ST COLUMB'S HALL
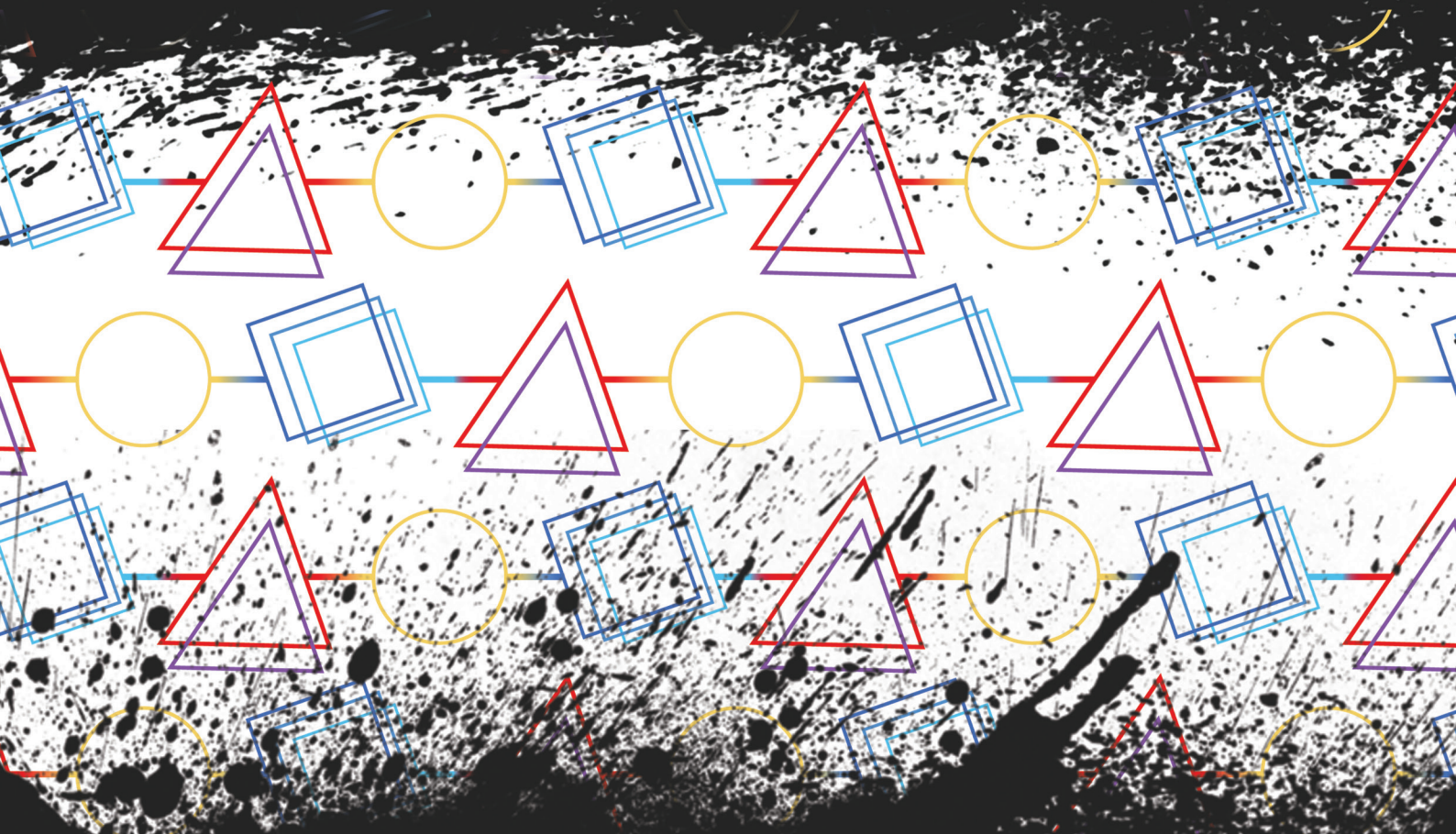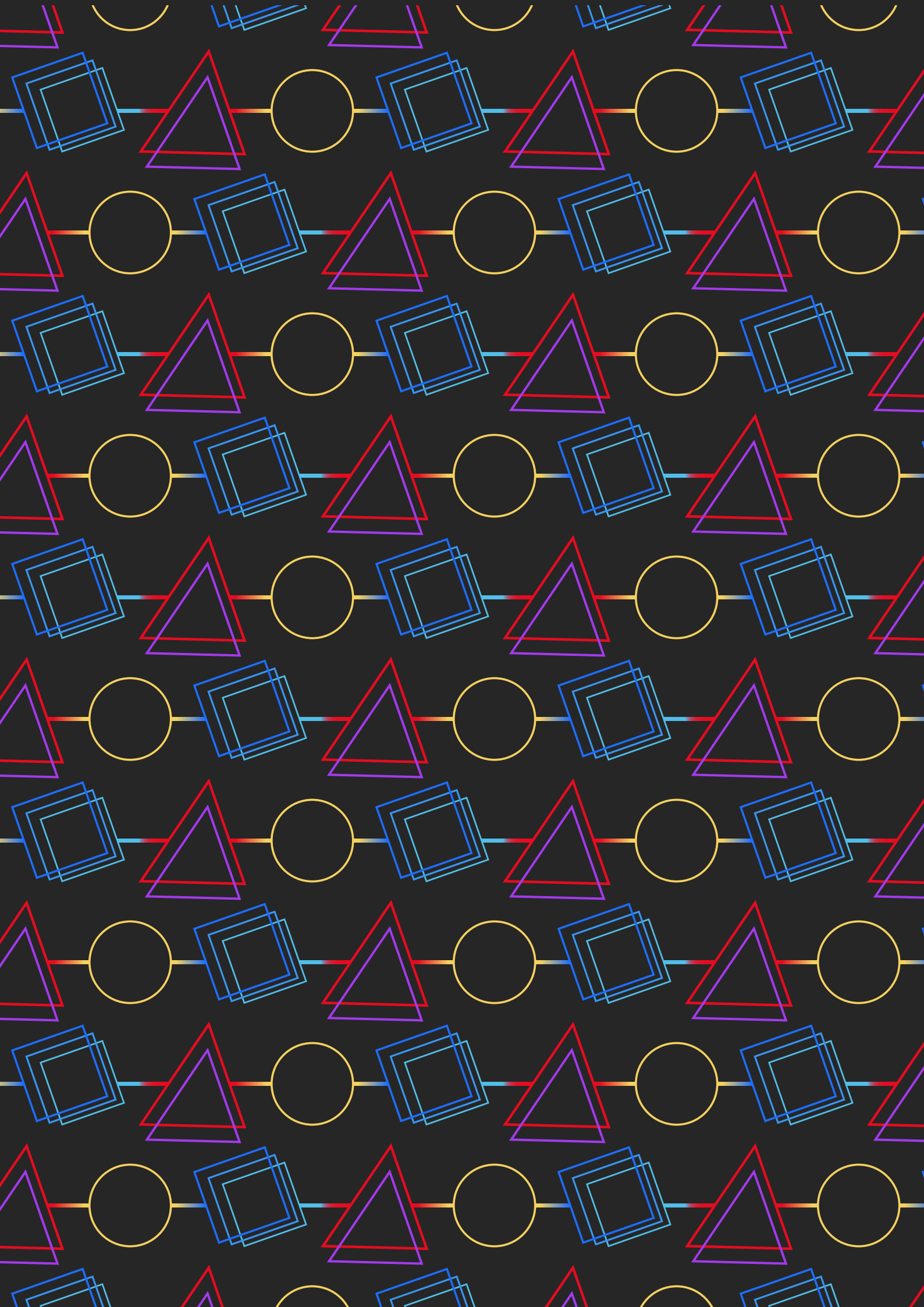
VIRTCH

PRODUCTION LOG
MED526 INTERACTIVITY
FOR SOCIAL ENTERPRISE
ST COLUMBS HALL
BROGAN FITZPATRICK

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3 CLIENT BRIEFING

4 INITIAL EXPERIMENTS

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7 PROJECT MANAGEMENT

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INTRODUCTION

ABOUT THE PROJECT

Project specification:

For this project we had to create a brand new suite of materials to support the launch of St Columbs new 360, Virtual Reality experience.

St Columbs are looking for a whole new brand to be created around there new initiative. This will include a new logo and set of brand guidelines to go with it.

The suit of materials we need to create to go with the logo and brand guidelines includes:

- A responsive E-commerce website
- Templates for online advertising
- Social media assets
- Google cardboard Branding
- 48 sheet billboard
- A1 poster

Required skills:

- Photoshop
- InDesign
- Illustrator
- Premiere
- 360 camera setup
- Shooting and editing
- Good understanding of Social Media platforms and appropriate use of them.

THE TEAM

Steven Fleming:

Main Roles:

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

Brogan Fitzpatrick:

Main Roles:

Merchandise design, research, web design and documentation

Ben Davies:

Main Roles:

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

RESEARCH

ABOUT ST COLUMBS

St Columbs Hall is a grade A listed theatre which is situated in the centre of Derry/Londonderry city. The hall has a rich history which dates back to 1866 when it was first built, being financed by a community crowd funding campaign.

Over time the hall evolved into a key location for overcoming social issues in society. It has had a lot of high profile speakers throughout its many years. In its early days it had speakers such as Eleanor Marx in 1889, Mrs Emmeline Pankhurst in 1910 and Eamon De Valera in 1924. In more recent times it had become the venue of choice for many iconic artists such as, Roy Orbison, Chubby Checker, Glen Hansard and Danny Boyle.

St Columbs Hall has stood strong for over 154 years, surviving two World Wars and the Troubles. However in more recent times the Hall has not been reaching its full potential and is no longer the venue it once was.

The "St Columbs Hall Trust" was set up in 2019 with its main goal being the revival of St Columbs Hall. They want to continue the halls legacy by giving it a new lease of life through there new virtual reality initiative. The Hall will start to host virtual reality events with the use of 360 degree cameras. The hope is that this new initiative will bring the hall back to its former position and once again be the centre of the city of culture.

COMPETITORS

The Virtual Reality market in Ireland is only beginning to take off, therefore this is a great time for St Columbs new initiative. Right now there isn't any other company in Ireland who offers this sort of experience which would make St Columbs Hall Ireland's first VR ready venue. When it came to competitors there wasn't any real Irish based companies to look at so the majority of companies we looked at are mainly based in England.

We looked at 6 different companies in total, focusing mainly on there websites to try and see what they did well and what they didn't do so well. This will help us to make better decisions when it comes to creating our own website.

DNA VR: (https://www.dnavr.co.uk/)

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

Other World: (https://www.other.world/)

Just like The Void, Other world is another great website and has a nice hero image waiting for you when you first visit. It has a fully exposed click through menu which features easily accessible contact information and has a message button In the bottom right-hand corner. I think the message button is something we should look to include in our website as we want people to be able to contact with ease. Another massive positive is that you can book experiences on the website, which is a feature we need to be including in our own website. The only negative would again be that there is no search bar. It appears to take longer to load than the rest of the websites but this isn't really a problem due to it ranking highly in functionality.

Vvroom: (https://www.vrroom.buzz/)

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

The Void: (https://www.thevoid.com/)

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

Wavexr: (https://wavexr.com/)

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

Oculus: (https://oculus.com/)

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

Benchmarking

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

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

COMMUNITY PARTNER BRIEFING

COMMUNITY PARTNER MEETING

For our first meeting we met with AnneMarie who is a memeber of the St Columbs Hall trust. She is our community partner and will be our client as we work on St Columbs Halls new Virtual Reality Initiative. We held the meeting on the Microsoft Teams app, which allowed us to have a video meeting with her. The meeting attendees included myself, my teammates Steven and Ben and also Claire our project manager.

What did we discuss?

With AnneMarie we discussed her vision of how St Columbs Hall would progress in the future, with the main focus being bringing the Hall back to life a bit and restoring it back into the hearts of the people essentially.

What did she want?

For the project there was certain things which AnneMarie specifically wanted and thought were essential to the project moving forward. I have taken a range of notes detailing the different aspects we talked about. These include:

- Complete new brand with a logo and brand guidelines
- New website along with a URL and a list of hosting and domain buying services
- Suite of social media assets
- Stickers for Google cardboard, a concert version along with a standard St Columbs version
- The website must be responsive
- Main target audience is social instagrammers
- Tiered prices for the youtube videos posted after the concerts
- Possibility of getting social media influencer's involved?

Along with all these things for us to create. Annemarie was very clear that the main focus was to try and bring the people back to the Hall and once again make it a social hub for the community. A line which was thrown about was "#thepeoplesvenue". Annemarie stated that in the past the hall was known by the people as a place for the people and therefore this hashtag seemed extremely fitting. We discussed trying to fit this into our designs in the future as she thought it really fitted the St Columbs Hall brand and what she was trying to do.

THE BRIEF

After the meeting with AnneMarie we were tasked with creating a brief. The main point of the Brief was to show AnneMarie we knew exactly what she wanted and should overall show that we are invested in the project and vision that she has.

To start the Brief we included a few short paragraphs about the history of St Columbs Hall and the project on hand. After that we stated what we felt the main aims for the project were. These included:

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

Target Audience:

Next we set out what we believed the target audience is and what their defining characteristics are:

- Mainly a younger audience (under 24)
- Likely to not have children
- More likely to be female
- Slight C2DE bias
- Involved in the buzz and hype culture
- Likely to use AirBnB
- Likely to take short breaks away
- Love to experience new things
- Connectivity such is very important (4G and Wifi)
- Love getting a good deal on things
- Always engages in different activities

Platform and website:

Next up in the brief was a section about the platform and the website. Overall the website is a very significant part of the project and therefore extremely important. It is vital that it is responsive as our target audience mainly use mobile phones. Also since mobile phones is used to watch the concerts with the Google Cardboard being optimized for phones is essential.

The deliverables:

We then set out the deliverables. These are the different materials which we are going to make through the course of this project and deliver to AnneMarie at the end. These include:

- Create a logo and a visual identity system along with brand guidelines
- Create assets for use on social media for marketing purposes (profile pictures, banners)
- Advertising assets for use online
- Create designs for a range of merchandise including Google Cardboards
- Complete a website for booking Vr events along with a guide to update the website
- Create designs for printed advertisements (posters, billboards, etc)
- Create proposal designs for Google Cardboards, including a in-house and events style
- Create proposals for sticker designs

Benchmarking:

After the deliverables we decided that we needed to go out and see what other companies in this area are already doing. For this we mainly focused on there websites and ranked them against each other to try and find the best practices to use and include on our website. I have detailed the websites and the benchmarking process on the previous pages.

Budgeting:

We did a small overview of what the different aspects of the deliverables would cost. This was helpful as it allowed us to show AnneMarie what she could expect to pay overall for the project. With the main expenses on our side being for the website, different merchandise printing and poster printing.

The Team:

The last thing we did was include a bit about ourselves along with a photo. This was so AnneMarie was able to see exactly who she was working with and what are different strengths were.

ST COLUMBS HALL

INITIAL DESIGNS

As we were starting a completely new brand we had no constraints on our designs at all, this was really good as it gave us a lot of creative freedom during the design phase. After initial discussions with Adrian during our meetings I decided to go down the 80s design route for my first logo attempt. We discussed how the 80s was when VR really started to take off.
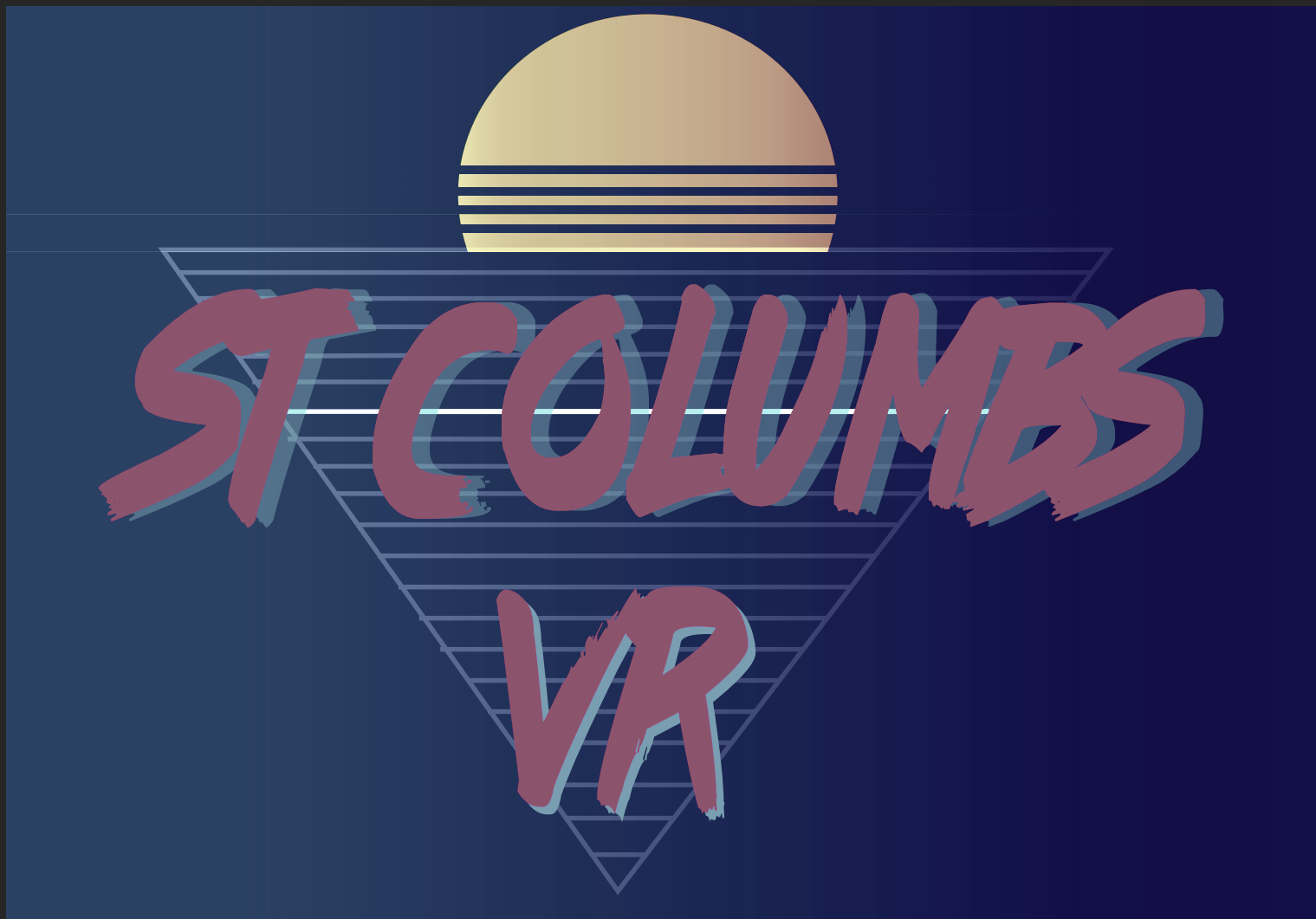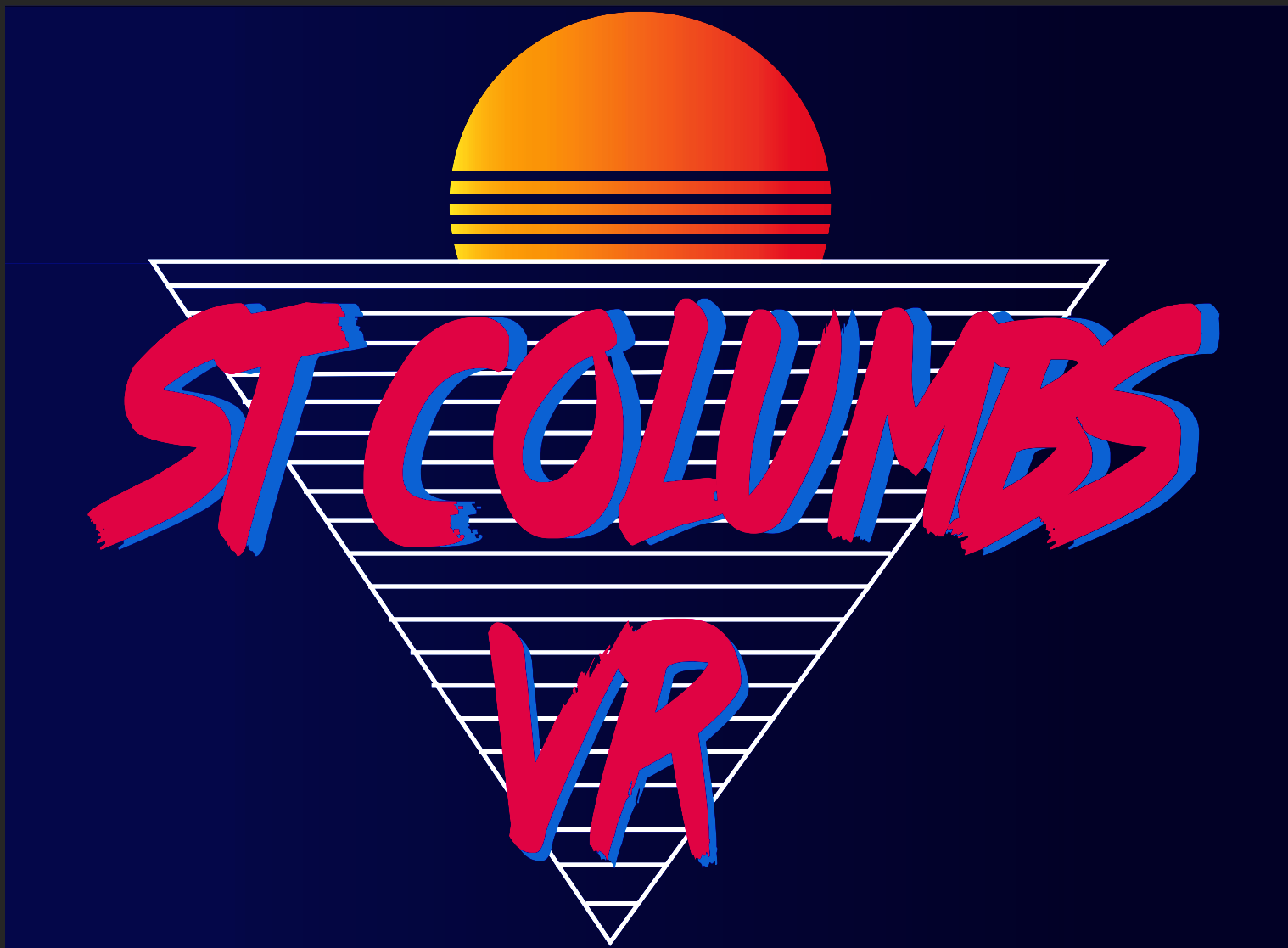
Even though the technology wasn't quite there it was still a massive era for virtual reality. Off the back of this I decided I would go out and try and find some 80s poster designs which I could use as inspiration. What I found was that within 80s poster design there is some very stand out characteristics which keep re-occurring, such as the lined out sun and snythwaves. Some of the posters are took inspiration from are featured below.

MOODBOARD

All images on this page:(Vectorstock 2020)
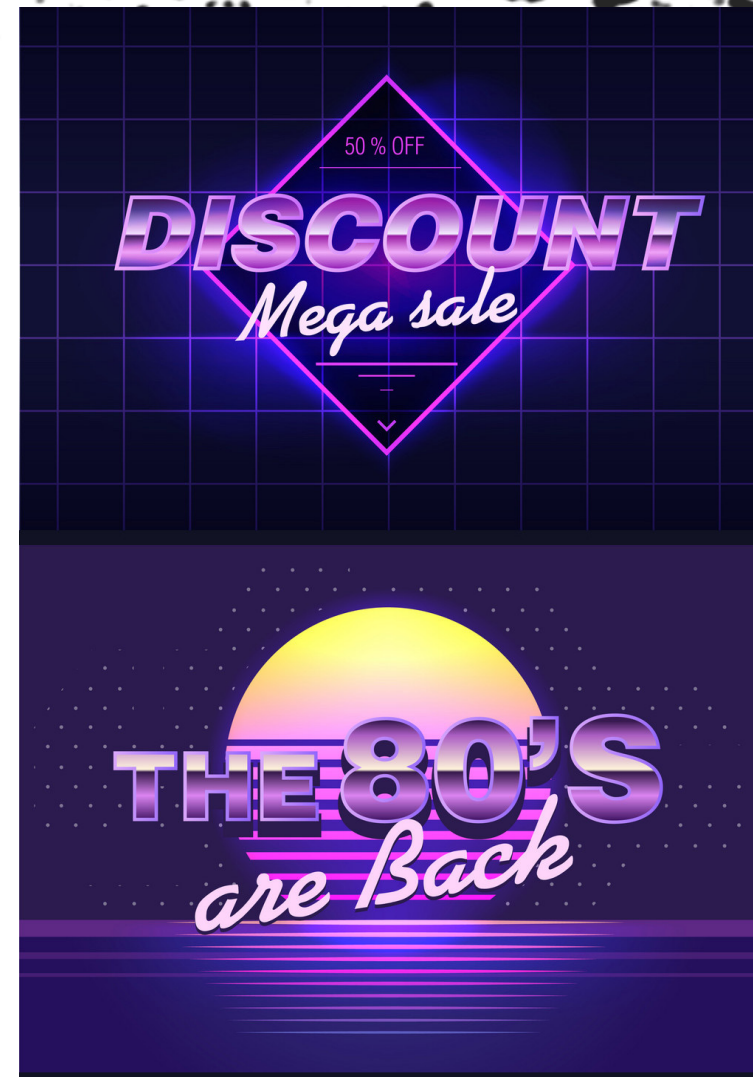
Design 1: 80's inspired

Design 1: Reflection

As we can see through this design I decided to go full 80s through and through. I tried to grab many of the main aspects such as the lined out sun, along with the fonts, background shapes and colour scheme.

I wouldn't say that there is a particular one of these designs I would consider "finished" as they don't really change much from the first one to the last one. Rather I was just making small changes throughout, such as different colored elements and fonts, along with different placements of the word VR.

During one of the meetings I got some feedback from Adrian on this design. This was basically that overall its too much 80s and nothing really to do with the Virtual Reality side of things. I thought this was a completely fair criticism as I myself wasn't particularly happy with how the design way going. I didn't really think it was giving off the feel that I had pictured for our new brand. Therefore I decided to leave this design here and not pursue it any further.

I think the experimentation with the 80s aesthetic was a useful one but for this particular design was not giving me the desired outcome. After this I decided to leave the 80s behind and go in a different direction.

DESIGN 2: VRG (VIRTUAL REALITY GIGS)
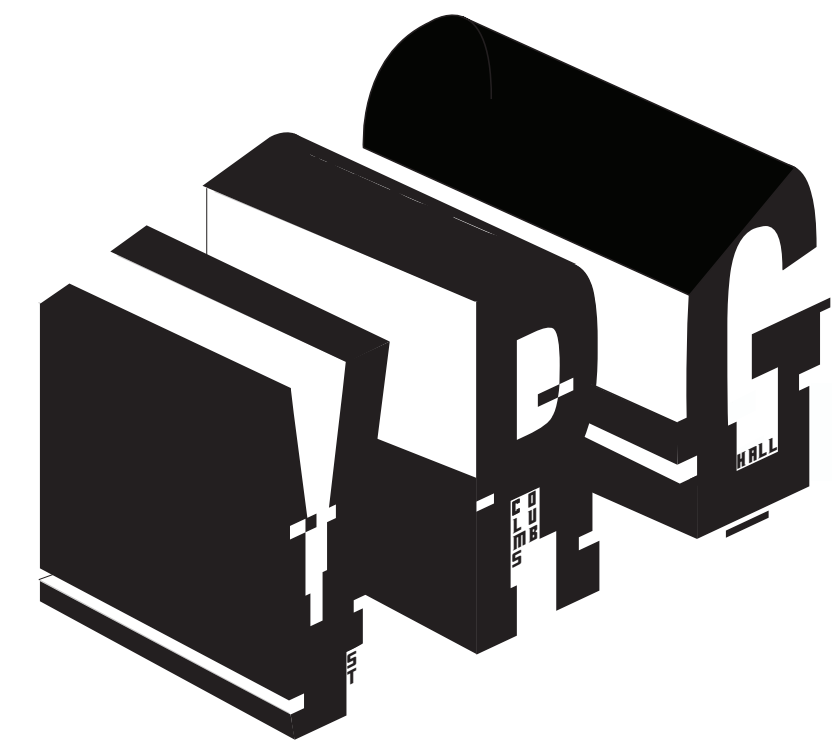
My next design was called Virtual Reality Gigs or VRG for short. The real inspiration for this design just came from a few different plays with perspective I seen online.

As we can see I decided that the logo needed to be short and catchy so went with VRG and then stuck "St Columbs Hall" in there to keep it in touch with its roots. After this I just made a few changes making the letters red on there front face and then adding the words "Virtual Reality Gigs" along the two different axis at the bottom of the logo. Overall I think the words just helped to give off more of that perspective feel, but I found these very hard to line up with the rest of the logo so I'm not sure if I will continue using them moving forward.

DESIGN 2: VRG MOCKUPS

Design 2: VRG Reflection

Looking back on my VRG logo design, I still think it has potential. I don't think it would have fit the brand we were going for just like my 80s design, but overall I like it. It gives me real 2000s VHS store vibes which I think is quite cool.

Throughout the process I moved from black, white and one colour to full colour. The colour palette being colours colour scheme for their letters. I'm not really sure which I prefer, they both give off different vibes. I think the coloured version looks a lot better on Merch and therefore may just win over the black and white one.

I think putting the logo onto different pieces of Merch really helped me to decide that it wasn't the logo I was looking for either. As I've mentioned I like it but I don't think its the one. I believe it has a lot of potential for something else as the whole perspective idea is interesting.

Again I'm glad I made this logo as I feel its lets me explore and cross off an avenue I was interested in. Now I can move onto something else knowing that this just didn't quite work out as well as I thought it would at the beginning.
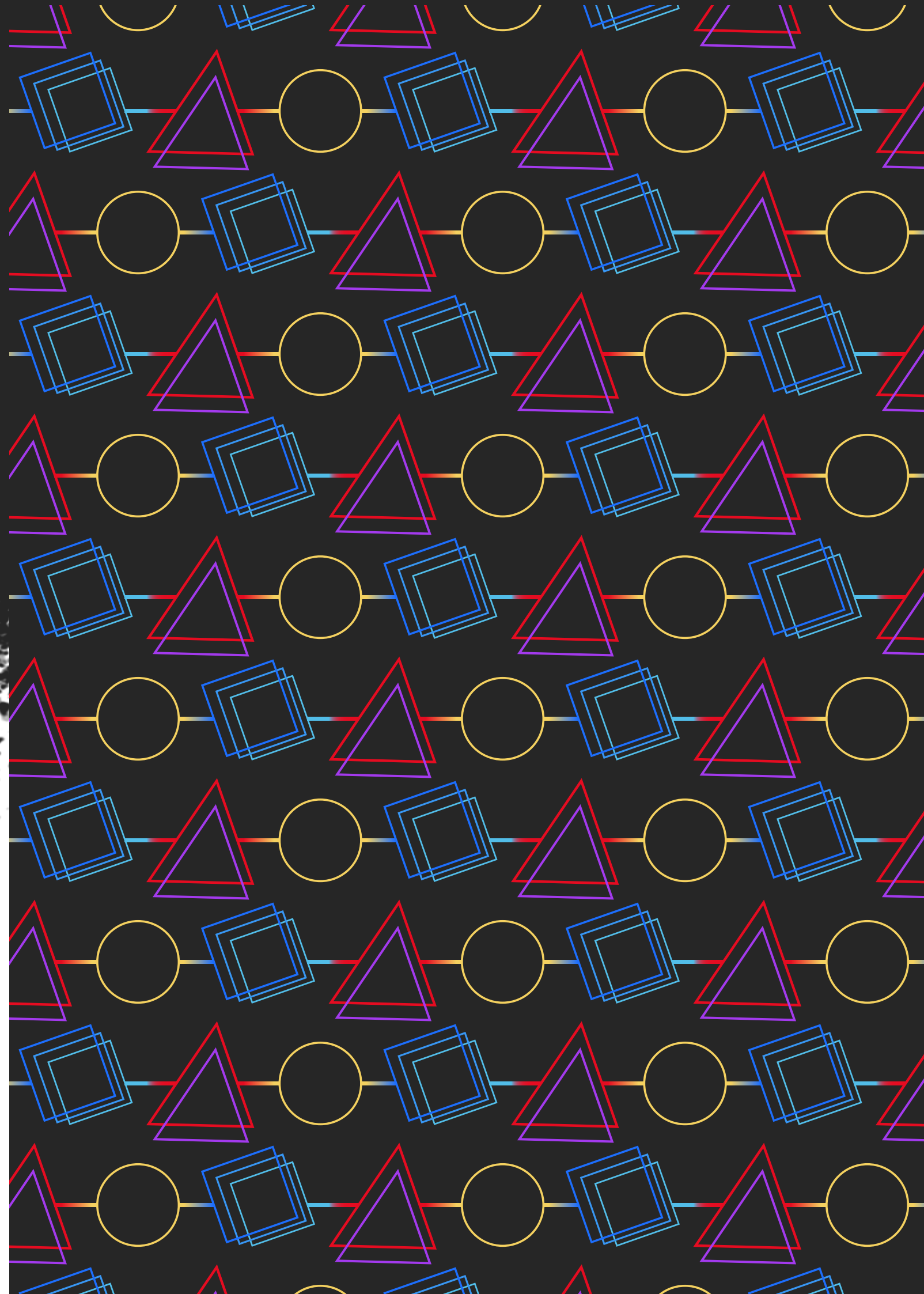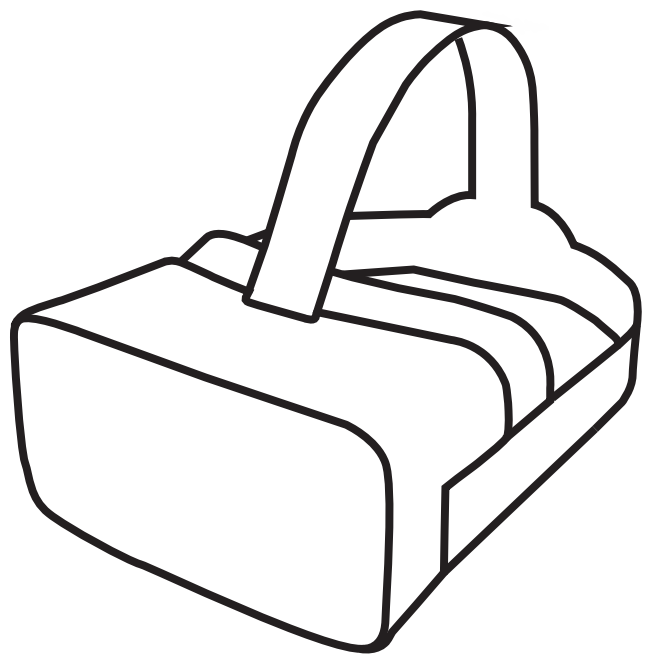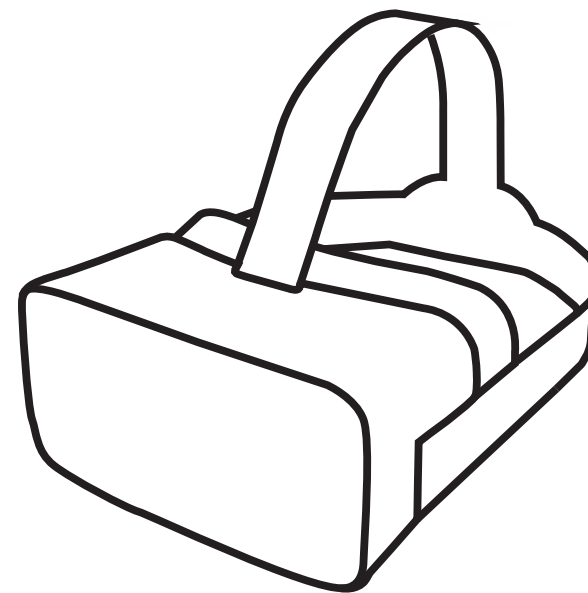
ST COLUMBS HALL
VR

For my next logo design I went for a more minimalist look. I wanted to just do some text beside a small picture which we could use say as an icon for an app etc. From this I ended up with St Columbs VR. A very simple name but after I made a new name up for the last design, I decided this time I would stick to the roots and go straight with St Columbs. I personally think this is better because its a name the people already know and therefore will feel more comfortable checking out what it is.

I started off really just testing different fonts beside the VR headset I drew out. I settled on this modern joint text for the VR and just a slim font for the St columbs name.
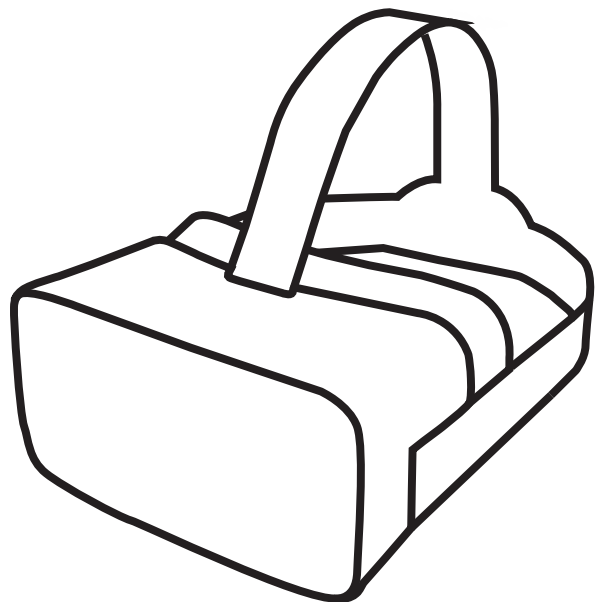
ST COLUMBS HALL
VR

ST COLUMBS HALL
VR

DESIGN 3: ST COLUMBS VR

DESIGN 3: MOCKUPS

DESIGN 3: REFLECTION

So far I think St Columbs Hall VR is my most successful logo design. I think it has an extremely clean and well finished look and I'm extremely happy with how it turned out.

Throughout the design process I was mostly just moving through different font types trying to find one I think worked the best. In the end I settled on a type face which I then joined together using Illustrator. This allowed me to give the logo a modern look while still keeping it clean and minimalist.

After this I started experimenting with the placement of the text. While I had the VR headset as a side piece, I decided I'd try putting the text on to the front of it and see how they looked. Overall it looked okay but it wasn't great I don't think.

Through the different merchandise I decided it would look best to just stick to simple black and white colours for hoodies and t-shirts. Mostly I just put different variations of the logo onto the clothes, changing the position around and tweaking the sizing.

From doing this I think I have decided that I think the logo looks best with the VR headset off to its side. It looked the best on their merch I think and looks like a more traditional modern logo of today.

DESIGN 4: 80S ST COLUMBS VR

Off the back of my 80s adventures and modern minimalist designs I decided one day mostly as a joke for my teammate Steven that I would give my "St Columbs VR" logo an 80s twist. To do this I just implemented the colour scheme along with the lined out sun. However this was all the 80s aesthetic I used and the rest is the "St Columbs VR" logo design.

When I was uploading my designs to basecamp I decided that I would upload this design too, just incase Adrian and Claire thought it was cool and had potential. Luckily enough this is exactly what happened. Not long after uploading Adrian commented telling me that this is probably my logo design which has the most potential overall. Therefore I decided to move into production on an 80s/modern minimalist logo design.
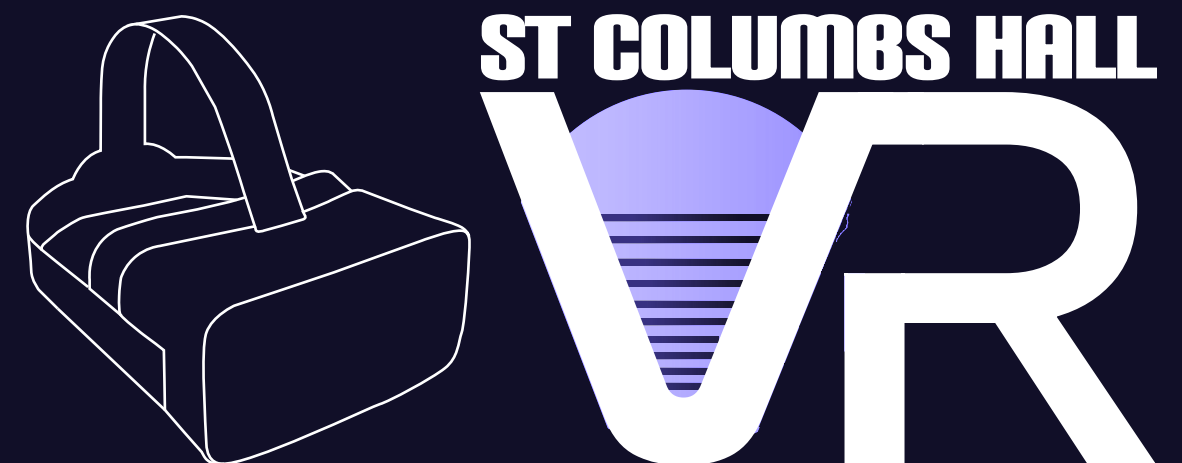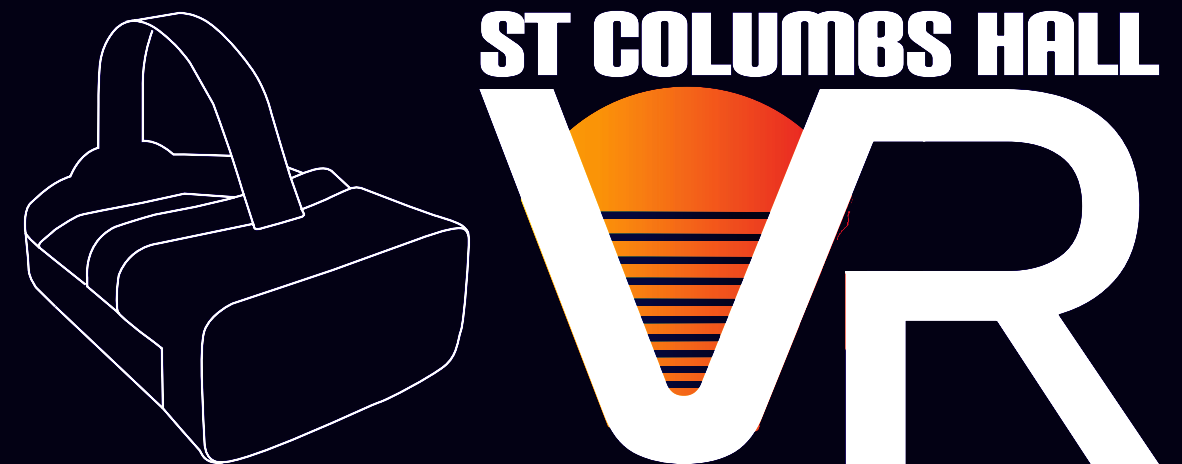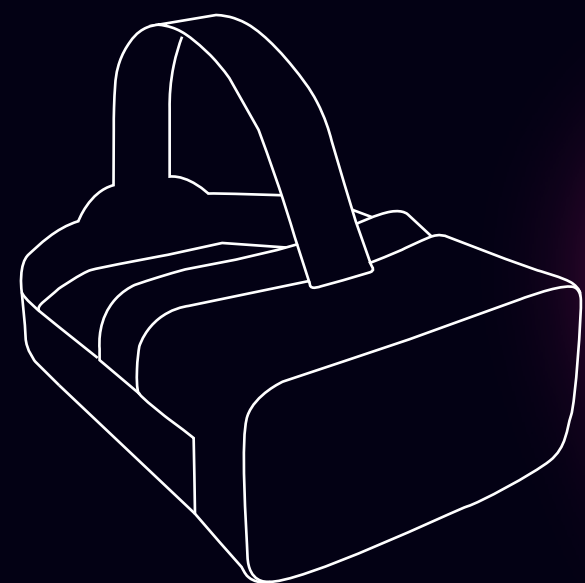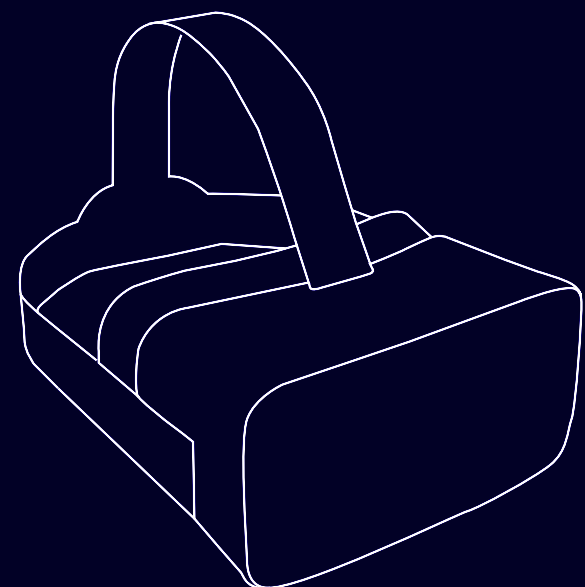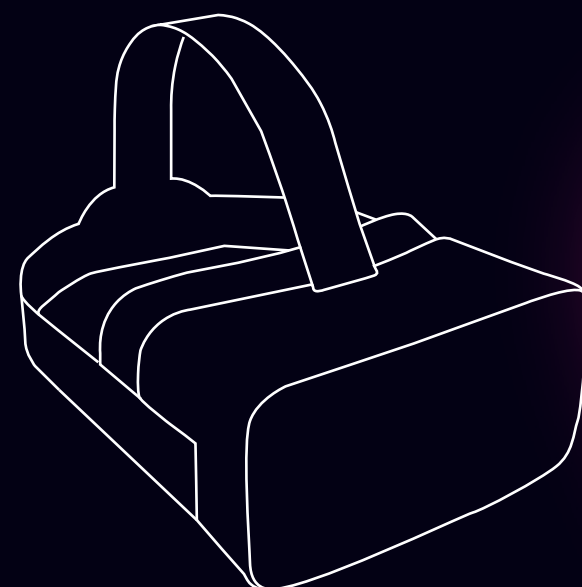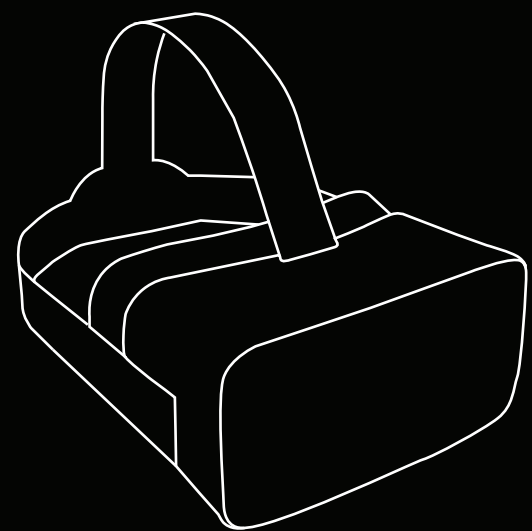
ST COLUMBS HALL VR
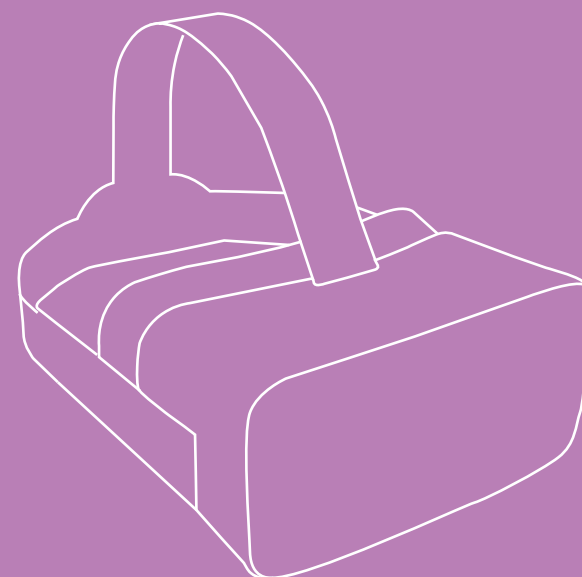
ST COLUMBS HALL
VR

ST COLUMBS HALL
VR

ST COLUMBS HALL
VR

ST COLUMBS HALL
VR

ST COLUMBS HALL
VR

Design 4: Reflection & Feedback

Looking back at this design phase I think it has been one of my best yet. I have created so many different design variations and I'm very happy with how they have turned out overall. I mostly tried lot of different colour variations trying to stick to colours of the 80s such as dark purples, navies and blacks. Along with this I moved different elements around, mainly the lined out sun. Testing out its positioning behind the text and also behind the headset. I think it works best behind the headset so that's what I'm going to go with.

Following on from the feedback Adrian gave me I decided to implement more connected text to continue the modern theme. Therefore I connected a few letters in "St Columbs Hall". Overall I think this just makes it flow a lot better and looks good too.

As we moved towards the pitch we were reaching the design refinement and cleaning up stage. Adrian and Claire both looked at my design and were happy with it, but both said that they think it would be stronger as two separate pieces. The text would be the logo and the headset and sun would be a secondary graphic would could be used on merchandise and other things like that. So this is how I moved forward. I separated out the two elements and went to work refining them and creating merchandise for the pitch.

ST COLUMB'S HALL
VR

THE PITCH

THE PITCH: WHATS INCLUDED?

Next up was pitching to AnneMarie. To do this I needed to complete a pitch deck. The main aim for this pitch is to show off my design to AnneMarie and to try and convince her that this is the branding she wants to use moving forward. In the pitch deck I will be including a mockup version of each deliverable we set out at the start of the project, in our first client meeting.

These are:

- Social Media Banners
- T-shirt and Hoodie designs
- Hand sanitizer designs
- Face Mask designs
- In house Google Cardboard Design
- Concert specific Google Cardboard Design
- Sticker Design
- Bus stop poster design
- Instagram Advertisement
- Website mock-ups, phone and desktop

SOCIAL MEDIA MOCKUPS
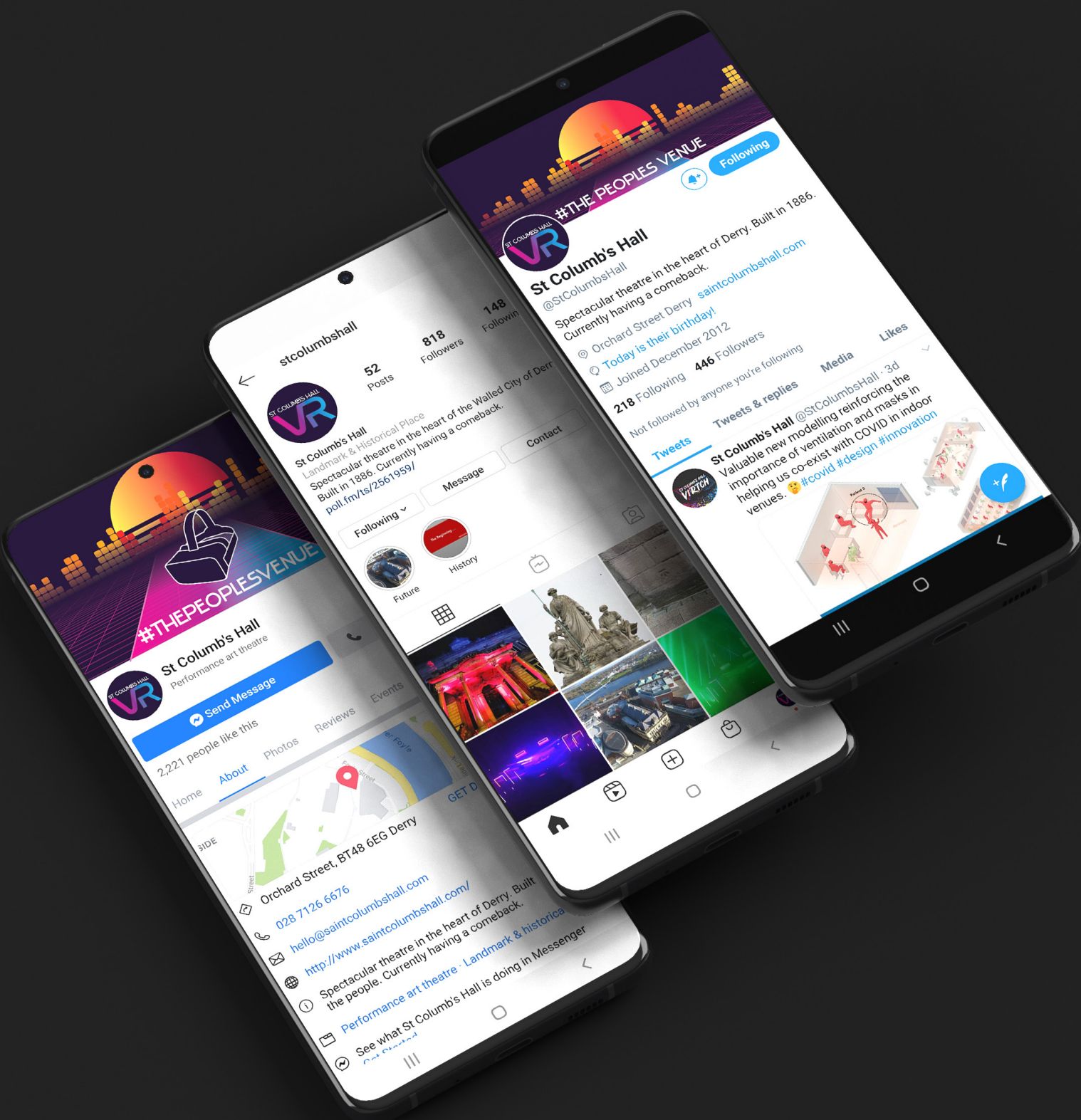
#THEPEOPLESVENUE

St Columb's Hall

@StColumbsHall

Spectacular theatre in the heart of Derry. Built in 1886. Currently having a comeback.

📍 Orchard Street Derry   saintcolumbshall.com

💡 Today is their birthday!

📅 Joined December 2012

218 Following   **446** Followers

Not followed by anyone you're following

Tweets	Tweets & replies	Media	Likes

St Columb's Hall @StColumbsHall · 3d

Valuable new modelling reinforcing the importance of ventilation and masks in
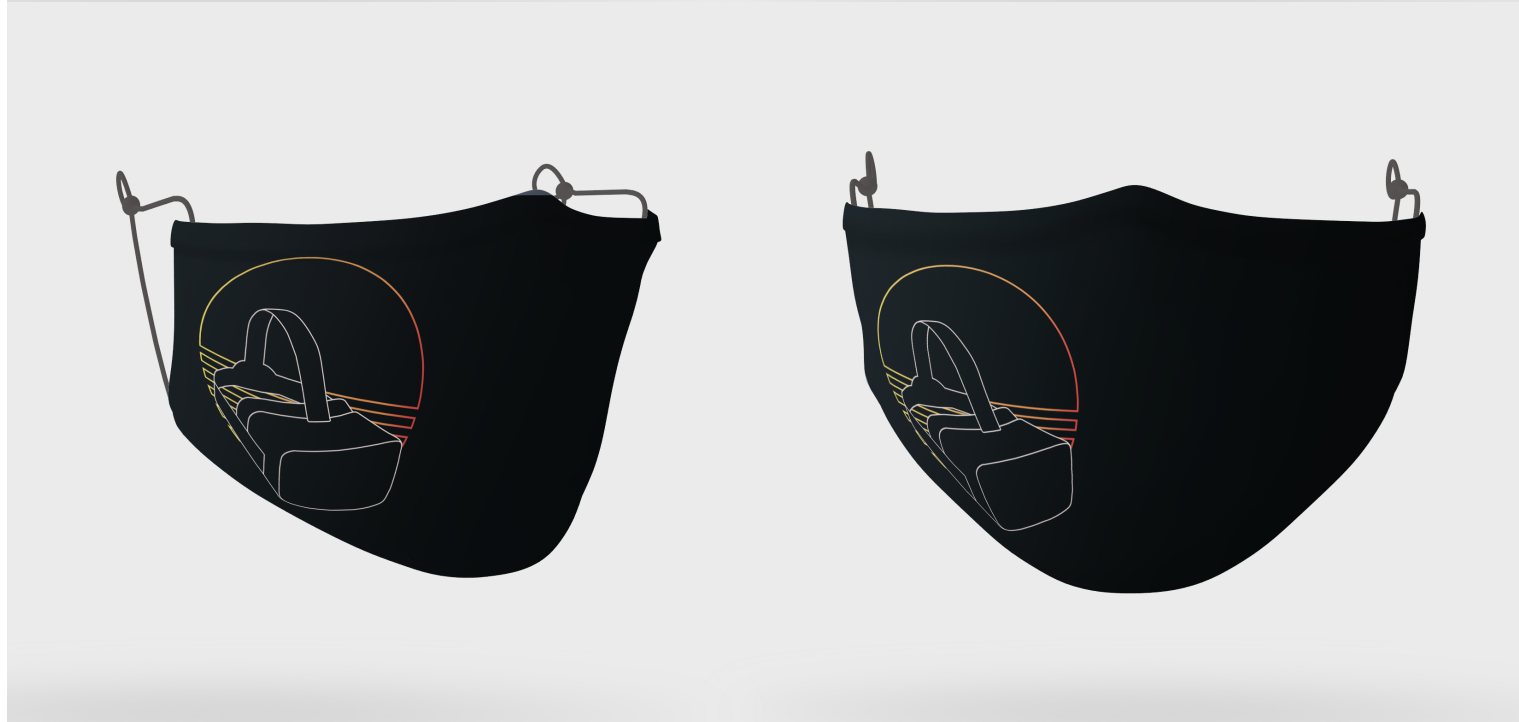
SOCIAL MEDIA MOCKUPS

HOODIE MOCKUPS

HAND SANITIZER MOCKUPS

ST COLUMB'S HALL
VR
HAND SANITIZER
473 mL / 16 U.S. fl. oz.

ST COLUMB'S HALL
VR
HAND SANITIZER
473 mL / 16 U.S. fl. oz.

FACE MASK MOCKUPS

GOOGLE CARDBOARD MOCKUPS

POSTER MOCKUPS

WEBSITE MOCKUPS
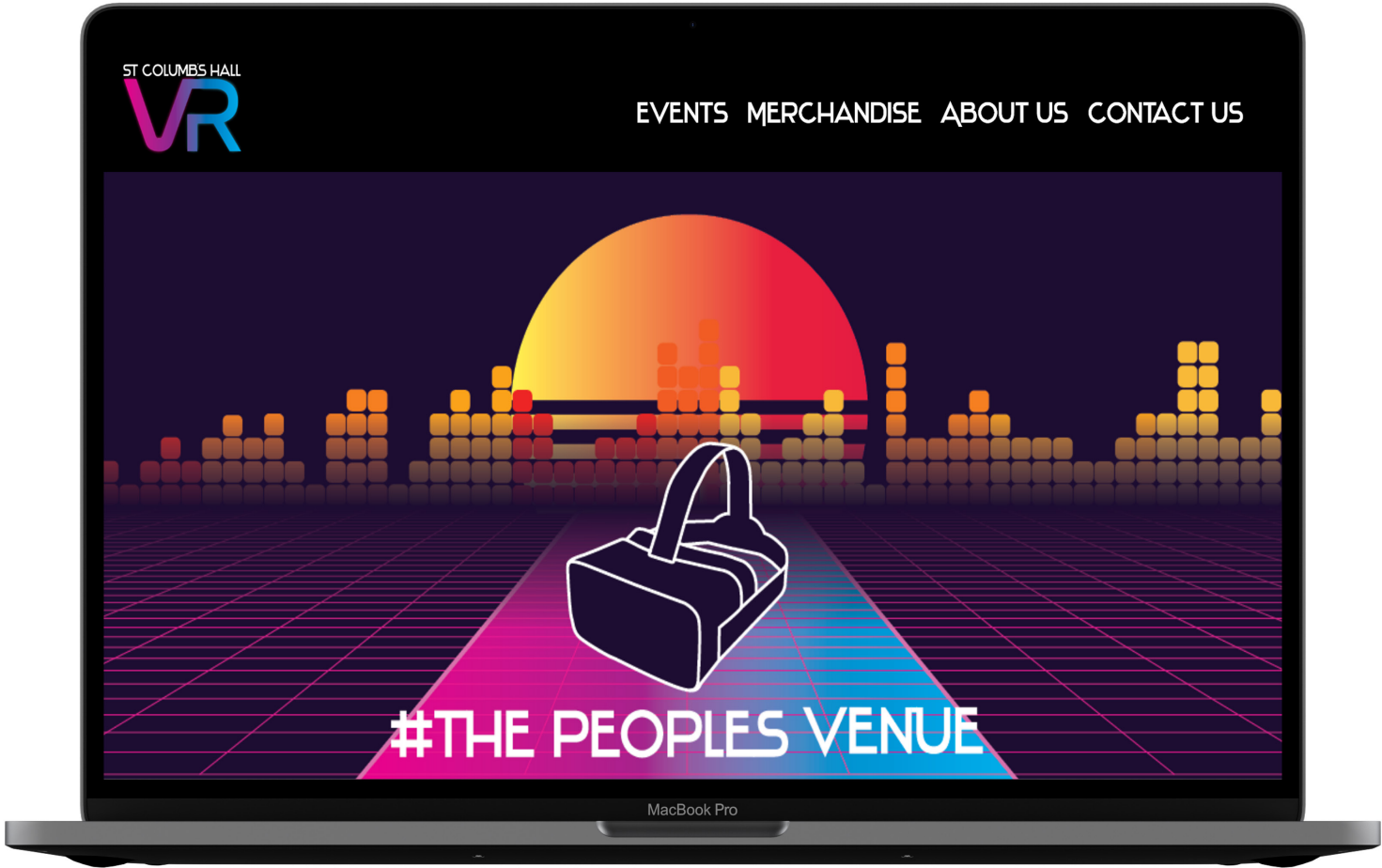
INSTAGRAM MOCKUP

PITCH FEEDBACK AND REFLECTION

Overall I think my designs turned out really well. I personally like the poster design and the Face Mask designs the most.

For the poster I decided I would base it on a U2 concert. I also based the design around what different posters from the 80s looked like. I think I got the balance between 80s and modern vibe just right.

For the Face Masks the designs were very simple really. It was just the logo and the VR headset as two separate designs. I think the Headset with just the outline of the sun is really nice on the black face mask and is definitely my favourite out of them.

If I was to re-do any of the mockups from the pitch deck it would definitely be the instagram advertisement. The one I made looks very similar to the poster, which could be a good thing. However I think it needed more information to be included in it overall.

Unfortunately my designs were not chosen by AnneMarie during the pitch. I'm sad I was not picked but she definitely made a good choice in Steven's "Virtch" logo.

Although I was not picked, AnneMarie still gave me some really good feedback on my designs which I thought was really helpful overall. This was:

- "The overall design works really well and as you said retro is currently in right now. However we are looking for a brand that can last long into the future and its likely that the retro aesthetic will fall out of fashion somewhere in the near future"
- "What Brogan did with his website was really interesting, especially in terms of the "whats on" side of things. Having the "about us" and "contact" pages as a parallax is definitely the right approach"
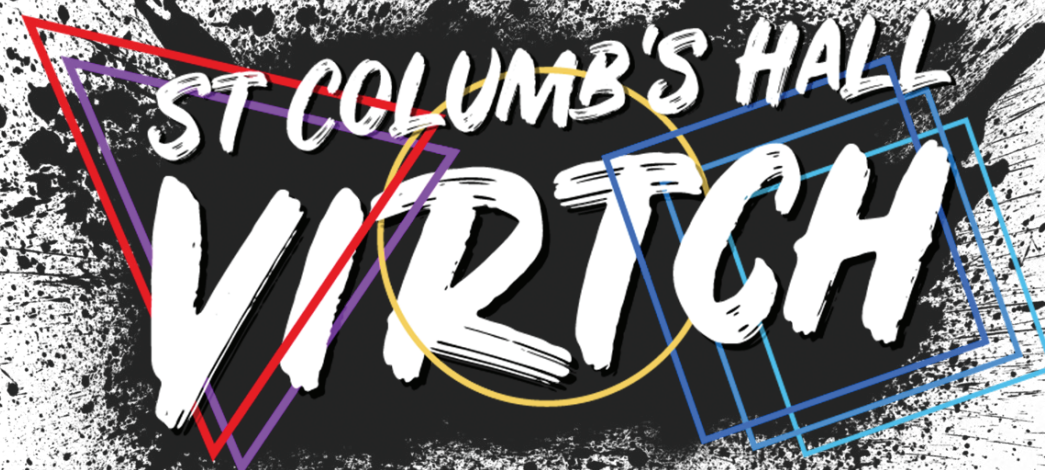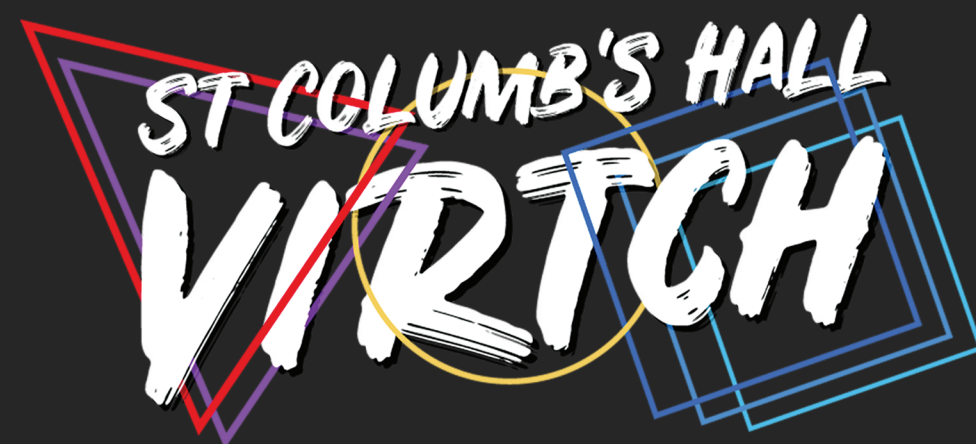
Overall I think my pitch deck turned out really well. I think my delivery of the pitch could have been improved upon but I got through it just fine. I'm happy moving forward with Stevens design and I look forward to seeing what we can make together as a team.

FINAL OUTCOMES

ST COLUMB'S HALL
VIRTCH

ST COLUMB'S HALL
VIRTCH

GOOGLE CARDBOARD DESIGN

FACE MASK DESIGN

In order for the Google cardboard to be printed we need to finalise the design which we were going to use on the side of it. This was the updated design which Steven made for the updated pitch deck for AnneMarie. The only changes made where swapping out the filled in shapes with ones which has only a stroke outline.

My job here was to recreate this design and get it ready for print. Because the initial design was made for a mock-up it was therefore not to the correct scale. Once I had finished the design I exported it into a range of different formats in case AnneMarie needed any of them in the future.

Much like the Google Cardboard the design we are using on the face masks is the same one Steven used in his pitch deck. Again my job here was to recreate the design for print and to put it into the different file formats.
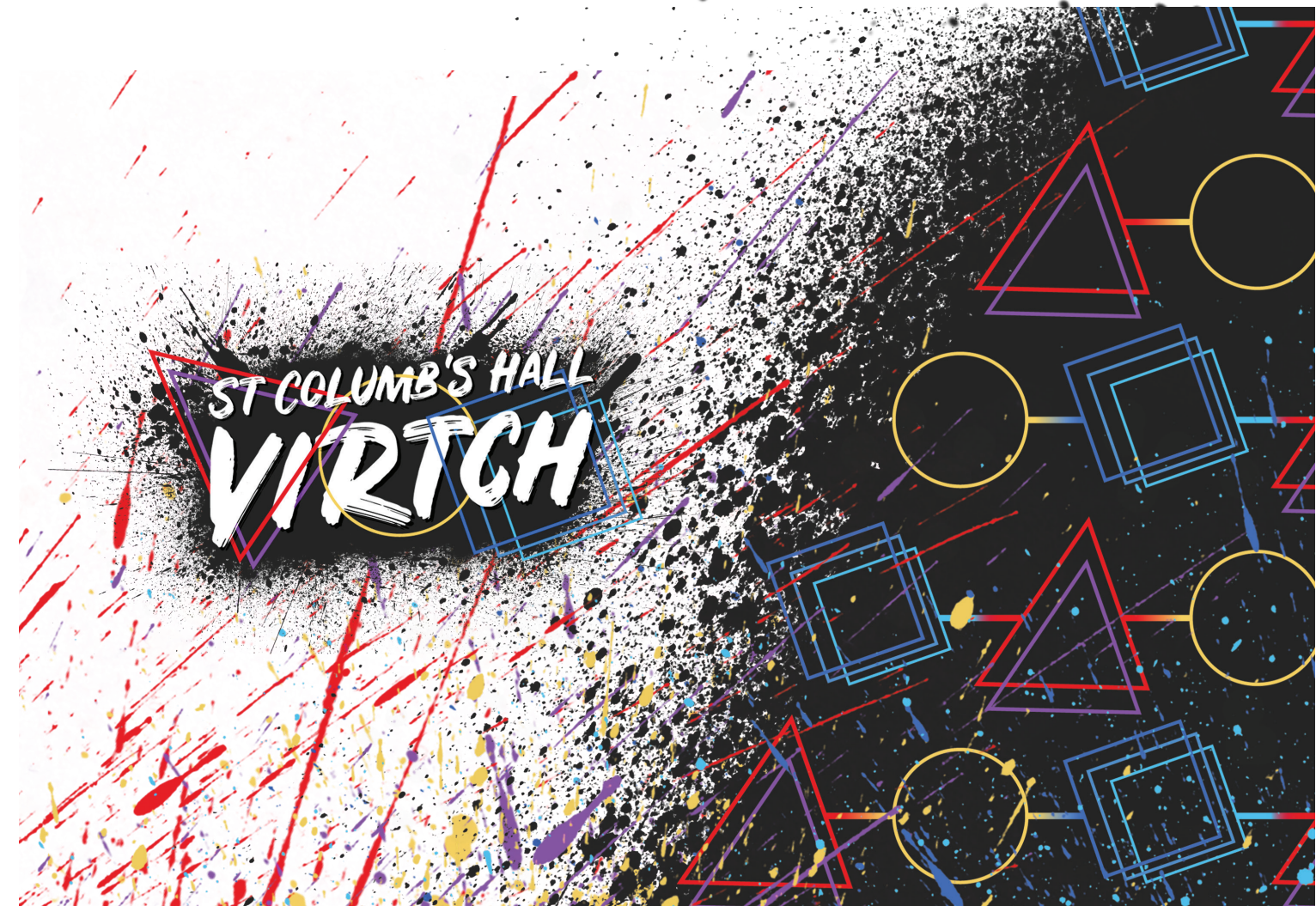
Merch companies and pricing

In order for AnneMarie to get any of our merchandise designs printed she is going to need to find a company willing to do this for her. This is were I came in. My main task was to go out and create her a catalogue of companies who will print all the different merchandise designs we have created for her.

In the catalogue I have included a few different companies for each piece of merchandise along with each of their own price lists and amounts. I have also included each of the websites for each company along with some images were I felt appropriate.

I have tried to state any important information from the companies I think AnneMarie would need to know, such as if some companies use templates or whether you just upload the design to there website.

Off the back of the catalogue I also made sure all of the different merchandise designs were ready to print. This included me finalising each design, organising it into each of the folders and also exporting it into any file type she could possibly need in the future. These mostly include PNG, PDF and JPG along with all the source files. I also tried to include the files for any of the different elements which made up the designs.

Some companies required templates to be filled in, therefore I went out and created a filled in template for AnneMarie to use. I also included the blank templates, along with any other file the companies provided.
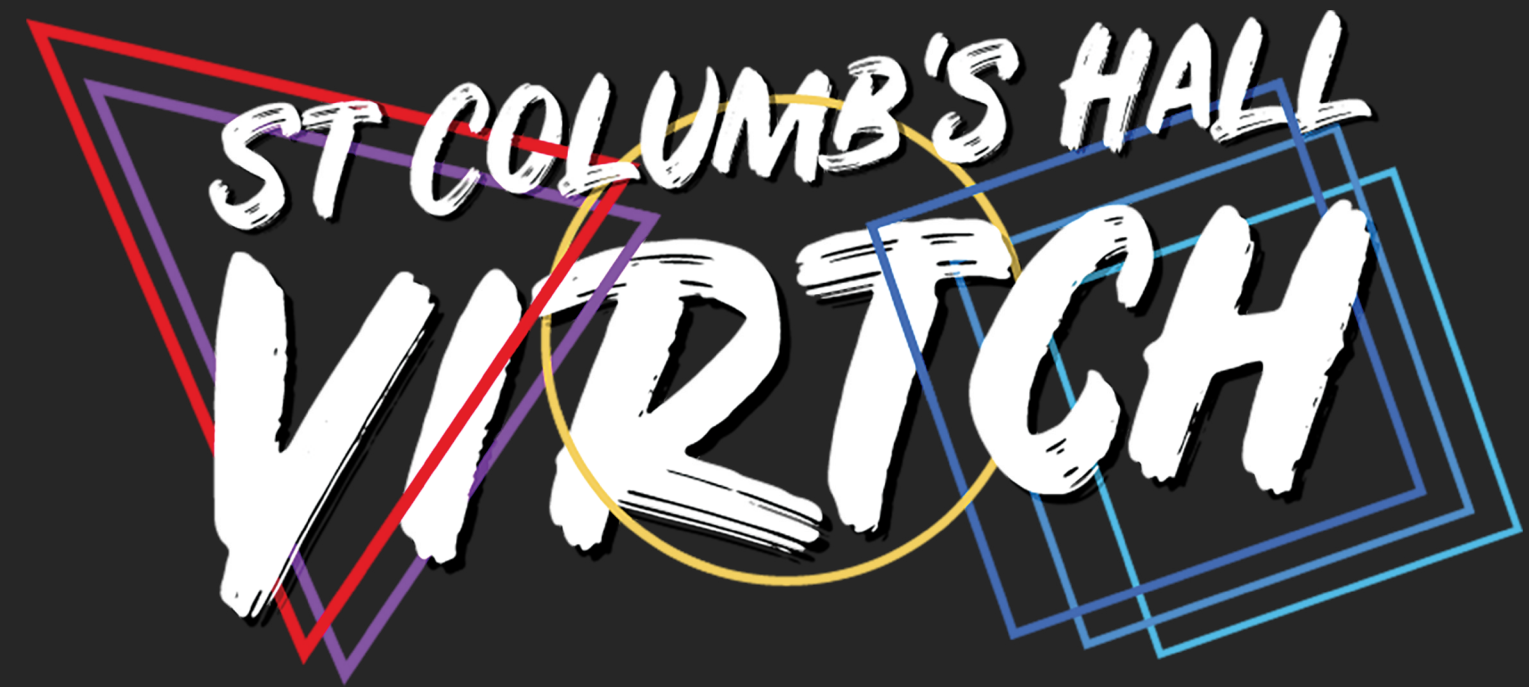
Important information:

- All files can be found in the Virtch Package
- Each design has been exported into multiple different formats incase they are needed. Source files will also be included.
- All the different elements which make up the designs are also included in a range of formats and again with source files.
- Some companies will want the designs sent via email and some have sent out templates.
- The templates can again be found in the Virtch Package, in there respective folders. Completed templates with our design and blank templates have been included.
- All the prices listed below do not include VAT

EMAILING COMPANIES

When I was trying to find out different information about merchandise printing, some companies didn't have all the information I need on their website. This meant I had to send them a quick email, this was usually to get a quote of price on a certain amount of products.

Some companies replied a lot faster than others, while some didn't reply at all. However most of the emails I got back where extremely helpful.

Below I will show an example of some of my emails with companies.

From: Brogan Fitzpatrick <broganf12@gmail.com>
Sent: Monday, 30 November 2020, 15:37
To: Sales - Partridge Peartree Promotions
Subject: Merchandise enquiry

Hi there,

I am emailing you today to enquire about some of the products you offer. I am currently working for a client, who in the future will be looking to order a range of merchandise. The merchandise would include; branded t-shirts, branded hoodies and branded face masks.

I was wondering if you would be able to provide me with a quote for the minimum quantity of each item you allow to order and any templates/file formats you would need our design to be in for printing on each of the items.

Many thanks,

Brogan

Richard Moule <richard@mxlltd.co.uk>
to me ▾

Hi Brogan,

Many thanks for your enquiry.

I have attached our quotation for branded face masks and branded 500ml sanitiser bottles (all prices shown are subject to VAT).

The minimum order quantity for branded labels on the bottles is 100 units.

Lead times are included in the quote, but let me know if needed any quicker and I can check availability.

I shall send over the artwork template for the face masks to you shortly. Would you like an artwork template for the labels as well?

Kind regards,

Richard

Richard Moule // MxL Ltd

Brogan Fitzpatrick <broganf12@gmail.com>
to Richard ▾

Hi Richard,

Thanks for getting this over to me. Yes any templates would be a massive help!

Thanks very much,

Brogan

Marc Desmond <Marc.Desmond@partridgepeartree.com>
to me, Amy, Ruth ▾

Hi Brogan
I trust all is well
Hope this helps as a starting point

Gildan Heavy Blend™ Hooded Sweatshirt
Click on link for full spec & colours : https://www.full-collection.com/?search=gd57
Branding : 1 colour x 1 side
Qty : 24
Unit Cost : £13.95

CLIENT FEEDBACK ON CATALOGUE

Once I had finished the companies catalogue I sent it off to AnneMarie for review. She was able to give me some really valuable feedback on it and even some changes and fixes I needed to make to it. The changes were rather small but I'm glad she caught them so I could make the changes. These were:

- The words "Face" and "Mask" being two different sizes on one of the pages titles
- A spelling mistake on pages 2 and 3

AnneMarie also gave me some really excellent feedback on the catalogue, which was great to hear and made me very happy with the work I produced. Adrian also said it was "a great piece of work" and that he would be "giving it to people in 20 years if they were looking to buy a t-shirt".

I have included a screenshot of AnneMarie email below detailing the feedback she gave me.

CLIENT FEEDBACK ON WEBSITE

Once we had completed the first draft of our website we that we wanted Annemarie to have a look at it. We thought it would be good to get this done at this stage incase the was anything she wanted to change in our designs. Also we had a few different questions to ask her about how the back end of the website would work with melody VR.

We held the meeting on Microsoft teams and overall AnneMarie was very happy with everything we had done on the site so far. She Said it looked "brilliant!" and "really professional".

AnneMarie also asked us for some advice on where she could put a sponsors tab in the future. We recommended just after the about us section, and to include there logos in the footer of every page. She was happy with these options and said its something she might potentially add in the future if any sponsors came forward and supported the project.

Production Log Feedback
The detail and content in the production log is perfect and very useful when it comes to organising the merchandise and posters.
The specifications and turnaround times will really help in planning activity and making sure we plan enough ahead to deliver the project
The pricing and quantities are very clear and will help me to plan out margins on merchandise and predict what cash-flow we need in advance to cover stock
Design guidance and how to access the design package is also really clear and tailored to each vendor
In summary, this is a working action plan that will support the rapid roll-out of the brand as we get the resources to support it.

The document also looks great - on the design there are only two very (very!) small things
- on the Face Masks page – the "Face Masks" title text could be adjusted to be the same size. It might be my pdf reader but "Face" looks smaller than "Masks"
- there is a typo on "Partridge" on pages 2 and 3

PROJECT MANAGEMENT

BASECAMP

Throughout the project we used lots of different applications to help us work together as a team. Everything was online and done remotely due to the pandemic so having lots of different applications available to us was a massive help.

The most important application for us was Basecamp. This is where we uploaded all our files and created to-do lists and a schedule to follow. It was like a common place for everything to be and if we didn't have this I believe the whole process would of be a lot harder.

Basecamp is where we put together the "Virtch Package" which is all the files AnneMarie will be getting from Claire, it includes every piece of branding and source file she could need.

We made quite an in-depth to-do list. We split it into four sections, these were Branding, Website, Merchandise and Documentation. This just made everything a lot easier as it allowed us to know who was doing what and when it was due.

Basecamp also allowed us to create a schedule. This much like the to-do list was great for time management. It allowed us as a team to set dates we wanted pieces of work to be done by and also allowed us to set an end date for the entire project.

The schedule was also great as it allowed Adrian to see what was going on and what we had planned. He could see everything we had on basecamp and therefore was able to come in with suggestions and changes when he felt necessary.
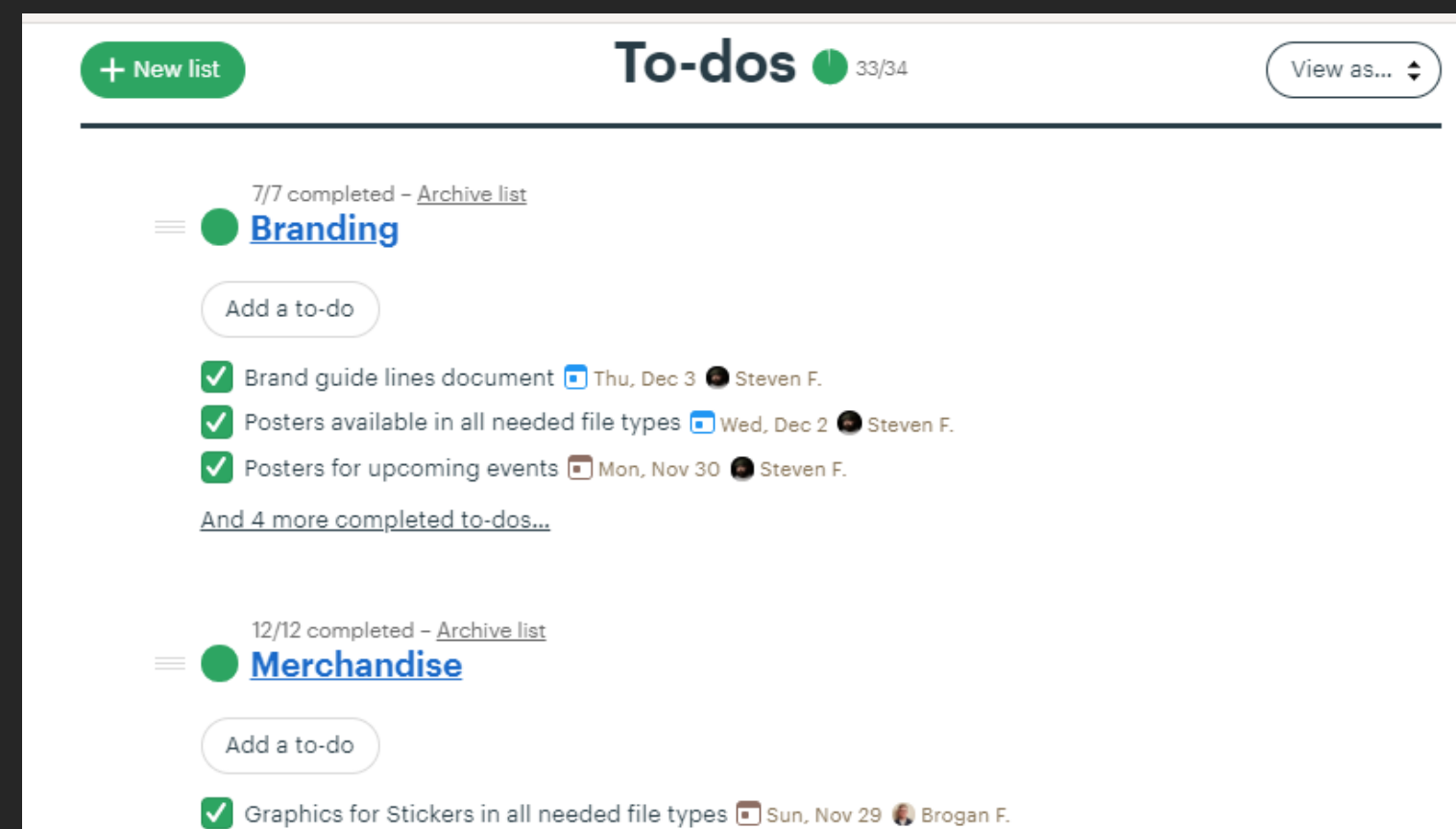
DISCORD

In order to stay in touch with each other, we used three different applications. These were Facebook Messenger, Discord and Basecamps Camp-Fire.

Discord was probably the main application we used to communicate. We set up our own server and even had a resources channel for us to post any additional documents in which needed sharing between the group.

Discord allowed us to have voice chats with each other, something the other platforms we used did not. This was really helpful as it allowed a lot more information to be conveyed than the standard text message would.

I would often find myself going into the Discord server anytime I was doing any work for the project. It was a great place to sit and chill with my team members while progressing with the group. It allowed me to create that real work environment from home, and is definitely an app I would recommend to anyone.

MESSENGER AND CAMP-FIRE

As a team we basically used Facebook Messenger and Camp-Fire as a quick way to ask questions or organise meetings with each other. Camp-Fire also allowed Adrian and Claire to get in contact with us easily which was a massive help. On numerous occasions Adrian would post in questions or feedback for the group, such as the project social login and instruction guide. It was very useful and another great part of Basecamp.
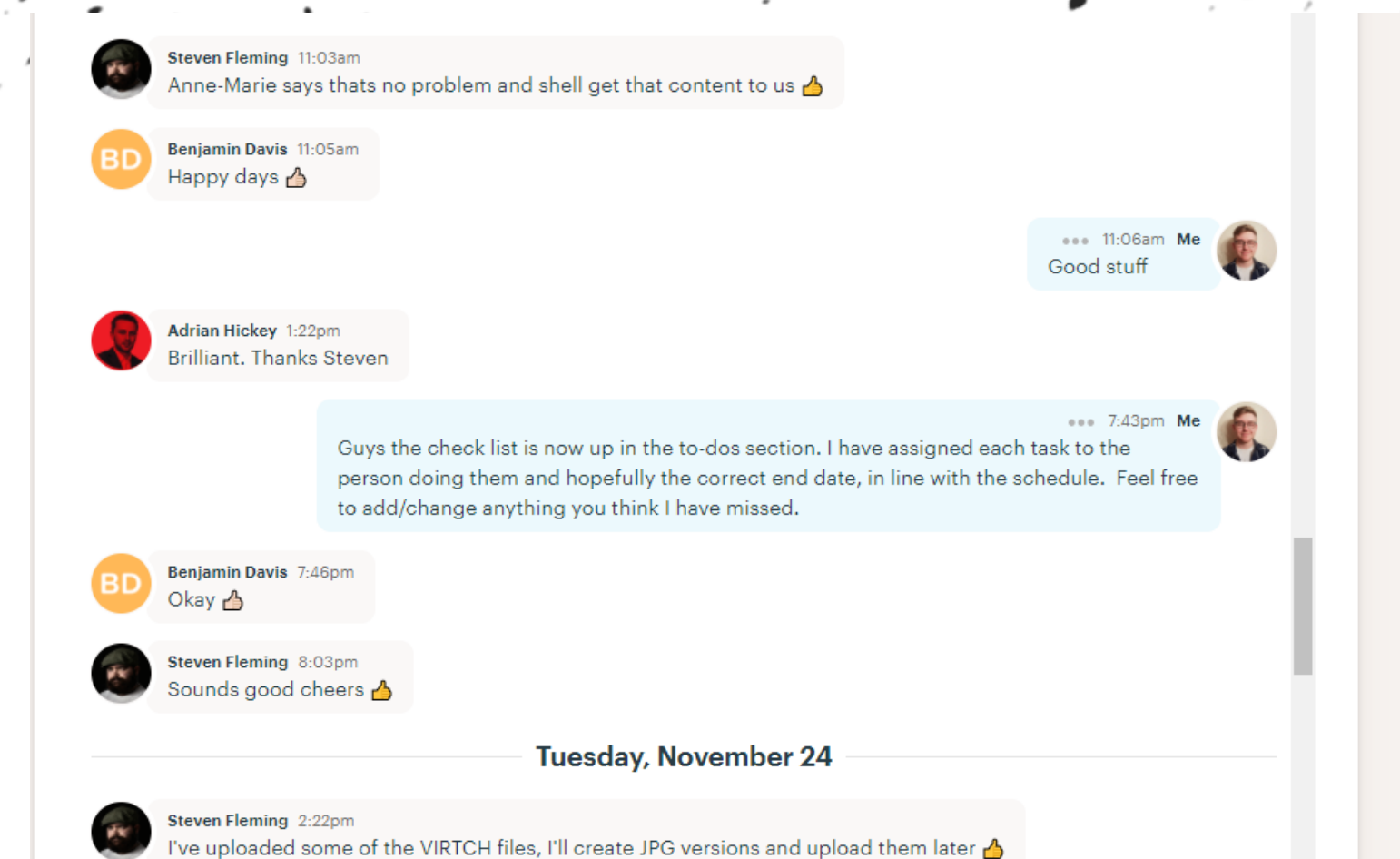
Microsoft Teams and Toggl

Microsoft Teams:

We used Microsoft teams to mainly have meeting with both Adrian and Claire and also our client AnneMarie. Teams was really useful as it allowed calender integration with outlook which meant that we could organise a recurring meeting every week with Adrian and Claire. It was also easy to create invitations and send them through email, which made having client meetings with AnneMarie easy for us and accessible for her.

Toggl:

Toggl is an online time tracking tool which allows you to set a timer and count the amount of time you spend doing a certain task. What was good about Toggl was that it allowed you to give each task a name and it also kept track of what date it was on. After this you can separate the different tasks into folders and see how much time you have spent doing any particular thing overall.

The best feature for me was that you can create teams to work on the same project. This allowed us as a team to track the time we were spending on the project and see how much time the other team members were putting in.
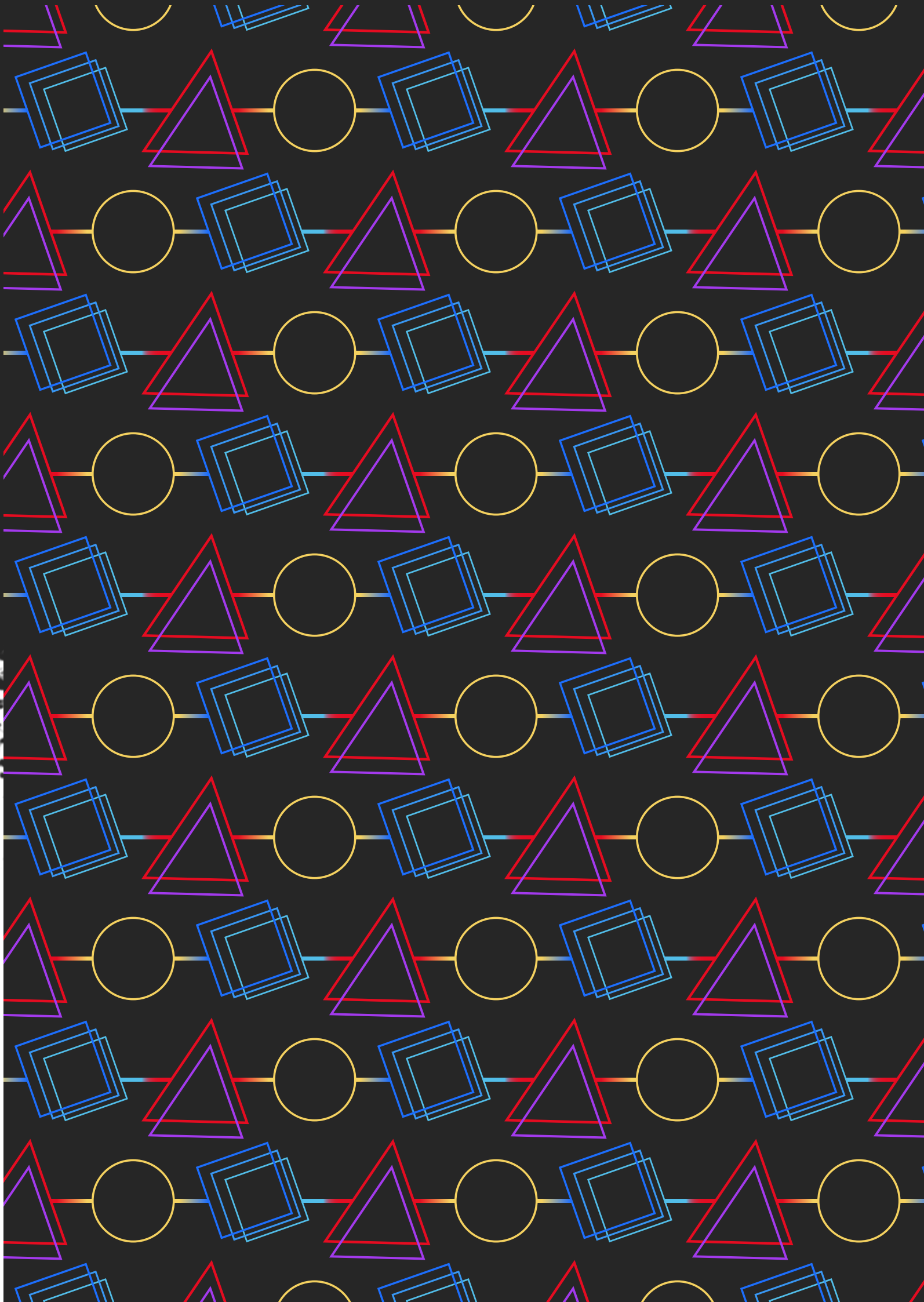
EVALUATION AND REFLECTION

The Project:

Overall I found this project quite the journey, and after completing this production log, I feel that even more so. It feels like an age ago when I first started making my initial designs for the pitch. Even though my designs didn't get picked I still had a great experience working on "Virtch" and feel like I've gained a lot of knowledge and experience from doing so.

I feel that this project has helped me in many ways, Mainly to get some client work on the table. I had never worked with a client before so it was great to finally be able to do it. We couldn't have asked for a better client in AnneMarie and I wish her all the best in the future with Virtch. I look forward to my VIP U2 tickets arriving in the post at some stage.

If I was to go back and do this project again there would be a few things I would change. The main one being, I wouldn't underestimate any piece of work. When completing my catalogue of companies for merch printing, I completely underestimated the complexity of the task. Its very hard to get emails back from companies these days, especially the ones you want to hear from. It is also equally easy to get lots of emails back from companies who aren't providing what you are looking for. Emailing is a very serious task and not one I will underestimate every again.

Another thing I would do differently is use Toggl right to the end. At the beginning I was recording every time I worked but as time went on my Toggl started to fade out. Next time I would like to record all my work right to the end.

The Team:

I thought we as a team worked extremely well together, there was great communication skills all round and trying to get a hold of each other was never a problem.

Me and Steven had previously worked together on other group projects and therefore we knew how each other worked already. This made things easy. However I had never worked with Ben before but over the course of the project I found him to be a helpful and engaging team player. He always gave 100% to the work he was contributing and that's all I can ask for.

If I was to change something we as a team did that would be communicating. Now as I said we communicated efficiently but very often we didn't do this in a professional setting. Most messages took place over Facebook messenger and were very casual. Which still worked extremely well but in the future I think ill try to keep the chats out of the work groups chats, just so that its easy to find specific information in there when looking for it.

I think the experience of working as a team has helped me a lot over all. I don't think I would have been able to produce the designs and work I did without Steven and Ben's creative input. Therefore it was an extremely positive and useful experience and I wouldn't hesitate to work with Steven and Ben again in the future.