

Production Log

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Introduction

Intro

This module focuses on the use of skills we have developed thusfar on our University journey and to put something back into the community. We get the opportunity to work alongside a community partner utilising design to enhance their communication to the wider public. The interactive production will be defined by the community partner's needs and the process will be presented in this document.

Skills

- ↳ Adobe Illustrator
- ↳ Adobe Photoshop
- ↳ Adobe InDesign
- ↳ WordPress
- ↳ HTML
- ↳ CSS

Aims

- ↳ Work efficiently within a team.
- ↳ Use developed knowledge & skills, apply to a major project.
- ↳ Knowledge of Social Enterprise and how to apply interactive media ideas and concepts to this area.
- ↳ Develop a sustained interactive production as part of a live brief.

Creatives

Oskar Gruszewski**Web Development**

Oskar's responsibilities include the creation of the website, acquiring hosting for the site and ensuring everything is responsive and up-to-date.

Stephen McCallen**Branding & Advertising**

Stephen will work alongside myself to produce high quality design solutions for the community partner. His marketing experience is helpful.

Cody Leslie**Graphic Design**

Alongside Stephen I will produce design solutions for digital and print media to ensure that the community partner can get the best value from this.

Kilcooley Education Working Group

Our chosen community partner for this module is Kilcooley Education Working Group. They are a partnership formed to bring together various different educational organisations for Kilcooley and surrounding areas. These organisations include: Bangor Alternatives, Kilcooley Women's Centre, Kilcooley Community Forum and Kilcooley primary School.

Each organisation works closely to help people achieve their potential by offering opportunities to address educational underachievement regardless of age, sex or background. Uniquely, the organisation is new and doesn't have any presence. It was because of this that the organisation required a brand identity and website.

Meeting the Community Partner

Meeting 1/10/20

After learning about our community partner it was time to (virtually) sit down with them and learn more about what they wanted to achieve from this project. From the get go it was clear that we had picked a community partner that would let us use our skills to the fullest with little to no restrictions. It was decided that the website would be a hub with an introductory

page to inform users of each of the organisations. They wanted something fresh and new that would be enticing to users of all ages, accessibility was a clear necessity for them. As each group serves different ages and genders, this is extremely important. It was also mentioned that they serve individuals further afield of Kilcooley so we must keep that in mind. We raised the

issue that the name may be too long and they agreed that it may need to be shortened. The only area of restriction that was raised was that no political colours were to be used. Towards the end of the meeting, Evan who represents the Kilcooley Women's Centre said when asked what he thought the organisation meant to him, he said, "Removing barriers to unlock potential."

Meeting Notes

During the meeting I wrote some notes to refer to at a later date. This will come in very useful when making design decisions as it concisely outlines the general requests of the community partner. Paired with the current information we have this will definitely help to produce a more effective final product that aligns with the partner's vision.

Kilcooley Education Group

Group of different groups. # A hub.

- Newsletter, key ways of community
- This website will be a hub.
- Calendar events
- Intro page to everything they do.
- "Kilcooley Education Brand"
- Three different pitches from us.
- Hosting + Domain.
- Kilcooley Neighbourhood Renewal Partnership.
- Refresh / New, exciting, interesting.
- Young + old people. Accessible.
- Acids, not just Kilcooley. - Acids + North Down.
- Include the wider area in visuals, if possible.
- Craigavon, Portlough, needs to reflect the spread they have across the province.
- Connect social medias to website, live feed?
- Mostly Facebook, some instagram.
- Soluly about Education.
- The audience differs to each group. Females between 30-40, women's centre. Some males too.
- New Name + Tagline?
- No political colours,

Post-meeting

Following our meeting members of the community partner (Francesca, Syd and Evan) provided us with websites they like the look of. This will give us a greater understanding of what they want their final website to look & feel.

Francesca

www.workshop-ni.co.uk
www.vitra.com

Evan

www.airbnb.co.uk
www.openlearning.com
www.boostedusa.com

Syd

No preference for website look, he said he'd, "rather the students to be left to their own creativity and see what they come up with."

The Brief

Brief Intro

As part of this project each team was required to produce a brief based on the information we gathered from the meeting and independent research.

The project brief is the final stage in the process of defining the community partner's requirements for the interactive product. Within the brief we outline project deliverables, benchmarking competitors, project aims, target audience, branding and project roadmap.

Deliverables

In our brief we outlined some deliverables. This is an important aspect of a brief as it allows us to set goals and keep on track with project completion, ensuring the project is a success.

Our deliverables included:

- ↳ Branding and visual identity
- ↳ Design and development of website
- ↳ Website domain
- ↳ Website & email hosting
- ↳ Website administrator support

Benchmarking

Benchmarking consisted of reviewing a range of organisations within a similar sector to Kilcooley Education Working Group. It turned out to be a helpful exercise to understand areas in which we could ensure the final website will be able to compete with organisations in the same sector. We identified a total of 10 similar organisations and curated them onto one Excel spreadsheet.

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

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

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

Benchmarking Breakdown

In first was Oasis Community Learning. Their website was the best example of contemporary design and felt very polished. The only areas this website fell short in was no email newsletter or FAQ section. In second was Education Group, they also presented great design and felt very fresh in comparison to the others. However, the website lost points due to not having a search functionality and not

supporting multilingual users. In third place was Northern Regional College. Their website was again a good example of contemporary website design. They made their target audience clear and their general tone of voice was enticing. Unfortunately, their website done poorly in regards to a slow load time of 2.2s. As well as this they did not have an email newsletter and did not

support multilingual users. As a whole, this benchmarking exercise allowed us to identify various areas of good and bad practice in all websites. None of the chosen websites reached perfection which means there is more than enough room for improvement. If completed successfully, Kilcooley Education Working Group's website could be the leader in the field.

Aims, Audience & Platform

Based on our meeting with the community partner and additional research we were able to outline the aims, audience and platform for this project. The aims for this project were as follows:

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

↳ Fully responsive and accessible website.

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

Knowing your audience is vital to ensuring user engagement

If we don't understand the audience, we will not be able to meet the deliverables

At the heart of Kilcooley Education Working Group is a wide audience of people from children to adults.

They promote a message of

inclusivity in which they support people of all ages regardless of sex or background. Although an education group, they also provide projects to residents dealing with poor health/wellbeing.

Imagining a creative outcome is one thing, but without a platform it is difficult to start building. As a result of this and the emphasis on accessibility from the organisation, the site

will be created with users of all abilities in mind. To support this, the website will need to be responsive and contain a CMS (Content Management System) that enables the website admin to easily keep the website up-to-date with content. Although we would've liked to create a site from scratch, we decided to use WordPress thanks to its ease of use and great customisation abilities.

Branding, Look & Feel

Previously mentioned was that we felt the name of the organisation was too wordy. From our meeting the community partner agreed that this was open for creative input. As an organisation that has big ambitions that spread further than the area of Kilcooley we collectively agreed that a name change or alteration would be beneficial. Our reasoning behind this was that it would help facilitate potential expansion of the organisation

in the future. To compliment the brand we wanted the look & feel of the website to be modern and user friendly utilising simplicity throughout. This is a vital element as it will keep users engaged and avoid friction that often turns users away. From our meeting with the community partner we also gathered that they would like some sort of events calendar that users can learn more about upcoming events and get involved.

Project Budget

The budget for the organisation wasn't massive - merely enough to purchase the domain and hosting for the website. However, we did agree to create design elements for the organisation that they could use in the future if they do get further funding. This includes business cards, pop-up banners, bus-stop advertisements, designs for social media etc.

Project Roadmap

A project roadmap is extremely important as it allows us to keep track of strategic objectives. As a whole, it will help the project run as smoothly as possible.

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

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

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

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

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

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

↳ Upon approval of the final design direction, requested changes applied, website development can begin.

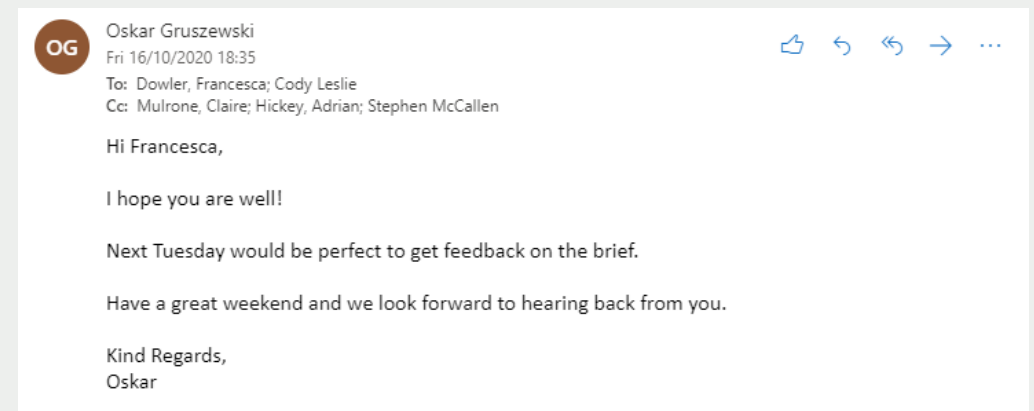
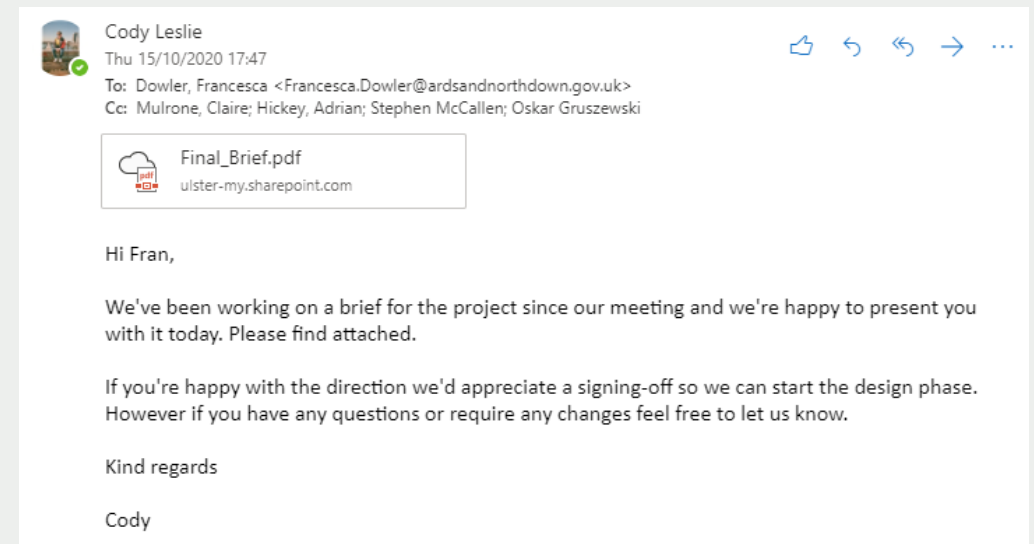
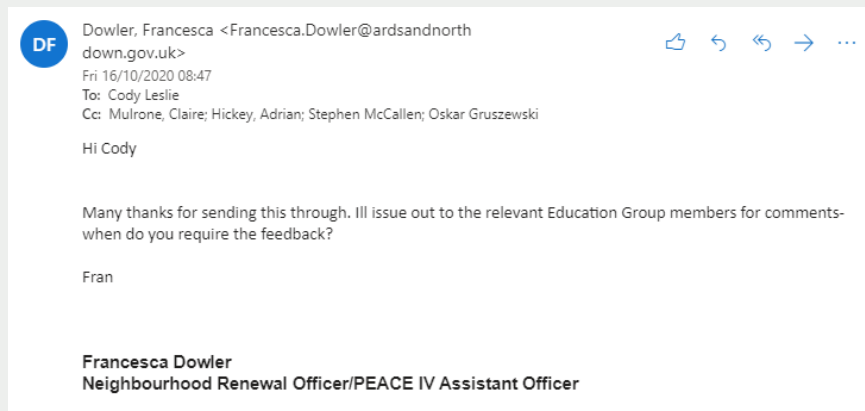
↳ The creation of social media assets to support the organisation in preparation for rolling out their new visual identity to the public.

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

Partner Briefing

15/10/20

Now that we had created a cohesive brief it was time to send it to the community partner. We worked as a team to provide the partner with an ideal deadline for feedback so we could stay on track.

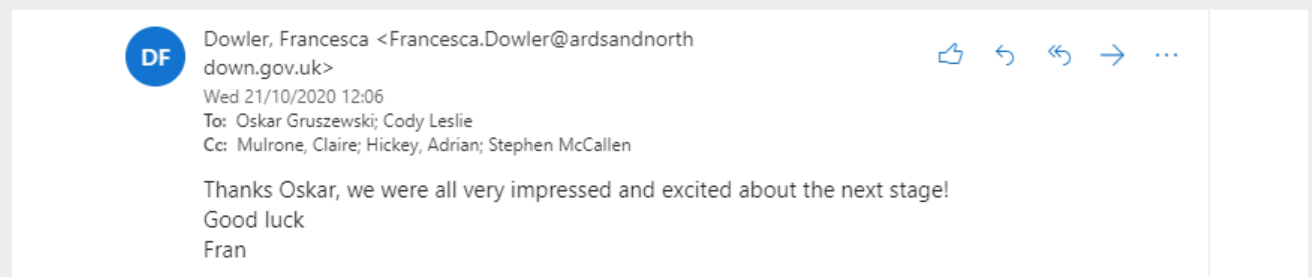
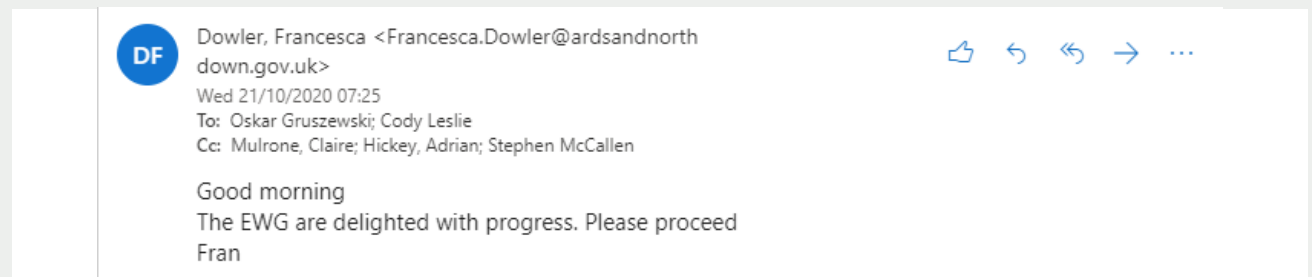
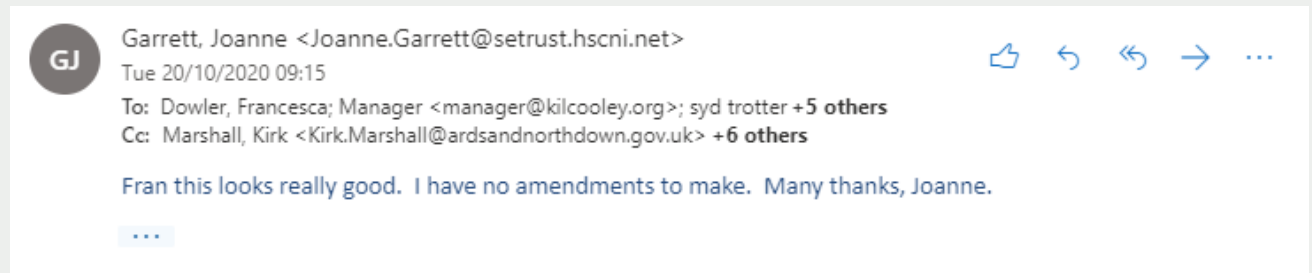


Brief Feedback

Brief Feedback

Following sending the brief to the community partner on the 15th October 2020 we requested feedback in order to ensure they were happy with our direction for this project. This helps us amend any mistakes or confusion we may have gathered from our meeting with the partner. This makes sure that the project will have the best chance of being successful.

We promptly received feedback from the community partner and one other member we hadn't spoken to. Brilliantly they didn't require any changes and were happy with our direction.



Initial Ideas

Initial Ideas

I was excited to start this project as the community partner required a logo as well as a brand identity. To begin projects of this nature I normally begin sketching logo ideas to try and get everything out in the open. I wanted to create something that utilised the letter K. However, I felt as the group may change their name in the future it would be better to create something more abstract. I thought the letter K looked like a book opening, so this is where I focused my attention.



First Logo



My first logo was based on the idea of an open book. Also as I felt the name of the organisation was too long I thought I would try creating a more marketable name. I had the idea of 'Arnodo' to symbolise the wider area of Kilcooley known as Ards & North Down. This is where the A

shape came from, however I felt even if the name wasn't suitable the logo was abstract enough to garner it's own meaning. For example, instead of a letter A it could be an upwards arrow to symbolise growth and improvement. My original idea felt very sharp which is why I



chose the font 'Semplicita' as it matched. However, I decided to round the edges and choose a font known as Fenwick to match. I also removed the tagline as I generally find these to be distracting. I definitely feel that this is an improvement.

Second Logo



My second logo was effectively identical to my first, however, I felt the name Arnodo may not be suitable so I tried it with 'Kilcooley Education' instead. Although this worked, I didn't think there was enough of a connection between the logomark and logotype.

So, I rotated the first logo 90 degrees and I thought it resembled the letter K. Thus, I kept this logo idea to bring into our meeting with Adrian and Claire. For this logo I utilised the same font as my original idea, Semplicita Pro. I really liked how this one looked.

Third Logo



This logo idea was my way of trying something completely different from the other two. Again, this logo used the name Arnodo as I was struggling to come up with ideas for Kilcooley. I felt a brain would be a suitable symbol for the

organisation as it is something I consider related to education and wellbeing. It is pretty abstract but I liked the way the lines form the letter A and represent the activity in the brain. I used the same font as

my updated first idea 'Fenwick' which I felt matched pretty well. However, I wasn't overly happy with this logo as I felt when reduced to a smaller size the lines become lost and generally make the mark less effective.

Class Pitch

Class Pitch

We as a group pitched our three ideas to Adrian and Claire, explaining our thinking behind the logos. This meeting turned out to be quite fruitful as it ended up sparking some new ideas. Although Adrian and Claire weren't too keen on the idea of changing the name to Arnodo, Kilcooley Education

was suitable and I was happy with that. Additionally, we collectively felt my first logomark was the strongest out of my three options. Furthermore, Adrian and Claire suggested we attempt to create a logo perhaps based on the geographical area or landmarks such as Kilcooley Wood.

Revised Idea 1

As previously mentioned, our class pitch ended up being quite fruitful. I decided to scrap my second and third logo idea and narrow down on my first idea. Claire mentioned in our meeting that it looked like a butterfly. Although I agreed, it gave me an idea to try and create a logomark of an actual butterfly. Adrian mentioned inverting to letter Ks which I

thought was interesting and tried to pursue this idea. I really liked how this logomark turned out as it took quite a bit of work to do so. I actually quite liked the combination of the logomark and logotype (Bree) as it felt very friendly. It also achieved something I always try to do in logo design, the ability to remain clearly visible at small sizes.



Revised Idea 2

As I mentioned previously, in our class pitch Adrian and Claire suggested the creation of a logo based on the geographical area such as Kilcooley Wood. This gave me the idea to create a logo based on a tree to symbolise the tree of knowledge. I felt this would be suitable as it would symbolise the organisation

quite well. Creating this mark turned out to be quite easy as I took the wings from the butterfly logo and altered them slightly to create the shape of a tree. I liked this direction as it maintained the inverted letter Ks as shown in the previous logo. Similarly to the last logo design, it also achieves scalability.



Revised Idea 3

This revised logo idea was one that I wanted to attempt aside from the notes from our class pitch as it can sometimes help my creativity flourish. I noticed in my initial sketches that there was a logo with a pencil and open book in the shape of a letter K. However, I felt my original sketch wasn't great

so I decided to simplify it to ensure my intention was clear. This logo is more illustrative than I normally suggest. It was because of this that I felt it wasn't as strong as my previous ideas. Again, similar to initial third logo idea, when reduced to a smaller size it begins to get lost.



Revised Idea 4

This logo idea actually was my first and was presented in my initial ideas. However, from the feedback I gathered from my fellow group members it seemed the consensus was that this was their favourite. I think it resonates with everyone because it isn't blatant about what it symbolises - it allows the viewer to draw from their own imagination which I feel

is quite powerful. Again, it achieves scalability which is a vital part of logo design and ensures timelessness. I chose a shade of yellow that would have a decent contrast with white as this can be an issue with the colour yellow. It is also friendly and positive, however it may be a difficult one to work with.




Partner Pitch


Partner Pitch

3/11/20

The pitch to our community partner took place on the 4th November 2020 on Microsoft Teams and in attendance were representatives for the organisation: Francesca, Stephen and Syd. Also in attendance was Claire, Oskar, Stephen and I. In this pitch


meeting we each presented our chosen creative direction for the project. This included our designs and theoretical thinking behind each. As it was online it was a different experience, but I feel that we were all able to express our thinking very well.

 **Mulrone, Claire** sent a meeting request

**Mulrone, Claire**
Tue 03/11/2020 14:27
To: Dowler, Francesca; syd trotter; Evan Fleming <evan@kilcooleywomenscentre.co.uk> +3

Microsoft Teams meeting

Join on your computer or mobile app
[Click here to join the meeting](#)



[Learn More](#) | [Help](#) | [Meeting options](#)

Logo Idea Full Colour

For the pitch I decided to proceed with my initial logo idea instead of the butterfly for the same reasons mentioned previously: abstractness and the ability to allow the viewer to draw from their own imagination as to what it symbolises. This is what I envisage for the main logo in full colour.



Logo Idea One Colour

I always like to present my logos in one colour, as previously mentioned this is normally where I start. My reasoning behind this is that some logos look good but don't work in one colour - this is my way of avoiding that. As a whole I feel my logo works well in one colour, making it a strong logomark which could only be beneficial for the community partner.



Exploring Colour

Colour is an extremely important aspect of brand identity design. However, I normally leave it until last as I prefer to create logos in one colour to begin with. For this project colour is of particular importance as we are unable to use colours that could be considered political (red, blue, green, orange). I found this challenging because most of the colours I felt suited the organisation could be

considered political. I referred to studies we carried out in first year that introduced us to colour theory. This is effectively the way in which colours can trigger emotions, for example Red tends to have a connotation with danger. Through this I found colours such as orange, yellow, green, turquoise, blue and indigo to be most suitable for this organisation. I veered away from orange due to political connotations and I felt

yellow would be troublesome in terms of versatility. Therefore, I had the idea of combining purple, blue and turquoise within a gradient. Normally something that was frowned upon, gradients have become more accessible in recent years thanks to increasing digital use. It also allows for versatility, with the ability to use single colours and still stay in brand.

Choosing Colour

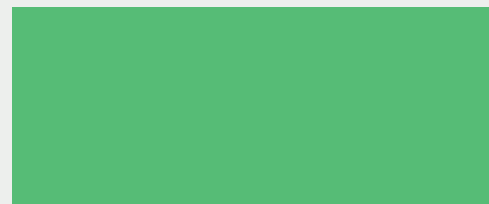
As previously mentioned I found that colours such as orange, yellow, green, turquoise, blue and indigo were most suited to the community partner. However, I felt that yellow was going to be too difficult to work with and orange was too political. Therefore, I decided to place three colours I felt worked well within a gradient as well as standalone. On the right you can see my chosen gradient and colours which I feel gives a sense of calmness.



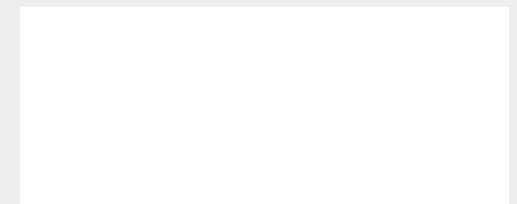
| | |
|------|----------------|
| HEX | #342876 |
| RGB | 52, 40, 118 |
| CMYK | 98, 100, 13, 4 |



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



| | |
|------|--------------|
| HEX | #5EB56C |
| RGB | 94, 181, 108 |
| CMYK | 65, 0, 72, 0 |



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

Typography

Typography is another important aspect of brand identity design. When choosing a font it is important that it suits the organisation, for example if they wanted to be playful you wouldn't use a traditional serif font or pragmatic sans serif font. Although I'm a fan of the simplistic style, I didn't feel that the organisation

wanted to convey an overly serious message. As a result, I wanted to find a sans serif font that had a balance of professionalism and character. I found a typeface known as Basic Sans and felt that it was a perfect example of this. It isn't overly serious and conveyed an openness that suited the organisation.

Basic Sans

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

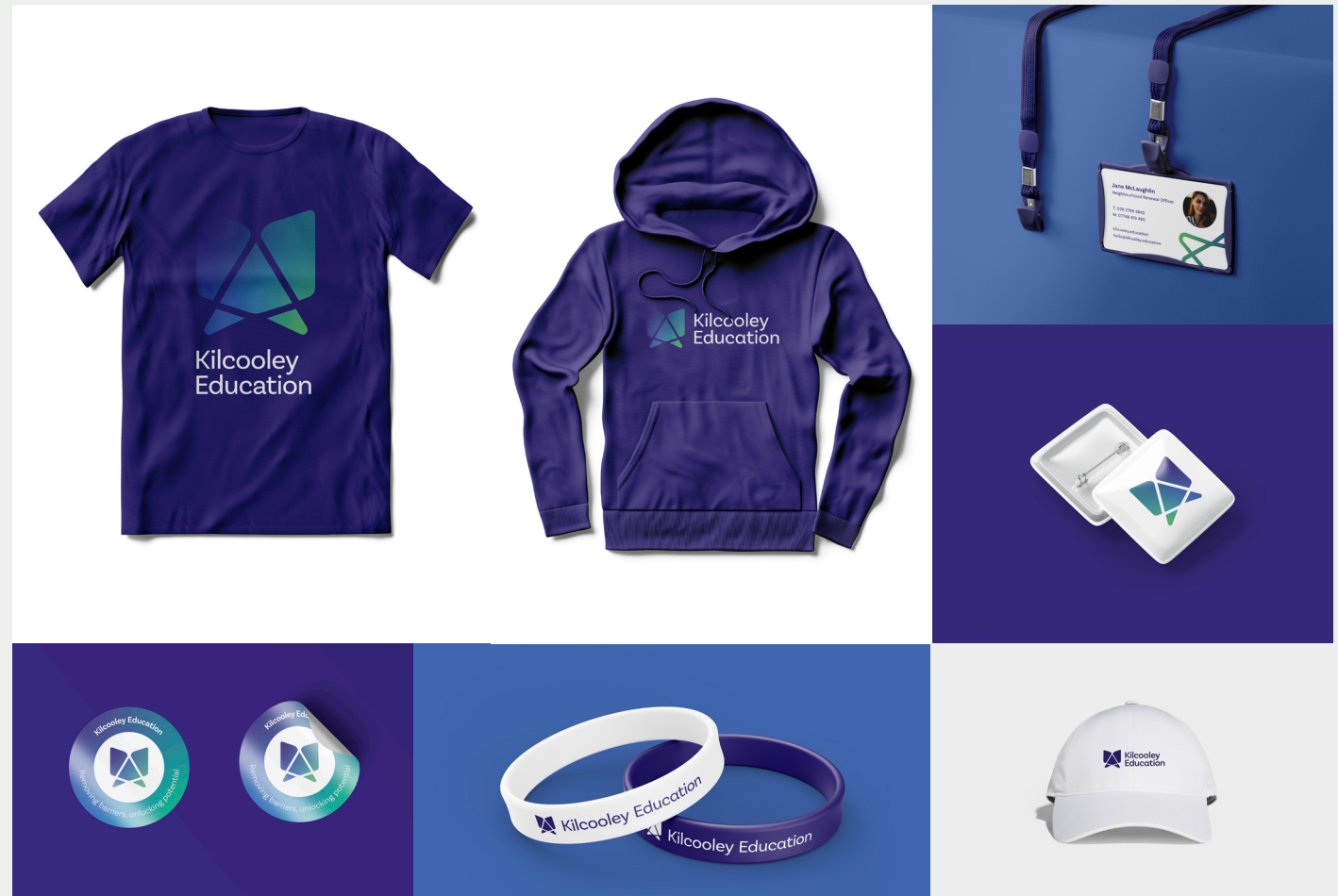
Stationery

This is where the brand identity comes into play. With the stationery I wanted to stray away from being boring and uninteresting. Whilst still maintaining a sense of simplicity and openness, I feel that these designs are visually interesting to look at and are unique enough to make the organisation stand out.



Merchandise

In combination with the stationery, this will support the organisation in building a strong brand identity. I maintained the colour scheme throughout and ensured that everything felt coherent. With this I wanted to show the strength of the logomark by presenting it by itself as well as on clothing and small format wristbands. This is a great way for the organisation to see the potential of the design direction.



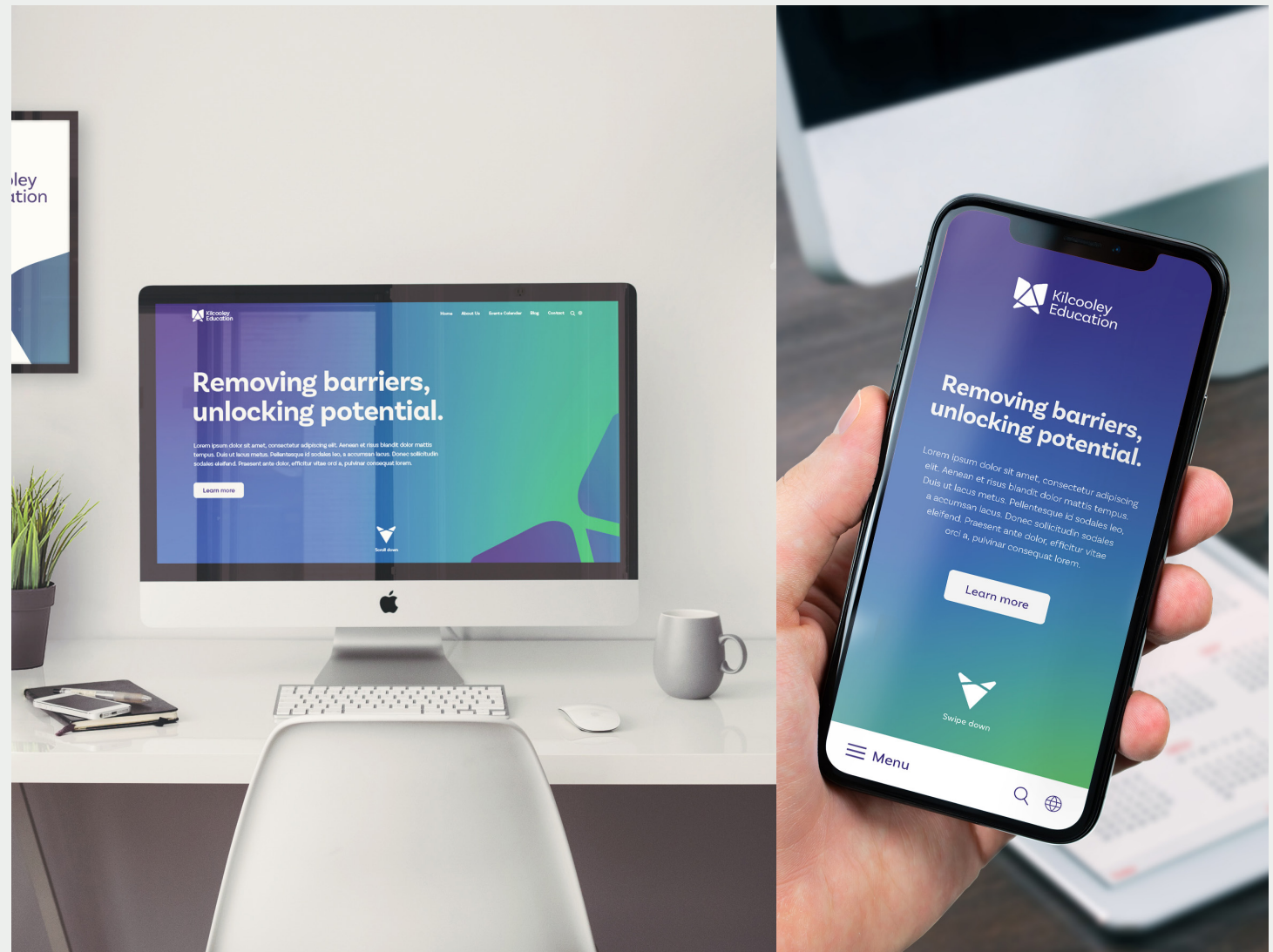
Advertising

These mockups present my idea for the advertising material the organisation could potentially utilise. As previously mentioned, the community partner does not have a massive budget. Despite this, we as a group decided to create these for use if they were ever required. In combination with stationery and merchandise, advertising will help the organisation get their name and mission out there. I feel that my designs maintain consistency and will help to support the organisation in doing this.



Website

This is a simple mockup of how I imagine the website should look if my direction was chosen. However, normally at this stage the website will probably end up looking completely different. It is common that the original mockup is to show the branding and colour scheme in action. I feel that this design again maintains cohesion with everything else which is extremely important. It also is simplistic and feels open which is something the community partner requested.



Reflection

As a whole the pitch was something I had never done before so I was extremely nervous. Generally I don't do well with speaking to a number of people at once. However, it turned out to be quite a positive learning experience as it allowed me to express my thinking behind decisions which, in turn, prior to the pitch made me think deeply about

the design decisions I should make. Overall the community partner seemed ecstatic with the work we all produced and found it difficult to pick one. As a result, we had to take note of the areas they liked/ did not like and produce a revised pitch to reflect these requests.

If I were to do the pitch again I most definitely would prefer to do it in person as I

felt the online nature of our pitch, whilst still effective, felt disconnected. I also like getting a feel for the clients' reaction which can be hard to digest from a video on a screen. That being said, for my first pitch experience it went very well and is something I'll be able to take with me into my career. A brilliant learning experience!

Pitch Feedback

**“Thank you all so much for
your hard work, it is clear to
see that you all have very
bright careers ahead of you!”**

Revised Pitch

Summary

Based on our pitch with the community partner we had to revise the pitch into one cohesive document with alterations requested by the community partner. This shows the partner that we were listening and will allow them to see how the brand will look with their input. It was decided that my logo concept would be used and the name would be Kilcooley Education with

the tagline “Removing barriers, unlocking potential.” My colour scheme would also be used, however an alteration on the green would be needed to make it more suitable. Additionally, my stationery, merchandise and marketing materials would be used in conjunction with Stephen’s simplistic no nonsense approach. Finally, they really liked Oskar’s website design and would like

us to incorporate the logo and colour scheme into it. As a whole, these changes weren’t too drastic and collectively as a group we had no issues with the requested alterations from the community partner. If anything, I feel that these changes allowed us to polish the designs and wider brand identity further leading to an increasingly effective design product.

Revised Logo

The community partner was happy with my logo design and didn't require any changes to it. For the most part it was a colour change in which I had to tone down the green so that it looked more like a turquoise shade. If anything I actually believe this change made the design look better.



Revised Colour

As previously mentioned we were requested to avoid colours that may have political connotations. Although I thought the colour of green I chose would be fine, it turned out to be an issue. This wasn't a problem and again as I said before, it turned out to be a positive change that didn't affect the integrity of the designs as you will see in the following pages.



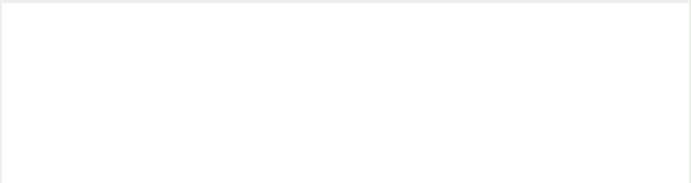
| | |
|------|----------------|
| HEX | #342876 |
| RGB | 52, 40, 118 |
| CMYK | 98, 100, 13, 4 |



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



| | |
|------|---------------|
| HEX | #69C0AC |
| RGB | 105, 192, 172 |
| CMYK | 60, 0, 40, 0 |



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

Revised Stationery

For the stationery I adjusted the colour accordingly and simplified them slightly to be in line with the community partners' request to utilise the more simplistic style that Stephen's designs contained.



Revised Merchandise

The merchandise required minimal alteration, mainly just the colour. We also included a facemask this time around as it felt suitable considering the climate we're currently living in. Again I couldn't appreciate the requested changes from the community partner more. It really made the designs feel more friendly and neutral.



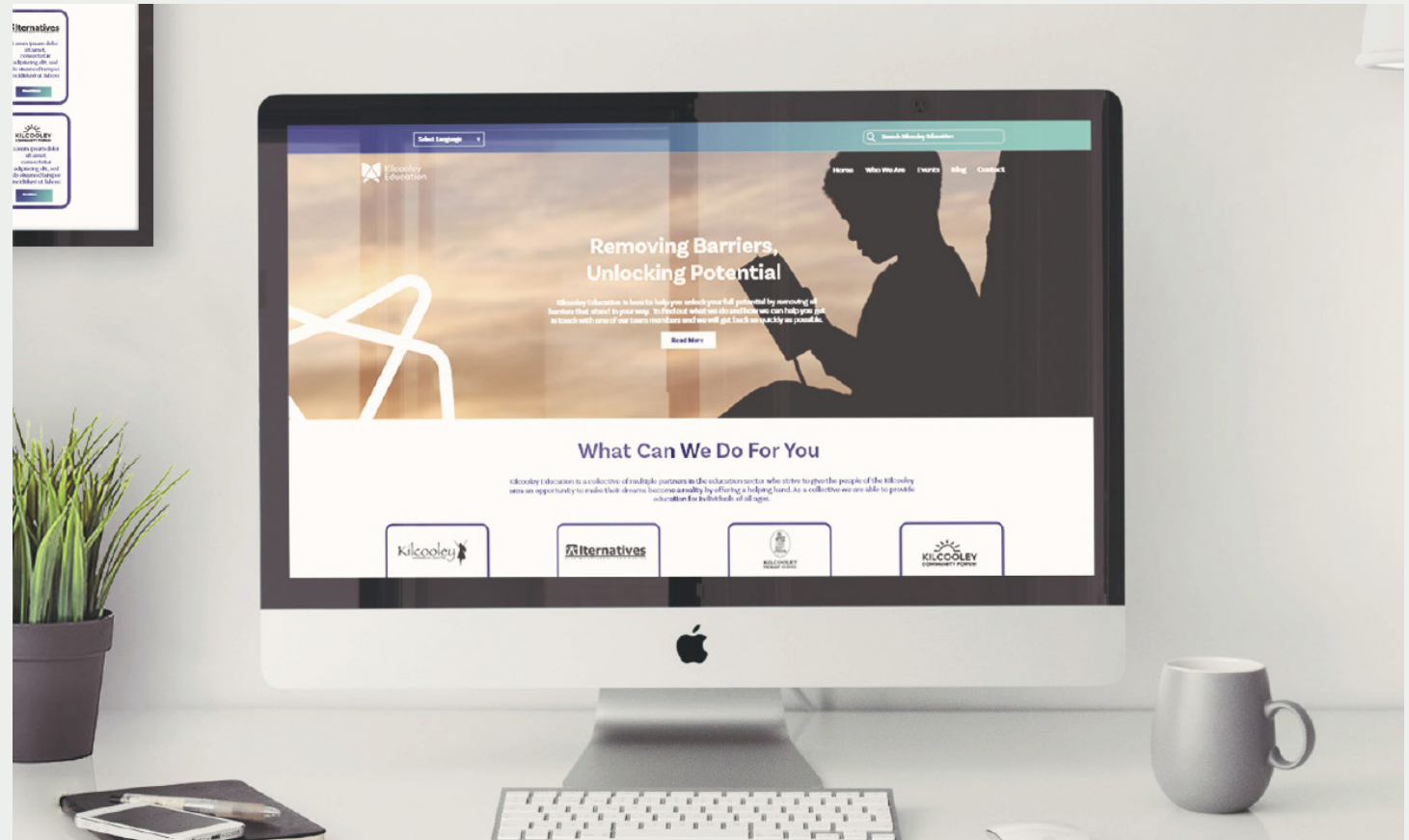
Revised Advertising

The revised advertising took inspiration from Stephen's simplistic approach. In my original idea I had included quite a lot of visual elements including pictures. However this revised version is much cleaner and its no nonsense approach is quite effective. Sometimes simple is better and in this case I think that is true.



Revised Website

The community partner was really pleased with Oskar's take on their website; unsurprisingly to the rest of the team as he is a web development wizard. For this revision we included my altered colour scheme and logo. Combined these make for a very effective website that maintains cohesion with the brand identity we conceived.



Name Change

Name Change

12/11/20

In our meeting with Adrian and Claire on Thursday 12th November it was raised that there was an issue with the name 'Kilcooley Education' as it caused some sort of conflict with a partner organisation. Therefore, the name 'Kilcooley Together' was chosen. As

a result we were required to adjust all of the design elements to reflect the name change and place them in the final pitch. We were thankful that it wasn't a major change and happily adjusted everything accordingly.

Final Works

Final Logos



**Kilcooley
Together**

Removing barriers • unlocking potential



**Kilcooley
Together**

Removing barriers • unlocking potential



**Kilcooley
Together**

Removing barriers • unlocking potential



**Kilcooley
Together**

Removing barriers • unlocking potential

Final Stationery



Final Merchandise



Final Advertising



Final Print



Final Social Media

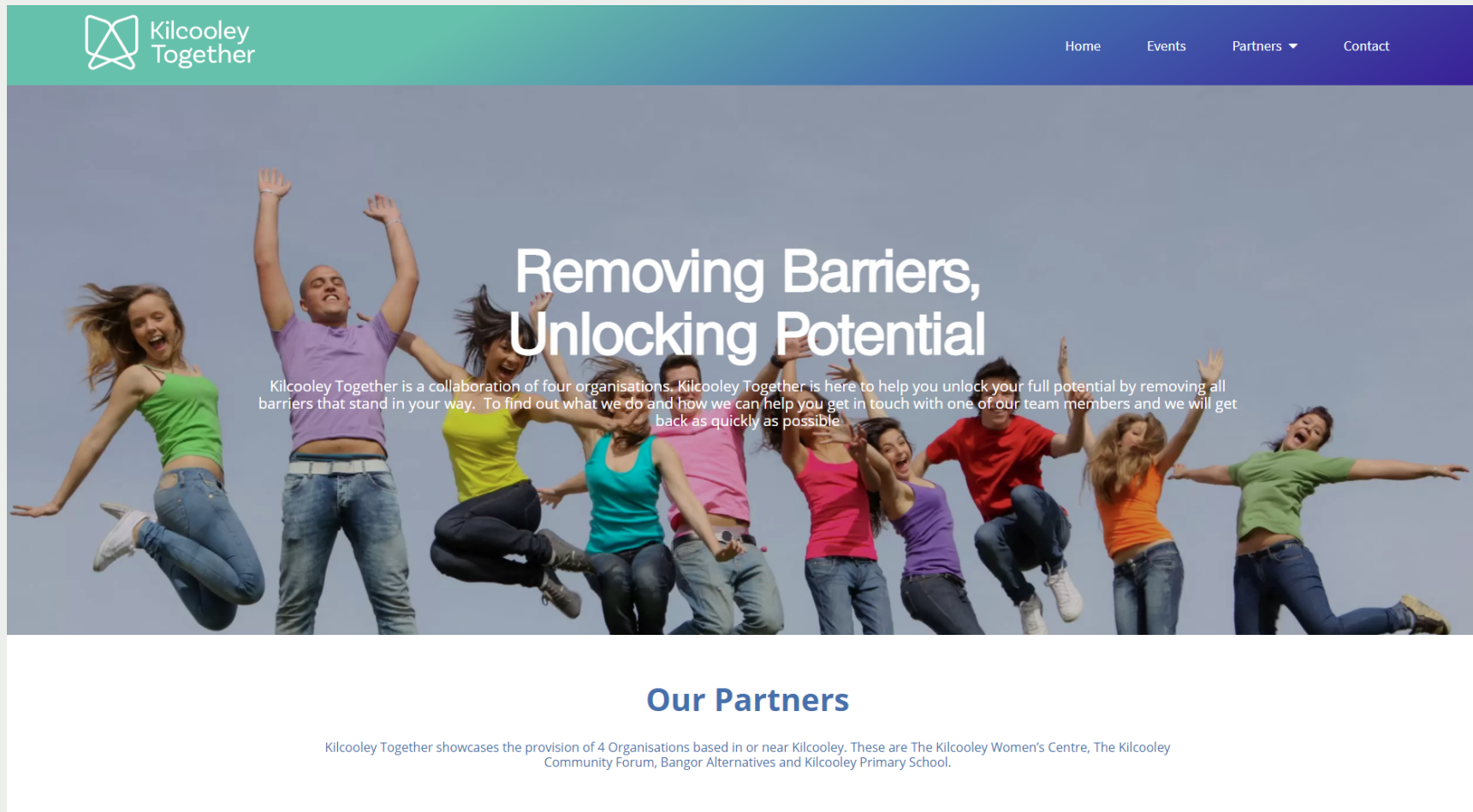


**Working together to remove
barriers and unlock potential.**



**Working together to remove
barriers and unlock potential.**

Final Website



Final Website



Bangor Alternatives

Bangor Alternatives is a government accredited restorative justice organisation with offices in north, east, Shankill and Bangor working across Ards and North Down.



Kilcooley Women's Centre

Kilcooley women's Centre is currently based in Balloo, Bangor and has provided services for women in North Down since 1995.



Kilcooley Primary School

Kilcooley Primary School & Nursery Unit opened in 1969 to provide a Primary Education for the children in the Kilcooley Estate and its immediate area.



Kilcooley Community Forum

Kilcooley Community Forum Ltd is an umbrella group which represents the interests of community and voluntary organisations in and around Kilcooley Estate. The forum is a registered charity, originally founded in 1997 and incorporated in 2016.

Join Us At Our Local Events

Kilcooley Education is a collective of multiple partners in the education sector who strive to give the people of the Kilcooley area an opportunity to make their dreams become a reality by offering a helping hand. As a collective we are able to provide education for individuals of all ages.

Currently No Event Available

Final Website

#ChangeTheFuture

See how Kilcooley Together can help you

Get in touch with our staff to find out how we can help you improve your future.

Contact



What Students Says

See what our students have students have to say about Kilcooley Together.

About

Welcome to Kilcooley Together, the website that highlights the education provision available for those living within Kilcooley and its surrounding areas for a range of learners, including pre-school, primary, pre-16, post 16 and adult

Contacts

☎ 0300 013 3333

📍 Kilcooley Together, Ganaway Ave, Bangor, BT19 1QS

✉ info@kilcooleytogether.com

Quick Links

Home

Events

Partners

contact

Reflection

I feel that the final work we created for the community partner was completed with the utmost care and precision. In order for a brand identity to work it is important that consistency and cohesiveness is achieved. I think collectively as a group we have done

so with these final works. Additionally, I believe we have reached each of the deliverables we set in the brief which is brilliant. Furthermore, the community partner was happy with the outcome of this project which is ultimately the most important thing.

Final Works Feedback

Final Works Feedback



Dowler, Francesca <Francesca.Dowler@ardsandnorth
down.gov.uk>



Thu 10/12/2020 18:34

To: Oskar Gruszewski; Evan Fleming <evan@kilcooleywomenscentre.co.uk>

Cc: Stephen McCallen; Lauren <Lauren@kilcooleywomenscentre.co.uk> **+4 others**

Oskar

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

Thankyou

Fran



Dowler, Francesca <Francesca.Dowler@ardsandnorth
down.gov.uk>



Mon 14/12/2020 11:40

To: Mulrone, Claire

Cc: Hickey, Adrian; Oskar Gruszewski; Cody Leslie; Stephen McCallen

Claire

Many thanks. I've really enjoyed working with you all.

Best wishes

Fran

Brand Guidelines

Brand Guidelines

To support the community partner in the maintenance of consistency and cohesion to build a strong brand we created a relatively short brand guideline document. This is something the community partner can refer to internally or

pass onto designers externally who will be able to create within the guidelines we have carefully set in place. Doing this also achieves one of the deliverables we set at the beginning of this project which I'm very pleased about.

**“Removing barriers,
unlocking potential.”**

Our Strategy

We highlight the education provision available to those living within Kilcooley and surrounding areas for a range of learners, including pre-school, primary, pre-16, post-16 and adult. We will do this by showcasing the provision of 4 organisations based in or near Kilcooley. These include Kilcooley Women's Centre, Kilcooley Community Forum, Bangor Alternatives and Kilcooley Primary School.



Primary Logos

Kilcooley Together's primary logo is a simple logomark paired with a subtly playful sans-serif typeface. Paired together these provide a sense of openness that isn't too corporate, allowing it to resonate with people of all ages.

This is the main logo that will be used throughout primary brand applications. It will allow the organisation to be easily recognisable in public and online. It is important that the logo is used with care and respect in accordance to these guidelines.



Secondary Logos

Our secondary logo can be used in place of the primary logo however it should never be used next to the primary logo. The logomark may be used as a design element in digital and print material to add visual flair.



Our Logomarks

In cases when the Kilcooley Together brand is already established we can use this logomark on its own. It is important to note that although the logomark can be used on its own, the wordmark should never exist without the logomark.



Clear Space

Clear space maintains logo legibility, allowing the logo to be isolated from competing elements such as other logos or body copy that may lessen the impact of the logo. In this case the clear space is equal to half the width of the logomark. This is simply a guide to present the minimum amount of clear space, any less would be counterproductive.

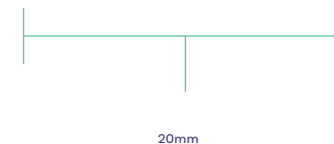
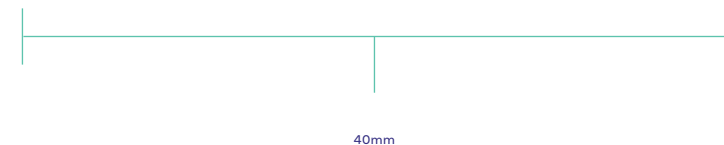


Minimum Size

By setting a minimum size we ensure that the effectiveness and general legibility of the logo is not negatively impacted. For the **primary logo** (including tagline) we recommend a minimum size of 140px in digital applications and 40mm in print. Without the tagline (**secondary logo**) can be used at a minimum size of 70px in digital or 20mm in print. The **logomark** can be reduced at a minimum to 21px in digital or 6mm in print.



Removing Barriers • Unlocking Potential



Logo Misuse

It is important that the logo appearance stays consistent. The logo must not be misinterpreted, modified or added to. No attempt to alter the logo should be made at any time. The orientation, colour and composition must remain as presented in this brand guideline document. On the right are a few examples of what not to do.



Do not change the typeface nor recreate or manipulate the wordmark and logomark.



Do not rotate the logo.



Do not outline the logo. Refer to the secondary logomark instead.



Do not distort or warp the logo in any way.



Do not use off-brand colours. Refer to the 'Our Colours' section.



Do not apply a dropshadow or any other text style.

Our Colours

At the core of Kilcooley Together is inclusivity and empowerment. Our colours represent this in a calming manner and allow for ample creativity and versatility across digital and print. These colours have been chosen as they not only work within a gradient but also as individual colours.

Deep Purple

#3522877
R53 G40 B119
C98 M100 Y13 K3

White

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

Clean Blue

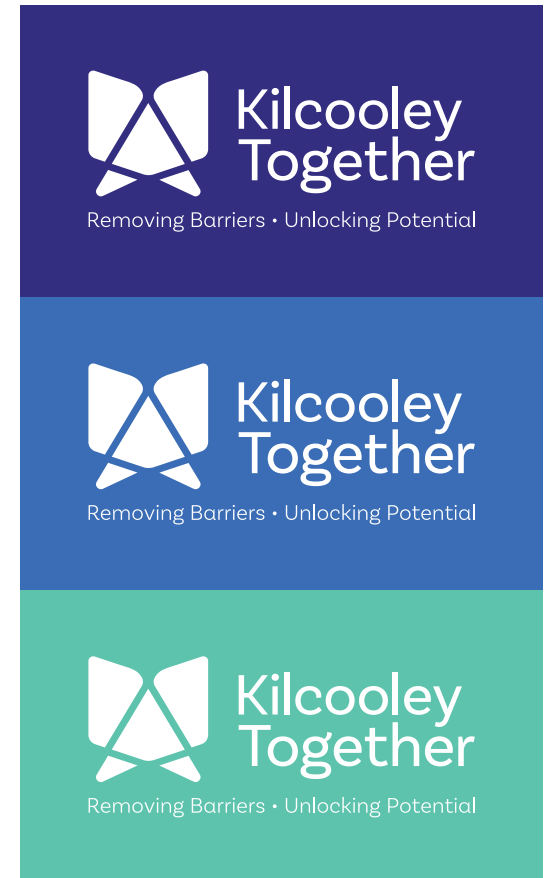
#3F67B0
R63 G103 B176
C81 M58 Y0 K0

Seafoam Green

#69C0AC
R105 G192 B172
C60 M0 Y40 K0

Colour Usage

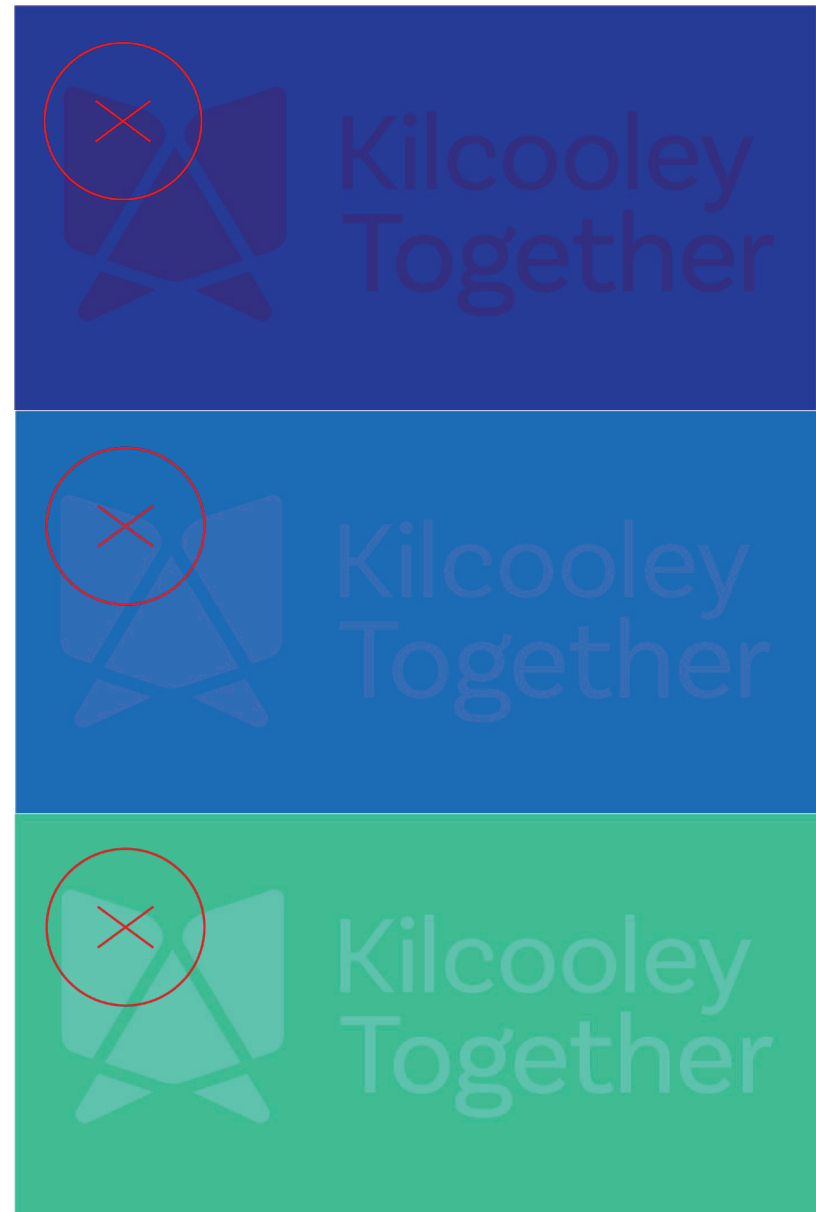
The logo has been created with digital and print in mind. As previously mentioned, the logo can be used with a gradient or solid colour. We recommend that when possible it is important to utilise the brand colours. However when black and white ink is the only option, the logo still works great when used with black and white.



Colour Misuse

The logo must not be misused refer to colour usage for proper instructions.

These are examples of misuse onto the right. Logo must be clear and seen without any obstruction from colour or content in front of it.



Primary Type

Kerning, leading and tracking are vital areas of focus for this brand. As a general rule, headlines should have tracking set at 10 with body copy being set to no less than 0 and no more than 25. Type weights should be used to establish visual hierarchy. Good practice is to use weights below between headline and body. Body copy should be no less than 9pt with rare exceptions for small print being less than 7pt.

Aa Basic Sans Bold
This is a headline example.

Aa Basic Sans Regular
This is a body copy example.

Light

Light Italic

Regular

Regular Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

Secondary Type

In situations such as websites it may not be possible to use the brand's primary typeface. Instead Lato should be employed and similar spacing treatment should be applied. Proper line spacing and leading will be key in maintaining a consistent visual style across all media. Similarly, body copy should never be smaller than 9pt with exceptions for small print allowing less than 7pt.

Aa Lato Black
This is a headline example.

Aa Lato Regular
This is a body copy example.

Light *Hairline Italic*

Regular *Light Italic*

Bold ***Bold Italic***

Black ***Black Italic***

Type Misuse

To your right are examples of misuses of the typeface. Do not change size of text halfway through a sentence. Text must not fade away with background and must be visible over the background at all times. Opacity must not be lowered to create aesthetic effects as it must be readable and stand out. Do not use complex or poorly designed headlines.



Start today and become the
best version of yourself. We offer programs
that will help you achieve your goals to succeed.



Start today and become the
best version of yourself. We
offer programs that will help
you achieve your goals to suc-
ceed.



Start today and become the
best version of yourself. We
offer programs that will help
you achieve your goals to suc-
ceed.



Unleash Potential
Remove Barriers

Brand Positioning

There are a range of directions for the placement of the landmark depending on the format that it is being used on. Remember to keep consistent clear space around the logo.

Top-left aligned: Placement of the logo on digital platforms such as websites will have the logo placed on the top left format.

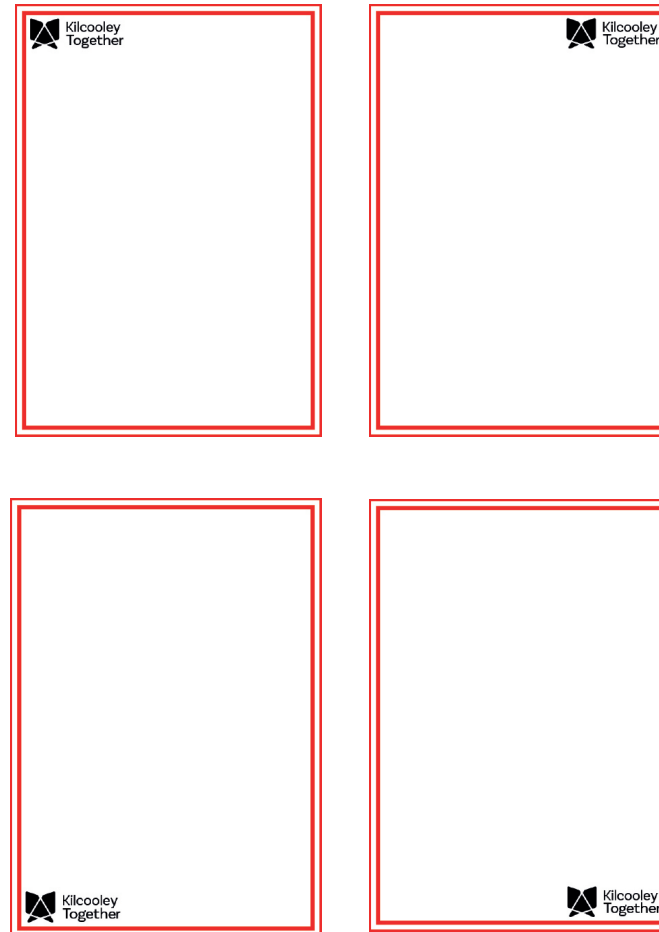
Top-right aligned: Top right alignment for brochures, letterheads, leaflets,

Bottom-right or bottom-left aligned:

For advertising, promotional and select communications where the proposition leads.

Centre aligned:

Where the landmark is the primary communication such as end-frames.



Website Guide

Website Guide

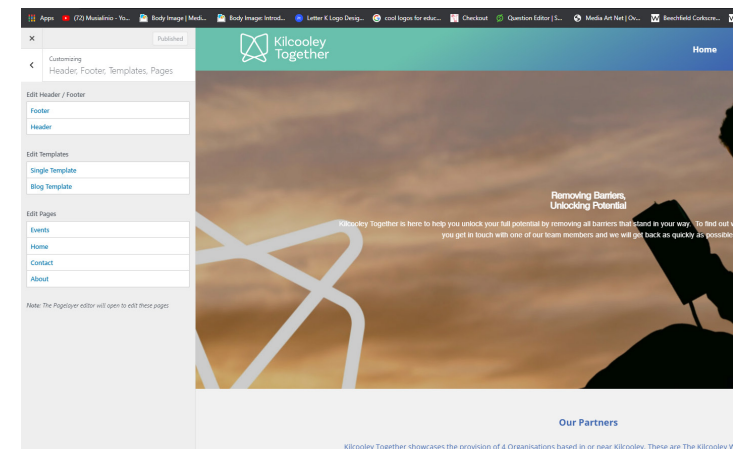
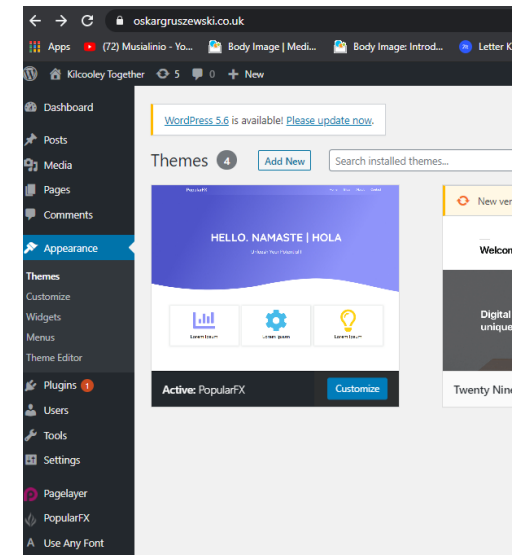
To support the brand, we also set a deliverable of providing website administrator support.

Through the website guide we are able to help Francesca maintain the website without any trouble. This will hopefully allow the website to grow and become filled with content.

Additionally, the guide will be helpful for any future website administrators which is extremely important.

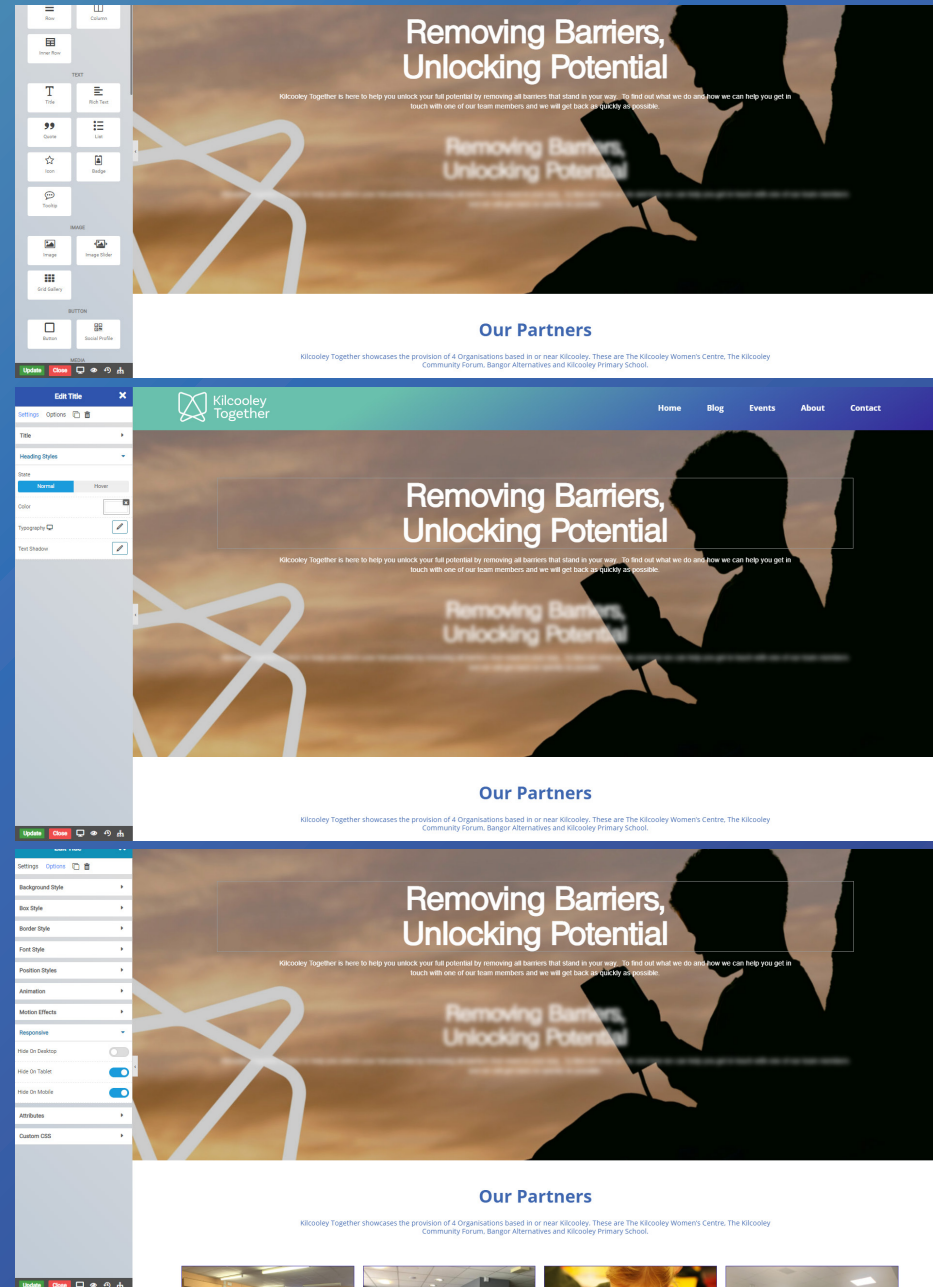
To customise the website you will first need to sign in to WordPress. To sign in you need to type in your website url following by /wp-admin in this case it would be kilcooleytogether.com/wp-admin. This is where you will sign in using the details we sent through in an email.

Once you sign in you can start making changes to the website. To begin updating the pages go to appearance customize. You will then see options on your left hand side. Click on Header, Footer, Templates, Pages option and you will see a list of items you can edit starting with Footer and Header. Below that you will have Single Template and Blog Template and below these you will see all the pages we have set up on the website. Simply click into one of the pages and you will be able to make changes to that specific page. We recommend not updating the header, footer and the blog templates often to avoid major issues on the site. The style should be preset but we have allowed the option to make any changes needed. Everything on this website is made up of the same blocks.



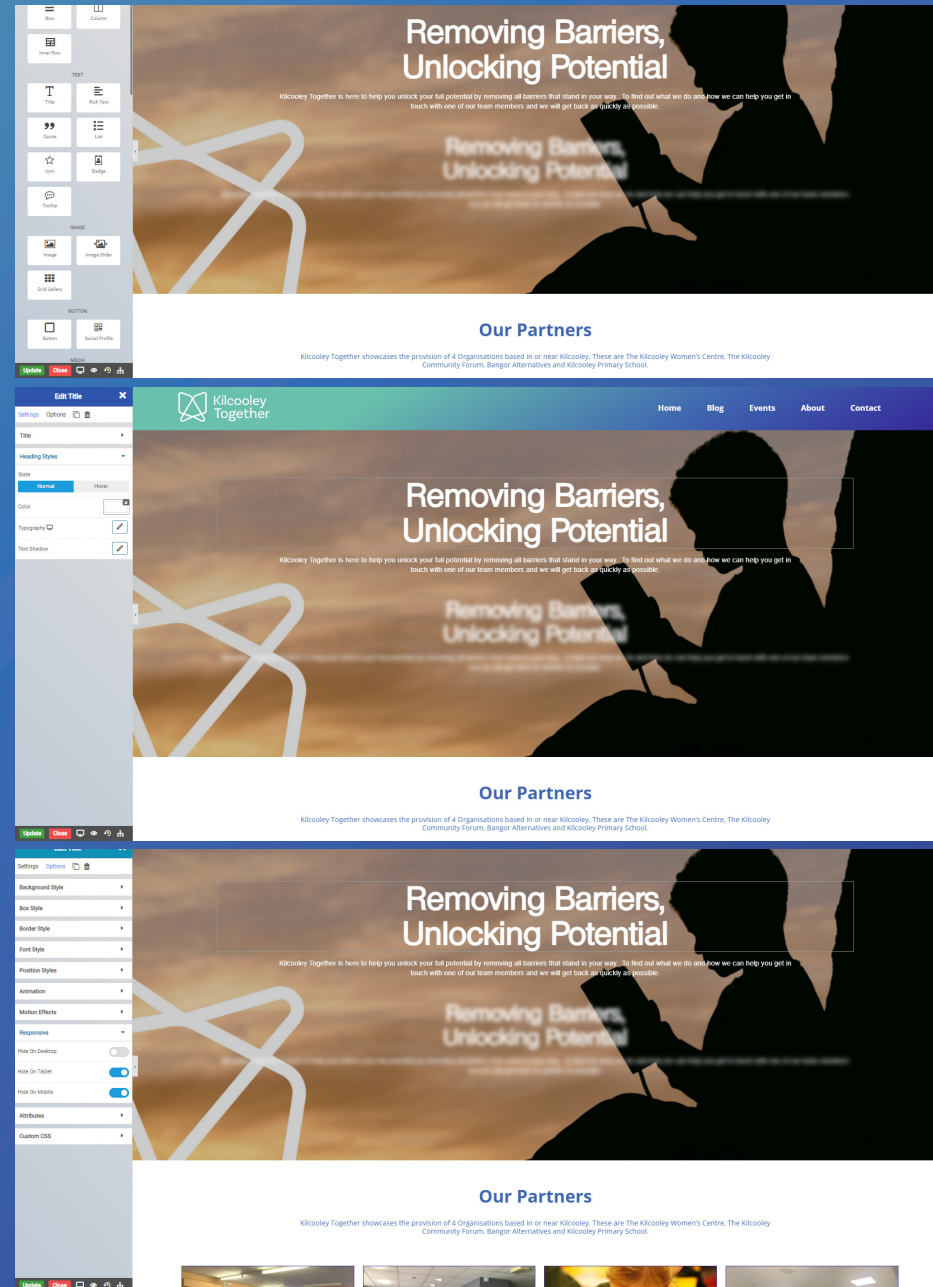
The website will then display an image with different blocks. To add new block anywhere on the website you simply need to drag and drop each block into where on the website you would like it to appear. To customise text you simply need to double click on the text and on the left hand side you will see a heading styles options. In there you can change the colour. Under typography you can change the size and font type of the text.

You will see most of the sections have a duplicate of the text which is blurred. This is because we want the text to be smaller on smaller screens. Simply create the section twice and then make one with smaller text. Once you create a section click on options on the left hand side. there you will see a responsive tab. If you click on the tab it will allow you to hide sections on desktop table and mobile. Normally the small section is hidden on desktop and the big section shows. Once we hit mobile it becomes the other way around.



The website will then display an image with different blocks. To add new block anywhere on the website you simply need to drag and drop each block into where on the website you would like it to appear. To customise text you simply need to double click on the text and on the left hand side you will see a heading styles options. In there you can change the colour. Under typography you can change the size and font type of the text.

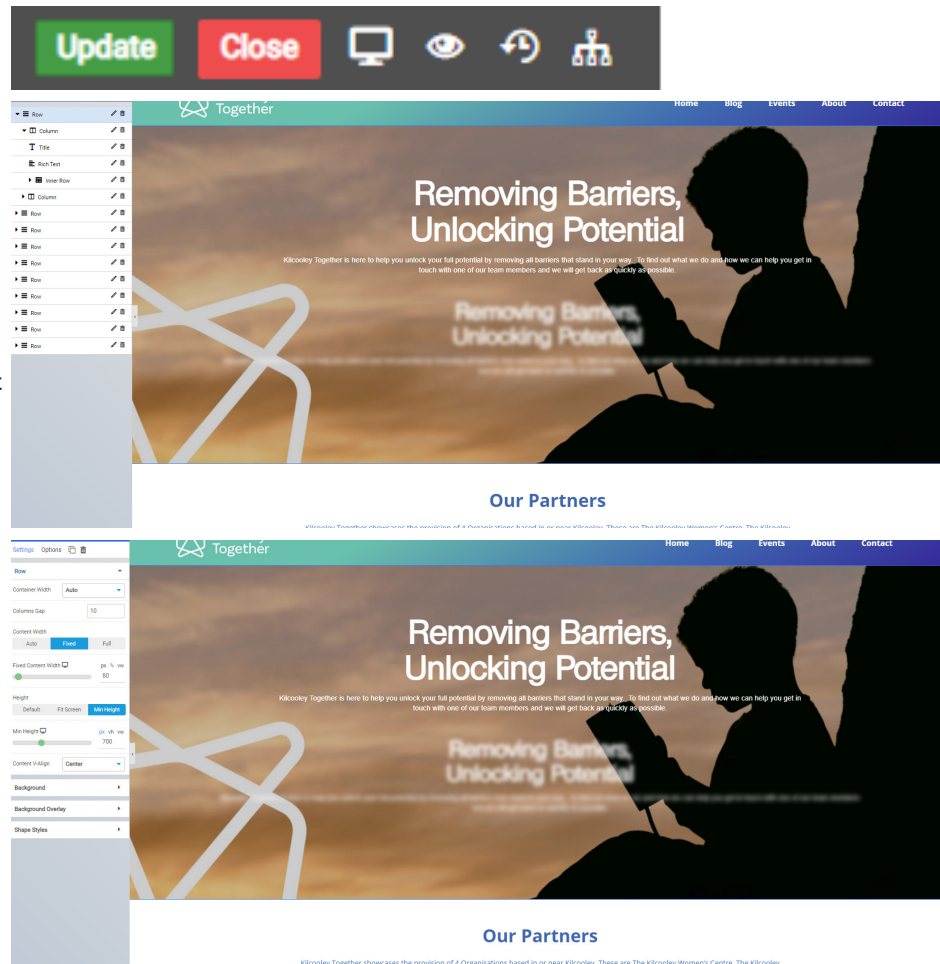
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You can change see how the website looks on table by clicking the computer icon and changing it to tablet or mobile. The eye icon allows you to preview changes before you click the update button. reverse clock icon is the history that tracks everything you done and allows you do undo changes. Last icon is the navigator that breaks down all the sections into layers which makes it easy to make changes as every section will be in a seperate row. Once you finish your changes hit the update button to save them.

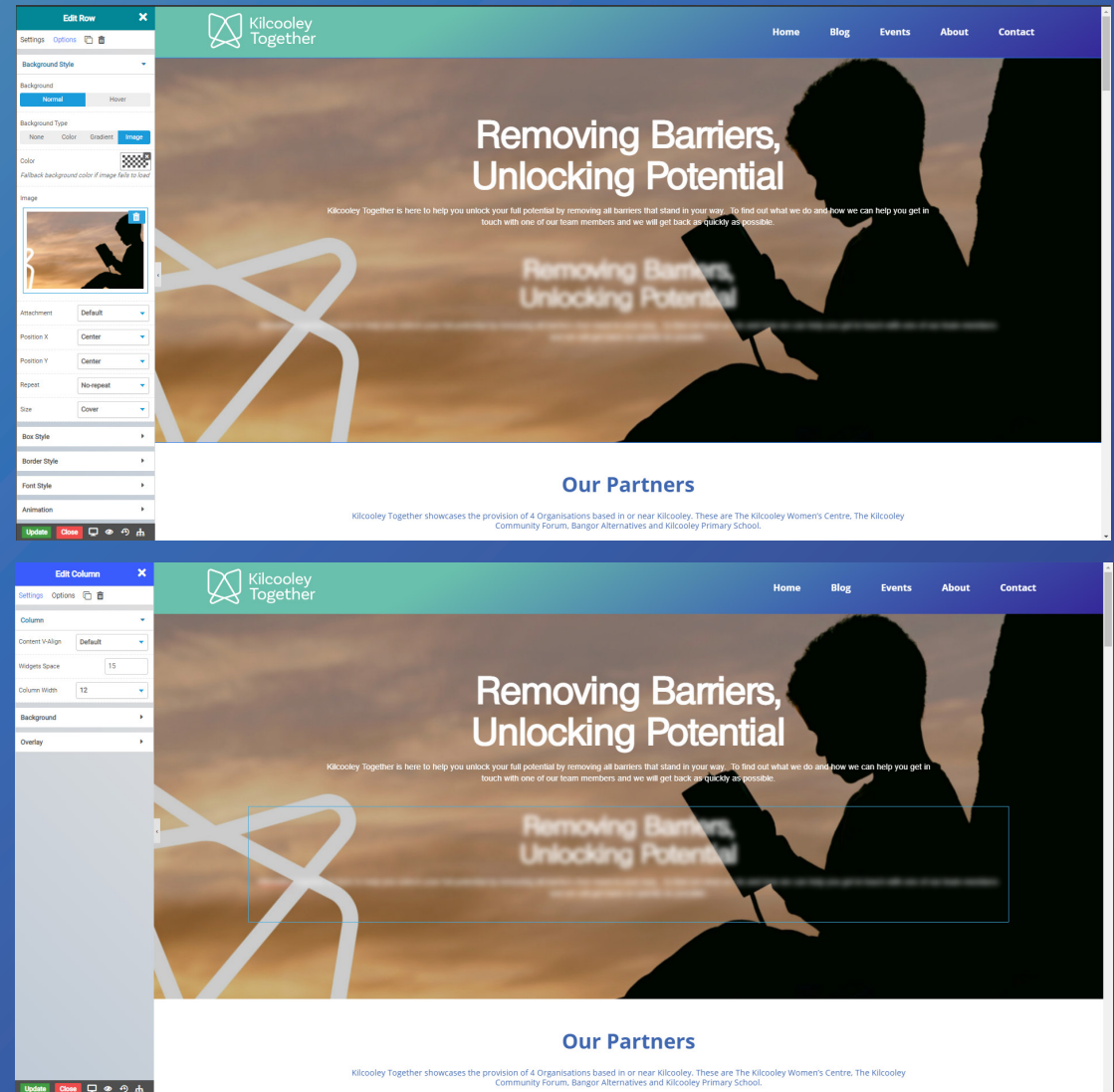
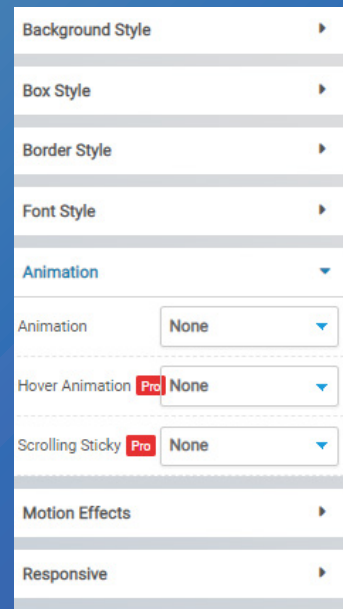
Once you click the navigator tool you will see all the layers on each page. Each section will be in a row and they are set up in order from top to bottom. if you move the row layers up and down you will change the order that they appear on when a visitor comes to the website. In the navigator you can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

When you click into the row editor you can customise the container width which is how long the row is. you can set it to 90% of the screen or whatever width it requires. You can then select the content width which is how wide the content inside of the row will be. so if we set the width to 700px and add columns in to that row we can create 12 columns which will make up the 700px space.



You can also click in the options tab at the top which allows you to add a background to your row. there you can also set padding and margins by clicking on the Box style option. You can click on the animation tab in order to add an animation to the row. you can make it fade in from left or right and up and down. These tools apply to every content block on the website.

You can also change or add columns into each row simply by using the navigator tool or by dragging and dropping in a block from the section seen at the start. You will then have to decide how large a column is every row will be splut up into 12 pieces so if a row is 1200px wide then its spilt into 12 pieces that are 100px each. by clicking on column width and selecting 7 we would set the column to be 700px wide. If we set it to 12 then its 1200px wide. you can add multiple columns by dragging in more column blocks. You can also align the content in the middle with content v-align.



The testimonial section is a little different to the rest of the website. All of the Kilcooley together website has been built with rows and columns except this section. If you click on the testimonials you will see dropdowns of the names which we added as place holders. Under the Cite tab you can change the name of the person. In the content section you will add the text that each of the people reviewing the group will leave. You can customise the text font colour and size in each of these tabs as seen on the screenshot below.

Edit Testimonial Slider

SettingsOptions

Testimonial Slider

Merry

Testimonial

Avatar

Cite

Name

Merry

Enter author name

Color

Typography

Link

Author URL

Spacing

15000

Designation

Content

June

Kim

Rachel

Add new Testimonial item

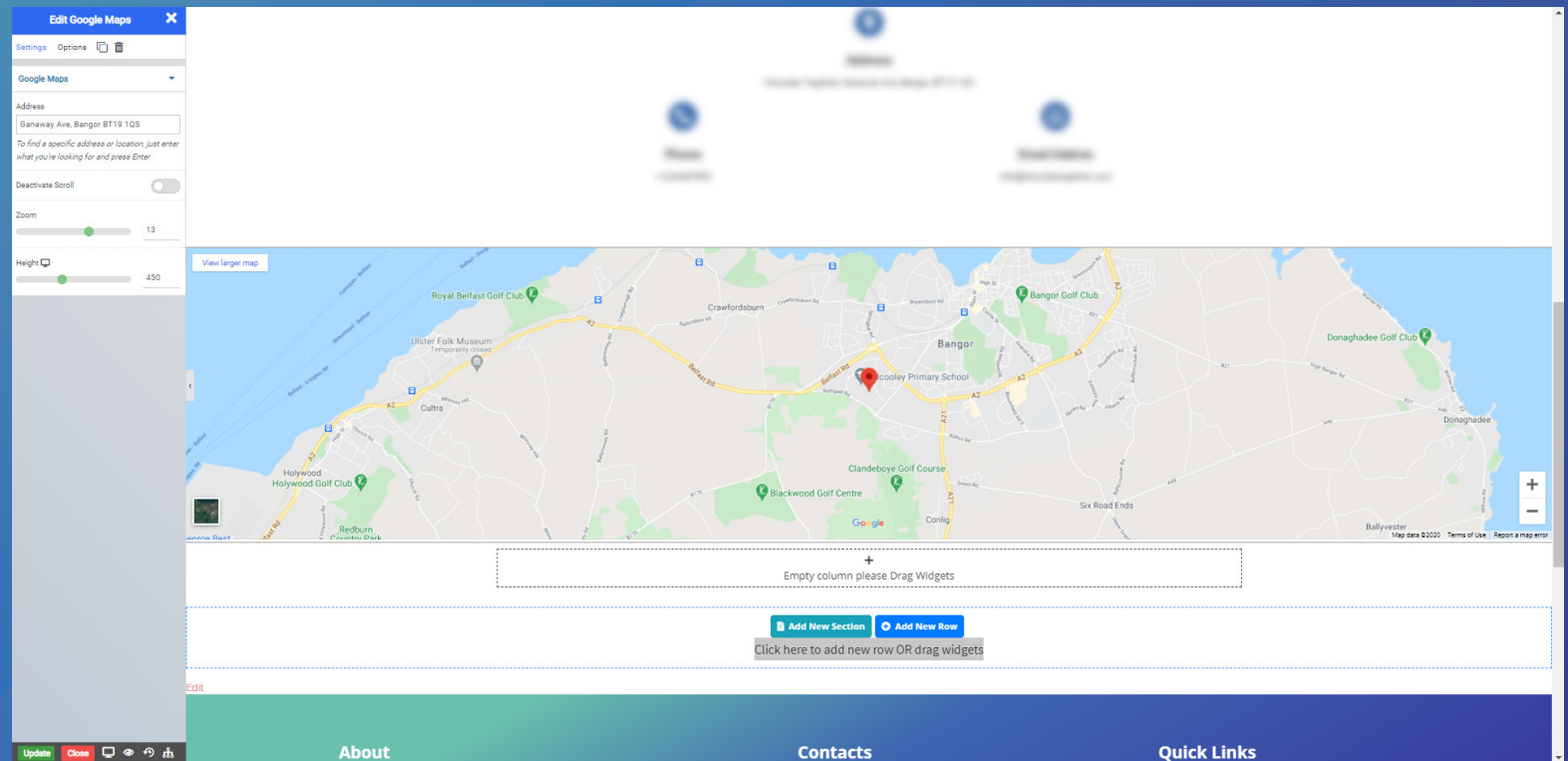
Slider Options

Arrow Style

UpdateClose

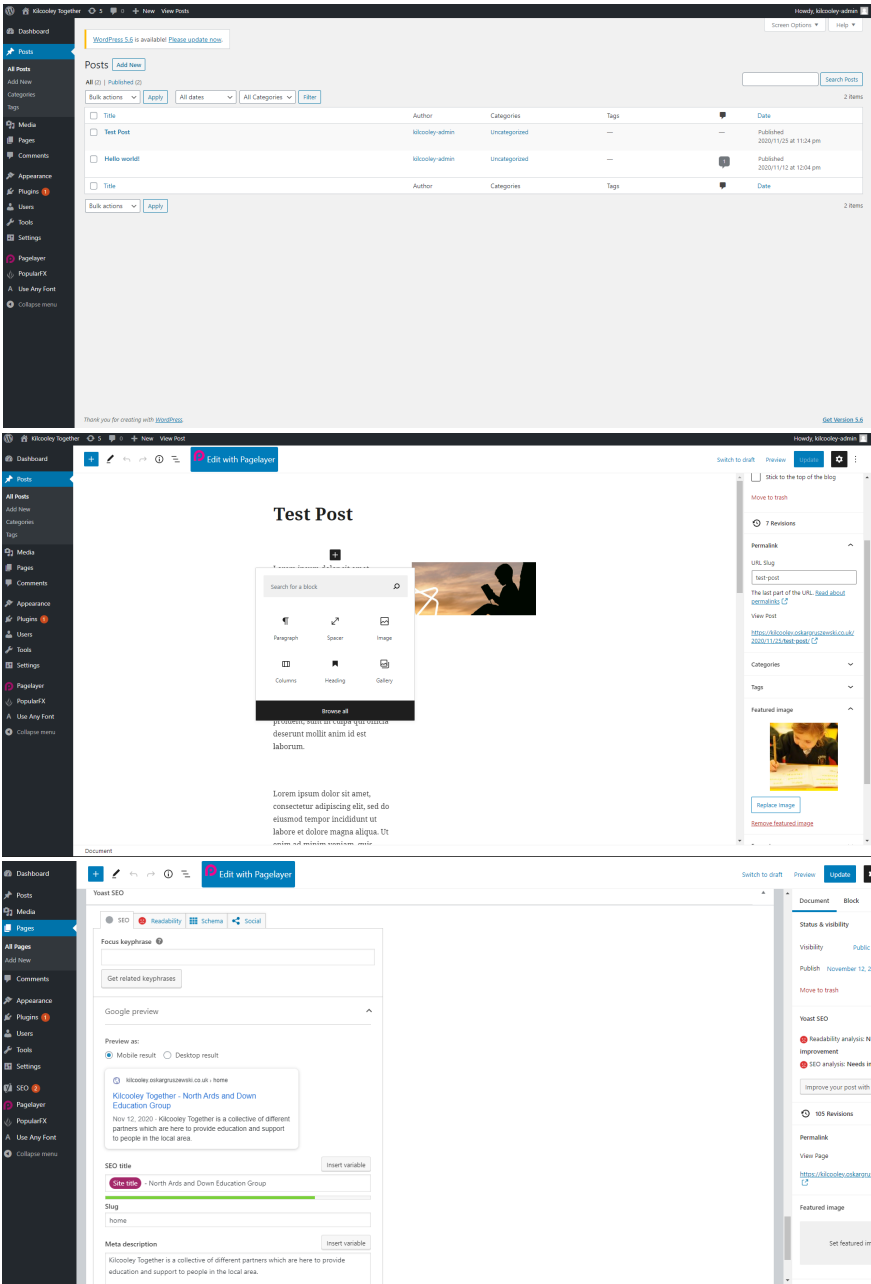


If you require to edit the location of Kilcooley Together on the map, simply click on the map and type in the address that you would like to be the main location for the group. Currently, it's set to Kilcooley Primary School as there is no building that is the hub of the organisation. You can also change the zoom and height of the map. As for the contact form, we are unable to customise the fields as we are using a free version of the Theme. If you require to change the fields, you can make a one-time purchase for the pro version of the theme.



To add a new post you need to sign in to the website through the url with /wp-admin. Once you are in click posts and you can add new or customise an existing post. Once you click into a post or add a new one you will need to set a featured image. These are located on the right hand side. Under tha tab featured image. These are the images the visitors see on the blog page before going into each post separately. Then in the white section in the middle you will add a title at the top and then hit the dark + button. here you can select a column block and specify the width of each column. in these columns you will then click on +again and add text or image blocks.

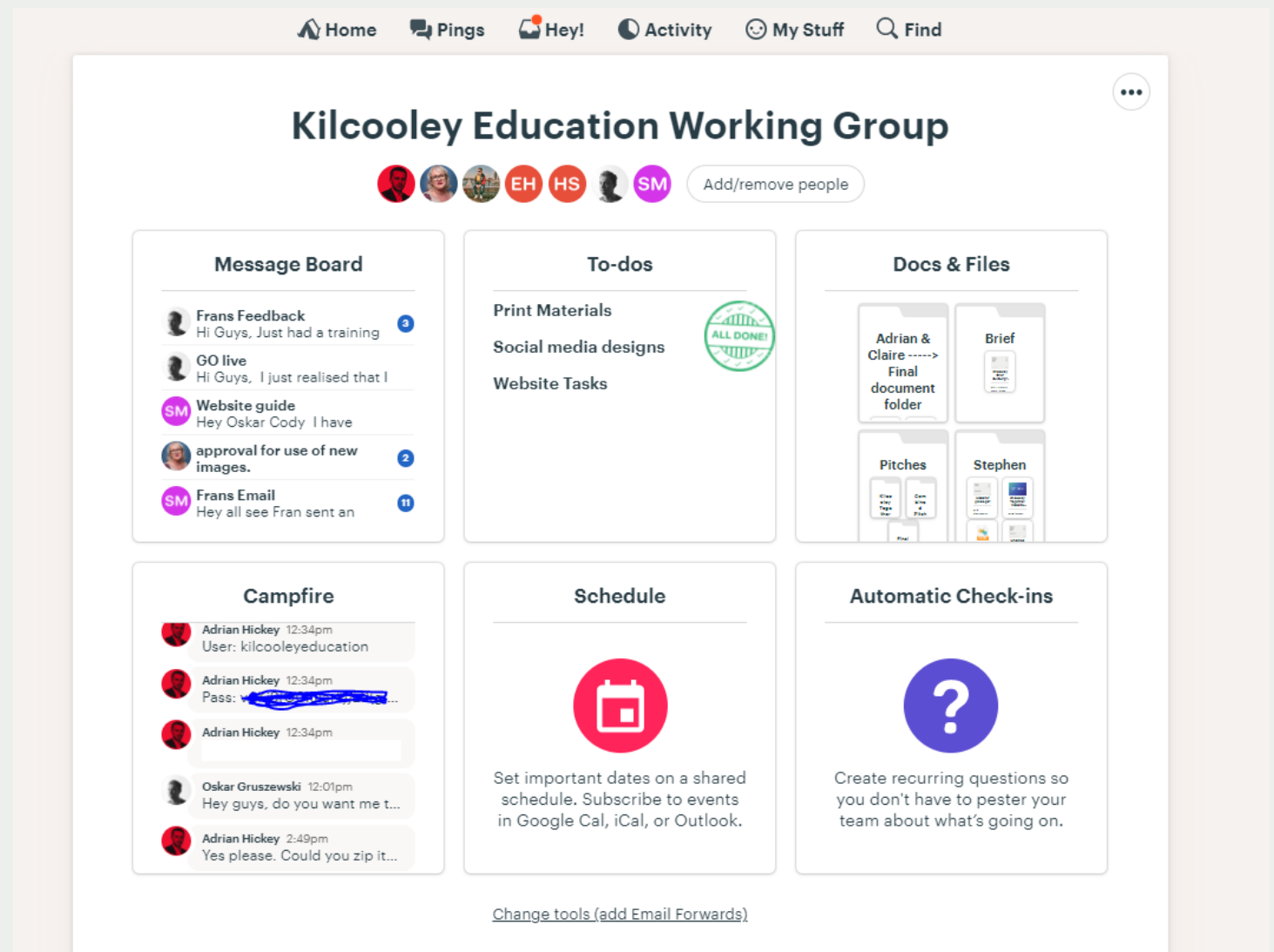
To edit the seo tags we put in place simply click on pages on the left hand side and select the page you want to edit the SEO tags on. Once you open the page scroll down till you see Yoast SEO. There you will see the SEO title and Meta Description. In these fields we add all the tags that people may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



Project Management

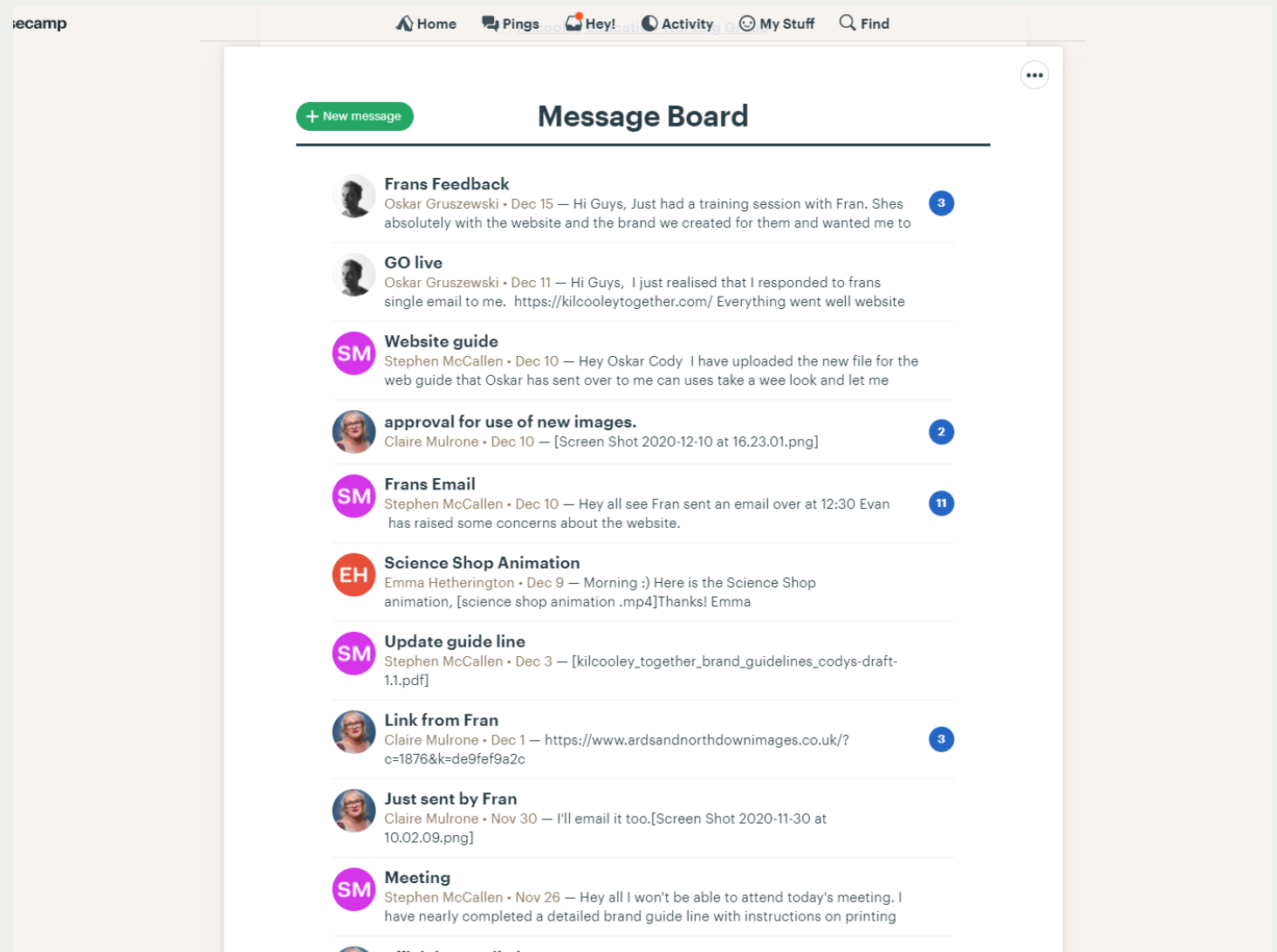
Basecamp

Basecamp is where most activity took place. Like its name implies this was the basecamp of the project where we kept in touch and shared ideas. This allowed us to keep everything in one place and enabled Adrian and Claire to support us if needed whilst ensuring everything was on track.



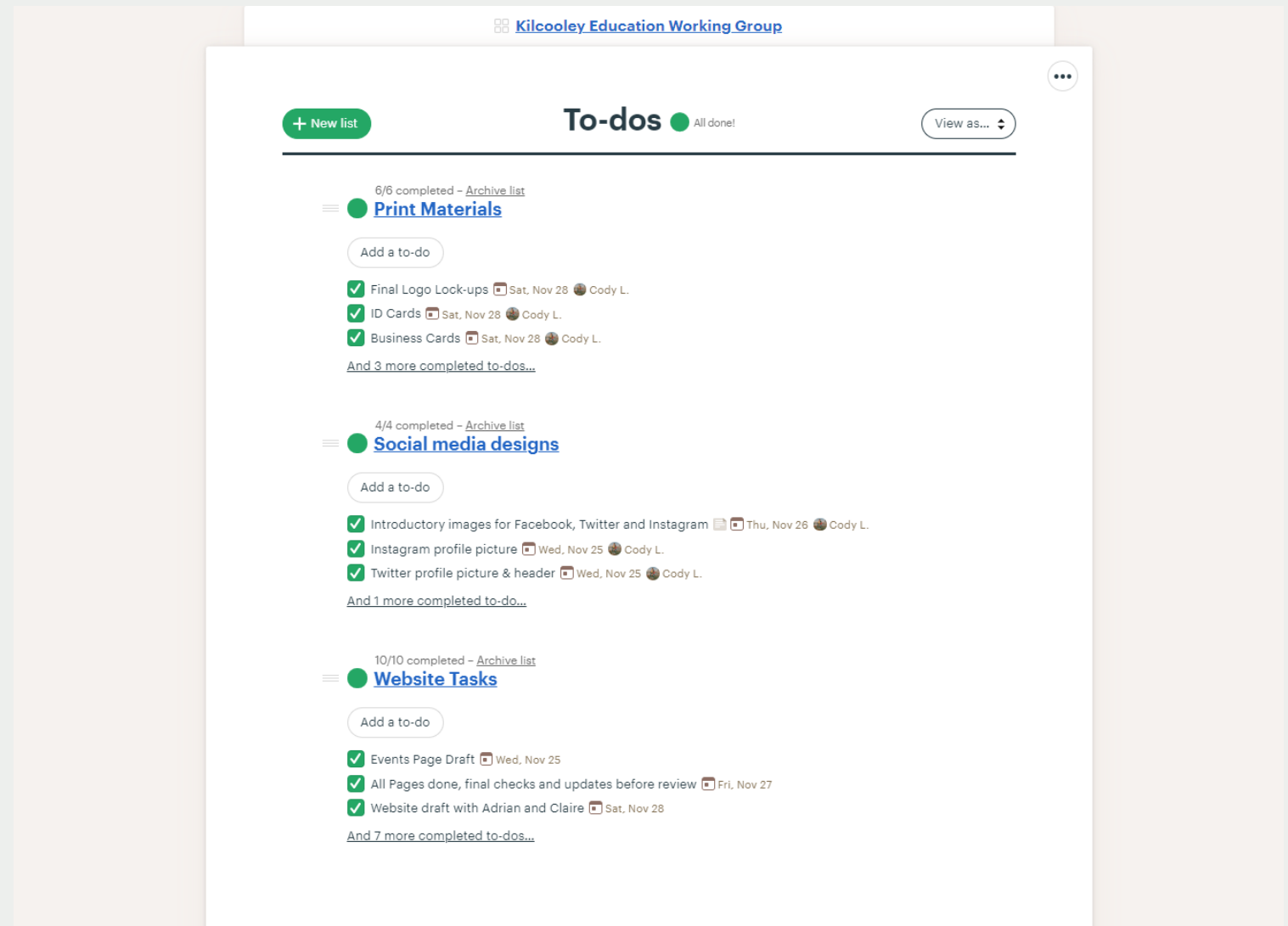
Message Board

This area of Basecamp was very useful, similar to the campfire it allowed us to open a thread of discussion surrounding a particular juncture or project update upon which we could discuss as a group in further detail without spamming the campfire.



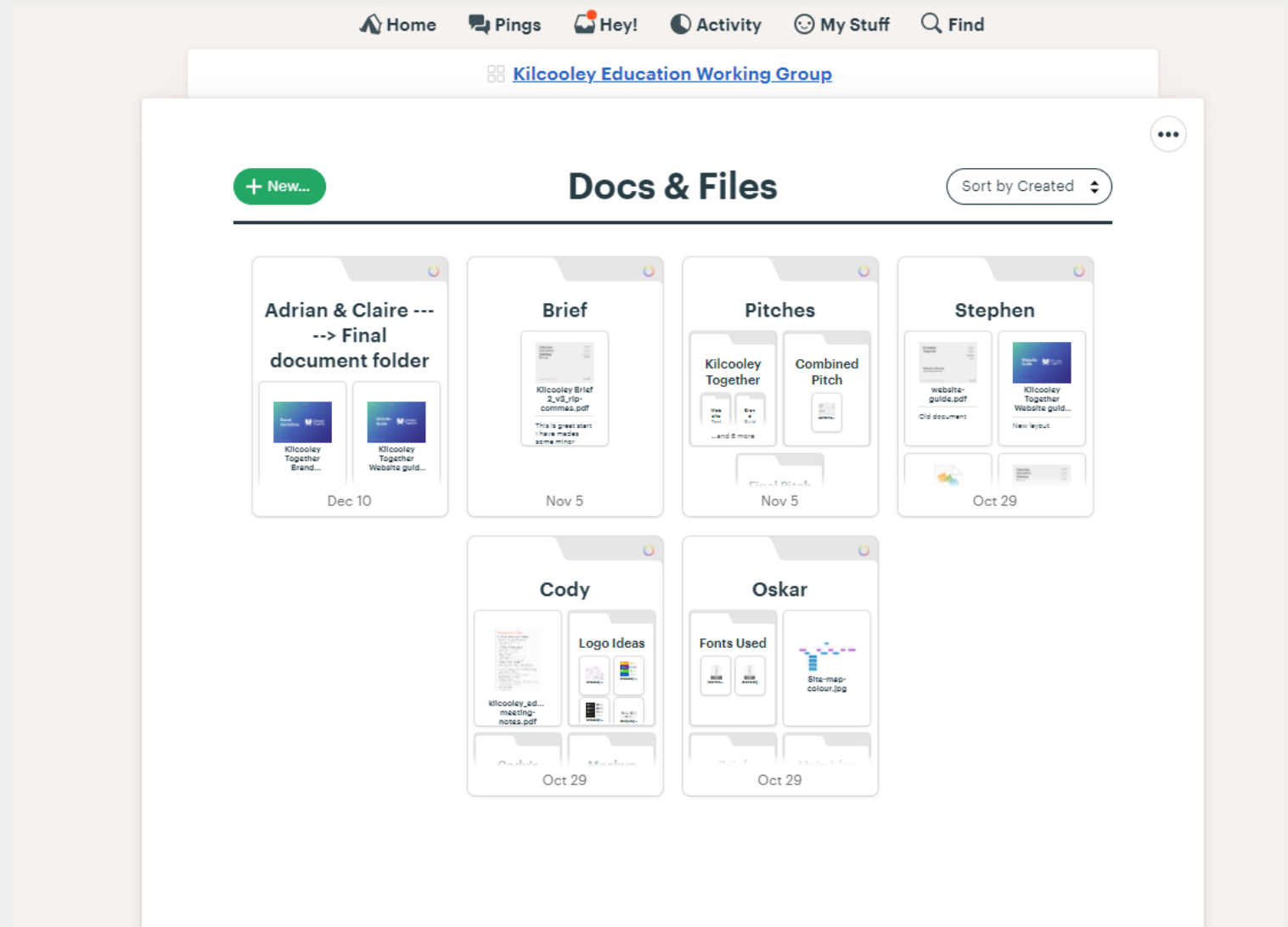
To-dos

The to-do section of Basecamp was great for setting tasks that we needed to complete. Mainly this included separate tasks assigned to an individual group member. It enabled us to stay productive and keep the project on track. Whilst we used it well, I do think we could've used it more without a doubt. If we had done so the project probably would've been completed sooner.



Docs & Files

This may have been one of the most helpful areas of Basecamp purely because it allowed us to quickly upload our ideas and completed tasks for other group members to download/view with ease. As we were never together in person this made the online nature of the project run much smoother. However, I do think we could've provided more in terms of conceptual designs for the Docs & Files.



Campfire

Along with the message board, to-dos and docs & files sections of Basecamp, the campfire was a great communal place for us to discuss questions and share feedback on areas of the project. I thought of this as almost an instant messaging section whereas I seen the message board as more of a forum. Although I think we used the campfire well I do believe we could've been more active at times, sharing our updates in regards to the project.

The screenshot shows a Basecamp interface with a navigation bar at the top containing links for Home, Pings, Hey!, Activity, My Stuff, and Find. Below the navigation bar is a header for the 'Kilcooley Education Working Group' and a 'Campfire' title. The chat history is organized by date:

- Wednesday, November 4**: A message from Oskar Gruszewski at 11:31am stating, "Nice one guys, I think it went very well, now we tackle the updates and then move onto the full website, Stephen Cody, we'll get another call later on today through facebook and we can work on the updates".
- Thursday, November 5**: A message from 'Me' at 6:16pm stating, "I've applied the feedback from the pitch to the designs. I have uploaded them and put them in the pitches folder. When you get the marketing designs done Stephen can you upload the .psd and/or .ai file also? Just so I can add them to the final pitch." (Note: The name 'Stephen' in the original image appears to be a typo for 'Stephen' based on the context of the project).
- Thursday, November 12**: A message from Oskar Gruszewski at 11:53am includes a screenshot of an email from Franca. The email content is as follows:

Hi Oskar,
 Thanks for this. I have instructed the council finance team of our intention to purchase then domain and hosting platform. This may take a few days a within council. Has to get sign off etc. What is your timeframe for this and the receiving the requested information below. The education working group are meeting on Wednesday next week and can discuss so then, however if you need information before that let me know and I'll see what can be done.
 Fran

Get Outlook for OS

1727348aea6f444eea75b18192d77669.png · 42.8 KB · [View full-size](#) · [Download](#)

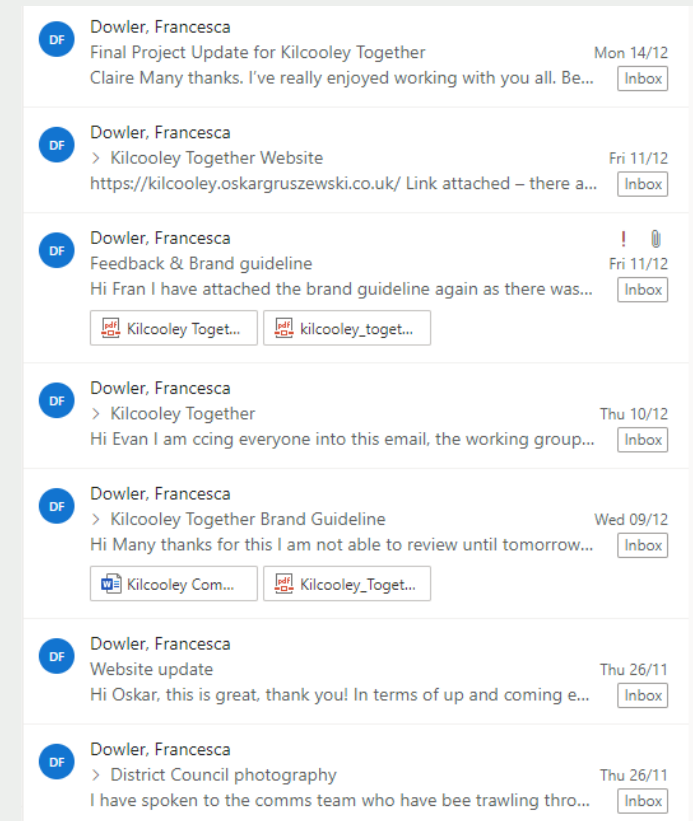
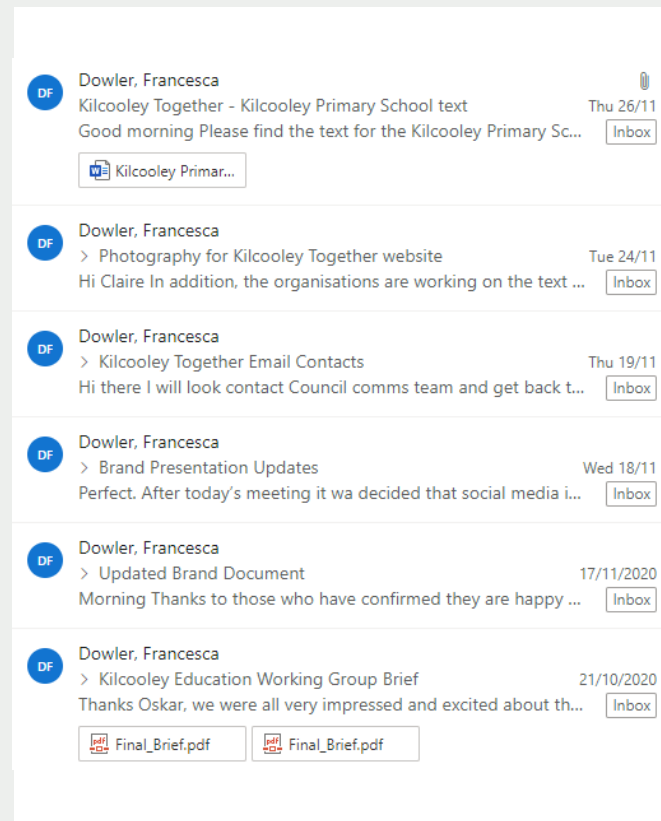
Hi guys, Fran got back to my email there, she only replied to me not sure if its a misclick or what but will i say that we need everything for next Friday ?

Meanwhile we can work on my hosting till then
- A message from Oskar Gruszewski at 12:53pm stating, "Just checked there guys, i started working on the layout of the website we can do anything with it, I'm doing up the design i sent to fran, its really easy to use to".

The chat interface includes a text input field at the bottom with a smiley face and a paperclip icon for attachments.

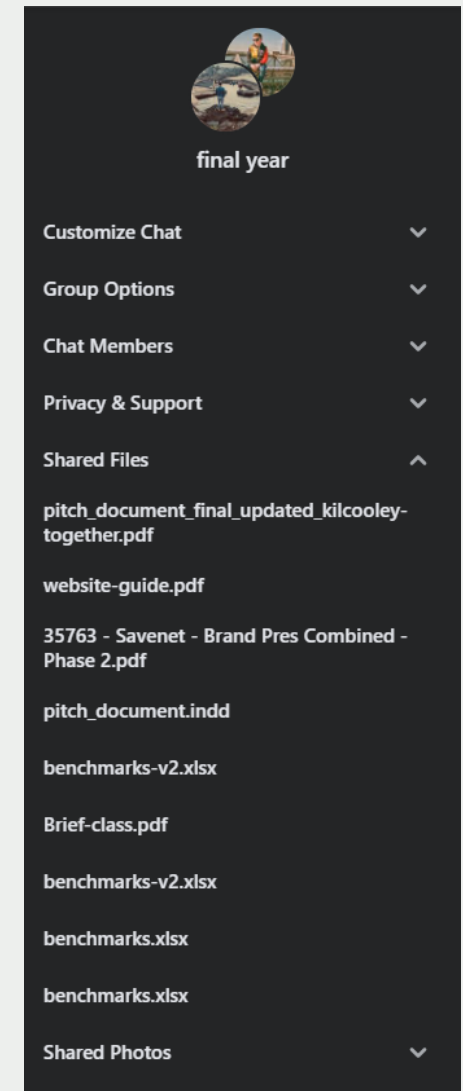
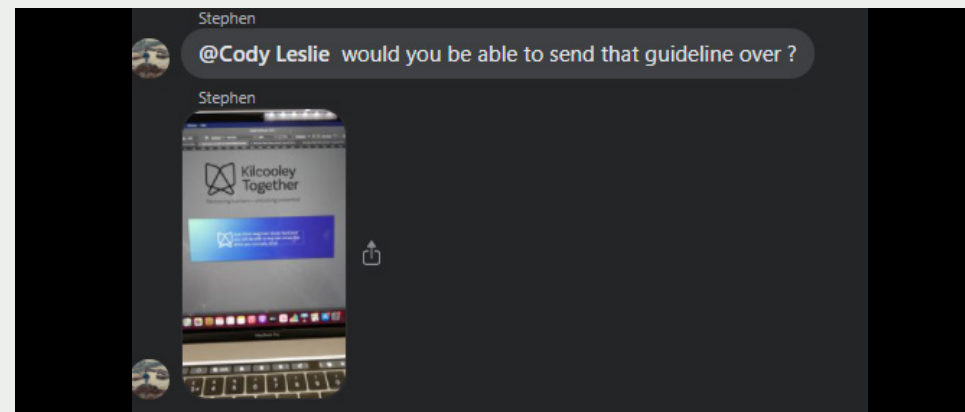
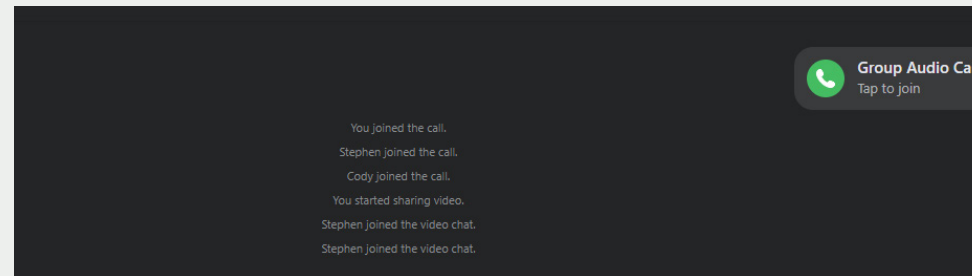
Email

Email has been a great tool for keeping up-to-date with the community partner. These were mainly to organise meetings, share documents and gather feedback. Although normally a slow process, our community partner representative Francesca was brilliant at keeping on top of things to ensure the project ran as smoothly as possible.



Facebook Messenger

We chose Facebook Messenger as a place to keep on track with the project because we all use the service regularly on all devices. Mainly we used the voice call option to have various meetings in which we set tasks, made sure everyone was on track and generally spread the workload so that no single person was doing everything. This was probably the most used project management tool for our group.



Microsoft Teams

This is where we carried out all formal meetings with the community partner as well as every class meeting with Adrian and Claire. This was at first quite strange as I'm not used to online meetings but it gradually became easier. It was a great, reliable tool that enabled us all to feel engaged and part of the project. I'm certainly glad we had this technology in a time like this.

Calendar Meet now

Today < > November 2020 ⌵ ⚠ Can't sync right now. We'll try again

| | 02 Monday | 03 Tuesday | 04 Wednesday | 05 Thursday | 06 Friday |
|----|--------------|---------------|---|-----------------------------|--------------|
| AM | | | | | |
| AM | | | | | |
| AM | | | Science Shop pitch to Kilcooley Education Group Microsoft Teams Meeting Mulrone, Claire | | |
| PM | | | | | |
| PM | | | | Kilcooley Ed Hickey, Adrian | |
| PM | | | | | |

Reflection & Evaluation

My Group

I'm glad we had the luxury of picking our own groups as it enabled us to choose one that took the strengths of each member to create something brilliant. Each of us had just completed a professional placement year in which we worked with clients daily. This prepared us for this project brilliantly as it allowed us to ensure the community partner was treated in a professional and courteous manner whilst providing great work.

Community Partner

Each of us have said how grateful we are to have had such an open community partner. They were extremely understanding and allowed us to express our creativity without any really intense boundaries. In addition to being open, Francesca, the community partner representative was

absolutely brilliant. Any time we needed something she made sure to get it done promptly. Despite carrying out this project amidst a pandemic although strange, it definitely was made easier thanks to the community partner. We really couldn't have asked for better.

Initial Designs

I feel that each of our initial designs brilliantly matched the brief and any would've been a great choice for the community partner. I loved the journey of creating designs for this project because I initially struggled to find ideas but thanks to the class meetings with Adrian and Claire it sparked great ideas. In the end I had created three logo designs that I feel

would've been great choices for the community partner. It is important to note that without discussing these ideas we would never have been able to create this great work. As a whole I feel that these designs are a reflection of the growth we have had during our time at University.

Final Outcomes

I'm thoroughly proud of the final outcomes we produced for our community partner. It is amazing to me that we've been able to create such a vast project in a short time period. This is a testament to the skills and dedication of my fellow group members. I certainly couldn't imagine doing this again without them. In terms of design we most definitely have answered the brief which, in combination with

making the community partner happy, is the most important thing. I feel confident that the assets we have provided will allow the community partner to flourish and have a much better chance of success. I personally feel very grateful to have had the opportunity to do this as a University module. It will definitely turn out to be a great learning experience that I will hold dearly throughout my career.



The Science Shop
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