School Employer Connections

Preparing the Future Workforce

Production Log

Caitlin Mulhern B00779803

School Employer Connections

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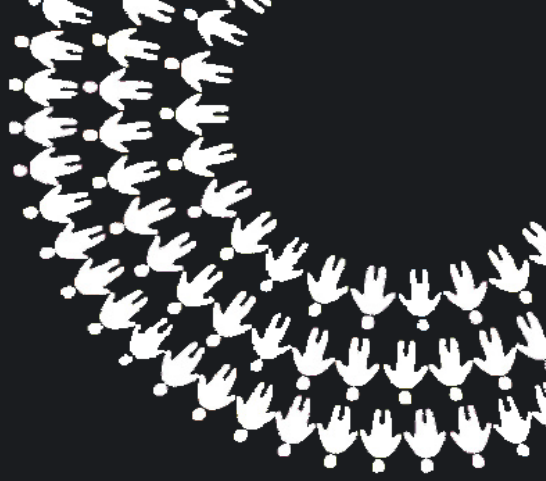
Module



This module offers students the opportunity to develop critically informed creative group projects under the guidance of Adrian Hickey and Claire Mulrone.

Student groups will partner with a Community Partner to develop a creative brief that allows the students to develop a sustained interactive production. The interactive production will be supplemented, as defined by the needs of Community Partner, with one or more of the following media: photography, video, motion graphics, social media, audio, visual design and interactive installation.

Aims

An opportunity to work as a team.

An opportunity to draw together knowledge and skills developed in previous modules and to apply these to a major project.

Knowledge of Social Enterprise and how to apply interactive media ideas and concepts to this area.

The ability to develop a sustained interactive production as part of a live brief.

PROJECT SOCIAL .AGENCY

The Project

This module is an opportunity to work with a community partner using design to enhance their communication to the wider public, moving the academic knowledge from the academy to the wider public arena.

The Community Partneer we have been partnered with is School Employer Connections. To understand what this organisation needs from us we will be creating a brief for them to move into the production stages.

The Team

Caitlin Mulhern

In this project I will help with the creative design for the website including rebranding merchandise, social media accounts and creating the manual for the use of the website.

Jonathon Boggs

In the project Jonnie will take on the role of the website development. We wanted to utilise Jonathon's strongest skills to effectively complete the project.

Calum Mcdonald

In this project Calum participated in the creative design of the rebranding of the social media accounts along with manuals.

The Client

School Employer Connections

School Employer Connections was set up in 1999 as a registered charity by business leaders. This charity's aim is to help build a bridge between employers and pupils and give the pupils the skills and qualities needed to be prepared for the world of work.

School Employer Connections is based in the north west of Northern Ireland and engages with secondary and grammar schools across Northern Ireland to give students different programmes that best fit their needs.

Community Partner Research

First Client Meeting

The initial pitch went very well as the community partner liked things about all of our designs and wanted to combine them together. We took the feedback and made the changes they wanted. We made the changes under a week to quickly get feedback from the client and ensure that they are happy with the final design.

The first client meeting was attended by Owen Crozier the Manager of School Employer Connections along with two other employees, Sheree and Tom on Microsoft Teams. This was a discussion to find out what the client wants and their aims for the rebranding of the organisation.

Notes

- Currently wanting to remain with their colour theme (Purple, green and blue)
- Revamp of Careers Hub page including work experience opportunities
- Virtual class
- Booking System
- Career Opportunities (roles, virtual classes and work experience)
- Electronic bulletins – emailed to subscribers and posted on their social media accounts
- Interactive Map
- New Facebook as they are locked out of their old account
- Collective Twitter Account
- New photos

The Client Brief

The first draft of the brief was to show School Employer Connections the research and benchmarking we had made on similar organisations. This gave them a guide of what we took from the meeting and our plans to meet their expectations.

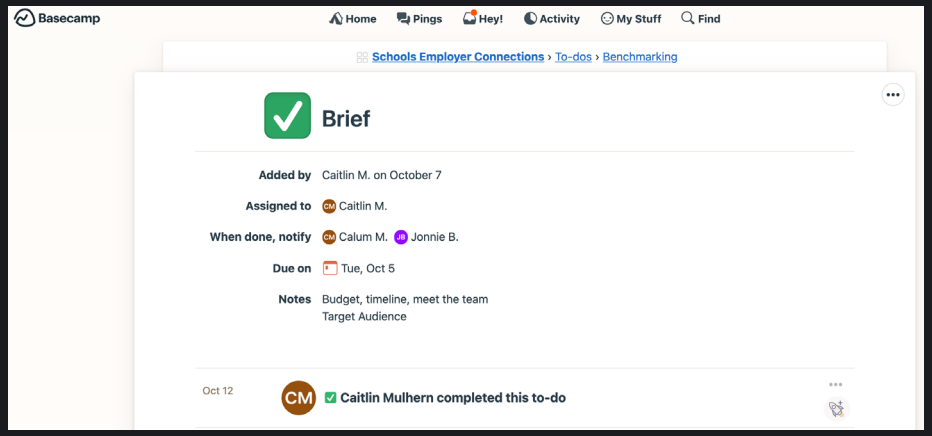
My tasks in the brief:

Budget

Timeline

Meet the Team

Target Audience



Similar Organisations

Changing Education Group
(https://changingeducation.co.uk)

Speakers For Schools
(https:// www.speakersforschools.org)

Education and Employers
(https://www.educationandemployers.org)

Community Gateway Schools
(https://www.communitygatewayschools.org.au)

The Project

The aim of this project is to create a new visual identity for School Employer Connections. To create a new website on WordPress that is responsive due to most students accessing it through their mobile phones.

Create a new logo and colour palette, increase the charity's social media presence and centralise their presence on twitter through a collective account.

The charity's current brand is outdated, using old images and icons on their website whilst also not having posted on their Facebook page since March 2020. As our discussion with the charity continued, we found out about some important factors needed for the new website.

There needs to be a list of facts included on the website to ensure there is no confusion for the user. Pupils are the main target audience for the website so the facts must be stated clearly which will help the students find what they are looking for. We also outlined the need for a better social media presence which we can assist them with.

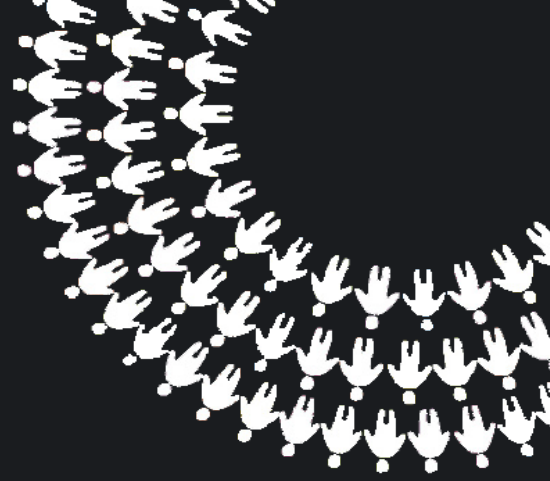
Tone, Message, Style

After the discussion with the community partner regarding the website, we as a creative team have decided upon a range of features and developments to include within the website, one of the key features was a live social media feed embedded within the website, this helps to create a better feel to the website and it not only shows the user the activity of the organisation but allows for a form of interactivity in which users can communicate and keep up to date with the community partner.

The community partner will be provided with a website guide, this will enable the community partner to change and adapt things as they move into the future and keep their website up to date. We will also create a set of brand guidelines to ensure the community partner uses the visual identity in the right way across a variety of materials and outputs.

The main focus of the website will be on the three key features which are the Careers Hub, Work Experience and the Virtual Classes. With further Discussion between the creative team we decided upon cleaning up the layout of the website to make it more appealing to the users as the overall look and aesthetics of a website is vital when trying to attract users and also retaining them.

Another development we have discussed as a team is the use of up-to-date images and also some graphics which will help to improve the overall look of the website. We also discussed the alteration of thecolour scheme which the community partner is open to, this allows for us to make the website to be more eye-catching and aesthetically pleasing to the users, which can be key especially when dealing with students.



Deliverables

New visual identity

Fresh brand

Newly developed website

Collective Twitter account for the charity

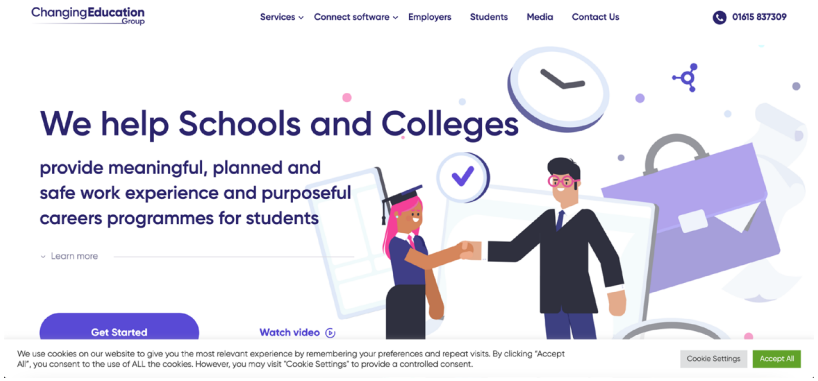
Other means of marketing e.g. Posters, t-shirts, water bottles, billboards etc.

The development of the brand guidelines and web user guide

Benchmarking
Similar Organisations

Changing Education Group

This organisation was found to be one of the more effective organisations. This is because whilst their website was found to be quite simple they implemented quite a dynamic design in which both their media/graphics and layout was able to effectively portray information to the user without requiring large sections of text continuously whilst also getting their message across. They had a very good navigation system that was both effective and looked good aesthetically.



Changing Education included multiple graphics in the form of pictures, clickable icons and also short promotional videos, these were extremely effective as they are more likely to keep users engaged and interested than if there was large amount of text on the screen. They also had a clear and consistent colour scheme through the entirety of their website which we found to be inspiring in the development of our design

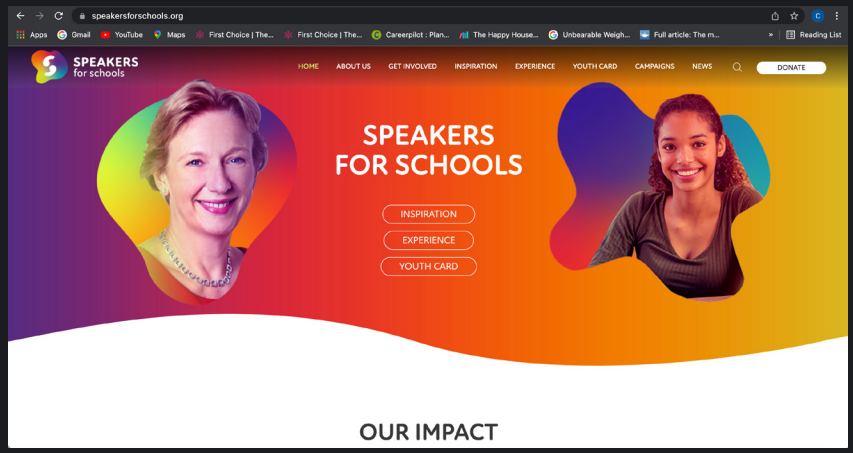
changing education

Logo

At first glance this logo reminds me of the lottery logo. The hand symbol used is unclear in regards to the gesture, as it seems unrelated to the campaign. The colour purple is usually associate with campaigns that include charities or illnesses such as alzheimer's association or Yorkhill children's charity.

Speakers for Schools

Another organisation we found throughout our benchmarking process was Speakers For Schools (https:// www.speakersforschools.org), we found this organisation tohave a really effective and eye-catching parallax scrolling feature which we found to be inspiring to our ideas, they also have a really well laid out website in terms of content and an effective use of buttons throughout which we found to be inspiring.

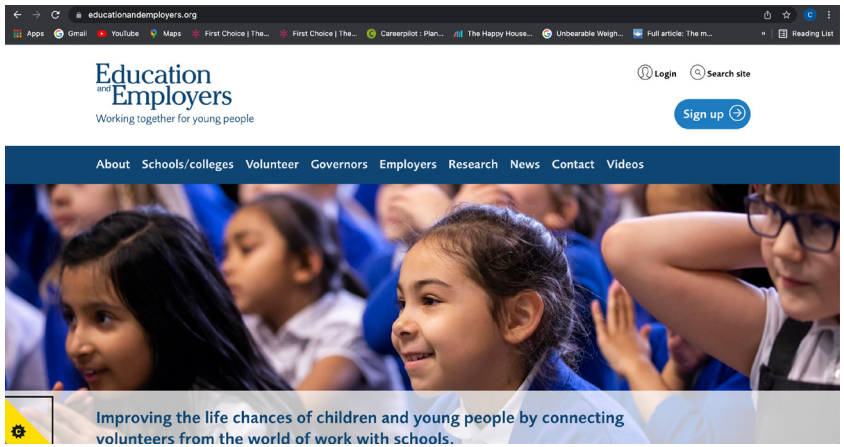


Logo

At first glance I am unable to identify what the logo is trying to represent. The quotation marks in the centre of the logo I assume are to represent speakers. However, this is very unclear until you know what the campaign is about. The gradient background is bright and colourful. I think this works well aiming towards their target audience, the colours consist of red, purple, blue and yellow creating a colour wheel effect. Using a variety of colours is suitable for this logo as school associated logos do have this variety of colours “they include an assortment of bright colours (good for children).

Education and Employers

Education and Employers (https://www.educationandemployers.org) implemented a Sign up/Login featurewhich we found to be really useful as it allowed for the user to opt in to emails for future updates and also it allowed for a comment system to be added on posts within the website.



Logo

Education and Employers

At first glance this logo is similar to the career pilot logo in the aspect it has only used text alone without a graphic. The font used in this logo links with schools and would remind the user of a school font. The navy colour is formal and bold and I think with this font choice it suitable.

Benchmarking

Category	*Feature*	Community Gateway Schools Australia	Inspiring the Future	Education and Employers	Groundworks NI	Speakers for Schools	Career Pilot	School Employer Connections
First impression	Aesthetics	Use of a header image and different links to split the content up	Good use of header image, facts and simple but effective design	Clean and slick aesthetic, basic at first glance.	Clear colour scheme with clear navigation.	Bright, use their own images to represent their speakers	Good use of colour and layout at first glance	Not very well laid out, very text heavy, some blurry images on the homepage and some images too small to see
	Target Audience	Identifiable on the front page (Students employers & Schools)	Identifiable on the home page, made very clear	School children and School employees.	Slightly less identifiable but young people looking for work.	Schools/ School Children This is identifiable on the home page	identifiable on the home page	identifiable on the home page but not very clear
	Main aims Identified?	Shown on the homepage and also About us page	Identified in the about section	Looking to partner potential employees with partners	Clear message on home page of what their aim is	To provide talks and work experience programmes to state schools for free of charge	Can be found in the all info tab	Can be found in the overwiew (3 clicks to reach here)
	Consistent Colour Scheme?	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Look & Feel of the website	Quality of the images used	Mostly HD but some are blurry	good quality images used throughout	Some images are of low quality	All images and logos crisp and HD.	High Quality images used throughout	high quality of graphics and images used	Good quality of images however some blurry and mostly outdated
	Responsive?	Yes	Yes	Yes	Yes	Yes	Yes	No
	Amount of Content	Text Heavy in parts but is spread out well	Text heavy in parts but split well with other content	Scroll down to get the content. Content is slighty	Scroll down to get the content. Content is centralised. Content spread out well	Very well balanced throughout and split with media	Good balance of content throughout	Text heavy in most sections of the website
	Font	San Serif	San serif	San serif	San Serif	San Serif	San Serif	San serif
	Logo placement	Top left in the header	Top left	Top Left Corner	Top Left corner	Header Top Left	Top Left of header	Top left
Technical	Book online option?	No	no booking system	Yes, through the contact page	Yes, through the contact page	No	No	No but have a registration of interest form
	Analytics?	Google Analytics	Google analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics
Navigation	Primary Menu Format	Fully exposed, Click through nav bar	Fully exposed, click through nav bar	Fully exposed, click through nav bar	Fully exposed, click through nav bar	Fully exposed, click through nav bar	Fully exposed, click through nav bar	Fully exposed, click through nav bar
	Primary Menu Position	Horizontal Top	Horizontal top	Nav Bar below the header	2 Nav bars, one below and one above the header	Horizontal Top above header	Horizontal Top	Horizontal Top

Category	*Feature*	Community Gateway Schools Australia	Inspiring the Future	Education And Employers	Ground-works NI	Speakers For Schools	Career Pilot	School Employer Connections
	Means of getting to the top of the page	Scroll but has a button at the botton to navigate	None scroll only	Scroll only	Scroll only but has a sticky nav bar	None, scroll only	None, scroll only	None, scroll only
	Contact Us?	Located in the primary header	located in the about section	"Contact" section in header. Doesn't stand out	"Contact" in nav bar below header. Have to scroll to click it.	Contact information in the footer of the page	None	Located within the navigation bar
	No. of clicks to reach the contact page	One Click	One Click	One Click	One click	No Clicks	One Click	One Click
	Bread Crumbs?	Yes, above header image	Yes, below header image	below the header	None	None	None	Yes, bottom of the page
Content	Explanation of service	Located on the homepage and more detail on the about us page	Located in the about us section	In the about section	At the our service page	In the About us section	In the All Info page	located in the homepage and repeated in the overwiew
	Outdate or up to date content	Up to date content	up to date content	up to date	Some outdated	Up to date content	Up to date content	Some outddated content, especially images
	Social Media?	Yes, Icons provided (Only Facebook and Instagram)	Social media icons used(Linkedin, facebook and twitter)	Youtube, Twitter, Flickr & Linkedin	Facebook, linkin, Twitter & youtube	Instagram, Twitter, Vimeo & Linkedin	Only twitter	Yes but twitter isn't a company page
	Active social media?	Very Active	Very active on social media	Yes	Yes	Very active	Yes	Not Active
	live feed of socials?	No	yes	No	No	No	No	No
	FAQ Section?	None, only a contact page	None	None	None	Yes, dropdown section in about us	None	None
	Up to date photography?	Yes	No	Yes	Yes	Yes	Yes	No
	Log-in Feature?	Yes	Yes	Yes	No	No	Yes	No
	Privacy Policy?	Yes, identified at the bottom of the home page	Yes, identified at the bottom of the webpage	Yes, in the footer	Yes, in the footer	Yes, data protection in the footer	Yes, data protection in the footer	yes, identified at the bottom of the webpage
Search	Is there a search option?	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Type of search	Text	Text/drop-down	Yes, drop-down/text	Yes, drop-down	Text only	Text Only	Text only

Category	*Feature*	Communnity Gateway Schools Australia	Inspiring The Future	Education And Employers	Groundwork NI	Speakers For Schools	Career Pilot	School Employer Connections
Functionality	Load Time	3.7 seconds (requires a captcha on first entry to prevent bots)	2.1 seconds	2.4 seconds	1.7 seconds	4.4 seconds	1.2 seconds	1.6 seconds
	Multilingual?	No	Yes	No	no	No	No	No
	Security	Yes (cloudflare)	Yes	Yes	Yes	Yes	Yes	Yes
Accessibility	How many font types?	3	3	3	2	3	3	3
	Clear Headings?	In most cases yes	Simple but not clear	Simple and clear	Simple and clear	Yes	Yes	No
	Links Recognisable	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Hyperlink changes colour when clicked?	No	No	No	No	No	No	No
	Link Underlining?	No	No	No	No	No	Yes	No

Summary

Through the process of benchmarking there have been a variety of different features and design elements that have been identified as good practice used by the competitors and similar organisations however there has also been several gaps spotted through this process which opens a window of oportunity to take advantage of these elements and not only catch up to the competitors but further develop and improve on what is missing.

Timeline

Week 1

Researching Community Partner and first meeting

Week 2-4

Benchmarking

Week 5-6

Proposal

Week 7-12

Development

Budget for Production

There is no budget set with the organisation but there will be some essential costs to the development of the project. The team is creating and developing this project to complete a module in university, therefore the work has no associated cost. However, the organisation will be required to pay a small number of costs including:

Business WordPress 24 months £240 includes

Free domain for 1 year (renewing at approximately £15 after 1 year)

Preinstalled SSL Certificate

Unlimited Email Support

Track your stats with Google Analytics

Microsoft 365 Business Basic £3.80 user/month

Branded business merchandise (everything branded, quoted at minimum 300 products)

Branded cotton carrier bags £336

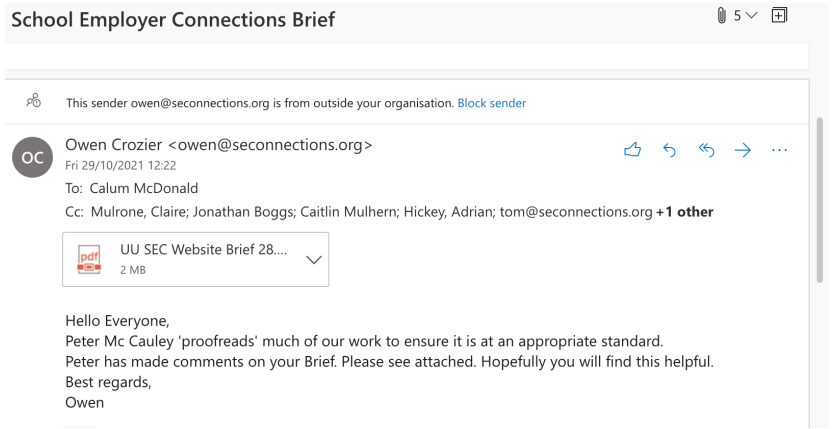
Small budget plastic keyrings £288

Notebook £447

Rhin ball pen £240

Any additional marketing material to be quoted or can be changed

Brief Feedback


School Employer Connections Brief

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OC

Owen Crozier <owen@seconnections.org>

Fri 29/10/2021 12:22

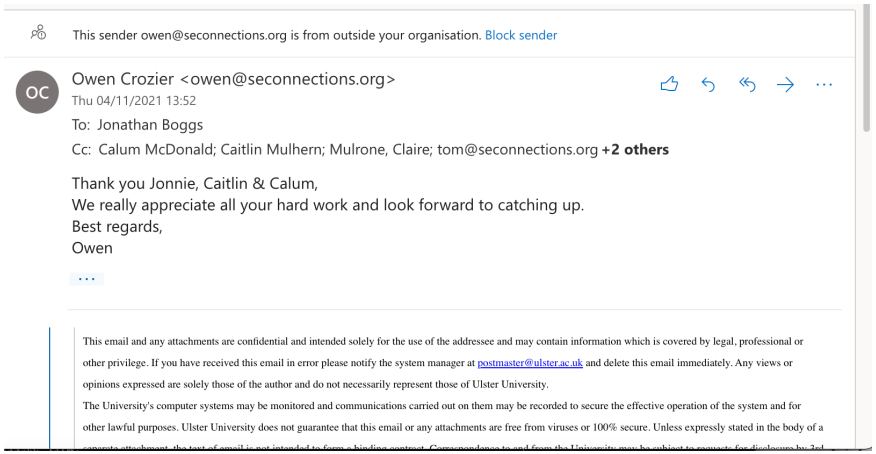
To: Calum McDonald

Cc: Mulrone, Claire; Jonathan Boggs; Caitlin Mulhern; Hickey, Adrian; tom@seconnections.org **+1 other**

UU SEC Website Brief 28....

2 MB

Hello Everyone,
Peter Mc Cauley 'proofreads' much of our work to ensure it is at an appropriate standard.
Peter has made comments on your Brief. Please see attached. Hopefully you will find this helpful.
Best regards,
Owen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OC

Owen Crozier <owen@seconnections.org>

Thu 04/11/2021 13:52

To: Jonathan Boggs

Cc: Calum McDonald; Caitlin Mulhern; Mulrone, Claire; tom@seconnections.org **+2 others**

Thank you Jonnie, Caitlin & Calum,
We really appreciate all your hard work and look forward to catching up.
Best regards,
Owen

...

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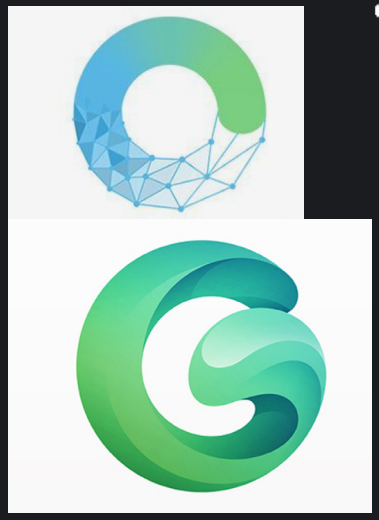
From the meeting to the design of the brief my team and I covered all the aims and objectives that were given by the organisation. due to this we did not have to make many changes to the brief and they were more than happy with it and excited to move onto the designing phase.

Design Inspiration

"Because they're currently not the norm in the world of logo design, gradients are able to make a long-lasting impression that flat logos sometimes can't.

We're used to talking about colors like they're singular entities – the sky is blue, this cherry is red – so when we see colors that we don't have language to immediately describe, the image isn't as quick to leave our heads as those with flat colors we're accustomed to seeing." (Tailor Brands, 2021)



(Designbolts,2017)

Fonts

Trade Gothic Next LT Pro Light

The quick brown fox jumps over the lazy dog

Chantal Light

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Freude Regular

The quick brown fox jumps over the lazy dog

For the font I wanted to remain with something that linked with a school. Including round edges or handwriting. Instead of the organisation looking very corporate I wanted them to look soft and approachable.

Logo Symbols

(www.dreamstime.com, 2020)

(www.dreamstime.com, 2020)

Experimenting

In the creative phase my team started researching logos that would appeal to our target audience and what would relate to them. We each designed 3 different logos and got feedback from Adrian and Claire.

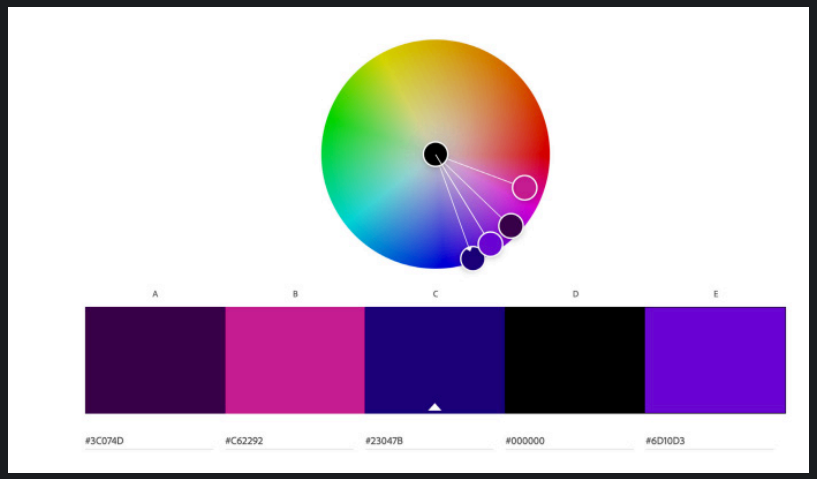
In my first logo design, I have an incorporated the gradient subtly in the outer ring and in the people in the middle. I wanted to stick with their colour theme as they asked but trying to modernise it.

"Circles are round and soft, which gives off a certain feel that is drastically different than most other shapes. They're often associated with femininity, and they can also portray security, continuity, and protection." (Guest Author, 2018)

The second logo I created I used a navy background to make the purple stand out. Due to their main colour theme being purple I thought about just focusing on that and I have used a soft handwriting font.

Final Design

(www.dreamstime.com, 2020)



After creating my first two designs I decided I wanted to definitely stick with the gradient. although their main colour theme is purple and green I did not want to include the green as I thought it was not a good contrast between the two colours. instead I chose something bright and contrast are well with the purple which was pink.

I have included the symbol two hands shaking as I think this is a good representation of what the company is about the connection they provide between schools and employers.

Design Feedback

When creating these designs in class we got verbal feedback from Claire on Adrian. they helped guide me in what they thought worked and what didn't. They agreed with me that the green didn't pay with the colours in their theme and that I should choose something more relevant to the target audience and brighter.

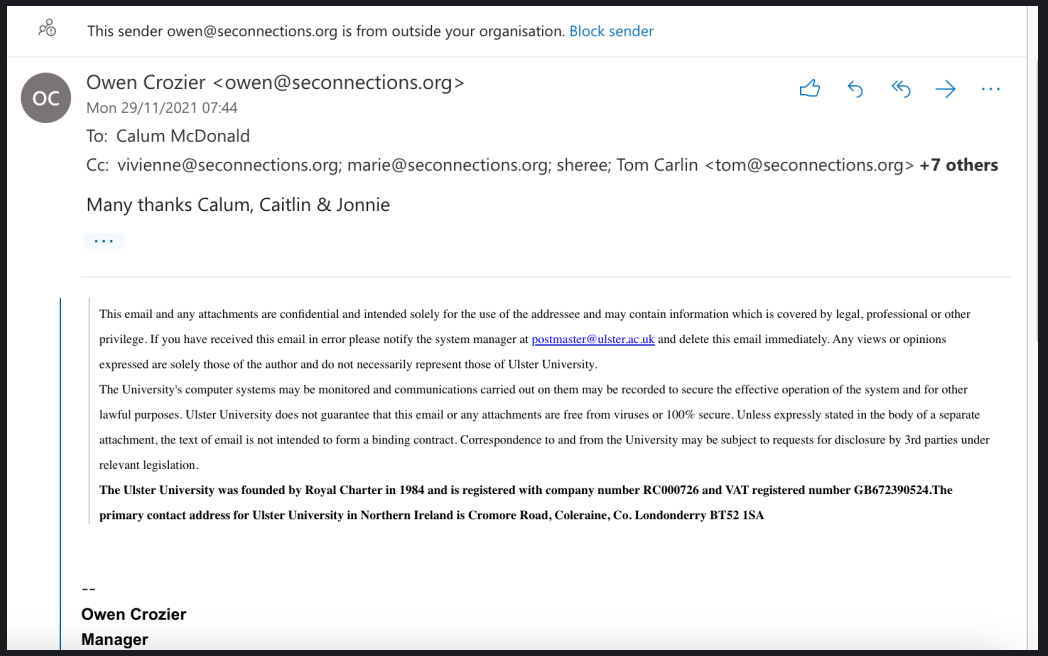
When initially looking at symbol shapes I thought using one with address such as a rectangle or triangle. However, when discussing with Adrian he made me aware that this would look like a road sign instead of a logo. due to the company not having a logo in a shape this is something that I really wanted to try out. I think that my final logo will still appeal to them as it incorporates their colours just different shades.

The Pitch

The initial pitch went very well as the community partner liked things about all of our designs and wanted to combine them together.

We took the feedback and made the changes they wanted. We made the changes under a week to quickly get feedback from the client and ensure that they are happy with the final design.

The community partner had no further changes to the revised design deck and were looking forward to the production stage.



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Owen Crozier <owen@seconnections.org>

Mon 29/11/2021 07:44

To: Calum McDonald

Cc: vivienne@seconnections.org; marie@seconnections.org; sheree; Tom Carlin <tom@seconnections.org> **+7 others**

Many thanks Calum, Caitlin & Jonnie

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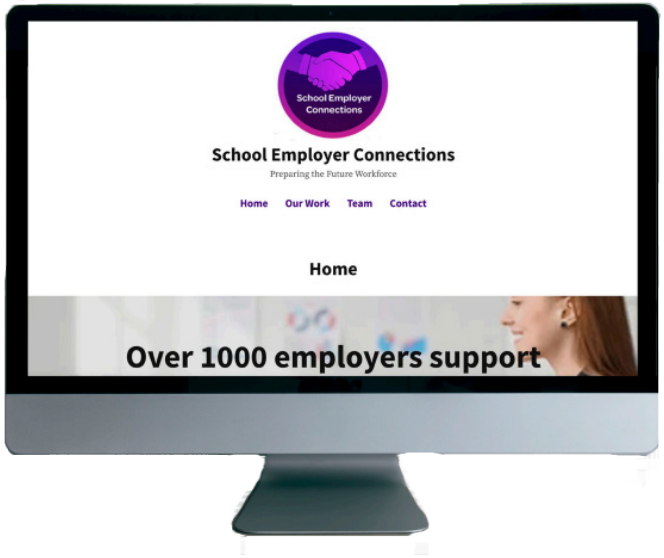
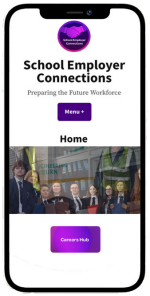
Owen Crozier

Manager

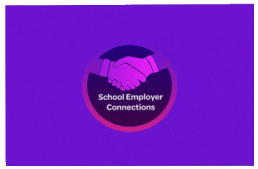
My Pitch


School Employer Connections
School Employer Connections
Preparing the Future Workforce
Home
Our Work
Team
Contact
Home
Over 1000 employers support


School Employer Connections
Preparing the Future Workforce
Menu +
Home
Careers Hub

School Employer Connections
School Employer Connections
Message

School Employer Connections


School Employer Connections

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School Employer Connections
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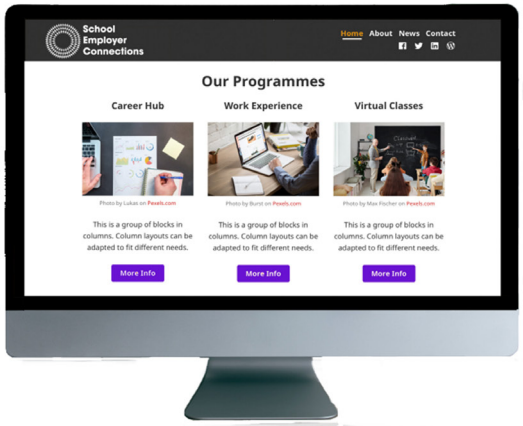
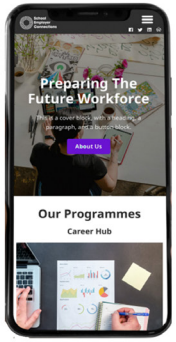
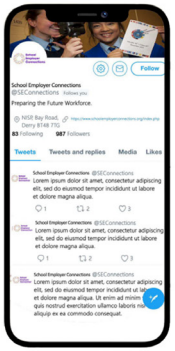
Feedback & Adjustments

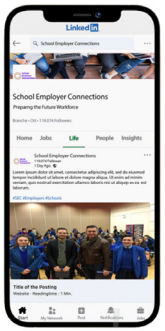
The client found it hard to choose between all of our designs and logos for the organisation unwanted to incorporate things from all of our designs into one. they loved my colour scheme and wanted to use that on Calum's logo. they loved Jonnie's website design unwanted to use that for the new updated site. although they do not have any extra funding to be able to purchase merchandise at this moment in time they wanted more mock up designs with the logo on it for future merchandise they may purchase.

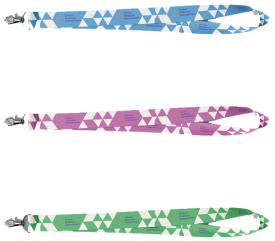
Finalised Design Deck











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CERTIFICATE OF ACHIEVEMENT
SCHOOL EMPLOYER CONNECTIONS
AWARDS
BRADLEY MCAVOY
for demonstrating excellence in completion of activities
OWEN CROZIER
MANAGER
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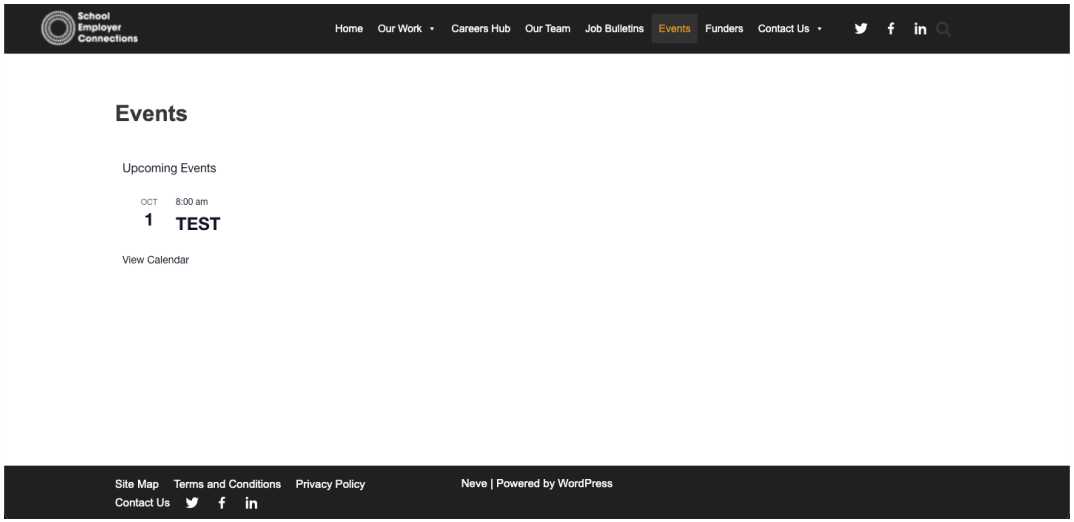
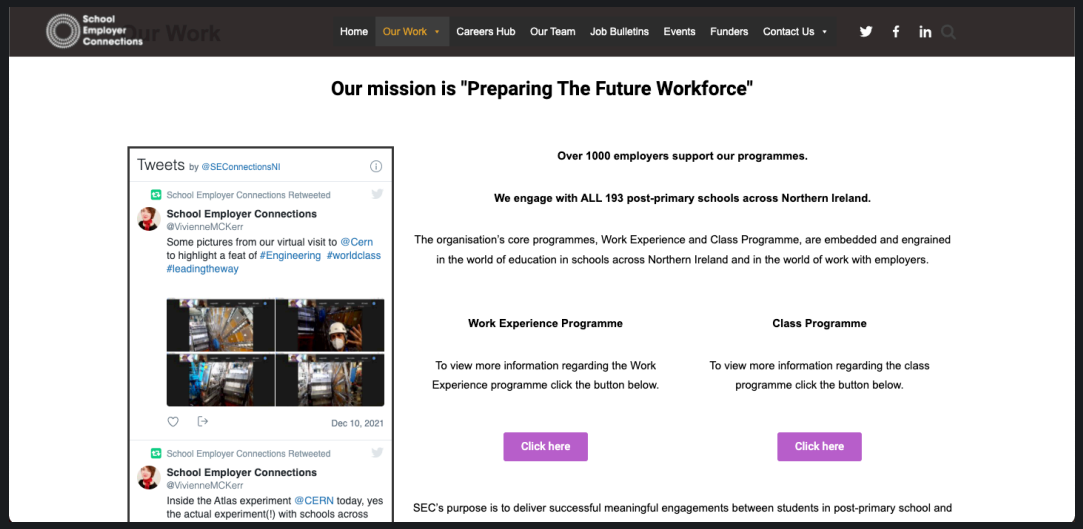
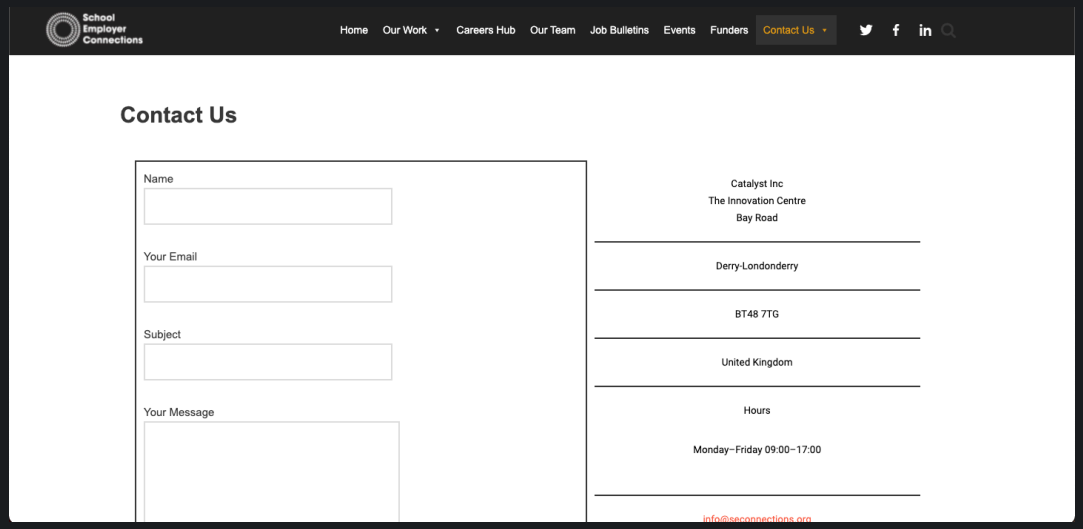
Development Website



In the beginning stage of developing the website we did run into a few issues. Due to the organisation not having any extra funding they were unable to pay for a business word press. to resolve this issue and include all the plugins that their desired such as an image carousel which I have screenshot on the left, we discussed cheaper options such as paying monthly for hosting from ionos. This is the option we then opted for as it allowed the organisation to still have all the features they want.





We have included a live social media feed which is one of the features that they requested and we have also included a contact form so that peoples or other users can easily contact the organisation. these are just some of the features that we have included.

School employer Connections wanted to include new versions of there are web pages on their original site with less text and more up to date. However One of the pages has still not been updated therefore it is linked to their old website with they original content. if they wish to attend this they can do so by following or website manual.

Social Media

Facebook

School Employer Connections have only recently created a new Facebook page for their organisation as they forgot the login details of their old account. Therefore there was not much content on this new Facebook page. We therefore updated their header and profile picture image and provided the social media guidelines for them to follow along to update this page more.

School Employer Connections

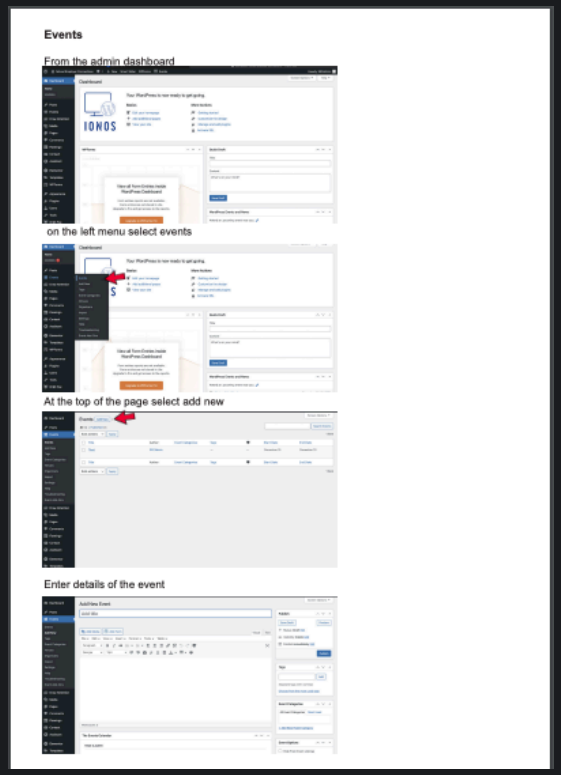
Twitter

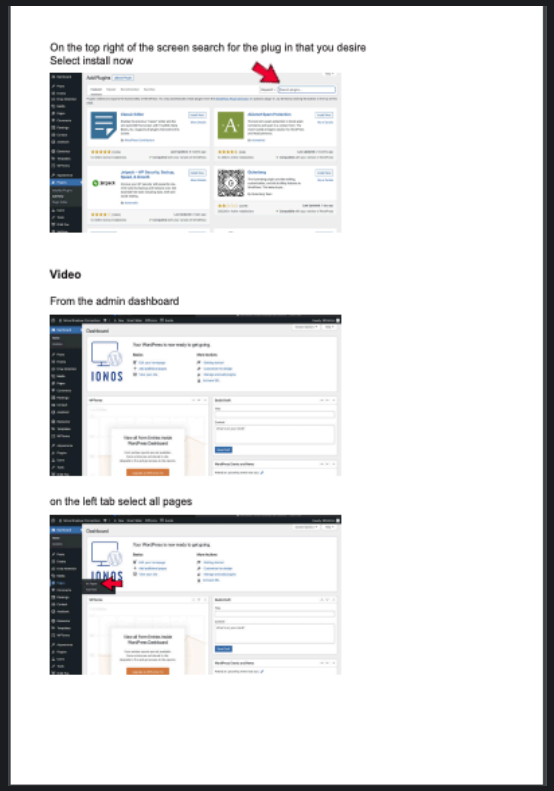
The organisation did not have a collective Twitter account for School Employer Connections and the employees were each using their individual counts to post for the organisation. we advised them not it would be a good idea to create one account that they could all access. after creating this account we gave them the login details so that they can secure for their use. Due to the organisation not having any recent photos we requested that they provide us with more high quality and more recent images to use as headers on their social media accounts.

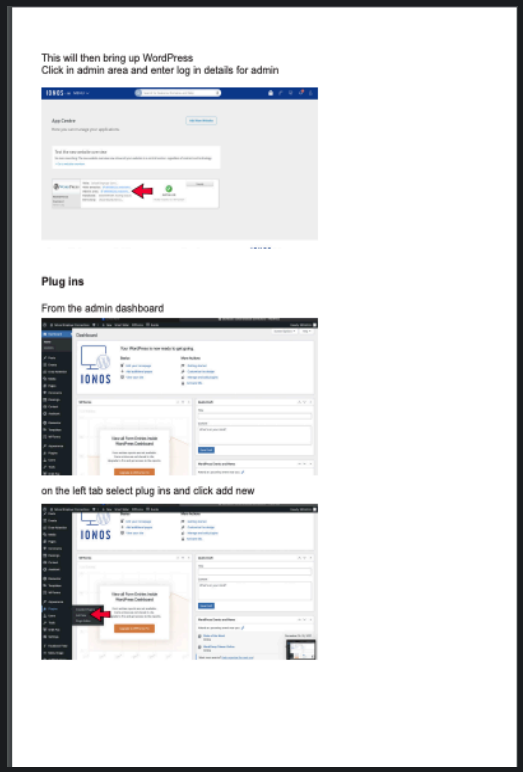
Manuals and Materials

Website Manual

We designed a website manual for the client as we thought this would be easier for them to make changes that they wish to the website. to make this extremely simple for them we went through step by step on how to change everything within the website. the instructions were followed by screenshots of each step so that it is an easy guide to follow along. Here are a few screenshots of what the manual contains.







Social Media Guidelines

We created another manual for their social media presence. Through research we found the most beneficial ways to keep and maintain their social media presence. to make this easy for the organisation the manual will guide them in depth of how to do this and why.

School Employer Connections

Social Media Guidelines

Twitter Posts:
According to Hubspot, the best time to Tweet is from noon to 3pm or later at 5pm. This coincides with the lunchtime catch-up, afternoon slump and the time people are on the commute home. Maintaining an active social media presence is of paramount importance to reach the target audience. TweetDeck, a social media dashboard application for management of Twitter accounts, allows users to set up scheduled tweets to be posted at the best time for engagements.

Facebook Posts:
According to studies, the best time to post on Facebook is between 1pm and 3pm during the week and Saturdays. Engagement rates have also been found to be higher on Thursday and Friday. As the School Employer Connections Facebook page is a business page, scheduled posts will be able to be set up at the desired times to maximise interaction and engagements.

Frequency of Posts:
It is best to post on Twitter at least 5 times a day. The more frequent tweets are posted, the better. It has been found that on Facebook it is optimal to post 10 times a week. Studies have shown that on LinkedIn it is best to post once a day.

LinkedIn Posts:
One of the most important things about posting on LinkedIn is including an image along with the post. Images typically result in a 2x higher comment rate. Creating an image collage to include more than one image in the post performs very well for organizations. Statistically, completed pages also draw in more of an audience.

School Employer Connections

Social Media Guidelines

We have spent time researching the most effective way to engage an audience on social media. These guidelines reflect our research.

Twitter:
It is essential to use an image with every tweet.
Maximum of 2 hashtags per tweet.
Include any links at the end of tweets.
Keep one hashtag consistent through all tweets. (#PreparingTheFutureWorkforce)

Facebook:
Small amount of text followed by an image/images.
Better platform to show outcome of events.

LinkedIn:
Focus on career opportunities and updates on careers events.

Post Templates:
Tweet One:
Head over to our website and check out all the upcoming events in our calendar! (Insert link to website). #PreparingTheFutureWorkforce

Tweet Two:
Check out our #VirtualClass for (insert subject/class) at (specify time). Great opportunity to find out important information on your desired career! (insert link to virtual class on website). #PreparingTheFutureWorkforce

Tweet Three:
Hey! Sign up to our #WeeklyBulletin and receive updates for new career opportunities. It contains the latest information on employment near you! (insert link to bulletin sign up). #PreparingTheFutureWorkforce

Tweet Four:
Huge thank you to the people at (insert company name) for a very inspiring talk about a wide range of future possibilities! Great feedback from all the pupils at (insert school name). #CareersAdvice #PreparingTheFutureWorkforce

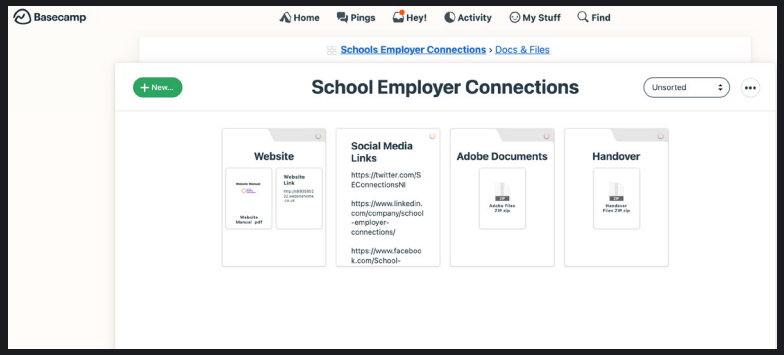
Tweet Five:
We are pleased to announce that on (insert date) we will be joined by (insert company) as they share their experience and provide insight in to magical world of (insert subject)! Book in now and don't miss out! (insert link to talk). #VirtualLearning #PreparingTheFutureWorkforce

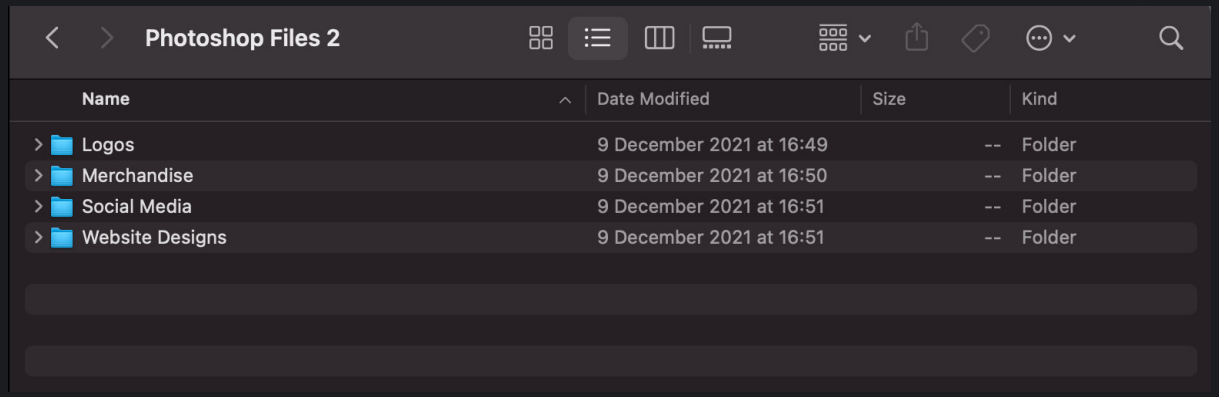
Facebook Post:
Inspiring talk from (insert company name), speaking to the eager pupils at (insert school name). Here are some pictures of the activities throughout the day! (insert pictures)

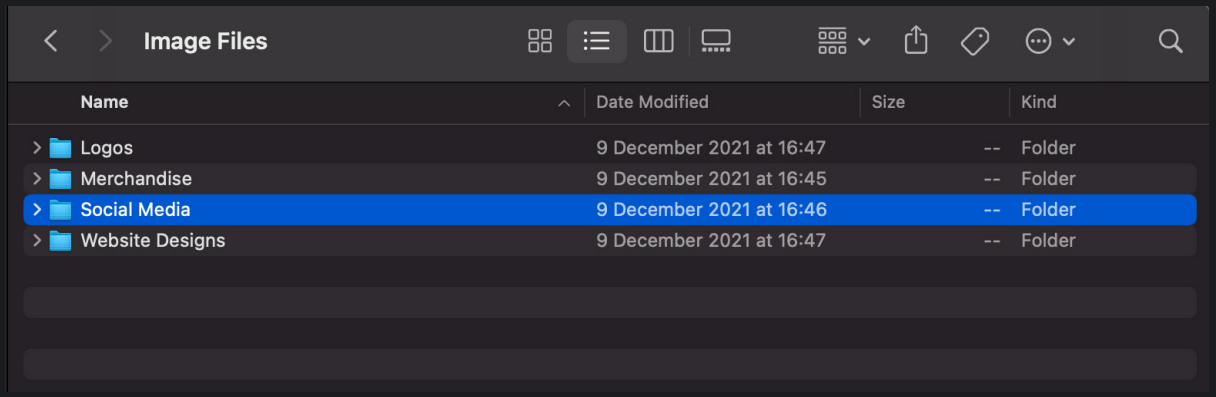
LinkedIn Post:
Great new career opportunity at (insert company) check it out on our website for more details! (link to website) (include relevant image).

Handover Docs & Files

Edging towards the deadlines for the module we uploaded files sorted in folders easy to access for the client. They were uploaded on December 18th to basecamp. The files included different file formats of the logos and psd files in case the client wanted to make any changes of their own.

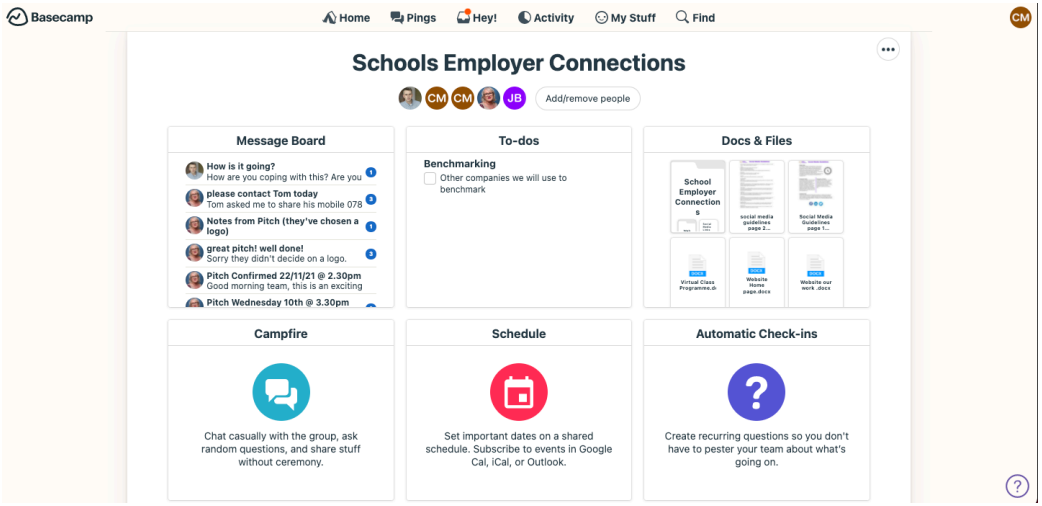




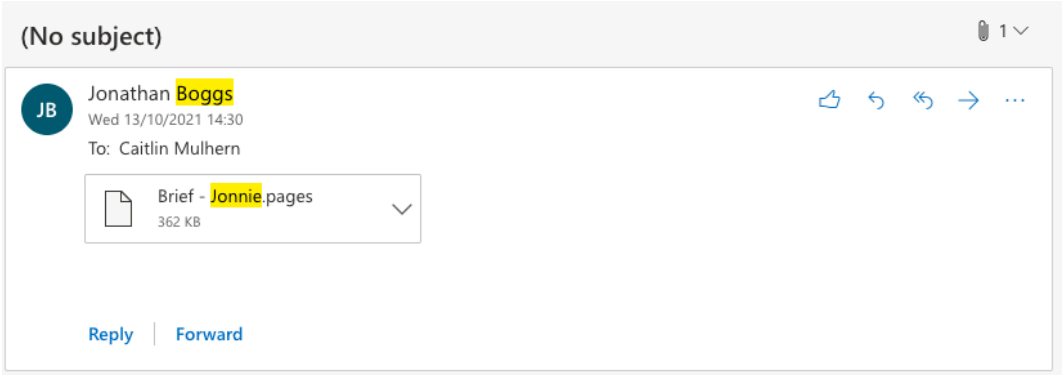


Project Management

My team used an app called base camp to manage our project. this app allowed us to keep on track of our tasks by being able to set reminders on deadlines for each of us to upload files and documents. This app also allowed Adrian and Claire too see our progress and how we are coping throughout the module.



We also privately discussed on Snapchat group chat that we have had since the beginning of uni as this is how we usually communicate with each other. Also corresponded a lot through a meal when sending files back and forth on making changes on adjustments. Although most of our communication was done together in university.



Evaluation & Reflection

Teamwork

We also privately discussed on Snapchat group chat that we have had since the beginning of uni as this is how we usually communicate with each other. Also corresponded a lot through a meal when sending files back and forth on making changes on adjustments. Although most of our communication was done together in university.

When creating the brief for the client we were able to show that we could organise and Re-search other competitors creating benchmarks so that we can produce something better. due to our skills that we provided an interactive website along with new social media accounts and new logo.

Working with The Client

Due to developing our skills through our modules we were able to apply this to creating a high quality production for a client. At the beginning of the project we discussed what we felt like were are strongest skills to prioritise on divide the work amongst us. due to using discount we were able to keep track of one another and help each other as a team.

School Employer Connections were extremely excited and thankful thought we were going to be able to create what they had visioned for their website and make it a reality. due to their website being very outdated they were eager to start the process of changing this.

What did I do?

- Alongside my team developed the social media guidelines

- Developed the website manual

- Rebranded the merchandise etc in the finalised deck

- Launched the new Twitter account with the re branding helped with the other social media accounts

School Employer Connections

Conclusion

Throughout this module I have find an exciting learning experience by working with a client. I have enjoyed working in a group of three on this creative project as we were able to bring our unique skill sets to it.

I feel that we all contributed to the leadership of this project and worked really well as a team. We all contributed and the communication with the client and resolving issues that appeared. Due to being ill with coronavirus we did lose some time in the production phase. However we worked very hard as a team to ensure that this was not going to result in the client receiving the website and materials later than the 18th December. If we had more time I would have liked to discuss one of the pages on the website that has still not been updated due to not receiving the updated version by the client. This page on the website contains a lot of information that is very central to the website.

Overall, I think that we have all contributed fairly throughout the project and believe that we have tried our best to meet the project specification and deliver what our client asked for.

Time Log

Clockify was the main method of my team and I keeping track of time we spent on the project. Using Clockify allowed us to see how much time we were spending on each task individually.

Research - 8 hours

Benchmarking - 10 hours

Brief - 15 hours

Design - 38 hours

Pitch - 35 hours

Website - 30 hours

Guidelines - 5 hours

Socials - 6 hours

Meetings - 4 hours

Production log - 46 hours

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