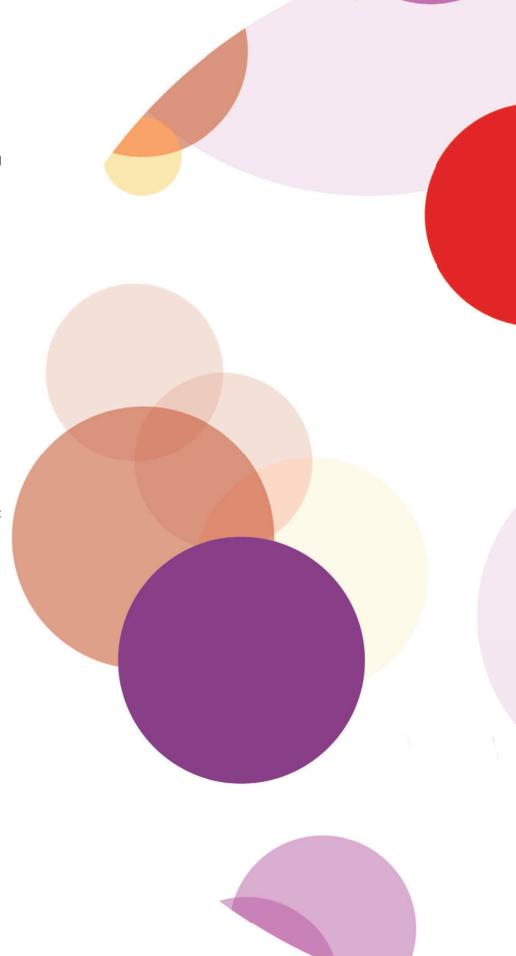# Emily Treanor - Production Log

The Science Shop

Knowledge • Ideas • Results

Introduction

As part of the final year module MED 526 Interactivity for Social Enterprise; we are required to collaborate with one of the Science Shop community partners to create an Interactive Media project that will benefit both the community partner and the wider community. For our project we will be working with The Science Shop, 30th anniversary celebrations.

The Science Shop was established in 1989 and is a joint project between Queen's University Belfast and Ulster University.

The Science Shop works across all university faculties. It acts as a broker, bringing community research needs into the university and finding students to do small pieces of research in response to those needs. The Science Shop is a joint initiative between Ulster University and Queens University. They are celebrating 30 years of this partnership in 2019. The project will see the development of an info-graphic and motion graphic campaign, a portable exhibition, a 30th anniversary logo and visual identity.

Contents

The Brief

The aim for this project is to create a new visual identity for the Science Shop 30th anniversary. As a group we need to come with new logos, film, motion infographic,print infographic, exhibition and a holding page.

The client would like us to come up with contemporary logos with a 30th anniversary element that can be stripped away after 2019. The client would like to keep the colour the same as the old logo because each colour represents the different elements of every science shop project; the community, an academic and students.

The exhibition display should respect the two institutions and the two brand identities under the Science Shop umbrella; in a cohesive style but it must also stand alone for smaller events.
The exhibition will depict the work of the Science Shop with the students and community partners. The preferred option after the celebrations have finished is that both institutions can have part of the exhibition.

The Client has asked us to create a landing/holding page for the website scienceshop.org which will contain a link to each of the science shop websites at their own University. The website holding page may contain some photos, videos and statistics of current science shop projects however the client is open to how this is created.

A motion info graphic was also requested by the client which will be incorporate joint statistics in the static infographic. Our client also asked us to create a video to tell the story of the science shop and how the three elements come together to produce a finished project to make

a positive impact on the community partners business.

Client

Claire Mulrone (Community Engagement Manager Ulster University),
Eileen Martin (Science Shop Manager, Queens University Belfast),
Emma Mc Kenna (Science Shop Manager, Queens University Belfast)

Time Scale Important Dates

1st November 2018 (Week 6): Pitch Decks Due
11th January 2019 Project Hand In
20th February 2019 Exhibition Day

Project Description

The Science Shop is a joint initiative between Ulster University and Queens University Belfast, they will celebrate 30 years of this joint partnership in 2019. The project will see the development of an info graphic and motion graphic campaign, a portable exhibition, merchandise and video stories of students, partners and academic staff.

Audience

The Science Shop targets both students and community partners. The Science Shop (based in the university) links the student's to the community.
It is important that all designs are accessible to all students, academic staff and potential community partners. The campaign must promote The Science Shop campaign in an appealing way to encourage participation and funding.

Project Objectives

To create an authentic representation of the Science Shop and the work it does. To modernise the science shop logo and merchandise. To illustrate to the exhibition attendees, (student, staff and community partners) the importance of and the extent of the work carried out by the Science Shop in the last 30 years. This will include;

1. 30th Anniversary Logo and Visual Identity - Modernise and redesign the Science Shop logo and visual identity.

2. A Video Motion Graphic - Visually display the benefits of the work that the Science Shop has done over the past 30 years. (Include statistics)

3. Pop up exhibition - Which are cohesive in design, and are very visual (limited amounts of text). NOTE; client is open to creative display designs.

4. Holding Page - A creative holding page for the links to the Queens website and Ulster website; this may display some videos, pictures, statistics about the science shop projects of recent (client is open to suggestions)

5. Info-graphics (prints) - A series of info-graphics depicting the work of the Science Shop and how it has benefited the community over the past 30 years. (UU and QUB separate)

6. Any other creative merchandise to be approved by the client of submission of design decks.

Style Guidelines

1. The Science Shop Colours (can be found in current logo) and meanings;
Purple: Students
Gold: University
Red: Community
2. Must adhere to the UU and QUB brand guidelines when using each institutions logo etc..
https://www.ulster.ac.uk/__data/assets/pdf_file/0017/206045/Interim-guidelines-May-17.pdf
https://www.qub.ac.uk/brand/

Deliverables

1. A 30th Anniversary logo and visual identity
2. A Motion Graphic
3. Pop up exhibition
4. Holding Page
5. Info-graphics (prints)
6. Any other creative merchandise to be approved by the client of submission of design decks.

This project can be budget friendly design wise as we as a group has agreed to use only free sources, such as royalty free musics, plugs etc. The most money spent on the project will be the printing of the exhibition pop ups stands which are priced below. The rest of the print outs can be carried out in the Ulster University reprographics department which is very reasonable. As the client is open to more creative exhibition designs budget is something that we will have discuss with the client as we progress through the project.

Budget

Logo: £0
Exhibition:
6 pop ups 850mm x 2000mm
£389.94
4 pop ups 2000mm x 2000mm
£879.20
Holding page: £0 (host and domain already paid for)
Motion/Infographic: £0
Video: £0 (try to only use royalty free music and free plug-ins)
Reprographics printing: £50
Estimate Total Budget = £440

Meetings

The minutes of each meeting that we conducted as a group with Adrian and Claire each Thursday in the Agency. During the process of working on the project each week I kept track of the meetings we had as a group and of the developments that occurred during each meeting. Below are the minutes I kept each week.

Meeting 1

Our initial meeting with Claire Monroe, the community engagement officer at Ulster University took place on Thursday 4th of October and lasted around an hour and a half. The aim of this meeting was to get a feel for the work that the science shop does, to brain storm ideas and develop a brief from which we can start working on design decks to be delivered in week 6.

Claire wants to create an authentic representation of the Science Shop and the work it does. She asked us to create a

1. A 30th anniversary logo and visual identity for the Science Shop
2. Pop up exhibition displays, which are cohesive in design, and are very visual (limited amounts of text). The client said that she is open to creative display designs
3. A creative holding page for the Science Shop website.
4. A series of info-graphics depicting the work of the Science Shop. (UU and QUB separate)
5. A motion graphic outlining the working and achievements of the Science Shop
6. Any other creative merchandise to be approved by the client of submission of design decks.

Claire sent us a range of examples of the current Science Shop branding on Base Camp, to give us an idea of what has been done in the past and to help us in direct our projects. During our meeting Claire directed us to the current Science Shop

website and to the living knowledge network which is a data base for Science Shops around the globe. Adrian joined in on our meeting and as a group we began browsing pentagram and brain storming ideas. Claire informed us that the Science Shop slogan was once Ideas, Knowledge, Results, which will help us generate ideas for the exhibition.

I left the meeting feeling tired but ready to creatively tackle the project. We agreed to have a first draft of our production schedule delivered on Base Camp by the end of the day and to have created a brief, that can be tweaked by Claire to suit
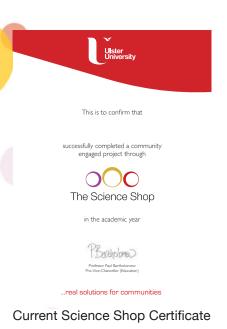
her needs by the next lecture on Thursday the 11th of October.
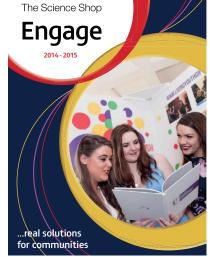
Examples of current Science Shop branding

Current Science Shop Awards Invite

Current Science Shop Certificate

Science Shop Newsletter 14-15

Meeting 2

During the week following our first meeting we began to write the brief. The brief would be an outline of what the client would like to from the project and would look at the deliverables, the time scale of the project, the budget of the project, the design guidelines and the audience that the project is intended for. We brought the rough draft of the brief into this meeting and with Claire and Adrian we fixed any mistakes and incorrect wording. By the end of the meeting we had a brief that we were able to design and post on to Basecamp for Claire to approve.

Meeting 3
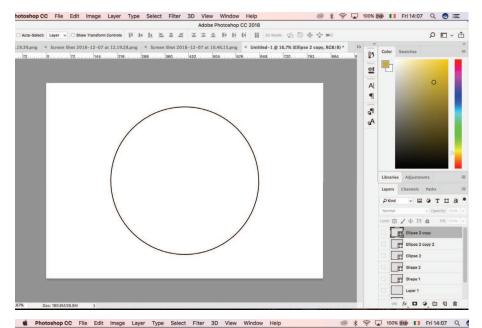
The day after our 2nd meeting the brief was approved so we were able to begin working on our ideas for the Science Shop. We created Idea Pitches to show Claire and Adrian and began working on logos. I showed them my initial logo design. Claire liked the concept of the design but decided that it put to much emphasis on Science, a stigma she was trying to get away from in their branding as the Science in Science Shop covered all areas of research and knowledge across a range of different degrees. I agreed to soften idea for when we presented our initial three ideas in a pitch deck.
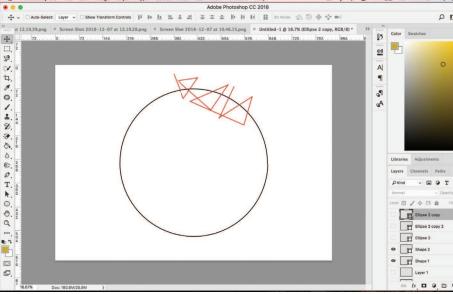
The current Science Shop logo

Initial logo design
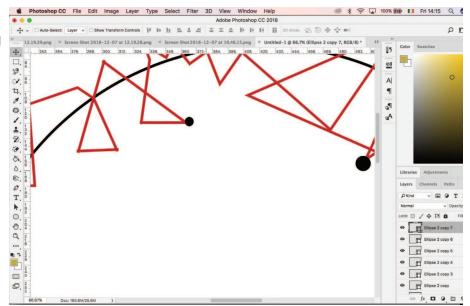
To create this logo I started by drawing a circle in photo shop to give myself a frame to work around.
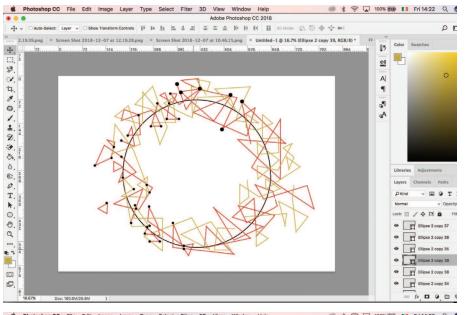
I then created the triangle shapes in red.
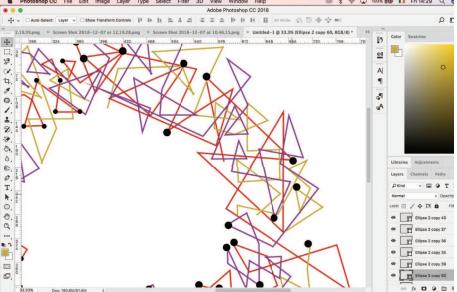
I then began to add black circles in order to link together the shapes and create the atom effect.
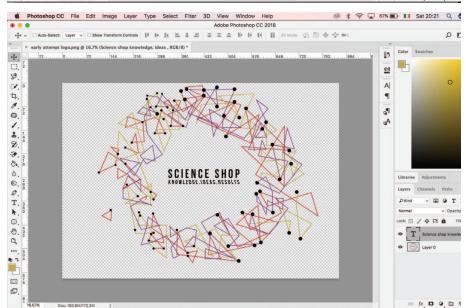
I then added the gold triangular
shapes to the design.
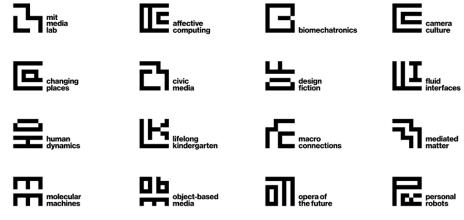
I added the purple triangular shapes
and the black dots to create the
linking effect.
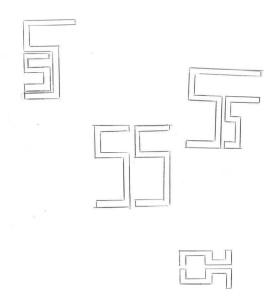
Lastly I added the text to the logo.
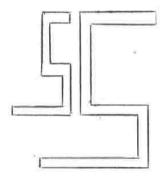
I also created some sketches based on the current MIT media lab logos in order to develop ideas for the Science Shop.

mit media lab

affective computing

biomechatronics

camera culture

changing places

civic media

design fiction

fluid interfaces

human dynamics

lifelong kindergarten

macro connections

mediated matter

molecular machines

object-based media

opera of the future

personal robots

Pentagram, MIT Media Lab (2014)
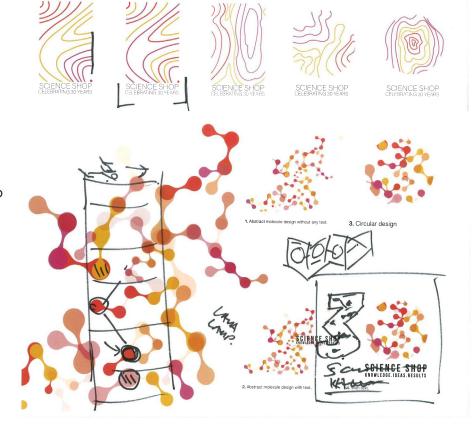
Meeting 4

In this meeting we sat down with Adrian and Claire and looked at our idea decks. They sat with us and went through each idea outlining the aspects that they like and disliked in order to help us decide what we should develop and bring forward into our pitch. We decided to contact Eileen and Emma from Queens to see if they were available to meet so we could conduct our pitch. They were and it was decided to hold our meeting at 2 p.m. on Thursday the 1st of November.

This first page Adrian and Claire didn't think the logo was strong enough for the Science Shop. Adrian said I need to fix the alignment of this logo and the text but they did not choose this concept to carry it through and develop further.

This idea is inspired by the connection that The Science Shop creates between the university students and academics and the local community. The idea with the design of an atom. Atoms are found in everything. Idea that without each of the three aspects none of it would work. I began with a very geometric design but the client said they would like something more rounded and soft.

2. Abstract 30.   3. Circular designs.

SCIENCE SHOP
CELEBRATING 30 YEARS

SCIENCE SHOP
CELEBRATING 30 YEARS

SCIENCE SHOP
CELEBRATING 30 YEARS

SCIENCE SHOP
CELEBRATING 30 YEARS

SCIENCE SHOP
CELEBRATING 30 YEARS

Adrian sketched out some ideas for exhibition stands on this page. Both Adrian and Claire felt that this design was the strongest one that I presented to them and asked me to develop it more. Adrian wanted to see the design inside a number 30.

1. Abstract molecule design without any text.   3. Circular design

2. Abstract molecule design with text.   4. With text.

This is a concept for a exhibition design and a holding page.
For the holding page Adrian wanted me to fix the logo on and correct the position of the Ulster University and the Queens University logo.

Holding Page- Featuring the logo two links for each institution and a moving image gallery along the bottom.

Exhibition- cardboard design, print would be transfered onto the floor.

This is a exhibition design I created, Adrian wasn't sure how this idea would work as it was a doodle wall for guests at the event for people to write about their Science Shop experiences.

TELL US ABOUT YOUR SCIENCE SHOP EXPERIENCE!!

LOOK WHO'S 30!!

DID you IT! yass QUEEN

When YOU LEARN, teAch when you get GIVE.

Doodle wall design

This is a page full of logo designs that resemble orbs. Claire and Adrian both like the colorfulness of this idea however Adrian and Claire did not like the font I used and Adrian questioned my use of feather within a logo.

THE SCIENCE SHOP

Orb with text 1.

Orb with text 2.

THE SCIENCE SHOP
Orb with text 3.

Brush?

STUDENTS

my TYPE

UNIVERSITY

COMMUNITY PARTNERS

Different orbs signifies different areas of The Science Shop

Meeting 5

After this meeting we were to hold our pitch. In this meeting we looked through our pitch decks. I made an error during my weeks work over focusing on my logo design and neglecting the other aspects of the pitch deck. This left me with a disappointing pitch deck that unfortunately was weak, however the experience was a valuable learning curve which will improve my work in the future. I worked throughout the morning to improve the strength of my pitch deck and was slightly happier, although not totally proud in time for the pitch at 2 p.m. However from the feedback I was able to improve the work and create something I was happier with.

Meeting 6

During this meeting we discussed ideas for combining the designs that were chosen during our pitch. We also managed to finalise a logo and began to discuss how it could be used on photographs and other merchandise. We agreed a final design deck would be uploaded on to Base camp by Tuesday as Claire had a meeting in Queens on Wednesday.

Logo on photographs - Initial Idea

Meeting 7

This week we did not have class due to attending the Belfast Media Festival. On the Monday of this week we delivered the final pitch deck on base camp as Claire had a meeting in Queens and wanted to present the final designs at her meeting.
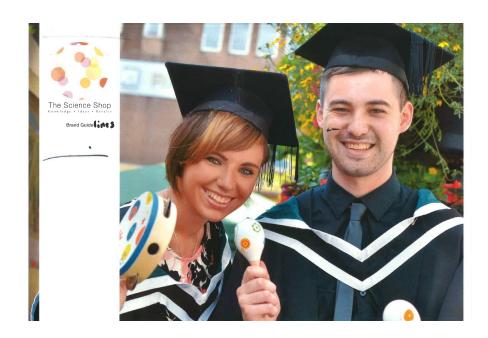
Meeting 8

In this meeting we created a to do list of all the deliverables that need to be achieved by week 12. I created the logo motion graphic and uploaded it onto base camp. I then began to focus the brand guidelines as well to be completed by the next class.

Meeting 9

This week I made corrections on the initial brand guidelines with Adrian and Claire. I also completed the final draft of the motion graphic logo. We created a list of all the deliverables required for the next week.

For the cover page Adrian wanted my to change the title on the cover page to Brand Guidelines and he wanted me to change the long rectangle to a shorter one.

This is contents page of the brand guidelines. Adrian asked me to look for a better quality version of the picture that I have used.

On the introduction page Adrian wanted me to add some of the visual merchandise to the brand guidelines. Adrian also wanted me to take the logo away from above the page numbers

This page laid out the guidelines for the log. Adrian said I had to line out more guidelines regarding the maximum and minimum size of the logo. I had to work on the distance allowed around the logo and lay out the fonts for the user of the guidelines.

In order to maintain a consistent design the specific science shop colors must be used at all times. Colour plays an important part in The Science Shop brand. Each colour represents a different partner under The Science Shop umbrella as follow;

Purple - Students (hex code - #f94f8f)
Gold - University (hex code - #ccb135)
Red - Community (hex code - #ac1f1e)

REPRESENT ???

The Science Shop
Knowledge • Ideas • Results
p 5

On this page Adrian asked me to set out what each of the colours used in the Science Shop branding represent.

Meeting 10

This week I came to class with a second a second draft of the brand guidelines completed. I took scans of the corrections that Adrian and Claire asked to be made

NEW

The Science Shop
Knowledge • Ideas • Results

Brand Guidelines

On the first page Adrian asked me to replace the logo to the print logo that was also developed during this class and to change the colour of the words "Brand Guidelines to white.

On this page I had to continue on the contents. It was also noted that the image from last week has been fixed.

The Science Shop

Knowledge • Ideas • Results

Contents

Introduction

This document outlines the brand guidelines for The Science Shop. This is an exciting time for The Science Shop as the brand is evolving in conjunction with the 30th Anniversary celebrations in February 2019.

This new branding reflects the evolving and modern times that we're in and responds to these changes. The branding reflects the three branches of The Science Shop umbrella, the community partner, the academic and the student.

This dynamic branding will be presented on all The Science Shop, promotional material, media coverage, photography, display stand, merchandise and other paraphernalia.

The Science Shop is growing and adapting to the needs of its students, it's academic and community partners.

To correct this page I have to move the circles over to the other side and change them to the new print logo.

Audience

The Science Shop brand has catered to a variety of audiences. It is vital to keep the audience in mind when designing with The Science Shop branding or writing about The Science Shop. The Science Shop umbrella covers various audiences;

1. The Students
2. The Academics
3. Community Partners
4. Funders
5. Members of the community who benefit from Science Shop Projects.

The student audience will respond positively to a tone that is inspiring and informal, whereas material composed for academics may require a tone that is more direct. Whilst we recognise that different audiences will require different approaches, the tone of voice should reflect one or more of our core brand behaviors.

To correct this page Adrian wanted me to make the middle section stating the clients bigger in order to fill the page better.

Logo

The logo should never be re-created. Always use the master artwork, available from; cm.mulrone@ulster.ac.uk

30th Anniversary Logo

The Science Shop
Celebrating 30 Years

During the 30th Anniversary The Science Shop will be utilising a special 30th anniversary version of the logo. This is a special way to mark the anniversary of The Science Shop and to celebrate the work that has been done and the achievements of The Science Shop over the last 30 years.

Regular Logo

The Science Shop
Knowledge • Ideas • Results

This logo will be utilised from February 2020 onward, after The 30th celebrations have ended.

⌐→

Colour

In order to maintain a consistent design the specific science shop colors must be used at all times. Colour plays an important part in The Science Shop brand. Each colour represents a different partner under The Science Shop umbrella as follow;

Purple - The Students
(hex code - #8f418f)

Gold - University
(hex code - #ceb138)

RGB CMYK

Red - Community
(hex code - #ac1f1e)

The Logo in Use

In our re-branding work for The Science Shop we have developed a strategy to use the logo on folders certificates, photographs or any other merchandise.

Logo Size

The Science Shop
Celebrating 30 Years

This is the smallest that the logo can be used as after this it becomes illegible.
W; 35 mm
H: 50 mm

The logo can go as large as required as long as the quality of the logo is maintained.

Space

If you have to place the logo on the corner of a page used the right hand corner (top or bottom) of the page only. This is because the Queens University and Ulster University logos must appear on the left hand side.

A 10mm space around the logo must be maintained at all times. The logo must always be placed on a white rectangular background and must not be placed on top of any colour other than white.

BLACK .

The Science Shop
Knowledge • Ideas • Results

---

5. On this page I have to check the distance between the two columns of text.

6. On this page I have to get the RGB and CMYK color codes into the brand guidelines rather than the Hex codes.

7. To correct this page I have to check the distance around the smaller logo and change the dashed lines to black. I must also pull in the larger circle in.

Photography

When designing for The Science Shop it is often appropriate to include photography in your work. The Science Shop identifies itself as a genuine, real and authentic brand and this should be reflected in the photography used in related designs.

Do
Commission photography where possible.
Capture both landscape and portrait formats.
Look at things from an alternative/interesting angle.
Include negative space where possible.
Make it relevant to accompanying message.
Feature real people in a natural context.
Capture small, incidental little moments.
Capture Science Shop projects in action.
Use high quality images.

Don't
Use photography that looks staged.
Use glamorous models.
Use stock images.
Use imagery from Ulster Universities or Queen's image bank that is not relevant to or related to The Science Shop.

Here are some examples from The Science Shop image bank;

8. In this page I have to move the text above the pictures down to the left hand collum.

Bad Practice

Logo should not be placed on a black background

The logo should not be placed in a circle, it should not be on the left hand side of the screen nor should it be this small.

It should not be attempted to use the logo without it's white background.

Do not change the colours within The Science Shop logo.

This is not an appropriate way to use the logo to water mark an image.

The logo should not be skewed in any way.

9. In this page I have to move the "Bad Practice" title up on the page.

Good Practice

This is to confirm that

Successfully completed a community engaged project through

The Science Shop

in the academic year

Professor Paul Bartholomew
Pro-Vice-Chancellor (Education)

The logo used correctly on a certificate

The logo being used correctly on a tote bag

Correct use of the logo on a photograph

Correct use of the logo on a web page

10. I have to move the title up on this page as well, Correct the certificate as a new one is beginning created. I also need to correct the image on the photograph. Claire and Adrian would also like about the visual merchandise that is being created for the Science Shop project.

Also in this meeting we decided that the logo wasn't printing well and that the colours needed to be brightened for the print versions of the work. We took the current logo into photo shop and put the saturation up to +55 in order to strengthen the colours of the logo. We also decided to add a full opacity circle of each colour into the logo as well.
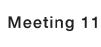
We also decided to add a full opacity circle of each colour into the logo as well.
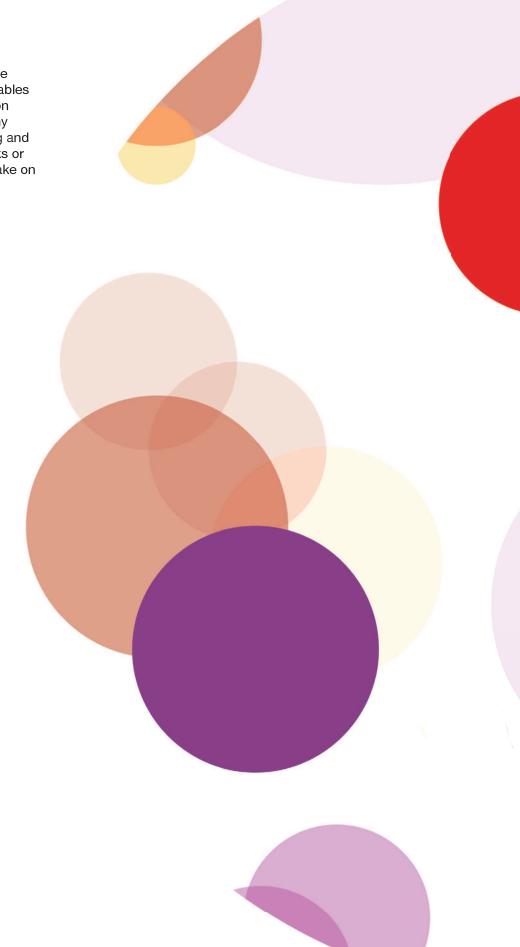
Here is a comparison of the two logos and it is clear that the alternations have improved printed variations of the logo.

Logo before alterations

Logo for print

Meeting 11

In this week we finished up the project. We put all the deliverables into a finished project folder on Basecamp. We finished up any last bits that needed tweaking and asked Claire for any feedbacks or comments that she had to make on the project.

Production Schedule

Week	Task	Aim	Action	Completion
2	Scoping the Project	Research and develop the brief after meeting with the partner.	Each group member will research at least 3 logos, exhibitions, landing pages, motion graphics, infographics and video projects	Class time week 3 (11/10/18)
3	Create the Project Brief	Complete and finalise the brief to send to the partner	Brief to include: • Project objectives • About the client • Time scale • Introduction/Project Description • Style guidelines • Budget • Deliverables	End of week 3 (12/10/18)
4	Generating ideas for the visual identity	Generate at least 3 ideas for each element of the project objectives	Each group member will create at least: x 3 logos x 3 exhibitions x 3 landing pages x 3 motion infographic storyboards x 3 infographics x 3 video storyboards To bring to class week 5	End of week 5 (25/10/18)
5	Finalise Pitch decks	Finalise chosen idea by Adrian in week 5 to create joint pitch deck to being to client pitch.	Each pitch deck will include a complete idea from the chosen identity from week 5: x 1 Logo x 1 exhibitions x 1 landing pages x 1 motion infographic x 1 infographic x 1 video storyboard	Class time week 5 (1/11/18) *PITCH TO CLIENT*
6	Assign and complete job roles.	After pitch to client decide on who will complete each element of the project.	Assign tasks to group members for: Logos - Emily Exhibition - Chloe Landing Page - All group members Motion Graphic - Nutchiraphon and Chloe Infographic - Emily	End of week 11 (6/12/18)
12	Submit finalised projects to client	Bring the project together and submit to client	Collect all deliverables and submit to client	End of week 12 (13/12/18)

Group Work Charter

1. Members of this group will be punctual to group sessions and meetings

2. Members of this group will share the work load equally

3. Members of this group will stick to the production schedule to meet deadlines on time

4. Members of this group will communicate about this project through Basecamp project area

5. Members of this group will attend 80% of group sessions (Member must make group aware of any known absences prior to the group session in order to reschedule meetings if possible)

6. Members of this group will do the work to the best of our ability (level 6 for final year)

7. Members of this group will be determined

8. Members of this group will be oraganised

9. Members of this group will be respectful to other members of the group and to the Client

10. Members of this group will attend the Science Shop event on the 20/02/19 to exhibit the completed project.

Group Member Signature:
Chloe Mc Master

Group Member Signature:
Nutchirphon Williamson

Group Member Signature:
Emily Treanor

Existing Visual Identity

To help in my research I have decided to look at the current Science Shop Visual Identity and to not what improvements I feel could be made and that I will carry into my design decks.

that better reflects the Science Shops new visual identity that we will be creating

Logo

The logo consists of three rings, (purple, gold and red). They each represent a different component of any Science Shop project. The Logo has been recently interlinked by a placement student. However I feel I could show the 3 aspects of a project while maintaining the colour palette in a more visually pleasing and fun manner.

Science Shop Logo (2017)

Exhibition Displays

The current exhibition "pop ups" are dated and feature Ulster Universities old visual identity. The client stated that she would like to see a modern, colorful and visual exhibition display that will look eye catching at the 30th anniversary celebrations and in the background of photos. She wants us to create an authentic repersentation of the Science Shops work.She wants something she can split into two halves between Ulster and Queens.

Science Shop Logo (2017)

Infographics

Each year the Science Shop releases infographics depicting the previous years statistics. For the 30th anniversary infographic we will look at stats from the past five years. We will also be creating an infographic

Ulster University

Student Facts and **Stats**   **2017-2018**

The Science Shop provides community engaged research and learning projects for Ulster University students

Number of **projects**

937

students undertook **projects**

Projects by **Students**

- **Magee   389**

- **Coleraine 54**

- **Belfast & Jordanstown 494**

Number of

63

Community partners

210 Science Shop Projects

Completed

Disciplines

- **Communications**
- **Sports**
- **Interactive Media**
- **Public Relations**
- **Marketing**
- **Business**
- **Criminology**
- **Social Policy**
- **Counselling**

754
Ulster University Business School Students completed **79 projects :**

Magee 389
Coleraine 45
Jordanstown 320

161

Social Science students completed:

- **62 Science Shop projects**
- **16 Dissertations**
- **46 Module projects**

1st

Annual Science Shop Student Awards - prize fund £1,000

won by **Communications with Counselling students**

The Science Shop

For more infromation :
T: 028 7167 5992 **E:** scienceshop@ulster.ac.uk

Department for the
Economy
www.economy-ni.gov.uk

Designed by Lauren McConkey, Community Engagment Placement Student

Science Shop Infographic (2017)

Holding Page

The client asked us to create a creative holding page that will like the two Science Shop websites. (Ulster and Queens) The current holding page is extremely poor and dated and features the old Ulster University visual identity.

Other Creative Merchandise

Both Adrian and Claire suggested to us the creation of other creative merchandise that the client can use with the visual identity on it. This can include cups, T. shirts, business cards, stickers, folders, invitations and certificates. The client sent us some examples of what she currently uses. The examples adhere to the University guidelines and don't represent The Science Shop well as a brand. This is something we could alter throughout our project.

Science Shop Invitation (2017)

Science Shop Folder (2017)

Ulster
University

This is to confirm that

successfully completed a community
engaged project through

The Science Shop

in the academic year

P. Bartholomew

Professor Paul Bartholomew
Pro-Vice-Chancellor (Education)

...real solutions for communities

Science Shop Certificate (2017)

Audience Profiles

I decided to complete some audience profiles in order to establish what each audience member would need to gain from the designs that we would be creating for the Science Shop.

Audience Member 1 - The Academic

Sandra is a history lecturer at Queens University Belfast. She has heard of The Science Shop in passing but only took notice when she saw the new branding around the Queens campus. She liked the new branding as it looked inviting, accessible to her students and cutting edge. When she looked into the project further she new it would be beneficial for some of her students to complete Science Shop projects as part of their dissertations , as they would gain some credible experience working with a community partner and they would be able to complete some rewarding work.

Audience Member 2 - The Student

Olivia is a ceramics student at Ulster University Belfast. She heard about the Science Shop when her lecturer mentioned an opportunity to complete a tutoring in schools Science Shop project. Olivia was really interested in participating as she is considering going into teaching after her degree.

She wanted to know more about the Science Shop so she went online to look it up. The landing page peaked her interest in completing a Science Shop project even more as the page looked modern and the projects depicted in the photographs looked hands on and fun! The Science Shop was able to offer Olivia the hands on and awarding experience she needed to improve her chances of being accepted into a PGC course for teaching later on.

Audience Member 2 - The Community Partner

Bernice works for a woman's charity in Belfast. She first heard about the Science Shop at a meeting on Jordanstown campus and decided to look into it more. She liked that all the branding was accessible and was equally focused on creating bonds within communities as it was academia.
She was excited about creating a link between her charity and young woman who attend the university and she was glad to see that all parties involved reaped the benefits of the hard work the students completed. She hopes to become a long term community partner with The Science Shop.

Production Research

Logo

I looked at a range of different logo's in order to get inspired for The Science Shop visual identity and to begin creatively thinking about the project.

MIT Media Lab Branding
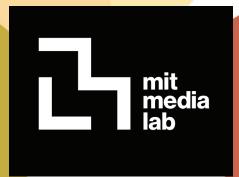
When researching logo designs I looked at the MIT Media Lab branding. I began focusing on the new branding created by Pentagram design Michael Bierut in 2014. The Pentagram Designers used a simple ML monogram to serve as the logo for the Media Lab, Bierut created abstract set of pixel-art hieroglyphics to brand each of the 23 branches of the Media Lab. Using the same underlying grid, the designers extended that identity to each of the 23 research groups that lie at the heart of the Lab's activity. I sketched out different ideas and forms of the logo inspired by the MIT branding in order to generate ideas.

MIT Media Lab 25th Anniversary Branding

I also took a look at the MIT media lab 25th anniversary logo. The 25th anniversary logo was a beautiful reflection of the Media Lab as a colourful, spinning umbrella. All though it was criticised and subsequently changed as it was not static and not easily identifiable and associated with MIT Media Lab, however I am interested in exploring the use of movement or gifs in my logo designs. I felt the 25th anniversary logo was a key design to look at as it explores how to link the three colours in a creative way. I played with the science shop colours to create inspired logo design.

OCAD University Branding

In 2011, OCAD University, Canada's preeminent art and design school, sought a new visual identity that would reflect the 135-year-old institution's desire to move quickly into the future. The three squares could be recreated to incorporate the three colours of the science shop logo. The University Plays with the logo regularly, creatively incorporating student artwork into it. This is something that I hope to explore as I can use this to display the 30th anniversary aspect of the logo.
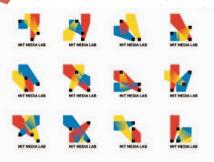
MIT, Pentagram (2014)
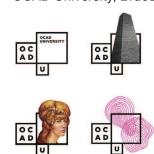
MIT, E Roon Kang and TheGreenEyl (2011)

OCAD University, Bruce Mau (2011)

MIT, Pentagram (2014)

MIT, E Roon Kang and TheGreenEyl (2011)

OCAD University, Bruce Mau (2011)
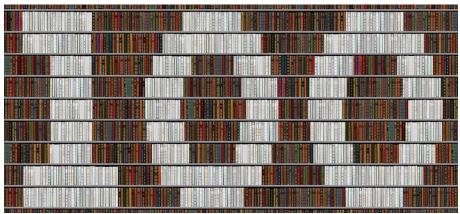
Exhibition

Part of the project is to create an Exhibition display. I researched some designs to inspire me and I looked at some of the designs that Claire flagged up for us on Basecamp.

New York Public Library Celebrating 100 Years.

This is the design for the 100th anniversary of the New York Public Library Exhibition which was designed by Pentagram. The designers utilised the image of books on a bookshelf to create the 100 and, different artifacts in the library to also create this walk around exhibition. The design uses the artifacts cleverly and the design of the exhibition cleverly compliments the space.

The walk around exhibition is very visual, something that Claire specified that she likes. The walk around features little text and focuses on imagery.

Celebrating 100 Years, Pentagram (2011)

Celebrating 100 Years, Pentagram (2011)

Celebrating 100 Years, Pentagram (2011)
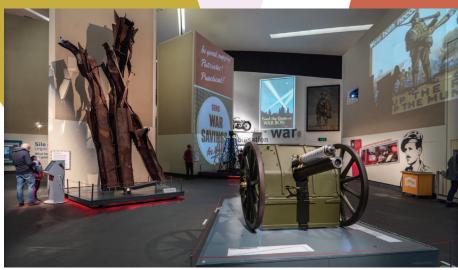
Imperial War Museum Manchester.

I looked at this museum design as inspiration for my exhibition design as I was inspired the museums use of projections as i feel it adds another dimension to the exhibition. I hope to create a logo that can be projected around the exhibition space as I feel this will immerse that audience in the colours and visual identity of The Science Shop.

The exhibition at the Imperial War Museum is very visual and immersive, something that I would like to create in my work

Imperial War Museum, Manchester

Imperial War Museum, Manchester

Imperial War Museum, Manchester

"an exhibition is a room with a plot"

An an exhibition is a room with a plot is like something I've never seen before but it could be incorporated into The Science Shop exhibition design. As it is extremely visual and features no text at all. The exhibition is eye catching and would be remembered by everyone who visits it. An exhibition is a room with a plot was designed by Pentagram, I also like how the exhibition spills out to the facade of the building and through the corridor of the building as you approach the exhibition something we could incorporate into the design.

"an exhibition is a room with a plot", Pentagram

"an exhibition is a room with a plot", Pentagram

"an exhibition is a room with a plot", Pentagram
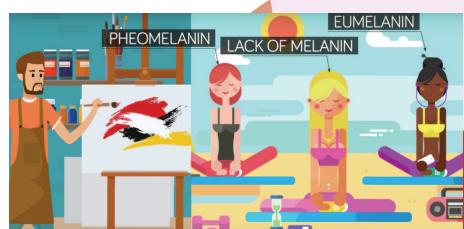
Motion Graphic

For the project we our required to create a motion graphic that will act as a kinetic interpretation of our infographic I looked online at some inspiring examples of this done in order to gain some project inspiration.

The Infographic Show

When I first typed 'Infographics' into You Tube I was overwhelmed with the amount of infographics that had been created by a You Tube channel called 'The Infographic Show'. 'The Infographic Show' use animated characters in order to display the information that the infographic is about. I like this imaginative and fun approach and I feel a character would look well as part of our infographic. However I feel these infographics are over complicated and can cause Cognitive Load, causing the audience to miss vital pieces of information that we are trying to convey to them.

1. This infographic teaches the user about skin and hair colour. The video is using the trope of the artist to 'paint' the skin colour on the characters. They also show the effects of the sun on each of the skin types.

The Infographic Show - Why Do We Have Different Skin, Hair and Eye Color? (2018)

2. In this portion of the infographic the video the three different female characters to teach the audience about eye colour and the pigment associated with eye colour.

The Infographic Show - Why Do We Have Different Skin, Hair and Eye Color? (2018)

3. In this screenshot the video is explaining the evolution of skin colour through time and showing us what pigments are dominant in each area. The infographic show utilise's characters throughout their infographic's in order to bring their facts to life.

The Infographic Show - Why Do We Have Different Skin, Hair and Eye Color? (2018)

Care to Click Infographic

This infographic is dynamic and does an effective job at displaying the facts figures and statistics that it needs to.
I liked the story arc of the infographic as it gives away some facts and figures and before revealing what the infographic is about. The infographic can also inspire the 'path' and 'icons' designs that we have discussed as a group. I lastly felt the voice over used was effective.

Care to Click Infographic - Motion Design Commun (2012)

1. This motion graphic uses smooth animated scenes along side the statistics in order to display the information and put the information within the setting.

Care to Click Infographic - Motion Design Commun (2012)

2. This motion graphic also utilises icons. This motion graphic mixes a minimal style with the style of the forest and other locations within the motion graphic.

Global Warming Motion Graphic

What I liked about this motion graphic is how the elements pop up one by one. I feel maybe the statistics could perhaps pop out of a logo we design rather than a world. Although a map of Northern Ireland with the 5 University campuses with the statistics appearing from it would also work. The motion graphic has very small text and the globe is tiny in the middle of the screen, this is something that I would change when using this design for inspiration.

1. In this scene the designer uses the trope of a question mark in a stylish manner in order to pose a question to the audience.

Global Warming Motion Graphic (Indonesia) - valiana sandra (2015)

2. Similar to the other motion graphics that I have like this motion graphic uses the characters acting out a scene to depict the relevant information.

Global Warming Motion Graphic (Indonesia) - valiana sandra (2015)

3. This scene uses a globe to depict the earths rising temperatures.

Global Warming Motion Graphic (Indonesia) - valiana sandra (2015)

Infographic

As well as a motion graphic we have been asked to create a static infographic for the Science Shop. This image will be placed on screens in the two Universities and will also be printed and passed out.

Water Saving Tips for Your Home
(guaranteemyloan.co.uk) (2018)

I was inspired by this infographic as I like it's use of limited colour, something that we would have to consider in our design as we have a set colour palette. I like the linear design of this infographic and also how it mixes some fun facts for example the hippo one with some more serious one make the infographic memorable.

Namibia Infographic
(Pinterest) (2012)

I like this infographic as it not like something that I commonly see from day to day and nothing like The Science Shops current infographic. I feel that different photographs could be used to represent different sections of The Science Shop. Similarly the statics shown could be relevant to each picture shown and arrows could be used to point to the relevant parts of the picture that a statistic is pointing to for example students.

Cornwall By Design
(Pinterest) (2012)

This infographic is inspiring as I have looked at many circular designs for my logo and visual identity. I feel it could be interesting to place the infographic with in the logo similar to the one below. I like how the infographic utilise's a small colour palette but different shades. This is something that we will need to do for The Science Shop as we only have the three main colours to work with, however a secondary colour palette could be interesting to look at.

WATER SAVING TIPS
For your home

Set a timer when you shower
An 8 minute shower = 34p = £124.10 per year
A 5 minute shower = 21p = £76.60 per year
A family of 4 can save £190 a year from shorter showers.

Average family of 4 with a garden spends **£587** on water a year

Put a hippo in your loo – Save 1 Litre Per Flu
A water displacement device called a Hippo, dropped in your cistern saves water and is often free via your wate company.

A tap that drips once a second wastes **27,000** gallons of water annually

Washing Up – 50% less water
A washing up bowl or plug in your s reduce water wastage compared wit running a tap.

Upgrading to a modern washing machine can save ov **50%** on water waste

Trigger Hoses - Costs £5-8
Switch from continuous flow to stop/start trigger hoses. They can save up to 50% on the amount of water used.

water the garden in the evening to minimise evaporation

Mulch reduces water evaporation by **75%** and supresses weeds

Fill your washing machine up
A full load is a more efficient use o water and electricity.

Similarly don't run a half full dishwasher, plates also don't need to be rinsed before they go in first.

Tap Insert
You could save up to 36 litres per day. They aerate the water so you use less without compromising on flow. Free or cheap from most water companies.

The tap water the UK is amongst best in the worl

Cornwall By Design:

25 Doft talks given internationally

International
Visitors to Doft Cornwall from 10 countries

8 months ahead of schedule, targets achieved

500 people engaged

Bringing people together to create change and make good things happen

Skills
New Work

Cornwall GDP

200 residents of 1,000 population engaged in the project

Social Innovation
Designing Communities

80% of consumers said Cornish produce could benefit from better promotion

4.5m tonnes of CO_2 emitted from Cornwall into the atmosphere each year

A component that could supply power to the National Grid

Linking buyers and sellers of Cornish produce

Enterprise
From Cornwall with Love

Big Society

Ideas
Serious Play

149 ideas submitted to the website

35 - 45 schools took part in the project

Sustainability
Eco Design Challenge

£6,500

Connected
Share the Road

£6,500 awarded to pupil to refurbish their school

Catalysing an innovation-led approach to public services

Design
Big Design Challenge

3/5 new service concepts at the prototype stage

New Thinking

Jobs this way

H_2O

84 challenges submitted

Skills
50+

Hired

Social Innovation
Designing Communities showcased design as a tool to stimulate community engagement and nurture social cohesion; as a result a vibrant new neighbourhood centre is much closer to becoming a reality.

International
Doft resonates across the globe drawing visitors to the county from around the world to hear project stories first hand.

Skills
New Work targeted local people at risk of redundancy, improving the signposts to new employment opportunities in 21st century Cornwall.

Big Society
Doft worked at grass roots level to support new ways of bringing people together to create change and make good things happen.

Enterprise
From Cornwall with Love worked creatively with businesses, consumers and others to increase the visibility of local products and produce; as a result a Cornish hamper was marketed and sold by a London retailer.

Ideas
Serious Play co-designed play equipment with children and community groups to educate, create energy and inspire a new generation of play; it will be installed at Gweal an Top in Redruth.

Sustainability
The Eco Design Challenge got year 6 pupils across Cornwall to explore what design could do to reduce the ecological footprint of their school, with the winning school hoping to make their proposal a reality.

Design
The Big Design Challenge uncovered what matters most to people and, through community action, helped them to co-design practical solutions with the potential to improve lives.

New Thinking
Doft has helped catalyse an innovation-led approach by Cornwall Council in the creation and delivery of public services across the county.

Skills
50+ worked with people and businesses to co-create ways to help older people find new work and stay in their jobs for longer. Three of the concepts developed during the project are being prototyped by Inclusion Cornwall.

Connected
Share the Road is developing an innovative transport club, relevant to local needs, that addresses the problems of traffic and parking congestion.

POPULATION
2 324 004

NAMIBIA

2012

121
NEW BIRD SPECIES

42 DAYS

26 DESTINATIONS

NIGHTS IN A TENT

3 BEST SPOTS

ETOSHA

SOSSUSULEI

NGEPI

MOST MEMO RABLE THING

THE SPACE

BED NIGHTS

WOUNDS

FISH SPECIES CAUGHT

SWEET SWEET NAMIBIAN BEERS

1% RAIN
99% SUN

GRAVEL

TAR

Holding Page

We are also required to create a holding page for the science shop website, www.scienceshop.org. This will link Ulsters Science Shop website to the Queens one. The client is open to creative options and a more interesting portal to the existing one which is old and outdated.

App Manager 5.0

This is a holding page counting down to the launch of a new app. I liked it for it's use of infographic on the holding page rather the more obvious use of logo and imagery.

App Manager 5.0

Zova

I liked the simplicity of this holding page. I can envision something similar for the The Science Shop. I can see a motion graphic version of the logo and the two links on a simple but visually intriguing holding page.

Zova

NC-Hold Coming Soon Page

I felt that the NC-Hold Coming Soon Page is visually beautiful. I feel a similar idea would work with my atom design that I will be showing later in this production log. I can visualise the atoms moving around in the space around the links to the two websites.

NC-Hold Coming Soon Page

Merchandise

As part of the brief we had to come up with a range of merchandise that would sit along side The Science Shop rebranding. Claire said she wanted a corporate gift to give the attendees at the 30th anniversary. I researched ideas for the corporate gift online.

Desk Calender

Firstly I came up with the idea of a desk calender for the Science Shop. I thought it would be nice to place some of the pictures from over the last 30 years on each month and would be something that each of the guests would get use out of throughout the year. This calender incorporates information about the different plants on it. This idea could be incorporated into our calender and we could display information about some of the Science Shop projects

Akmara Design, Phytochemindo Calendar 2016

Travel coffee cup and water bottle

We would also like to create a travel coffee cup and water bottle, with the logo and branding on it. We feel this is a practical and useful gift to hand out at the anniversary celebration. I liked the simple design of the Starbucks coffee cup. I want to create a water bottle that would match the coffee cup so I would be opting for a thermal one in a matching design to the coffee cup, rather than a plastic one.

Starbucks, 2018

Old Navy, 2018

Note book

Claire also wanted a notebook that could be used as a corporate gift, that the recipients would be able to keep for a long time. But would also come in useful for the science shop staff. She sent us this image of a notebook on to basecamp.

Amazon, 2018

Lanyards

I thought of lanyards as a useful piece of merchandise to create as a corporate gift but may also be nice and come in useful for the staff of The Science Shop. I liked this one as the sunflower pattern is placed all over it rather than just putting one science shop logo on the lanyard

T Shirt

Claire also suggested to us creating a t shirt for the science shop staff to wear. She wanted something with the logo and the website url on it.

Tote

As a group we felt a reusable tote bag would be good for the science shop event as it can be used to put all the other gifts and leaflets the attendees may receive at the event in. I also feel that a tote bag would make a good gift as it would come in useful for attendees and The Science Shop staff.

Mug

Lastly we decided that mug would be a good corporate gift as the mug would be handy in offices for tea or to hold pens and pencils

Competitors

For this project I looked at some organisations that also have partnerships with the community and compared The Science Shop to them.

Foróige
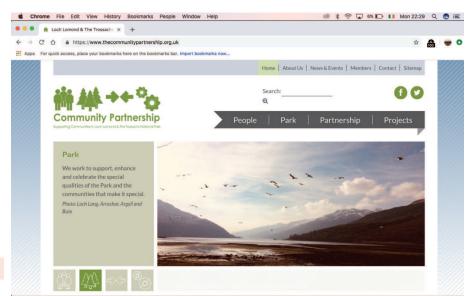
Foróige is the leading youth organisation in Ireland and has been working with young people for 66 years. Their purpose is to enable young people to involve themselves consciously and actively in their development and in the development of society. They work with over 50,000 young people aged 10-18 each year through volunteer-led Clubs and staff-led Youth Projects. Foróige currently operates in 26 counties in Ireland, with more than 600 Clubs. The club encourages young people to take responsibility for themselves and to be part of shaping the world around them while developing their talents, skills and abilities. Like science shop; Foroige connects the students (club members) to community partners. However, their students would be younger than those completing science shop projects (Foroige members are secondary school age 12 – 18) Claire said in our initial meeting to create separate info-graphics and videos displaying the work of each university's Science Shop separately but having looked on Foroige's website I am beginning to consider targeting the students and community partners separately instead as they are the two different audiences we have to consider throughout our project. Foroige catalogues all its work and describes what it can do to help the community and to help the participating student. Its website is comprehensive and has a wealth of information about the club. This is something that Claire has expressed in our first meeting, she wants the science shop projects documented authentically

Foróige website 2018

to give visitors and interested participates a realistic idea of what it would be like to participate.

The Community Partnership – Supporting Communities in Loch Lomond and the Trossachs National Park

Is a membership organisation run by its members for the benefit of all communities in and around Loch Lomond and the Trossachs National Park. They provide guidance, support and information to help communities work together to shape and enhance their own community. They aim to work closely with communities and other partners to build confidence through training, access to resources, events and project support. They were established in 2004 and aim to; Build strong and vibrant communities, bring communities together to share experience, to learn and grow individually and as a whole Park community, encourage communities to take an active part in their development that celebrate an enhance their special qualities and those of the National Park and support the development of projects that will benefit communities and underpin the aims of our work. The website is aimed at the community itself to pull together and work for the greater good of themselves. The Science Shop links the students (who have come to the area through their studies) to people in the wider area who they perhaps would have not otherwise met. The Community Partnership website is very thorough and features a community news section which could be utilised within The Science Shop website.

Community Partnership website 2018

University Alliance

University Alliance is a group of universities with a common mission to make the difference to our cities and regions. They use our experience of providing high quality teaching and research with real world impact to shape higher education and research policy for the benefit of our students and business and civic partners. University Alliance encourages deep and sustained partnerships with the schools where these students typically study. in their report University Alliance highlight the benefit of their project to both the community and the student; academically, personally and in finding employment and progressing after their degree.

University Alliance also emphasise making the Universities more accessible to those who might not have considered or have had the chance to attend. I have felt first hand that the science shop, in first year I participated in Generation Animation; a science shop oraganised project. Each week the primary school students came to the university to participate in an animation workshop led by the university students. The primary students got a chance to experience the university for the first and it gave them a chance to consider what university could teach them. It also gave them a first experience of using digital media such as iPad animation, in order to be creative, something they can explore with the skills they learned at Generation Animation

Mood Boards

In order to gain an idea of how each of my ideas will look together visual I created three mood boards. These mood boards help me get started with my deigns, decide what I like and dislike and what I want to create with my visual identity. The three mood boards represent,

1. An Atom Inspired Design
This mood board is inspired by the idea of an atom, how each part of the Science Shop is vital to make up the entire Science Shop, and the idea of connections and the interlinking parts of the Science Shop. I looked at different images of atoms an how the linked to each other and at other brands with visual identities that use interconnecting lines and shapes, in order to inspire this idea.
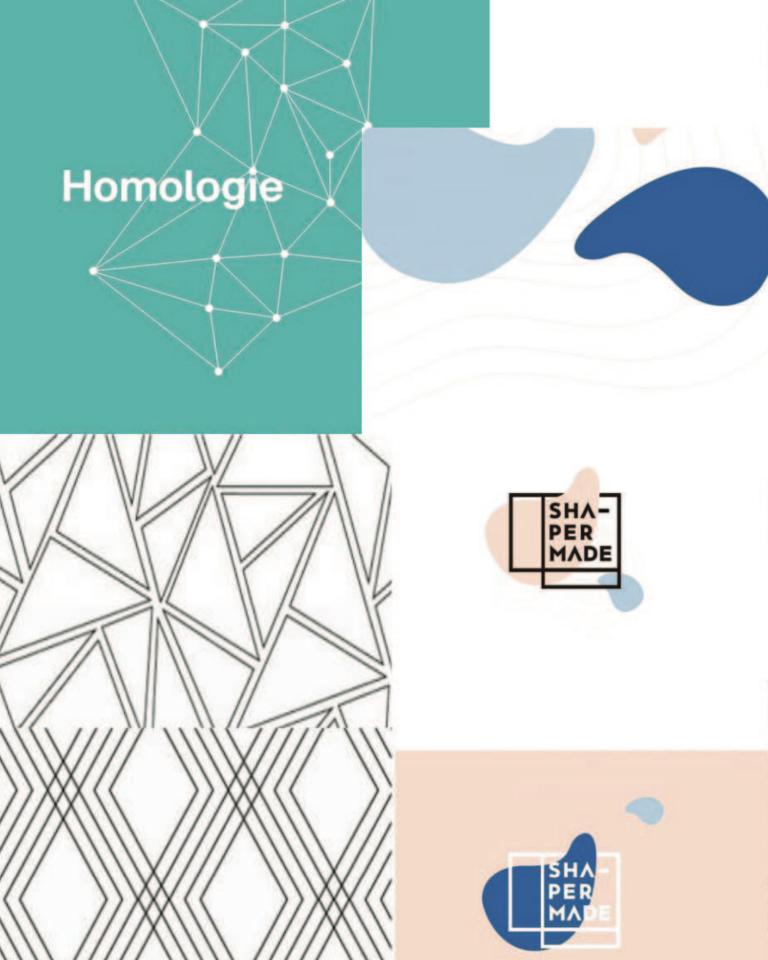
2. Doodle Wall Inspired
Claire suggested to us the idea of creating a doodle wall for people to write their experiences about the science shop on. I decided to use this concept to inspire a visual identity for the Science Shop. I looked at some brightly colored visual identities in order to inspire this idea.

3. MIT Inspired.
Lastly I looked at the MIT visual identity in order to inspire my idea. I liked the layering of colours and felt this could be incorporated well into the science shop visual identity. I looked at some other branding that featured the layering of colours within the visual identity.

Homologie

SHA-
PER
MADE

SHA-
PER
MADE

Air Diagram   Area Grouping   Centralised Burst

Centralized Ring   Circled Globe   Circular Ties

Elliptical Implosion   Flow Chart   Organic Rhizome

Radial Convergence   Radial Implosion   Ramification

Scaling Circles   Segmented Radial Convergence

CONSCIOUSNESS

NAUTILUS

WHY   WHO ARE   CAN WE   WHAT

to THE SONG They're playin on the RADIO

I CAN BE WHAT I WANT TO BE

PEN FOR ALL

I WANT to SEE I WANT to KNOW I WANT to LEARN THEN I WANT to BE ...

266
67
EDUCATION FOR DREAMING ABOUT THE FUTURE

PEN FOR ALL

I WANT to SEE I WANT to KNOW I WANT to LEARN THEN I WANT to BE ...

266
67
I CAN BE I WANT TO BE

BE YOURSELF GO FOR A HAVE A STROLL! CHAT! RELAX! NO WORRIES BE KIND DO WHAT TO YIZZER MAKES YE MIND ♥ HAPPY! STORMS DON'T STAY STRONG LAST FOREVER HUN

YOUR LOGO

MIT MEDIA LAB

MIT MEDIA LAB

MIT MEDIA LAB

PURPOSE-
BUILT
PORIRUA

Shelters

*8

Shelters energize space by defining it and dividing it in unexpected ways.

In a large office they may break up the footprint, restoring human scale to an expanse of open space. The effect of these structural eccentricities is to enliven the environment at large and convey an atmosphere of playfulness and offbeat thinking

CASUAL	FORMAL
FIXED	FLEXIBLE
SOLO	COLLECTIVE
FOCUS	EXPLORE

MAKROHANG

2015 11 09
INSTANT

Partager les modes constructifs

Partager les démarches d'aménager

OC
AD

Design Deck 1

Idea 1

Logo Design

This was the first logo idea that I developed for the Science Shop. It was based on the interconnecting parts that come together under the Science Shop umbrella. The idea is inspired by the connection that The Science Shop creates between the university students and academics and the local community. The idea with the design of an atom. Atoms are found in everything. Idea that without each of the three aspects none of it would work. I began with a very geometric design but the client said they would like something more rounded and soft and that is what I have attempted to create here.

Holding Page

I created this holding page to match this design. I used the line pattern that i created earlier and layered it over the image of students walking on campus. It is intended that these lines will be animated. I placed the logo in the center and added to padded buttons for each university.

Infographic

I created this infographic by drawing the shapes into illustrator and then layering them over an image. I tried to alter the logo to match the style of the infographic however as a design I don't feel this design works. Though I feel it would function well as a motion graphic also.

Idea 2

Logo Design

This idea also depicts the links created within the Science Shop and the three different parts that make up the whole science shop. I created this link shape in three different opacities and connected them together. I cut this pattern out in the shape of a circle in order to create a sphere like shape.

Holding Page

I created this holding page to match this design. I used the link design over a slide show of images. It is intended that the link design would be a gif and would move.

Exhibition

The exhibition design that I created here emphasise the idea of links more. The link design carries throughout the display boards. It also reinforces the tag line Knowledge, Ideas, Results.

Idea 3

Logo Design

For this design concept I created a pattern and selected two different logos from with in the pattern. This design still depicts the links idea although in a different way and in a minimal form than before and similar to the original branding. Claire said she wanted us to create a design that is similar, modernisation of the current branding and this design acts as that.

Holding Page

This holding page features the pattern I created in the background. The Queens and UU logos are placed on top of this on top of opaque circles.

Idea 4

Logo Design

This logo design is based on the merging and mixing of the three science shop colours. The design is quite orb like and the intention for it is that the logos would mix and move as a motion graphic similar to the work done for the MIT media lab.

Holding Page

I created two holding pages for this design. The first one is a simple logo in the middle of the screen that will move and change.

The second is the logos again moving but in front of an image of a Science Shop activity.

Exhibition

To go along with this design I also created a doodle wall which we discussed in a previous meeting. The doodle wall asks the guests at the celebration to write about their experience with the Science Shop. The design is in a doodle hand written design and features some quotes about education.

Feedback and Evaluation

Idea 1

The first design was immediately disliked by Claire and Adrian. I feel that the different elements of this concept are not consistent and although it stemmed the logo ideas to come it doesn't work over all, although I do personally like the font used.

Idea 2

This concept works the best out of all designs I created although Adrian and Claire felt that the font did not work and needs fixing. They liked the circular design best and I will be developing this concept for the pitch next week.

Idea 3

I personally like this concept but Claire and Adrian weren't as sure. However it has encouraged me to continue the idea of using patterns throughout the rest of the branding.

Idea 4
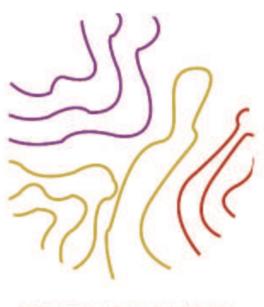
Claire and Adrian liked this concept but Adrian questioned the use of feather in a logo. Claire liked the idea of a doodle wall and is interested in using it however it is hard to know how to control this on the day.

Idea 1

Logo designs
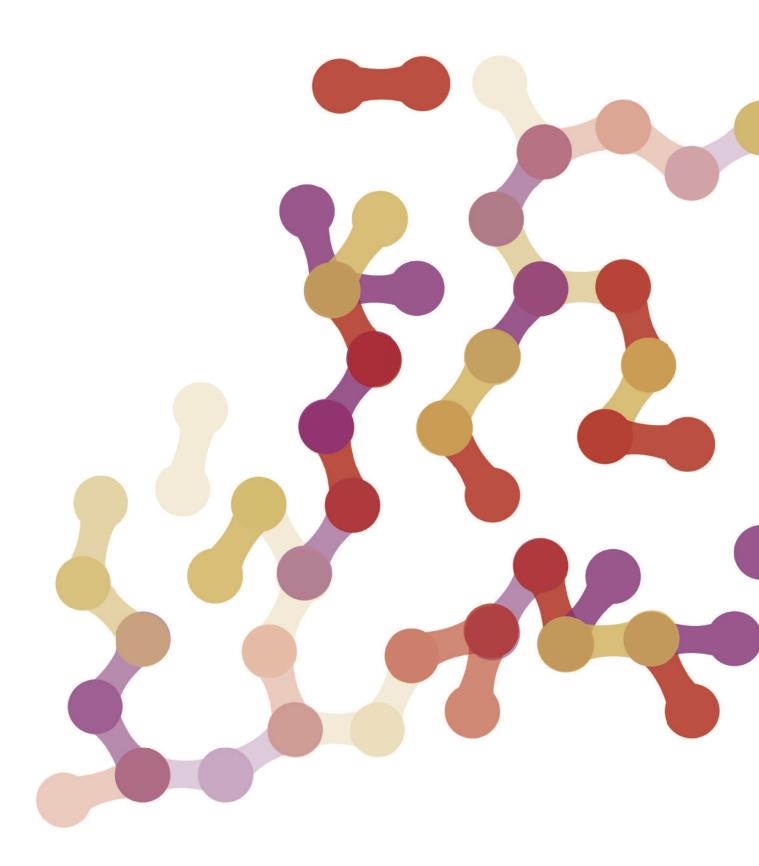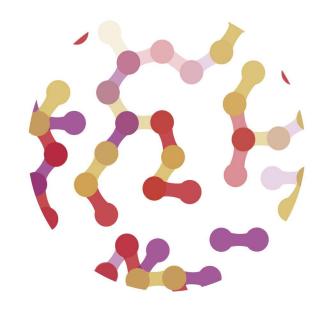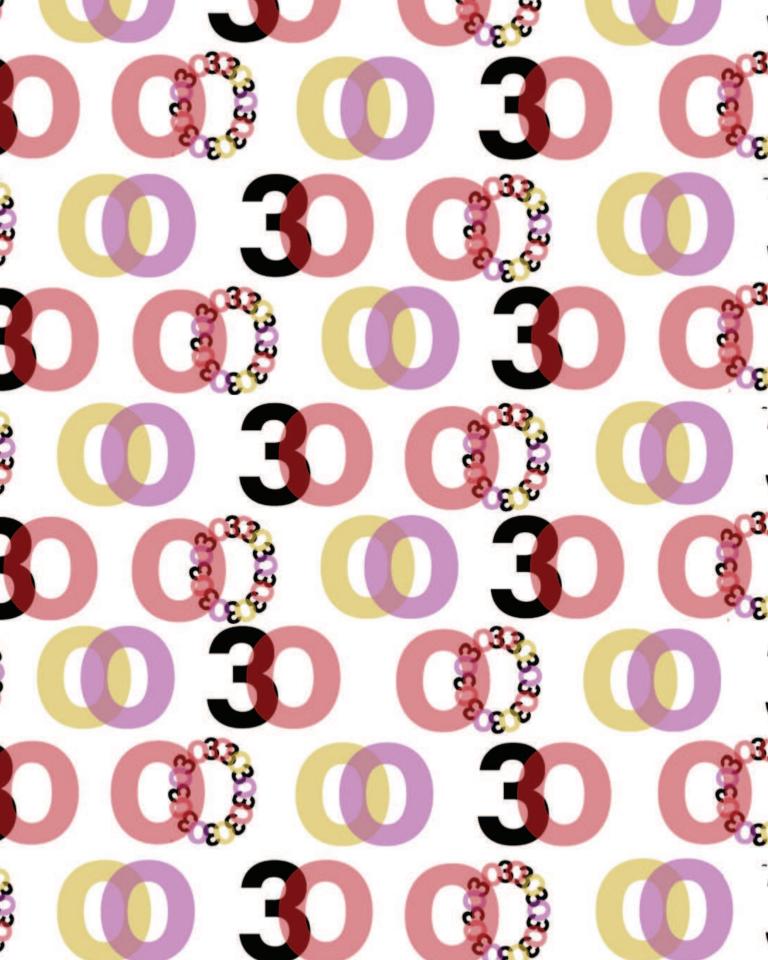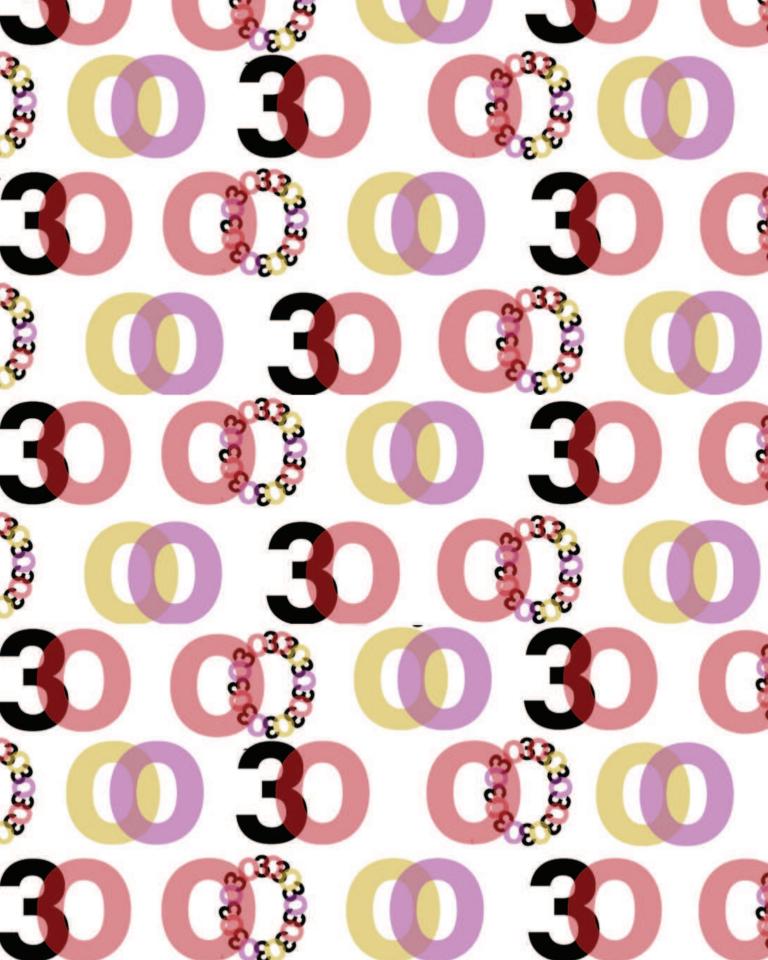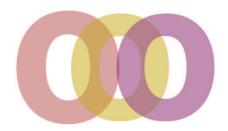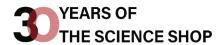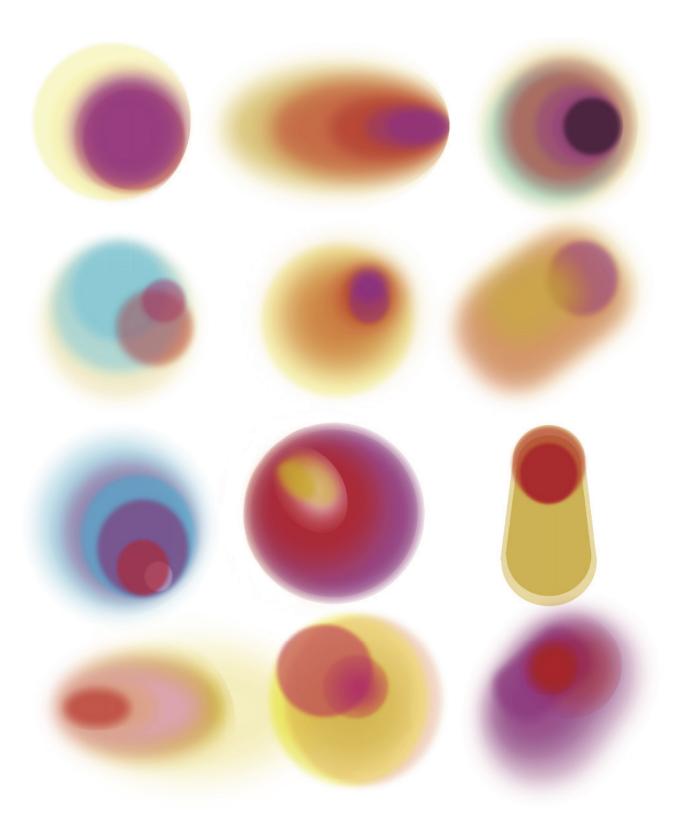
Holding Page

Infographic

Logo Design

THE SCIENCE SHOP
KNOWLEDGE.IDEAS.RESULTS

THE SCIENCE SHOP
KNOWLEDGE.IDEAS.RESULTS

Holding Page

Exhibition Design

Idea 3

Logo designs

3O YEARS OF
THE SCIENCE SHOP

Holding Page

Idea 4

Logo Design

STUDENTS

UNIVERSITY

COMMUNITY PARTNERS

THE SCIENCE SHOP

THE SCIENCE SHOP

THE SCIENCE SHOP

Holding Page

Click for Ulster University

Click for Queens University

TELL US ABOUT YOUR SCIE

LOOK WHO'S 30!!

When YOU
LEARN, teACh
when you
get GIVE.
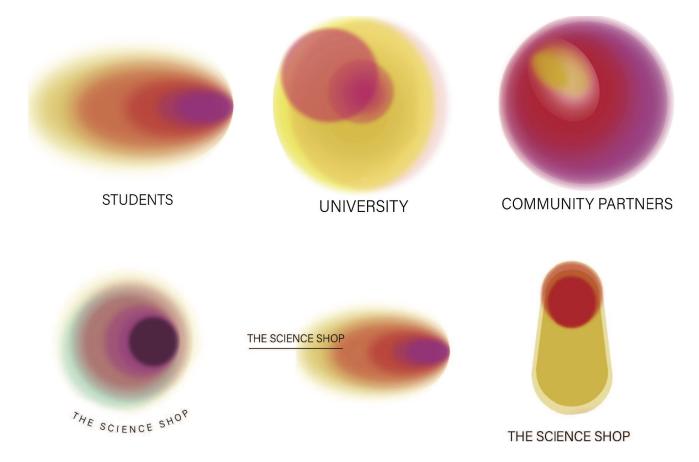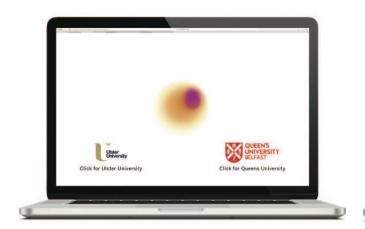
NCE SHOP EXPERIENCE!!

DID
you IT!
yass
QUEEN
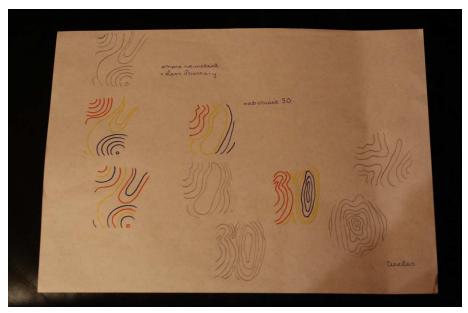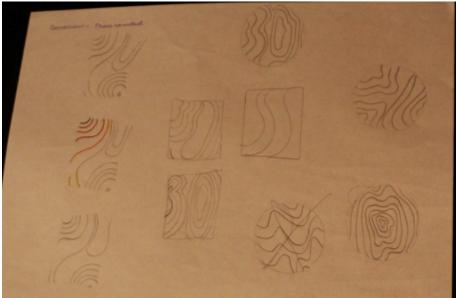
Design Deck 1 - How it Was Made

Idea 1
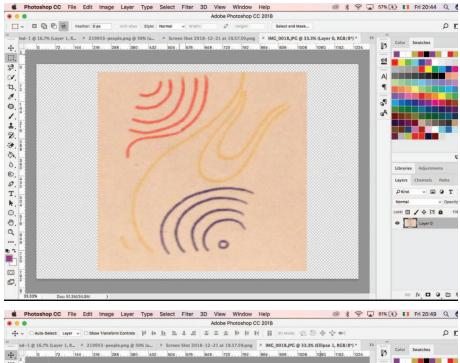
Logo

1. To being this design I drew the shapes out on paper.

2. I then placed the drawn out image's into photo shop so that I could tract over them with the pen tool.

3. I cut the design out with the rectangle marquee tool to create a perfect rectangle and I delated the drawing in the background.

4. I then placed the text underneath the logo. I used the font Arial Narrow in all caps under the logo. I repeated this process with the 5 different designs that I created.

Landing Page
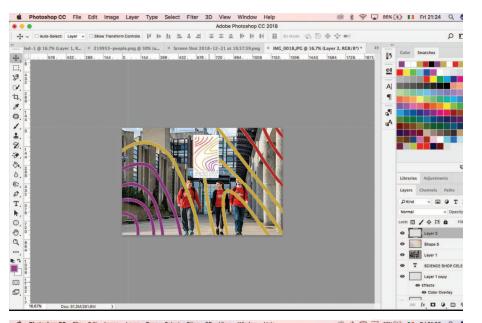
1. To create the landing page I got an image of students walking together on the Jordanstown campus. This image will be changed out for a Science Shop on to maintain the authentic brand values of the Science Shop.
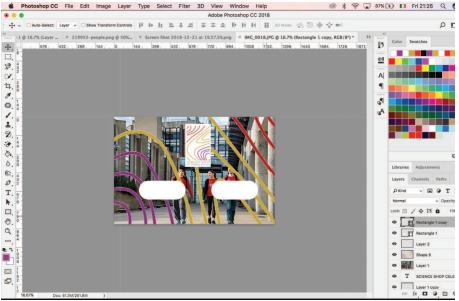
2. I then placed the logo pattern over the image. It is intended the pattern would move like a wave in the finalized product.
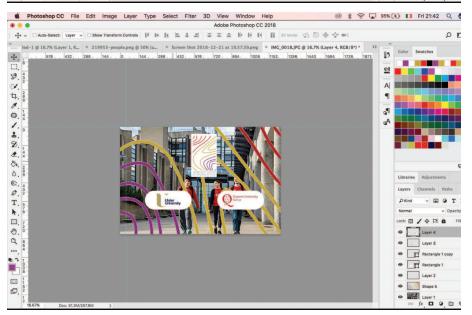
3. I put the logo over the design.

4. I then created two rounded boxes (buttons) that I could place each intuitions logos inside of.
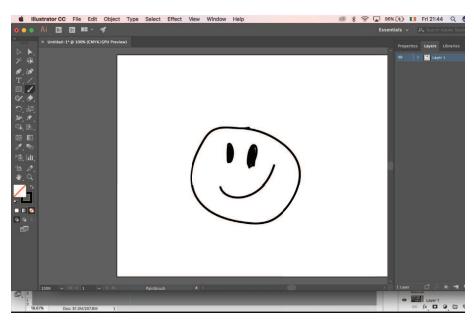
5. I then placed the logos inside the buttons.

Infographic

1. To create each of the images for the infographic I drew them all into illustrator with a graphics tablet

2. I then placed the images around an image of students walking with the according statistics.
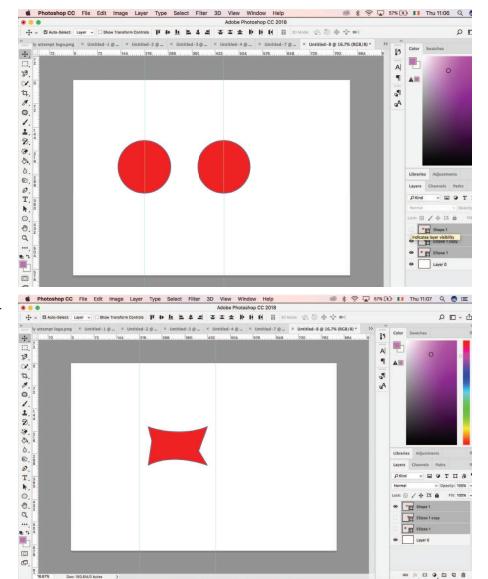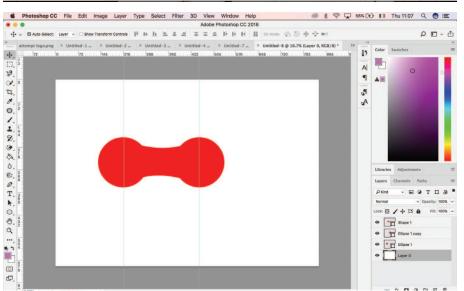
Idea 2
Logo

1. In order to create this design I firstly drew two red circles in Photoshop.
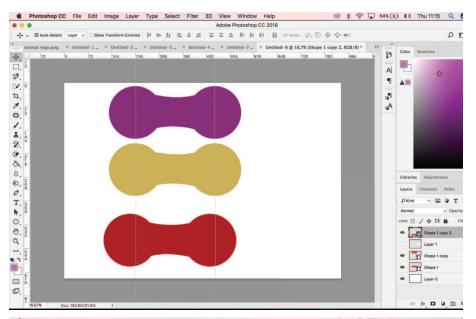
2. I then created this shape in order to link the two circles together.
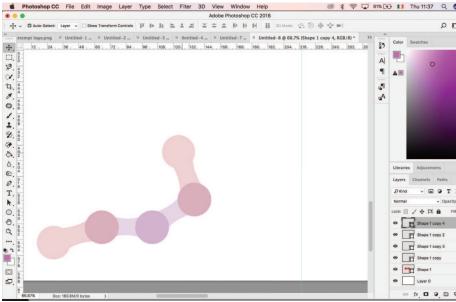
3. I connected the three to create the shape.
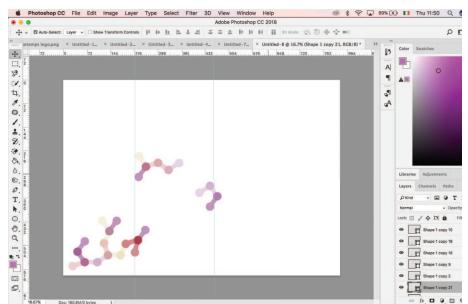
4. I then created three of the shapes in the three different Science Shop colours.
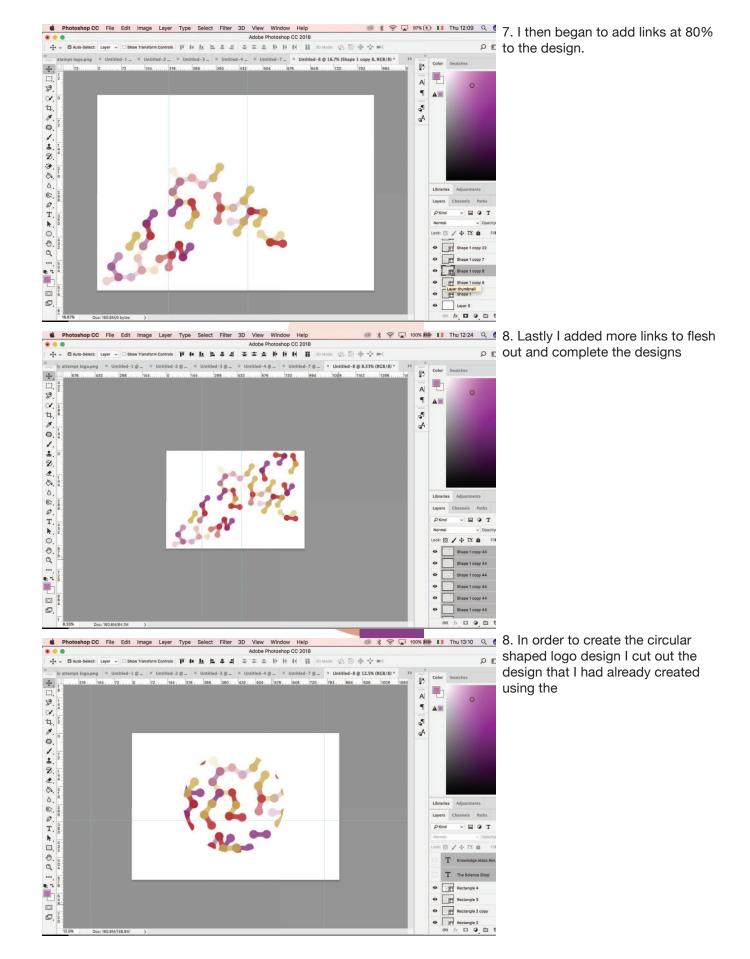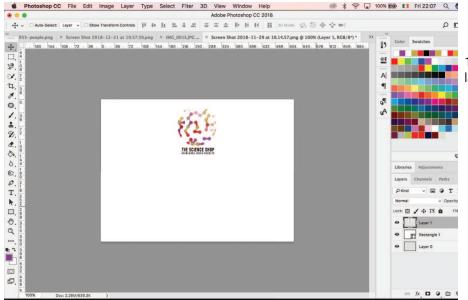
5. I began joining these shapes together. These shapes are 20% in opacity.

6. I then began adding some links at 50%

7. I then began to add links at 80% to the design.

8. Lastly I added more links to flesh out and complete the designs

8. In order to create the circular shaped logo design I cut out the design that I had already created using the

Landing Page

1. Firstly I placed the logo on the landing page.

2. I then added the photo slide show to the landing page.
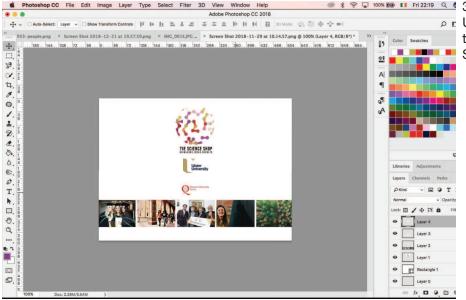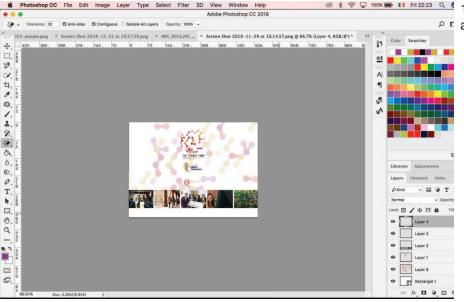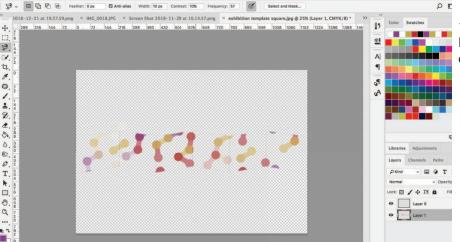
3. I lastly added the Queens and Ulster logos these will be the buttons to link to each institutions Science Shop page.
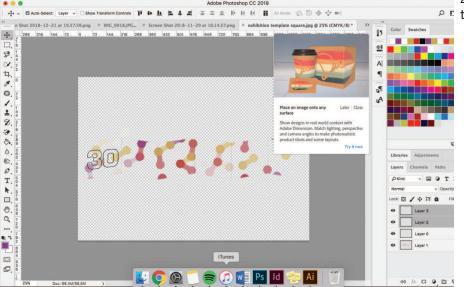
1. Lastly placed the links design in at an opacity 30%.
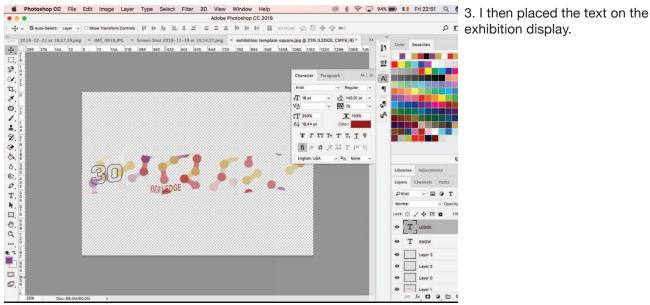
Exhibition

1. To create the exhibition design I first placed the links across the entire board.

2. I placed a 30 on the first board of the exhibition.

3. I then placed the text on the exhibition display.

4. I then placed the image in and cut it into a circle using the circle marquee tool.
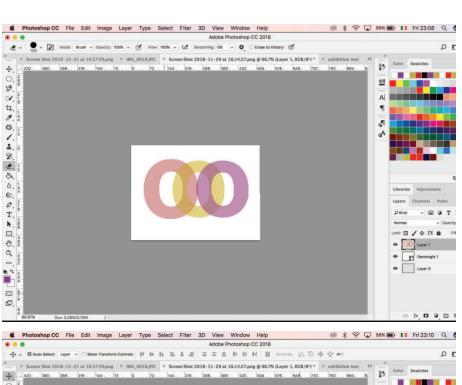
5. I then made the image black and white and placed the colour over lay over the image.

Idea 3
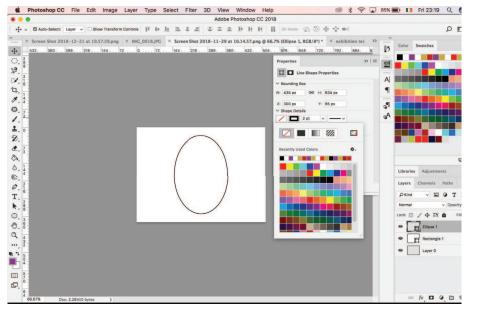
Logos
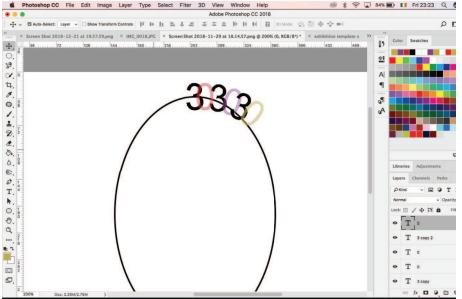
1. I began working on the three different logos that would make up the pattern. The first logo was quite simple as I modernised the current logo. I placed three ovals together in the Science Shop colours with an opacity of 50%.

2. The second logo I created was also quite simple as it pulled from the design of the first one. I overlapped the oval with the 3 in the thirty this could be altered in colour depending on which section of the Science Shop is being represented.

3. The third logo was the most complicated but it still pulled from the first two designs. I firstly drew an ellipse to create my design around.
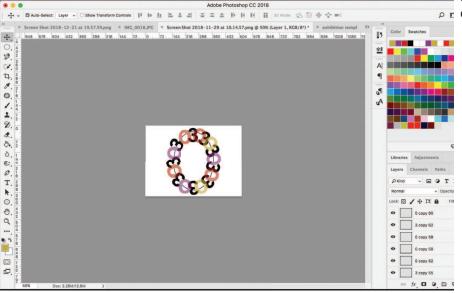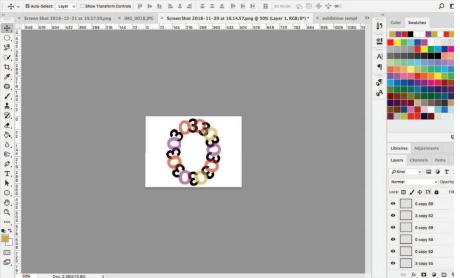
4. I then began to place the 3's and 0's around the initial oval shape.
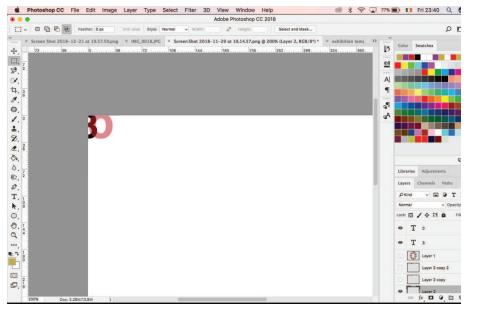
5. I repeated the process until i had completed the ring.
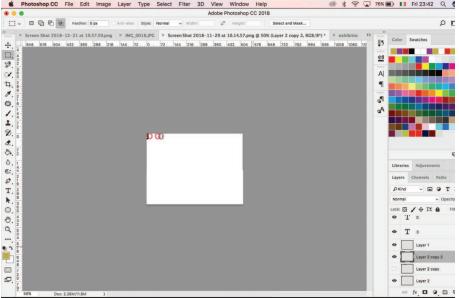
6. Lastly I deleted the initial oval that I created to complete the logo.
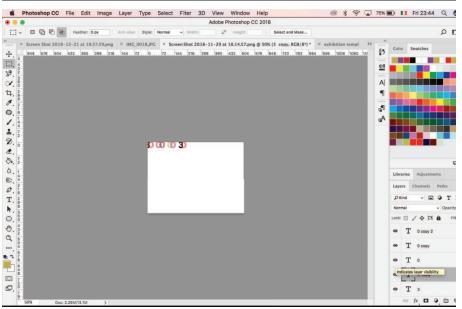
7. I then combined the logos that I created to make the pattern. I began by over lapping a 3 and a red 0 (opacity 50%)
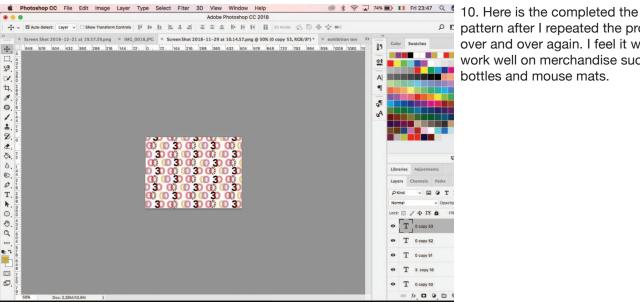
8. Next I linked the ellipse made of repeated 30's and a red ellipse.

9. I then placed a purple and gold ellipse in the pattern and began to repeat the process again.
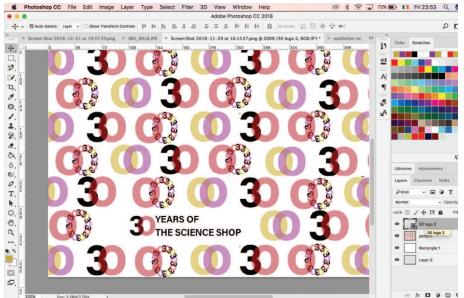
10. Here is the completed the pattern after I repeated the process over and over again. I feel it would work well on merchandise such as bottles and mouse mats.

Landing Page

1. I began this design by using the rectangle marquee tool to make room for some text .

2. I placed the second logo I created into the space I cut out.

3. I then placed two circles, one gold and one red on top of the pattern, each with an opacity of 50%

4. Lastly I added each logo on to the landing page. These would be the buttons on the page that the visitor would click on to the access the respective Science Shop sites.
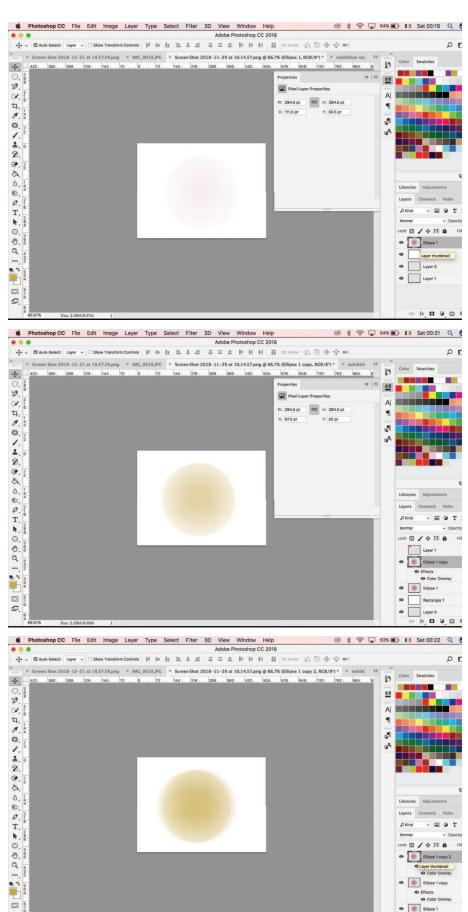
Idea 4

Logos

1. This concept is based on the merging and blending of the three science shop colours and has created an orb like effect. I first drew a red circle with the opacity of 20%. I cut out the circle using the circle marquee tool at 100% feather.
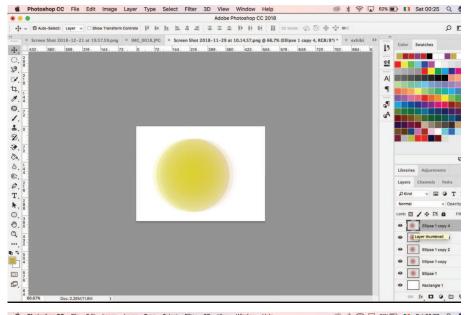
2. I then repeated the process with a gold circle at 50% opacity.

3. I then duplicated the gold layer
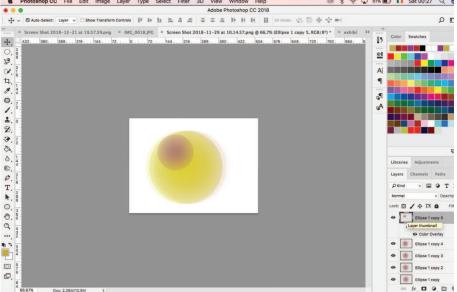
4. I then added a yellow circle to brighten up the design so far.
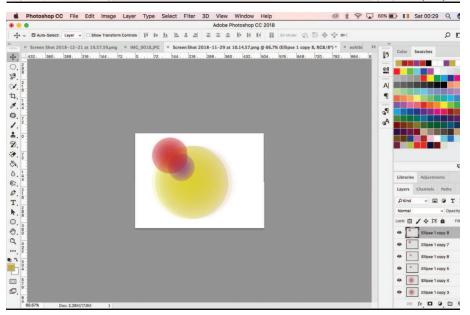
5. I the added two purple circles at the opacity of 70% to the left hand side of the yellow circle.

6. Lastly I added two red circles with the opacity of 70% to complete the design. I repeated this process over and over with different colours and shapes in order to make some different logos.

I also played around with text adding it in different ways to compliment the logo.
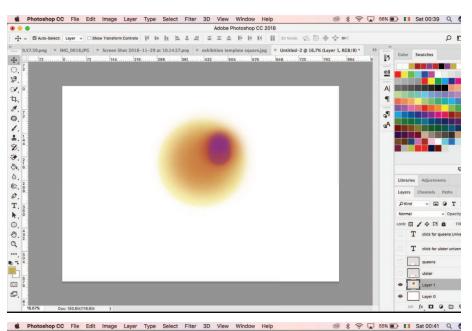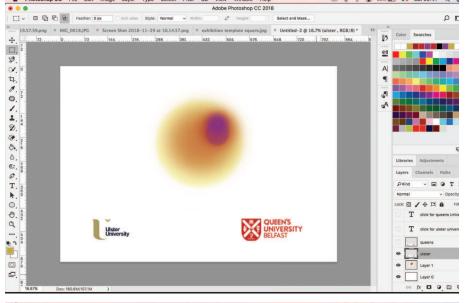
Landing Pages
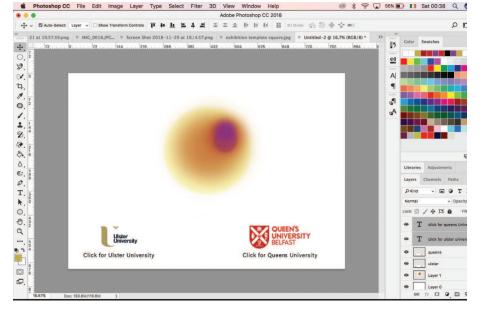
1. I created two different landing pages based on this design. The first one was really simple yet in practice it would be quite effective. I began the design with one of the logos but it is intended of this design was chosen that the logos would morph and change on screen.

2. I then added the Queens logo and the Ulster University logos to link the landing page to the respective university science shop sites.
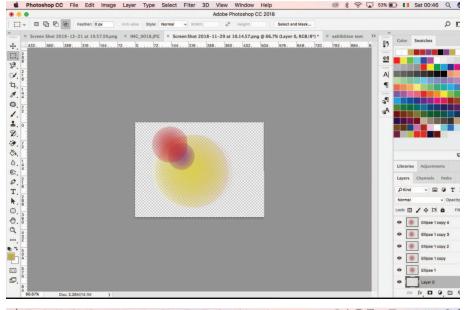
3. Lastly I added the text "Click for Ulster University' and 'Click for Queens University'
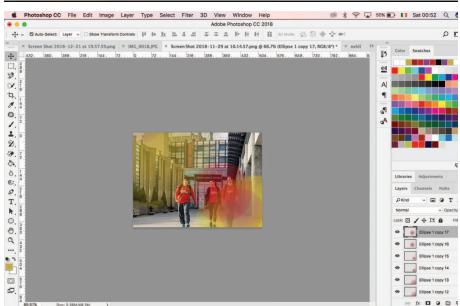
1. To create the next the landing page I begin with one of the logos that I created.
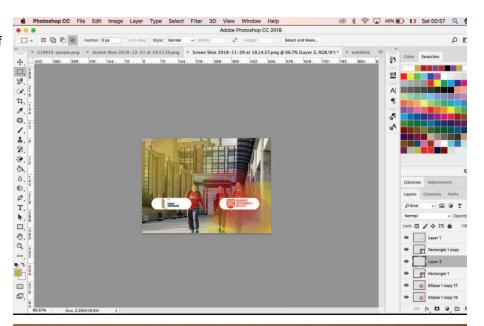
2. I then added an image of Ulster students underneath. I moved the logo over to the left hand side. Changed the opacity to 20% and enlarged it.

3. I then added another part of the logo to the bottom right hand corner. I upped the opacity of this logo to 40%.

4. I next added two rectangles with rounded corners and placed each of the logos inside to link the landing page to the Science Shop websites
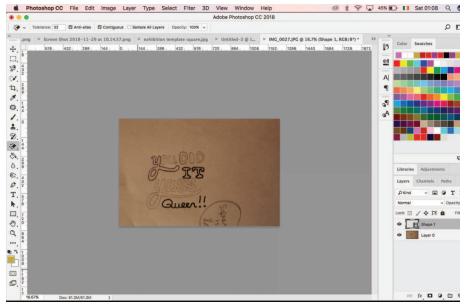
Doodle Wall
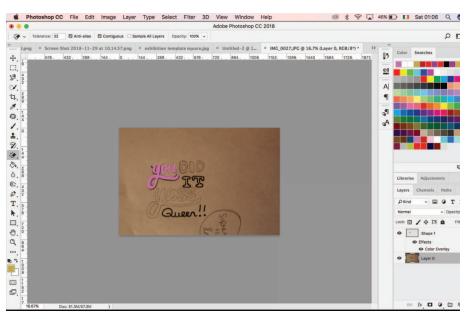
1. To design for the doodle wall I first drew out some of the quotes I wanted to place on the wall.
.
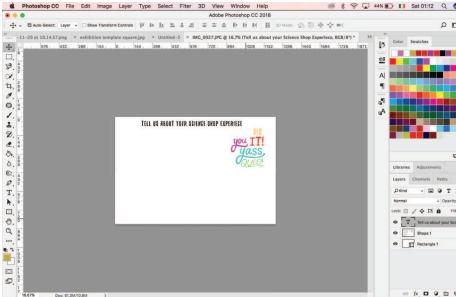
2. I then began to outline the drawing using the pen tool in Photoshop.
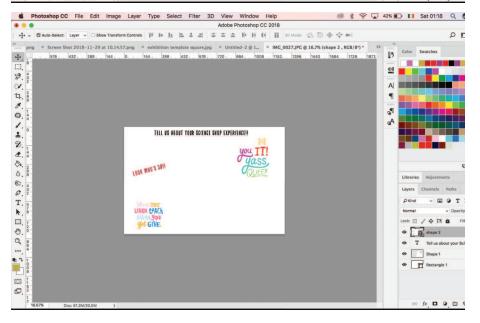
2. I then added some text in a font called Yeah Papa that I downloaded from Da Font and that I felt matched the style of the doodle wall

3. I lastly added more text to the design. The text on the doodle wall will be altered to suit the clients needs, if they decide to utilise it.

Pitch

After our 5th meeting we had our client pitch. We met with Claire and Eileen in the Agency while Emma joined us on skype from Queens. We presented each of our ideas to the clients and they discussed their thoughts on each design. They debated and we discussed ideas for around an hour before they settled on the aspects that they liked from each pitch.

From the ideas that I presented the client selected my logo idea, holding page and the links running throughout my exhibition display. However the team are trying to step away from the science stigma and so would like the shapes used with the logo softened fore the next meeting.

The Science Shop

The Science Shop

Celebrating 30 Years

The Science Shop

The Science Shop

Celebrating 30 Years

30

KNOWLEDGE

ID

EAS
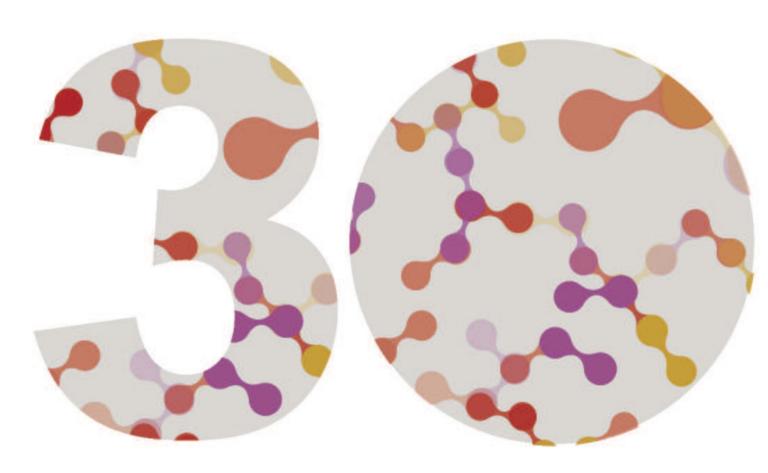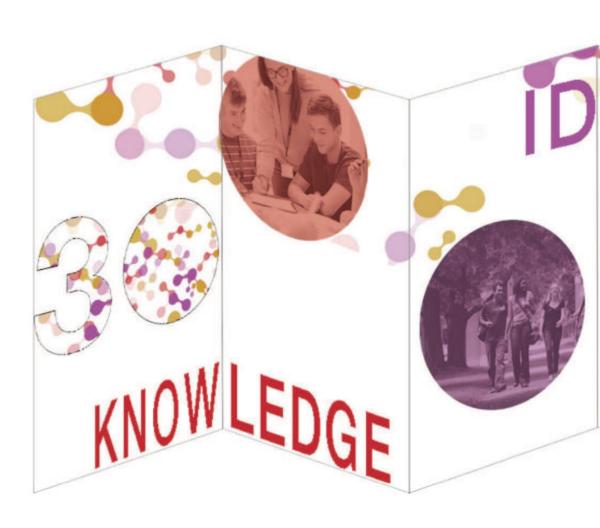
RESULTS

Logo Redesign

Despite the fact that my logo was chose the client wanted the shaped softened in order to remove the Science connotation from the Science Shop. I spent an evening brain storming ideas and was able to nail down an idea that the client liked pretty quickly.
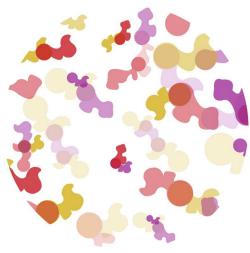
Idea 1

1. For my first attempt at a redesign I incorporated some more abstract shapes into the logo design. I created the different abstract shapes on illustrator and then linked them together in a similar was as I did before. Adrian and Claire hated this design but I managed to established the text style of The Science Shop with this design.
The fonts used are Arial narrow and minion pro.

The Science Shop
Knowledge.Ideas.Results
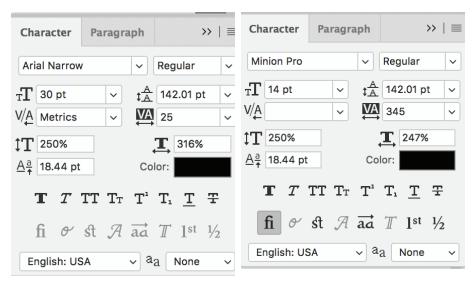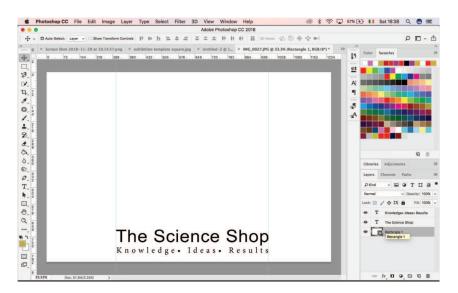
The Science Shop
Celebrating 30 Years

Idea 2
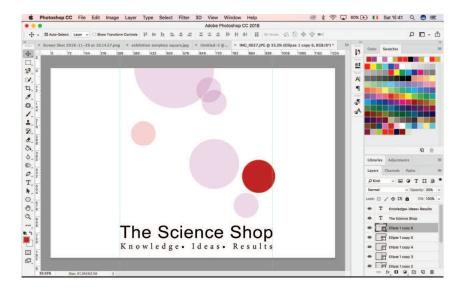
This design is the one that the client finally settled on for the science shop.

1, I firstly began the design of the text with the following settings;
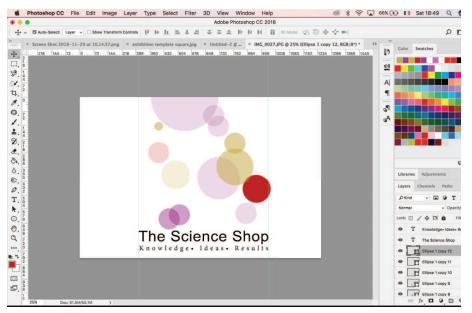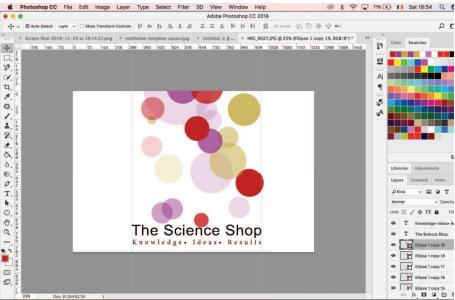
2. I then added the circles with the lowest opacity (20%) first.

3. I then added the circles of 50% opacity in the three different colours.
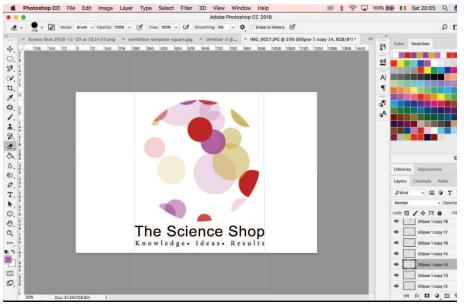
4. Next I added some circles of 80% opacity and 100%.
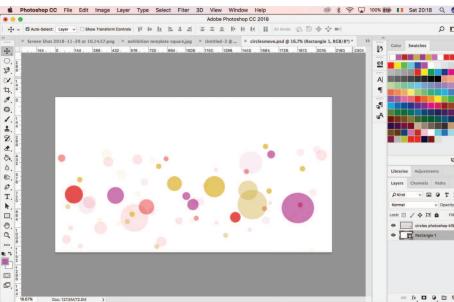
5. I then created a white circle with no fill and a border of 6px around the other circles that I already created.
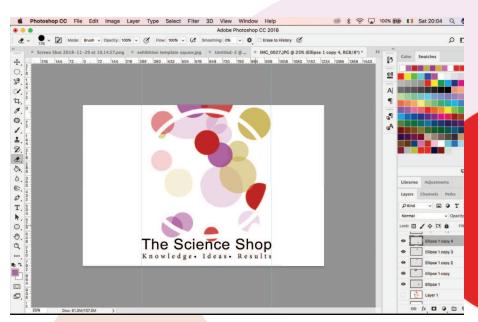
6. I then worked around each circle rubbing away the edges with the eraser tool in order to create the circle design.
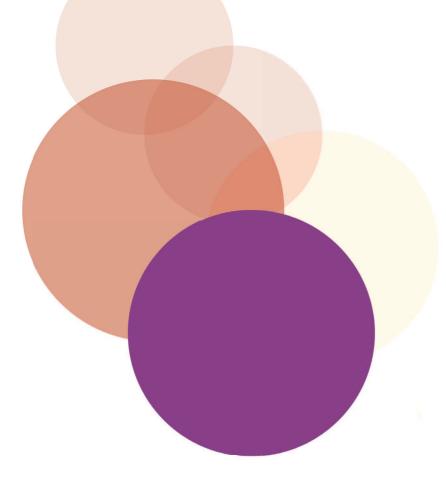
7. I also created a circular pattern that could be used in merchandise etc that will compliment the new logo. I created this in a similar way but I spaced them out in a line rather than a circle.

8. I also altered the holding page slightly. I placed the line design over the image gallery. It is intended that the circles would be a gif. I would however have to replace the images with Science Shop ones later.

Brand Guidelines

I had to create the brand guidelines for the Science Shop. This was to ensure that anyone using the Science Shop branding can do so correctly while maintaining the brand identity and values of the Science Shop. The document also helps to maintain consistent design throughout all the visual look for the Science Shop.

This new branding reflects the evolving and modern times that we're in and responds to these changes. The branding reflects the three branches of The Science Shop umbrella, the community partner, the academic and the student.
This dynamic branding will be presented on all The Science Shop, promotional material, media coverage, photography, display stand, merchandise and other paraphernalia.
The Science Shop is growing and adapting to the needs of its students, it's academic and community partners.

I had to redesigned this document three times and I have included the corrections made I the week section of this production log.

The Science Shop

Knowledge • Ideas • Results

Brand Guidelines

The Science Shop

Knowledge • Ideas • Results

Contents

Introduction

This document outlines the brand guidelines for The Science Shop. This is an exciting time for The Science Shop as the brand is evolving in conjunction with the 30th Anniversary celebrations in February 2019.

This new branding reflects the evolving and modern times that we're in and responds to these changes. The branding reflects the three branches of The Science Shop umbrella, the community partner, the academic and the student.

This dynamic branding will be presented on all The Science Shop, promotional material, media coverage, photography, display stand, merchandise and other paraphernalia.

The Science Shop is growing and adapting to the needs of its students, it's academic and community partners.

Audience

The Science Shop brand has catered to a variety of audiences. It is vital to keep the audience in mind when designing with The Science Shop branding or writing about The Science Shop. The Science Shop umbrella covers various audiences;

1. **The Students**
2. **The Academics**
3. **Community Partners**
4. **Funders**
5. **Members of the community who benefit from Science Shop Projects.**

The student audience will respond positively to a tone that is inspiring and informal, whereas material composed for academics may require a tone that is more direct. Whilst we recognise that different audiences will require different approaches, the tone of voice should reflect one or more of our core brand behaviors.

Logo

The logo should never be re-created.
Always use the master artwork, available from;
cm.mulrone@ulster.ac.uk

30th Anniversary Logo

The Scienc
Knowledge • Idea

During the 30th Anniversary
will be utilising a special 30
version of the logo. This is a
mark the anniversary of The
to celebrate the work that h
the achievements of The Sc
the last 30 years.

Regular Logo

The Science Shop
Celebrating 30 Years

y The Science Shop
th anniversary
a special way to
e Science Shop and
as been done and
cience Shop over

This logo will be utilised from February 2020 onward, after The 30th celebrations have ended.

The Logo in Use

In our re-branding work for The Science Shop we have developed a strategy to use the logo on folders certificates, photographs or any other merchandise.

Logo Size

The Science Shop
Knowledge • Ideas • Results

This is the smallest that the logo can be used as after this it becomes illegible.
W; 35 mm
H: 50 mm

The logo can go as large as required as long as the quality of the logo is maintained.

Space

If you have to
of a page used
bottom) of the
Queens Unive
must appear o
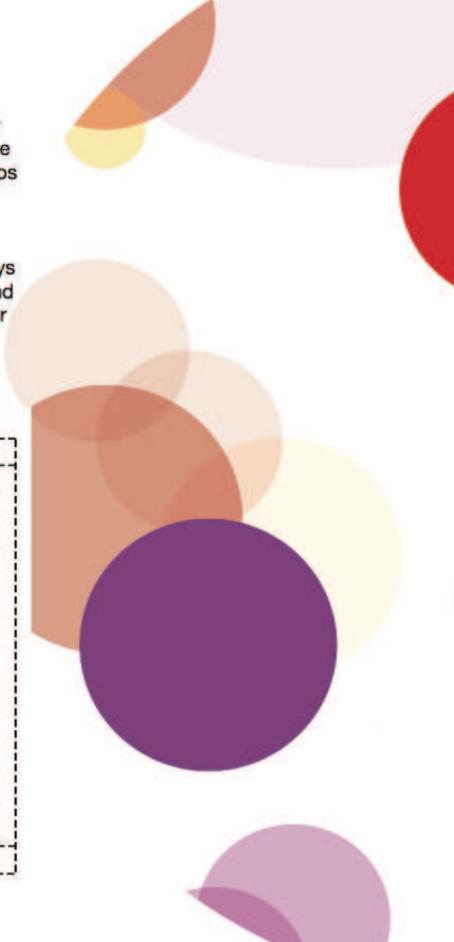
A 10mm space
maintained at
be placed on a
and must not
other than whi

The
Knowle

place the logo on the corner
the right hand corner (top or
page only. This is because the
rsity and Ulster University logos
n the left hand side.

around the logo must be
all times. The logo must always
a white rectangular background
be placed on top of any colour
te.

Science Shop

dge • Ideas • Results

Colour

In order to maintain a consistent design the specific science shop colors must be used at all times. Colour plays an important part in The Science Shop brand. Each colour represents a different partner under The Science Shop umbrella as follow;

Purple - The Students
CMYK - c51m89y7k1
RGB - r143g65b143

Gold - University
CMYK - c22m26y95k1
RGB - r206g177b56

Red - Students
CMYK - c0m100y100k0
RGB - r194g173b66

Photography

When designing for The Science Shop it is often appropriate to include photography in your work. The Science Shop identifies itself as a genuine, real and authentic brand and this should be reflected in the photography used in related designs.

Do
Commission photography where possible.
Capture both landscape and portrait formats.
Look at things from an alternative/interesting angle.
Include negative space where possible.
Make it relevant to accompanying message.
Feature real people in a natural context.
Capture small, incidental little moments.
Capture Science Shop projects in action.
Use high quality images.

Don't
Use photography that looks staged.
Use glamorous models.
Use stock images.
Use imagery from Ulster Universities or Queen's image bank that is not relevant to or related to The Science Shop.

Here are some examples from The Science Shop image bank;

Photography

When designing for The Science Shop it is often appropriate to include photography in your work. The Science Shop identifies itself as a genuine, real and authentic brand and this should be reflected in the photography used in related designs.

Do
Commission photography where possible.
Capture both landscape and portrait formats.
Look at things from an alternative/interesting angle.
Include negative space where possible.
Make it relevant to accompanying message.
Feature real people in a natural context.
Capture small, incidental little moments.
Capture Science Shop projects in action.
Use high quality images.

Don't
Use photography that looks staged.
Use glamorous models.
Use stock images.
Use imagery from Ulster Universities or Queen's image bank that is not relevant to or related to The Science Shop.

Here are some examples from The Science Shop image bank;

Bad Practice

Logo should not be placed on a black background

The logo should not be placed in a circle, it shou
screen nor should it be

The Science Shop
Knowledge • Ideas • Results

Do not change the colours within The Science Shop logo.

Th

uld not be on the left hand side of the
e this small.

It should not be attempted to use the logo without it's white background.

is is not an appropriate way to use the logo to water mark an image.

The Science Shop
Knowledge • Ideas • Results

The logo should not be skewed in any
way.

Good Practice

Ulster University

This is to confirm that

Successfully completed a community
engaged project through

The Science Shop
Knowledge • Ideas • Results

in the academic year

Professor Paul Bartholomew
Pro-Vice-Chancellor (Education)

...real solutions for communities

The logo used correctly on a certificate

The logo be

ing used correctly on a
tote bag

Correct use of the logo on a photograph

Lanyard

T - Shirt

Coffee Mugs

Branding in Use

Ulster University

This is to confirm that

Successfully completed a community
engaged project through

The Science Shop
Knowledge • Ideas • Results

in the academic year

Professor Paul Bartholomew
Pro-Vice-Chancellor (Education)

..real solutions for communities

Certificate

The Science Shop
Knowledge • Ideas • Results

The Science Shop provides Ulster University Students with a unique opportunity to engage in community based projects and learning opportunities with a community or voluntary partner

scienceshop.org

Ulster University

Certificate Folder

The Science Shop
Celebrating 30 Years

YOU ARE CORDIALLY INVITED

to attend the joint 30th celebration with
Ulster University and Queen's University Belfast

Invitation

Hosted by

Professor Paddy Nixon
Vice Chancellor Ulster University

Professor Ian Greer
Vice Chancellor Queen's University

Wednesday 20th February 2019
at 12.00-2.00pm
in the Harbour Commissioners in Belfast

RSVP by WEDNESDAY 6th February at
scienceshop@ulster.ac.uk
Please indicate if you have any special dietary
requirements

Motion Graphic

It was suggested during the pitch that the logo be made into a motion graphic. This motion graphic is being utilised during the credits of any Science Shop related videos and during the celebrations.
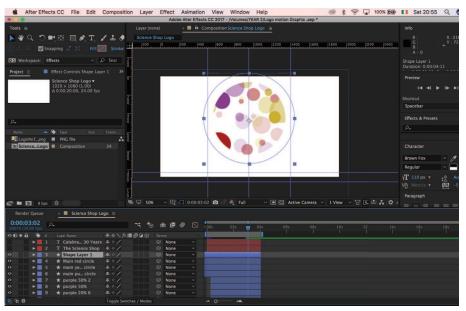
1. I created the motion graphic using After Effects. I began with three full opacity circles one of each colour. The rest of the circles will appear from behind these circles.

2. I then added circles of each colour and opacity (20%, 50% and 80%) appearing out from behind each of the three full opacity circles. I used the position feature on After Effects to control where the circles moved to.
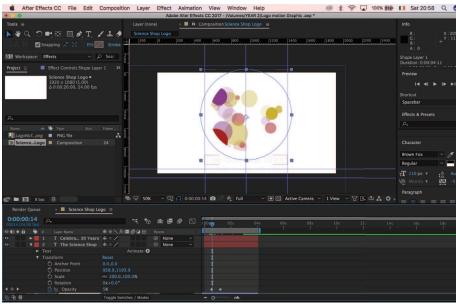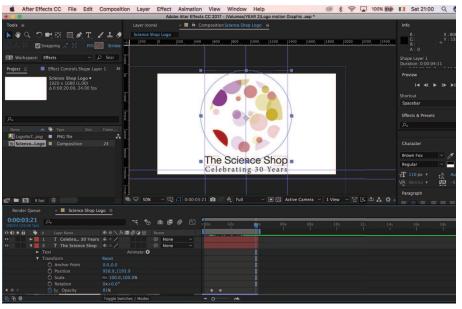
3. When I had all the circles traveling into the positions that I wanted them to I then added a white circle over them in order to make the circles look like they were inside a circle. (Just like the logo)
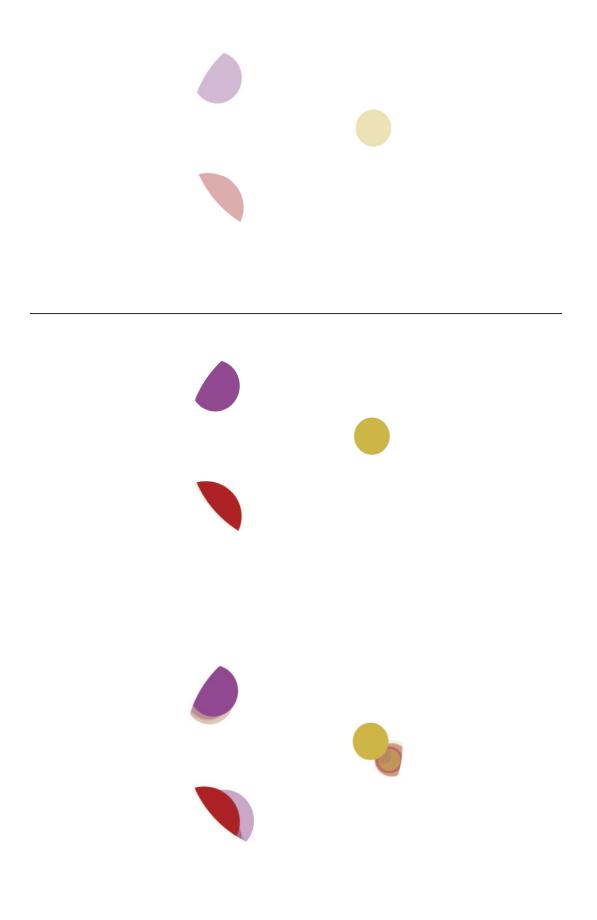
4. I second into the motion graphic the text began to fade in. I used the opacity feature to make the text fade in slowly to full opacity.
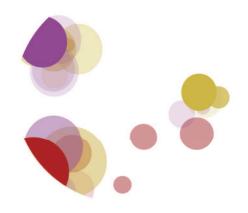
5. Luckily for the most part Claire and Adrian where happy with the initial result. I just had tho make a few changes to the timing. Below are screen shots of the motion graphic in order.
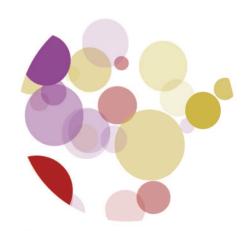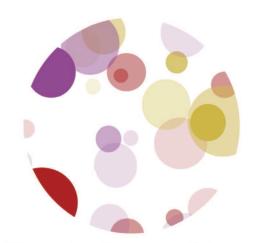
The Science Shop
Celebrating 30 Years

The Science Shop
Celebrating 30 Years

The Science Shop
Celebrating 30 Years

The Science Shop
Celebrating 30 Years
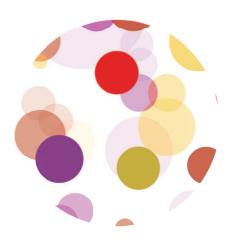
The Science Shop
Celebrating 30 Years

Final Products Created

Below are the final products that I created for the Science Shop project not including the brand guidelines and the motion graphic;

Logos

The Science Shop
Celebrating 30 Years

The Science Shop
Knowledge • Ideas • Results

Circle line design

Holding Page

Merchandise

Knowledge
Ideas
Results

The Science Shop
Celebrating 30 Years
www.scienceshop.org

Knowledge
Ideas
Results

The Science Shop
Celebrating 30 Years
www.scienceshop.org

The Science Shop
Celebrating 30 Years
www.scienceshop.org

The Science Shop
Celebrating 30 Years
www.scienceshop.org

The Science Shop
Celebrating 30 Years

The Science Shop
Celebrating 30 Years

Basecamp and Social Media Conversations

This section contains screenshots of the base camp and social media conversations that we had about the Science Shop Project. These mediums helped us stay on track with the project and work well together as a team. Communication is a really part of working together as a team.

⌂ Home   🏓 Pings   👋 Hey!   🕐 Activity   🔍 Find   ET

Campfire   ⋯

··· 12:00pm **Me** ET
Claire do you want that serif font on the t shirt or would you prefer the font that "The Science Shop" is written on. I'm fixing the t shirts now. Thanks

Thursday, November 29

Claire Mulrone 12:40pm
Can you mock up new design onto this type of book please 😊

😊 📎

⌂ Home   🏓 Pings   👋 Hey!   🕐 Activity   🔍 Find   ET

Uploaded files

Claire Mulrone
Oct 2 · Notified 4 people   1

this is a flavour of the type of hard copy print I have. The red coloured documents are student focused and the purple are community focused. I like to think of the gold in the middle of the logo as the university.

1 Comment ————————————————

Emily Treanor   Oct 3 ⋯
Thanks Claire!

ET Add a comment or upload a file...

⌂ Home   🏓 Pings   👋 Hey!   🕐 Activity   🔍 Find   ET

Untitled

Claire Mulrone
Oct 11 · Notified 4 people

NORTHSIDE
Digital Printing Excellence

SINCE 1988

f NorthsideGraphics
🐦 @NorthsidePrint

Northside Graphics
Units 5 & 6 Round Tower Development,
Dargan Crescent, Belfast BT3 9JP

Stats From QUB

Claire Mulrone
Oct 17 · Notified 4 people

Eileen at QUB compiled the following stats.

In the last 5 academic year (12-13 – 17-18)

Over 3,000 students offered tailored opportunities to engage in projects with community partners

328 projects completed with community partners.

1,300 QUB students completed projects

Untitled

Claire Mulrone
Nov 1 · Notified 4 people   1

GREAT pitch today.....

You worked very well together and explained your individual designs perfectly.
You compromised to meet the client needs; this is a real skill. This was an unusual meeting with one client online and one in the room. You handled this with patience and were willing to engage both of them equally in the discussion.

I think the final design with a little polish and a refocus will very work well together. I am delighted with the final decision I hope you are too.
Claire

Pictures for Exhibition Story side

C   chloemcmaster97@gmail.com
Nov 12 · Notified 1 person   2

Hi Claire,

I wondered could you send in those images you wanted us to use for the exhibition piece, I think you mentioned the Queens one of a group on top of the quad and the geography one at Coleraine of the soil experiment. I have also asked Kathryn for the ones from Adrian's class but if I don't get them by the end of the day I will just use stock images for now.

Thanks
Chloe

Science Shop 30th › Message Board

Final pitch deck

Nutchiraphon Williamson
Nov 13 · Notified 4 people

Hi Claire, the final pitch deck is up.

Discussion

ET Add a comment or upload a file…

Subscribers

Add a to-do

✅ Research 3 of each project objectives to bring to class 18/10/18 📅 Thu, Oct 18 Emily T. Nutchiraphon W. chloemcmaster97@gmail.com
✅ Production brief 📅 Fri, Oct 12 Emily T. Nutchiraphon W. chloemcmaster97@gmail.com
✅ Production Schedule 📅 Thu, Oct 11 Emily T. Nutchiraphon W. chloemcmaster97@gmail.com

1/1 completed – Archive list
Week 2

Add a to-do

✅ Complete a production Brief to be approved by client 📅 Thu, Oct 11 Emily T. Nutchiraphon W. chloemcmaster97@gmail.com

1/1 completed – Archive list
Week 1

Add a to-do

✅ Complete a production schedule for project 📅 Thu, Oct 4 Emily T. Nutchiraphon W. chloemcmaster97@gmail.com

↑ Back to top

1/1 completed – Archive list
Week 5

Add a to-do

✅ Pitch Deck 2nd Draft 📅 Thu, Nov 1 Emily T. Nutchiraphon W. chloemcmaster97@gmail.com

1/1 completed – Archive list
Week 4

Add a to-do

✅ Complete first draft of Pitch Decks for class 📅 Thu, Oct 25 Emily T. Nutchiraphon W. chloemcmaster97@gmail.com

3/3 completed – Archive list
Week 3

Production schedule - done Production brief - done (Each member) Research 3 o…

Add a to-do

✅ Research 3 of each project objectives to bring to class 18/10/18 📅 Thu, Oct 18 Emily T. Nutchiraphon W. chloemcmaster97@gmail.com
✅ Production brief 📅 Fri, Oct 12 Emily T. Nutchiraphon W. chloemcmaster97@gmail.com
✅ Production Schedule 📅 Thu, Oct 11 Emily T. Nutchiraphon W. chloemcmaster97@gmail.com

↑ Back to top

1/1 completed – Archive list
Week 5

Add a to-do

☑ Pitch Deck 2nd Draft Thu, Nov 1 Emily T. Nutchiraphon W. chloemcmaster97@gmail.com

1/1 completed – Archive list
Week 4

Add a to-do

☑ Complete first draft of Pitch Decks for class Thu, Oct 25 Emily T. Nutchiraphon W.
chloemcmaster97@gmail.com

3/3 completed – Archive list
Week 3

Production schedule - done Production brief - done (Each member) Research 3 o...

Add a to-do

☑ Research 3 of each project objectives to bring to class 18/10/18 Thu, Oct 18 Emily T.
Nutchiraphon W. chloemcmaster97@gmail.com
☑ Production brief Fri, Oct 12 Emily T. Nutchiraphon W. chloemcmaster97@gmail.com
☑ Production Schedule Thu, Oct 11 Emily T. Nutchiraphon W. chloemcmaster97@gmail.com

↑ Back to top

?

Science Shop 30th

+ New list   **To-dos** ● All done!   View as... ⬍

7/7 completed – Archive list
Week 11

Add a to-do

☑ Invitation Thu, Dec 13
☑ Edit Merchandises with new logo Thu, Dec 13 Nutchiraphon W.
☑ Edit text for motion graphics Thu, Dec 13 Nutchiraphon W.

And 4 more completed to-dos...

13/13 completed – Archive list
Production of project from Week 8 to completion of Project

Add a to-do

☑ Produce style guidelines for future projects Emily T.
☑ More Merchandise Thu, Dec 6 Nutchiraphon W.
☑ Price exhibition boards Nutchiraphon W. chloemcmaster97@gmail.com

https://3.basecamp.com/3656214/buckets/9293758/todos/1474083958 mpleted to-dos...

?

Science Shop 30th

+ New...   **Docs & Files**   Unsorted ⬍

Raw Files
Brand Guidelines file .indd

Ulster University video sequence-2.mov

Final
Infographic.pn Finished Brand Guidelines
...and 6 more

MOTION GRAPHIC LOGO FINAL.mp4
NB
Hi Adrian,
Lauren noticed a circle in the motion graphic that is flying

MOTION GRAPHIC LOGO FINAL.mp4
NB
Hi Adrian,
Lauren noticed a

brand guidelines 2 .pdf
Hi,
I fixed the guidelines

GIF
circlesmove.gi circlesmove.ps

Motion Graphic
Science Shop Logo 2nd draft .mp4
Motion Graphic of Science Shop Logo
Science Shop Logo finished version .mp4
Hi Clare,
Due to the way I had the animation set up

?

graphic that is flying
me last week

1st draft for print

university.png   student.png

...and 5 more

Ulster Law Clinic
Magee Launch
Invite Front.jpg

Ulster Law Clinic
Magee Launch
Invite Back.jpg

Brand Guide .pdf
This is a rough draft
of the brand guide

**Merchandise
Templates**

Lanyard_Mock   Displacement_

...and 1 more

Final Pitch Deck

Logos For
Print

Final Pitch
Deck.pdf

...and 4 more

Final logo ideas

production log
unfinished
draft Emily...

circles
pinstrstroyr
-.psd

Untitled

...and 3 more

The Science Shop
**Science Shop
Brief.pdf**

**Emily's pitch
decks**

**Nutchiraphon's
pitch decks**

**Chloe's pitch
decks**

Pictures

Displacement_

...and 1 more

draft Emily...

Untitled

...ard 4 more

...and 3 more

**Science Shop
Brief.pdf**

**Emily's pitch
decks**

pitch deck .pdf

Emily Treanor
pitch deck

Emily Pitch
Deck .pdf

**Nutchiraphon's
pitch decks**

Final Design
Deck.pdf

Design Deck
2nd Draft.pdf

**Chloe's pitch
decks**

Science Shop
Pitch Deck 1-
11-18.pdf

Please print
Action :)

Science Shop
Design Deck
first draft.pdf

First draft of
design deck for
class week 5

Pictures

QUB White
Logo -
Stacked.ps

Unknown.jpeg

...and 11 more

Images

exhibition
template.psd

mug.psd

new logo needs
added to the
black template

...and 7 more

The Science Shop
**Science shop
logo.psd**

The Science Shop
**Science shop
logo.jpg**

DOCX
**Ulster Science
Shop 3 year
Targets for HEI...**

Production Schedule - Science Shop Project

Group Charter

...and 11 more

Images

exhibition
template.psd

mug.psd

new logo needs
added to the
black template

...and 7 more

The Science Shop
**Science shop
logo.psd**

The Science Shop
**Science shop
logo.jpg**

DOCX
**Ulster Science
Shop 3 year
Targets for HEI...**

Pre-production

Production
Schedule first

DOCX
Science Shop
Brief - draft 1
.docx
This is only a first
draft of the brief
for the girls to

...and 3 more

**Science Shop
examples 2017**

SC SHOP
BRIEF - final

back of
invite_crop.jpg

...and 8 more

Production Schedule - Science Shop Project

**Production
schedule science
shop 11-10-18.pdf**

Group Charter

group charter.pdf

Hi team
I created this group

MOTION GRAPHIC LOGO FINAL.mp4

Posted by Emily T. · December 10, 2018 · 1.68 MB

Download · Replace with a new version

Notes:
NB
Hi Adrian,
Lauren noticed a circle in the motion graphic that is flying in from the wrong place. This mistake has been corrected now and this is the motion graphic you should send to the groups.
Thanks

Discussion

ET | Add a comment or upload a file...

Subscribers

---

brand guidelines 2 .pdf

Posted by Emily T. · December 5, 2018 · 9.88 MB

Download · Replace with a new version

Notes:
Hi,
I fixed the guidelines based on the corrections you gave me last week.

Discussion

ET | Add a comment or upload a file...

Science Shop Logo finished version .mp4

Posted by Emily T. · December 4, 2018 · 1.65 MB

Download · Replace with a new version

Notes:
Hi Claire,
Due to the way I had the animation set up I had to go about fixing it a different way; I made the dark gold circle bigger, so it will pop out more and made the light gold one lighter. Hope this helps.

1 Comment

Claire Mulrone   Dec 4 ···
This is great 👍 happy with this!!!
C

ET | Add a comment or upload a file...

Science Shop Logo finished version .mp4
Posted by Emily T. · December 4, 2018 · 1.65 MB
Download · Replace with a new version

Notes:
Hi Claire,
Due to the way I had the animation set up I had to go about fixing it a different way; I
made the dark gold circle bigger, so it will pop out more and made the light gold one
lighter. Hope this helps.

1 Comment ───────────────────

Claire Mulrone   Dec 4 •••
This is great 👍 happy with this!!!
C

| ET | Add a comment or upload a file... |

?

Science Shop Logo finished version .mp4
Posted by Emily T. · December 4, 2018 · 1.65 MB
Download · Replace with a new version

Notes:
Hi Claire,
Due to the way I had the animation set up I had to go about fixing it a different way; I
made the dark gold circle bigger, so it will pop out more and made the light gold one
lighter. Hope this helps.

1 Comment ───────────────────

Claire Mulrone   Dec 4 •••
This is great 👍 happy with this!!!
C

| ET | Add a comment or upload a file... |

?

Brand Guide .pdf
Posted by Emily T. · November 29, 2018 · 13.3 MB
Download · Replace with a new version

Notes:
This is a rough draft of the brand guide

Discussion ───────────────────

| ET | Add a comment or upload a file... |

Subscribers
5 people will be notified when someone comments on this file.
[avatars] Add/remove people...

You're subscribed
You'll get a notification when someone comments on this file.

Unsubscribe me

?

3 Comments

Claire Mulrone   Nov 13 •••
Emily the spacing between the Ideas knowledge results is off can you correct
please. it is also unbalanced in appearance as it is greater than the text for
the Logo. They need to be exactly the same.

C

Emily T. added a new version of this file on Nov 13

Emily Treanor   Nov 13 •••
Fixed now :)

Claire Mulrone   Nov 13 •••
thank you.

Add a comment or upload a file

Back to top

③ Comments

Claire Mulrone   Nov 13 •••
Emily the spacing between the Ideas knowledge results is off can you correct
please. it is also unbalanced in appearance as it is greater than the text for
the Logo. They need to be exactly the same.

C

💾 Emily T. added a new version of this file on Nov 13

Emily Treanor   Nov 13 •••
Fixed now :)

Claire Mulrone   Nov 13 •••
thank you.

Add a comment or upload a file

↑ Back to top

Row 1

Nurofen
Yes 👍
You need to change the o to zero in the 30th

Chloe
Sounds really good!

Do I need to add examples of similar projects??

---

emily !!

Right read this wee bit

Nurofen
I think we have to put them in 😊

Flip then I'm not near done

You remember the example from last week, I think we have to do something like that

---

haha I know 😂

I didn't get an example of a motion graphic or you could get an example of a different sort of display exhibition or a logo that uses circles idk😕

I'm going to the gym and dancing soon so I'll not be back home

---

for the science shop for Switzerland

It's like the space society 😂😂

Nah I'm still using it

Nurofen
I'll do the two logos then 😂

And hoping they don't understand German

Chloe
What's nsb mean?😂

Bones?

sorry i'm being like this just the ores who where on placement have so much done

not so bad 😂😂😂

theyre stressing me

Row 2

Nurofen
Send it through there

Legit nothing new from yesterday I'm just fixing the layout

I'm putting in stuff about the current science shop and the new stuff and idk if I see the point in it

Would it not be for our production journals

I'm after eating so many carmel counters

Chloe
What way should the production brief be like size wise and are we doing a blurb book or just printing?

help

i think all they want is the pdf so blurb

---

they seemed to just be research projects

Yea im going home im fried

Ok just this page too

---

example Adrian shown us last week?
The 100th year anniversary if that library

Ok just this page too

Chloe
Yes.?

I'm in agency

Doing it

Right

Chloe
That's good

Take a look at the

Nurofen
I don't know how I can get an example for motion graphic 😊

Here can you find other examples of science shops

She said the DIT one was good but I can't find it

Row 3

Chloe
Shoot

---

greatest at laying things out 😂

I want to do it it just takes me ages

Here we should focus on getting all the information in

Chloe
What other information needs done?

---

2 exhibitions, 2 holding pages, 1 infographic and 1 motion graphic? Plus the stuff from last years sceunxe stuff that's already been "benchmarked"

Am I right?

Okay all is on base camp

Everything done in block

---

because it asked me to login to Ulster but it stopped loading after that

it takes ages to load actually best do it on your laptop

Chloe
Got it

I'm in work so I can't go on the laptop

Look at the bottom Of the example

I dunno I need to chat about that to Adrian

My black board won't load the app or safari 😊

Is that for when other people go to do more work to project?

I was gonna put it into indesign but there's no point yet

Adrian said have most of it done and him and Claire will discuss it with us on Thursday and then we can finalise it

But I assume it has to be in in design on Thursday maybe some else could do that because he said

---

Row 4

last night?

Yea but like how they are in the example

Maybe two websites two logos and two exhibitions??

Kung that website is about a ship in Star Trek 😂😂😂

It'll do

Or even show the examples of the science shop stuff that Claire sent to us on base camp and evaluate it

Ok can you's find like a good example each

Cuz if I put in the current stuff then analyse two that should be sweet

Chloe

---

shop

that's their home page

8 OCT, 19:23

Nurofen
I sent over some examples through your email. Please excuse the grammar and spellings 😊 read over it and you can correct it 😂 hope it's

---

schedule on base camp there, it's so vague and rushed but I wanted it up for 5 we need to go more into detail about it

4 OCT, 17:24

That's alright a rough one will do for now anyway 👌

Chloe

---

only needed to do down to the booking.com part of the example

Booking.com: The largest selection of hotels, homes, and vac...
Whether you're looking for hotels, homes, or vacation rentals, you'll always find the guaranteed best price.

---

the list of info about each project we got for Adrian's module?

What do you mean?

The stuff that Claire asked for?

No literally the list of the different projects we got on the first day

Chloe

Row 5

My logos with and without the 30

Then another wee cover

My design deck is a hash and I haven't written about any of

---

this took me so long 😫

Basecamp?

a draft of the brief is on base camp but it needs alot of work

Nurofen
Should we discuss these things on the camp fire?

Yea maybe

9 OCT, 15:48

Aww so loads of detail

It's class Chloe

You win 😊

Nurofen
Yes Chloe, you win 😊

It's not even that much detail but trying to figure out how to

---

Row 6

writing that I didn't get anything else done 😊

---

page that d be fab

http://
www.scienceshop.org

The Science Shop - Choose which website you wish to visit.
scienceshop.org

No problem

20th February

20th February

Oh soz

I've all the information in it I'm just finishing the layout

We don't need to put in example project and

---

brief?

Yeah give us a shout if you want anything done !

I need everyone to read it through in like 20 mins

Chloe
No bother

What date is the

---

minutes and it has notes on in red with stuff that needs fixed and changed

I was gonna put it into indesign but there's no point yet

Adrian said have most of it done and him and Claire will discuss it with us on Thursday and then we can finalise it

---

in uni but if that's not possible I'm alright wth that

I'm trying to get yous tiff now emily!

Stuff

Cool

Row 7

Nurofen
That's crazy 😊 it literally took me all day to make 6 logos 😨

Chloe
Don't understand how it's so time consuming 😊

Sorry for being nosey but can I see your info

---

information I have so far on indesign and I'll upload the file to basecamp tonight if you's want to fix at it tomorrow

9 OCT, 22:51

Chloe
I can't get the indesign file to upload to the basecamp

Aw wait I think I got it

Nurofen
Emily you have so much done! I'm really to cry at this stage

Give me strength

All I have is logos tho

Them orb yokes took me hours I was just bored

Nurofen
Just look like you've

Chloe
I genuinely do not understand how you

Row 8

Ugh

Chloe
We need 3 or are you including the with and without 30th anniversary

Do I stay up much longer?

Chloe
I'm also debating that emily

I'm nat a winner guys

You take the prize chlo

Awww my photoshops crashed

Chloe
Going cross eyed atm

I had to force quit photoshop please prey

---

the same or seperate

Nurofen
I don't know 🙃

I've so many questions

Nurofen
I'm just laying out my design deck atm so I'm making sure if I have cover everything she have asked us to do

---

just with the same dimensions but the blurb book creator just will no show up at all

Do you still want me to do it or leave it?

Ohhh is this for the brief?

Chloe
Yes

---

and i spent around 10 hours on it right, took me donkeys, and now i cant look at it anymore i hate it

disappointing

Nurofen
Well I spent most of yesterday and today doing research and writing that I didn't get anything else done 😊

---

budget price on the brief?

12 OCT, 23:53

Chloe
Yeah I'm not sure about it but at least it shows we've thought about it 😊

Chloe
Depends how adventurous the decision is 😊

Nurofen
That's crazy 😅 it literally took me all day to make 6 logos ⁉️

Chloe
Don't understand how it's so time consuming 😔

Sorry for being nosey but can I see your info

information I have so far on indesign and I'll upload the file to basecamp tonight if you's want to fix it at it tomorrow

9 OCT, 22:51

Chloe
I can't get the indesign file to upload to the basecamp

Aw wait I think I got it

Emily you have so much done! I'm really to cry at this stage

Give me strength

All I have is logos tho

Them orb yokes took me hours I was just bored

Just look like you've

Chloe
I genuinely do not understand how you

Ugh

Chloe
We need 3 or are you including the with and without 30th anniversary

Do I stay up much longer?

Chloe
I'm also debating that emily

I'm nat a winner guys

You take the prize chlo

Awww my photoshops crashed

Chloe
Going cross eyed atm

I had to force quit photoshop please prey

the same or seperate

I don't know 🙄

i've so many questions

I'm just laying out my design deck atm so I'm making sure if I have cover everything she have asked us to

just with the same dimensions but the blurb book creator just will no show up at all

Do you still want me to do it or leave it?

Ohhh is this for the brief?

Chloe
Yes

and I spent around 10 hours on it right, took me donkeys, and now i cant look at it anymore i hate it

disappointing

Nurofen
Well I spent most of yesterday and today doing research and writing that I didn't get anything else done 😔

budget price on the brief?

12 OCT, 23:53

Chloe
Yeah I'm not sure about it but at least it shows we've thought about it 🙂

Chloe
Depends how adventurous the decision is

you're a better woman than me chloe

Nurofen
The logo that he told to make

awww here lads quit

Chloe
That looks so fun!

Chloe
Ok folks, Adrian asked for a heavy serif so what's best for this shitty logo

finish and I literally can't bring myself to do it 🙁

Like I don't know what I'm doing with my exhibition and I still need a practical base solution for one of my articles

31 OCT, 21:47

Chloe
Are yous uploading to

Does that look stupid?

30 OCT, 21:31

Nurofen
No that looks good

👍

Chloe
Thanks Is anyone else

but the full size of the page

With my name in the corner size 12 font

Should I just upload mine to basecamp now?

Nurofen
Oh ok 😅

Yeah if you're finish

I need to read over my design ceck finish just making it look nice

Chloe
What you readng over emily? Sure we aren't meant to have any writing in it

And do an exhibition info graphic

Anc holding page

display idea please
😅

24 OCT, 19:18

Working on it 😊

Nurofen
Ok 😅

24 OCT, 21:31

Chloe
Are yous finished?

not on a display or anything?

That's an info graphic 😂😂😂

Chloe
Oh ok 😅 I thought that was you exhibited display

I'm nearly done but I'm stuck at what to do

Are you all still coping?

Concept 1

should I use the Helvetica font for the details in the infographic

Nurofen
My design deck only took me last night to complete and I'm not planning to spend any more time on it

Well he said to try out different font to see which will work best

I think that logo would look well really big and they'd like that

yeah yeah i can see it doing it

here have you's read the selfie article for helen yet

Chloe
I tried my best but I swear I must have

You could end up swaying her or the icons you know Kung

Plus you'll have adrians backing

pure tense

like the x factor final

Nurofen
Lol hopefully they would like it because

do for my side of the exhibition display 😂

Yes mind he said this in like the first meeting

In the logo section of basecamp

Chloe
Got it

Chloe
I don't understand lol

They still don't look right but I defo put them in??

icon will look out of place 😅 i might try adding the circles from the other side

I saw a good motion graphic tutorial for the info graphic I'll send you the link when I'm on my computer

12 NOV, 10:41

https://www.youtube.com/

Yea they're only half way there

Chloe
Aw right that's grand

Which one...

results??

Chloe
Was planning to write that too but I wondered should I put in the type of subject aswell

Maybe not

Here I was thinking we could have the yellow exhibition like before and attach the screen to it

Suvitha Subramanian

Talking about the yellow background thing now

of gold than the one she had 🙄

Are you doing a title page?

Chloe
No cos he shouted at me for kerning last time

Because I think I remember him saying

you're literally coding it 🙁

30 OCT, 22:05

i can't really code so lol

31 OCT, 19:46

Nurofen
Have yous finish your design deck yet?

Chloe
Nearly

Oh ok 😅

Notifications

Mine is just that template I uploaded and then two square ones I hashed out in photoshop last night but it'll do now

It'll be week 12 by the time my laptop loads

Emily remember and save as you go along pls😅

Nurofen

Can you also try making the shapes a wee bit small so it's not leaving so much white space

Ok

Is it alright if I send the logo tomorrow sometime

Chloe
Yeah no probs

Staff night out

That's mine ft rosie bring me tea

Did yous see Adrian's comment?

Chloe
Yeah and I legit had the photoshop file open to change the merch 🙁

Where's the comment at

Chloe
Don't understand the

the icons it will start to take better shape

If it's still bare then we could maybe add some of the circles from the other side

Nurofen
Yeah but I think the icon will just look out of place 😅 i might try adding the circles from the other side

Then you wouldn't be an to see the hold of the circle

Chloe
What?

Are them logos alright??

It doesn't matter because it'd be more hassle

I hate this one I'm making but I'm just going in with what they asked me to do

Should we be doing it if you don't like it??

Maybe put it on basecamp and see if we should continue it??

I can do the merch quickly tonight

Or should we try to pull the pitch deck together tomorrow in class??

Nurofen
I think we should just do it tomorrow because we will have to show it to them away and they might want to fix it 😅

hey you know your thailand infographic?

Nurofen
Yes?

maybe do something for the last square with that similar style

Nurofen
Yes what you mean?

but a map of NI and the

the map with pin point for the board and then in the motion graphic we could add all of that in

something like that i just thought of the idea there because i was writing about motion graphics in my production log

12 NOV, 19:39

Do they want it in circles

You mean have a map with pin point on it?

For the 5 campuses

or like wee icons that represent each one

so like the windmill for coleraine

the fancy buildings for magee and queens

It's really bare, I still need to add the icons but I don't know if it's going to look nice

What do you think?

I don't like it 😂

12 NOV, 22:10

Chloe: Looks nice
I think this looks better
Chloe: Can someone pulled together a final pitch

---

20 and 10 on it too
I just did abstract shapes not jigsaws I was gonna see what you's thought of that first
So I need to change the opacity and what about the shapes?
I do really like the shape
Can you also try

We happy to plough on wth circles
Yes please
If you both of you are?
Chloe: Yeah that'll do
Ok I'll have them up on base camp in ten minutes

---

just put on Basecamp Em
Wayhayy
Same Chloe
The thing is the client like the font
He's so fussy why can't he tell us to just

That's what Adrian said to do
Them pictures are up now
I think the white looks better but save the yellow and show them it
Saved them both

---

attach the screen to it like he was talking about to show the logo
Also did you's get the logos wth the correct lettering and all I put them on basecamp on Friday
Chloe: Attach the screen,?
What you talking about?

Yeah they are fine
Here can one of yous see if you can open the print photos file Claire posted for me
The file isn't supported on my laptop
The writing still doesn't look like they're even wth the Science shop

---

This is what Adrian suggested I do for the exhibition
Should I write "geography" at the

---

have no idea why those lines showed up on indesign because they didn't export like that from illustrator
12 NOV, 17:56
You see for the infographic side of the exhibition display, I can only fill 5 boards including the logo, what can I put on the

---

I fixed the colour issue
But I don't know what font to use
12 NOV, 09:48
I'm going to be late can you send me the code if it goes up
Same here

That's nice!!

Hold on
Yea it opened for me
Can you try to upload them normally for me then
Cos it extracted the file and it won't work at all
Yea I'm uploading them

I see it now
The text on the tshirt is meant to be different sizes so they all are the same width that was what I did with the tshirt from my idea that they loved and now they don't like it lol
I'm at work all day tho

Basecamp?
Yeah I think so
Ok thanks
Is it alright if we do it tomorrow I've everything done but Adrian wants me to put the logo on photos and to create some stickers for Claire

---

13 NOV, 10:18
A lanyard would actually be good
I've the holding page done I need to photographs and stickers then I'm sending it to you
I tried the lanyard last night and it didn't look right so I didn't put it

---

it for tomorrow? When does she meet with the ones in Queens?
Wednesday wasn't it
I'm not to sure
Chloe: I don't know what happened to the logo but it doesn't like my laptop and I'm trying

---

v=aoXxFT58RkB&t=43s
17:56
I got it working

---

have the main logo, 30th logo, exhibition display, infographic, holding page, merchandise and stickers and watermarks photos. Am I missing anything?
Yes that's all
Ok thanks

And that too
That doesn't need to handed in until next week isn't it?
Yea it's next week
13 NOV, 11:58
Does Claire want minion pro on the t shirt??
13 NOV, 13:05

---

work but I should be finish in about an hour
Be grand do your work you's have to do
13 NOV, 14:58

Oh right ok this is only the merchandise page, do you have anything else to add to this page?
Yea I've four t shirts
Is it ok if you put them on from basecamp because the in design

---

base camp if you want to just put the stuff you're doing on it
Did you try just the circles in a line not the actual logo
Did you see the message from Clair?
Yes I tried both

Should I add the circle background?
Try it

Ugh
Fs she never mentioned putting the website onto the tshirt like am I meant to read her mind
She liked it the way it was

Not the whole thing
It's her own fault if she doesn't get it printed
Just the notebook and the t-shirt
I'm doing stickers now and she's gonna start bitching about them too
I'm so sick of this project

I think the files don't like going from MacBook to pc
Also did someone do the holding page?
Yea me
Chloe: Emily did it on Thursday sure
The t shirt is done

Yea wtf

---

fonts so I can put it on the notebook. Chloe I'll fix the t-shirt
Yes I'm just doing the stickers
Then I'm going to eat
Then I'll do that
Ok thanks
This project is taking

---

laptop and I'm trying to do the mug but it's not working at all, the circles didn't all render and there's lines through it
Aww please tell me it was Wednesday I just went to bed
Chloe: She's seeing them on Wednesday but she

---

to make a to do list on basecamp?
Chloe: I do
I'll throw one together tomorrow sure
Ok thanks
23 NOV, 14:57

Literally all loading
Do you have the holding page as well?
Yes putting it up too
Kept forgetting about it
Sorry it's taking its time to holy
Upload

Chloe: Where did you find that notebook? I went through 22 pages of graphic burger to find one and they weren't right kind
Maybe a lanyard type thing possible or pen
She defo mentioned a pen

---

the photo shop file of the mug to basecamp and one of yous could slap on the logo, it literally takes two minutes but I've tried redownloading it and all and it's still giving me bother?
So do you want me to make the pitch deck with everything that we have now and you

---

Basecamp? I'll try something Chloe
Thanks! I'm just uploading it now
12 NOV, 23:22

Do you see what I mean,

---

this done before 4:30 at the latest
I'm putting everything up now
Ok thanks
Literally all loading
Do you have the holding page as well?

Time Sheet

Week	Project (Design and Build)	Hours	Other Activities (Meetings and Research)	Hours	Total Hours
Week 2	Project Research	4 hr	Meeting With Client	4 hr	10 hr
Week 3	Completing the brief	8 hr	Meeting with Client and Group Meetings	4 hr	12 hr
Week 4	Preparing for Pitch with Client	8 hr	Meeting with Client and Group Meetings and Pitch	4 hr	12 hr
Week 5	Designing Pitch 1	8 hr	Meeting with Client and Group Meetings	6 hr	14 hr
Week 6	Re designing the logo	6 hr	Meeting with Client and Group Meetings	6 hr	12 hr
Week 7	Re designing the logo	6 hr	Meeting with Client and Group Meetings	4 hr	12 hr
Week 8	Finalising Design for Client	6 hr	Meeting with Client and Group Meetings	4 hr	10 hr
Week 9	Logo Motion Graphic	3 hr	Meeting with Client and Group Meetings	4 hr	7 hr
Week 10	Brand Guidelines	7 hr	Meeting with Client and Group Meetings	4 hr	11 hr
Week 11	Fixing and Tweaking	4 hr	Meeting with Client and Group Meetings	4 hr	8 hr
Week 13	Fixing and Tweaking	4 hr	Meeting with Client and Group Meetings	4 hr	8 hr

Signed ; Emily Treanor   107 hr 30 min

Feedback and Project Evaluation

I e-mailed Claire and asked her for her feedback on the project. I have inserted this exchange below;

ET **Emily Treanor**
Thu 13/12, 17:33
Mulrone, Claire ⌄

👍 ⤺ Reply all | ⌄

📄 Feeback .docx
12 KB ⌄

📦 Feedback Folder .zip
17 MB ⌄

2 attachments (17 MB)   Download all   Save all to OneDrive - Ulster University

Hi Claire,
Could you please fill this out when you get a chance.
Thanks,
Emily

Word Online   📖 Accessibility Mode   🖨 Print   🔍 Find   📖 Immersive Reader   •••

Logo and Branding	I am so pleased with the new Logo and branding. You developed a logo that modernised the science shop but kept the colours that directly relate to the three target groups. Your design of the circles also provided a welcome opportunity to drag the science shop into contemporary design to brilliantly develop a motion graphic. You nailed it!!
Branding Guide	This is an integral and very welcome development. We have never had clear brand guidelines. This is especially important as we operate across two institutions. The examples you have outlined of good and of bad practise are excellent.
Logo Motion Graphic	This is definitely my favourite part of the over all design. I am looking forward to seeing this live on the screens across the fur campuses.
Any Other Feedback	You played a distinct and critical role in this team, your new visual identity laid a strong foundation that has contemporised the science shop brand and media portfolio.

MC **Mulrone, Claire**   👍 1   ⤺ | ⌄
Fri 14/12, 09:44
Emily Treanor ⌄

📄 Emily Treanor Science S...
14 KB ⌄

Download   Save to OneDrive - Ulster University

Here you go. Sorry its late.
C

Claire Mulrone |Senior Fellow Higher Education Academy (SFHEA)

Community Engagement Manager | Centre for Flexible Education |

Ulster University | Magee campus | Derry/Londonderry | BT48 7JL

T: +44 (0)28 716 75992

M: 07940 656299

E: cm.mulrone@ulster.ac.uk

•••

ET **Emily Treanor**
Fri 14/12, 10:22
Mulrone, Claire ⌄

👍 ⤺ | ⌄

Thank you Claire,
Glad you're happy with everything.
Have a great Christmas!

Emily

•••

MC Mulrone, Claire
Fri 14/12, 10:26

You too enjoy the break.
C

Sent from my iPhone
...

Overall I feel that the project was a success. I was happy to help the client and glad most of all that they were happy with the out come of the project.

I feel that we worked well together as a team, managed the project well using Basecamp and put the required amount of work in to the brief. This project has given one of my first experiences working on a large scale project for a live client and has really opened my to the amount of work required to complete one.

This project did not come about easily and took a serious amount of work to complete. When I reflect on all the designs that I created and I feel confident upon this reflection that I have developed and worked on the branding to the best of my ability and I am happy that the client has been given the best project possible. I feel the re branding that we have completed has modernise the brand and have equipped the Science Shop to stand out on an international stage.

Bibliography

Foroige. (2018). About. [online] Available at: https://www.foroige.ie/about [Accessed 23 Dec. 2018].

Akmara Design (2016). [image] Available at: https://www.behance.net/gallery/34066360/Phytochemindo-Calendar-2016 [Accessed 23 Dec. 2018].

Anon, (2015). [image] Available at: https://www.youtube.com/watch?v=GxPwJa6IghY [Accessed 23 Dec. 2018].

Anon, (2012). [video] Available at: https://www.youtube.com/watch?v=QViCXgkcBRM [Accessed 23 Dec. 2018].

Cornwall by Design (2018). [image] Available at: http://itecdigital.org.uk/fda02_1415/blogs/400195/wp-content/uploads/2015/01/dott_infographic.jpg [Accessed 23 Dec. 2018].

Imperial War Museum (2018). [image] Available at: https://www.iwm.org.uk/visits/iwm-north [Accessed 23 Dec. 2018].

Loch Lomond & The Trossachs Community Partnership. (2018). Loch Lomond & The Trossachs Community Partnership | Community Support and Community Projects in the National Park. [online] Available at: https://www.thecommunitypartnership.org.uk/ [Accessed 23 Dec. 2018].

Nambia (2018). [image] Available at: https://www.pinterest.co.uk/pin/400961173072306792/ [Accessed 23 Dec. 2018].

Old Navy, 2018. (2018). [image].

Pentagram (2018). [image] Available at: https://www.pentagram.com/work/an-exhibition-is-a-room-with-a-plot?rel=search&query=an%2520exhibition%2520is%2520a%2520&sector=&discipline=&page=1 [Accessed 23 Dec. 2018].

pentagram (2018). https://www.pentagram.com/work/celebrating-100-years?rel=search&query=100%2520years%2520&sector=&discipline=&page=1. [image].

pentagram (2015). [image] Available at: https://www.pentagram.com/work/mit-media-lab?rel=search&query=mit%2520media%2520lab&sector=&discipline=&page=1 [Accessed 23 Dec. 2018].

Starbucks (2018). [image].

The Infographic Show (2018). [image] Available at: https://www.youtube.com/watch?v=2upYjhfcwEQ&t=217s [Accessed 23 Dec. 2018].

Water saving Tips (2018). [image] Available at: https://www.designlisticle.com/infographic-designs/ [Accessed 23 Dec. 2018].