The Endeavour Project Production Log

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Our Group

Steven

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Eoin

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The Project

The project itself stems from the Lighthouse project, this is a project that is committed to the prevention of suicide and self-harm in the local area of North Belfast, it tries to help promote positive mental health and also helps to support those people and families in the local area that have been bereaved due to suicide. It is a fantastic organisation that was established over 15 years ago to help combat the community problem of suicide within North Belfast.

Endeavour itself is a project that has branched out from Lighthouse, spearheaded by the passionate Gary Symington Endeavour aims to help young men within the local area and create a positive environment for them to grow and to talk to others like them.

The project itself will start off by helping mentor lower sixth students in the relevant schools involved with the project helping these young men to build the life skills, lessons and advice that they can filter down through the rest of the school to be able to help young males become more open and to grow as individuals and to understand that it's okay to be not be okay.

The aim is to make to project all inclusive meaning no matter what background you come from you can get involved in Endeavour and feel like your in a safe and fun environment, it is also key that through the creation and design of the brand and website that parents understand exactly what Endeavour is about and how the project can help their child providing support through any problems they may face.

Project Aims

- Helping young men understand that:
    "It's okay not to be okay"

- To help young men make new friends and talk to
  to people who might not be from the same
  background as themselves

- Interact and talk about any problems they might have

- To help create a positive mental attitude for these
  young men

- Filter the project down through the schools so it
  continues on through the younger pupils

Meeting the Client

After the first week of getting into groups and picking our potential project myself, Cormac and Eoin decided to pick the endeavour project. In our client brief before picking our project we where given a brief overview of the project itself and the potential requirements and felt like this is the project we wanted to take on. Through class we where introduced to the web application "basecamp" an online application that acts as a management hub for the project itself, basecamp allows us to upload files and stay in direct communication with Claire and also Adrian to ensure the project runs as smooth as possible.

On Basecamp Claire let us know the time our meeting would be at and helps act as the introductory to us as a group and the client, in this case Gary from the lighthouse project. The meeting was scheduled at 10:30 on Friday the 5th of October and would involve an initial introductory meeting between our group, Claire and Gary.

The meeting was great and gave us a fantastic insight into Gary as a person, his background and his links to the project itself. During the meeting Gary helped give us background information on the Lighthouse project which in itself is the main charity that the Endeavour project will be coming from.

During the meeting I began to take notes on the information Gary was providing to us with the goal to learn as much about the project as possible to help aid in my creation of the visual identity and to also help us as a group understand the scope of the project better.

Project
Requirements

Logo
The creation of a logo for the brand Endeavour that helped fit in with the project itself, the logo had to be representative of the project itself, the local area and help tie in all of the qualities of Endeavour as a project into the one visual package. It was key that the logo and brand design was young and fresh to appeal to the young people but to also ensure it was appealing to all backgrounds in terms of colour scheme and that the logo was professional which meant selection of the correct font, colours and logomark.

Flyer
A key part of the brand, these gave Gary and Endeavour the opportunity to hand these out at various schools and events. The flyers had to stay within the brand colour scheme and stylistic approach and have all of the relevant information within, such as description of the project, images to represent the activities involved and contact links such as website URL and email address.

Business Card
Like the flyer these had to stay within the aesthetics of the brand image that we would create, these could be handed out to participants and even parents and would contain contact information to allow that person to reach out to the project. A simple asset that could be kept in a purse or wallet and gives people that instant connection to the project through both brand image and the contact information provided.

Website
One of the main aspects in regards to the project, the digital platform that allows people to keep up to date with the latest ongoings with the project, this would provide people with the latest news, insights into the project, a look at the current participants and also contact information. The website would be created on wordpress and would be simplistic and fully customizable for Gary and his team to use and update themselves as they move forward with the project.

Project Requirements

Pop Up Banner

These would visually be similar to the rest of the visual assets in terms of aesthetic and design and could be used at events to help promote the project itself, the design like the rest of the assets helping to provide contact information and through images help show some of the activities undergone at the project.

Video

A key element of the project, the video itself would be prominent on the website itself and help act as a welcome to the project itself. The video would be formed using two interviews of inspirational role models, both Koulla Yiasouma who is Northern Ireland Children's Commissioner and Terence "Banjo" Bannon a local Northern Irish man who managed to climb Mt Everest. The idea was to have Koulla talk and give her advice on mental health and well-being, while Terence would provide the inspiration being a boy from a similar sort of background managing to overcome challenges in life and scale the heights of the biggest mountain on the planet.

Merchandise

An added extra to the project, we came up with ways to incorporate the brand image of Endeavour through merchandise such as an Endeavour enamel pin,hoodies, t-shirts and also soft shell jackets, these could be worn by Gary and also the mentors. The inclusion of this merchandise would help create a stronger brand image and give that people that instant connection that by looking at the colours and the logo they would know what the project was.

Project Proposal

Before we could start designing and begin the work for the project we first had to think about and draw up and appropriate project proposal, this would outline things such as the assets that we would create in regard to the final assets for things like the final logo, business card, flyer for example and detail of the website. We needed to ensure we gave an in depth and detailed project proposal, as this was a charity project with a limited budget it was key for us to try and match affordability with quality and ensure we listed the best options for Gary.

We created the document that contained technical requirements to help give an insight for Gary into the overview of time limits and also requirements in terms of funding. It helped give an idea of printing cost in terms of the assets with links to the best local based companies, it was key that this proposal was highly detailed and helped underline and highlight the relevant aspects of the project itself. We also included a strategic message for the project that would help us to stay on track through the process and reinforce the ethos of the brand itself.

Project Proposal

Client Brief

Endeavour project

" Conquering Yourself "

Project Proposal

Table of Contents

Project Proposal

Background

Lighthouse is a charity organisation set up in 2003 in North Belfast to tackle a serious issue in the area, suicide, and it continues to focus on this core issue to this day. The charity offers a wide range of support to people who are experiencing anything from bereavement or suicidal thoughts. This support comes through their role as trained counsellor alongside support through their publications on how to deal with various issues. The charity is a registered member of the NICVA (Northern Ireland Council for Voluntary Action), and is linked with other similar charities such as the Streetbeat Youth Project.

The charity engages in various programs in schools and community centers to help raise awareness and tackle the issues outlined above. They promote their programs and messages via their web and social media presence, which they also use to distribute their own publications on suicide and depression.

1

Project Proposal

Aims

Below contains a list of aims that we hope to achieve with this project:

- Design and create a visual identity for the Endeavour project, this will lead into the creation of a logo,website and other media materials.

- Create a video using local inspirational leaders - (Carl Frampton, Terence Bannon, Ryan Burnett)

- Work with the client to create a productive partnership, leading to a project that is well managed where all goals and expectations are met.

2

Project Proposal

Project Budget

Web Costs
Some costs, such as printing of media materials and web hosting are unavoidable. These are outlined nelow to give an idea of the projected costs involved. We will use Wordpress for the website and will outline below the different host providers and the relevant costs involved.

GoDaddy – www.endeavourproject.org
Hosting and domain name for 36 months
£128.52 (9/10/18)

BlueHost – www.endeavourproject.org
Hosting and domain name for 36 months
$249.60 (£191.22) (9/10/18)

123-reg – www.endeavourproject.org
Hosting and domain name for 36 months
£107.82 (9/10/18)

Printing Costs
We will be designing a whole range of media products for the Endeavour project, some of which will be printed. These include pop up banners, flyers and business cards. Included are local businesses from Belfast to online only companies.

Printing.com
Roll up banner - £79
1000 double sided 400gsm silk paper, matt laminated business cards - £58
1000 double sided 150gsm gloss A5 flyers - £54
Total: £191 (exc. Delivery)

3

Project Proposal

Kaizen Print
Roll up banner - £90
1000 double sided 350gsm silk paper business cards - £54
1000 double sided 130gsm silk paper A5 flyers - £88
Total: £232 (exc. Delivery)

Minprint
Roll up banner - £65
1000 double sided 400gsm silk paper, matt laminated business cards - £48
1000 A5 double sided 130gsm gloss paper flyers - £50
Total: £163 (exc. Delivery)

Project Proposal

Target Audience

For the target audience endeavour will look to reach out to young men in year thirteen. The program will look to reach out to those young men who might be living with mental health issues, with the overall aim for the project to help filter down throughout the school. The main aims are to promote positivity and hope in a creative way to get young men to open up and talk, with the use of peer mentoring and team building (non traditional) sports activities to help achieve this.

We also need to take into consideration the cross community aspect and the geographical location of the project, with the location of schools being north Belfast. We will ensure we take the cross community aspect into consideration with the design of the visual identity in regards to the colours used.

Other than the young men, the project will also work with the parents and ensure that we create a brand and ethos with those parents who want to understand the project. This is key in the creation of the visual identity and the website itself. We need to create an identity that creates an attractive connection point for both the young people who want to get involved and also the parents of the children.

5

Project Proposal

Technical Requirments

As we are aiming to produce a variety of content on multiple platforms a number of diverse technical requirements will be needed in the process of this project.

Website:
Domain name and hosting purchased with suitable database size.
WordPress plan selected and installed to domain - Lighthouse have WordPress utilised in their own website so they should have ease uploading and maintaining a system familiar to them.
Implement Google Analytics on the domain via WordPress Plugins to track audience.
Select suitable WordPress Theme and customize it appropriately to suit brief.
Pick a theme that is also simple to customize in case Lighthouse want to make further adjustments to their site after we are finished with our project.
Final site must work efficiently in all web browsers, be responsive for multiple devices and fully optimised to deliver quick browsing speed.

Print:
Our design team will be utilising Adobe Photoshop and Illustrator to create the visual graphics being used in this project.
All images will be optimized based on whether they are going to the website or print product.
Size all graphics correctly for targeted print product (flyer, pop-up stands, etc).

Video:
Use 1080HD camera.
For interviews, use appropriate lighting and audio recording equipment and conventions such as 3 point lighting.
Our team will be using Adobe Premiere Pro to edit video and audio clips for the videos.
Ensure final product does not exceed excessive file size - aim is to keep it a reasonable size for web optimisation.

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Project Proposal

Strategic Message

" Endeavour is a project that aims to reduce mental health issues in young men and aims to develop their overall life skills. "

Production Schedule

TASK	AIM	ACTION	COMPLETION
Scoping the project Completion date: 5/10/18	-Developing a brief with the client. -Find out exactly what the client wants.	-Research the schools. (Eoin) -Audience analysis. (Steven) -Research similar social projects. (Cormac)	Sign off
Project proposal Completion date: 12/10/18	-Generate a clear understanding of project direction. -Create production timeline.	-Developing a project proposal from the information gathered from the client meeting. (Everyone)	Sign off
Design Prototypes Completion date: 19/10/18	-Build mock ups.	-Create website wireframes (Everyone) -Create logos and visual identity mock up. (Everyone) -Design UI/UX (Everyone)	Sign off
Testing Prototypes Completion date: 26/10/18	-Create prototypes based on research and client brief.	-Look at the other similar websites and look at what they do well and what they don't. (Eoin) -Look at similar logos/graphics for similar project. (Cormac & Steven)	Sign off
Pitch Documents Completion date: 2/11/18	-Each team member will present their design deck to Gary.	-Gary will decide which design(s) he wants to use for the project. (Everyone) -The chosen design will be what the team works on from this point onwards. (Everyone)	Sign off

Production Schedule

TASK	AIM	ACTION	COMPLETION
Create Final Media Content Completion date: 9/11/18	-Gain feedback from end users on functionality and visual impact.	-Test website and evaluate user experience. (Everyone) -Visual impact on created assets. (Cormac & Steven)	Sign off
Client Feedback Completion date: 16/11/18	-Show Gary all the media assets produced.	-Incoporate final feedback into designs for final proofs. (Everyone)	Sign off
Design Adjustments Completion date: 23/11/18	-Final tweaks and changes based on user feedback.	-Final adjustments to website . (Eoin) -Final adjustments to visual identity assets. (Cormac & Steven) -Deliver completed package to client. (Everyone)	Sign off

Project Timeframes

As a group we all sat down and tried to work out the overall timeline of the project, we all agreed that every Friday we would have made some progress in relation to the project in regards to things like the visual assets, the website details and the video for example.

5/10/18

This was the beginning of our background research of the project and involved us finding out, common codes and conventions of charity based media artefacts and also look at the schools involved. Looking at the schools involved allowed us to understand the audience which was being targeted, paying particular attention to age group and religion of each school as we don't want to create and design anything with connotations which could offend different boys from different communities.

12/10/18

From our research and understanding of what was expected from a client meeting, we sat down and created a production proposal this project proposal would include everything that Gary wanted such as logos, business cards, flyers, pop up banner, video and website. Gary then went through and explained the process of how he came up with the idea behind the project itself, he told us the story about how he came up with the name and how he envisioned the project as a whole himself. The name 'Endeavour' came from an old British Navy ship used by Captain James Cook in his first voyage of discovery. He explained how Endeavour would act as a foundation for these young men to help talk about their individual problems and to also give them a space to help express themselves through the use of outdoor activities such as climbing and mountain biking, all of this information would then go onto influence our designs.

19/10/18

After our client meeting we took what Gary said and started to research and explore different logos and websites for similar projects. All 3 members were required to look at all aspects of the media assets required as we would have to pitch our ideas to Gary and show him what we came up with.

Project Timeframes

26/10/18

Through this time it was all about our production and it involved all 3 of us going away and creating work for Gary, this work would be based on the information we got from Gary during our meeting. We where all excited to get started and working on the project as we all felt a great passion to the creation of the various assets required.

5/11/18

This was the date that we had all originally set as the 30/10/18 to pitch our ideas to Gary but due to unforeseen circumstances this date had to be pushed back until the 5/11/18. We all travelled down to the lighthouse office in Belfast to present Gary with the brand proposal's we had created from our first meeting. For this we all got our work professionally printed and ensured the work looked good for presentation to Gary. During the meeting each one of us individually presented our ideas to Gary who seemed extremely pleased with our work and later in the pitch after some intervention and pressure from Claire, Gary picked what we liked from each design deck From the 3 decks he picked the overall design and shape from my logo design, the font Arvo which Cormac used in his logo design, Eoin's flyer with the background colour changed to navy, my own business card design, Cormac's pop up banner design with updated colours to the font to match the colours of the logo. Gary then also ended up picking my merchandising items in terms of (hoodies, t-shirt and pin),and Eoin's entire website design.

13/11/18

We agreed that this would be the final date for which we would have the final branding document for the project created,we all sat down together and merged each others designs and made all the required changes that Gary wanted to see. We unfortunately didn't get the chance to present this final design deck to Gary although Claire printed it out and dropped it into Gary at his office in belfast and then from there we got word that Gary was happy with the final outcome.

Project Timeframes

20/11/18

This date was arranged for ourselves to go and speak to Koulla and Terence and to get the interviews that we would use on the final video for the website. For this process we had to meet Gary at the NICCY offices in Belfast, this meeting was arranged for 2pm and was to interview Koulla. We made sure we where at the office as early as possible for setup, this would ensure we could set up the camera properly making sure we got the white balance and camera focus set right. After the interview with Koulla we met Gary on the other side of Belfast to conduct our interview with Terence in which we went through the same process as with Koulla.

29/11/18

We then all agreed as group that we would have the final version of the video, this final version would include - a motion graphics animation of the logo, audio for the video adjusted, video cut down to a shorter length, all appropriate branding, logos, sponsors, credits at the end and final render ready for YouTube, website and social media.

6/12/19

The website would be ready for this date. We had met up with Gary prior to this and purchased the hosting and proposed Wordpress theme. This enabled us to press on and get the website live.

10/12/18

The final stage of the process, this would represent the final product, including the creation of all the relevant media assets and the final website and video both created set up and ready for Gary and the team at Endeavour to use.

My Concepts

1

The idea behind this concept was to create something youthful, vibrant. The two lines represent something in connection with the brand, the upper line representing the outdoor activities the boys will be going on, while and overcoming the Mountains in their life, while the middle line representing Endeavour as being the "heartbeat" of the local community.

2

The idea was to tie in with the outdoor activity theme, the 3 mountain peaks where created to represent the 3 things Garry listed in our client meeting, Hope, Positivity and Inspiration. The colours for this logo where modern and vibrant with a lower case san serif font to tie it all together.

3

A more abstract logo than the other two, the idea was to create a more text based logo, the text was set with specific spacing to try and mimic the shape of a capital "E".
The basic shape of the A to represent the "Mountain" while the 3 colours like the previous to mention the Hope, Positivity and Inspiration elements.

4

WIth this concept I tried to recreate the same aesthetic as the first concept, I tried the logo with a lower case "e" as I felt it looked better aesthetically. The light blue shape of the mountains with the yellow stroke over the top to represent the "Inspiration" and the "Positivity".

My Logo Choice

Endeavour

My Thought Process

This was moving into the 4th/5th week of the project itself, we had already had our client brief with Gary and gotten plenty of original inspiration to work with as you can see from my previous sketches and concepts I felt that I had personally came up with a great selection of logo concepts for the project so now it was about implementation of the brand image, taking into consideration the things we had discussed with Gary I had to create a brand identity with a selection of designed elements, such as pop ups, business cards, merchandise and also design what the potential website would look like.

When designing this brand proposal it was key to keep the core aesthetic running through all of the projects branding so it all becomes connected and instantly relatable and noticeable for the end user.

I had a look online to look at some pre existent brand proposal's and brand implementation documents that a few bigger companies had moved forward with to get some ideas, and also to gain inspiration from the stylistic approach they had taken, what type of mockups they had implemented within their documents.

As a group we also met up and decided to use the web service toggl to help track the time that we as a group spent on the project both collectively and also as a group, the ability to track our time would prove to be a valuable asset for this project and would reflect real world professional practice.

Brand Inspiration

As I was going to be creating a full brand proposal for Gary it was important that I researched existing brand proposal's for inspiration in terms of layout and also content within.

AeroMexico

I found this beautifully designed brand proposal online when carrying out my research, it shows into detail how the new brand identity would be implemented through the company going into detail in regards to colours used, the font to mockups to show the end user the updated visual aesthetic of the company, I really love the way they carried out this brand proposal and the level of detail in regard to the content is exactly what we wanted to try and mirror as a group for this Endeavour project.
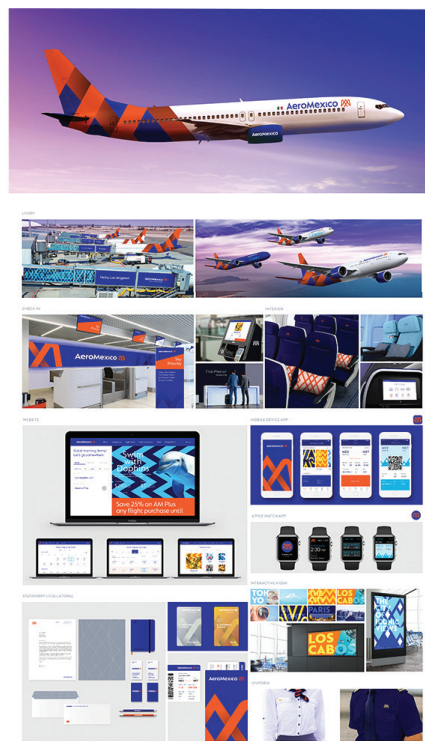
The brand identity can be seen through every piece of design, it runs through everything it does a very good job of giving an overall brand image showing all the potential avenues that the company may need the branding for.

Eircom

Probably my favourite rebrand recently, the Irish telephone company recently decided to rebrand from their previous well known logo. What I liked the most about these brand guidelines just like the previous they where able to show the extreme diversity of their brand image and show how flexible the brand could be aesthetically, they did this by showing a wide range of mockups and variations of the logo itself.

Previous Logo

Updated Logo
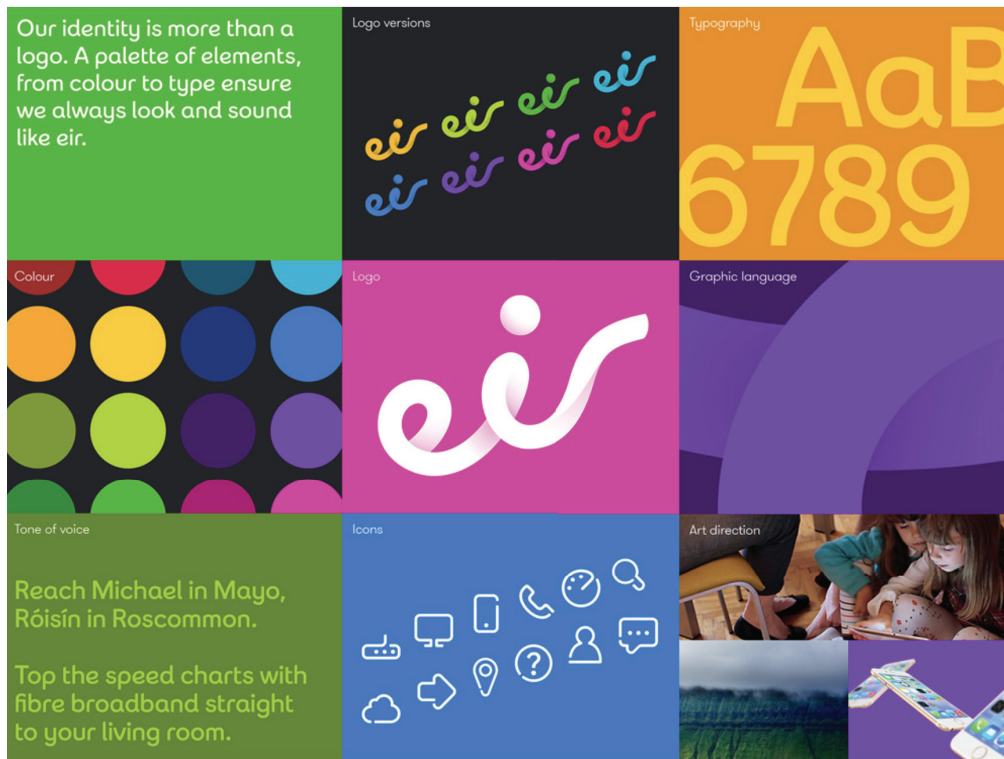
Eircom did a fantastic job at showing the diversity of their brand image, and even though they decided to use a very large colour palette they created a brand image that we as a group could harness a lot from, the key is the ability to show how the branding runs through the entire brand itself meaning when someone see's it they then immediately know what the company/organisation is.

My Prototype Brand Proposal

For the first iteration of my brand proposal I wanted to ensure I created something where the brand identity ran through it and was always present, based on my previous research on pre existing brand proposals and with my logo already picked personally by myself I went about creating something I felt I could present to Gary.

Endeavour Background

Lighthouse is a charity organisation set up in 2003 in North Belfast to tackle a serious issue in the area, suicide, and it continues to focus on this core issue to this day. The charity offers help to people who are suffering from bereavement and to those who are finding life to hard. This can come through their role as trained counselling as well as support through their publications on how to deal with various issues.

The charity is a registered member of the NICVA (Northern Ireland Council for Voluntary Action), and is linked and regularly cooperates with other similar charities such as the Streetbeat Youth Project.

This Endeavour Project will be linked to Lighthouse, but will specifically look to engage with young men in the North Belfast area with the aim to get them to talk about their feelings, improve self esteem and promote hope positivity and hope. It aims to use creative ways to get young men to talk and use sport, especially outdoor team building activities such as mountaineering to promote positivity and create a place where these young men feel comfortable.

The Project itself will mainly aim to interact with those young men in lower 6th of high school between (16,18) but will also look to filter down through the school in the form of peer mentoring and will act as a hub for these young people to hang out in.

Brand Proposal Mk 1

Project Background

Lighthouse is a charity organisation set up in 2003 in North Belfast to tackle a serious issue in the area, suicide, and it continues to focus on this core issue to this day. The charity offers help to people who are suffering from bereavementand to those who are finding life to hard. This can come through their role as trained counselling as well as support through their publications on how to deal with various issues.

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Brand Proposal Mk 1

Prototype Logo's

1 Endeavour

2 endeavour

3 ENDEAVOUR

4 endeavour

Brand Proposal
Mk 1

The
Logo

Endeavour

Brand Proposal Mk 1

The Breakdown

The shape also reflects the project becoming the "heartbeat" of the local community helping these young men to "live" the best lives they can.

The mountain peak reflects "conquering yourself" and also the types of outdoor activities that will be carried out at the Endeavour project

Endeavour

The main text of the logo in the strongest colour endeavour below the shape to act as the foundation of the project, just as Endeavour aims to be the foundation to help these young men "conquer" the problems "mountians" they might face in their lives.

The three colours to help represent the 3 key words - Hope, Inspiration and Positivity. The 3 colours all work well together and do a good job in reflection of the image the brand is trying to present.

Brand Proposal
Mk 1

Colour

Below are the colours I suggest using for the brand itself, these 3 colours where picked to help reflect the 3 words I gained from the client meeting - Hope, Inspiration and Positivity. When picking the colour palette I had to ensure the colours picked didn't clash with the geographical location of the project itself to avoid any issues, the three colours where picked as I felt they best met the projects ethos and also reflect the activities that would be carried out.

Hope

Hex: #050544

Pantone: 2765 C

RGB: 5/5/68

CMYK: 100/97/32/52

Inspiration

Hex: #24D7E0

Pantone: 319 C

RGB: 36/215/224

CMYK: 61/0/18/0

Positivity

Hex: #45DEA8

Pantone: 319 C

RGB: 69/222/168

CMYK: 59/0/49/0

Brand Proposal Mk 1

Colour Variants

The logo can be fully flexible within the boundries of the three colours originally used. This allows the logo to be used on various colours just as long as they are contrasting and the logo is clear and visable to the eye.

Brand Proposal Mk 1

Merchandise

Stationary

Brand Proposal Mk 1

Pop up stand

T-Shirt

Brand Proposal Mk 1

Website Design

The homepage design to the right gives an insight into the stylistic approach that could be taken by the website, the style would follow the pre existent colours and themes that I have included above and would have a simplistic modern feel.

The key for this website is to keep it modern, easy to navigate and use and a place where content can be very easily shared.

The idea would be to have the video with the inspirational people at the forefront of the website so its prominent and one of the first things people see when loading the website up.
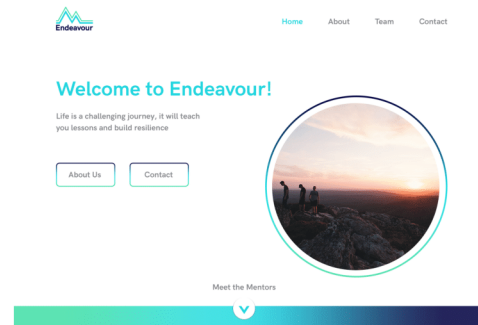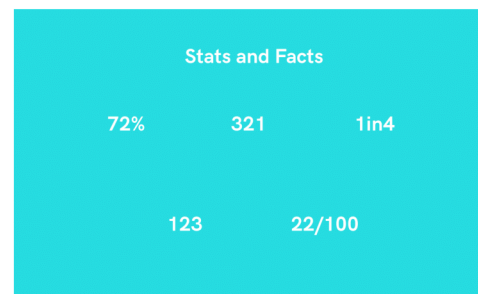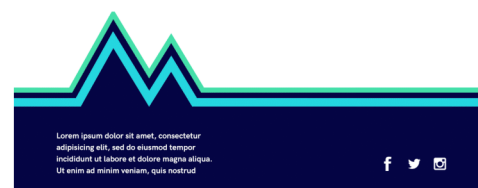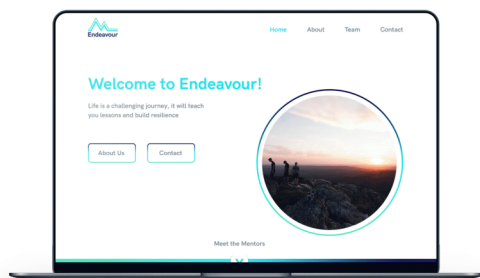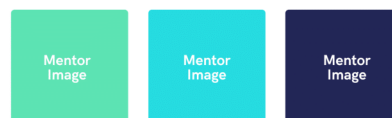
Reflection

As this was my first attempt at creating a brand proposal for Endeavour I was nervous, I felt that overall I had created a very strong brand identity and one that also tied into what Endeavour was as a project. Through this first attempt I had try to take into consideration all of the things we had spoken to Gary about during our very first meeting.

It was key that I incorporated as many elements that helped reflect Endeavour as a project into the branding, but I did feel there where areas that improvement could definitely be made. From talking to both Cormac and Eoin and reflecting on our individual ideas we felt it was key we tried to gain feedback from Adrian and Claire in regards to the proposal and how we could make it ready for pitch.

Improving
The Proposal

After the creation of my first iteration of the brand proposal we uploaded it to basecamp before we went to class, this is so it was visible to Claire and Adrian. Uploading the first example of our brand proposal's onto basecamp allowed us to talk through them with Adrian and Claire as to why we did the things we did and where the background inspiration came from.

The meeting went well and we all gained constructive feedback on the work we had created, a strong importance was placed upon creating 3 brand proposals that where different in their overall content but 3 proposals that showed the client that we had all been working in unison on this project. This meant the three of us using our teams google drive to upload all of our mockups and then the creation of the one A3 file that we could all download and work on.

The groups ability to use similar mockups to show our work and display it in a similar layout would lead to a more streamlined meeting with Gary in the future, the consistency would help him to decide on what aspects of our brand proposals he wanted to move forward with.

Brand Proposal
Mk 2

For the second iteration of my brand proposal I took into consideration the feedback from both Claire and Adrian and from this moved forward in the creation of a brand proposal that we all felt would be ready to present to the client.
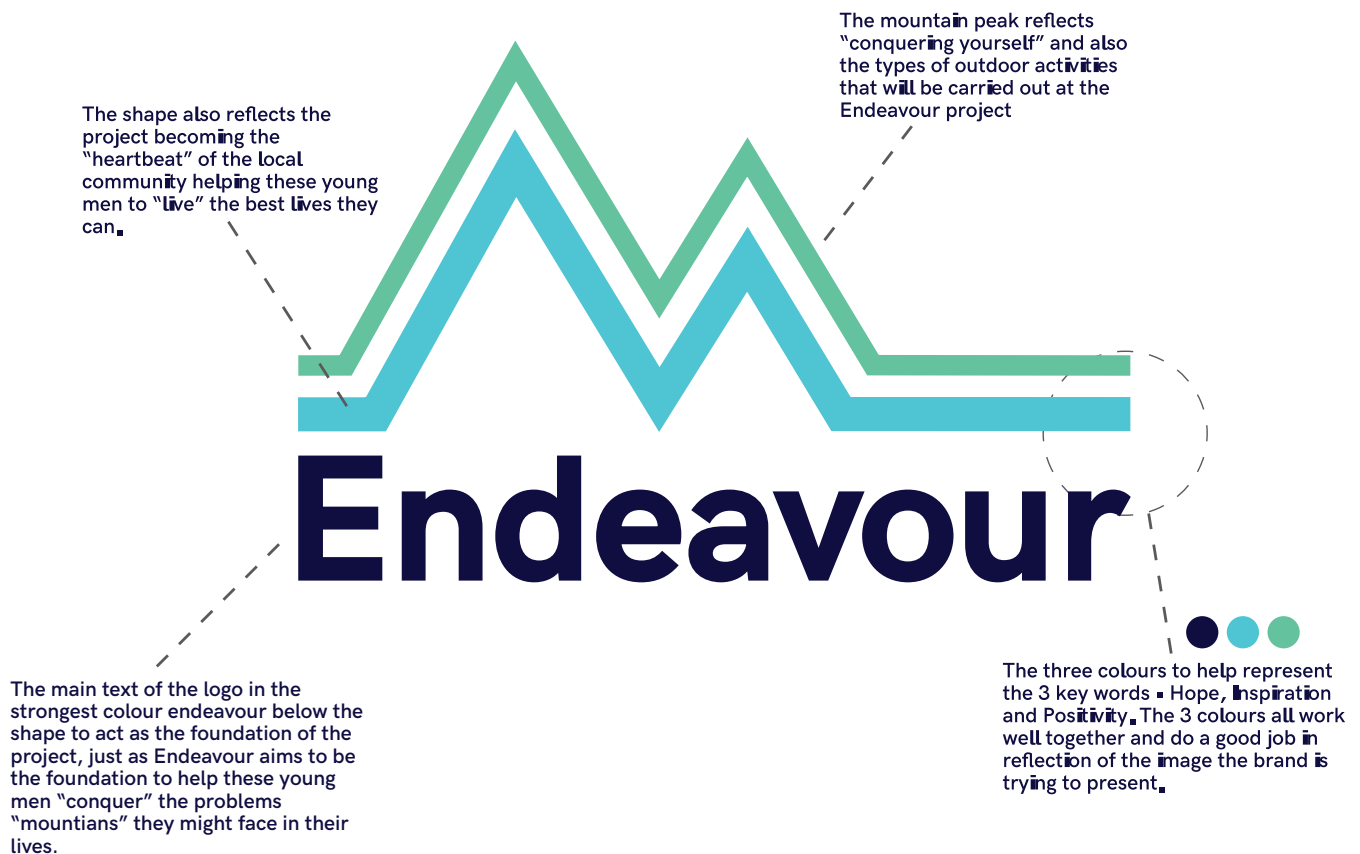
This updated proposal would incorporate all of the changes that we had talked about and would be designed and ready to bring forward and show Gary my idea during the pitch.

The Logo

Endeavour

The first page the client would see, I personally felt that the logo should be the first thing the client would see and then after the explanation and the implementation of the logo itself to show them how it would be used in real world practice

The Breakdown

The mountain peak reflects "conquering yourself" and also the types of outdoor activities that will be carried out at the Endeavour project

The shape also reflects the project becoming the "heartbeat" of the local community helping these young men to "live" the best lives they can.

Endeavour

The main text of the logo in the strongest colour endeavour below the shape to act as the foundation of the project, just as Endeavour aims to be the foundation to help these young men "conquer" the problems "mountians" they might face in their lives.

The three colours to help represent the 3 key words - Hope, Inspiration and Positivity. The 3 colours all work well together and do a good job in reflection of the image the brand is trying to present.

A breakdown of the individual elements of the logo itself, I had seen other brand proposal's do this within professional practice and it is a very good way for the client to gain an overall understanding on why you took the steps you did in the creation of the logo. By breaking down each individual element it then allowed me to talk to Gary about them specifically to clarify my thought process behind it.

Brand Colour

Colour

Hope	Inspiration	Positivity
Hex: #050544	Hex: #24D7E0	Hex: #45DEA8
Pantone: 2765 C	Pantone: 319 C	Pantone: 319 C
RGB: 5/5/68	RGB: 36/215/224	RGB: 69/222/168
CMYK: 100/97/32/52	CMYK: 61/0/18/0	CMYK: 59/0/49/0

Colour Variants

Within the previous section I briefly broke down the 3 colours used in a small paragraph, for this section I wanted to add a page solely based around colour. This page would act as a breakdown for me and let me explain the versatility in the colours, on-top of why I had chosen them specifically, this in itself would help give Gary an overall idea on brand identity and how colour would form such a key role through this process.

Merchandise

Business
Cards

For me the key to designing a good business card is making sure the logo is instantly recognizable, for this I took the shape of the endeavour logo and let it run through the cover of the card, just like how the project would "run" through the local community. With the 3 main colours used the back of the business card would just contain basic contact information.

Merchandise

Flyer
Design
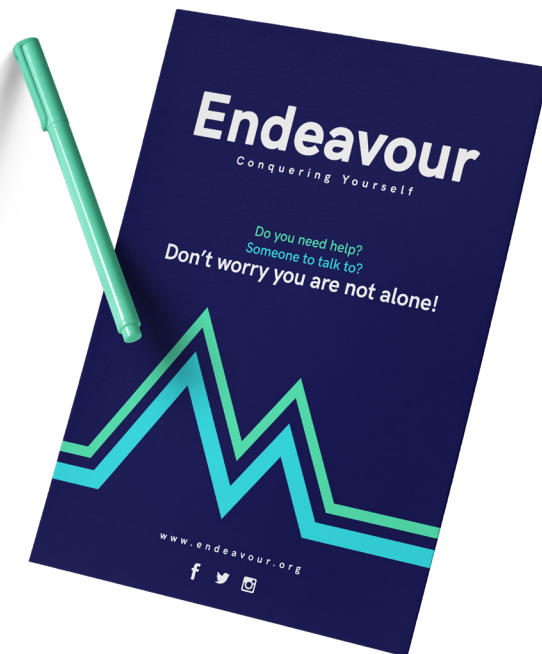
Just like the business card, it was key to keep the 3 main colours and the logo shape running through the design. I wanted to keep the flyer simple, not overcomplicating it with two many text or photos, just the title of the project with the slogan including 3 sentences to grab the attention of the person receiving it. I also felt it was a good idea to include the web address along the bottom and the social media icons for those who wanted to get in touch with the project.

Merchandise

Pop Up Banner

I wanted to keep the design of the pop up banner in correlation to the flyer design, simple and instantly recognizable. I felt that the shape rather than the logo was the best way to link all of the merchandise, with the web address and the social media icons below to allow those who see it instantly connect with the project itself.

Merchandise

Badge Design

We had discussions with Adrian and Claire in regards to the badge design and we felt that an enamel pin would be the correct choice to move forward with. The pin itself would be worn by the young men involved in Endeavour and would be the shape within the logo that could be worn on their school lapel.

Merchandise

Hoodie

T-Shirt

For the clothing section of the branding of Endeavour I wanted to create items that had the brand's colours palette, although when creating these I had doubts over them being very white due to some of the outdoor activities the staff and the participants would be involved in meaning I felt I might have to talk to Gary about this during our pitch.

Web Design

Web Design Wireframes
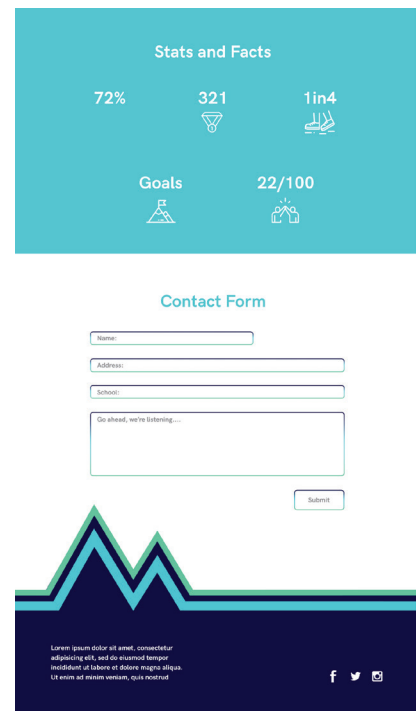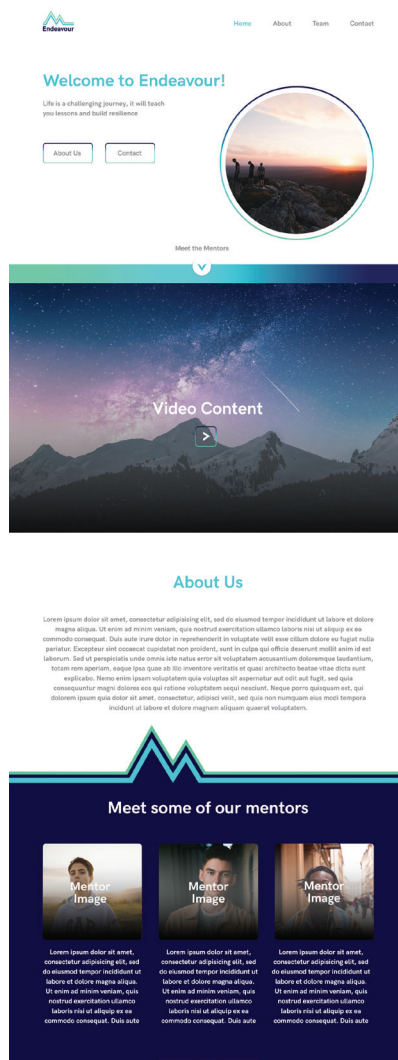
For the web design I expanded on the first style I created, I wanted the web design to be a simple one page parallax scroller with all the content container in the one place. For me it was key to make this page approachable for both parents and the young men looking to join the project, the use of the brands colour palette with the gradient effect brings a young vibrant feel but also very professional. It was key for me that the video would be the first media asset a person would see when they entered the page.

Web Design

Web Design On Device
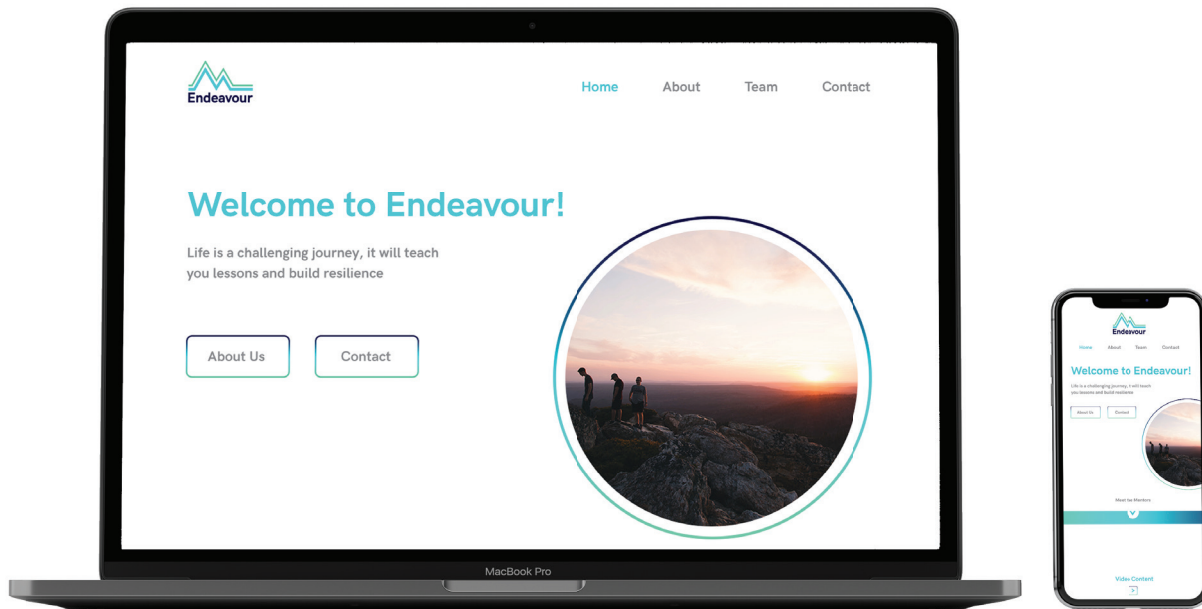
I then created a mockup of what the web design would look like on a real life mockup, this was a good opportunity to show the client the true extent of what the website would look like when used in real time. With the website being built on wordpress that also allows a fully mobile ready site so this mockup also allowed me to show how the website layout would vary on mobile while also keeping the same visual aesthetic.

The Pitch

We had made arrangements to meet with Gary on Monday the 5th of November to show him our individual pitch documents, the meeting itself was conducted at Lighthouse main hub in Belfast at 4:00pm and would involve ourselves as a group, Gary and also Claire. We travelled down to the meeting with our individual pitch documents ready to pitch them and explain them to Gary. As all 3 of us had a great depth of content we took it in turn to explain our ideas and stylistic choices to Gary and I feel we provided him with 3 fantastic options with a great mixture of styles to provide him with a wide scope of choice.

Through the meeting we all had our say and spoke to Gary about each of our own designs and it became increasingly apparent that Gary was really torn between the 3 designs, as we had to make a decision then and there for logistical reasons Gary decided to pick different aspects from all of our designs. For the project Gary decided to choose my logo design but using the font that Cormac had used within his, he decided to use my colour palette, badge design and then use the layout on Cormac's poster and flyers, Gary also decided to use Eoin's web design but with the obvious changes to the colour scheme and the Logo.

We all came away from the meeting feeling happy with a clear idea of what to create for our final pitch documents, the meeting also left us with a clear understanding of where to move next with the project in regards to creating the final assets for Endeavour and then arranging a time to get the interviews done and arranging a time to get the website set up.

Final Proposal

Logo

The final logo for the Endeavour project, from the feedback we gained from Gary in the meeting we kept the logo shape and colours that I had created but changed to the bolder and stronger font that Cormac had went with, I feel this was a good choice and the use of the updated font and keeping the text in Caps helps reflect Endeavour as a project better. It reflects a strong base and the bold typeface act's as the foundation of the project, just as Endeavour aims to be the foundation to help these young men "conquer" the problems "mountains" they might face in their lives.

Brand Colour

Colour

Hope	Inspiration	Positivity
Hex: #050544	Hex: #24D7E0	Hex: #45DEA8
Pantone: 2765 C	Pantone: 319 C	Pantone: 319 C
RGB: 5/5/68	RGB: 36/215/224	RGB: 69/222/168
CMYK: 100/97/32/52	CMYK: 61/0/18/0	CMYK: 59/0/49/0

Colour Variants

Just like the previous document the page on colour was kept in to show Gary and the team at Endeavour how to correctly use the colours and the background information and context of each individual colour, the page also shows the correct use of the logo in a variety of different situations.

Merchandise

Flyer Design

The final flyer design for Endeavour, this design took in the aesthetic approach that Cormac created, with the focus being around brief descriptions of the project along with links to social media and space to put in photos from the project itself. The flyer contains the updated logo and follows the same colour scheme as the logo itself.

Merchandise

Pop-up Banner
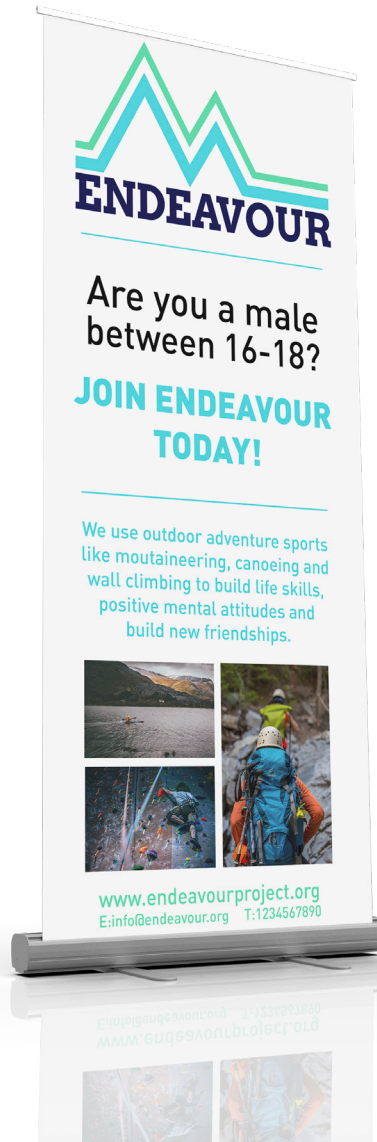
The final Pop-up banner design is similar to the style and format that Cormac Created with the flyer again giving brief information on the project, while containing relevant links to social media and space for photos gained from the project itself. The colour scheme also stays in line with the main brand colour palette and therefore creates a consistency through the project as it also reflects the design of the flyer.

Merchandise

Badge
Design

The final badge design for Endeavour, this design stayed pretty much the same , with the only difference being the change of typeface to the new font that Cormac had suggested for the brand to use.

Merchandise

Hoodie

Jacket

T-Shirt

For the clothing section of the branding of Endeavour instead of the white we decided instead to focus on using the navy for the base colours with the accent colours being those that related to the Endeavour branding. We also decided to go forward with an outdoor jacket design again focusing on the strong base colour with the Endeavour logo shape running through the jacket, we kept this design also for the t-shirt and the hoodie.

Web Design
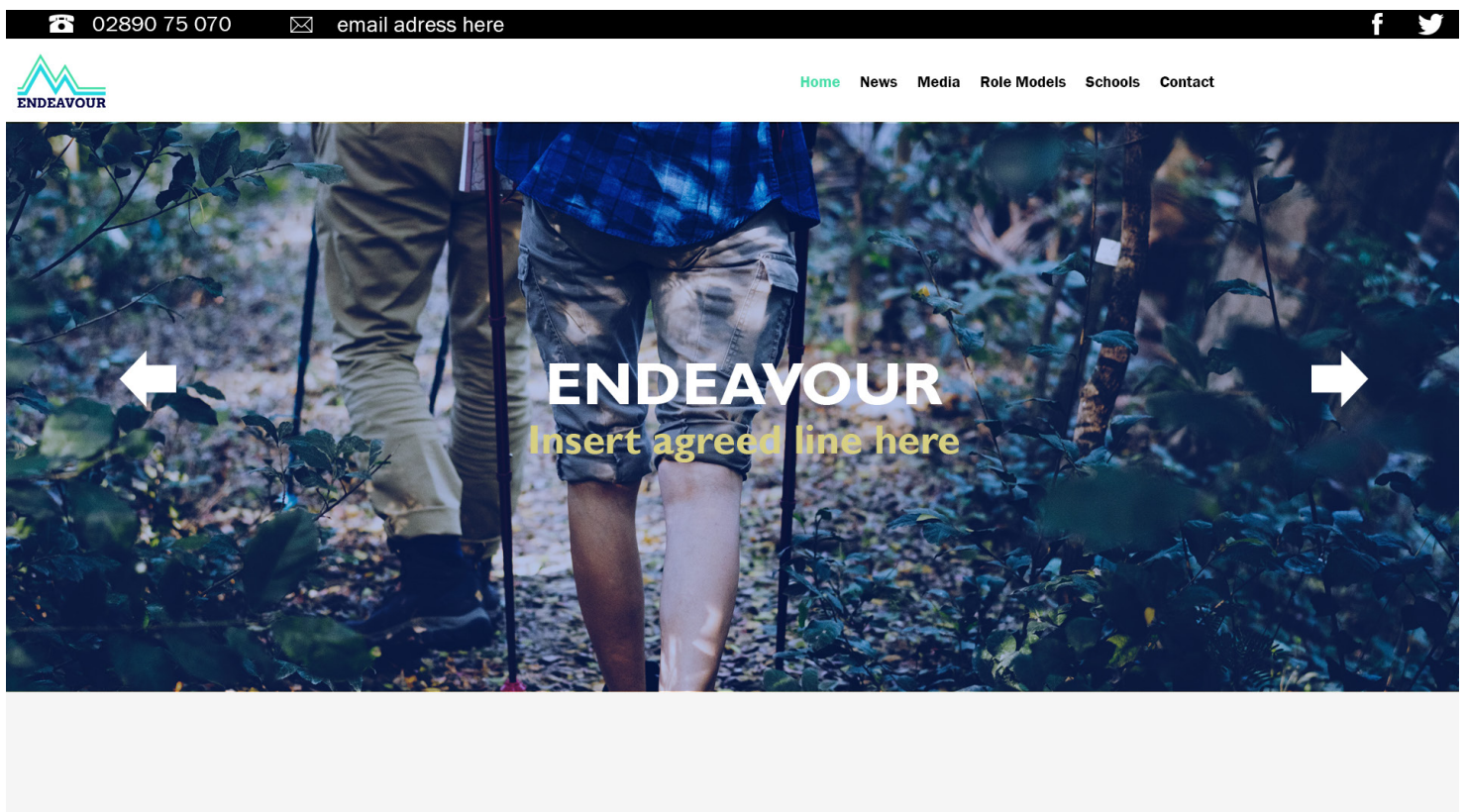
This was the design for the top section of the website, it would involve the projects logo in the top left with a menu to navigate the website to the right. Below we also wanted to include a Carousel gallery with images that related to the project and also include small taglines that also related to the Endeavour project.

Web Design

The Project

Endeavour is a project involving schools in North Belfast, focusing on the promotion of postaive mental health among young men in the schools. Through a range of activites, this project will.... Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna
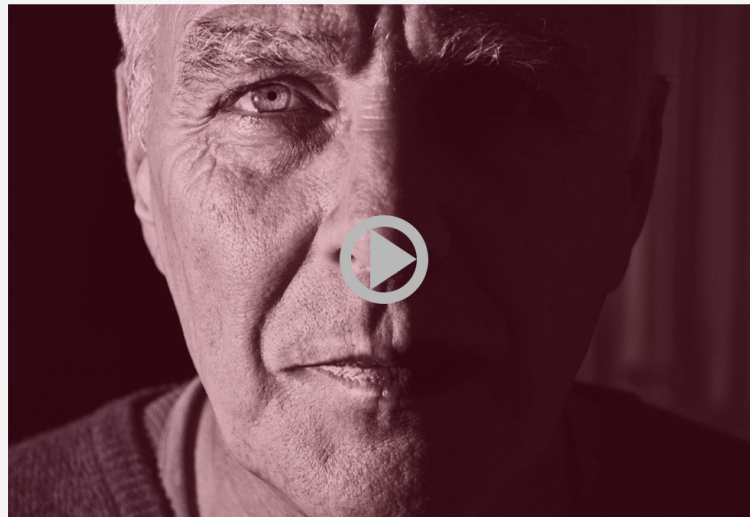
Following the first section of the website we felt it was important to then include a section solely based around the video that we where to produce for Endeavour, this video would take up a whole section of the website itself. It was key for this video to be near the top of the website as it helps welcome people to the project when they enter the website.

Web Design

ENDEAVOUR

Latest News

Outdor Expedition Excerise
Posted by Admin
28/01/29
13:30
Lorem ipsum dolor sit amet, consectetur adipisicing nque porro quisquam est, qui doloremet dolore

Read More

Biking Course
Posted by Admin
22/01/29
17:15
Lorem ipsum dolor sit amet, consectetur adipisicing nque porro quisquam est, qui doloremet dolore

Read More

The Skills To Succeed
Posted by Admin
22/01/29
09:20
Lorem ipsum dolor sit amet, consectetur adipisicing nque porro quisquam est, qui doloremet dolore

Read More

After the video we would include a section on the latest news surrounding the project, we felt this was a good idea as it helps keep the sites visitors up to date with the latest activities in regards to the project, it would sit in its own section just below the video.

Web Design

Role Models

Carl Frampton
Boxer

Read More

Koulla Yiasouma
NI Commissioner for
Children and Young
People

Read More

**Terence 'Banjo'
Bannon**
Mountaineer

Read More

After the latest news we felt it was good to have a section on the role models in regards to the project, this section would help visitors see those people who endorsed the project or where involved some-way in the Endeavour project.

Web Design

ENDEAVOUR

Contact

☎ 02890 755 070

✉ Email Address Here

📍

Name

Email

Your Message

Go ahead, we're listening..

For the footer section we wanted to keep it simplistic, with various social media links and a map to show the location of the projects headquarters. We also felt it was key to include the contact form section with the line "Go ahead, we're listening" as a message to anyone wanting to reach out to Endeavour.

Web Design Mockup
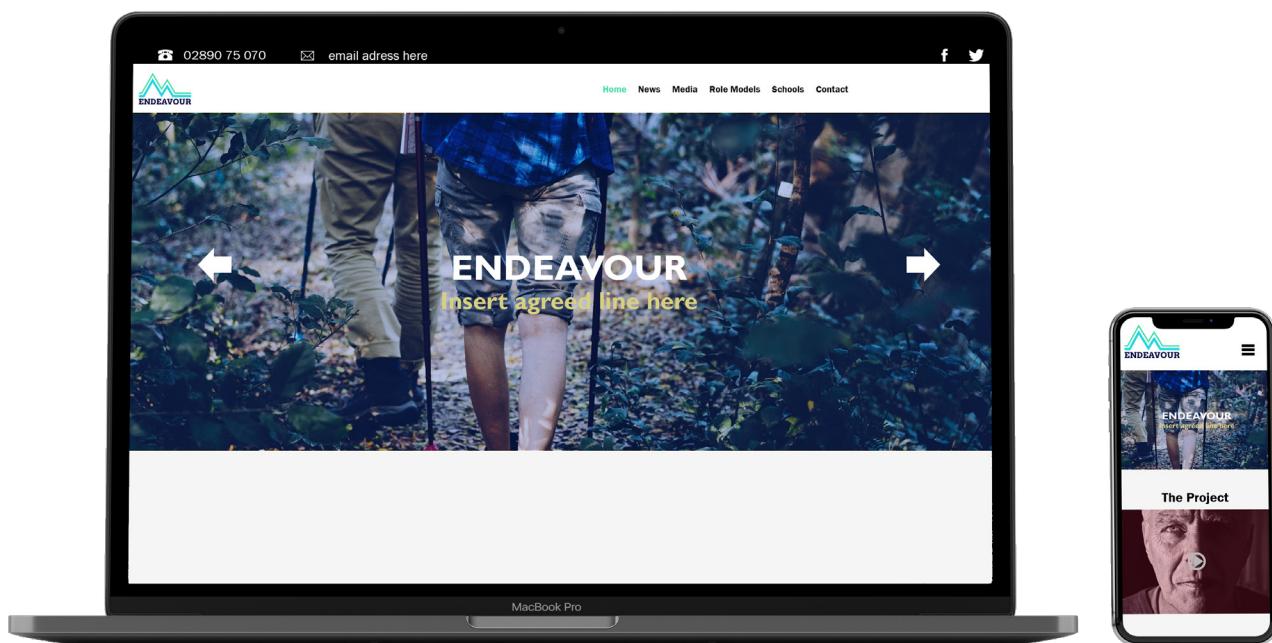
We then created a mockup based on the website designs that Eoin had created, this was the way Gary wanted the website to look aesthetically so we wanted to give him an example of what the website would actually look like when shown on both desktop and mobile. This would also give us an idea of the way we would design the website during the development process.

The Next Stage

The next stage in the project involved us as a group travelling down to Belfast to meet up with Gary and create a video based on two videos that we would do with Koulla Yiasouma who was NI Commissioner for Children and Young People (NICCY) and Terence 'Banjo' Bannon a local Mountaineer who was the second person from Northern Ireland to summit Mt Everest. Both of these interviewees would act as Role Models for the Endeavour project and the video would involve them giving some advice or inspiration in correlation with the theme that Endeavour is based upon.

These interviews where both scheduled in Belfast for the 20th of November one at 2pm with Koulla and then the interview with Terence to be conducted at 4PM. To be able to capture the best footage we pre planned and decided what camera to pick and to obtain all of the various equipment needed to conduct these interviews.

Our first interview would be with Koulla at the NICCY office in Belfast followed by meeting Terence for his interview at the other side of Belfast and conducting his interview at a hostel across the road from his work at the Springfield road fire station. It was key that we where organised as a group for these interviews, Eoin had the contact number of Gary who was set to meet us at both of the locations for the interviews and we had to ensure we dressed and acted in a professional manner ensuring for the most streamlined and professional practice and also to ensure we obtained the best content possible for the website.

Prep For Filming

The next stage in the project involved us as a group travelling down to Belfast to meet up with Gary and create a video based on two videos that we would do with Koulla Yiasouma who was NI Commissioner for Children and Young People (NICCY) and Terence 'Banjo' Bannon a local Mountaineer who was the second person from Northern Ireland to summit Mt Everest. Both of these interviewees would act as Role Models for the Endeavour project and the video would involve them giving some advice or inspiration in correlation with the theme that Endeavour is based upon.

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Equipment

For the video we needed to ensure we went prepared with the correct equipment and setup:

Canon 750D

Has an Intelligent Viewfinder which gives a much enhanced shooting experience with great low light clarity it would be the perfect camera to shoot the interviews with.

Clip Mic

Attached to the persons collar/tie would be wireless and used to record sound for the interviews

Tripod

To allow us to set the camera and obtain footage at the right angle and with no shake in the footage itself due to the stability

Lighting

A lighting kit, to use if natural lighting wasn't good enough in our filming locations.

The Interviews

The interview process went very smoothly with both Koulla and Terence being very easy to deal with and both had previous experience being interviewed so it wasn't that complex to try and get the clips captured. We first interviewed Koulla at her NICCY office.

Koulla

We got set up with the equipment and made sure we took into account things like the rule of thirds and assuring we white balanced and the equipment was working before commencing the interview.

The Interviews

Koulla

Once the interview commenced Koulla spoke very well, a confident undertone and didn't move much so there was little microphone disruption and it meant she was always in the correct place in regards to where we wanted her in shot.

The Interviews

Koulla
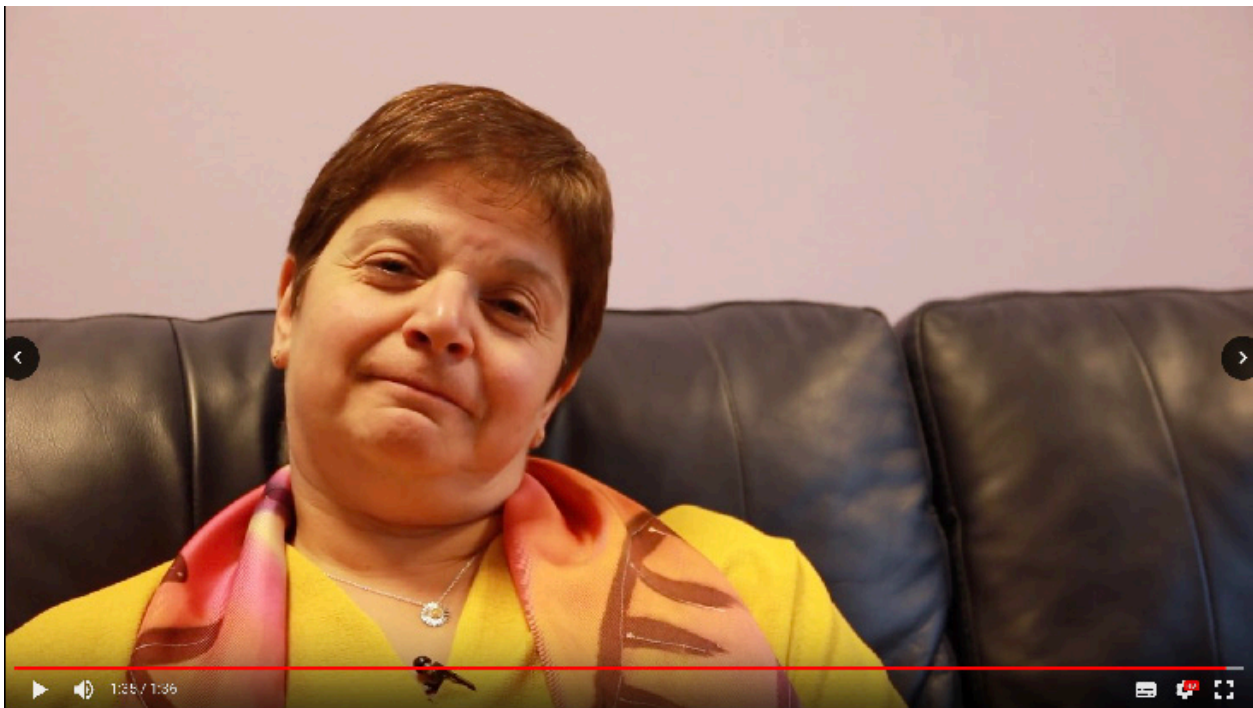
Koulla spoke fantastically through her interview, the speech she gave came completely un rehearsed but was fantastic in its delivery and quality with no problems with recording and sound meaning it would be a lot easier for us to edit in post production.

The Interviews

The next interview was then conducted with Terence "Banjo" Bannon on the other side of Belfast, we had to take into consideration when conducting this interview that the location would be very different so the key was maintaining consistency in visual aesthetics.

Terence

After we got the equipment setup we made sure the shot with Terence was correct and their was appropriate natural lighting, we then got him set up with a mic and made sure the video was being recorded properly.

The
Interviews

Terence

Terence spoke very well during the interview but as he was standing there was slight noise off the microphone so we knew we would have to remove some of that in post production, there was also some moments of pause that would allow us to cut the video so it flowed better.

The Interviews

Terence

He finished up the interview with an inspirational message for the young people and a thumbs up. We felt the interview went very well and Terence was a great help throughout allowing us to interview him in the middle of his very busy schedule.

Post Production

After we collected our interview footage we understood we would have to make some changes and make some tweaks to the footage itself to try and bring it online with the brand and the brand image that we where trying to create. Through post production we would work using adobe after effects to try and fix any small problems, but to also edit the footage to make it flow as smoothly as possible.

It was key in post production to remove any minor problems but it also gave us the opportunity to edit the video so it looked better visually and help us change areas of the footage where there might have been slight background noise or even pauses in speech to help improve the message that both Terence and Koulla where trying to put across.

Post Production

Intro

In post production we felt it was a good idea to use the logo we created and make an animated version to pen the video with, the animation would flow in and match the original idea of the logo, the heartbeat of the local community but also the mountain peaks to reflect the outdoor activities.

Post Production

Koulla
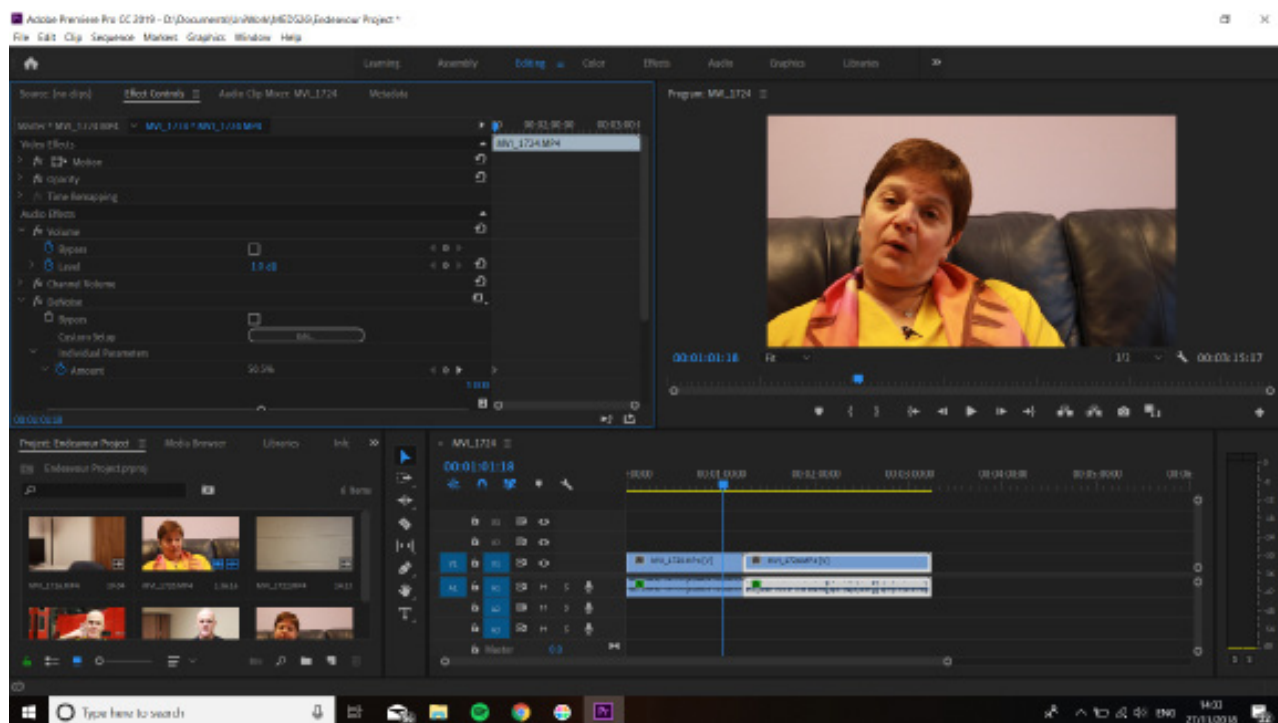
We fixed the sound in post trying to take any background noise out, we also began the process of cutting the footage and then turning it to black and white.

Post Production

Koulla

After changing the video to black and white and making small tweaks to Koulla's interview we then added in text to help show their names and below a brief description to help explain that persons professional role to make it clear to the viewer who that person is, in this case Koulla with her position as NICCY

Post Production

Terence
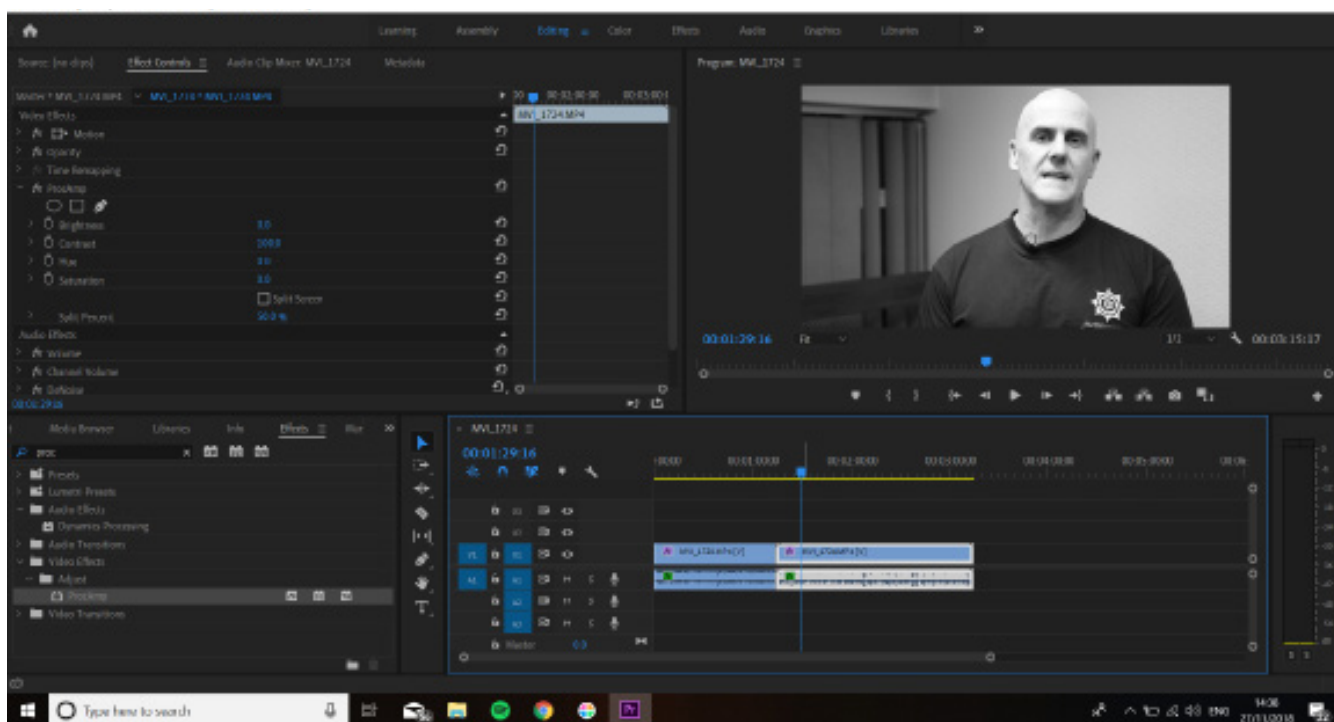
We then did the same with the footage of Terence, we tried to ensure the contrast level of the footage was similar to that of Koulla's interview to ensure the black and white effect looked consistent.

Post Production

Terence

Terence 'Banjo' Bannon
Mountaineer

1:07 / 2:42

We then added the text in for Terence as well, but made sure it appeared at the other side of the screen and like Koulla's previous made sure it gradually faded in and out.

Post Production

We then spoke to Adrian and Claire about the footage to gain feedback on it, both Adrian and Claire liked the way the film was shot and the black and white theme that we had went forward with. Claire suggested including key words that correlated with the Endeavour project through the interview itself. These words would fade in and out of the video and tie in with the morals and the background of the project itself, we also where suggested about including credits to ourselves at the end of the video.

We moved forward with these ideas and also made sure we included the various logo's of the other projects associated with the Endeavour project such as comic relief, the science shop and also the newly animated Ulster university logo.

Post Production
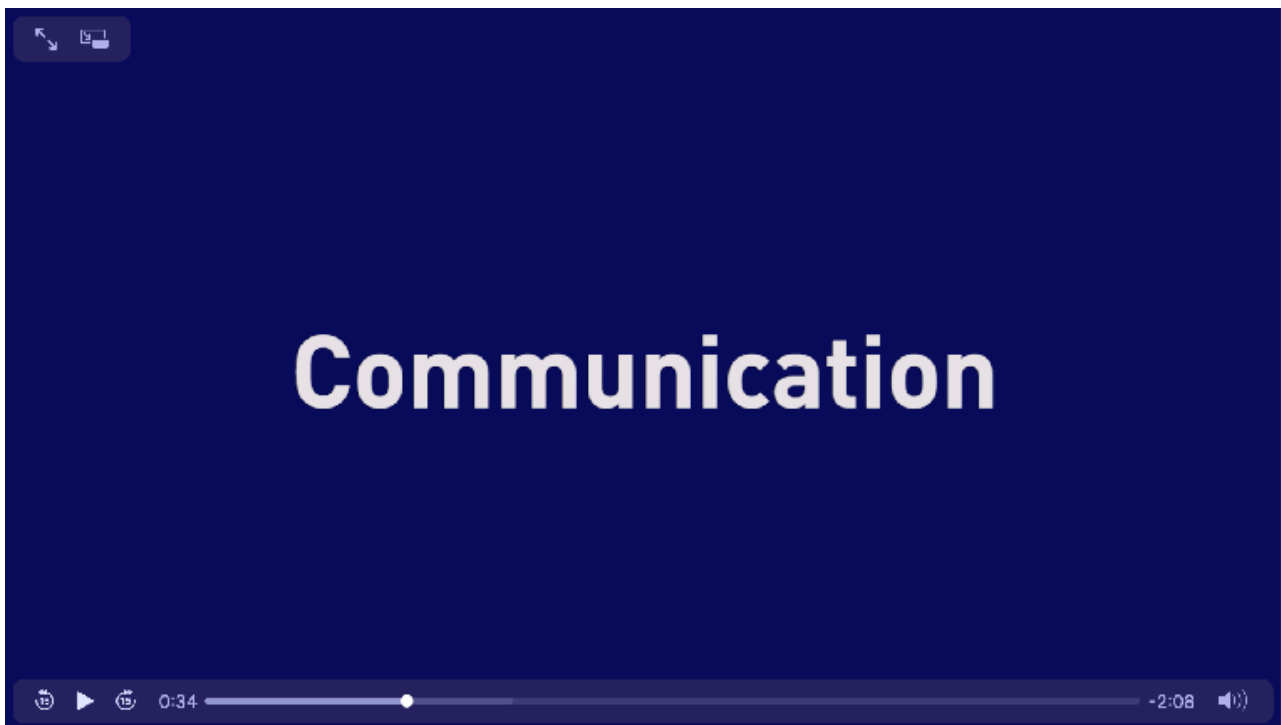
Text

From our feedback we then added text in, this text was inspired by our interview with Gary and we tried to use key words used in our original interview. We included 5 key words that all related to Endeavour as a project and we felt these represented the project well.

Post Production

Text

At the end of the video itself we also ensured that we included images from the other project's and organisations that where involved in helping Endeavour, it was important to give reference to these within the video.

Post Production

Text

We also where able to include the new animated Ulster University logo at the end of the video to show the university's involvement within the project, we also included the new science shop logo.

The Website

For the website, we met up with Gary and sorted out payment for the wordpress theme that Eoin had researched and mentioned in his pitch. This website fee was included at the start within our project proposal so Gary already had an idea of cost. Through the process of creating the website we wanted to ensure we had a solid base for Gary to add content onto and that there was little hassle in regards to complex elements of the website in regards to its code and sorting out stuff in the back-end.

Through the production of the website it was also key to constantly test, analyse and breakdown the website as we go along to help ensure the creation of the best website possible. Through the process it was key to stick to the original design as closely as possible and to make any improvements or changes where we felt necessary.

It was essential that we stuck to the brand image that we had created and pushed forward a website that matched the project and also matching the brand image we had created in terms of colour, font and the style and layout of assets such as images. It was also important that we tested the website out across multiple formats including various browsers and devices, for example mobile, desktop, laptop to help ensure the creation of a streamlined and easily accessible webpage.

The
Website
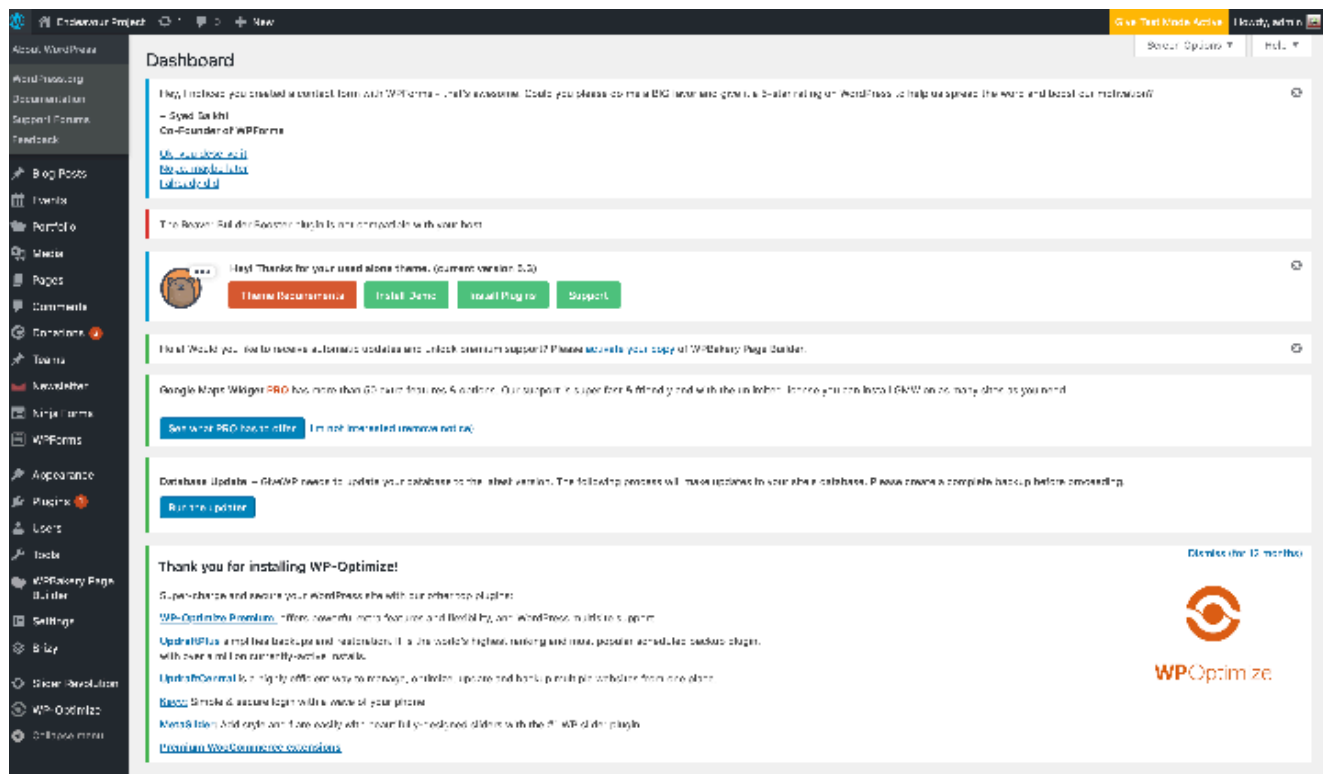
This is the background dashboard that would act as the base for us in designing the website, this allows easy access to the site and the ability to change individual aspects. Through this we needed to ensure the correct plugins and features where set up and ready for Gary and his team at Endeavour to use when we handed them over the website.

Homepage

Header
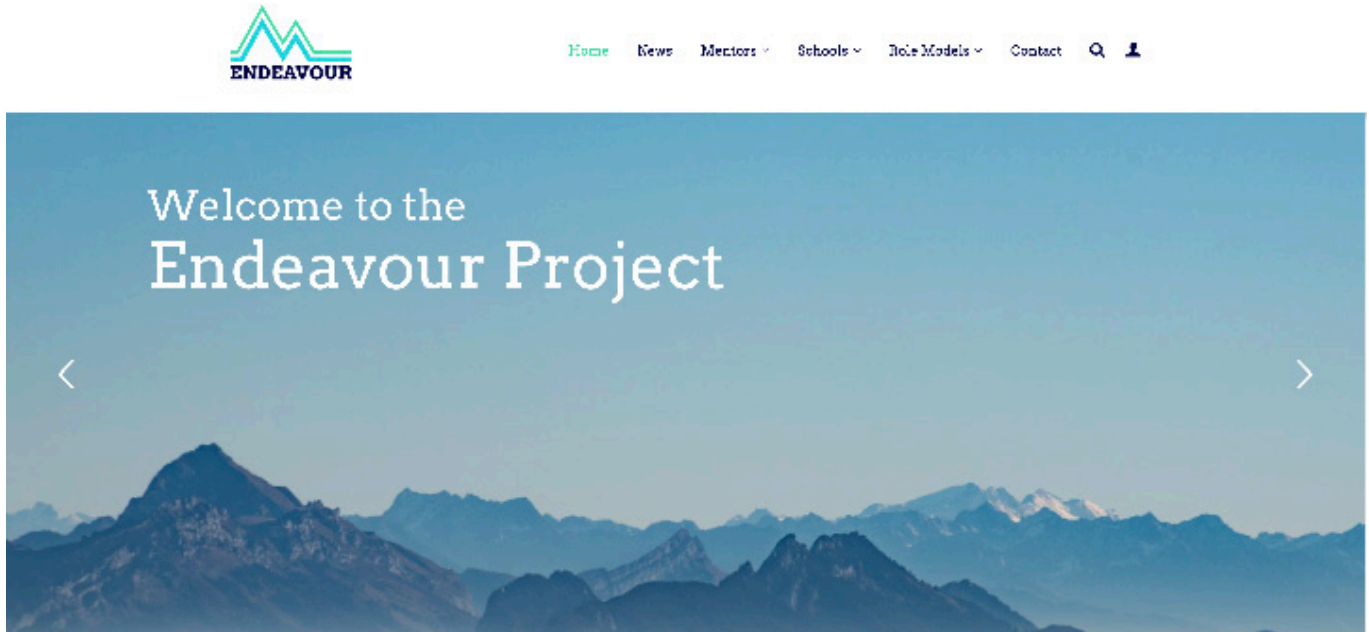
Video
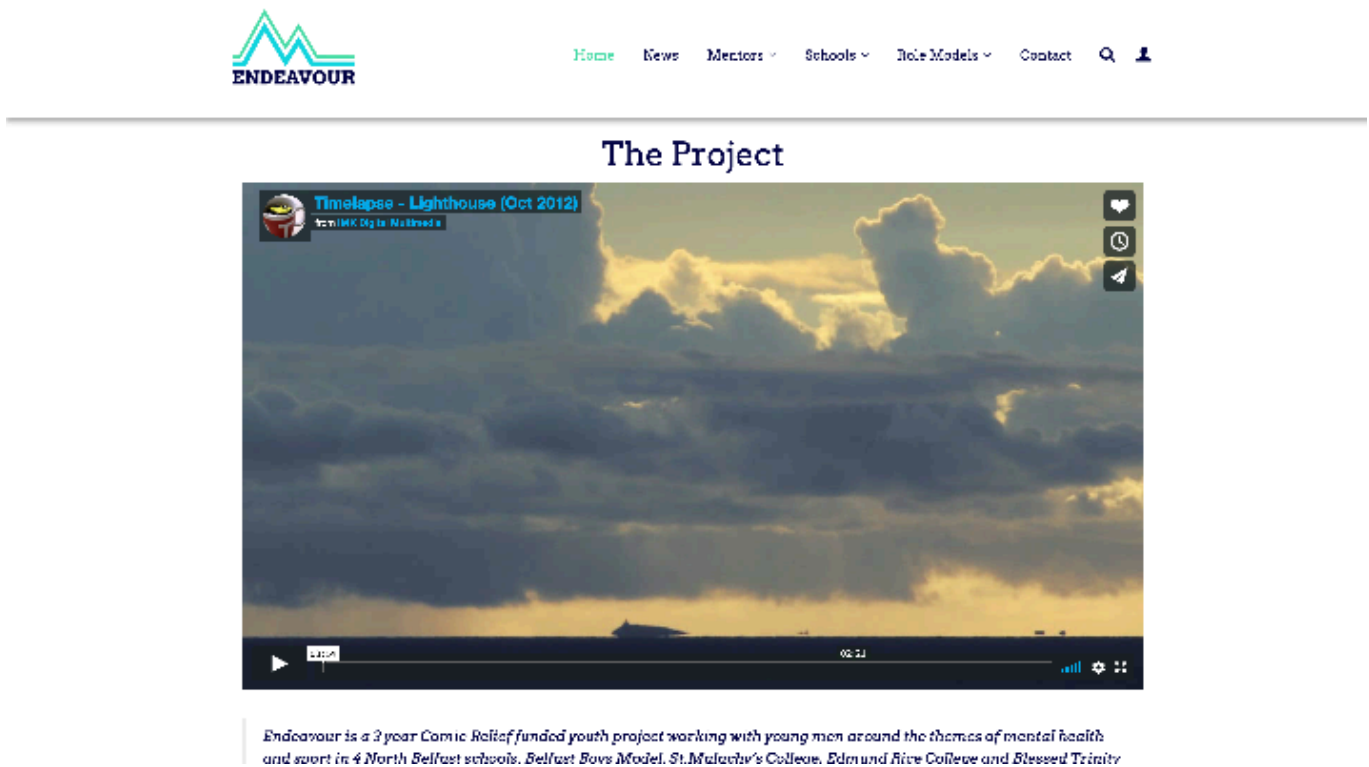
Homepage

News

Mentors

Homepage
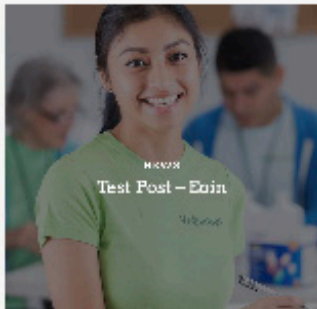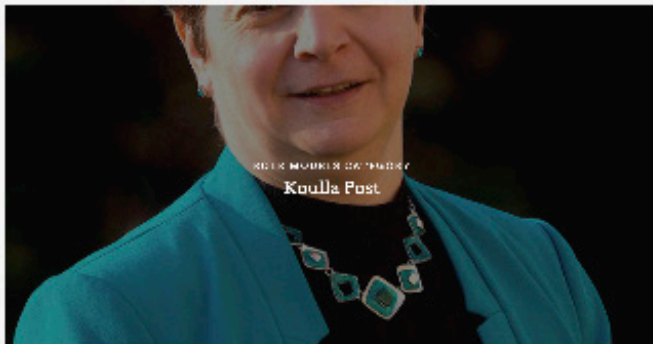
## Role Models

Call to Action

Homepage

Footer
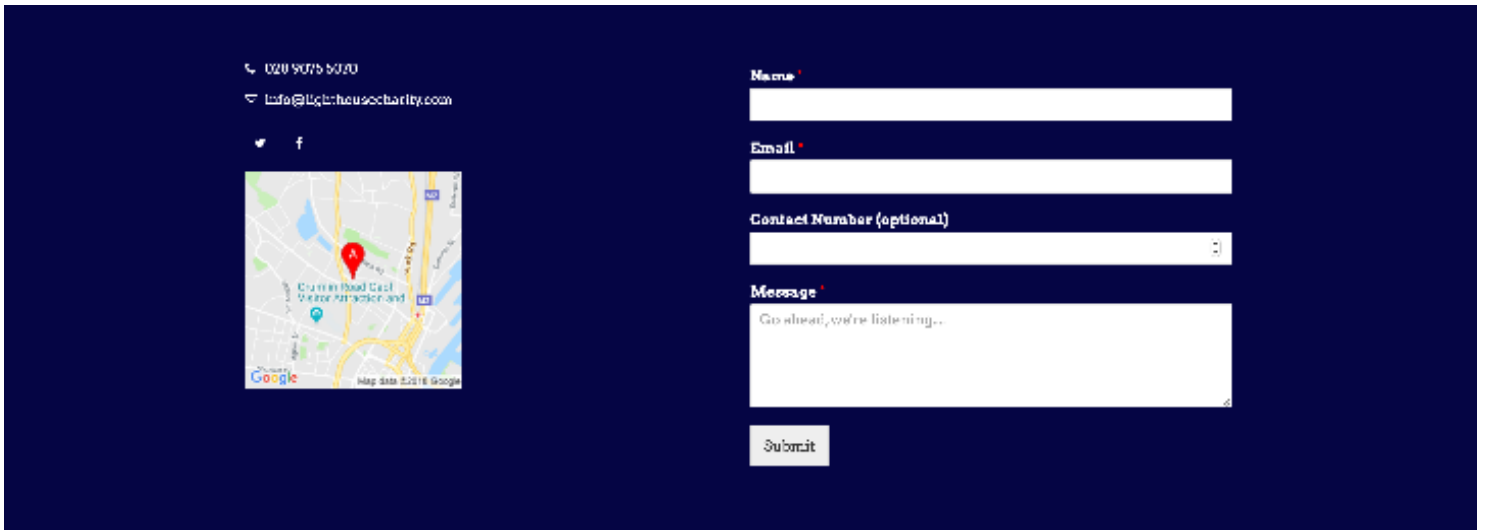
All of the snippets previous are all a part of the main homepage, which in itself is a one page scroller with various links in the form of buttons to other pages on the website. The flow of the website works fantastically, with all of the animations and the layout working in conjunction to create a really pleasant experience when you first go onto the website.

News
Page
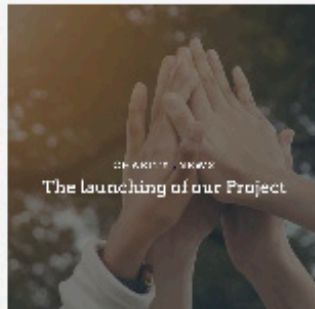
This was the separate news section of the website, this could be accessed through the homepage with the main menu at the top but also through a button underneath the Role Models section of the homepage. This page is styled in a grid format to give the end user the ability to flick through the news stories in a slick and effective manner.

Mentors
Page
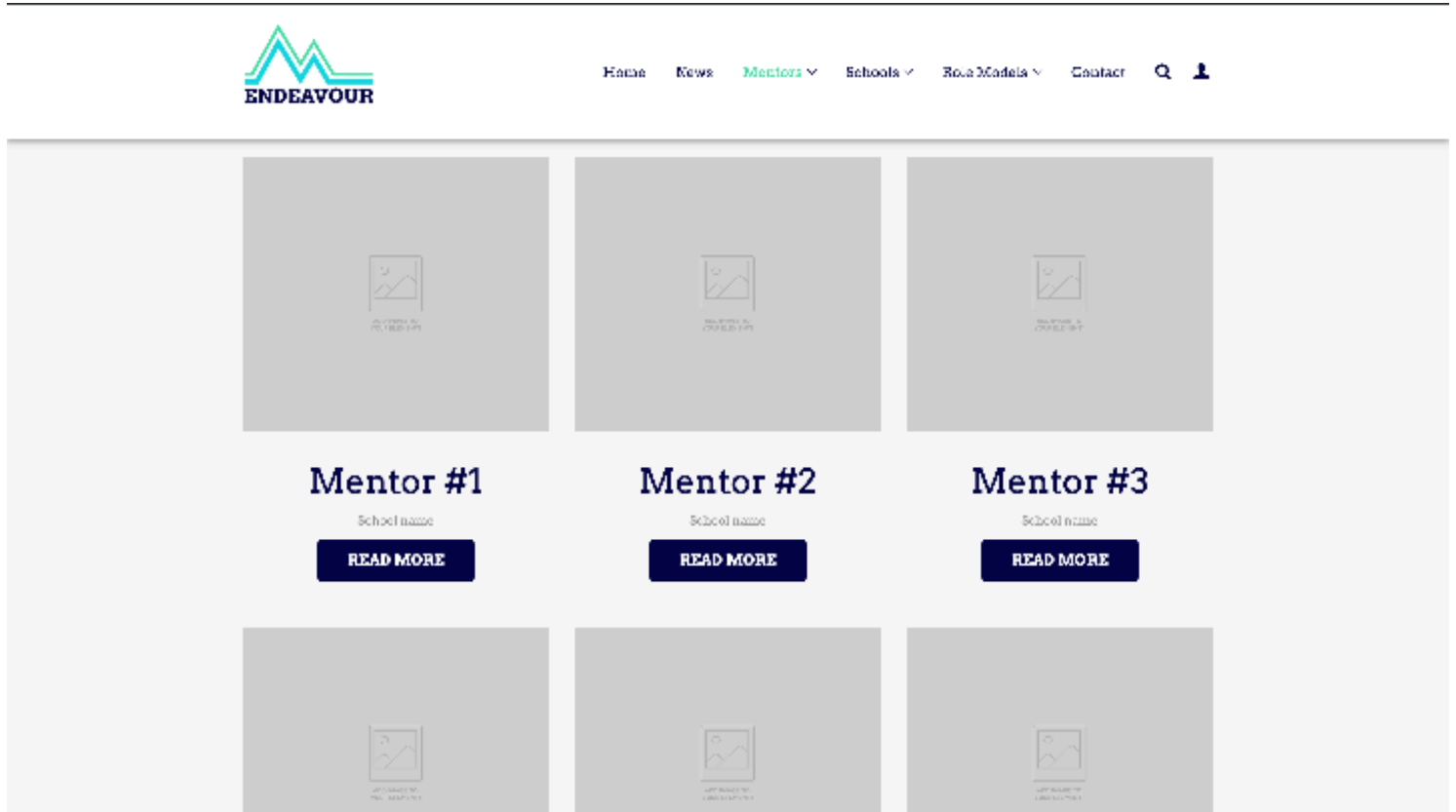
The section of the website for the mentors, this page would show the individual mentors with read more options included underneath, this page would allow the team at Endeavour to update their website to correspond with new mentors they might get on-board.
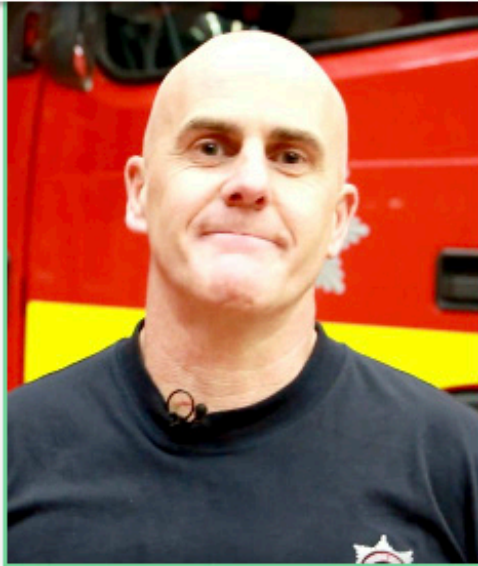
Schools Page

A page on the individual schools involved, this page allowed anyone accessing the website to see what schools where involved with Endeavour. These schools have their own individual sections and information on their involvement in the project could be added in.
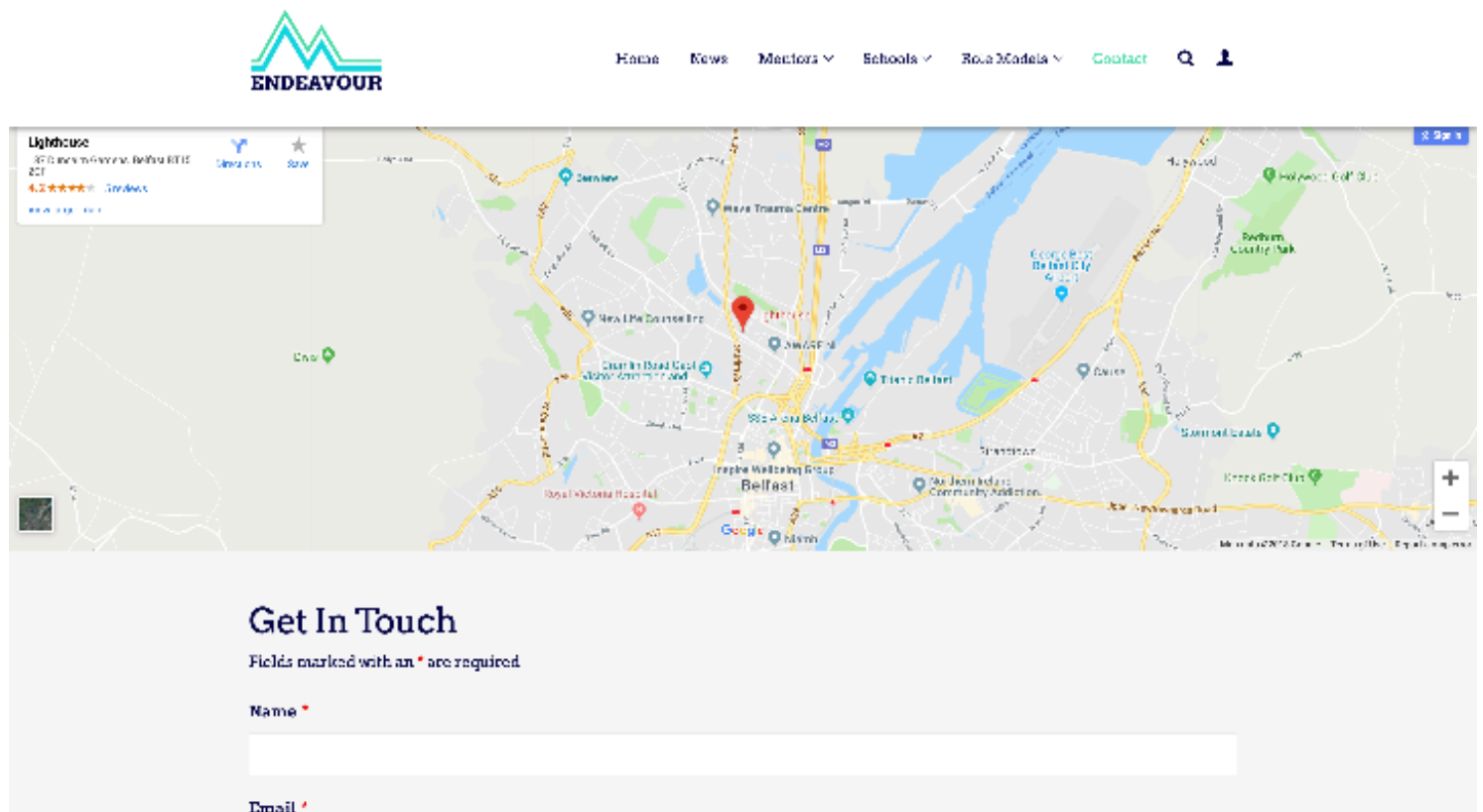
# Role Models Page

A page to show information on the role models of Endeavour, this page gives more information to the role models and helps provide a backstory as to who they are and why they are involved.

Contact Page

A contact page allowing people to view the location of the Endeavour project, there is also a contact form below to allow people to get in contact with Gary and the team.

Search
Function
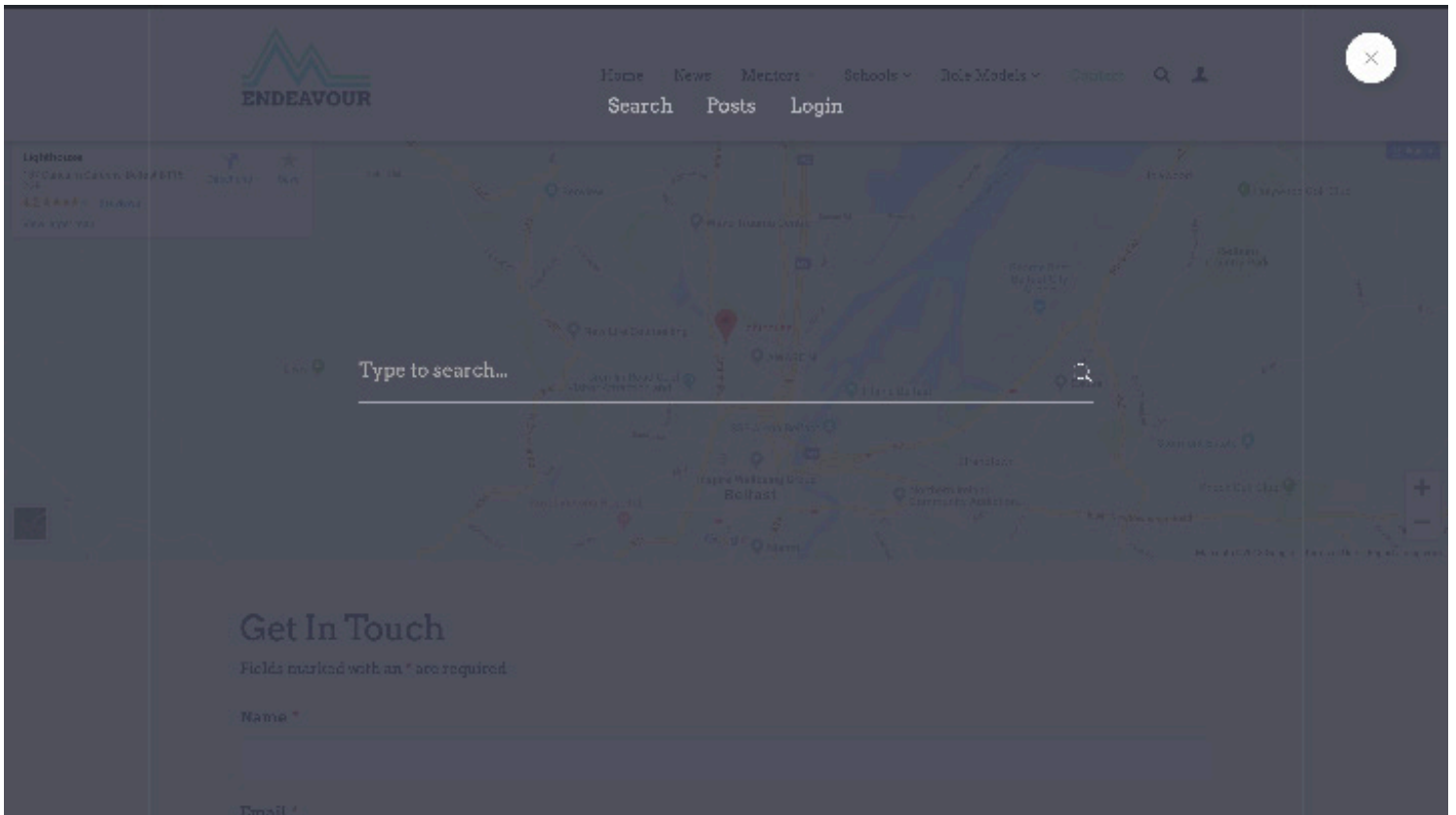
A search functionality inbuilt into the website, this allows the end user to search for specific posts or elements of the website this functionality streamlines the website for the end user and allows them to find certain things they are looking for.

Branding Guidelines

We then created a set of branding guidelines to allow Gary and the team at Endeavour to follow, this set of guidelines would highlight the correct way to use the logo, from the colour to the shape and style. The guidelines also look at the typeface used and the correct usage of both the logomark and typemark.

It was essential that we created a set of guidelines that are easy to follow for the team at Endeavour, the guidelines needed to also stay within the brand visually and evoke the true identity of Endeavour itself.

Branding Guidelines
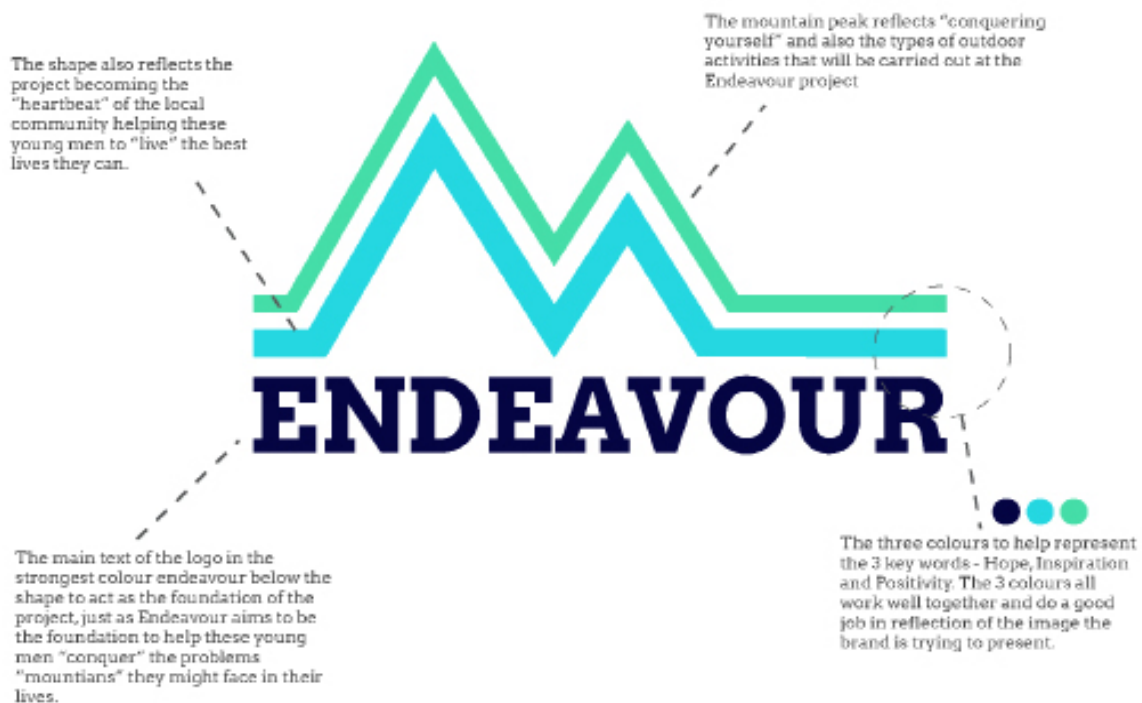
ENDEAVOUR
Brand Guidelines

Branding Guidelines

Content

Branding Guidelines

The Logo

The shape also reflects the project becoming the "heartbeat" of the local community helping these young men to "live" the best lives they can.

The mountain peak reflects "conquering yourself" and also the types of outdoor activities that will be carried out at the Endeavour project

ENDEAVOUR

The main text of the logo in the strongest colour endeavour below the shape to act as the foundation of the project, just as Endeavour aims to be the foundation to help these young men "conquer" the problems "mountians" they might face in their lives.

The three colours to help represent the 3 key words - Hope, Inspiration and Positivity. The 3 colours all work well together and do a good job in reflection of the image the brand is trying to present.

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Branding Guidelines

Logo Colours

Main

For normal usage, keep to original logo colours when the original colours are clear and visible

White

To be used when a background that is a similar colour to the main logo colour is present.

Black

To be used on a clear background or on more formal occasions or letters and printouts in black + white

Branding Guidelines

Logo Usage

Correct Usage

Always ensure the logo stays the same with no colour changes or parts moved, and ensure there is appropriate spacing around the logo when using it so it can be seen clearly.

Incorrect Usage

Wrong Colours
Do not change the logo colours

No Angles
Do not place the logo on an angle

No Distortion
Do not distort the logo

Font
Do not change the logo font

Elements
Do not change the size of logo elements

Background
Do not place the logo on dark backgrounds

Branding Guidelines

Typography

ENDEAVOUR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26

Arvo Bold

A bold typeface for the logo title it reflects the strength of the Endeavour project and represents a strong base.

Arvo Regular

The secondary typeface, not as strong as the main title but used for other text beside the main logo. Keeps in similar style as the main but not as prominent.

Arvo Itallic

A typeface that may be used on occasion, in regards to documents where there might be a quotation present

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Colours

Endeavour Navy

HOPE

Hex: #050544

Pantone: 2765 C

RGB: 5/5/68

CMYK: 100/97/32/52

A strong base colour for the main text in the endeavour logo the navy acts as a strong foundation for the contrasting colours just like the base the project is looking to build for the young men.

Endeavour Blue

INSPIRATION

Hex: #24D7E0

Pantone: 319 C

RGB: 36/215/224

CMYK: 61/0/18/0

A bright and inspirational accent colour the blue in the middle is meant to reflect the background of the lighthouse project and reflect the shape that represents the project acting as a heartbeat running through the local community.

Endeavour Green

POSITIVITY

Hex: #45DEA8

Pantone: 319 C

RGB: 69/222/168

CMYK: 59/0/49/0

The third accent colour like the middle blue this colour is used in the same shape but is meant to represent the "outdoor" activities that will be present in the project and reflect the mountains.
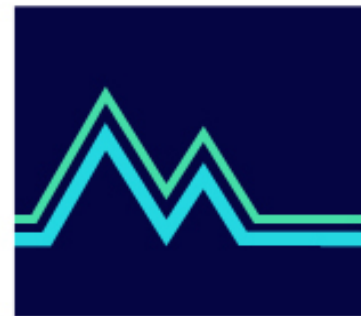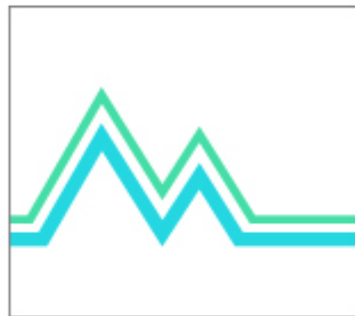
Branding Guidelines

Logomark

The Logo Mark should always be used in the appropriate brand colours when possible. Over certain coloured backgrounds the white version of the Logo Mark should be used instead.

When using the logo over a photo, the opacity might need to be changed to ensure logo clarity.

Try and avoid using the black version of the logo if possible.

Branding
Guidelines

Typemark

The Type Mark should always be used in the appropriate brand colours when possible. Over certain coloured backgrounds the white version of the Type Mark should be used instead.

When using the Text over a photo, the opacity might need to be changed to ensure logo clarity.

Try and avoid using the black version of the logo if possible.

ENDEAVOUR

ENDEAVOUR

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ENDEAVOUR

ENDEAVOUR

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Branding
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Web Usage

In regards to the web usage the logo should always be given clear space so that it is scene properly and clearly. The logo colours should also correlate to the main colours set up for Endeavour as much as possible to ensure the brand image stays consistent.

Try and avoid uploading large versions of the logo especially in the header of the website.
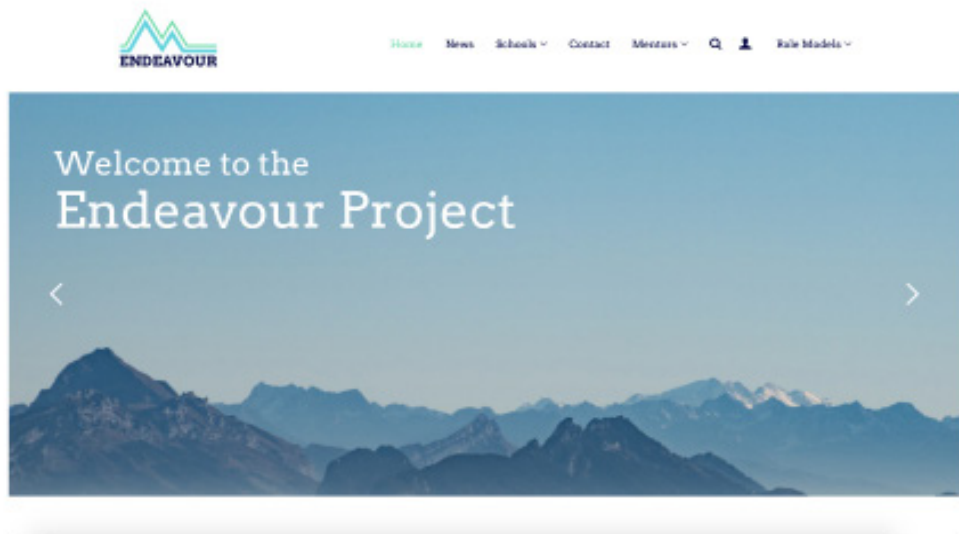
Branding Guidelines

Merch Usage

For the merchandise both the logomark and typemark and their relevant colours should be taken into consideration ensuring that both are addressed along with brand colours will lead to a streamlined brand identity and a style and look that is intertwined with the Endeavour project.

I have included an example of the business card design we created to show exactly how the branding and stylistic approach remains consistent and familiar.

Communication Links

Through the project itself we had multiple levels of communication to try and ensure the project was as streamlined as possible. Through this we had multiple apps and services that we used to ensure as a group we constantly maintained contact incase of any problems or mistakes occurred, luckily through the project if we had any problems we could quickly get in contact with eachother and correct it as soon as possible.

We also used communication links to stay in constant contact with both Adrian and Claire this helped us as a group to streamline and meet deadlines, the ability to communicate with Gary also meant if we had any questions about the project or problems that we would face.

Basecamp
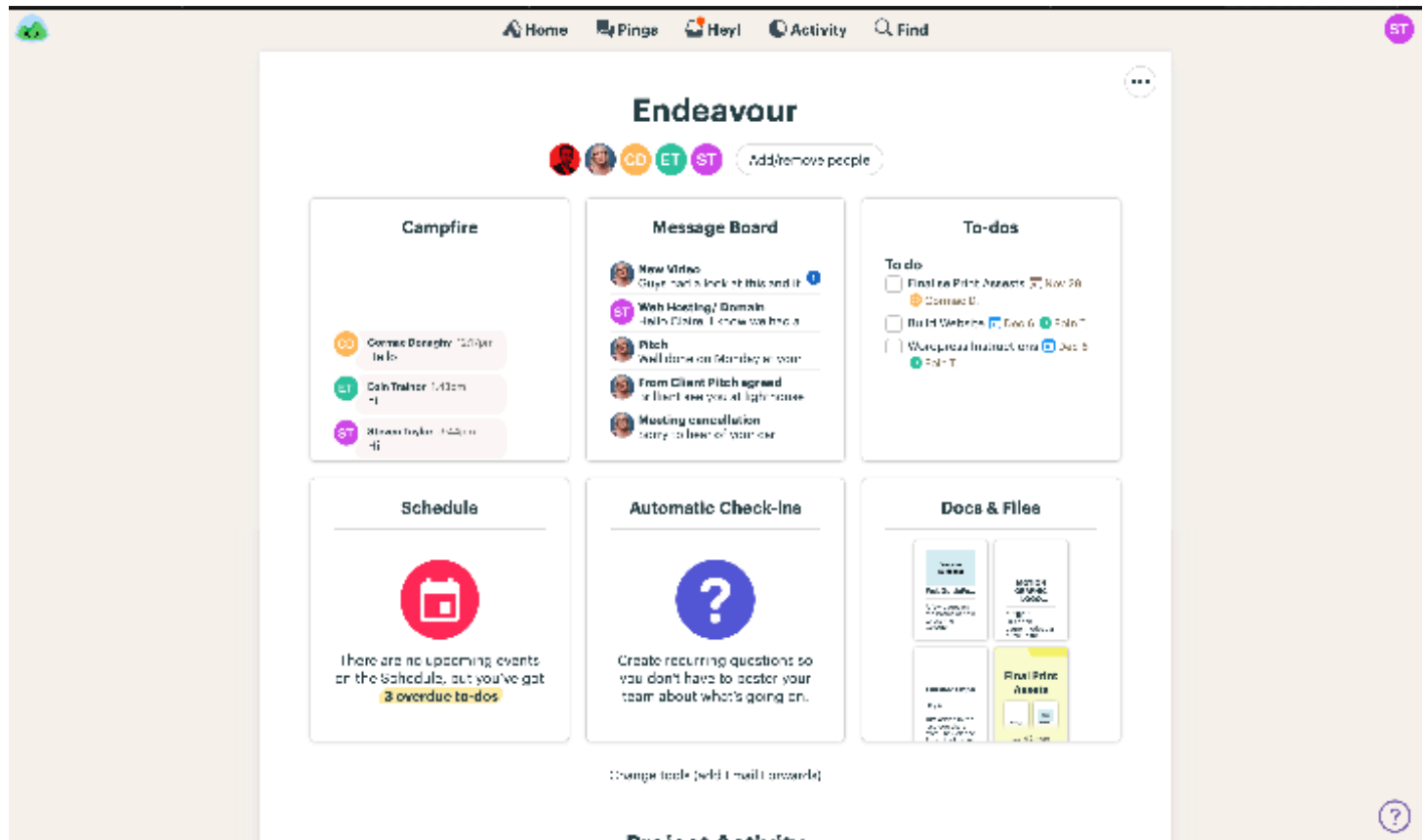
Basecamp was the online platform that allowed us to keep in connection with Adrian and Claire, this also allowed us to create our schedule, keep up our To-Do list and to help refine and organise our project down to the fine details. I found myself constantly checking Basecamp through the project to ensure that I was on track and we where on track with our work as a group.

Whatsapp

We also created a Whatsapp group chat as a group to stay in constant communication, this groupchat helped us to organise ourselves and talk about the project in general. I found this a massively beneficial aspect as it allowed us as a group to talk about any problems and improvements and to organise ourselves as a group to help improve our efficiency.
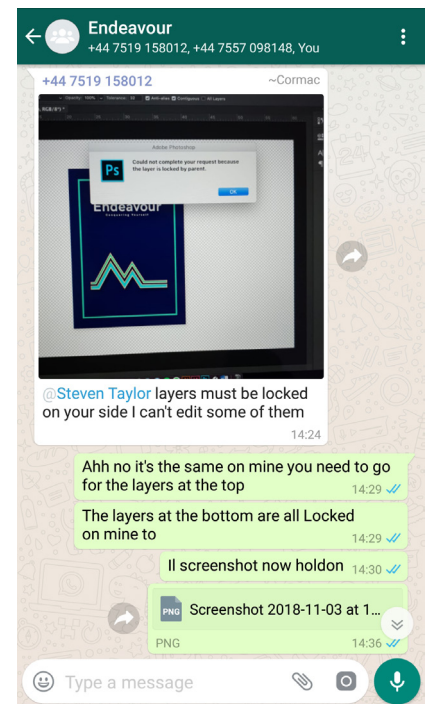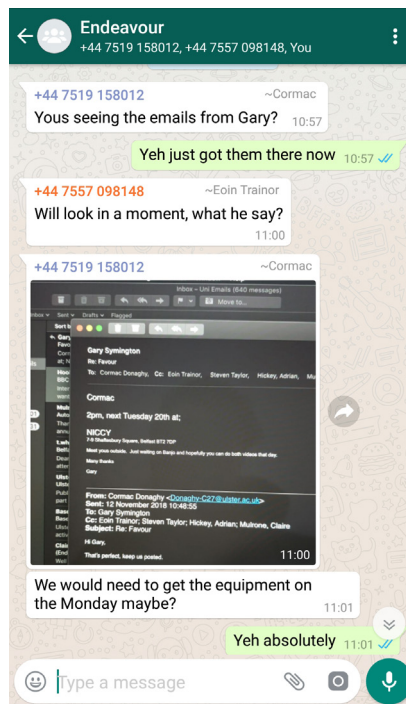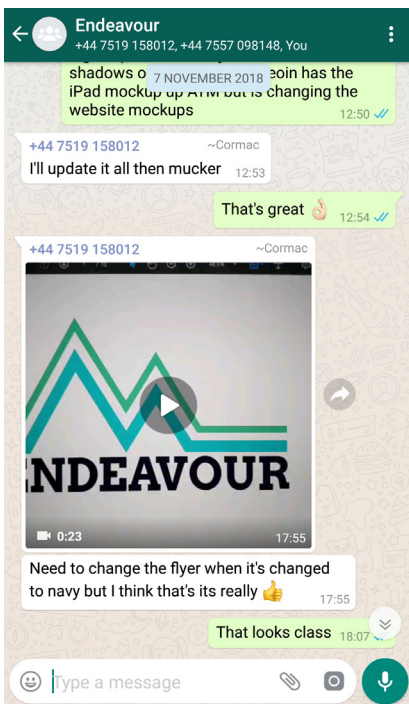
Email

Email was a key form of engagement through this project and acted as a key communication tool for us as a group to stay in touch and update Gary with the project's progress. Gary sent us information in regards to the project and helped inform us of meeting times, locations and the general logistics behind the creation of the project. Email was highly beneficial to us as a group and the ability to contact Gary directly allowed us to move forward with the project in a professional and streamlined manner.

GS Gary Symington <gary@lighthousecharity.com>

Reply all | ⌄

Fri 19/10, 11:08
Steven Taylor ⌄
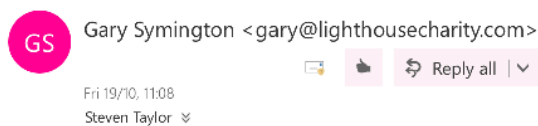
Inbox

You forwarded this message on 20/10/2018 15:38

Hi Steven

This looks great, well done and many thanks. There would be a few things to tweek slightly in terms of being on the website but in terms of the purpose of the client brief, it's 100%.

The video will include Banjo Bannon, Koulla Yiasouma and Ken Harland, however if yous can get Ryan Burnett & Carl Frampton, well that would be great.

Looking forward to hearing from you again.

Many thanks

Gary
...

GS Gary Symington <gary@lighthousecharity.com>

Reply all | ⌄

Fri 12/10, 15:52
Eoin Trainor; +4 more ⌄

Inbox

Afternoon Eoin, Cormac & Steven

Banjo Bannon is happy to speak and here is his response;

'I work in Springfield Road Fire Station. I do 2 days and 2nights so I can do anything after 6pm on the days and 8am after my nights. Or call in to me at the station as long as we are not at a call or too busy'.

I am still waiting on a response from Ken & Koulla. I will contact them by phone early next week and update you.

Thanks again.

Gary
...

Hi Cormac, Eoin & Steven

Many thanks for yesterday, great interviews and a long day considering you and Steven were heading back up North. I have included 2 logos that would need to be included, Lighthouse & Comic Relief (funder).

Thanks again

Chat soon

Gary
...

Toggl

We used Toggl as a time tracking tool, this was a great online platform that allowed us as a group to track the time we spent on the project itself. This allowed us to specifically track eachothers time and is good professional practice and is essential as we move forward as professionals within this industry.

Summary report

2018-01-01 - 2018-12-31
Total 202 h 39 min
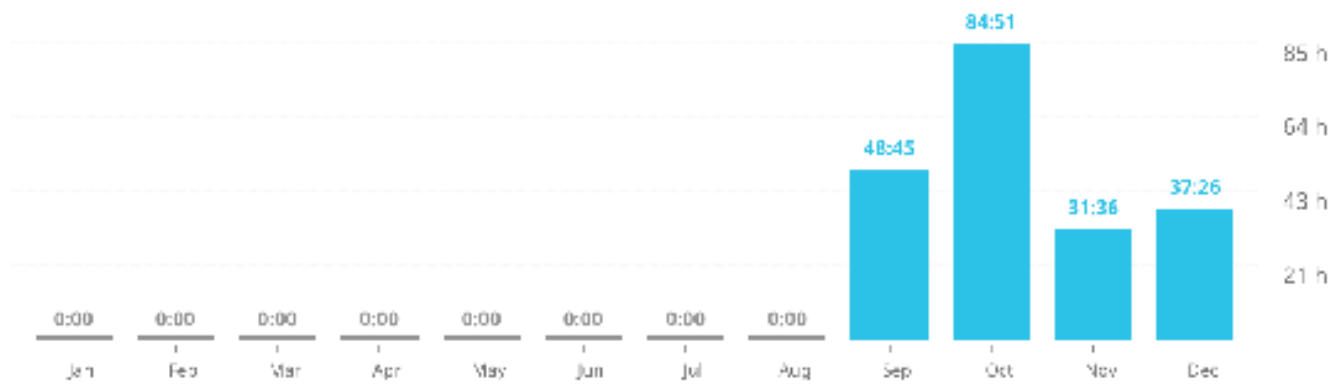
Client Feedback

When finishing the project itself we gained feedback from Gary on the process itself and how he felt with our overall execution and how well we represented Endeavour as a brand.

Hi Cormac, Steven & Eoin

I wanted to take this opportunity to provide you all with some much deserved feedback considering the amount of time and effort you have all put in.

Our first meeting with Claire present at UU was extremely productive and I immediately felt very confident in not only your knowledge, but was also very impressed by the enthusiasm you showed in the Endeavour Project. It very strongly came across from all 3 of you that this was work you believed in and felt honoured to be part of it. Well, I have certainly felt privileged to have you working on building our brand, the website, logo, business cards etc.

As someone with very limited IT ability, I was very dependent on your guidance and expertise and you did not disappoint. You all went over and above the call of duty and for that I am eternally grateful. The fact that you worked so hard on separate ideas and then came to Belfast to present them speaks volumes about your commitment. I am always somewhat nervous when I have made arrangements to meet high profile contributors so to turn up at NICCY and find out you had arrived 45 minutes early gave me real comfort, and I later found you in the Commissioners office, impressing her with with your knowledge. She was also very impressed.

I am also really glad you all made the effort to wait and interview Banjo Bannon, that turned out to be a great bit of fun, but an excellent addition for the website.

In terms of the final products, I am absolutely over the moon. I love the website design, the logo, the music and the video you have produced, again all extras that I did not anticipate.

It has been a very worthwhile and rewarding experience and as a project you have no idea how grateful we are for your expertise, dependability and hard work. Such qualities will certainly stand you all in good stead for your future employability. Feel free to use me as a referee if you feel it might support future work.

Many thanks also to Claire Mulrone from the Science Shop & Adrian Hickey from UU for all their support in providing Lighthouse with a trio of very talented and kind young men.

Good luck with the concluding months of your degree course and all the very best with your future Endeavours!

Regards

Gary Symington

Personal Evaluation

Personally I loved working on Endeavour as a project, at the start we all decided as a group to pick this project due to the background of it and what it stood for, we felt out of all the options that this one was the right one for us as media students and people. The project itself was also fantastic as it involved the creation of media assets that used all of our skill sets evenly.

Working with Gary as a client was also a major benefit, having someone so trustworthy and passionate helped inspire us in the overall creation of a brand image for his project that we all felt invested in. He always provided us with up to date information and was fantastically organised and appreciative of everything we did and helped improve the speed and the overall effeciency of the project itself to make for a streamlined and professional experience.

We had complete trust from Gary in regards to creative freedom and he let us combine all of our creative talents to make a final product from him that had a little bit of each of us stylistically within it. This freedom also meant that we enjoyed our work more as it allowed us to fully explore what we could do creatively and really let us as a group stamp our mark on this work.

As a group I felt like we all worked together really well, we where professional in our delivery and manner towards the project at all times and I feel we all contributed greatly individually to the creation of final work that we could all be proud of. As a group I feel we where highly organised, this helped in the creation of various assets and ensuring certain things where prioritised depending on neccessity.

To conclude, I am very proud with the work that we produced and feel it represented a very high quality. The professional manner that we worked in ensured that the client was happy, expanded our skillset and led to the creation of a project we can all be proud to put on our personal portfolio.