

ST COLUMB'S HALL
VIRTCH

PRODUCTION LOG

Interactivity for Social Enterprise

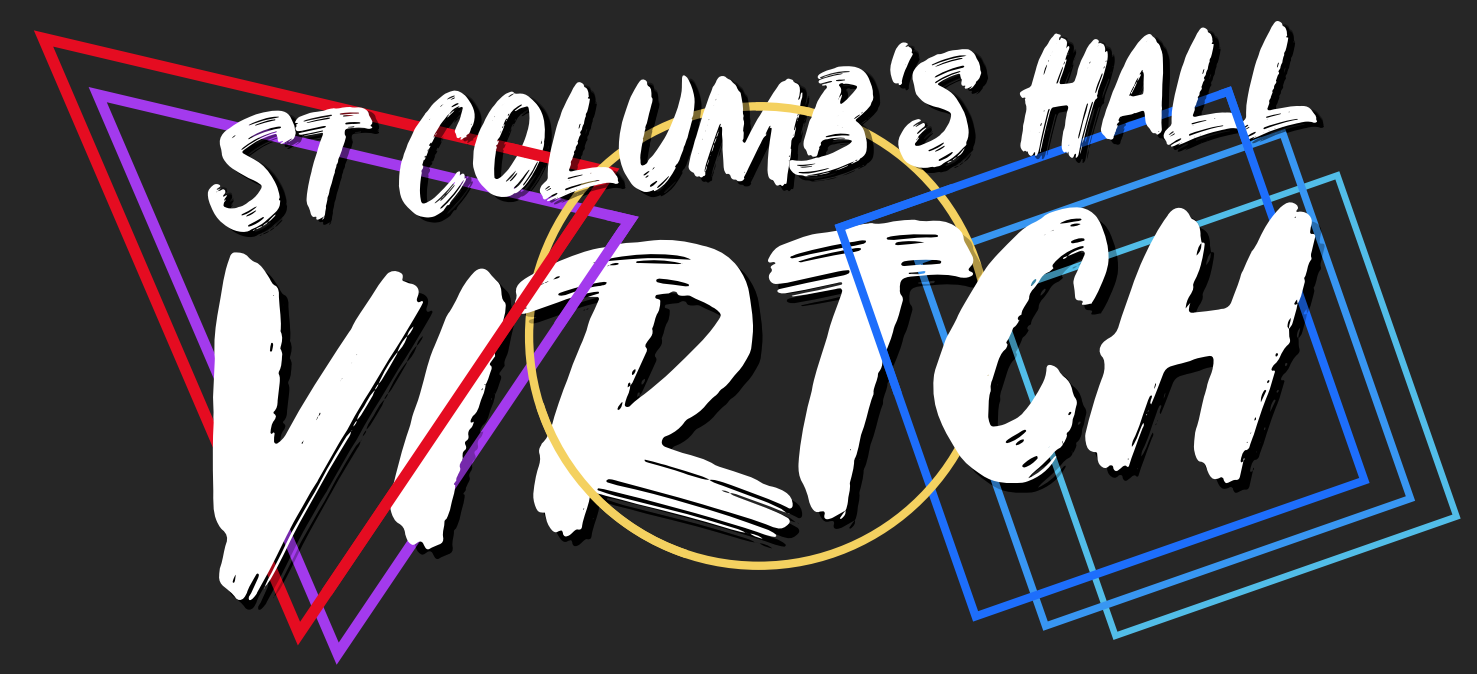
MED526

Steven Fleming

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INTRODUCTION

We paired up with the St Columb's Hall Trust to help them create a brand new identity for their most recent venture, creating the first VR-ready venue in Ireland.

This production log outlines how we arrived at the final brand identity system as well as the creation of additional marketing materials.

ABOUT THE PROJECT

The goal of this project is to create a new brand identity system for the VR section of St Columb's Hall and marketing materials to aid in the launch of the VR experience.

All together we were tasked with creating:

- A new logo
- A new brand identity system
- Posters for print (48 sheet billboard and bus shelter posters)
- A poster for social media
- Design proposals for event posters
- New social media profile picture and banner
- Merchandise Designs (Clothing and Google Cardboard)
- A responsive e-commerce website

THE TEAM



Identity design, print design, brand guidelines, web design and documentation

Merchandise design, research, web design and documentation



Web development, UI/UX design, web design and documentation



RESEARCH

ABOUT ST COLUMB'S HALL

We started by carrying out some research on St Columb's Hall. From our research we found out about the rich history of the building dating back to 1866, and its strong community ties with it originally being crowd funded. From this rich history we found some key components that we wanted to carry into the brand. We wanted to retain the community aspect and the resilience of the hall, having survived 2 World Wars and the Troubles.



We also found St Columb's Hall Trust is a not-for-profit company, established in October of 2019 with the goal of reviving St Columb's hall and securing its future as a hub of entertainment and culture. They want to help continue its legacy and breathe new life and purpose into the hall again by installing 360° cameras to stream and record virtual reality content, allowing the hall to host virtual events.



COMPETITORS

St Columb's Hall don't have any current direct competition in the VR market as they are looking to the develop the first VR ready venue on the island. However we looked at companies who are in the VR space. We looked at their websites to help us get a firmer grasp on what direction to take the project. These competitors are listed on the next pages, with a short description of their aesthetics and websites.



COMPETITORS

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

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

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

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

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

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

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

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

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

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

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

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



BENCHMARKING

Category	Feature	The Void	Other World	DNAVR	Oculus	Wavexr	Vvroom
First Impressions	Aesthetics	Uses 'experiences' images to represent projects on offer	Uses 'Hero' image to represent experiences	Uses 'Hero' image to represent experiences	Uses in game footage to represent experiences	Uses concert footage to represent Vr experiences	Uses 'experiences' images to represent projects on offer
	Identifiable target Audience	1 click away	1 click away	1 click away	Not available	Homepage	Not available
	Identifiable Chief Claim	On homepage	on homepage	on homepage	1 click away	1 click away	1 click away
Look and Feel	HD Ready	Yes	Yes	Yes	Yes	Yes	No
	Responsive	Yes	Yes	Yes	Yes	Yes	Yes
	Content in prime position	welcome text with images	Hero image with welcome text	welcome text with images	Hero image with welcome text	Hero image with text	Hero image with text
	Body Text Font	San Serif	San Serif	San Serif	San Serif	San Serif	San Serif
	Logo Placement	Top left and centre of homepage	Top left	Top left	Top Left	Top Left	Top left and centre of homepage
Technical	Book online	No	Yes	Yes	No	No	No
	Analytics Embedded	Yes	Yes	No	Yes	Yes	No
Navigation	Primary Menu Format	Fully exposed click through	Fully exposed click through	Fully exposed click through	Drop down menu	Fully exposed click through	Drop down menu
	Primary Menu Position	horizontal top right	Horizontal top right	Horizontal centre of the page	Horizontal centre of page	Horizontal top	Horizontal top
	Getting to the top of the page	None	None	None	None	None	None
	Sitemap	None	None	None	None	None	None

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

CLIENT MEETING NO. 1

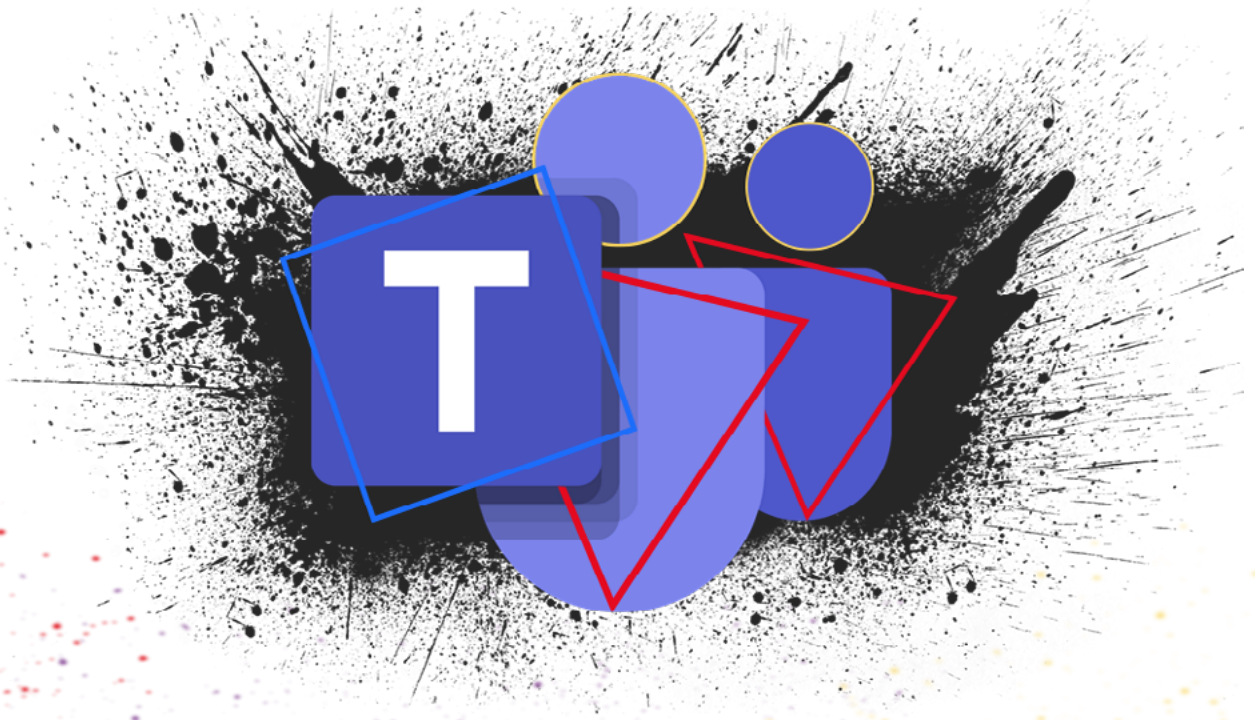
At our first meeting we met with Anne-Marie from St Columb's Hall Trust. We introduced the team and discussed what she wanted from this project. She expressed that she was very open to a total re-branding and possibly a separate brand for the VR aspect of St Columb's Hall, allowing for a brand take over approach when they begin to push the VR content.

We also discussed the core elements for the brand, Anne-Marie really wanted to keep the people and community at the forefront of the brand. This meant adapting the current moniker of "the people's hall" to "the people's venue" We would take this going forward and use it as the brand's main hash-tag.

We finalised and agreed on the deliverables for the project, allowing a clear understanding between both us and the client as for what is expected moving forward.

Below is a list of the agreed deliverables:

- A new logo
- A new brand identity system
- Posters for print (48 sheet billboard and bus shelter posters)
- A poster for social media
- Design proposals for event posters
- New social media profile picture and banner
- Merchandise Designs (Clothing and Google Cardboard)
- A responsive e-commerce website



THE BRIEF

After our meeting, we compiled our research and the agreed deliverables into a clear brief for the client to approve. Once the brief was approved by the client we set out to start creating a new logo and visual identity for St Columb's Hall Virtual Reality.



THE BRIEF

AIMS

Within the brief we set out our aims for the project, these were informed from our first meeting with the client. By agreeing on the aims early on we set clear goals to work towards when designing, this helped us keep focussed and produce work that fit the brief. Below is the list of aims:

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

TARGET AUDIENCE

We also specified our target demographic. This was provided to us from research by the client and helped us to focus on creating designs that would appeal specifically to them. Below are factors of the target audience that we took into account:

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

PLATFORM

We set out some needs for the website, stating the main platform should be mobile as most of the target demographic would be engaging with the site via their phones. We also agreed the website should be easily updated, to allow the client to regularly add new events without running into issues.

tone and message

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

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

TIME FRAME

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

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

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

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

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

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

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

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

COMPETITORS

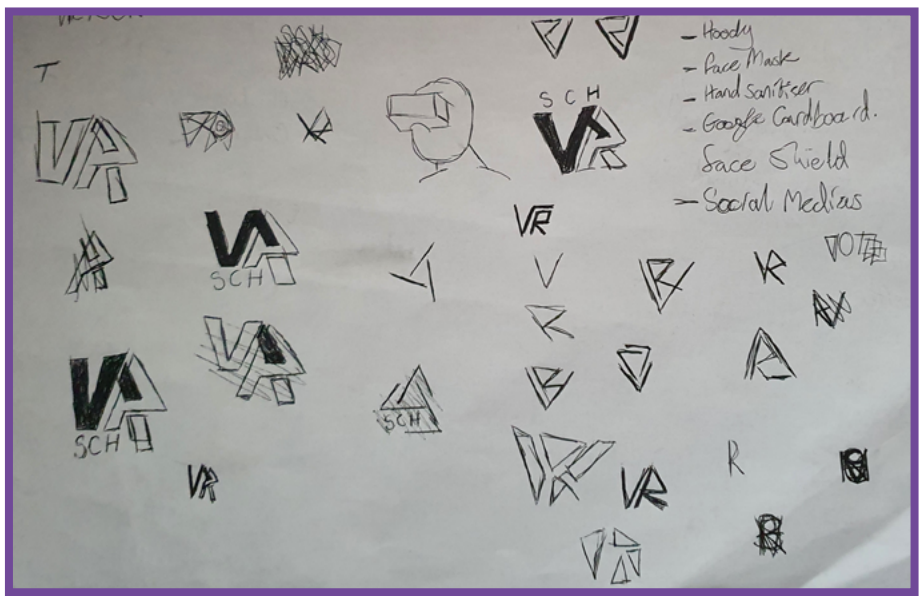
We provided the client with our research on what others in the VR space were doing. This let the client see what research we carried out and how it would effect our design decisions going forward.

BUDGET

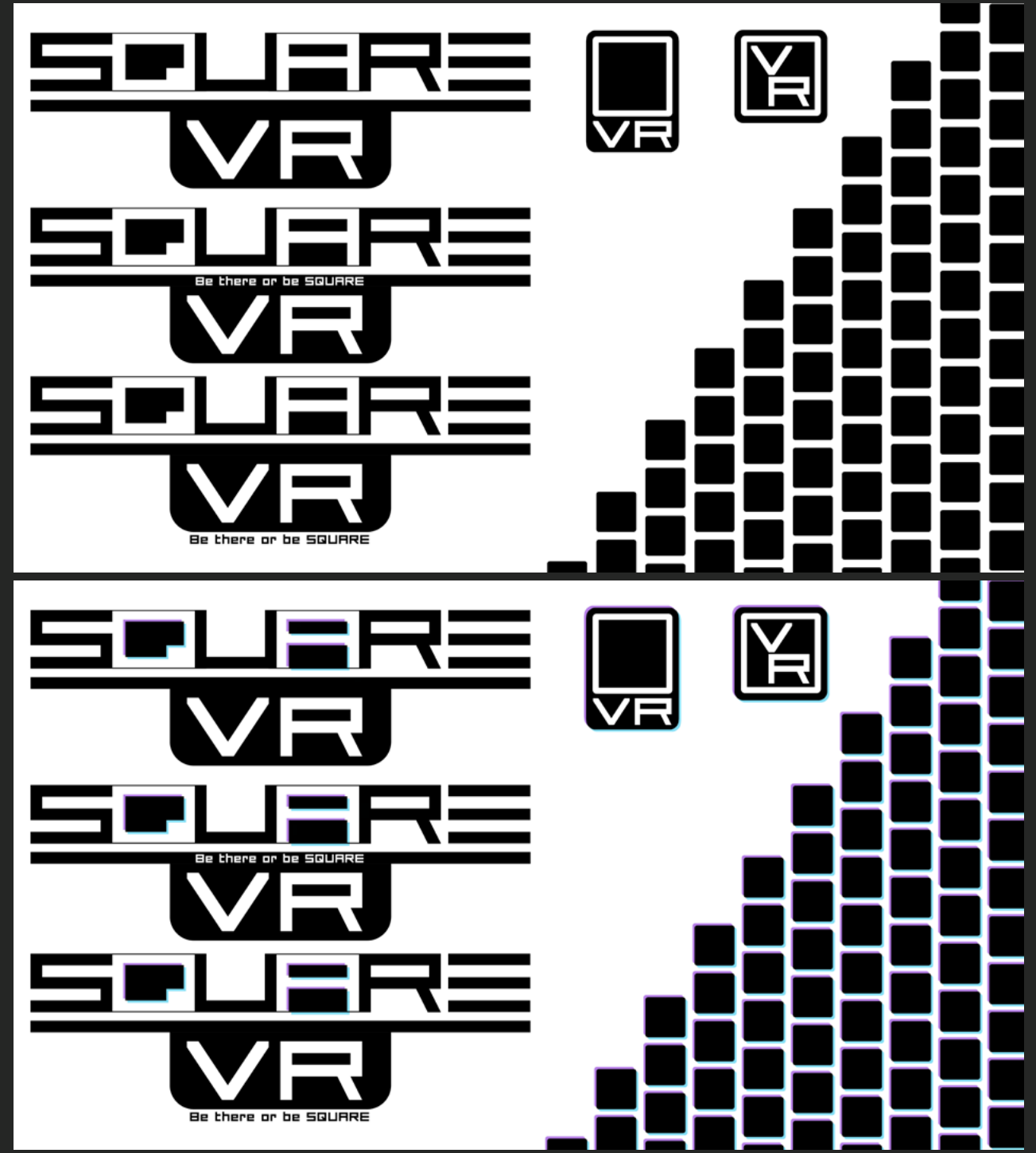
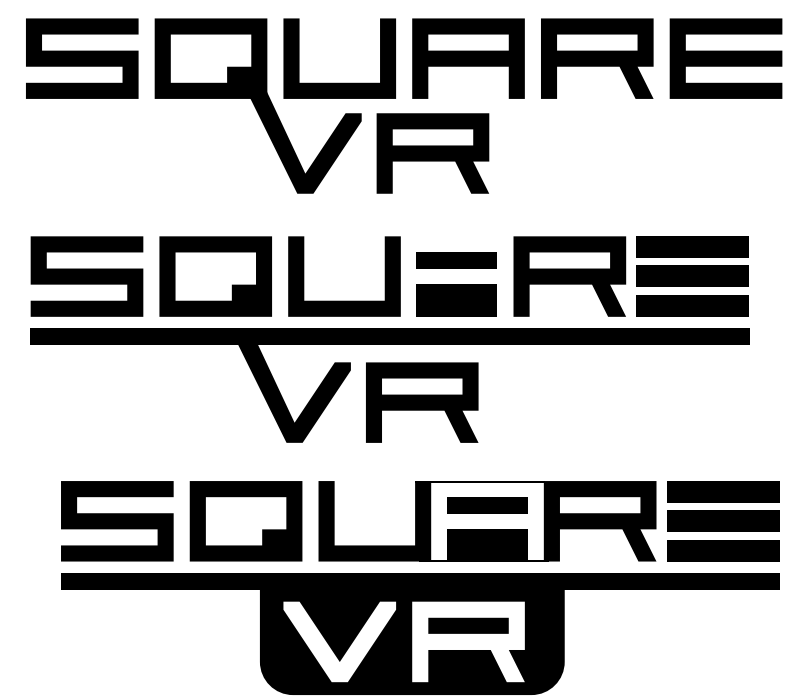
Within the brief we also set out a rough price list for the merchandise and printing, as well as the average cost for hosting an e-commerce website. We also provided some recommendations where to go for hosting and package deals that may be worth looking into.

INITIAL EXPERIMENTS

I started out sketching different variations of a logo using VR SCH for Virtual Reality St Columb's Hall. I tried different combinations of a VR SCH with different ways of connecting the letters. I ended up scrapping these ideas and decided to focus more on creating a unique brand and name. Below is a picture of these sketches.



My first idea was SQUARE VR. I came to this name from the saying "Be there or be square" I thought this could be an interesting tag line for a project that is providing virtual tickets for physical events, if you can't physically be there you can be "square" and attend through SQUARE VR. Below and on the next page are some variations of the first logo I came up with.



The original idea behind the logo and pattern was to try create an easily repeatable pattern that could used across the brand.

I also created a small icon-like logo for use in spaces that the full logo wouldn't fit on. I used negative space to spell out the word square as I felt it made the logo a bit more unique.

Developing this further I wanted to push the digital aspect, to do this I added some colour in the style of chromatic aberration similar to that one might experience in a VR headset. I chose a purple and blue combo as I feel the achieved the digital vibe I was going for.

However I ended up scrapping this idea too as I felt it wasn't the right tone, it didn't give off the right energy and wasn't particularly welcoming for new user's to VR. I felt going forward I needed to focus more on creating something that would welcome people into the idea of virtual events.

I tried a different approach to the SQUARE VR brand. This time I opted to go for a more warm and inviting tone, I chose a vibrant red to represent Derry and its community and I paired this with a soft black/gray and gave it a sand type texture to help give it more visual flair.

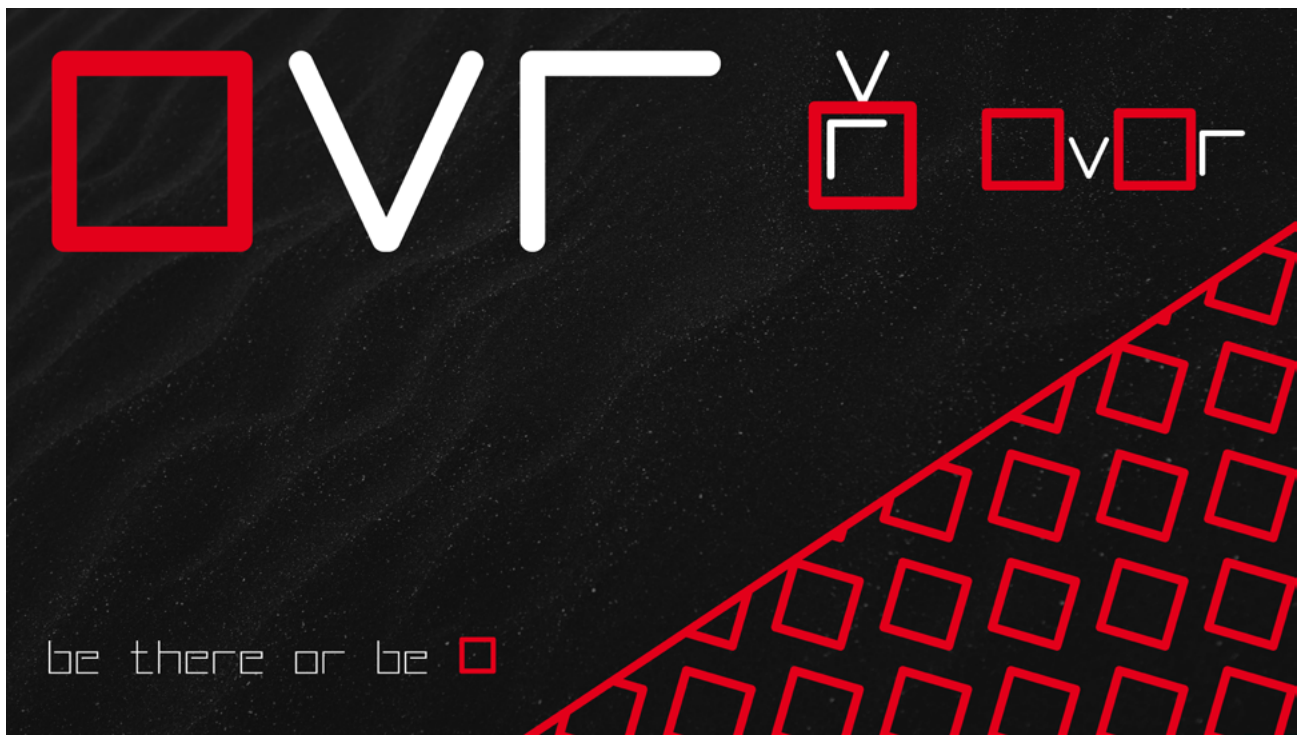


I retained the square pattern but changed it to look less like pixels. I decided to use an actual square icon instead of the word as I felt it had potential to be versatile in different tag-lines e.g. it looks like "OVR" so a potential tag-line could have been "it's not over till it's OVR" I also created the "Be there" tag-line with the icon.

I played with different icons that could be used on packaging or different forms of merch, such as the glasses on the Google cardboard. These icons were made from the letters in the logo, this helped to tie them all together and also gave the potential for future icons to be created.



I also mocked up a version of the google cardboard with the icon of the glasses on it to demonstrate how the icons would work in a merchandise setting. A sticker for U2 was also created to showcase how the brand might be used to advertise events.

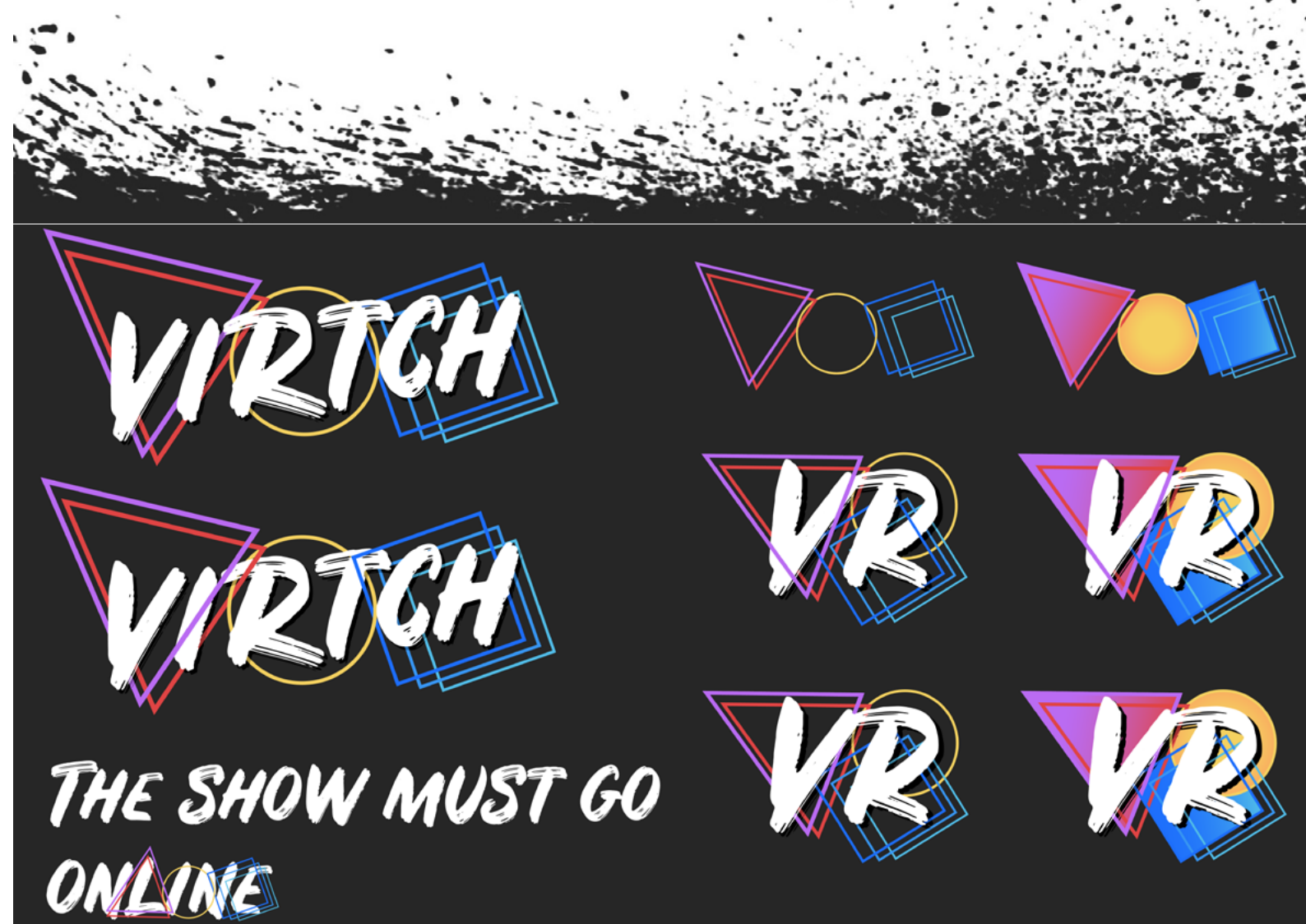


I still felt the SQUARE VR design wasn't giving off the right tone, I decided to scrap the concept as a whole and start fresh. I began to think about how to attract the concert and events audience. I then decided to stop trying to design a logo for a VR experience and began to focus more on the event side of the experience. I wanted to create a look that conveys the excitement of a concert night out and one that would really grab people's attention, seeing as this project is the first of its kind on the island of Ireland. It needs exposure first and foremost, so being able to stand out and capture someone's gaze is key.

I started by keeping it simple working with basic shapes to create a nice visual pattern. I then looked at what other venues and event posters were using and saw a prominent use of brush fonts. I felt the brush font helps add to the casual energetic feeling that I wanted.

While researching I came across the term "Virtch" which was slang for Virtual Reality, I then modified this to VIRTCH to help keep it separate from the term. I felt this would work for the brand name as it allowed those familiar with VR to recognise it immediately, while being generic sounding enough that those unfamiliar would want to investigate further.

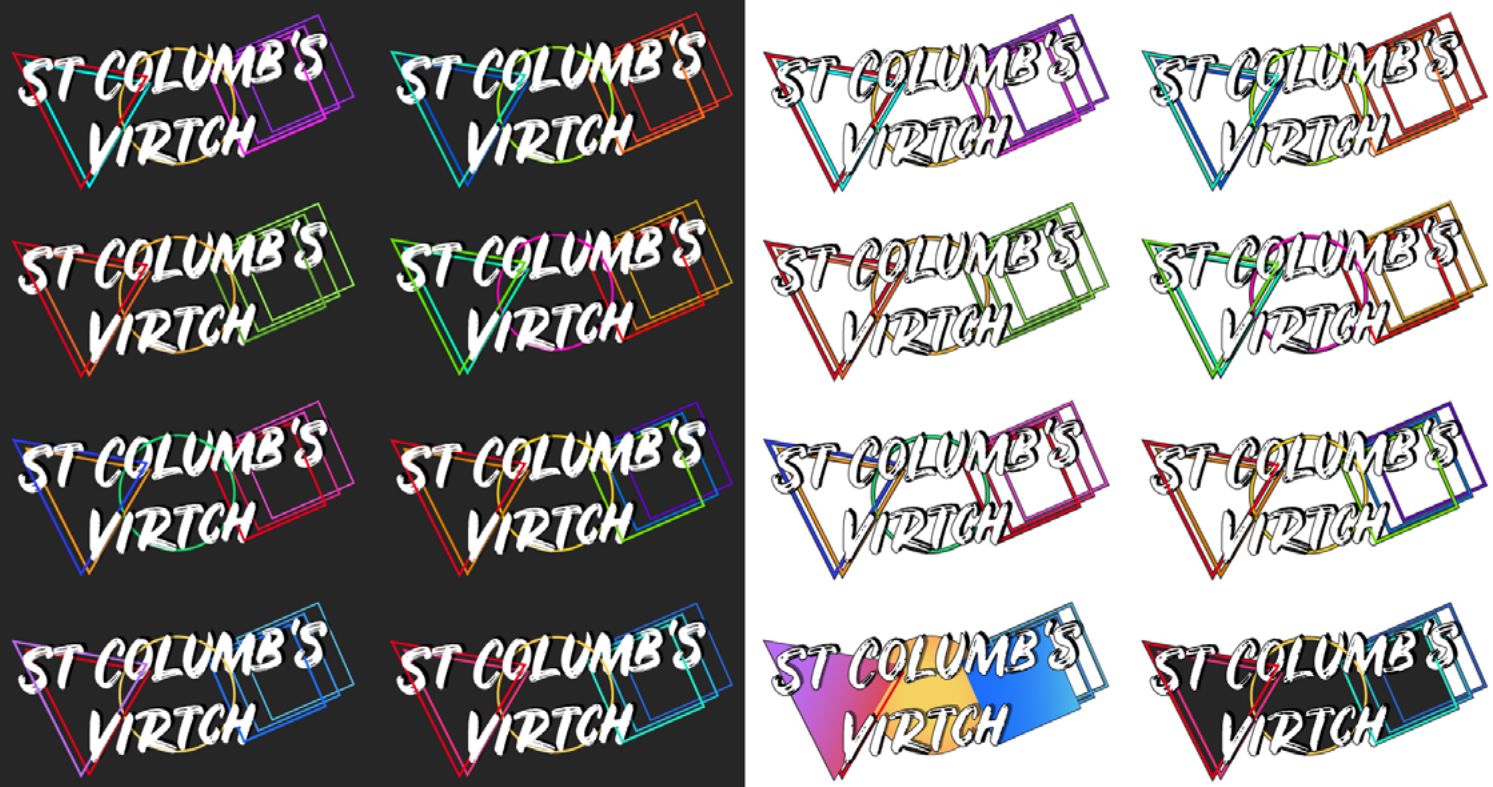
I decide on another tag-line "the show must go online" I thought these tag-lines might help when discussing marketing with the client and would also help users unfamiliar to VR understand that this is an online experience. I also used the shaped to create a smaller version of the logo with only VR on it. I felt I achieved the tone with this logo with its funky and appealing aesthetic without being too retro. I decided this was the logo I was going to take forward, develop and present to the client. Below is the initial VIRTCH logo concept.



DESIGN DEVELOPMENT

Adrian, the project's creative director, gave me valuable feedback on the VIRTCH design. One of the worries he raised was how casual the name is, without the St Columb's name in the logo, people will not immediately associate the brand with the hall. From this I went back and created some versions with the St Columb's title in the logo.

I also tried different colour combinations for the background shapes. I chose vibrant colours to help the logo stand out.



I added the St Columb's title to the logo and interwoven the text and shapes to give it a more connected feel. However, I felt the addition of St Columb's threw off the balance of the logo and none of the new colour combinations worked as good as the original. I also found that the logo didn't work too well on a white background. I then redrafted the logo, fixing the balancing issues, keeping the interwoven text as I felt it was a good addition.

I decided at this stage to swap the red and purple triangles as I wanted the "Derry red" to be at the front to show how important the community is. After settling on this layout I then tried to improve how the logo works on a white/ light background. This is when I started to incorporate the paint splash aesthetic.

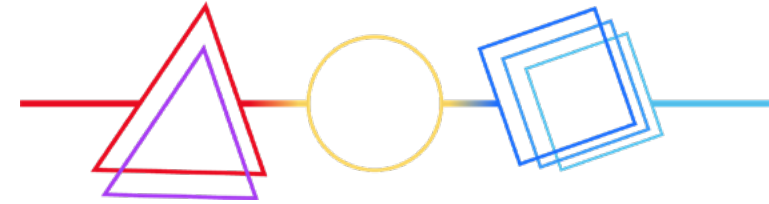
The version with the St Columb's Hall at the top provided the best visual balance, and enhanced the original logo's layout. The added connection between letters and shapes is more prominent in this version too.





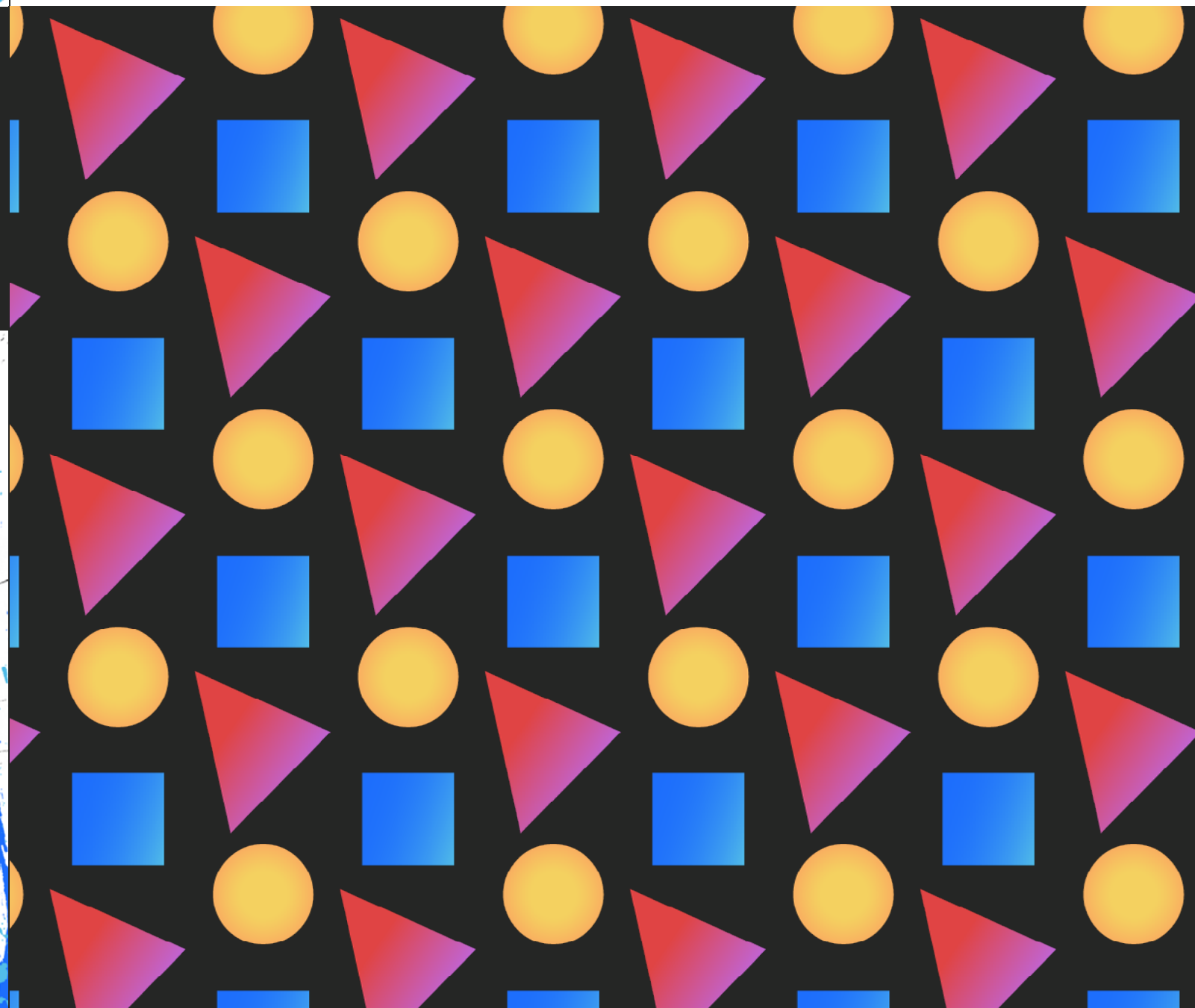
BRAND PATTERNS

Once I had the logo figured out I then focussed on fleshing out the brands identity through patterns. I started by creating a simple pattern similar to a heart beat, that would form the foundation of the larger pattern. I went for a heart beat type of pattern as it links with energy, excitement and the beat of the music.



I then made a repeatable pattern out of the solid shapes, as pictured below:

Above is the first attempt using the paint splash effect, I liked the vibe it gave but knew it needed toned back in order to stay legible. I started by scaling back the amount of coloured paint splashes and creating a more enclosed shape for the main black splash. I would then take this forward to be the VIRTCH logo. Below is the refined version.

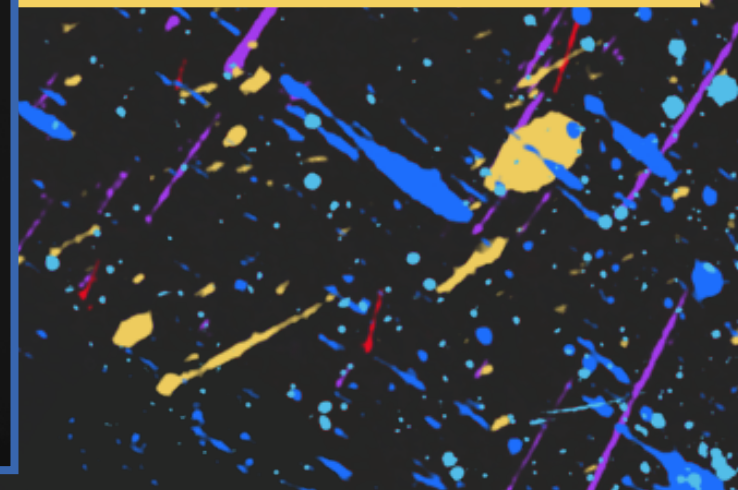
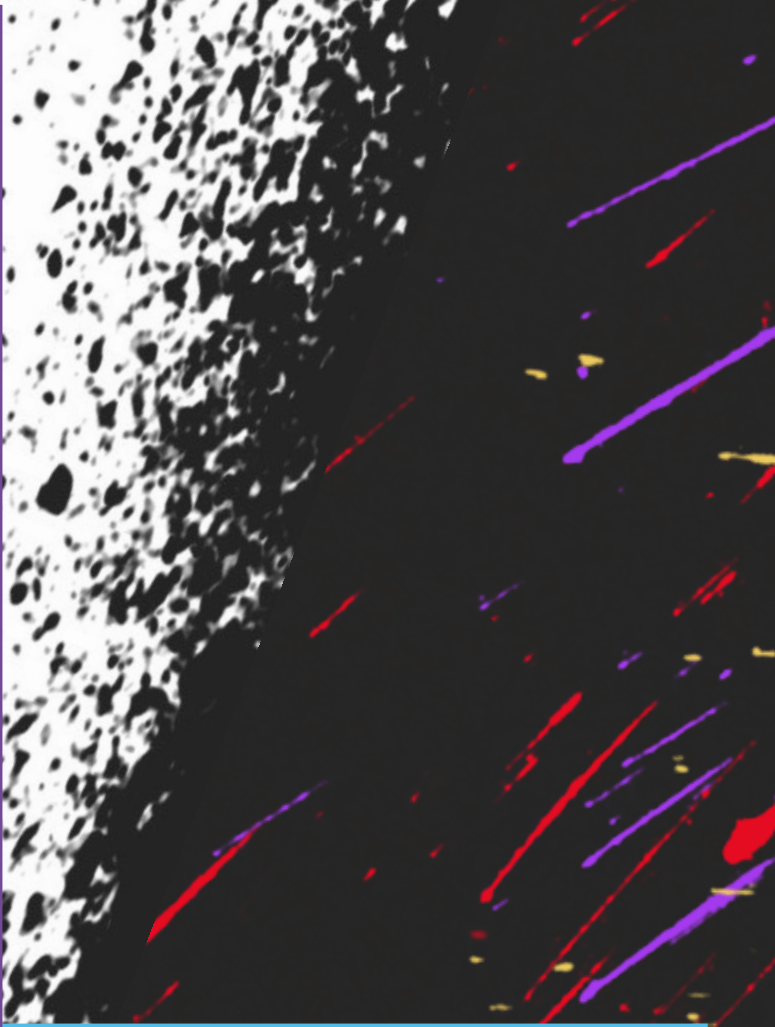


MERCHANDISE MOCK-UPS

With the main design elements of the brand in place I turned to creating some design proposals for the merchandise we discussed in the client meeting.



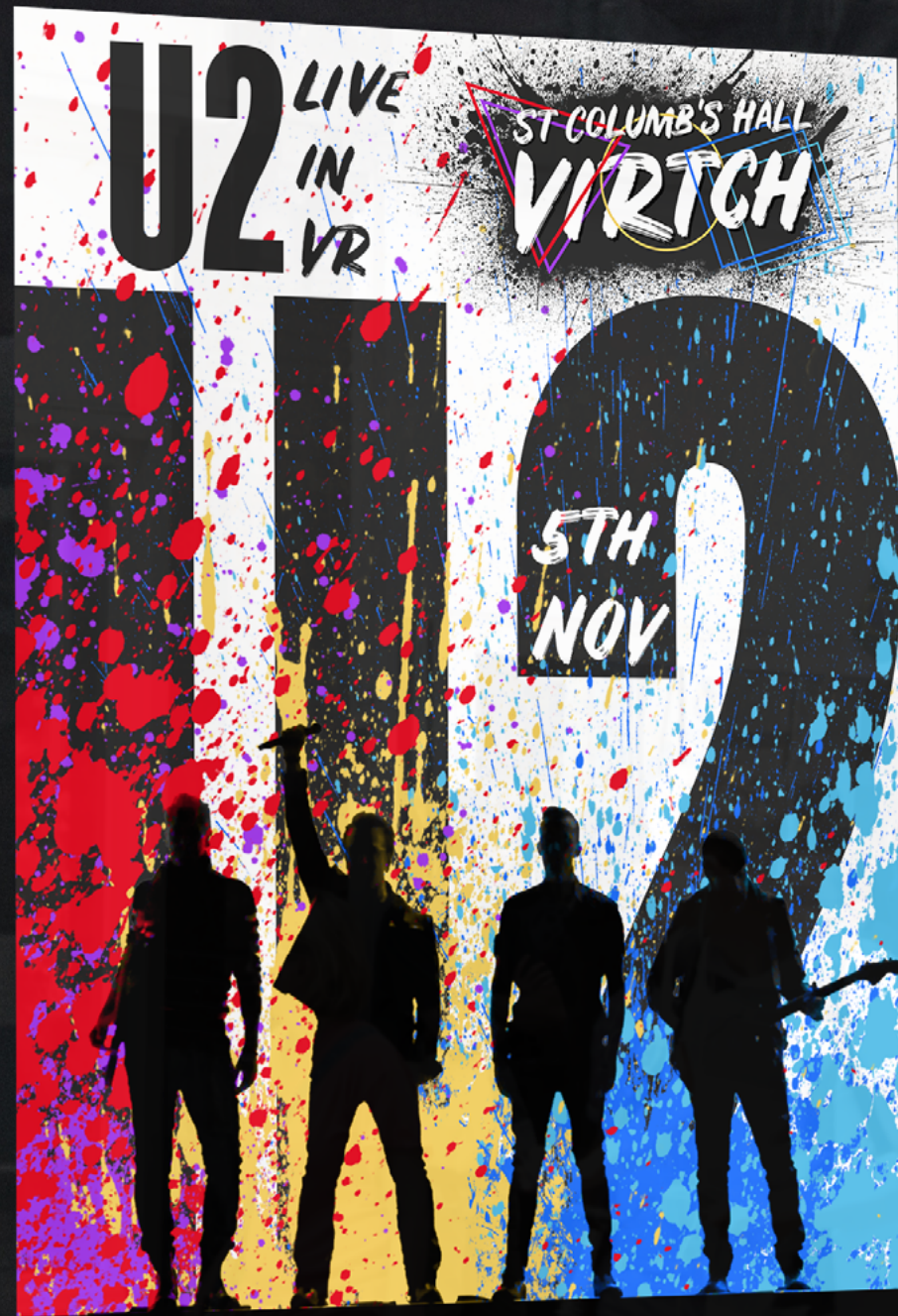




POSTER DESIGNS

I then started making proposals for the event posters. Below is my first attempt, with the developed versions on the next pages.





St Columb's Hall, Orchard Street, Derry
For more info, visit our website: www.virtch.com

*REFINED BUS
STOP POSTER
FOR U2*

SOCIAL MEDIA DESIGNS



St Columb's Hall
@StColumbsHall
Spectacular theatre in the heart of Derry. Built in 1886. Currently having a comeback.
Orchard Street Derry saintcolumbshall.com
Today is their birthday!
Joined December 2012
218 Following 446 Followers
Not followed by anyone you're following

Tweets Tweets & replies Media Likes

St Columb's Hall @StColumbsHall · 3d
Valuable new modelling reinforcing the importance of ventilation and masks in helping us co-exist with COVID in indoor venues. #covid #design #innovation

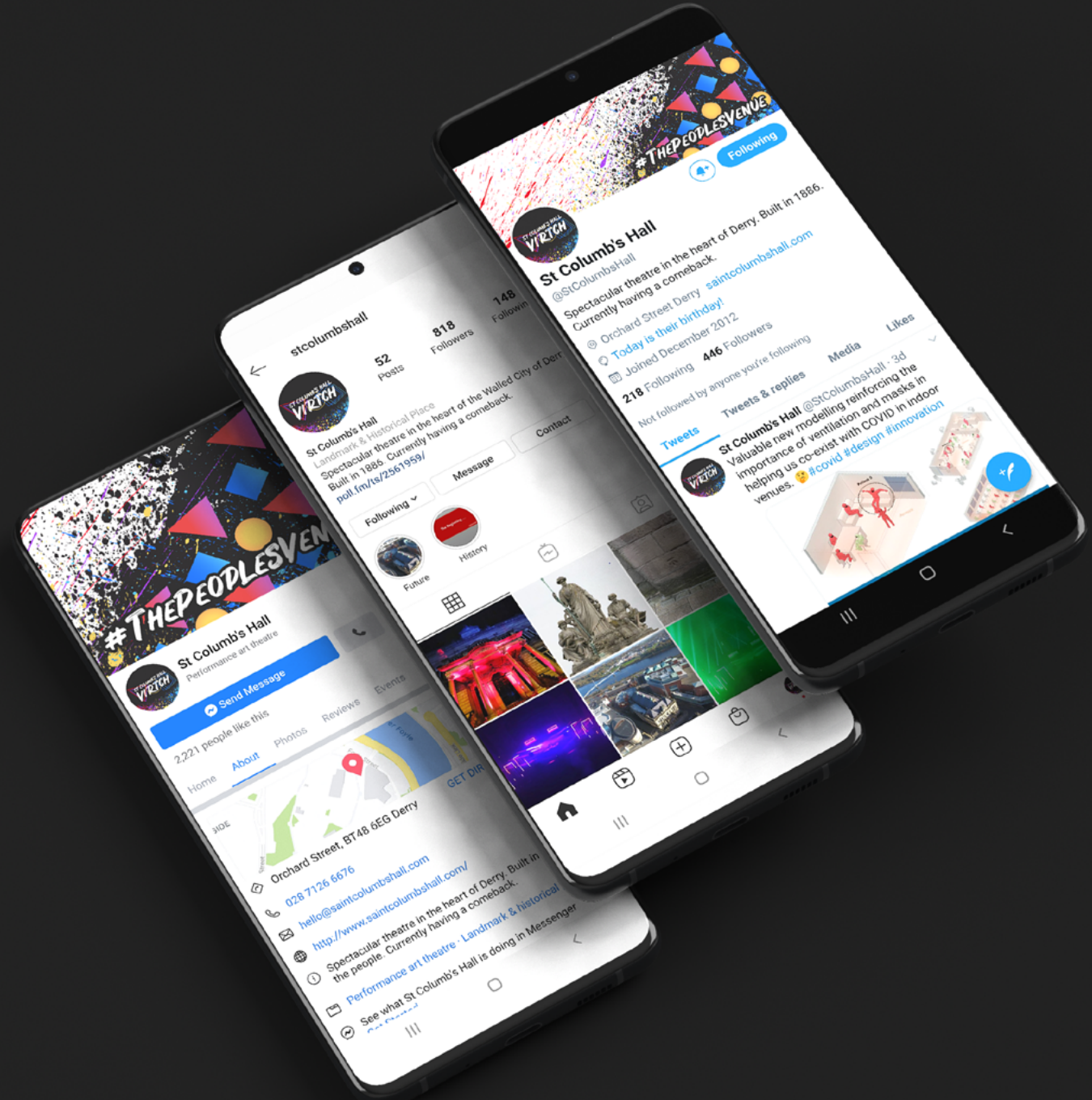
St Columb's Hall
Performance art theatre
2,221 people like this

Home About Photos Reviews Events Videos

stcolumbshall
52 Posts 818 Followers 148 Following

St Columb's Hall
Landmark & Historical Place
Spectacular theatre in the heart of the Walled City of Derry. Built in 1886. Currently having a comeback.
poll.fm/ts/2561959/

Following Message Contact

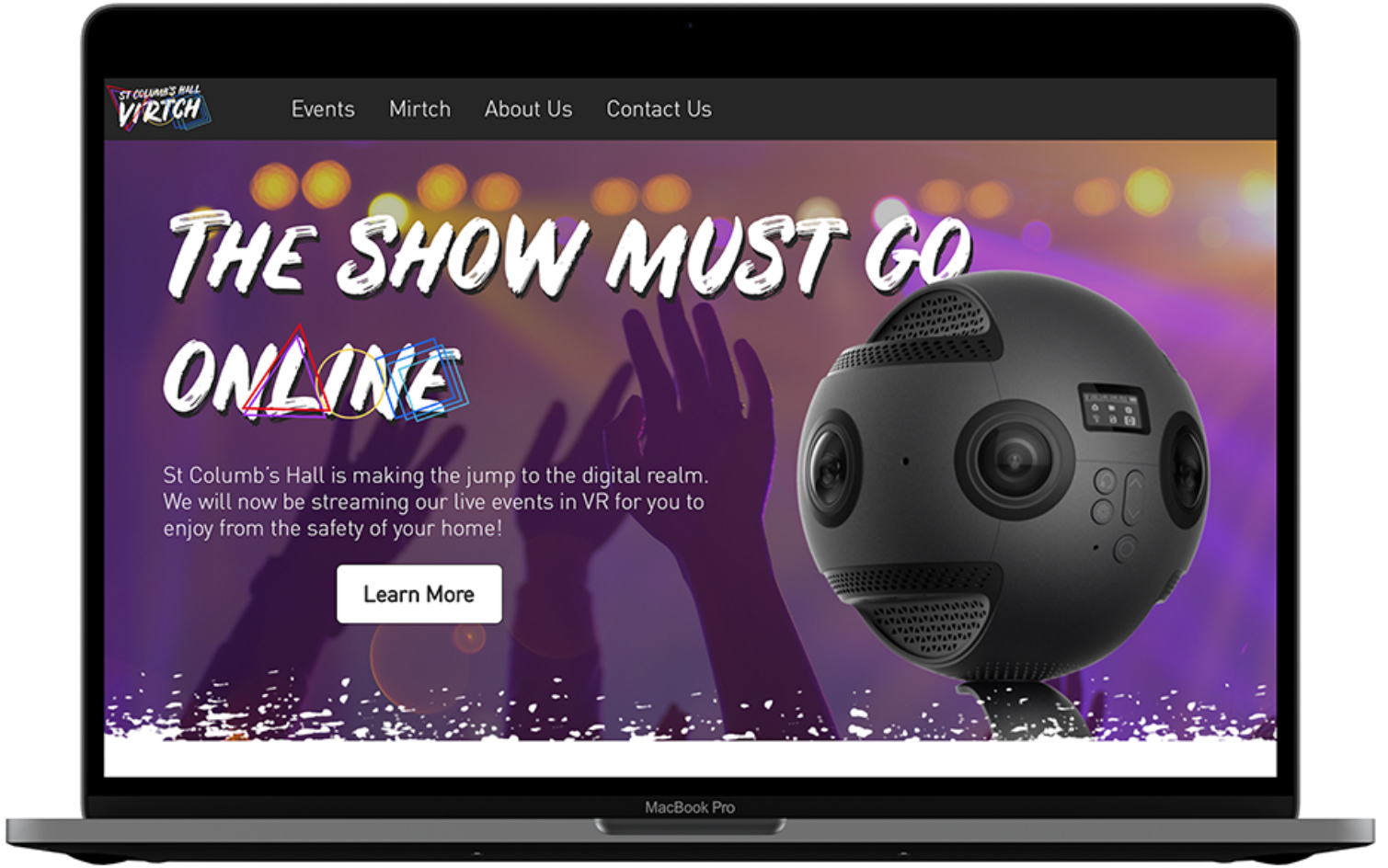


EVENT POSTERS FOR ONLINE

STICKERS



WEBSITE MOCK-UPS



THE SHOW MUST GO ONLINE

St Columba's Hall is making the jump to the digital realm. We will now be streaming our live events in VR for you to enjoy from the safety of your home!

Learn More



Get in touch!



What's on?



ABOUT US

What is Virtch?

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."



VIRTCH MIRTCH



Virtch Hoody
EX.XX
more colours

CLIENT PITCH

I prepared a presentation to pitch my idea to the client. Within the presentation, I told the client about why I made specific design decisions and why I feel they represent this new project. Below is some of the notes I made in preparation for the pitch.

Pg 1: Logo

- Energetic Style / Mimic the energy of Music venues and Concerts
- Help to ~~stand out~~ attract the energetic crowd / the hype chasers
- Used a Brush font with the paint splashes to not only ~~to~~ give a casual tone (Contrast with the current SCH brand) but also highlight that it is ~~is~~ a new platform for artists and Creativity
- ~~Invest~~ for this Colour palette we start with ^{Derry} red as it signifies this puts the Derry People first I then looked at what colours the target demographic would like:

Purple = Creativity, Luxury, Pride and Magic

Yellow = Happiness, Optimism, Creativity

Blue = Inspiration, reliability and Calming/relaxation

Red = Derry, Passion, Joy

I went for the name VIRTCH as I felt it had a strong Branding potential, I feel its casual appeal would attract the target demographic, its ~~short~~ got an intriguing quality while also being obvious to those who know VR

I also wanted to ~~keep~~ show that this experience is interwoven ~~into~~ SCH so I have the Shapes running through the SCH title symbolising this connection

All of this combined with the fact ~~now~~ we want people to see this logo, it jumps out at you and you can't help but look, I feel this will help when trying to get exposure when you start releasing it, it won't get lost

CLIENT PITCH FEEDBACK

After we give our presentation to the client, she gave us feedback on our designs. She then chose the VIRTCH brand and designs for us to take forward and develop. She said she completely is bought in to the concept and felt it was very strong imagery, agreeing with points I brought up in my presentation, such as the designs ability to adapt to dark and light modes and the need to be seen.

She felt the logo really represented this new direction for St Columb's Hall and that it really "shows that this is something new for us." She loved the energy behind the logo and felt it represented them "sending out the music to the audience." She also asked if a logo with VR@SCH could be created.

The client was very pleased with the colour scheme but felt the shape pattern wasn't a good fit. "I feel the rest is really light and airy and this part is very heavy looking. The shapes without the fill on the black is so strong and I can see that really really working and reflects the logo more"

She was happy with the use of the hash-tag "The People's Venue"

She felt the bus stop poster was "so so strong" and said she can "imagine walking down the street seeing it jumping out"

She felt the black merchandise stood out more but was appreciative that consideration was put in across both light and darks modes on merchandise and screen. Upon seeing the heart beat pattern on the back of the hoodies she asked for the large pattern to follow that style.

She liked the website design but asked if we could incorporate the one page scroller aspect from Brogan's design. She really liked the tag-line and said "its a really good way for us to get the word out there on what we're trying to do."

She liked the collectable aspect of the stickers and Google cardboard. "It's a really good way of replicating the memorabilia of the real event."

Overall the client was really pleased with the design, asking for only a few changes to the pattern and some layout changes to the website.

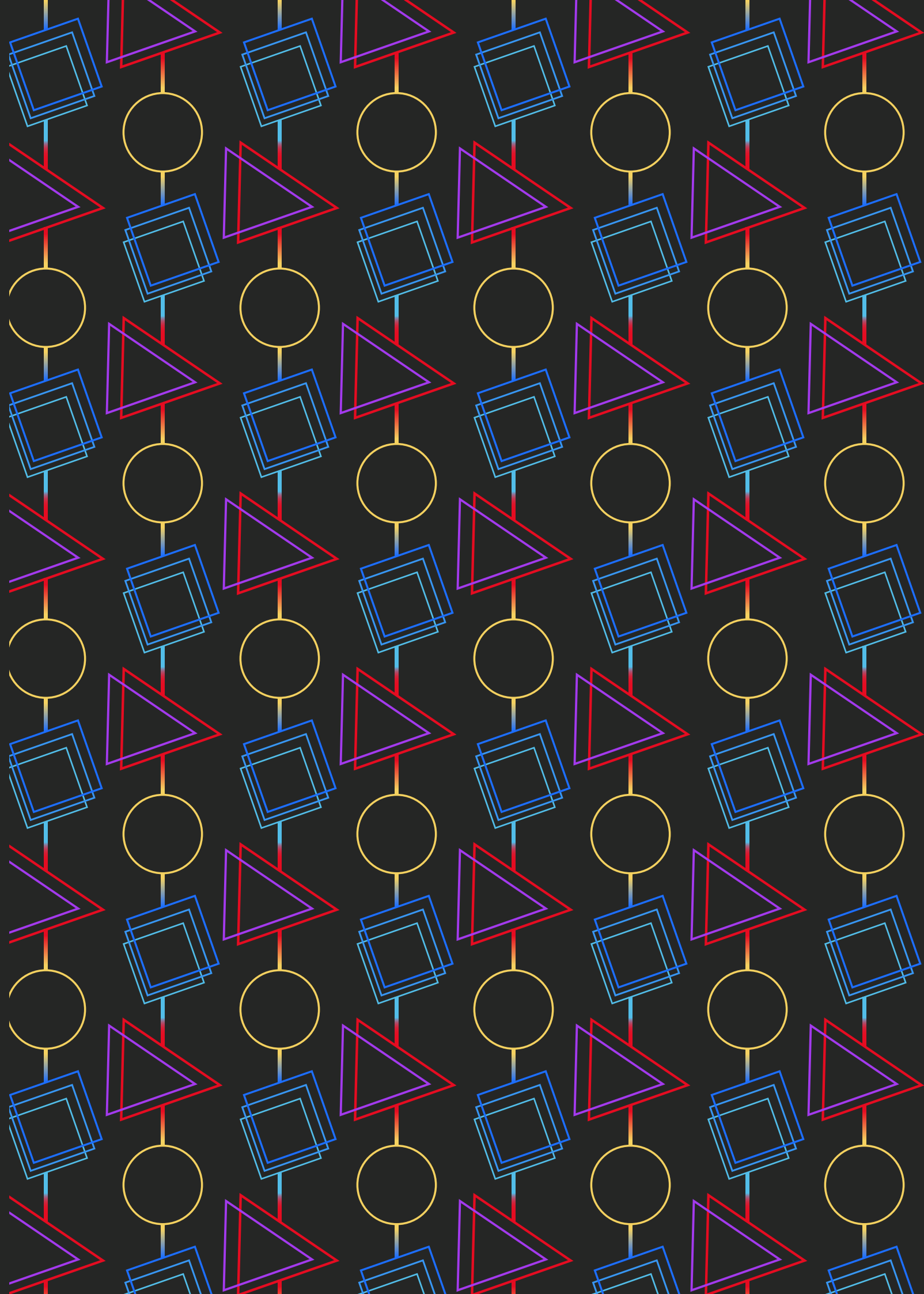
DESIGN REFINEMENT

After the client made the comment about sending out the music from the logo I wanted to incorporate that into the final design. I used parts of the splash to create the small music notes so they fit with in the design and don't stick out.



After the client feedback I altered the pattern to more accurately reflect the logo. I did this by using the heart pattern as a template and daisy chained them together to create the new pattern.

I also used the heart beat pattern as the basis of the VR@SCH logo.



FINAL OUTCOMES

Moving into the final production we allocated roles to each team member and created a schedule. I was in charge of finalising the Logo and other brand assets, as well as creating the posters for print and online. On the following pages are the final logo, social media assets and posters I created.

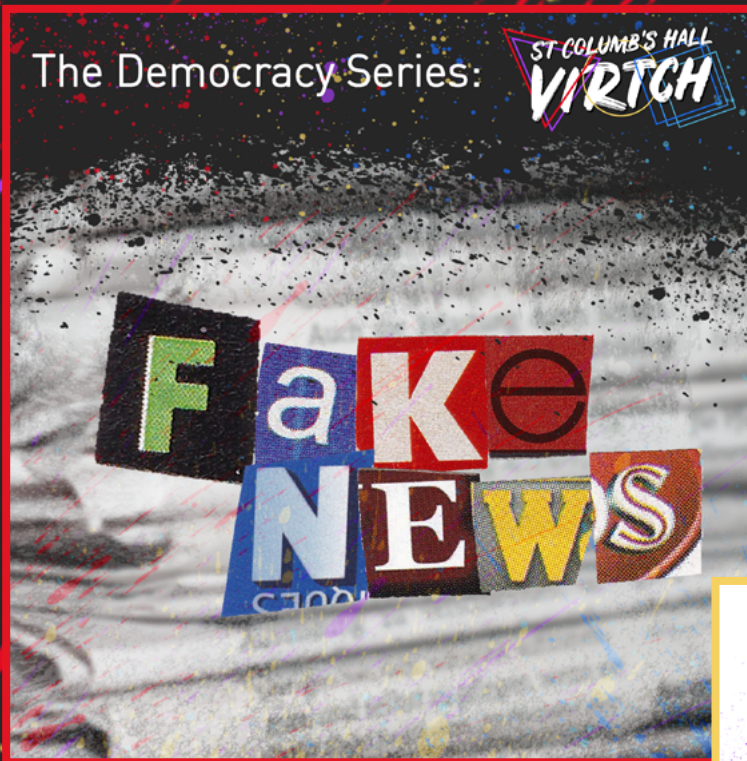


Social Media Banner and Profile Picture

48 Sheet Billboard



THE SHOW MUST GO ONLINE



WWW.VIRTCH.LIVE
#THEPEOPLESVENUE

After the assets were created I made a brand guide document for the client, explaining how to use each logo, pattern or colour splash. This document also covers some templates for creating event posters for print and online, with examples of both.

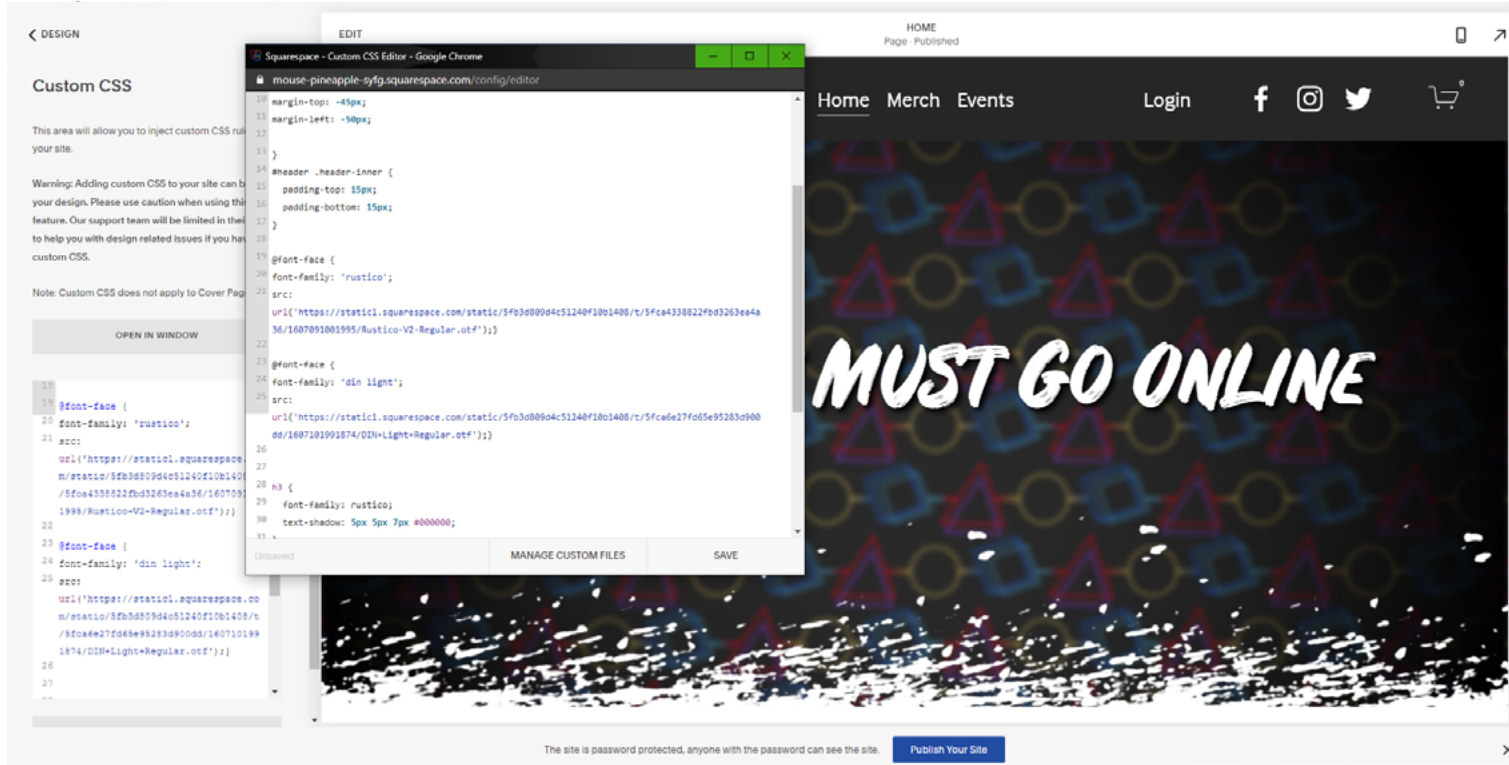
All files were provided both in RGB and CMYK format for any digital and print needs. These were all put in clearly labelled folders with a clear structure allowing the client to find a specific file with ease.

Throughout the final production I provided graphics for Ben and Brogan when required. I also provided them with resources like fonts and the brush pack used. I also included these in the client package should they need them.

WEBSITE DESIGN

After completing my allocated roles I assisted in the creation of the website. I took over the design for the home page. I create a new home screen graphic, as the previous one did not scale well on mobile. I embedded the fonts for use on the website and added paint splash dividers between divs to make the over all presentation of the site more in-line with the brand.

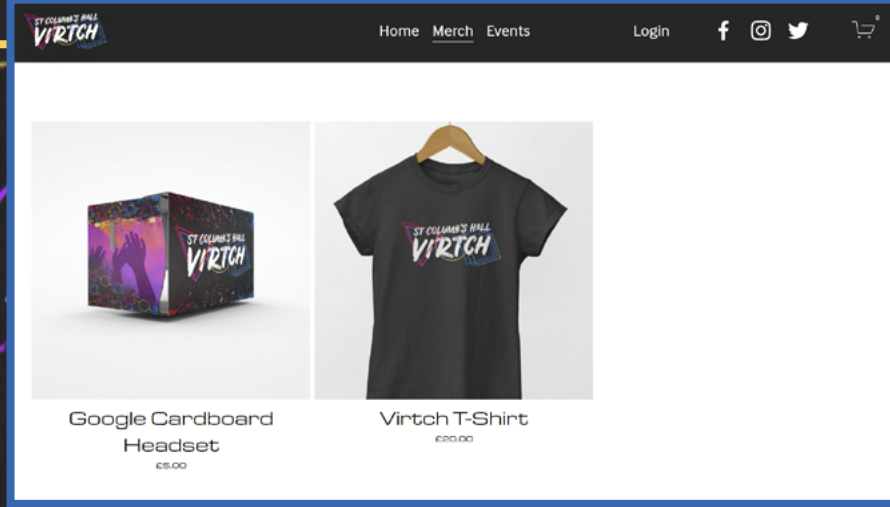
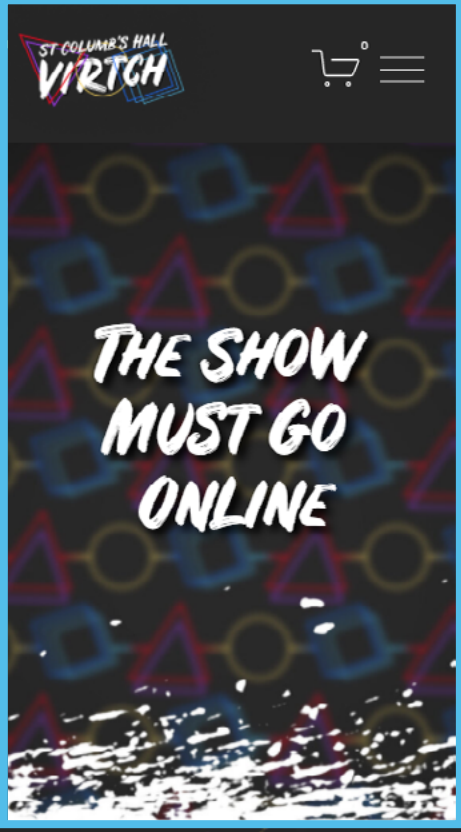
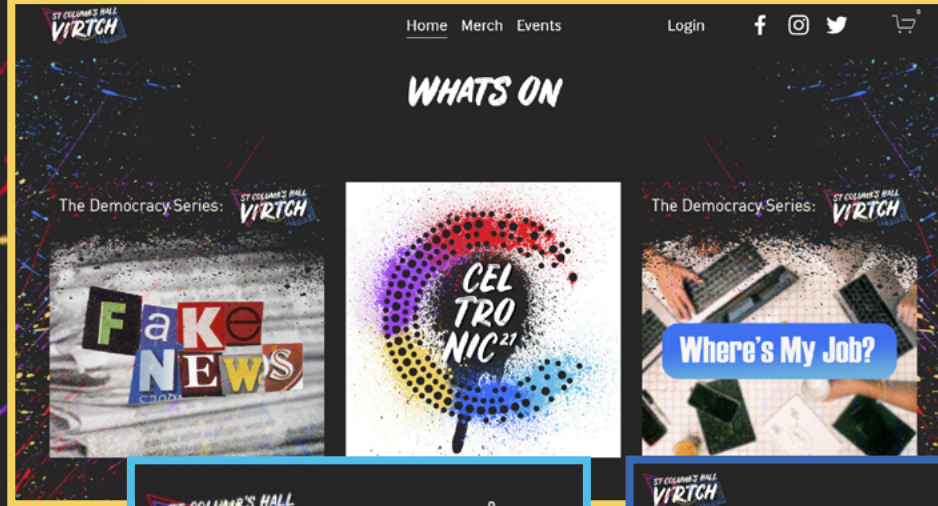
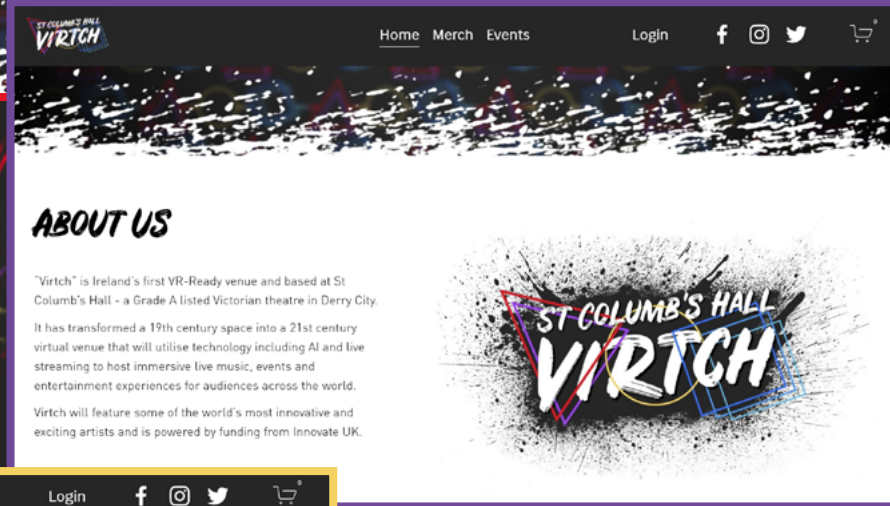
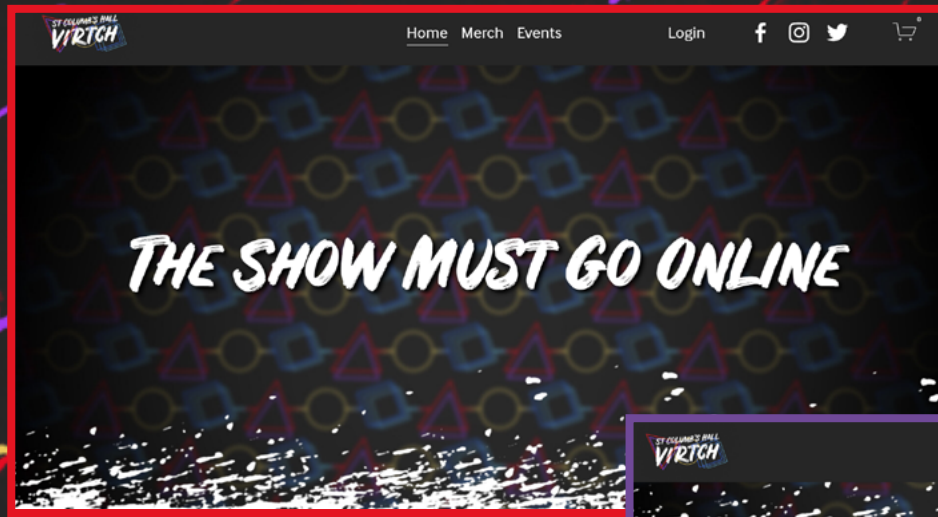
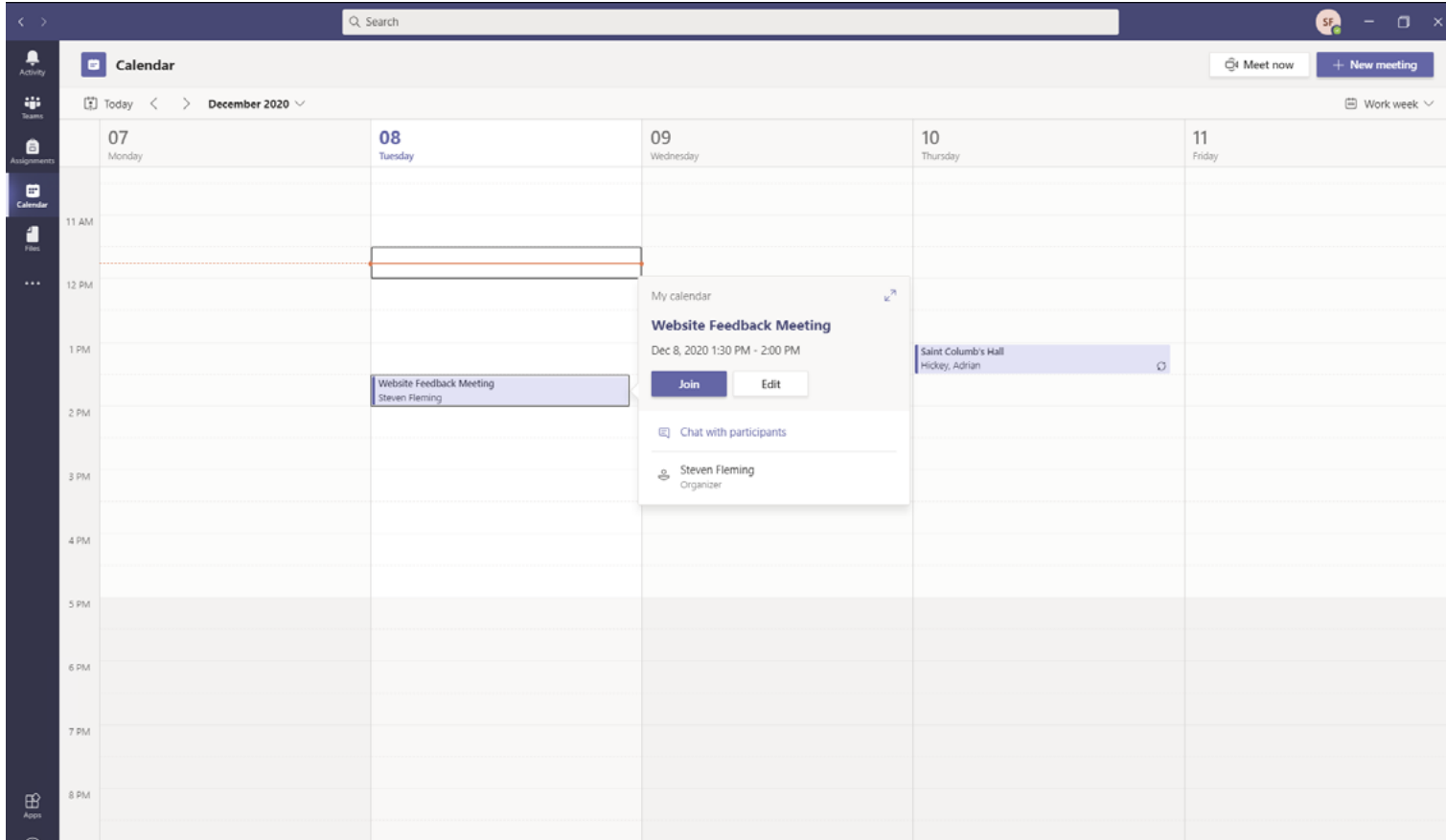
I also edited and added custom css to help place elements correctly on the site like the logo in the nav bar. I also added a favicon to help the site look more professional in browsers.



CLIENT WEBSITE FEEDBACK

We scheduled a video conference with the client to discuss the website and get feedback on it. During the meeting Anne-Marie expressed how pleased she was with our work, she said "Brilliant! It looks really professional."

She also asked for recommendations for where she would add a sponsorship section, but said that was something she would look at in the future and just wanted a recommendation from us. We discuss different locations she could implement this section and she was happy with the options.



PROJECT MANAGEMENT

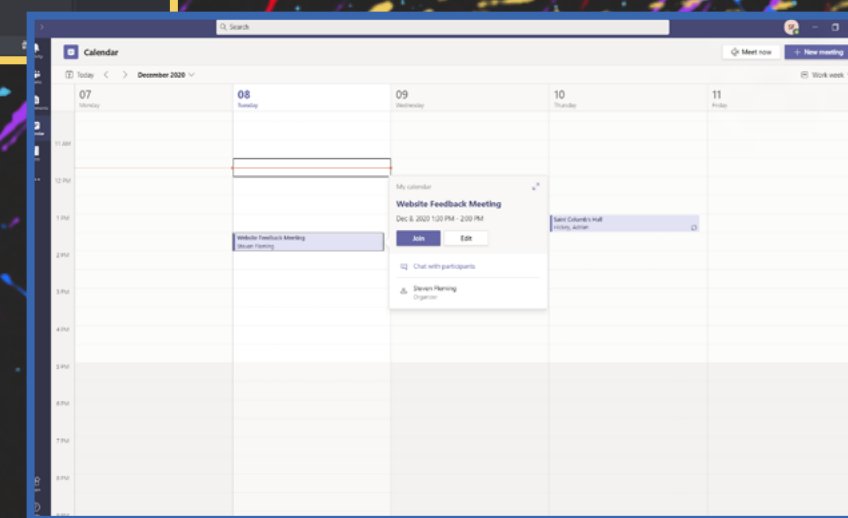
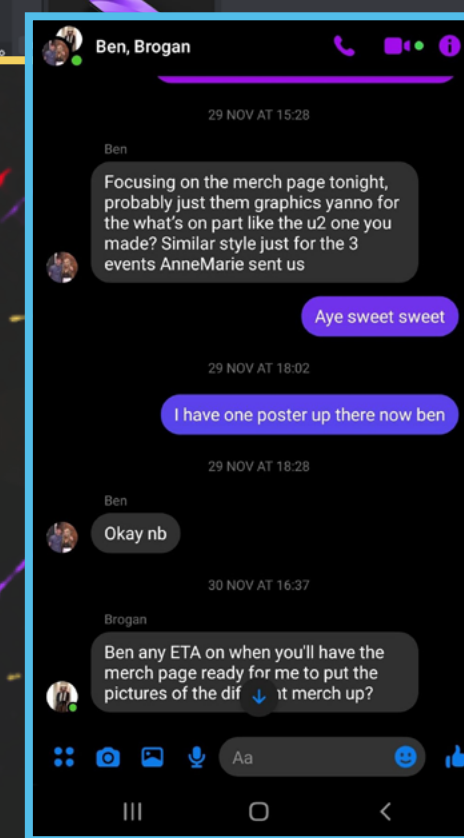
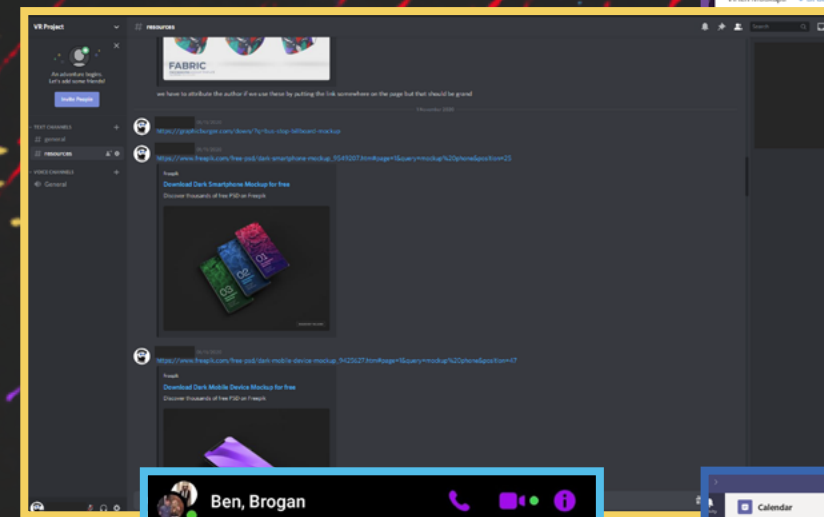
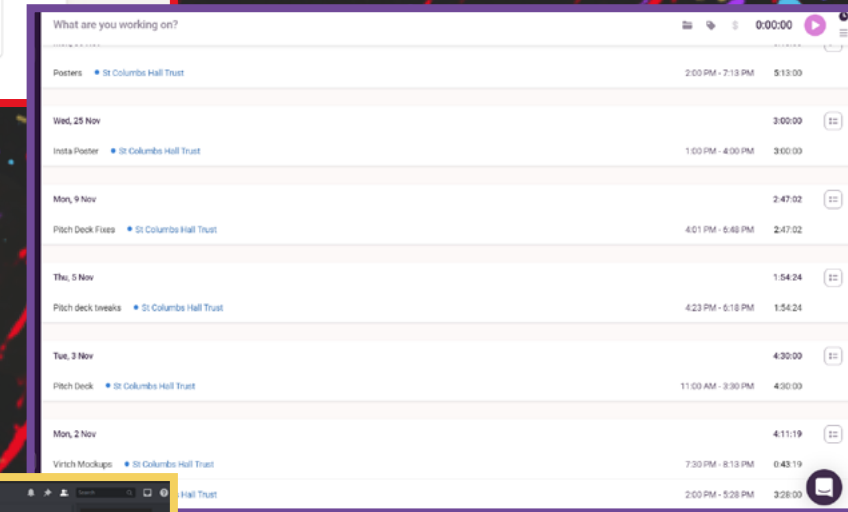
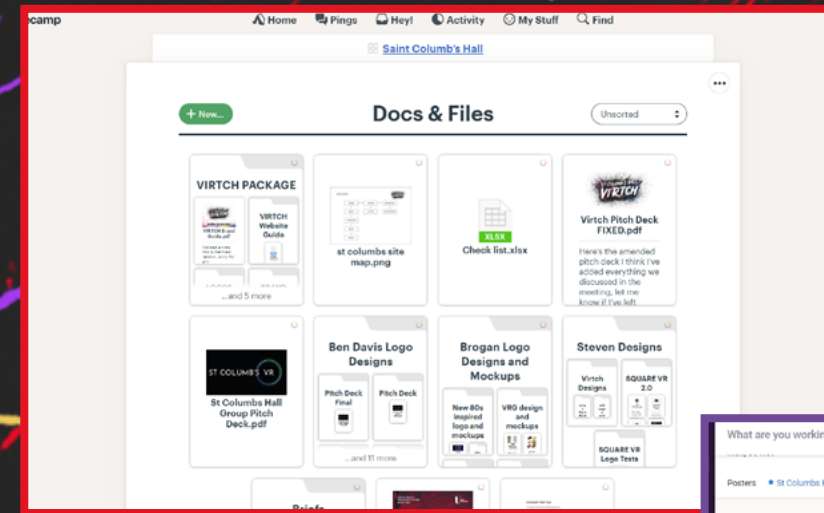
Throughout the project, the team made use of project management software to help keep the project on track.

We made use of Basecamp to share documents between team members, update each other and Adrian and Claire on progress, schedule and allocate tasks and creating check lists to ensure all tasks were completed.

We used Toggl to keep track of our time. This helped us see what areas weren't getting as much time dedicated to them and allowed us to effectively allocate time between tasks.

We also use Discord and Microsoft teams to hold video calls to help keep the team coordinated. Teams was used for client meetings and weekly meetings with Adrian and Claire. This was a useful tool for scheduled meetings due to the calendar integration. Discord was used for team work sessions, while working we would often talk and collaborate over voice call. This helped keep the team working together and sped up interaction and collaboration. We were also able to share some files and resources over Discord.

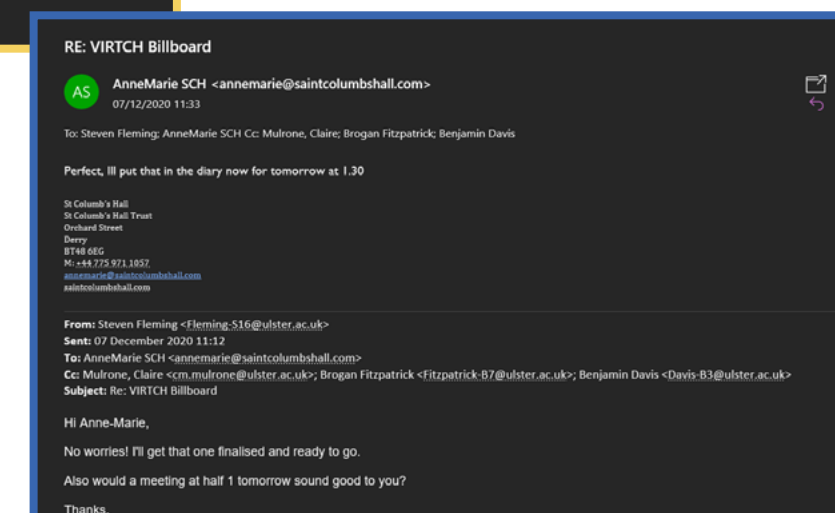
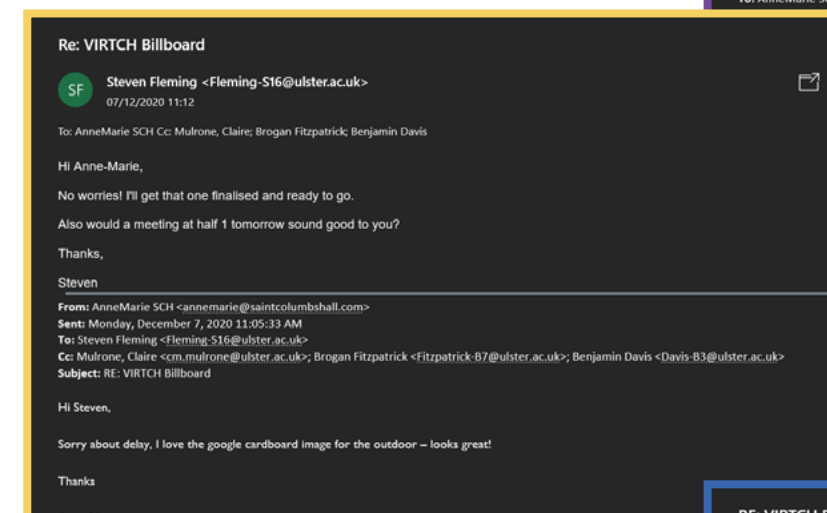
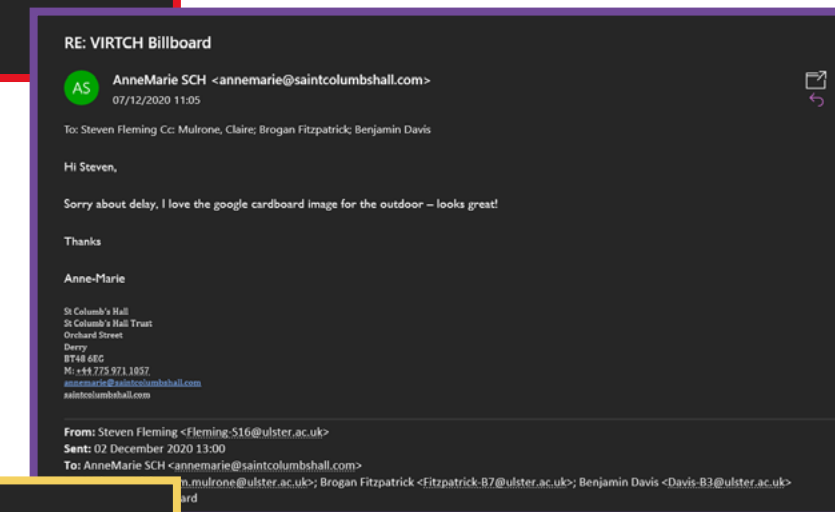
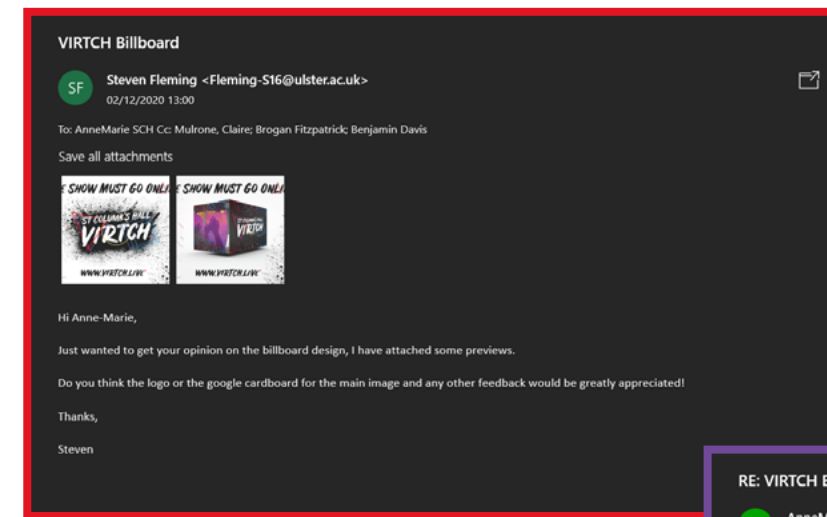
We made a Facebook group chat for the team to use, this helped when team members didn't have access to Discord or Basecamp, and allowed for the team to stay up to date at all times.



EMAIL

During the project I was the main correspondent with the client. I would frequently email Anne-Marie with progress on the project, any queries the team had, organise feedback meetings and some designs seeking feedback.

However, communication with the client had a few issues. Some of my emails would be sent to the clients junk box, this meant there was sometimes a delay on a reply. Although whenever this happened Claire was able to help and get communication going again.



EVALUATION AND REFLECTION

THE PROJECT

In terms of the project, it was a really rewarding and enjoyable experience. I am personally excited about the future of the VR ready venue, so it has been exciting getting to help contribute to it's identity and launch. I feel we got a great project to work on and a great client to work for. Anne-Marie was extremely helpful and thanks to her background in marketing, provided us with very valuable feedback to improve our work.

I feel this project was a great opportunity to get some experience working with a client and a team. It was an exciting experience working with a clear goal and other creatives to bounce ideas and develop exciting pieces of work.

I think the project went very well overall, we didn't suffer any major set backs and the team worked well together, adapting to each others needs and being able to assist and keep work going. The only minor set back we suffered was with emails going into the junk box, but once the issue was identified it was quickly resolved.

I am proud of the work the team has produced and feel we met the brief in creating an exciting and engaging new look for St Columb's Hall's new VR direction.

THE TEAM

As stated previously the team worked really well as a unit. With the different channels of contact we were always able to get a hold of each other and communicate when needed.

Me and Brogan he worked together previously on group work coursework, so we were familiar with each others work flow and standards. We hadn't previously worked with Ben but we were able to work effectively as a team.

Even though we allocated roles and tasks between members, we didn't hesitate to assist each other when needed. I think we underestimated some tasks which lead to some tasks needing rescheduled, however it didn't hinder us or affect the flow of the project too much.

I feel we could have benefited by more clearly organising in the beginning. As the project developed it became difficult to find specific files and updated versions as names were too similar or files weren't placed in the right folders. We did organise our files as we progressed but having a clear file structure when sharing files from the start would have lead to more efficient use of time in the beginning.

I feel the experience of both working for a client while also part of a team has been extremely useful. As you have to consider not only the clients opinions but also the other team members. But being able to discuss and develop ideas further as a team rather than individually has been a huge benefit.

