future projects.
The website will consist of 9-page templates which will make up all the pages on the website. The website will be a fully custom-built theme with a free WordPress installation to save the client as much money as possible on this project.
The pages that we will create templates for are:
- Home
- Who we are
- Blog
- Events
- Contact
- Partners
- Privacy Policy
- Single Blog
- Single Event

Site Map

```
                              ┌──────────┐
                              │   Home   │
                              └──────────┘
        ┌─────────────┬────────────┼────────────┬─────────────┐
  ┌────────────┐ ┌──────────┐ ┌──────────┐ ┌──────────┐ ┌────────────────┐
  │ Who We Are │ │  Events  │ │   Blog   │ │ Contact  │ │ Privacy Policy │
  └────────────┘ └──────────┘ └──────────┘ └──────────┘ └────────────────┘
        │              │            │
   ┌──────────┐  ┌──────────────┐ ┌──────────────┐
   │ Partners │  │ Single Event │ │ Single Blog  │
   └──────────┘  └──────────────┘ └──────────────┘
        │
   ┌──────────────────┐
   │    Kilcooley     │
   │ Community Forum  │
   └──────────────────┘
   ┌──────────────────┐
   │    Kilcooley     │
   │  Women's Centre  │
   └──────────────────┘
   ┌──────────────────┐
   │     Bangor       │
   │   Alternatives   │
   └──────────────────┘
   ┌──────────────────┐
   │    Kilcooley     │
   │  Primary School  │
   └──────────────────┘
```

Time Lines

We will deliver the project in the following time line:

Pitch Deck Presentation - 29th October 2020
Project Deadline - 11th December 2020

Project Team

Claire Mulrone: Project Manager
Adrian Hickey: Creative Director
Oskar Gruszewski: Interactive Designer
Stephen McCallen: Interactive Designer
Cody Leslie: Interactive Designer

Brief Analysis

We presented our first draft of the Brief to Adrian and Claire. During the session we went through the information which was included in the brief. From the feedback given to us it was clear that we needed to update the target audience section as it needed to be open to a wider audience.

We also explained to Claire and Adrian that this draft if mainly focusing on the information and that as a group we will look at the layout and make sure it is much more presentable to the client.

Following the initial brief meeting myself and my team had a meeting to discuss the design of our brief. I sent the document over to Cody who volunteered to take lead on the layout of the pages. We then agreed on the font of the brief file and went through each of the points and removed sections that we felt were not necessary and shortened the sections which we decided to keep.

We also looked at the target audience and adjusted the information so that it fits a wider audience that the group will be targeting. Down below you can find the final brief that was presented to the client.

Kilcooley Education Working Group

Project Manager

Claire Mulrone

Creative Director

Adrian Hickey

Interactive Designers

Oskar Gruszewski

Stephen McCallen

Cody Leslie

Ulster University Science Shop collaboration with Kilcooley Education Working Group

Twenty20

Introduction

Background

Kilcooley Education Working Group is a partnership formed to bring together various different educational organisations for Kilcooley and surrounding areas. Each of the organisations within the group work closely to help people achieve their full potential by offering them opportunities to address educational underachievement regardless of their age sex or background.

→

Currently the group does not have any branding or accompanying visual identity and do not have any presence online. They would like to rectify this by the creation of a hub website for users to interact learn more about each group and get information on opportunities. Similarly they would like their branding to be fresh inticing and above all: **accessible to audiences of all ages.**

Deliverables

> Branding and visual identity

> Design and development of new website

> Website domain

> Website & email hosting

> Website administrator support

Removing barriers. Unlocking potential.

Benchmarking

Competitors

↓ ↓

As part of this project we undertook a benchmarking exercise to review a range of organisations within a similar sector to Kilcooley Education Working Group. This is a helpful exercise to understand areas in which we can ensure the final website will be able to compete with organisations in the same sector.

The following sites were identified and assesed during the benchmarking exercise:

> Northern Regional College

www.nrc.ac.uk

> Open University

www.open.ac.uk

> Irish Education Group

www.irishedgroup.com

> Education Europe Group

www.educationeuropegroup.eu

> Southern Regional College

www.src.ac.uk

> Conway Education Centre

www.conwayeducation.org

> Westminster Adult Education Service

www.waes.ac.uk

> Supporting Communities

www.supportingcommunities.org

> Education Group

www.educationgroup.co.uk

> Oasis Community Learning

www.oasiscommunitylearning.org
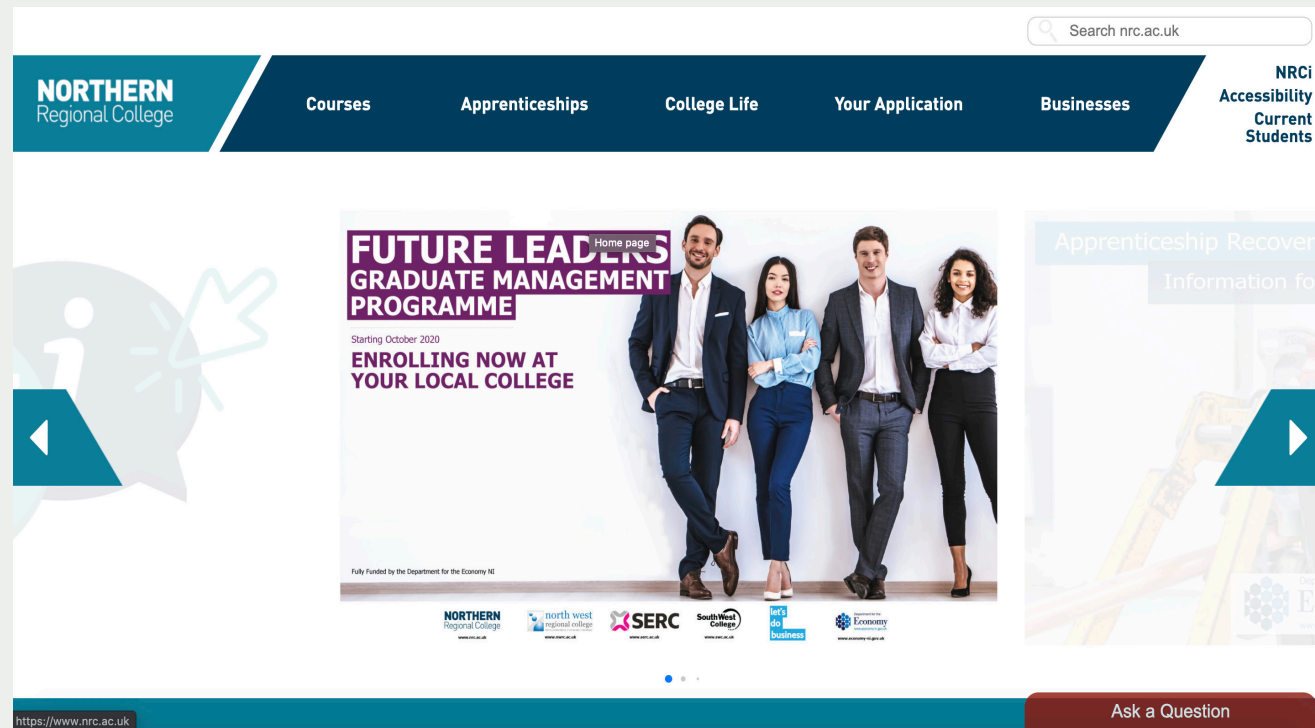
> Northern Regional College
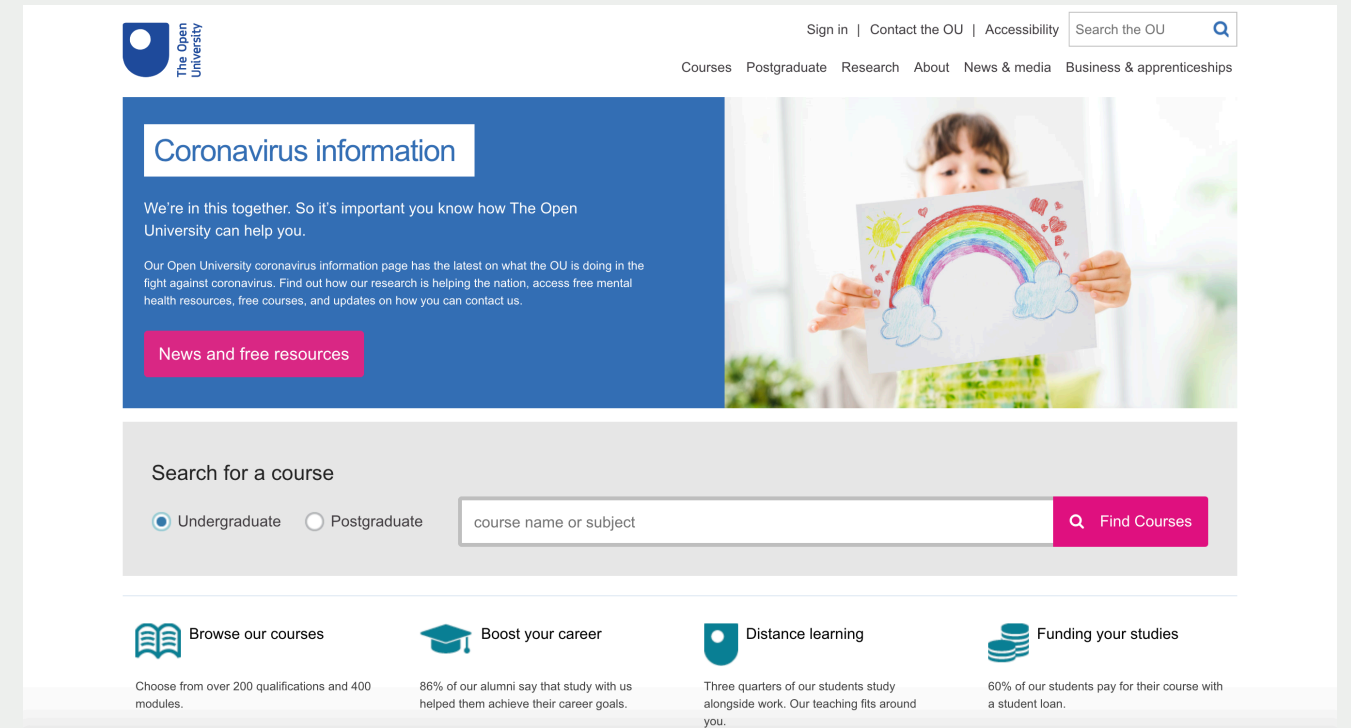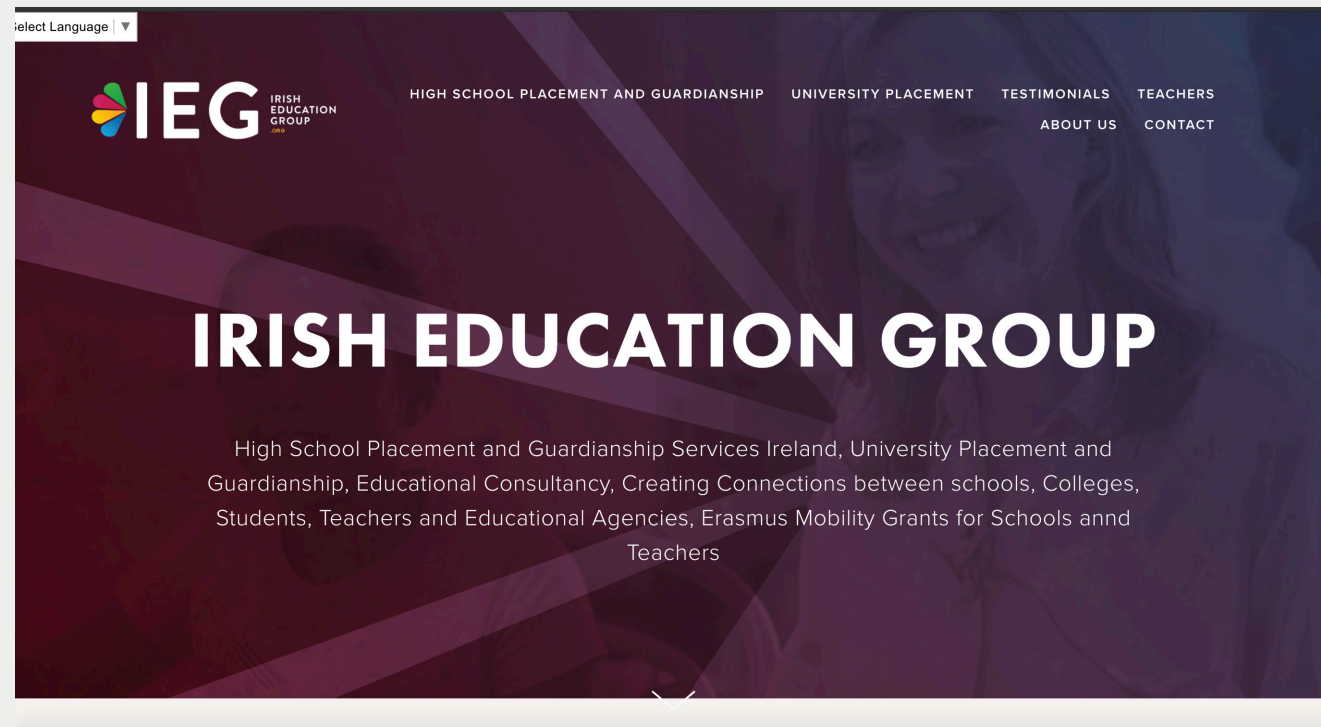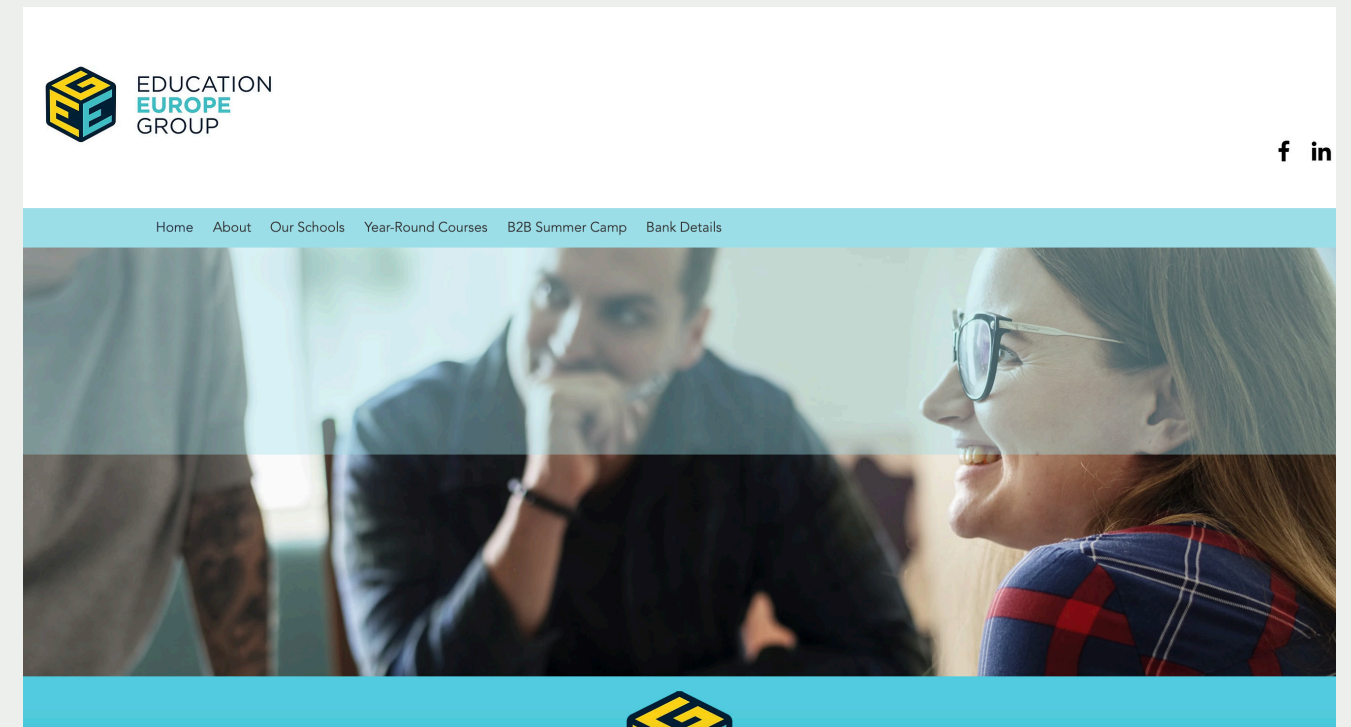
> Open University

> Irish Education Group

> Education Europe Group

> Conway Education Centre
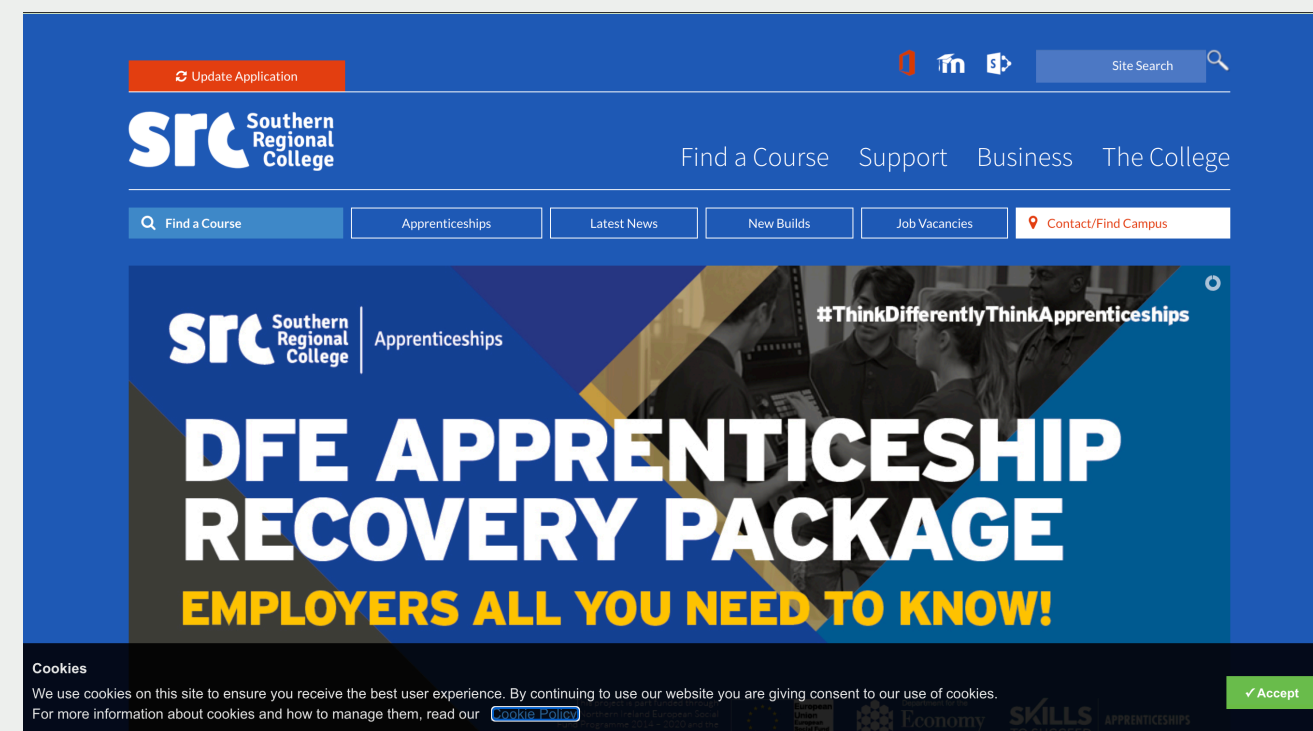
> Southern Regional College
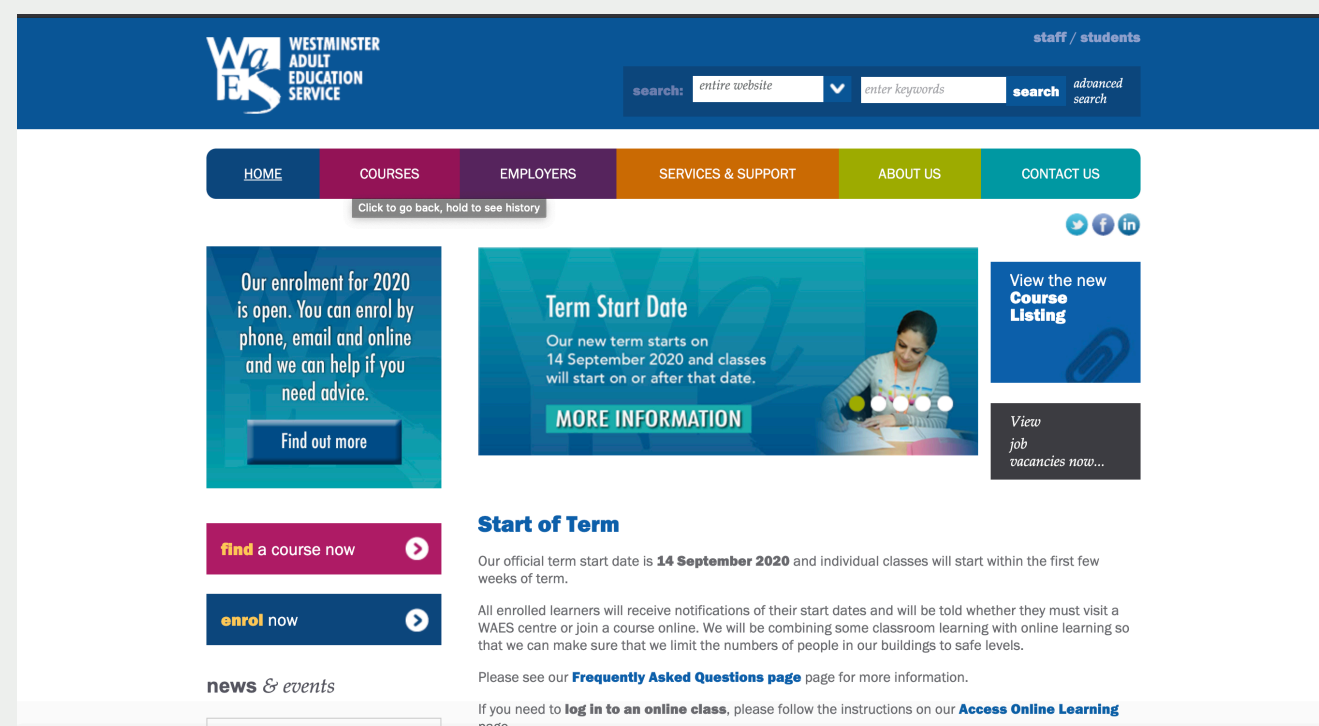
> Westminster Adult Education Service
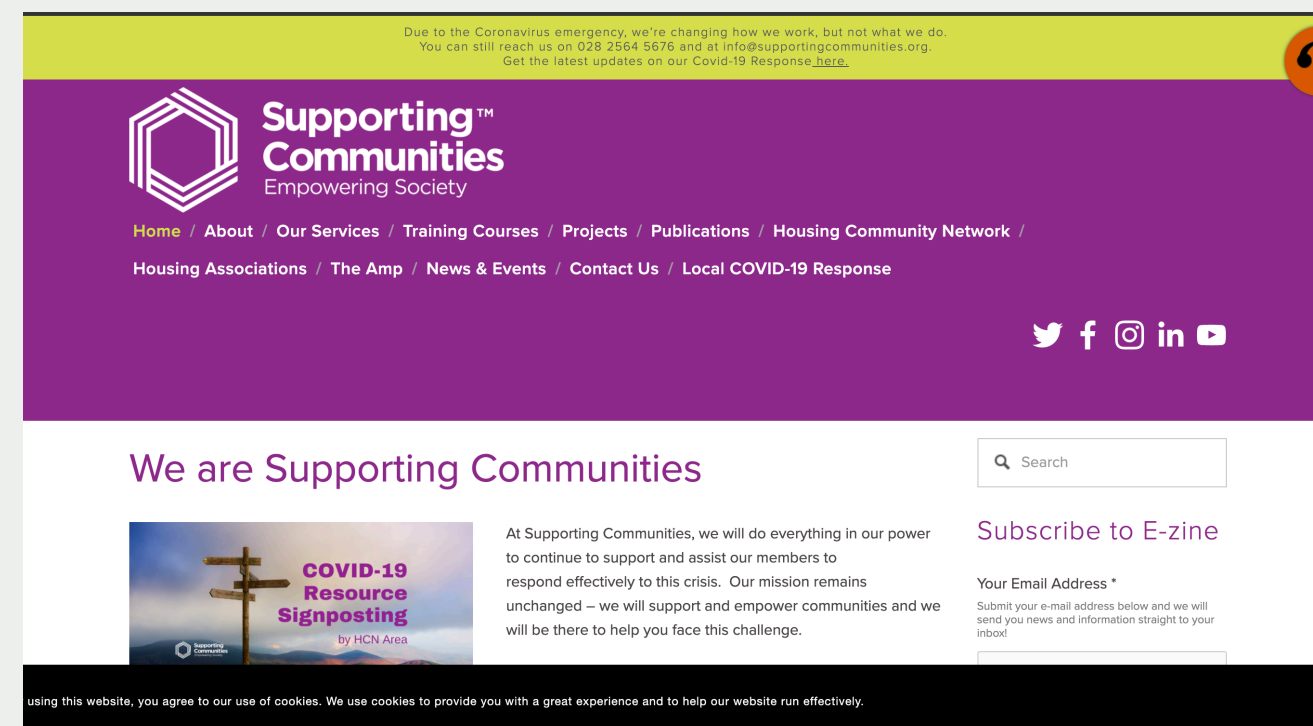
> Supporting Communities

> Education Group

> Oasis Community Learning

Benchmarking

Category	Feature	Northern Regional College	Open University	Irish Education Group	Education Europe Group	Conway Education Centre	Southern Regional College	Westminster Adult Education Service	Supporting Communities	Education Group	Oasis Community Learning
First Impression	Aesthetics	Fresh, modern and recently refreshed	Content heavy, bit dated	Very basic	Poor design, dated and static	Poor and outdated	Standard for an institution like SRC but could be improved	Poor and outdated	Relatively modern, clean design but navigation feels cramped	Fresh, modern design	Modern design, animations and videos
	Identifiable Target Audience	Front Page	Front Page	Front Page	Front page	On front page	Yes	Yes	First page	First page	First page
	Identifiable Chief Aim	Doesn't give a specific aim	Front Page	Front Page	Front Page	Does not explain things too well	Yes	Does not explain things too well	First paragraph	Front page	First page
Look & Feel	Retina (HD Ready)	Most of the site	Most of the website	Some of the images are not	Images look good	Not all images are	Most images and logo	None	Yes	Yes	Yes
	Responsive	Yes but doesn't look the best on mobile in terms of design	Yes	Yes but its not the best	No	Only responsive up till a tablet size	Yes	Yes to a extent not mobile friendly	Yes	Yes	Yes
	Body text Font	San-serif	San-serif	San-serif	San-serif	San serif	San serif	San serif	San-serif	San-serif	San-serif
Technical	Content Management System	Expression Engine	Custom built	Squarespace	Wix	Wordpress	Wordpress	Wordpress	Squarespace	Fully custom web framework	Finalsite
	Analytics	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes

Category	Feature	NRC	Open University	IDG	EEG	Conway Education Centre	Southern Regional College	Westminister Adult education service	Supporting Communities	Education Group	Oasis Community Learning
Navigation	Primary Menu Format	On hover drop downs/ click through	Standard click	Standard click	Standard click through	Standard click through	Standard click through	Standard click through	Standard	Hamburger menu	Standard
	Primary Menu Position	Horizontal op	Horizontal Top	Horizontal top, two lines	Horizontal top	Horizontal Top	Horizontal Top	Horizontal Top	Horizontal top	Top left	Horizontal top
	Breadcrumbs	Yes top of the page	Yes in courses	none	no	None	Top Footer	Top Footer	None	None	Yes
	Contact us	Footer	Main menu	main menu	Bottom of front page	Top menu Bar	Bottom of the main page	Top menu bar	Top menu	Top right and footer	Top bar above navigation and footer
Content	Explanation of service	About the college/ about higher education	About us page	Home and about us	Home and about us	Front page	Front page	Hidden in the services and support tab	First paragraph and separate 'About' page	Home page and about page	Home page and about us page
	Evidence of outdated content	None, site is new	None	Images, text and footer date is 2018	Design, responsiveness, the whole website isnt great	Every page of the website	None	On the main home page	Some images are small, rest of the site feels relatively modern	None	None
	Social Media	In the Footer	About us Page	None	header, top right	Bottom right of main page	Main page	In every page except main index.	Header and footer	Footer	Vertical on the right side and in footer
	FAQ Section	Under your application	None	None	None	None	None	None	None	Top left beside hamburger menu	None
	Privacy Policy	Footer	Footer	None	None	None	Bottom footer	Bottom footer	Footer	Footer	Footer

Category	Feature	NRC	Open University	IDG	EEG	Conway Education Centre	Southern Regional College	Westminister Adult education service	Supporting Communities	Education Group	Oasis Community Learning
Search	Search	Top of the page	Top of the site	None	None	None	Top right	Top right	Below header, right side	None	Top right beside navigation
Functionality	Load time	2.2s	1.9 s	1.5 s	2.0 s	2.48s	1.55s	1.83s	4.05s	1.1s	1.8s
	Email Subscription	none	None	none	Yes	None	None	None	Yes	Yes	None
	Multilingual	no	nope	Yes	None	No	Not working	No	None	None	Yes
	No. languages	Nope	none	10	None	0	0	0	1, English	1, English	102
Accessibility	How many font types	3	2	2	3	4	3	5	1 font throughout	2	2
	Clear accurate headings	Yes	yes	yes	yes	No	Yes	No	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	No	No	No	Yes	No	Yes	Yes	Yes
	Link underlying	Not underlying but they have hover effects	Not all	On hover effects	not all	No	Yes but only works on specific browsers	No	On hover effects	No effects, mouse icon change only	No, but various hover animations
Overall Score		16	15	12	8	5	15	7	14	18	21

Benchmarking Summary & Conclusion

Upon benchmarking these competing educational websites and measuring them against the categories in the previous pages it is clear that **Oasis Community Learning** is the best example of contemporary website design. This example stands out from the rest as it has executed various areas we consider 'good practice' very well. However it isn't perfect and leaves plenty of room for improvement for our website design and development.

Second was **Education Group** who also are a great example of contemporary website design. The design is somewhat refreshing in comparison to the other websites breaking the norm of placing their logo in the middle as opposed to the top left. That being said they missed the mark in some areas such as requiring too many clicks to reach the 'contact us' page. Also they did not have a search functionality and were not multilingual.

Third was **Northern Regional College**. Their website was a good example of contemporary website design as it looked unique without being overly complicated. They made their audience clear and the tone of voice was inticing. However their website dropped marks in areas such as a poor load time of 2.2s (anything under 2s is considered best practice). Also they had no email newsletter capabilities and no multilingual support.

The benchmarking process has been beneficial as it has identified various areas of good and bad practice in all websites. No website has reached perfection therefore leaving enough room for improvement for KEWG to be the leader in this field.

The Brief

Aims

› The creation of a fresh welcoming and accessible brand and visual identity.

› Fully responsive and similarly accessible website that allows for easy user interaction.

› Facilitation of group growth both in userbase and user interaction.

Audience

At the heart of Kilcooley Education Working Group is a wide audience of people from children to adults. It is unique due to its general message of inclusivity supporting people of all ages regardless of sex and background. Although an education group at its core KEWG also provides projects to residents dealing with poor health/wellbeing. It is hoped that the new brand and website will not only reflect this but above all be accessible to all users.

Platform

Due to the emphasis on accessibility the site will be created with users of all abilities in mind. To support this the website will need to be responsive working on all devices across the board. Additionally the website will need a CMS (Content Management System) that will enable the website admin to easily keep the website updated with new content. WordPress will be utilised for this website as it is renowned for its ease of use and allows for great customisation.

The Brief

Branding

→

Look & Feel

Currently KEWG does not have any branding however the organisations within do. Whilst the logo will be an important part of the brand it extends much further in the form of a visual identity. This will help the organisation engage their target audiences, greatly increasing the chances of user interaction with the educational and mental health support the organisation provides.

Whilst the organisation currently has a name in Kilcooley Education Working Group it was left open for creative input. As an organisation that has big ambitions that spread further than the area of Kilcooley a name change or alteration could be beneficial. It would facilitate the ability to eventually expand the organisation further afield thus increasing the number of potential users.

The website should be modern and user friendly utilising simplicity throughout. This is vital as it will keep users engaged with the website and avoid friction that turns users away from a poorly designed website. Additionally the website will contain an events calendar that users can easily interact with to learn more about and get involved.

The Brief

Site Map

```
                                    ┌──────────────┐
                                    │     Home     │
                                    └──────┬───────┘
        ┌──────────────┬──────────────┼──────────────┬──────────────┐
┌───────┴──────┐ ┌─────┴────────┐ ┌───┴──────┐ ┌─────┴────────┐ ┌───┴──────┐
│    About     │ │    Events    │ │   Blog   │ │   Contact    │ │ Privacy  │
└───────┬──────┘ └─────┬────────┘ └───┬──────┘ └──────────────┘ └──────────┘
┌───────┴──────┐       │              │
│   Partners   │  ┌────┴─────────┐  ┌─┴──────────────┐
└───────┬──────┘  │   Calendar   │  │  Recent Blogs  │
        │         └────┬─────────┘  └────────────────┘
   ┌────┴─────────┐    │
   │  Partner 1   │  ┌─┴──────────────┐
   └──────────────┘  │  Single Event  │
   ┌──────────────┐  └────────────────┘
   │  Partner 2   │
   └──────────────┘
   ┌──────────────┐
   │  Partner 2   │
   └──────────────┘
   ┌──────────────┐
   │  Partner 2   │
   └──────────────┘
```
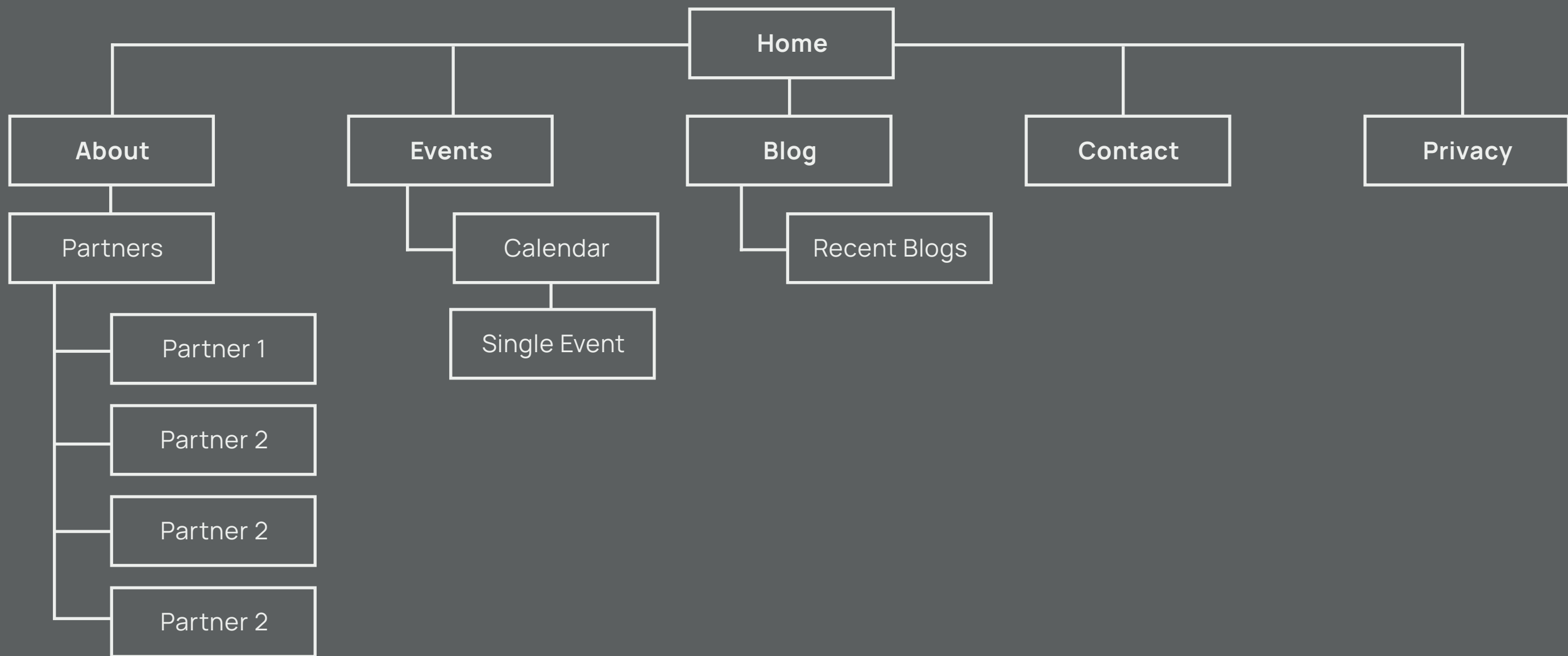
Project Roadmap

Step 1 →

> Meet with organisation on Microsoft Teams to learn more about them and their vision/ aims for this project.

> Research the sector further. Benchmark competitor websites to gather areas of good and bad practice thus informing good design decisions.

> Create a brief for the organisation outlining the aims and plans for the project. Brief also will present research. **(15 Oct '20)**

Step 2 →

> When the brief is approved the design team must produce answers to the brief and pitch them to the organisation.

> Brand visual identity and website to be designed by each member of the team following each creative interpretation of the brief.

> Each direction to be presented in pitch form to the organisation to choose their favourite or areas of improvement. **(29 Oct '20)**

Step 3

> Upon approval of the final design direction; taking any constructive criticism into account website development can begin.

> The creation of social media assets to support the organisation in preparation for rolling out their new visual identity to the public.

> Final project to be thoroughly tested and approved by the organisation. Hand over of assets and guidelines to follow. **(11 Dec '20)**

Final Brief Feedback

Once we got the sign of from Adrian I sent an email to Francesca who forwarded the brief to all the partners of Kilcooley Education Working Group. We managed to get feedback which was really good as all the partners were extremely happy with the brief and had no changes to the brief.

GJ Garrett, Joanne ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓
Tue 20/10/2020 09:15

▓▓▓

Fran this looks really good. I have no amendments to make. Many thanks, Joanne.

...

DF Dowler, Francesca ▓▓▓▓▓▓▓▓▓▓▓▓▓▓
Wed 21/10/2020 07:25

▓▓▓▓▓▓▓▓▓▓▓▓▓

Good morning
The EWG are delighted with progress. Please proceed
Fran

Get Outlook for iOS

Name Generation

In the initial meeting with the group we learned that they were happy for us to explore different names. I then started searching for name ideas that could work for the group. I spent a lot of time researching other groups which gave me an idea of what groups in this sector use for their names. Here is a list of names which I though could work.

Kilcooley education

Cooley Ed

KC Education group

GoEd – Kilcooley education working group

Educatic – Kilcooley education working group

Enrole – Kilcooley education working group

Educove – Kilcooley education working group

Educativ – Kilcooley education working group

Aspirux – Kilcooley education working group

IStrive – Kilcooley education working group

Aspirex – Kilcooley education working group

Dream Path – Kilcooley education working group

Unlocked – Kilcooley education working group

Edlock – Kilcooley education working group

IAspire – Kilcooley education working group

Impactive – Kilcooley education working group

Achieve – Kilcooley education group

Collective - Kilcooley education group

Once I gathered all the names I picked 3 main ideas which I then worked on turning into logos. The names picked were Educativ, Collective and Kilcooley Education.

Idea 1

I picked the name educativ to use for my first idea. For this brand I decided to create a full brand presentation rather than a single logo. I done this in order to get a sense of what needs to go into a full brand pitch which we will need to make when we present our ideas to the client. I thought that a trail run through the full process with my first idea would help me down the line.

Once I decided on which name I will use for my first idea started brain storming ideas on what image or icon I can create to make the logo look professional. I decided to go with a pyramid for the main icon in my first idea.

You can see the full brand presentation with explanation on why I made certain choices for this specific design.

EDUCATIV
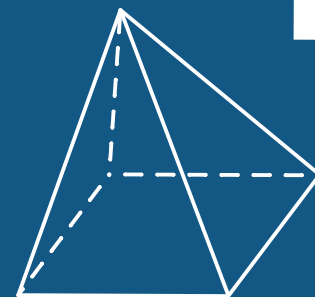
Removing Barriers to unlock potential

I decided to go with a pyramid for the letter A as I think it will fit perfectly with the message of the company. Essentially the group is helping people get back into education and climb from the bottom to the top which I feel the pyramid is a perfect metaphore for. It also has the meaning of taking another step in education and climbing the pyramid from kindergarten all the way till an individual is fully qualified for a specific role in their fields.
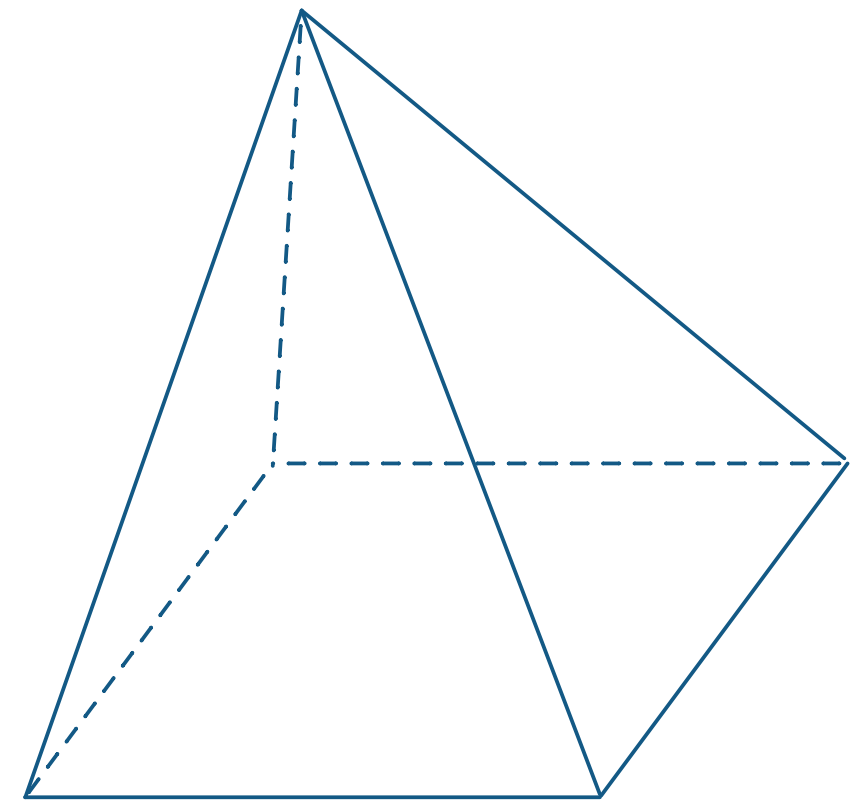
Colours
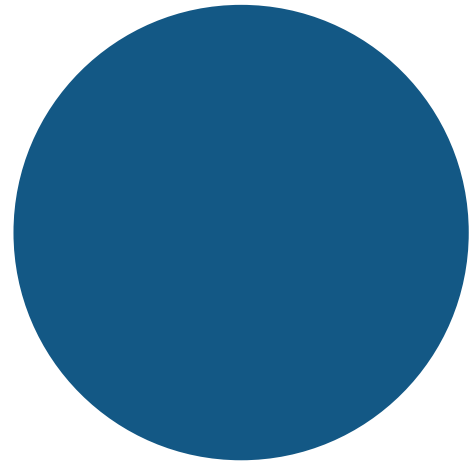
Hex: #115281
RGB: (17,82,129)
CMYK: (87,36,0,49)
HSL: (205.2,76.7%,28.6%)
HSV: 0.5699, 0.8682, 0.5059
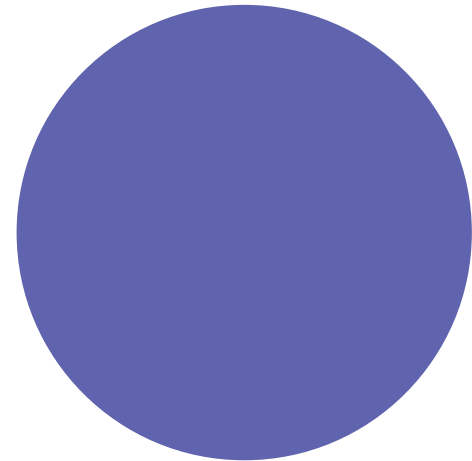
Hex: #655EA7
RGB: (101,94,167)
CMYK: (40,44,0,35)
HSL: (245.8,29.3%,51.2%)
HSV: 0.6826, 0.4371, 0.6549

I carried out Research on different education groups and from my research online i noticed that most groups use the one of the three colours I used to create this brand. I included all the codes for these colours. The brand will also include white which will make up the 4 colours of this brand.
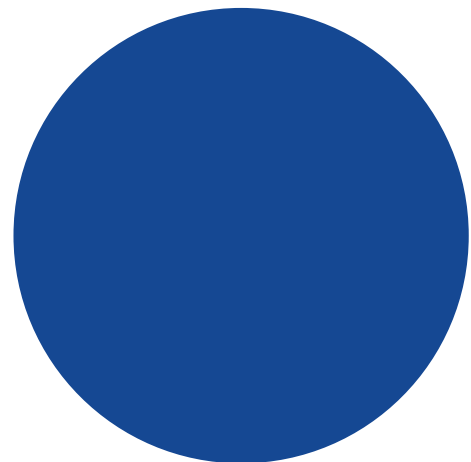
Hex: #1E3D88
RGB: (30,61,136)
CMYK: (78,55,0,47)
HSL: (222.5,63.9%,32.5%)
HSV: 0.6179, 0.7794, 0.5333

Typography

Font Family:

Bahnschrift

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890-=?!@£$%^&*()

Use of Typography

For the brand, Bahnschrift is the main typeface.
The modern sans-serif font is used in Upper
case for Logo and Lower Case for Text. This easy to
read, timeless typefaceworks perfectly in making
the Educativ businesscome alive by portraying an up to
date and modern company.

EDUCATIV

EDUCATIV

EDUC TIV

EDU

Francesca
Dowler

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Group Feedback

Following the presentation of my idea to the group during our weekly meetings I was able to get feedback on the idea. Adrian suggested that I explore a different name such as Collective. This is because the current name is a Romanian version of spelling educative. It also looked like it was spelt wrong to people who look at it for the first time.

Claire and the team also pointed out that the pyramid might give the wrong idea to people the group is trying to attract. They pointed out that the pyramid may give the idea to the target audience that the group focuses on Maths primarily. This is because at first look people may think the pyramid represents geometry.

The team asked me to experiment with different icons and a different name that would be in English and has the full spelling of the word. I took the feedback on board and went on to experiment with different icons and names.

COLLECTIVE

Idea 2

Following the feedback from my group on the first idea I created, I started experimenting with the name collective. I decided to change the icon to a head with small squares following into it which was supposed to represent the knowledge pouring into the head of an individual.

I also used the icon in the place of the O in the logo as I tried sticking to a similar style of designs as the educativ logo Idea. Once I put the icon and text in place I was pleased with the final design for this idea. Following presentation of this idea to my group we decided that it was very corporate and that it may be better to experiment with an idea that is a bit more fun and playful.

Idea 3

My Third idea came from the original meeting with the group partners. They made it clear that Kilcooley Education Working Group was there to help people. This sparked an idea where I decided to use hands in the Logo.

The land images are supposed to represent a helping hand which the education group is trying to give to the people of the Kilcooley area. I pitched this idea with all the other logos I created to the group for feedback and we decided that it the logo feel more like a primary school logo and is more tailored towards children. This didn't meet the brief as the logo needed to be suitable for people of all ages.

Kilcooley Education Group

Kilcooley Education Group

Idea 4

Idea 4 comes from feedback I got from Adrian when we reviewed the educativ logo. The idea was to have particles coming in to the books. This represents the knowledge flowing out of kilcooley and coming together to form a book.

This is meant to represent the individuals who turn to Kilcooley education for help. The idea is that the knowledge comes from Kilcooley and forms a book that helps individuals achieve their goals. Although this logo was not picked to go forward for the pitch it helped me to come up with ideas that I was able to experiment with and create logos that were more fitting to the group.

Kilcooley
Education
Group

Idea 5

My next idea came from the Collective logo design and idea 4 combined. After looking at Idea 4 I decided to try the book and knowledge flowing out again but I wanted to experiment by adding in the head icon.

The idea here is that the particles coming from Kilcooley Education Group title flows into a persons head and creates a book. This represents the knowledge that people can gain from going to Kilcooley for help.

Kilcooley Education Group

Idea 6

My next idea was a simple variation of the logo we see above. The idea here was to have the name Kilcooley come out of the persons head with education being added in below as a small tag-line. Here we also see another experiment with the name. Instead of using Kilcooley Education Group I decided to see how the logo would look if we used Kilcooley Education.

After reviewing the logo it felt very corporate but the icon with the text on it's own feels like a brand that we would often see on medication packets rather than education group.

Idea 7

Idea 7 was one of my favourite ideas. I decided to use Kilcooley Education as the name again because I believed that the logo would look much more professional with the sort name. I took inspiration from idea 3 and wanted to try the logo with a different hand.

I tried making the hand look more corporate for this logo as the last experiment with hands in the logo was unsuccessful because the logo felt very child like. This was my preferred logo out of the ones pitched to the group however, the group thought it would be better for me to experiment with a different idea.

Kilcooley
Education

Idea 8

For idea 8 I decided to change my approach and go back to standard logo design with mostly text. In this design I wanted to use the message of out of box thinking therefore I thought that by putting Kilcooley inside the box and Education Group text on the edge of the box it would convey the message of out of the box thinking.

I feel like the idea was a good attempt however it was a too simple and too corporate for the education group. After analysing this logo I decided to attempt another out of the box thinking logo which you can find on the next page.

Kilcooley
Education Group

Kilcooley
Education Group

Kilcooley
Education Group

Kilcooley
Education Group

Idea 9

In Idea 9 I decided to expand on idea 8. Here we have a simple 3d box which I designed in Illustrator. I then removed the front of the box and put in two different icons. First icon was a head with the book that represents knowledge and the next we have a simple book.

The idea here is that the knowledge is breaking the wall of the box which also related to what Evan said in the first meeting which was that he think they are removing barriers and unlocking potential of the people in the area of Kilcooley.

Kilcooley Education Group

Kilcooley Education Group

Binned Ideas

I experimented with many ideas however not all were presented to the group. I explored different logo styles that included the letter K however I felt like none of these ideas were good enough to present to my team.
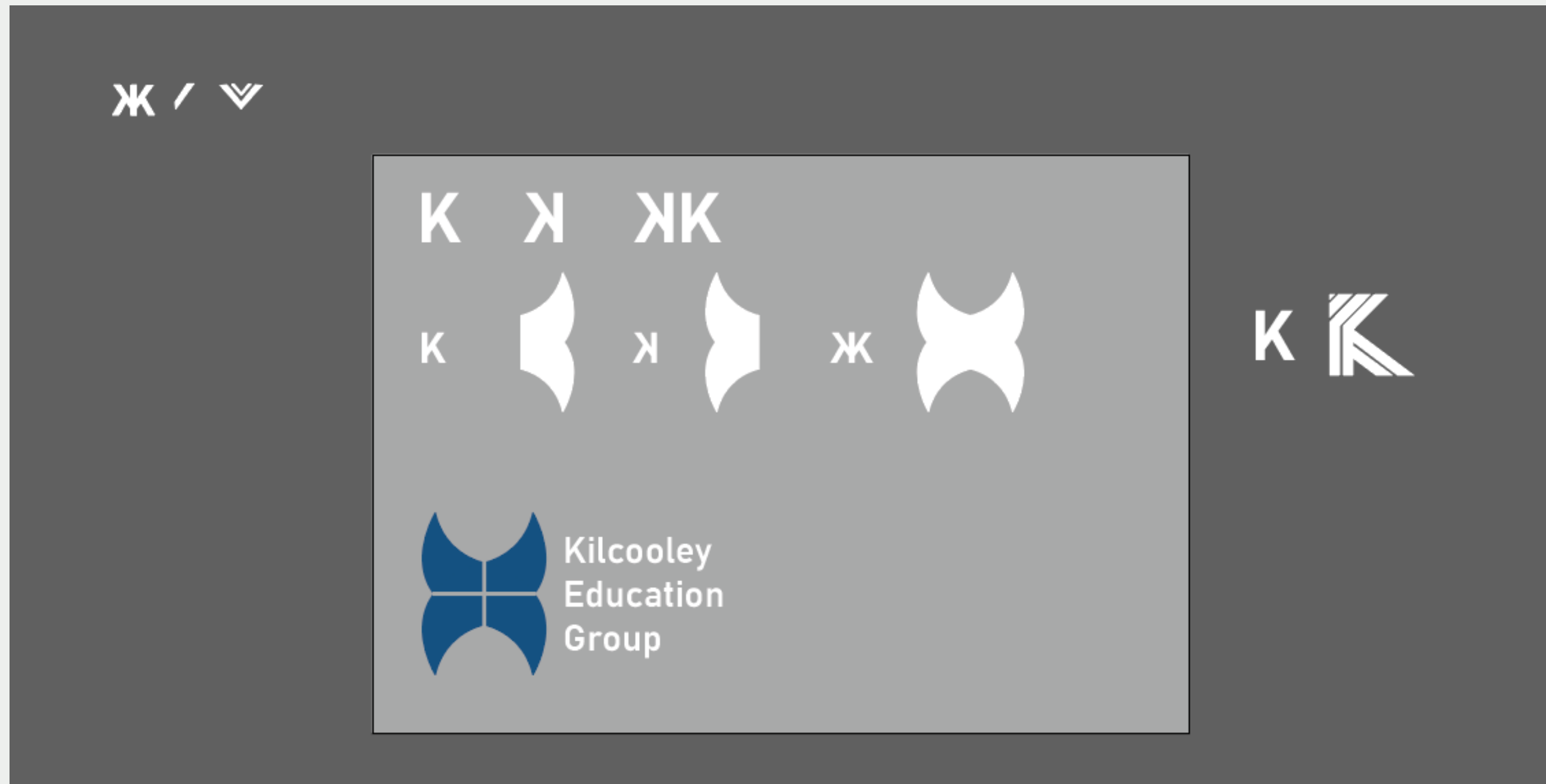
Chosen Idea

This is the last idea I picked which was pitched to my group before developing it further. The idea of the tree from carrying out research into the local area of Kilcooley. We managed to find the Kilcooley woods which were in the local area.

I decided to try to make a logo which relates to the geographical area of Kilcooley and a tree was a perfect idea for this. The initial design was to use a book which is the top of the tree with the text either below or on the side of the tree. We can also see that we have a brown trunk below the tree which makes it clear as to what the logo is.

Kilcooley Education Group

Kilcooley Education
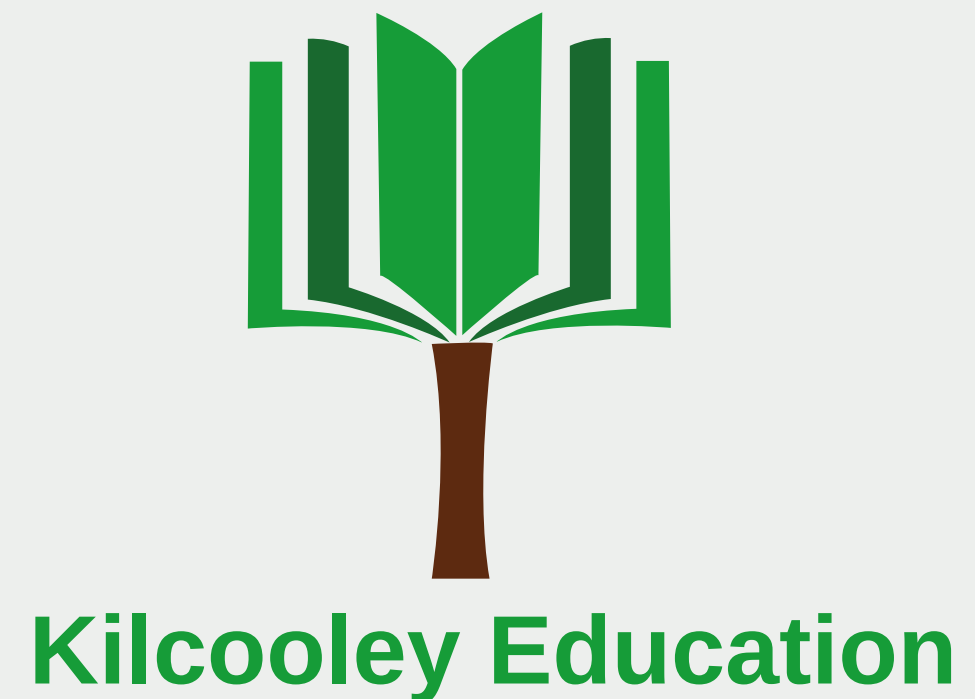
Idea Development
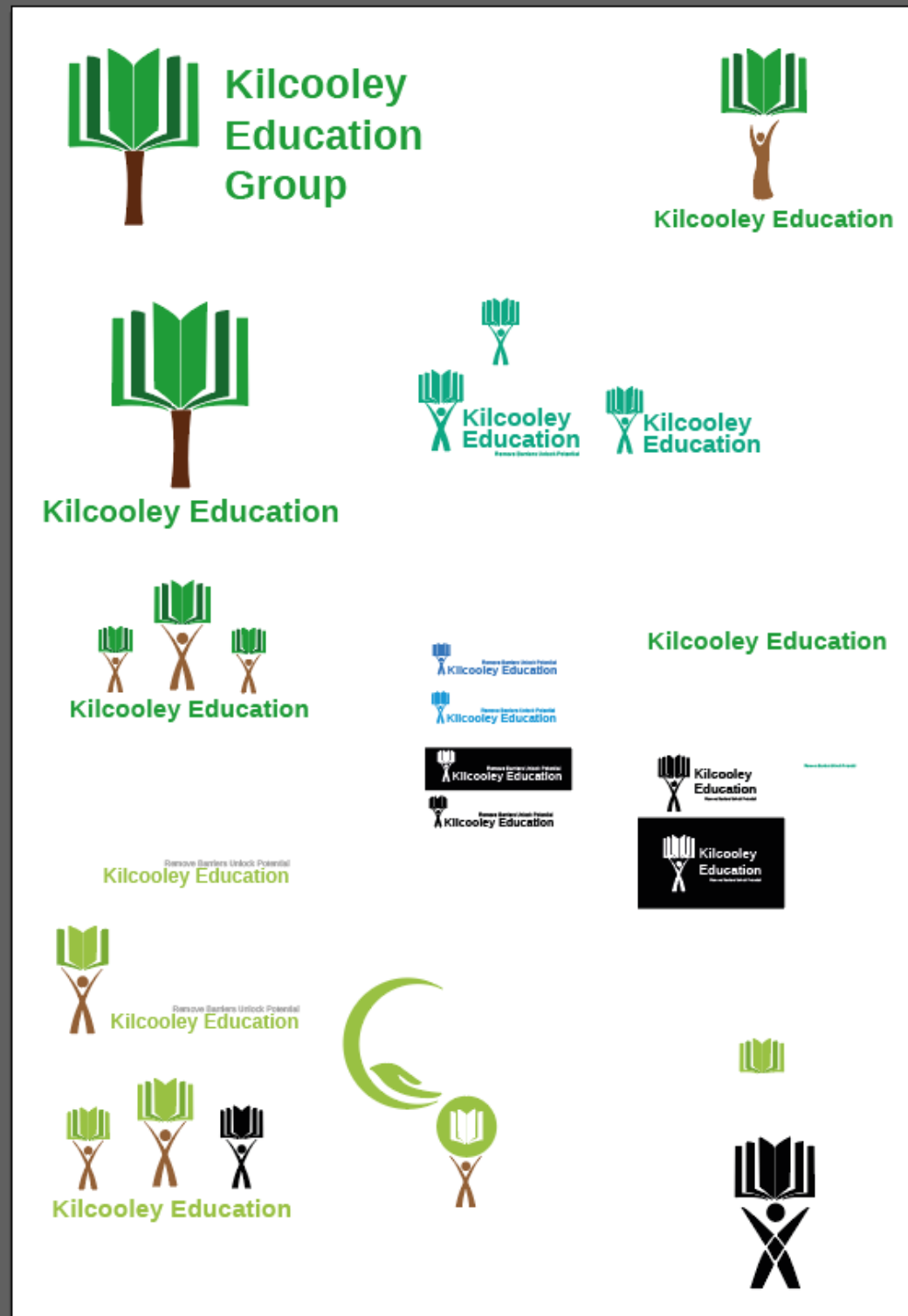
After we decided that the tree idea was the one I should use to create the logo I had been tasked with trying to make the logo a but more professional and a but more fun as it also needs to bring in young audience. I tried experimenting with different styles of a person that would replace the trunk of the tree.

This would also be as is the person is holding the book . I tried different text placement and used different types of person designs.

After reviewing these designs it was decided that it would be better not to use a person as the trunk and revert back to a regular trunk.

Idea Development
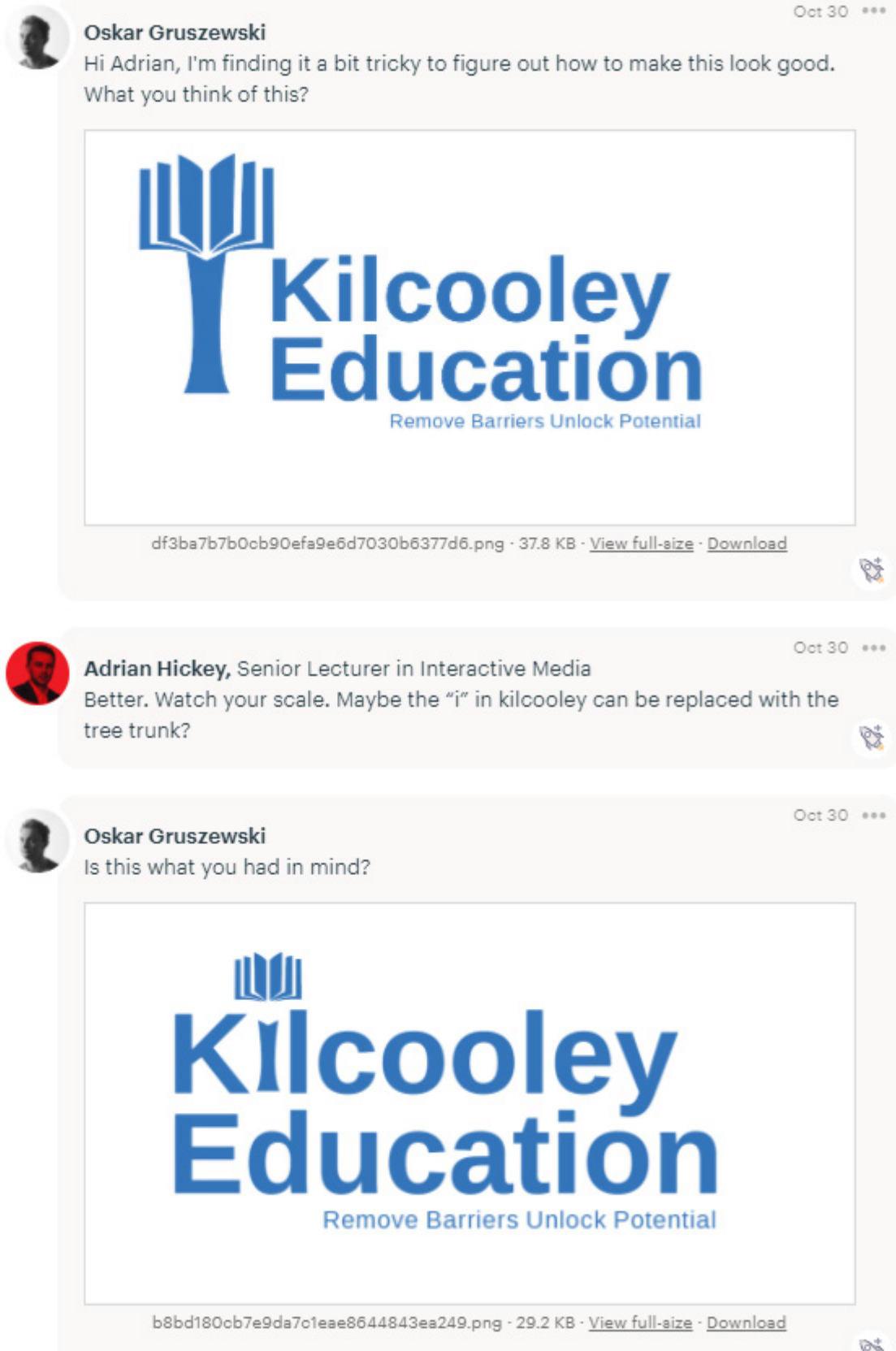
I presented multiple variations of the tree logo design that would include the tree. After getting feedback from lecturer I made the change where I would replace the letter I with the trunk and the book on top.

After looking at this idea personally I wasn't satisfied with how the whole logo turned out therefore I decided that it was best for me to go ahead and attempt to create a new better designs for this idea.

Instead of having the book at the top of the tree I decided to experiment with the book at the bottom and the tree coming out of the book itself. Below you can find the first draft of the new idea.
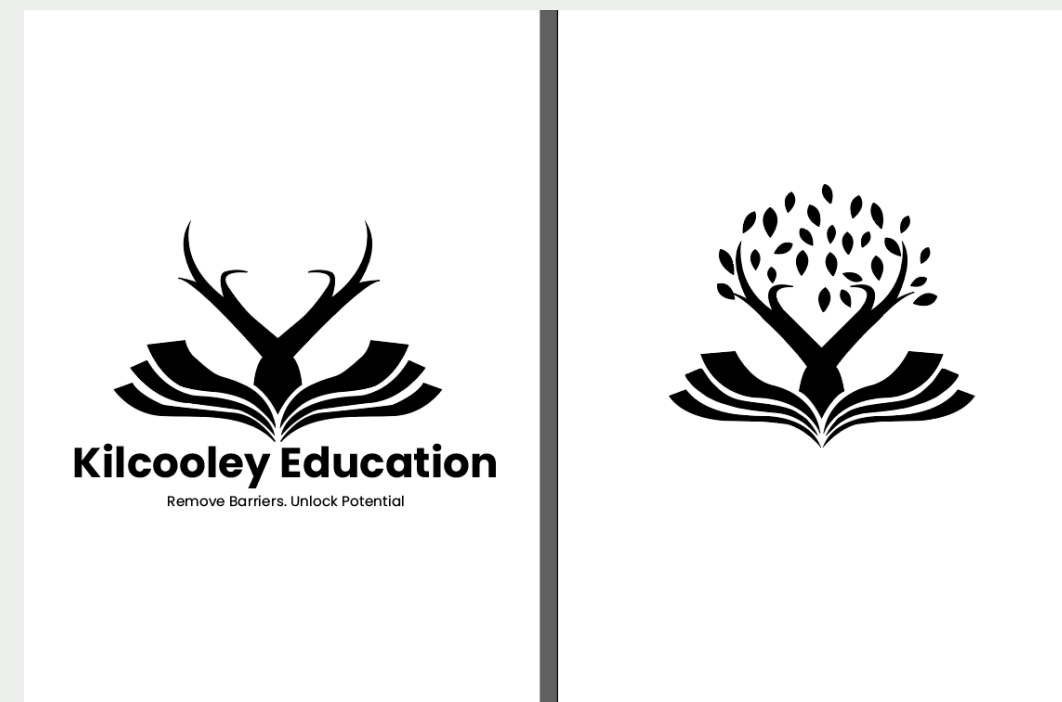
Logo Modification

Once I created the first draft of the new logo idea I then decided to experiment with different placement of the logo. I also experimented with the use of text in my new logo. I worked closely with my team in order to get feedback on how to improve this logo to create a real masterpiece.

After a meeting with Cody and Stephen it was clear that the leaves would be very hard to see on smaller screens therefore they should be changed so that every aspect of the logo is easily visible on every screen.

Logo Modification

After modifying the logo multiple times and exploring different options I came up with the following three variations of the logo. The first was to replace the leaves with books as they are easier to see on smaller screens. The second ideas was to completely replace the tree that I used in previous attempts and use a different tree silhouette I made. The final modification was to simply remove all the leaves. After I presented the options to my team on base camp Adrian advised that the top right variation is the best to proceed with after aligning the tree with text and making the tag-line full width.

Kilcooley Education

REMOVING BARRIERS, UNLOCKING POTENIAL

Design Analysis

After reviewing all my designs it was clear that most of my designs were very corporate. The group needed a logo which was a bit more fun and creative therefore scrapping all my designs to that point and starting again was instrumental in creating the final logo which you can see above.

The logo relates to Kilcooley geographical area and uses books as leaves and root that helps to represent education. I also decided to shorten the name from Kilcooley Education Working Group to Kilcooley Education as it was much easier to say. The shorter name is also easier to remember and works better as website URL.

Following the sign off on the new logo by Adrian I began to design the brand presentation. Before each member of the team started working on the brand pitch we agreed on mock-ups that we would use as it make it much easier for the client to make a decision on which brand they prefer if they get a chance to compare the three brands on similar mock-ups.

Kilcooley Education Working Group

Project Manager

Claire Mulrone

Creative Director

Adrian Hickey

Interactive Designers

Oskar Gruszewski

Stephen McCallen

Cody Leslie

Project Pitch

Ulster University Science Shop collaboration with Kilcooley Education Working Group

Twenty**20**

Concept One

Interactive Designer

Oskar Gruszewski

Kilcooley Education

REMOVING BARRIERS, UNLOCKING POTENIAL

Kilcooley Education

REMOVING BARRIERS, UNLOCKING POTENIAL

Brandmark

Use of the Brandmark

The Kilcooley Education logo is a modern and simple type logo which relates to the geographical area of the Kilcooley woods. The logo combines the Tree with books which represent education.

The logo was designed to represent education while relating to a geographical area of Kilcooley. The brandmark of the tree is accompanied with a modern capitalised typeface of Liberation Sans. This works perfectly in making Kilcooley Education come alive and feel modern yet welcoming to their audience.

The new brand pack for Kilcooley Education will also include the colour palette, typeface explanation and brand asset design.

Kilcooley Education
REMOVING BARRIERS, UNLOCKING POTENIAL

Website

Website Mock Up

Here is a simple visualisation of what the brand could look like on an online presence. This is a simple idea of what the website could look like. It will be key to ensuring that the website is easy to navigate through for the users.

The website should also have a search option and a language change option to allow Kilcooley Education to reach audience from all nationalities that live in their local area.

It is important to use imagery on the website so that the audience aren't overwhelmed with information. This also helps to make the website more eye-catching.
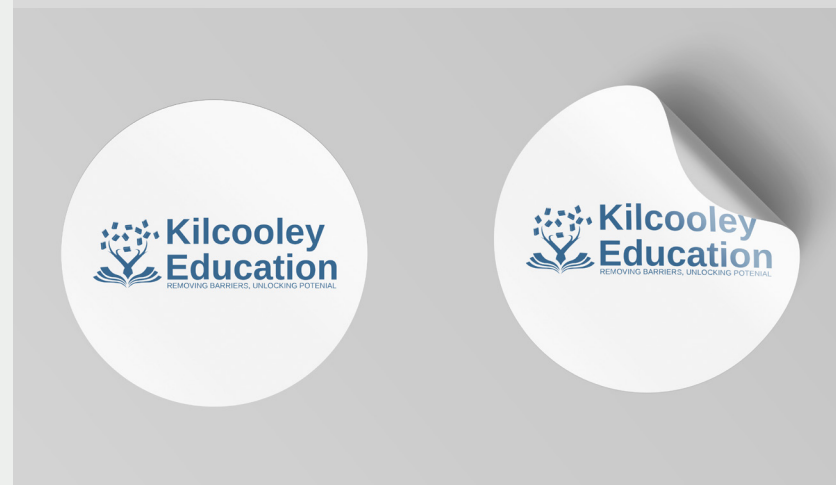
Brand Pack

Colours

There are 4 main colours in which the brand can be represented. The Colours were carefully picked and from research carried out into competitors it can clear that navy blue and white were often used by education groups and schools.
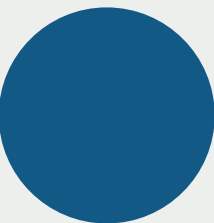
RGB: 12, 83,130
 95,64,25,10
HEX: 115281
LAB: 33, -7,-33
Pantone: 647 C

RGB: 240,199,25
CMYK: 8,20,92,0
HEX: eec61d
LAB: 82,4,78
Pantone: 7405 C
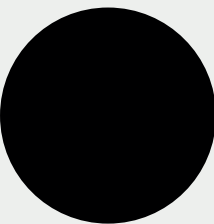
RGB: 0,0,0
CMYK: 91,79,62,97
HEX: 000000
LAB: 0,0,0
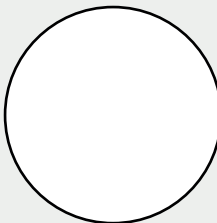
RGB: 255,255,255
CMYK: 0,0,0,0
HEX: ffffff
LAB: 100,0,0

Type Face

Liberation Sans is a modern typeface that is easy to read therefore it fits the Kilcooley Education brand perfectly. This will make it easier for visitors to the Kilcooley website to navigate through.

Liberation Sans

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890-=?!@£$%^&*()

Removing Barriers, Unlocking Potential

Brand Feedback

Each member of our group pitched their brand to the client. Following out pitch the client had some time to decide which brand they like the most if any. After the partners had some time to think about the brand they voted on which brand they liked the most. The brand that was pick was Cody's after getting 2 out of 3 votes. My brand received one of the three votes.

Once the brand was decided the partners proceeded to add a few changes. The partners requested that the marketing materials were updated to follow similar style to Stephens marketing materials. They also asked us to update Cody's logo by adding the tag-line from my logo below it. They then picked brand assets which Cody designed and we finished off the pitch by picking the website designs which came from my pitch.

The partners were able to find something in everyone's pitch and combined them to make the strongest brand possible which in my opinion shows that each member of our team was able to showcase their skills and that together we can crate a top shelf brand.

After the meeting myself and the team decided to update the brand pitch to match the changes requested by the client. Below you can find Cody's original brand presentation followed by the final group pitch.

Kilcooley Education Working Group

Project Pitch

Project Manager
Claire Mulrone

Creative Director
Adrian Hickey

Interactive Designers
Oskar Gruszewski
Stephen McCallen
Cody Leslie

Ulster University Science Shop collaboration with Kilcooley Education Working Group

Twenty20

Concept One

Interactive Designer

Cody Leslie

Kilcooley Education

Typeface

Colour

Basic Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HEX	#342876
RGB	52, 40, 118
CMYK	98, 100, 13, 4

HEX	#3F66AE
RGB	63, 102, 174
CMYK	81, 59, 0, 0

HEX	#5EB56C
RGB	94, 181, 108
CMYK	65, 0, 72, 0
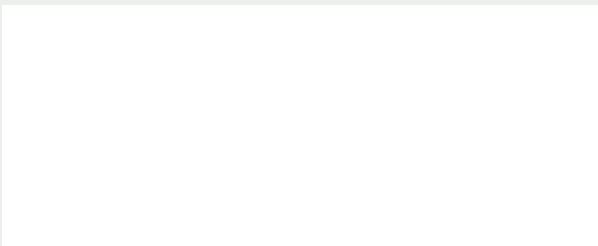
HEX	#FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0
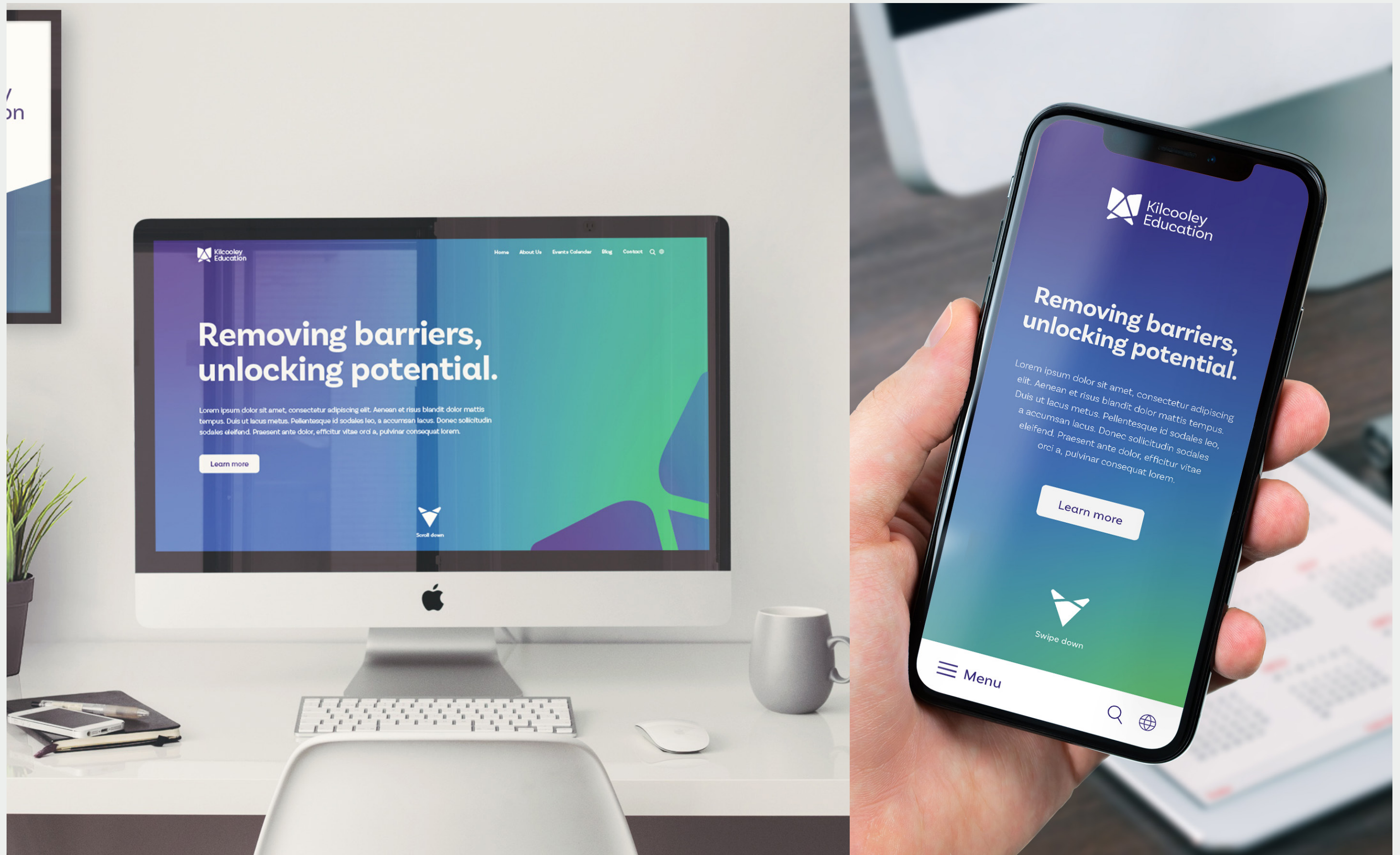
Kilcooley
Education

Kilcooley
Education

Simple website mockup on desktop and mobile

Brand merchandise

Removing barriers,
unlocking potential.

Kilcooley Education

Kilcooley
Education

Kilcooley
Education

Kilcooley
Education

Brand advertising

Page8

Kilcooley Together

Project Pitch

Project Manager
Claire Mulrone

Creative Director
Adrian Hickey

Interactive Designers
Oskar Gruszewski
Stephen McCallen
Cody Leslie

Ulster University Science Shop collaboration with Kilcooley Education Working Group

Twenty20
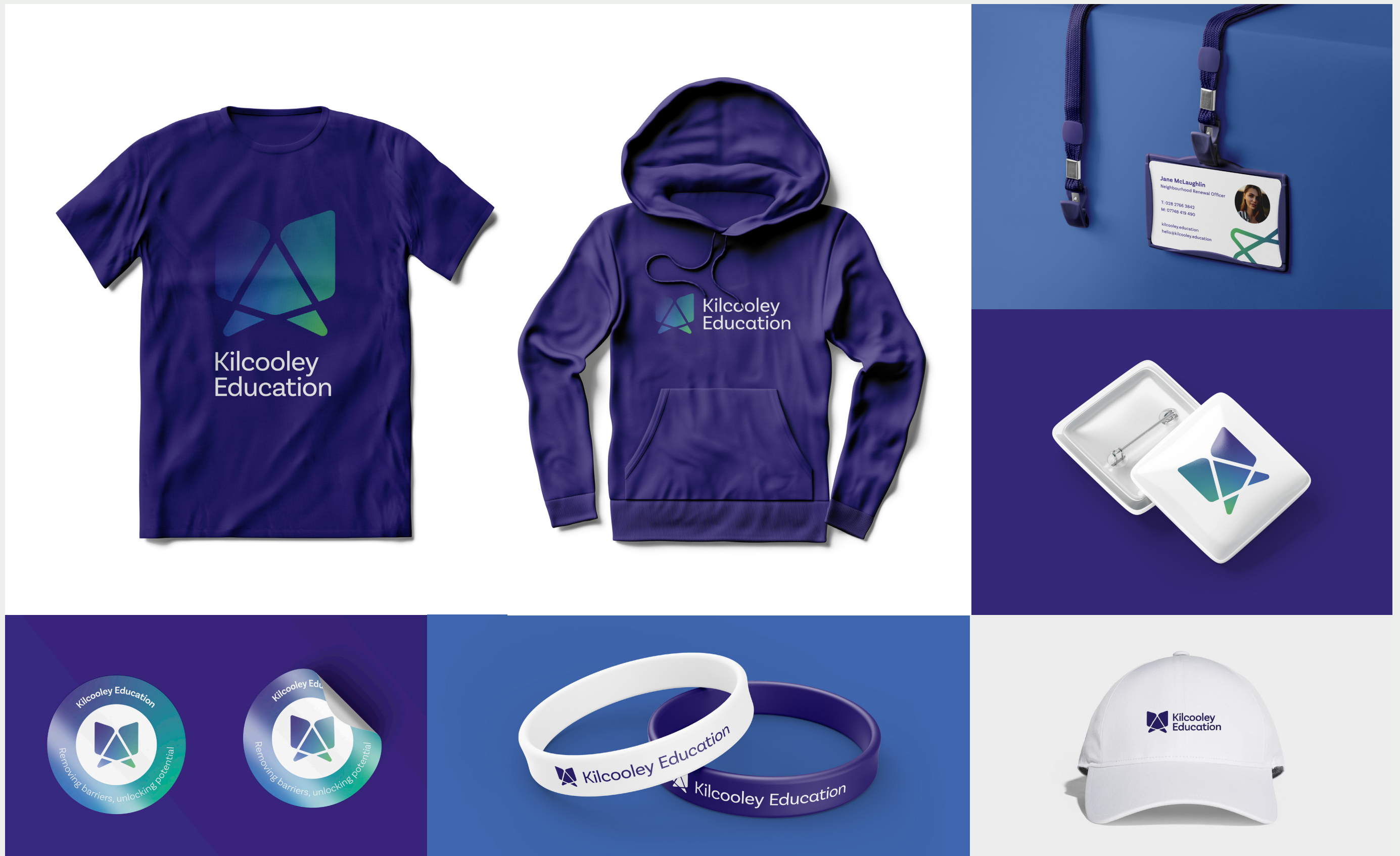
Final Concept

Interactive Designers

Cody Leslie
Oskar Gruszewski
Stephen McCallen

Kilcooley
Together

Kilcooley
Together

Removing barriers • unlocking potential

Typeface

Colour

Basic Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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HEX	#3F66AE
RGB	63, 102, 174
CMYK	81, 59, 0, 0
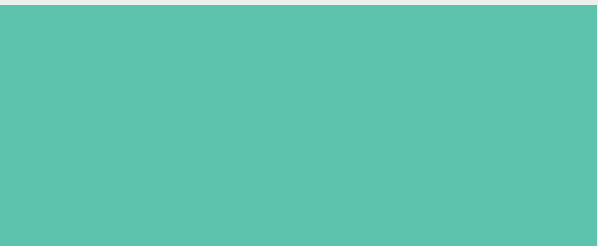
HEX	#69C0AC
RGB	105, 192, 172
CMYK	60, 0, 40, 0

HEX	#FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0

Simple website mockup on desktop and mobile

Brand merchandise

Brand advertising

Final Brand Feedback

While we were working on the brand updated we ran into a small issue. One of the partners asked for the name to be changed from Kilcooley Education to something more fitting the group as a whole. The name was then changed to Kilcooley Together. This meant that the whole team had to pull together and update all the mock-ups to have the new name. We split the tasks with me and Stephen creating and updating the marketing materials and web design while Cody worked on the brand assets.

After getting the sign of from the client we then split into two teams. I took on the set up of hosting, domain, emails and the development and design of the website.

Cody and Stephen started working on the brand guideline and preparing all assets for print and use online.

Website Setup

Before I started working on the website I had to make sure that the website hosting and domain were both set up and connected. Once I connected hosting with the domain I was able to set up a basic landing page on the live website. I then set up a development website on my personal hosting which I transferred to the live site after it was fully completed.

I was also tasked with setting up emails for each of the partners. I was able to direct the client to the right host who was able to set up a proper server and give me full control of everything on it therefore email set up was completed quickly and I walked the client through the set up of emails on their mobile phone.

Below you can see the landing page design.
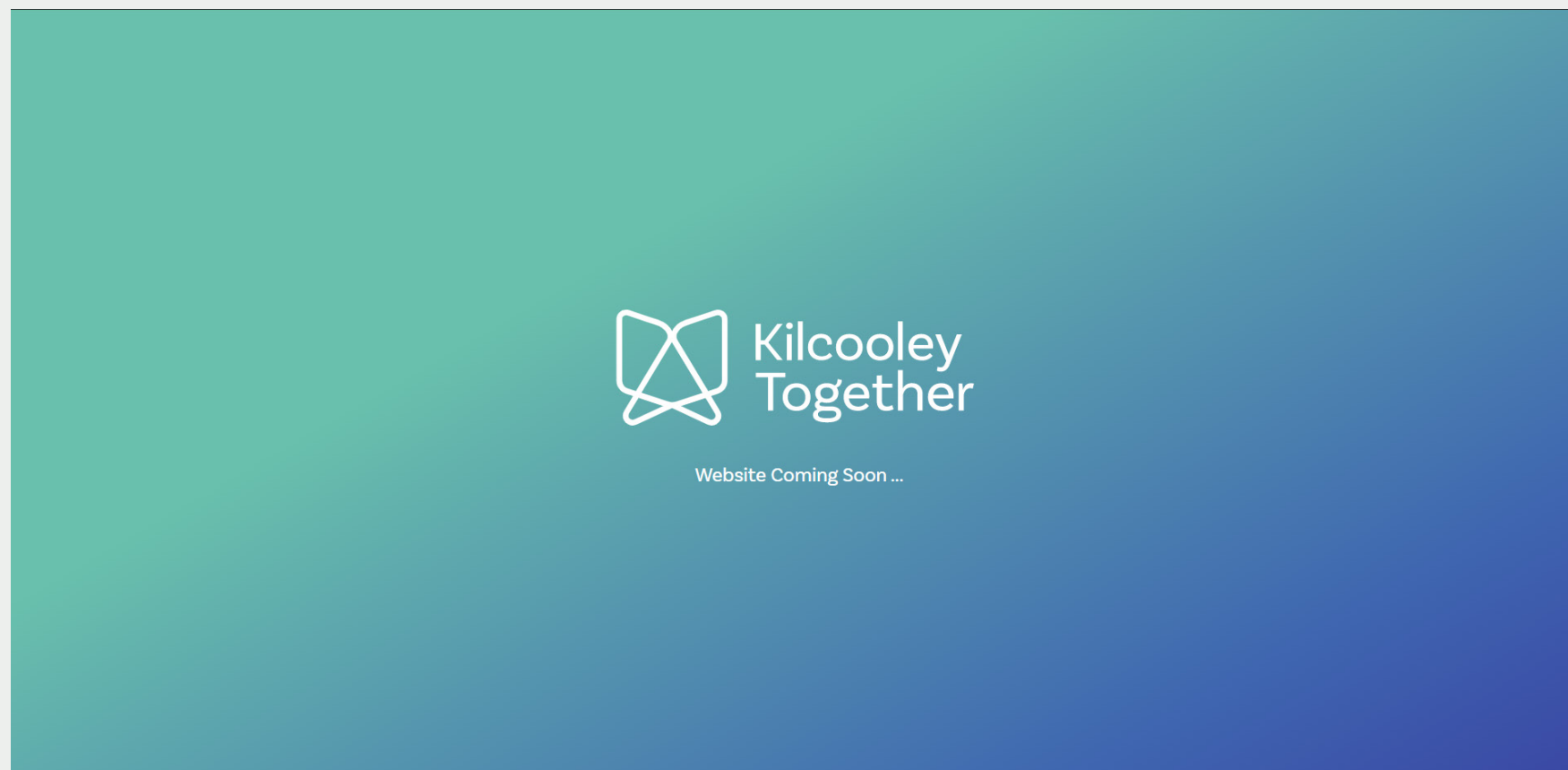
Website Development

After a chat with Adrian I started the development of the website for Kilcooley Together. I decided to use the PopularFX theme as it is a very easy theme to use which is something that was key for this website as we needed to make sure the client is able to make changes going forward and that if there is an website admin change down the line it will be easy to pick up by the new admin.

Following the development of the website there were a few changes that were requested by one of the partners of the group. This cause us to change the pages on the website and adjust the layout in certain areas.

You can see the screen-shot of the website home page on the right hand side.

Website Pages

Website Pages

Website Pages

Website Pages

Website Completion

After I finished the website I then proceeded with the go Live process for the website. The process included adding SEO titles to every pages on the website and installing optimisation plug-ins such as Humming Bird, Smush, WebPExpress and Asset Optimisation plug-in. Once I completed these steps I then transferred the website files and updates the SQL data base on the clients server. To connect the database and the website I edited the wp-config file.

Once the website was all set up I then installed google analytics on the website and connected it to the google search console. This allows the website to track users and begin to rank on google with their site map uploaded the google search console.

Following the completion of all the tasks on the website I created a brief that explains how to use the website. This was sent to the client so that they had a cheat sheet anytime they needed to update the website or were handing the website over to someone else.

I also hosted a training session with the client where I got feedback on the project as a whole and answered any question the client had.

Website Guide

Kilcooley Together

Content

To customise the website you will first need to sign in to WordPress. To sign in you need to type in your website url following by /wp-admin in this case it would be kilcooleytogether.com/wp-admin. This is where you will sign in using the details we sent through in an email.

Once you sign in you can start making changes to the website. To begin updating the pages go to appearance customize. You will then see options on your left hand side. Click on Header, Footer, Templates, Pages option and you will see a list of items you can edit starting with Footer and Header. Below that you will have Single Template and Blog Template and below these you will see all the pages we have set up on the website. Simply click into one of the pages and you will be able to make changes to that specific page. We recommend not updating the header, footer and the blog templates often to avoid major issues on the site. The style should be preset but we have allowed the option to make any changes needed. Everything on this website is made up of the same blocks.
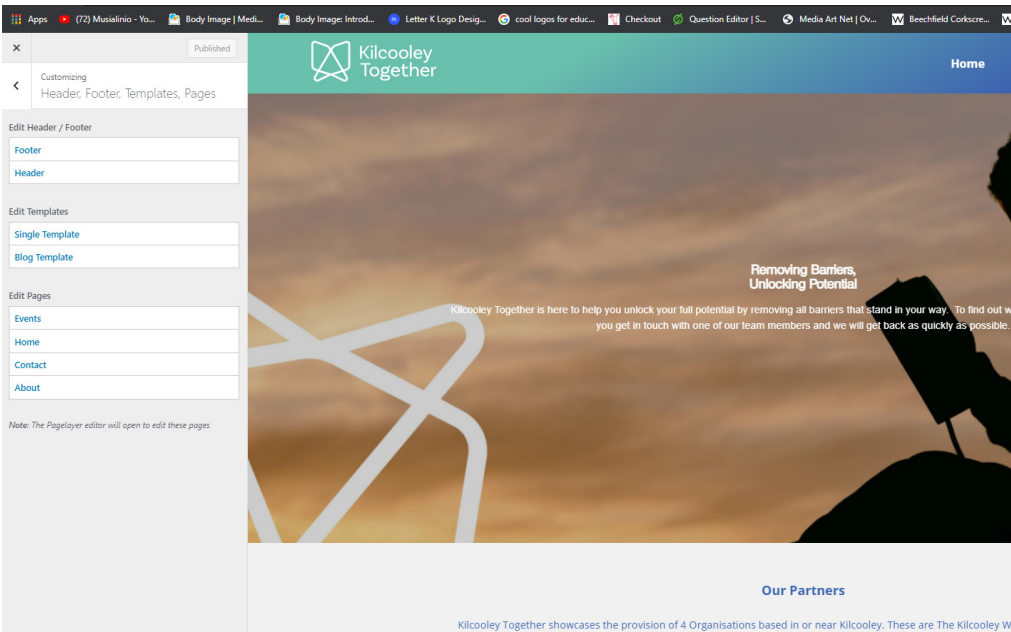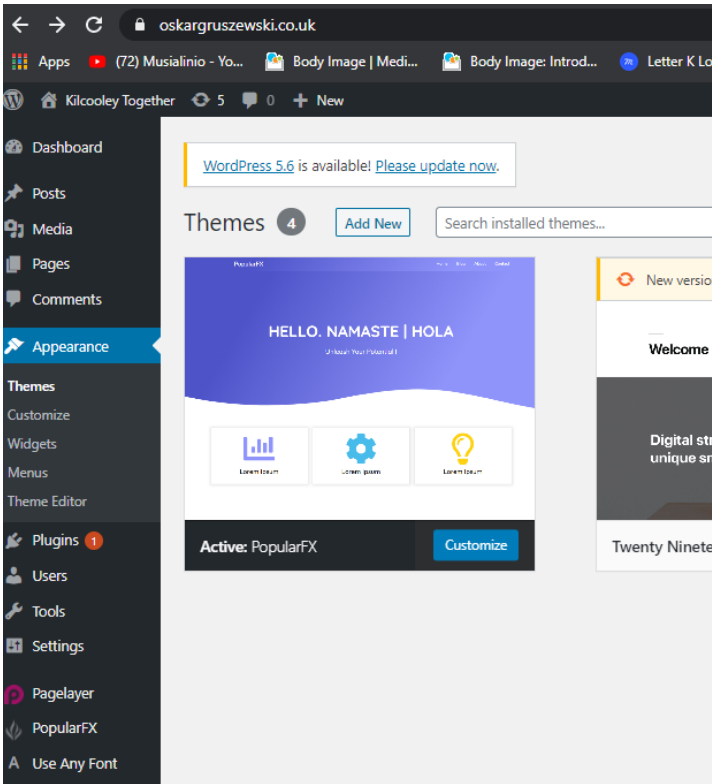
The website will then display an image with different blocks. To add new block anywhere on the website you simply need to drag and drop each block into where on the website you would like it to appear. To customise text you simple need to double click on the text and on the left hand side you will see a heading styles options. In there you can change the colour. Under typography you can change the size and font type of the text.

You will see most of the sections have a duplicate of the text which is blured. This is because we want the text to be smaller on smaller screens. Simply create the section twice and then make one with smaller text. Once you create a section click on options on the left hand side. there you will see a responsive tab. If you click on the tab it will allow you to hide sections on desktop table and mobile. Normally the small section is hidden on desktop and the big section shows. Once we hit mobile it becomes the other way around.
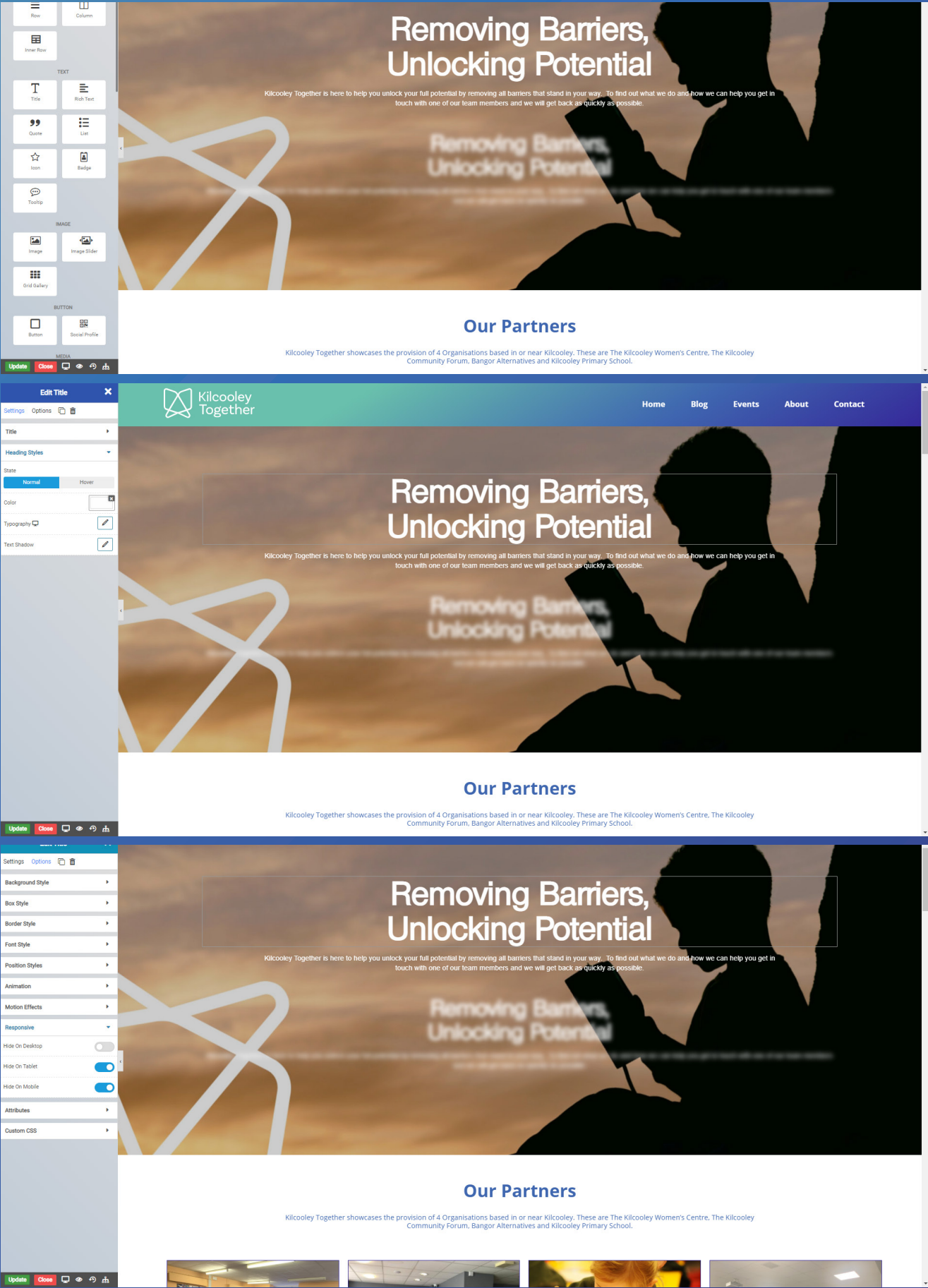
You can change see how the website looks on table by clicking the computer icon and changing it to tablet or mobile. The eye icon allows you to preview changes befoer you click the update button. reverse clock icon is the history that tracks everything you done and allows you do undo changes. Last icon is the navigator that breaks down all the sections into layers which makes it easy to make changes as every section will be in a seperate row. Once you finish your changes hit the update button to save them.

Once you click the navigator tool you will see all the layers on each page. Each section will be in a row and they are set up in order from top to bottom. if you move the row layers up and down you will change the order that they appear on when a visitor comes to the website. In the navigator you can open a layer and see what block have been put inside of each row. You can then click on the pencil on one of the layers to customise the settings.

When you click into the row editor you can customise the container width which is how long the row is. you can set it to 90% of the screen or whatever width it requires. You can then select the content width which is how wide the content inside of the row will be. so if we set the width to 700px and add columns in to that row we can create 12 columns which will make up the 700px space.
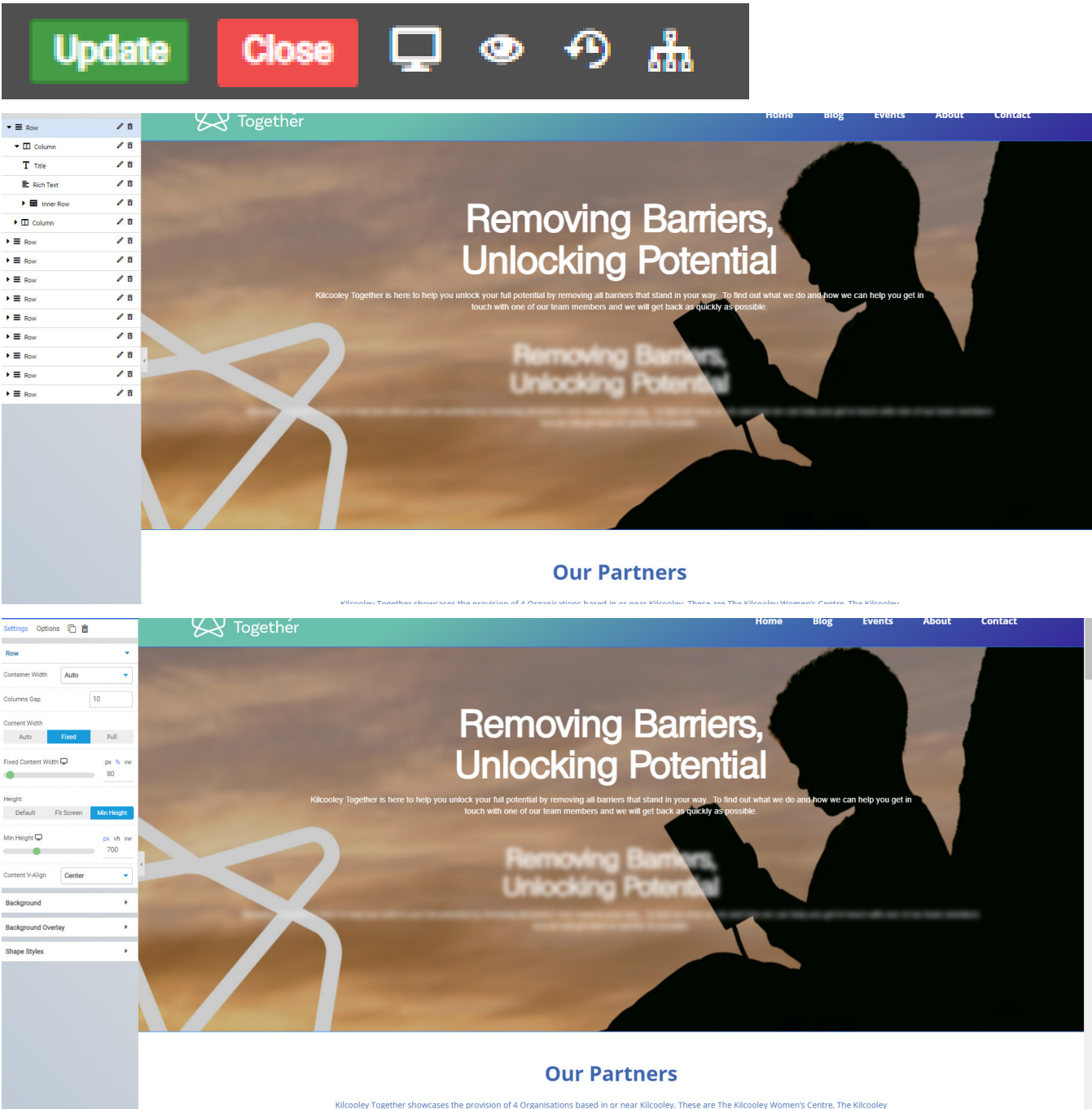
You can also click in the options tab at the top which allows you to add a background to your row. there you can also set padding and margins by clicking on the Box style option. You can click on the animation tab in order to add an animation to the row. you can make it fade in from left or right and up and down. These tools apply to every content block on the website.

You can also change or add columns into each row simply by using the navigator tool or by draging and dropping in a block from the section seen at the start. You will then have to decide how large a column is every row will be splut up into 12 pieces so if a row is 1200px wide then its spilt into 12 pieces that are 100px each. by clicking on column width and selecting 7 we would set the column to be 700px wide. If we set it to 12 then its 1200px wide. you can add multiple columns by dragging in more column blocks. You can also align the content in the middle with content v-align.
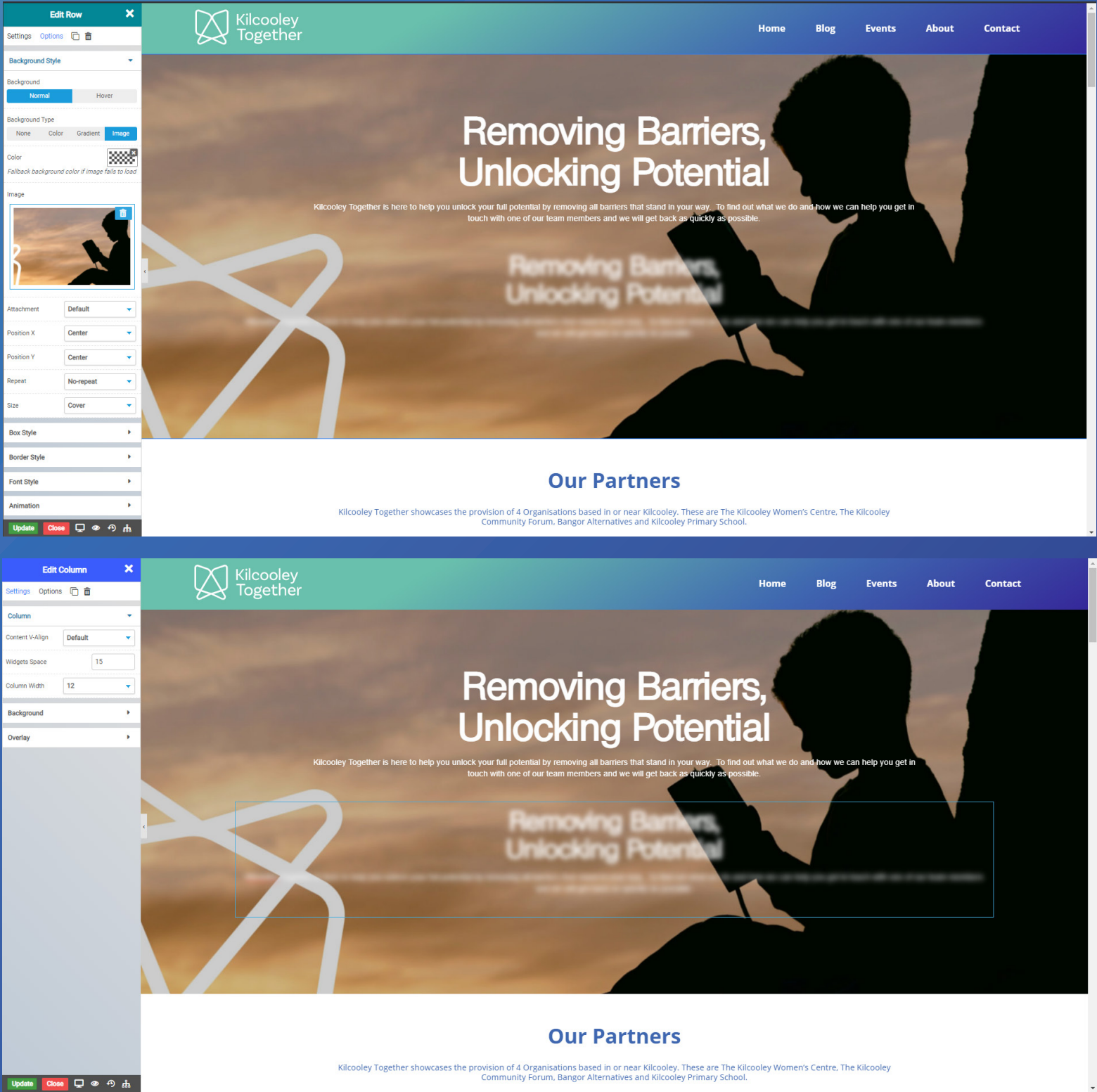
The testimonial section is a little different to the rest of the website. All of the Kilcooley together website has been built with rows and columns except this section. If you click on the testimonials you will see dropdowns of the names which we added as place holders. Under the Cite tab you can change the name of the person. In the content section you will add the text that each of the people reviewing the group will leave. You can customise the text font colour and size in each of these tabs as seen on the screenshot below.
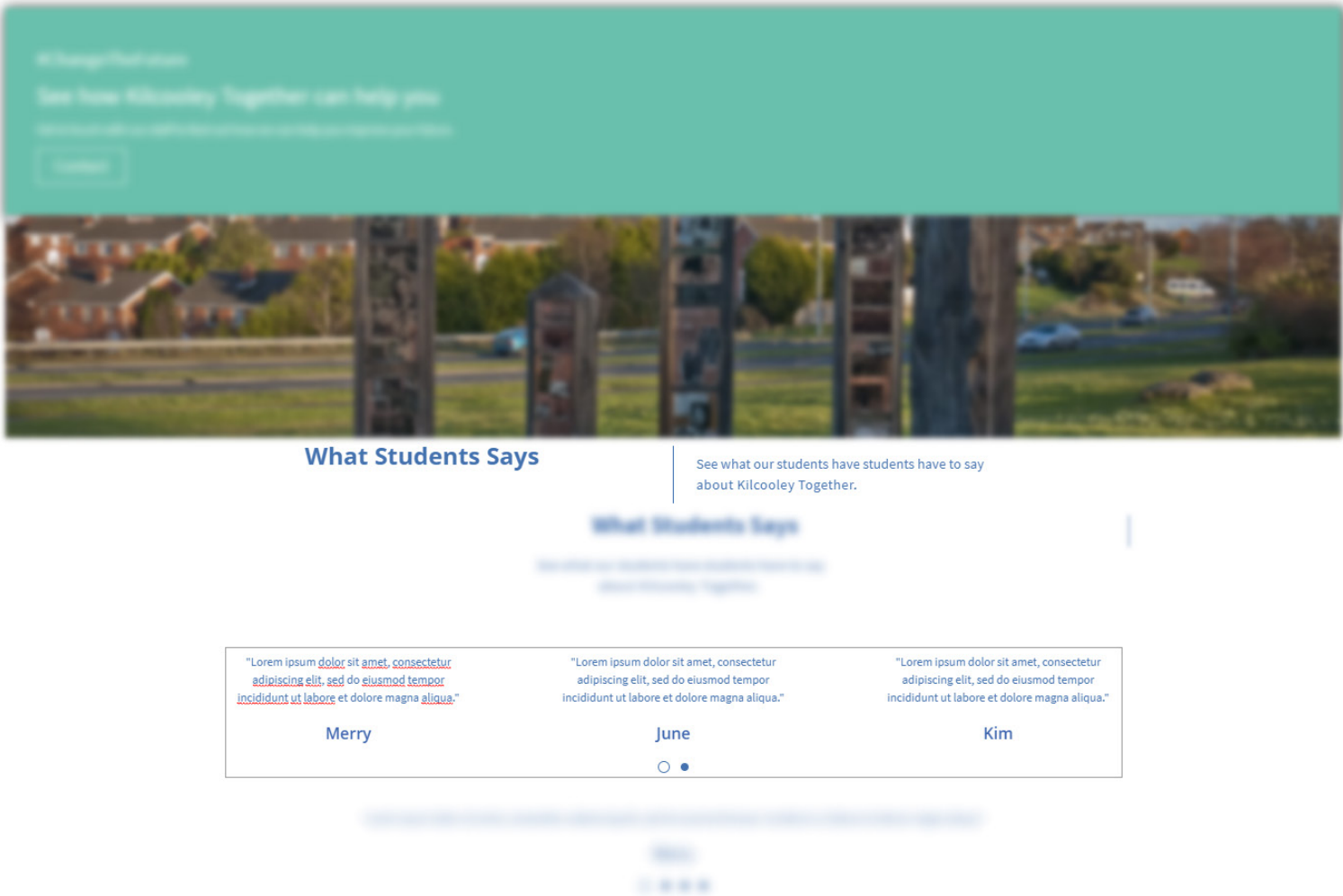
If you require to edit the lication of kilcooley Together on the map simple click on the map and type in the address that you would like to be the main location for the group. Currently its set to kilcooley primary school as there is no building that is the hub of the organisation. You can also change the zoom and height of the map. As for the contact form we are unable to customise the fields as we are using a free version of the Theme if you require to change the fields you can make a one time purchase for the pro version of the theme.
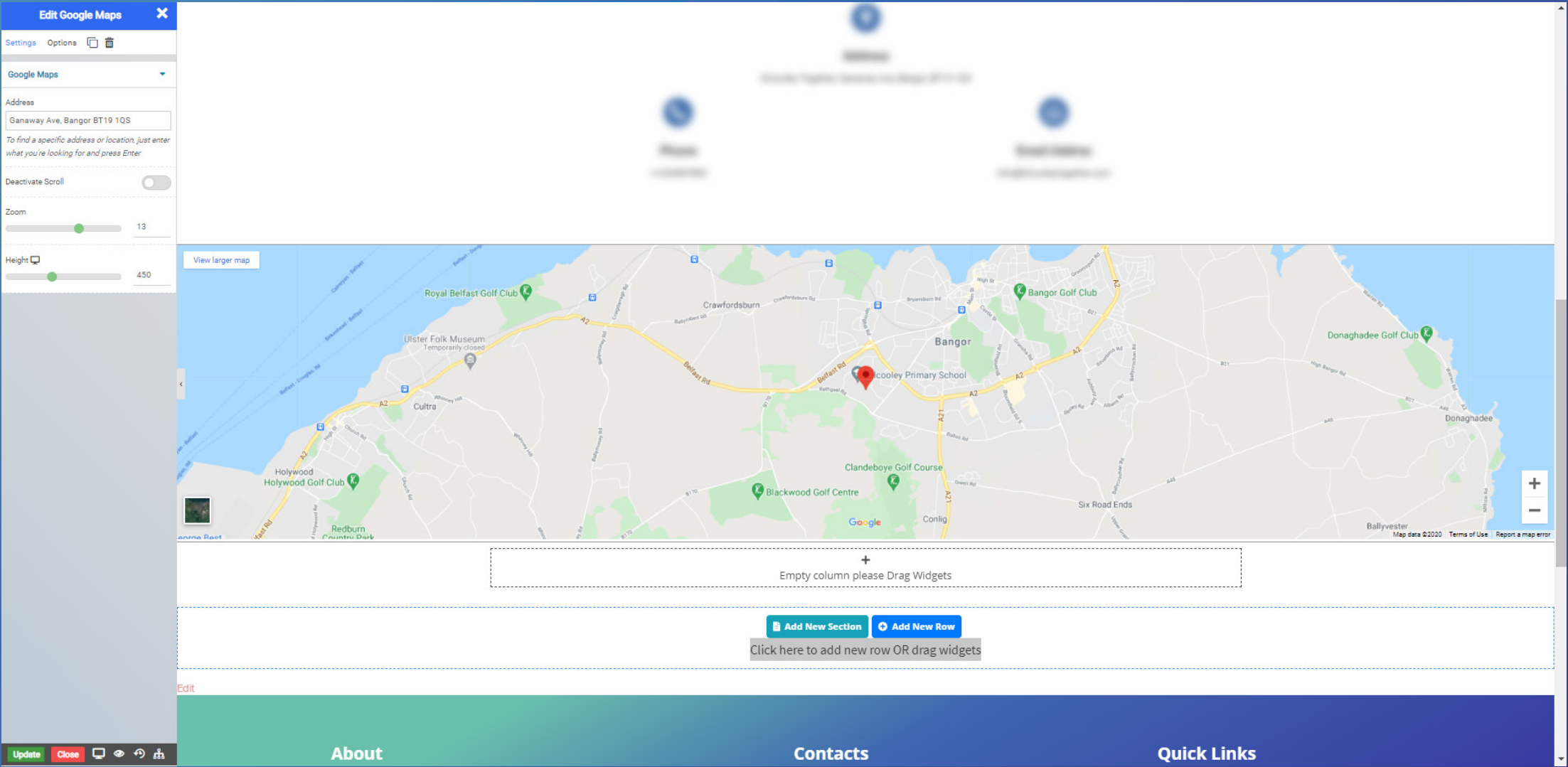
To add a new post you need to sign in to the website through the url with /wp-admin. Once you are in click posts and you can add new or customise an existing post. Once you click into a post or add a new one you will need to set a featured image. These are located on the right hand side. Under tha tab featured image. These are the images the visitors see on the blog page before going into each post separetly. Then in the white section in the middle you will add a title at the top and then hit the dark + button. here you can select a column block and specify the width of each column. in these columns you will then click on +again and add text or image blocks.

To edit the seo tags we put in place simply click on pages on the left hand side and select the page you want to edit the SEO tags on. Once you open the page scroll down till you see Yoast SEO. There you will see the SEO title and Meta Description. In these fields we add all the tags that people may use to find the group. Make sure to use the tags in proper sentences that explain what the group is about.once you add the tags simple hit update and the website will save them. We will share google analytics and google search console details with you once the website goes live. We will also host a training session going more in depth on each of these editing blocks on the website.
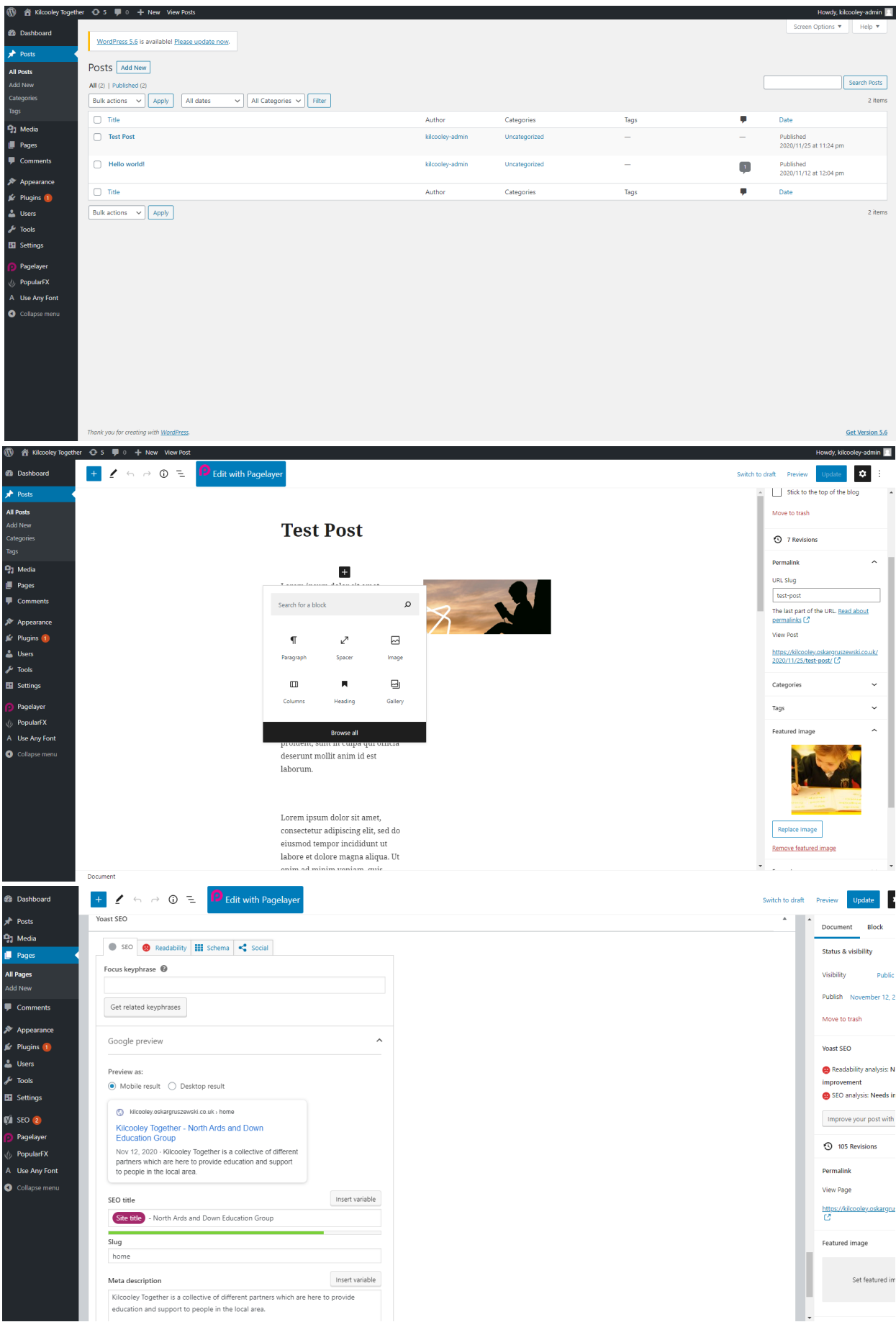
The Science Shop
Knowledge•Ideas •Results

Team Communication

Our team had a weekly check up call scheduled with Adrian and Clare where we discussed the project and made sure everything was on track. These meetings were usually at 1:30pm on a Thursday.

After every weekly meeting myself, Cody and Stephen worked on our project while in a call on facebook Messenger. The call lasted from 2pm when the meeting ended to 5:30pm. This allowed us to work on the project and if anyone had any questions we could just ask. It also gave us a sense of normality in the current covid world as it felt like we were all in one room working together.
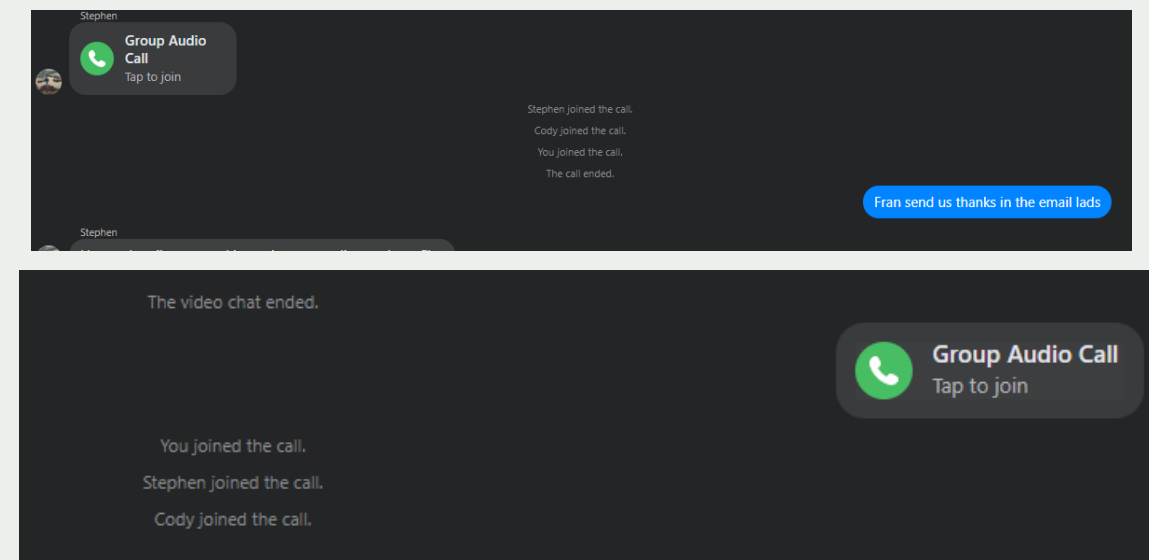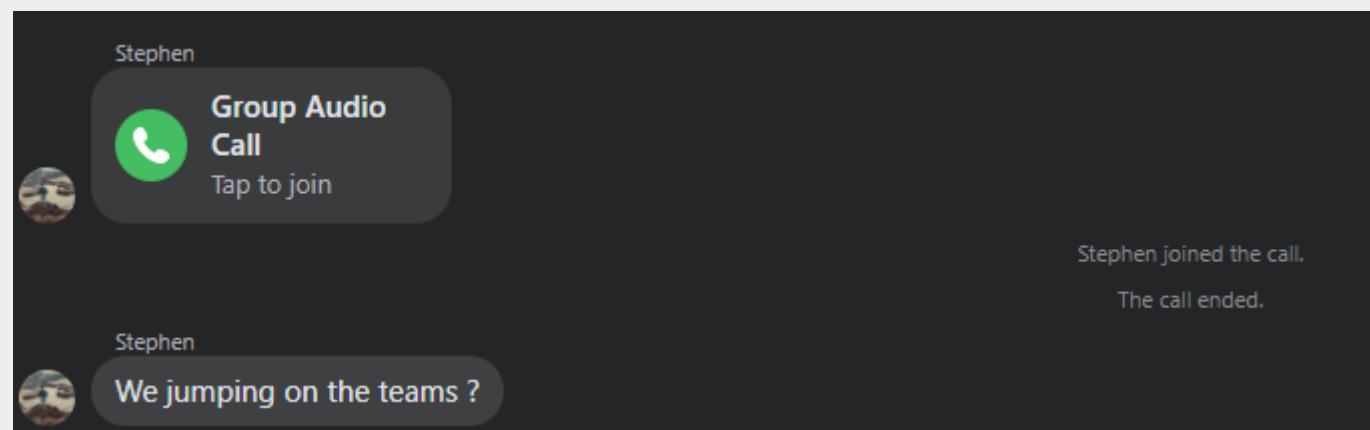
Team Communication

While we had out weekly calls the team and myself also had multiple calls over the weekends and during the week checking in with each other and giving advice on what we can improve on.

Key Calls/Meetings -

1/10/2020 - First Client Meeting

3/10/2020 - Saturday Meeting, Looking into partners and going through the brief together.

8/10/2020 - Brief draft Presented to Adrian and Claire. Following feedback we had a second meeting where we agreed to change the layout and update content.

12/10/2020/ - 13/10/2020 - 14/10/2020 - Group calls to make sure brief was on point to send.

15/10/2020 - Brief sent to client

29/10/2020 - Team agreed on logos with Adrian, Following this meeting we worked together and helped each other

4/11/2020 - Pitching to client

5/11/2020 - Meeting where we assigned tasks to each member to complete the final brand Pitch.

12/11/2020 - Kilcooley changed name to Kilcooley Together, Team meeting . Followed by weekly meeting we worked on the assets together on call on facebook.

18/11/2020 - Brand sign off, decided not to use social media.

25/11/2020 - Meeting in which we agreed that we need a landing page

26/11/2020 - Landing page went live and confirmed with client

10/12/2020 - Team meeting going through all the assets and making sure all is ready to send.

11/12/2020 - Website went live, all brand assets were sent to client.

Team Communication

As a team we also used campfire and facebook messenger text options to communicate and work with each other on daily basis. On our facebook group we were able to share files, send images and send texts to each other as we weren't always available for calls so the text tool was perfect for our teams communication.
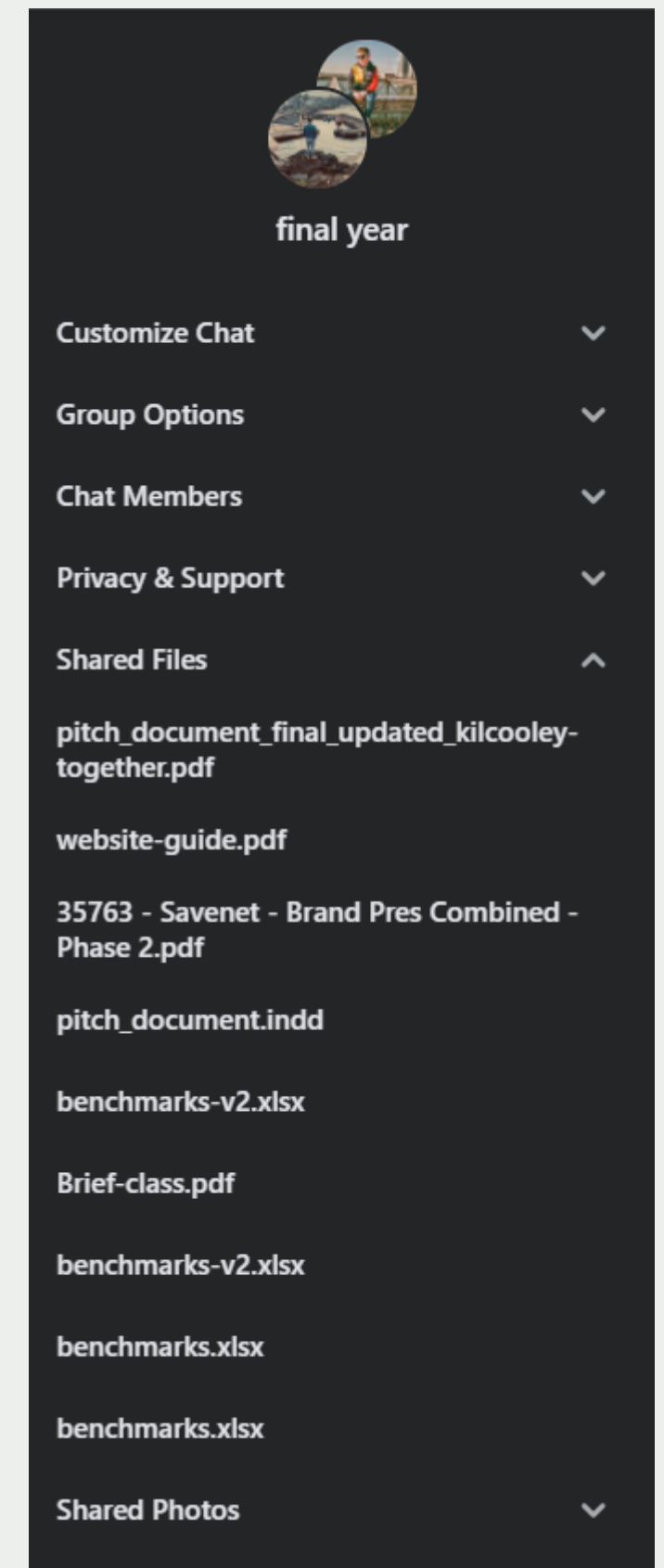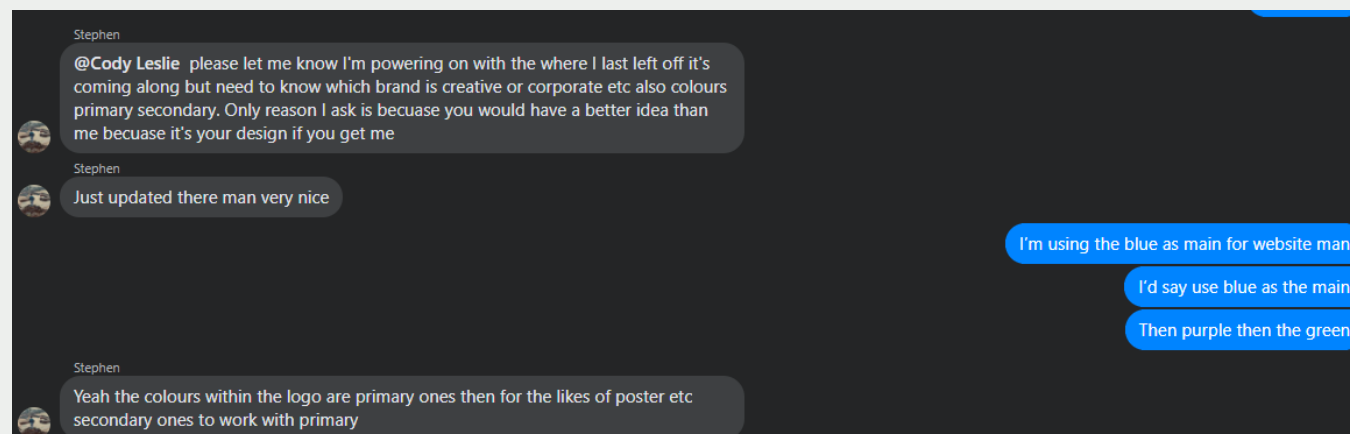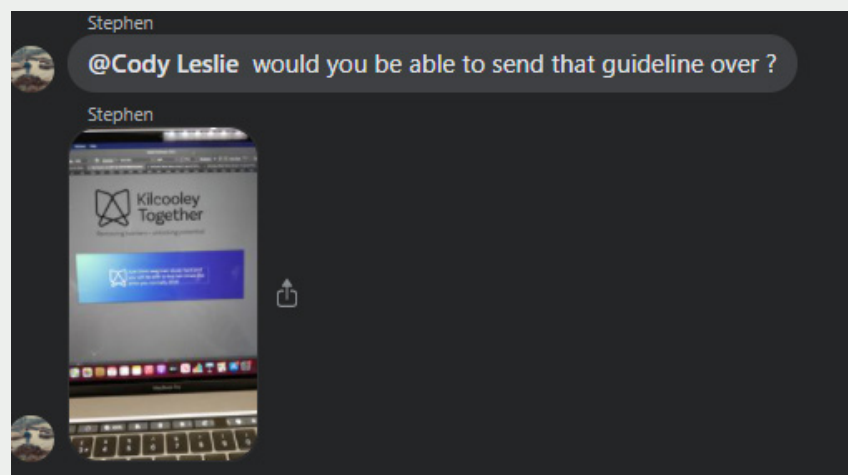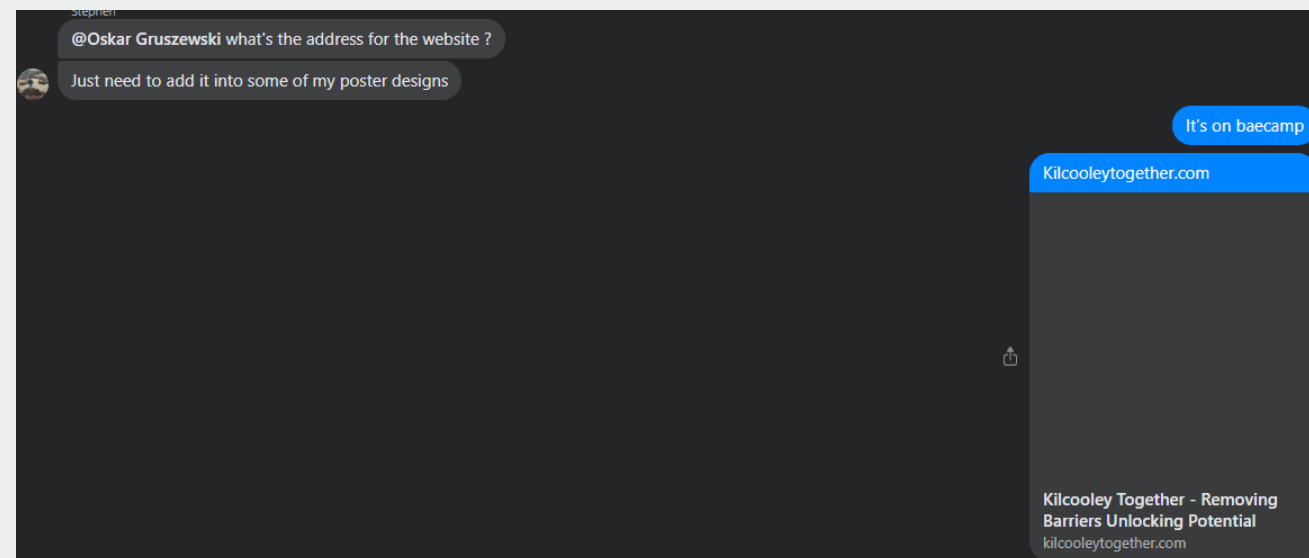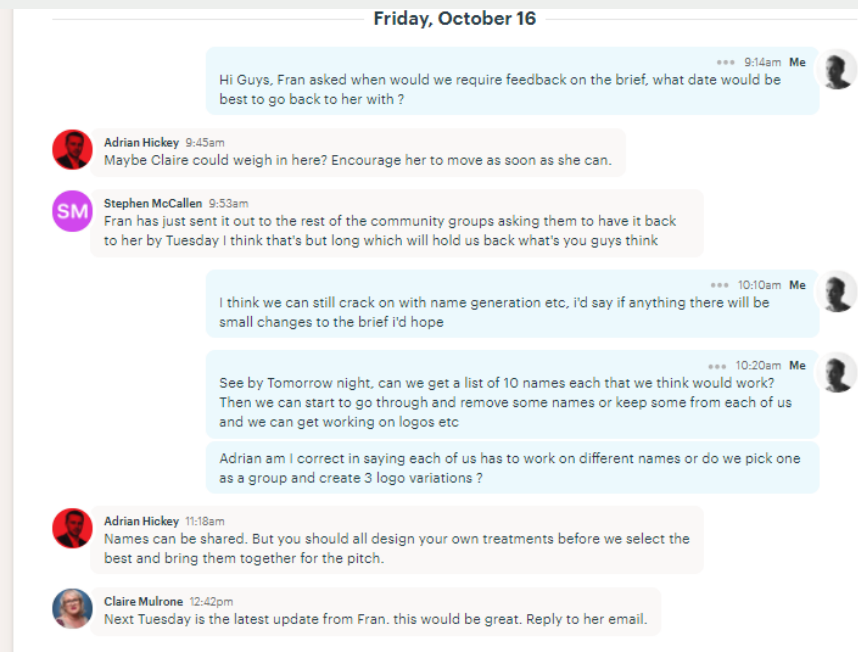
Task Management

As for time management the guys and I used the basecamp to do list that helped us to manage out tasks and set dead lines. We also used the events tool to make sure we have set reminders of what tasks need carried out for certain dates.
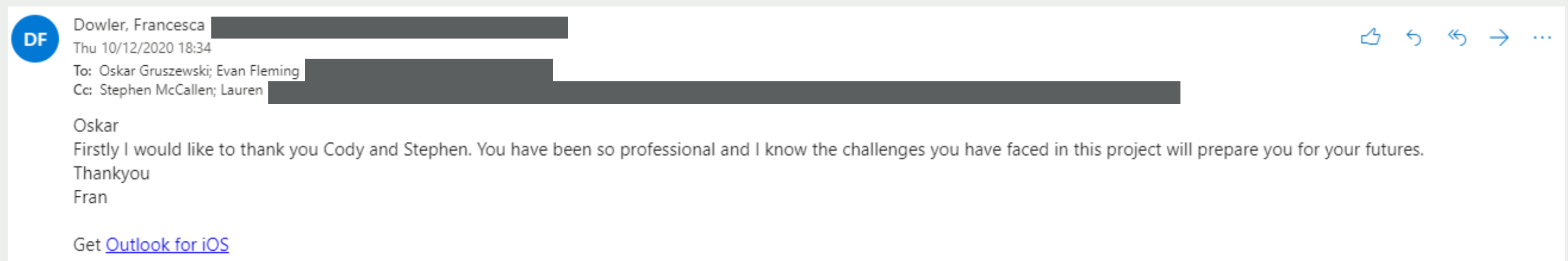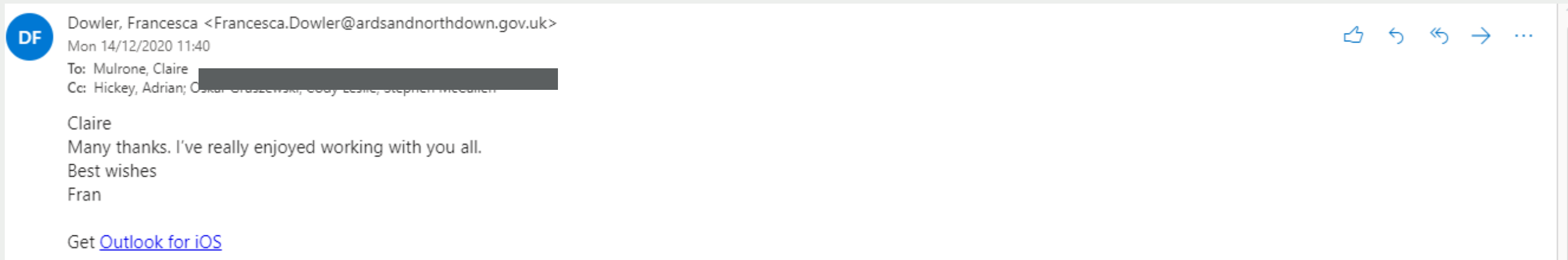
The guys and myself also worked to these dates and made sure everything was done in time for the project go live on the 11th of December. Originally we wanted to finish the Brief on the 15/10/2020 followed by having the brand signed off by the 29/10/2020 and everything live on the 11/12/2020. Out of the initial plan we only missed the brand sign off as we didn't get the brand presented and signed off until 18th. This was due to the changes following our Pitch however we worked as a team and met the 11/12/2020 deadline for project go live.

Client Feedback

Following the project completion. The client sent us positive feedback which we were all extremely happy with. I also spoke to the client in the training session where she said she was very satisfied with the whole project and thank me and the team for all our hard work.

Dowler, Francesca <Francesca.Dowler@ardsandnorthdown.gov.uk>
Mon 14/12/2020 11:40
To: Mulrone, Claire
Cc: Hickey, Adrian; Oskar Gruszewski; Cody Leslie; Stephen McCallen

Claire
Many thanks. I've really enjoyed working with you all.
Best wishes
Fran

Get Outlook for iOS

Dowler, Francesca
Thu 10/12/2020 18:34
To: Oskar Gruszewski; Evan Fleming
Cc: Stephen McCallen; Lauren

Oskar
Firstly I would like to thank you Cody and Stephen. You have been so professional and I know the challenges you have faced in this project will prepare you for your futures.
Thankyou
Fran

Get Outlook for iOS

Project Conclusion

After finishing the project me and the team had one last meeting to congratulate each other for all the hard work we all put into the meeting and have a quick review. We are all happy with how the project turned out and couldn't have asked for a better client to work with.

We all learned a lot of new skills during this project which will help us going forward. As for the outputs we are extremely satisfied with our designs and the website. We definitely learned many valuable lessons that will help stay with us for life and help us after we graduate.