

Coleraine SureStart Partnership

A decorative graphic consisting of three overlapping, wavy horizontal lines in shades of blue and orange, spanning the width of the slide below the main title.

Contents

PRE PRODUCTION

Introduction
Meeting with Client
Defining the Project Brief
Project Brief
Research
Communication
Project Schedule
Colour Palette

PRODUCTION

Designs & Feedback
Project Pitch Designs & Feedback
3rd Designs & Feedback
Contact Sheets
Staff Photos

DELIVERABLES

Final Designs
Brand Guidelines

INDEX

Time-Sheets

Introduction

SureStart is a government programme providing services for children under the age of 4 and their parents, who live in disadvantaged areas across Northern Ireland, to give the children the best start in life.

Sure Start aims to support families with children up to age of four, in order to . . .

- Improve the ability to learn
- Improve health and well being
- Improve social development

Coleraine Sure Start Partnership has a base in the town centre in Society Street, however, along with their partners, they provide a wide range of activities and services to people living in the following electoral Wards:

- Ballysally
- Cross Glebe
- Central
- Churchlands
- Royal Portrush

and also in the following housing estates:

- Millburn
- Windyhall

Services are delivered by a team of dedicated workers across their partnership. This enables Coleraine Sure Start Partnership to support local families and children across Coleraine. Their services are delivered in community settings for example: Ballysally Youth and Community Centre, West Bann Development Centre, Harpur's Hill Children and Family Centre, Focus on Family, Causeway Women's Aid, etc...

(information sourced from: <http://www.colerainesurestart.org.uk>)

Meeting with Client

In our first meeting with SureStart Coleraine Partnership we met Elaine Donnelly and Stephanie Grundon.

Elaine is the Manager of the Business, and Stephanie is the Development Manager (she manages the website and social-media's associated with the business, along with other things).

In this meeting we discussed the things that we could provide to refresh the look of the business both online and in advertisement.

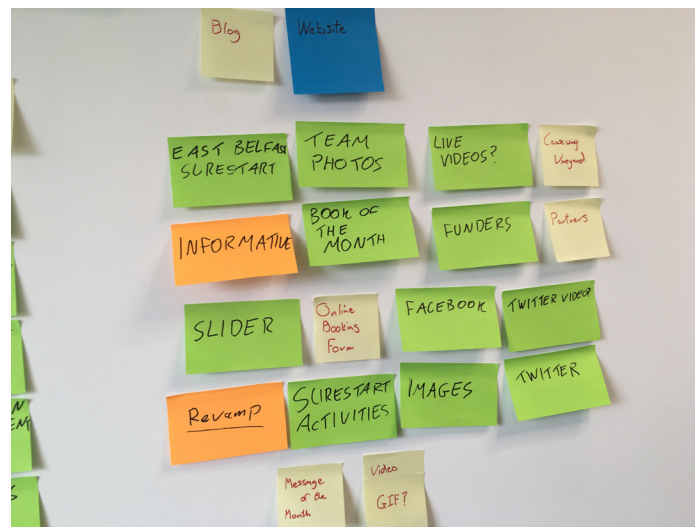
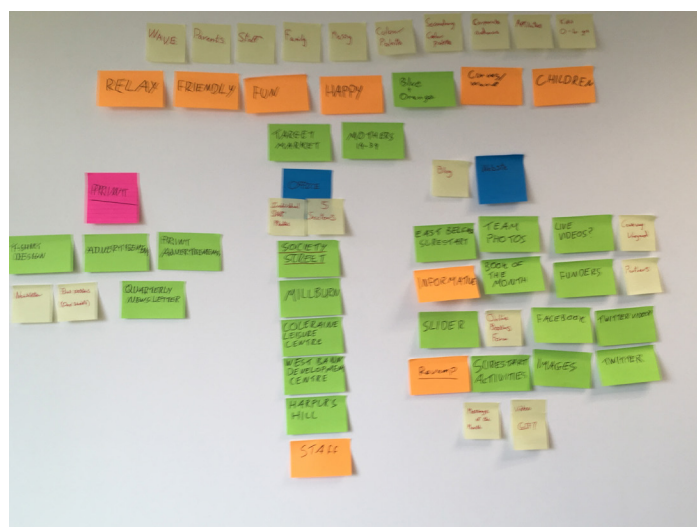
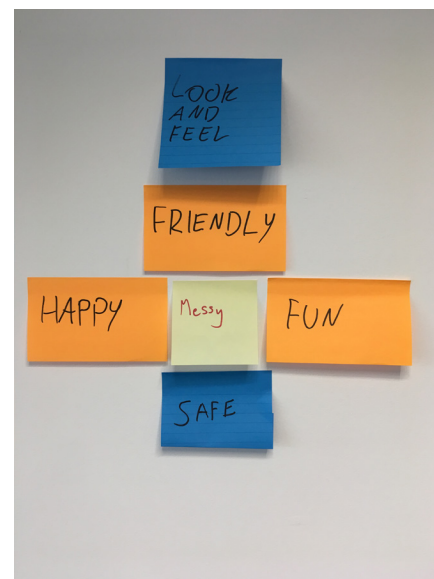
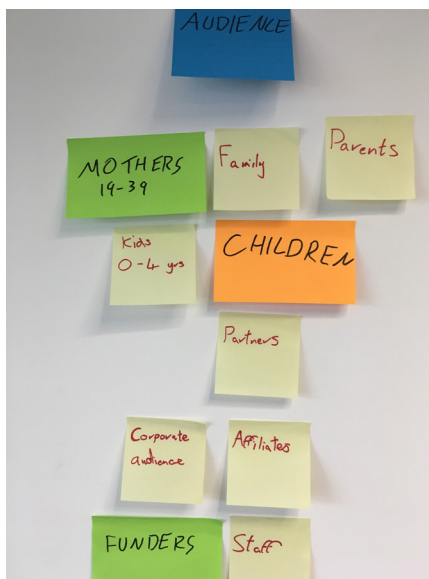
These are the key notes we took from the meeting:

- Revamp of the current website – with the use of wordpress
- A pitch with three different themes showing our designs and what we hope to meet the client's project brief (Week 6)
- Analysis of all existing logos and colours - blue and orange are used in logo and primarily used on all other designs for the company
- Slider of images showing what SureStart does
- Photographs of the staff – not to be put on the website but for personal use in the office – to be done on a Thursday morning as most staff will be present
- Photographs of the 5 different sectors (places) that Coleraine Surestart work in, with a group photo of the staff and the families there at the time
- Divert social media queries to an online booking form
- Redesign the pages on the site to make it have a fun friendly appeal
- Target Market from their view is 19-39 year old mothers – they want to include fathers more in the images not alone with the kids but in a family setting as they still aim more towards the mothers
- Use Twitter more for a corporate purpose
- Links to partners organisations and to the funders of SureStart
- The use of a blog on the site example "The Book of the Month"
- Term Base newsletter
- Creation of advertisement for SureStart – Bus posters, pop-up stands
- Creation of a new t-shirt design and logo aimed for 2-3 year olds to show that they're apart of SureStart when out at an activity centre

Defining the Project Brief

To better define the Project Brief, we used post-it notes with key words taken from the meeting and laid them out in specific groups. These groups being:

- Print
- Photo
- Website
- Social Media
- Audience
- Look and Feel
- Aesthetic



PRINT

T-SHIRT DESIGN
(2-3 YEAR OLDS)

ADVERTISEMENTS
(19-29)

BUS POSTERS
(19-29 YEAR OLDS)

QUARTELY
NEWSLETTER

SURESTART
ACTIVITIES

SOCIAL MEDIA

TWITTER

FACEBOOK

FUNDERS

RETHINK
PURPOSE

CORPORATE
USE

CONFIDENT
CLIENT
COMMUNICATION

TWITTER
VIDEO?

PHOTOS

SOCIETY
STREET
INDIVIDUAL
F PHOTOS

TEAM
PHOTOS

MILLBURN

COLERAINE
LEISURE
CENTRE

WEST BANN
DEVELOPMENT
CENTRE

HARPUR'S
HILL

FOCUS ON
FAMILY

WEBSITE

REVAMP

IMAGES
NOT STOCK

SLIDER

VIDEO
ACTIVITIES

INFORMATIVE

BOOK OF THE
MONTH

LIVE VIDEOS?

ONLINE
BOOKING
FORM

BLOG

MESSAGE OF
THE MONTH

FUNDERS

PARTNERS

AESTHETIC

COLOUR
PALETTE

SECONDARY
COLOUR PALETTE

WAVE

BLUE AND
ORANGE

AUDIENCE

MOTHER 19-29

FAMILY

PARENTS

KIDS 0 - 4

CHILDREN

PARTNERS

CORPORATE
AUDIENCE

AESTHETICS

FUNDERS

STAFF

LOOK AND FEEL

FRIENDLY

HAPPY

MESSY

FUN

SAFE

Project Brief

Coleraine SureStart Partnership Project Brief

Aims

Redevelop the current website: This will be done using WordPress and hosted on SureStart's current domain. The site should represent SureStart as a professional, accessible family support initiative. The site will include a slider of original images highlighting the current activities provided at SureStart. An online enquiry form will be developed to encourage clients to use the website, Facebook will be used to promote upcoming events and opportunities for clients. The site will include a blog section that will highlight events within SureStart's newsletter (What's On). The site will also provide social links to both Twitter and Facebook. The site will include links to funders and partners.

Advertising: Designs of bus posters as identified by the client to attract young mothers (ages 19+).

T-shirt designs: Sized for ages 2-3, colour appropriate to avoid social, cultural and political associations. They will be used to identify the kids of the age group at events.

Photography: Capture of images for use in both the website and office. The office photos will be 20 headshots of the staff in the society street office and group shots of each partner. SureStart's clients during activities.

Front Window: Consider design for the front window display to be included in the week 6 pitch.

Audience

SureStart has a target market of mothers and families, mothers particularly in the age range of 19-39 with children between the ages of 0-4.

Platform

The site will be fully responsive to support multiple sized devices and aspect ratios. This will be optimised through the choice of WordPress theme.

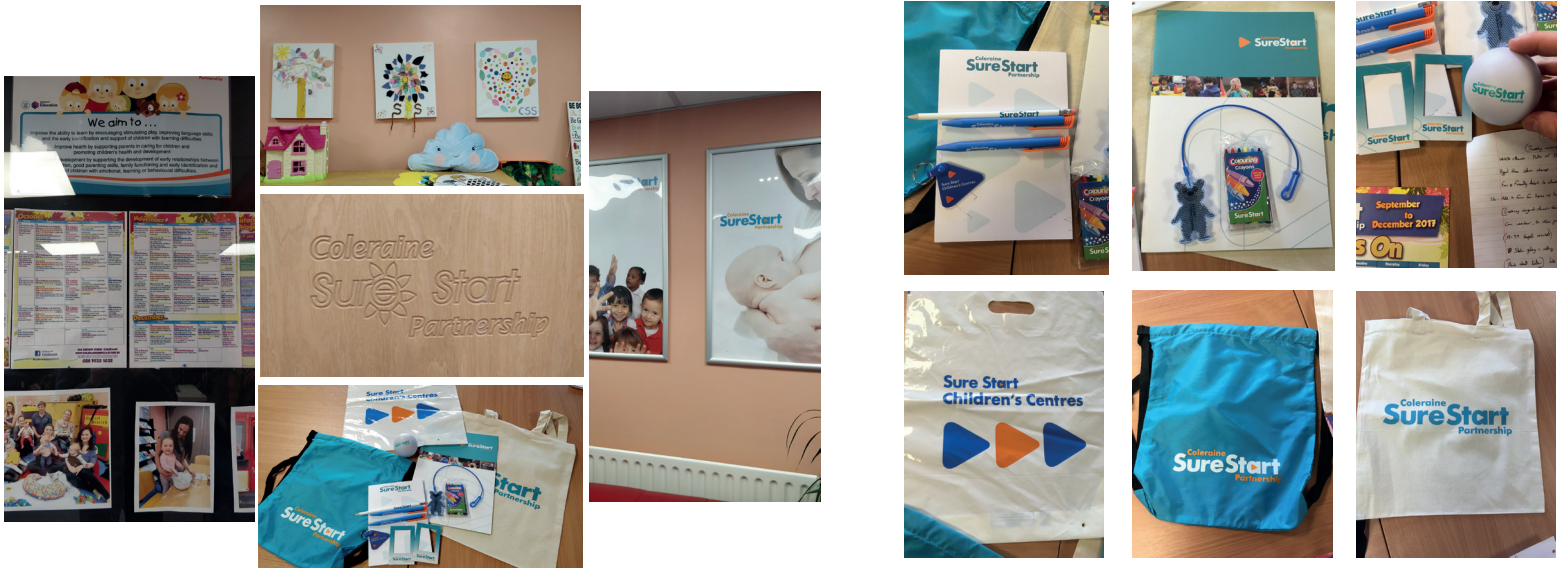
The bus shelter posters and pop-up stands will be designed and printed to an appropriate size in the hope of attracting the target audience.

Branding

Brand colour and logo will be determined by the national brand standard as it is already recognisable and well known across the UK and Ireland. All photographs and other visual assets will clearly link to SureStart Coleraine partnership.

Research

These are some images we took during our first meeting with SureStart to help get a better sense of their original design style and to collect visual assets that could be reused within our own designs.



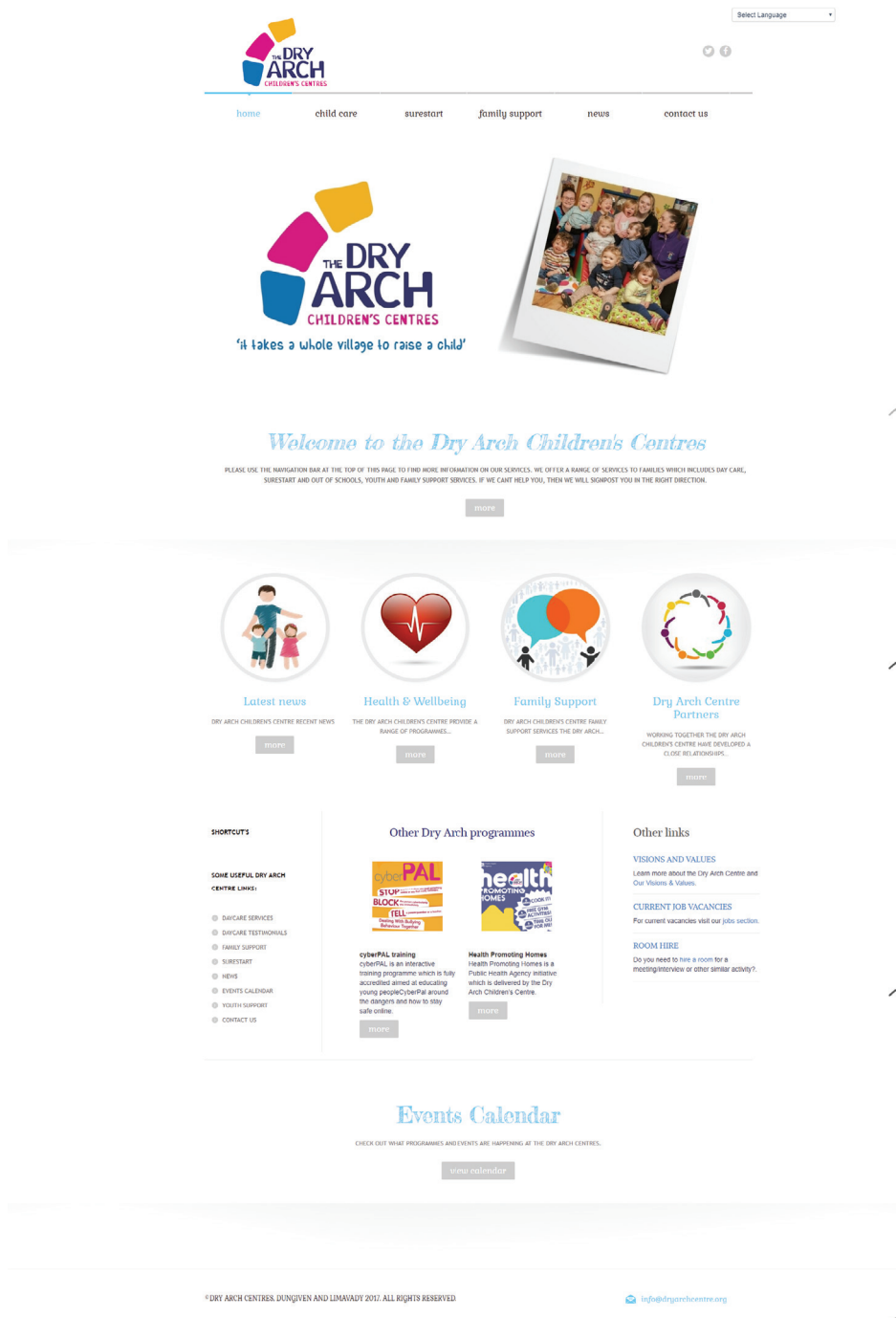
Competitors



The Dry Arch Children's Centre provide a fully registered playgroup which takes place between 9.00am-11.30 every day in Dungiven. We are registered with Early Years and our qualified staff provide a wide range of activities to prepare your child for school.

The objectives of the Playgroup at the Dry Arch are as follows:

- Provide a holistic approach through play and other learning experiences
- Provide opportunities for each child to grow and learn through stimulating play in an atmosphere that is safe, secure, friendly and relaxed.
- Building on learning experiences that have already been established at home. Establishing stronger links with home careers and the wider community.
- Provide a broad balanced curriculum to enhance development of individual children with opportunities to
- Please contact us at the Dry Arch if you would like to express interest in a Playgroup place for your child.



Dry Arch's website is very similar to that of the current Coleraine SureStart site, although a little more polished.

It features a language toggle at the top right of the page, to make it more accessible for a larger group of people. A large animated slider is visible as soon as the page is loaded.

The page splits into four options, each leading to another service the business provides.

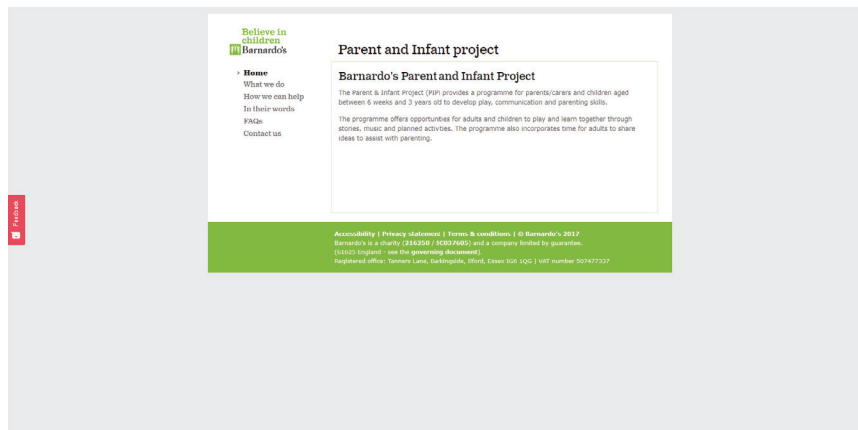
The page also has an events calendar, although events seem to be a little sparse.



Parent and Infant project

The Parent & Infant Project runs group sessions across the Greater Lisburn area and beyond, based in local venues right at the heart of communities e.g. community centres, schools and church halls. Groups run once a week for 1½ hours during the school year.

- PIP groups aim to provide a welcoming environment for families and are open to parents/carers and their pre-school children aged between 6 weeks and 3 years old.
- PIP through play activities, helps parents recognise and enjoy their child's achievements.
- PIP aims to provide information to achieve a greater understanding of why children behave in certain ways.
- PIP parents have opportunities to learn about the importance of play, communication and language development.
- At PIP we use the High Scope model which is designed to enable young children to learn through direct experiences and be given opportunities to experiment and explore materials by themselves alongside a supportive adult. Children and adults work together as problem solvers, decision makers and planners.



The Parent and Infant project is a child site of the Barnardos website.

It is very simple in design, with a side panelled menu.

The site has minimal text and no imagery.

The site is just plain text information.

Wordpress Themes.

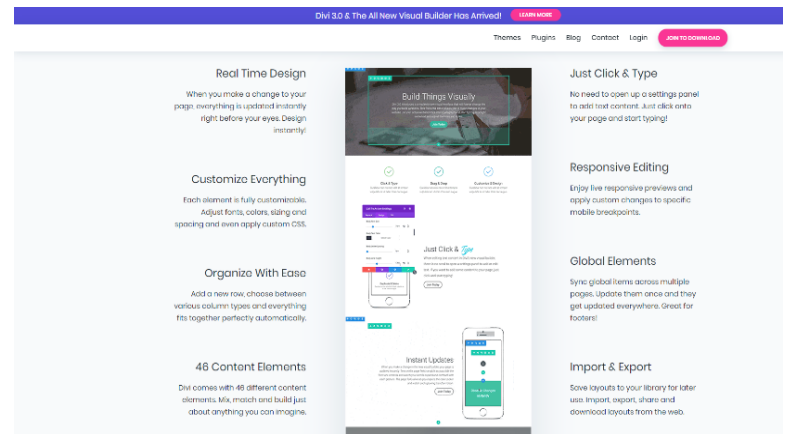
These themes needed to have some essential components that were brought up in the meeting, such as:

- Compatible scrolling image slideshow, with static function.
- Facebook and Twitter social plug-ins.
- Blog component.

Divi

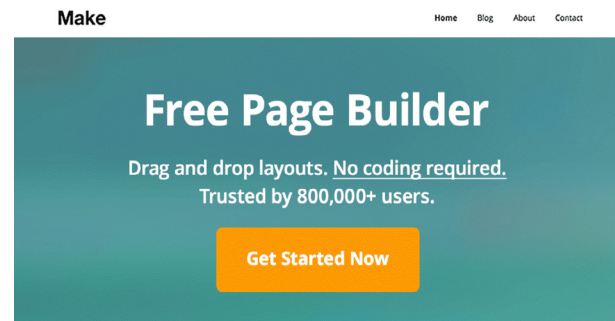
Visual builder (WYSIWYG software for WordPress)

- Everything is customisable from the viewport.
- It has Responsive elements so that the site fits all devices.
- \$89 per annum or \$249 lifetime buy.



Make

- Highly customisable and compatible with many plug-ins.
- Has a simple drag and drop builder.
- Plugins can be added easily.



Flexible Style Controls

No need to learn a new complicated interface. The intuitive Make Layout Engine was designed to look, feel, and work just like a native component of your WordPress page editor. In other words,

Powerful Base Theme

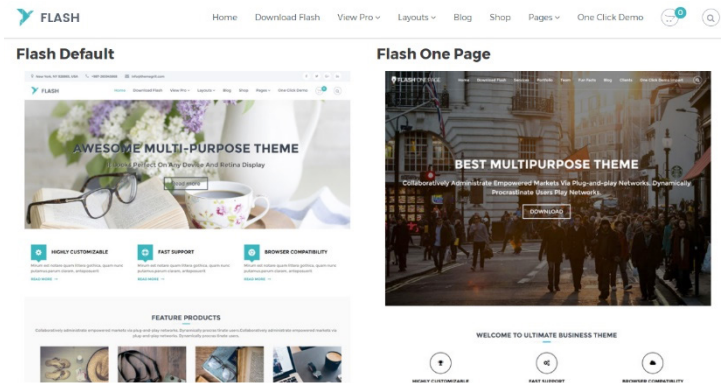
Ditch your mobile theme — the Make Layout Engine uses a mobile-first grid-based architecture that renders beautifully formatted content on phones, tablets, and desktop monitors. Your visitors

Developer Friendly

Make's open-source, readable code, inline documentation, and thriving developer community are a dream for freelancers and indie agencies looking to up their game. Build faster, smarter client sites

Flash

- Free.
- Has a few different designs to help get the flow started (including one-page designs)
- Built in drag and drop builder.
- Comes with a customisable portfolio/slider.
- Social buttons.



School

- \$59 lifetime buy.
- Responsive layout to work on multiple devices.
- Prominent social media links
- Events tab with calendar to show upcoming events.
- Easy to customise slider using photoshop



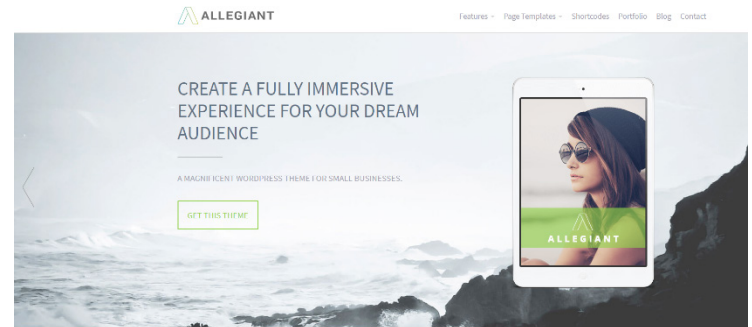
NewsMag Lite

- Social media buttons.
- Responsive layout to work on multiple devices.
- Full page slider.



Allegiant

- Large customisable slider on front page
- Availability to add social functions



OUR KEY FEATURES

Magirèche

- \$39
- Responsive layout.
- Large header image slider (but no control options)
- Built in translator.
- Built in timetable for event management.
- Social media links at the bottom of the site.



Bus Posters.



During National Child Abuse Prevention Month in April, learn other ways to build resiliency, strengthen families and raise great kids! Visit alaskachildrentrust.org to learn more.



EDDF SLIDDOPT - ALASKA PARENT LINE - CALL 2-1-1 - ALASKACHILDRENTRUST.ORG

<https://static1.squarespace.com/static/586370cec534a5dbded-ba846/t/58ee8cd3bf629a9dbf422eb6/1492028631668/Prevention2015.humor.jpg>

I tried to find posters from other businesses which were relatable to the services that SureStart provides, just as a guideline to see what layout, text sizes, colour, etc... were used and impact they would have.



Concerned about
an infant or toddler's
development?
We can help!



Families and anyone who works with children, birth through age 5 years, can make referrals and get information about **child development, family support services** and **Early ACCESS** through the Iowa Family Support Network.

Contact us today!

Our staff is available to answer your questions and concerns.

IAFamilySupportNetwork.org

Online: IAFamilySupportNetwork.org

Phone: 1.888.IAKIDS1 • 1.888.425.4371

Email: IAFamilySupportNetwork@vnsia.org



One source for FREE screenings and referrals!

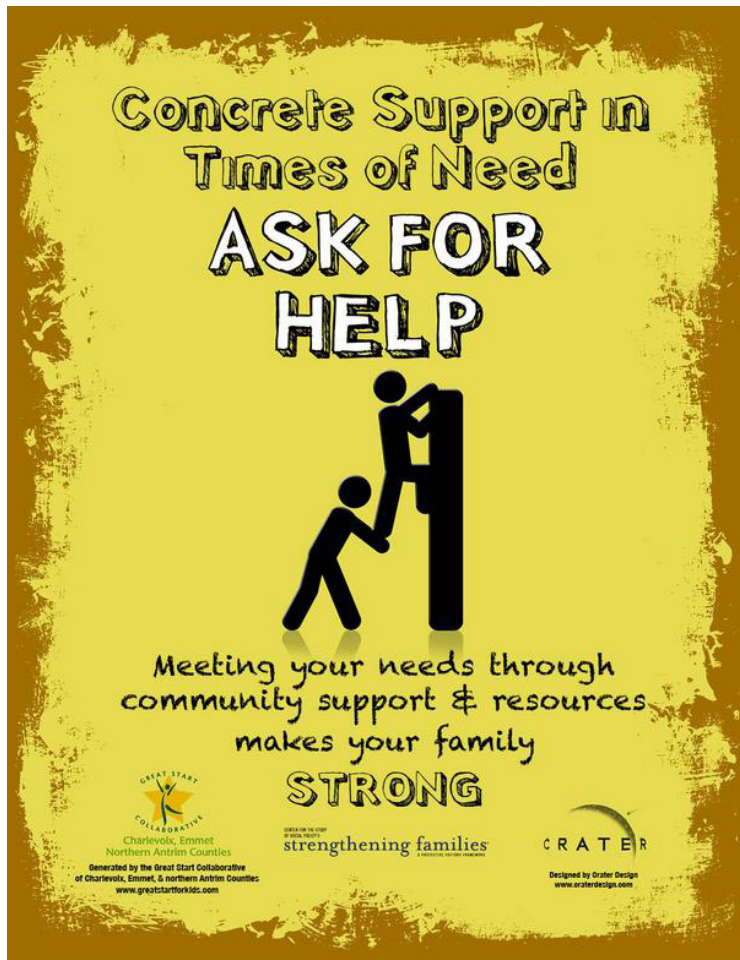
Iowa Family Support Network (IFSN) is a collaboration between Maternal, Infant, and Early Childhood Home Visitation Program and Early ACCESS. IFSN is operated by VNS of Iowa.

<http://www.iafamilysupportnetwork.org/images/thumbs/00014-IFSN-Flyer.png>

I chose these four examples as I believe they were the best out of those I saw.

Key things that I took from these examples were:

- Large visual image more towards the top of the poster.
- Image is strongly connected to what services the



http://www.whatmakesyourfamilystrong.org/files/Be_Strong_Posters_8_x_102.jpg

- poster is trying to promote.
- Information is at the bottom.
- Font is sans-serif.
- Mix of at least 2 fonts, or font styles.
- Orange seems to be a prevalent colour.
- The business logo is at the bottom.



<http://brochure.norfolklivingwell.org.uk/uploads/products/819/are-you-looking-for-free-family-advice-and-guidance-poster-a3-cover-HKBQ.png>

T-Shirts.



https://static.contrado.com/resources/images/2015-9/20452/tshirt-printing-for-kids-paint-design-100683_l.jpg

Kids T-Shirt Colours



https://cdn.notonthehighstreet.com/system/product_images/images/000/802/793/original_child-s-personalised-athletic-sports-t-shirt.jpg

T-shirts were to be designed as a way to identify which kids were part of the schemes. My train of thought was to have a plain block coloured shirt with a design to be associated with SureStart. This design would be using some aspect of SureStarts already existing brand.

Some notes were to be cautious about the shirt colour, due to certain stigmas attached to these colours in this country. For example: green, bright orange or red could be tied politically. SureStart works in cross community so the colours would have to be neutral. Not being able to use the SureStart orange is a little frustrating, as it would've tied in well with branding and recognition, but there is still the SureStart blue.

In addition to these colours, Black and White were also deemed no good. White would be too much trouble to keep clean, as the kids who will be wearing the shirts will be between the ages of 2 and 3. Black would be too dark, or even too warm, especially in the warmer months.



<https://i.pinimg.com/736x/9a/19/e0/9a19e03ad69579aad3e865c7f790d991--fun-shirts-school-shirts.jpg>



<https://onlinedesigner.org.uk/image/cache/designs/polokidsz-600x600-528x528.jpg>



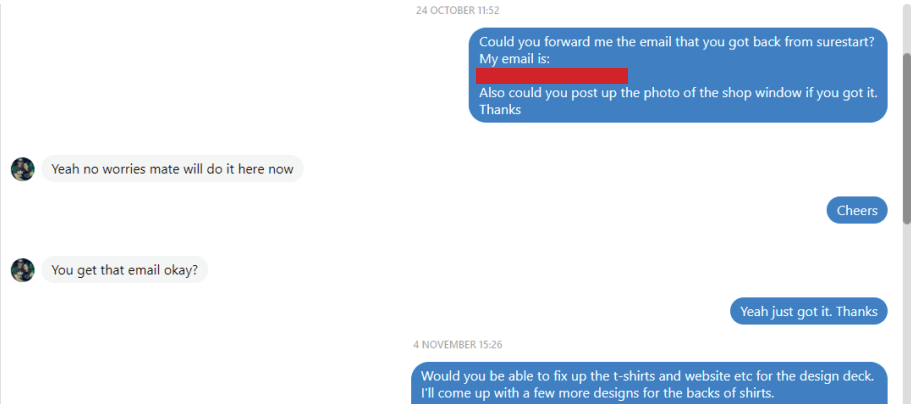
<https://handsonaswegrow.com/wp-content/uploads/2015/05/painted-tshirts-toddlers-20150521-2-2-800x506.jpg>

Communication

For group communication, things were spanned between Basecamp, Facebook messenger, and Email. It may have kept things simpler to have just used basecamp for everything but that required having to sign in to the site every time, while it was much easier to keep track of quick conversations through the use of a group chat on the facebook messenger application.

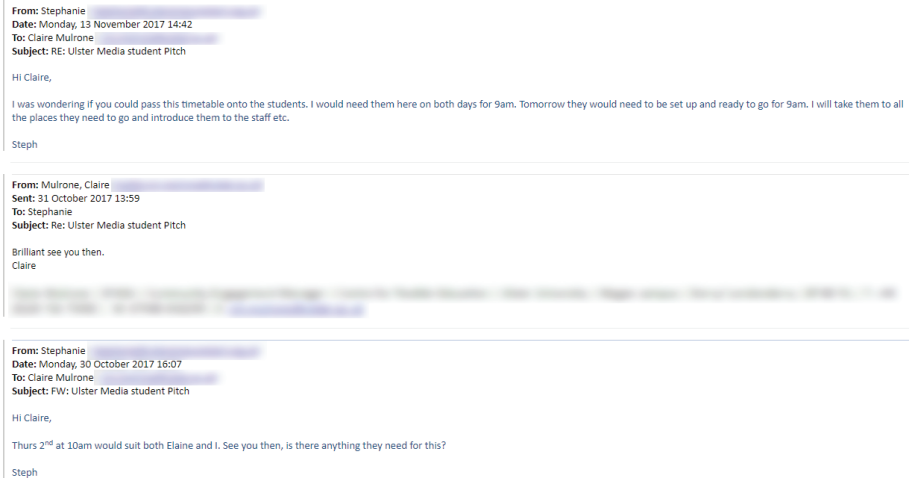
Communication with SureStart was co-ordinated through email, where either Claire or Louis spoke directly to either Elaine or Stephanie.

Facebook Messenger



As I said before, Facebook Messenger was a more convenient method of communication between me and Louis. We used this throughout the project to keep track of work and re-establish key dates and times which were associated with SureStart.

Email




Email was our core communication method with SureStart. This is how dates were organised, meetings were set up, and times were confirmed. Claire was our group liaison between our group and SureStart for most of the project, making sure that we had a response when needed .

Basecamp

[Sure Start Coleraine](#) › Campfire


01:22
(parallax idea) ✓ Following 4 1

Thursday, October 26


 **Adrian Hickey** 5:37pm
Hi Jack and Louis - Can you put the entire Design Deck into one pdf please - Organised by design - Design 1 - Print, Web, Apparel. Followed by Design 2 and Design 3. Thanks Adrian

Friday, October 27


... 3:52pm Me JC
Hi Adrian. What do you mean by this? Just add all of our designs into one PDF and separate them into the sections of web, print, and apparel? Does each section need its own header page?

 **Adrian Hickey** 3:59pm
Correct.

Monday, October 30

 **Adrian Hickey** 4:09pm
Jack is fixing the T-Shirt page on the Design Deck, then the pitch is ready - Not sure if Claire can make it happen this week but she can let us know


... 4:10pm Me JC
Adrian. Can you try re-downloading the pitch document. It seemed to work fine for me


 **Adrian Hickey** 4:12pm
ok


Worked well that time - Ready to pitch to client


[Post a message](#)


Message Board

 **Claire Mulrone** • Nov 3
updated pitch — this looks good, however..... 1. you need to include a bus shelter ad and the pop ups with the new design of the web site. 2. on screen the dark blue change to the web page is not coming out well, is it the same as the

 **Claire Mulrone** • Oct 31
Pitch presentation — your pitch with your client has been arranged for Thursday 2nd November at 10.00am at their offices. Can we please meet at 9.45am in the carpark to discuss the pitch process prior to meeting the client.

 **Claire Mulrone** • Oct 4
Meeting with sure start confirmed — We are meeting Elaine Donnelly tomorrow afternoon Thursday 5th October at 2.00pm at their premises. If I'm on campus I can give you a lift there. 34c Society Street Coleraine Telephone: 028

 **Claire Mulrone** • Oct 4
Meeting Sure Start — I have requested a meeting tomorrow at 2.00pm with sure start. I am awaiting confirmation. I will let you know as soon as I can. Claire



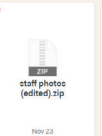
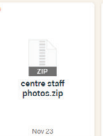





 **Claire Mulrone** • Oct 2
Science Shop project — Sure Start (Coleraine) Revamp the existing web site including capturing a portfolio of photographs and a short film depicting the wide range of work Sure Start undertakes with partners. Redvelop

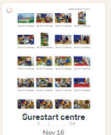
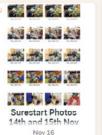
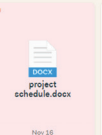

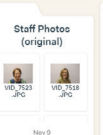



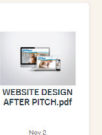
Home Latest activity Pings Hey! Campfires Reports Find...




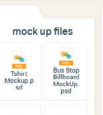

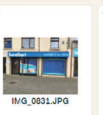
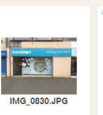


[Sure Start Coleraine](#) › Docs & Files

[+ New...](#)

Docs & Files Sort by Date modified

Basecamp was our project sharing space. If any work / iteration of work was completed, it would be posted here. It was also where Claire was able to co-ordinate key dates and times with us set by SureStart, including the Pitch date and meetings. We should have used this space more for communication but as I stated before, facebook messenger was that bit more convenient and comfortable for both me and louis.

Project Schedule

Task	Aim	Action	Completion
Project scope		<ul style="list-style-type: none"> • Draw up production schedule & timesheets • Customer analysis • Content analysis • Technical analysis • Analyse competitor's sites 	Wk 1 28 th September
Project proposal	<ul style="list-style-type: none"> - Developing the brief to understand what the client wants - Analyse existing platforms used by the client 	<ul style="list-style-type: none"> • Define project brief • Division of brief & roles of each individual • Develop site structure • Develop visual identity 	Wk2 5 th October
	-	<ul style="list-style-type: none"> • Research of competitor's sites and visual identities • Collecting visual resources from the client 	Wk3 12 th October
Develop visual identity	- Mock-up builds of website, print and merchandise	<ul style="list-style-type: none"> • Initial design of merchandise & print 	Wk4 19 th October
	-	<ul style="list-style-type: none"> • Initial mock-ups of the site • Representations of merchandise • Analysis of appropriate WordPress themes • Print off the pitch document • Storyboard video 	Wk5 26 th October
Pitch ideas	-	<ul style="list-style-type: none"> • Confirm direction for visual identity • Confirm approval for site access 	Wk6 2 nd November
	- Obtain visual assets (photos for the site and of the staff)	<ul style="list-style-type: none"> • Staff photos 	Wk7 9 th November

	- Obtain visual assets (photos for the site and of the staff)	<ul style="list-style-type: none"> • Centre photos (w/ photoshop) • Re-do T-shirt mocks • Mock-up fixes • Edit visual assets • Underwater video scrub 	Wk8 16 th November
	- Finish Visual Diary	<ul style="list-style-type: none"> • 	Wk9 23 rd November
	<ul style="list-style-type: none"> - Build the site - Optimise the site - Test the site - Implement changes highlighted from the testing stage 	<ul style="list-style-type: none"> • Implement the site theme • Testing for navigational issues • Test the look and feel of the site 	Wk10 30 th November
	- Completion of the final draft	<ul style="list-style-type: none"> • 	Wk11 7 th December
End	-	<ul style="list-style-type: none"> • Delivery of final media package 	Wk12 14 th December

Colour Palette



Blue
RGB: 15,117,189
CMYK: 86,50,0,0
HEX: #0f75bd

Orange
RGB: 247,149,30
CMYK: 0,49,98,0
HEX: #f7951e



Blue
RGB: 14,118,188
CMYK: 86,49,1,0
HEX: #0e76bc

Orange
RGB: 247,148,29
CMYK: 0,49,99,0
HEX: #f7941d



Blue
RGB: 14,118,188
CMYK: 86,49,1,0
HEX: #0e76bc

Orange
RGB: 247,148,29
CMYK: 0,49,99,0
HEX: #f7941d



Blue
RGB: 15,117,189
CMYK: 86,45,0,0
HEX: #0f75bd

Orange
RGB: 247,148,29
CMYK: 0,49,99,0
HEX: #f7941d



Blue
RGB: 27,117,188
CMYK: 85,50,0,0
HEX: #1b75bc

Orange
RGB: 247,147,29
CMYK: 0,50,99,0
HEX: #f7931d



Blue
RGB: 0,189,211
CMYK: 70,1,17,0
HEX: #00bdd3

Orange
RGB: 245,128,0
CMYK: 0,62,100,0
HEX: #f57e00



Blue
RGB: 14,118,188
CMYK: 86,49,1,0
HEX: #0e76bc

Orange
RGB: 247,148,29
CMYK: 0,49,99,0
HEX: #f7941d

Most used throughout:

Blue
RGB: 14,118,188
CMYK: 86,49,1,0
HEX: #0e76bc



Orange
RGB: 247,148,29
CMYK: 0,49,99,0
HEX: #f7941d

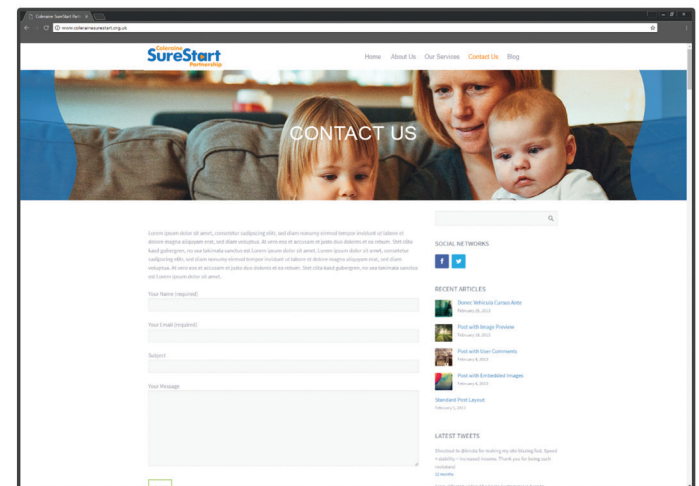
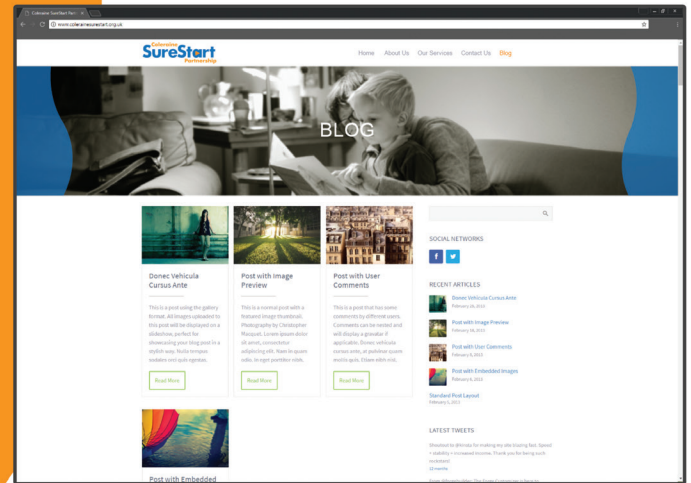
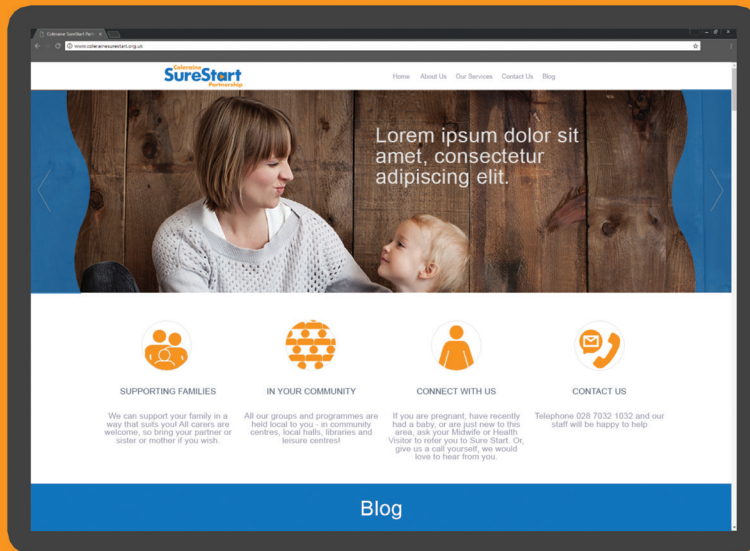


These images are assets taken from the GOV.UK site (<https://www.gov.uk/government/publications/sure-start-childrens-centres-logos>)

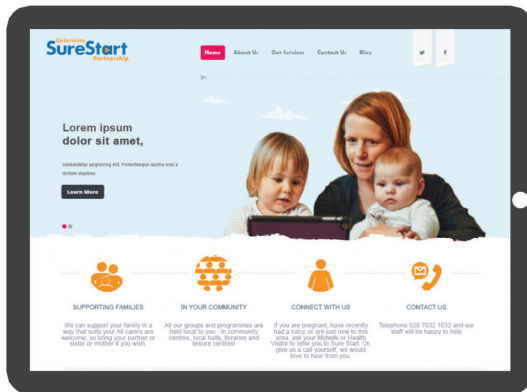
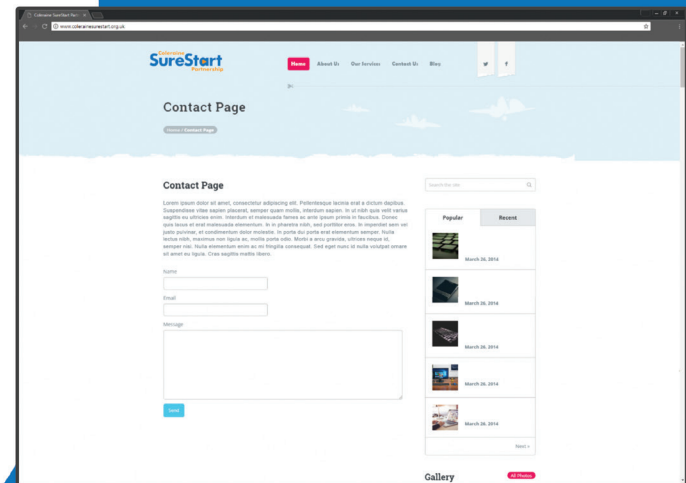
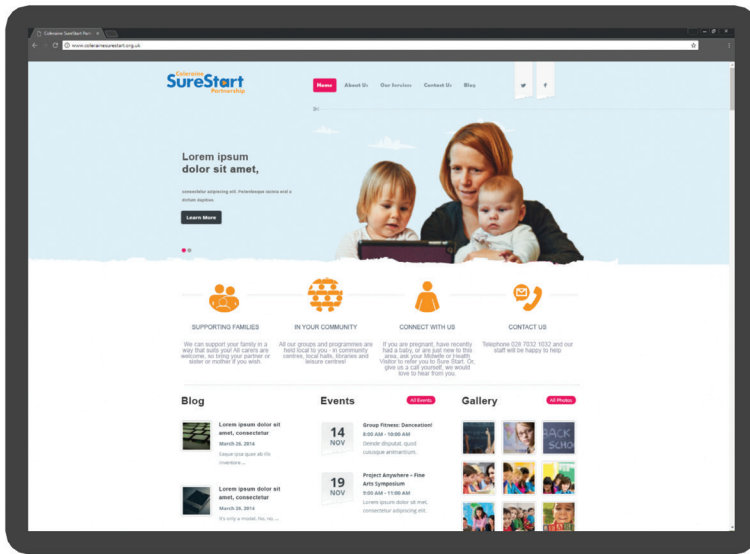
They are the nationally used SureStart logos.

As seen here, most of the colours are different, so I took the RGB, CMYK and HEX values of each logo and picked out the values which were most commonly used. These colours were then used throughout the project.

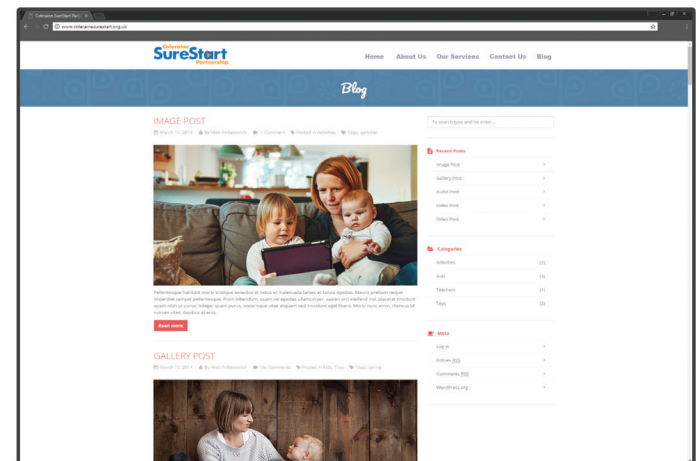
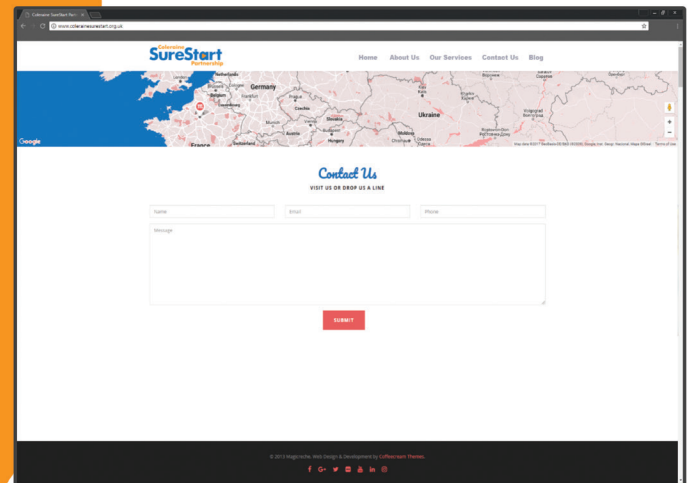
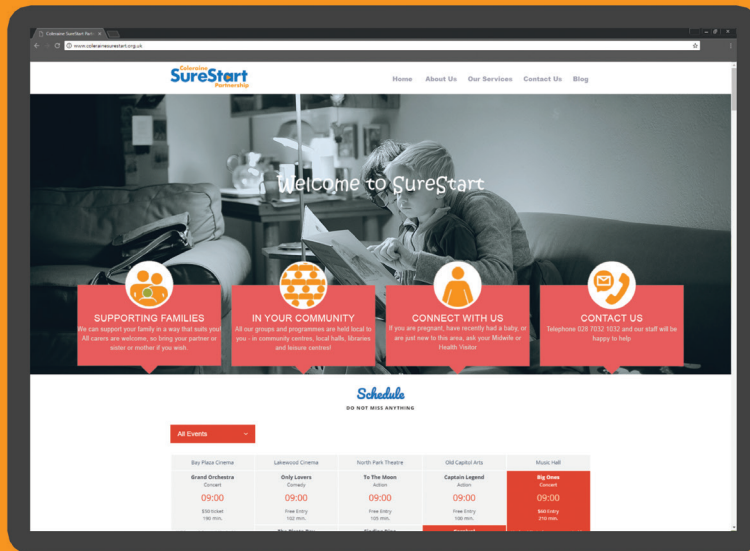
Designs & Feedback



Feedback: Lose the orange background. Instead of creating my own screens, find a mock-up online.
(Note: Stock images had to be used for the first few design decks as it wasn't until later on in the project where we could obtain our own visual assets for SureStart.)



Feedback: Lose the blue background. Instead of creating my own screens, find a mock-up online.



Feedback: Lose the orange background. Instead of creating my own screens, find a mock-up online. Change the “Welcome to SureStart” font. Re-colour the red boxes to Cyan.

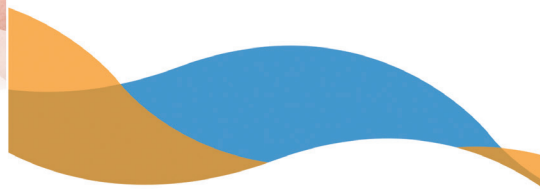


 @ColeraineSureStart
www.colerainesurestart.org.uk



Supporting families with children up to age of four, in order to:

- Improve the ability to learn
- Improve health and well being
- Improve social development



 @ColeraineSureStart
www.colerainesurestart.org.uk



 @ColeraineSureStart
www.colerainesurestart.org.uk

Feedback: Include imagery on all three designs. Imagery to follow “Fun”, “Messy” and “Family”.



<https://www.mockupworld.co/free/set-of-roll-up-mockups/>

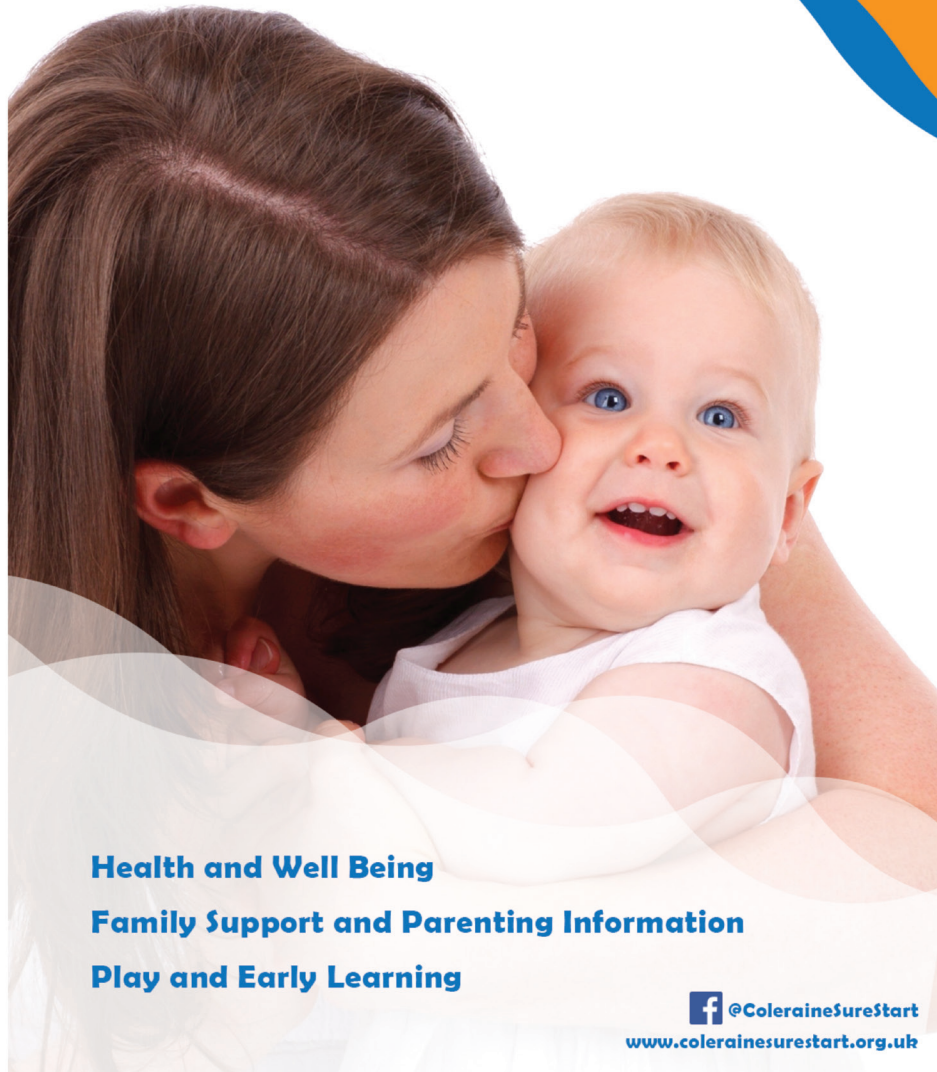


<https://mrmockup.com/psd-mockups/t-shirt-mockup-psd/>



Feedback:

Stick to one line of text/ one tag-line per poster.



Health and Well Being

Family Support and Parenting Information

Play and Early Learning



@ColeraineSureStart

www.colerainesurestart.org.uk



<https://www.mockupworld.co/free/bus-billboard-mockup/>



Health and Well Being

Family Support and Parenting Information

Play and Early Learning



@ColeraineSureStart
www.colerainesurestart.org.uk

Feedback:

Stick to one line of text/ one tag-line per poster.

Imagery needs to be “Messy”.

Use a sans-serif font.

Change the waves so that there is no opacity.

Change the wave colours. Move the orange colour behind the text, and change the orange wave to a cyan. keep the dark blue wave.





**Supporting families and communities
since 1998**



**Health and Well Being
Family Support and Parenting Information
Play and Early Learning**

 **@ColeraineSureStart**
www.colerainesurestart.org.uk

Feedback:

Stick to one line of text/ one tag-line per poster.

Use a sans-serif font.

Fix the SureStart logo, it has lost quality and the colour is slightly off.

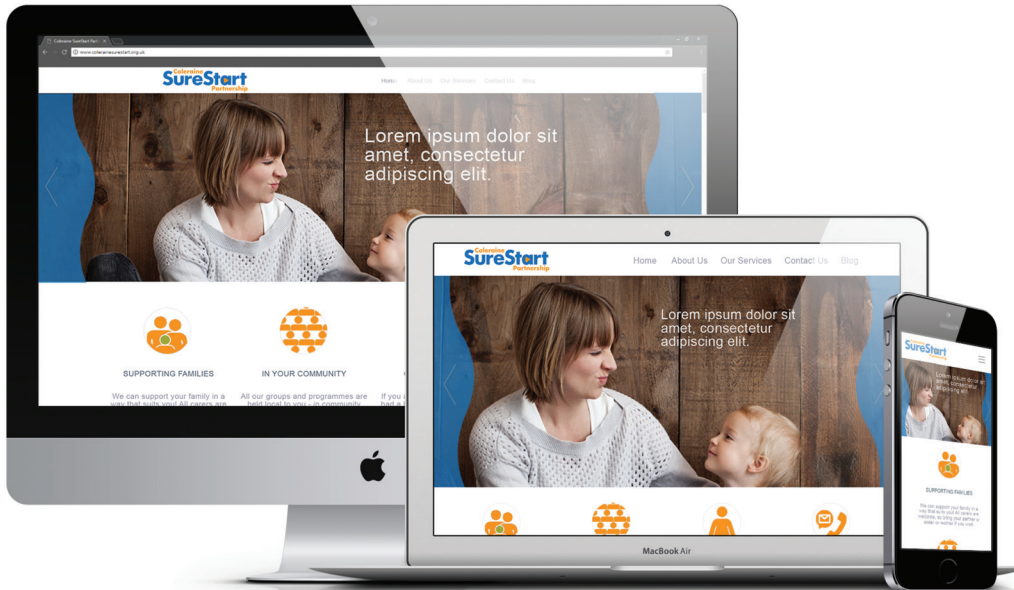
Add a telephone number to the contact information at the bottom.



Project Pitch & Feedback

Feedback:

Put the wave at the top of the web-page, just under the menu bar, and maybe have it obscure the image a little.



Feedback:

Make sure the image is a slider, and can be customised.

Have the wave at the top of the web-page.

They liked the cut away / torn paper effect underneath the photo.



Feedback:

Design is too formal.

They liked the schedule format.



Feedback:

This is the design they picked / thought was more appropriate.

They liked the large logo at the top of the page.

Webpage should have a white background. the logo will need to be changed to blue.

Change the colours of the wave.

Move the menu bar to the top.



Feedback:

Good imagery for bonding (cuddling), get photos like this.

Feedback:

Family imagery, Not just Dad, and Not just Mum.



Feedback:

Get photos like this from “Messy Play”



Feedback:

Baby Bump imagery. Maybe two people.

Mum, baby and bump imagery would be perfect



Feedback:

Make contact details left aligned. Add the logos of funders to the bottom of each pop-up. change out stock imagery for original photos.



Feedback:

For Kids Shirt:

Front: Large spanning SureStart logo midway up the shirt, on the chest.
Remove small logo.

Back: large “2 to 3” logo, as the shirts are only for this age range.

Light blue, Orange, Royal blue, Yellow colour fro the shirt. (avoid political colours, white and black)



For Staff Shirt:

Polo shirt.

Purple or Royal blue.

Have a small triangle logo located on the breast.

Large SureStart logo on the back across the shoulders.

Have the website address on the hem of the shirt.

Reflection between first two designs.

For the website mock-ups I see how the use of the more professional layout gives the work a better visual aesthetic. Before, when I created the website, tablet and mobile layouts myself, the work looked a little unpolished. Even though I tried to incorporate the SureStart colours into the background of the pages this may have had an adverse effect on its professional look. It also may have been difficult to differentiate between which screen size was which, when initially looking at the designs. The new mock-up layout eliminated that flaw as there could be no confusion between which design was for which screen size.

I believe that slimming down the amount of text on the bus stop posters give them an overall better visual impact and recall rate for passers by. Less text means that the person can focus solely on that text along with the other visual aspects of the poster. By having an image with high visual impact and relevance to that text, it is more likely that a person will remember the poster. I tried to change or edit the stock pictures to suit the “Fun”, “Family”, “Messy” imagery that were mentioned in the initial meeting.

By increasing the amount of visual imagery on the pop-up mock-ups, a potential customer can feel more involved with the company. Especially if the images represent something that they want, or has some link to their own life. As the images needed are for a child and family development centre scenario, I would need to obtain images which hold or represent the core values of the services provided by SureStart. The images used in the second iterations were fine, but they were stock pics, I would need to choose pictures from my own recorded footage during my time spent at SureStart.

Further work needs done on all of these designs to suit the clients needs. After the pitch was made we were given a better impression to what SureStart wanted thanks to their own feedback on the designs. This feedback enabled us to edit and improve the designs, while also giving us more ideas into things we were struggling with.

3rd Designs & Feedback

These third designs were a combination of the previous work with the feedback taken from the Pitch. Again, they use stock images due to the fact we had not had the chance to obtain our own visual assets until a later date. These designs were to put into practice the feedback from the pitch, and at a later date we would change the stock imagery for our own if the designs were deemed adequate.



As requested the wave for the bus poster was changed so that it was standardised across all the different medias (web, print,, etc..)



The top wave was changed to fit the other medias.
 Contact details have been left aligned.
 All Funder logos have been added to the bottom of the pop-up stand.



These are the two designs i came up with for the backs of the kids shirts.

Both designs use the same paint splashed / brushed effect which i think suits, due to the age of the kids that the shirt is for.

I couldn't decide between these two fonts so made a design for both.



Contact Sheets

These contact sheets hold a thumbnail for every photo i had taken over the two days that we spent at the SureStart centres. The better photos will be used in place of the stock imagery currently on all the mock-ups.

SureStart Centre photos 14/15, Nov17

SureStart Centre photos 14/15, Nov17



IMG_20171114_092709.jpg



IMG_20171114_093116.jpg



IMG_20171114_093129.jpg



IMG_20171114_093141.jpg



IMG_20171114_093804.jpg



IMG_20171114_093843.jpg



IMG_20171114_093850.jpg



IMG_20171114_093854.jpg



IMG_20171114_093210.jpg



IMG_20171114_093225.jpg



IMG_20171114_093301.jpg



IMG_20171114_093302.jpg



IMG_20171114_093858.jpg



IMG_20171114_093900.jpg



IMG_20171114_093901.jpg



IMG_20171114_093918.jpg



IMG_20171114_093312.jpg



IMG_20171114_093320.jpg



IMG_20171114_093346.jpg



IMG_20171114_093415.jpg



IMG_20171114_093949.jpg



IMG_20171114_094057.jpg



IMG_20171114_094114.jpg



IMG_20171114_094129.jpg



IMG_20171114_093432.jpg



IMG_20171114_093452.jpg



IMG_20171114_093517.jpg



IMG_20171114_093540.jpg



IMG_20171114_094204.jpg



IMG_20171114_094205.jpg



IMG_20171114_094215.jpg



IMG_20171114_094223.jpg



IMG_20171114_093633.jpg



IMG_20171114_093634.jpg



IMG_20171114_093635.jpg



IMG_20171114_093801.jpg



IMG_20171114_094308.jpg



IMG_20171114_094310.jpg



IMG_20171114_094606.dng



IMG_20171114_094606.jpg

SureStart Centre photos 14/15, Nov17



IMG_20171114_094612.dng



IMG_20171114_094612.jpg



IMG_20171114_094810.jpg



IMG_20171114_094814.jpg



IMG_20171114_100345.jpg



IMG_20171114_100737_0...



IMG_20171114_100737.jpg



IMG_20171114_100738.jpg



IMG_20171114_094815.jpg



IMG_20171114_094816.jpg



IMG_20171114_094840.jpg



IMG_20171114_094844.jpg



IMG_20171114_100739.jpg



IMG_20171114_100812.jpg



IMG_20171114_100830.jpg



IMG_20171114_100833.jpg



IMG_20171114_094846_0...



IMG_20171114_094846.jpg



IMG_20171114_094919.jpg



IMG_20171114_095613.jpg



IMG_20171114_100859.jpg



IMG_20171114_101018.jpg



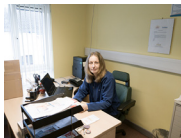
IMG_20171114_101025.jpg



IMG_20171114_101029.jpg



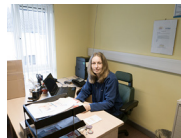
IMG_20171114_095621.jpg



IMG_20171114_100335.dng



IMG_20171114_100335.jpg



IMG_20171114_100337.dng



IMG_20171114_101030.jpg



IMG_20171114_101035.jpg



IMG_20171114_101153.jpg



IMG_20171114_101211.jpg



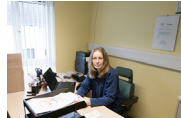
IMG_20171114_100337.jpg



IMG_20171114_100343.dng



IMG_20171114_100343.jpg



IMG_20171114_100345.dng



IMG_20171114_101312.dng



IMG_20171114_101312.jpg



IMG_20171114_101401.jpg



IMG_20171114_101405.jpg

SureStart Centre photos 14/15, Nov17

SureStart Centre photos 14/15, Nov17



IMG_20171114_101446.dng



IMG_20171114_101446.jpg



IMG_20171114_101505.dng



IMG_20171114_101505.jpg



IMG_20171114_102818.jpg



IMG_20171114_102901.jpg



IMG_20171114_102907.jpg



IMG_20171114_102912.jpg



IMG_20171114_101507.dng



IMG_20171114_101507.jpg



IMG_20171114_101754.dng



IMG_20171114_101754.jpg



IMG_20171114_103002.jpg



IMG_20171114_103114.jpg



IMG_20171114_103130.jpg



IMG_20171114_103141.jpg



IMG_20171114_101830.jpg



IMG_20171114_101905.jpg



IMG_20171114_101920.jpg



IMG_20171114_101938.jpg



IMG_20171114_103154.jpg



IMG_20171114_103211.jpg



IMG_20171114_103215.jpg



IMG_20171114_103248.jpg



IMG_20171114_101952.dng



IMG_20171114_101952.jpg



IMG_20171114_102157.jpg



IMG_20171114_102323.jpg



IMG_20171114_103251.jpg



IMG_20171114_103445.jpg



IMG_20171114_103456.jpg



IMG_20171114_114312.jpg



IMG_20171114_102324.jpg



IMG_20171114_102739.jpg



IMG_20171114_102809.jpg



IMG_20171114_102814.jpg



IMG_20171114_114333.jpg



IMG_20171114_114334.jpg



IMG_20171114_114353.jpg



IMG_20171114_114412.jpg

SureStart Centre photos 14/15, Nov17



IMG_20171114_114413.jpg



IMG_20171114_114433.jpg



IMG_20171114_114435.jpg



IMG_20171114_114507.jpg



IMG_20171114_115430.jpg



IMG_20171114_115440.jpg



IMG_20171114_115441.jpg



IMG_20171114_115448.jpg



IMG_20171114_114529.jpg



IMG_20171114_114555.jpg



IMG_20171114_114706.jpg



IMG_20171114_114710.jpg



IMG_20171114_115503.jpg



IMG_20171114_115514.jpg



IMG_20171114_115518.jpg



IMG_20171114_115532.jpg



IMG_20171114_114723.jpg



IMG_20171114_114755.jpg



IMG_20171114_114758.jpg



IMG_20171114_114808.jpg



IMG_20171114_115533.jpg



IMG_20171114_115612.jpg



IMG_20171114_115636.jpg



IMG_20171114_115657.jpg



IMG_20171114_114809.jpg



IMG_20171114_115232.jpg



IMG_20171114_115247.jpg



IMG_20171114_115406.jpg



IMG_20171114_115739.jpg



IMG_20171114_115919.jpg



IMG_20171114_115922.jpg



IMG_20171114_120007.jpg



IMG_20171114_115408.jpg



IMG_20171114_115411.jpg



IMG_20171114_115424.jpg



IMG_20171114_115426.jpg



IMG_20171114_120008.jpg



IMG_20171114_120009.jpg



IMG_20171114_120011.jpg



IMG_20171114_120030.jpg

SureStart Centre photos 14/15, Nov17



IMG_20171114_120038.jpg



IMG_20171114_120039.jpg



IMG_20171114_120042.jpg



IMG_20171114_120404.jpg



IMG_20171114_134254.jpg



IMG_20171114_134317.jpg



IMG_20171114_134348.jpg



IMG_20171114_134350.jpg



IMG_20171114_120406.jpg



IMG_20171114_120409.jpg



IMG_20171114_120445.jpg



IMG_20171114_120448.jpg



IMG_20171114_134415.jpg



IMG_20171114_134439.jpg



IMG_20171114_134441.jpg



IMG_20171114_134450.jpg



IMG_20171114_120535.jpg



IMG_20171114_120540.jpg



IMG_20171114_120612.jpg



IMG_20171114_120614.jpg



IMG_20171114_134531.jpg



IMG_20171114_134532.jpg



IMG_20171114_134534.jpg



IMG_20171114_142804.jpg



IMG_20171114_120615.jpg



IMG_20171114_120625.jpg



IMG_20171114_120934.jpg



IMG_20171114_120952.jpg



IMG_20171114_142812_0...



IMG_20171114_142812.jpg



IMG_20171114_142829.jpg



IMG_20171114_142906.jpg



IMG_20171114_134210.jpg



IMG_20171114_134216.jpg



IMG_20171114_134229.jpg



IMG_20171114_134245.jpg



IMG_20171114_142915.jpg



IMG_20171114_142924.jpg



IMG_20171114_142949.jpg



IMG_20171114_143018.jpg

SureStart Centre photos 14/15, Nov17



IMG_20171114_143046.jpg



IMG_20171114_143129.jpg



IMG_20171114_143140.jpg



IMG_20171114_143220.jpg



IMG_20171114_144311.jpg



IMG_20171114_144402.jpg



IMG_20171114_144414.jpg



IMG_20171114_144435.jpg



IMG_20171114_143221.jpg



IMG_20171114_143223.jpg



IMG_20171114_143235.jpg



IMG_20171114_143251.jpg



IMG_20171114_144448.jpg



IMG_20171114_144451.jpg



IMG_20171114_144511.jpg



IMG_20171114_144524.jpg



IMG_20171114_143417.jpg



IMG_20171114_143509.jpg



IMG_20171114_143521.jpg



IMG_20171114_143652.jpg



IMG_20171114_144550.jpg



IMG_20171114_144624.jpg



IMG_20171114_144637.jpg



IMG_20171114_144641.jpg



IMG_20171114_143731.jpg



IMG_20171114_144028.jpg



IMG_20171114_144030.jpg



IMG_20171114_144123.jpg



IMG_20171114_144726.jpg



IMG_20171114_144727.jpg



IMG_20171114_144740.jpg



IMG_20171114_144954.jpg



IMG_20171114_144143.jpg



IMG_20171114_144151.jpg



IMG_20171114_144254.jpg



IMG_20171114_144309.jpg



IMG_20171114_145007.jpg



IMG_20171114_145014.jpg



IMG_20171114_145122.jpg



IMG_20171114_145125.jpg

SureStart Centre photos 14/15, Nov17

SureStart Centre photos 14/15, Nov17



IMG_20171114_145155.jpg



IMG_20171114_145228.jpg



IMG_20171114_145318.jpg



IMG_20171114_145320.jpg



IMG_20171115_095737.jpg



IMG_20171115_100433.jpg



IMG_20171115_100504.jpg



IMG_20171115_100527.jpg



IMG_20171114_145321.jpg



IMG_20171114_145322.jpg



IMG_20171114_145332.jpg



IMG_20171114_145346.jpg



IMG_20171115_100529.jpg



IMG_20171115_100533.jpg



IMG_20171115_100539.jpg



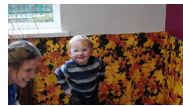
IMG_20171115_100540.jpg



IMG_20171114_145350.jpg



IMG_20171114_145357.jpg



IMG_20171114_145401.jpg



IMG_20171114_145453.jpg



IMG_20171115_100553.jpg



IMG_20171115_100605.jpg



IMG_20171115_100606.jpg



IMG_20171115_100612.jpg



IMG_20171114_145500.jpg



IMG_20171114_145514.jpg



IMG_20171114_145540.jpg



IMG_20171115_093918.jpg



IMG_20171115_100619.jpg



IMG_20171115_100637.jpg



IMG_20171115_100708.jpg



IMG_20171115_100711.jpg



IMG_20171115_093956.jpg



IMG_20171115_094208.jpg



IMG_20171115_094210.jpg



IMG_20171115_094248.jpg



IMG_20171115_100713.jpg



IMG_20171115_100723.jpg



IMG_20171115_100755.jpg



IMG_20171115_100806_0...

SureStart Centre photos 14/15, Nov17



IMG_20171115_100806.jpg



IMG_20171115_100835.jpg



IMG_20171115_100837.jpg



IMG_20171115_100846.jpg



IMG_20171115_101413.jpg



IMG_20171115_101424.jpg



IMG_20171115_101425.jpg



IMG_20171115_101426.jpg



IMG_20171115_100847.jpg



IMG_20171115_100945.jpg



IMG_20171115_100946.jpg



IMG_20171115_101002.jpg



IMG_20171115_101639.jpg



IMG_20171115_101642.jpg



IMG_20171115_101730.jpg



IMG_20171115_101736.jpg



IMG_20171115_101018.jpg



IMG_20171115_101026.jpg



IMG_20171115_101036.jpg



IMG_20171115_101125.jpg



IMG_20171115_102310.jpg



IMG_20171115_102318.jpg



IMG_20171115_102407.jpg



IMG_20171115_102411.jpg



IMG_20171115_101127.jpg



IMG_20171115_101204.jpg



IMG_20171115_101218.jpg



IMG_20171115_101253.jpg



IMG_20171115_102447.jpg



IMG_20171115_102451.jpg



IMG_20171115_102452.jpg



IMG_20171115_102500.jpg



IMG_20171115_101312.jpg



IMG_20171115_101331.jpg



IMG_20171115_101340.jpg



IMG_20171115_101411.jpg



IMG_20171115_102515.jpg



IMG_20171115_102516.jpg



IMG_20171115_102531.jpg



IMG_20171115_102548_0...



IMG_20171115_102548.jpg



IMG_20171115_102552.jpg



IMG_20171115_102653.jpg



IMG_20171115_102658.jpg



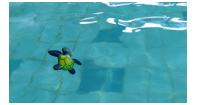
IMG_20171115_103139.jpg



IMG_20171115_103346.jpg



IMG_20171115_103400.jpg



IMG_20171115_103440.jpg



IMG_20171115_102716.jpg



IMG_20171115_102719.jpg



IMG_20171115_102720.jpg



IMG_20171115_102721.jpg



IMG_20171115_103444.jpg



IMG_20171115_103458.jpg



IMG_20171115_103509.jpg



IMG_20171115_103846.jpg



IMG_20171115_102740.jpg



IMG_20171115_102745.jpg



IMG_20171115_102928.jpg



IMG_20171115_102953.jpg



IMG_20171115_103903.jpg



IMG_20171115_104133.jpg



IMG_20171115_104154.jpg



IMG_20171115_104159.jpg



IMG_20171115_103002.jpg



IMG_20171115_103024.jpg



IMG_20171115_103025.jpg



IMG_20171115_103026.jpg



IMG_20171115_104200.jpg



IMG_20171115_104201.jpg



IMG_20171115_104204.jpg



IMG_20171115_104210.jpg



IMG_20171115_103037.jpg



IMG_20171115_103038.jpg



IMG_20171115_103048.jpg



IMG_20171115_103131.jpg



IMG_20171115_104211.jpg



IMG_20171115_104240.jpg



IMG_20171115_104244.jpg



IMG_20171115_104256.jpg

SureStart Centre photos 14/15, Nov17



IMG_20171115_104309.jpg



IMG_20171115_104324.jpg



IMG_20171115_104422.jpg



IMG_20171115_104445.jpg



IMG_20171115_105142.jpg



IMG_20171115_105145.jpg



IMG_20171115_105244.jpg



IMG_20171115_105251.jpg



IMG_20171115_104450.jpg



IMG_20171115_104451.jpg



IMG_20171115_104555.jpg



IMG_20171115_104614.jpg



IMG_20171115_105411.jpg



IMG_20171115_105414.jpg



IMG_20171115_105451.jpg



IMG_20171115_105456.jpg



IMG_20171115_104709.jpg



IMG_20171115_104752.jpg



IMG_20171115_104906.jpg



IMG_20171115_104929.jpg



IMG_20171115_105507.jpg



IMG_20171115_105508.jpg



IMG_20171115_105509.jpg



IMG_20171115_105535.jpg



IMG_20171115_104955.jpg



IMG_20171115_104959.jpg



IMG_20171115_105042.jpg



IMG_20171115_105055.jpg



IMG_20171115_105538.jpg



IMG_20171115_110901.jpg



IMG_20171115_110902.jpg



IMG_20171115_110948.jpg



IMG_20171115_105125.jpg



IMG_20171115_105130.jpg



IMG_20171115_105135.jpg



IMG_20171115_105136.jpg



IMG_20171115_110949.jpg



IMG_20171115_110958.jpg



IMG_20171115_111053.jpg



IMG_20171115_111055.jpg

SureStart Centre photos 14/15, Nov17

SureStart Centre photos 14/15, Nov17



IMG_20171115_111057.jpg



IMG_20171115_111113.jpg



IMG_20171115_111115.jpg



IMG_20171115_111117.jpg



IMG_20171115_111500.jpg



IMG_20171115_111502.jpg



IMG_20171115_111606.jpg



IMG_20171115_111607.jpg



IMG_20171115_111123.jpg



IMG_20171115_111125.jpg



IMG_20171115_111211.jpg



IMG_20171115_111233.jpg



IMG_20171115_111614.jpg



IMG_20171115_111615.jpg



IMG_20171115_111624.jpg



IMG_20171115_111631.jpg



IMG_20171115_111311.jpg



IMG_20171115_111314.jpg



IMG_20171115_111315.jpg



IMG_20171115_111317.jpg



IMG_20171115_111634.jpg



IMG_20171115_111635.jpg



IMG_20171115_111645.jpg



IMG_20171115_111647.jpg



IMG_20171115_111318.jpg



IMG_20171115_111319.jpg



IMG_20171115_111333.jpg



IMG_20171115_111350.jpg



IMG_20171115_111648.jpg



IMG_20171115_111649.jpg



IMG_20171115_111651.jpg



IMG_20171115_111652.jpg



IMG_20171115_111351.jpg



IMG_20171115_111449.jpg



IMG_20171115_111450.jpg



IMG_20171115_111457.jpg



IMG_20171115_111704.jpg



IMG_20171115_111709.jpg



IMG_20171115_111718.jpg



IMG_20171115_111720.jpg

SureStart Centre photos 14/15, Nov17



IMG_20171115_111721.jpg



IMG_20171115_111733.jpg



IMG_20171115_111734.jpg



IMG_20171115_111738.jpg



IMG_20171115_112319.jpg



IMG_20171115_112320.jpg



IMG_20171115_112403.jpg



IMG_20171115_112422.jpg



IMG_20171115_111741.jpg



IMG_20171115_111745.jpg



IMG_20171115_111806.jpg



IMG_20171115_111807.jpg



IMG_20171115_112423.jpg



IMG_20171115_112504.jpg



IMG_20171115_112505.jpg



IMG_20171115_112511.jpg



IMG_20171115_111818.jpg



IMG_20171115_111823.jpg



IMG_20171115_111829.jpg



IMG_20171115_111859.jpg



IMG_20171115_112512.jpg



IMG_20171115_112528.jpg



IMG_20171115_112533.jpg



IMG_20171115_112534.jpg



IMG_20171115_112006.jpg



IMG_20171115_112120.jpg



IMG_20171115_112121.jpg



IMG_20171115_112152.jpg



IMG_20171115_112551.jpg



IMG_20171115_112559.jpg



IMG_20171115_112644.jpg



IMG_20171115_112653.jpg



IMG_20171115_112153.jpg



IMG_20171115_112222.jpg



IMG_20171115_112224.jpg



IMG_20171115_112250.jpg



IMG_20171115_112654.jpg



IMG_20171115_112655.jpg



IMG_20171115_112750.jpg



IMG_20171115_112909.jpg

SureStart Centre photos 14/15, Nov17

SureStart Centre photos 14/15, Nov17



IMG_20171115_112911.jpg



IMG_20171115_113834.jpg



IMG_20171115_113835.jpg



IMG_20171115_113844_0...



IMG_20171115_114559.jpg



IMG_20171115_114600.jpg



IMG_20171115_114604_0...



IMG_20171115_114604.jpg



IMG_20171115_113844.jpg



IMG_20171115_114248.jpg



IMG_20171115_114249.jpg



IMG_20171115_114310_0...



IMG_20171115_114629.jpg



IMG_20171115_114631.jpg



IMG_20171115_114632_0...



IMG_20171115_114632.jpg



IMG_20171115_114310.jpg



IMG_20171115_114313_0...



IMG_20171115_114313.jpg



IMG_20171115_114449.jpg



IMG_20171115_115042.jpg



IMG_20171115_131953.jpg



IMG_20171115_131954_0...



IMG_20171115_131954.jpg



IMG_20171115_114450.jpg



IMG_20171115_114453.jpg



IMG_20171115_114512.jpg



IMG_20171115_114543.jpg



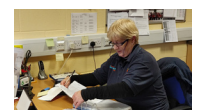
IMG_20171115_132132.jpg



IMG_20171115_132133.jpg



IMG_20171115_132134.jpg



IMG_20171115_132146.jpg



IMG_20171115_114548.jpg



IMG_20171115_114549_0...



IMG_20171115_114549.jpg



IMG_20171115_114550.jpg



IMG_20171115_132147.jpg



IMG_20171115_132149.jpg



IMG_20171115_132200.jpg



IMG_20171115_132201.jpg

SureStart Centre photos 14/15, Nov17



IMG_20171115_132202.jpg



IMG_20171115_133012.jpg



IMG_20171115_133024.jpg



IMG_20171115_133039.jpg



IMG_20171115_133533.jpg



IMG_20171115_133613.jpg



IMG_20171115_133621.jpg



IMG_20171115_133625.jpg



IMG_20171115_133101.jpg



IMG_20171115_133102.jpg



IMG_20171115_133114.jpg



IMG_20171115_133115.jpg



IMG_20171115_133902.jpg



IMG_20171115_133908.jpg



IMG_20171115_133916.jpg



IMG_20171115_133917.jpg



IMG_20171115_133135.jpg



IMG_20171115_133154.jpg



IMG_20171115_133235.jpg



IMG_20171115_133242.jpg



IMG_20171115_133918.jpg



IMG_20171115_134022.jpg



IMG_20171115_135452.jpg



IMG_20171115_135453.jpg



IMG_20171115_133322.jpg



IMG_20171115_133323_0...



IMG_20171115_133323.jpg



IMG_20171115_133324.jpg



IMG_20171115_135454.jpg



IMG_20171115_135538_0...



IMG_20171115_135538.jpg



IMG_20171115_135540.jpg



IMG_20171115_133431.jpg



IMG_20171115_133433.jpg



IMG_20171115_133531.jpg



IMG_20171115_133532.jpg



IMG_20171115_135602.jpg



IMG_20171115_135603.jpg



IMG_20171115_135606.jpg



IMG_20171115_135607.jpg



The contact sheets were created solely for the purpose of organisation and image selection. Due to the large amount of photos taken over the two days, I needed a way to sort the good images from the bad. The contact sheets allowed me to print all of the photos in an organised way with the image name underneath. This then makes it easy for me to use a marker pen or high-lighter and mark the pictures which would be good for use throughout the rest of my design work for SureStart. I can look up the corresponding image name with its digital counterpart and use it in my design deck mock-ups.

The main thing I looked for when examining the photos were any signs of visual defects, blurriness, bad focus, bad light, etc...

If I found a photo void of any defects and it looked good (in my own opinion) I marked it.

On the right shows the time-sheet created by Stephanie at SureStart, to organise the two days for photos. This shows which Centres we visited, what times, and what the event / class was called.

Confirmed Times from Settings

Setting/Centre	Date	Time for Staff Group	Time for Children's Photos
Emma, Sure Start	14/11/17	09.00	
Ballysally Play	14/11/17	09.20-09.30	09.30-09.50
Family Support Worker at Focus on Family	14/11/17	10.00-10.10	
Focus on Family Creche	14/11/17	10.15	10.30
Baby Move, Coleraine West	14/11/17		11.30-12.00
SS Toy Shop, SS	14/11/17		13.30-13.45
Focus on Family 2-3 YOP	14/11/17	14.15	14.30-15.15
Moyra, Sean Catherine	14/11/17	15.30-16.00	
Family Links Nurturing, West Bann	15/11/17	09.30-10.00	
Stories, Songs & Sticking, SS	15/11/17	10.00-10.15	
Swim	15/11/17	10.20-10.40	
Harpurs Hill 2-3 YOP	15/11/17	11.15	11.00
Family Support Workers at Harpurs Hill	15/11/17	11.30	
Family Support Workers at West Bann	15/11/17	13.00	
West Bann 2-3 YOP	15/11/17	13.10	13.15
Family Support Worker at Ballysally Community Centre- Ronnie & Lynsey	15/11/17	13.45	

Staff Photos

For each of the staff photos i replaced the background with white, did a little colour correction, softened wrinkles and other blemishes, and placed the SureStart wave at the bottom with a white gap to allow a name to be added.









































Final Designs

















These final designs have the absence of the stock images used previously throughout the design iterations. Replacing them with our own images taken during the days we spent at the different centres where SureStart provide their services.

Brand Guidelines

Sure Start Branding

Why use Sure Start branding?

Developing a national and local identity for Sure Start Children's Centres will improve recognition among mothers and fathers and in turn support each children's centre's promotional and outreach activities.

Think of the Sure Start Children's Centres brand in a similar way to any other high street retail brand. We are simply branding the service we offer to children under five and their families. In this sense, mothers, fathers, grandparents, carers and children are all our customers. Our aim is to build Sure Start Children's Centres into a national brand recognised by mothers and fathers everywhere. When they see the brand it will come to represent a set of joined-up services and an ethos that is family centred, respectful and aimed at improving outcomes for children.

Consistent branding will also add authority to your message.

The Sure Start Children's Centres brand is more than a logo; it represents a way of working, underpinned by a clear aim and a common set of principles.

Describing Sure Start Children's Centres:

Sure Start Children's Centres should always be written in full in the first instance. When referring to Sure Start Children's Centre in the same document you can drop the words 'Sure Start' and call them 'children's centres' (without capitals).

Sure Start Children's Centres Logo:

For guidance about logos e.g. dimensions and where to use it see

<http://www.dcsf.gov.uk/everychildmatters/research/generalresources/branding/brandingguidelines/>

NB: The rainbow logo is no longer valid although there is no need to replace existing signs unless damaged.

All of the children's centre templates have been set up with the correct branding; the firework logo is in the top corner and the Sure Start and City of York Council logos are at the bottom.

Fonts:

There are two fonts for the Sure Start Children's Centres brand: Futura Bold and Arial. Futura Bold is to be used for headings in any agency designed and produced literature. Arial is the font for all other materials, such as body copy in letters. Both fonts have been chosen for clarity and legibility.

<http://www.yorkchildrenscentres.org.uk/Childrens-Centres/Sure%20Start%20Branding%20for%20ICs.pdf>

Time-Sheets

Day	Date	Activity (Design, Build, Meetings, Research)	Hours	Total Hours
Week 1				
Thursday	28/09/17	<ul style="list-style-type: none"> Project Schedule & Timesheets Research SureStart 	4	4
Friday	29/09/17			
Saturday	30/09/17	Research: competitor/similar sites	3	7
Sunday	01/10/17			
Week 2				
Wednesday	04/10/17	Define the project brief	1	8
Thursday	05/10/17	<ul style="list-style-type: none"> Meeting with SureStart Uploaded project schedule to basecamp Re-define the project brief 	4	12
Friday	06/10/17			
Saturday	07/10/17	Research: WordPress Themes	2	14
Sunday	08/10/17	Research: Posters and T-Shirts	2	16
Week 3				
Wednesday	11/10/17	Research: competitors/similar sites highlighted at meeting	2	18
Thursday	12/10/17	<ul style="list-style-type: none"> Basecamp: Pictures Basecamp: Colours research Meeting Breakdown Project Schedule amendments 	7	25
Friday	13/10/17			
Saturday	14/10/17	Sourcing assets for Design Deck Mock-Ups: (bus shelter, pop up stands, t-shirts)	1	26

Sunday	15/10/17	<ul style="list-style-type: none"> Sourcing visual assets (stock images) for use in Design Deck Building: Bus Posters for Design Deck 	5	31
Week 4				
Wednesday	18/10/17	Building: Website Mock-ups for Design Deck	4	35
Thursday	19/10/17	<ul style="list-style-type: none"> Basecamp: Project Brief upload Project Schedule amendments Building: Website Mock-ups for Design Deck 	4	39
Friday	20/10/17			
Saturday	21/10/17	Building: Website mock-ups for Design Deck	2	41
Sunday	22/10/17	Building: Pop-up mock-ups for Design Deck	4	45
Week 5				
Wednesday	25/10/17	Building: T-shirt design mock-ups for Design Deck Building: Visual Diary	6	51
Thursday	26/10/17	<ul style="list-style-type: none"> Basecamp: Pitch Document upload Design Deck amendments Sourcing device mock-ups for website in Design Deck 	4	55
Friday	27/10/17	Basecamp: Design Deck v2 upload	0	
Saturday	28/10/17			
Sunday	29/10/17			
Week 6				
Wednesday	01/11/17			
Thursday	02/11/17	<ul style="list-style-type: none"> Project Pitch Pitch document amendment Basecamp: Design Deck v3 upload 	7	62
Friday	03/11/17			
Saturday	04/11/17	Building: Visual Diary	2	64
Sunday	05/11/17	Building: Visual Diary	2	66

Week 7				
Wednesday	08/11/17			
Thursday	09/11/17	SureStart office: individual Staff Photos Uploaded: Original Staff Photos	4	70
Friday	10/11/17			
Saturday	11/11/17			
Sunday	12/11/17			
Week 8				
Tuesday	14/11/17	SureStart: Obtaining Photos of the Centres SureStart office: additional staff photos	6	76
Wednesday	15/11/17	SureStart: Obtaining Photos of the Centres SureStart office: additional staff photos	5	81
Thursday	16/11/17	<ul style="list-style-type: none"> • Basecamp: Contact sheet of Centre photos • Basecamp: T-shirt logo re-designs • Project Schedule amendments • Sort good photos into a separate folder 	4	85
Friday	17/11/17	Building Design Deck v4 (without stock images)	3	88
Saturday	18/11/17	Edit staff photos	8	96
Sunday	19/11/17	Edit underwater footage	1	97
Week 9				
Wednesday	22/11/17			
Thursday	23/11/17	<ul style="list-style-type: none"> • Basecamp: Underwater stills upload • Basecamp: Best Photos upload • Basecamp: Centre staff photo upload • Basecamp: Edited Staff photos upload • Building: Visual Diary 	4	102
Friday	24/11/17			
Saturday	25/11/17	Building: Visual Diary	5	107
Sunday	26/11/17	Building: Visual Diary	4	111

Week 10				
Tuesday	28/11/17	Building: Visual Diary	5	116
Wednesday	29/11/17	Building: Visual Diary	6	122
Thursday	30/11/17	Building: Visual Diary	8	130
Friday	01/12/17			
Saturday	02/12/17			
Sunday	03/12/17			
Week 11				
Monday	04/12/17	<ul style="list-style-type: none"> • Building: Website • Testing the site 	6	136
Tuesday	05/12/17			
Wednesday	06/12/17			
Thursday	07/12/17			
Friday	08/12/17			
Saturday	09/12/17			
Sunday	10/12/17			
Week 12				
Wednesday	13/12/17			
Thursday	14/12/17	Delivery of final media package	0	136

