

Production Log

Ryan Kells 2019

MED526



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Content by Week

Content by Colour



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Introduction

Week 1

Getting into teams



Ryan Kells

- Graphics
- Web Design
- Video



Joel Gaston

- Graphics
- Web design
- Video

The first thing we did on week 1 was get into our teams. Joel and I were paired up and discussed what our strengths and weaknesses were. Once this was established we were then able to decide which parts of the project we thought we should each work on.

As it turned out Joel and I had very similar levels of experience therefore we decided it was best to divide each aspect of the project equally between us.

Picking our client



GVRT

Greater Village Regeneration Trust

After the teams were decided we discussed which client we would prefer to work for. Joel and I decided that GVRT was a suitable choice, they were lacking a modern logo, website and promotional video. These were three things we had suitable experience for and were happy to work on.

GVRT is a community organisation with charitable status. They were established in 1999 and continue to work on neighbourhood renewal.

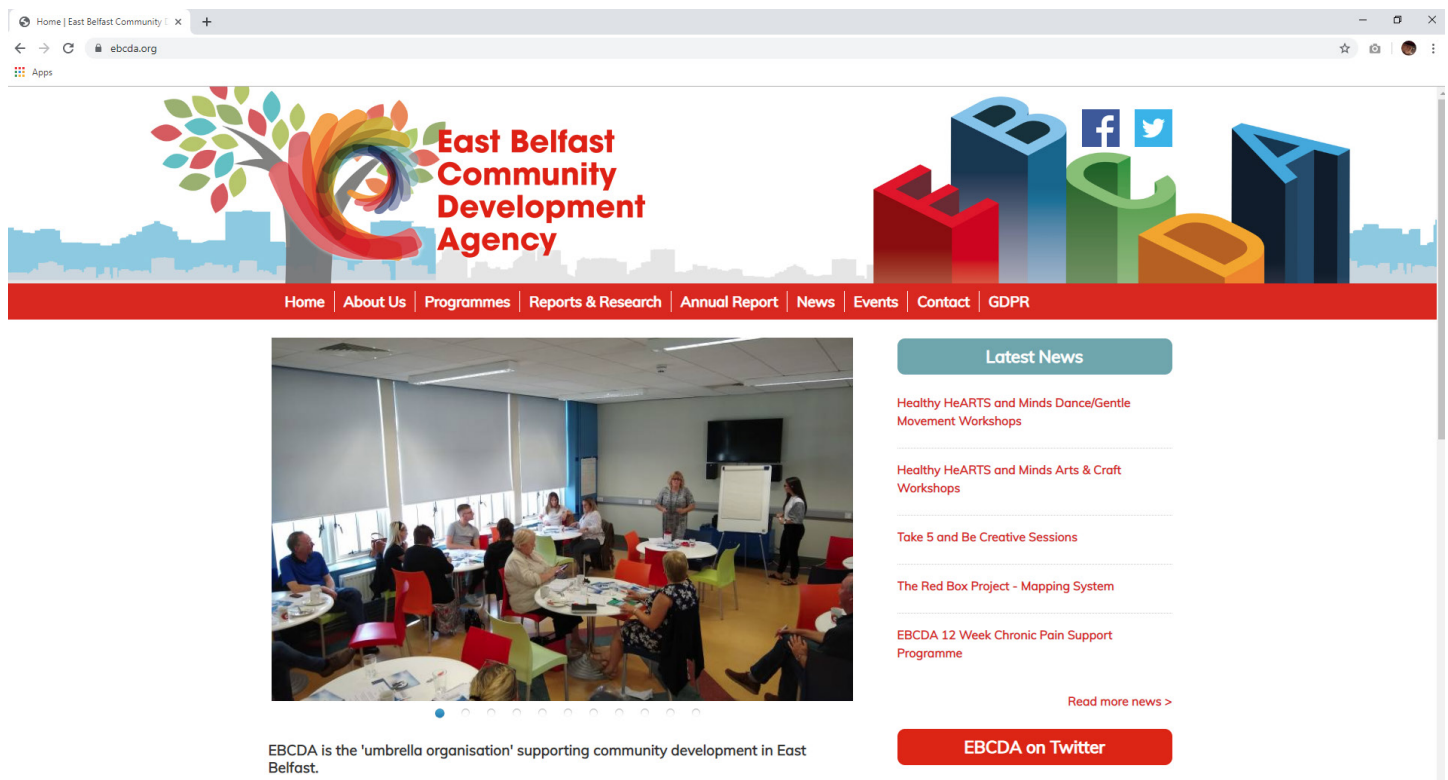
Benchmarking

Week 2

Researching Competitors

Week 2 started by doing some research into possible competitors for GVRT. We decided to get a broader range of companies by searching abroad as well as locally.

I looked at 2 sites from Northern Ireland and 1 from outside. From looking at the sites of similar organisations to GVRT I was able to identify common features, themes and take some inspiration for the new GVRT site we will be developing.

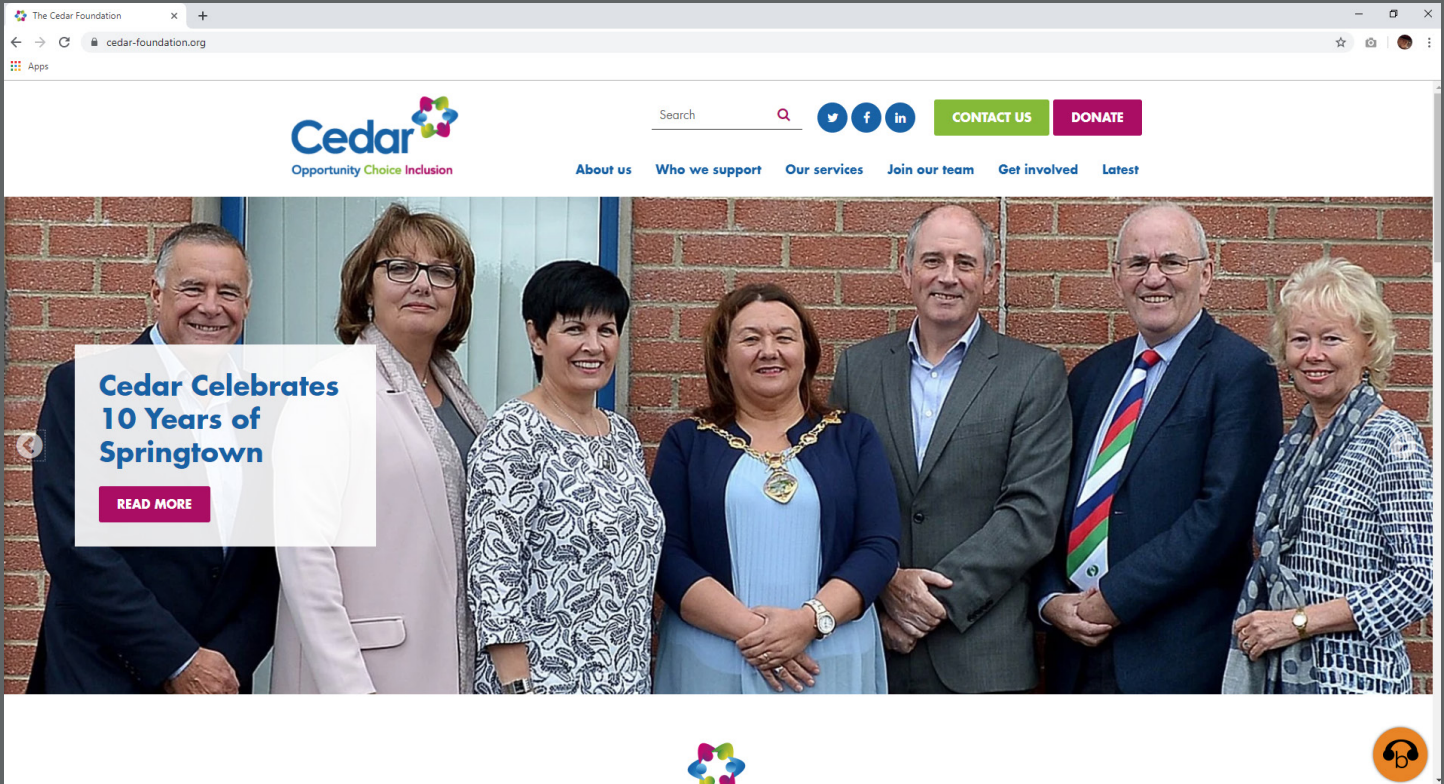


East Belfast Community Development Agency

www.ebcda.org

East Belfast Community Agency is the most visually impressive website of the similar companies based in Belfast. All custom graphics follow a consistent design element and an analogy/saturation colour scheme. The overall look of the site is modern and smooth. All hyperlinks are colour coded in the primary colour with a roll-over effect giving the user a nice indication. There is a bit too much going on at the header logo section making the logo a bit unclear. However, the content doesn't show a notifiable target audience(s) and some pages are very text heavy, like most community websites as they are information based. Homepage is nicely laid out in blocks, but some images are not HD ready.

Competitor site

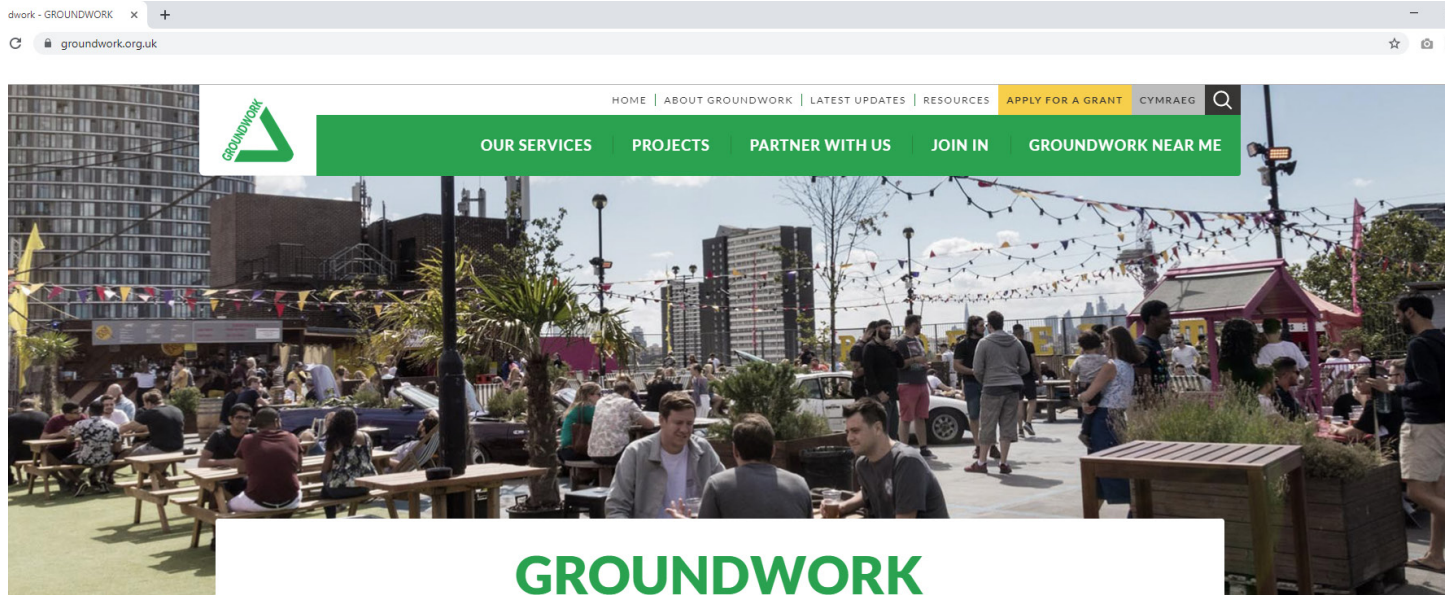


Cedar Foundation

<https://www.cedar-foundation.org/>

The overall appearance of the site was professional and clean. There was a well balanced use of colour and images. The key information most users would be looking for was available right from the home page. Other important features like the donation and contact page were very easy to locate via large buttons on the home page. The navigation was very well done using the text and dropdown search bar. I could easily look for and find the exact page I wanted to visit. Opportunities for improvement on this site are the lack of an FAQ page and some slightly lower quality images.

Competitor site



GROUNDWORK

Groundwork is a federation of charities working locally and nationally to transform lives in the UK's most disadvantaged communities.

Groundwork

www.groundwork.org.uk

.....

This site gave a professional and clean first impression, there was a nice black, white, one colour palette and I really liked the company's logo. The key information was available right from the first page, it was made clear what the company's aim is and examples of what they do were given. The overall layout and design of the site was visually pleasing and all the images were high definition. The sites functions such as applying for a grant, donation and sign up features were easy to find and an FAQ page was also included. The navigation text and drop-down bar was very easy to use however, the one thing I didn't like about it was that the contact page took a while to find.

Category	Feature	Cedar Foundation	Norther Ireland Youth Forum	Groundwork
First Impression	Aesthetics	Nice use of colour and clean	Messy and text heavy	Nice images and clean
	Identifiable Target Audience	On first page	On first page	On first page
	Identifiable Chief Aim	On first page	On first page (too long)	On first page
Look & Feel	Retina (HD Ready)	Not all images	Not all images	Yes
	Responsive	Yes	No	Yes
	Content in Prime Position	Image slider with text	Image slider with text	Image slider
	Body Text Font	Sans-serif	Sans-serif (bad font)	Sans-serif
	Logo Placement	top left	Top left	Top left
Technical	Donate	Yes	No	Yes
	Content Management System	Azure	Wordpress	Wordpress
	Analytics Embedded	Google analytics	Google analytics	Google analytics
Navigation	Primary Menu Format	Multiple dropdown menu	Navigation bar with multiple dropdown menus	Multiple dropdown menu
	Primary Menu Position	Top right	Top	Top right
	Means of Getting to the Top of the Page	None	Back to top button	None
	Sitemap	Avialable in footer	Avialable in footer	Avialable in footer
	Breadcrumbs	In header	None	At top
	Contact us	In footer and page	In footer and page	In footer and page
	No. of clicks to Contact Us	1 click away	1 click away	1 click away (harder to see)

Category	Feature	Cedar Foundation	Northern Ireland Youth Forum	Groundwork
Content	Explanation of Service	On first page	1 click away	On first page
	Evidence of Outdated Content	None	Yes, broken links	None
	Social Media	Links in header	Links in header (hard to see)	Links in footer
	FAQ Section	None	None	Yes
	Privacy Policy	In footer	Have to search for it	In footer
Search	Search	Yes	Yes	Yes
	Type of Search Button	Text and dropdown	Text	Text and dropdown
Functionality	Load Time	3.5s	8.6s	3.3s
	Email Subscription	None	None	None
	Multilingual	No	No	No
	No. Languages other than English	None	None	None
Accessibility	How Many Font Types	2	4	2
	Clear & Accurate Headings	Yes	Yes (not as clear)	Yes
	Are Links Visually Distinct	Yes	Yes	Yes
	Link Underlining	Yes	No	Yes
	Hyperlinks Change Colour if Visited	No	No	No
Overall Score		74%	29%	79%

Benchmarking

Conclusion



From doing this research by looking into the design, features and content of these competitors sites I have taken away a lot of knowledge and have generated a much better idea of what a site for our client should include.

The Cedar Foundation and Groundwork sites give great examples of how an urban regeneration charity type site should work and function. Some of the key features I hope to take inspiration from are the easy to use navigation bars, layout, donate button, FAQ page, quick accessibility of key information, high definition images, use of colour and fonts.


The Northern Ireland Youth Forum site is a good example of some things I should avoid as overall the site did not give me a helpful experience as the user. I believe I can take both the good and bad features I have found from these competitors sites and use that knowledge to help develop a better site for our client.

Client Meeting


Week 3

On week 3 we had our client interview ahead of us. As a designer, it is important to find out what your client is looking for. Therefore I created a list of questions that should give us a broad understanding of what GVRT is looking for and also what sort of existing material we'd be working with.

Questions

- 
1. What are the key requirements for the site
 2. Do you have any existing brand guidelines? (colour schemes, logos, visual identity)
 3. What are the sub-brands? (do we also rebrand the gym?)
 4. Any usable existing footage? (drone shots)
 5. What is the budget? (hosting and domain)
 6. Can we access files of existing logos and photos?
 7. What are your analytics (target audience and who is using facilities)
 8. Would uniforms be helpful?
 9. What can we change? (logo, sign and colours)

Meeting



A date, time and place was decided for the interview. Once the entire team had declared themselves available to go, the meeting was confirmed. We then met the client in the GVRT building and discussed the project.

Meeting Findings

Website

A list of pages for the website:

- Home Page
- About
- Fit4Life
- Pitch (possibly booking)
- Tree
- Treeco
- Housing
- Women
- Contact

Sub-Brands

A list of sub-brands that have been declared:

- Fit4Life
- Pitch
- Tree
- Treeco
- Housing
- Women

What needs changed?

A list of changes to make:

- New visual identity
- Promotional video (2 - 3 mins)
- User manual for staff showing in detail how to change images, videos, display booked dates on the calendar
- If a proposed visual identity has been approved the design file and guideline will also be handed over that will detail the parameter usage of the design, print and digital files along with templates for letter or form will also be handed over.

Sites the client liked

A list of sub-brands that have been declared:

- Ashton Centre (scrolling gallery, colourful, boxes)
- East Belfast Community (scrolling gallery, colourful)

Target Audience

- Community
- Kids
- Elders

Making the Brief Week 4

Version 1

Competitor Research 3

Category	Feature	SportsAid	Activity Alliance	Youth Sport Trust
First Impression	Aesthetics	very simple and basic	Clean consistent style (black, white, one colour)	The most appealing and very clear without being too substantial
	Identifiable Target Audience	On first page	On first page	On first page
	Identifiable Chief Aim	On first page	On first page	On first page
Look & Feel	Retina (HiD Ready)	Yes (Low resolution logo)	Yes	Yes
	Responsive	Yes	Yes	Yes
	Content in Prime Position	Image slider with text	Image slider with text	Image slider
	Body Text Font	Sans-serif	Sans-serif	Sans-serif
Technical	Logo Placement	Top left (low resolution)	Top left	Top left
	Donate	Yes	Yes	Yes
	Content Management System	WordPress	100% digital	WordPress
Navigation	Analytics Embedded	None	None	Analytics in cookies
	Primary Menu Format	Navigation bar with multiple dropdown menus	Navigation bar with multiple dropdown menus	Navigation bar with multiple dropdown menus
	Primary Menu Position	Top middle	Top left	Top right
Accessibility	Means of Getting to the Top of the Page	None	None	None
	Sitemap	Available in footer	None	None
	Breadcrumbs	None	Within the navigation bar	At top
Contact us	Contact us	In footer and page	Within the navigation bar	In footer and page

Summary

SportsAid

The sites overall look is pretty basic however it fulfils its needs it wont win any awards for aesthetic. The site also has a lot of empty space and lack a lot of detail or description. Often the site has these large quotes to fill blank space. With the quote being attributed to a member of the organisation but no further information. The quote so large and from themselves making the site look pompous potentially. The site features no site map or breadcrumbs at all meaning that the user is consistently hitting the previous page button breaking any engagement and immersion. The site is very long to scroll down however this is not for an abundance of text. Once the user does meet the bottom of the page, they are only left to just scroll right back up again with no "back to top" button most sites have adopted for ease of use. The search functionality is very basic offering key word results with now headers or ways of refining categories. With no sign of any analytics embedded within the site how does the origination know how many or who visits the site. Some social media links appear to be non-responsive or broken entirely just making that unrefined feeling linger longer with the site. The site has a specific font style that appears in all the headers however because of its size and central position within the page it can often be distracting. Also, the font is too much of a far cry from the traditional font used in the main body.

Activity Alliance

The site has a mixed colour pallet of blue, white and green taking inspiration from its logos however for me I feel the green a step too far as see the blue white colours used more appealing. With the green appearing less often it just breaks the mould entirely. The site is far cleaner and responsive even in mobile screens the site conforms well having its navigation bar and search combine in to one button drop down. The site has a wonderful site map that clearly shows the many directions and subbranches of the site however the breadcrumbs are sometimes lacking creating a strange inconsistency. The search option here is made more effective placing each article in a category in order to refine further however it still isn't enough as there is no filter option. Some social media links appear to be non-responsive or broken entirely making me feel that the online presence isn't as well kept as the site maybe.

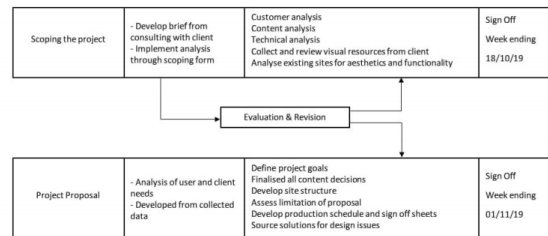
Youth Sport Trust

Youth Sport Trust showcases an organisation with a clear visual identity that stands out clearly from the rest of the sites. The page is still quite

Aims

- A brand-new website for GVRT – GVRT as the main home index page
- A page for each of the following:
 1. GVRT
 2. WW1 wall panels
 3. Room and bus hire
 4. Fit 4 life
 5. Online booking
 6. Richview
 7. Treeco
 8. Blythefield 3G pitch
 9. Booking calendar
 10. Online booking
 11. New pitch footage
 12. Housing advice (possibly)
- Open to a new visual identity for GVRT (not sure for the others like fit4life & Richview)

Production Schedule



Conclusion

From doing this research by looking into the design, features and content of these competitors sites I have taken away a lot of knowledge and have generated a much better idea of what a site for our client should include. The Cedar Foundation and Groundwork sites give great examples of how an urban regeneration charity type site should work and function. Some of the key features I hope to take inspiration from are the easy to use navigation bars, layout, donate button, FAQ page, quick accessibility of key information, high definition images, use of colour and fonts. The Northern Ireland Youth Forum site is a good example of some things I should avoid as overall the site did not give me a helpful experience as the user. I believe I can take both the good and bad features I have found from these competitors sites and use that knowledge to help

With the information we gathered from the client meeting and our research we began putting the brief together. Above you can see an example of how the brief looked in it's first draft stage. It included somethings which were unnessacary and was very text heavy. The appearance was also very unappealing.

Making the Brief

Version 2

The Brief

Project Summarised

- Create a brand-new online presence for GVRT:

The site will bring all GVRT sub branches together into one place with each one of them having their own web page(s) to promote what they do. It will connect all communications between users and GVRT via an enquires form on the site.

- Propose a new visual identity in the form of a logo:

The proposed new logo will have a modern look and will be high resolution (HD quality for both screen and print). Alternative – Modernise the current logo to make it more appealing and in high resolution.

- Promotional video for Blythefield 3g pitch:

Using existing drone footage and new footage to create a short promotional video for the pitch that will be used on the site and social media platforms. The video on the site will last between 2-3 minutes while the social media piece will be 10-30 seconds.

Target Audience

This website is to be the primary point of contact for those who are looking for more information. The main people we could expect to visit the site are members of the local community and surrounding area. GVRT are a diverse organisation and its visual design should reflect that. The focus of the project should be to design a site and visual identity that appeals to a wide range of people.

Some might be looking at GVRT for the first time, so we need to convey a clean, concise and detailed experience that can appeal to all. A number of programmes involve parents and kids such as the 'I swim' scheme. The site will have to be easy to use and accommodate a younger audience. GVRT are also involved in a keep fit programs with senior members of the community. Therefore the site has to be accessible and relevant to this audience.

Deliverables

- New website with sub branch pages:
 - Fit4life
 - Blythefield 3g pitch
 - Richview
 - Treeco
 - Housing
 - Gallery of existing and newly capture photographs of events and classes
 - Catalogue the street art in the area that was developed locally with a historical theme
- Website user manual for staff showing in detail how to change images, videos, display booked dates on the calendar
- The new visual identity design files and guideline will also be handed over that will detail the usage of the design, print and digital files along with templates for letter or letterheads and other associated materials.

To the left you can see an example of a page from the final brief document. We got rid of the unnecessary parts making the document much more streamlined. We also used bullet points to make the information easier to read and dividing dots to split the different sections up. To share the workload we each done a different part of the document. Joel done most of the text while I focused on the design and layout.

Logo Design

Week 4

Idea 1



GVRT

The first logo I began working on was my person idea. The person in the logo represents the people of the community. The open arms pose of the person signifies a sense of joy, generosity and welcomeness. I done this by finding a suitable font and turning the text into outlines. Once i done that I could drag the V into the shape desired. I then added the circle and made it uneven to replicate the font. I choose the colours based on the GVRT building.



GVRT

After I spent some more time on the logo I changed it drastically. I picked a more streamlined looking font and decided to get rid of the lighter blue. This font allowed me the morph the V into a shape that better represented a person. I also made the person black to emphasise it in the logo.

Logo Design

Idea 2

The second logo idea I had revolved around the idea of a community being brought together and bears a similarity to the RISE sculpture which is local to the area. For this logo I used 2 ellipses and adjusted the sizes until the font fitted as I wanted. I then found a font which used circles to fit with the rest of the design.



As you can see this logo did not undergo a large amount of changes from the initial design as it was very simple. However, I did update the font to one that's circular design matched that of the logo better than the first.



Logo Design

Idea 3

The third idea was a handshake within a heart. The handshake with the two different coloured hands represents the community coming together, trust and peace. The heart represents love and wellbeing. The shape for this design was quite complex to create, I used multiple different shapes and the pathfinder tool to merge them together. The font is a very rounded style.



I then decided to change the colours to the GVRT building colours. I also changed the font to one that was thicker, softer and gave the logo a more friendly appearance.



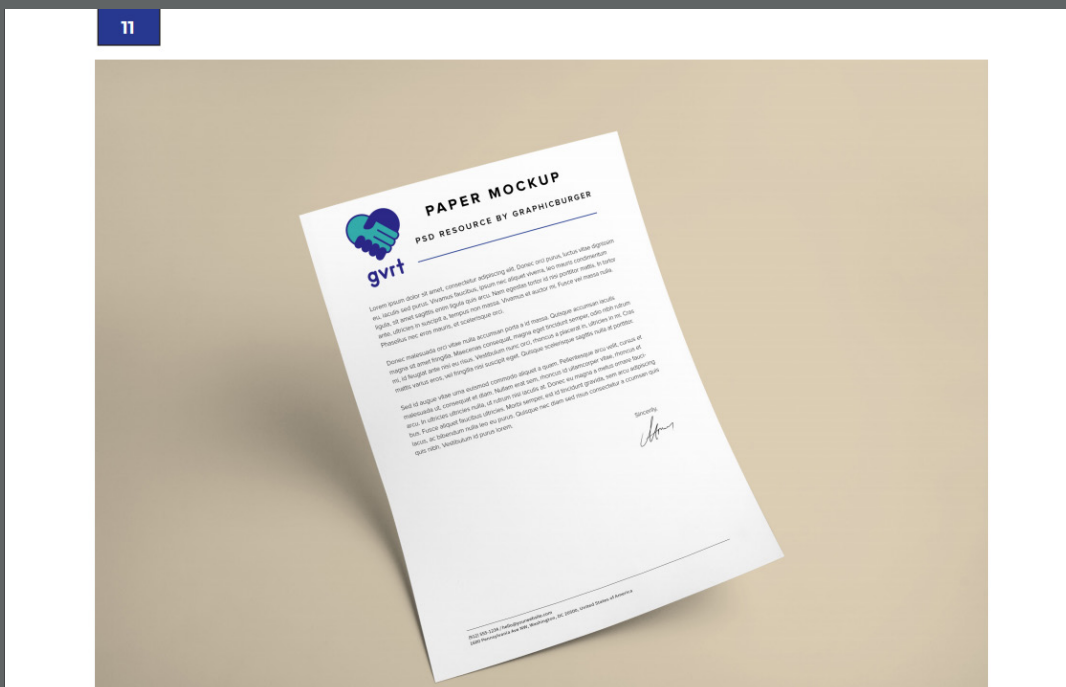
Pitch Document

Week 5

Version 1



To the left you can see an example of one of the pages from the first draft of the pitch document. This time I wrote the text and layout while Joel worked on the design of the document.



Mock ups

Week 5



Mock ups



To create my mockups I used a site called 'Graphic Burger' to find lots of suitable templates for GVRT. Once I downloaded the templates I inserted me and Joel's designs into the appropriate layer of the photoshop file. We had a discussion and decided that based on our skills and preferences, I would do all the web mock ups and Joel would do anything clothing related.

Logo Variants

Week 6

Idea 1

The standard logo.



GVRT



For the Fit4life logo I created a barbell using rounded rectangles and the warp tool. The barbell represents the gym.



For the Tree logo I created a leaf using an ellipse and then using the arc tool. I done the same for the rectangle on the stem.



The Treeco logo is the same as the Tree logo except I used the green colour for some of the text.



For the I.swim logo I created droplet shapes using ellipses and the direct selection tool to shape them like drops.

Logo Variants

Idea 2



The standard logo. For idea 2 all of the subbrand logos remain the same as the original except different colours are used. The text underneath also defines which subbrand the logo is representing.




Logo Variants

Idea 3

g  rt

The standard logo.

fit **4** life 

For the fit4life logo I used rectangles and the round edges tool to create dumbbells. The positioning of the dumbbells is reminiscent of the heart.

tree 

For the treeco logo I used ellipses then the direct selection tool to alter the shape. After that I used the zig zag stylize option to make it look more like a leaf. The two leaves create the shape of the heart.

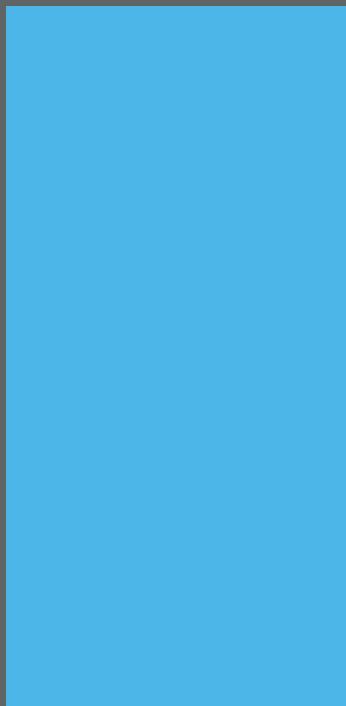
treeco 

i.swim 

The i.swim logo I also created using ellipses and the the direct selection tool to drag the circle into a droplet shape. The two drops create the shape of the heart.

Colour Palette

My Reason for Picking These Colours



#48BEFF

For the standard GVRT logo light blue is used to represent friendliness. This colour is also used to represent the water in I.swim.



#8FC93A

For Tree and Treeco yellowish-green is used to represent nature.



#FB6107

For Fit4Life Orange is used to represent strength.



#2C2989

The navy colour adds neutrality to the logo and represents stability and unity.

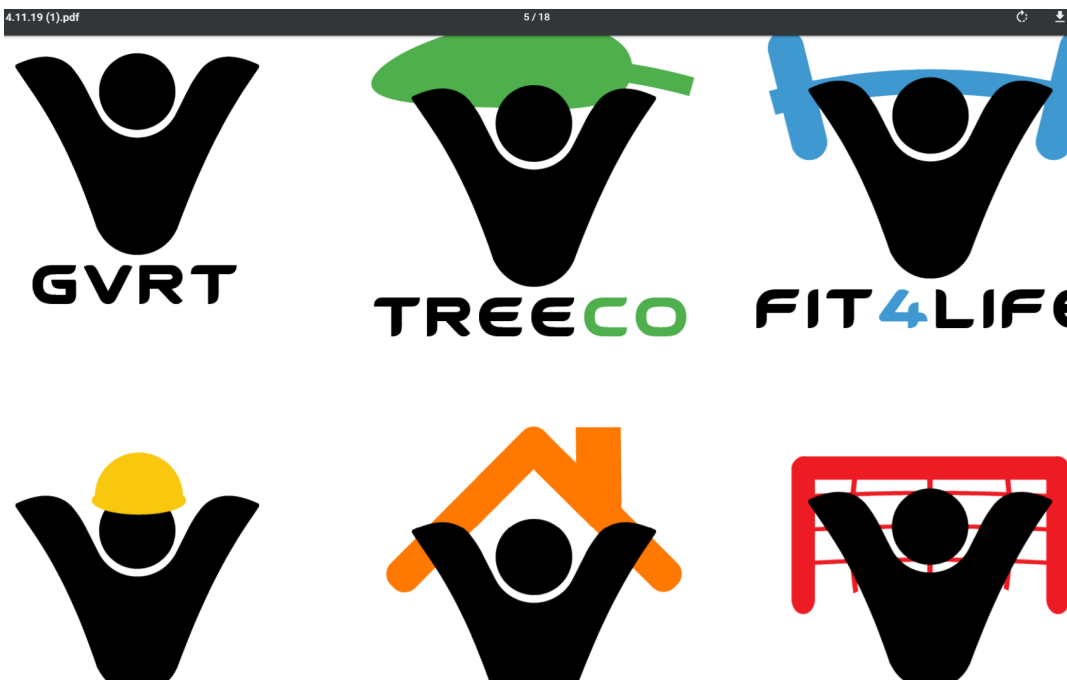
Pitch Document

Week 7

Version 2



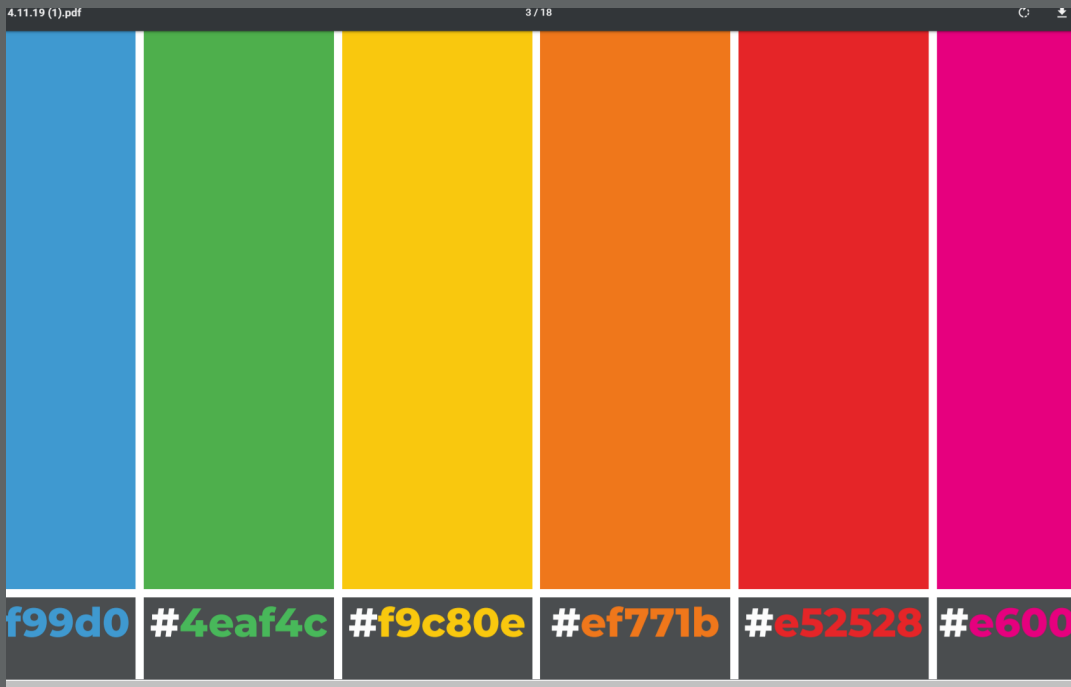
On this week we had to create the finalised version of the pitch document. This version of the document will be presented to our client. One of the things we had to change was cutting the amount of designs down to the strongest ones.



On this page I included all the different versions of the logo for the sub-brands of GVRT. As you can see we minimised the design of the pitch document according to our feedback.

Pitch Document

Version 2



Here you can see on this page we included all the different colours used for the GVRT sub-brands. This is so we can explain how each of the colours relates to each of GVRTs sub-brands.



Pitch to Client

Week 8

What our Client liked



Our client's preference ended up being these two designs. She liked the simplicity of the left logo and liked that the person in the right logo was very relevant to GVRT.

The logo above (Circled) was her final choice and she ended up picking the black variant as opposed to the navy variant. This is now the design we will work with to progress the project.

Pitch Findings

Week 9

Changes to be made



Our client pointed out a couple of changes to be made from our pitch. The I.Swim brand is to be removed from the sub-brands as it is in fact a smaller project.

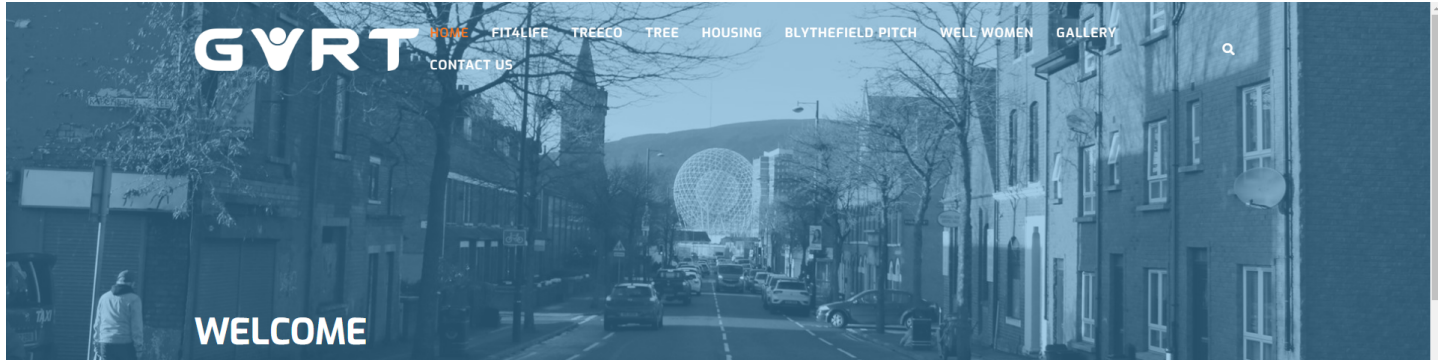


The client clarified that the 6 sub-brands were Housing, Fit4Life, Treeco, Pitch, Tree and Well Women's. The client was interested in 6 pop ups showing all the different sub-brands making use of the 6 colours we picked for GVRT. I decided to create a mock-up of how this might look.

Website Design

Week 10

Home



OUR SERVICES



FIT4LIFE



TREECO



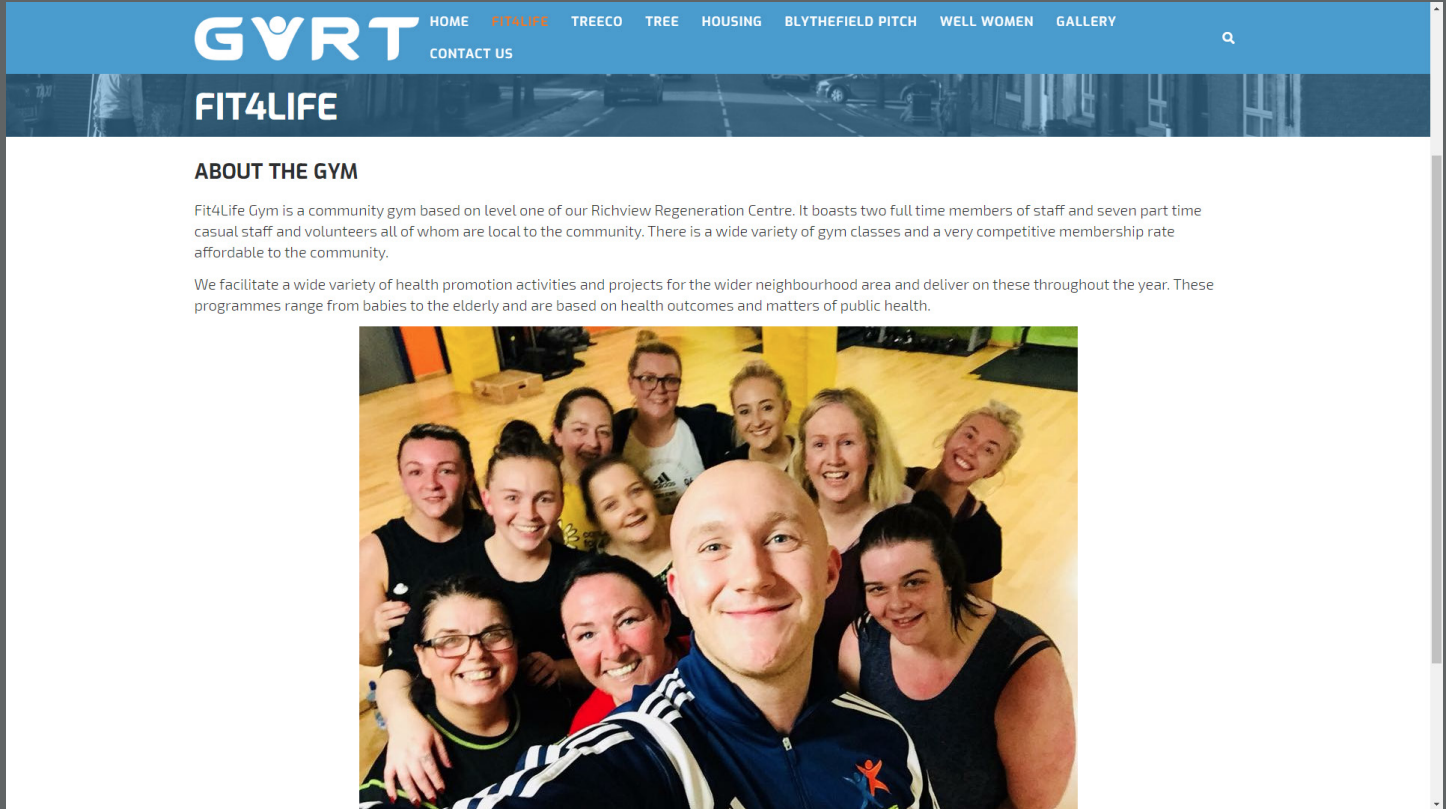
TREE

This week I emailed the client with the instructions to set up the domain and hosting for the new website. Once this was set up I could begin work on the website. Joel and I picked the theme 'Azuma' as this was the most professional looking and the closest match to what we visualised.

For the home page I made 6 different coloured icons for each of the sub-brands and a little bit of information below each. This page also includes information about who GVRT are and what they do.

Website Design

Fit4Life



The Fit4Life page gives information about the gym and its opening hours. I also inserted an image showing some members.

Website Design

Treeco

GVRT

HOME FIT4LIFE TREECO TREE HOUSING BLYTHEFIELD PITCH WELL WOMEN GALLERY

CONTACT US



WHO ARE TREECO?

TREECO is a Social Enterprise which was established to support TREE

WHAT DO THEY DO?

They deal with environmental maintenance projects such as power washing, grass cutting, creation of sensory gardens and a range of other activities. Overarching aim to provide hands on experience and sector specific skills and qualifications to young people from the TREE project

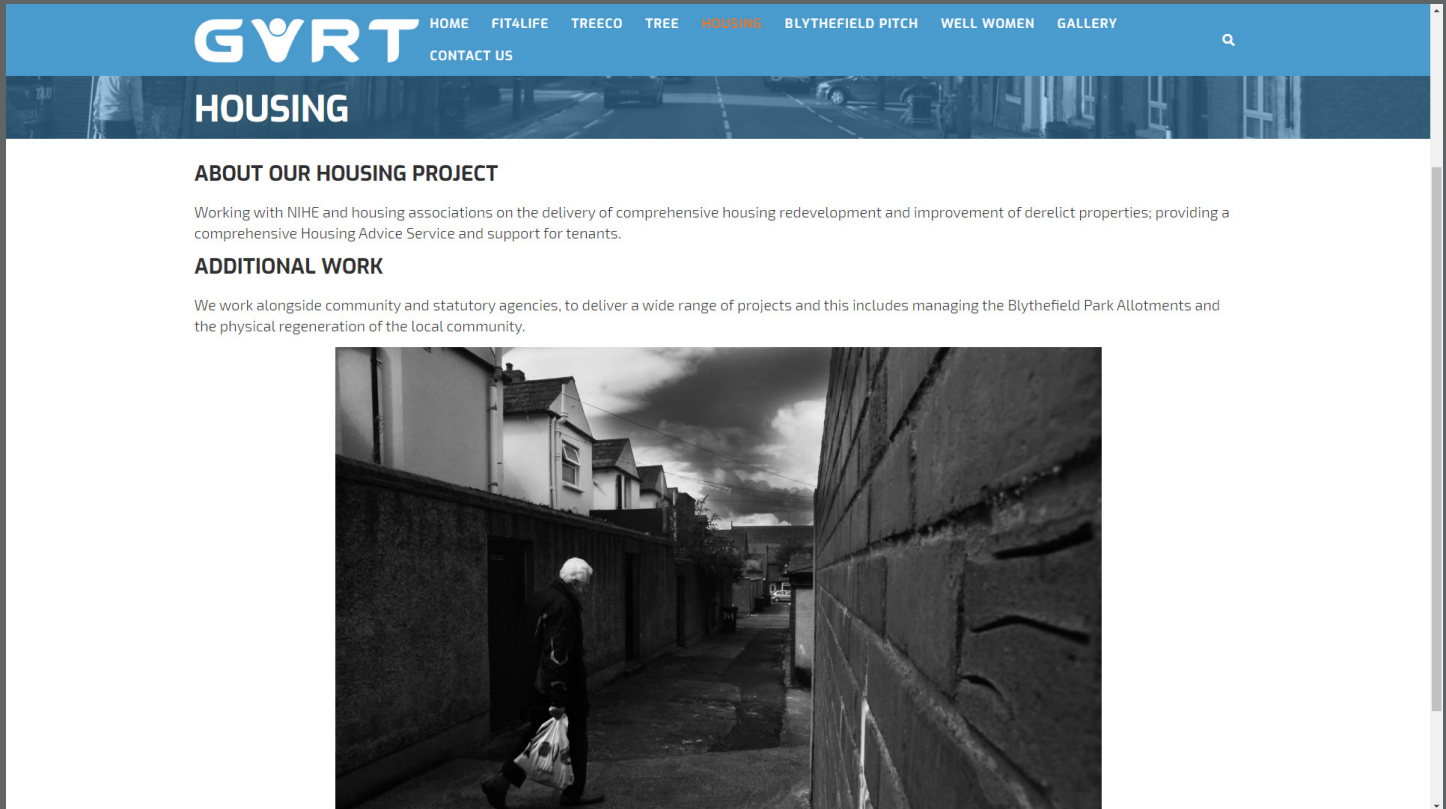


https://www.facebook.com/TreecoBelfast/?ref=br_rs

On the Treeco page I inserted 2 paragraphs providing information on who Treeco are and what they do. I also inserted an image of the Treeco workers.

Website Design

Housing



On the housing page I inserted 2 paragraphs explaining the housing project and the additional work they do. I also inserted one of GVRT's photographs of the area.


Website Design

Week 11


Blythefield Pitch

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GVRT HOME FIT4LIFE TREECO TREE HOUSING **BLYTHEFIELD PITCH** WELL WOMEN GALLERY CONTACT US



WHERE IS THE PITCH?



BOOK THE PITCH HERE
Email: gvrtpitch@gmail.com

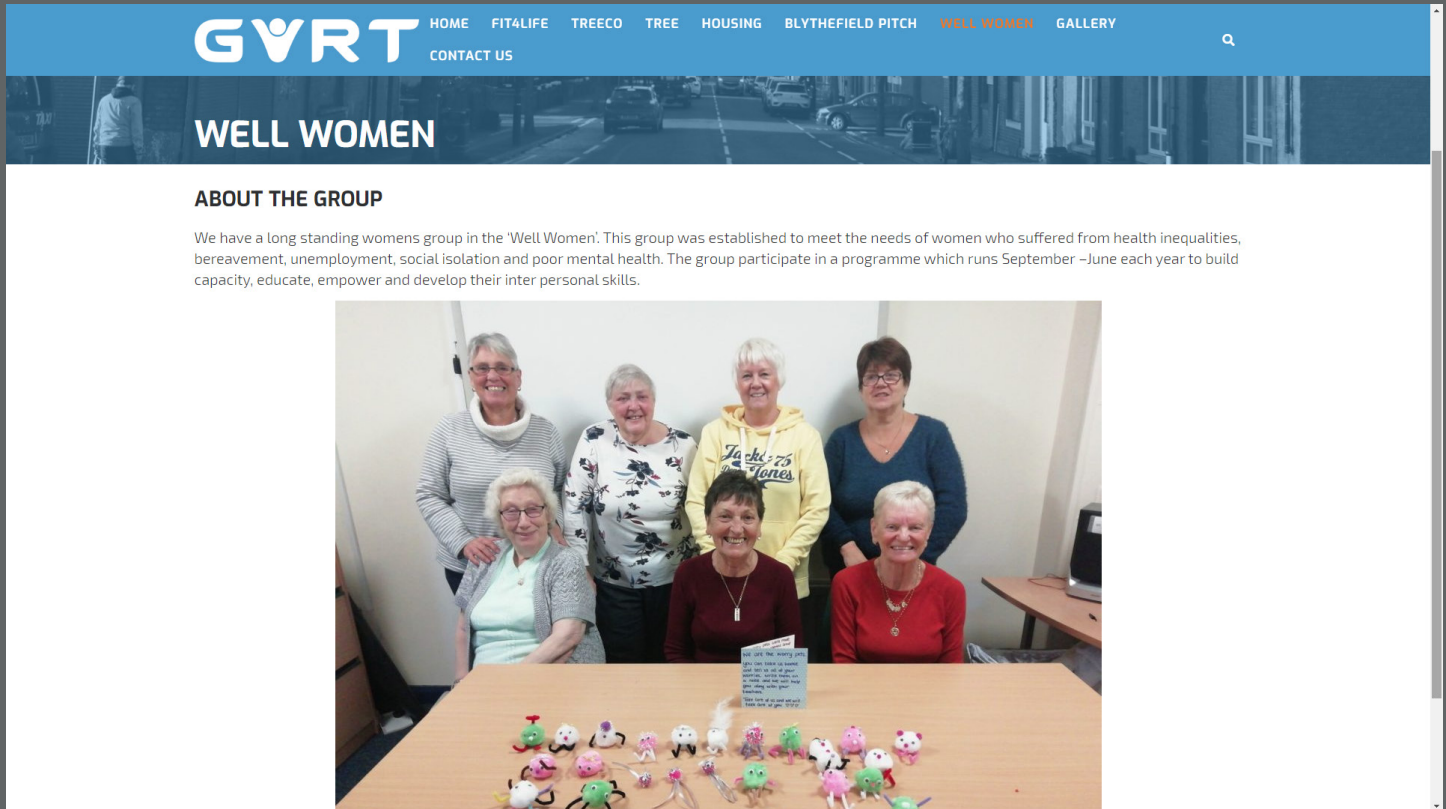
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On the pitch page I inserted some text about the pitch project. Underneath this I added an image of the pitch in use. I also embedded a Google map into this page so that the users can see where the pitch is located.

I made sure the pitch booking email is included on this page so that users can book the pitch from the site.

Website Design

Well Women



For the Well Women page I inserted a paragraph about the group and added an image of the group.

Website Design

Gallery




Joel worked on the gallery page where he inserted the photographs GVRT provided us with.

Website Design

Contact Us

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GVRT [HOME](#) [FIT4LIFE](#) [TREECO](#) [TREE](#) [HOUSING](#) [BLYTHEFIELD PITCH](#) [WELL WOMEN](#) [GALLERY](#) [CONTACT US](#)



CONTACT US

Get in touch and we'll get back to you as soon as we can. We look forward to hearing from you!

CONTACT FORM

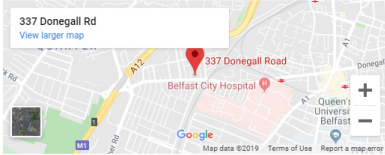
Fields marked with an * are required

Name

Email *

Message *

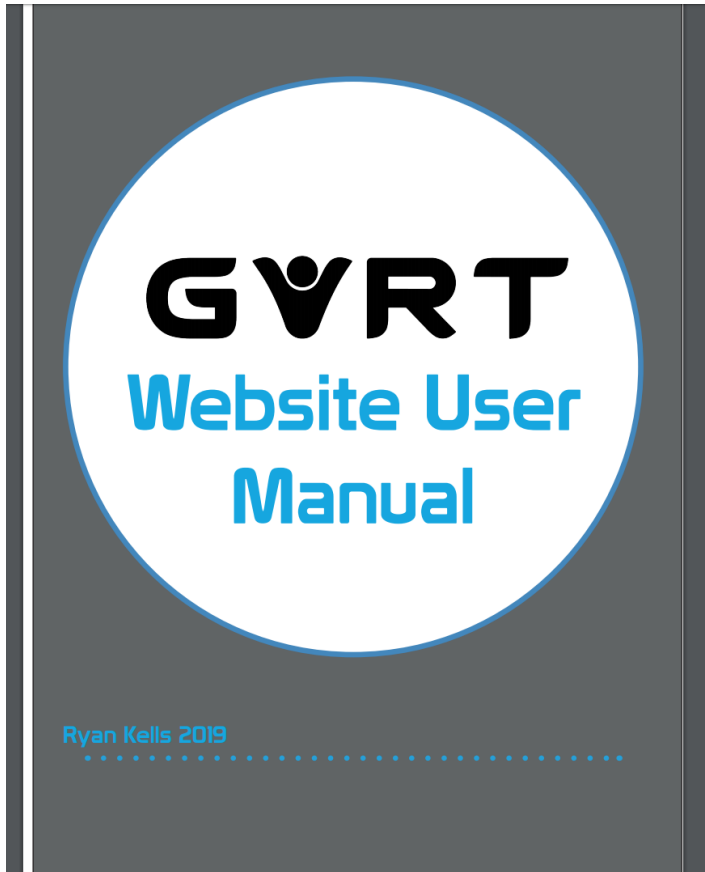
- **Email**
info@gvrt.org.uk
- **Phone**
028 9033 3527
- **Fax**
028 9033 3527
- **Address**
337 Donegall Road, BT12 6FQ, Belfast



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Joel and I both worked on the contact us page. I created the contact form while joel added the contact details. Joel also embedded a Google map on this page showing where GVRT are situated for any users who want to visit.

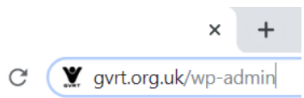
Basics




This week I wrote the website manual. This is a document for the client that will ensure they know how to edit the website. As you can see I done this in the style of the earlier design document to keep consistency.

Logging In

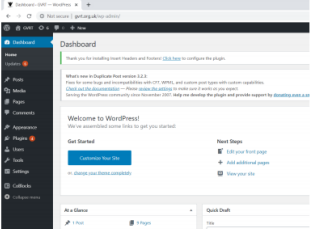
To log in to your site, type: `gvrt.org.uk/wp-admin` into the address bar.



This page should appear prompting you to enter your username and password.
Your username is: `u4ujfp`
Your password is: `^xUmAwbDWmA0`



Now the dashboard will appear and you are now logged into your site.



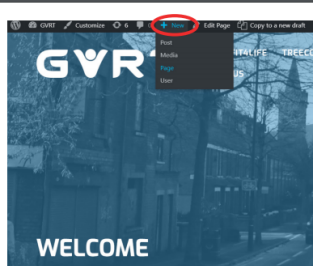
This document starts by explaining the basics such as logging in to the wordpress admin and how to get to the wordpress dashboard. I done this by taking screenshots and inserting them into the document to help explain each step.

Website Manual

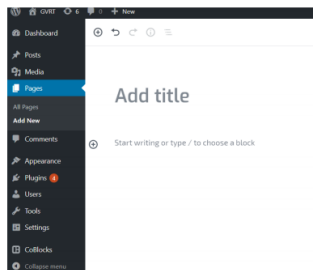
Other Functions

Adding Pages

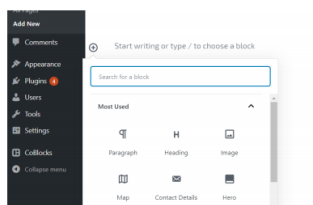
To add a new page to your site click on 'New' at the top. Then click 'Page'.



A new page has now been created, here you can add a title and then add blocks to your page.



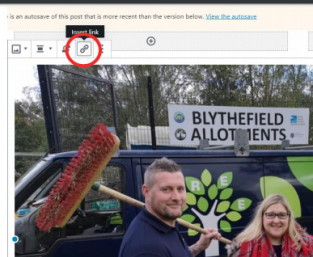
Blocks are the different types of content you can put on your site. Here you can see when we click on the plus icon we can select a new type of block to add. In this case we're picking a list.



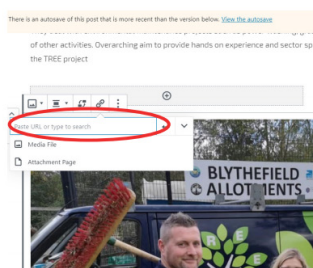
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Adding Links

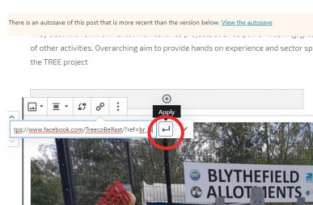
To add a link first click on the block you'd like to add the link to. Then click the insert link icon.



We can now select to link a URL, a media file or an existing page of the website. In this case we want to link to the Treeco Facebook page. Therefore we will copy and paste the URL in this box.



Once the URL has been copied, click the apply icon. The link has now been applied, click 'Publish' at the top right of the page to save these changes.

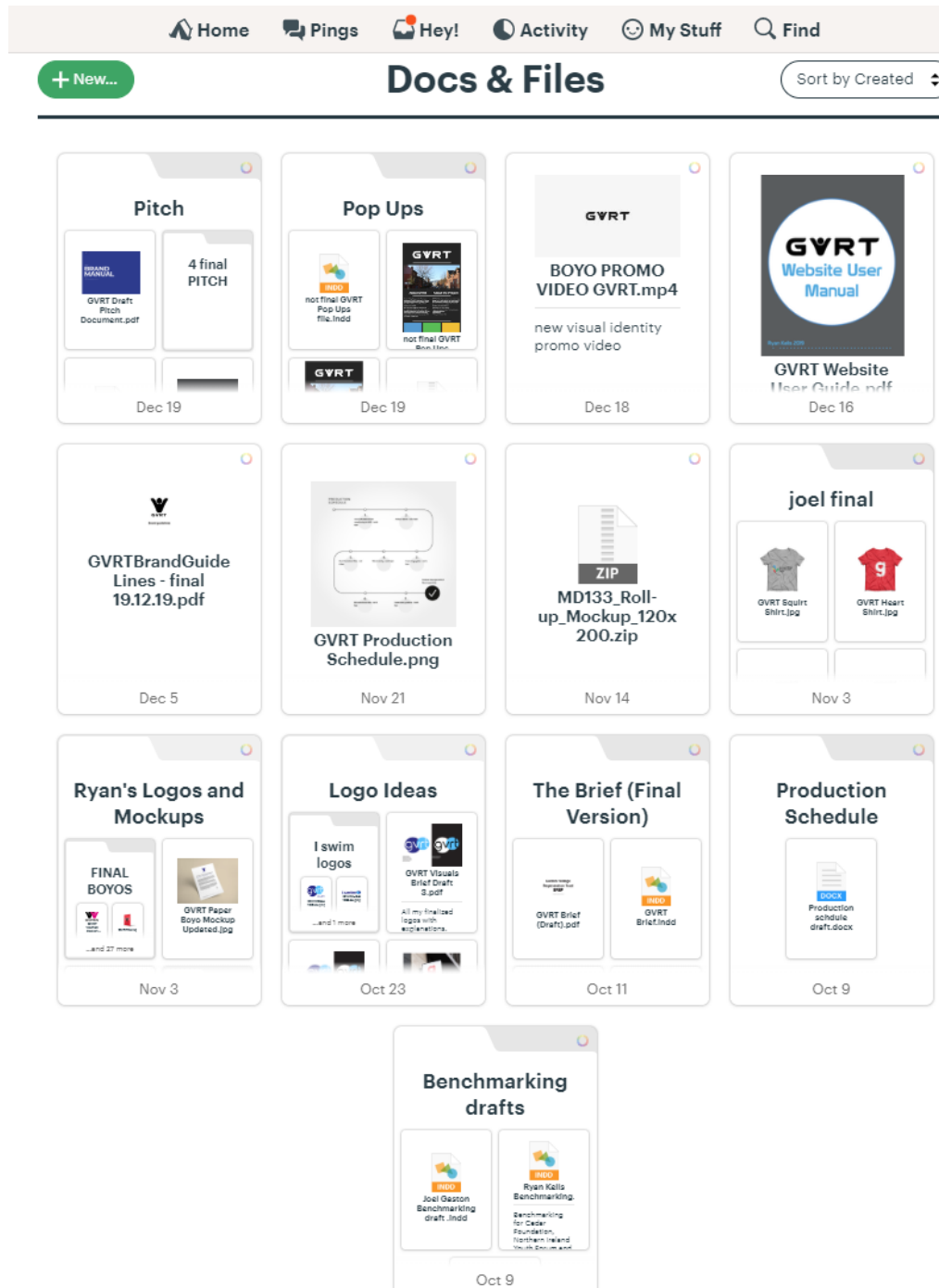


I explain important features such as adding and editing pages. As you can see I used red circles to highlight where the user needs to click for improved ease of use.

Further on in the document I cover more advanced features such as linking and changing header images. The pages are numbered and each part of the tutorial can easily be found from the contents page.

File Management

Basecamp



I aimed to keep the Basecamp files clean and organised so that any files we needed were easily found. As you can see we created folders for each part of the project and for our separate designs. This way we could be more productive.

Time Management

Toggl

The screenshot shows the Toggl timer interface. At the top, there's a header with the Toggl logo, a search bar, and a 'Create a project' button. Below the header is a sidebar with navigation options: Timer, Dashboard, Reports, Insights, Saved Reports, Projects, Clients, Team, Tags, Settings, Help, and Show more. The main area displays a list of time entries for a project. Each entry includes a date, a task name, a duration, and a stop time. The tasks are: Website Manual (Mon, 16 Dec), Filming (Mon, 9 Dec), Pitch Changes (Thu, 14 Nov), Pitching to Client (Tue, 12 Nov), Creating Logos (Mon, 28 Oct), Creating Logos (Wed, 23 Oct), Briefing (Fri, 11 Oct), Client Interview (Thu, 10 Oct), Benchmarking (Sun, 6 Oct), Client Interview (Fri, 4 Oct), and Benchmarking (Thu, 3 Oct).

Date	Task	Duration	Stop Time
Mon, 16 Dec	Website Manual	1:15 PM - 8:15 PM	7:00:00
Mon, 9 Dec	Filming	10:47 AM - 4:52 PM	6:05:00
Thu, 14 Nov	Pitch Changes	11:49 AM - 4:45 PM	4:56:00
Tue, 12 Nov	Pitching to Client	1:00 PM - 3:09 PM	2:09:00
Mon, 28 Oct	2 Creating Logos	2:30 AM - 10:27 PM	4:21:03
Wed, 23 Oct	2 Creating Logos	4:00 PM - 1:43 AM	4:43:00
Fri, 11 Oct	Briefing	12:00 PM - 5:10 PM	5:10:00
Thu, 10 Oct	Client Interview		3:30:00
Sun, 6 Oct	Benchmarking	8:03 PM - 10:08 PM	2:05:12
Fri, 4 Oct	Client Interview	1:00 PM - 1:45 PM	0:45:00
Thu, 3 Oct	Benchmarking	2:10 PM - 2:45 PM	0:34:15

I used Toggl to keep track of my time working on each part of the project. Above you can see how I spread my time throughout the project.



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