Production Log

Rachel Burke // B00707673

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Interactivity for Social Enterprise
2020, **2021 // the year of the pandemic**
A first semester where meeting via Zoom & Teams was normal

Production Log

introduction.

This module is about putting the skills that I have learnt during a placement year in an agency, back into the society. This module is an opportunity to work with a community partner using design to enhance their communication to members of the public. This module offers me the opportunity to work with others as a team, to develop a critically informed creative group project under the guidance of Adrian Hickey – Course Co-ordinator.

Our team has partnered with a Social Enterprise to develop a creative brief that will enable us to develop a sustained interactive production. The interactive production will be supplemented, as defined by the needs of the Social Enterprise client, with one or more of the following media: photography, video, motion graphics, social media, audio, visual design and interactive installation.

Module Aims:-

- An opportunity to work as a team.
- An opportunity to draw together knowledge and skills developed in previous modules and to apply these to a major project.
- Knowledge of Social Enterprise and how to apply interactive media ideas and concepts to this area.
- The ability to develop a sustained interactive production as part of a live brief.

connect
connect

connect
Community Learning
through Engagement
Together for Social Justice
Break-Through Theatre
Learning Through Engagement

Introduction to the brief //
Reviewing the needs of the Community Partner & Meeting the team

project specification.

Our community partner is a non-profit organisation. Syd Trotter, main founder of CLTE, has had Sinead Bynre come on board with him to help bring her knowledge from her University Degree in Community Development. They wish to reach wider members of the public as well as potential funders. As a team, this is where we will help this become a reality.

For CLTE, they need a new **visual identity and logo** alongside a whole name change. Essentially, a complete re-brand! They also need a **responsive website** that showcases their service's in both educational and the mentoring support programmes. Additionally, they need us to develop **portfolio designs** for a range of media outputs including merchandise & publicity materials alongside a **Brand Guideline** documentation. Lastly, we thought CLTE needed their **social media platforms** updated & modernised to reflect their 'new' visual identity to promote who they are and what they represent within the community.

Skills Required:-

- *WordPress, Html, Css.*
- *Photoshop*
- *InDesign*
- *Illustrator*
- *Premier Pro*
- *Understanding of social media platforms*

The Team

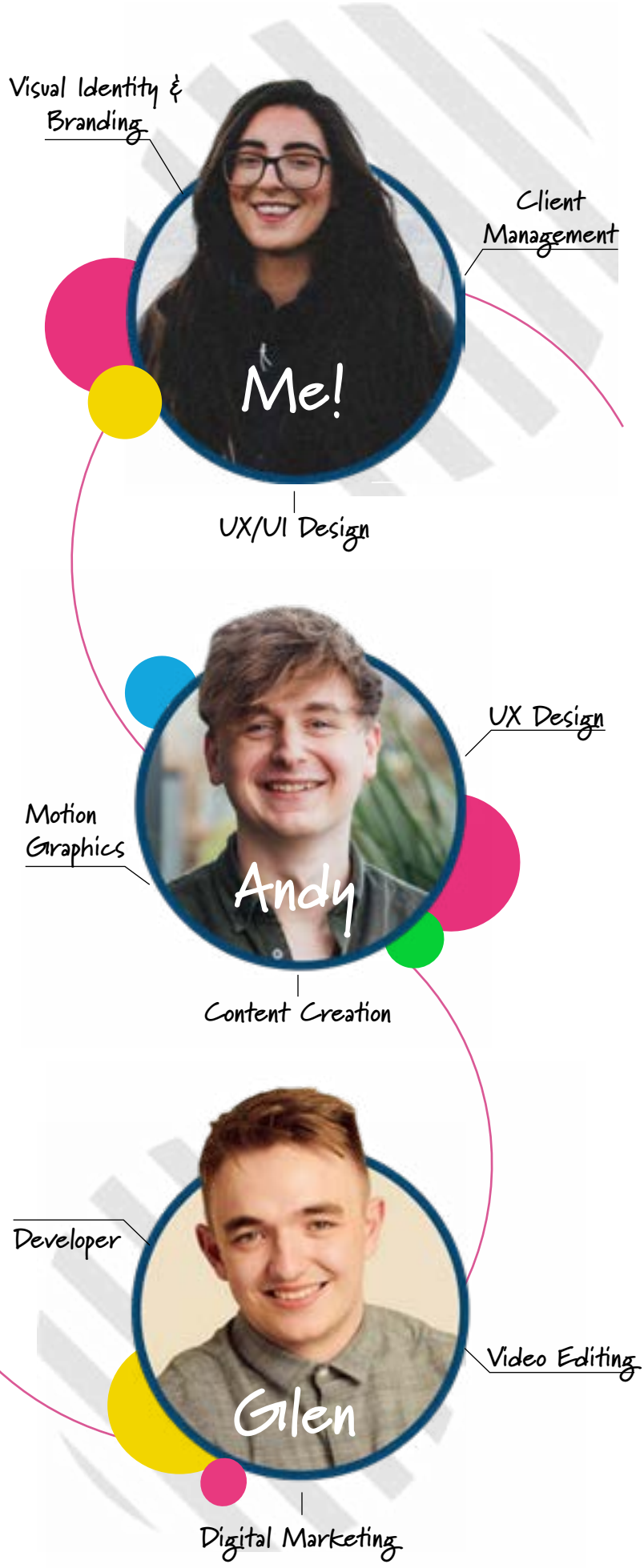
Andy, Glen and I thought we could help this Community Partner the best, with our combined skills, experiences & mindsets developed from our individual placement year, we had confidence!

How could we help? Well.. Andy worked in a design agency in Belfast called Tomorrow Lab. Their, Andy focused a lot on User Experience Design and branding. Andy took on tasks for social media content creation as well as copy writing. Andy has a great design flare and is awesome at making things look sleek.

Glen worked at a company called Eakin based in Comber. Glen is a wizard when it comes to code and is great at Digital Marketing. Glen has a great understanding of back end WordPress builds and we couldn't have done without him for this project!

I worked in a design agency in the North Coast called No79 Design. I focus heavily on Visual Identity & Branding for new & existing businesses. I have also designed a couple of custom build websites, so I have strong knowledge surrounding UX/UI design. I manage a lotttt of clients so to have everything organised is essential, plus I'm obsessed with cleaning, so my OCD kicks in. (I secretly enjoy it)

meet the team



client background.

Introduction to Community Learning Through Engagement //
Getting to know our community partner

Our Community Partner, Community Learning Through Engagement (CLTE), only had a Facebook page and didn't have much about them and what they did as an organisation. Our first impression of CLTE's visual identity and brand ethos was confusing. It seemed unclear as to what they did and who their target audience was and their goals for their organisation just by looking at their current logo.

Firstly, we were provided with a mission statement document from our community partner which outlined quite a corporate understanding of their aims, goals, key values and services.

Mission

To offer inclusive activities which support the educational, training, employment, cultural, health and recreational needs of marginalised / disadvantaged communities.

Vision

CLTE strives for a more just and progressive future that advocates for diversity and individualism.
A future that bolsters self-determination – where people and communities have the freedoms to voice their opinions, address concerns, and help tackle issues pertaining to their communities.

Aims & Objectives

(i) To empower individuals and communities, by providing training, education, and employment opportunities.
(ii) To ignite passion, motivation, and self-determination through actively engaging with marginalised /disadvantaged communities.
(iii) To invest in communities and to build a stronger, fairer society
(iv) To facilitate programmes that are tailored to best meet the needs of people and communities.

Key Values

- Social justice, & equality
- Anti-discrimination
- Community Empowerment
- Collective action
- Working and learning together

Demographics

The current audience of CLTE that has been identified are the members of the Communities which they work within on both sides of the border. CLTE also target people of all ages and backgrounds **but they hope to target more of the younger generation, in particular, men as they said "men are difficult to get". They also hope to broaden their audience by engaging with potential funders.**

Meet Sinead

Meet Syd

Community Partner Research

1st October 2020

We had our first **internal meeting** prior to an official meeting with the community partner. Throughout this meeting we discussed the word document CLTE provided us with on the **29th of September.** This document outlined briefly their mission statement and aims however, we discussed that for us to get a better understanding, we **needed things to be broken down in a simplified way.**

2nd October 2020

This was the **first official meeting** with our community partner. I created a word document for the team to ask key questions within this meeting and discuss CLTE's answers. These questions were in relation to the specification to get a simpler understanding of their current visual identity and what they did & did not currently have. This would help us better understand as a team, how to apply their needs to the brief effectively. I sent the word document to CLTE after so they had a chance to respond in more detail.

6th October 2020

On this date we recieved the feedback to the word document I created which allowed us to get a better understanding of their organisation to start applying it to the project specification as soon as possible. This document break down prevented any delays with the brand development stage as we received the appropriate information that we needed to get started.

How did this help?

The reason for this word document was to break down the project specification and get feedback from CLTE on their current visual identity and what their expectations were for the final outcomes. Some of the key points that I touched on enabled us to get a clearer understanding for what brand concepts to design as well as generating ideas for the style that they wanted for their overall new visual identity.

Breaking the key points down like this was useful for us. It allowed us to evaluate the important aspects of the brief that would allow us to apply our skills to fulfil the brief in the best way possible. Even though the points in the word document may seem straight forward, it reduced unnecessary time that we would have spent communicating backwards and forwards asking for these points at different times and instead, summarised everything that we needed to implement into the design process early on.

Key Words from Meeting 01:

Creative Challenging & Original

Social Justice, Empowerment & Personal Development

COMMUNITY LEARNING THROUGH ENGAGEMENT // CLIENT MEETING

2ND October @ 10:30 am

Client feedback highlighted!

Meeting Preparation

Just some questions to ask/discuss based on our zoom meeting we had as a team! This will give us a bit more clarity as to what we need from the client in order to provide them with what they want. So below are just a few questions we will discuss and the notes we accumulated;

Background of Client

- **Learn about CLTE – Ask them to describe themselves in an informal manor.**
- **What are their goals, visions, priorities as an organisation?**

CLTE Vision:

"CLTE strives for a more just and progressive future that advocates for diversity and individualism. A future that bolsters self-determination – where people and communities have the freedoms to voice their opinions, address concerns, and help tackle issues pertaining to their communities." Expand on this and get to know more about it informally?

We:

Use the National Occupational Standards for Community Development as our guide to:

- **Develop individual and community capacity**
- **Facilitate dialogues within and between diverse groups on issues of conflict, surrounding social and economic inequality.**
- **Train and mentor people to address those issues that impact on their community.**
- **Use both formal and informal learning materials to encourage community growth.**

Branding / Ethos

- Discuss their current branding – What does it represent, what does it mean to them and how does it promote their visions & goals as an organisation.

Our current branding was cobbled together to start us of as an organisation, we know over time it would change as we grow. We are looking for something fresh, new and a more professional front to our organisation.

- Do they want to re-brand? Will we work on what their current logo is e.g. colour scheme, imagery within their logo? Or do we have total free rein on designs...

In terms of logo etc, we will leave that to you the team to come up with, we have no specific thought on how it should look, other than come across as a professionally put together piece of work. So, in a nutshell, you have a licence to be creative!

- What do they want to achieve with a new re-brand?

We want a professional look to our brand, we want to raise the profile of community development work, and encourage community education as a way of developing community capacity.

- What is their tone/message – Are they wanting to be modern, fun yet professional or just solely corporate and serious?

Tone? Probably something that has a bit of all of the above

- Who is their audience? This will also determine their ethos/tone.

Our primary audience is the communities we work within, those who would describe themselves as socially and economically disadvantaged. However, we must also appeal to potential funders showing that what we can achieve through working within and between communities can make a difference.

Client Requirements

1. Visual Identity
   - Logo, new, keep old or are we totally free rein? **(free rein)**
   - Will we change the name and use CLTE as a tagline? **(Yes)**
   - Have they got any ideas in mind, any other agencies that they quite like the look and feel of?
   - Motion Graphic logo – Shall we do a motion graphic piece related to their brand (new logo) and ethos? E.g. *"insert new logo"* and popping in around it could say things like, Equality, Community, Learning. Basically, a visual video of their new brand and what they represent.

Yes to the above, we have deliberately not looked at anything else, we would prefer that you allow your creativity to flow and come up with something new and original.

2. Website
   - Do they have a domain & hosting? **(no)**
   - We can't seem to find their current site; do they have one or did they? **(no, just facebook)**
   - What do they need, would they like a booking system for appointments or have an Events section and option to book through the site? **(Yes and also is it possible to attach or one click Teams, as a method to communicate visually?)**
   - News and Blog page – Good for Google Analytics and would be great to inform the community of their up-to-date news. **(Yes)**
     (1) *News – Major changes in the organisation e.g. new funding for a project.*
     (2) *Blog – Chatting about what they done with the funding and provide photos. Very much an informal section.* ***(Yes)***
   - Social Media plugins - link an Instagram (discuss whether to launch one), page to their site as well as their FB.
   - WP Theme; Design it based on their branding adding graphics and motion graphic pieces.

http://yourlocalcommunity.com/
http://no79design.com/sandleford/
https://www.communityvi.org/event

Down to your own creativity

Additional:

I know there is a lot more that we will eventually discuss but for now I think we have covered a good amount of questions to chat about in order to get a feel for who they are or who they want to be as an Organisation. This will allow us to build ideas for their brand/ethos and get a feel of their personality in order to pitch some new branding ideas and to give clarity on our Client Brief.

I hope this all makes sense!

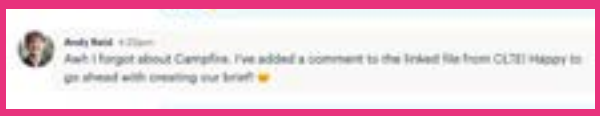
Rachel

> "We hope to target more of the younger generation & potential funders.
>
> -Syd Trotter and Sinead Byrne

See word documents here.

Week 3, 7th October 2020 //
Discussed the draft brief & allocated tasks.

Tuesday 6th Oct Convo



the client brief.

We started the process of our first 'draft brief' which was to be finalised and confimed by Adrian Hickey and Claire Mulnroe. The purpose of this brief was to show CLTE that we understood their organisation from prervious research surrounding their word documentation. Furthermore, it would allow them to see our ideas for what we thought would be appropirate deliverables for their organisation in terms of meeting the project specification.

We had another internal meeting (week 3) to discuss this brief and how we would approach it. During the meeting, we allocated individual tasks to ease the work load.

I was in charge of the following:

- Outline the **'Project'**.
- Outline the **'Tone, Message & Style'**.
- Write an introductory paragraph for **'Similar Organisations'**.
- Research & evaluate similar **websites** for the **benchmarking process.**

Our Similar Oganisations:

1. Crun
2. The Resource Centre
3. Mindwise
4. Corrymeela
5. Your NL Community

We had to change one of our organisations in the end as it wasn't completley relevant to our Community Partner.

the project.

The aim for our client is to create an entire new visual identity which will include a Re-brand of their current logo, a Responsive Website, Social Media platforms and multiple portfolio designs for a range of media outputs such as merchandise, publicity materials and a Brand Guideline publication.

The client's current visual identity was created around the support their organisation provides for the educational, training, employment, cultural, health and recreational needs of marginalised/disadvantaged communities. As our client explained in our first meeting the current branding was **"Cobbled together to start us as an organisation, we knew over time it would change as we grew"**. The new visual identity should be modern, professional and an original identity to lead the organisation into the future, a piece of art that will symbolise their vision; *"CLTE strives for a more just and progressive future that advocates for diversity and individualism. A future that bolsters self-determination – where people and communities have the freedoms to voice their opinions, address concerns, and help tackle issues pertaining to their communities"*.

The goal for the new visual identity should be to create something that will raise the profile of community development work and encourage education as a way of developing capacity. The **logo** should do this by incorporating appropriate colour psychology; something that should represent community, togetherness, empowerment and growth, and a specific graphic that symbolises Community Learning. Furthermore, we should incorporate the same style throughout the website, social media platforms and portfolio designs to keep a consistency amongst all specifications. The site developed should be a responsive Word Press website with any important and essential attributes. These will include pages that provide background information on the organisation and staff, a booking system for their events section, a news and blog page which will be good for their Google Analytic rank; engaging their users with their up-to-date information. A News Page may feature major changes in the organisation e.g. funding for a major project. A Blog Page may contain: Informal chat about what they've done with the funding and provide photos. Furthermore, social media plug-ins to filter through their activity on Instagram & Facebook, and a Contact Page including an interactive map and contact form to submit any inquiries.

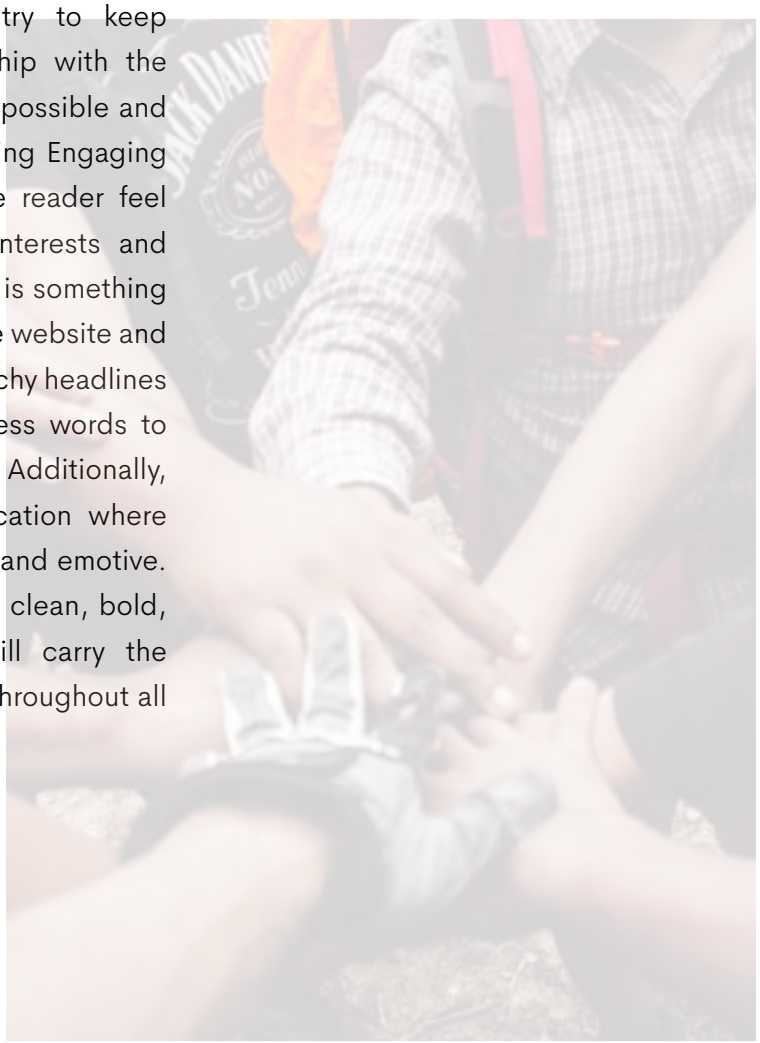
To finish, we should design various materials to publish on Facebook as well as the new social media platform, Instagram. The designs created should be transferred to merchandise such as t-shirts, lanyards, pop up stands and business cards. As well as socials, we should create various motion graphic artworks to promote the new visual identity. This will include artwork that will showcase the new logo and the visual identity as a whole e.g. the brand ethos, core brand personality and the brand driver.

> "Cobbled together to start us as an organisation, we knew over time it would change as we grew.
>
> – CLTE describing their old visual identity

tone, message & style

Overall, we should incorporate a modern, fun and professional feel throughout the visual identity.

We should aim to use an everyday language which will be simpler and more conversational and understanding. We should try to keep it personal, to create a relationship with the community; using 'I' or 'we' where possible and addressing the reader as 'you'. Being Engaging is important and should make the reader feel they are understood, and their interests and priorities are being addressed, this is something we should apply throughout. For the website and social platforms, we should use punchy headlines that will grab attention and use less words to keep it as engaging as possible. Additionally, we should use positive communication where applicable, be direct, encouraging and emotive. As for the style we should create a clean, bold, image heavy consistency that will carry the colours and graphics of the brand throughout all specifications.



deliverables

01.

New Visual Identity

02.

Brand Guideline

03.

Responsive Website

04.

Range of Media Outputs

Week 3, October 2020 //
I evaluated the **websites** for each organisation.

benchmarking similar organisations.

As part of the development process, collectively we benchmarked a total of 5 relevant organisations that we thought offered similar services or demonstrated elements of best practice. As a team, we evaluated the Visual Identity, Website & Social Media platforms for each. *We originally had an organisation that was called Nexus however, we had to change this as it wasn't as relevant to our community partner.*

01.

Mind Wise: Overall score of 90%

On benchmarking these diverse websites for CLTE it is clear from the overall rating that Mind Wise is the best example of contemporary, responsive web design from the research of similar organisations we carried out. It is the best for overall look and feel as it's use of brand consistency is applied flawlessly throughout. The structure of the site is intentional and is a good example of easy user experience. Their tone and message have an appropriate balance of informal and professional language that matches their overall style. However, some features such as a booking system and scroll to top navigation have not been used and so this is something we would look at from the other sites we analysed.

02.

Resource Centre: Overall score of 60%

The Resource Centre would be the next best in terms of contemporary features and functionality, a good layout hierarchy and an easily navigated primary menu. However, the first thing noticed is that the domain name does not match the logo or name of the brand which is a poor branding deliverable. Additionally, a basic example of user readability would be to use a sans-serif font in which this site does not do; simple details such as this should be avoided during the final build. No past or current events page which hinders user engagement. Also, no internal links to a News and Blog page which risks losing user interaction along the way.

View Website Benchmark Excel sheet at:
https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:546655c4-9045-4fef-9040-38decc2af404

03.

Corrymeela: Overall score of 68%

Corrymeela, much like The Resource Centre, has a clear and easily navigated structure to the site. Strong use of imagery and video to capture the user's attention. Likewise, the primary menu is identifiable and easily navigated. However, Corrymeela uses a single column layout and should make use of the white space. This would have made it not only look more modern but would of enhanced the content and imagery they already use. Similar to Mind Wise, Corrymeela has a booking system page but no visible feature to book. Corrymeela have a strong News and Events page, well organised and easily read. A communicative video to engage with the user is a great feature and the video is brilliantly executed; a similar feature we will create for our site.

04.

CRUN: Overall score of 30%

Much like Corrymeela, Causeway Rural and Urban Network (CRUN) was a good example of strong brand delivery, keeping the consistency of brand colours throughout. However, it was a shame to see the overall design & layout of their site is lacking in comparison to the other sites. Unlike the Resource Centre, CRUN uses the appropriate body size and style which is easier on the eye. CRUN lacks strong, punchy headlines that are visible and of the correct format. CRUN have a detailed events page but no booking system similar to Corrymeela. This is an essential feature needed for CLTE.

CRUN drops marks for not including a Policy and Cookies awareness as well as having a poor loading time of 6.1 s; optimisation of 8% for their media is needed. However, they use their hyperlinks effectively by underlining and changing hover colour for their CTA's.

05.

NL Community: Overall score of 40%

Lastly, NL Community is the most basic site; being a single landing page. Apart from having a lack of essential features that we would require for CLTE, I found their overall design original and creative. Strong use of captivating graphics that are punchy and a good way of displaying information visually. A lot of information but structured correctly and easily navigated. Sections are broken up effectively using bright backgrounds, bold headlines and various brand colours. Unlike the other sites, NL Community has their social media platform feeding through to their homepage maintaining user interaction through various specifications. NL also have a sticky navigation bar which is the closest feature to a 'scroll to top' feature. However, regardless of their strong visual design, they do not acquire great contemporary features and functionality.

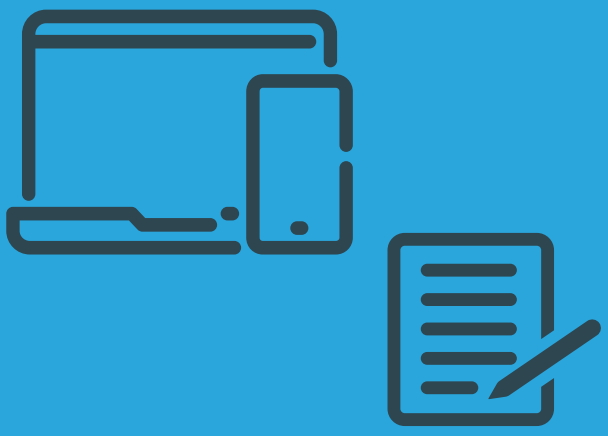
budget documentation.

Digital Marketing: Variety

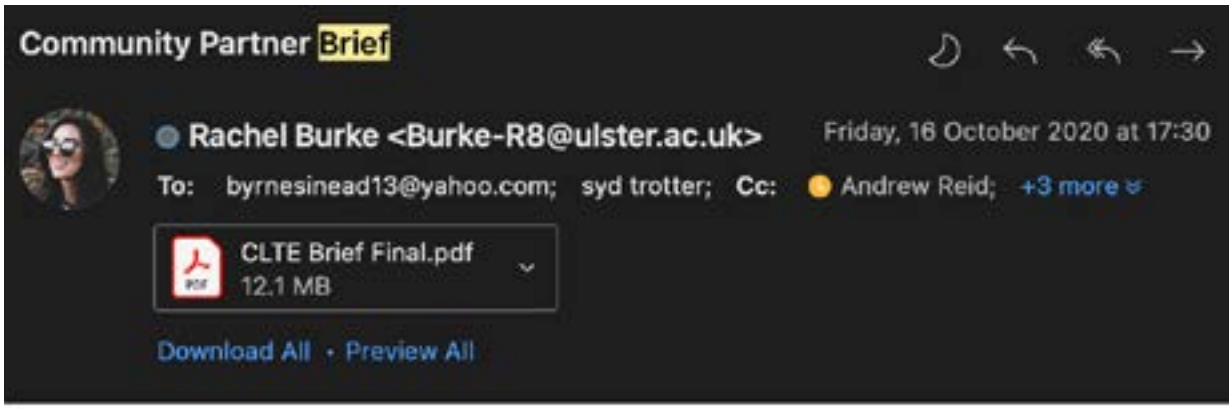
Domain name: £11.99 yearly subscription (123-Reg)
Hosting: £5 a month (Ionos)
WordPress site: £50 website template (Envato market)
SSL layer protection: £25 yearly subscription (Ionos SSL starter)
WordPress Social Media Plugin: £20 onetime fee
Microsoft 365 Personal account: £59.99 yearly subscription

Publicity Materials: Impro Stationary

Stationary starter pack bundle:
100 x Business cards
100 x A4 letterheads
100 x DL compliment sheets
All for £78
Pop up stand - £45 each
Templates for posters, reports and PowerPoints are available for no extra cost in your Microsoft 365 personal account subscription. They can be downloaded from templates.office.com



View revised Budget doc here I created at:
https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:14222116-387b-4543-b7d1-fe607eda6a05



Hello Syd & Sinead,

We hope you guys are well! We have finalised the brief and have attached it for you to have a look through. Let us know your thoughts on it and if there is anything we have missed or need changed, just let us know and we will take a look! We look forward to hearing from you soon.

Regards for now,
Rachel, Glen & Andy

Hi, Rachel, Glen & Andy.

Sorry about the delay in getting back to you. Hope you are all keeping well?

Both Syd and I have read the breif and think its brilliant! However, all our programmes are geared at achieving Social justice, we feel this could possibly be emphasis a little more.

All in all we are very pleased that you are capturing what CLTE are about and look forward to seeing you again in the near future.

Kind Regards

Sinead

summary

Once our brief was finalised and confirmed by both our supervisors and the community partner we were able to apply what we had researched throughout the benchmarking phase, and the feedback we gathered from CLTE and apply it to the official design process of their visual identity. This would lead us to the **Experimental Phase.**

View the Final Brief here:
https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:aa98d7b1-8a56-4f95-898b-1567809d784e

Initial Design ideas

individual pitch.

Initially I thought that the wording of the new brand should be kept simple but punchy. A word that summarised what they did as an organisation. Emphasis on the 'word', I wanted it to be just this. Something that wasn't too much of a mouth full and one single name. My reason for this was that they already had a lengthy name to begin with and it didn't suit as a brand name; it was more suitable as a tag line.

Other thoughts around it being just one word was that it would be a lot more versatile for transferring over to print and digital materials. Furthermore, singular or short names tend to be more modern and on trend for businesses.

I initially thought if I was creating the brand around one word, I wanted to add in an **icon** to represent the brand. I thought this would be a great add on to have as it could stand alone on print materials and merchandise.

#1 I came up with a name as simple as 'community'. Our community partner's tag line was *'community learning through engagement* so I just decided to take the name from this.

I thought community was effective as it summed up their organisation pretty well. CLTE talk about targeting people on both sides of the border and people from all age groups and backgrounds. Therefore, the word itself collectively brings all these aims together as one.

#2 I came up with the name 'Fair Play'.
Fair play meaning is: equitable or impartial treatment – justice. CollinsDictionary for fairplay: *If you refer to someone's attitude or behaviour as fair play, you approve of it because it shows respect and sympathy towards everyone, even towards people who are thought to be wrong or to deserve punishment.*

#3 I came up with the name 'All in'. The name all-in would be abbreviated for the words all inclusive. This brand name was based around togetherness and acceptance by all people.

"Branding is the process of connecting good strategy with good creativity"

MARTY NEUMEIER, AUTHOR OF "THE DESIGNFUL COMPANY"

01.

community.

shared history, joint future

02.

FAIR PLAY

BELFAST

03.

all in.

community learning

moodboards & inspiration

(Robert, 2020)

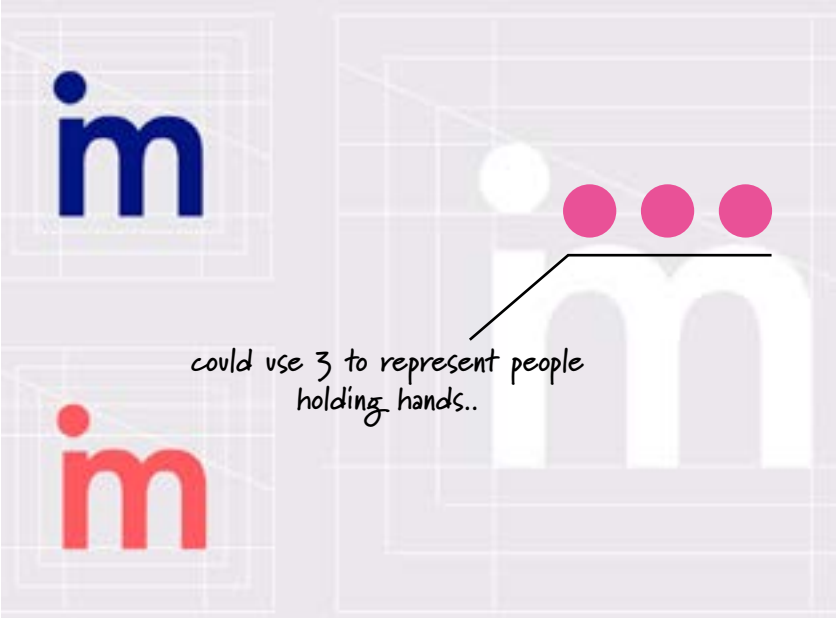
(Design, 2020)

love this block style!

(Chaloner, 2020)

(Wednesday and October, 2020)

(Passport, 2020)



(Macedo, 2020)

(Musei-di-Pistoia-Branding, 2020)

(Zhang, 2020)

letter m for community?

(Passport, 2020)

summary

Initially I knew in my head that I wanted to go with a simple font, all lower-case and punchy. Keep it quite professional but picking the font appropriately so that it striked that balance between casual & fun yet professional. As for the colour scheme, I thought of somthing bright and fun, either one bold colour or various colours used together. I like the idea of using icons within the name to represent an icon or shape.

com munity.

shared history, joint future

For the first concept, I really liked the simplicity of the wording and the colour scheme. Our community partner's tag line was 'community learning through engagement so I just decided to take the name from this and keep it punchy. I thought community was effective as it summed up their organisation pretty well. CLTE talk about targeting people on both sides of the border and people from all age groups and backgrounds. Therefore, the word itself collectively brings all these aims together as one.

I chose the Yellow as it is bright and an attention-getter. I think it works well against the darker text colour. It brings enthusiasm to the visual identity and a sense of optimism for the organisation. I chose a secondary colour of green, merely because it represented Northern Ireland. I opted for this colour as it incorporated a bit of culture to it when matched up with the vector of the Northern Ireland map.

The tag line I thought of when I was driving in the car one day. I thought it had a nice culture, historical meaning to it and worked well with the word community. Again, I liked the idea of making it very niche and a representation of where we are from. However, I was worried that it could be too political and may cause some concerns.

Adrian Hickey, Senior Lecturer in Interactive Media
Oct 28
Oh, I don't have a problem with that tagline - I just mean that unity does not signify a negative highlighting of the troubles or anything - it is trying to show a way forward

Adrian Hickey, Senior Lecturer in Interactive Media
Is there a solution here where you keep the word 'community' all on the same line, just change the colour of the letters 'unity'???

community n.i

community
northern ireland

Reflections...

I personally really liked the layout of the 'munity' under the 'com' however, I can see the poor readability of the word when it is broken up in this way and how it wouldn't work.

However, I really liked the dots above the letters m as I felt this added a sense of the word to the icon, 3 people of any age, background or culture to join together and unite.

I thought the Verveine Regular font that I had chosen as a secondary typeface added a playful tone to the brand and added a balance between professional and fun.

community
Cerebri Sans SemiBold

shared history, joint future
Verveine Regular

FAIR PLAY

BELFAST

FAIR PLAY

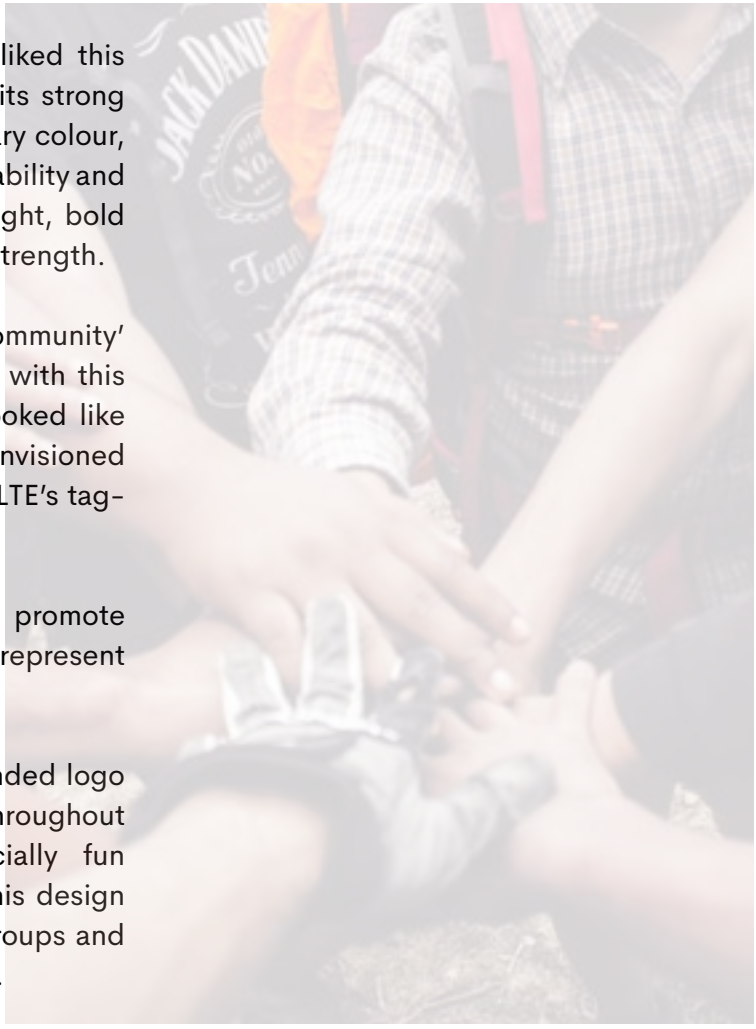
This idea was based on a local slang word being 'fair play' which is used a lot within NI. It's meaning, respect for the rules or equal treatment of all concerned. If you refer to someone's attitude or behaviours as fair play, you approve of it because it shows respect and sympathy towards everyone, even towards people who are thought to be wrong.

I kept the colour yellow as I really liked this as an overall 'community' colour for its strong meanings however, I added in a primary colour, blue. Blue can symbolise depth and stability and I wanted to incorporated another bright, bold colour that would have a meaning of strength.

Coming off the playful font in the 'community' logo, I wanted to experiment further with this style and tone. I thought the font looked like graffiti writing and it was what I envisioned when I thought of community, from CLTE's tag-line.

I decided on using the hand just to promote togetherness with the NI map icon to represent where the organisation was founded.

I really like the idea of using the rounded logo alternatives that could be versatile throughout various print materials and especially fun looking for merchandise. I thought this design would be nice for the younger age groups and wearable on hoodie's and sweatshirts.



FAIR PLAY

Chantal Medium

reflections

Why did it not work?

This personally was not a favourite, I knew that it may cause issues surrounding the name first and foremost. As I received feedback, it was good to see other people's views on the design. It was pointed out that there was too much association with football. Another issue raised was this it looked too similar to children's crèche logos. Although I did not get my inspiration from this, and did not see this design before, I understood the similarities.

Reflecting back on this design, it wasn't meeting the brief. It is too youthful and perhaps too playful and fun; not incorporating that professional tone to it to attract potential funders which was one of CLTE's aims.

all in.

community learning

I came up with the name 'All in'. The name all in would be abbreviated for the words all inclusive. This brand name was based around togetherness and acceptance by all people and that anyone can be apart of a community.

I really liked the colours within this logo as they are incorporating a mixture of the previous designs as well as some designs that inspired me from my mood boards. I think having various colours like this, they can be so transferable across digital platforms, merchandise and print materials. It is also nice to have a variety of colour to work with that are both bold & fun.

Again, I kept the main typeface very plain and simple inspired by my mood boards. I then thought I would incorporate the playful typeface from the other designs to break up the main name and the tag line. I also thought it would be useful to have 2 typefaces to give options for print materials.

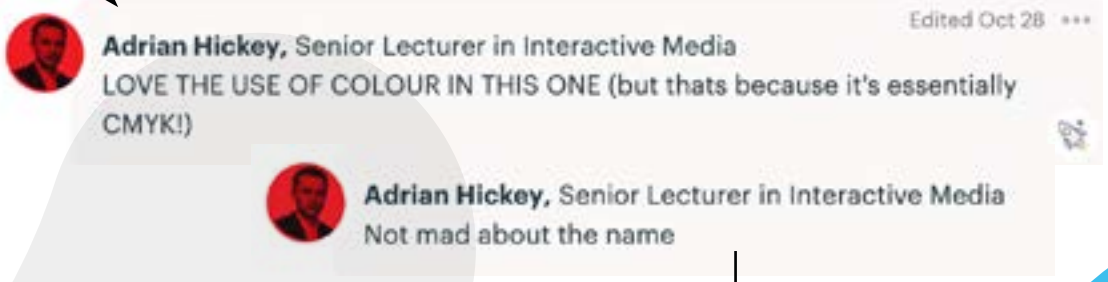
I like the idea of using the icons to represent the brand as well. I think they are very fitting with the ethos of CLTE and how it represents people connected together as one; focusing on the 'Community'.

all in.
community learning

Shared History, Joint Future

all in.
community learning

These icons are a representation of people joining together to form their community. The colours mix together to show a lock chain; to represent that everyone is 'included'



reflections

I really like the colour of the concept however, I agreed with my Senior Lecturer that the name could be looked at. I feel as though the word 'community' from the first design concept could be the best one to move forward but incorporate the colours of this design into a developed version.

The typeface Marydale is a winner secondary font for me. I think it adds a playful option for the client to have if they were to incorporate into their 'services' headings or various subtitles. I also think this font can help attract the younger groups as they will see it as less formal.

all in
Cerebri Sans SemiBold

community learning
Marydale SemiBold

Week 6, 29th October 2020 //
Meeting with Adrian & Claire to review our individual visual identity designs

Chosen logo for pitch

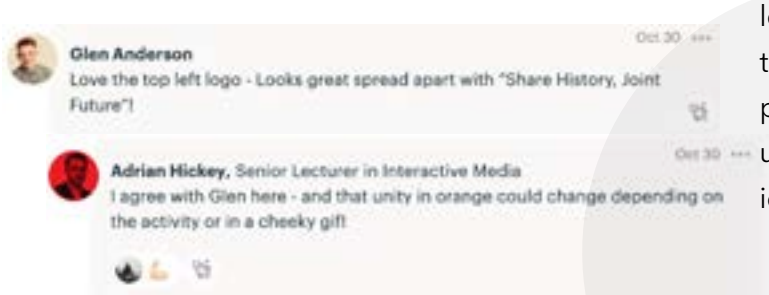
developed designs.

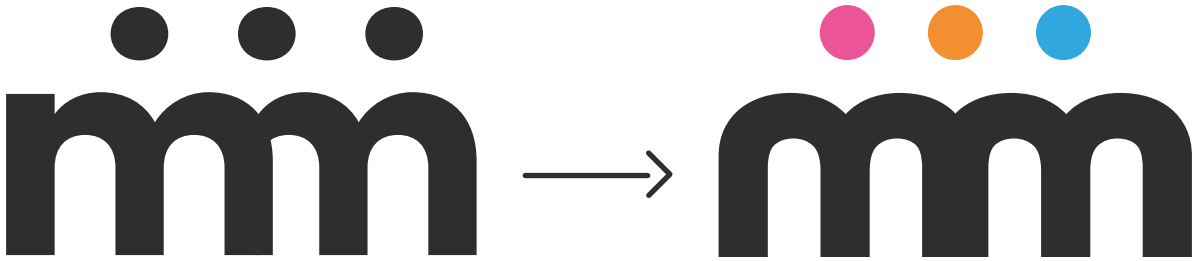
During this meeting, we had discussed each of our designs with Adrian & Claire. Individually, we voted for one best design concept per person to push forward for the final pitch to our community partner.

My community concept was favoured out off all of my designs concept. We discussed that I could incorporate the colour scheme of the 'all in' logo to the wording and design of the 'community' logo. I was happy with this outcome and developed these ideas to create a final concept.

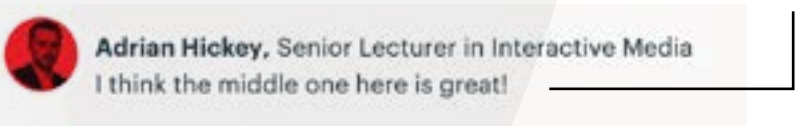
I would have to say that the community logo was my favourite out of the three. I liked the colour scheme of the all in logo so I was happy with the feedback I received and thought the developed versions turned out well.

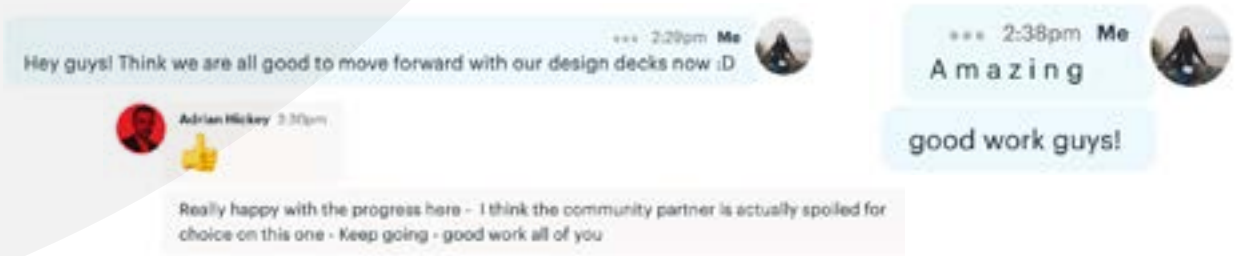
Once the changes were applied to the new final logo design, I had to showcase the new brand throughout various print materials for our final pitch to the community partner. This would allow us to sell our idea to be picked as the new brand identity for CLTE.





I added small changes from the feedback I received during the zoom call with Adrian Hickey & Claire Mulrone. One thing that I had noticed was the letter m. I wanted it to blend in more and not look completely like the letter but also recognisable in order to complete the word.





community
learning through engagement

Week 7, 2nd November 2020 //
Taking on the role of designing the final pitch document & arranging the layout

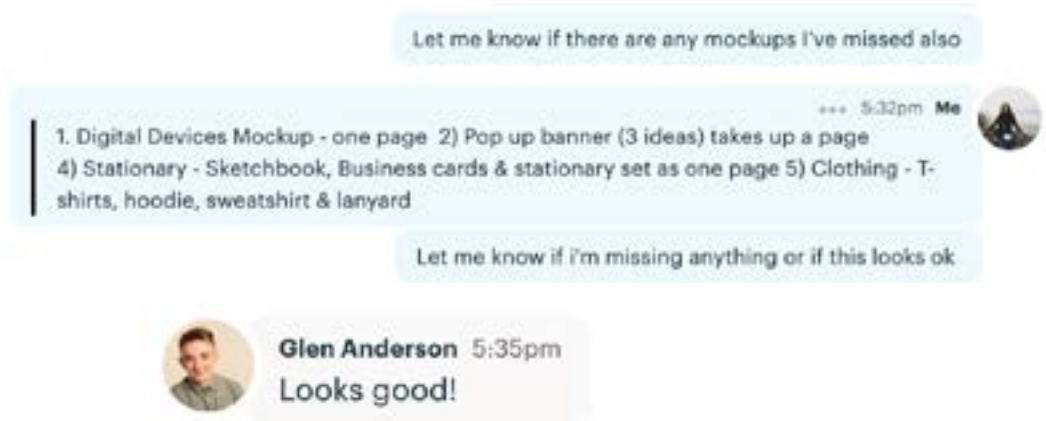
Showcase chosen logos

final pitch

As Andy had designed the official client brief, I volunteered to design the final pitch document for the team. My role was to collect Andy and Glen's concepts and place them in consistently throughout so it made it easier for the client to choose between all 3 concepts fairly.

I had offered to add in the mock-ups that I thought would be appropriate for the pitch day to showcase our concepts in the best possible way. I had a lot of mock-ups saved from my placement year so I uploaded them to base camp for the guys to use too.

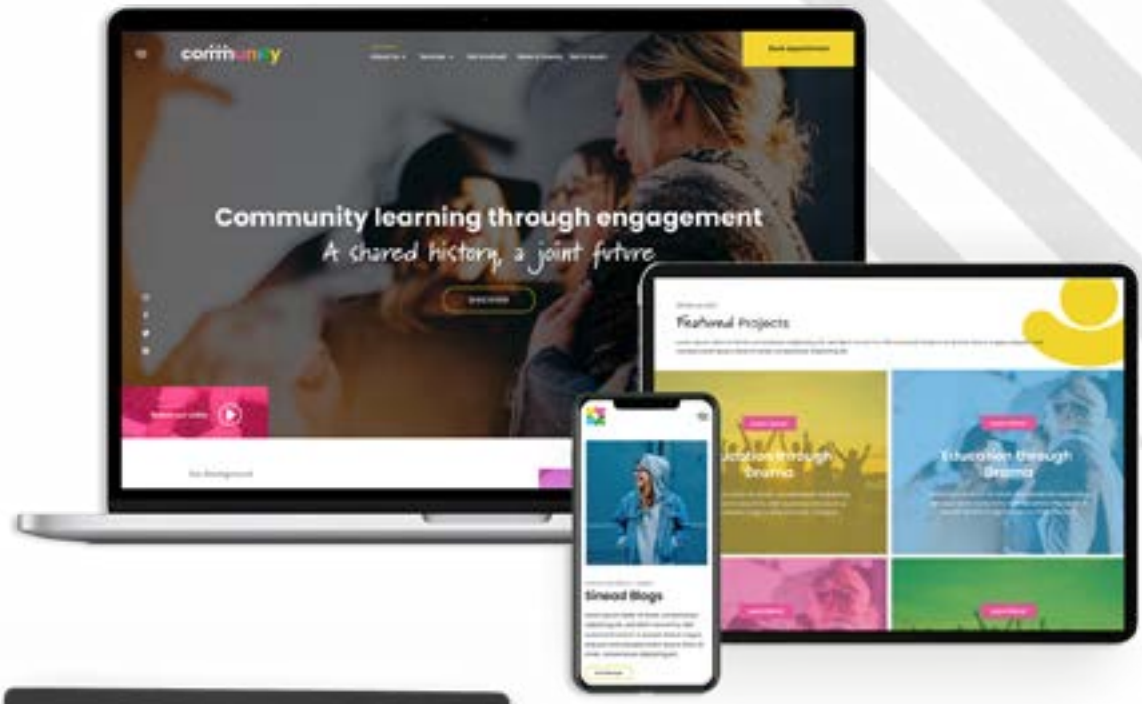
I then arranged the order of pages and what content would go where. This kept the pitch consistent and organised accordingly to titles e.g. print materials and digital materials.



View the team pitch I designed here:
https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:1546e0c8-3678-4cbb-b658-d7beea1c65a4

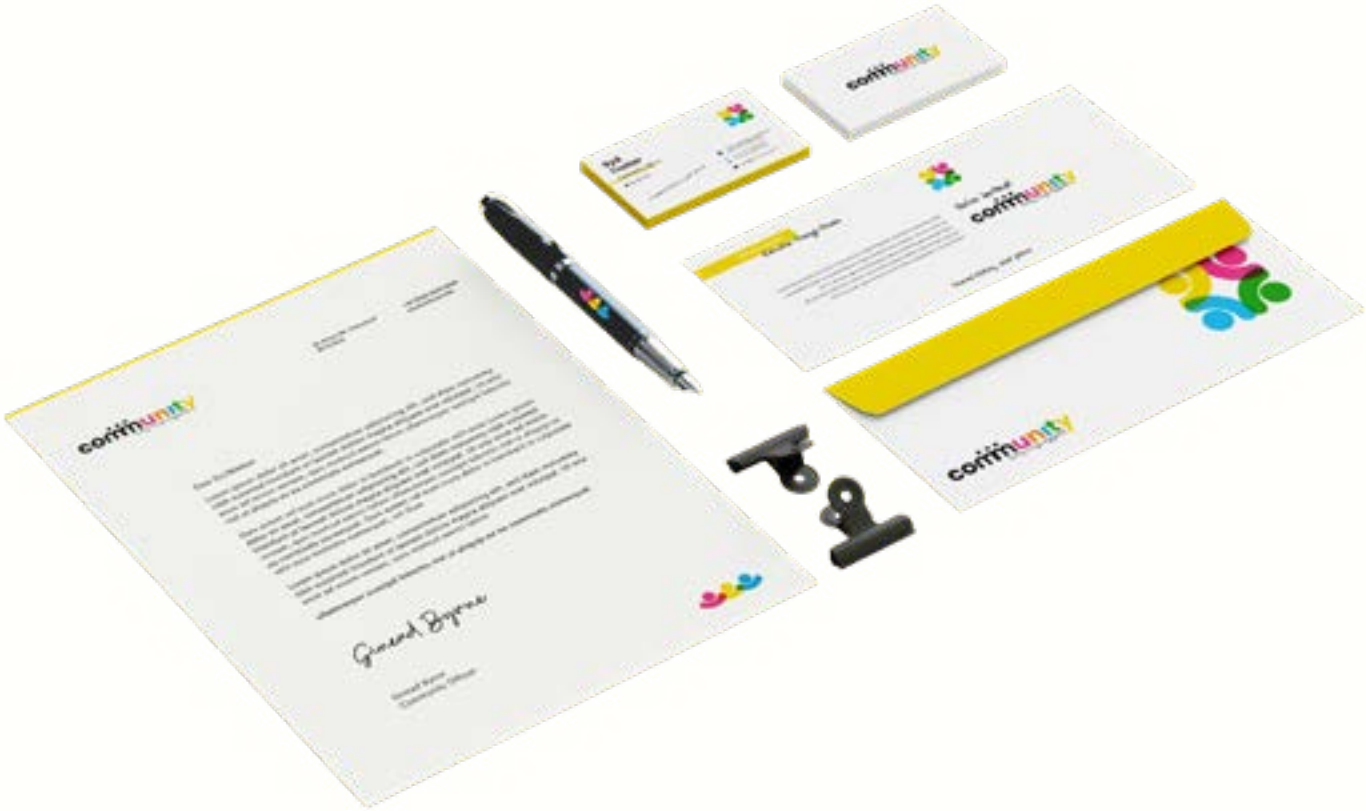
community
learning through engagement

comm
unity



I had already sourced a WordPress template that I thought would have been suitabe to my design. I created the mockup around this website so if mine was picked, I could ensure their website would look like the mockup.

community
A shared history, a joint future.
An Organisation with the vision to strive for a more just and progressive future that advocates for diversity & inclusivity.
comm unity
community
learning through engagement


communnity
Gerard Byrne

community
Shared History, Joint Future
community
community
community
community
community
community
community
Shared History, Joint Future

Week 7, 5th Nov //
Final pitch & feedback from Syd & Sinead

client feedback.

The meeting via Zoom (because of Corona-virus) went really smoothly with our community partner. We had an internal meeting on the 3rd of November to confirm the order in which we would pitch. It was agreed that I would screen share the work and guide everyone through the pitch. Glen started us off and went first with his pitch, then it was myself and to finish, Andy.

What did I pitch?

I had pitched that my brand name was inspired by their tag-line and thought it was very appropriate as they work with communities. Furthermore, I discussed the reason behind the dots above the letter M - representing people within a community standing together. I had then described why I chose the colours that I did. I provided them with some key words from various colour psychology websites that best described the meaning of each colour. Lastly, I suggested a possible tag-line alternative, *'shared history, joint future'*. Considering I had used the word community for the main name, I thought that it would be essential to not use this word twice and so the tag-line they currently had (Community Learning Through Engagement) would not suit. I was aware that they might not have wanted to stray away from this as it was something Sinead had came up with herself and so I had a feeling that she might have wanted to keep this in the final visual identity somehow.

Feedback:

This was a toss up between my concept and Andy's. I really liked Andy's name from the beginning and thought it would be nice to incorporate mine and his. And this was what we did. Sinead had chosen Andy's and Syd had chosen mine. The solution to this was, we had suggested we mix them together using my colour scheme and Andy's design. This worked out nicely and we were happy with the overall outcome!

connect
Community Learning Through Engagement
Andy's chosen logo

community
learning through engagement
My chosen colour scheme

connect
Community Learning Through Engagement
combined together to make the offcial identity

Final Visual Identity & Meeting Notes

revised pitch

Meet Connect! Andy's orginal logo had the name of 'Connections' and it was suggested by Claire Mulrone prior to the pitch day, that he changed it to 'Connect'. Andy and I worked together to combine eachothers designs.

They decided to go with the name and style of Andy's concept as it just had more of a corporate tone to it and they liked the icon that he created alongside it. They both really liked the name in particular as they said they are all about *'making connections with people'*.

What needed changed?

Before sending off the revised pitch we had to add new mockup materials to show what it would look like across individual service coloured lanyards, posters, A5 hardcover notepads, corporate clothing (embroidered logo) for events, pens, enamel pins for awards and a face mask for currently living through a pandemic!

How did I contribute?

Once we had all the mockups completed, I designed the revised pitch as I already had most of the orignal mockups wihtin the Ai file that I used to create the draft pitch.

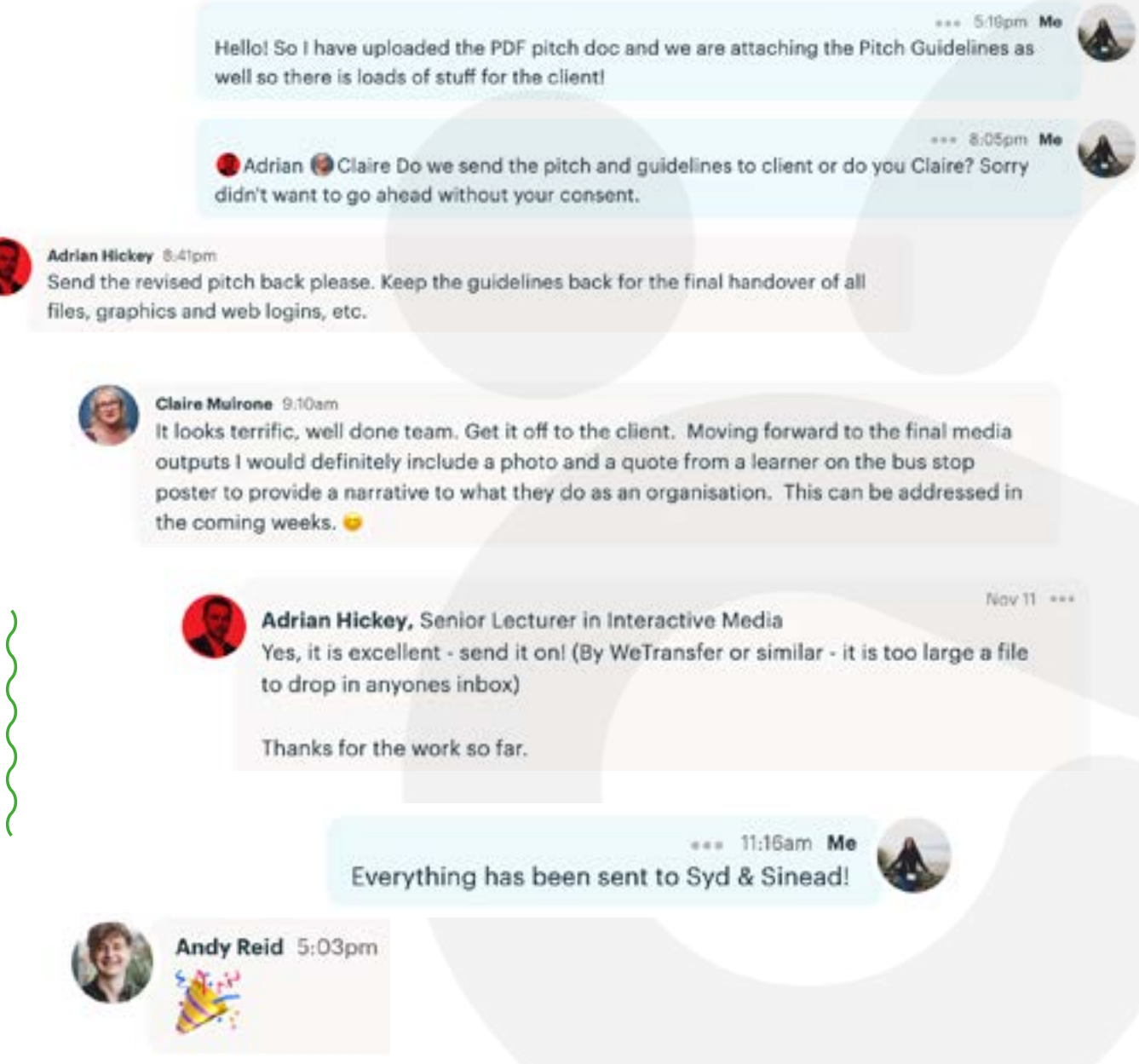
Each colour will represent each of their 6 Services

View the revised pitch I designed at:

https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:79367171-014d-40ab-9652-302607cff562

connect
Syd Trotter
connect
connect
connect
connect
connect
connect
connect

relefections & *feedback*



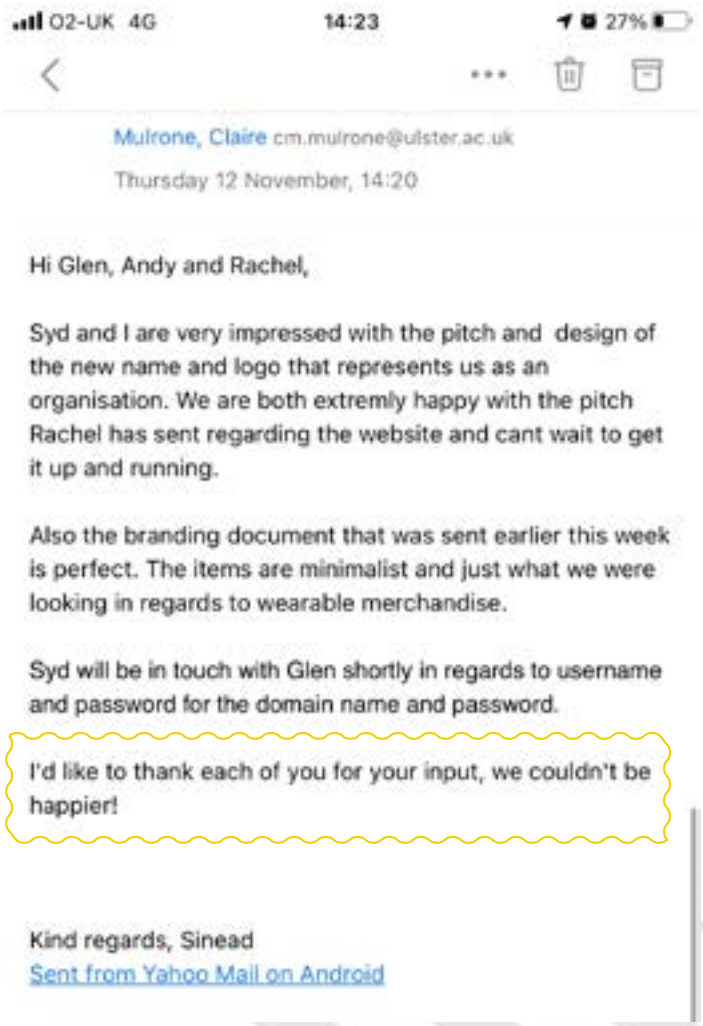
Hello guys!

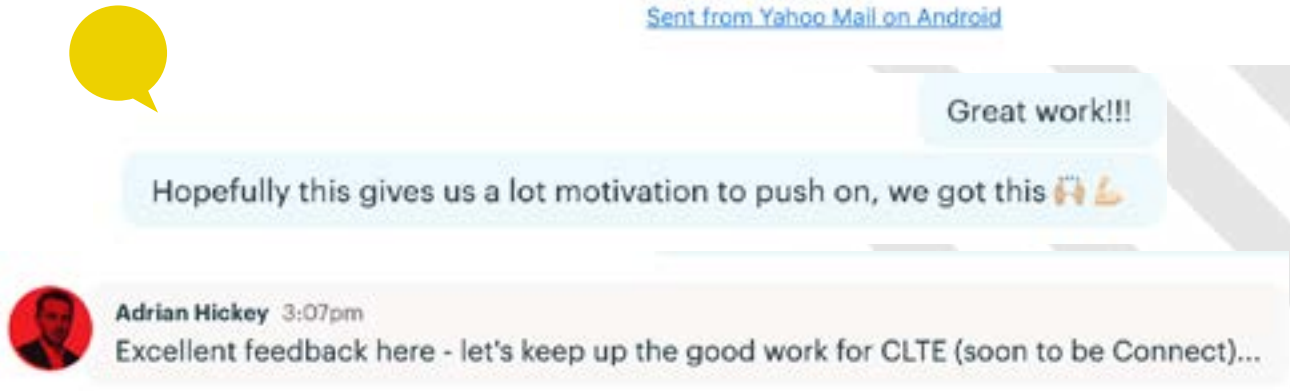
Thank you for taking the time to listen to our individual pitches last Thursday! We have really enjoyed working on this project with you both.

I have sent you both the final PDF pitch via WeTransfer as the file is too large to attach via email. I just wanted to send you an email to clarify this! Let any of us know if you have not received it or any other issues. We look forward to hearing your feedback on your new re-brand, and we hope that you are happy with everything so far.

Take care,
Regards for now,
Rachel, Andy & Glen

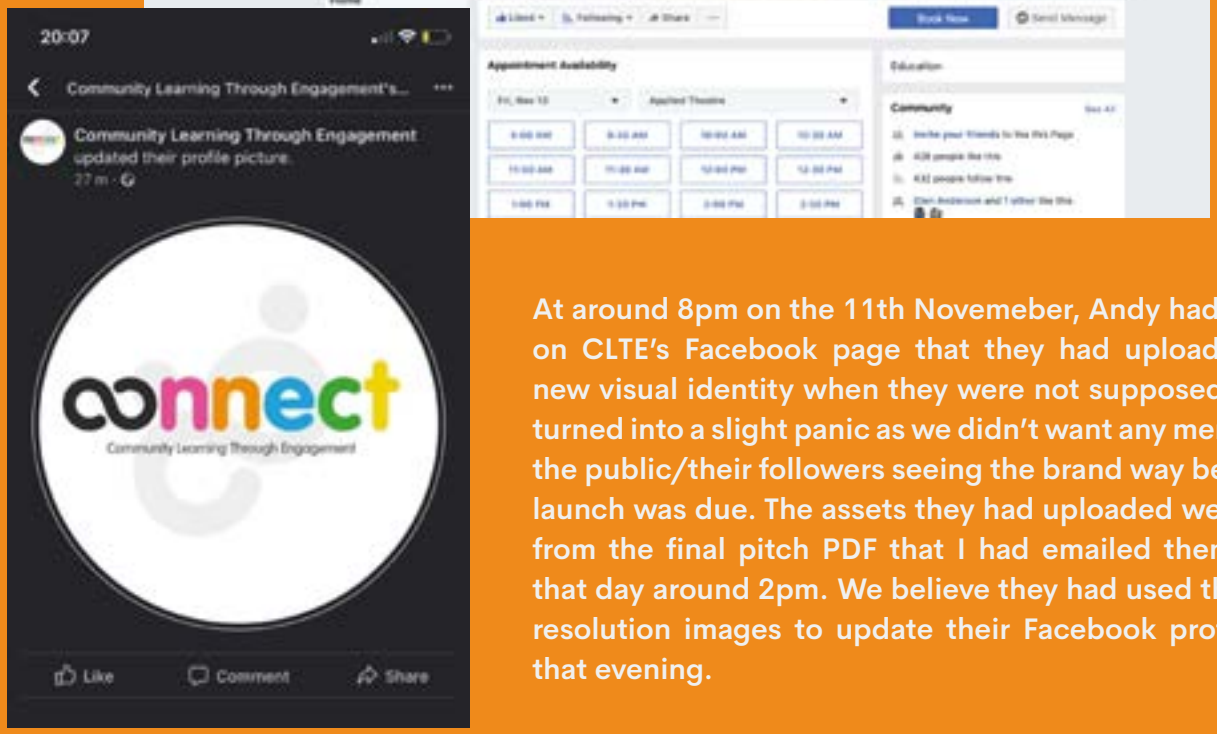
> "We are both extremley happy with the pitch & cant wait to get it up and running
>
> – *Sinead Byrne*





Week 8, 12th Nov //
The Community Partner got too excited!

an issue occured..



At around 8pm on the 11th Novemeber, Andy had noticed on CLTE's Facebook page that they had uploaded their new visual identity when they were not supposed to! This turned into a slight panic as we didn't want any members of the public/their followers seeing the brand way before the launch was due. The assets they had uploaded were taken from the final pitch PDF that I had emailed them earlier that day around 2pm. We believe they had used these low resolution images to update their Facebook profile later that evening.

Andy Reid

Think they've become Connect sooner than expected

Should we email them to ask if they could take it down? Or do we leave it up because they're the clients?

what did I do?

Branding

Rachel Burke <Burke-R8@ulster.... Thursday, 12 November 2020 at 20:11

To: syd trotter; Sinead Byrne; Cc: Andrew Reid; Glen Anderson

Hi Syd,

Just saw your Facebook page and we would highly suggest you don't advertise your brand yet as we need to do a slow launch with it!
When the time is right we will talk to you guys about how we will schedule this and we will take over the FB and Instagram for a few hours to get you guys on your feet with it then guide you and give advice!

Really appreciate if you could just bear with us!!

Kind Regards,
Rachel Burke

SB Sinead Byrne <byrnesinead13@y... Thursday, 12 November 2020 at 21:01

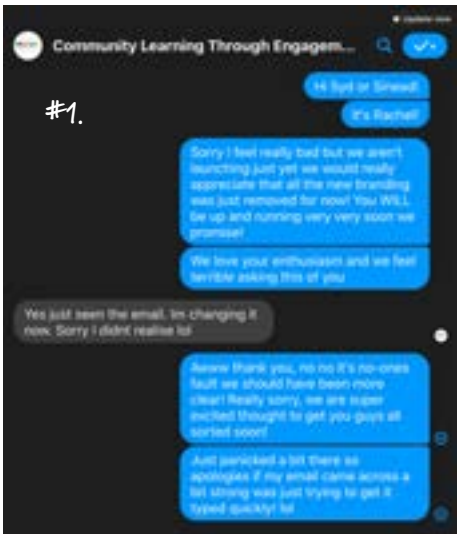
To: Rachel Burke

Hi Rachel,

I do apologise, I got a little too enthusiastic about the new branding and did not realise the launch was included.

I have unpublished the facebook page for the time being. Really excited to continue to work with you all on launching our new brand.

I thought it was the right thing to do by kindly asking them to take it down for the time being. I wanted to come across as professional as possible regardless of how panicked the situation became.



I also facebook messaged them..

Claire Mulrone 11:54am
So they took down there face book last night. have they put it up again today. Lets ask for her number and do this over the phone and help her re establish their old page. they get most of their booking through their FB. This was not your fault. they obviously love your designs so much they wanted everyone to see it. I think you handled this really well. lets try to fix this. Happy to step in if you want but your doing great Rachel. let me know.....Im free now.

Adrian Hickey 8:50pm
Oops. Don't panic. They have jumped the gun a bit there. They are clearly excited about getting it out there. Your messages to them are professional. Can you confirm they have taken the new stuff down?

6th - 26th November 2020 //
Setting up the domain name & hosting, purchasing the theme and asking for website content

We are almost there..

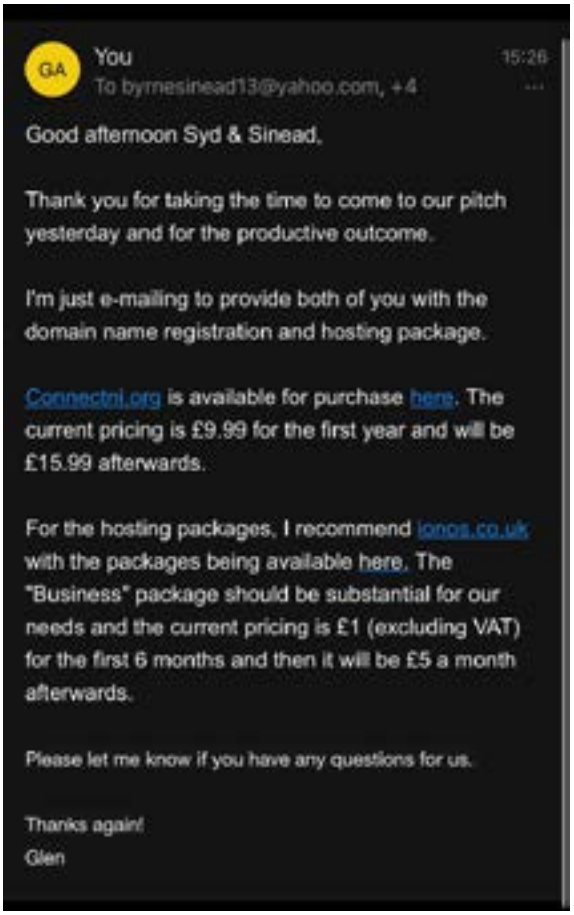
the website

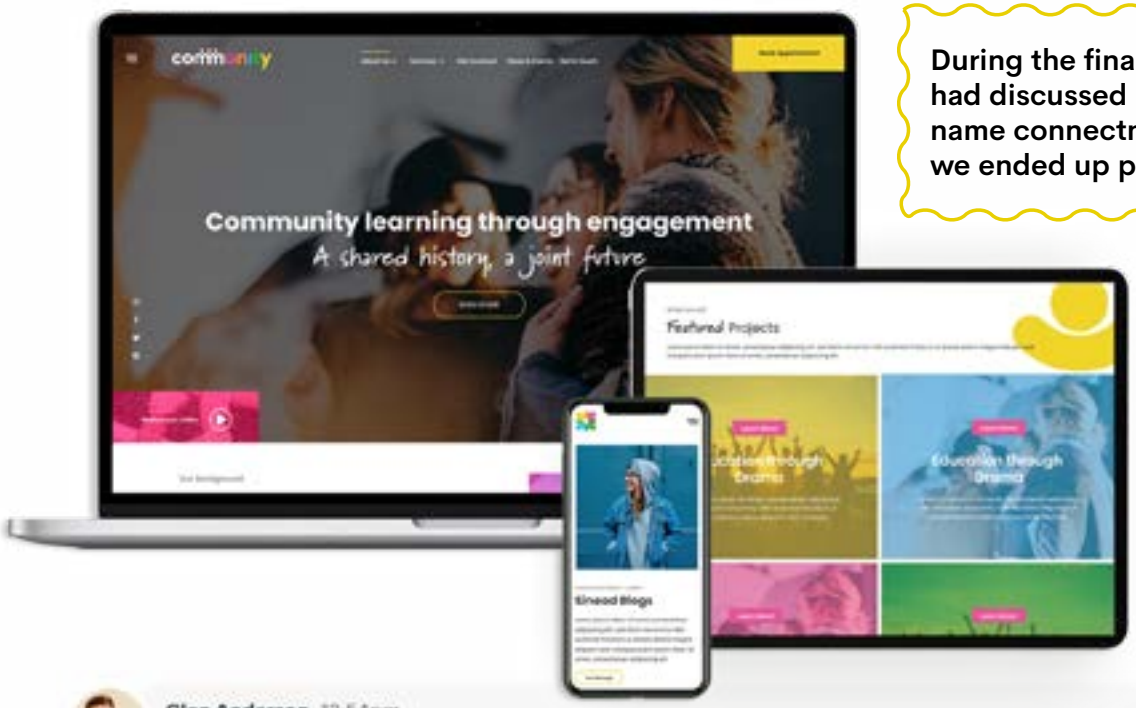
Glen has a better understanding than I would for backend WordPress development. This was where working as a team really helped eachother out. We all individually have our own talents and skills and Glen really helped out hugely when it came to the website.

Glen took on the majority of client management for the more complex website information. As you can see in the email to the right, Glen sourced and contacted CLTE with the appropriate information in regards to the domain name, hosting prices and packages.

What did I contribute?

I had previously sourced the WordPress template from the logo concept designs I had done. The website I sourced was called **Helpo from ThemeForest.net.** The reason I chose it was that it was visually appealing and had a lot of interactive features. I had checked out the reviews and attributes that came with it prior to designing the mock-up and they all sounded good with a 5* rating. **The theme cost $39 which was only around £29, well within the budget.**





During the final pitch zoom call, we had discussed using the domain name connectni.org which is what we ended up purchasing.

Glen Anderson 12:54pm
Sinead liked the idea of being welcomed with a large image in our pitch for the website. Can you send the template you had into here to see if everyone agrees with it being used? I personally liked it because it seems like it can be easily managed by Sinead & Syd when the time comes of handing it over and it has everything we're asking for.

This is good news, the website looks great so far in terms of features for both ourselves and client from what I have read. Only thing I had mentioned Glen would be to potentially try to get Facebook chat linked in with the website so we can direct their current clientele to the website through their already existing social platform.

We have still not confirmed an Instagram page for them... Should we? Andy Glen

Andy Reid 1:31pm
I think we should yes! It would not necessarily take up a lot more time, as we can create the content to work on both platforms - assuming they use IG Stories themselves, but at the least it's another channel to reach their target audience!

Hi everyone,

Glen Anderson

Just updating that the domain name has been connected to the domain space. Just waiting on the nameservers to be updated which will take up to 48 hours. I will e-mail Syd today with the update and remind him about the WordPress we sent him last week and if he has any further thoughts on purchasing it.

Thanks,
Glen

I had sent Syd an email to look at the theme and to purchase it if he thought it was best suited to what they were looking for. Whilst we were waiting on a response, Glen managed to set up the domain name and server space.

Still no word back, Glen created the holding page to add as a plug-in once the website had been purchased by Syd.

Glen Anderson 4:14pm
Holding page is live! http://connectni.org/

Still making mobile responsive changes but should work OK on laptop/computers.

updates on the website.

Email sent on the 20th Nov

Hello guys!

Hope you are both well and healthy!

Ok so, this could be quite a lengthy email. I will try to keep it short and sweet.

To start off, we are planning to begin the **BUILD** of the **WEBSITE next week** and to structure a plan for your social media posts on Sunday. We will keep you informed of the schedules/dates once we have a timeline created. We would like to create some content for your Facebook and for your Instagram (another social media platform that we would love to start up and promote). So, in order for this to go ahead, firstly;

- Glen has created a holding page with a countdown to the launch to show your current clientele that you are re-branding and that you will be going live with EVERYTHING soon - http://connectni.org/ Glen has connected your domain name to your host so it is currently live.
- URGENT >> In order for us to get the ball rolling we need you guys to purchase the theme for us! This is the link for the theme >>>> https://themeforest.net/item/helpc-fundraising-charity-wordpress-theme/26842162?_ga=2.62271275.422006153.1605890448-646002931.1602252575 (We will begin the **BUILD NEXT WEEK**, exciting!!)
- Next, we would really love to get some content from you guys for your new site. You can use the information you had sent us in the beginning to guide you or if you want, we could just take the information from those documents?? Let us know! Otherwise, these would be the headings we would need content for:-

- About Us - Who we are (Our story, & or our impact).
- Meet the team - Names of ALL staff and photos preferably head shots and a wee short description, something friendly and informal?
- Services - We have currently idealised 5 Services to match the colours in the 'CONNECT' logo so 'NNECT' as they have their individual colours and so we thought we would match 5 services to these colours. I will attach PDF Brief to email so you can see more clearly.
- Get Involved - Description of how people can volunteer or get involved with Connect, maybe a criteria for applying to volunteer??
- News & Events / Blog - Even any current projects or informal blogs about how Covid has impacted you guys or how you are still working through covid etc?? This doesn't have to be too in depth right now!
- Get in touch - Contact details, email, office numbers, personal numbers (if needed) & address so we can link Google maps.

- Regards to the CONTENT, we would really appreciate it if you guys could grab around 20 (or more) photos from these FREE SOURCE SITES https://www.pexels.com/ & https://unsplash.com/ > > > *Just email us back with the photos you have gathered, that would be great!*

Please find attached the **Brief Guidelines**, this will allow you to see our ideas of the 'SERVICES' that I had mentioned above -

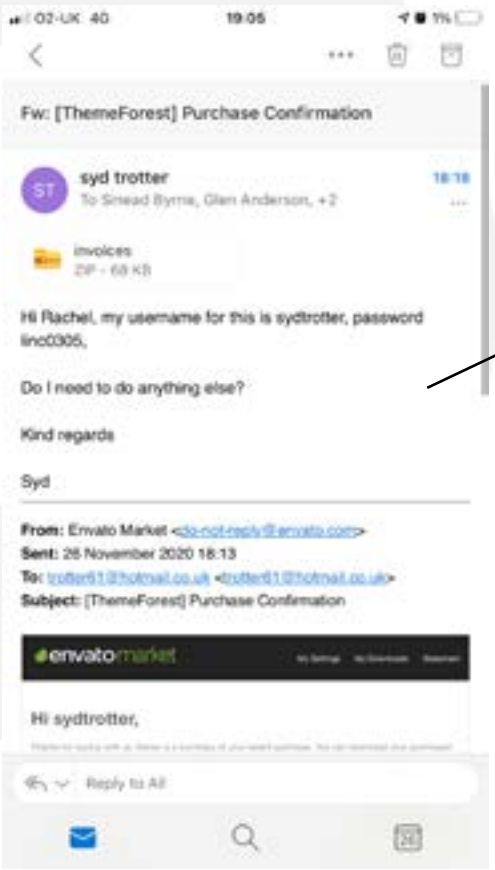
Can I ask that we keep this file between us for now! Just until we launch everything!

Sorry again for the long email but we wanted to be as helpful as possible! If you have any queries or are unsure of anything at all **please do not hesitate to contact any of us**, we are really happy to help as always!

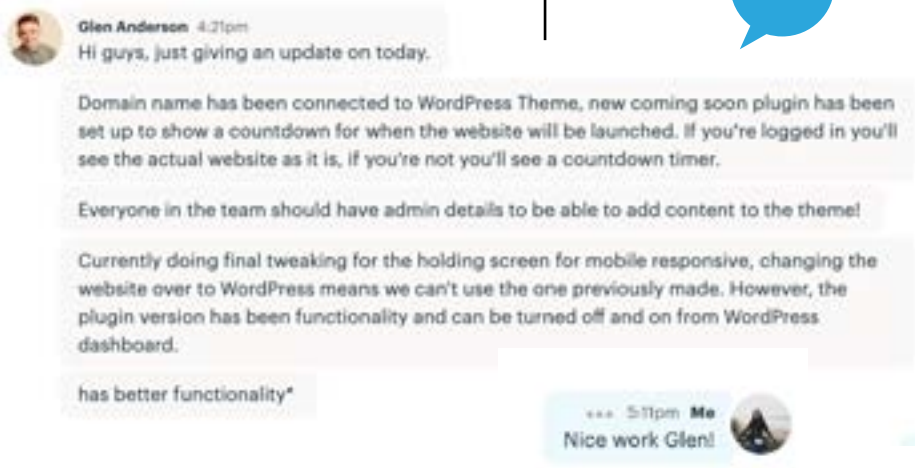
Speak soon,
Rachel, Andy & Glen

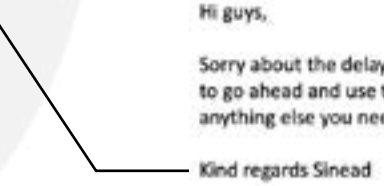
I had created an email to inform Syd & Sinead that we were moving to the build stage, emphasising the importance of getting the theme purchased so we could start the build. Another issue was that we struggled to get the content for their 5 services. For the mean time, we used the very first mission statement document they had provided us with before the first ever meeting.

Week 7, 26th November 2020 //
Eventually heard back from Syd in regards to the content and website purchase



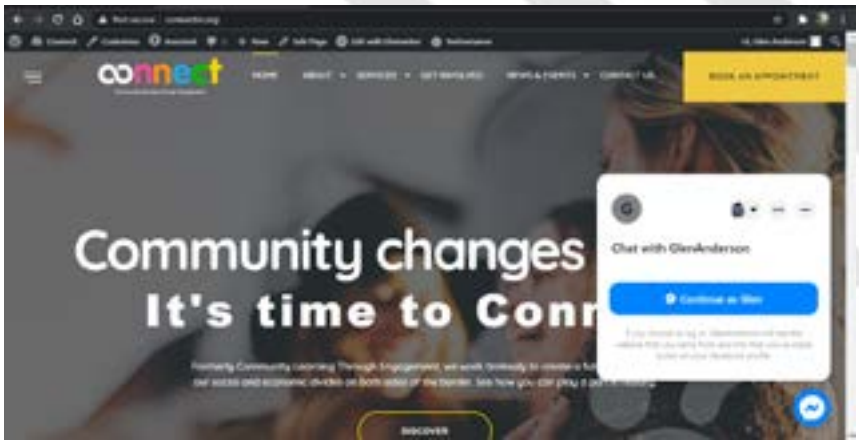
I received an email once Glen had spoke to Syd on the phone. Syd had purchased the theme that we forwarded to him. I passed these details on to Glen so he could set up the countdown plug-in and create admin logins for Andy and I.





Sinead also got back to me with 20 selected photos from the websites that I had sourced and sent to her. We wanted them to have the option to pick what suited their organisation best as some of the ones we had chosen looked too 'American'.

1st - 8th December 2020 //
Setting up the website & meeting Syd & Sinead to review



What did I do...

website build stage

Once we were able to get into the website theme, we all contributed to the overall build. Myself and Andy stuck to the visual appearance mostly, and added in the appropriate content to various sections. Glen really helped with the more complex side of things such as custom coding the booking form, creating emails for both Syd & Sinead and connecting their social media profiles to the site.

I worked on the site by adjusting the colours throughout the site and implemented the content where applicable. I also added in the images where necessary along with linking appropriate pages within the 'Up Coming Events' section.

The three of us were working on the site at all times, and on some occasions we took it in turn to edit certain pages on Elementor. Because of this, the site got built pretty quickly. We didn't have much time left as we were slightly delayed by a few days to a week on hearing back in regards to the purchase of the theme.

Reflections...

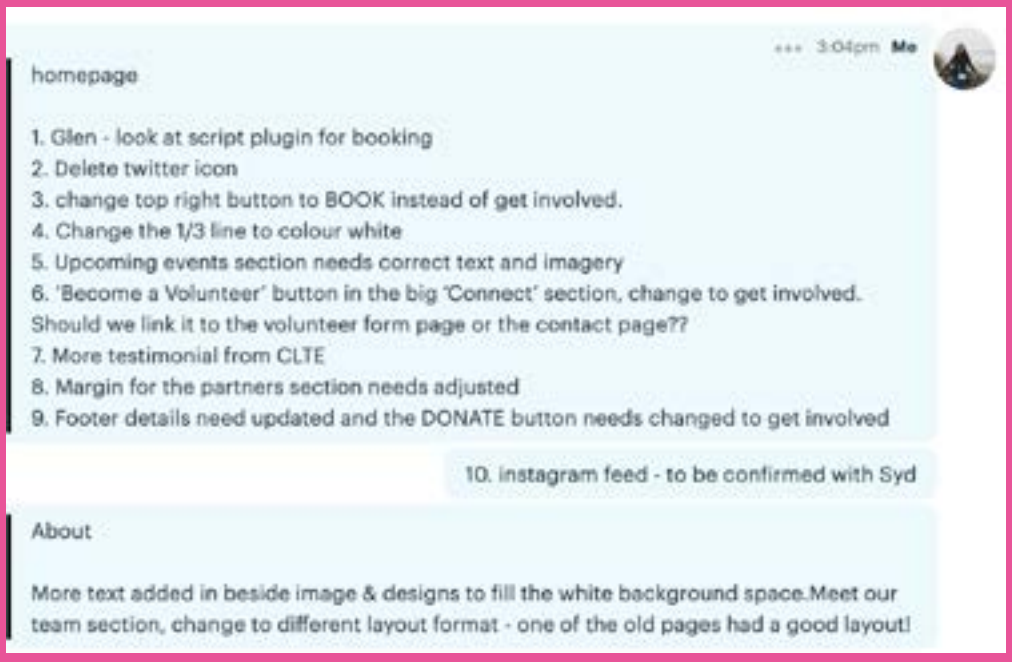
I felt as though I could have contributed more to the website phase as I wouldn't be as strong as the other team members when it has anything to do with code or more complex back-end development. I tried my best where I could and instead, I kept an eye on the functionality of the site. I created notes on each page, taking into account anything that needed adjusted, any additional changes or issues that became a problem or anything we had missed overall.

The one thing that I had suggested was the **Facebook chat plug-in**. I figured this would be a good feature to have within the site as most of their work was done through their Facebook. I wanted to maintain clientele from this platform to their new website so they wouldn't potentially lose client's.

Overall I am really pleased with the website and how it has turned out and we built it in time for the handover date on the 18th December.

View Connect official website at:
connectni.org

How did I contribute..



homepage

1. Glen - look at script plugin for booking
2. Delete twitter icon
3. change top right button to BOOK instead of get involved.
4. Change the 1/3 line to colour white
5. Upcoming events section needs correct text and imagery
6. 'Become a Volunteer' button in the big 'Connect' section, change to get involved. Should we link it to the volunteer form page or the contact page??
7. More testimonial from CLTE
8. Margin for the partners section needs adjusted
9. Footer details need updated and the DONATE button needs changed to get involved

10. Instagram feed - to be confirmed with Syd

About

More text added in beside image & designs to fill the white background space.Meet our team section, change to different layout format - one of the old pages had a good layout!

Reviewing the site and adding in a to-do list

Hi Syd & Sinead,

Hope you are keeping well!

We would really love to get a meeting with you guys on ***Tuesday 8th December at 10 am*** to finalise the website. Does this date suit both of you ok?

During this meeting we would walk you through your website and what we have done so far. After this, we would like to get a few things gathered up, get your feedback on the website and the content, images etc. that we have put in.

A few things we need from you guys **before** then:

1. Text & Images for all your 5 services - IMPORTANT
2. Testimonials
3. Would you allow us to edit the video you have provided to gather clips focused more on CLTE (Connect) and to add in your logo at the start of it to make it more of your own video..? Please confirm what bits you want in it, so look at the **time e.g. 1.10 – 2.10, 14.20 – 15.02 keep this... and so on.**

If we had these things before Tuesday that would be great, then on Tuesday we can all review the website and any final changes can be done on Tuesday/Wednesday. We hope to launch your site NEXT FRIDAY!

Speak soon,
Rachel, Andy & Glen

> "I like what I see, it's a fantasic job, I can't see any changes
>
> *- Syd Trotter*

I created another email to organise a meeting with Syd & Sinead via Zoom once the site was complete. The purpose of this meeting was to review the site and to encourage any feedback. Unfortunately Sinead could not make it due to personal life issues but she was very apologetic and annoyed she couldn't make it!

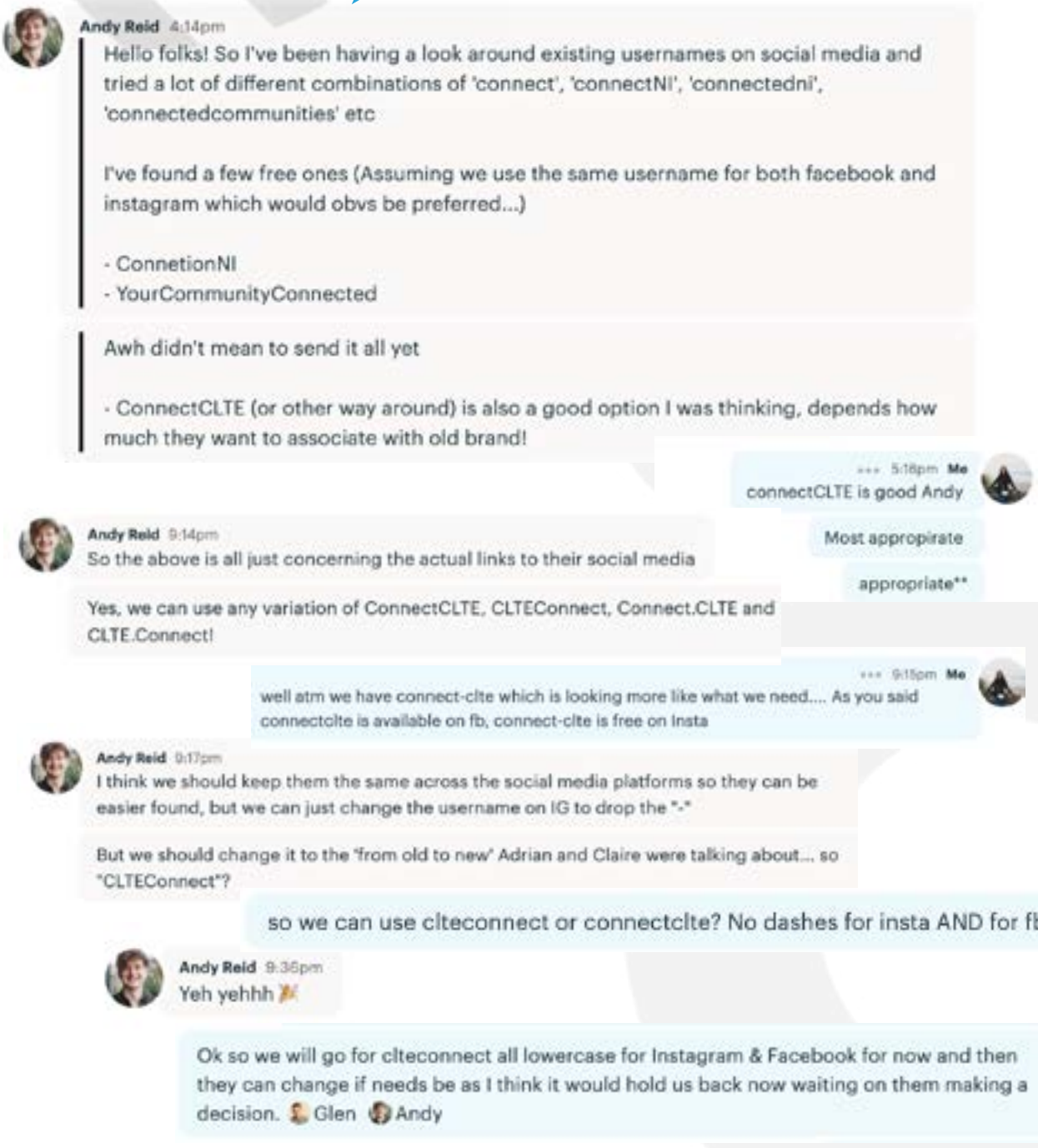
Throughout the meeting, I guided Syd & the team through the website discussing the different features we had implemented and stated that we would review one page at a time and then listen to his feedback. Syd was really pleased and didn't seem to have any issues with the website.

We had addressed the content dilemma again and he told us that Sinead would be sorting that out as she would like to have her own touch within the organisation too. We suggested that if we didn't get the content, that we would provide a guide on how to use the WordPress site & add it in when the time suited them best!

Facebook and Instagram

social media platforms

25th Nov - 1th December 2020 //
Discussing possible names for a new Instagram account & to change current Facebook name



what did I do?

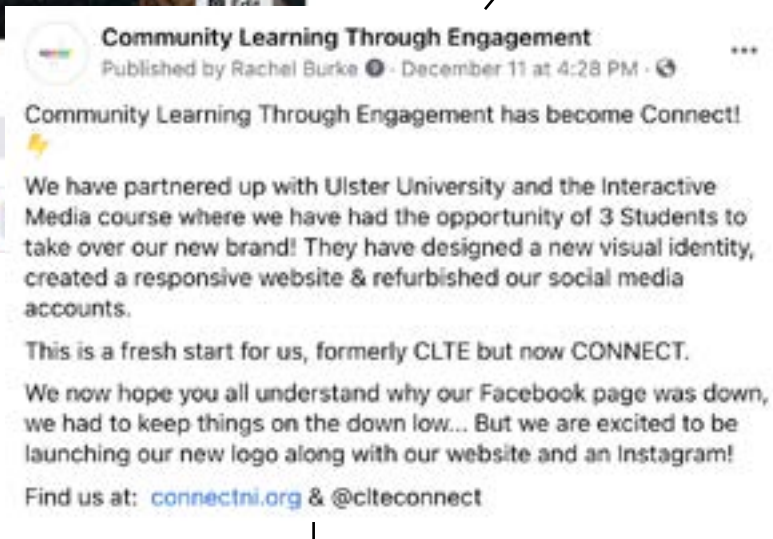
Andy had created a lovely motion graphic piece of the logo and created a lot of the other posts as he was in charge of designing and planning a social media calender for CLTE.

I created the bio for the Instagram page and added in the appropriate posts to start Syd & Sinead of! I essentially spruced the Instagram & Facebook up to make it look like the brand. I created a motion graphic scroll for the website as well as a simple image and logo post.

Andy's

Both of mine

Creating content for Facebook posts



As well as creating the content for the Instagram posts, I shared all 3 of these to the Facebook page and altered some of the text slightly to inform people of what was happening and why CLTE's Facebook page was down.

additional materials & guides

Andy had created the brand guideline document which was a requirement from the specificaion. He also created the social media calender to allow Syd & SInead to post accordingly to the dates he had chosen. I had suggested in the last meeting with Syd when reviewing the site that we create a guide on how to add the content in at a later stage as I did not seem likely that we would have this for our dealdine date. As Glen dealt with most of the backend development, he volunteered to create this guide.

What did I contribute?

Also during the meeting, I had discussed with Syd about the Instagram page that we had created as an additional platform. This platform was not an essential requirement from the project specification but as it is so highly used and a great way of promoting businesses, we thought it would be a great asset to have. Syd had explained that he did not 'have a clue' about Instagram and so I suggested that I create a step-by-step guide on how to use the most basic features for posting, sharing to Facebook and following other organisations.

I also created an additional budget document which added more in depth options for printing merchandise and adding the logo to various clothing materials.

View my Instagram Guideline doc (1) & The Budget doc (2) here:

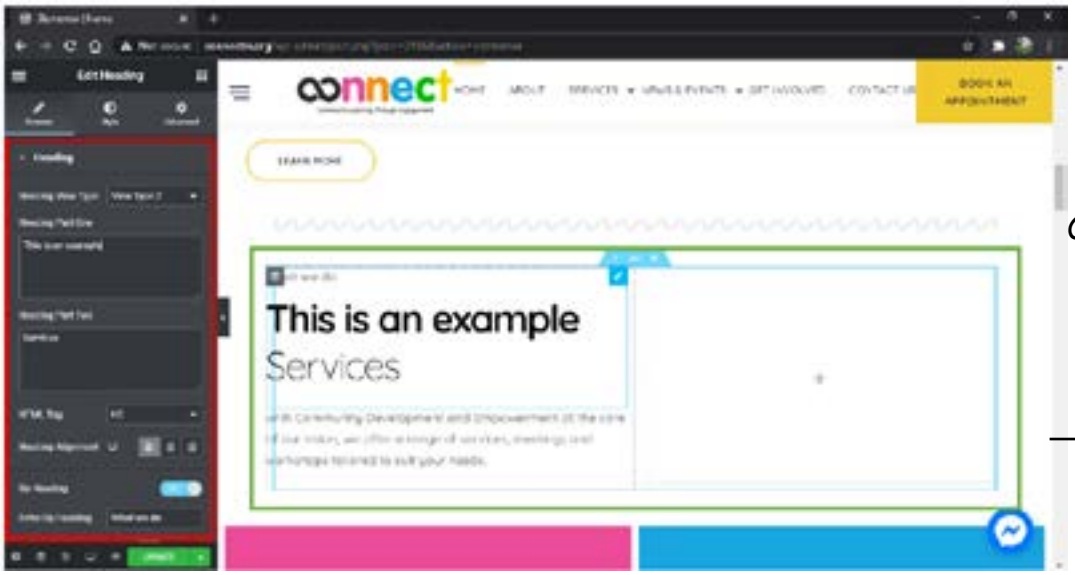
(1) https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:b79c77c3-afa2-49a9-8898-42bb3b795722

(2) https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:14222116-387b-4543-b7d1-fe607eda6a05

Andy's Social Media Calendar

Andy's Brand Guideline Doc

View: https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:d0dc1c15-19d3-435e-88b6-39fadd9003a7



Glen's Website Guide

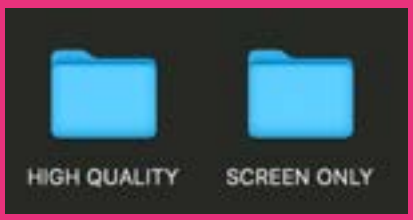
View: https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:9983011a-60fc-471c-8b51-9c3aba1b22ea

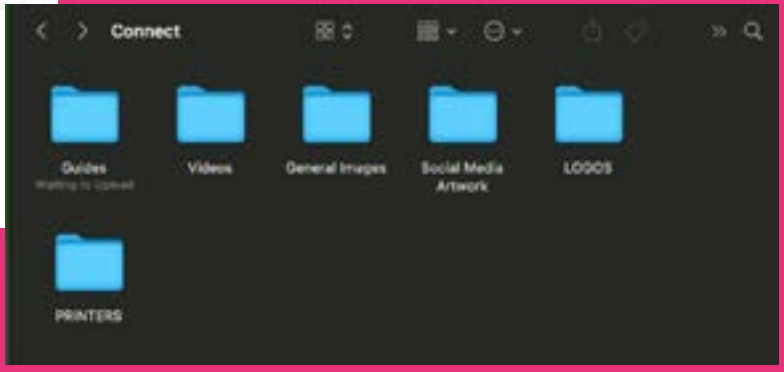
Week 12, 10th December 2020 //
Organised all docs & files for zip folder

handover docs & files

Approaching the deadline, we had to create a folder with every assest needed to handover to the client by the 18th December. I volunteered to organise every document & file from basecamp. I also exported all the logo variations and icons in PDF for print as well as converting them to RGB for screen only with options of low resolution and high resolution, in the format of JPG and PNG.

From my experience working in a digital agency, I ensured that Connect had all the assets they required for on screen and off screen. I organised the folder in the most simplistic way to guide Syd & Sinead to the files that they needed to access with ease.

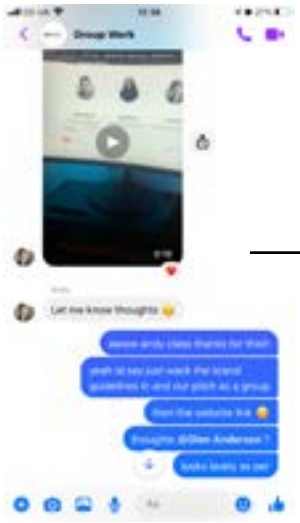


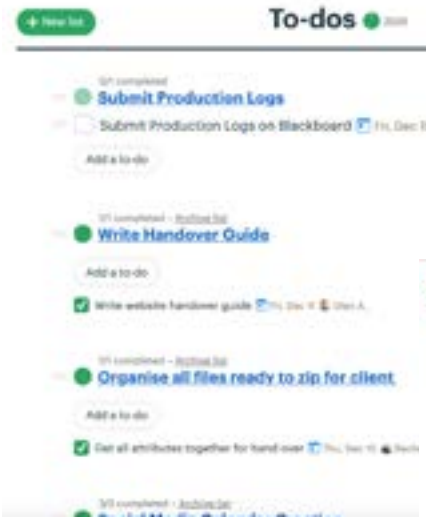


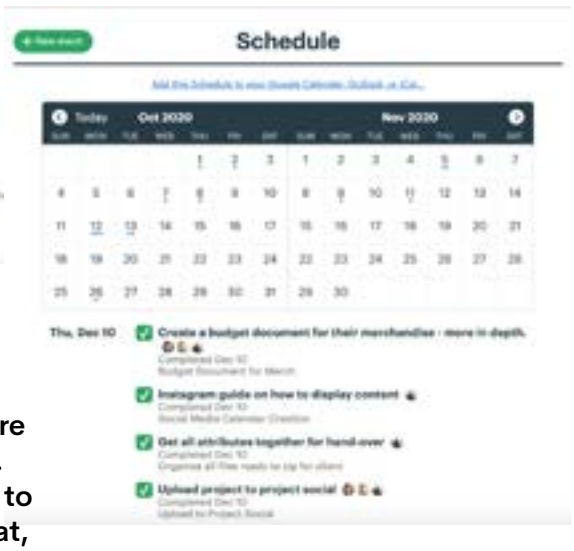
project management

To manage this project from start to finish, we used an app called Basecamp. This helped us manage all of our documents & files, keep track of our tasks by using the Schedule and To-do list features as well as a general chat section called Campfire.

As you may have noticed throughout my production log, I have used screen-shots of chats within our Campfire conversations which happened quite frequently on a daily basis. Within here, a lot of decision making conversations happened.







We also created our own Facebook Messenger group where we would have spoke more as it was second nature to use this rather than Basecamp as a means of chatting. However, we made sure that we kept Claire & Adrian up to date with anything we had discussed in our personal chat, by adding it into Campfire.

evaluation & reflection

Working as a Team

After we had completed our individual placement year, we knew before September that we wanted to be in a group together for this module. We had worked together previously during our Designing with Data Module in 2nd year and we just got on extremely well.

Besides getting on well, we individually had our own unique skills and talents that could contribute extremely well to a team work based project. We all shared similar skills that we had developed throughout various modules during the course. As well as these skills, we had developed further skills throughout our placement year. Collectively we were more than capable of this project.

Applying Knowledge & Skills

Throughout various modules of the course, we were able to demonstrate and understanding of interactive media practices and apply it to the live brief for the client. We showed how we could gather, organise and deploy ideas during the experimental and design phase amongst all three of us. We used our existing knowledge surrounding the ability to research competitors design mood boards from this and to benchmark various interactive outputs to produce high quality products for our client.

We demonstrated industry-standard competence in the IT skills required for this project by creating an interactive website along with well thought out branding identity.

The skills we developed within modules such as Designing for Data, Interactive Design Practices and the Fundamentals of Digital Design really benefited us when applying more technical skills to the project. We all had an understanding of code and Word Press which helped towards the creation of the website. We obtained design skills through practice of various Adobe Suite applications which was essential for the creation of the visual identity for our client. Practice with these applications allowed us to provided motion graphic outputs and a refurbished video using Premier Pro.

Knowledge of Social Enterprise

This module was about putting the skills we had learnt, back into society from which we had came. We used design to enhance their communication to the wider public therefore, moving the academic knowledge we have gained, and applied it to the client brief.

We have demonstrated the ability to apply this academic knowledge from our modules, *Placement and Professional Contexts, and Preparation for Placement and Worked Based Learning.* These modules guided us on how to be a young processional when applying for our placements. We learnt things such as time management, respect in the work place, organisation & communication skills as well as understanding the importance of producing high quality work on time. We also learnt that taking responsibility when managing client's was part of the job and how it demonstrates good leadership skills.

Working with a Client

As a team, we were able to contribute to the quality and productivity of the production process by applying our knowledge and skills from our modules and placement year experience. We demonstrated a high level of achievement in project management skills, including structuring tasks, prioritising, showing initiative and delivering on time. Choosing to use Basecamp utilised these stages by keeping the team organised and communicating at all times which eased the production of the brief. However, as we were such a strong team and communicated regularly, encouraging one another to push on, Basecamp was a bonus. Without the relationship we had as a team, Basecamp would not have been as useful. This project was a team effort and it was essential that everyone got on and worked well together to produce the best possible interactive media outputs.

Our client had full faith in us from the beginning, reiterating that we had full control and free rein with our creative ideas and what we thought would be best for their organisation. It was said frequently throughout this project by Syd that he did not expect to receive such high quality work. This may seem like a bad thing however, it has been a massive confidence boost and achievement for the team to impress the client as much as we did.

Final Thoughts

Really pleased with the work that we have produced. We worked together as a team incredibly well and because of this we were able to produce some amazing outputs for our client and deliver them on time.

Regardless of all of us having jobs, and studying through a pandemic, we got on with it and used technology to our advantage. We were able to communicate with each other through messenger and Face Time and with our client, via email and Zoom when necessary.

I believe that we delivered above and beyond as we created more media outputs than required. We refurbished their Facebook page by adding the media outputs we had designed. We started up an Instagram page for them and designed it accordingly to the brief as well as implementing content where applicable. Furthermore, we had created extra guidelines for them such as a website step-by-step guide, social media calendar and an Instagram step-by-step guide. Additionally we created multiple social media posts to do them until the New Year, to allow them to get used to the platform as well as getting them on their feet with things to post that would be relevant so they wouldn't be stuck for ideas.

thank you,
Rachel

Week 13, December 2020 //
How did I find the project and did I do my best..

conclusion

I have thoroughly enjoyed this project and it was really great to be in a 'real life' environment in terms of my academics. I enjoy working with others as a team and taking leadership within projects. Having the opportunity to study a degree that offered me a placement year was incredibly beneficial.

I was grateful to have an amazing place of work, and the opportunity to learn a huge amount of skills. As well as improving on my design skills, one of the main skills I really grew into was client management. I have been able to apply my experience and knowledge with client's over the past year and a half in an agency, to my final year academics. Personally, I feel that I have demonstrated initiative and leadership within this project as I interacted with the client regularly or on occasions where a problem occured. I was able to show decision making as I took control of scenarios that needed addressed qucikly, or even just when it was organising tasks for each of us. This may come across as bossy, but I always ensured that everyone had a say and that I wasn't just giving orders and not contributing.

The one thing that did let us down was the content not being provided on time for their website. However, we done what we could and used the information we were given at the beginning. This wasn't a huge down fall as it was out of our control, after emailing them requesting it numerous of times. Instead, I suggested a website step-by-step guide be created to allow them to insert the correct content when they had it ready. We did not want to rush them through this process as they said they are still trying to get on their feet as an organisation.

Overall, I personally think we have delivered everything that was required from us in the project specification and more. I feel that we have contributed fairly and equally to this project and I am pleased with the efforts I gave. I believe I applied my best.

"

You's are a brilliant team

– Syd Trotter and Sinead Byrne

time log

research	10 hours
benchmark	12 hours
brief	12 hours
design	40 hours
pitch 1.0 & 2.0	35 hours
website	32 hours
guidelines	6 hours
socials	4 hours
meetings	16 hours
client management	30 hours
production log	65 hours

total time:	264 hours

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connect

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