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HARMONY

Production Log
Chloe Mooney / B00757769





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HARMONY



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STEP 01

1a Introduction

1b Project Specification
& Meet The Team

1c Initial Thoughts of
Harmony

Production Log

Introduction

This production log outlines the documents that we created for the community partner. MED 526 is an opportunity to work with a community partner using design to enhance our communication skills to the wider public, moving the academic knowledge and implying it to the wider public.

This module offers me the opportunity to work with others as a team. To understand the benefits of Project-Social and working alongside a Community Partner, with the supervision of Senior Lecture, Adrian Hickey and Project Management, Claire Mulrone.

Our team has partnered with one Social Enterprise to develop a creative brief. The brief enables us to develop and put forward an interactive media project.

After meeting with the client, we created a brief outlining the needs of the community partner/client and timeframe. Once the brief has been signed off with the community partner. Myself, and my team start creating our own individual design decks to try to meet the brief.

In this production log, I will include screenshots and evidence for any work that I have produced. I will also reference any work that belongs to another member of my team.

Project Specification

Create a visual identity and brand for new Social Enterprise for Triangle Housing Association. The primary aim of the Harmony Corner is to provide supported employment opportunities for people living with a learning disability.

Harmony Corner is an artisan workshop in Ballymena which will create a range of highend wellbeing products from naturally and sustainably sourced ingredients, products including a themed candle collection, melts, and wedding gifts and votives scent sachets, waxed cloths, repurposed wood and metal products, room sprays and reed diffusers. The products will have a direct connection with the beautiful Causeway Coast and Glen area.

Skills Required

- Wordpress/Shopify or similar POS/HTML/CSS
- Photoshop
- Illustator
- InDesign
- Excellent understanding of Print/DSLR skills



Harmony Corner

For Harmony Corner, they need a new visual identity and brand to create a separate identity to move away from Triangle Housing Association. Essentially, a whole new re-brand! They also need a Wordpress website that showcases what they do, along with support a point of sale plugin.

Additionally, they need us to create social media accounts as well as re-branding old labels and create new merchandise.

For example:

- Aprons, T-Shirts and Hoodies.
- Imagery for magnetic advertising for attaching to vehicles.
- Corporate Designs- Letterheads, Notebooks, Corporate Prospectus
- Packaging- Personalised gift wrapping, sticker labels

How can we help?

Myself, and my team all gained industry experience during our placement year.

Lucy (Allstate, Belfast, Northern Ireland)

Lucy role was a Graphic Designer, she worked alongside international clients and answered client briefs.

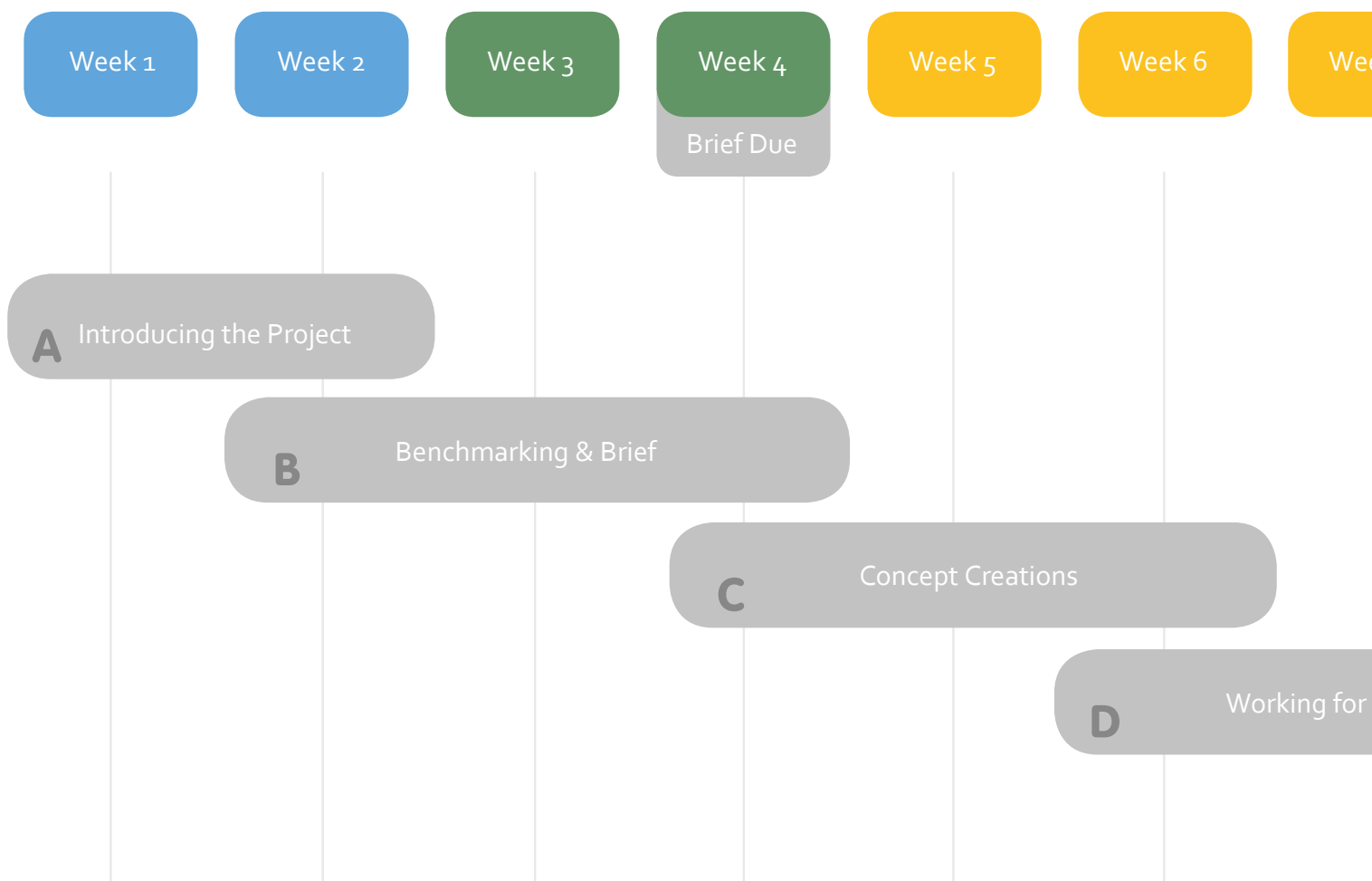
Hollie (Ulster University, Jordanstown, Northern Ireland)

Hollie gained role was Creative Designer, she worked alongside the Global Recruitment and Engagement Team. She also answered clients brief.

Me (Police Service of Northern Ireland, Belfast, Northern Ireland)

My role was a Graphic Designer, I answered briefs for in house as well as external organisations.

Project Timeline Schedule



a - Introducing the Project
Time Spent: 6 hours

b - Benchmarking & Brief
Time Spent: 32 hours

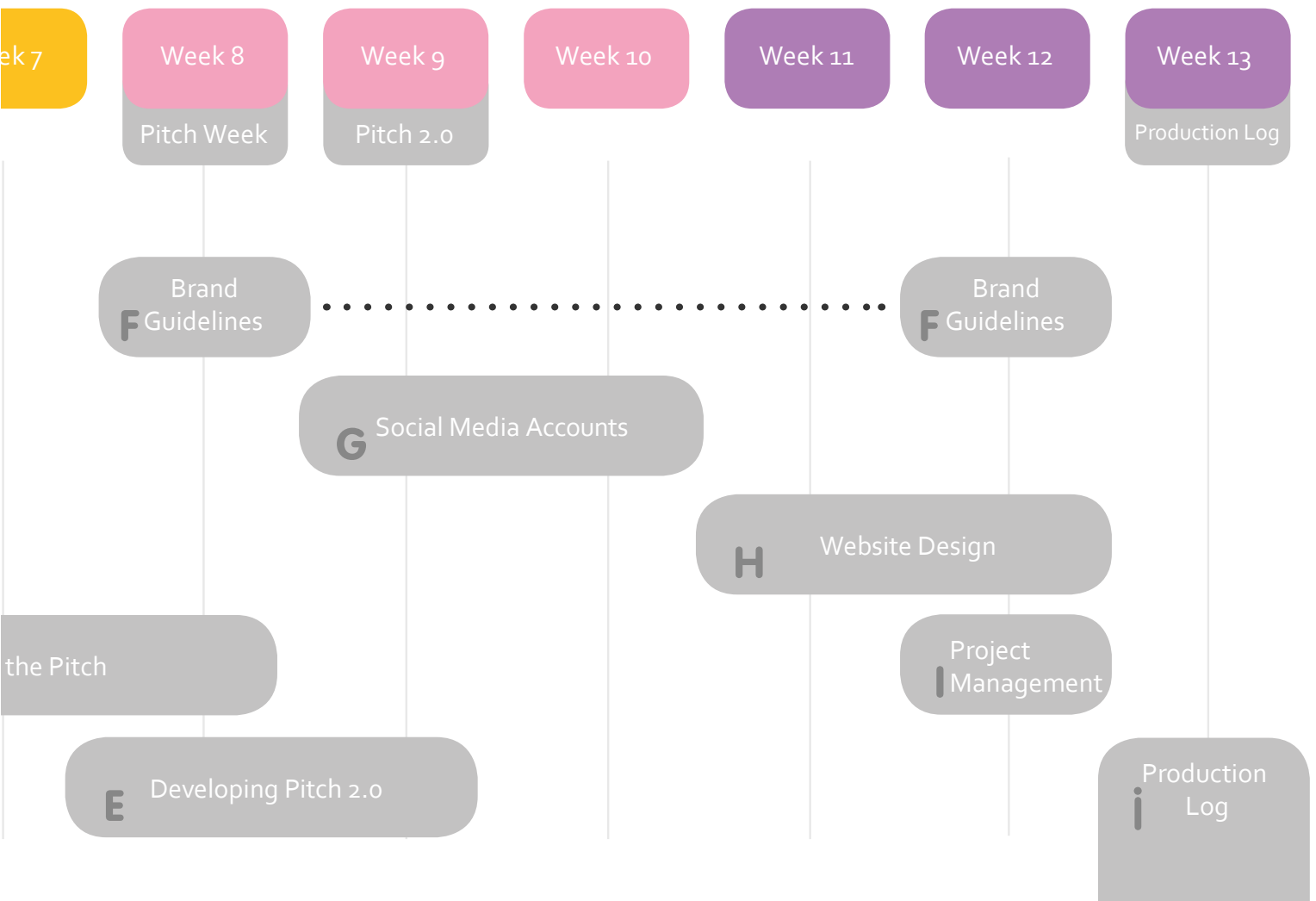
c - Concept Creations
Time Spent: 40 hours

d - Working for the Pitch
Time Spent: 24 hours

e - Developing for Pitch 2.0
Time Spent: 16 hours

f - Brand guidelines
Time Spent: 16 hours

Week One: Picking a Social Enterprise that suited our skill set.
 Week Two & Three: Benchmarking & Brief- researching, and creating a brief.
 Week Four & Five: Concept Designs- Create our individual design decks.
 Week Six-Week Eight: Work on Pitch document combining all our individual design decks.
 Week Nine to Twelve: Work on the interactive media project.
 Week Thirteen: Final output and production log.



g - Social Media Platforms
 Time Spent: 16 hours

h - Website Design
 Time Spent: 32 hours

i - Project Management
 Time Spent: 8 hours

j - Production Log
 2 hours x 12 weeks: 24 hours
 Week 13 (all week): 40 hours
 Time Spent: 64 hours

Total Time Spent: 254 hours
 + all internal and external meetings & lectures

Meet the Team



Chloe:

Lead Merchandise Developer
Web Designer
UX/UI Design



Hollie:

Project and Client Management
Lead Web Designer
UX/UI Design



Lucy:

Lead Graphic Designer
Branding and Visual Identity
Social Media Content Creator



Initial Thoughts of Harmony

After being presented with each of the projects, myself, Hollie and Lucy were allocated Harmony for our Social Enterprise, Community Partner.

For Harmony, they wanted a new visual identity and brand to create a separate entity to move away from Triangle Housing Association. This gave myself and my team the opportunity to create a professional, modern new look for the Social Enterprise.

Myself, Hollie and Lucy were feeling a bit overwhelmed, with the challenge ahead of time. This was a big challenge for myself and my team because we have never completed a challenge that was on such a large scale, before or during our time on placement year. However, Adrian and Claire both reassured the team that we were more than capable of doing this challenge.

We accepted this challenge and discussed as a group the best way to approach this project. We discussed our skillsets and allocated roles to who we thought fitted best. We allocated jobs to fit our individual strengths and to work in 'Harmony'.

Before our first meeting with the client we noted some questions that we wanted to ask the client. This helped us to gain an insight of the Social Enterprise and who they are.



Hello



Claire Mulrone · Sep 24 · Notified 4 people

I am delighted to see this project allocated to your team. I will now be in contact with the Science Shop partner/client to arrange an online meeting to discuss their project and help you develop a live media brief. I plan to hold these meetings with the community partner/client in the next week depending on the partners availability. I will try to avoid meetings on Tuesday too, to avoid clashes with your other module this semester. The meetings will be held on Microsoft Teams and once I have the day and time I will issue a invite to each of you. I hope you enjoy your Science Shop experience and I look forward to working with you this semester.

Take care, stay safe

Claire



Sep
24



Hollie McCartney

Thanks Claire!

Looking forward to working with you this semester



Sep
24



Claire Mulrone

Great I am too.

I think this will be an amazing creative opportunity for the three of you.

I'm looking forward to see what you will create for the partner.

Have a great weekend everyone !



Meeting with Client

During our first meeting with Harmony, we were initially a bit confused in terms of what direction the community partner wanted to go in.

They provided us with mixed responses to the brand identity. They explained that they wanted to go for a 'luxury' feel for the brand. However, they also wanted a combination of making a brand 'affordable' and having an 'artisan' feel.

They expressed that Melissa who is responsible for their digital content. Melissa did not attend the first meeting due to a busy work schedule. I believe this was a disadvantage for my team because we could not discuss any existing branding that they currently have. Additionally, Melissa could have helped us get a better understanding of the current brand identity.

On the other hand, with Melissa not attending the first meeting it helped my team to spark up creative ideas and put suggestions on the table.

Following the first meeting, we decided to research similar businesses and social enterprises to gain more insight. Examples of this include: Lush, Jo Malone, Pecksniffs. This helped us with our benchmarking and writing the brief.

"If you do good work for good clients, it will lead to other good work for other good clients. If you do bad work for bad clients, it will lead to other bad work for other bad clients."
– Michael Bierut



Who are Harmony?



Harmony is a part of the ESF Project that supports adults with learning disabilities. They aim to support adults with disabilities into employment through teaching new skills such as creating a wide range of products whilst also building interpersonal skills. The items created by trainees are handcrafted and packaged with sustainability and inclusivity at the heart of the project.

Harmony is an artisan workshop in Ballymena which will create a range of highend wellbeing products from naturally and sustainably sourced ingredients, products including a themed candle collection, melts, and wedding gifts and votives scent sachets, waxed cloths, repurposed wood and metal products, room sprays and reed diffusers. The products will have a direct connection with the beautiful Causeway Coast and Glen area.

Existing Branding

In the first meeting, the community partner explained they wanted a re-brand for Harmony's identity. The new visual identity should be modern, professional, and creative.

Harmony's visual identity will aim to create an artistic experience that will raise the social enterprise's profile and it's community impact.

An appropriate color palette will be incorporated into the logo in order to represent the artisan aesthetic and the five points of well-being.



What are your Aims?

- Create a new branding for Harmony as a separate entity away from Triangle Housing Association.
- A New Logo
- WordPress Website that is responsive
- Social Media Platforms
- Multiple portfolio designs for a range of media outputs
- Merchandise
- Pull-Up Banners
- Corporate Prospectus
- Brand Guidelines Publication

What do you want to Achieve?

- Create an artisan aesthetic and focus on wellbeing at the core of the product.
- Create a visual experience from origin to the final product. For example; have an established brand/identity where the general public can identify.
- Established brand that is easily accessible for users via website or social media platforms.
- Create a space for corporate guests.





STEP 02

1a Researching & Benchmarking

1b Creating the Brief

STEP 02

Researching & Benchmarking

Having met with Brendan and Norman, we felt that to gain a better understanding of the direction they wanted to go in, we should conduct research on similar businesses and social enterprises.

We decided to divide the research and benchmarking between the three of us as a group. We started off by looking at similar social enterprises/charities similar to Harmony.

As a group, we synthesized our research and created a table summarizing our findings. For the various examples, Hollie and I looked at 2 examples. Lucy looked at 1 example. For the best practices, Lucy and I looked at 1, and Hollie looked at 2. As a group we collated all of our research and produced a table outlining and reflecting on the following:

- First Impression
- Look and Feel
- Technical
- Navigation
- Content
- Search
- Functionality
- Accessibility

Once we finished analysing each website we gave it an overall rating based on the list above.

Conducting Research

As an introduction to benchmarking and writing the brief, I wanted to get a grasp on project-social and see what previous students have achieved over the years.

This was an important step for myself and my team because it allows us to reflect on previous work delivered to the community partner. Additionally, it helps us to see the standard of work and enables us to break it down for each week to make the deliverables achievable.

On Project-Social, I looked at Class of 2020 and looked at the project Triangle Housing Association. Harmony are under the Triangle Housing Association umbrella, therefore I thought it would be a good idea to look into ways on how Harmony can create a separate entity away from Triangle Housing Association.

I carried out research prior to meeting the client for our first meeting. I wanted to get a better understanding of what they do and how they currently operate as a Social Enterprise.



Collated Benchmarking

Benchmarking

 Hollie McCartney · Sep 30 · Notified 4 people

We will be looking at the following social enterprises:

Lucy Fleming

Usel - <https://www.usel.co.uk/>

Chloe Mooney

Orchardville - <https://www.orchardville.com/>

Hollie McCartney

Praxis Care - <https://www.praxiscare.org/>



Sep
30



Adrian Hickey, Senior Lecturer in Interactive Media

Happy with that.
But could you add any more?
Claire recommends:
Mencap
Action Mental Health
Footprints (Lisburn)

Or could you add a section for best practice?





Category	Feature	Praxis Care	Usel	Orchardville	Mencap	Triangle Housing
First Impression	Aesthetics	Uses appropriate imagery and text to represent the charity	Uses appropriate imagery to represent the social enterprise	Uses appropriate imagery to represent the social enterprise	Uses appropriate imagery to represent the social enterprise	Uses appropriate imagery to represent the social enterprise
	Identifiable Target Audience	On front page	On front page	On front page	On front page	On front page
	Identifiable Chief Aim	Homepage	Homepage	About page	About page	About page
Look and Feel	Retina (HD Ready)	All headers, logos and images	Most headers, logos and images	All headers, logos and images	Most headers, logos and images	Headers yes but most images are not
	Responsive	Yes	Yes	Yes	Yes	Yes
	Content in Prime Position	Welcome text, Covid-19 update & Hero image	Hero image	Image Slider	Image Slider	Menu gallery
	Body text font	Sans Serif - Arial, Helvetica	Sans Serif - Arial, Helvetica	Sans Serif - Arial, Roboto, Segoe UI font	Sans Serif - Arial, FS Me Light	Sans Serif - Lilita One, Roboto
	Logo placement	Top left	Top left	Top left and in footer	Top left	Top left
	Colour	Main: Purple Accents: Mint Yellow White	Main: Black White Accents: Yellow	Main: Dark Blue Accents: Orange Light Blue White	Main: Crimson Red Accents: Blue Grey Pink/Red White Black	Main: Dark Teal Accents: Green Bright Green Grey White
Technical	Cookies	Yes	No	Yes	No	Yes
	Content Management System	Wordpress with Yoast SEO plugin	Wix	Wordpress with WP Rocket plugin	Drupal	None found
	Analytics Embedded	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics
	Buy Online	No	No	Yes - Donate online	No	No
Navigation	Primary Menu Format	Rollover & drop down	Click through, rollover & drop down	Drop down	Drop down	Fully exposed click through
	Primary Menu Position	Horizontal top right	Horizontal top	Horizontal top right	Centre of homepage	Horizontal top
	Means of getting to top of page	None	None	None	None	None
	Sitemap	None	None	None	In footer of homepage	In footer on every page
	Breadcrumbs	Top right below header image	None	None	None	None
	Contact Us	One click away in header and exposed in footer	Exposed in footer	One click away in header and exposed in footer	Exposed in footer	One click away in header menu and footer and exposed in footer
	Number of clicks to Contact Us	One	None	One	None	One

Category	Feature	Praxis Care	Usel	Orchardville	Mencap	Triangle Housing
Content	Explanation of service	Homepage	Homepage	Homepage	Homepage	One click away
	Evidence of outdated content	None	None	Newsletters from 2020 on website	None	None
	Social Media	Yes - links in footer	Yes - links in header	Yes - links in header and footer	Yes-links in footer	Yes - links in header
	FAQ Section	None	None	Yes - in dropdown	None	None
	Privacy Policy	One click away in footer	One click away in footer	One click away in footer	One click away in footer	One click away in footer
Search	Search	Embedded top right of homepage	None	None	Centre homepage	None
	Type of search button	Dropdown to left of icon	None	None	Yes	None
Functionality	Load Time	.81s	2.28s	1.89s	2.00s	5.30s
	Email subscription	None	None	Yes - newsletter	Yes	None
	Multilingual	Yes	No	Yes	No	No
	No. Of languages other than English	114	N/A	103	N/A	N/A
Accessibility	How many font types	Two	Two	Three	Three	Two
	Clear & Accurate Headings	Yes	Yes	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	Yes	Yes	Yes
	Link underlining	No	No	No	No	No
	Hyperlinks change colour if visited	Yes	Yes	Yes	Yes	Yes
	Visually/Hearing impaired functions	ReachDesk embedded - full accessibility	None	Recite Me embedded - full accessibility	None	Adjustable text size function
OVERALL SCORE		57%	51%	54%	43%	30%

Our group synthesized our research and created a table summarizing our findings. Hollie and I examined two examples and Lucy examined one. The screenshot above outlines the websites we used and, we looked at brand identity, online presence and social media.

The following websites assessed during the benchmarking process:


- Praxis Care- <https://www.praxiscare.org> (Hollie)
- Usel- <https://www.usel.co.uk> (Lucy)
- Orchardville-<https://www.orchardville.com> (Chloe)
- Mencap- <https://www.mencap.org.uk> (Chloe)
- Triangle Housing- <https://www.trianglehousing.org.uk> (Hollie)

Category	Feature	Orchardville - https://www.orchardville.com	
First Impression	About	Orchardville, registered charity and social enterprise, is committed to changing the lives of people with learning disability and autism.	
	Style	Website is consistent using colour palette throughout. Simple logo. A lot of information on website too cluttered.	
	Colours	Main: Dark Blue Accents: Orange, Light Blue, White	
	Fonts	Sans Serif - Arial, Roboto, Segoe UI font	
	Tone & Style	Friendly, Fun and Welcoming	
Roll Out	Logo & Graphics		
	Website	Modern website, appears to be very cluttered.	
	Social Media	Social Media platforms including: Facebook, Twitter Instagram and Vimeo for videos.	
	Messaging	Outlines; Mission statement, Vision and Values using a infographic.	
	Consistency	Tone is clear in that they are welcoming and professional. They are updating their social media, to meet the users needs. Visually, the website appears to be very cluttered, the website does not flow.	

Overall Opinion

I think Orchardville is not a bad website as they have identified their mission, vision and value statement. They have also provided users with an overview of what they do, and how they can be involved. Their tone is clear in that they are approachable yet professional. I think for the Homepage there is too much going on and that they could have scaled it down.



54%

Category	Feature	Mencap - https://www.mencap.org.uk
First Impression	About	Mencap are passionate about changing the world for everyone with a learning disability.
	Style	Website is consistent with colour palette. Simple logo. Suitable for target audience,
	Colours	Main:Crimson Red Accents: Blue,Grey, Pink/Red, White,Black
	Fonts	Sans Serif - Arial, Roboto, Segoe UI font
	Tone & Style	Unclear, Consistent colour palette
Roll Out	Logo & Graphics	
	Website	Modern website, easy navigation, uses appropriate imagery to represent the social enterprise
	Social Media	Social Media platforms including: Facebook, Twitter Instagram, Youtube and LinkedIn
	Messaging	Getting the right care "Getting the right care in hospital is so important for anyone with a learning disability including young adults. Although there may be differences, the transition between hospital care for children and hospital care for adults should not be difficult."
	Consistency	Mission statement, values and vision is unclear on website. Visually, however the website lacks a little bit of consistency in updating social media and blog posts.

Overall Opinion

I think Mecap is an average webiste and could make improve in regards to imagery and include headings for pages. They can also reduce the number of typefaces that they have used throughout the website in order to improve the consistency.

43%

Category	Feature	Hotelchocolat. - https://www.hotelchocat.com	
First Impression	About	Chocolate Gifts & Luxury Presents	
	Style	Webiste is consistent with colour palette. Minimalistic logo design for a 'luxury' brand. Simple asethetic that works well with the brand.	
	Colours	Main:White Accents: Brown,Gold, Red, White,Black	
	Fonts	Sans Serif - Hotel Bold, Roboto	
	Tone & Style	Engaging, Luxury, Rich	
Roll Out	Logo & Graphics		
	Website	Very Professional, Easy navigation and successfully represents the brand	
	Social Media	Social Media platforms including: Facebook, Twitter Instagram and Pinterest	
	Messaging	"Whether you're looking for boxed chocolates, luxury gifts, or giant chocolate slabs for birthdays, anniversaries, celebrations, or even apologies - you'll find it here. Our chocolate is delivered next-day or click & collect. Original, authentic, ethical. Our three guiding principles have taken us to over 150 chocolate shops, cafe's, restaurants and even a cocoa estate hotel."	
	Consistency	Very Professional and cosistent with the website and social media platforms.	

Overall Opinion

I think HotelChocolat have a professional website that represents the brand successfully. The logo is very simple, but effective for the target audience. The messaging and values are consistent throughout with a clear tone. They are approachable and inclusive.

50%

Benchmarking Summary

By benchmarking multiple social media websites, I have gained valuable insight into how community groups communicate with their target audience and the most effective ways to share content. It has provided me with an understanding of what practices are best avoided in order to maximize audience engagement.

Additionally, it helps to gain an insight into how my team can compare these to existing social enterprises/businesses within the same or similar industry.

In my opinion, between the two social enterprises that I reviewed. I think Orchardville is the strongest one to compare Harmony with. They have successfully outlined their mission statement, values and visions. This social enterprise has clear branding that ties in with their social media platforms.

In comparison to Mencap, Orchardville have a clear message and are more updated with the social media platforms that they use. Mencaps' website flows better and the navigation is easier to follow, while Orchardville's is more complex.

Unlike our social enterprise, Hotelchocolat is a luxury service business. Despite this, I still think it was a good idea to compare a successful business after the first meeting. At the meeting, the word '**Luxury**' was frequently used.

The Hotelchocolat website is well aligned with its brand and social media platforms. They successfully reach their target audience by creating a website that is professional and engaging. They promote products on their social media and this helps members of the public to make an 'impulse buy.'

Benchmarking Conclusion

During my benchmarking process, I identified positive and negative practices for interaction with audiences for website and through social media channels.

Since they want to establish a separate identity from Triangle Housing Association, Harmony is limited to any existing material that they have. Due to our confusion with the direction in which the community partner wanted to take, we found it quite difficult to compare existing social enterprises to businesses.

By comparing each benchmarking and highlighting what we liked about each one, we were able to frame our brief. We arrange a teams meeting to discuss benchmarking a strat with writing the brief.

Campfire

Thursday, October 7



Hollie McCartney 9:41pm ***

Hey girls! As discussed earlier today here's the link to teams so we can talk through and finalise our draft benchmarking and work more on the brief 😊

You're invited to a Teams meeting!

Benchmarking overview and Brief discussion

https://teams.microsoft.com/l/meetup-join/19%3ameeting_YzAzZGVINDqtMTdiNC00MDgwLWI00TQtZWYxOGNjYzRkYWU1%40thread.v2/0?context=%7b%22Tid%22%3a%226f0b9487-4fa8-42a8-aeb4-bf2e2c22d4e8%22%2c%22Oid%22%3a%2280f8aa2f-9a63-4bec-8247-29c0aa7bd088%22%7d

Tap on the link or paste it in a browser to join.

Friday, October 15

*** 12:34pm Me



Hey! Just a reminder to discuss the brief as it is a priority. Here is a link to the teams meeting! https://teams.microsoft.com/l/meetup-join/19%3ameeting_MTRINWE5M2MtNGJIYS00NGRILWI5MDktMzdjMmMyZDEyYWRj%40thread.v2/0?context=%7b%22Tid%22%3a%226f0b9487-4fa8-42a8-aeb4-bf2e2c22d4e8%22%2c%22Oid%22%3a%22b6d9fb02-bb79-49e0-9f00-165921c59c52%22%7d



Hollie McCartney 12:35pm ***

See you then!



Writing the Brief

To begin the design process, we wanted to make sure that the brief was completed, before presenting it to Brendan & his team. Based on the benchmarks, we reviewed we got a clearer picture of the project ahead and felt ready to create a pdf document to explain our intentions to the client.

The brief was composed of the joint benchmarking reflecting on the brand identity, social media and websites as well as the following:

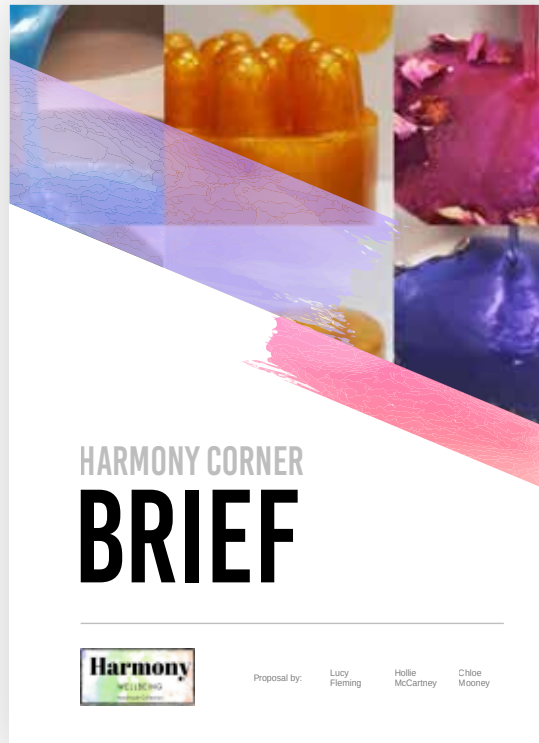
- Who is Harmony? (Hollie)
- Project Summary (Chloe)
- Objectives (Chloe)
- Target Audience (Hollie)
- Deliverables (Lucy)
- Benchmarking Results (All)
- Budgeting (Hollie)
- Meet the Team (Chloe)
- Timeline (Lucy)

The brief was evenly split between the three of us. I focused on the Project Summary, Objectives, Benchmarking (Orchardville, Mencap and Hotelchocolat) and Meet the Team.

Lucy created the the final document therefore she had smaller sections to complete. Myself and Hollie on the other hand, worked together to complete the sections that contained more detail and research.



The Brief



We were extremely limited in relation to any existing material for Harmony.

We extracted some imagery from the MP4 file, they supplied us with.

”
**ABILITY,
NOT DISABILITY**

Harmony Corner is a part of the ESF Project that supports adults with learning disabilities. They aim to support adults with disabilities into employment through teaching new skills such as creating a wide range of products whilst also building interpersonal skills. The items created by trainees are handcrafted and packaged with sustainability and inclusivity at the heart of the project.

PROJECT SUMMARY

The aim for our project is to create a brand new Visual Identity for Harmony Corner. This will include a new logo, responsive WordPress website, social media platforms and multiple portfolio designs for a range of media outputs such as merchandise, pull up banners, magnetic van signage, business cards and a brand guideline publication.

EXISTING BRANDING

Harmony Corner's current visual identity was created by Melissa who is responsible for their digital content. The community partner explained in the first meeting that they wanted a rebrand for the social enterprise. The new visual identity should be modern, professional and original.

“WE WANT A LUXURY FEEL, BUT ALSO TO HAVE AN ARTISAN AESTHETIC.”

Completing our benchmarking we compared luxury, high end business's like Jo Malone, Lush, Pecksniffs and Huelichoodal. As a team we felt that these brands were successful in regards to incorporating their visual identity on their social media platforms and implementing these through the websites.

The goal for Harmony Corner's visual identity will be to create an artisanal experience that will raise the profile of the social enterprise and it's community work. The logo will do this by incorporating an appropriate colour palette; something to represent the artisan aesthetic and 5 points of wellbeing.

OBJECTIVES



One of the key objectives is to challenge the preconceptions of others about adults with learning disabilities. Alternative Angels staff are experienced in working with adults with learning disabilities supporting the trainees to work in the retail unit and in the production of the product lines.

**BUY
LOCAL
STAY
LOCAL**



- Create an artisan aesthetic and focus on wellbeing at the core of the product.
- Create a visual experience from origin to final product. For example; have an established brand/identity where the general public can identify.
- Established brand that is easily accessible for users via website or social media platforms.
- Create a discussion platform e.g. like Discord where users can interact or share experience.
- Create a space for corporate guests.

TARGET AUDIENCE



Harmony Corner are to take over a retail premises in a prime location in Ballymena City Centre opposite the Harmony Hub Bandstand.

HARMONY CORNER WILL PROVIDE AN ARTISAN 'RETAIL AND CRAFT' EXPERIENCE

attracting local customers who are interested in wellness and holistic living as well those who want to buy local and stay local.



The social enterprise hopes to entice a very wide customer base from millennials right up to baby boomers inclusive of gender in a bid to attract everyone to purchase a local premium range of natural artisan products that happen to be made by people with a learning disability.

DELIVERABLES

The deliverables for this project are stated below. They show the wide variety of materials required in order to create a comprehensive and cohesive visual identity.

Packaging

Printable labels:
Small Tin Candle
Dual Wick Candle
Bath Salts
Wax Melts
Reed Diffusers

Stickers to be added by employees to show who packed/participated in the product creation.

Wrap around sleeve:
Hand Soap Bars
Shaving Soap Bars
Shampoo Bars

'Pick and mix' gift box that allow the customer to choose multiple different products from different ranges, and will ensure they are easy to pack and safe for shipping.

Themed sets' (i.e. weddings, christenings, birthdays) gift boxes/packaging.

Personalised inner product card.

Promotional Materials

5 roll up banners: each to represent each 'Collection of wellbeing', and can be used interchangeably.

Corp. Prospectus: A series of inserts about the social enterprise, such as aims, and product selection.

Magnetic Van sign

Merchandise

Zip up hoodie and apron for employee uniforms
T-shirts, tote bags, and other value added items
Series of promotional posters for bus stops
Series of billboard designs (budget dependant)

Website

Online platform which will consist of a website with online shopping ability (shopify plugin)

Will include the full product ranges and will be searchable by both 'Collection of Wellbeing' and 'Top, Middle & Bottom notes', as well as offering a 'pick and mix' style selection process for the customer.

Social Media

Instagram page which includes:
Profile picture
Bi weekly Instagram stories with 6 week plan
Bi weekly Instagram posts with 6 week plan (with leave editable posts for the enterprise to continue beyond this point)
Cover images for all stories saved to the profile

Twitter profile which includes:
Cover photo
Profile picture
Bi weekly tweets to coincide with Instagram stories

Facebook page which includes:
Cover photo
Profile picture
Bi weekly tweets to coincide with Instagram stories

Pinterest page with themed boards.

BENCHMARKING

As part of the development process for this brief, we have taken time to document and analyse other organisations' online platforms, both within the social enterprise sector and wider sector of 'cosmetics and wellbeing'. Through this, we have concluded a series of 'best practise' key indicators, that we hope to implement in your online platform.

PRAXIS CARE
<https://www.praxiscare.org/>



USEL
<https://www.usel.co.uk/>



ORCHARDVILLE
<https://www.orchardville.com/>



THE SITES ASSESSED ARE AS FOLLOWS:

Praxis Care
Usel
Orchardville
Mencap
Triangle Housing
Packsniffs
Lush
Jo Malone
Hotel Chocolat

The Brief

BENCHMARKING

Category	Feature	Pecksniffs	Lush	Jo Malone	Hotelchocolat
First Impression	Aesthetics	Uses appropriate imagery and text to represent the luxury brand	Uses appropriate imagery to represent the social enterprise	Uses appropriate imagery to represent the social enterprise	Uses appropriate imagery to represent the social enterprise
	Identifiable Target Audience	On front page	On front page	On front page	On front page
Look and Feel	Identifiable Chief Aim	Homepage	Homepage	About page	About page
	Retina (HD Ready)	All headers, logos and images	All headers, logos and images	All headers, logos and images	Headers are but not images and not
	Responsiveness	Yes	Yes	Yes	Yes
	Content in Prime Position	Welcome text, Count FB updates & hero image	Hero image	Image Slider	Image Slider
	Body text font	Sans Serif - Arial, Helvetica	Sans Serif - Arial, Helvetica	Sans Serif - Arial, Helvetica	Sans Serif - Arial, Helvetica
Logo placement	Top left	Top left	Top left and to footer	Top left	
Colour	Main	Black	Black	Black	Black
	Accents	White	White	White	White
Technical	Cookies	Yes	No	Yes	Yes
	Content Management System	WordPress with Head SEO plugin	WordPress with WP-Postie	Drupal	None found
Navigation	Primary Menu Format	Rollover & drop down	Click through, rollover & drop down	Drop down	Drop down
	Primary Menu Position	Horizontal top right	Horizontal top	Horizontal top right	Horizontal top

BENCHMARKING

Category	Feature	Pecksniffs	Lush	Jo Malone	Hotelchocolat
Navigation	Contact Us	One click away in header and exposed in footer	Exposed in footer	One click away in header and exposed in footer	Exposed in footer
	Number of clicks to Contact Us	One	None	One	One
Content	Explanation of service	Homepage	Homepage	Homepage	Homepage
	Evidence of outdated content	None	None	None	None
Search	Search	Embedded top right of homepage	None	None	Centre homepage
	Type of search button	Dropdown to left of text	None	None	Yes
Functionality	Load Time	3.7s	2.2s	1.9s	2.0s
	Email subscription	Yes	Yes	Yes	Yes
Accessibility	How many font types	Two	Two	Three	Three
	Clear & Accurate Headings	Yes	Yes	Yes	Yes
Overall score		57%	51%	54%	50%

BEST PRACTICE

Category	Feature	Pecksniffs	Lush	Jo Malone	Hotelchocolat
First Impression	Aesthetics	Uses appropriate imagery and text to represent the high end brand	Uses appropriate imagery to represent the social enterprise	Uses appropriate imagery to represent the social enterprise	Uses appropriate imagery to represent the social enterprise
	Identifiable Target Audience	On front page	On front page	On front page	On front page
Look and Feel	Identifiable Chief Aim	Homepage	About us page	About us page	About page
	Retina (HD Ready)	All headers and images. Logo is of slightly less quality	All headers, logos and images	All headers, logos and images	All headers, logos and images
	Responsive	Yes on mobile view but not responsive in web	Yes	Yes	Yes
	Content in Prime Position	Hero image	Scrolling banner and Hero image	Latest video ad	Hero image, image slider
	Body text font	Sans Serif - Quasral, Helvetica	Serif & Sans Serif	Serif & Sans Serif	Sans Serif - Larger font size 36 for headings
Logo placement	Top left	Top left	Top centre	Centre of homepage	
Colour	Main	Black - 000000 - FFFFFF	Black - 000000 - FFFFFF	Black - 000000 - FFFFFF	Black - 000000 - FFFFFF
	Accents	Muted Green - AEBDAD	None	None	None
Technical	Cookies	Yes	Yes	Yes	Yes
	Analytics Embedded	None	Google Analytics	Yes	Google Analytics
Navigation	Primary Menu Format	Rollover & drop down	Click through	Click through, rollover & drop down	Drop down
	Primary Menu Position	Centre of homepage	Horizontal top	Horizontal top left	Centre of home page
Overall score		62%	53%	39%	50%

BEST PRACTICE

Category	Feature	Pecksniffs	Lush	Jo Malone	Hotelchocolat
Navigation	Contact Us	Exposed in footer	Click through in footer	Click through in footer	Exposed in footer
	No. of clicks to Contact Us	None	One	One	None
Content	Explanation of service	One click away in About	One click away	One click away	One click away
	Evidence of outdated content	None	None	None	None
Search	Search	Embedded top right of homepage	Embedded in home page	Embedded in homepage	Search bar
	Type of search button	Search bar	Search bar	Search bar	Search bar
Functionality	Load Time	2.3s	3.2s	2.1s	2.1s
	Email subscription	None	Yes, newsletter	Yes	Yes
Accessibility	How many font types	Two	Two	Two	Three
	Clear & Accurate Headings	Yes	Yes	Yes	Yes
Overall score		62%	53%	39%	50%

BEST PRACTICE

PECKSNIFFS

<https://www.pecksniffshop.com/>



The branding on this site is clean and slick, with a real emphasis on clean lines and white space, and really showcases a sense of luxury and minimalism. Upon reflection, we're not sure how well the 5 points of wellbeing would work here as this is so monochrome and simplistic.

LUSH

<https://www.lush.com/uk/en>



The bright, bold visuals are not too dissimilar to those currently used by Harmony Corner, as they follow the 5 points of wellbeing to a tee.

This however, isn't seen as a 'luxury' website, even though some items have a much higher price point than the organisation, so upon review, maybe 'exclusively the luxury market', isn't the way to go.

JO MALONE

<https://www.jomalone.co.uk/>



Overall the structure of the site is international and is a good example of user experience. Their tone and message have an appropriate balance of informal and professional language that matches their overall style.

HOTEL CHOCOLAT

<https://www.hotelchocolat.com/uk>



We think Hotel Chocolat have been successful with the colour palette. They have used beige, black, white and gold. These colours create a high end feel for the products they're selling. On the other hand, I do think hotel chocolat have areas in which they can improve. For example, there is a lot of text on the homepage.



vitality nourish bliss bloom serenity

ABILITY, NOT DISABILITY

Tone, message and style are the key to immediately showing your audience who you are and what you do.

The message we'll be trying to convey through the branding and visuals will be that of 'Wellness', it will feel authentic and will bring a unique artisanal experience for the mind, body and soul, for the local community to embrace. All products have a wonderfully positive supply chain that supports and benefits those that need it. Harmony Corner also uses suppliers that are closer to home as they are conscious of keeping their carbon footprint low. It's unusual to get such a fantastic product with such a transparent supply chain, and we think that's a great Unique Selling Point.



There will be a focus on those 5 key points of wellbeing, as underpin the core principles and values that Harmony Corner stands for.

BUDGETING

Domain and Hosting



We compared prices of hosting for [harmonycorner.org](https://www.harmonycorner.org):

Below are the 3 different options which have been carefully explored for you to purchase your hosting from:

IONOS - Pro package		123 Reg - Pro Package		GoDaddy - Deluxe Package	
1st month	Renewal*	1st month	Renewal*	1st month	Renewal*
£1	£7	£0.99	£11.99	£6.99	£7.99
£1	£13	£1.99	£15.99	£0.99	£17.12

*Prices exclude tax. Renewal is per annum

We recommend getting your domain and hosting from separate companies as your website will be less likely to be hacked.

WordPress

We have looked into using WordPress as a website builder and feel the best value plan for Harmony Corner is the 'Business' plan at £20 per month, paid annually. We will create a custom and unique web experience for Harmony Corner which will be unlike any pre-existing website on the market.

This wordpress plan allows you to install plugins and extend functionality for your site with access to more than 50,000 WordPress plugins including Shopify.

Shopify Plugin

Shopify is a free e-commerce plugin which we will download onto your WordPress website. To get the most out of the platform we would suggest downloading the Shopify Ecommerce Business app which enables automatic syncing with your website. It will also allow a staff member to easily process orders, manage products, track sales, run marketing campaigns and more.

Shopify also allows for automatic syncing between its platform and SumUp which is already being utilised within the enterprise.

Locally outsourced business assets

Magnetic Vehicle Signage (Size A1)

Company	*located locally in Mainland UK
Colour Frog - https://www.colour-frog.co.uk/engine-specify-magnetic-signs/	£43.26
Sign Right - https://www.signrightsigns.co.uk/magnetic-signs/	£51.04

*excluding VAT and Delivery

Print Work

Kolor Kopy		*located locally in Ballymena	
Personalised stamps			
		*various sizes and colours	
Self inking stamps		from £16.50	
Pre inked stamps		from £22.50	
Rubber stamps		from £19.50	
Comb Binding			
*professional documentation for corporate guests			
Quantity	1 - 50 pages	51 - 100 pages	101 - 200 pages
	201+ pages		
1-5	£4.00	£4.20	£4.50
			£5.00
6-10	£3.00	£3.20	£3.50
			£4.00
11+	£2.50	£3.00	£3.40
			£3.80
Business Cards			
*prices may vary depending on finish			
50	250	500	1000
£29.00	£39.00	£49.00	£54.00
*Vistaprint will be a cheaper alternative at only £12.06 for 250 business cards although this will take out the 'Buy Local - Stay Local' mentality that Harmony Corner would rely on itself.			
Large Format Printing			
Banners			
Roll Up Banner Print & Stand			£80
Roll Up Banner Print			£55
Carvais Banner			from £3.50 per square foot
Carvais Board			from £4.50 per square foot
Posters and Photo Prints			
Paper Type	A2	A1	A0
120gsm coated	£8.00	£10.00	£24.99
Photo Satin 185gsm	£14.99	£19.99	£29.99
Photo Gloss 185gsm	£14.99	£19.99	£29.99

*prices exclude VAT

Business apparel

Ted & Stitch		*located locally in Northern Ireland	
Waist apron			from £6.00
Full apron			from £5.90
Zipped Hoodie			from £10.90
Zipped Fleece			from £15.70
T-Shirt			from £3.70
Tote Bag			from £1.90
Face Mask			from £1.90
TriDri® Yoga and fitness mat			from £16.90

*additional charge of £5.90 to add logo

The Brief

MEET THE TEAM



HOLLIE MCCARTNEY
Website developer
Client Management
Social Media Content Creator

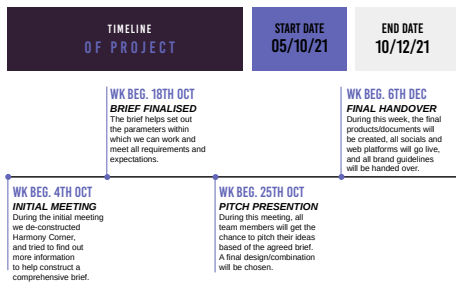


CHLOE MOONEY
Branding & Visual Identity
Digital Marketing
Project documentation & timekeeping



LUCY FLEMING
Brand & Web design
Motion Graphics
UX/UI Design

We each carry unique skills and developed industry experience from which we all have gained during placement. We are incredibly excited and thankful to be given this opportunity.



We submitted our first draft of the brief on Basecamp. Once we got approval from Adrian and Claire we had to make a few alterations before sending it to the client.

Adjusting the Brief



Harmony Corner Brief 2 spread.pdf

Posted by Claire M. · October 18, 2021 · 5.17 MB

[Download](#) · [Replace with a new version](#)

Notes:

This read really well, you really do understand the concept and it shows. I have suggested a few minor changes. see the sticky notes.

well done

Claire

Oct 18



Hollie McCartney
Thank you Claire!

...

Notes:

This read really well, you really do understand the concept and it shows. I have suggested a few minor changes. see the sticky notes.

well done

Claire

Oct 18



Hollie McCartney

Thank you Claire!

...

We will set up a call today and go through the changes as a team if that suits

Chloe Lucy ?



Oct 18



Lucy Fleming

Yep, that suit's me Hollie!

...



Oct 18



Adrian Hickey, Senior Lecturer in Interactive Media

Please see the version here for both Claire and my comments.

I have reviewed this and find it to be well written, designed and detailed. If you make the suggested changes this could be going to the Community Partner this afternoon, with CC email to Claire and I please.

...

Well done. I know there have been personal challenges running alongside the development of this.

Adjusting the Brief

Before sending the revised version, we had to make a few alterations to the brief. They were only a few minor issues with the brief including.

- a few spelling and grammatical errors.
- rephrase some of the text to make it read better.
- add on Claire's comments about personalised cards.

With the brief agreed with Adrian and Claire, and send off to Brendan and his team. This allowed us to have a short break until we waited on his response. We emailed Brendan on Tuesday 19th of October 2021, and he responded to us on Thursday 21st October 2021.



Emailing the Brief



Lucy Fleming

Tue 19/10/2021 11:17



To: brendan.clarke@trianglehousing.org.uk

Cc: Hickey, Adrian; Mulrone, Claire; Chloe Mooney; Hollie McCartney



Hi Brendan,

Please see the attached brief for Harmony Corner, love to hear your thoughts!

Many thanks,
Lucy.

Get [Outlook for Android](#)



Client Response

Brief



Brendan Clarke <brendan.clarke@trianglehousing.org.uk> ↶ ↷ → ...

Thu 21/10/2021 13:01

To: Lucy Fleming

Cc: Hickey, Adrian; Mulrone, Claire; Chloe Mooney; Hollie McCartney



Harmony Corner Brief b...

5 MB



You don't often get email from brendan.clarke@trianglehousing.org.uk. [Learn why this is important](#)

Thanks for this, sent it round the team and they love it, lots of great ideas and thought has obviously gone into this.

Please find attached a PDF file with my comments. I've also uploaded the file to Adobe Cloud and the link is here

<https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:fcbf2b8a-c2a8-4cd5-aaaa-5904c502b675>

so if you/the team wish to comment or ask questions on my comments or challenge my assumptions please do so and I'll come back asap.

The work on benchmarking and best practice is fantastic and will be a significant benefit to us internally. I've raised a couple of queries regarding wordpress and shopify and some questions around payment methodology and noted some restrictions we are currently under.

Trust this is ok and be delighted to continue the dialogue. Thank you all and my best wishes

Brendan and the team

Brendan Clarke
Enterprise Coordinator

TRIANGLE



 **brendanclarke** 21 Oct

We aim to get a van also, and probably use the magnetic poster type A1 to stick on the van so could you include something like this also please?

 **brendanclarke** 21 Oct

Hi my fault as its a rather a complex set up, Harmony Corner (HC) isn't a subsidiary. Its a part of the ESF Project that supports adults with learning disabilities. it will replace our Ballymena Centre and our activities will move to HC. I can explain more if you wish :-)

 **brendanclarke** 21 Oct

Whilst we are from Northern Ireland we also desire not to be too parochial and seek to use the universal features of our piece of the world to contextualize our work rather than geo-political

 **brendanclarke** 21 Oct

Hi - I'm not sure about this, I thought Shopify was a standalone competitor to Wordpress. Shopify is (I thought) a hosted website platform that one uses out of the bag rather than a wordpress plugin like woocommerce

brendanclarke 21 Oct

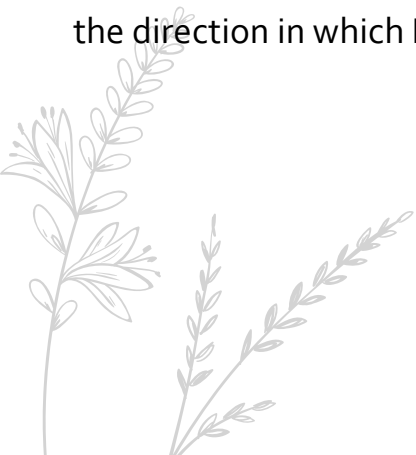
<https://www.websitebuilderexpert.com/ecommerce-website-builders/comparisons/woocommerce-vs-shopify/>

brendanclarke 21 Oct

Do you plan to have a wordpress site and a shopify site or just a shopify site? I'd be interested in the pros/cons from your perspective and could if you thought have a link from the wordpress site to a shopify site as our shopping cart. However you do need to know currently we have permission for online sales (the payment route) via SUMUP and we would need to secure board approval for another payment type.

Brendan's comments were reviewed and we broke down each concern he expressed. We collectively took each individual point and answered his questions/query. Lucy then typed all of our points into a draft email and uploaded this to Basecamp for Adrian and Claire to review before responding to Brendan.

At first, it seemed a bit overwhelming because we thought we had gone in the wrong direction with brief. However, after breaking the points down it became more clear about the direction in which Brendan wanted us as team to go in.



Draft Email

Oct 22



Hollie McCartney

Sounds and looks good to me.
Just one change - in the Etsy section of the email it's "transaction fee" instead of transition

Claire would you mind reading over this to ensure the email sounds professional?

Thanks



Oct 22



Adrian Hickey, Senior Lecturer in Interactive Media

This email is very professional. And addresses everything that he fed back.

Could you also end with a specific note that says - ***Could you please review the amended brief attached and confirm we have addressed all the issues raised previously?***

We look forward to pitching our ideas for the website, including the e-commerce solution, at which point we will take on board any further feedback and work with you to insure it is fit for purpose.

Thanks

Adrian



Oct 22



Hollie McCartney

That's great - thank you for looking at that Adrian!



Oct 22



Lucy Fleming

That's fab, thanks Adrian!



Oct 22



Adrian Hickey, Senior Lecturer in Interactive Media

No probs - I want it off your desks and back to Brendan to clear the way for you to focus on Helen's work



Edited
10:23pm



Chloe Mooney

Thank you Adrian!



Next Phase

Oct 22



Hollie McCartney

Sounds good - appreciate you taking these emails on too by the way!

...



Oct 22



Chloe Mooney

Perfect Lucy!

...

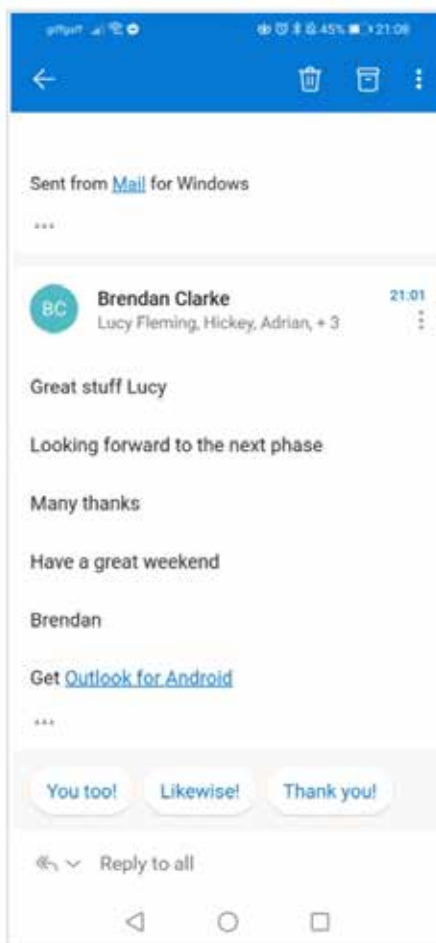


Oct 22



Lucy Fleming

...



Screenshot_20211022_210804_com.microsoft.office.outlook.jpg · 239 KB · [View full-size](#) · [Download](#)

We have success haha



Finally! We got the thumbs up from our client and were ready to begin the design process.



STEP 03

3a Designing Concepts

3b Preparing the Pitch

STEP 03

Design Concepts

Once we had our brief finalised and signed off with our supervisor Adrian and Claire, as well as the community partner. We were then able to apply our research and benchmarking phase, combined with the feedback that we recieved. This lead us to the **Experimental phase**.

Outside of class time my team and I, stayed behind to discuss our initial thoughts and show each other our first concepts. When we were working from home we either had a chat via **Microsoft Teams** or **Messenger**.



Teams Meeting to discuss brief changes and initial designs.

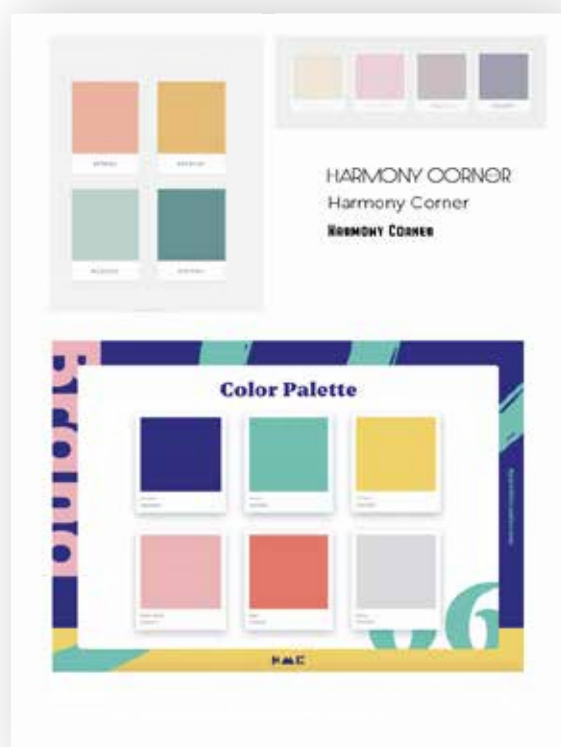


Recording Teams Meeting using Project Management tool Clockify.

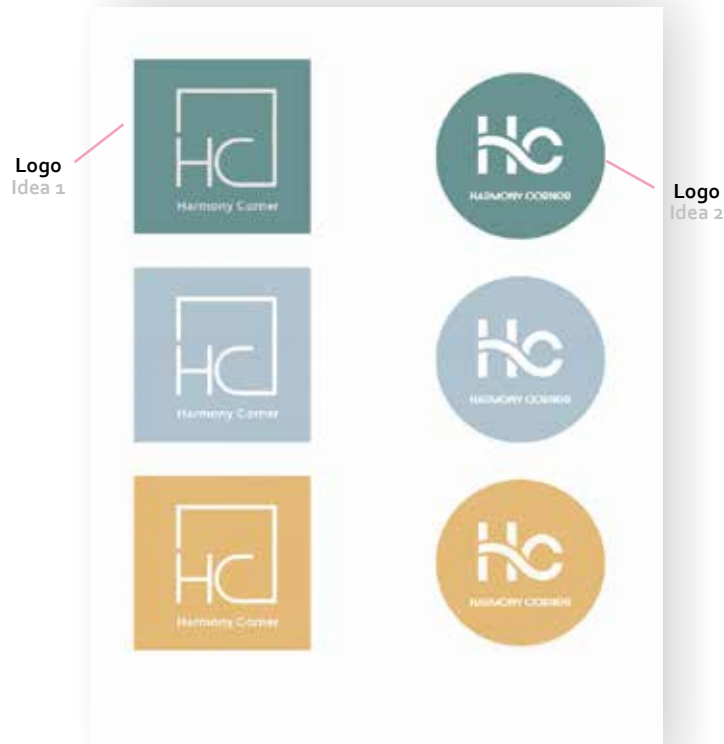
Initial Designs

From our meeting on Teams and after reviewing the brief. We began talking about how we could create a new visual identity for Harmony Corner. Which is now re-named to 'Harmony'. We want to create a unique brand new identity for 'Harmony' that separates them away from Triangle Housing Association.

Colour Palette



Logo Designs

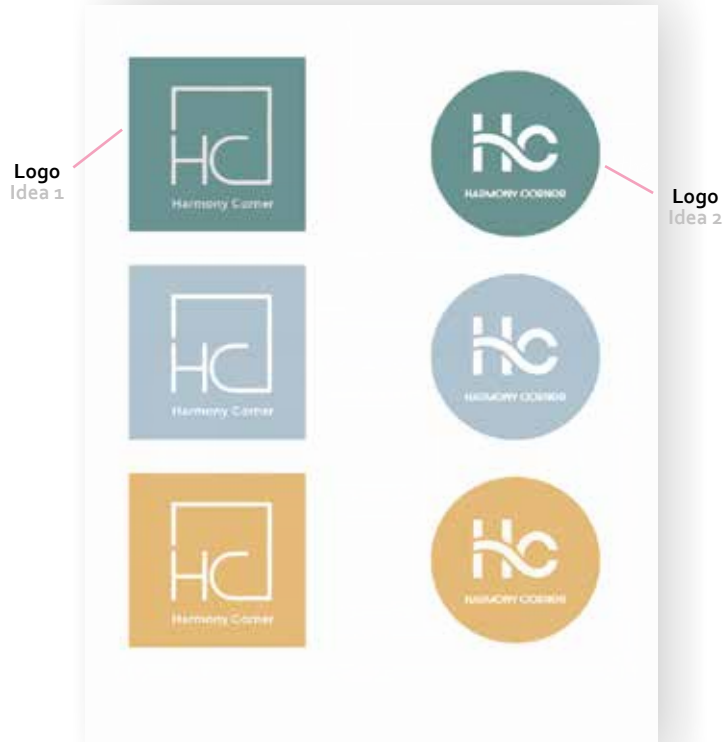


Logo Idea 1 - My goal was to keep the logo simple and minimalistic for the first concept. I feel that luxury brands tend to do this quite frequently because it is more sophisticated and eye-catching. Additionally, it reduces complexity and is easier to digest. In my opinion, a minimalistic logo is more mysterious and gets users invested in the brand/business.

Logo Idea 1- From our first meeting with the client. Brendan expressed that he would like a 'muted' colour palette for Harmony. My first step was searching on Pinterest and find a muted colour palette.

For the first logo, I decided to go for a Teal colour as it combines the calming properties of blue and it also represents renewal qualities of green. I was also thinking because everything is handcraft, this represents the nature of the products.

Logo Designs

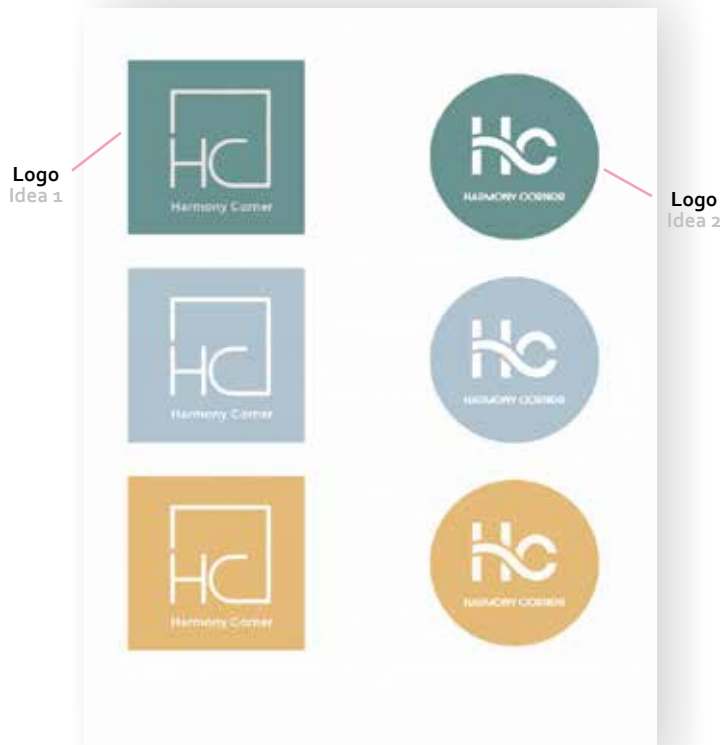


Logo Idea 1 - Typography, I wanted to use a simple Sans-Serif font. The font I used was Museo Sans Light. I picked this font because it is easy to read and not too bold.

For the logo, I tried a minimalist approach. Worldwide brands have successfully used a minimalist approach and these brands are uniquely identifiable. I got some inspiration from well-known brands like McDonald's, Louis Vuitton and Chanel.



Logo Designs

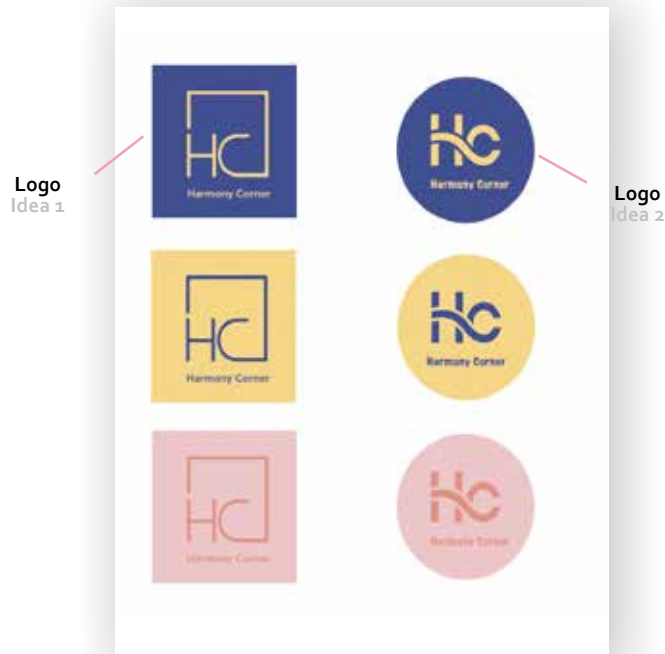


Logo Idea 2 - I decided to use the same colour palette for the second logo design. I thought it was easier to compare the two designs this way. In my opinion, I prefer the square version because it is slightly better and is more visually appealing.

For this design, I again took the first two letters of the social enterprise that was originally called Harmony Corner and is now re-branded to Harmony. In comparison to the first logo design, I wanted to try a ligature typography style approach. I thought by having the initials of the social enterprise would have been beneficial as it creates a signature stamp for them.

"Letters that are tied make a compact signature perfect for companies that are known mainly by their initials."
-Peachpit (2006)

Logo Designs

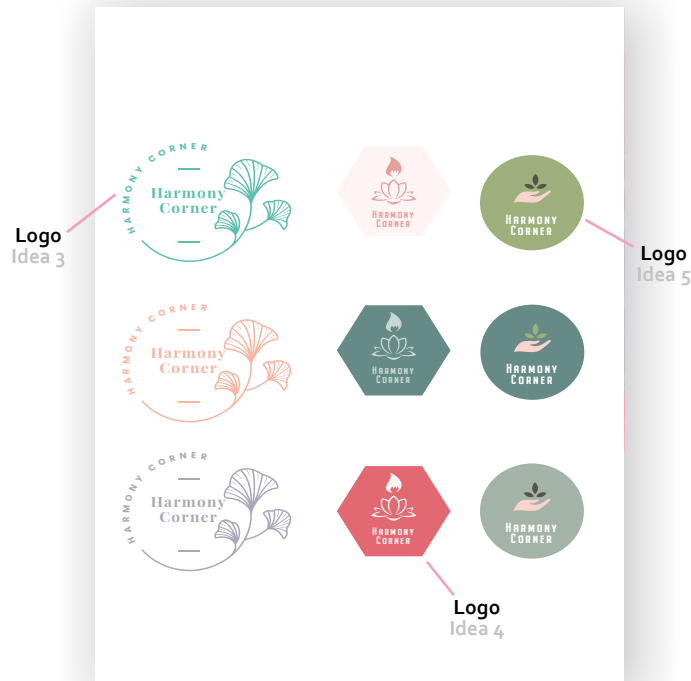


Logo Idea 1 & 2 - Alternative colour variations of logo.

"Simple and elegant, minimal logos have the power to connect instantly. These logos pack a powerful punch right on the face of the customers. A clutter free logo has a deep impact on the user's mind since it is refreshing and registers quickly. Minimalism indeed is a golden key which only the best designers possess."
-designbro (2021)



Logo Designs

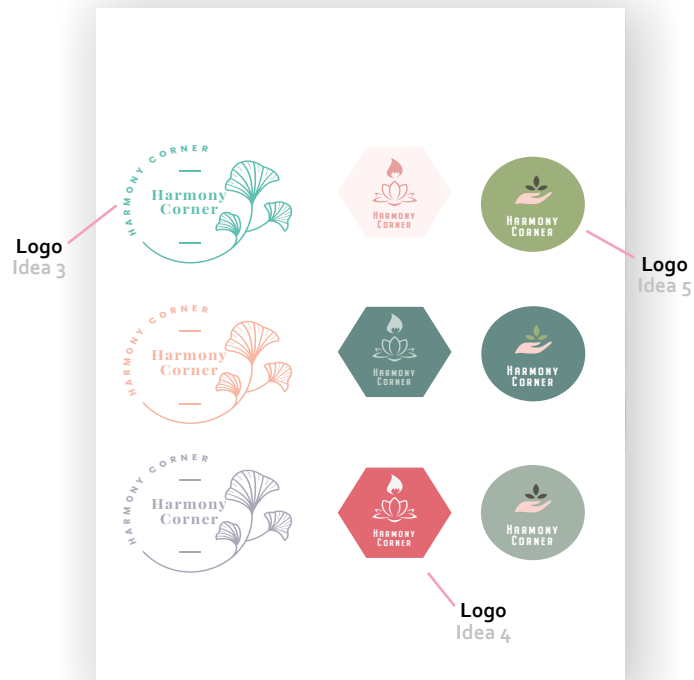


Logo Idea 3 - I decided to go in a completely different direction from previous designs in which I created. My third logo design was a circle with the social enterprise name around the outside and in the centre. Then around the circle was a graphic of a flower. In my head, I was thinking that this could represent a scent or an ingredient for products that Harmony sell.

Logo Idea 4- After meeting with the client for the first time. I recall Brendan repeating the word 'wellbeing'. I, therefore, did some research on symbols or icons associated with the word of well-being. The lotus flower is associated with well-being. This sparked an idea in my mind to incorporate the lotus flower into the logo. I think that this was unsuccessful and was too weak to be used for a luxury brand. I believe it does not reach the brief and convey the message of the social enterprise.



Logo Designs



Logo Idea 5 - Again, after the first meeting with Brendan, I recall him expressing that he wanted a muted colour palette. He suggested that we used a colour palette that represents nature and elements of earth. The font I used was Buckwheat TC regular. I chose this font style because I think it appeared to be create more of a artisan feel.



Logo Designs

Feedback

Nov 2

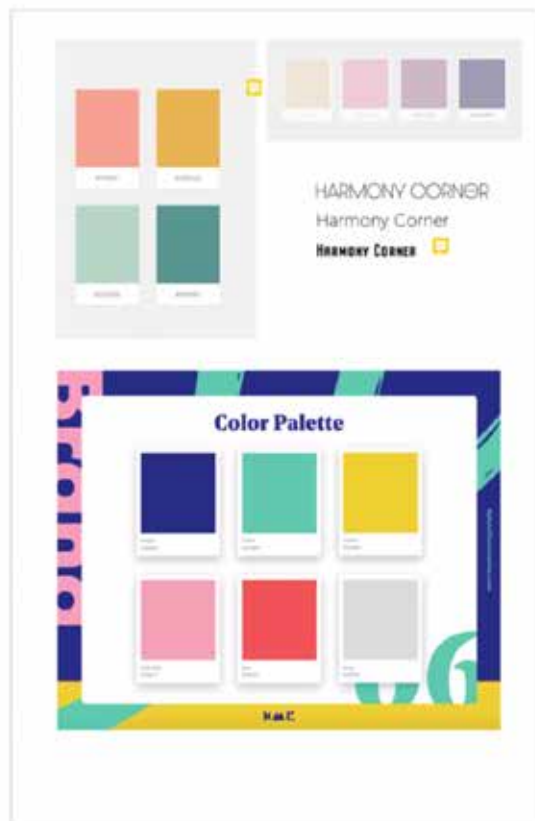


Adrian Hickey, Senior Lecturer in Interactive Media
Hi Chloe

...

Good start! Thanks for uploading. Please see attached my thoughts on the PDF below.

A general comment would be try and get some black and white versions that work and then go for colour. I also think you could go for more premium typefaces - look at Creative Bloq, Behance, etc for inspiration.



Ideas for Harmony Corner Logo AH.pdf - 7.43 MB - [View full-size](#) - [Download](#)



Nov 2

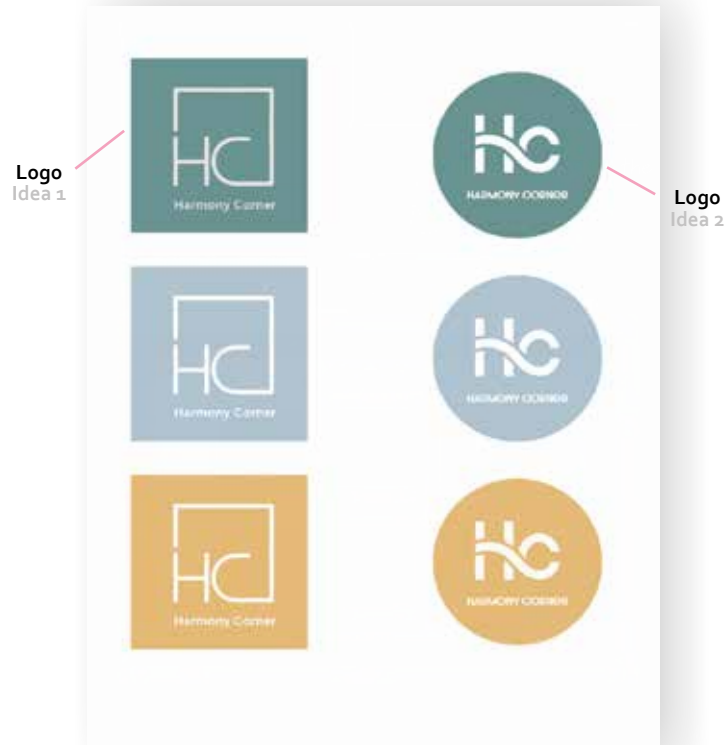


Chloe Mooney
Thanks Adrian. I will take your comments on board and explore different typefaces and colour. Trying to create that 'premium vibe'.

...



Logo Designs Feedback



Logo Idea 1 Feedback

adrianhickey 2 Nov
This might work if you could somehow accentuate the corner? The text Harmony Corner might work well in there. It looks a little cooperate, rather than luxury as it stands.

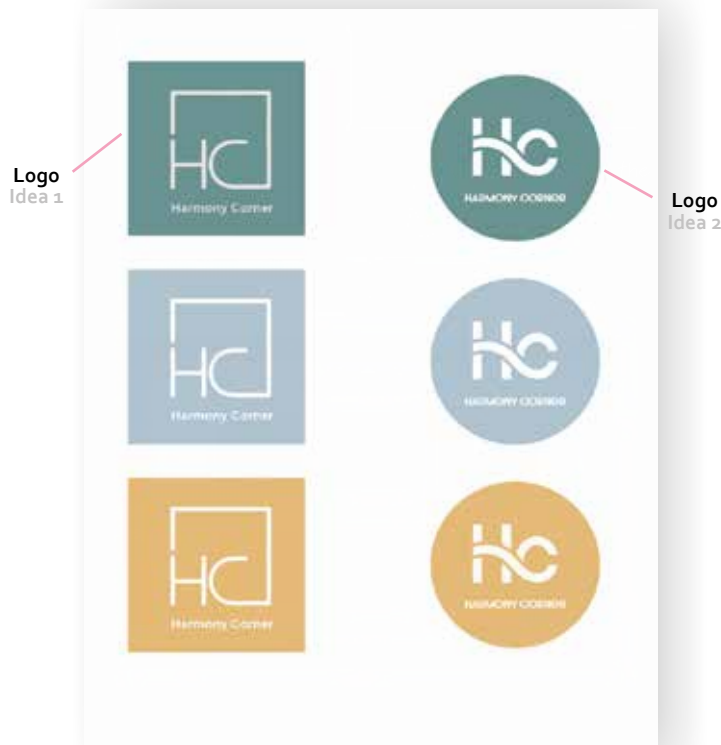
Logo Idea 2 Feedback

adrianhickey 2 Nov
I prefer that that the H and C are the same size in the square version



Logo Designs

Reflection



Logo Idea 1: Reflection - As Adrian pointed out, Logo idea 1 seems a little corporate. Considering the brief, I don't think it answers it. Color palette-wise, I found it a bit weak and it didn't appear luxurious. If I had originally started with black on white, this might have been an option.

Logo Idea 2: Reflection- With this design, I again used the first two letters of the social enterprise, Harmony Corner, which has now been rebranded as Harmony. Instead of the first logo design, I wanted to try ligature typography. To create a signature stamp for the social enterprise, I thought the initials would have been beneficial. I don't think this fits in with the brief, because the initial letters are not the same. I think this also looks a little corporate and too complex

Logo Designs Feedback



Logo Idea 3 Feedback

adrianhickey 2 Nov

There is an unwritten rule that the logo should never contain the name more than once. I would retain the curved writing and replace the centre aligned text with the product name - eg; Scented Candle, Reed Difuser, etc

Logo Idea 4 Feedback

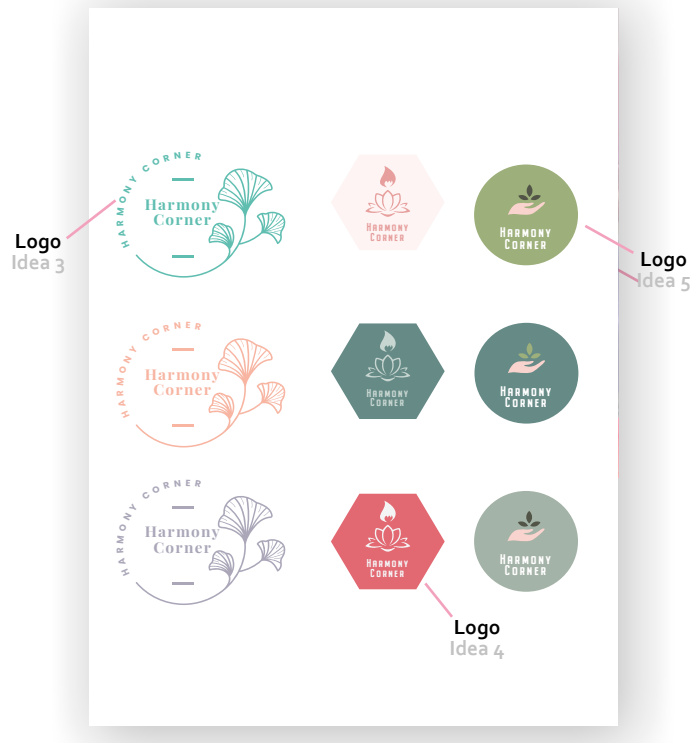
adrianhickey 2 Nov

I think the flower and the flame get in each others way - better to have a flame version for candles - flower for something else.



Logo Designs


Feedback




Logo
Idea 5
Feedback

 **adrianhickey** 2 Nov
This font feels very square. Not as premium as some of the others.

Logo
Idea 5
Feedback

 **adrianhickey** 2 Nov
The earthy colours make a nice palette here.

Logo
Idea 5
Feedback

 **adrianhickey** 2 Nov
This logo feels a little generic for a premium brand



Logo Designs Reflection

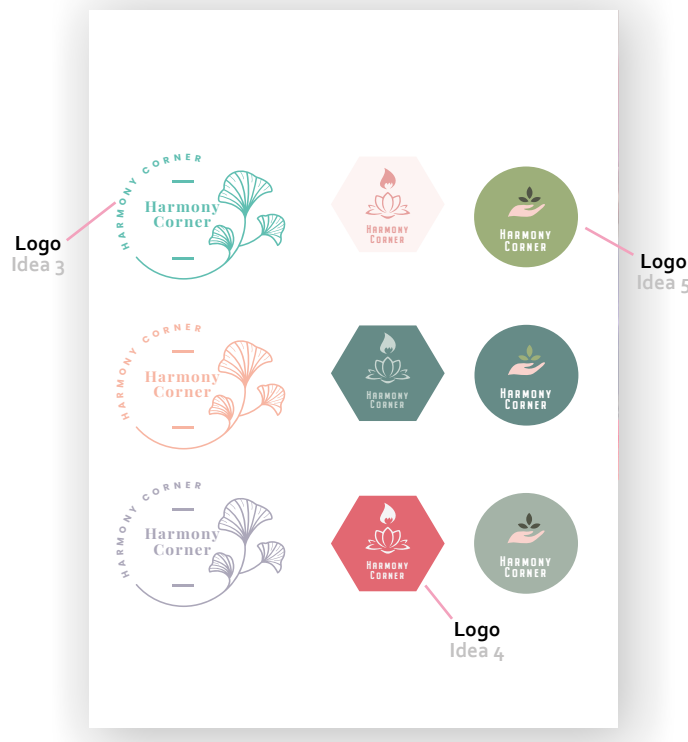


Logo Idea 3: Reflection - As Adrian highlighted, the logo should never contain the logo name more than once. In retrospect, I should have used my common sense, but we all make mistakes, and it's always good to learn from them. I agree with Adrian's proposal to keep the curved text but to change the centre text from a candle name to a product name. This was a great suggestion, so I decided to incorporate it into the final design that I pitched. Among the five designs I submitted, I believe this one is my strongest and most suitable for the pitch. I did however make a few wee teaks before the pitch.

Logo Idea 4: Reflection- The logo idea 4 doesn't seem to fit the brief visually, as it has too much going on for a brand logo. In addition, the logo itself reminds me of a yoga brand logo, which is completely off-scale from the social enterprise.



Logo Designs Reflection



Logo Idea 5: Reflection- The logo idea 5 was an alternative design. I wanted to include a little icon of a hand because everything is handcrafted. Additionally, I thought the leaves could represent the ingredients used in the products. A logo is the first impression for any business or social enterprise.

Adrian thought this was a bit generic for a premium brand. Adrian is right, the logo looks generic, which would put the social enterprise at a disadvantage. In addition, it fails to attract attention. Ideally, I want to produce a logo that visually corresponds to the brief.



Logo

Adjustments (Week 6- 9th November 2021)

Week 5 leading into week 6- Adrian showed us Nespresso Coffee and explained how well escalated the brand has successfully branded their products. For example, he showed us the coffee capsules. Additionally, explaining how each individual capsule has a different colour for each different flavour. He also explained how we could implement this into our designs for Harmony.

Furthermore, he expressed Nespresso Coffee has a lovely spot on gloss look on their products. After both Adrian and Claire checked up on me and my team, we had a chat about what logo in which I should amend before it goes forward to the pitch.

From my initial logo designs, we discussed that with a few amendments to logo idea 3. Also removing 'corner' from the logo as the social enterprise is being re-branded to Harmony. This was this better choice going forward to the pitch.



Logo Adjustments

(Week 6- 9th November 2021)



Logo 1- After a few amendments to logo idea 3. Removing the word corner and adding one of the five pillars of wellbeing. This was an option to choose from before going forward to the pitch.

White on Black



Black on White



Nourish



Serenity



5 Pillars of Wellbeing

Vitality #4d0f2e

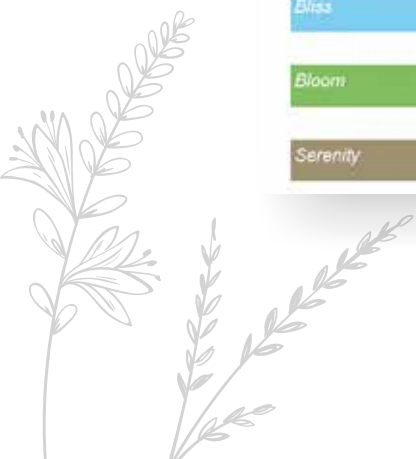
Nourish #0d3a58

Bliss #9edcf1

Bloom #69bf4b

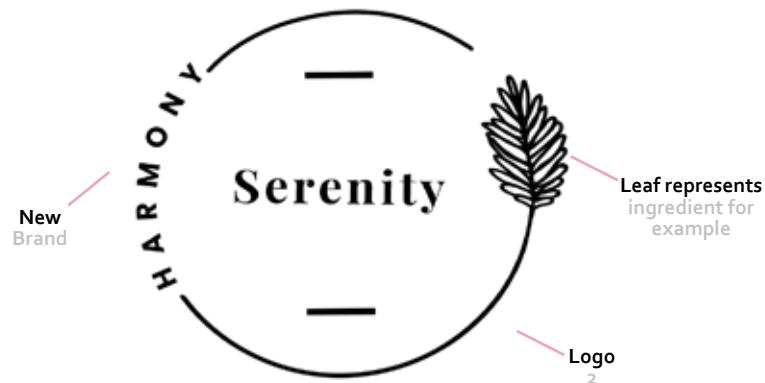
Serenity #ad9874

Spot Gloss Finish

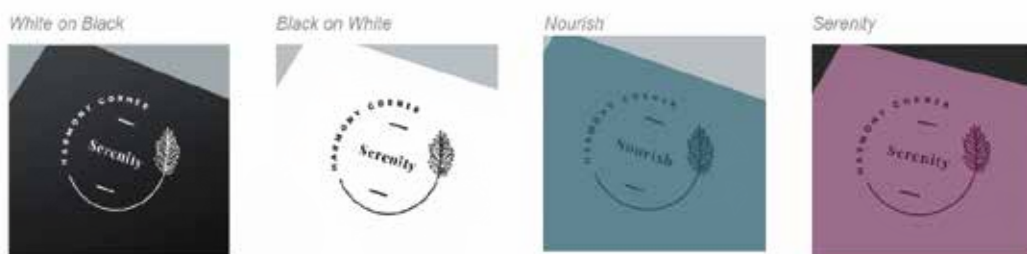


Logo

Amendments (Week 6- 25th October 2021)



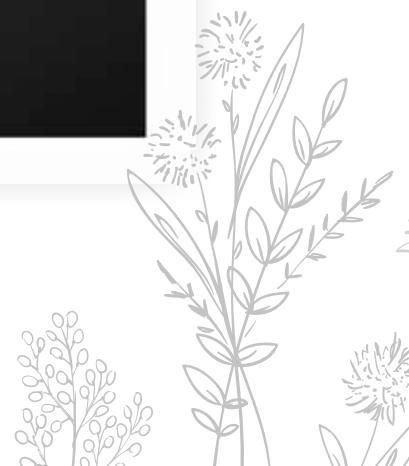
Logo 2- After a few amendments to logo idea 3. This was another option to choose from before going into the pitch. I put both of the new logo designs on basecamp. Both logos were designed for white on black, black on white and then two different colours to represent one of the five pillars of well-being.



5 Pillars of Wellbeing

Vitality	#1d1d3c
Nourish	#114b5b
Bliss	#f1872b
Bloom	#ab1d24
Serenity	#5c1440

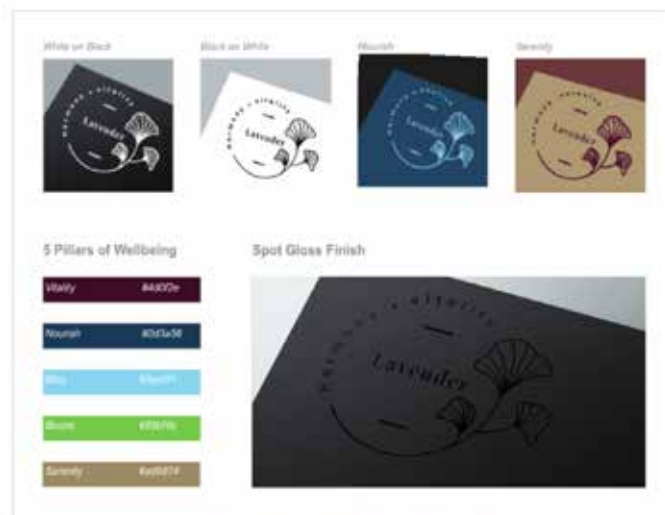
Spot Gloss Finish



Logo

Amendments (Week 6- 8th November 2021)

Before pitching, I wanted to get feedback from Adrian and Claire, as well as my team mates Hollie and Lucy. Basecamp feedback- Adrian suggested that I Furthermore, he expressed Nepresso Coffee has a lovely spot on gloss look on their products. After both Adrian and Claire checked up on me and my team, we had a chat about what logo in which I should amend before it goes forward to the pitch.



logo idea chloes v2.pdf

Posted by Chloe M. · November 8, 2021 · 3.39 MB

[Download](#) · [Replace with a new version](#)

Nov 9



Adrian Hickey, Senior Lecturer in Interactive Media

Well done Chloe - I prefer the last set of colours and the Harmony Corner branding. You could take off the word 'corner' easily. I think the 5 pillars colours need updated on that last set?

Which one are you going to put forward?

Edited
12:43am

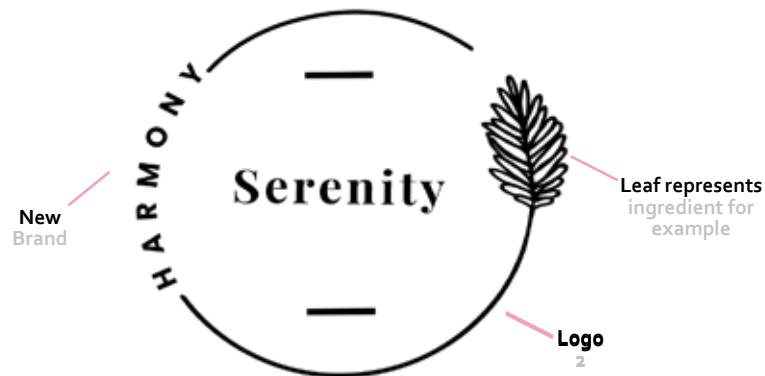


Chloe Mooney

Hi Adrian,

I agree! Thats no bother I can take out the corner and change the colours.

Final Logo



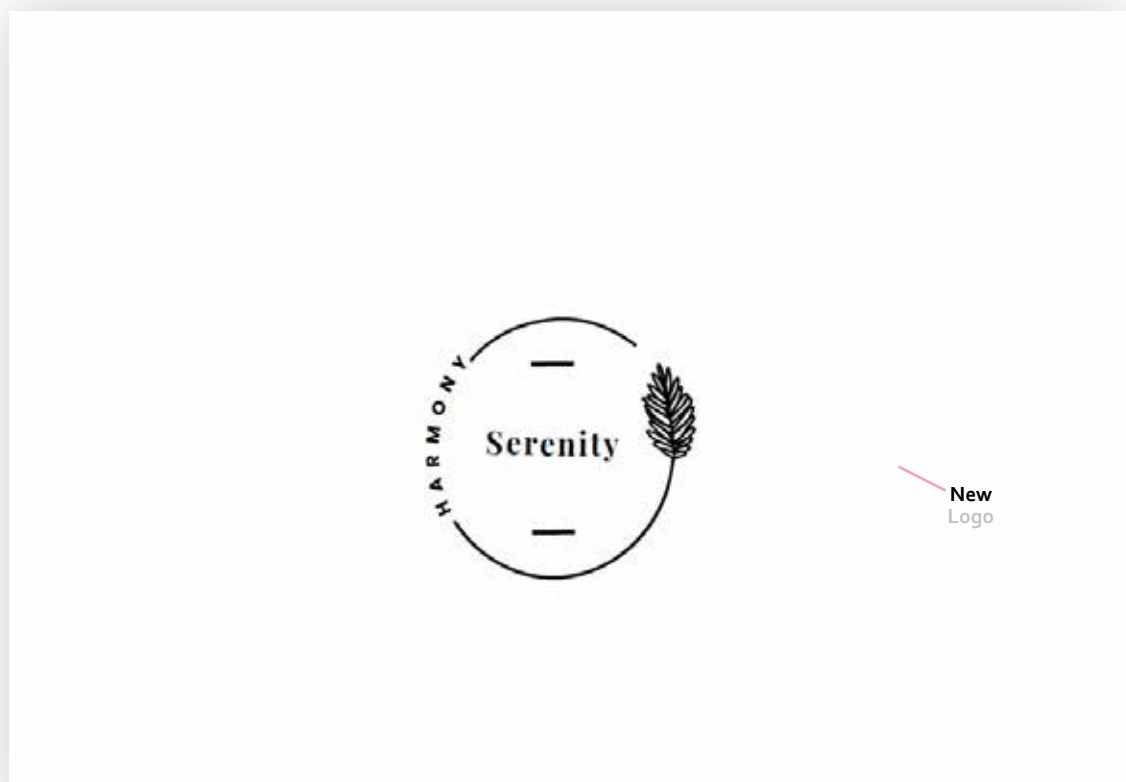
Logo 2- After tweaking the logo. Logo 2 was the logo that I chose to pitch to the client. Before the pitch, I started working on my individual design deck. I also wanted to pick a different colour palette. I wanted to pick a colour palette that represents nature and earth. I feel that this was a better fit for Harmony and answered the brief.



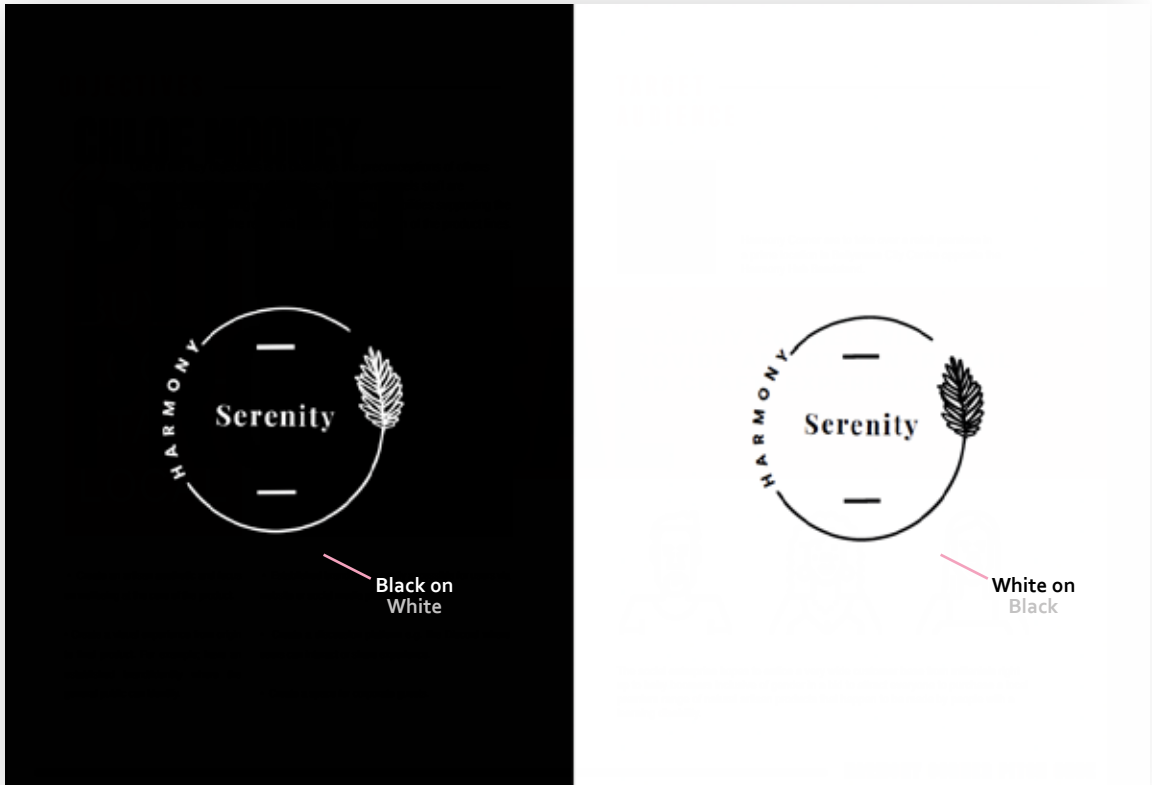
New Colour Palette

"It's through mistakes that you actually can grow. You have to get bad in order to get good."
- Paula Scher

Individual Design Deck



Individual Design Deck



FONTS AND COLOUR PALETTE

abcdefghijklmnopqrstuvwxyz
 abcdefghijklmnotqrstuvwxyz
 abcdefghijklmnotqrstuvwxyz

10 pt Harmony
 12pt Harmony
 14pt Harmony
 18pt Harmony
 24pt Harmony
 30pt Harmony

Font
Playfair Display

Vitality	Nourish
HEX #7dad96	HEX #e6c17f
CMYK 56, 16, 43, 1	CMYK 7, 25, 63, 0
RGB 125, 173, 155	RGB 230, 193, 127
Bliss	Bloom
HEX #d98e89	HEX #ddeefb
CMYK 7, 56, 38, 0	CMYK 13, 1, 0, 0
RGB 217, 142, 137	RGB 221, 238, 251
Serenity	Font Colour
HEX #9fa9db	HEX #000000
CMYK 37, 29, 0, 0	CMYK 91, 76, 62, 97
RGB 159, 169, 219	RGB 0, 0, 0

Colour Palette

Individual Design Deck

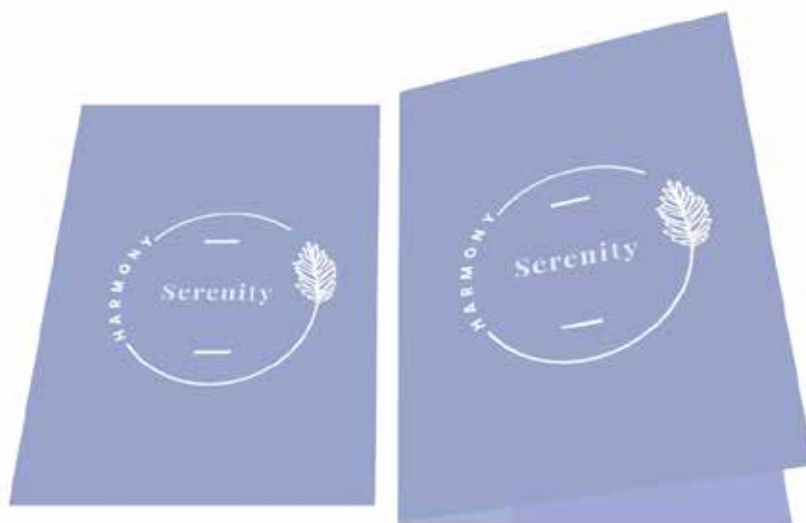
LETTERHEAD DESIGNS



Letterhead
Design

HARMONY CORNER PITCH DECK

CORPORATE PROSPECTUS



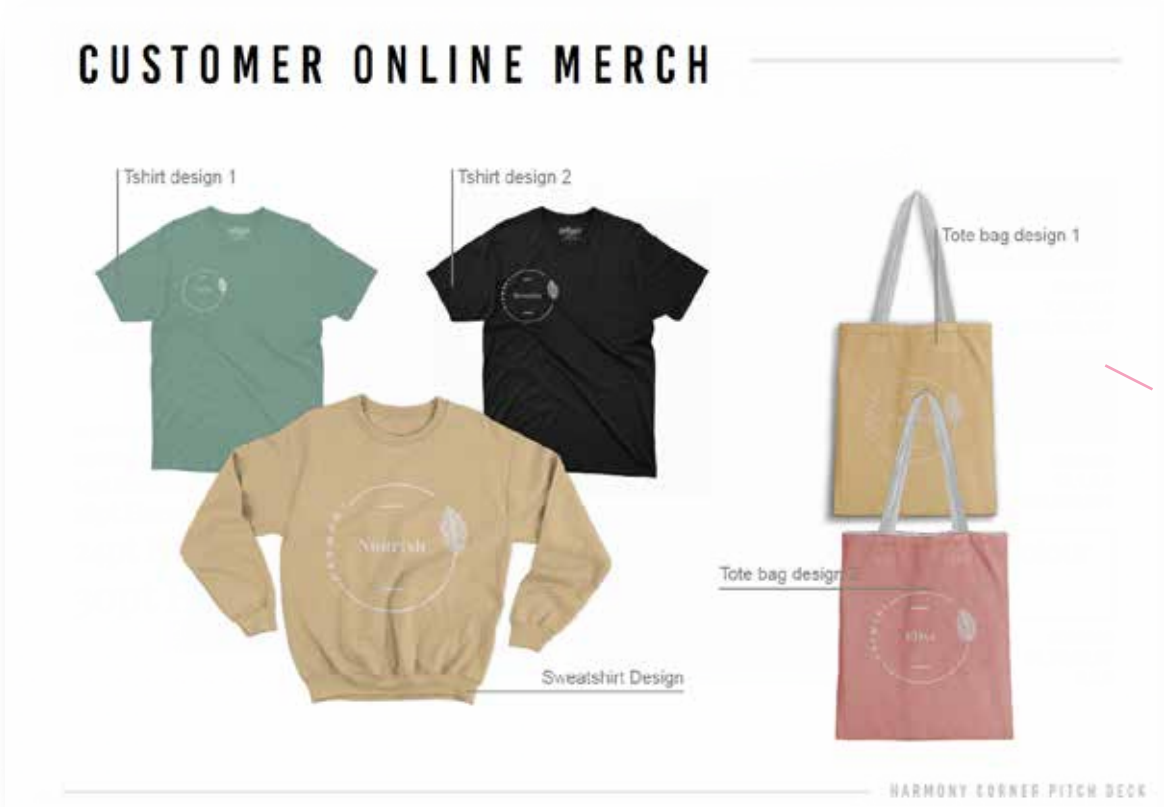
Corporate
Prospectus
Design

HARMONY CORNER PITCH DECK

Individual Design Deck



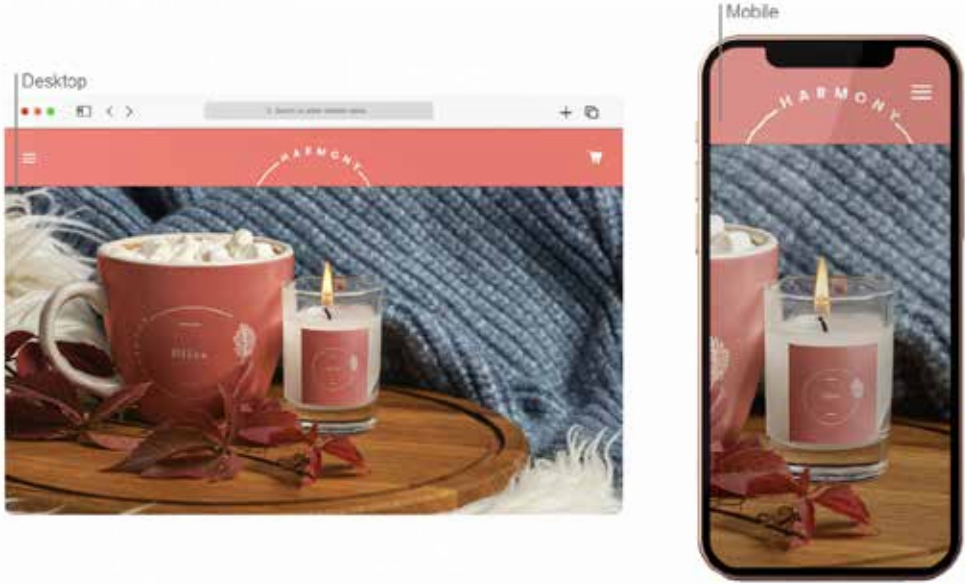
Merch Mockup



Merch Mockup

Individual Design Deck

WEBSITE HOMEPAGE MOCKUP



Website Mockup

HARMONY CORNER PITCH DECK

PRODUCT LABELING



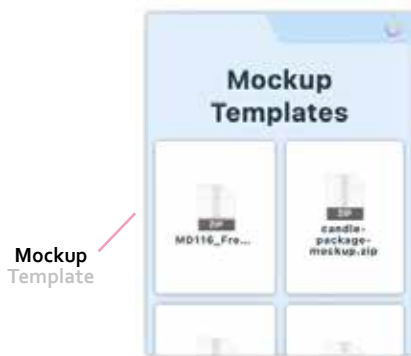
Labeling Mockup

HARMONY CORNER PITCH DECK

Individual Design Deck



Packaging Mockup



Mockup Template

This was my individual design deck that I used to pitch to the client. Both Adrian and Claire requested that we combine all of our individual design decks, together before pitching it to Brendan, Norman and Melissa.

Before combining all three of our design decks, we made sure to remain consistent we used the same mock-ups. Equally, we found mock-ups that were downloadable from graphicburger.com and freepix.com.

As a group, we were able to quickly tidy up any confusion over a video call using Facebook messenger in order to use the same files for a consistent pitch which prevented anyone getting confused over which files to use.

Pitch Preparation

Nov 9



Adrian Hickey, Senior Lecturer in Interactive Media

...

I prefer the second one with the script text - but it is entirely up to you - your call Hollie.

Well done. As a group you have an excellent pitch deck. Can you put a final deck together with the final page all 3 logos for selection - 3 across the middle - equal size.

Thanks
Adrian



Final Logos



My
Logo



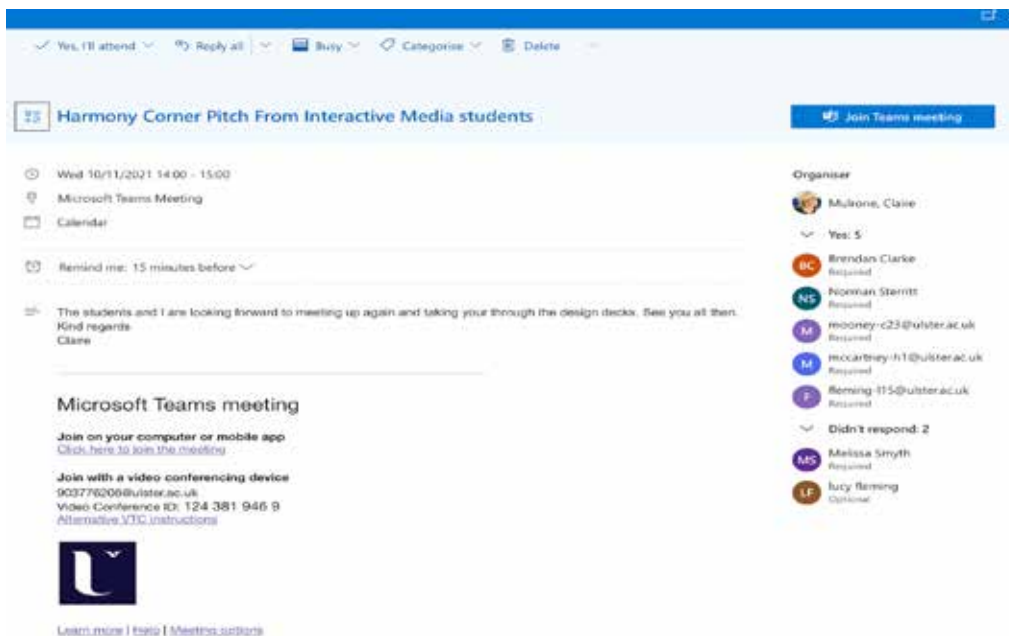
Hollie's
Logo



Lucy's
Logo

These are the final logos used during the pitch. We all individually pitched our own ideas and explained our concepts.

Pitch Confirmed



Now that the pitch has been confirmed. Hollie, Lucy, and I have confirmed our pitch order. Hollie wanted to go second, so I said I'd go first, then Lucy could go last.

Before pitching to the client, I read Claire's key tips. Before my presentation, I wrote down some bullet points to cover the main points. Due to the fact that I was the first to present, I explained why the rebranding to Harmony was a better fit and sounded better.



Your pitch



Claire Mulrone · Nov 10 · Notified 4 people

Good morning team, this is an exciting day, were finally going to pitch to the partner. Here are a few pointers for the pitch.

1. In advance of the pitch please decide which one of the team will host the final design deck and share their screen with everyone. I will suggest this is some one with the fast WiFi. (let me know who is hosting)
2. The pitch presentation of the design decks will be in the order you have put the final design deck together. I will also download the final design deck.
3. I will come onto Teams five minutes early to check we are all on screen and we can hear each other.
4. Once the partner has arrived, I will start the pitch taking them through the process. If the wifi is patchy, I will suggest we all turn off our cameras and mics to broaden the bandwidth. The presenter will be the only one with a live mic. I will then invite the first person to start.
5. Remember the partner will be interested in the creative journey you have undertaken individually. This story telling element is really important and often helps the partner to make decisions about the final design.
6. At the end of the presentations, please leave the last page of the design deck with all three logos on screen.
7. I will invite everyone to turn on their mics and we will start the discussion. I will help manage this conversation and discussion. (we will be scrolling through the design decks so whoever is hosting it, you will be responsible for moving it, thanks in advance)
8. The aim of the pitch is to get the partner to provide us with a definitive answer as to which design they think best meets their brief.
9. This is a team process there are no winners or losers! We need the final design to move the project forward to complete it. (you may have to forward a new design deck incorporating their final decisions)
10. Good luck, I will be there to support you through this process. I know this is daunting but I have every confidence in you all. see you at the pitch.

Claire's
Tips

The background of the page is a repeating pattern of pink line art illustrations of various flowers and leaves. The flowers have multiple petals and prominent stamens, while the leaves are elongated and pointed. The overall style is clean and modern.

STEP 04

4a Pitch Outcome

4b Merchandise Guidelines

4c Client Problems

STEP 04

Pitch

Outcome

Final Logos



My
Logo



Hollie's
Logo



Lucy's
Logo

In the pitch, I explained that the leaf at the end can represent an ingredient of some kind. I explained that it is interchangeable and can be changed to whatever they want. I explained that one of the five pillars of wellbeing was centred because I thought it was the core of their products.

Brendan thought this was a great idea, and he liked the concept. After being the first to pitch, I received good feedback. I managed to successfully persuade Brendan and his team that it was better to drop the word 'corner'. My argument was that the word 'Harmony' on its own is more memorable and distinctive.

Pitch Outcome

Presentation Feedback



Presentation Done!- After my presentation, I got to sit back and listen to my other team mates Hollie and Lucy. I took a screenshot of the chat in **Microsoft Teams** where Brendan and Melissa both said a great comments about my presentation.



Pitch

Outcome

Final Logos



My
Logo



Hollie's
Logo



Lucy's
Logo

At the end of the presentations, Claire asked Brendan, Norman and Melissa what logo they preferred. Norman stated: "Out of all three designs. Personally, I prefer Chloe's and Lucy's. I think Hollie's design is a little too bold."

Brendan and Melissa both preferred Lucy's logo as they felt that it fit the brief better. Brendan did, however, said that the word 'Harmony' was a little too bold and takes away from the logo.

Lucy's logo was picked but with small adjustments to the typography for the word 'Harmony'. Collectively, as a group, we helped her pick a new typeface that was not too overpowering.

Claire then asked them questions in relation to the colour palette. They discussed all three colour palettes. They went through each individual colour for each of the five pillars.

For the website, they all agreed that my website was the best. They thought it was a better fit for Harmony. The client was pleased with the lifestyle feel of the photography and requested that this be incorporated into their website.



Pitch Outcome

Our ideas/concepts were selected from all three presentations and will be revised for the final pitch deck. For my team and I, this was a fantastic result as we were delighted that the client was pleased with our pitch.



Chloe:

Website: Design with access to Filter option and collection tabs.

Photography: Lifestyle Shots



Hollie:

Colour Palette: Vitality, Bloom, & Serenity

Corporate prospectus

Font (amendments)



Lucy:

Colour Palette: Nourish

Logo: (with amendments)



Pitch Feedback

Presentation



This sender brendan.clarke@trianglehousing.org.uk is from outside your organisation. [Block sender](#)



Brendan Clarke <brendan.clarke@trianglehousing.org.uk>



Fri 12/11/2021 11:40

To: Mulrone, Claire

Cc: Hollie McCartney; Chloe Mooney; Lucy Fleming

You don't often get email from brendan.clarke@trianglehousing.org.uk. [Learn why this is important](#)

Hi Claire

Wanted to say thanks to you and the team for the presentation on Wednesday. I wanted to reiterate once again how wonderful it is to be supported by a group of innovative, creative designers. I don't know if it's 'a thing', but I definitely felt a creative bounce following our meeting.

The nature of these projects trying to get Developers, Architects, Project Managers and Finance all heading in the same direction can be time consuming to say the least. On Wednesday I felt a lift, the decision on Harmony ~~Gerner~~ was a brave creative decision and one that has opened my thoughts from a focused provision to a much bigger brand opportunity. A big creative lift, and following that in all the propositions to see our thoughts come to life was quite special. So my thanks to you all for your wonderful work.

I look forward to continuing this work with you, and my thanks for the positive influence you have already had on our Social Enterprise.

My best wishes for a lovely weekend

Brendan

Brendan Clarke
Enterprise Coordinator

TRIANGLE

Client
Feedback

Pitch Feedback

Well Done!



Claire Mulrone · Nov 10 · Notified 4 people

You got brilliant feedback from the partner. Delighted to have come away with such focused and clear decisions. It will be great to have at the additional details for the dimensions for the stickers for product, for label of the packing boxes, the expanded list of merchandise and five scents and the top, middle and bottom notes. This will definitely help to develop complementary shades of the new five colour pallet.

I have to say the change of the name to Harmony is a game changer, they are delighted and definitely excited as this provides greater opportunities for the social enterprise moving forward.

It was great that Brendan, Norman and Melissa, all acknowledged that changing the name was brave and bold decision, it was really insightful. It reflected the principles of this new business, its collection of products and the well being pillars they represent.

Special thanks to Lucy who navigated the design decks so that elements of the three designs decks appeared on screen simultaneously. This certainly helped to stimulate and to navigate the decision making process for the partner.

Congratulations again
Claire



Nov 10



Adrian Hickey, Senior Lecturer in Interactive Media
Sounds like you nailed it!

...

Well done. First pitch of 2021!

I'm looking forward to seeing and hearing what the outcome is.

I am very glad to hear you convinced them to change the name. I think that will make the upmarket sell, so much easier.

Be good to hear some of the feedback. But more importantly, get it in your production logs.



Superadvisor's
Feedback

Pitch Revised

HARMONY CORNER

REVISED PITCH DECK

Project Manager Claire Mulrone

Creative Director Adrian Hickey

Interactive Designers Chloe Mooney

Hollie McCartney

Lucy Fleming

Hy
HARMONY

Pitch Revised



FONTS AND COLOUR PALLETTE

Light - abcdefghijklmnotqrstuvwxyz
 Light Italic - abcdefghijklmnotqrstuvwxyz
 Italic - abcdefghijklmnotqrstuvwxyz
 Regular - abcdefghijklmnotqrstuvwxyz
 Bold - abcdefghijklmnotqrstuvwxyz
 Bold Italic - abcdefghijklmnotqrstuvwxyz

12 pt Harmony
 24pt Harmony
 30pt Harmony
 36pt Harmony
 48pt Harmony
 60pt Harmony

Vitality		Nourish	
HEX	#60A5DB	HEX	#639465
RGB	96, 165, 219	RGB	99, 148, 101
CMYK	63, 23, 0, 0	CMYK	66, 23, 69, 6
Bliss		Bloom	
HEX	#FFC21B	HEX	#F3A2BE
RGB	255, 194, 27	RGB	243, 162, 190
CMYK	0, 50, 100, 0	CMYK	0, 48, 7, 0
Serenity		Font Colour	
HEX	#AE7DB5	HEX	#000000
RGB	174, 125, 181	RGB	0, 0, 0
CMYK	37, 58, 0, 0	CMYK	91, 79, 62, 97

Pitch Revised

CORPORATE PROSPECTUS



HARMONY CORNER PITCH DECK

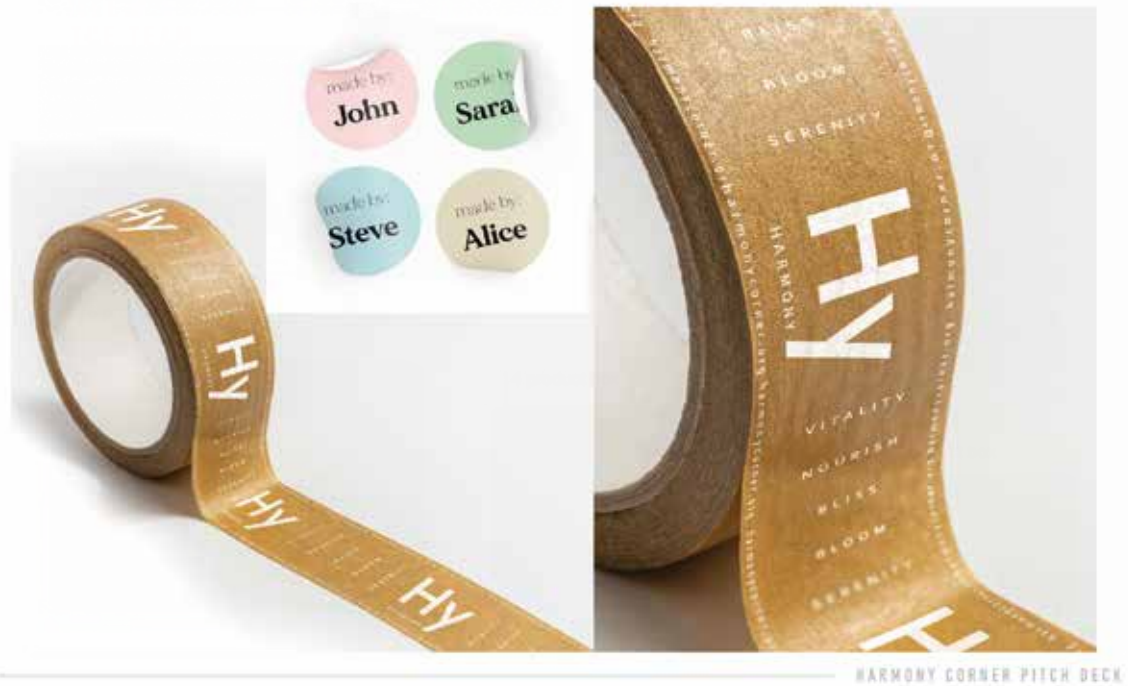
SHOP FRONT DESIGNS



HARMONY CORNER PITCH DECK

Pitch Revised

PRODUCT PACKAGING



How did I contribute?

For this project I was responsible for producing merchandise mockups for Harmony. (both internal and external merchandise) I created an account for Vistaprint and uploaded PNG files for Brendan and his team to use.

Originally, I created a step-by-step guide for Printful. "Printful is an on-demand printing and fulfillment company that helps people turn their ideas into brands and products. Whether you wish to create your own online brand or gift someone a personalized t-shirt, we can help you get it done. Whenever someone—you or your customer—makes a purchase, we'll automatically receive the order, fulfill, and ship it." -Printful, 2021

How did I contribute?



Guide for Printful (Updated).pdf

Posted by Chloe M. · December 7, 2021 · 6.56 MB

[Download](#) · [Replace with a new version](#) · [See all versions](#)

Notes:

Hey Guys,

Just created a step by step guide for Printful. This will help Brendan and his team to successfully upload a JPG or PNG file for merchandise.

Dec 7



Adrian Hickey, Senior Lecturer in Interactive Media



Chloe

This is excellent.

Can I suggest you remove the pages of Tips for Printful form P22-P24?

I would just put a note - Please use the graphics supplied as these have been optimised to work best with Printful.

I just don't think you want anyone on the team messing with the graphics.

What do you think?



How did I contribute?

Dec 9



Chloe Mooney



Prior to our late night discussion. We decided for the merchandise to use Ted&Stitch. (Referral to the Brief). Ted&Stitch are a local business located in Randalstown, Northern Ireland.

After more thought on Printful, we thought it wasn't a right fit for Brendan and his team. Brendan and his team would have messed with the graphics and possibly stretching the logo. Printful had a few issues in regards to limited stock and supply issues. (Brexit)

We compared and contrasted between Printful and Ted&Stitch and reached a conclusion that Ted&Stitch was the better fit for Brendan and his team.



After doing my research, I thought that Printful was not the best fit for Brendan and his team. Therefore, I went back to the brief and reviewed Ted & Stitch. I viewed Ted & Stitch website and their stock supply.

Additionally, I then looked excel spreadsheet outlining our workload. I reviewed the list on the excel spreadsheet and under the merchandise column. I looked at what internal and external merchandise Harmony requested.

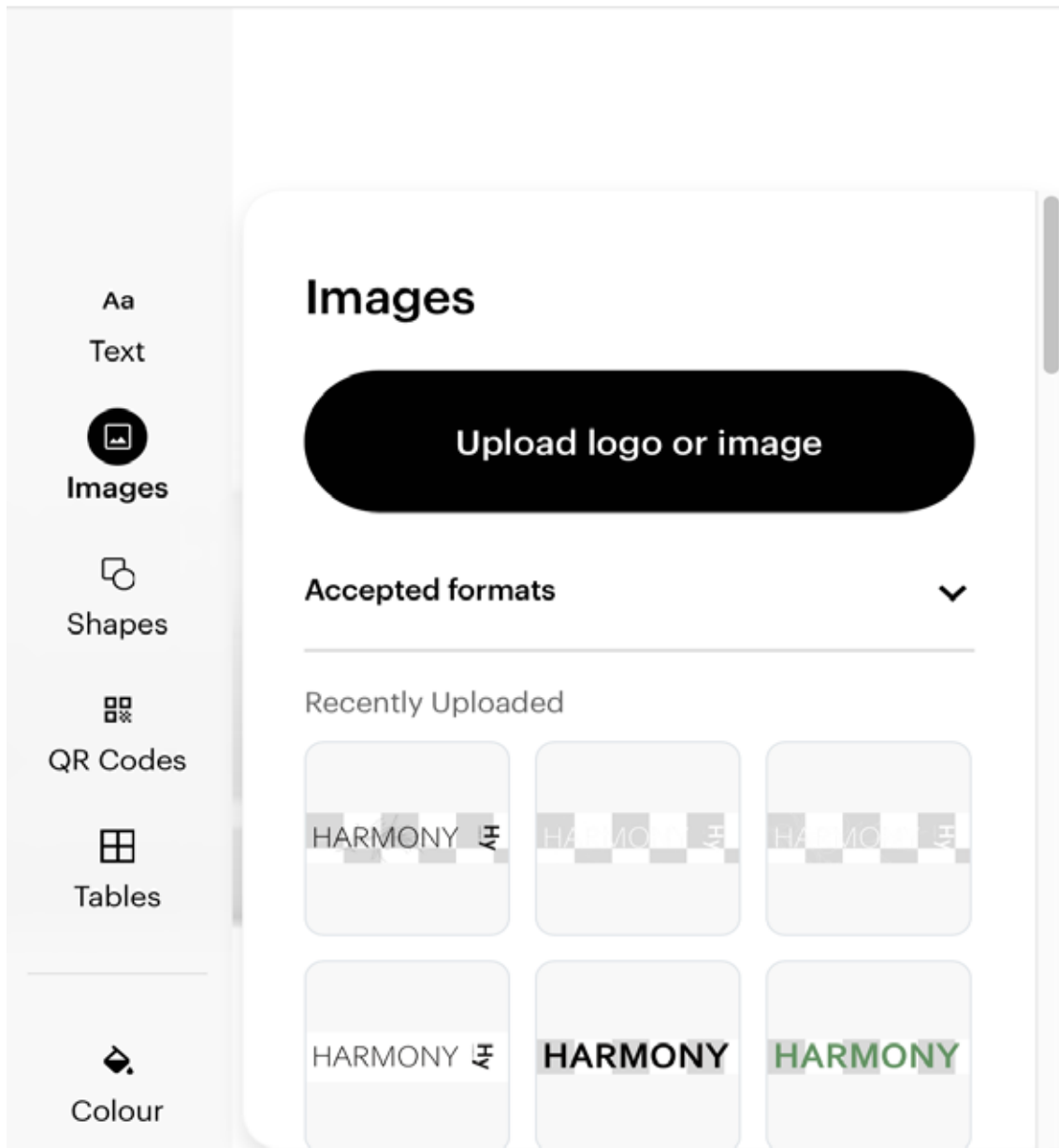
Furthermore, I looked at the stock that Ted & Stitch have. Brendan and his team can follow my step by step guide to making a purchase. I also created an account for Harmony to purchase merchandise using Vistaprint. This was another step by step guide, that I created. Vistaprint is an alternative for Harmony if Ted & Stitch do not have an item in stock.

[Guide to Ted & Stitch](#) - Here you can view Ted & Stitch step- by-step guide.
[Guide to Vistaprint](#) - Here you can view Vistaprint step-by-step guide.

Vistaprint Account



My Projects – Vistaprint Engraved Ballpoint ...



All PNGs files of the brand logo is added to the Vistaprint account in which I have created. This means that when Brendan logs on, all the files are saved to the account. Furthermore, this means that if Harmony, want to purchase merchandise just click the PNG file. This will then place the PNG file onto the mockup hassle free.

Photoshop Guide



Face Mask-Plain PSD Guide

Face Mask Plain



HOW TO IMPORT DESIGN TO PHOTOSHOP:

- 1 OPEN 'FACE MASK-PLAIN. PSD'.
- 2 IN THE LAYERS PANEL CLICK 'LABEL COLOUR'. (HERE YOU CAN CHANGE THE COLOUR OF THE MOCKUP).
- 3 IN THE LAYERS PANEL CLICK 'LOGO DESIGN'. GO TO FILE 'IMPORT' AND CLICK 'EMBROIDERED LOGO-BADGE.PSD.' (THIS WILL ADD THE LOGO TO THE MOCKUP).
- 4 CLICK 'FILE' THEN CLICK 'SAVE.' THEN EXPORT THE FILE. CHANGE FORMAT TO 'JPG' OR 'PNG.'
- 5 CLICK 'FILE' AND CLICK 'SAVE AS'. RENAME THE FILE AND CLICK 'SAVE.'

I also produced a Photoshop Guide for each individual item for merchandise. If a team member from Harmony has Photoshop skills or if they plan to get a designer in the future. They can use this guide to help them with merchandise mock-ups.

Client Problems

As a group we had some minor/major challenges through this project. I have outlined some of the key problems we had through this project.

Minor Problems

- **Brief-** questions/queries
- **Pitch-** Revised Pitch
- **Website-** Hosting/Domain

Solution

- Briefly explain each point to Brendan. Email Brendan how we plan to resolve the issue.
- **Pitch-** this was a quick turnover with the revised logo and additional mockups.
- **Hosting/Domain-** Hollie resolved the issue. Getting confirmation from Brendan.



Brendan Clarke <brendan.clarke@trianglehousing.org.uk>



Thu 25/11/2021 14:52

To: Mulrone, Claire; Hollie McCartney

Cc: Chloe Mooney; Lucy Fleming; Hickey, Adrian

Waiting on the ionos confirmation order to come through

brendan



Waiting on
Client
confirmation

Client Problems

Major Problems

- **Photography**- Client sent us **NO** photography. (requested after pitch)
- **Website content**- Client sent content the **week of the deadline**. The content did not make any sense narratively. Too much content referring to Triangle Housing Association. Spelling, Punctuation and Grammatical errors.
- **Website suspended**- (week of submission)
- **Linking Shopify to website**

Solution



- **Photography**- week 10, Claire got in contact with Brendan. She managed to get hand on some old products. We used these old products to photograph and photoshop.
- **Website content**- Proof read the content before adding it to the website. Remove anything referring to Triangle Housing Association. Shrink content so that it flows better.
- **Website suspended**- Get Brendan to verify his account with 123 reg.
- **Used Woocommerce**- Brendan, again didn't provide logins.

As the deadline was coming closer, we wanted to resolve these issues ASAP. In regards to photography, we managed to use the old products and capture quality images. That Lucy could later Photoshop for mock-ups for the website.

In terms of the website content, Hollie and I decided to remove any content related to Triangle Housing Association. We read through what Brendan supplied us with and tried to pull out key points for the website. We proofread the content so that it made sense and flows better.



As the deadline approached. The website was suspended, and Brendan's account needed to be verified. Before we could access the site, Brendan had to verify his account, so this was really stressful. It put Hollie and I under extreme pressure since we could not change anything on the website. Further, we flagged this up to Adrian and Claire because we did not have access and were therefore at a disadvantage.

Client Problems

BC Brendan Clarke <brendan.clarke@trianglehousing.org.uk>  

Day Before Deadline Thu 09/12/2021 15:21

To: Hollie McCartney
Cc: Lucy Fleming; Chloe Mooney; Hickey, Adrian; Mulrone, Claire

 sustainability.docx
Saved to OneDrive 

Cheers Hollie **Clients Content**

[Reply](#) | [Reply all](#) | [Forward](#)

Sustainability Journey

Alternative Angles is the social enterprise service within Triangle Progression toEmployment an ESF supported employment project for Adults with LearningDisabilities and/or Autism based in the North East/Mid Ulster area of NorthernIreland. We co-design and produce with clients a range of wellbeing products :candles, soaps, diffusers, scented sachets, beeswax food wraps repurposed andrecycled metal and wood materials. Currently we do not have any targets associated with Climate Change and Carbon Neutrality, though we have started our journey and have moved from paraffin based materials to rapeseed and beeswax for our candles. However currently our Rapeseed comes from across the EU rather than locally and our Beeswax- sourced through an English supply company comes from outside the EU

Over the next year we aimto research with our trainees the sustainability of our products on a locality level and create a collaborative climate action plan for our Harmony Studio Products to support their local sustainability and carbon neutrality. Our project will include working with local and international experts, to establish where we are with our climate change activities, and then working in collaboration with local producers design and carryout a community research activity, with Alternative Angles trainees adults with earning disabilities/autism) as researchers. **Client Content SPG Errors**

This will examine how we can create a local carbon neutral supply and manufacturing chain for the non-profit activities that we carry out. Beneficiaries will include us, and our clients and carers becoming more aware of the importance of climate action and how that can be carried out locally. We will use our Facebook, Instagram, YouTube, and Twitter channels as well as our website and newsletter to promote the activity. This project builds on locality supply chains and will help make our work carbon neutral. We will highlight this through - Harmony Studio our Artisan Workshop in Ballymena Town Centre, where these goods will be produced

Client Problems



Hollie McCartney 12:32pm ***
Domain has been suspended and we've just been kicked off the site. I have emailed Brendan

Website
suspended



Hollie McCartney 2:53pm ***
Adrian Claire I have gone ahead and set up security questions but the account still needs verified on 123 reg. Brendan isn't responding so I went in and changed the registrant email to hy@harmonystudio.org. There is still no update on the account and it says 'Once the Registrant contact information has been verified, this domain is estimated to come back online within 24-48 hours.'

What are we supposed to do now as this is out of our control



Adrian Hickey 3:03pm ***
Hollie, this email won't do. No-one has that set up yet. So they will send authentication to an inbox no-one has. Please change it back to Brendan's email. When you have done that - let us know here - and that will trigger a call from Claire to Brendan

Website
suspended
discussion



Hollie McCartney 3:03pm ***
I have set up this email already and have been using to create accounts
But I will change it back now!



Adrian Hickey 3:04pm ***
Yes please - the domain restrictions could prevent the email working on that domain



Hollie McCartney 3:05pm ***
No problem - all changed back now



Adrian Hickey 3:05pm ***
Hollie can you trigger this verification email to Brendan?



Client Problems



Website
suspended
discussion

While we waited for Brendan to verify his account. We appreciated having an extension of a few days to make amendments to the website. Hollie and I decided to review the existing content Brendan provided us with and proofread it.

Client Solution



Hollie McCartney 12:32pm ***

Domain has been suspended and we've just been kicked off the site. I have emailed Brendan

Website
suspended



Brendans verification pending. I decided to proofread existitng material that Brendan supplied us with. I also had an idea on how I wanted the website to look in my head and sketched it out.



Client Solution



Our Journey to Sustainability (Key Points).pages

Posted by Chloe M. - December 10, 2021 - 195 KB

[Download](#) - [Replace with a new version](#)

Notes:

Hollie Lucy

Hey Guys,

Just read through Brendans document for 'Our Journey to Sustainability'. I tried to pull out the key points and remove the waffle. Please read through this and let me know if it makes more sense.

Dec 10



Chloe Mooney

For the website we can probably shrink this further. For this page on the website visually we could have a timeline.

Beginning:

- Explain-How Harmony want to have a sustainable approach.

Middle:

- How they plan to do this and who is involved.

End:

- Reiterate that they want to create a carbon neutral approach in the future.



Dec 10



Hollie McCartney

Sounds good Chloe!

I'd make it read more like sentences so "we started/Harmony started moving away..."



I wanted to make the website content flow narratively and make sense. I pulled out the key points from the document that Brendan supplied us with. I suggested that we create a timeline for this page that highlights the main points.



STEP 05

5a Developing The Website

5b Social Media Platforms

5c Project Management

5d Evaluation & Conclusion

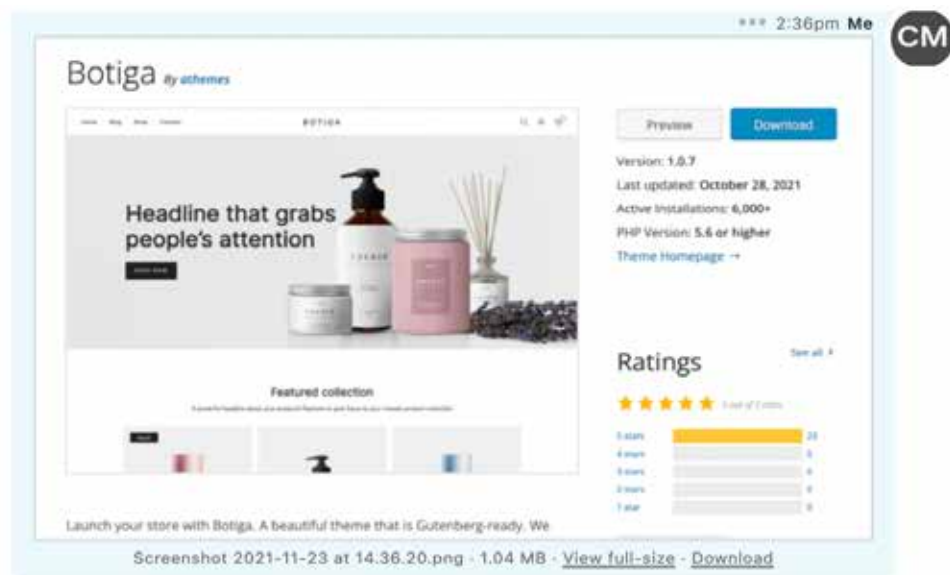
STEP 05

Developing The Website

Hollie was the lead designer on the website, while I participated in the design process as well. We divided the workload between the two of us and discussed what theme we thought would work best for Harmony.

I searched for the best WordPress themes that were top-rated. As well, I researched which plugins would be suitable in terms of accessibility for users. I shared blogs and journals that I discovered that I thought would be useful. I added these links to Basecamp and we decided to go with the Botiga theme.

Theme
chosen



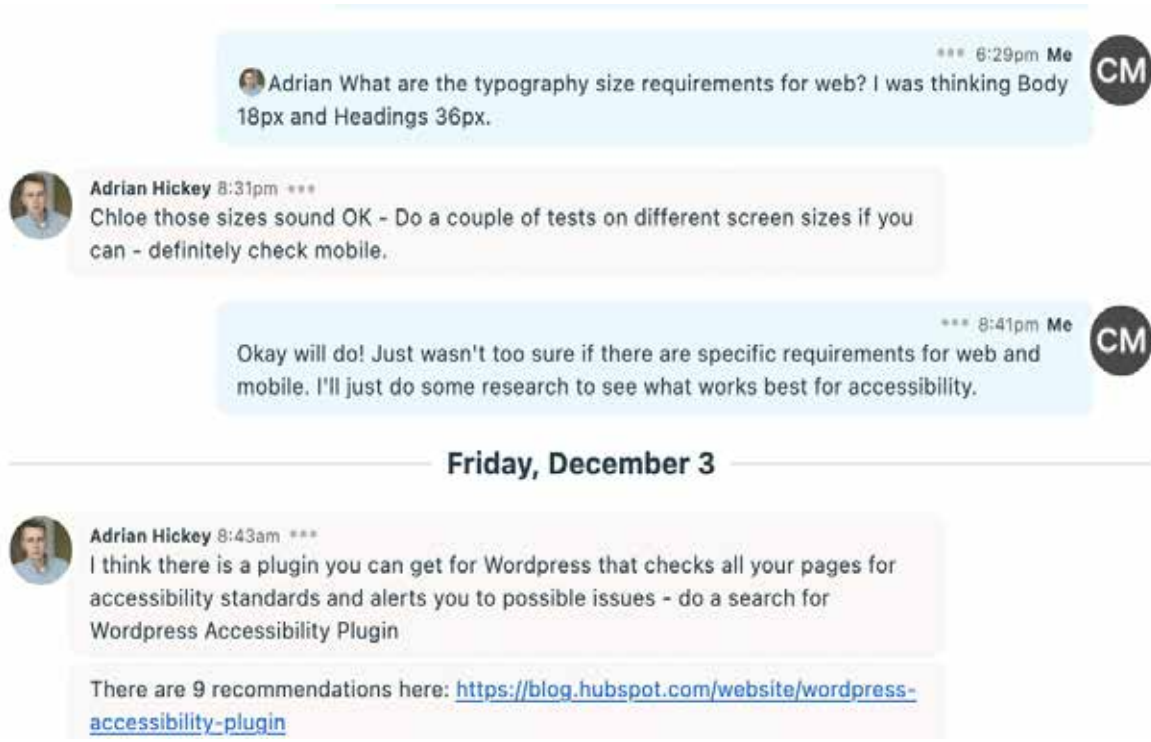
What theme? I like this one and think it could work.



Hollie McCartney 7:53pm ***

Hey Chloe, yes I like that one too! The good thing is we can still edit these themes to make a unique site for Harmony. I also seen this one although I love the look of Botiga

Website Development



A requirement of the website was to ensure that its functionality was accessible to visually impaired users. For users with difficulty reading smaller text or those who are visually impaired, I installed a top-rated plugin.



Plugin installed

WP Accessibility

By Joe Dolson

Website Development

Hollie and I split the website between us. A name was assigned to each page on our list. We worked together on the collection page since this was a large section with multiple sub-pages. As an example, I created the collection page for the Nourish Page and Hollie created the Vitality Page.

The screenshot shows a WhatsApp chat with a contact named 'Me' (CM). The chat is in a light blue bubble. The text reads: 'Hollie Lucy We need to make a list of who's doing what. Lucy is obviously the strongest in terms of illustration. Myself and Hollie can work on the website. We can split it between the two of us. For example do three pages each. For the photography that will be between the three of us. We will need to adjust the shots either on Photoshop or Lightroom. They've listed a few pages; - Home (Hollie) - Collections page (Hollie & Chloe) - Contact us (Hollie) - About us (Chloe) - meet the centre and studios, about us and what we do (Hollie) - Our Journey to Sustainable (Chloe) - blog style page showing their progression (Hollie)'. A red arrow points from the text 'Added To-do list' to the start of the message. Another red arrow points from the text 'Website split' to the end of the message. Below this, a pink bubble from 'Hollie McCartney' (HM) says 'Perfect Chloe! I'll take lead on setting the website up in relation to connecting everything!'. Below that, a white bubble says 'We'll also need to work on social media too'. At the bottom, another white bubble says 'Most of this will come with imagery when that's done too'.

Added To-do list

Website split

HM Hollie McCartney 11:37am *** Perfect Chloe! I'll take lead on setting the website up in relation to connecting everything!

We'll also need to work on social media too

Most of this will come with imagery when that's done too

Hollie:

- Homepage
- Collection Page (both) - Serenity
- Ecommerce
- Collection Page-Nourish
- Collection Page-Bliss
- Collection Page- Vitality
- Blog

Chloe:

- About us
- What we do
- Our Journey to sustainability
- Meet the centre and studio
- Collection Page - Ecommerce(both)

Homepage


Hollie's
Page

Handmade in Northern Ireland

Hy

HARMONY

Home | Our Collections | Our Journey to Sustainability | About Us | Blog | Contact Us



What we do


We work with community partners, employers, and statutory bodies to support adults with disabilities to continue to engage widely in civic society and to develop like and work skills.

[FIND OUT MORE](#)

Working with Adults with Intellectual Disabilities

Designing, sharing, facilitating, and supporting learning on a journey to employment and community involvement.

[LEARN MORE](#)



Creating, Innovating, New Idea and New Products

Our focus is on our community and you. The world is changing rapidly and as a Social Enterprise focused on Your Wellbeing, our mission is to help our community adapt and respond to these changes, learning, facilitating and sometimes challenging the change.

40 PRODUCTS	200 TRAINEES	15 YEARS IN BUSINESS	12,000 CUPS OF TEA
----------------	-----------------	-------------------------	-----------------------

Our Signature Collections

Hy Vitality	Hy Nourish	Hy Bliss	Hy Bloom	Hy Serenity
----------------	---------------	-------------	-------------	----------------

Why we are Different

An Artisan and Creative social enterprise Centre with a focus on growing markets. Seeking to build key skills in shortage areas like, in ICT, Creative and Digital media, Agricultural Food, Business Services, Recycling and Hospitality and Catering.

Harmony Studio the first of its kind for Triangle, is about working collaboratively with adults who are marginalised in our community and support their movement into the centre of our community, physically, intellectually, and culturally. Our service users will provide a high-quality artisan product output together with a personal retail experience and it will showcase capacity and capabilities of their work and their products to Corporate and Community Ballymena.

Hy

HARMONY

Contact Us
My Account
Privacy Policy

© 2021 Harmony.

Menu

Hero Image

What we do

Summary about Harmony and what they do. Supporting Adults with intellectual disabilities to engage widely in civic society and develop work skills.

What we do

Photographs of Trainees in grid. Short description of what they do and a button to 'learn more'.

Count Down

Count down counter shows the number of Products, Trainees, Years in Business and Numbers of Cups of tea made.

Collections

Click on one collection e.g. Vitality. This will show all the products under Vitality.

Why we are different

Description why Harmony is different and explanation the type of service they provide.

Footer

Links to Contact us, My Account, Privacy Policy pages. Social Media Accounts hyper-linked to Social Media Platforms

Our Collections



Menu

Vitality Collection

Vitality Collection page for Dual Wick Candles, Reed Diffusers, Tin Candle, Wax melts.

View Products

Users can view products, read description about the product and write a review.

Hollie's Page

Footer

Links to Contact us, My Account, Privacy Policy pages. Social Media Accounts hyper-linked to Social Media Platforms

Our Collections


Handmade in Northern Ireland

Hy

HARMONY

Home Our Collections Our Journey to Sustainability About Us Blog Contact Us

Home / All products / Vitality Dual Wick Candles



Vitality Dual Wick Candles
£10.00

<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Patchouli, Ylang Ylang, Lime & Black Pepper	£10.00
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Grapefruit, Lime & Ginger	£10.00
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Peppermint & Eucalyptus	£10.00
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Chamomile, Bergamot & Ylang Ylang	£10.00

ADD TO CART

CATEGORIES: All products, Dual Wick Candle, Vitality

Reviews (0)


There are no reviews yet.

Be the first to review "Vitality Dual Wick Candles"


Your review *

SUBMIT


Related products



Serenity Tin Candles
£10.00
VIEW PRODUCTS



Nourish Wax Melts
£10.00
VIEW PRODUCTS



Nourish Reed Diffusers
£10.00
VIEW PRODUCTS

Menu

Vitality Collection

Vitality Collection page for Dual Wick Candles, Reed Diffusers, Tin Candle, Wax melts.

Write a review

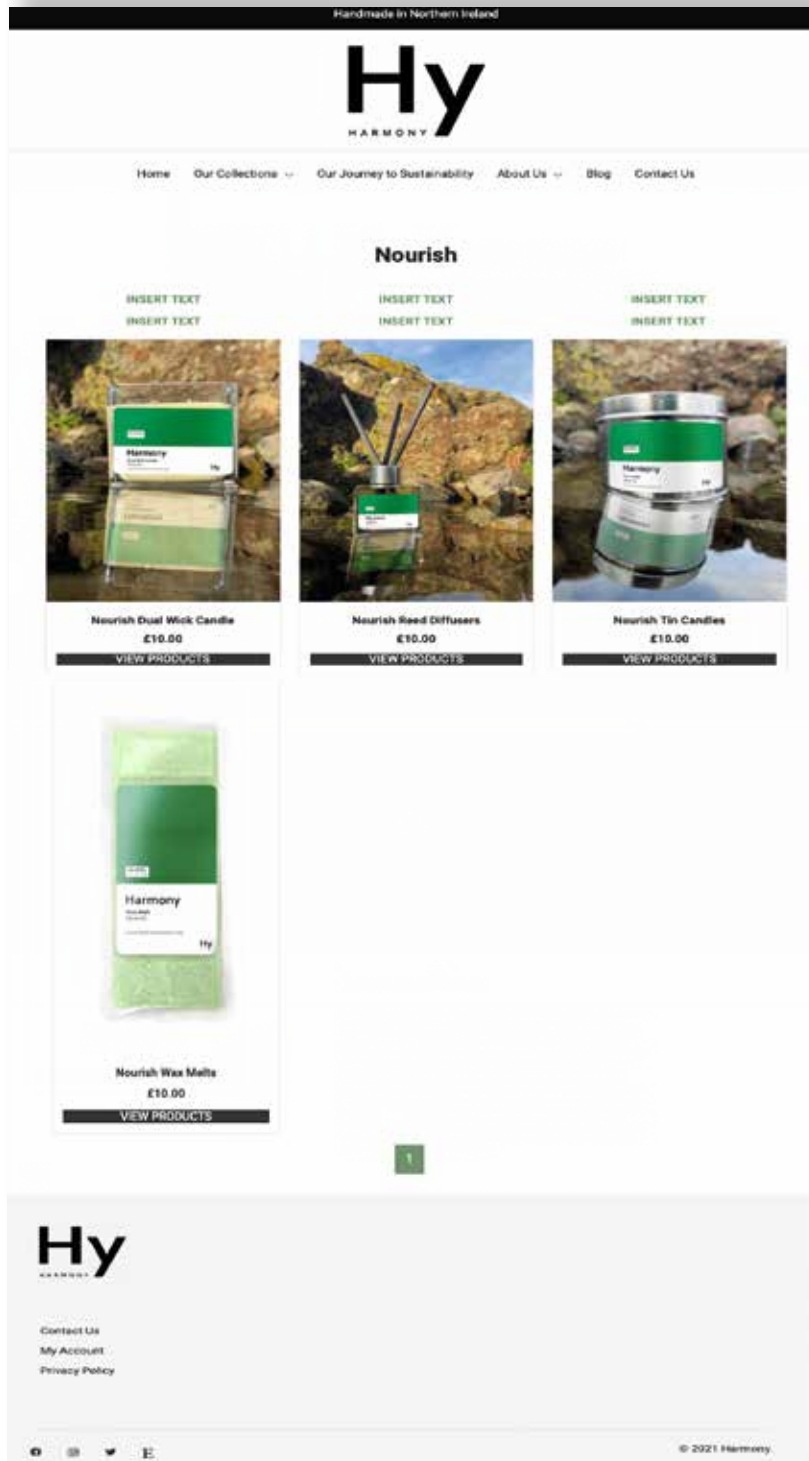
Users can write a view about a product in the section.

Related Products

Users can view related products here. For example, another tin candle.

Hollie's
Page

Our Collections



Menu

Nourish Collection

Nourish Collection page for Dual Wick Candles, Reed Diffusers. Tin Candle, Wax melts.

View Products

Users can view products, read description about the product and write a review.

Chloe's Page

Footer

Links to Contact us, My Account, Privacy Policy pages. Social Media Accounts hyper-linked to Social Media Platforms

Our Collections


Handmade in Northern Ireland

Hy

HARMONY

Home Our Collections Our Journey to Sustainability About Us Blog Contact Us

Home / All products / Nourish Dual Wick Candle



Nourish Dual Wick Candle
£10.00

- 0 +	Olive Oil	£10.00
- 0 +	Hepp	£10.00
- 0 +	Money	£10.00

ADD TO CART

CATEGORIES: All products, Dual Wick Candle, Nourish

Reviews (0)


There are no reviews yet.

Be the first to review "Nourish Dual Wick Candle"


Your review

SUBMIT


Related products



Serenity Tin Candles
£10.00
VIEW PRODUCTS



Nourish Wax Melts
£10.00
VIEW PRODUCTS



Nourish Reed Diffusers
£10.00
VIEW PRODUCTS

Menu

Nourish Collection

Nourish Collection page for Dual Wick Candles, Reed Diffusers, Tin Candle, Wax melts.

Write a review

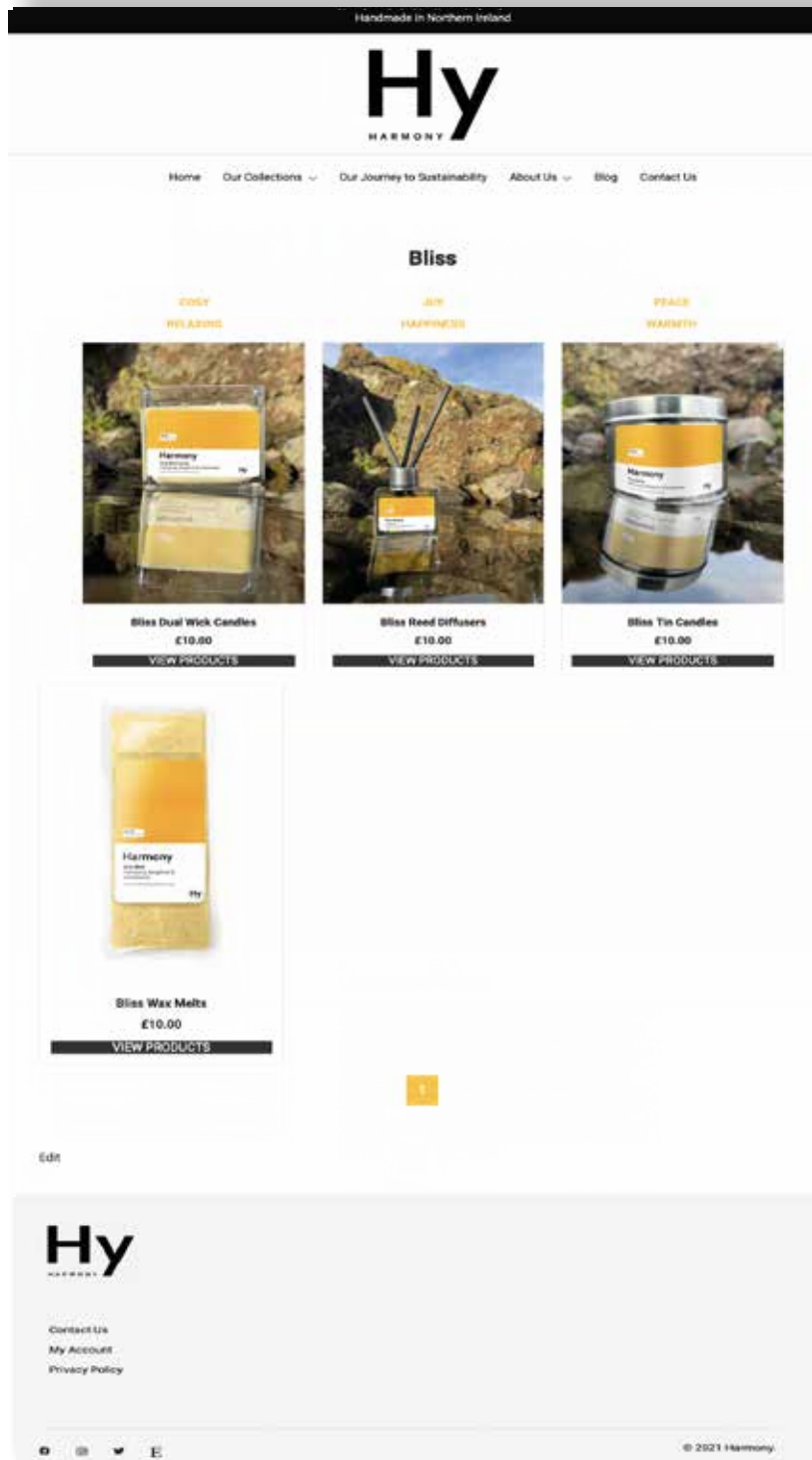
Users can write a view about a product in the section.

Related Products

Users can view related products here. For example, another tin candle.

Hollie's
Page

Our Collections



Menu

Bliss Collection

Bliss Collection page for Dual Wick Candles, Reed Diffusers, Tin Candle, Wax melts.

View Products

Users can view products, read description about the product and write a review.

Chloe's
Page

Footer

Links to Contact us, My Account, Privacy Policy pages. Social Media Accounts hyper-linked to Social Media Platforms

Our Collections


Handmade in Northern Ireland

Hy

HARMONY

Home Our Collections Our Journey to Sustainability About Us Blog Contact Us

Home / All products / Bliss Dual Wick Candles



Bliss Dual Wick Candles
£10.00

- 0 +	Palmarosa, Bergamot & Sandalwood	£10.00
- 0 +	Cinnamon & Orange	£10.00
- 0 +	Ylang Ylang & Cedarwood	£10.00

ADD TO CART

CATEGORIES: All products, Bliss, Dual Wick Candle


Reviews (0)

There are no reviews yet.

Be the first to review "Bliss Dual Wick Candles"
Your review *


SUBMIT

Related products




Serenity Tin Candles
£10.00

VIEW PRODUCTS



Nourish Wax Melts
£10.00

VIEW PRODUCTS



Nourish Reed Diffusers
£10.00

VIEW PRODUCTS

Menu

Bliss Collection

Bliss Collection page for Dual Wick Candles, Reed Diffusers. Tin Candle, Wax melts.

Write a review

Users can write a view about a product in the section.

Related Products

Users can view related products here. For example, another tin candle.

Hollie's
Page

Our Collections



Menu

Bloom Collection

Bloom Collection page for Dual Wick Candles, Reed Diffusers, Tin Candle, Wax melts.

View Products

Users can view products, read description about the product and write a review.

Chloe's Page

Footer

Links to Contact us, My Account, Privacy Policy pages. Social Media Accounts hyper-linked to Social Media Platforms

Our Collections


Handmade in Northern Ireland

Hy

HARMONY

Home Our Collections Our Journey to Sustainability About Us Blog Contact Us

Home / All products / Bloom Dual Wick Candles



Bloom Dual Wick Candles
£10.00

- 0 +	Jasmine, Neroli & Orange	£10.00
- 0 +	Rose & Geranium	£10.00
- 0 +	Patchouli, Orange & Nettle Powder	£10.00

ADD TO CART

CATEGORIES: All products, Bloom, Dual Wick Candle

Reviews (0)


There are no reviews yet.

Be the first to review "Bloom Dual Wick Candles"


Your review *

SUBMIT


Related products



Serenity Tin Candles
£10.00
VIEW PRODUCTS



Nourish Wax Melts
£10.00
VIEW PRODUCTS



Nourish Reed Diffusers
£10.00
VIEW PRODUCTS

Menu

Bloom Collection

Bloom Collection page for Dual Wick Candles, Reed Diffusers, Tin Candle, Wax melts.

Write a review

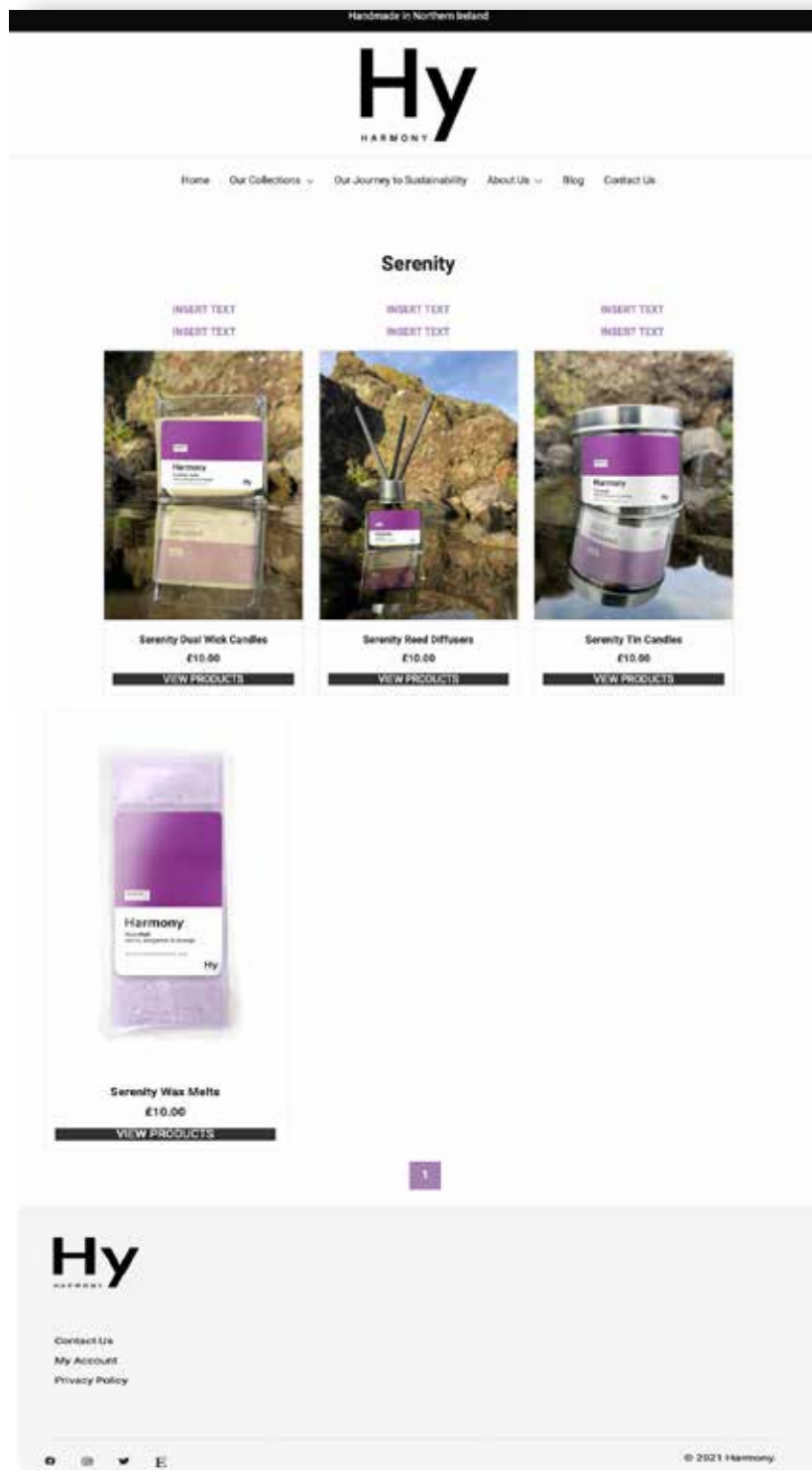
Users can write a view about a product in the section.

Related Products

Users can view related products here. For example, another tin candle.

Hollie's
Page

Our Collections



Menu

Serenity Collection

View Products

Users can view products, read description about the product and write a review.

Chloe's Page

Footer

Links to Contact us, My Account, Privacy Policy pages. Social Media Accounts hyper-linked to Social Media Platforms

Our Collections


Handmade in Northern Ireland

Hy

HARMONY

Home Our Collections Our Journey to Sustainability About Us Blog Contact Us

Home / All products / Serenity Dual Wick Candles



Serenity Dual Wick Candles
£10.00

- 0 +	Neroli, Bergamot & Orange	£10.00
- 0 +	Frankincense, Myrrh & Orange	£10.00
- 0 +	Chamomile, Bergamot & Ylang Ylang	£10.00
- 0 +	Lavender, Tea Tree & Ravensara	£10.00

ADD TO CART

CATEGORIES: All products, Dual Wick Candle, Serenity

Reviews (0)

There are no reviews yet.


Be the first to review "Serenity Dual Wick Candles"

Your review *


Review text area

SUBMIT


Related products



Serenity Tin Candles
£10.00
VIEW PRODUCTS



Nourish Wax Melts
£10.00
VIEW PRODUCTS



Nourish Reed Diffusers
£10.00
VIEW PRODUCTS

Menu

Serenity Collection

Serenity Collection page for Dual Wick Candles, Reed Diffusers, Tin Candle, Wax melts.

Write a review

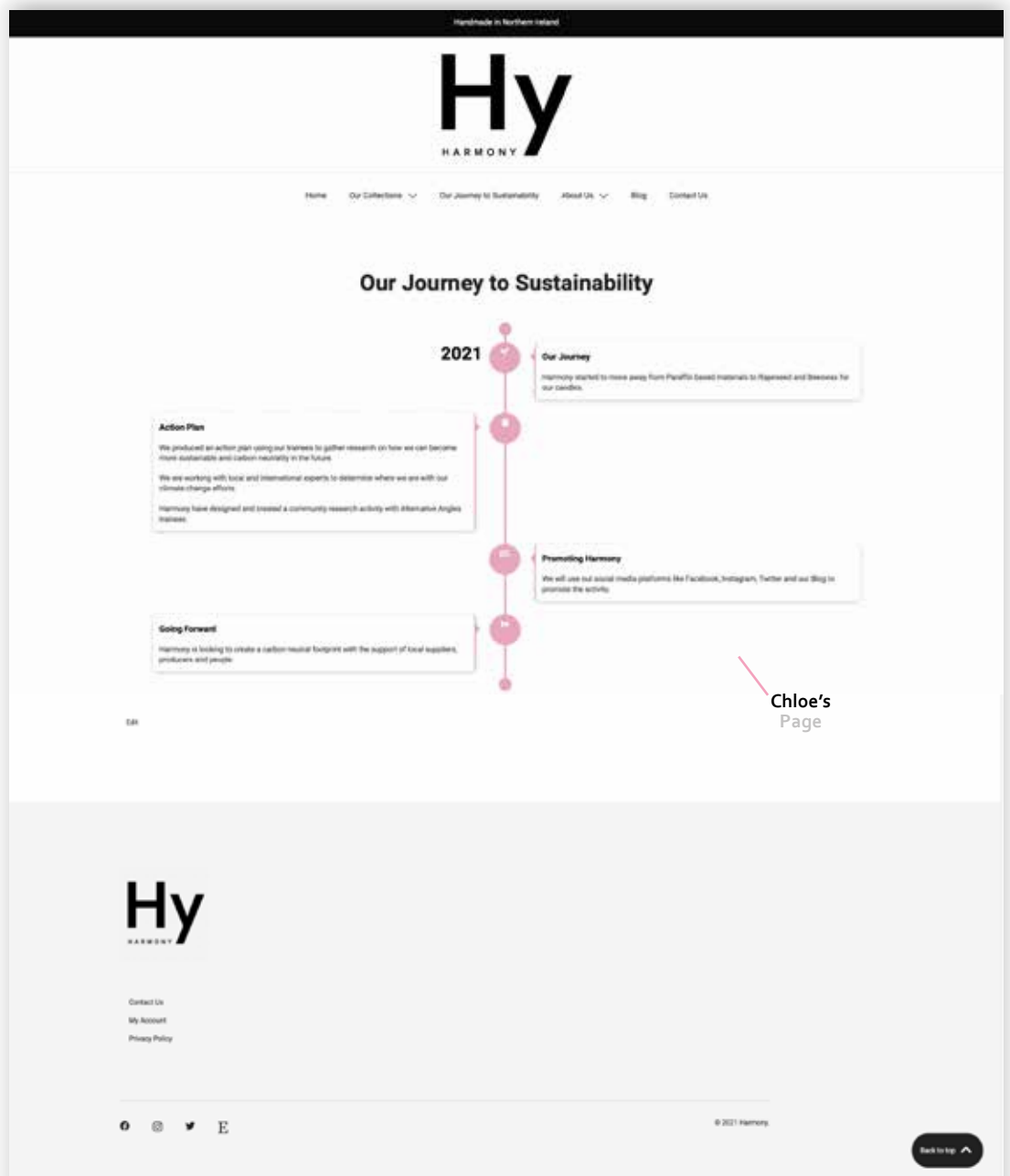
Users can write a view about a product in the section.

Related Products

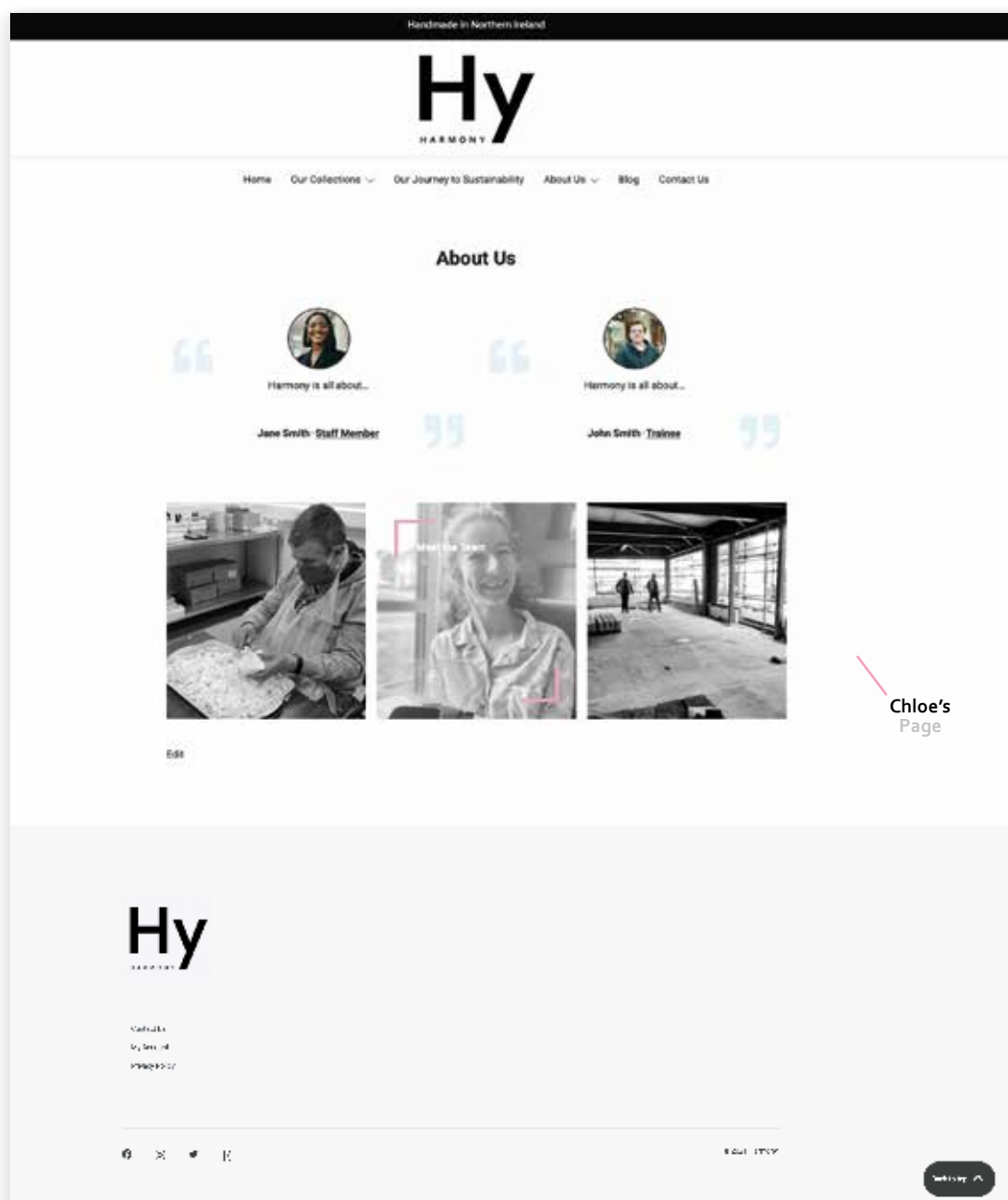
Users can view related products here. For example, another tin candle.

Hollie's
Page

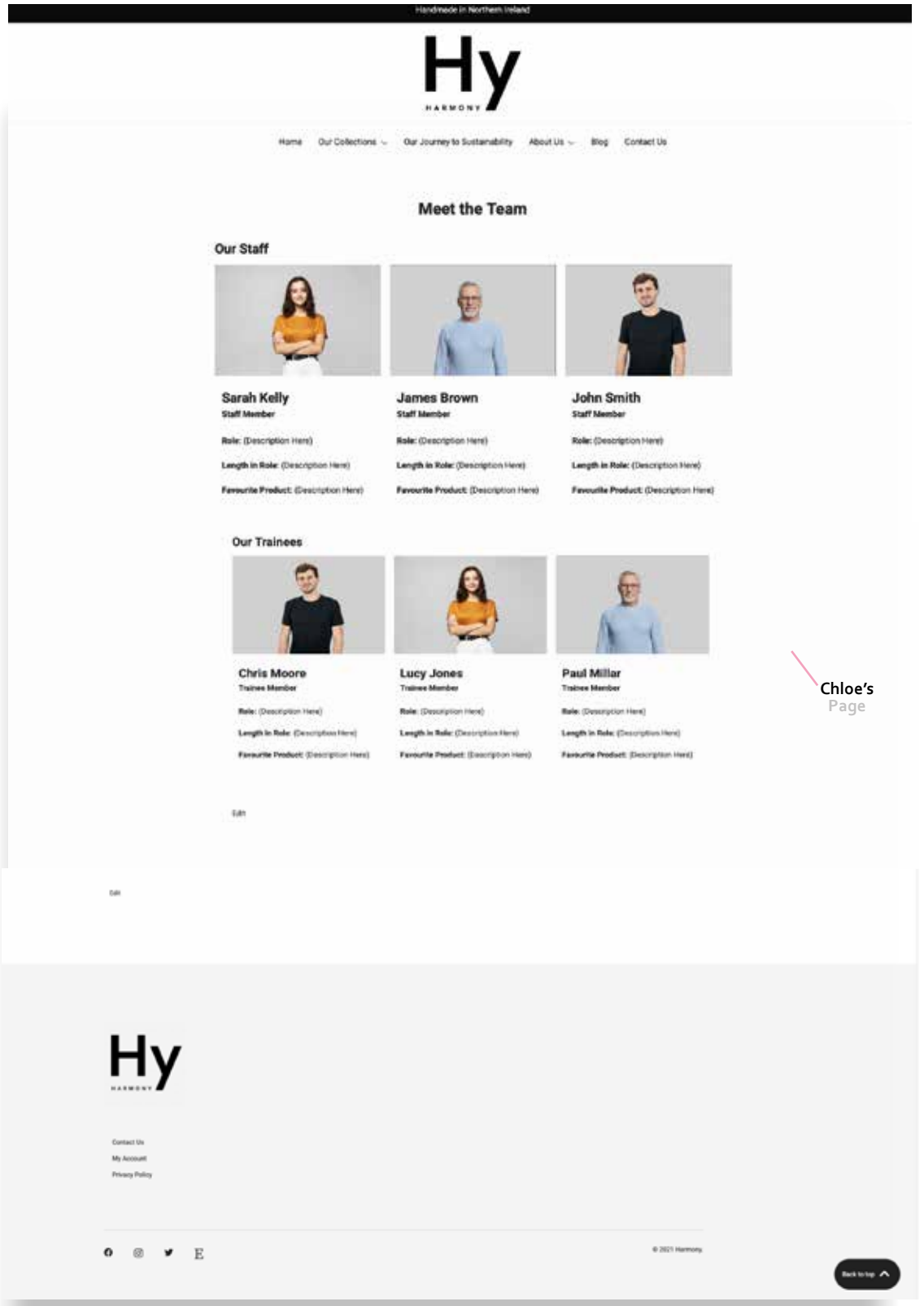
Our Journey to Sustainability



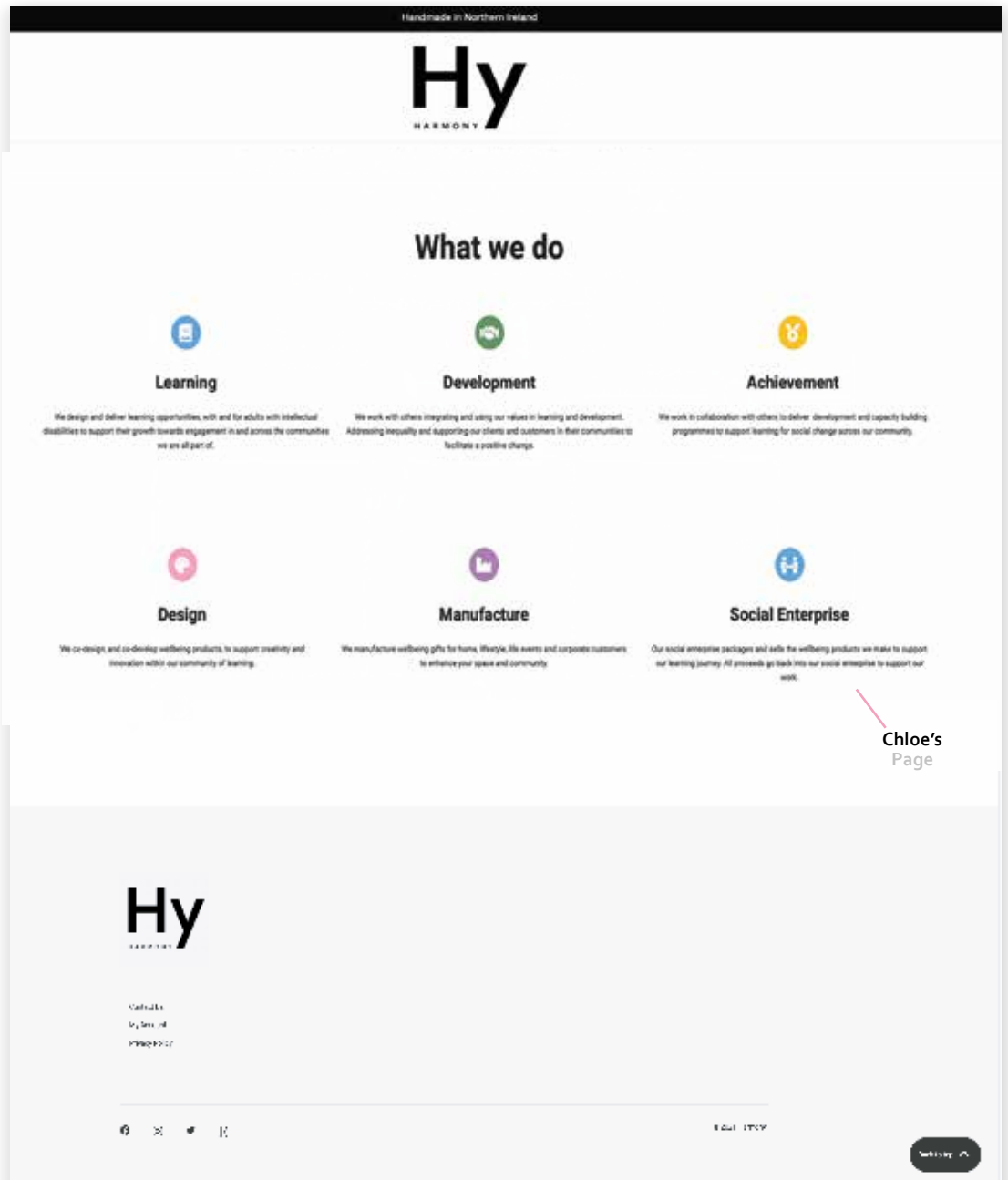
About Us



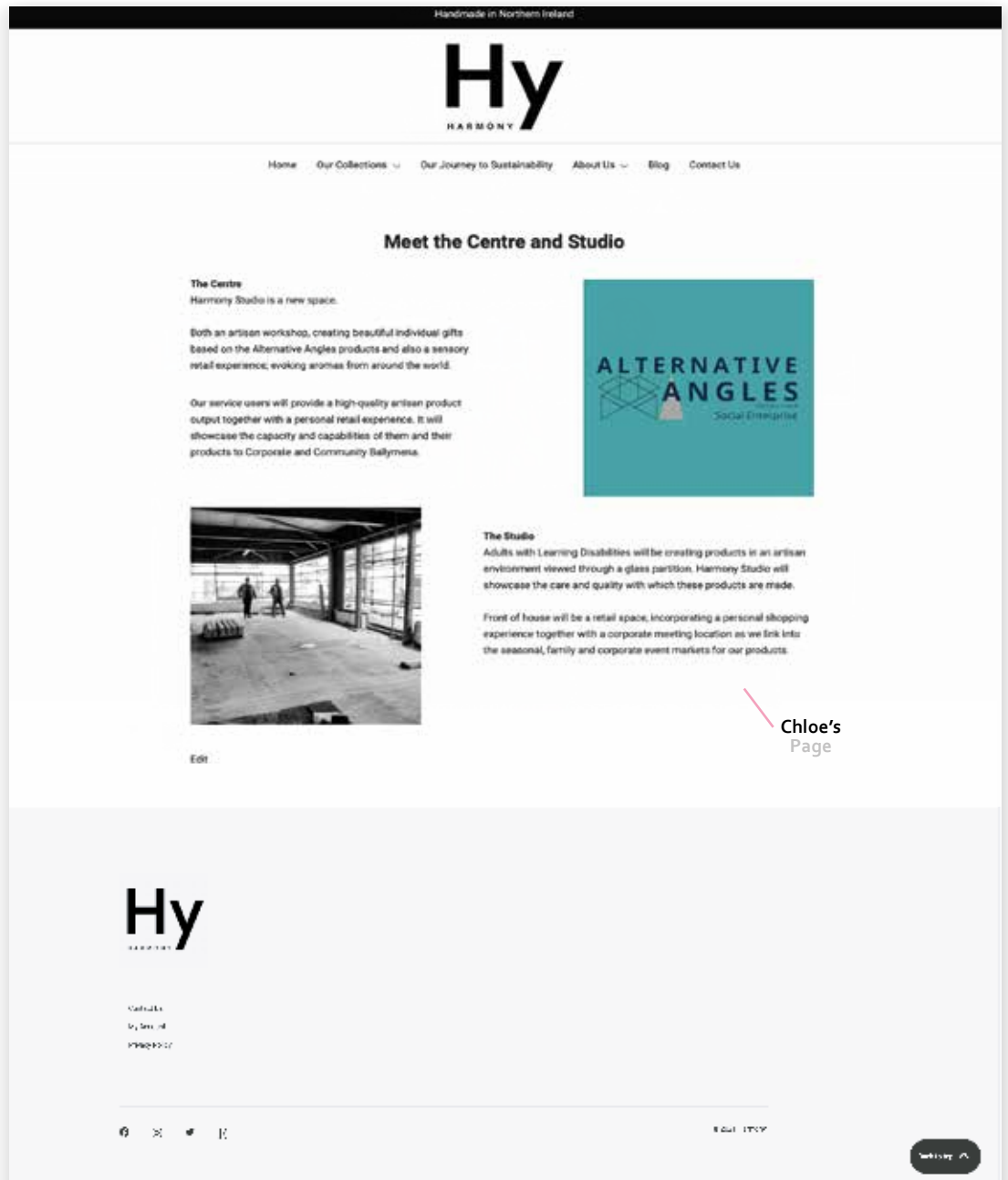
Meet The Team



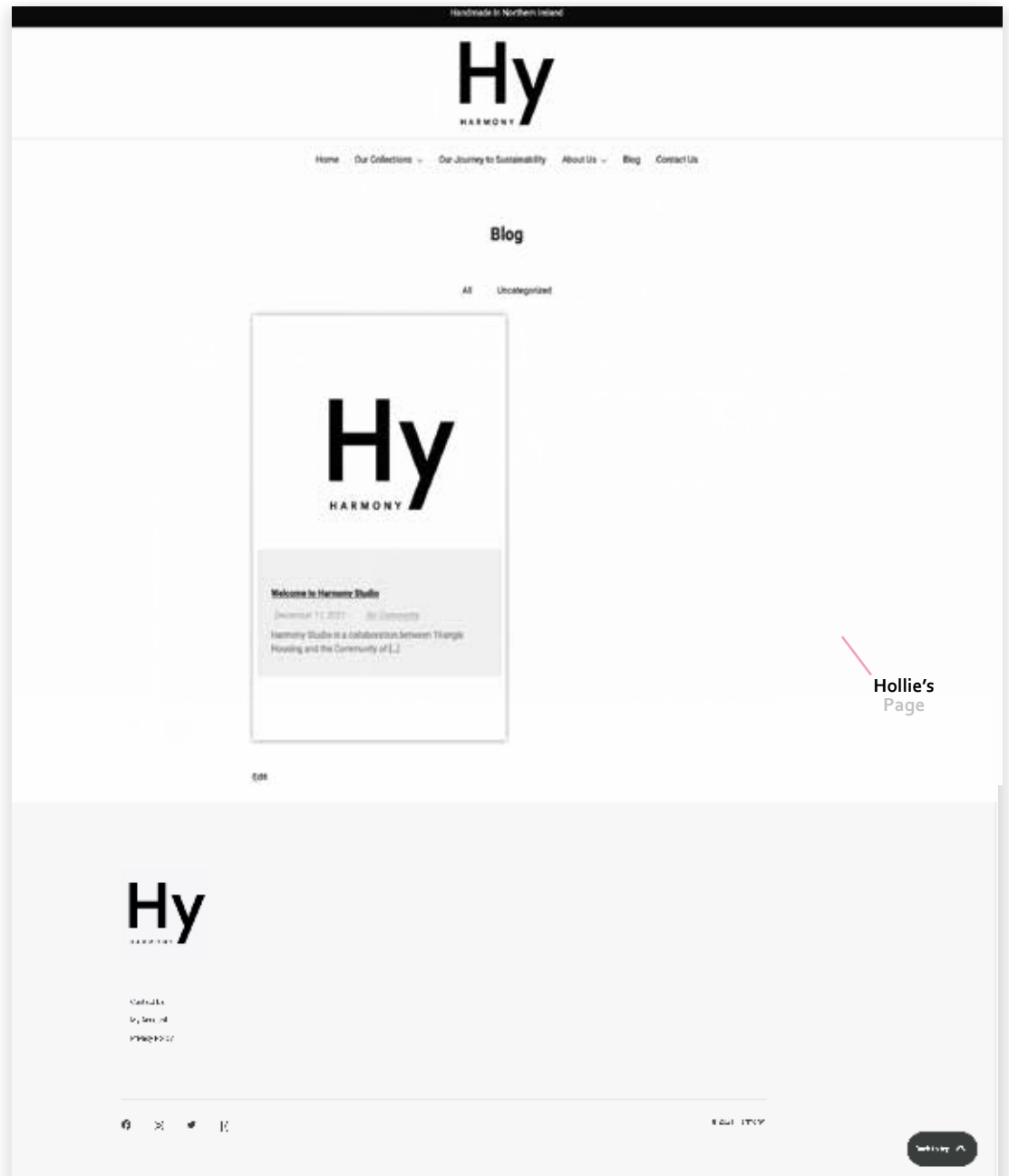
What we do



Meet the Centre & Studio



Blog



Hollie's Page



Contact Us



For picking up materials and products from individual Alternative Angles Centres please refer to the respective address and contact details:

Alternative Angles Magherafelt
12a Rainey Street Car Park
Magherafelt
BT45 5AG
AAMagherafelt@trianglehousing.org.uk
028 7963 4514

Alternative Angles Antrim
Unit 11 Antrim Business Park
Randalstown Road
Antrim
BT41 4LD
AAAntrim@trianglehousing.org.uk
028 9446 2261

Alternative Ballymena
Unit 1 Ballymena North Business
& Recreation Centre
120 Cushendall Road
Ballymena
BT43 6HB
AABallymena@trianglehousing.org.uk
028 2565 5044

Alternative Angles Coleraine
Unit 1 36 Long Commons
Coleraine
BT52 1LH
AAColeraine@trianglehousing.org.uk
028 7035 6264

Alternative Angles Newtownabbey
Showroom 13
Valley Business Centre
67 Church Road Newtownabbey
BT36 7LS
AANewtownabbey@trianglehousing.org.uk
028 9036 4714

Alternative Angles Ballycastle
61 Leyland Road
Ballycastle
BT54 6EZ
028 2076 8107

Leave Us a Message

Your name Your email

Your message (optional)

SEND MESSAGE

Chloe's Page

Contact Us



120 CUSHENDALL RD
BALLYMENA BT43 6HB

Social Media Platforms



Facebook



Twitter



Social Media Platforms



Instagram



Etsy



Handover & Doc Files

For the deadline we created a new folder called 'Official Deliverables' Within this folder, I created a folder for Merchandise. Due to the file size being large. I had to divide this into 4 parts. 1. Internal Merchandise, 2. External Merchandise Part 1, 3. External Merchandise Part 2, 4. External Merchandise Part 3. Within this folder, I also create guides for Ted&Stitch and Vistaprint.



Handover & Doc Files



Project Management

From the very beginning of this project until the very end, we used an app called Basecamp. It helped us manage all of our documents & files, keep track of our tasks with the Schedule and To-Do List features, as well as a general chat section called Campfire.

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

My personal time management and timesheet app. I used Clockify. Clockify lets you keep track of work hours across projects. I found this quite beneficial because it helped me stay on to of tasks. Additionally, it helped me keep a record of key dates and when things were due.

Additionally, I added To-Dos to Basecamp. By doing so, I was able to see what tasks were most important. As a result, I believe I was more productive because I wanted to ensure I completed everything on the list.



Project Management

Nov 1 - Nov 7 Week total: 03:07:17

Wed, Nov 3 Total: 03:07:17

Logos | Harmony Corner 🏷️ \$ 20:00 - 23:07 📅 03:07:17 ▶️ ⋮

Oct 18 - Oct 24 Week total: 00:51:08

Mon, Oct 18 Total: 00:51:08

Brief Changes Week 4 | Harmony Corner 🏷️ \$ 13:35 - 14:26 📅 00:51:08 ▶️ ⋮

Oct 11 - Oct 17 Week total: 00:21:39

Tue, Oct 12 Total: 00:21:39

Brief Discuss Team Meeting | Harmony Corner 🏷️ \$ 17:10 - 17:31 📅 00:21:39 ▶️ ⋮

Clockify
Timesheet

+ New list **To-dos** 27/34 View as... ⋮

Update on Nov 18



2/2 completed - [Archive list](#)

Social Media Account

Add a to-do

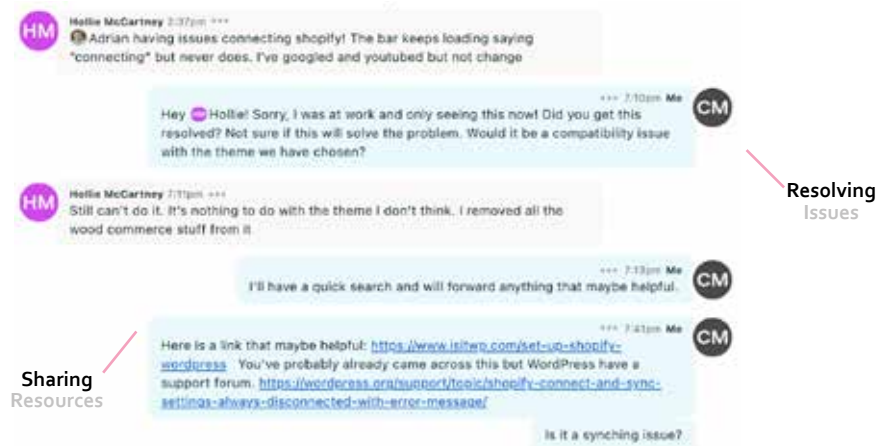
- ✓ Create an account for Harmony for Printful 📅 Wed, Dec 8 👤 Chloe M.
- ✓ Social Media Accounts 📅 Mon, Nov 29 👤 Chloe M. 👤 Hollie M. 👤 Lucy F.

Basecamp
To-do-list

Evaluation & Reflection

This project was quite a challenge for my team and I. Although we faced a few challenges along the way, we were able to resolve them. I believe that I was an excellent team player and was willing to jump on board to help out along the way.

During COVID and other difficult times, I tried to encourage my team by supporting them. My goal was to have a successful outcome for myself, Hollie, and Lucy, so I shared resources on Basecamp. This enabled us to create work even if we were limited from the material supplied by the client.



Our team did a great job creating a new brand and identity for Harmony. Our skillsets were divided according to our abilities and we worked well as a group. My first time working with Hollie and Lucy was as a group.

During Year 2, my Designing with Data module I decided not to work with Hollie and Lucy because I thought I wouldn't get any work done. We work well together as a trio and balance each other's skillsets. Our team pushed each other every step of the way, right from the beginning.



Evaluation & Reflection

By applying our knowledge and skills from our modules and placement year, we were able to contribute to quality and productivity in the production process. Project management skills, such as structuring tasks, prioritising, showing initiative, and delivering on time, demonstrated a high level of achievement.

As a result of choosing Basecamp, the team was able to stay organised and communicate at all times, simplifying the production process. Due to the fact that we were a strong team and communicated regularly, encouraging one another to keep going, Basecamp was a great asset.

As a team, Basecamp would not have been as useful without our relationship. In order to produce the best interactive media outputs, it was essential that everyone got along and worked well together.

Conclusion

In spite of the limited material provided by the client, I believe we succeeded with the final outcome. In addition, we had a few minor/major problems along the way, which were quite stressful and challenging.

Our professionalism was maintained throughout the process to meet the brief's requirements. I think we were at a disadvantage because the content was delivered one day before the deadline. Collectively, I believe we would have had a better website if the content had been provided earlier. Furthermore, we were suspended from the website, which also affected the design process. Making a website from limited/no material was extremely difficult.

If the client responded to us in a timely manner from when we requested content. I feel due to the limited material and problems with our client. To the best of our abilities, I believe we did not reach our full potential. However, I see this as a learning curve, and my team and I are proud of how we overcame these challenges.



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Knowledge • Ideas • Results

