

PRODUCTION LOG



Chris Martin

CONTENTS

Project allocation	page 3	Crisis	page 28
Community Partner	page 4	Crisis Averted	page 29
Initial Client Meeting	page 5	Final Logo Locked In	page 30
Benchmarking & Scoping	page 6	Final Revised Deck	page 31
Results from Benchmarking	page 7	Deliverables Uploaded	page 32
Benchmarking Data	page 8	My Contributions	page 33
Design Brief preparation	page 9	Website Research	page 34
Pressures On	page 10	Website	page 35
Final-Final Design Brief	page 11	Website Manual	page 36
Individual Design Work 1	page 12	Project Conclusions	page 37
Individual Design Work 2	page 13	Acknowledgments	page 38
Font Experiments	page 14	Bibliography	page 39 - 40
Refining the Designs 1	page 15		
Refining the Designs 2	page 16		
Refining the Designs 3	page 17		
Logo Decisions	page 18		
Main Logo 1	page 19		
Main Logo 2	page 20		
Getting Ready to Pitch	page 21		
My Pitch Contribution	page 22		
All pitches combined	page 23		
Pitching Tomorrow	page 24		
Successful Pitch Feedback	page 25		
Refining the Design Deck	page 26		
Refining the Design Deck 2	page 27		



Project Allocation

Rural Health Partnership - South Armagh



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 an 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

COMMUNITY PARTNER

Request from Rural Health Partnership, South Armagh for support from University of Ulster Students.

Background:

The Rural Health Partnership was formally established in March 2000, to "enhance the abilities, improve and sustain the quality of life of women and men living in the South Armagh Area who are experiencing mental health problems". We support and strengthen local rural communities, provide training education and personal development – We deliver programmes ourselves and in partnership with a range of other providers, promoting good physical, mental health and well-being.

These project would be beneficial for RHP as it will help inform the services and programmes we offer going forward.

Those living in Rural areas have their own unique health and social care issues. Recurring themes are loneliness and social isolation.

As well as that, Health Trusts are pushing to centralise services, the knock-on effect of this will

be, it will make it difficult for people suffering with life limiting conditions in remote areas to access.

In relation to mental health support, there currently is limited access to staff / counsellors who are trained to deal with mental health issues (note many healthcare professionals do not have mental health training).

Finally, the Stigma related to mental health issues is also particularly problematic. Rural areas are known to have strong communities and whilst this can act as a protective factor for people with mental health issues it can also be a barrier to them seeking and accessing services due to the perceived stigma of their circumstances. RHP works to break down that barrier, our activities help to improve mental and emotional well-being and build skills, knowledge confidence and self esteem to assist with integration into society

Any support you could help us with regarding the above would be greatly appreciated

Thank You

Majella & Teresa (& Emmet).



Majella Golligly



Teresa Nugent



Emmet Kelly

Michelle's Hair Salon

Sweet Dreamzzz

ATM

Cullyhanna

St Patrick's
Primary School

The Rural Health Partnership

ACTION PLAN

- Learn as much about the RHP as possible before our initial zoom meeting.
- Follow on Instagram & Facebook.
- Got a feel for their online presence.
- Formulate a plan as to what our group could offer the RHP in terms of deliverables
- Start drafting ideas for a logo. Colours, symbols etc.
- Make sure Microsoft Teams works!



Teams Meeting with RHP

Tuesday 5th at 10.00am

During this meeting we discussed a number of things leading towards designing our teams design brief for the client.



We decided on a list of deliverables, some ideas for a new logo and a general direction for their new website.

A minor problem raised its head during this first meeting.

The list of things that the RHP were involved with seemed to grow and grow from what we initially expected. It would take a lot more work than first planned to convey all this information across on the website.

Also, we asked to be sent some photographs and information on all their programmes to allow for a content rich website.

At this point it was important to send through a design brief to make sure we understood everything that the client wanted and to generally manage expectations on both sides.

ACTION PLAN



- Start work on the design brief
- Allocate work amongst the group of 4
- Start bench marking similar organisations
- List our objectives
- Who are our target audience?
- Outline deliverables
- Tone, Message & Style
- Project timeline
- Budget information
- Meet the team

Our Team

Under the supervision of Adrian & Claire, our team will work towards producing a list of deliverables for the Rural Health Partnership.

Adrian



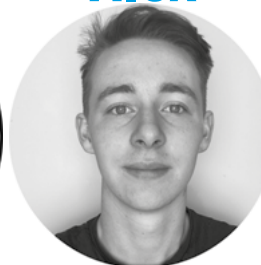
Claire



Tiernan



Alex



Dean



Chris



Benchmarking & Project Scoping

The overall project scoping period involves getting information required to drive the project forward and making sure that the end product meets the clients requirements. It is an important phase in the overall project to not only have a good idea what the finished product should be, but to stop what is known as '**Scope Creep**' becoming an issue. This refers to changes, continuous or uncontrolled growth in a project's scope, at any point after the project begins. Having a well thought out project scope cuts down on wasted time, effort and money.

Lewis, James (2002).

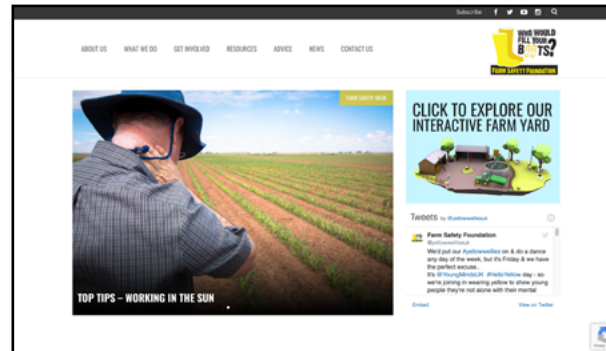
In project management, **benchmarking** is often undertaken to help inform the decision process. Benchmarking is the process of measuring performance against other comparable websites to allow for the best possible outcome. - Our group picked 6 similar websites to benchmark from within the UK to compare for best practices, design and functionality.

We decided that for our group of 4, we should have at least 6 similar organisations to compare shown right.

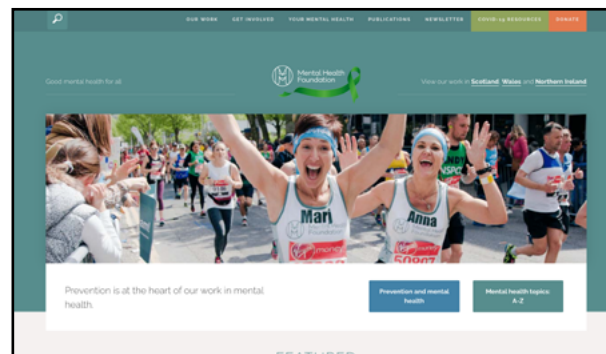
The results from this exercise helped us decide what direction to take for designs, website functions, colours and merchandise.

Personally, I benchmarked 2 of this list.
Rural support & the NCRHC.

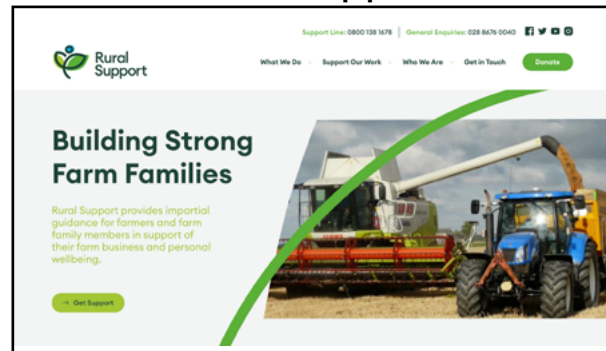
Yellow Wellies



Mental Health Foundation



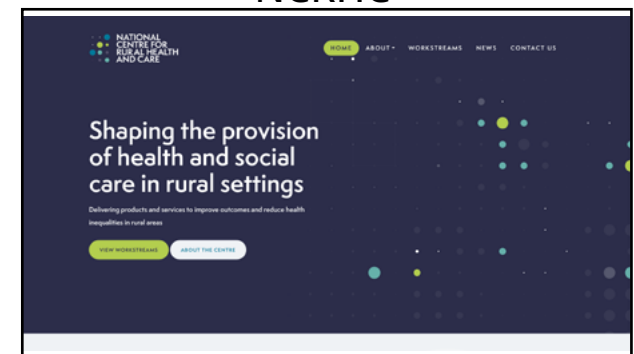
Rural Support



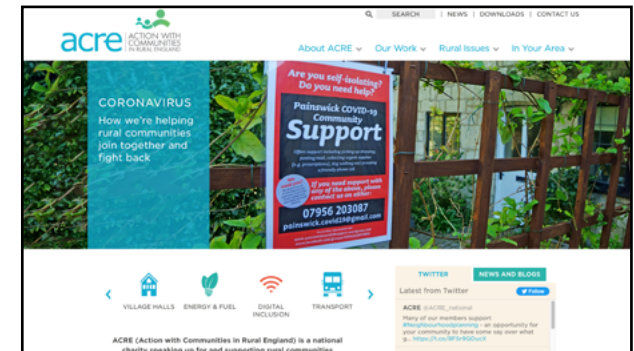
Action Mental Health



NCRHC



ACRE



Results

1: Yellow Wellies	https://www.yellowwellies.org	77.35%
2: Mental Health Foundation	https://www.mentalhealth.org.uk	73%
3: Rural Support	https://www.ruralsupport.org.uk	67.50%
4: Action with Communities in Rural England	https://acre.org.uk	64.80%
5: Action Mental Health	https://www.amh.org.uk	62.10%
6: National Centre for Rural Health and Care	https://www.ncrhc.org	59.40%

Conclusion:

The benchmarking was a valuable exercise as it has helped us identify a lot of good features which we may wish to emulate for the final project, whilst flagging up some of the pitfalls that we'd hope to avoid.

'Yellow Wellies' scored the highest using the metrics, but we feel each site had a lot to offer in comparison with only minor shortcomings pulling their percentage down. The Rural Health Partnership is a Healthy Living Centre. The Healthy Living Centre Alliance acts as a central hub for all of Northern Ireland's centres - <https://www.hlcalliance.org>. We decided not to include this in our benchmarking process as it's essentially a parent site for the Rural Health Partnership. Many of the features used in this website stand out to us and it's an overall excellent example of a site that we'd hope to be on par with.



Looking back, our project did suffer from a certain degree of scope creep. This could be partly down to our groups inexperience in dealing with a real client before, but also it was clear the client didn't know entirely what they wanted for a final outcome. Thanks to Claire's guidance throughout, this never spiralled out of control. If I could do anything differently, I would have contributed more during our initial brief to make sure the client knew what to expect from us and our design process. Also, I would have liked more of a contribution from the RHP's IT department, as we found out quite late that WordPress wasn't an option for designing the website.



2 hours

	Feature	Mental Health Foundation	Action Mental Health	Yellow Wellies	Rural Support	ACRE	NCRHC
First Impression	Aesthetics	Hero Image Introduction	Graphic Based splash page	Slides introduction	Uses Hero Image as introduction	Uses Hero Image as introduction	Graphic Based splash page
	Identifiable Target Audience	"About Us/Who We Are" Page	Yes, button on splash page "How can we help you?"	Yes first page	Yes, Front Page	Yes, Front Page	Yes, front page
	Identifiable Chief Aim	"About Us" Page	Yes, on splash page	Yes first page	One click away	One click away	Yes, front page
Look and feel	Retina (HD Ready)	Yes		Yes	Yes	Yes	N/A
	Responsive	Yes	Yes	Yes	Yes	Yes	Yes
	Content in Prime Position	No	Yes	Yes	Yes	Yes	Yes
	Body text font	Sans-Serif	Sans-Serif	Sans-Serif	Sans-Serif	Sans-Serif	Sans-Serif
	Logo placement	Center	Top left	Top Right	Top left	Top left	Top left
Technical	Book Online	No-Links and Phone Numbers to organisations	N/A	N/A	N/a	N/a	N/A
	Content Management System	HeadScape	Wordpress	Wordpress	Wordpress	Wordpress	Optima
	Analytics Embedded	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics
	Online support	No	No	No	no	no	No
Navigation	Telephone support	Yes	No	Yes	yes	yes	Yes
	Primary Menu Format	Fully Exposed Click Through	Fully exposed, click through	Fully Exposed, drop down	Fully exposed, drop down	Fully exposed, drop down	Fully exposed, click through
	Primary Menu Position	Horizontal Top	Horizontal Top	Horizontal top left	Horizontal Top Right	Horizontal Top Right	Horizontal Top
	Means of getting to top of page	None	None	None	None	None	None
	Sitemap	None	None	None	None	None	Yes
Content	Breadcrumbs	Yes	None	Yes	Yes, below header	Yes, below header	No
	Contact us	Footer	Button in Navbar	In primary menu	In primary menu	In primary menu	Button in navbar and footer
	No. of clicks to Contact Us O	1 Click	1	1 Click	1 click	1 click	1 click
	Explanation of service	2 Clicks About Us/Who We Are	1	Homepage	On homepage	On homepage	Homepage and button in navbar for more detail
	Evidence of outdated content	None	None	None	None	None	None
Search	Social Media	Follow Us section on home page	Links in Navbar	Embedded links in header and footer, twitter on homepage	Embedded links in header/footer	Embedded links in footer	Link in footer
	FAQ Section	None	None	None	In drop down menu	none	None
	Privacy policy	1 Click in Footer	Tab in footer	In primary menu	none	none	Footer
	Search	Embedded in NavBar	In Navbar	Embedded in header	none	yes	None
Functionality	Type of search button	Roll Over	Link to own search page in navbar	Roll over	n/a	Link to own search page in navbar	N/A
	Load Time	1.17s	1.8s	2.241s	1.01s	2.2s	1.81s
	Email subscription	Yes, Newsletter	None	Yes, newsletter	Yes, Newsletter	Yes, Newsletter	None
Accessibility	Multilingual	Yes, Welsh	No	No	No	No	No
	No. languages other than English	1	0	0	0	0	0
	How many font types	3	3	3	3	3	2
	Clear & Accurate Headings	Yes	Yes	Yes	Yes	Yes	Yes
	Are links visually distinct	Yes, use of images	Yes	Yes	Yes	Yes	Yes
	Link underlining	Yes	Yes	No	No	No	No
Overall Score	Hyperlinks change colour if visited	No	No	Yes	Yes	Yes	No
		73%	62.10%	77.35%	67.50%	64.80%	59.40%
	results	2nd	5th	1st	3rd	4th	6th

Design Brief

Using a shared Google Docs file, we all contributed towards different sections of the initial design brief. I then collated all this information on InDesign to make a pretty PDF for the client to give us feedback on.

Community Partner - (Tiernan)

The Rural Health Partnership was established in March 2002, to "enhance the abilities, improve and sustain the quality of life of women and men living in the South Armagh Area who are experiencing mental health problems". Working in the greater South Armagh area including places like Dungannon, Portadown and Newry they aim to aid families, farming families and settled travellers in the most rural parts of South Armagh as they are the most in need due to being isolated from mental health aid, due to poor infrastructure in rural areas.

The partnership strengthens and supports local rural communities and provides them with training, education and the ability to develop personally in ways they would not be afforded otherwise. They deliver Rural Health Partnership programmes, as well as courses alongside other providers to promote self care, mental health and physical activity with a strong emphasis on those who are isolated and suffer from mental health problems related to the rural location.

With plans for a spring launch the Rural Health Partnership wish to burst into the spring scene with a fresh and new visual identity, something memorable and visually their own. The current logo/identity is in need of a complete refresh, building on the service users they currently attract, but providing an opportunity to recruit new members of the rural community.

Outline Deliverables - (Dean)

- Visual Identity and Brand
- Brand Guidelines
- Website - (existing address - <https://rhpsa.org/>)
 - Pull in content - photos, text etc (Emmet to assist us with photos)
 - Page dedicated to Community hub and the healthy living center
 - The 3 themes are for the range of services are self care, physical activity, mental health
 - Live calendar to track events / online booking feature
 - Donate button (justgiving?)
 - [#careforcommunities](#)
 - Newsletter/e-zine
 - Responsive website
 - Live social media feed
- Motion Graphic showcasing the work of the Rural Health Partnership
- Mockups for Apparel
 - Polo shirt
 - Sweatshirt
 - Promotional Material
 - Pens
 - pop up banner
 - bumper stickers [#careforcommunities](#)
 - bus shelter ad
 - Stress balls
- Social Media Promotional material - facebook, instagram.

Budget - (Tiernan)

- Website hosting with GoDaddy Deluxe Deal- £4.99/mo first 3 years then £9.99. This includes Domain, SSL Certificate and business email. £47.88/yr for the first 3 years.
- Apparel- Copyright, 5x Sweatshirts £102.50 or £20.50 per sweatshirt. 5x Polo Shirts £66.25 or £11.25 per shirt. Unisex apparel to save on budget spending.
- Pop-Up Banners- Northside graphics, 'Gold' Roll Up Stand £38.90 per stand

Project Summary - (Dean)

We are going to develop a new visual identity for the Rural Health Partnership. This incorporates a new logo and colour scheme which will help modernise the current identity. We will showcase mockups of this logo utilised on various promotional material like pens and other merchandise, as well as on apparel that can be used by partnership staff to raise awareness of the partnership while they deliver courses in the community. Other promotional material, such as pop ups will be designed to allow the company to promote their services at events. We will also develop a website using Wordpress. This will allow for easy editing of the website without the need for advanced coding capability. A motion graphic will be developed that showcases the wide range of services the Rural Health Partnership provides, as well the collaborations and training they provide for other organisations and the local health trust. This motion graphic will be utilised on the website and on social media to raise the profile of the partnership to service users, [funders](#) [health](#) practitioners and policy makers.

Tone, Message and Style - (Alex)

The style and tone of this project will be consistent with the brands overall message, which is one of uplifting, inspiring colours to help show the partnership as a positive light [#careforcommunities](#). The Rural Health Partnership is a positive and supportive [organisation](#) providing a range of educational programmes, and a wide range of accessible services to all rural communities in South Armagh. This needs to be reflected in the range of interactive media outputs, and new brand identity. This is an inclusive and proactive partnership, supporting the integration of people with mental health in the community.

Timeline - (Dean)

W.H.O World Mental Health Day 10th October

Brief 29th of October

Finalised Products (Test Uploading, Rendering, Exporting Files) 3rd December

Project Delivery Deadline 10th December

Target Audience - (Alex)

The primary target audience is rural families, individuals, older members of the community, settled travellers and individuals needing mental health support in the local rural areas. As Facebook is the main source of engagement along with physical promotion, a social media campaign developed using Instagram and Facebook will allow for more people in the local community to become aware of the partnership.

This partnership offers educational programmes, community celebrations and classes including South Armagh Women's Group, Weekly Walking Groups, Painting Day At The Farm. The diverse range of educational programmes and events attract a wide variety of people from the local community.

Objectives - (Chris)

- Why is this project needed?

It is clear that the RHP would greatly benefit from a rebrand. Their existing logo/banner is in need of a professional refresh. Whilst their team is very active on social media, they need a professional website so they can share the diverse portfolio of services they provide the rural community. They support so many critical educational programmes across their local district and having a website as their central hub would help raise awareness to their extensive work, reach a wider audience and make it easier for potential funders to support their delivery.

Meet the Team - (individual)

Alex - A third year Interactive Media student, with a strong graphic design background, paired with an in-depth social media awareness, I am thrilled to be working with the Rural Health Partnership to help rebrand the online and offline presence.

Dean - Foundation degree in Interactive Design, and experience developing brand identities, I have a strong skill set for graphic design and am very excited for the potential outcomes of this collaboration with the Rural Health Partnership.

Tiernan - A 3rd year Interactive Media student from a Rural part of Mid Ulster with strong experience in brand identity, motion graphics and videography. Being from a rural area I understand the essential work that the Rural Health Partnership provides, this enhances the excitement I have for this project.

Chris - Mature student and family man. I'm a big supporter of mental health awareness and as a retained firefighter from Portstewart, working within my local community, I can really understand how invaluable the Rural Health Partnership will be to so many people. I have a keen interest in graphic and web design and it will be a real privilege to work on this specific project to help the Rural Health Partnership realise it's full potential.



1 hour

Pressure's On!

Several edits later - Falling behind schedule

Working in a group is tough!

It's difficult for a number of reasons, but getting everyone coordinated when not in class together is a struggle.

Evidently, it took us a while to get a revised design brief sent back to the client.



I know Claire gave extensive Feedback on Thursday that needs incorporated.

I know Chris was working on an InDesign doc. Just checking when we might get a look at the PDF for review?

It would be preferable to get this emailed through to RHP as soon as you can please.

Thanks

Adrian



Final-Final-Final Design Brief



Again, using InDesign to collate all the information from the team, I tried my best to make it visually pleasing so the client would be somewhat impressed with the presentation.

Credit to Dean and Claire for proof reading all of our text and deleting some of the commas that Alex used.

Overall, it was a good job and this marks to the point where we moved onto the more creative stage of designing logos and individual design decks.

The file name for this pdf was 'Final Final Final Design Brief' which speaks volumes to the amount of work that went in to what should have been a simple step to allow us to proceed. Perfect example of scope creep eating up our valuable time.

5 hours
Should have only taken 2 hours.

Individual Design Work

Moving onto the creative stage where each member of the group was tasked with coming up with 3 separate designs / logos to pitch first to Adrian & Claire.

Leaves!

Below is a random Leaves logos google image search to spark some inspiration. I definitely like the idea of building a logo around the shape of a leaf. With the green colour to tie it down to the rural/countryside aspect.

From this we were guided in choosing our best work to bring together into a group design deck which pitched to the client via another teams meeting.

So, the creative process began.

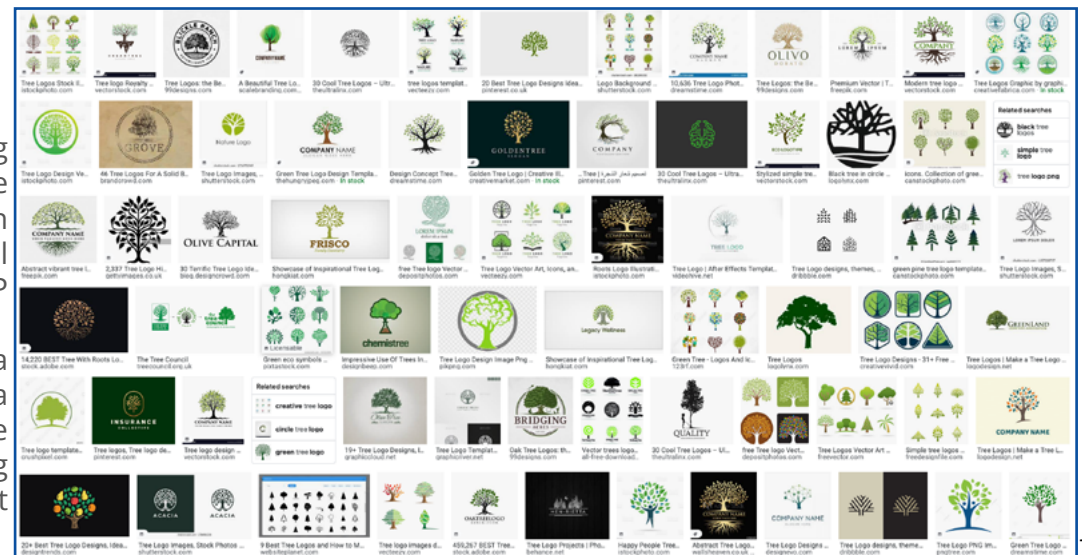
Rural!
Health!
Partnership!

Many a google search and conversation with my wife to try and come up with something appropriate. 1 million terrible ideas for every 1 sort of OK idea. Is this normal for other people? Rural - to me this screams, Countryside, Fields, Farms, Nature, Trees, Leaves, Cows, Tractors, Rustic, Autumn colours, Earthy things, Apples, Flowers, wide open spaces.



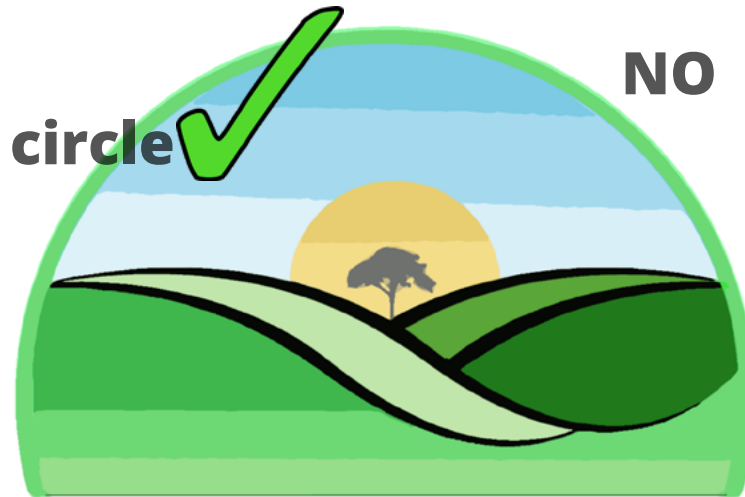
Trees!

Some very interesting Tree logos out there to take inspiration from. But what will sum up the RHP perfectly? I like the idea of a basic tree inside a circle. Again with the green, and rolling hills to represent south armagh.





NO



circle

NO



rolling hills

NO

Triangle, no!

Tree!



**Handshake?
Partnership? Doesn't work!**



NO

I do like the look of a circle around the tree, but feel that there's too much detail in these ideas so far that would be lost or muddled looking when printed on clothing etc.
I am keen to find a logo that would work as a variation without using text to say Rural Health Partnership. Its quite a lot of words to convey yet keep the logo simple.

I will now try and walk you through some of my font choices and decisions.

NO



**Still trying for the perfect handshake.
Spaghetti arms anyone?
Rhombus shape was a mistake also.**

Rural Health Partnership

#caring for communities

**Too much text?
Too much green?**

Font Experiments

RURAL HEALTH PARTNERSHIP *too 'star treky'*
caring for communities ✓ *Caveat Regular - nice for the subtext*

Rural Health Partnership ✓ *Helvetica Neue,
tried and tested!*

Rural Health Partnership *too similar to comic
sans!*

Rural Health Partnership ✓ *Subway Novella,
Something charming about it.
Feels like a rustic, rural font.*

RURAL
HEALTH
PARTNERSHIP

Agan, font doesn't really suit,

*but I like the idea of stacking the words in
left alignment - will try it out.*





rural
health
partnership

#care for communities



Rural Health Partnership
—Health & Wellness - South Armagh—



Rural Health Partnership



Rural
Health
Partnership

#care for communities



Rural
Health
Partnership

#care for communities



Logo Decisions



Rural Health Partnership
caring for communities

Looking back, number 1 may have been my strongest design to go forward with. My reasons for holding back with this one were that I found it too similar to some other famous logos. The strongest part of this logo was its simplicity. The vibrant colours was the key here. It was from this that I came up with the concept for different colour to represent each theme of the RHP.

Number 2, I should have incorporated elements of number 3 and 2. The circle around the logo was clearly something the RHP wanted. They also loved the tree as a symbol to represent what they do.



Rural Health Partnership

Looking back, the final logo is not too far off this. Again, if I incorporated the circle idea from number 2 around this tree, it would have looked better. Below shows that I was on this track before. It should have been a circle, but for some reason I chose an oval shape.

However, I did try and show the rolling hills of South Armagh in an artistic way, but decided against it for my final logo.

Main points to take forward:

Vibrant Colours!

6 themes - 6 colours.

The Tree!



Honestly, I didn't keep track. The thought process was ongoing for days. BUT officially -



4 hours

Looking back, number 1 may have been my strongest design to go forward with. My reasons for holding back with this one were that



I found it too similar to some other famous logos. NBC Logo.

The strongest part of this logo was its simplicity. The vibrant colours was the key here. It was from this that I came up with the concept for different colour to represent each theme of the RHP.

I should have incorporated elements of number 3 and 2. The circle around the logo was clearly something the RHP wanted. They also loved the tree as a symbol to represent what they do.

I was keen to run with the colour scheme however. At the time, there were 5 themes that we were aware of. This developed into 6 themes, so I needed an extra colour and leaf to represent this. For this reason, I decided to go with my second logo, the tree.



Color Psychology

RED Action, ambition, attention, confidence, danger, energy, love, lively, passion, power, strength, urgency, warmth.	ORANGE Activity, creativity, confidence, enthusiasm, excitement, friendliness, harvest, optimism, warmth, youthfulness.
YELLOW Cheerful, energy, friendliness, freshness, happiness, joy, optimism, positivity, warm, youthfulness.	GREEN Balance, fresh, growth, health, joy, kindness, luck, maturity, nature, prosperity, restoration, soothing, wealth.
BLUE Calm, clean, conservative, integrity, patience, peaceful, security, serenity, stability, trust, wisdom.	TURQUOISE Healing, imagination, peace, protection, sophisticated, spiritual, wisdom.
PINK Affection, compassion, feminine, healthy, happy, optimism, playful, romance, softness, sweet.	PURPLE Ambition, creative, honor, intuition, luxury, majesty, mystical, royalty, sensitivity, spiritual, success, wealth, wisdom.
BROWN Approachable, comfortable, friendly, organic, practicality, security, strength, stability, wealth, warmth.	GOLD Bright, glowing, luxurious, prestigious, prosperity, radiant, rich, traditional, valuable, wealth, wisdom.
GREY Balance, calm, mature, minimal, intelligence, neutral, reliable, sleek, solid, stability.	BLACK Classy, dramatic, elegance, exclusivity, formality, glamour, luxury, mystery, power, protection, sophistication.
SILVER Classy, cool, glamorous, graceful, high tech, magical, modern, sleek, stylish.	WHITE Clean, easy, freshness, goodness, hope, imagination, innocence, light, minimalist, modern, peace, purity, simplicity.

SIBILARIBEIRO.COM



During the initial client meeting, they expressed the need to have a vibrant, colourful logo which gets across a 'feel good' factor. I was keen to incorporate as many colours as they had on their original primary school made logo, and still give them something meaningful behind every aspect of the design.

The Tree - This represents the rural aspect at a glance. Its the definitive symbol for nature.

"The ancient symbol of the Tree has been found to represent physical and spiritual nourishment, transformation and liberation, union and fertility". (The Living Urn, 2017).

For the RHP and the support they offer, they are a metaphorical tree for South Armagh. A place of shelter from storms, with strong roots in the community, offering knowledge and support to those in need.

From Healing power to protection, the Tree ties in perfectly with the Rural Health Partnership's ethos.

For the leaves colors, have qualities that can cause certain emotions in people. (Roohi S, 2019).

Color psychology is a widely used marketing and branding technique, as specific colours have different meanings and can trigger certain emotions in people.



- Orange (#e18901) For IT & Work skills - Represents Enthusiasm, Activity, Confidence to learn new skills
- Yellow (#ffe537) For Mental Health - Represents the their sunflower theme, happiness, joy, optimism, cheerfulness.
- Green (#7ac02) For Self care - Represents Balance, Growth & Restoration, soothing, maturity and nature.
- Purple (#7f188e) - For Family & Childcare Support - Represents wisdom, creativity, intuition and sensitivity.
- Pink (#ea2573) For Physical Health - Represents health, optimism, playfulness and compassion.
- Blue (#4161ab) For Physical Activities - Represents stability, trust, wisdom, calmness, serenity and patience.
- White (#ffffff) Represents the hope, goodness and all round positivity that the RHP conveys.
- Black (#000000) Outline of the tree, represents the journey, whilst not a straight line, it guides you to what you need.



Getting ready to Pitch!

Id

Ps

ACTION PLAN



It was advised that when we pitch, that our groups work was presented as consistently as possible. I took on this task not knowing the amount of work it was going to take to keep all four of us presenting the same way.

We first had to decide on which mockups to use:

- Visual Identity and Brand
- Brand Guidelines
- Online mockup
- Mockups for Apparel
- Polo shirt
- Sweatshirt
- Gillet
- Promotional Material
- pop up banner
- bus shelter ad
- Stress balls

Mockup Material right -->

My Pitch is shown on the following page.



LOGO



Rural Health Partnership

MAIN LOGO

ONLINE



WEBSITE ON SMARTPHONE & LAPTOP

PROMOTIONAL MATERIAL



POP UP BANNERS

VISUAL IDENTITY

COLOUR SCHEME



FONTS

Logo:

Website:

Promotional Material:

Subway Novella
Subway Novella,
PT Sans
PT Sans,
Subway Novella,
Manslava

COLOUR SWATCH & FONTS

APPAREL



JUMPER & POLO SHIRTS - BLACK & WHITE

PROMOTIONAL MATERIAL



BUS SHELTER

PROMOTIONAL MATERIAL



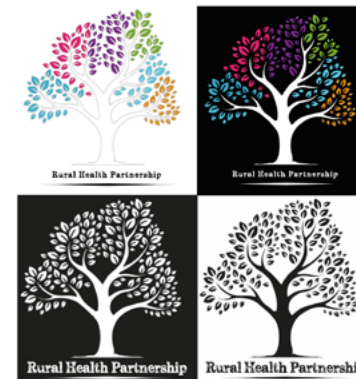
STRESS BALL

APPAREL



GILLET

DESIGN VARIATIONS



LOGO FOR DIFFERENT FORMATS



The task of bring all the teams content together was more than I wanted to take on. Edit after edit after edit. Constant issues with trying to send across Illustrator files on basecamp so I could use the files with inDesign. Issues with sending across low resolution files that didn't look good at all. I tried my best to keep us all consistent and to deliver on time. Last minute edits and non transparent backgrounds kept holding things back.

Efforts to try and keep the group to our own deadlines were in vain, but we got there in the end. Once again, group work is a real struggle to keep everyone on point. Not sure why I felt like this was my job, but it was important to try my best, even if the final grades don't reflect the extra effort.

I underestimated the amount of time this would have taken.

6 hours



Pitch Tomorrow at 4.45pm

11th November 2021



Good afternoon team, tomorrow this is an exciting day, were finally going to pitch to the partner. Both Majella and Teresa will attend the pitch. 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 someone 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 once it has been signed off by Adrian.
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 four 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.

Successful Pitch

(or so we thought)



Both of your partners were delighted with the designs you created. You all gave great informed and professional narratives, they were delighted with your explanations of your design choices.

Thanks Alex and Chris of seamlessly stepping up when Tiernan had technology problems.

Tiernan thanks for persevering and getting back in. Dean thanks for hosting and helping to navigate the pitches to showcase the elements the partner wanted to see again.

I think the final logo and design options will work albeit you have things to work on. Chris I see you have put up notes. I took a lot too regarding final merchandise designs.. I hope to get these collated over the next few days and I'll put them up here.

I'm looking forward to see the refined design deck. Congratulations

Claire



Great work! Glad to hear it went well.

I look forward to hearing and seeing what was agreed. Best to get the refined deck back as soon as you can as you only have four short weeks to deliver the media outputs.

Adrian

Refining the Deck

- **Notes from the pitch:**

- Website - large photo carousel, clear band across the top to aid navigation, include live social media feed, a donate button and a calendar of events.
- Logo - Amalgamation of Tiernan and Chris
- Pallet - Chris
- Font - Opens sans
- Set up Twitter account, and rebrand facebook and instagram accounts
- They want the photography to be focused on their main location in south armagh with rural view of Slieve Gullion and the ring of Gullion. (Southern Board health board area.)
- The final media outputs should include the designs for....
- Bus stop poster and billboard poster.
- Six pop up designs for the six colour of the tree (logo, image, web address)
- Face Mask
- Polo shirts (embroidered logo) in the six colours of the logo
- Gillets (embroidered logo)
- Jackets zipped (embroidered logo)
- Travel cup and water bottle Eco friendly so sustainable rather than disposable
- Stationery, letterhead, compliment slip, business cards
- Pens web address
- bumper sticker
- Stress ball
- Name badges
- PVC Banner design to secure to railings at outdoor events
- Newsletter template
- Annual report template
- signature for an email.
- Zoom or Teams branded background for professional online meetings
- poster template
- social media template
- Small teddy with a branded t shirt for school based projects



Chris Martin



1. Bus stop poster and billboard poster. Dean
2. Website Mock-up - Tiernan -
3. Six pop up designs for the six colour of the tree (logo, image, web address) Chris and Tiernan
4. Face Mask—Dean
5. Polo shirts—(embroidered logo) in the six colours of the logo—Tiernan—only white, need colours—
6. Gillet's (embroidered logo)—Alex
7. Jackets zipped—(embroidered logo)—Alex and Dean
8. Travel cup and water bottle Eco friendly so sustainable rather than disposable—Chris
9. Stationery, letterhead, compliment slip, business cards—Tiernan
10. Pens web address—Dean
11. bumper sticker—Chris
12. Stress ball—Chris
13. Name badges—Dean
14. PVC Banner design to secure to railings at outdoor events—Dean and Tiernan
15. Newsletter template—dean
16. Annual report template - Tiernan
17. Christmas bobble—Chris
18. Zoom or Teams branded background for professional online meetings - Chris
19. poster template - Everybody
20. social media template - Alex
21. Small teddy with a branded t-shirt for school-based projects—Chris
22. Brand Guidelines - Everybody
23. Have fun—
24. Motion graphics - Dean, Alex, Tiernan.



Once again, the difficulty of working in a group raised it's head. This could have easily been overcome if we were on campus more often, but as we were only in for 2 days per week, (one of those days dedicated to another module), there was only so much we could get done in each others presence.

When we did work together on campus, which rarely happened, we got so much done as opposed to working remotely from home, but that's just one of those limitations that we had to work around.

Rest assured 'refining the deck' was not an easy job.



ACTION PLAN



- Work on new logo with Tiernan
- Work through new list of deliverables
- Push RHP IT department for GoDaddy login details
- Push for more photographs of the RHP programmes & text for website
- Start collecting up royalty free images for website



Above is the logo that we tweaked to incorporate my colour palette along with Tiernan's circle, tree and rolling hills.

We stuck with Cocogoose font as we felt it was the strongest one from what was originally pitched.

Initially, the yellow was not included on the colour palette, but the RHP showed a liking for Alex's sunflower logo, as it tied in well with their sunflower mental health programme. So I decided a yellow section of leaves would be included to represent their mental health support.

We submitted this to the RHP for approval before proceeding with the rest of the design work as so much hinged on this one decision.





Initially, I thought we could maybe try and accommodate this request, but it dawned on me that we had to draw the line somewhere.

We had other submissions due for another module, and it would have really set us back for time as we were already behind schedule.

The requested logo was designed by someone else showed up hundreds of reverse image searches on google, so not something they could use as their logo.

Thanks to Claire for navigating this one and for negotiating a positive outcome.



We were naively hoping for positive feedback on our revised logo and had begun quite a bit of the mock-ups and design work, so felt like we were making good progress. . . until.



Hello Chris

We have been thinking about your groups logo design and really liked using the tree idea with the colours as our logo , since our last meeting we found this one see attached – not sure though if we can use it legally ?? - I just googled tree logos with people and this came up - we liked the idea as the tree trunk was made from people and the leaves were hands (helping hands) (which we thought portrayed that we help people and the tree as you said is a place to take refuge to take cover in a storm, strength, growth etc we also like the idea of the hands/ leaves being colourful which tied in with your idea of colour blocking)

Could we use the attached ?? inside a green circle with green at the bottom as in this logo instead of the hills idea and could we see what that looked like with Rural Health Partnership listed at bottom and / or along the top of the circle please

Thank you – I am sorry if this is putting you all to a lot of work !!
I look forward to hearing from you.

Kind regards

Majella



requested new logo

Crisis Averted!

(thank-you Claire)

Positive update on the logo

 Claire Mulrone · Nov 19 · Notified 5 people

I have had a conversation with Majella and the situation is resolved. They were not aware of the process and are happy to keep the new logo you sent yesterday with two small changes.

The first is replace the pink at the bottom of the circle to green. The second is we agreed to use Deans font in the logo. They preferred its softer more personal look. If these are made we can draw a line under this and move on to the next stage. Delighted you have access the the web Chris, this will make the web development phase easier.

Majella will email you all again on Monday when she is back in the office. You could send the revised logo to her by return email after this.

Have a great weekend.

Claire

ACTION PLAN



- Replace the pink at the bottom of the circle with green ✓✓
- Deans font in the logo - (it technically was his logo initially. ✓✓
(We used Open Sans when they wanted Ink Free instead).
- Make a start on the website ✓✓



Final Logo!

With this logo locked in the group were able to proceed with the rest of the design work as before and I had gained access to their GoDaddy account to make a start on designing their website.



New Font:

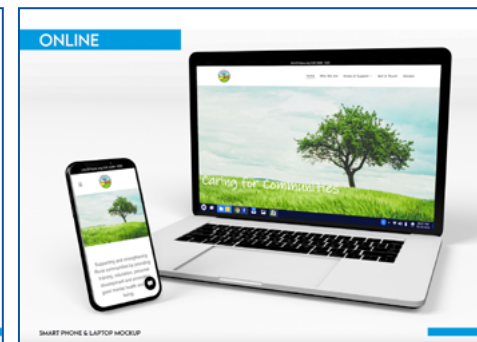
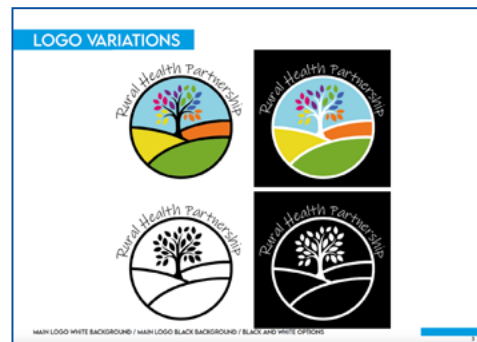
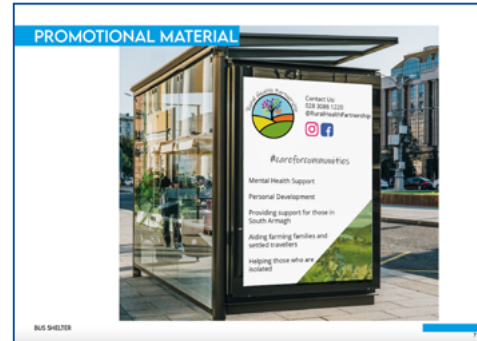
Ink Free



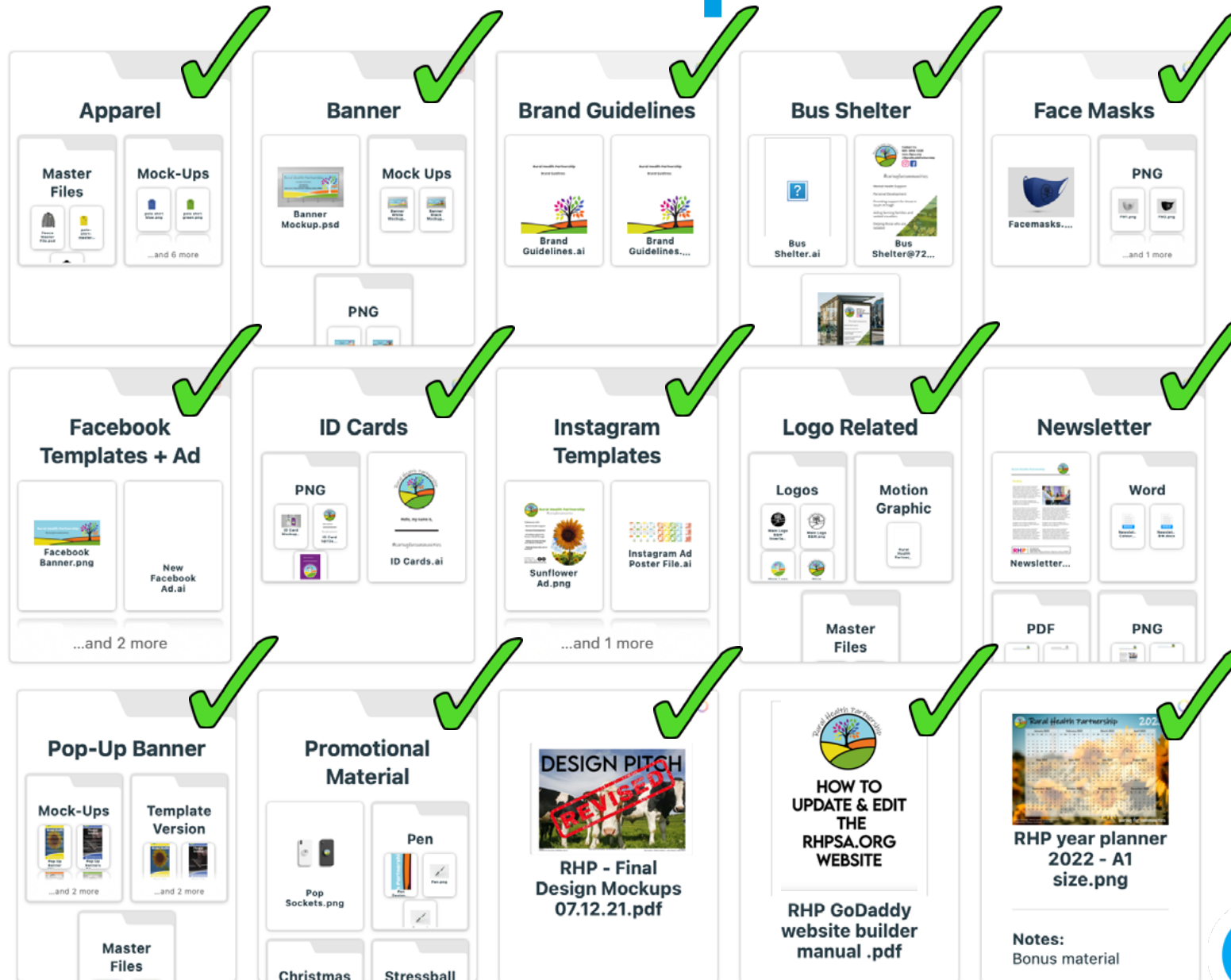


CONTENTS

LOGO	1
VISUAL IDENTITY	2
LOGO VARIATIONS	3
ONLINE - SMART PHONE & LAPTOP	4
SOCIAL MEDIA MOCKUP	5
CLOTHING APPAREL	6
ZIPPERED FLEECE	6
GILLETTS	6
COLOURED SWEATERS	6
COLOURED POLO SHIRTS	6
PROMOTIONAL MATERIAL	7-15
BUS SHELTER	7
POP UP BANNERS	8
CAR WINDOW STICKER	9
TRACTOR BUMPER STICKER	10
FACE MASKS	11
STRESS BALL	12
TEDDY BEAR	12
CHRISTMAS BAUBLES	12
PVC BANNER	13
STATIONARY	14
ID BADGES & LANYARD	14
POP SOCKET	15
REUSABLE WATER BOTTLE	15



Deliverables uploaded!



- From the list of deliverables I contributed with:
- The Stress Ball
- The Water Bottle
- Christmas Baubles
- Stationary mockups
- Final Design Deck
- Website Manual
- 2022 Year Planner
- Website

This part of the process seemed to go without a hitch with everybody uploading to basecamp on time.

I emailed the RHP to ask for some final feedback before finishing the module. There were a few additional tasks, but with the manual, I believe they'll be able to confidently make any future changes themselves.



3 hours

My contributions

- Design of the brief on InDesign with the many revisions until the client was satisfied.
- My own design deck using Photoshop and InDesign.
- Bringing all our designs together on InDesign for the main pitch involving about 5 revisions until it was ready to be presented online.
- Design work on new logo and mock-ups.
- Bringing all our design work together on InDesign again towards the final design deck. Again, quite a few revisions until it was ready to go.
- Designing the RHP website.
- Pulling in all the photo content and designing some original graphic content to pad out the website.
- Liaising with The RHP to make sure all the text they required was included on the site along with all the photos that their social media manager, Emmet, emailed across.
- Uploading all the teams content to project social .



Extra Content  **1 hour**

Website

research

Thanks to Aisling from the RHP IT department for giving me access to their GoDaddy website.

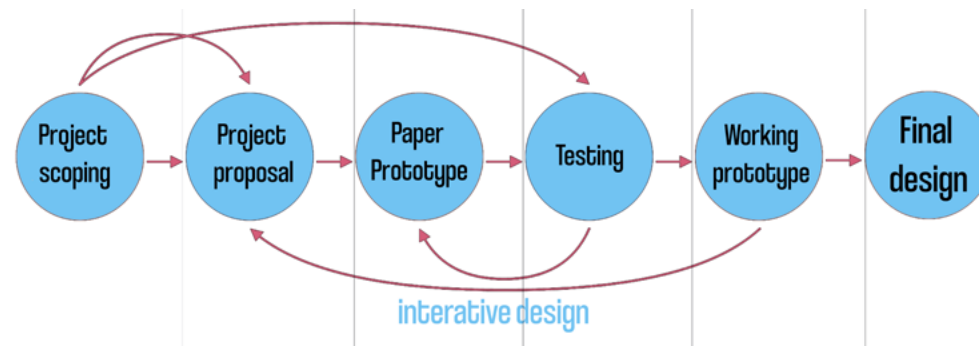


It was a bit of a set back when we found out that using WordPress wasn't an option. This would have allowed for much more freedom to design a site that we had actually already pitched.

I did find the default GoDaddy website builder quite limiting and restricted me in designing anything that I initially had planned. In saying that, it also had its potential upsides. It is a very easy to follow User Interface; perfect for anyone with minimal computer literacy to achieve simple tasks such as uploading new images, adding text etc.

Whilst designing this, I was making a manual for the RHP as I went along.

I referred back to our benchmarking spreadsheet for important features that should be included. I found the Rural Support website a good reference tool as they were the most similar organisation to the RHP.



Referring back to a previous module for guidance.

"The designer should strive for a detailed understanding of the needs, wants and limitations of the people who will use the end product and then makes design choices that incorporate this understanding". (Nunes & Pratt, 2012).

Two questions that guided my process throughout:

Who is the site being made for?

We had already established the RHP target audience during the initial brief. The primary target audience is rural families, individuals, older members of the community, settled travellers and individuals needing mental health support in the local rural areas. As Facebook is the main source of engagement along with physical promotion, a social media campaign developed using Instagram and Facebook will allow for more people in the local community to become aware of the partnership. This partnership offers educational programmes, community celebrations and classes including South Armagh Women's Group, Weekly Walking

Groups, Painting Day At The Farm. The diverse range of educational programmes and events attract a wide variety of people from the local community.

Most importantly, the website needed to be accessible and responsive on all devices. I was confident the end result would do this as GoDaddy website builder is a trusted tool.

What is this site supposed to do?

Top of the list, the website is there to provide information.

It will act as a central hub to direct user towards. It will hopefully be the main point of contact for any potential donors and add a level of professionalism to their organisation that social media alone doesn't offer.

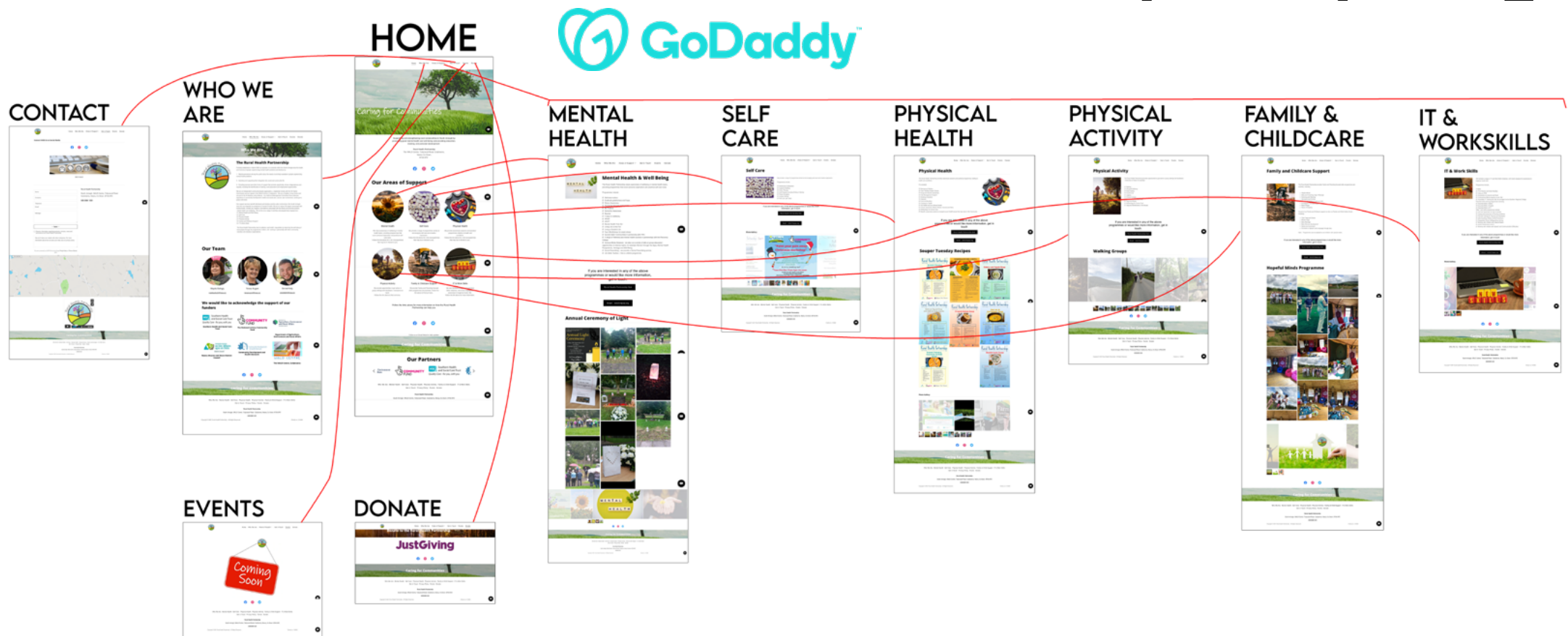
It will also tie in all their social media presence into one place. I included social media links on each page as they have high activity on all their profiles.



3 hours

Website

<https://rhpsa.org>



I called Teresa from the RHP to talk her through how to login to the GoDaddy website builder so they could preview the site before publishing.

I followed this up with an email to make sure everything went ok.
They were pleased with the result so far with a request for some additional information to be added.

The site is now live and I've tested it on various devices without issue. I didn't expect there to be any issues anyhow, as the GoDaddy website builder is a reliable tool, and I am confident with the detail I've included in the manual, that they will be able to make further changes themselves, as intended.



Website Manual



HOW TO UPDATE & EDIT THE RHPSA.ORG WEBSITE

CONTENTS

Logging In	1
Edit & Preview Mode	2
Making Edits (1)	3
Adding a section	
Making edits (2)	4
Adding new pages	
Reordering pages	
Deleting elements	
Making Edits (3)	5
Adding a single element	
Adding to image gallery	
Donate Button	6
Link to external URLs	
Further Information	6
Text tutorial	
Youtube tutorial	

LOGGING IN

1. Type into your address bar: www.godaddy.com
2. Click on sign in for the drop down menu
3. Click sign in.
4. As in the screen shot, the Username is: **XXXXXXXXXX**
5. We will send your password in a separate email for security purposes. (Asking also has access to this information).
6. Click sign in to proceed.
7. Your GoDaddy products will be displayed below. Click on the currently published Rural Health Partnership website to proceed.
8. From this point you can add photos directly to your account and edit the website by clicking on the button.
9. Once your social media accounts are connected to this account, you will also be able to create posts from here.



EDIT & PREVIEW MODE

You will be presented with how the website currently looks in Edit Mode.

- This is essentially a preview of how the site looks, but you're able to navigate throughout the site, click on all the elements, make changes to text, layout and add photos/videos etc.
1. All the pages are available to see in the right tab as shown.
 2. Clicking on the icons next to number 2 will allow you change the order of pages in the navigation bar. For example, should you want the donate button to appear furthest left on the navigation menu, you would just drag this to the top of the list.
 3. Clicking on the preview button will bring up the screen as shown right. This is how the website will look on a desktop computer and on a smart phone screen.
 4. You can browse the website in this mode but to make any further adjustments you need to click back into Edit Site.
 5. If at this point you were happy with how the site looks, you can click Publish and the site will go live. Sometimes edits that have been made to the site can take a while to come into effect, but usually things update instantly.



MAKING EDITS (2)

I'm going to add an Events page as this was a feature mentioned in the initial brief that would be beneficial.

1. Click the plus sign for Add Page

2. I've named the page 'Events' and opted to have it displayed in the footer as it's an important feature that should be visible.

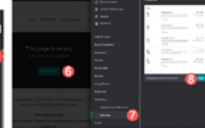
3. Create page.

4. Clicking on the 'Recorder' button as shown before will allow you to drag into your desired order.

5. I will drag the Events page above the Donate, as I want that to be the furthest right in the navigation bar. The result is shown below.



6. Click on Add Section.



7. Under 'Schedule' you'll have the option to choose a live calendar to include on your page.

8. Clicking Add will place a live calendar on this page which will look like the screen shot below.



9. To have this feature live on the RHP website, you will need to link an iCal URL to this section. The show me how button goes over how to achieve this in detail. I think this would be an excellent feature to include in the website.

10. Until this option has been enabled I will show you how to delete a specific section, shown below. Click on the 3 settings dots and click the waste paper basket.



MAKING EDITS (3)

We want users to know that a live calendar is on the way, so I will place a coming soon image in its place.

11. Add Section.



12. From the sections list, under 'General' and Content, you'll be given several options with varying layouts.

13. I selected this option as shown above.



14. Again, hovering over any element editing or deleting options. I selected the right image.

15. Any text I will just highlight and delete. Now we need to replace the stock image with one of our own.

16. Click on the image to bring up further options on the right tab.



17. Click on Change Image. This takes us to an important website feature for adding new images which you will need to do.



DONATE BUTTON

The donate feature is still to be finished. When the donate button is clicked it takes the user to this page seen right.

1. The button when clicked will take the user to the justgiving external website.

2. Clicking on the image of the Just Giving logo will take the user to the same place.

3. You can see the website URL can be edited in this bottom right field.

- When things are up and running with your justgiving account, you can edit this to take users to the correct address.



FURTHER INFORMATION

GoDaddy website builder is a useful tool and after familiarization it is very user friendly.

There are excellent online tutorials available to help you figure out anything you might be unsure about.

<https://www.websitebuildersexpert.com/website-builders/how-to-build-a-website-on-godaddy/>

This is a great resource for learning the ins and outs of this building software.

<https://www.youtube.com/watch?v=20GjAkKjRfA>

This is another great step by step resource for getting the best out of this software.



The main issue I found during designing this manual was knowing how much information to include. How much detail was necessary to include to be effective. The GoDaddy web builder is very user friendly, but I tried my best to include a thorough step by step guide for the tasks that the RHP would be performing on a regular basis. i.e uploading photos, adding & editing text, events, social media posts etc.



3 hours

Project Conclusions

Overall, I found this module an excellent learning experience. Working in a group of 4 on such a creative project presented many challenges, but that's something I need to be prepared for in a professional setting.

Possibly due to my age, I automatically fell into more of a leadership role, which I may pursue more of in the future.

I was reluctant to take on more work than I needed to do as I have a lot of other commitments outside of university to juggle, but it was important to me to try my best.

A project of this nature didn't lend itself to any last-minute efforts, as is normal with students and university deadlines.

It seems to be like a badge of honour for some students, to leave things to the very last minute before even starting work, which is completely ridiculous. That's why I found group work so difficult. There's a certain degree of peer pressure to do the bare minimum.

If I could do anything differently, I would have been more vocal in our initial client meeting. I would have pushed for in person team work to drive the productivity and I would have had scheduled another more informal Teams meeting with the client to run some of our ideas past them before time constraints became an issue. I would have liked to travel to South Armagh to get our own landscape photographs for the website, banners etc. I would have interviewed the RHP team when there and produced a short promotional video. Granted, Covid is making these things difficult to achieve.

We used Clockify to keep track of our individual hours which I've tallied up 40.5 official working hours.

I found this aspect of the project quite difficult as often times the creative process isn't set to a rigid schedule. The brainstorming creative ideas doesn't always happen when you're 'on the clock'.

Yes I've clocked 40.5 hours but I think that easily have been 60 if I was more strict with my time.



Clockify 40.5 hours

Acknowledgments



Under the supervision of Senior Lecturer, Adrian Hickey, and Community Engagement Manager, Claire Mulrone, Interactive Media students complete compulsory interactive media projects with Science Shop community partners. The projects on this website are indicative of the twelve-year partnership between Interactive Media students at Ulster University and their Science Shop community partners. This work engages final year student teams, in real world connected learning simulating Interactive Media industry practices. Science Shop partners supply briefs which facilitate prototyping, research and development alongside vocational activities including setting project milestones, time management, designing and building creative Interactive Media outputs and working directly with community partners.

The Science Shop provides community and voluntary groups across Northern Ireland with access to research and information resources at the University. Community partners put forward projects that Ulster students undertake as course work.

The completed research projects provide the community partner with an evidence based project and allow students to engage in community based research and learning.

I would like to take this opportunity to thank Majella, Teresa & Emmet from the Rural Health Partnership. It has been a real privilege to work on this project with the RHP and we wish them every success for the future.



Finally, a special thanks to Adrian and Claire for their guidance and patience throughout the process.

Bibliography

Front cover - Anon., n.d. [online]. image. Available from: <https://ost.edu/a-forest-dwelling-experience/johann-siemens-epy0gbjzzu-unsplash/> [Accessed 10 Dec 2021]

Anon., 2021. light build moment [online]. image. Available from: <https://landscapelightingguru.com/led-2/> [Accessed 14 Dec 2021].

Lewis, James (2002). Fundamentals of Project Management (Second ed.). AMACOM. pp. 29, 63. ISBN 0-8144-7132-3. [Accessed 14 Dec 2021].

Ribeiro, Sibila (n.d) color psychology [online]. Image. Available from: <https://i.pinimg.com/564x/a3/17/d9/a317d90715e7e7945db86f4c5bdc5956.jpg> [Accessed 3 Dec 2021].

The Living Urn., 2017. The Universal Symbolism and Importance of Trees Throughout History [online]. The Living Urn. Available from: <https://www.thelivingurn.com/blogs/news/the-universal-symbolism-and-importance-of-trees> [Accessed 14 Dec 2021].

Roohi S, Forouzandeh A (May 2019). "Regarding color psychology principles in adventure games to enhance the sense of immersion". Entertainment Computing. 30: 100298. doi:10.1016/j.entcom.2019.100298. ISSN 1875-9521. S2CID 133023544.

Nunes & Pratt (2012). Interactive design: an introduction to the theory and application of user-centered design Pratt, Andy, 1977-; Nunes, Jason, eBook, Beverly, MA: Rockport Publishers, 2012 [Accessed 14 Dec 2021].

Anon., 2021. [online]. image. Available from: https://upload.wikimedia.org/wikipedia/commons/thumb/3/3f/NBC_logo.svg/1039px-NBC_logo.svg.png [Accessed 6 Dec 2021].

Anon., n.d. [online]. image. Available from: <https://www.mockupdaddy.com/wp-content/uploads/edd/2020/06/Office-Desk-Laptop-Mockup-2.png> [Accessed 9 Dec 2021].

Anon., n.d. [online]. image. Available from: https://stock.adobe.com/59408334?as_campaign=TinEye&as_content=tineye_match&epi1=59408334&tduid=29b17862e0950edfc6afddd970ffc8d7&as_channel=affiliate&as_campclass=redirect&as_source=arvato [Accessed 18 Dec 2021].

Anon., n.d. [online]. image. Available from: <https://image.shutterstock.com/image-photo/web-design-development-style-ideas-600w-294453497.jpg> [Accessed 18 Dec 2021].

Anon., n.d. [online]. image. Available from: https://as2.ftcdn.net/v2/jpg/04/49/42/57/1000_F_449425711_1BXIPDy5Nd2CGXrNbTVYdBM4PJQrdAUr.jpg [Accessed 18 Dec 2021].

Anon., n.d. <https://images.mediabakery.com/AFS/RMB/AFS1993312-preview-logo-watermarked.jpg>. image. [Accessed 14 Dec 2021].

Anon., n.d. [online]. image. Available from: <https://sd.keepcalms.com/i-w600/keep-calm-and-back-to-square-one.jpg> [Accessed 18 Dec 2021].

Anon., n.d. [online]. image. Available from: https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcRRerpG7pmKwK7vWV6pbYsD2WoOUoL2Ewi2_A&usqp=CAU [Accessed 18 Dec 2021].

Anon., n.d. <https://i1.sndcdn.com/artworks-000007736864-nrsuo5-t500x500.jpg>. image. [Accessed 18 Dec 2021].

Anon., n.d. [online]. image. Available from: <https://www.masseyferguson.com/content/dam/public/masseyfergusonglobal/markets/en/assets/tractors/mf-8s/gallery/Mf8S-Gallery-01.jpg> [Accessed 18 Dec 2021].

Anon., n.d. <https://biltmorecap.com/wp-content/uploads/2017/05/Conclusion-Factors.jpg>. image. [Accessed 18 Dec 2021].