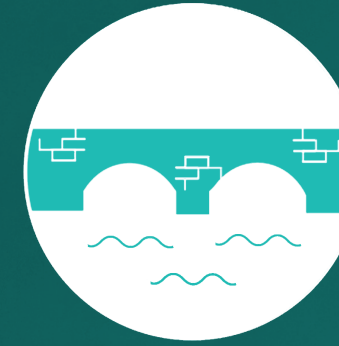


MED526

Interactivity for Social Enterprise

Ciara Murton



Oasis Causeway

connecting & supporting local people

MED526 Interactivity
for Social Enterprise

Ciara Murton

Contents

01l Introduction	1-2	07l Implementation	33-38
02l Project scope	3-6	08l Final media packet	39-42
03l Project propsal	7-12	09l Project management	43-48
04l Research analysis	13-18	10l Evaluation	49-50
05l Design process	19-30	11l Bibliography	51-52
06l Client feedback	31-32		



01 | Introduction

The project.

The initial brief for the project was given as such:

Oasis Causeway (Coleraine)

Develop a new website and visual identity for Oasis in Coleraine. Capture a portfolio of photographs and develop a range of merchandise and hard copy media, including t-shirts, pop ups and signage.

Our team.

The team was supervised by module co-ordinator Adrian Hickey and community engagement manager Claire Mulrone. The project team consisted of two final year Interactive Media students: myself, Ciara Murton and my team member Grace Caulfield.



02 | Project scope

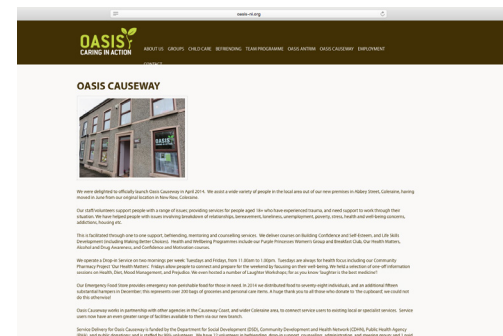
Before the initial client meeting I started to do some research on their current needs. In terms of print media currently the client had two flyers. The first of was quite effectively structured and simply designed. The only issue on this design was the overuse of text. In future designs the information would need to be conveyed more easily. The sceond flyer consists of a low resolution stock image that is not professionally printed.



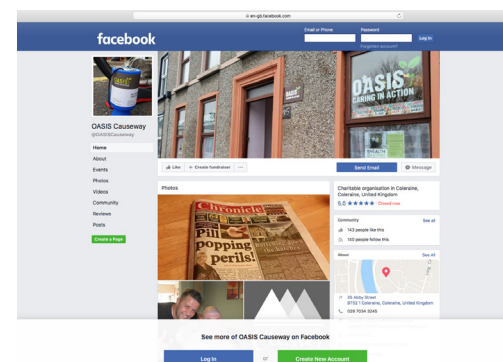
Regarding the client's online presence the client has information on their partner website that contains inaccurate information.

Additionally it does not include any events that the client is holding or information about staff. The client also engages with social media but only through Facebook. Their Facebook page is very regularly updated with events and notices. If the client engaged in more forms of social media they could expand their brand awareness.

Additionally the client needs their own website in order to have a more visible online presence.



Available at: <http://oasis-ni.org/oasis-causeway/>



Available at: <https://en-gb.facebook.com/OASISCauseway/>

In relation to their visual identity it is inaccurate and linked to the over arching Oasis Northern Ireland partner. Their current logo used the colours of green and brown as well as plant imagery. Despite the fact that green is the colour of mental health awareness, it has associations of environmentalism. This added to the leaf imagery and the vague strap line misinterprets the organisation and does not tell the public anything about what they do.

The visual identity needs to be entirely redesigned for the client.



Available at: <http://allisonbaxter.com/images/uploads/work/oasis.jpg>

The image of a tree from the brain would be an idea to take forward if the client was resolute on the use of plant imagery and the use of the colour green.



Most mental health groups include the mention of mental health or wellbeing in their strapline. This is important for future creation of a strapline for the client.





03 | Project proposal

Initial client meeting.

In first client meeting we discussed the objectives of the project and defined its limitations.

We discussed the branding for the client which would be supporting local people, facilitating connections through personalized counselling support and walking through a recovery journey.

The client did not want to include the colours green, brown, purple, grey or baby blue into the visual identity. The client wanted the visuals to be slow and most importantly for the user interaction with the website to be very simple. The client wanted to use calming localised imagery and so chose areas like the Arched Road bridge, the town hall, the swans and other local spots to photograph and include on their website. We also discussed the inclusion of staff photos.

Additionally while team attended the client meeting we had an opportunity to assess the some of the visuals that the client had on their premise such as window and door signs. These signs would have to be redesigned also in the pitch for the client.

The client mentioned that they did not want an overly text-heavy website.

The client also mentioned that they would like a blog section, an events section and a contact section with at least three of the staff emails on the website.

For merchandise the client mentioned that they were looking at staff t-shirts as well as a pop up stand, a pop up table, a poster template, an e-zine, a leaflet template and a business card with general information on the front and appointment card on the back.



Assessing client needs.

After the client meeting our team made out a project map based on needs of the client. We discussed the research that we would do around the project including client preferences, audience research and research of other organisations of a similar nature to the client.

We then looked at what the client required in terms of print material, their web prescence and merchandise. As well as this we also looked at what kind of brand image that the company wanted to project.

Research

Client Preferences

From the briefing with the clients they discussed other websites they like and the preferences they desired.

- Causeway runs and arson network
- Solid style

Audience

After visiting the centre we found that the age range of people who come to oasis is very varied so we shall do a few persona profiles to show the different people.

- Target audience
- Parents

Existing Brands

Research existing brands and the aesthetix on their phone.

- Mind
- Health together
- Young minds
- Mentalise
- Bore in
- Caste
- Biding
- Inspire well-being

Print

Poster Template

- Template
- Logo
- Contact details

Business Card

The business card should include


- Email
- Phone number
- Hip size for appointments

Flyer

- A5
- Back to back

WEB

- Easy to navigate
- Avoid overt amounts of text
- Clean, simple layout
- Photos of: bridges, council estates, swans, town hall and moat



BRAND

- Open, inclusive and supportive
- Strapline or mission statement needed
- Logo involving water, hands, rivers and bridges
- No baby blue, green, brown or purple used

MERCHANDISE

- Pop-up stand
- Table top mini pop-up
- Polo t-shirts
- High visibility vests
- Badges/pins

The following week our team came up with a written brief to send the client of the full project details.

Background

Oasis Causeway is a personalized counselling and mentoring service to the Coleraine community. Currently the Oasis Causeway brand is linked to that of Oasis Northern Ireland. Oasis Causeway has limited print materials. Their web presence is a one-page link on the Oasis NI website and an events based Facebook site.

Project details

Oasis Causeway requires an updated visual identity including a new logo and strapline. As part of the new visual identity there will be print media, merchandise and a more sophisticated web presence created for Oasis Causeway. The print media will consist of: signage, A5 double sided pamphlets, posters and business card with

their name on it at the front with an appointment card on the back. The merchandise to be designed for the client will include: staff polo t-shirts, high visibility vests, staff badges, pop-up stands and a mini table top pop-up. The new Oasis Causeway website must include: Home, About us, Events, Gallery, Contact, Referral form and Emergency contact. Develop a portfolio of photographs that will include clients enjoying activities as well as staff photographs. The gallery will include a range of tranquil, local photography (to include four seasons painting).The website will display funders of the client.

Target audience

Oasis Causeway works within the local Coleraine community, engaging with a range of age groups. They support people seeking help with mental health issues.

9

Design tone

Oasis Causeway wants to develop their own visual identity that relates to their locality. They want to avoid the use of brown and green as well as purple, grey and baby blue. The organisation wants to avoid a relaxed feel to the brand yet evoke a sense of wellbeing and support. They want to develop accessible services that allow people to grow and begin their recovery journey that address their mental health issue.

Schedule

Pitch – week of 2nd November

Presentation of the media package - week of 30th November

Project completion - 14th December

Our team came up with a projection schedule of all the actionable tasks within our project

Firstly we would assess what current media resources that the client current has. We would research other organisations within the same sector to see what the industry standards were for the client. In this time period we would meet with the client and come up with a creative brief that met the client's needs. This is also were would divide the workload in our team.

Next we would define the project goal and begin a site map of the website for the client.

After this we would collate all of our research from other websites in order to have an informed view of what the client wanted as well as what we could achieve. As well

as this would begin researching the domain and hosting costs for the client .

During these first few weeks we would be developing our own individual visual identities before collaborating to create another. In total we would have three visual identities to present to the client made up of print, merchandising and web material. We would then present these to the client.

After the client had given their input into the design process, we would alter our prototype design and begin making the final media package.

After testing the website we would present the final ideas to the client who would give their last input into the design before submission.

	Aim	Action	Due date
Scoping the project	<ul style="list-style-type: none"> - Creating a project scope - Meeting the client - Developing the brief 	<ul style="list-style-type: none"> - Research other logos and websites of similar organizations - Division of work 	12th October
Project proposal	<ul style="list-style-type: none"> - Analyse client needs (feedback from meeting) 	<ul style="list-style-type: none"> - Define project goal - Site map 	12th October
Testing strategy	<ul style="list-style-type: none"> - Test other sites 	<ul style="list-style-type: none"> - List pros and cons of other sites 	19th October
Technical analysis	<ul style="list-style-type: none"> - Research domain and hosting - Research different CMS 	<ul style="list-style-type: none"> - Price various domain names - Price various hosting sites - Discuss CMS options 	19th October

Develop visual identities	<ul style="list-style-type: none"> - Produce 3 visual identities for client - Create screen mockups - Design user journey 	<ul style="list-style-type: none"> - Design in Adobe Illustrator, InDesign and Photoshop - Storyboard user journey - Mockup site pages 	2nd November
First pitch	-Present ideas to client		2nd November
Paper prototype	- Define aesthetic	- Collate visual identity for client	10th November
Working prototype	- Build complete site	<ul style="list-style-type: none"> - Add photos - Take staff photos -Add social media - Add approved content 	16th November
Testing prototype	<ul style="list-style-type: none"> - Test various user scenarios - Identify any issues 	<ul style="list-style-type: none"> - Navigation testing - Design testing - User interface testing 	23rd November
Solving testing issues	<ul style="list-style-type: none"> - Solve testing issues - Final adjustments for presentation 	- Implementation	30th November
Presentation to Oasis Causeway	- Present media package	- Discuss any issues with client	30th November
Design adjustments	- Final adjustments for submission	<ul style="list-style-type: none"> - Add photos - Take staff photos -Add social media - Add approved content 	7th December

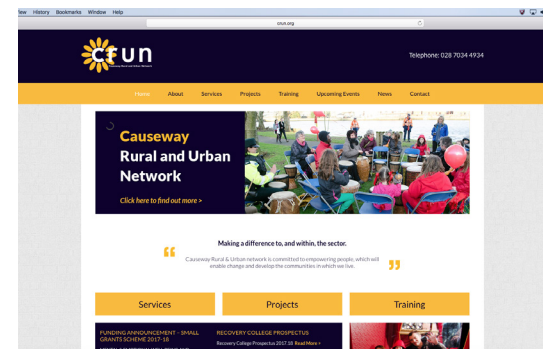


04 | Research analysis

Website research.

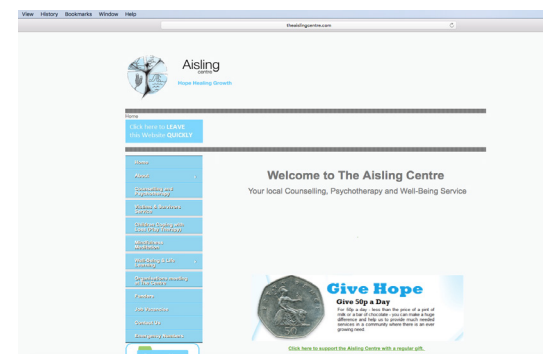
Team started to do some research into the websites of similar local organisations. We researched several sites and decided on looking at: YoungMinds, Cause, Heads Together, CRUN, Aisling Centre and Solas Moyle. We decided that we would each assess three websites.

The CRUN website was a very good example of the type of website the client should want to have. The aesthetic is clear and simple and the site is very easy to navigate. The only negative comment I have about the site is that it is not regularly updated in the events section but could easily be fixed.



Available at: <http://crun.org>

The Aisling Centre website was outdated and overly text heavy. The events page was difficult to find and on the page itself the information did not have a date on it which provided lack of clarity for the user.



Available at: <http://www.theaislingcentre.com>

The Solas Moyle website had a very outdated aesthetic with an unresponsive design and a distracting colour scheme. The background of the website actually increased the difficulty for the user to read the information. The use of stock images of the website was very obvious.



Available at: <http://solasmoyale.org.uk/sitemap/>

The difference between the two websites that the client recommended were vast. However the main commonalities on the two sites are the fact that they are both very easy to use and navigate. Thus this should be the most important consideration in making the client's website.

Audience profiles.

In order to understand what type of audience that the client was trying to attract our team did some audience profiles.

Although Oasis Causeway is open to all age groups there are certain types of people that the organisation currently works with. Age range is around 25-65. The organisation serves more women than men and although majoritively based in mental health care the organisation also works with other members of the community who require support. Below are some typical people who are members of the Oasis Causeway community. We have to design for all types of the people based on any information that might need from Oasis Causeway.

Woman, 62

Paula is helps with the church. She attends all Oasis Causeway events and is an active member of the community.

Man, 54

John is contractor with minor anxiety issues. He works part time and attends community events for Oasis Causeway.

Woman, 38

Sarah is a office sectary who is bipolar. She works full time and is a divorcee with two kids. She comes in every other Friday for the drop-in sessions when she has a half day at work.

In order to fully understand what type of web aesthetic that the client was looking for team decided to compile all the research that we had done separately. We did this as a point of finding out the best comparator sites as well as assessing what type of overall experience the client could to create for their users.

Category	Crun	Young minds
Aesthetics	3 coloured palette Minimal design Small strap line font	3 coloured palette Audience related design Minimal design yet image heavy
Functionality	Website is responsive Fast loading time	Website is responsive Fast loading time
Accessibility	Clear and accurate headings Single font	Clear and accurate headings Continuous fonts Helpline
Navigation	No search or help button Easy to navigate Contact form Bread crumbs used	Easy to navigate Contact form Bread crumbs used
Information	The content is clear and well presented No individual staff pictures just text Information not updated regularly (6th October 2016) No sponsors shown	Website includes staff pictures Sponsors shown Updated regularly SEO

Solas Moyle	Aisling Centre	Cause	Heads together
Dated website Dated look and feel is distracting	Layout is not clear Dated website Dated look and feel is distracting Very few pictures	Clear colour palette Minimalistic design Too many colours Modern Moving image carousel	3 coloured palette Modern design Moving image carousel Clear individual aesthetic Transferable logo makes website come together
Fast loading time Not responsive	Fast loading time Not responsive	Fast loading time Website is responsive	Website is responsive Fast loading time
Clear font, but it is small	More than one font face Clear and accurate headings	Clear and accurate headings Single font	Menu button doesn't work on mobile platform
Easy to navigate Contact form No breadcrums	Easy to navigate Breadcrumbs No contact form	Help button Easy to navigate Breadcrumbs Contact form	Help button Easy to navigate Breadcrumbs Contact form
Use of stock images instead of real images Information not updated regularly, or accounted for	Broken links Information is updated regularly No pictures included/all text No contact form	They have a search and help button Regularly updated. Extensive information Sponsors shown	Website includes staff pictures Sponsors shown Updated regularly SEO Stream of social media on website



05 | Design process

Starting logo ideas.

I came up with some starting ideas prior to the client meeting based on my research of mental health organisations.

I kept the green colour of the logo as I did not know if the client want to change this part of the logo.

My first design was based around the idea of a helping hand. I liked the typeface and general clean style of this logo. The strapline was something helpful and caring yet generic enough to apply to multiple issues. However I found that the meaning behind the overall design was not very well conveyed as upon looking at it I would not know what the organisation did.



Taking this sentiment into account I designed a logo that fit the more lighthearted side of the mental health branding. The strapline is used in popular culture to translate the idea of acceptance around mental health issues and so thought that it would be apt to use for Oasis Causeway. After reviewing the design I saw that the use of the frowning face presented a drawback as it did not convey the seriousness of the organisation and was too closely linked to depression. I felt as though I was getting closer to a good design idea for the client.



Finally in my last design I took a more youthful design look at the organisation with the use of the speech bubble icon and the typeface while still retaining the serious nature of the organisation. The black, green and white contrasted each other nicely and made the design feel even more contemporary.



First bridge logo.

After the client meeting our group decided that we would both design around different concepts in order to meet all the design ideas that the client had. Grace would design a logo around the 'Four seasons of Mental Health' painting that the client had in their offices. I would design a logo around the idea of the Arched Road bridge in Coleraine. For the collaborative design we would use the images of hands and water.

I started to research what type of bridge I would have to design the image for. The client had suggested that the Arched Road bridge in Coleraine could be a possible design to use for the organisation.



Available at: <http://ak7.picdn.net/shutterstock/videos/3901967/thumb/1.jpg>

The first design I came up with was very simple using a very precise and well structured bridge. The strapline that I used for 'Personalized support & counselling' came out of the initial client meeting with the client where they discussed their brand. I did not like the ending typeface that I used as it felt very antiquated and unappealing. The use of the blue and white in the design gave it an overall appeal of being uninteresting.



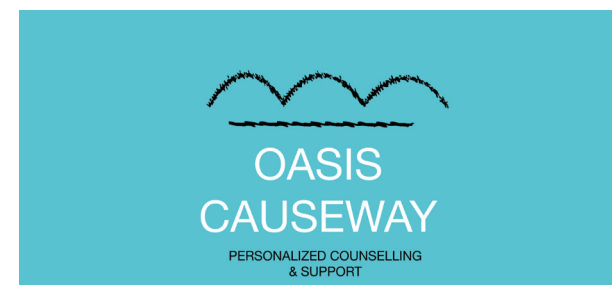
The next design I came up with was much more modern and attempted to connect the idea of holding hands to making a bridge. However this was not overly clear in the design. I used the colour pink and a darker red as they are connected to the feeling of love. I used a more rounded typeface to replicate the rounded bridge element.



The last design I created was several variations of design using the same typeface and colour scheme. I chose a sans-serif typeface to keep the design modern and simple. I used a turquoise colour as it is associated with tranquillity and emotional healing.

For the first version focused on a more flat design based idea however in this design the bridge was not very distinguishable as a bridge and looked more like a face. The next version was an attempt to make the bridge more distinguishable as a bridge but resulted in a very uninteresting image. The last version I create a more interesting design with a more artistic style, using the ripple tool in Photoshop to create an idea of the arches of the bridge. However this design was still unclear in its bridge imagery and was a little too messy.

At the end of the design process I was not satisfied that the logo was complete.

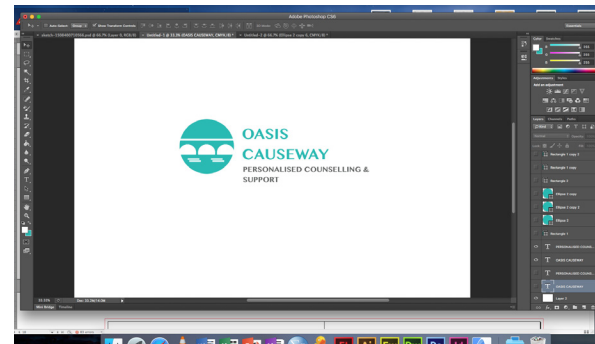
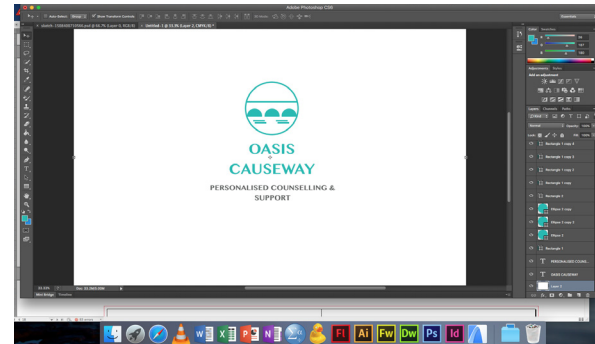


Second bridge logo.

After having reviewed all my logo designs I felt that none of them really looked finished so I decided to try making a logo in a circle instead of on its own.

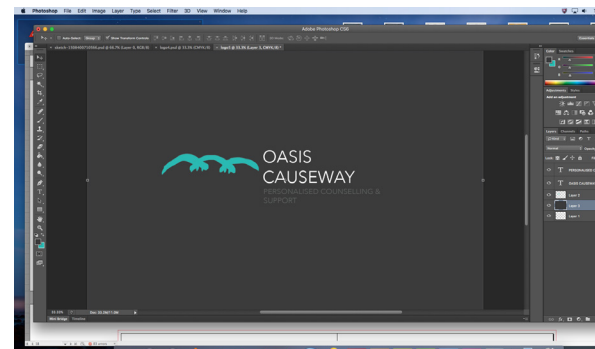
I started with melding a few of my earlier ideas into one image. I gave the logo a flat design aesthetic as it is a contemporary design theme. I choose a darker teal colour which was associated with the same meaning of turquoise yet added a more serious tone to the brand. I used dark grey as a accent colour as it was not as harsh as the typically used accent colour black.

I liked the image of the circle but the first few attempts I had in making the logo still did not feel right, even when adjusting the colour.

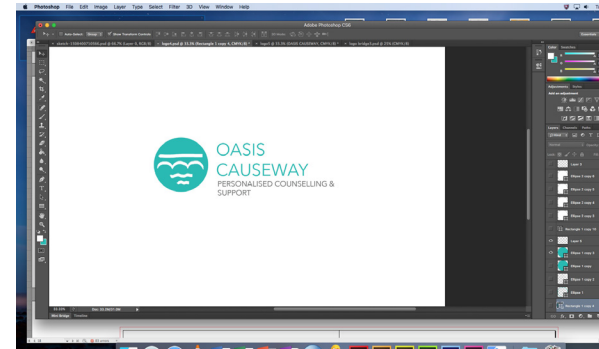


I then adjusted the typeface as I found it to be too antiquated and replaced it with an updated typeface.

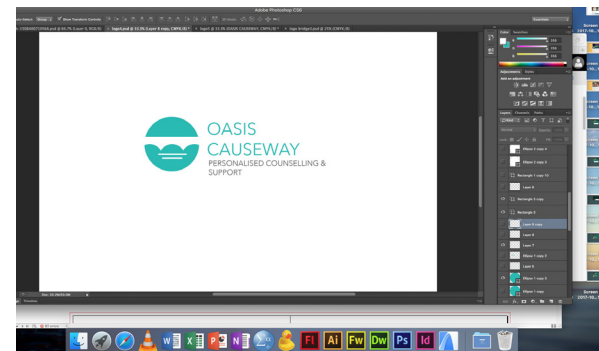
I also started to think about other types of images I could use. Reflecting on my earlier research about mental wellbeing organisations as well as my previous attempt to create an artistic style I tried to use a more hand-drawn design style. I went back to the connecting hand image for the bridge but it looked to similar to mountains and too dissimilar to a river.



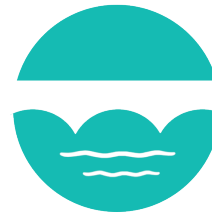
I then tried drawing the bridge with a paint tool but I found this to be too inaccurate and messy.



I finally went back to one of my first bridge logos but altered it. I tried to create the river by adding straight lines but it looked too rigid and corporate. I opted to instead replace these lines with waves again appealing to the hand-drawn aesthetic of other companies within the sector.



After talking to my professor he advised that I make the waves thinner and less curly at the ends in order to maintain a smooth design aesthetic. Below is the finished design for the client.



OASIS
CAUSEWAY

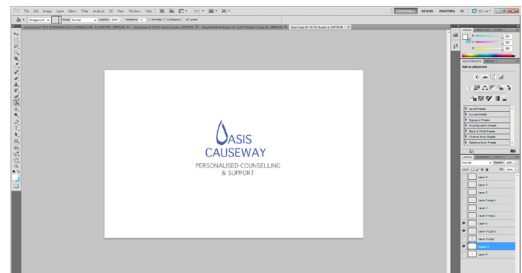
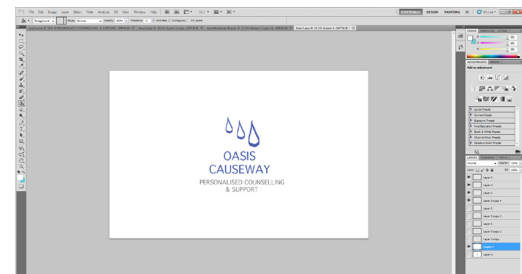
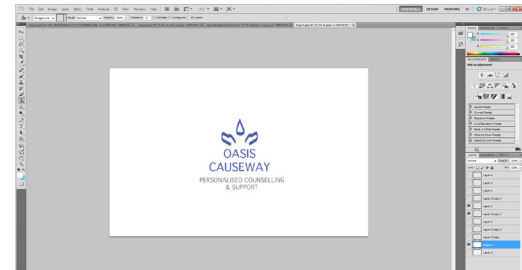
PERSONALISED COUNSELLING
& SUPPORT

Water and hands logo.

Our team decided to first present our own attempts at designing a logo around water and hands theme.

After testing the use of hand-drawn elements for the bridge design I decided that I wanted to create this type of image style for the water and hands logo. This was due to the prevalence of hand-drawn images in the industry. Additionally a hand-drawn style veered from my typical digital design style and I wanted to challenge the way that I design.

I used the paint tool and drew a few different hand-drawn designs. I picked the design which I found encapsulated the idea of support and warmth, without being mistake for a water company. After I chose the design I changed the font colour to something a little softer and so used a light grey colour.

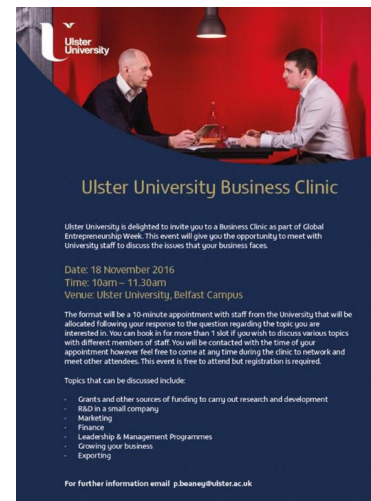


Making the pitch material.

After looking at the two different approaches to the water and hands theme the team decided that they would present both to the client resulting in four design pitches instead of three. I then started to make all the print, web and merchandising templates for my two pitch designs for the client. I designed the print materials for an A4 poster, an A5 double sided leaflet, a pop-up stand, a pop-up table and a business card which was an appointment card on the back. For the merchandise I designed a staff polo shirt, a high visibility vest for the client walking group and staff name badges. I also came up with a website design.

For the bridge logo I used the circle image to design all the branding for the visual identity. I was inspired by the Ulster University use of images curved around the shapes of the letters of 'Ulster University'.

For the coloured images I desaturated the image and cut around it using the pen tool to shape the photograph into a circle. I then added a teal colour multiply overlay over the image to make it stand out. As the design was a template I used some license-free photographs as well as images from the client's Facebook site.



Available at: <https://media.licdn.com/media-proxy/>

For the water and hands logo I used a very simplistic square images and coloured shapes to highlight any text.

Bridge logo

Poster



Leaflet



Business card

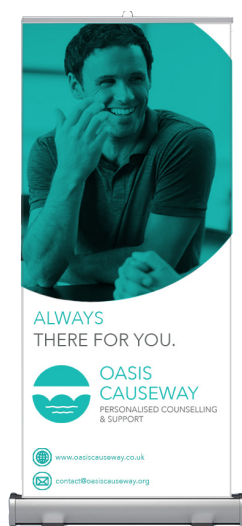


APPOINTMENTS

Date	Time	With

If you need any immediate help please contact emergency services on 999. For emergency counselling please contact 0800 048 0000 or text on 074 1205.

Pop-up stand



Pop-up table



Staff polo shirt



Staff badges



Staff polo shirt



Website



Water and hands logo

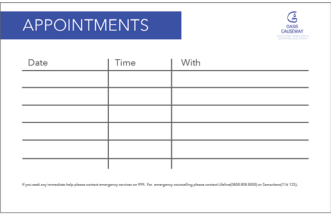
Poster



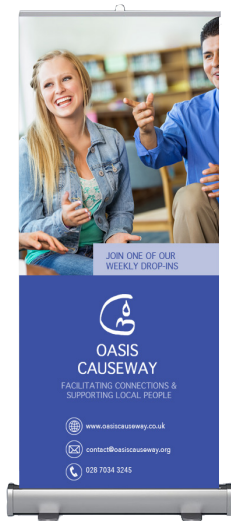
Leaflet



Business card



Pop-up stand



Pop-up table



Staff polo shirt



Staff badges



Staff polo shirt



Website





06 | Client feedback

Pitch meeting.

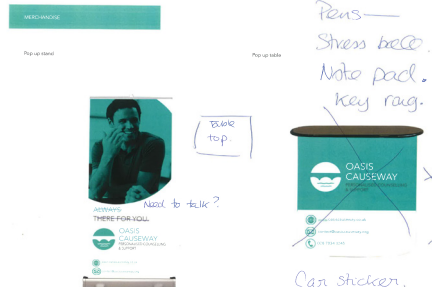
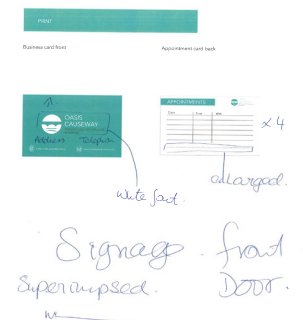
06 | Client feedback

At the pitch meeting with the client they looked through the design pitches and decided to use the design of my bridge logo, the typeface of Grace's four seasons logo and the strapline from my water and hands logo.



Below is a the full list of things the client wanted changed or added to the design.

Design 3





07 | Implementation

In starting to reflect on some feedback from the client for the logo I started experimenting with a thicker bridge with many bricks on it. However I could not figure out how to change the waves in the way that the client would like. I resolved to ask my team member what she thought of the new design and if she had any ideas on incorporating changes to the waves.

After showing my design to my team member and the project supervisors they advised that we instead use a suggestion of brickwork to not overpower the design and make the bridge more rounded to soften the design. Once we had changed the typeface, added the new strapline, thickened the structure, altered the waves and added the suggestion of bricks this is the first complete logo that the team came up with.

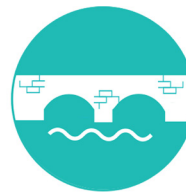
Upon further reconsideration and advice from our module co-ordinators we decided that there should be more than one wave and the waves should be thinner.

The last alteration that we came up with that was made to the logo was to separate the waves up and make them less curly. This is the final logo that was presented to the client.



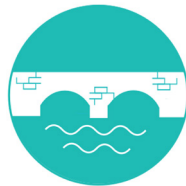
OASIS
CAUSEWAY

Connecting & supporting local people



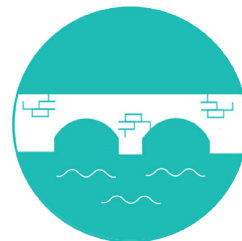
Oasis
Causeway

connecting & supporting local people



Oasis
Causeway

connecting & supporting local people



Oasis
Causeway

connecting & supporting local people

In the initial research stage of the project our team had priced several types of domains and hosting for the client's website.

Domain

Domain	Provider	Price(1 year)	Price(2 years)
.co.uk	GoDaddy	£0.01	£3.94
.co.uk	123-reg	£9.99	£19.98
.org	GoDaddy	£2.99	£9.49
.org	123-reg	£11.99	£27.98
.org	Wordpress	£84(inc.theme and hosting)	£84(inc.theme and hosting)

Hosting

Provider	Price(1 month)	Price(1 year)
GoDaddy	£2.99	£72.00
1&1	£0.99	£60.00
00webhost	£0.00	£0.00
One	£0.00	£24.00
Hostgator	£4.51	£72.00
123-reg	£3.99(inc. domain)	£48 (inc. domain)
Wordpress	£7(inc.domain and hosting)	£84(inc.theme and hosting)

As the client was relatively undeveloped in their understanding of technology our team wanted to make the process as simple as possible for the client.

As Wordpress was one of the most simple straightforward systems that offered everything the client needed our

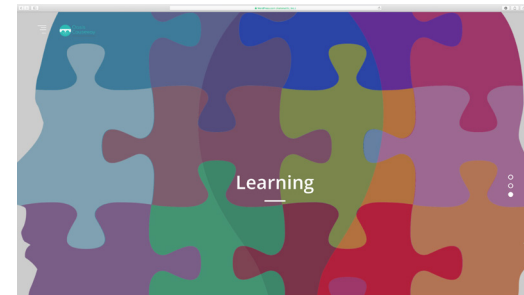
team decided that this would be the best option for the client. Additionally if something went wrong with the site Wordpress has one of the most extensive query areas out of all the hosting providers.

In order to make sure the process of buying and setting up the site for the client went smoothly our team went to Oasis Causeway. The very simple interface of Wordpress meant that setting up the site was a very simple process.

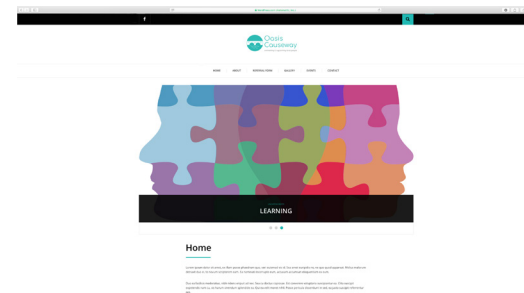
Prior to the meeting the client was asked to pick a theme for the site from three choices. We chose themes that were mobile responsive and aesthetically pleasing. The Perennial theme included an eye-catching image carousel and a modern clean look. The Perennial theme was £60. The Arcane theme included a smaller responsive image gallery and a very simple layout that would be easy to navigate for the user. The Arcane theme was £60. The Dara theme was a very simple theme that included a clickable image gallery. The colour scheme of the theme worked very well with the visual identity for the client. The Dara theme was free.

The client chose the Dara theme.

Perennial



Arcane



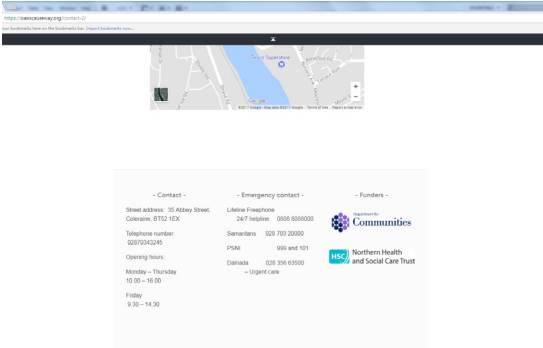
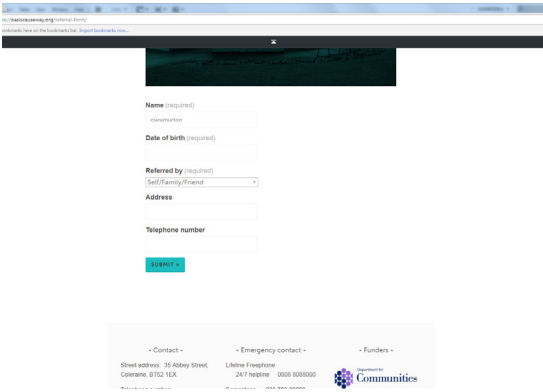
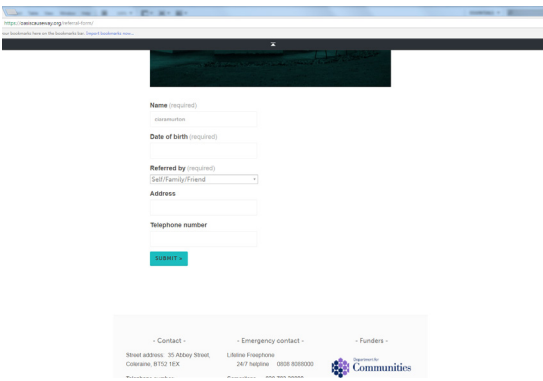
Dara



In relation to content for the site as I had already set up a Wordpress site as a template design for my original design it was very easy to export this design to the existing website. I had already designed some content elements such as the referral form based on a paper form the client had given me.

After our team had taken the photos we uploaded them to the site and added the staff pictures.

The client then provided the content for the home, about and contact pages as well as details of email addresses and staff roles.



After the majority of the content had gone up on the site our team started putting the final touches on the site such as extra images in the gallery. It was after this that the site was ready for the testing phase.

I began to go through each part of the site testing it for bugs and issues that need to be fixed.

The first thing that I noticed was on the first page the contact form numbers were out of alignment. I changed this so it would not be a problem.

The second thing that I noticed was that although the page titles were in the tab the starting images were distracting from the content. I experimented with images until I came up added titles across the images and added a teal overlay.

While going through the site I discovered that the referral form did not have a sender attached to it so the email went nowhere. I fixed this and set the email to coleraineinfo@oasis-ni.org with the email title as 'Referral form'. I sent a test email to the address to make sure it worked.

On the referral form I also noted that my Wordpress username continued to appear on the form. I checked with my team member to see if this issue was alone to my system or if my username would appear on any site. After confirmation from my team member and testing the site from another person I was able to see that this was not an issue.

Lastly I changed the gallery page layout after some advice from my team member and module coordinator to consist of a tiled image gallery in place of a slideshow with information about the 'seasons of mental health' painting placed on the photo itself.



08 | Final media packet

ARDS
BOROUGH COUNCIL

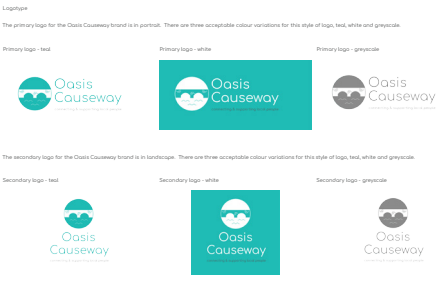
Below are the brand guidelines for the client. Included in the brand guidelines is the full visual identity with the print, merchandising and signage for the client.



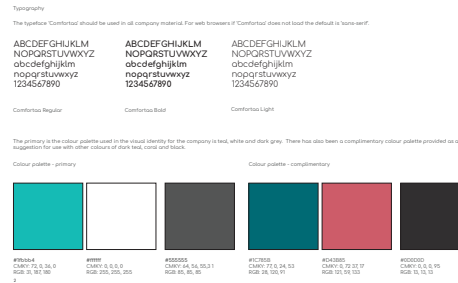
Contents

Visual identity		
Logo type	1	
Typography	2	
Colour palette	3	
Staff photography	3	
Print material		
Posters	4	
A5 Leaflet	5	
E-zine	4	
Pop-up stand	7	
Business requirement cards	8	
Merchandise		
Staff polo shirts	9	
Staff hoodies	9	
Notebooks	10	
Pens	10	
Signage		
Front door plaque	12	
Window signage	12	
Stickers	10	
Kee ring	9	
Stress ball	11	
High visibility vests	10	

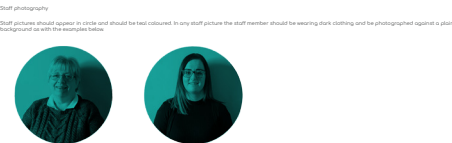
Visual identity



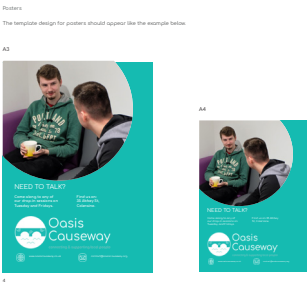
Visual identity



Visual identity



Print material



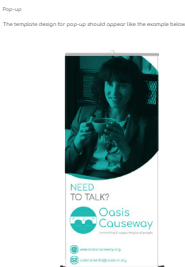
Print material



Print material



Print material




Print material

Business/appointment card

The business card will consist of general contact information on the front and an appointment card on the back.

Front



Back

APPOINTMENTS		
DATE	TIME	WITH

Please print your name and phone number in the bottom right corner of the card for emergency use.

Merchandise

Staff material

The staff polo shirt will contain the visual identity on the front and include the strapline and website for Oasis Causeway on the back. The staff badge will have the staff member name on the front with the logo and be blank on the back.

Polo shirt front



Polo shirt back



Staff badge




Merchandise


Stationery

Examples of stationery for the company such as notebooks, pen and stickers can be found below.


Notebook



Pen



Sticker



Merchandise


Other merchandising material

The other merchandising materials of a key ring, a stress ball and a high visibility vest are examples of how visual identity should be used in other merchandising materials for the company.


Key ring



Stress ball



High visibility vest




Signage


Signage

The signage for the outside of the building will be used in the existing front door plaque which will be replaced. The new visual identity will cover the glass in the front facing windows of the building.

Front door plaque

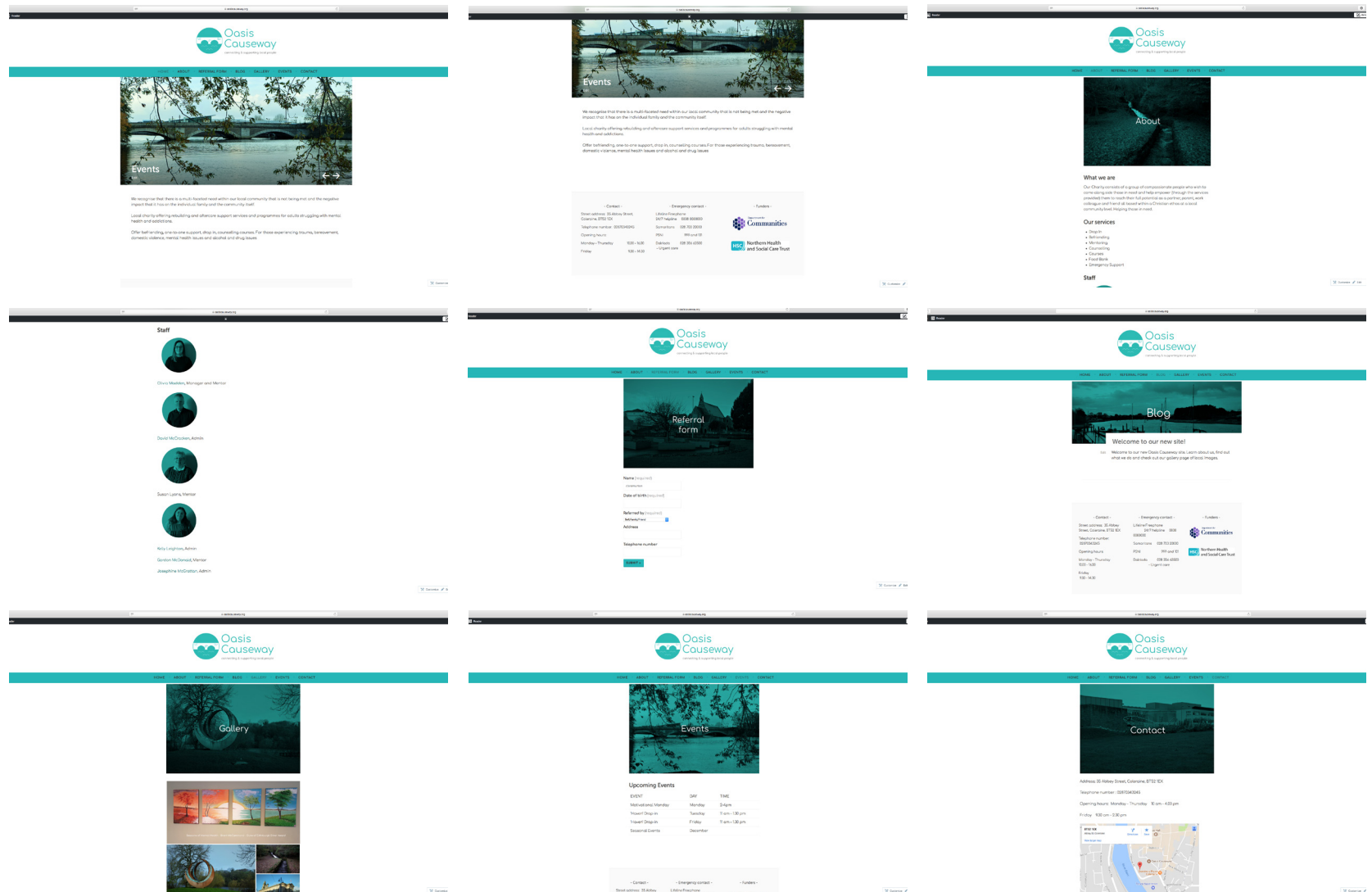


Window engraving



Online presence.

After the user testing was finished the site was complete. Below is a page by page spread of the site.





09 | Project management

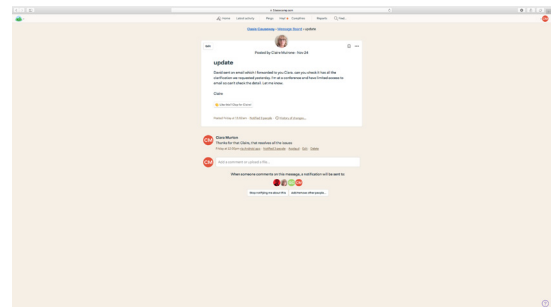
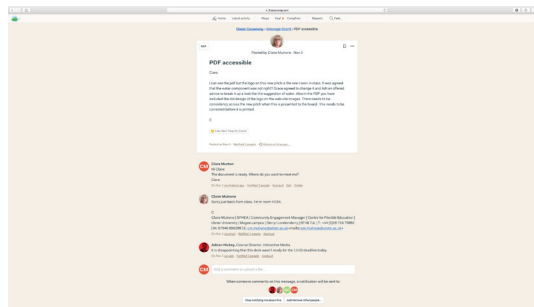
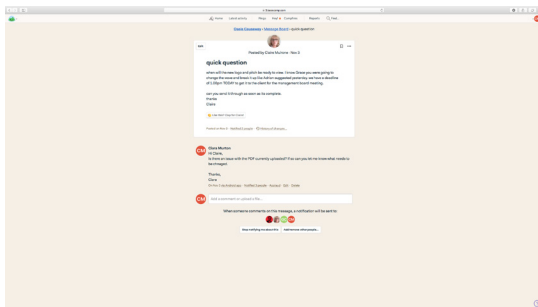
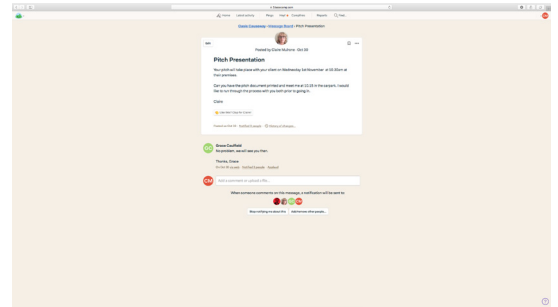
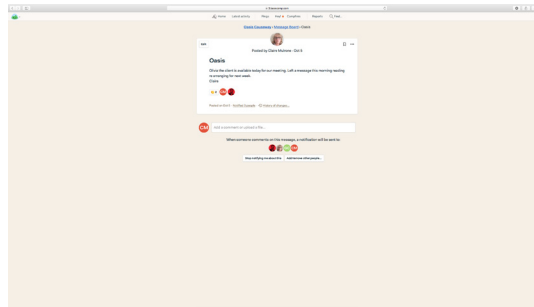
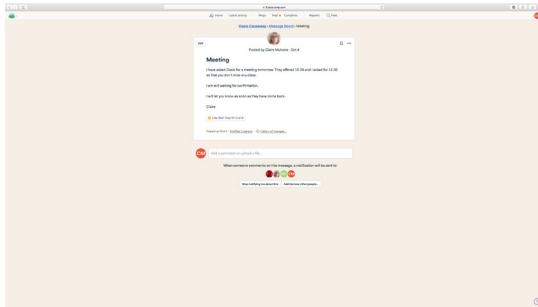
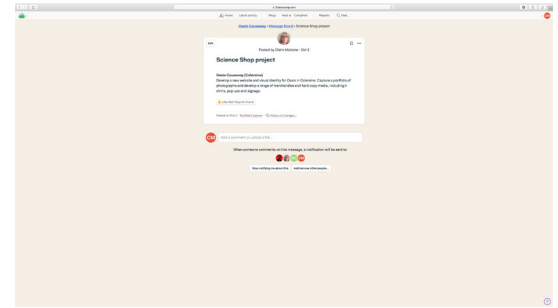
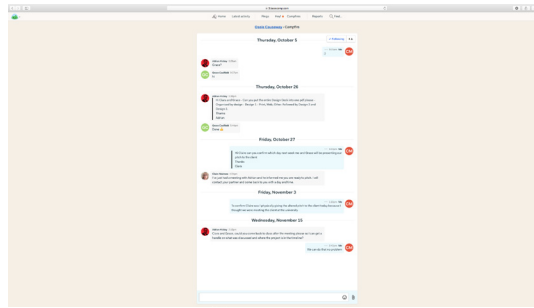
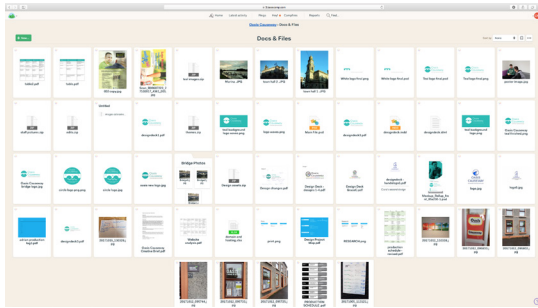
At the beginning of the project our team talked about what job roles we would take on when taking part in the project.

As the designs for each of the visual identity designs would be made individually we would each be designing a website template, print design and merchandise for the client.

Regarding the final visual identity for the client Grace was in charge of changing the logo to add brick effects and adjust the waves as well as picking two alternative themes for the website. I was in charge of creating and altering the print and merchandise material.

Regarding the online presence that was created for the client our team decided that Grace would do the photography for the website in terms of gallery photos and staff pictures and that I would manage the style and implementation of content on the site.

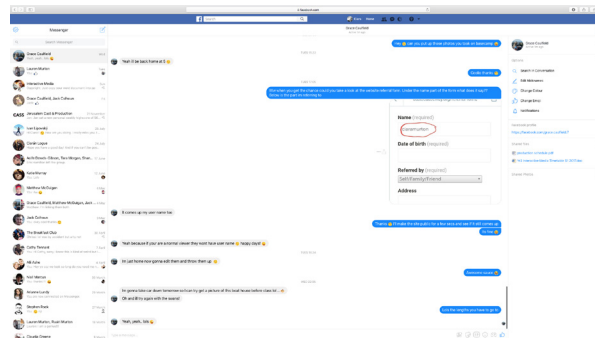
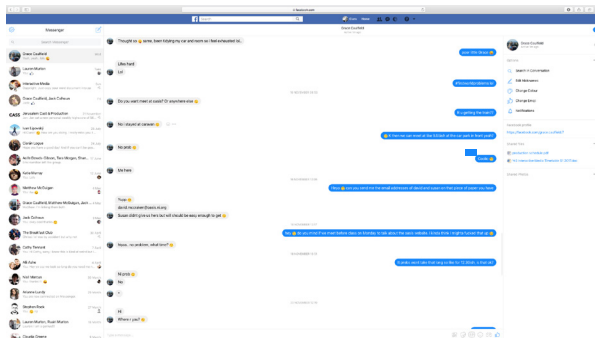
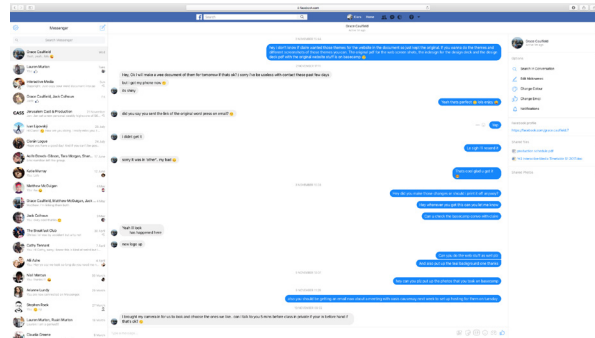
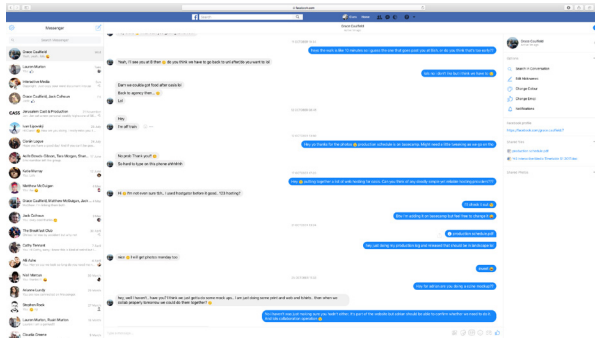
Our team used the project management tool Basecamp to share files and communicate with the project supervisors.



Communication through social media.

When not in the same physical proximity our team communicated mainly through the social network Facebook. Relays of information, requests and queries were generally managed through this site.

We preferred this system of contact as the Basecamp chat was not useful for instant or live chat. Additionally there is a greater level of privacy from project supervisors in using social media as a communication channel .



Time management in the project was successfully implented by our team as we were able to work within the limits of our production schedule outlined at the beginning of the project. Regarding the work hours that were involved to make the project the timesheet below highlights these details.

Date	Type of work	Hours
28/09/2017	Class	9am-1pm
28/09/2017	Own study	1pm-2pm
31/09/2017	Own study	10am-12am
01/10/2017	Own study	3pm-5pm
02/10/2017	Class	9am-1pm
07/10/2017	Own study	10am-1pm
10/10/2017	Own study	9am-10am
12/10/2017	Client meeting	9.30am-10.30am
13/10/2017	Own study	1pm-3pm
17/10/2017	Own study	9am-12pm
19/10/2017	Class	9am-1pm
19/10/2017	Class	1pm-3pm
21/10/2017	Own study	11am-2pm
24/10/2017	Own study	2pm-6pm
25/10/2017	Own study	11am-3pm
26/10/2017	Class	9am-1pm
26/10/2017	Class	1pm-5pm
01/11/2017	Client meeting	10.30am-11.30am
01/11/2017	Own study	12pm-2.30pm
02/11/2017	Class	9am-1pm
02/11/2017	Own study	1pm-5pm
03/11/2017	Own study	11.30am-1pm
09/11/2017	Class	9am-1pm
09/11/2017	Own study	1pm-3pm
11/11/2017	Own study	4pm-6pm

Date	Type of work	Hours
15/11/2017	Own study	3pm-5pm
16/11/2017	Client meeting	10am-11.30am
16/11/2017	Class	12pm-1pm
16/11/2017	Own study	3pm-5pm
18/11/2017	Own study	10.30am-2pm
20/11/2017	Own study	10am-1pm
22/11/2017	Own study	10am-2pm
23/11/2017	Class	9am-1pm
28/11/2017	Own study	3.30m-6pm
29/11/2017	Own study	8am-12pm
30/11/2017	Class	9am-1pm
30/11/2017	Class	1pm-5pm
01/12/2017	Own study	2pm-3pm
05/12/2017	Own study	12pm-2pm
13/12/2017	Own study	11am-1pm

Over the course of the project there were several issues that our team had to navigate.

The first problem that we encountered was a relatively small problem in the context of the project. The issue was that the client was untimely in responding to emails. As this was the main method of communication between our team and the client this led to delayed communication regarding the decision making process for the project. At the beginning of the project this problem was resolved by the client being contacted directly by telephone. By the end of the project this solution had been rendered unnecessary as the client was much more

The second issue that our group faced in the project surrounded the quick turnaround of a document for the client. After the pitch meeting with the client on 1st November, the client wanted a finished pitch document with the changes made that they had discussed ready for 3rd November to present to the organisation as a whole. The group agreed to have the work ready for 1pm on 3rd November. Due to a lack of communication between team members and scheduling conflicts of team members the pitch was not ready by 1pm. This issue was resolved when the project was presented to the client later than planned at 3.30pm.

The next problem that our team was a lack of plugin availability on the Wordpress plan that our team organised for the client. The issue was that the Premium Wordpress did not include plugin options as with third party one-click install sites. These plugins would serve the purpose of hiding page titles, creating galleries and other design based problems. This issue occurred due to a lack of planning by myself in favour of trying to create the most simple and economically valuable site for the client.

However using the custom CSS tool available in Premium version of Wordpress I was successfully able to fix all the issues I had come across previously.

Other issues during the project that came up were easily solved by the module community engagement manager who reached out to the client through call and email to clarify any point of concern or counter any issues that arose.

Overall the project was not met with many difficult obstacles and so our team was able to tackle any issues that arose easily.



10 | Evaluation

The overall performance of the team over the course of the project was very good. We fully met the client brief, we worked well together as a team and we managed the project well.

I believe that the team met the client needs in several ways. In terms of the project brief we developed a full project brief for the client. Our team created a new modern visual identity for the client that drew on local imagery to link the visual identity to the Coleraine area. The inclusion of several additional merchandising and print material that were not on the original brief gave the client scope to develop a new visual identity as well as looking at their brand in the future. The portfolio of photographs also represented the local area. The online presence created for the client was a sophisticated yet simple and modern way of presenting the client's brand. It was effective in conveying information about the client as well as providing a link to contact the client as such with the referral form.

Regarding team work in the project we generally worked well together to deliver the project to the client. The size and scale of the project was ideal for a two-person team. The division of the work in the project was quite effective as there was an equal distribution of work for each team member. In terms of team work ethic and group project management we were able to deliver the project earlier than initially planned. Also we were able to solve any problems over the course of the project without any major disruptions to the project. However, I will note that there could have been some slight room for improvement in some of the communication between team members at certain stages of the process such as the redesign of the logo after the client pitch meeting. Apart from this the team handled the project well and delivered an effective outcome.



11 | Bibliography

Ak7.picdn.net. (2017). Ak7.picdn.net. [online] Available at: <http://ak7.picdn.net/shutterstock/videos/3901967/thumb/1.jpg> [Accessed 24 Oct. 2017].

Allisonbaxter.com. (2017). Allisonbaxter.com. [online] Available at: <http://allisonbaxter.com/images/uploads/work/oasis.jpg> [Accessed 17 Oct. 2017].

Capitalchoicecounselling.com. (2017). Capitalchoicecounselling.com. [online] Available at: <http://capitalchoicecounselling.com/wp-content/uploads/2013/10/Happy-After-Anxiety-Counselling.jpg> [Accessed 18 Oct. 2017].

Crun.org. (2017). CRUN - Causeway Rural and Urban Network. [online] Available at: <http://crun.org> [Accessed 12 Oct. 2017].

En-gb.facebook.com. (2015). OASIS Causeway. [online] Available at: <https://en-gb.facebook.com/OASISCauseway/> [Accessed 17 Oct. 2017].

Familylifemagazine.co.uk. (2017). Familylifemagazine.co.uk. [online] Available at: http://familylifemagazine.co.uk/wp-content/uploads/2017/04/08_Untreated-Mental-Illnesses.jpg [Accessed 5 Oct. 2017].

Headspace.org.au. (2017). Headspace.org.au. [online] Available at: <https://headspace.org.au/assets/Uploads/Centres/Parramatta/headspace.jpg> [Accessed 7 Oct. 2017].

Image1.masterfile.com. (2017). Image1.masterfile.com. [online] Available at: http://image1.masterfile.com/getImage/NDAwLTA0NjY4MDAyZW4uMDAwMDAwMDA=AJarwR/400-04668002en_Masterfile.jpg [Accessed 5 Oct. 2017].

Media.licdn.com. (2017). Media.licdn.com. [online] Available

at: <https://media.licdn.com/media-proxy/>

Oasis-ni.org. (2015). OASIS CAUSEWAY -. [online] Available at: <http://oasis-ni.org/oasis-causeway/> [Accessed 17 Oct. 2017].

Pbs.twimg.com. (2017). Pbs.twimg.com. [online] Available at: https://pbs.twimg.com/profile_images/806234359363698689/DHa2JHvn.jpg [Accessed 7 Oct. 2017].

Solasmoyle.org.uk. (2017). Solas Moyle: Home. [online] Available at: <http://solasmoyle.org.uk/sitemap/> [Accessed 12 Oct. 2017].

Staffordshire.police.uk. (2017). Staffordshire.police.uk. [online] Available at: <https://www.staffordshire.police.uk/image/3269/mental-health-words-icon-2/relatedmedia.png> [Accessed 5 Oct. 2017].

Theaislingcentre.com. (2017). Aisling Centre Enniskillen :: Home. [online] Available at: <http://www.theaislingcentre.com> [Accessed 12 Oct. 2017].

Veteransnorfolk.com. (2017). Veteransnorfolk.com. [online] Available at: <http://www.veteransnorfolk.com/healthwellbeing/mind.jpg> [Accessed 7 Oct. 2017].

