



# PRODUCTION LOG

MED526 | MATTHEW WATT

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# THE MODULE

## PROJECT SPECIFICATION

Create a new visual identity and logo for Forum for Adult Learning Northern Ireland (FALNI). Develop a responsive website with a home page showcasing the work of the group, testimonials of Adult Learners, upcoming events, and current research. Include links to other affiliated organisations, including EPALE, AONTAS, Learning & Work Institute and funders/sponsors. Include portfolio of designs for a range of media outputs including publicity materials and merchandise. Include brand style guidelines for the web site Administrator.

## SKILLS REQUIRED

WordPress, HTML, CSS, Photoshop, InDesign, Illustrator.

## TIME LOGGING

Benchmarking	4 Hours, 12 Minutes
Class time	3 Hours, 30 Minutes
Client meetings	18 Hours, 48 Minutes
Design work	32 Hours, 26 Minutes
Website development	20 Hours, 23 Minutes
Production log	35 Hours, 4 Minutes
Research	12 Hours, 37 Minutes
Team meetings	23 Hours, 10 Minutes

# THE TEAM



## MATTHEW WATT

During this project, I am focusing on the web portion of the project. This will involve me creating the WordPress website along with designing the general UI/UX flow of the website as this is my specialty.



## NATHAN REDPATH

Nathan's forte is creating visually appealing branding and design for print projects, so on this project, Nathan will be the one taking a lead on print production and branding guidelines.





# FORUM FOR ADULT LEARNING

## BACKGROUND

The Forum for Adult Learning NI (FALNI) was formed in 2010 by a small number of regional organisations concerned with the lack of a cohesive voice for those working in the field of adult learning. From the beginning it was cross-sectoral with members from statutory, voluntary, and community sectors and trade unions.

In more recent years, thanks to its involvement in the delivery of the UK's programme under the European Agenda for Adult Learning (EAAL), its activities and membership have greatly expanded. Through EAAL FALNI is linked with Learning and Work Institute (which manages the UK EAAL programme), Scotland's Learning Partnership and AONTAS.

Since 2015 FALNI, under banner of the NI Impact Forum for Adult Learning and supported with EAAL funds, has delivered regular seminars and webinars and an annual conference. It is also making responses to key consultations and building links with government.

It has made contributions to the UK's EAAL reports (insert link to Reports/Resources section), such as its Healthy, Wealthy & Wise report (2017). In 2020, in partnership with Belfast Learning City, it produced a report on Adult Learning and Health and Wellbeing.

FALNI is part of NALAB (Network of Adult Learning across Borders) which links national agencies for adult learning across the UK and Ireland.

## FALNI'S PURPOSE IS THREEFOLD



### INFORM

to gather and share information relevant to stakeholders in adult learning in Northern Ireland



### ADVOCATE

to use this information as evidence to advance the cause of adult learning with key policymakers



### COLLABORATE

build a network of stakeholders in adult learning from across all sectors in Northern Ireland and to collaborate with partners in the UK and Ireland.

## AIMS OF THE PROJECT

FALNI's main aim is to develop an improved online presence, primarily in the form of a website with the purpose of having a collective space for their work. Furthermore, FALNI want to have more impact with their branding and a more consistent look with presence in web, print and merchandising. Currently the main avenue for FALNI's communication is Twitter.

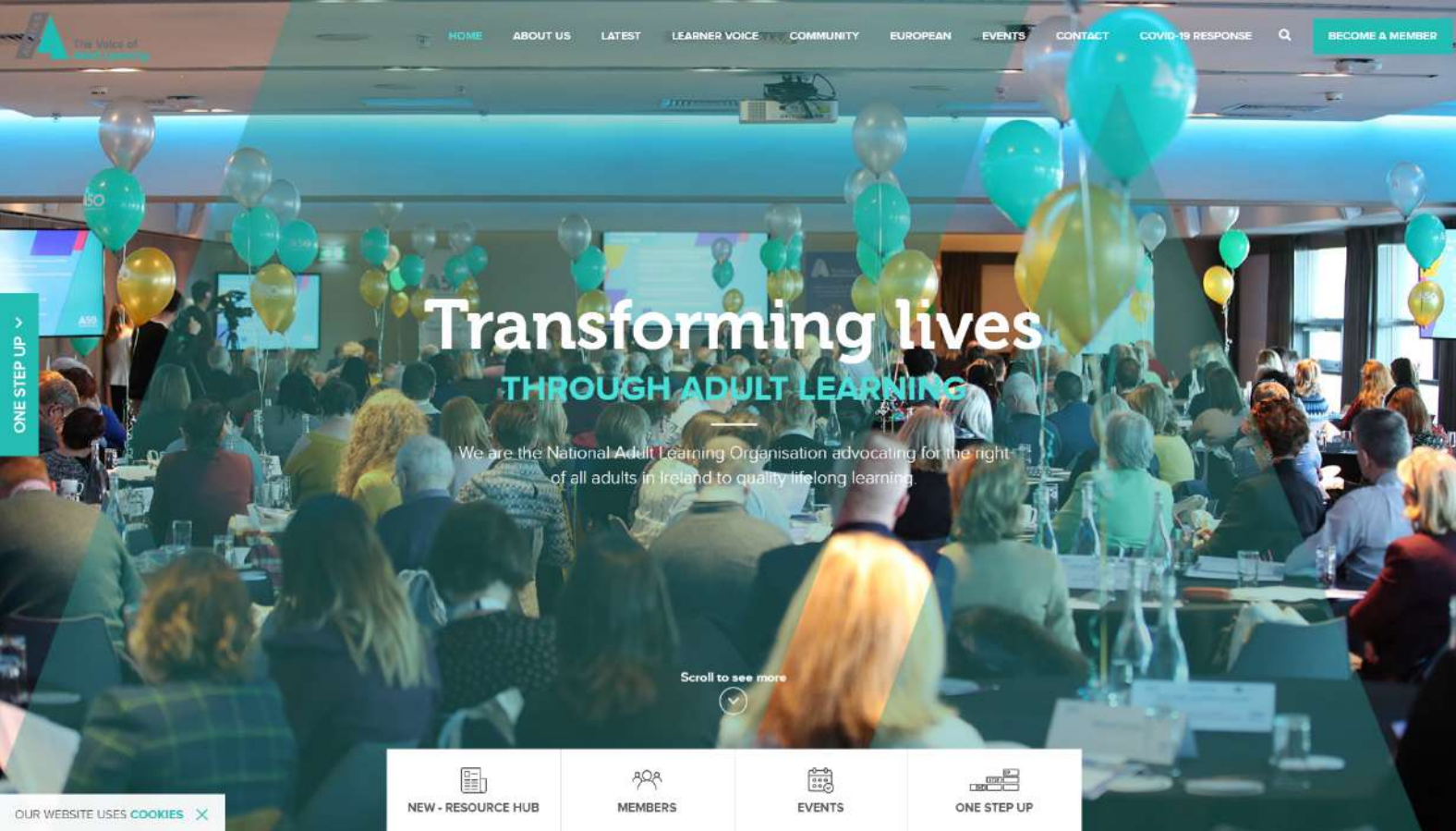


# BENCHMARKING

## INTRODUCTION

For the benchmarking section of the project which we performed for the pitch document, I took a lead on the web benchmarking using techniques and looking for things I have found from experience working on large websites for commercial and the public sector. Nathan took the lead on performing branding and visual benchmarking as he has the most experience in that field. I took multiple factors such as design, user experience, accessibility, frontend technologies and search engine optimisation (SEO) into account. The results of which are found on the next page.





**AONTAS**  
<https://aontas.com>

“AONTAS” site featured a contemporary design but suffered from being very cluttered with poor accessibility as the colours did not meet colour contrast guidelines. The site was not easy to use for keyboard users or those with screen readers, a pattern which sadly continues onto many of the other sites. This shows in the score which resulted as a 1, which leaves it as the 2nd lowest result of the bunch.

-1 0 +1

## FIRST IMPRESSIONS

Modern Design	Modern but cluttered
Identifiable Target Audience	In the jumbotron
Identifiable Chief Aim	In the jumbotron

## LOOK AND FEEL

High Quality Imagery	One image on the homepage is not
Responsive	Yes
Uses HTTPS	Yes

## TECHNICAL

Content Management System	2cubed
Analytics/Tracking	Google Analytics
RSVP Events/Bookings	Links to EventBrite
Security Vulnerabilities?	jQuery@1.11 Bootstrap@3.3.7
Lighthouse Best Practices score	77

## NAVIGATION

Menu Format	Hover dropdowns
Menu Position	Top, links right aligned
Scroll to top button?	No
Breadcrumbs	No

## CONTENT

Means of getting in contact	Contact link in Navigation
Links to social media	Footer
Cookie Policy	Popup at bottom right with no links
Privacy Policy	Footer

## SEARCH

Search?	Yes
Type of Search	Search icon that expands into a search box

## FUNCTIONALITY

Load time	0.8s
Email subscription	No
Internationalisation (i18n)	No
Lighthouse performance score	96

## ACCESSIBILITY

Good use of semantic HTML	No
Appropriate use of ARIA	No
HTML lang matches content	Yes
Lighthouse accessibility score	58
WAVE errors	51
WAVE contrast errors	61
WAVE alerts	48

## SEO

Images have valid alt text	No
Valid sitemap.xml	No
Valid robots.txt	No
Valid canonical links	N/A
404 Page	Redirects to homepage
Correct HTTP status codes	Yes
Follows schema.org standards for rich SEO embeds	Yes
Lighthouse SEO score	78

**OVERALL SCORE 1**





## LEARNING AND WORK INSTITUTE

<https://learningandwork.org.uk>

“L&W” was the top scorer with a score of 24. This is because it had excellent accessibility and SEO and had a clean and simple design with the principal message clear on the homepage. The biggest issue we found with the site however was it’s lack of cookie message and seeing as it is using Google Analytics which tracks the user via cookies, these fall under the use of non-essential cookies under the EU cookie law.

-1 0 +1

### FIRST IMPRESSIONS

Modern Design	Clean and simple
Identifiable Target Audience	Explained through filters at the top
Identifiable Chief Aim	Explained through filters at the top

### LOOK AND FEEL

High Quality Imagery	Yes
Responsive	Yes
Uses HTTPS	Yes

### TECHNICAL

Content Management System	WordPress
Analytics/Tracking	Active Campaign and Google Analytics
RSVP Events/Bookings	Yes
Security Vulnerabilities?	Lodash@4.17.15
Lighthouse Best Practices score	77

### NAVIGATION

Menu Format	Buttons that turn into a hamburger when scrolling down the page
Menu Position	Top, links right aligned
Scroll to top button?	No
Breadcrumbs	Yes

### CONTENT

Means of getting in contact	Just an email at the bottom
Links to social media	In the navigation bar
Cookie Policy	Cookie statement in small text at the bottom but no heads up to the visitor
Privacy Policy	Yes but very small text at the bottom of the website

### SEARCH

Search?	Yes
Type of Search	Search icon that brings up a modal

### FUNCTIONALITY

Load time	1.5s
Email subscription	Yes
Internationalisation (i18n)	No
Lighthouse performance score	93

### ACCESSIBILITY

Good use of semantic HTML	Yes
Appropriate use of ARIA	Yes
HTML lang matches content	Yes
Lighthouse accessibility score	60
WAVE errors	24
WAVE contrast errors	3
WAVE alerts	3

### SEO

Images have valid alt text	Yes
Valid sitemap.xml	Yes
Valid robots.txt	Yes
Valid canonical links	Yes
404 Page	Yes
Correct HTTP status codes	Yes
Follows schema.org standards for rich SEO embeds	Yes
Lighthouse SEO score	82

**OVERALL SCORE 24**

**Family Learning Week: 28 September-2 October 2020**

If you've never had the chance to learn together as a family then look out for opportunities to take part in our Recycle, Re-use Reimagine Workshops across the country. Fun packed and full of things to do to make your mark on improving our environment.

« 1 of 5 » [Find out more](#)

**Learners**

The national learners' forum brings together learners from across Scotland to work together for the benefit of adult learning.

[Learners' Login](#)

**Providers**

Our Learning Providers are highly skilled professionals who coordinate and deliver community based adult and family learning programmes.

[Info for Providers](#)

**Events**

#TimeForChange Programme January-June 2020

[Where and When](#)



## SCOTLAND'S LEARNING PARTNERSHIP

<http://scotlandlearning.org.uk>

“SLP” scored the lowest with a score of -18 as the website is very dated and therefore would not meet the guidelines for modern, responsive, and accessible web applications. The content was not clear, the events page did not work for past events, a buggy navigation menu, and a complete lack of SEO and accessibility optimisations. The biggest sin, like the former, is the lack of not just a cookie statement but a privacy statement. While we could not find any trackers being used on the site, since there is login/ sign in functionality, they would legally need to give a privacy statement to meet GDPR laws as they would be capturing user data.

-1 0 +1

### FIRST IMPRESSIONS

Modern Design	Looks very dated
Identifiable Target Audience	Implied through content but not explicitly mentioned
Identifiable Chief Aim	Implied through content but not explicitly mentioned

### LOOK AND FEEL

High Quality Imagery	Some imagery looks too compressed
Responsive	No
Uses HTTPS	No

### TECHNICAL

Content Management System	ExpressionEngine
Analytics/Tracking	No
RSVP Events/Bookings	Events are broken
Security Vulnerabilities?	jQuery@1.7.2 jQuery UI@1.8.18
Lighthouse Best Practices score	85

### NAVIGATION

Menu Format	Static with hover dropdowns. Dropdown is a bit buggy
Menu Position	Top, links right aligned
Scroll to top button?	No
Breadcrumbs	No

### CONTENT

Means of getting in contact	Contact us button in Navigation
Links to social media	No
Cookie Policy	No
Privacy Policy	No

### SEARCH

Search?	Yes
Type of Search	Search box at the top right

### FUNCTIONALITY

Load time	0.7s
Email subscription	No
Internationalisation (i18n)	No
Lighthouse performance score	88

### ACCESSIBILITY

Good use of semantic HTML	No
Appropriate use of ARIA	No
HTML lang matches content	Yes
Lighthouse accessibility score	67
WAVE errors	8
WAVE contrast errors	8
WAVE alerts	2

### SEO

Images have valid alt text	No
Valid sitemap.xml	No
Valid robots.txt	No
Valid canonical links	N/A
404 Page	Redirects to homepage
Correct HTTP status codes	No
Follows schema.org standards for rich SEO embeds	No
Lighthouse SEO score	60

**OVERALL SCORE -18**





## Learning, to Change Our Future.

Imagine a world where every individual has the opportunity and support to build a brighter future for themselves, and for all of us. Imagine a world where entrepreneurial changemakers scale new insights, networks, tools and approaches in learning that inspire, enable, and produce these life-changing outcomes. At Imaginable Futures, we exist to make that world our collective reality.

[Why Imaginable Futures](#)



## IMAGINABLE FUTURES

<https://imaginablefutures.com>

“Imaginable Futures” while not scoring the best, 12, was probably our favourite website of the bunch, visually and content-wise. The accessibility score overall let the site down. Like “Learning and Work UK”, it was using trackers without providing a cookie statement. The 2 second loading time also did not help and could be decreased.

### FIRST IMPRESSIONS

Modern Design	Clean and consistent design
Identifiable Target Audience	In the jumbotron
Identifiable Chief Aim	In the jumbotron

### LOOK AND FEEL

High Quality Imagery	Yes
Responsive	Yes
Uses HTTPS	Yes

### TECHNICAL

Content Management System	N/A
Analytics/Tracking	Active Campaign and Google Analytics
RSVP Events/Bookings	N/A
Security Vulnerabilities?	jQuery@3.4.1
Lighthouse Best Practices score	69

### NAVIGATION

Menu Format	Hover dropdowns
Menu Position	Top, links spread out across the width of the screen
Scroll to top button?	No
Breadcrumbs	Yes

### CONTENT

Means of getting in contact	Just and email at the bottom
Links to social media	Footer
Cookie Policy	No cookie statement available yet Google analytics trackers are being used
Privacy Policy	Yes

### SEARCH

Search?	Yes
Type of Search	Search icon that expands into a search modal

### FUNCTIONALITY

Load time	2s
Email subscription	No
Internationalisation (i18n)	No
Lighthouse performance score	74

### ACCESSIBILITY

Good use of semantic HTML	No
Appropriate use of ARIA	No
HTML lang matches content	Yes
Lighthouse accessibility score	68
WAVE errors	14
WAVE contrast errors	45
WAVE alerts	13

### SEO

Images have valid alt text	No
Valid sitemap.xml	Yes
Valid robots.txt	Yes
Valid canonical links	N/A
404 Page	Yes
Correct HTTP status codes	Yes
Follows schema.org standards for rich SEO embeds	Yes
Lighthouse SEO score	78

## OVERALL SCORE 12



Lifelong and lifewide learning for all Australians



## ADULT LEARNING AUSTRALIA

<https://ala.asn.au>

“ALA”, our foreign example, came in at 3rd place with a score of 10, the lack of cookie statement like the previous and easily accessible contact details prevented the site from scoring as well as the previous site. This site also suffered from the same load times as the previous site, but we can forgive this as we are connecting to a server on the other side of the world.

-1 0 +1

### FIRST IMPRESSIONS

Modern Design	Not very modern but clean
Identifiable Target Audience	Explained through carousel slides
Identifiable Chief Aim	Explained through carousel slides

### LOOK AND FEEL

High Quality Imagery	Yes
Responsive	Yes
Uses HTTPS	Yes

### TECHNICAL

Content Management System	WordPress
Analytics/Tracking	Google Analytics and Tag manager
RSVP Events/Bookings	Yes
Security Vulnerabilities?	jQuery@1.12.4 jQuery UI@1.11.4
Lighthouse Best Practices score	77

### NAVIGATION

Menu Format	Hover dropdowns
Menu Position	Top, links spread out across the width of the screen
Scroll to top button?	No
Breadcrumbs	No

### CONTENT

Means of getting in contact	Contact details under the about us tab
Links to social media	In the navigation bar
Cookie Policy	No cookie statement available yet Google Analytics trackers are being used
Privacy Policy	Yes

### SEARCH

Search?	Yes
Type of Search	Search box at the top right

### FUNCTIONALITY

Load time	2s
Email subscription	No
Internationalisation (i18n)	No
Lighthouse performance score	54

### ACCESSIBILITY

Good use of semantic HTML	No
Appropriate use of ARIA	Yes
HTML lang matches content	en-US instead of en-AU
Lighthouse accessibility score	74
WAVE errors	15
WAVE contrast errors	7
WAVE alerts	26

### SEO

Images have valid alt text	No
Valid sitemap.xml	Yes
Valid robots.txt	Yes
Valid canonical links	Yes
404 Page	Yes
Correct HTTP status codes	Yes
Follows schema.org standards for rich SEO embeds	Yes
Lighthouse SEO score	91

OVERALL SCORE 10



# CONCLUSION

After conducting the audit of several related websites, we have concluded what should be prioritised and what should be of low priority. It is clear from the overall scoring that “Learning and Work UK” and “Imaginable Futures” are the best scoring websites in the benchmarking. They both have clear and concise modern design that gets the point across very clearly and have the best accessibility for users with impaired vision or motor skills.

We concluded that accessibility is very important, simple tasks like adding alt text will make the site much more accessible. This is also important as the site is aimed at the public sector and more specifically adult learners. In addition, we found that internationalisation is not important as none of the sites we audited were multi-lingual.

The best performing websites had the best SEO, and this will be especially important to focus on as FALNI is a relatively new organisation and having good SEO will help immensely in getting new users onto the site. We found that scroll to the top buttons were unnecessary as none of the sites used them.

Having events on the frontpage and easily accessible made it easier to find important information and made it less frustrating to browse a lot of the site to find something which should be front and centre. This is also something that has been discussed as being one of the key points for the website; having a place where people/members can find out when events are happening from a single source.



# THE BRIEF

We were given three weeks from our introduction to the project to allow our team to prepare for the brief. The following are notes from our first client meeting that allowed us to summarise what was essential to the rebrand.

## NOTES FROM THE FIRST MEETING

### DATE

29th September 2020

### ATTENDANCE

Colin, Claire, Nathan, and Matthew

### INITIAL AGREED DELIVERABLES

- Design and implementation of new websites
- Website Domain
- A visual rebranding proposal.
- Visual merchandising proposals e.g., pop-up banners

### INITIAL AGREED DELIVERABLES

#### Accessible

“FALNI want to be accessible to all adult learners and organisations within the adult learning industry”

#### Inclusive

“FALNI do not want to exclude any organisations who provide adult learning and understand it comes in multiple forms”

#### Equitable / Impartial

“FALNI want to be fair towards all those involved and treat them equally”

## KEY POINTS

FALNI currently have very minimal in terms of branding or web presence and have primarily using twitter as their online voice. Through our skills, they want to expand on their web presence and provide a central location for their information. The outlines FALNI expect from this project are as follows:

- To be considered a visually attractive voice within the industry
- An attractive, accessible, inclusive, and equitable branding of FALNI
- An effective site where FALNI can host information, events, and photos.

“**Learning for adults is transformative, contributing to social justice, building social capital, and enabling all members of our community to bring about and shape change in their lives, the lives of their families and communities and society as a whole.**

- The Forum for Adult Learning, Northern Ireland

Accessible

Inclusive

Equity

# FALNI

VISUAL REBRAND  
(Forum for Adult Learning NI)

Identify Demographic

Benchmarking

Brief

# Contents

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2. Introduction
3. Benchmarking Competitors
7. Benchmarking Web Design
11. Benchmarking Visual Branding
13. Best Practice
15. Brief

# Introduction

## Overview

### Background

The Forum for Adult Learning NI (FALNI) was established in 2010 and is a voluntary network of stakeholder organisations with region-wide interests and responsibilities. FALNI insure adult learning is high on the agenda of the NI Assembly. FALNI's aim is to create a collective voice for adult learners and their institutions. FALNI believe that there should be better opportunities.

FALNI's main aim is to develop an improved online presence, primarily in the form of a website with the purpose of having a collective space for their work. Furthermore, FALNI want to have more impact with their branding and a more consistent look with presence in web, print and merchandising. Currently the main avenue for FALNI's communication is Twitter.

### A Successful Pitch Document must include:

Design and implementation of new website.

Website domain.

A Visual Rebranding Proposal.

Visual Merchandising Proposals.  
eg. Pop-up banners.

### Current Visual and Online Presence

As previously stated, currently the main avenue for FALNI's communication is Twitter. As shown below there is an opportunity to move the branding and online presence forward.



### Proposed Variables

Costs  
£100 (Max)

Pitch  
30/10/20

Deadline  
11/12/20

# Benchmarking

## Competitors

It is important that as part of the development process that we conduct a benchmarking of a similar range of organisations across the chosen sector who target a similar demographic. The examples will all be similar organisations. We discussed with FALNI organisations they felt offered a service similar to their own or examples where they felt best practice was evident. We then conducted our own research to find further organisations relative to the sector.

### The examples examined during Benchmarking:

**AONTAS**  
<https://www.aontas.com/>

**Learning and Work Institute (L&W)**  
<https://learningandwork.org.uk/>

**Learning and Work Institute Wales**  
<http://www.learningandwork.wales/>

**Scotland's Learning Partnership (SLP)**  
<http://scotlandlearning.org.uk/>

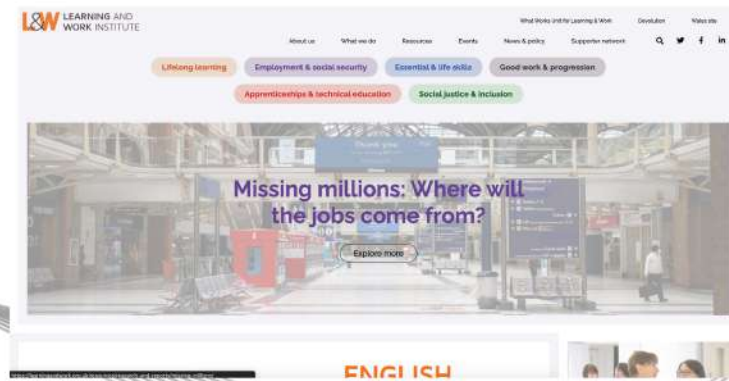
**Imaginable Futures**  
<https://www.imaginablefutures.com>

**Adult Learning Australia (ALA)**  
<https://ala.asn.au/>





Example 1  
AONTAS  
<https://www.aontas.com/>



Example 2  
Learning and Work Institute  
<https://learningandwork.org.uk/>



Example 5  
Imaginable Futures  
<https://www.imaginablefutures.com>



Example 6  
Adult Learning Australia  
<https://ala.asn.au/>



Example 4  
Scotland's Learning Partnership  
<http://scotlandlearning.org.uk/>

Example 3  
Learning and Work Institute Wales  
<http://www.learningandwork.wales/>



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# Benchmarking

## Web Design

Category	Feature	AONTAS	L&W Institute	SLP	Imaginable Futures	ALA
First Impressions	Modern Design	Modern but cluttered	Clean and simple	Looks very dated	Clean and consistent design	Not very modern but clean
	Identifiable Target Audience	In the jumbotron	Explained through filters at the top	Implied through content but not explicitly mentioned	In the jumbotron	Explained through carousel slides
	Identifiable Chief Aim	In the jumbotron	Explained through filters at the top	Implied through content but not explicitly mentioned	In the jumbotron	Explained through carousel slides
Look and Feel	High Quality Imagery	One image on the first page is not	Yes	Some imagery looks too compressed	Yes	Yes
	Responsive	Yes	Yes	No	Yes	Yes
	Uses HTTPS	Yes	Yes	No	Yes	Yes
Technical	Content Management System	2cubed	Wordpress	ExpressionEngine	N/A	Wordpress
	Analytics/Tracking	Google Analytics	Active Campaign and Google Analytics	None	Active Campaign and Google Analytics	Google Analytics and Tag Manager
	RSVP Events / Bookings	Links to EventBrite	Yes	Events are broken	N/A	Yes
Navigation	Security vulnerabilities?	jQuery@1.11 Bootstrap@3.3.7	Lodash@4.17.15	jQuery@1.7.2 jQuery UI@1.8.18	jQuery@3.4.1	jQuery@1.12.4 jQuery UI@1.11.4
	Best Practices Lighthouse Score	77	77	85	69	77
	Menu Format	Hover dropdowns	Buttons that turn into a hamburger when scrolling down the page	Static with never dropdowns. Dropdown is a bit buggy	Hover dropdowns	Hover dropdowns
	Menu Position	Top, links right aligned	Top, links right aligned	Top, links right aligned	Top, links spread out across the width of the screen	Top, links spread out across the width of the screen
	Scroll to top button?	No	No	No	No	No
Content	Breadcrumbs	No	Yes	No	Yes	No
	Means of getting in contact	Contact link in Navigation	Just an email at the bottom	Contact us button in Navigation	Just an email at the bottom	Contact details under the about us tab
	Links to Social Media	Footer	In the navigation bar	No	In the navigation bar	In the navigation bar
	Cookie Policy	Popup at bottom right with no links	Cookie statement in small text at the bottom but no heads up to the visitor	No	No cookie statement available yet Google Analytics trackers are being used	No cookie statement available yet Google Analytics trackers are being used
	Privacy Policy	Footer	Yes but very small text at the bottom of the website	No	Yes	Yes

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6

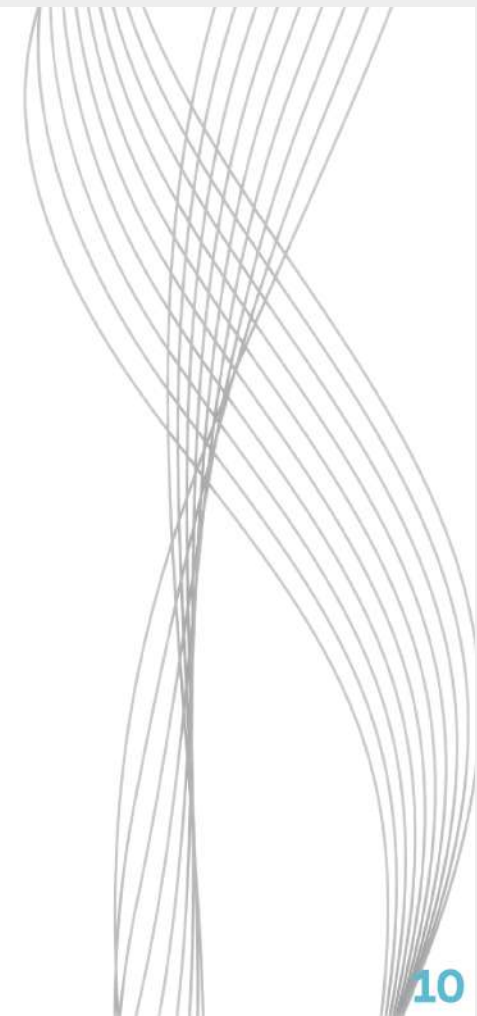


Category	Feature	AONTAS	L&W Institute	SLP	Imaginable Futures	ALA
Search	Search?	Yes	Yes	Yes	Yes	Yes
	Type of Search	Search icon that expands into a search box	Search icon that brings up a search modal	Search box at the top right	Search icon that brings up a search modal	Search box at the top right
Functionality	Load Time	0.8s	1.5s	0.7s	2s	2s
	Email Subscription	No	Yes	No	Yes	No
	Internationalisation (i18n)	No	No	No	No	No
	Lighthouse Performance Score	96	93	88	74	54
	WAVE Alerts	48	3	2	13	26
Accessibility	Good use of semantic HTML	No	Yes	No	No	No
	Appropriate use of ARIA	No	Yes	No	No	Yes
	HTML Lang matches content	Yes	Yes	Yes	Yes	en-US instead of en-AU
	Lighthouse Accessibility Score	58	60	67	68	74
	WAVE Errors	51	24	8	14	15
	WAVE Contrast Errors	61	3	8	45	7
	WAVE Alerts	48	3	2	13	26
SEO	Images have valid alt text	No	Yes	No	No	No
	Valid sitemap.xml	No	Yes	No	Yes	Yes
	Valid robots.txt	No	Yes	No	Yes	Yes
	Valid canonical links	N/A	Yes	N/A	N/A	Yes
	404 Page	Redirects to homepage	Yes	Redirects to homepage	Yes	Yes
	Correct HTTP Status codes	Yes	Yes	No	Yes	Yes
	Follows schema.org standards for rich SEO semantics	Yes	Yes	No	Yes	Yes
Lighthouse Accessibility Score	78	82	60	100	91	
Overall	Score from key	1	24	-18	12	10

8

"Imaginable Futures" while not scoring the best, 12, was probably our favourite website of the bunch, visually and content-wise. The accessibility score overall let the site down. Like "Learning and Work UK", it was using trackers without providing a cookie statement. The 2 second loading time also did not help and could be decreased.

"ALA", our foreign example, came in at 3rd place with a score of 10, the lack of cookie statement like the previous and easily accessible contact details prevented the site from scoring as well as the previous site. This site also suffered from the same load times as the previous site, but we can forgive this as we are connecting to a server on the other side of the world.



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# Benchmarking

## Web Design

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"AONTAS" site featured a contemporary design but suffered from being very cluttered with poor accessibility as the colours did not meet colour contrast guidelines. The site was not easy to use for keyboard users or those with screen readers, a pattern which sadly continues onto many of the other sites. This shows in the score which resulted as a 1, which leaves it as the 2nd lowest result of the bunch.

"L&W" was the top scorer with a score of 24. This is because it had excellent accessibility and SEO and had a clean and simple design with the principal message clear on the homepage. The biggest issue we found with the site however was its lack of cookie message, and seeing as it's using Google Analytics which tracks the user via cookies, these fall under the use of non-essential cookies under the EU cookie law.

"SLP" scored the lowest with a score of -18 as the website is very dated and therefore wouldn't meet the guidelines for modern, responsive and accessible web applications. The content wasn't clear, the events page didn't work for past events, a buggy navigation menu, and a complete lack of SEO and accessibility optimisations. The biggest sin, like the former, is the lack of not just a cookie statement but a privacy statement. While we could not find any trackers being used on the site, since there is login/sign in functionality, they would legally need to give a privacy statement to meet GDPR laws as they would be capturing user data.

9

# Benchmarking

## Visual Branding and Merchandising

-1 0 +1

Category	Feature	AONTAS	L&W Institute	SLP	Imaginable Futures	ALA
First Impressions	Design	Clean and Effective	Overwhelming	Outdated, minimal content	Clean and Effective	Good Idea, Poor Execution
Typography	Consistent?	Yes	Yes	No	Yes	Mostly
	Appropriate use?	Effective use of font	Yes	Minimal content to comment	Yes	Yes
Colour	Clear and Colour Palette?	Yes	Mostly, some inconsistent materials	Yes	Yes	Mostly, some inconsistent materials
	Colour Coherence	Logical use of colours that work well	Yes	Mostly	Yes	No
Use of Space	Information Displayed Well?	Yes, Clearly Displayed	Mostly	Minimal content to comment	Mostly	Mostly
	Use of Blank Space?	Effective use	Yes	Minimal content to comment	No structure to using blank space	No structure to using blank space
	Unique Selling Points clear?	Good use of colour and font for USPs	Good use of colour and font for USPs	None	Good use of colour and font for USPs	Odd use of colour for USPs
	Clear grid structure used?	Clear use of Grids	Yes	Minimal content to comment	Grids are inconsistent in some material	Grids are inconsistent in some material
Imagery	High Quality Imagery Used?	Yes	Yes	Clear examples of low quality images	Yes	Yes
	Forced in?	No	Mostly Not	Feel Random at times	Feel Random at times	No
	Relevant?	Event Photos, Yes	Event Photos, Yes	Feel Random at times	Low amount of examples	Good use of imagery, lacks branding
Logo	Effective?	Yes	Yes	No	Yes	Somewhat
	Memorable?	Yes	Yes	No	Yes	No
	Consistent with the rest of the visuals?	Yes	Mostly	Yes	Yes	Yes
Content	Quality of End Product	Over reliance of plain word documents	Custom Infographics and good branding	Minimal content to comment	High Quality Production Overall	Some points of lower quality production
	Is it all Relevant?	Content overall is relevant	Content overall is relevant	Minimal content to comment	Content overall is relevant	Content overall is relevant
Overall	Score from key	15	12	-11	10	5

11



# Benchmarking

## Visual Branding and Merchandising

Through benchmarking similar organisations for Adult Learning it has been insightful when moving forward with branding decisions. Benchmarking the visuals for the organisations has proved challenging. We had tried our utmost to find examples of merchandising or where this was unavailable I used their social media accounts/websites, I was trying to consume as much of their visual style as I could when making my analysis.

AONTAS make good use of pop up banners and other marketing and merchandising. In terms of consistency in design they are a good example to look at although their lack of displaying USP's effectively is something FALNI could look to improve in their content.

L&W make good use of pop up banners although some of their other work can be overwhelming. They have some materials which are inconsistent. It is important that as part of their brand their material should be recognisable and identify them immediately. The images they used can at times feel forced or not relevant to the topic.

SLP lost a large amount of points due to lacking material online. In the current situation of a global pandemic this was unacceptable and made it hard to benchmark the organisation on their merchandising. The site itself feels dated and does not feel up to speed with the other benchmarked examples.

Imaginable Futures uses a low amount of photos, although this could be part of their brand that they are not photo reliant. They also lack good structure and use of space when displaying their visuals.

ALA also have inconsistent materials. They have a good base design but inconsistency lets them down from standing out. ALA overall have a poor visual identity with blurry graphics. The organisation itself does not feel like it has a set visual identity. They would need to hone in on their message and create a high production identity to improve.

Each of the organisations have a clear message they want to convey, although the nature of the production really effects how the message is conveyed. This is shown in each of them having relevant content, except SLP due to the lack of content. We have marked it red for companies to have minimal content as due to the current world pandemic it is crucial that material is able to be found online.

The most effective visual identities from the Benchmarking are in AONTAS, L&W and Imaginable futures. Identifying their strengths and where they can improve puts us in a great position to produce what is needed to not only match these companies but surpass them. Furthermore the most popular forms of merchandise or print media among similar companies have shown to be pop-up banners and general hand out merchandise to promote USP's.

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# Best Practice

## Visual Branding and Merchandising



Looking at forms of best practice in terms of visual branding and merchandising, we decided to look at Ulster University. They often have a strong visual presence at any events they attend with their key visual identity and colours. It is important that we look at this when designing for FALNI. We want to make sure that if a piece of FALNI material was seen anywhere, that the audience know it is FALNI.

Ulster make good use of merchandising in multiple different forms, often focusing on handouts and banners that provide more information. This is an easy and effective way to provide an eye catching display that provides more information.

Ulster also has a selection of iconography that take the form of USP's. It could be effective when designing for FALNI to look into a consistent iconography style that could be used across the brand,

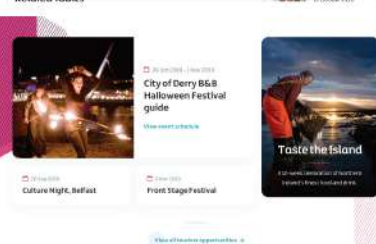
allowing their USP's to sell FALNI through icons. It is also important that venue is taken into mind, for example, there might not always be appropriate space for a pop up banner so it is important that there are options for each event.

The use of pop up banners should prove to be a good option as it will be reusable for future events. Identifying examples such as this will be important as the budget is minimum and being able to reuse print material may prove effective.

14

# Best Practice

## Web Design



In terms of best practice when looking at the overall web design we have picked out two examples. It is important that we identify areas of best practice so that we can learn from their strengths to build a better outcome for FALNI.

The top two images focus on Ulster and their use of images and link to a "more information" section surrounding the event selected. This is an effective way of providing information about the event and also leaves the opportunity for photos to be posted in this section after the event had concluded allowing the website to feel fluid and so that events are still active, even after the date the occurred.

The bottom image is of Tourism NI and their use of tiles and images. It is similar to Ulster although it has a more inviting feel to it whilst still being able to maintain a professional stance.

The two examples are similar although Ulster gives a more professional, corporate feeling, compared to Tourism NI which provides a more open inviting feeling. What may prove to be problematic is that both styles are dependent on images. It may be good to offer FALNI a work around in the form of iconography or the simple use of colour to identify specific categorised events. An example of an organisation from our benchmarking in Imaginable Futures, tend to brand themselves to not rely on photography. It is important that the events are displayed in a way that invites users into them. It should be an important part of the site as it can also be used as a gallery after an event's conclusion.

13

# The Brief

## The Proposal

### Aims

The aim of this project is to provide FALNI with a new visual identity both online and in print. We aim to develop a website through WordPress, a logo, create designs for merchandising and print material. The organisation's current branding is minimal and they want to have a place to demonstrate all their key work online under a visual and consistent identity and further more expand their brand to be a welcoming and collective voice for adult learners, whilst also appealing to civil members and maintaining a

professional structure. FALNI expect a sense of community through the production and want to share important links to relevant sectors. Furthermore this will also be a place to provide information to its members for example with learner stories. There should be a key focus on events and a way to organise these. The production should be accessible and inclusive with an overall feeling of equality while maintaining a corporate structure.

### Tone, Message and Style

When designing for FALNI it is important we account for what is needed for their target demographic. In terms of the overall visual branding. We were provided with three words based on our first meeting with the organisation; accessible, inclusive and equity. FALNI also wanted it to be mostly focused on a corporate yet inviting feel. It is important that this is kept in mind when designing any visuals for FALNI. In terms of overall web design there should be heavy focus on displaying their work effectively

whilst emphasising events allowing the target audience to access the content or event they need effectively. We had also discussed a live feed for their social media and should provide a way to be inclusive and mindful of their ways to reach their target audience. We also need to provide proposed forms of print media that can effectively be used. The primary message of the branding and website materials is to be welcoming to learning organisations and provide a location for information.

### The Deliverables

A website outlining upcoming events, case studies from adult learners as well as a repository for research projects FALNI have developed or contributed to.

Brand Guidelines outlining the visual style, colour palette, typeface for developing content for the future.

Visual Rebranding providing a unique, effective look for FALNI.

Proposed print material and merchandising e.g. pop-up banners, leaflets, business, letterheads.

15



## Target Audience

The primary demographic FALNI are targeting is organisations who provide adult learning. FALNI is the collective voice for organisations that work in Adult Learning. The secondary demographic are policy makers and government agencies who will be wanting to find out information on FALNI. It is important that we keep the target audience in mind when designing to make sure we create an identity that is effective in attracting its audience.

## Budget

There is no budget in terms of designing the production although there will be cost elements. There is no formal budget but there will be cost elements. In terms of printing merchandise in the future and through domain and hosting. Prices fluctuate although should not cost more than £100.

## Platform and Production

The website should be designed first to work across all devices. This allows it to be accessible and inclusive of their target demographic on mobile and desktop. The site will also need a CMS to allow FALNI to update their site in the future. In terms of print production, print ready documents, art files and all necessary files needed will be provided to allow for easy send off or adjustments.

Budget	
<b>20%</b> Domain and Hosting IONAS Business FALNI.org £1/1st year	<b>80%</b> Print Production eg. Vista Print Standard Roller Banners £28

## Timeline

After the brief has been agreed we will work towards a pitch for the week commencing the 26th of October. We will work to produce a pitch with four designs. These will be provided on a design deck. This will allow FALNI to select the design they feel best suits. We will then work on the chosen designs and complete them for the 11th of December.



## The Design Team

The team of Matthew Watt and Nathan Redpath will undertake the project and aim to produce the deliverables utilising our skillset set which we have developed throughout studying and over our placement year.



Matthew Watt

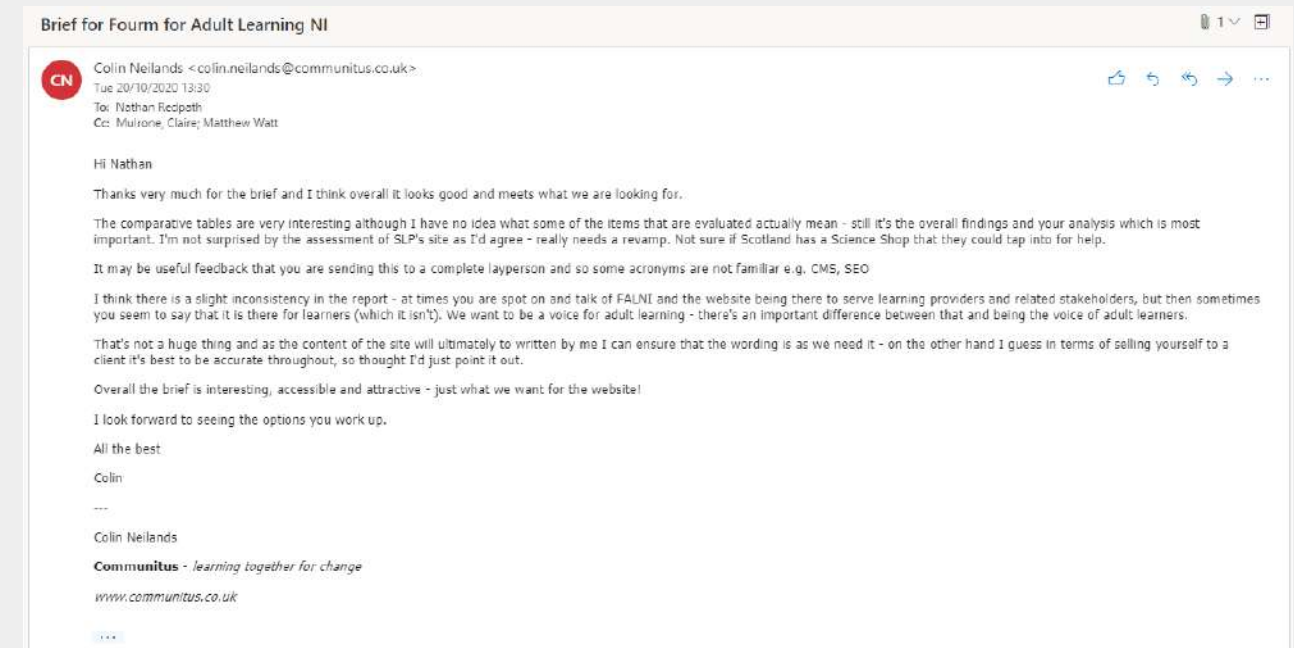


Nathan Redpath

# BRIEF FEEDBACK

Overall, the feedback from the brief was good. We got much praise for the analysis we made of other websites which would influence the way we took on-board FALNI. Colin was in full agreement that the brief was interesting, attractive, and accessible, which was one of the words that he used to describe FALNI, so that was a win for us.

Colin also pointed out some things that we could have made better. One being the use of our specialist terms and acronyms. This is something in future briefs we should either use more general terms or put in the extra effort to detail what these terms mean and why they are important. Another thing was that our understanding of FALNI's target audience was not what we thought it was, that being FALNI is more geared towards organisations that fund/provide adult learning, rather than the adult learners themselves.







# RESEARCH AND DESIGN

## RESEARCH

When researching into different designs, I went to different websites like “Dribbble” to see what the latest trends in digital design was. The following is a scrapbook of sorts which shows the different designs, colour schemes, fonts etc. that I was inspired by to create the designs that follow

**Forum for  
Adult Learning**

Overpass, Bold

**Forum for  
Adult Learning**

Roboto, Bold

**Forum for  
Adult Learning**

Raleway, Bold

**Forum for  
Adult Learning**

Poppins, Bold

**Forum for  
Adult Learning**

Palaquin Dark, Regular

**Forum for  
Adult Learning**

Oxygen, Bold

**FORUM FOR  
ADULT LEARNING**

Overpass, Black

**FORUM FOR  
ADULT LEARNING**

Roboto, Bold

**FORUM FOR  
ADULT LEARNING**

Raleway, Bold

**FORUM FOR  
ADULT LEARNING**

Poppins, Bold

**FORUM FOR  
ADULT LEARNING**

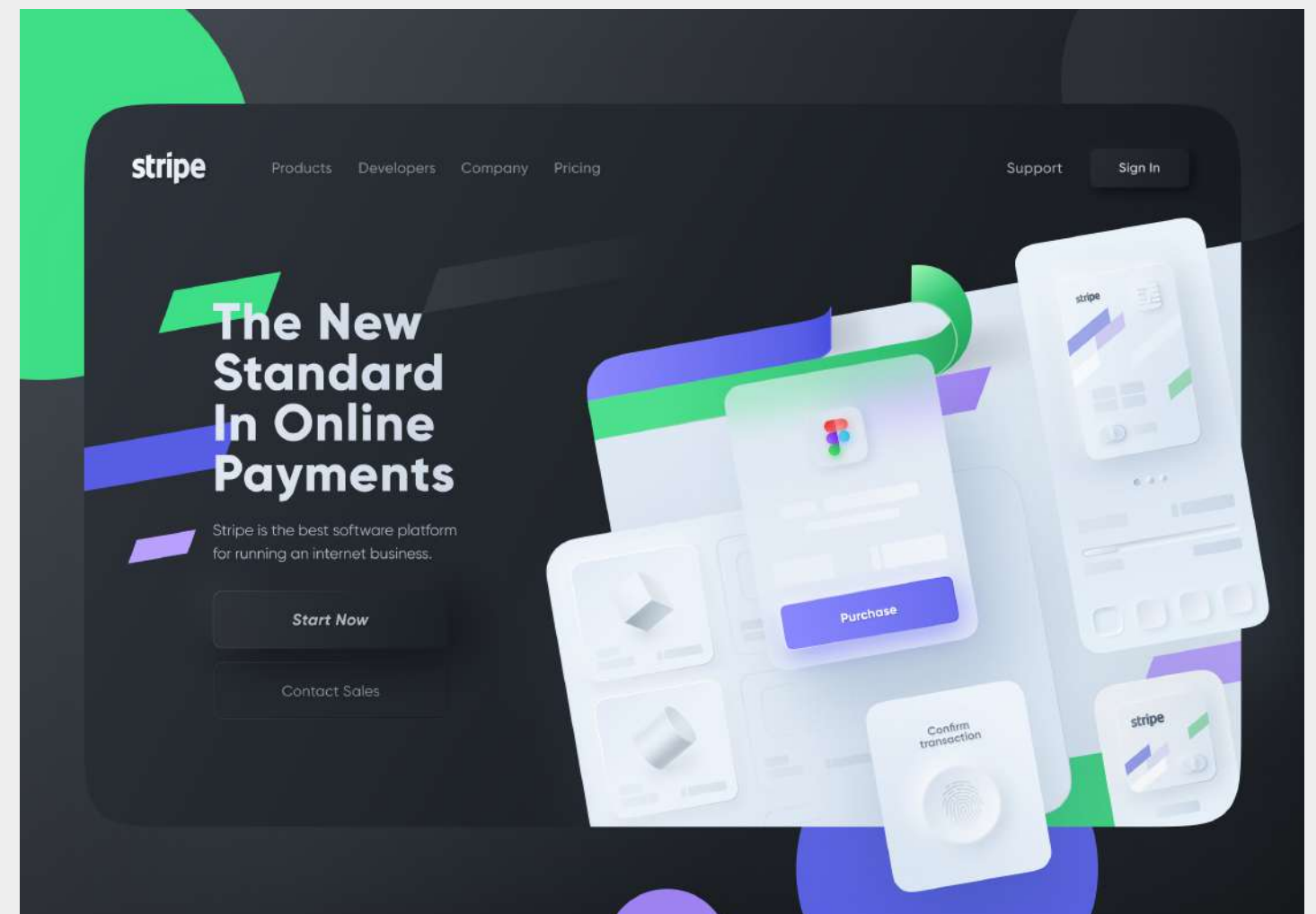
Palaquin Dark, Regular

**FORUM FOR  
ADULT LEARNING**

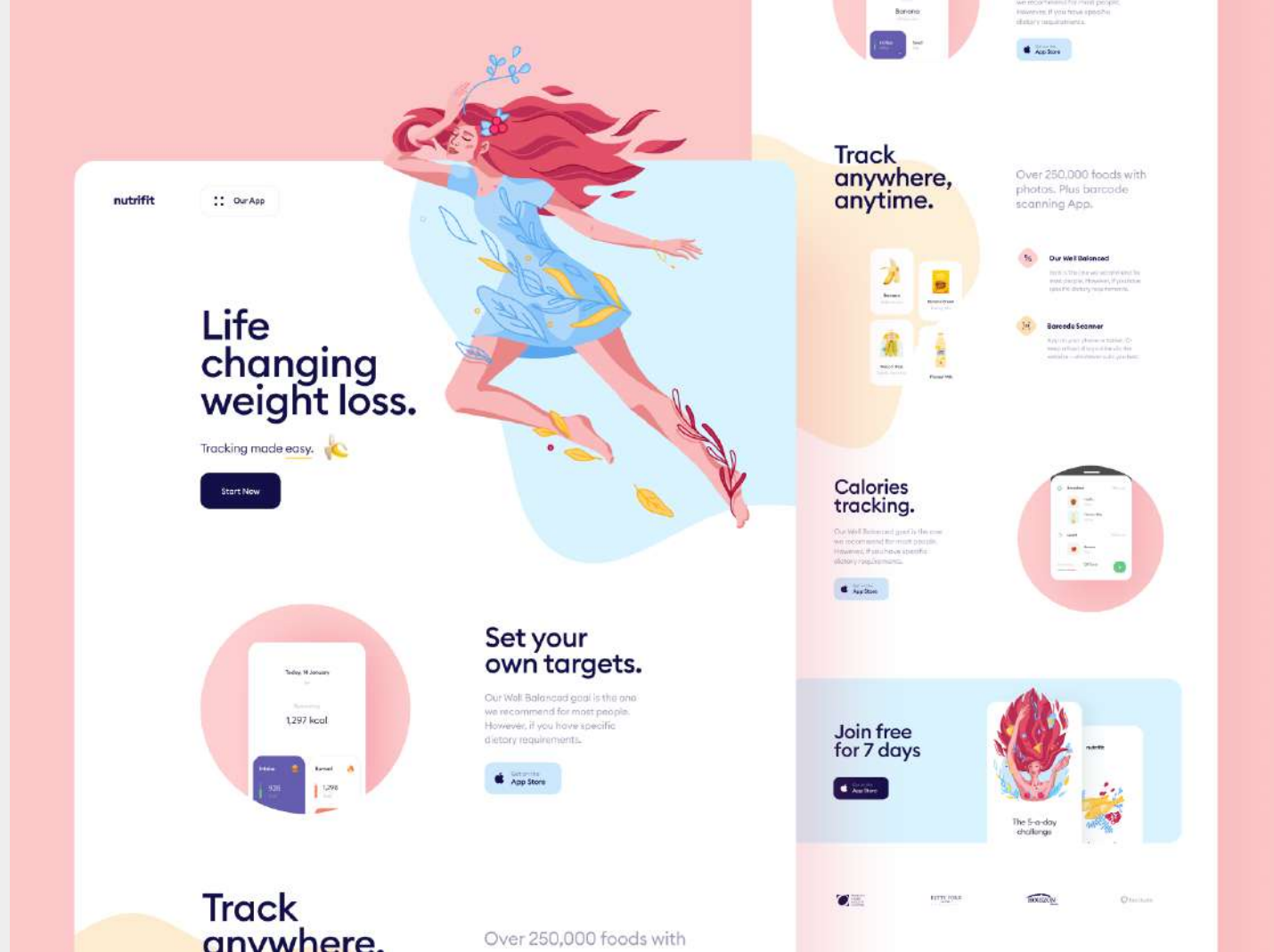
Oxygen, Bold



<https://dribbble.com/shots/14781796-Nested-modern-gradient-logo-design>



<https://dribbble.com/shots/9807680-Stripe-Landing-Page-Neomorphism>

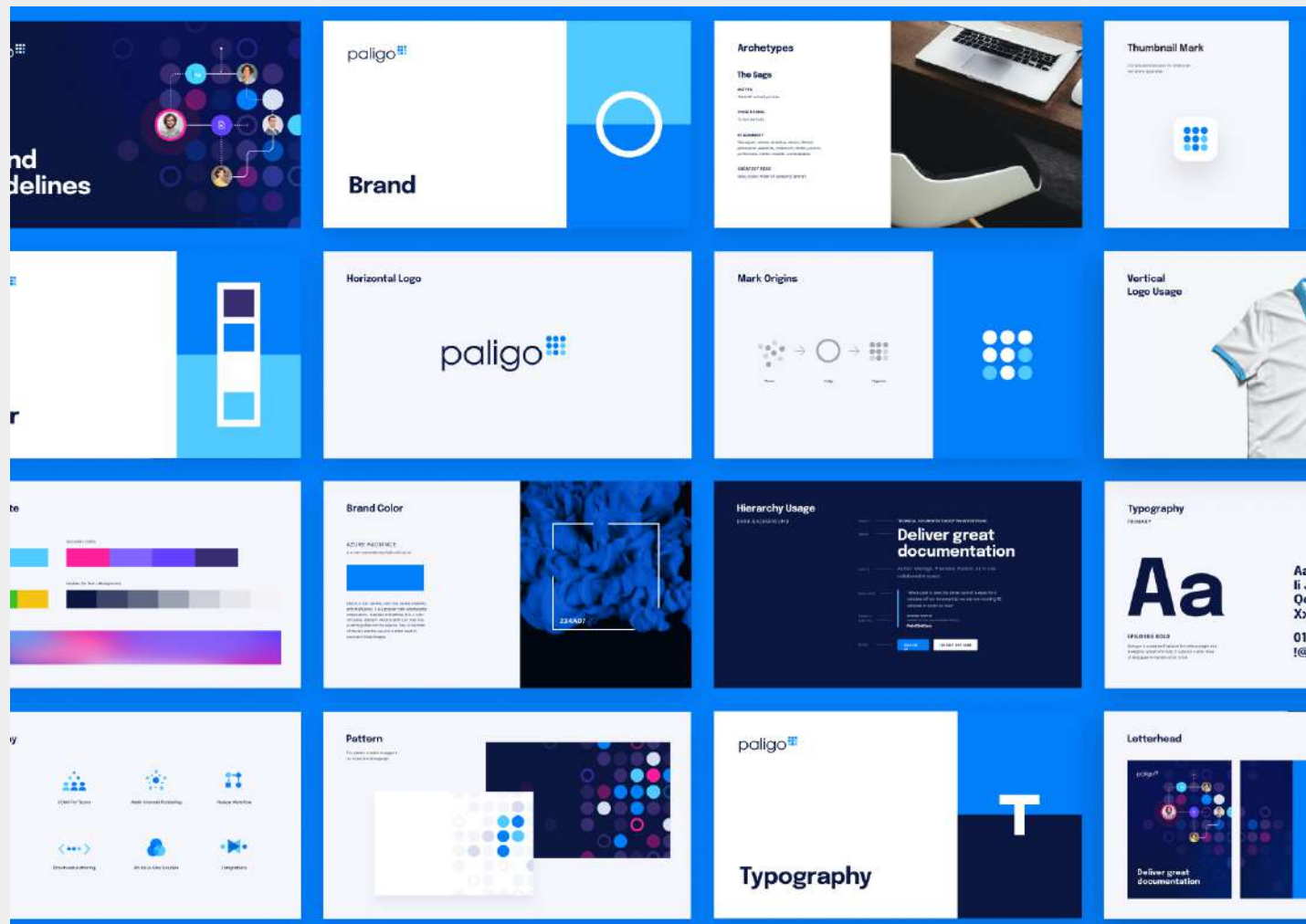


<https://dribbble.com/shots/10154541-Nutracheck-Website-Redesign>

# A Forum for Adult Learning

# A Forum for Adult Learning

Northern Ireland



43 <https://dribbble.com/shots/14563491-Brandbook>





# TRANSFORMING LIVES THROUGH ADULT LEARNING

## UPCOMING EVENTS



[MORE EVENTS →](#)

# FORUM FOR ADULT LEARNING

# DESIGN 1 - HONEYCOMB

This design is based on the idea of a honeycomb linking together, but instead with triangles as it could form more symmetric shapes. Right-angled triangles are squares/rectangles but cut in half, therefore combining two together could form visually appealing straight lines which are found in lettering. Simply limiting to squares or otherwise would remove the ability to perform curves or angled lines with the lettering.

I ultimately decided not to take forward this design to the pitch due to realisations further down the creative process. I found that the design was very hard to scale correctly to look visually appealing or recognisable. This was found especially in icons and when creating the logo for the website. The distance between shapes could not stay consistent and at smaller sizes could become basically invisible. Combine this, the tedious nature of creating the different shapes, inconsistencies in sizes due to different letters needing different spacing considerations, and being limited by the geometry of the shapes; this therefore would not be able to scale and certainly would not be something that could also be handed over without extensive documentation.





**FORUM FOR  
ADULT LEARNING**



**FORUM FOR  
ADULT LEARNING**



**FORUM FOR  
ADULT LEARNING**  
NORTHERN IRELAND



**FORUM FOR  
ADULT LEARNING**  
NORTHERN IRELAND





## DESIGN 2 - TRIANGLES

The first design that I followed up on creating more full designs and mock-ups for, and eventually brought to the pitch is codenamed “Triangles”. This idea initially spawned from the “Honeycomb” idea because as previously mentioned, I didn’t like how the logo scaled at smaller sizes. I ultimately took that idea and stripped it down into it’s barest form, which is just triangles and their resemblance when pieced together to form a letter.

The triangles in this logo are supposed to represent an “F” in it’s barest form. It can also represent arrows moving forward, which we later learned to be something that FALNI were very insistent on using as it signifies progress. This can also be seen in the alternate version where the triangles form what vaguely resembles an “AL” which stands for adult learners.



**Forum for  
Adult Learning**  
Northern Ireland



**Forum for  
Adult Learning**  
Northern Ireland



**Forum for  
Adult Learning**  
Northern Ireland



**Forum for  
Adult Learning**  
Northern Ireland

**Dark Purple**  
#492479

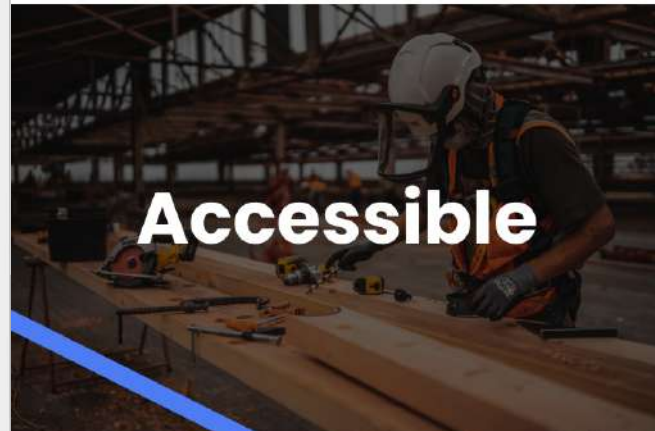
**Purple**  
#8348CE

**Blue**  
#4D7CF3

**Black**  
#22252B

**White**  
#FFFFFF













# Accessible. Inclusive. Impartial.

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ATTEND AN EVENT

MORE INFO

## Upcoming Event

22nd December 2020  
**Annual Christmas Conference**  
 Skainos Centre, Belfast

## EVENT CALENDAR

SEE ALL EVENTS

- Annual Christmas Conference**  
 Skainos Centre, Belfast  
 22nd December 2020  
 15:30 - 18:30  
 Host: John Smith  
 RSVP
- Adult Learners Northern Ireland**  
 Livestream  
 22nd December 2020  
 15:30 - 18:30  
 Host: John Smith  
 RSVP
- Another event if you want**  
 Skainos Centre, Belfast  
 22nd December 2020  
 15:30 - 18:30  
 Host: John Smith  
 RSVP

## BEGIN YOUR LEARNER STORY LEARNER STORIES



“ LOREM IPSUM DOLOR SIT AMET  
 CONSECTETUR ADIPISCING ELIT  
 VIVAMUS EGEGT TORTOR LOBORTIS. ”

JOHN SMITH, 26

READ THE FULL STORY

## GET IN CONTACT

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SUBMIT



# DESIGN 3 - RIBBONS

The final design is the second design that I submitted full designs with mock-ups for and brought to the pitch. This idea slightly stems from some work done on the original design experiments, but for the most part, I was inspired by how JetBrains brands their products with a similar ribbon, only slightly different. The idea with the ribbons is that they can also be formed into different letters like the previous designs, however this design ultimately ended up being one of my favourites due to it's ability to easily incorporate the design into the web design and use it as a guide throughout the web design to emphasise the idea of a journey that the learner performs.

## INSPIRATION



## Forum for Adult Learning

Northern Ireland



## Forum for Adult Learning

Northern Ireland



## Forum for Adult Learning

Northern Ireland

**Red**  
#D9042B

**Orange**  
#8348CE

**Yellow**  
#F2B705

**Black**  
#22252B

**White**  
#FFFFFF





**Accessible.**

**Inclusive.**

**Impartial.**

falni.org



**Accessible.**

Learner Name, Location

**Inclusive.**

Learner Name, Location

**Impartial.**

Learner Name, Location

falni.org



**Accessible.**

Learner Name, Location

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Learner Name, Location

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Learner Name, Location

falni.org



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# Accessible. Inclusive. Impartial.

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ATTEND AN EVENT

MORE INFO

## EVENT CALENDAR

SEE ALL EVENTS

<p><b>Annual Christmas Conference</b> 📍 Skainos Centre, Belfast</p> <p>22nd December 2020 15:30 - 18:30</p> <p><b>Host</b> John Smith</p> <p><a href="#">RSVP</a></p>	<p><b>Adult Learners Northern Ireland</b> ● Livestream</p> <p>22nd December 2020 15:30 - 18:30</p> <p><b>Host</b> John Smith</p> <p><a href="#">RSVP</a></p>	<p><b>Another event if you want</b> 📍 Skainos Centre, Belfast</p> <p>22nd December 2020 15:30 - 18:30</p> <p><b>Host</b> John Smith</p> <p><a href="#">RSVP</a></p>
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BEGIN YOUR LEARNER STORY

## LEARNER STORIES



“LOREM IPSUM DOLOR SIT AMET  
CONSECTETUR ADIPISCING ELIT  
VIVAMUS EGEG TORTOR LOBORTIS.”

JOHN SMITH, 26

[READ THE FULL STORY](#)

## GET IN CONTACT

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**Name**  
John Smith

**Email**  
John Smith

**Message**  
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[SUBMIT](#)





# THE PITCH

## DATE

5th November 2020

## ATTENDANCE

Claire, Colin, Trevor, Sandra, Nathan, and Matthew

## PRESENTATION

The meeting was conducted over Microsoft Teams. In this meeting we each presented our two designs, what they meant, and why we concluded to use them. We created the designs and the pitch decks in Figma by creating a 1920px-wide canvas with the height scalable. This meant we could scroll down the pitch and have a seamless experience, especially during the web portion as it would be easy to demonstrate and would not be limited by the size of pages etc. This also allowed the clients to be able to discuss the designs and meant for easy flicking between designs to be able to compare.

## FEEDBACK

“Triangles” was the favourite of the ones that I picked. They liked the colours that I picked as to them it seemed to represent FALNI the best due to the colour scheme not being too cold. Another thing they liked was the triangles pointing to the right which signified “moving forward” to them. A general theme we found was that my website designs were my strong suit and Nathan’s graphic designs for mock-ups were better, so this was the case in the final designs where we could synergise in our chosen areas.

“Ribbons” was not as favoured by the majority, but Trevor seemed to take a liking to it. However, my favourite part about the designs, the website, seemed to be the agreed consensus that it was the best-looking website visually as they liked how the ribbon took the user on a journey down the page and carried them through the site, again building mental imagery and drawing parallels to FALNI’s message.

## CHOSEN DESIGN

The design that FALNI ended up choosing was Nathan's "Variable Journey" design. They liked how the use of the circles allowed for representation and how letters could be created from connecting the points together. However, they were not keen on the idea of having the arrow pointing upwards and felt that pointing right would signify progression or going forwards. This is something we then changed for the revised pitch.

The revised pitch would end up being Nathan's graphic design elements combined with my web design which they seemed to prefer. This allowed us to make a combined and more creative revised pitch that suited their needs exactly.



## REVISED PITCH DECK

Matt & Nathan

# Forum for Adult Learning

Inform, Advocate, Collaborate



### Colours



### Logos





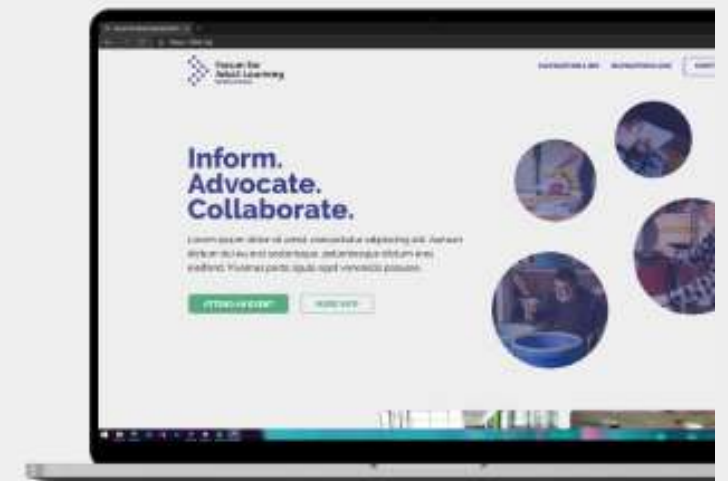
## Merchandise



## Web & Digital

**Domain**  
<https://faalni.org/>

**Hosting**  
 IONOS Essential Wordpress Plan  
 £2/month (6 months) then £4/month  
 Includes 10 2GB email accounts and domain  
<https://www.ionos.co.uk/hosting/wordpress-hosting>



NAVIGATION LINK NAVIGATION LINK CONTACT US

**Inform.  
 Advocate.  
 Collaborate.**





# Inform. Advocate. Collaborate.

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ATTEND AN EVENT

MORE INFO



## EVENT CALENDAR

SEE ALL EVENTS



### Annual Christmas Conference

Shankos Centre, Belfast

RSVP

MORE INFO



### Adult Leagners Conference Northern Ireland

Livestream

RSVP

MORE INFO

## BEGIN YOUR LEARNER STORY LEARNER STORIES

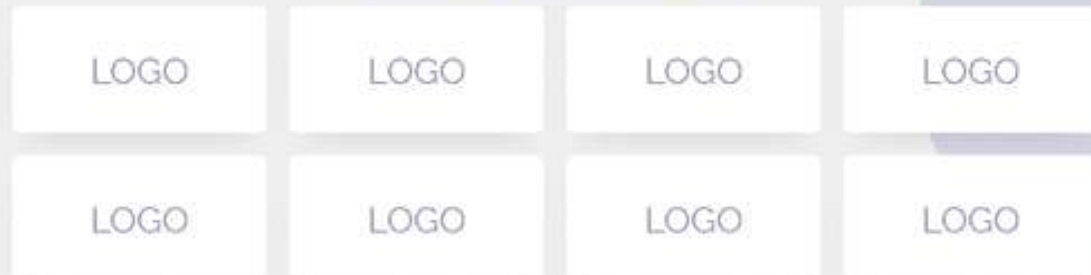


“ LOREM IPSUM DOLOR SIT AMET CONSECTETUR ADIPISCING ELIT VIVAMUS EGET TORTOR LOBORTIS. ”

JOHN SMITH, 26

READ THE FULL STORY

## OUR PARTNERS



## GET IN CONTACT

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Email:

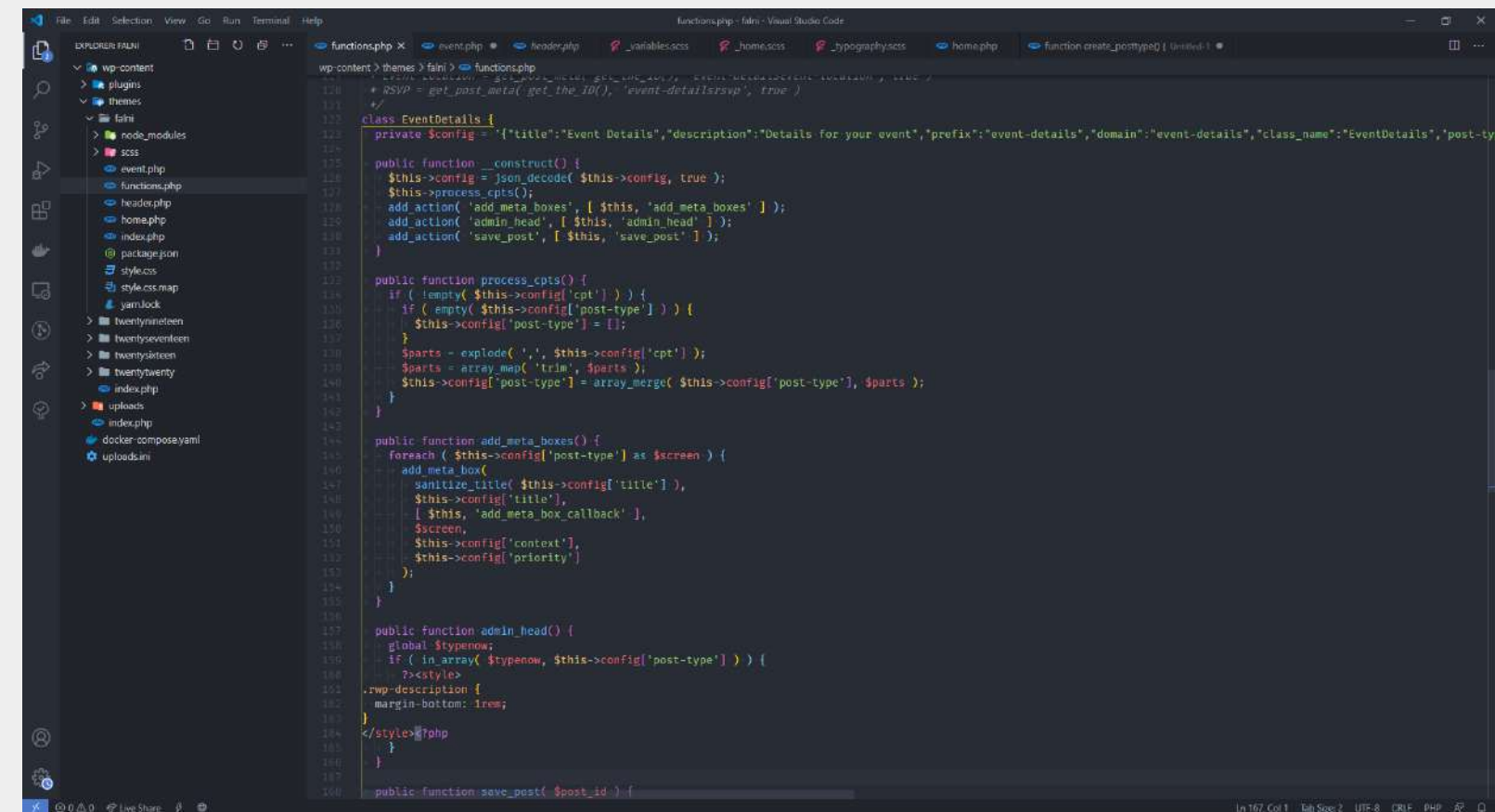
Message:

[SUBMIT](#)

For the final project outcome, I focused on creating the WordPress site along with the user manual while Nathan focused on creating the graphic design content and branding guidelines.

Initially with the website, I wanted to create the site using a WordPress backend and create the site's frontend fully from scratch as I could have complete control over the project. Since I had worked with creating boutique websites with content management systems in the past, I thought this would be an easy task, however it turned out to be the opposite. Creating the frontend styling and JavaScript was extremely easy as it is something I am extremely used to doing. My main problem came with the PHP backend that WordPress uses. Not only am I not familiar with the language but creating custom content types turned out to be a lot harder than expected. This is something that if I had tried to continue, would have meant that the deadline would have never been met in the allotted time.

# PROJECT OUTCOME



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196
197
198
199
200

+ RSVP = get_post_meta( get_the_ID(), 'event-details-rsvp', true );

class EventDetails {
    private $config = [
        'title' => 'Event Details',
        'description' => 'Details for your event',
        'prefix' => 'event-details',
        'domain' => 'event-details',
        'class_name' => 'EventDetails',
        'post-type' => 'event-details'
    ];

    public function __construct() {
        $this->config = json_decode( $this->config, true );
        $this->process_cpts();
        add_action( 'add_meta_boxes', [ $this, 'add_meta_boxes' ] );
        add_action( 'admin_head', [ $this, 'admin_head' ] );
        add_action( 'save_post', [ $this, 'save_post' ] );
    }

    public function process_cpts() {
        if ( ! empty( $this->config['cpt'] ) ) {
            if ( empty( $this->config['post-type'] ) ) {
                $this->config['post-type'] = [];
            }
            $parts = explode( ',', $this->config['cpt'] );
            $parts = array_map( 'trim', $parts );
            $this->config['post-type'] = array_merge( $this->config['post-type'], $parts );
        }
    }

    public function add_meta_boxes() {
        foreach ( $this->config['post-type'] as $screen ) {
            add_meta_box(
                sanitize_title( $this->config['title'] ),
                $this->config['title'],
                [ $this, 'add_meta_box_callback' ],
                $screen,
                $this->config['context'],
                $this->config['priority']
            );
        }
    }

    public function admin_head() {
        global $typenow;
        if ( in_array( $typenow, $this->config['post-type'] ) ) {
            <style>
            .rwp-description {
                margin-bottom: 1rem;
            }
            </style>@tohp
        }
    }

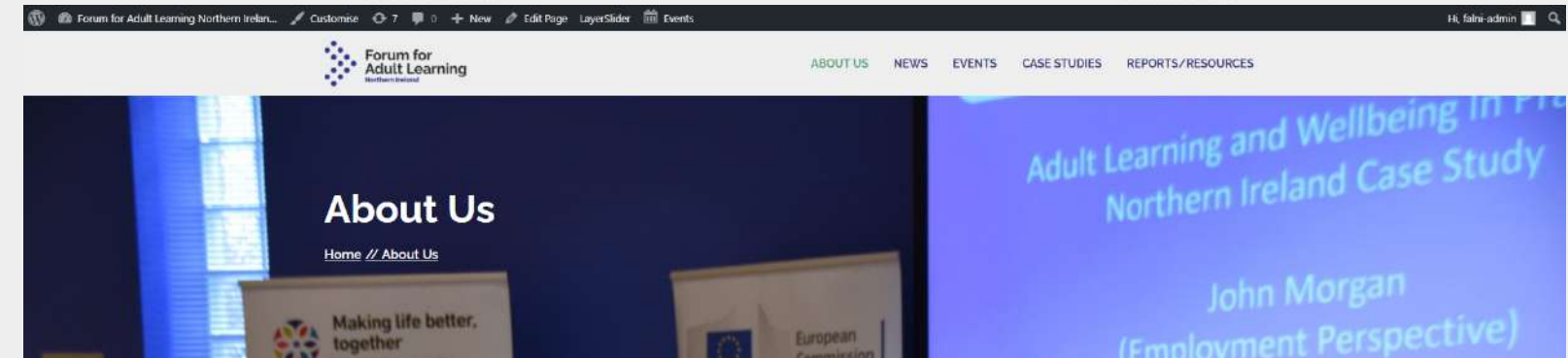
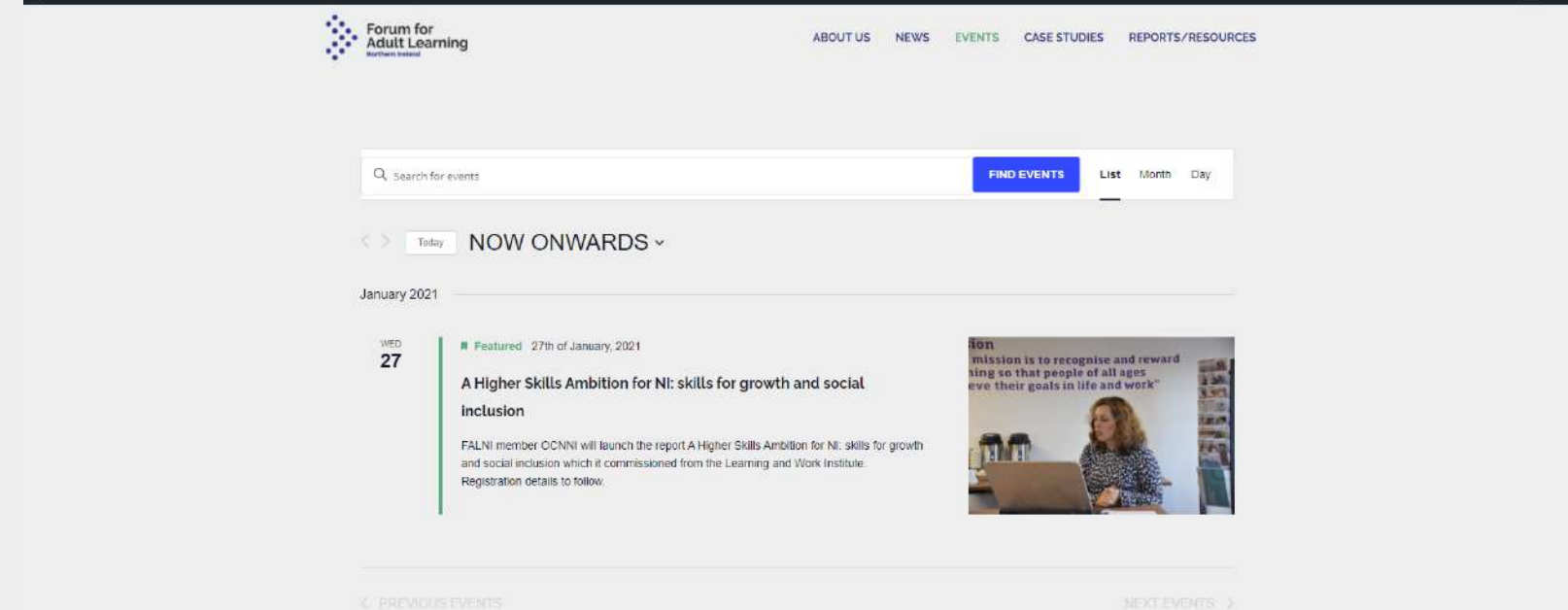
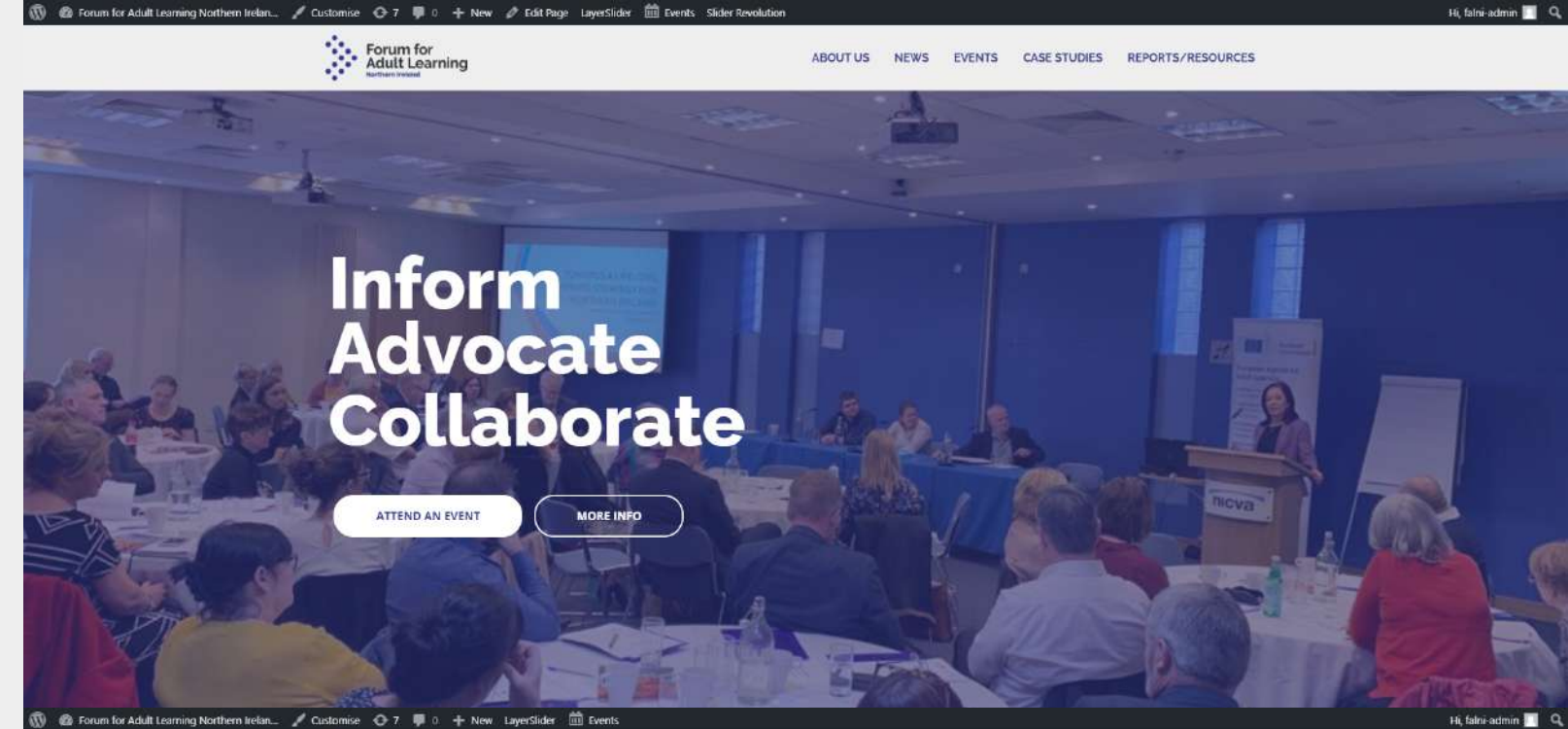
    public function save_post( $post_id ) {
```



Instead, I reluctantly cut my losses and it was agreed that I could use a premade theme already available on the internet. Nathan and I went on a call and went through various sites to find themes that looked alright and had the features that we needed to create the different sections of the website. We ended up choosing a theme called “Happy Events” which would need a bunch of customisations to look correct but was a good enough start for us at a price that was not going to break the bank. I spent the next few weeks filling out the site with the content that Colin had provided and customising parts of the theme to match our colour scheme, fonts etc. The main issue to begin with was the lack of content, as mentioned before. This is something that ultimately stopped FALNI from launching before Christmas as the site would be bare and lacking appropriate content and high-quality imagery.

Regardless of custom theme or not, the website ended up turning out how Colin wanted. In the end, that is all that matters, and I am generally happy with how the site looks and functions. It should be able to be a good jumping off point for Colin and the FALNI team to continue filling with content and making a great place for any users to find out about events or news.

<https://falni.org/>



The Forum for Adult Learning NI (FALNI) was formed in 2010 by a small number of regional organisations concerned with the lack of a cohesive voice for those working in the field of adult learning. From the beginning it was cross-sectoral with members from statutory and voluntary and community sectors and trade unions.

In more recent years, thanks to its involvement in the delivery of the UK's programme under the European Agenda for Adult Learning (EAAL), its activities and membership have greatly expanded. Through EAAL FALNI is linked with [Learning and Work Institute](#) (which manages the UK EAAL programme), [Scotland's Learning Partnership](#) and [AONTAS](#).

Since 2015 FALNI, under banner of the **NI Impact Forum for Adult Learning** and supported with EAAL funds, has delivered regular seminars and webinars and an annual conference. It is also making responses to key consultations and building links with government.

It has made contributions to the **UK's EAAL reports**, such as its *Healthy, Wealthy & Wise* report (2017). In 2020, in partnership with Belfast Learning City, it produced a report on *Adult Learning and Health and Wellbeing*.

FALNI is part of NALAB (Network of Adult Learning across Borders) which links national agencies for adult learning across the UK and Ireland.

**SEARCH**

**CATEGORIES**

Uncategorized

**LATEST NEWS**

Latest Popular

**8TH OF DECEMBER, 2020**  
EXAMPLE NEWS POST





# PROJECT MANAGEMENT

Project management is a vital part of working in a team and there are many different forms of development cycles that can be used like Agile, Kanban, Scrum, and Waterfall.

Initially we considered using Agile, but it was something that would be overkill for a team of two people and only really scales when work needs to be divided by loads of people. We instead decided to use Basecamp as it is free to use, is more stripped down than the likes of enterprise software like Jira or Azure DevOps, and lets you host files for free so we could keep all our material in a place where everyone can access. Overall, it worked out well.

Our main methods of communication were as follows:

**Basecamp** – As mentioned, allowed us to communicate easily with our supervisors, allowed free file storage. However, our design’s single source of truth was Figma, as described later.

**Discord** – As basecamp did not provide us with a casual option, Discord allowed us to communicate the project, even if we were busy. It is something we have been using throughout the degree, so it felt natural to use it. It also allowed us to call easily and have meetings. The conversations held on Discord were mostly informal.

**Figma** – Figma is a great tool that is based entirely in the web browser that allows you to create designs similarly to Adobe XD, offers additional functionality, allows real-time collaboration and is free to use for small projects. This is also something I have been very comfortable using and was something that Nathan was very happy to be introduced into as it is very easy to use and “just works”. We kept all of our designs here as they were able to stay constantly in sync without having to constantly export and upload to Basecamp.

**Email** – This was the main way we communicated with the community partner.

**Microsoft Teams** – The way we had team meetings with supervisors and carried out our calls with FALNI for the pitches and purchasing of the packages to produce the website.

# BASECAMP

## Forum for Adult Learning NI

EH HS MW NR Add/remove people

### Message Board

- Science Shop Animation Morning :) Here is the Science
- UPDATE The three words the client
- Great pitch Hi Nathan and Matthew. Thanks
- Pitch today @ 3.30pm Guys the first thing I will do
- Pitch arranged [Screen Shot 2020-11-02 at

### To-dos

- Draft Branding, Merchandise and Printing **ALL DONE!**
- Draft Web and Digital
- Final Branding, Merchandising and Printing

### Docs & Files

- FALNI Content
- Final Production
- FALNI Print Production Pack
- Brand Guidelines

### Campfire

- Adrian Hickey 11:13am
- Matthew Watt 12:56pm Adrian We can log into t...
- Adrian Hickey 12:58pm SORRY! You're an admin now
- Adrian Hickey 12:58pm Let me know it works
- Matthew Watt 12:58pm

### Schedule

Set important dates on a shared schedule. Subscribe to events in Google Cal, iCal, or Outlook.

### Automatic Check-ins

Create recurring questions so you don't have to pester your team about what's going on.

## Docs & Files

+ New... Sort by Created

### Final Production

Dec 10

### FALNI Print Production Pack

Dec 1

### Brand Guidelines

Nov 26

### Communication with FALNI

Nov 26

### Pitch Samples

Nov 3

### Designs

Nathan Design 1 - Variable Journey  
Oct 25

### FALNI Content

Images from FALNI  
FALNI Information  
Oct 25

### Brief Samples

Oct 12

## Hello

Claire Mulrone  
Sep 25 · Notified 4 people

I am delighted to see this project allocated to your team. I will now be in contact with the Science Shop partner/client to arrange an online meeting to discuss their project and help you develop a live media brief. I plan to hold these meetings with the partner/client on Thursday 1st (from 11.30am once Adrian has completed his lecture) and Friday 2nd October depending on the partners availability. The meetings will be held on Microsoft Teams and once I have the day and time I will issue a invite to each of you. I hope you enjoy your Science Shop experience and I look forward to working with you this semester. Take care, stay safe  
Claire

## Additional Information

Claire Mulrone  
Sep 29 · Notified 4 people

Here's is some information for you on the organisation. It is limited. I will also upload a UK report that FALNI contributed too. it put Adult Learning and its impact into context for you. Claire

FALNI was founded in 2010 and is a voluntary coalition of organisations from all sectors which are stakeholders in adult learning. It currently manages the NI Impact Forum for Adult Learning.

### Forum For Adult Learning NI (FALNI)'S Content

News

[Learning Is For Life](#)

Forum for Adult Learning NI (FALNI)

Learning for adults is transformative, contributing to social justice, building social capital, and enabling all members of our community to bring about and shape change in their lives, the lives of their families and communities and society as a whole.

## Update from client

Claire Mulrone  
Oct 6 · Notified 3 people

Neil has sent twenty photographs for the development of the new web site.  
Claire

## email sent

Claire Mulrone  
Oct 30 · Notified 3 people

Good afternoon Team,  
I have sent an email to Colin to arrange the pitch either Wednesday, Thursday or Friday next week.  
I hope to have a response on Monday and will post the confirmation email here.  
Have a great weekend.  
Take care, stay safe.  
Claire



## 1 Comment

Adrian Hickey, Senior Lecturer in Interactive Media  
Thanks Claire

## Client Meeting

Claire Mulrone  
Sep 29 · Notified 4 people

Good morning team, here a copy of your current project title. Please note the name change, this has been recorded incorrectly on Basecamp and the power point presentation in class last week.

Your meeting with your client has been arranged for | Thursday 1st October 2020 | 16.15 - 17.15 | Forum for Adult Learning NI | with Colin Neilands

I will issue you a Microsoft Teams invite. Please accept.

### Forum for Adult Learning NI

Using the Project Social module in Interactive Media Create a new visual identity and logo for Forum for Adult Learning NI. Develop a responsive website with a home page showcasing the work of the group, testimonials of Adult Learners, upcoming events and current research. Include links to other affiliated organisations, including EPALE, AONTAS, Learning & Work Institute and funders/sponsors. Include portfolio of designs for a range of media outputs including publicity materials and merchandise. Include brand style guidelines for the web site Administrator.

## Great meeting

Claire Mulrone  
Oct 1 · Notified 4 people

Many thanks for attending the meeting this afternoon. The discussion really helped to expand on the original question and there are lots of different areas of development that you can document in the brief. The questions were great and insightful, they gave a real sense of what they really need in the website. well done.

Here are the web sites the client referred too.

<https://www.aontas.com/>  
<https://learningandwork.org.uk/>  
<http://www.learningandwork.wales/>  
<http://scotlandlearning.org.uk/>

the clients email is  
Colin Neilands <[colin.neilands@community.co.uk](mailto:colin.neilands@community.co.uk)>

Claire

## Pitch

Claire Mulrone  
Nov 2 · Notified 3 people

Colin has come back and offered the following

Thursday at 3.30-4.40pm  
Friday at 10.00am

Which suit you both?  
Claire

NR Nathan Redpath  
Hi Claire,  
Both of those dates suit me, so it is down to Matthew.  
Nathan

MW Matthew Watt  
Thursday is the best for me

Claire Mulrone  
Ok we'll go with Thursday 5th at 3.30pm

Adrian Hickey, Senior Lecturer in Interactive Media  
Can I get a coherent complete deck in a single pdf for sign off please?

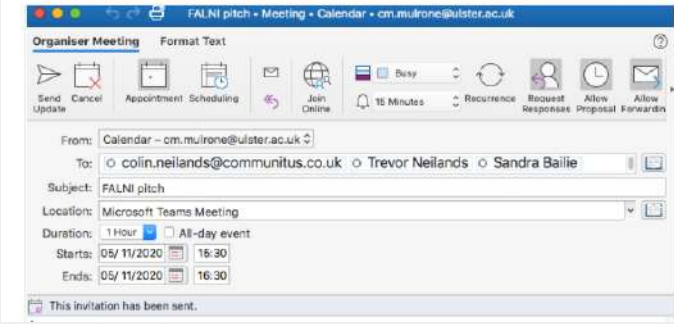
MW Matthew Watt  
Adrian Posted pitch document in the files section. Can upload the full sized version once it's been signed off, since it's around 300mb.

Adrian Hickey, Senior Lecturer in Interactive Media  
Thanks Matthew  
I'm with year 1 most of the day. I'll get a look later



# Pitch arranged

Claire Mulrone  
Nov 2 · Notified 3 people



# Great pitch

Claire Mulrone  
Nov 5 · Notified 3 people

Hi Nathan and Matthew. Thanks for the pitch, you did a really great job as this is difficult one to navigate. They really picked up on the variety of the creative output you produced, here are a list of things we agreed to do and a list of issues the client will address in the coming days.

1. Logo - Nathan Circle Logo turned 90 degrees (create a gif) this logo will read FALNI or Forum for Adult Learning Northern Ireland. These will be interchangeable depending on the media output. for e.g. on research report the full name or on social media the circle arrow. This will link the web domain www.falni.org and develop familiarity with the brand. Drop the byline.
2. Colour Pallet - Nathan Blue to green
3. Font - Nathan and Matthew to decide.
4. Stationery - Report cover for research reports, business cards and Poster template
5. Merchandise - Sustainable water bottle and coffee cup, pens, pen drive, note book, post its, mints tin, stress ball.
6. Marketing materials - Four pop ups representing all types of learners they prefer Nathan's 3rd and 4th designs. Also when the three words are agreed design cut out poly boards that can be help by participants in photographs at events.
7. Web design - Matthew to price details on the best domain name and hosting package. He will source and adapt a word press theme that is easily navigated, has a search engine, photograph in a prominent position, liked the carousel of learner stories, events calendar and twitter feed at the top of the page. email [info@falni.org](mailto:info@falni.org)

Client has agreed to....

1. Colin to purchase domain and hosting, setting user name and password and sharing with Matthew
2. Colin to get back by next Friday 13th with the three words that best describe the values of the organisation
3. Colin to source new photographs from member organisations that could be used and credited to them across the media outputs.
4. Colin to develop the text for inclusion on the website.

I hope this is helpful. Thanks again for all your work so far. I'm looking forward to seeing the reworked pitch next Tuesday 10th November. I can then weTransfer this to the client.

Stay safe, take care  
Claire

# Pitch today @ 3.30pm

Claire Mulrone  
Nov 5 · Notified 3 people

Guys the first thing I will do at the start of the Pitch is set out some ground rules for the panel. Then I will hand off to you. We will go in alphabetical order, so Matthew first and Nathan second. Please have a single PDF pitch deck, this works best and it also allows one of you to be the person who shares it on behalf of the team.

Take your time, you will get to present your full deck. Tell them the inspiration behind your design, the font, the colour pallet etc. Why you chose the web theme, the merchandise etc. Don't rush through your pitch, they need to take in your design and listen to your supporting narrative. Space to think is key!

Once each of you have finished then I will lead the conversation and call on you if they have queries about your individual. This is where we will go through a process of elimination. I will be keeping notes but you need to do this too.

Remember the purpose of the pitch is to present your creative design solutions for their brief but also to focus their minds, on which design best meets their collective needs. This could be one deck or elements of the others. We need to record their final decisions so we can work on the final outputs in the last weeks of the semester.

Please remember none of the work so far is wasted it is the foundation of your individual production logs, your individual creative journey.

Please go into the meeting early and we'll check that the sharing functions works for everyone. Good luck, see you at 3.20pm.

Claire

**Adrian Hickey**, Senior Lecturer in Interactive Media  
Good luck today Nathan and Matt- this is a really great deck and I think you will get some excellent feedback - be sure to take notes and include these in the Production Log

**Nathan Redpath**  
Looking forward to the pitch this afternoon, thank you for the great feedback to get it in the position it is in.

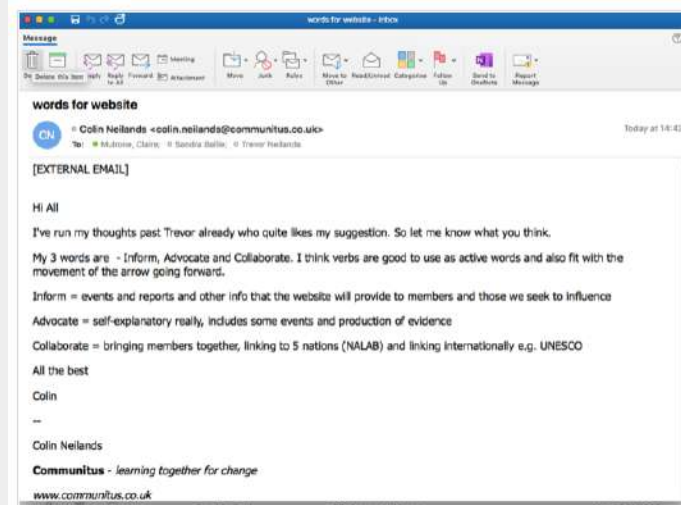
# UPDATE

Claire Mulrone  
Nov 9 · Notified 3 people

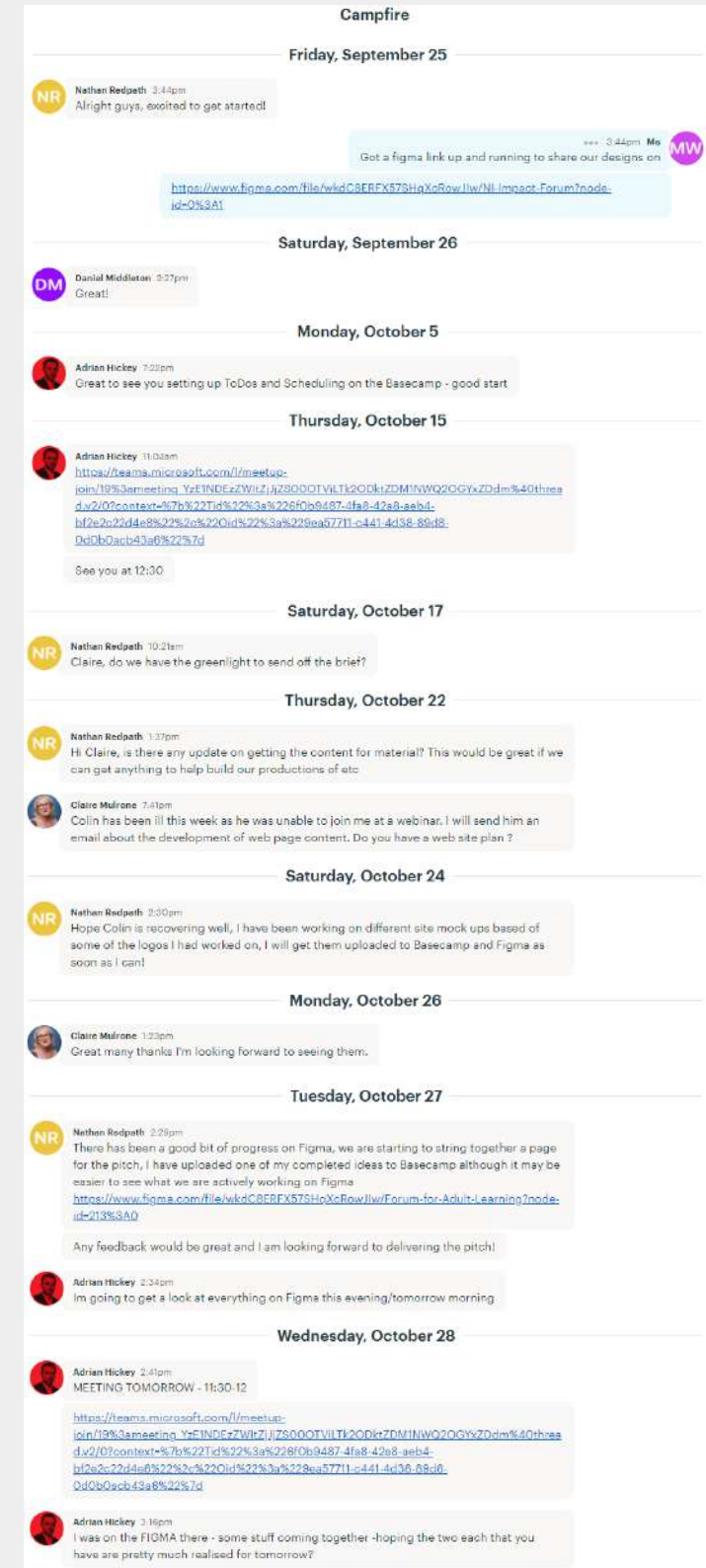
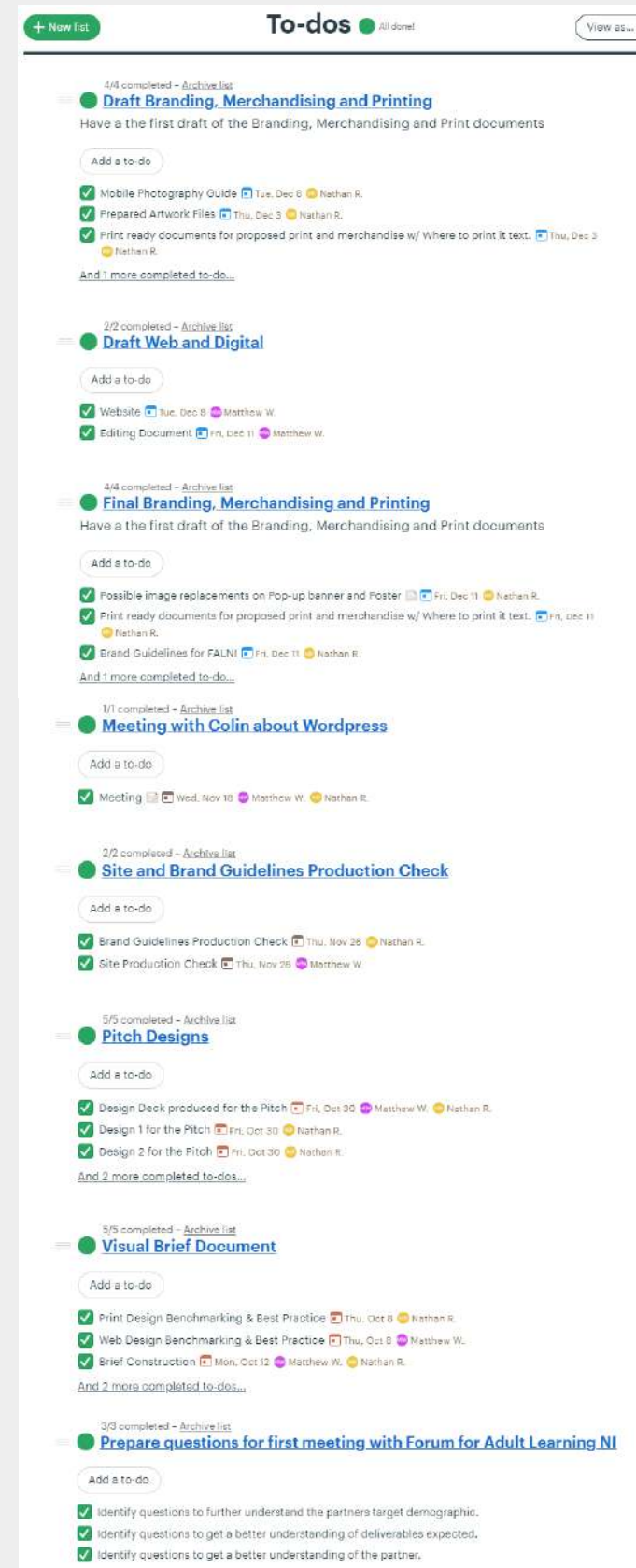
The three words the client want s to Use are....

- Inform
- Advocate
- Collaborate

See the reasoning set out by Colin in the email below.  
Claire



**Nathan Redpath**  
Great!






# DISCORD


Friday, October 30

**Nathan Redpath** 4:13pm  
I have completed the changes suggested from yesterday.  
<https://www.figma.com/file/wkdiC8ERFX7SHoXoRowJw/Forum-for-Adult-Learning?node-id=2197%3A30> thanks!

**Claire Malross** 4:26pm



change Variable journey to The voice of the learning partner please



Teacher implies a school setting could you substitute Tutor or Trainer?

**Nathan Redpath** 4:26pm  
I have noted that on some of the mockups I have not changed to the updated logo and I am working on that now

**Claire Malross** 4:26pm  
Other wise I really like both of these designs, well done they look very professional. Many thanks!

**Nathan Redpath** 4:28pm  
Thank you! I will make sure to make the suggested changes and to get it polished!

**Adrian Hickey** 4:33pm  
Looking forward to seeing it, I think have FALNI are spoiled for choice here, I'm really pleased with how well this is coming on.

Let's get the polish finished and get back in the (virtual) room with them.

**Nathan Redpath** 5:30pm  
Looking forward to it, thanks again

+++ 5:58pm Me  
Could we get a list of the different partners that we could use on the web mockups?

Thursday, November 26

**Nathan Redpath** 9:55pm  
After being in contact with Colin, it seems we should have the theme purchased today. I have uploaded the brand guidelines I have put together onto basecamp and I am now working through the print ready documents and will upload the bulk folder containing them once ready

**Adrian Hickey** 3:59pm  
Brilliant. Thanks guys

Monday, November 30

**Nathan Redpath** 9:54pm  
We are at the point now where we are adding images to print work and the website. I have an email drafted to Colin to check if he wants us to use stock images that he provided, the images we have which are not high enough quality or if he can get more images to us. Is it best to word it in a way that he must provide images or that he has the option to use the stock images although also making him aware he can change these images in the future via artwork files and the CMS?

**Adrian Hickey** 4:29pm  
Best to let him know some of the images aren't high enough quality and cannot be used - can you replace with images from unsplash?

**Nathan Redpath** 5:25pm  
We did let him know they were not high enough quality before, we can press on with images from unsplash but I will clarify with Colin first.

**Adrian Hickey** 5:31pm  
Thanks Nathan

**nxfan** 10/01/2020  
get togg!

**Mattheus** 10/01/2020  
is there a thing you can invite me to or smith?

**nxfan** 10/01/2020  
think it just asks for email  
so ur email then i add you to the team or sum

**Mattheus** 10/01/2020  
ok

**nxfan** 10/01/2020  
Could you give us a synopsis of what your company does?  
What is the aim for this project, what are trying to achieve?  
How will we measure the success of the project, what do you hope to see from the final package in 10 weeks time?  
Can you give us any further insight to your audience/users, is there a specific demographic we should be aiming for? Is there anything we should keep in mind when working on this project that is relative to them?  
What deliverables are ideal for you by the end of the 10 weeks?  
Would you have any examples of companies that do similar work to you that you like?

2:49 PM  
im sorry what  
Could you give us a synopsis of what your company does?  
What is the aim for this project, what are trying to achieve?  
How will we measure the success of the project, what do you hope to see from the final package in 10 weeks time?  
Can you give us any further insight to your audience/users, is there a specific demographic we should be aiming for? Is there anything we should keep in mind when working on this project that is relative to them?  
What deliverables are ideal for you by the end of the 10 weeks?

How will we measure the success of the project, what do you hope to see from the final package in 10 weeks time?  
Can you give us any further insight to your audience/users, is there a specific demographic we should be aiming for? Is there anything we should keep in mind when working on this project that is relative to them?  
What deliverables are ideal for you by the end of the 10 weeks?  
Would you have any examples of companies that do similar work to you that you like?

2:49 PM  
Base questions if you want them for your production log later  
put them on basecamp too

**Mattheus** 10/01/2020  
watt-m6@ulster.ac.uk

**Mattheus** 10/01/2020

```
works with other orgs in the uk  
-4 events per year cause shite budget  
needs a website to share information between the members  
events and latest news  
lobbying on behalf of adult learning in northern ireland  
portal?  
already has a twitter  
old and neglected facebook  
twitter feed would be important  
no domain, no hosting  
link to other sites be important yo  
testimonials  
not a site for individual learning.  
its about the sites that do that shit
```

**nxfan** 10/03/2020  
whats discord like for sending files lmao  
obv not tied up but thats where I am at atm

**samo\_2.pdf**  
1.53 Mb

just add 2 tables for benchmark then a brief and done

**Adult Learners - Adult Education - Imaginable Futures**  
 We champion learners beyond K-12 who seek to improve themselves and develop skills that bring economic opportunities and well-being to them & their families.

<https://ala.asn.au/>

Adult Learning Australia  
 Home - Adult Learning Australia

**Mattheous** 10/04/2020  
i need to add the rest but getting there anyways

**nxfan** 10/04/2020  
Obvious question but just to be sure are you just counting L&W and L&W Wales the same or doing ones for each?

**nxfan** 10/04/2020  
may have lost control a bit  
our brief may be a tad longer than expected

**Mattheous** 10/04/2020  
👁️

**nxfan** 10/04/2020  
could be touching 30 pages

**Mattheous** 10/04/2020  
why am i not surprised lmao

**nxfan** 10/04/2020  
it was expected  
its mostly tables tbf, didnt want to screenshot so made a custom one

**Mattheous** 10/04/2020  
nice

10:47 PM show us what ye got so far anyways

**nxfan** 10/04/2020  
As it sits

**samp\_3.pdf**  
3.11 MB


**nxfan** 10/05/2020



**Mattheous** 10/05/2020  
perfection

**nxfan** 10/10/2020  
send as a pic for the visual brief  
adrian mentioned in the first lecture its good to have our faces on it

**Mattheous** 10/10/2020  
i hate this image



**nxfan** 10/10/2020  
shall do

**nxfan** 10/11/2020  
Lmk when you got your bit done for brief and i think we are good to go

**Mattheous** 10/11/2020  
yeah sweet, was just having my tea, finishing it up nai

**Mattheous** 10/11/2020  
**message.txt**  
3.76 KB


**nxfan** 10/12/2020  
Just double checking everything but thats the first draft atm

**Brief\_Draft\_1.pdf**  
2.33 MB

**nxfan** 10/12/2020  
Yeah contents page has reworked, lmao some things i just cant see in indesign apparently


**Mattheous** 10/12/2020  
You're a dear. Looks great 🙌

**Mattheous** 10/08/2020  
ohhh yeahhhh its all coming together



**nxfan** 10/15/2020  
Nice oneee  
Looks good

**Mattheous** 10/15/2020



what i have so far


**Mattheous** 10/29/2020  
accessible, inclusive, impartial

**nxfan** 10/29/2020  
the voice of the learning partner

**nxfan** 10/30/2020  
pretty sure im all done pitch wise  
didnt mean to pile any pressure on you sending it in, pitch next week wed, thur or fri apparently

**nxfan** 10/30/2020  
<https://we.tl/t-EJZlqsqWAT>

**Hoodie B.psd and 2 more files**  
3 files sent via WeTransfer, the simplest way to send your files around the world



**nxfan** 11/09/2020  
Inform, Advocate, Collaborate



nxfan started a call that lasted 25 minutes. 11/12/2020

Mattheous 11/12/2020  
 12 month contract  
 paid monthly  
 first 6 months £2/mo excluding vat  
 then £4/mo excluding vat after that  
 £36 excluding vat first year  
 £48 + (£16 a year for the domain) excluding vat after that for hosting

nxfan 11/12/2020  
 12 month contract, paid monthly, the first 6 months are £2/mo excluding vat then £4/mo excluding vat after that so resulting in £36 excluding vat first year. Each year after that is £48+ £16 excluding vat after that for hosting and the domain

Mattheous 11/26/2020  
<https://themeforest.net/item/happy-events-holiday-event-agency-planner-events-wordpress-theme/18939852>

ThemeForest  
**Happy Events - Holiday Planner & Event Agency WordPress Theme**  
 Happy Events - Holiday, Event Agency & Planner Events WordPress Theme  
 Happy Events is a fascinating events wordpress theme for events agency, that can work as an events planner to manage holid...

Mattheous 11/26/2020  
 username: falni-admin  
 pass: [REDACTED]

nxfan 11/26/2020  
 Hello Colin


We received information in the form of word documents and have been working through solutions, we did not receive any log in details for the WordPress site, so I think that's where the confusion is. We have the details now moving forward.

Furthermore, we have identified a theme of the back of this morning's meeting, this will allow us to build the site  
<https://themeforest.net/item/happy-events-holiday-event-agency-planner-events-wordpress-theme/18939852>

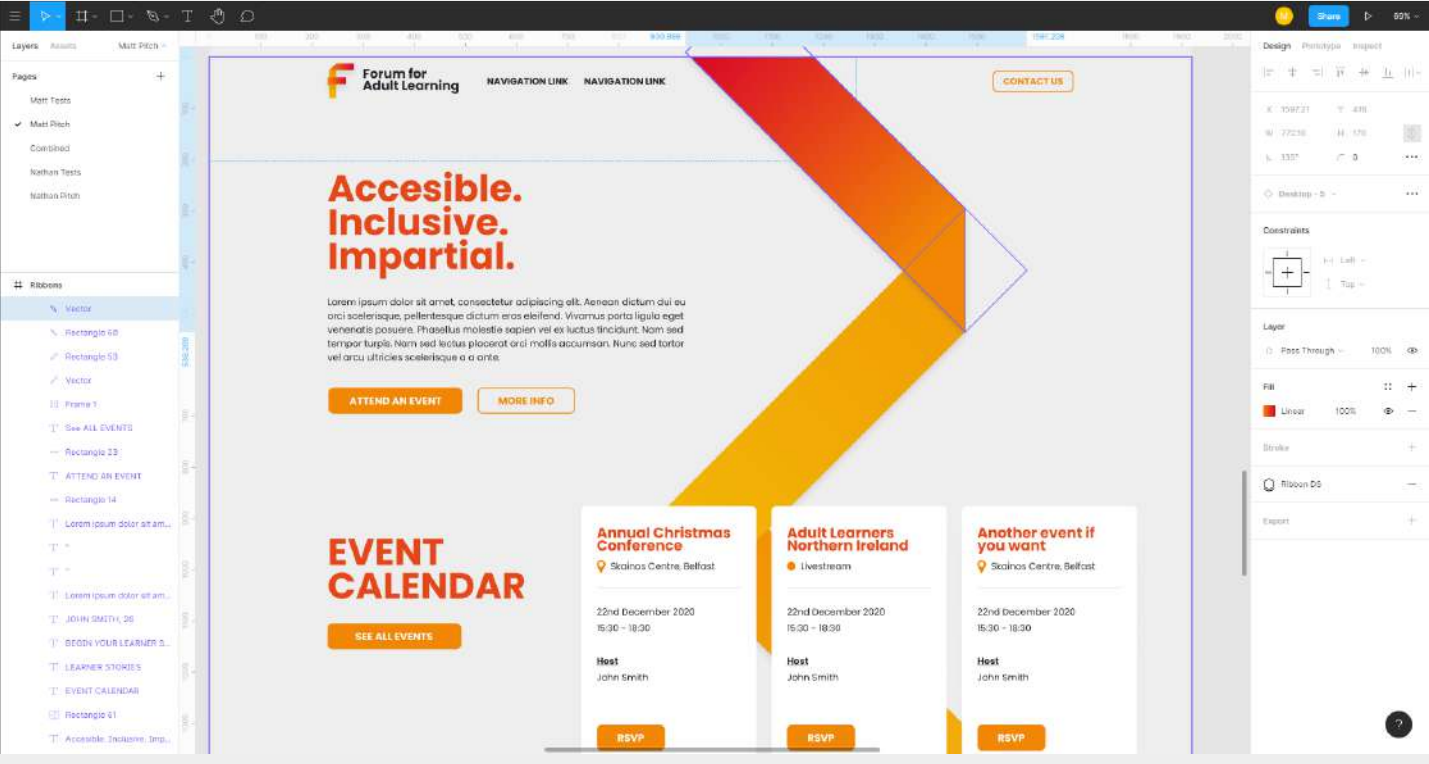
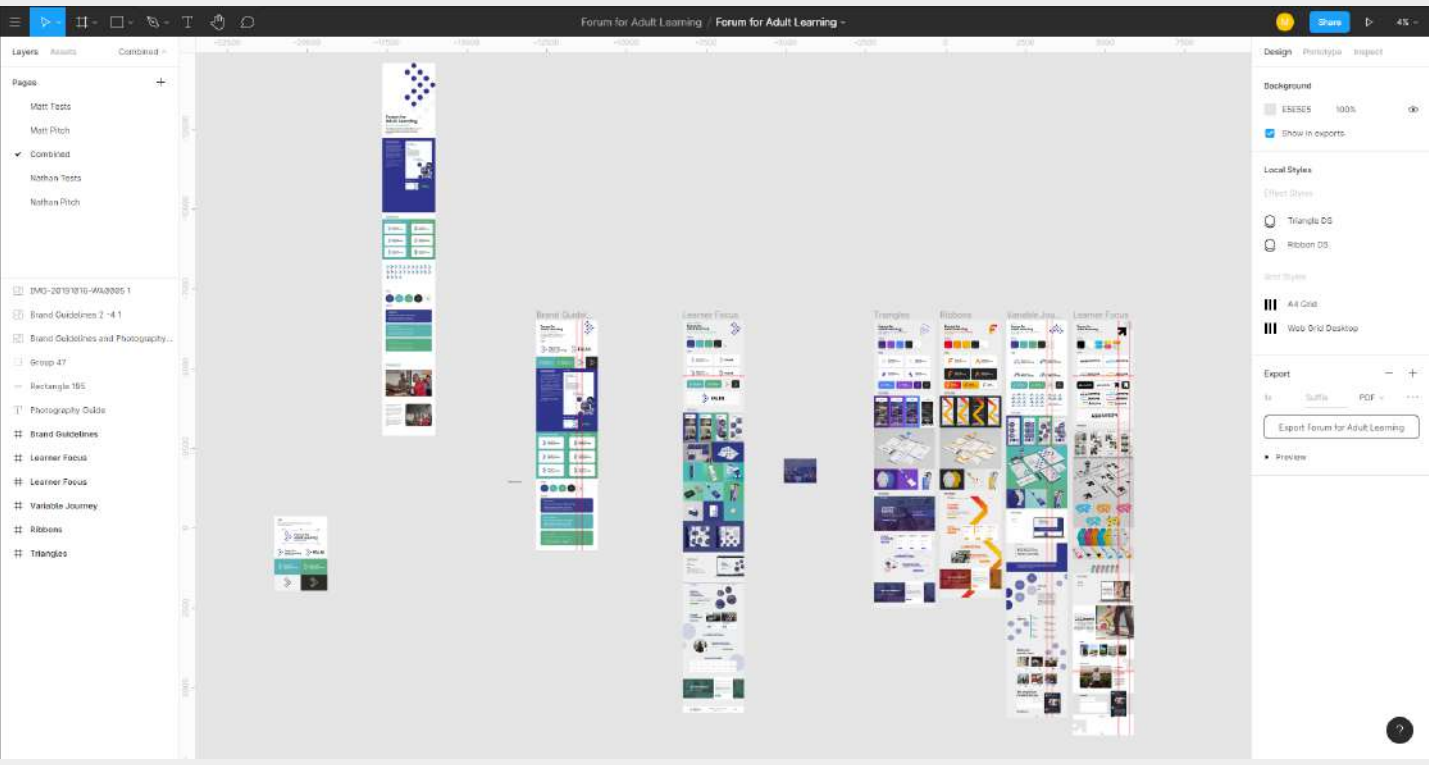
Matt and Nathan

Mattheous 12/02/2020  
 do you have the images that we're using for falni?

nxfan 12/02/2020  
 theyre on basecamp




# FIGMA





# EMAILS

**NR** Nathan Redpath  
Sat 17/10/2020 10:37  
To: colin.neilands@communitus.co.uk  
Cc: Mulrone, Claire; Matthew Watt

 FALNI Briefing Document.pdf  
4 MB

Hi Colin

I have attached the briefing document Matt and I have constructed since our meeting. Within the document you will find our research surrounding the project and our proposed deliverables. If you have any queries, please come back to Claire and ourselves.

Enjoy your weekend!

Nathan

**CN** Colin Neilands <colin.neilands@communitus.co.uk>  
Tue 20/10/2020 13:30  
To: Nathan Redpath  
Cc: Mulrone, Claire; Matthew Watt

Hi Nathan

Thanks very much for the brief and I think overall it looks good and meets what we are looking for.

The comparative tables are very interesting although I have no idea what some of the items that are evaluated actually mean - still it's the overall findings and your analysis which is most important. I'm not surprised by the assessment of SLP's site as I'd agree - really needs a revamp. Not sure if Scotland has a Science Shop that they could tap into for help.

It may be useful feedback that you are sending this to a complete layperson and so some acronyms are not familiar e.g. CMS, SEO

I think there is a slight inconsistency in the report - at times you are spot on and talk of FALNI and the website being there to serve learning providers and related stakeholders, but then sometimes you seem to say that it is there for learners (which it isn't). We want to be a voice for adult learning - there's an important difference between that and being the voice of adult learners.

That's not a huge thing and as the content of the site will ultimately be written by me I can ensure that the wording is as we need it - on the other hand I guess in terms of selling yourself to a client it's best to be accurate throughout, so thought I'd just point it out.

Overall the brief is interesting, accessible and attractive - just what we want for the website!

I look forward to seeing the options you work up.

All the best


Colin

---

Colin Neilands

**Communitus** - *learning together for change*  
[www.communitus.co.uk](http://www.communitus.co.uk)

**NR** Nathan Redpath  
Tue 10/11/2020 17:33  
To: colin.neilands@communitus.co.uk  
Cc: Matthew Watt; Mulrone, Claire



 FALNI Brief Amended\_compr...  
3 MB

2 attachments (4 MB) Download all Save all to OneDrive - Uster University

Hi Colin,

Hope you are well, please find the amended pitch document below with the changes we discussed last week.

I have also attached the GIF as it does not play through the PDF.

Thanks  
Nathan

**CN** Colin Neilands <colin.neilands@communitus.co.uk>  
Tue 10/11/2020 18:52  
To: Nathan Redpath  
Cc: Matthew Watt; Mulrone, Claire

Thanks for this Nathan. I'll forward to Sandra and Trevor too so they can see the results of our choices. Looks good to me. I'm already thinking of slogans like - Moving Forward with FALNI!

So the prices seem remarkably cheap (which is great of course). Just £2 a month for 6 months and then £4 after that. So the upfront payment will be what - £36 for the year? Do you know what sort of contract you enter into - yearly renewal or a commitment to a minimum of 3 or 5 yrs? When do you need this payment and how do I arrange to pay? (or is that a question for Claire?).

This is all very exciting. Oh and I love the gif

Colin

---

Colin Neilands

**Communitus** - *learning together for change*  
[www.communitus.co.uk](http://www.communitus.co.uk)

**NR** Nathan Redpath  
Thu 12/11/2020 12:20  
To: colin.neilands@communitus.co.uk  
Cc: Mulrone, Claire; Matthew Watt

Hi Colin,

Just an update on what we will need from you in the coming week or two.

1. As for your enquiry about Wordpress it comes to 12-month contract, paid monthly, the first 6 months are £2/mo excluding vat then £4/mo excluding vat after that so resulting in £36 excluding vat first year. Each year after that is £48+£16 excluding vat for hosting and the domain. This includes 10 email accounts. We can arrange a call where we can talk you through purchasing the package?
2. We are coming to the stage where it would be good to get content for the site, if you could provide us with a list of your partners you want on the site, images to be included on the site and merchandise, some learner stories, any upcoming with a description and location, details for an about me section and other content that is relevant, such as the slogans you were thinking off etc
3. The company reference number.
4. A copy of the most recent annual report (PDF).

Nathan and Matt

**CN** Colin Neilands <colin.neilands@communitus.co.uk>  
Thu 12/11/2020 15:18  
To: Nathan Redpath  
Cc: Mulrone, Claire; Matthew Watt

Hi Nathan

Thanks for the clarification around the costs of the site - really good price! Yes we probably do need a chat about the actual purchase as it is one of our member orgs which manages our finances and I'll need to be able to give them direction. Next Weds is fairly clear for me.

We're not a registered company and don't produce annual reports.

I've sent Claire the best of the photos that I have and I've put out an appeal for some more.

I'll set aside some time next week to produce content for you.

Many thanks

Colin

---

Colin Neilands

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[www.communitus.co.uk](http://www.communitus.co.uk)

Colin Neilands <colin.neilands@communitus.co.uk>  
 Fri 20/11/2020 16:12  
 To: Matthew Watt; Nathan Redpath  
 Cc: Mulrone, Claire

FALNI WEBSITE INFO.docx  
 16 KB

Case Study Collection.docx  
 143 KB

2 attachments (159 KB) Download all Save all to OneDrive - Ulster University

Hi Guys

I've tried to pull together various bits for you. Probably not complete at this stage but then more content will probably occur to me once the site is up and running.

I've only given a small number of members at the moment as it occurs to me that it is best to check that members are happy to be listed and linked - Claire, I'm assuming UU will be ok or should I narrow that Angela's dept (can't recall at the moment what it's title is)? I would be pretty confident of those I've given you but I'll do a mailshot to check with others.

I've attached a bunch of case studies that we collected a few years ago - that's what they should be called and not learner stories. We're gathering more at the moment for a publication but I should be able to add them later.

Other than the photos I've already sent Claire I've no more to offer at the minute I'm afraid.

Hope this will get you started - come back to me if you've other requests.

Good luck

Colin

--

Colin Neilands  
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Reply | Reply all | Forward

Colin Neilands <colin.neilands@communitus.co.uk>  
 Sat 21/11/2020 14:47  
 To: Nathan Redpath; Matthew Watt  
 Cc: Mulrone, Claire

Hi Guys - rather than list members (which as I was implying could be a hassle re permissions etc), I've decided it would be better to have organisations listed under Key Stakeholders. I'll get you a fuller list asap.

Cheers

Colin

--

Colin Neilands  
**Communitus** - learning together for change  
 www.communitus.co.uk

Mulrone, Claire  
 Thu 26/11/2020 12:04  
 To: colin.neilands@communitus.co.uk  
 Cc: Nathan Redpath; Matthew Watt; Hickey, Adrian

Colin

Just in class with the students. We have 2 final weeks to build of you new website.

Matt has spent the last few days exploring and trying different free theme but we've come to the conclusion we need to buy a word press theme that has all the functionality you need for your site, along with the domain name and the hosting.

Once they have identified this they will be in contact re the purchase and we can take you step by step through the purchase of these three elements using TEAMS. It goes without saying the students will look for the best value for FALNI.

The students will send you an email this afternoon with all the details. Any queries come back to me.

Kind regards  
 Claire

Colin Neilands <colin.neilands@communitus.co.uk>  
 Thu 26/11/2020 12:32  
 To: Mulrone, Claire  
 Cc: Nathan Redpath; Matthew Watt; Hickey, Adrian

FALNI WEBSITE INFO.docx  
 17 KB

Screendumps.docx  
 287 KB

2 attachments (303 KB) Download all Save all to OneDrive - Ulster University

Claire

I had assumed things were proceeding with the domain I'd purchased - I sent an email last Friday and another with lots of content stuff (see attached Screendumps). I don't know why you haven't received them. So sorry about that but I was acting in good faith that the info was with you and all was proceeding. I apologise Matt and Nathan that you are now under more time pressure.

I bought falni.org and the basic package you recommended. I made the purchase myself as the simplest arrangement so log in uses my email, the password is [REDACTED] and you need my postcode as well which is [REDACTED]

Attached is a folder with I think all you requested. After I'd prepared it (and I thought sent it to you) in conversation with others I've decided that we don't have a list of members but rather a list of Key Stakeholders - and I promised to send a fuller list of those (I hope to do that later today). Not sure if I will get any more photos other than the ones I'd sent to Claire before.

I hope you receive this email ok. Claire - I think we once had email difficulties in the past with UU putting me into spam/junk.

Please let me know that you receive this ok.

Colin

---

Colin Neilands  
**Communitus** - learning together for change  
 www.communitus.co.uk

Mulrone, Claire  
 Thu 26/11/2020 13:19  
 To: colin.neilands@communitus.co.uk  
 Cc: Nathan Redpath; Matthew Watt; Hickey, Adrian

Thanks Colin

I received this email. I will liaise with the students to clarify this and move this forward ASAP. Hopefully we will have the theme identified this afternoon.

we will also identify free stock pics which we will send to you for your approval before they would go on the web site.

Kind regards  
 Claire

Nathan Redpath  
 Thu 26/11/2020 13:40  
 To: colin.neilands@communitus.co.uk  
 Cc: Mulrone, Claire; Matthew Watt; Hickey, Adrian

Hello Colin

We received information in the form of word documents and have been working through solutions, we did not receive any log in details for the WordPress site, so I think that's where the confusion is. We have the details now moving forward.

Furthermore, we have identified a theme of the back of this morning's meeting, this will allow us to build the site

<https://theforest.net/item/happy-events-holiday-event-agency-planner-events-wordpress-theme/18939852>

If we can get on a call before the end of tomorrow to purchase this that would be great or if you feel confident enough to buy it and provide the details that would also work.

Matt and Nathan

---

Colin Neilands <colin.neilands@communitus.co.uk>  
 Thu 26/11/2020 15:24  
 To: Nathan Redpath  
 Cc: Mulrone, Claire; Matthew Watt; Hickey, Adrian

Hi Guys

I'm glad contact is restored - odd whatever happening to Friday's emails.

I'm sure this theme is great - not something I can judge and I'm happy to be led by your research.

I guess I'd go for a 12 month option - might as well save a few dollars!

Should the purchase be straightforward? If it's just a purchase like that for the domain I'm happy to buy it today and supply you with the details - or do you anticipate something more complex that would need you to guide me?

Colin

---

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**Mulrone, Claire**  
Thu 26/11/2020 17:54  
To: colin.neilands@communitus.co.uk  
Cc: Matthew Watt; Hickey, Adrian; Nathan Redpath

Hi Colin

Glad this has been resolved. If you're happy to go ahead and purchase the theme and share the user name and password that would be great.

The process is normally straightforward, but the students are available should you need them.  
Many thanks for giving this your immediate attention.

Kind regards  
Claire

**Nathan Redpath**  
Mon 30/11/2020 17:29  
To: colin.neilands@communitus.co.uk  
Cc: Matthew Watt; Mulrone, Claire; Hickey, Adrian

Hi Colin,

Hope you enjoyed your weekend, Matt and I have been working away to produce content, we have hit a point now where we are implementing images onto the site and the print content. We are currently mocking these up with the images proposed in the pitch document. Just checking in that are you happy for us to do this or if you have acquired any images you want us to use instead?

(As stated, the images we have so far are not high enough quality so should avoid using those)

Nathan

**Colin Neilands <colin.neilands@communitus.co.uk>**  
Mon 30/11/2020 17:49  
To: Nathan Redpath  
Cc: Matthew Watt; Mulrone, Claire; Hickey, Adrian

Hi Nathan

I think you need to go ahead with your own images if the photos I'd supplied are not of high enough quality. You need to produce the best possible product for your assignment.

This does raise an issue though for the site's future, as the photos I sent represent the quality that is likely to be available to me for future inclusion - plus the content of the photos is important to illustrate the work of the Forum. Will there be technical difficulties in my using poorer quality images? The reality is I am rarely going to have professional quality photos. Before it goes live the site will need to have at least some photos that reflect the reality of its work - too many generic photos will not accurately reflect the ethos of the organisation.

I don't want to create a problem and I appreciate you striving for the highest quality throughout, but there's 'ideal' and the what will need to be a reality from my/the Forum's perspective. So advice and how I future manage the site would be appreciated - you'll probably cringe when you see it!

Thanks  
Colin  
---

Colin Neilands  
**Communitus - learning together for change**  
www.communitus.co.uk

**Matthew Watt**  
Wed 09/12/2020 13:00  
To: colin.neilands@communitus.co.uk  
Cc: Hickey, Adrian; Mulrone, Claire; Nathan Redpath

Hey Colin,

I've completed most of the setup for the website, just doing a bit of polish around some theme specific stuff to clean up any unwanted bloat or features. It's currently in maintenance mode until we go-live but you can preview it by going to [falni.org](http://falni.org), clicking "dashboard" and entering the following details.

Username: falni-admin  
Password: same password as you've sent us previously

I've added the content that you've sent across, main thing that we're just lacking is imagery, especially for the case studies as currently I'm just using the same image temporarily. While it's technically not necessary, it will make it look a lot better. Content should be easy enough to add now and I'm in the process of making a user guide as to how to add content to each section correctly.

Feel free to give me any feedback if there's anything major that needs changed, but from what I can see so far, it should just be a case of filling it out with content.

Thanks,  
Matt

**Colin Neilands <colin.neilands@communitus.co.uk>**  
Wed 09/12/2020 14:15  
To: Matthew Watt  
Cc: Hickey, Adrian; Mulrone, Claire; Nathan Redpath

Hi Matt

Thanks for this - great to see it coming alive. We've been waiting for this for years.

A few points re the home page. The logo needs to be the one which spells out the full name, not just the acronym. Please remove the full stops after Inform, Advocate and Collaborate and can you move the words so that Collaborate isn't merging with the image? And the images in the circles are not appropriate/don't reflect what FALNI is about really. Good if final images could have more colour/vibrancy too if that's possible - looks a bit too cool/cold in terms of colours/shades.

Other points/questions - where is the live Twitter feed going? And I supplied a list of key stakeholders - where will that go? The Attend and Event and More Info buttons go somewhere I don't understand. Will there be a Contact Us button or somewhere contact can be made?

On the About Us page in the text I wrote - insert link to Reports/Resources. Not sure if this needs to be a link or not - if not, then just change the wording to say see Reports/Resources section. In the Reports/Resources page will it be possible to do more than just have a list of publications? I was thinking at some stage I'd want to group reports under different heading like - International Reports, Consultations, etc.

Sorry to be raising all these points and I'd like to emphasise that the site is looking great and we're thrilled to be getting it.

All the best  
Colin  
---

Colin Neilands  
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**Matthew Watt**  
Wed 09/12/2020 14:53  
To: colin.neilands@communitus.co.uk

Hey Colin,

I can fix most of these points you've addressed. Just a few things I'll need.

For the Twitter feed, I have it set to work on the homepage, but I will need an API key and token from Twitter, click here [Twitter Functionality - CMSMasters Official Website](#) to see how to get a hold of an API key. You should only need to follow the second and third image instruction.

The images on the front page, this can be changed but I will need imagery for what you'd like in these circles. The colours are the same colours as the font, but this could be changed to the green or teal colour if you'd prefer.

The reports and resources page is just a standard WordPress page with a WYSIWYG (like what you have when making word documents and emails), so you will be able to customise this however you like and there are different "blocks" that you can put on the page to separate content or you can use different headings etc. I'll be giving some basic instructions on how you can use this, but it should be self-explanatory.

Thanks,  
Matt

**Colin Neilands <colin.neilands@communitus.co.uk>**  
Wed 09/12/2020 15:09  
To: Matthew Watt  
Cc: Hickey, Adrian; Nathan Redpath; Mulrone, Claire

Hi Matt

I realise I've fed back to Nathan already around the images as the issue arises for pop-ups also.

Just to check re Twitter - do you mean follow this instruction?  
**We recommend you to register new twitter API keys for your domain. To generate new keys please proceed to <https://apps.twitter.com/> and log in using your Twitter login data, then click on the Create New App button and fill in the form.**

Colin  
---

Colin Neilands  
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**Matthew Watt**  
Wed 09/12/2020 15:11  
To: colin.neilands@communitus.co.uk  
Cc: Hickey, Adrian; Nathan Redpath; Mulrone, Claire

Hi Colin,

That's exactly it. After that, if you could follow the second image and paste the relevant info into the text boxes and it should be good to go.

Thanks,  
Matt

**Colin Neilands <colin.neilands@communitus.co.uk>**  
Wed 09/12/2020 15:35  
To: Matthew Watt  
Cc: Hickey, Adrian; Nathan Redpath; Mulrone, Claire

Is this what you need?  
<a class="twitter-timeline" href="https://twitter.com/home?ref\_src=twsrc%5Etfw">Tweets by home</a> <script async src="https://platform.twitter.com/widgets.js" charset="utf-8"></script>

Colin Neilands  
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www.communitus.co.uk

**Matthew Watt**  
Wed 09/12/2020 15:49  
To: colin.neilands@communitus.co.uk  
Cc: Hickey, Adrian; Nathan Redpath; Mulrone, Claire

It was a different thing I needed but I'm using an embed in the similar way you gave me, and it seems to be working fine.

**CN** Colin Neilands <colin.neilands@communitus.co.uk>  
Wed 09/12/2020 15:51  
To: Matthew Watt

Graet


**CN** Colin Neilands <colin.neilands@communitus.co.uk>  
Wed 09/12/2020 17:36  
To: Matthew Watt

I see there is search in Case Studies and News - might eventually be useful in Reports/Resources also

---

Colin Neilands  
**Communitus** - learning together for change  
www.communitus.co.uk

**CN** Colin Neilands <colin.neilands@communitus.co.uk>  
Wed 09/12/2020 19:07  
To: Nathan Redpath; Matthew Watt



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Hi Nathan/Matt  
I've looked at Unsplash and have found a few images that could work - I'll send by WeTransfer. A lot of the images on there are very American - is there a UK alternative? If the quality is good enough for the website then images from my own photos would be preferable as they are more 'real'. In the About Us page I see you have boxes explaining the three core concepts (which is great) - could the spaces opposite these take the attached photos as they perfectly illustrate the three ideas? Maybe quality isn't good enough?  
Cheers  
Colin  
---

Colin Neilands  
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www.communitus.co.uk

**NR** Nathan Redpath  
Wed 09/12/2020 22:10  
To: colin.neilands@communitus.co.uk; Matthew Watt

Hi Colin,

I think it may best to press on with the images you have provided if they are more real, I understand what you mean, that unplash feels very American and we want to represent FALNI as best as we can. As you have seen we have provided a photography guide to help you produce better quality in the future it should allow for easy swapping of images on the site easily. I will provide the print versions with your images on them in the final production as ultimately, we want it to feel like FALNI!

Nathan

**NR** Nathan Redpath  
Fri 11/12/2020 15:28  
To: colin.neilands@communitus.co.uk  
Cc: Matthew Watt; Mulrone, Claire

Hi Colin

Just completing the handover and all over the documents included in the production pack. I know Matt has some images to upload and they should be done before the end of today.

Again it has been a pleasure working with you and we wish you all the best for the future!

I will have sent a WeTransfer with the document.

Nathan

**CN** Colin Neilands <colin.neilands@communitus.co.uk>  
Fri 11/12/2020 19:46  
To: Nathan Redpath  
Cc: Matthew Watt; Mulrone, Claire

Thanks for this Nathan. Great that the pop-ups can be made using our images - even if I do appear in two of them!! lol They will probably be amongst the first things we'll get made up.

Thanks for the Word Press handbook too. I assume I'll get an instruction or link to use for how to log into the 'backroom' to do this editing?

I look forward to seeing Matt's finished website too.

Honestly I've been wanting these materials for years and I can't thank you and Claire enough.

All the very best to you both.

Colin  
---

Colin Neilands  
**Communitus** - learning together for change  
www.communitus.co.uk

**Mulrone, Claire**  
Mon 14/12/2020 11:16  
To: colin.neilands@communitus.co.uk  
Cc: Matthew Watt; Nathan Redpath; Hickey, Adrian

Good morning Colin

As you are aware the students uploaded their final media outputs on Friday 11<sup>th</sup> December. Once this course work has been marked over the coming weeks I will provide you with a pen drive with a copy of all of the media outputs together with all of the guides.

Instead of the End of Year show we usually have on campus, Adrian and I will create a social media campaign in January to celebrate the work of the students for the Science Shop partners this year. We'll let you know when this is happening and include you in the posts across our social media platforms.

Adrian and I would like to take this opportunity to thank you for engaging with us this year, thanks for supporting and encouraging the students. This has been a very challenging year to deliver real life connected learning online, but we're very happy with the quality of the work the students have created, it's been a very rewarding experience.

We hope you are happy with the final media outputs and we wish you a restful and peaceful Christmas.

Claire & Adrian

**CN** Colin Neilands <colin.neilands@communitus.co.uk>  
Mon 14/12/2020 11:26  
To: Mulrone, Claire  
Cc: Matthew Watt; Nathan Redpath; Hickey, Adrian

That's great Claire. Nathan shared what he's done and I'm delighted with it all, especially the pop-ups which will be great to have once we can do live meetings again. Looking forward to seeing the website too. Will it be live before we have our Working Group meeting on 7th Jan?  
Many thanks for this opportunity and I would certainly recommend it to others.  
Colin  
---

Colin Neilands  
**Communitus** - learning together for change  
www.communitus.co.uk

**MW** Matthew Watt  
Mon 14/12/2020 12:12  
To: Mulrone, Claire; colin.neilands@communitus.co.uk  
Cc: Nathan Redpath; Hickey, Adrian

Hi Colin,

In the document detailing how to use WordPress, I have detailed instructions on how to turn off maintenance mode which will then make your site public. This is really to be done at your discretion whenever you feel like the site is finished and has enough content to go live.

It would also be helpful to go through the guide and if anything is missing from it that you would need, just give me a heads up and I can get that information back to you this week before we finish at the end of the week.

Thanks,  
Matt


**CN** Colin Neilands <colin.neilands@communitus.co.uk>  
Mon 14/12/2020 12:33  
To: Matthew Watt  
Cc: Mulrone, Claire; Nathan Redpath; Hickey, Adrian

Ok Matt - so I guess I just access the site following the instructions you gave before for the 'draft', sorry I should have thought of that. I'll go have a look and I'll get back to you if there's anything further I might need to maintain and grow what you've built.

Thanks once again.

Colin



 Colin Neilands <colin.neilands@communitus.co.uk>  
Mon 14/12/2020 17:11  
To: Matthew Watt  
Cc: Mulrone, Claire; Nathan Redpath; Hickey, Adrian

Hi Matt

Don't think I'll go live quite yet - I'd want to put up at least one item for News so that is current - I'm also starting to wonder if the Twitter feed would be best there as it is really News too. Hopefully not too difficult to change where the Twitter sits.

Speaking of Twitter is it possible to get the Twitter logo on the homepage - that's fairly common I think?


There were a couple of other things that I'd mentioned to you last week that hopefully will be straightforward for me to do before going live. One is to change the Members section to Stakeholders and add in the fuller list. The other is to make sure there is a means for people viewing the site to Contact us.


That also reminds me that I think you said there should be some email addresses that would come with the site - so I could become [colin.neilands@falni.org](mailto:colin.neilands@falni.org) - is that possible and how do I go about setting that up?

If you can offer some pointers that would be great.

Many thanks

Colin

 Colin Neilands <colin.neilands@communitus.co.uk>  
Thu 17/12/2020 19:14  
To: Matthew Watt  
Cc: Mulrone, Claire; Nathan Redpath; Hickey, Adrian


 FALNI WordPress Handbook...  
224 KB

Hi Matt

I've looked again at the Wordpress Handbook (attached) you created that was in the zip folder Nathan forwarded, but I don't see any reference to emails. As I said in the earlier email I thought some would come with the web package. Do I need to purchase these in addition? It would be really useful to have a falni email address. Maybe it's obvious what I should do, but I'm a bit of a novice.

Sorry to bother you when you're winding down.

Colin

 Matthew Watt  
Thu 17/12/2020 19:34  
To: colin.neilands@communitus.co.uk  
Cc: Mulrone, Claire; Nathan Redpath; Hickey, Adrian


Hi Colin,

Here's a link on how to create emails in IONOS, it is included in your WordPress hosting package.

[Creating an IONOS Email Address - IONOS Help](#)

It's very simple to do so you shouldn't have any issues.

Cheers,  
Matt

 Colin Neilands <colin.neilands@communitus.co.uk>  
Thu 17/12/2020 19:41  
To: Matthew Watt  
Cc: Mulrone, Claire; Nathan Redpath; Hickey, Adrian

Thanks Matt. Simple is good!!

Colin



# FINAL THOUGHTS

## THE PARTNER AND THE BRIEF

The Forum for Adult Learning was a great partner to work with. The communication with Colin was exceptional and was very prompt to get back to us when we had queries, stopping us from getting blocked and not able to progress further. I feel the brief overall was constructed efficiently and effectively. It was received well by FALNI and was given appraisal in the feedback. The brief effectively showed off our extensive research in each of our chosen areas and communicated it well to the client. With the limited knowledge we had on FALNI due to lacklustre amounts of existing resources and materials on the topic, it was a very hard brief to put together. Even after the brief, we were still quite confused about the true nature and specifics of how and what FALNI is. Through constant communication with the client, it is something that was well established towards the pitch.

## DESIGN IDEAS

Being able to create visually appealing designs with a name that is very long proved a challenge. Original ideas which I thought would be great like a mortarboard turned out to be unsuccessful as Colin and Claire made it very clear that that was not what FALNI was about and that it needed to represent everyone and not just university students. This would almost seem like it would be easier due to the lack of a specific target audience and a more general logo, but it proved to be even more difficult as you had to think outside the box to present abstract ideas in a visually attractive and simplistic manner.

Once the designs started being created together on Figma, it was clear that Nathan was going to take a lead on the product and general graphic designs as it is an area I'm not as experienced or comfortable in. I have been creating web designs for freelance and for different organisations outside of university so it was agreed early on that I would take a lead where that was concerned, and Nathan would take the graphic design lead.



# THE PITCH

I am overall happy with how the pitch went. We utilised Figma for the pitch and it offered a beautiful seamless document that we were able to navigate and show off our designs in. The call went smoothly and provided excellent discussion with and in amongst the clients. Overall, I felt Nathan and myself spoke clearly and got our ideas across in a well-formed pitch that represented the effort and hard work that went into it. Ultimately with small changes, we got the greenlight and it was great to be able to instantly start working on the final product without any hiccups or slowdowns.

# FINAL PRODUCTION

I am very happy with the how the final product turned out. The work we have created has been very strong especially considering how the project had a turn-around in only a few months between two people. Nathan and I both put in considerable effort and the end results and comments from Colin and the rest of the people from FALNI show a successful conclusion.

Nathan did an excellent job with the designs and the design guidelines that were given to FALNI. Even though I am somewhat disappointed that I did not get to end up doing my custom WordPress website like I hoped to, the final product still turned out attractive and fit the needs of FALNI.

From start to finish, we worked very well as a team and synergised off each other with our different individual skillsets. I never needed to chase up work or carry the group in any way. The teamwork was excellent, and communication was very clear and easy.

**“I’ve enjoyed the whole experience and it’s been very easy working with you (Nathan) and Matt. You both clearly know your stuff and you’ve been patient with someone like me with limited tech knowledge. I hope you both get excellent grades.**

**- Colin Neilands**